



CITY OF HOBART

AGENDA

Economic Development & Communications Committee Meeting

Open Portion

Thursday, 26 September 2019

at 5:00 pm

Lady Osborne Room, Town Hall

THE MISSION

Working together to make Hobart a better place for the community.

THE VALUES

The Council is:

People	We value people – our community, our customers and colleagues.
Teamwork	We collaborate both within the organisation and with external stakeholders drawing on skills and expertise for the benefit of our community.
Focus and Direction	We have clear goals and plans to achieve sustainable social, environmental and economic outcomes for the Hobart community.
Creativity and Innovation	We embrace new approaches and continuously improve to achieve better outcomes for our community.
Accountability	We work to high ethical and professional standards and are accountable for delivering outcomes for our community.

ORDER OF BUSINESS

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

APOLOGIES AND LEAVE OF ABSENCE

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**Economic Development & Communications Committee Meeting (Open Portion)
held Thursday, 26 September 2019 at 5:00 pm in the Lady Osborne Room,
Town Hall.**

COMMITTEE MEMBERS

Thomas (Chairman)
Zucco
Sexton
Dutta
Ewin

Apologies:

Leave of Absence:

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, 22 August 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 Fuzhou Sister City Soccer Tournament - Presentation from Participants - South Hobart Football Club File Ref: F19/124736

Memorandum of the Economic Development Project Officer and the
Director Community Life of 19 September 2019.

Delegation: Committee



City of **HOBART**

**MEMORANDUM: ECONOMIC DEVELOPMENT & COMMUNICATIONS
COMMITTEE**

**Fuzhou Sister City Soccer Tournament - Presentation from
Participants - South Hobart Football Club**

As Elected Members are aware, Alderman Thomas, Alderman Denison and the Director Community Life recently travelled to China. All three delegates attended the Euro-Asia Economic Forum in Xi'an and participated in discussions about the future of the relationship with the Director General of Foreign Affairs.

Alderman Thomas and the Director Community Life continued on to Fuzhou to attend an international youth sister city soccer tournament held in Fuzhou. As a result of the Hobart-Fuzhou relationship, a team from South Hobart Football (Soccer) Club were invited by Fuzhou to participate and compete against Fuzhou and Nagasaki (Japan).

Matthew Tadd – Under 13 Head Academy Coach and Tania Chung – Team Manager will attend the Economic Development & Communication Committee to provide a brief presentation of their visit.

RECOMMENDATION

That the information be received and noted.

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

Lucy Knott
**ECONOMIC DEVELOPMENT PROJECT
OFFICER**

Tim Short
DIRECTOR COMMUNITY LIFE

Date: 19 September 2019
File Reference: F19/124736

6.2 Hobart Hurricanes Goodwill Agreement
File Ref: F19/34366

Report of the Senior Advisor City Marketing and Sponsorships, Manager
Economic Development, Engagement and Strategy and the Director
Community Life of 19 September 2019.

Delegation: Council

REPORT TITLE: HOBART HURRICANES GOODWILL AGREEMENT

REPORT PROVIDED BY: Senior Advisor City Marketing and Sponsorships
Manager Economic Development, Engagement and Strategy
Director Community Life

1. Report Purpose and Community Benefit

- 1.1. This report provides a review of the three year Goodwill Agreement between the Hobart Hurricanes and the City of Hobart.
- 1.2. The three-year relationship has provided marketing and social inclusion outcomes for the City, as well as promotion and activation of Doone Kennedy Hobart Aquatic Centre, as the official aquatic partner of the Hobart Hurricanes.
- 1.3. The relationship between the City of Hobart and the Hobart Hurricanes has now concluded and it is anticipated that the Hobart Hurricanes will apply for a City of Hobart sponsorship for the coming season.

2. Report Summary

- 2.1. A three-year Goodwill Agreement was signed between Hobart Hurricanes and the City of Hobart on 18 November 2016. The Agreement was for a three year term, to be reviewed annually and not exceeding a net cost of \$30,000 annually to the City, calculated on a reciprocal value.
- 2.2. The agreement with the Hobart Hurricanes did not require a cash investment and the City's contribution was for in-kind support.
- 2.3. The primary beneficiary of the agreement was the Doone Kennedy Hobart Aquatic Centre (DKHAC), who negotiated to be the official aquatic partner of the Hobart Hurricanes.
- 2.4. The agreement provided match tickets to the Hobart Hurricane games at Blundstone Arena, as well as advertising opportunities for the City of Hobart at these events.
- 2.5. DKHAC and the Hobart Hurricanes held a Family Day event at the aquatic centre for children and families each year. This event is strongly supported by the Hobart Hurricanes through games and activities, mascot appearances, merchandise giveaways and player appearances.
- 2.6. In return, the City of Hobart provided Doone Kennedy Hobart Aquatic Centre swim memberships. These were used by Cricket Tasmania and Hobart Hurricanes players, which allowed them to use the facilities as a valuable addition to their training schedules.

- 2.7. The agreement also allowed for the Hobart Hurricanes to participate in our key events, including holding promotional activities at Salamanca Market, Myer Hobart Christmas Pageant and the Taste of Tasmania. The Hobart Hurricanes used these appearances to interact with fans, giveaway merchandise and sell season passes to their games.
- 2.8. Positive community outcomes have been achieved through the agreement, particularly around family friendly activations at our events as well as allowing us to promote our key events to cricket audiences both at matches and through social media.
- 2.9. The three-year term was useful as it allowed for the program to be adapted and modified annually, subject to an annual review by the General Manager. Each year resulted in better working outcomes for both parties as the relationship continued.
- 2.10. The three-year Goodwill Agreement between the City of Hobart and the Hobart Hurricanes will be finalised as of 31 October 2019. As the relationship is commercial in nature the Hobart Hurricanes have been made aware of the sponsorship policy and that they will need to apply for a City of Hobart sponsorship moving forward.

3. Recommendation

That the review of the three-year Goodwill Agreement between the City of Hobart and the Hobart Hurricanes, due to expire at the end of October 2019, be received and noted.

4. Background

- 4.1. The Goodwill Agreement between Hobart Hurricanes and the City of Hobart was signed on 18 November 2016.
 - 4.1.1. The Agreement was for a three year term, to be reviewed annually and not exceeding a net cost of \$30,000 annually to the City, calculated on a reciprocal value.
 - 4.1.2. The agreement with the Hobart Hurricanes did not require a cash investment and the City's contribution was for in-kind support.
- 4.2. At the conclusion of each year of the agreement, a review was undertaken, new deliverables were agreed on for the year ahead and a new contract signed by both parties.
- 4.3. Planning meetings were held in the lead up to each season and this contributed to the development of a mutually beneficial relationship, where the agreement terms were itemised and worked towards consistently. Additionally, these meetings allowed for any items that were not working to be improved upon.

- 4.4. At the conclusion of each year of the agreement, a report was completed for the General Manager and a new contract negotiated between the City of Hobart and the Hobart Hurricanes.
- 4.5. The relationship has developed significantly over the three year term, as both parties gained a better understanding of the capacity and requirements of each organisation, enabling each year's commitment to be more beneficial.
- 4.6. The Hobart Hurricanes are currently one of Tasmania's highest profile sporting teams, finishing in first place on the Big Bash Ladder in 2019 with 10 wins. They have a considerable following through social media and cricket attendance at matches in Tasmania remains high.
 - 4.6.1. Domestic cricket attendance is popular with over 230,000 people attending Hobart Hurricane matches in the 2018-19 season and around 13 million people watching matches through television broadcasting.
 - 4.6.2. Average audience attendance at the Blundstone Arena in Bellerive is 10,400 per game.
 - 4.6.3. There were four Hobart Hurricane matches played at Bellerive last season and three matches for the women's team (WBBL).
 - 4.6.4. Tickets to local matches are purchased primarily by Tasmanian audiences, with only 5% traveling from interstate for games.
 - 4.6.5. The Hobart Hurricanes social media following is quite substantial, with 373,100 Facebook, 88,300 Instagram and 99,500 followers on Twitter.
- 4.7. Cricket Tasmania has four Tasmanian cricket teams that it manages including the Hobart Hurricanes, Hobart Hurricanes Women, Tasmanian Tigers and the Tasmanian Tigers Women.
- 4.8. Cricket Tasmania has demonstrated its commitment to building strong relationships with the community, with a particular target audience of women, families and children.
 - 4.8.1. Statistics show that they are achieving this goal with 49% of all attendees to match games are families. The demographic split between woman and males is also very even with 48% being female and 52% being male.
 - 4.8.2. The women's team (WBBL) is popular with audiences and the Hobart Hurricanes are committed to investing in the league and develop the program, particularly around the recruitment of high performance players.
- 4.9. The major elements of the agreement are discussed below.

DKHAC Promotion

- 4.10. One of the primary benefits of the relationship is the alignment of the DKHAC with a high-profile sporting team and the opportunity to promote the centre as an elite training venue.
- 4.11. Through the agreement, DKHAC was promoted as the official aquatic partner of the Hobart Hurricanes. It was identified that there could be promotional scope for both parties through this relationship, including the endorsement of the DKHAC by the Hobart Hurricanes through social media messaging, media mentions and website wording on their sponsors page.
 - 4.11.1. This relationship was promoted on the Hobart Hurricanes social media and DKHAC also regularly reminded audiences through their social media. DKHAC also promoted the relationship through a television advert that featured the Hobart Hurricanes mascot, Captain Hurricane.
 - 4.11.2. If the relationship was to continue moving forward, more work could be been done to promote this relationship to wider audiences. This future work could more broadly promote DKHAC as an integral part of the Hobart Hurricanes training schedule, include signage and further promotion through social media.
 - 4.11.3. There is also potential for permanent signage at the DKHAC to let patrons know about the relationship and inspire them in their own training commitments.
- 4.12. The direct benefit to the Hobart Hurricanes through the agreement, was the provision of DKHAC annual swim memberships. These memberships were highly valued by the Hobart Hurricanes and the use of the centre's swim facilities was seen as an invaluable addition to their training schedule.
 - 4.12.1. DKHAC provided 20 general swim memberships, 20 one hour visits to the dive pool and 20 one hour by two lanes in the 50 m pool. These were valued at \$23,950 in 2018/19.
 - 4.12.2. It was envisaged that the Hobart Hurricane players would use the centre as a training venue and may use some of the other facilities while they were there.
 - 4.12.2.1. The reality was that many of the players used the pool for an allocated session but didn't really interact with the centre above this primary use in any meaningful way.
- 4.13. A problem identified in the past year, was that the swim memberships were used more frequently by Cricket Tasmania players rather than Hobart Hurricane players.

- 4.13.1. Cricket Tasmania players wear a green and red uniform for the majority of the year. For a small part of the year, the players will then wear a purple uniform if they are selected as Hobart Hurricanes players.
- 4.13.2. It has been identified that this may cause some confusion around the branding in the agreement, particularly in regard to DKHAC as the official aquatic partner of the Hobart Hurricanes. Moving forward, some permanent Hobart Hurricane signage within the centre may help to alleviate this.
- 4.14. As part of the agreement the Hobart Hurricanes provided 50 family passes to matches at Blundstone arena each year. These were used by DKHAC as giveaways through the centre and through social media.
 - 4.14.1. In the first year of the agreement there were timing issues with receiving the free tickets. This problem resulted in lost promotional opportunities for DKHAC as the tickets did not arrive in time for them to be used effectively.
 - 4.14.2. The issue with the ticket allocation were addressed in subsequent years and tickets were then received a month in advance of any match games.
 - 4.14.3. These match tickets were then used in social media promotions and in giveaways to DKHAC members.
 - 4.14.4. Last year DKHAC incentivised people to purchase items from their shop, to go into the draw to win tickets. Adding a commercial incentive to the ticket giveaway worked well for DKHAC and it is likely, should the relationship continue, that they would consider running a similar promotion to drive sales within the business again.

DKHAC Family Day

- 4.15. An annual Hobart Hurricane family day event is held at DKHAC during the January school holidays. This activation included family activities, games, mascots, promotional giveaways and player appearances.
- 4.16. The family days were well attended by the general public and created a high level of excitement and atmosphere. They are highly valued as a school holiday activation program and also for their potential to attract new audiences.
 - 4.16.1. The events are promoted on the DKHAC website and social media as well as promoted through the Hobart Hurricanes social media channels, flyers and radio promotion.
- 4.17. Some issues have been experienced over the last three years particularly around finding an acceptable date in January for both parties.

- 4.17.1. December and January are the Hobart Hurricanes busiest time of the year and it is not uncommon for the team to be travelling interstate, have busy training schedules and other sponsorship commitments.
- 4.17.2. DKHAC are reluctant to hold these events on weekends due to high staff costs and the need for additional life guards.
- 4.17.3. The difficulty setting a date for the family day event has caused delays in event planning and promotion in the past. However, the City recognises the lengths the Hobart Hurricanes have gone to work with DKHAC to find a suitable date each year.
- 4.18. The agreement allows for a minimum of six players attend the family day event each year. The Hobart Hurricanes cannot always guarantee player attendance due to contractual priority sitting with training sessions, coaching and match day commitments. This creates some loss of marketing potential, particularly if big name players are not available.
- 4.19. Some work has been done in this space over the last three years to promote the event successfully, while minimising the expectation that the public will be able meet their favourite players.
 - 4.19.1. The Hobart Hurricane mascot attendance at the event is considered essential to the events success and is the primary focus of the promotional messaging. Captain Hurricane is extremely popular with fans, and provides considerable energy and engagement throughout the day.
 - 4.19.2. The agreement ensures that a minimum of six players attend the event, with a mix of both male and female players. The players and event staff that do attend are very engaged and interact with the public well.
 - 4.19.3. The focus of the family day is on games and activities, promotional giveaways and activating the centre in a fun and positive way.
 - 4.19.4. The promotion around the family day can help to promote DKHAC to wider audiences. Both organisations promote the activity through their social media in the lead up to the event. Photos are also shared from the event by the public and the Hobart Hurricanes also produced a short online video to share through their social media networks.
- 4.20. Although the family day activities is one of major reasons that the DKHAC would like to continue the Hobart Hurricane relationship, there is no firm data to show that it brings more people to the centre on any particular day.

- 4.20.1. Attendance at the centre during the school holiday period is largely weather dependant and can fluctuate considerably.
- 4.20.2. The 2019 event was attended by 250 people and received many positive comments from the general public for putting the day on.
- 4.20.3. The Hobart Hurricanes would like to continue to support the DKHAC family day event and agree that it is a good opportunity for them to interact with their fans, showcase the sport, and to interact with new families who may not be cricket supporters.

Salamanca Market

- 4.21. The Hobart Hurricanes held two activations at Salamanca Market on the lawns in the lead up to each season. The appearances included the opportunity for the Hobart Hurricanes to sell merchandise and tickets, in return for providing a family friendly activation.
 - 4.21.1. The Hobart Hurricanes provided throw targets where families and children could practice hitting soft balls through the holes in the walls.
 - 4.21.2. These activities were branded well but it was identified that they would have benefited from more engagement. When available, the appearance of the Hobart Hurricane mascot helped to improve community participation considerably.

Myer Hobart Christmas Pageant

- 4.22. The Hobart Hurricanes have participated in the Christmas Pageant for the last three years as part of the Goodwill Agreement.
- 4.23. Last year the Hurricanes took part and drove their branded Hurricanes vehicle in the parade with Captain Hurricane in the back. Junior Hurricane fans walked in front of the vehicle carrying the giant cricket ball and bat they had made especially for the pageant.
- 4.24. An activation was held in the Elizabeth Mall and the Hobart Hurricanes had their classic catch unit set up and merchandise for sale. The activity was very popular and well attended during the day.

Taste of Tasmania

- 4.25. The Hobart Hurricanes were invited to hold an activation on the Parliament Lawns during the Taste of Tasmania. The event was held on the 2 January from 11 am to 4 pm.
- 4.26. Cricket related games were held on the lawns for children and families, including bats and balls, classic catch and throw targets. Players from the Hobart Hurricanes men's team attended the event in the afternoon

and were well received, signing autographs and appearing in photos with their young fans.

- 4.27. In previous years the women's team was present on the lawns and this was a very popular activation.

Other agreed benefits

- 4.28. The agreement allowed for the City of Hobart to screen advertisements at the Blundstone Arena matches in front of home crowds. The adverts for Salamanca Market, DKHAC and Hello Hobart were shown and this assists to promote our programs to larger audiences.
- 4.29. The Hobart Hurricanes were able to access the civic banner program and display banners at the Fountain Roundabout throughout November and January of each year of the agreement. Fees were waived for banner installation costs.
- 4.30. To show support for the Hobart Hurricanes, City of Hobart assets were lit purple in the two days prior to each match. Fees were waived for the lighting of these assets.

5. Proposal and Implementation

- 5.1. As this is the final of the three-year term for the Goodwill Agreement, the agreement will not be reinstated.
- 5.2. The Hobart Hurricanes have been made aware of the sponsorship policy and will need to apply for a corporate sponsorship with the City of Hobart.

6. Strategic Planning and Policy Considerations

- 6.1. The Goodwill Agreement is aligned with both the *City of Hobart Strategic Plan 2015-2025* and *Hobart, A Community Vision for Our Island Capital*. The agreement has delivered a range of activations that have helped to enhance community participation and enrichment for children and families within the municipality.
- 6.2. This initiative aligns with Goal 4 – Strong, Safe and Healthy Communities, in the *City of Hobart Strategic Plan 2015-2025*, specifically strategic objectives:
- 4.2.1 Develop and maintain the Doone Kennedy Hobart Aquatic Centre; and
- 4.2.4 Deliver and support recreation, education, social and healthy living programs and activities in city facilities.

- 6.3. This initiative also aligns with Goal 5 – Governance, in the *City of Hobart Strategic Plan 2015-2025*, specifically strategic objectives:
 - 5.4.2 Promote and integrate the Council brand
 - 5.4.3 Further enhance the engagement activities with the community.
- 6.4. This initiative aligns *Hobart, A Community Vision for Our Island Capital*, specifically Pillar 2. Community inclusion, participation and belonging, specifically to the following statements:
 - 2.5.3 Our natural and built spaces and facilities enable activity and support and enhance our health and wellbeing.
 - 2.5.4 We encourage individual and team sports and recreation for a happy and healthy community, recognising that they are also opportunities to see diversity flourish.

7. Financial Implications

- 7.1. Funding Source and Impact on Current Year Operating Result
 - 7.1.1. There is no current funding allocation for the Hobart Hurricanes Goodwill Agreement within the 2019-20 Annual Plan. An allocation of \$80,000 for the Economic Development function, has been included in the 2019-20 Annual Plan for these types of sponsorships. If the Hobart Hurricanes apply for a sponsorship this will be the subject of a further report to Council, and if approved for funding, will be met within the existing sponsorship budget allocation.
- 7.2. Impact on Future Years' Financial Result
 - 7.2.1. An annual budget allocation of \$80,000 will be included the Economic Development function for sponsorships for future years.
- 7.3. Asset Related Implications
 - 7.3.1. Nil identified.

8. Social and Customer Considerations

- 8.1. The Goodwill Agreement between the Hobart Hurricanes and the City of Hobart has provided for community participation at many of our events. Although many of the activities are specifically related to children and families, the sport has wide reaching appeal with all members of the community.

- 8.2. The Hobart Hurricanes is now also gaining additional popularity through the successful introduction of a women's team and removing traditional male stereotypes within the cricket genre.

9. Marketing and Media

- 9.1. The Goodwill Agreement between the Hobart Hurricanes and the City of Hobart has resulted in promotional opportunities for DKHAC, Salamanca Market, Taste of Tasmania and the Myer Hobart Christmas Pageant. The City of Hobart has been able to promote these programs new audiences through Hobart Hurricane social media and by advertising at Blundstone Arena match games.


10. Community and Stakeholder Engagement

- 10.1. Consultation has been undertaken with Manager Doone Kennedy Hobart Aquatic Centre, Program Leader Customer Services Doone Kennedy Hobart Aquatic Centre, Promotions Officer, Doone Kennedy Hobart Aquatic Centre, Manager Economic Development, Engagement and Strategy, Director Community Life, Senior Commercial Advisor - Salamanca Market, Salamanca Market Operations Coordinator and the Christmas Pageant Producer. Consultation has also been undertaken with the Hobart Hurricanes including Marketing and Community Manager, Cricket Tasmania and Hobart Hurricanes, Membership & Sponsorship Manager Cricket Tasmania and the Communications and Stakeholder Engagement Manager – Tasmania Cricket Australia.

11. Delegation

- 11.1. This matter is delegated to the Council for consideration.

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



Trish Stagg
**SENIOR ADVISOR CITY MARKETING
AND SPONSORSHIPS**



Luke Doyle
**MANAGER ECONOMIC
DEVELOPMENT, ENGAGEMENT AND
STRATEGY**

A handwritten signature in blue ink, appearing to be 'Tim Short', with a stylized, cursive script.

Tim Short
DIRECTOR COMMUNITY LIFE

Date: 19 September 2019
File Reference: F19/34366

6.3 SKAL/IPT Global Peace Park Initiative
File Ref: F19/121937; 17/204

Report of the Community Participation Coordinator, Manager Activation Programs and Tourism and the Director Community Life of 18 September 2019 and attachments.

Delegation: Council

REPORT TITLE: SKAL/IPT GLOBAL PEACE PARK INITIATIVE

REPORT PROVIDED BY: Community Participation Coordinator
Manager Activation Programs and Tourism
Director Community Life

1. Report Purpose and Community Benefit

- 1.1. The purpose of this report is to outline the Skål International and International Institute for Peace through Tourism (IIPT) Global Peace Park initiative and to propose that the City of Hobart commit to signing on as a Global City of Peace and sponsoring two trees for the Peace Promenade to be installed at Macquarie Point.
- 1.2. The Global Peace Park initiative reinforces the role of tourism as a facilitator of peace- making through grass-roots socio-economics, global cultural understanding and is seen as a positive opportunity for Hobart.
- 1.3. Showing leadership as a Global City of Peace is likely to enhance our reputation, locally and nationally, as an inclusive, proactive and connected city.

2. Report Summary

- 2.1. It is proposed that the City sign the following commitment (refer **Attachment A**) to dedicate Hobart as a Skål/IPT Global City of Peace:

“The City of Hobart wishes to join with other cities, towns and villages around the world in dedicating itself as a Skål/IPT City of Peace. In doing so, we agree to be actively committed to promoting values of tolerance, non- violence, gender equality, human rights, youth empowerment, environmental integrity, and sustainable human, social and economic development.

We also agree to dedicate a Skål/IPT “Peace Park” as a living legacy of our commitment to peace and a healthy environment. The Hobart Peace Promenade will be dedicated as a Skål/IPT Peace Park on Saturday 2 November 2019, with a “bosco sacro” (peace grove) of 20 trees as a symbol of the life, creativity and hope for the future that thrives in peace, and a symbolic link to other Skål/IPT Peace Cities, Towns and Villages throughout the world.”

- 2.2. IIPT Global Peace Parks are formed throughout the world to dedicate a piece of land to demonstrate commitment to "Building a Culture of Peace". Currently there are over 450 IIPT Peace Parks around the world.
- 2.3. The Skål club of Hobart has approached the City of Hobart for support for the project, and to ask that we dedicate Hobart as a Global City of Peace to enable the Peace Promenade to be established and recognised globally.

- 2.4. Macquarie Point has been selected as the location for the Peace Promenade which will initially be formed from a minimum of 20 trees housed in moveable apple crates (refer **Attachment B**). It is anticipated that the number of trees would increase over time, and these would be permanently planted within the final design for the Macquarie Point site.
- 2.5. The other participants that have to date indicated an interest in sponsoring trees include the Tasmanian Chinese Buddhist Academy of Australia, MAC1 Hotel, Frogmore Creek, Henry Jones, the Multicultural Council of Tasmania, Friends School, Lions International and the Rotary Club of Hobart.
- 2.6. Participation in the initiative aligns with the Community Vision and Capital City Strategic Plan and supports the work of the Activation Programs and Tourism Unit and the Economic Development, Engagement and Strategy Unit.
- 2.7. Participation as a Skål/IIPT Global City of Peace would cost the Council \$430 annually for 4 years.
- 2.8. The City of Hobart have been invited to sponsor two trees for inclusion in the Peace Promenade. Trees would be provided, installed and maintained for four years, with a plaque recognising the City of Hobart, at a cost of \$4330.
- 2.9. This initial commitment of four years is in line with the initial commitment from Macquarie Point for maintenance of the Peace Promenade. After this time the partnership would be evaluated and continued participation opportunities considered.

3. Recommendation

That:

1. ***The Council name Hobart as a Skål/IIPT Global City of Peace at an annual membership cost of \$440 for four years through to 2022-23.***
 - (i) ***That \$440 be attributed to the Tourism Budget Function in the 2019-20 Annual Plan.***
 - (ii) ***That the allocation of \$440 per year be included in the budget preparations for 2020-21, 2021-22 and 2022-23.***
2. ***The one-off cost of \$4330 to sponsor two trees for inclusion in the Peace Promenade be recorded in the 'Grants, Assistance and Benefits provided' section of the City of Hobart's Annual Report.***

4. Background

- 4.1. Skål International Hobart and the International Institute for Peace through Tourism (IIPT) have approached the City of Hobart to discuss a proposed Peace Promenade for Hobart in line with the IIPT Global Peace Parks initiative.
- 4.2. IIPT Global Peace Parks are formed throughout the world to dedicate a piece of land to demonstrate commitment to "Building a Culture of Peace".
- 4.3. The Objectives of IIPT Global Peace Parks are:
 - To nurture the growth of peace and understanding at home and throughout the world.
 - To enhance awareness of a community's commitment to peace and a healthy environment.
 - To create a common ground for members of the community to come together in celebration of their nation's people, land, and heritage, and the common future of all humankind.
 - Reflect on our connectedness to one another as a global family and to the earth of which we are all a part.
- 4.4. Currently there are over 450 IIPT Peace Parks around the world, including in Sydney, Honolulu, Pennsylvania, Tanzania, Yunnan Province, Pearl Harbour, throughout Canada and Leura in the Blue Mountains, NSW.
- 4.5. IIPT is a non-profit incorporated association with the mission of fostering and facilitating tourism initiatives which contribute to:
 - international understanding and cooperation amongst nations;
 - improved quality of environment;
 - preservation of culture and heritage;
 - reconciliation and healing wounds of conflict;
 - poverty reduction,and through these initiatives help to bring about a Peaceful and Sustainable world.
- 4.6. Skål International is a professional organisation of tourism leaders around the world. It has 15,000 members in 355 clubs throughout 85 nations.

- 4.6.1. The Skål International's Mission Statement is: "Through our leadership, professionalism and friendship, work together to enhance our Vision, maximise networking opportunity and develop a responsible tourism industry."
- 4.7. The Skål Club of Hobart is leading this project to establishing a Peace Promenade in Hobart and has approached the City of Hobart for support for the project, and to ask that we dedicate Hobart as a Global City of Peace to enable the Peace Promenade to be established and recognised globally.
- 4.8. Macquarie Point has been selected as the location for the Peace Promenade. The project coordinators see this as an optimal site due to the central location that is accessible by both locals and visitors. There is also strong alignment with Macquarie Point's current work in cultural connections, heritage gardens and cultural gardens in the edible precinct.
- 4.9. The Peace Promenade would initially be formed of a minimum of 20 trees housed in moveable apple crates. It is anticipated that the number of trees would increase overtime and these would be permanently planted as part of the final design for the Macquarie Point site and integrated with the Reconciliation Park.
 - 4.9.1. Trees would be donated by a range of partners and will have a plaque identifying the sponsor organisation.
 - 4.9.2. The Macquarie Point Development Corporation has agreed to support the project by coordinating and maintaining the planting with assistance from Tino Carnevale and Angus Stewart and by matching tree donations, tree for tree.
 - 4.9.3. The other participants that have to date indicated an interest in sponsoring trees include the Tasmanian Chinese Buddhist Academy of Australia, MAC1 Hotel, Frogmore Creek, Henry Jones, the Multicultural Council of Tasmania, Friends School, and Lions International.
- 4.10. The Global Peace Park initiative is seen as a positive opportunity for Hobart due to the global tourism for peace focus. This connection is likely to be of benefit to tourism outcomes in Hobart and will drive new strategic partnerships with IIPT and Skål International.

5. Proposal and Implementation

- 5.1. Given the alignment of the proposal with *Hobart: A community vision for our island capital*, and the *Capital City Strategic Plan*, it is proposed that the City sign the commitment to dedicate Hobart as a Global City of Peace and contribute to the Peace Promenade by donating two trees.

- 5.2. The two trees would be purchased, installed and maintained by the Peace Promenade coordinators and a plaque recognising the City of Hobart would be attached to each.
- 5.3. The Manager Activation Programs and Tourism would act as the contact person for the initiative and for partnership with IIPT and Skål moving forward.
- 5.4. Officers would actively participate in the Peace Promenade project and continue to build strategic partnerships with IIPT and Skål International to build global tourism connections and build opportunities for shared learning.
- 5.5. A 're-dedication ceremony' will be held each year to coincide with the United Nations International Day of Peace on the 21 September.
- 5.6. This initial commitment is for four years, in line with the initial commitment from Macquarie Point for maintenance of the Peace Promenade. After this time the partnership would be evaluated and continued participation opportunities considered.

6. Strategic Planning and Policy Considerations

- 6.1. Participation in the Skål/IIPT Global Peace Park initiative aligns with the following pillars of the Council endorsed *Hobart: A community vision for our island capital*:

"Enhanced by its human scale, Hobart thrives on connectedness-to each other, our places and spaces, our services and activities. We create opportunities for new connections to develop." Pillar 2.3.1.

"We invite visitors and tourists to enjoy our city and recognise their important contributions to city life." Pillar 7.4.1.

- 6.2. Participation in the Skål/IIPT Global Park initiative aligns with the following strategies of the Capital City Strategic Plan 2019-2029:

"Support the City's existing international relationships and respond to new opportunities, in line with the community vision." Strategy 4.3.6.

"Develop greater community involvement in international relations programs." Strategy 4.3.7.

"Develop strategic relationships in major Hobart industries such as education, tourism, science, research and the public and creative sectors." Strategy 4.5.2.

"As the capital city, continue to play a significant role in Tasmania's tourism economy." Strategy 4.5.4.

- 6.3. Participation in the initiative aligns with and supports the work of the Activation Programs and Tourism Unit and the Economic Development, Engagement and Strategy Unit and aligns with the Multicultural Strategy 2014 – 2019.

7. Financial Implications

7.1. Funding Source and Impact on Current Year Operating Result

- 7.1.1. The financial implications of this commitment is \$4770.

7.1.1.1. This amount includes the annual Global Peace City registration fee of \$430.

7.1.1.2. The initial cost also includes sponsorship of two trees with acknowledgement plaques, to be installed and maintained for four years in the Peace Promenade at a cost of \$4330.

7.1.1.3. This cost is covered within the existing tourism budget allocation for the financial year 2019-20.

7.2. Impact on Future Years' Financial Result

7.2.1. The financial implication of this commitment is \$430 per year for an additional three years.

7.2.2. This cost will be included within tourism budget allocations in the 2020-21, 2021-22 and 2022-23 budgets.

7.3. Asset Related Implications

7.3.1. There are no asset related implications from this report as the trees provided by the City of Hobart would be fully maintained by the Peace Promenade coordinators for the duration of the project.

8. Legal, Risk and Legislative Considerations

There are no legal, risk or legislative considerations from this proposal.

9. Environmental Considerations

9.1. There is a positive environmental benefit in the planting of additional trees within the city.

9.2. Amongst the objectives of Skål/IIPT Global Peace Parks is to enhance awareness of a community's commitment to peace and a healthy environment.

9.3. Officers will highlight the City's zero-waste to landfill strategy with the project coordinators.

10. Social and Customer Considerations

- 10.1. Amongst the objectives of Skål/IIPT Global Peace Parks are to “create common ground for the community to come together in celebration of their nation’s people, land, and heritage and the common future of all humankind” and to reflect on “our connectedness to one another as a global family”.
- 10.2. Showing leadership as a Global City of Peace is likely to increase our reputation, locally and nationally, as an inclusive, proactive and connected city.
- 10.3. This project provides the opportunity to build partnerships with, not only IIPT and Skål International, but with all participants in the Global Peace Park initiative.

11. Marketing and Media

- 11.1. It is anticipated that membership as a Global City of Peace will provide a number of positive media and marketing opportunities including enhancing our reputation as a safe and welcoming city for international visitors, migrants and investors.

12. Community and Stakeholder Engagement

- 12.1. Skål International Hobart and IIPT have been undertaking their own engagement on this project over the past six months. They have received broad support and a number of key partnerships have been formed to support the project.
- 12.2. The Peace Promenade is likely to be positively received by the broader Hobart community and positive messaging opportunities will be maximised throughout.

13. Delegation

- 13.1. This is a matter for the Council’s determination.

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.



Sophie Calic
**COMMUNITY PARTICIPATION
COORDINATOR**



Iris Goetzki
**MANAGER ACTIVATION PROGRAMS
AND TOURISM**



Tim Short

DIRECTOR COMMUNITY LIFE

Date: 18 September 2019
File Reference: F19/121937; 17/204

Attachment A: IIPT Registration Form ↓

Attachment B: Skal International Hobart IIPT Peace Promenade Invitation ↓



IIP T/SKÅL GLOBAL PEACE CITY, TOWN, VILLAGE PROJECT

The City/Town/Village of _____ wishes to join with other cities, towns and villages around the world in dedicating itself as an IIP T/Skål City of Peace. In doing so, we agree to be actively committed to promoting values of tolerance, non-violence, gender equality, human rights, youth empowerment, environmental integrity, and sustainable human, social and economic development.

We also agree to dedicate an IIP T/Skål "Peace Park" as a living legacy of our commitment to peace and a healthy environment.

_____ (Name of the Park) will be dedicated as an IIP T/Skål Peace Park on _____ (Day, Month, Year) with a "bosco sacro" (peace grove) of _____ (number) trees as a symbol of the life, creativity and hope for the future that thrives in peace, and a symbolic link to other IIP T/Skål Peace Cities, Towns and Villages throughout the world.

The Contact Person for our Peace City/Town/Village will be:

Name

Address

City/Town/Village

State/Province

Postal Code

Country

Email address

Telephone

Fax

Peace City/Town/Village proposed by: _____

To register your IIP T/Skål City, Town or Village of Peace please return this completed form to Louis D'Amore, Email: ljld@iip t.org and send a check for your registration fee of City: US\$ 300; Town or Village: US \$175, payable to IIP T, together with a hard copy of this form to

Louis D'Amore
IIP T
685 Cottage Club Road - Unit 13
Stowe, VT 05672
USA

685 Cottage Club Road, Unit 13, Stowe, Vermont 05672 USA
Tel: 1.802.253.8671 • Fax: 802.253.2645 • Email: ljld@iip t.org • www.iip t.org



SKAL International Hobart
&
IIPT International Institute for Peace through Tourism

SKAL/IIPT Global Peace Parks Initiative

**Skal International Hobart/IIPT Peace Promenade
Mac Point**



We wish to acknowledge the Traditional Owners of the land on which this meeting is taking place and pay our respect to their elders past, present and emerging and wish to acknowledge that this was and continues to be their sacred land.

IIPT Global Peace Parks are formed throughout the world to dedicate a piece of land to demonstrate our commitment to "Building a Culture of Peace".

The Objectives of the IIPT Global Peace Parks

- **To nurture the growth of peace** and understanding at home and throughout the world.
- **To enhance awareness of a community's commitment** to peace and a healthy environment.
- **To create a common ground for members of the community to come together** in celebration of their nation's people, land, and heritage, and the common future of all humankind.
- **Reflect on our connectedness** to one another as a Global Family and to the earth of which we are all a part.

So who is IIPT?

We are a non-profit incorporated association.

Our Mission is to foster and facilitate tourism initiatives which contribute to:-

- International understanding & cooperation amongst nations
- Improved quality of environment
- Preservation of culture and heritage
- Reconciliation and healing wounds of conflict
- Poverty reduction

And through these initiatives help to bring about a Peaceful and Sustainable world.

Our Vision: The Travel and Tourism, Industry becoming the World's first global peace industry and every host country and visitor to be an "Ambassador for Peace".

Skal

Skal is a professional organisation of tourism leaders around the world.

It has 15000 members in 355 clubs throughout 85 nations.

Our Mission Statement is simple: *Through our leadership, professionalism and friendship, work together to enhance our Vision, maximise networking opportunity and develop a Responsible Tourism Industry.*

Vision Statement: *To be a trusted voice in travel and tourism*

BENEFITS in joining SKAL/IIPT Peace Parks

There are over 450 IIPT Peace Parks around the world, including Leura, Blue Mountains, Australia and Q Station, Sydney Harbour National Park, Australia.

- ✓ **Skal International Hobart/IIPT Peace Promenade**
Mac Point, can be added to the Global network of iconic tourism landmarks and can **demonstrate** your commitment, to extending the hand of friendship and peace and welcoming of all peoples
- ✓ It can also **add** to your achievements in extending the vision and aims of the Mac Point and showcase Tasmania's strengths in arts, culture, design, **tourism** and science.
- ✓ **Education of visitors to the cultural, environmental and reconciliation values of peaceful travel**

- ✓ Establish a **focal point for ceremony** and other community based events

Mac Point

Mac Point is Tasmania's largest urban renewal project, 10 minutes away from the capital city CBD, next to the second deepest harbor in the Southern hemisphere. The intention of the development is to focus on art, design, culture, science and tourism – a place where the scientific and creative communities are embraced. Where ideas can incubate and change can happen.

Where science, culture and history are explored, acknowledged and celebrated in an open and collaborative environment.

The Peace Path, offers an evolving and organic opportunity to create a focal point for ceremony and other community based events which while interim in the first instance will be transferred over to a permanent component as the site transitions into permanent development.

The costs of each planter box, including maintenance are contained in Attachment A.

Conclusion:

I hope that our invitation to join SKAL and IPT in the Global Peace Park Project will produce a valuable joint initiative and demonstrate the cooperation and mutual respect and shared values that our organisations represent.

As far as logistics are involved, we are a not for profit organisation and therefore have very limited funds. We rely on the host community/developer or industry benefactors to assist and absorb any costs which may be incurred.

We normally suggest an existing "park" or "place" and value add to it by being rededicated or incorporated as an "IPT Peace Park" but in your circumstances you have the opportunity to establish your own vision as to *how* the Peace Promenade will look and function.

It is not mandatory that it actually be a park, as throughout the world the concept has applied to rivers, mountains, and even deserts and we have an existing Peace Promenade in Pennsylvania which may be a reference for you.

We are not prescriptive as to what actual form it takes but consistent that it showcases an existing tourism iconic location and unique attributes that is in harmony with the spirit and values of Peace through Tourism and Indigenous and Community Based Tourism.

Gail Parsonage
President
IIPT Australia Incorporated

Tom McDevitt
Project Manager
SKAL Hobart

www.iipt.org www.peacetourism.org Email: iiptaust@gmail.com



SKÅL INTERNATIONAL
HOBART N^o 280

International Association of Travel and Tourism Professionals
Founded 1934 — Hobart Chapter Chartered 1966



**Tool Kit for Establishing an
IIPT/Skål Peace Village/Town/City
And Peace Park**

Introduction

Skål International and IIPT, each recognizing that tourism can be a vital force in nurturing a peaceful world, have come together as partners for a series of projects the first and foremost of which is an IIPT/ Skål Peace Cities, Towns and Villages project with the aim of promoting peace from the village, town and city on up to the nation state.

Our goal is to have 100 IIPT/ Skål Peace Towns and Villages by 15 February 2015, the date of the **IIPT World Symposium Cultivating Sustainable & Peaceful Communities & Nations through Tourism, Culture & Sport to be held in South Africa.**

Our further goal is 2000 Peace Towns and Villages by 21 September 2018, the end of the WWI Centenary. With 400 Skål Chapters in 85 countries – the challenge is therefore for each chapter to successfully bring on board one or more Peace Towns or Villages each year over the next 5 years, 2014 through 2018.

Background

The IIPT/ Skål Peace Cities, Towns and Villages Program builds on the success of IIPT's Peace Parks Across Canada Project commemorating Canada's 125th birthday as a nation in 1992. In that year, 350 cities and towns from St. John's, Newfoundland across five time zones to Victoria, British Columbia, dedicated a park to peace each park with a "Bosco Sacro" – a Peace Grove of 12 trees as a symbolic link to one another and a symbol of hope for the future.

Building on these foundations the IIPT Global Peace Parks Program was launched from Bethany Beyond the Jordan, site of Christ's baptism on the 11th hour, of the 11th day of the 11th month in 2000 - the first year of the new Millennium - as a legacy of the First Global Summit on Peace through Tourism in Amman, Jordan. (The symbolism of the 11th hour, of the 11th day of the 11th month is that this was the precise hour of the end of World War I, the "war to end all wars.")

Some of the noteworthy IIPT Peace Parks include the IIPT International Peace Park at Bethany Beyond the Jordan, a UNESCO World Heritage Site and other IIPT International Peace Parks at Pearl Harbor, Honolulu, Hawaii; U.N Secretary Dag Hammarskold Memorial Site, Ndola, Zambia; Uganda Martyr's Trail, Uganda; and Victoria Falls, Zambia, also a UNESCO World Heritage Site. IIPT International Peace Parks also exist in several other countries including the United States, Scotland, Thailand, Italy, Greece, Turkey, South Africa, Philippines, Tanzania, and Jamaica.

Establishing an IIPT/ Skål Peace Village/Town/City

Ideally, the planning and implementation process will involve Skål I members, and other local members of the travel community (an opportunity to expand Skål membership), local businesses, service clubs such as Rotary, schools, religious groups, civil society generally, and the general public with the aim of being inclusive. Involving civic leaders and diverse segments of the community enhances community spirit and facilitates gaining broad support for both the idea of an IIPT/ Skål Peace City/Town/Village – as well as the Peace Park.

Each new Peace City/Town/Village will be asked to register with IIPT. IIPT will maintain a data base of all Peace Cities/Towns/Villages that will be shared with Skål International. A registration form has been prepared and is attached. Each registering Peace Town/Village will be asked to contribute a US\$175 registration fee and each Peace City will be asked for a registration fee of US \$300 with their registration form. This will be sent to IIPT and \$55 and \$100 of these amounts respectively will then be periodically submitted to Skål International for each Peace City/Town/Village resulting from the efforts of a Skål Chapter.

Each Peace City/Town/Village will be asked to dedicate a park to peace as part of its announcement as an IIPT/ Skål Peace City/Town/Village as a symbol of its commitment to peace.

In essence the local government/council etc of the village/town/city will be asked to formally pass a motion that their village/town/city wishes to join with other cities, towns and villages around the world in dedicating itself as an IIPT/ Skål Peace City, Town or Village. In doing so, they agree to be :

Actively committed to promoting values of tolerance, non-violence, gender equality, human rights, youth empowerment, environmental integrity, and sustainable human, social and economic development.

They also agree to dedicate an IIPT/Skål "Peace Park" as a living legacy of our town's (village's) commitment to peace and a healthy environment.

Following are a series of guidelines related to the establishment of an IIPT/ Skål Peace Park.

Step 1: Establish a Peace Park Planning Committee

The Peace Park Planning Committee could be comprised of Skål members and representatives of the various community organizations indicated above.

Step 2: Selecting a Park

It is suggested that an existing town or village park be selected as the IIPT/ Skål Peace Park or that the Peace Park be located within an already existing park – a “peace park” within a park. This minimizes the cost and time involved in dedicating a park. As well, most existing parks have a maintenance crew, are easily recognized by the community, and are accessible to visitors thereby ensuring the upkeep of the park and a high frequency of visitors. Ideally the park has historic and/or symbolic significance that can be related to peace, and is located in a prominent area of the town/village.

The Town or Village administration of course should be consulted and give approval. Ideally, a member of the Town or Village administration will be a member of the Peace Park Planning Committee. Civic organizations such as Rotary and similar organizations, the local Chamber of Commerce, school officials and others would be pleased to assist – and also to participate in the dedication ceremony.

Step 3: Planning the Peace Park Dedication

The Peace Park Planning Committee may wish to hold a series of meetings to plan the Peace Park dedication ceremony. Elements to consider in the Peace Park Dedication Ceremony include:

- Participation of civic leaders as speakers
- Cultural expression in the form of dance – music – poetry or other
- Planting of a “Bosco Sacro” (Peace Grove) as a symbolic link to all the other IIPT/Skål Peace Parks around the world and a symbol of hope for the future. The species and number of Peace Trees in the “Bosco Sacro” to be determined by the Peace Park Planning Committee. The number of trees to be planted might be a number that is particularly symbolic for the town/village. As mentioned above – each Peace Park dedicated in the “Peace Parks Across Canada” project had 12 trees representing the 10 provinces and 2 territories of Canada.
- A plaque, stating the dedication of (name of park) as an IIPT/ Skål Peace Park on (date) with an appropriate brief quote such as “May Peace Prevail on Earth.” See Appendix B for a sample plaque inscription.

Ideally, the first meeting might begin with Planning Committee members reflecting on what peace means to them and to their community. This might then provide a context for designing the Peace Park dedication ceremony and subsequent events held at the Peace Park.

Step 4: Date of Dedication

The date of dedication will ideally be a day that has some significance to the town/village or country – and a date when a good community turnout might be anticipated. It should also be

during the season appropriate for tree planting. We ask that all Parks be either dedicated – or re-dedicated on 21 September, 2015, the UN International Day of Peace, as our aim is to make the dedication (re-dedication) of 500 IIPT/ Skål Peace Towns/Villages – together with their Peace Parks – a global media event.

Step 5: Publicizing the Dedication

An awareness campaign should be conducted to encourage a good community turnout for the Peace Park dedication. Local newspapers, TV and radio stations should be notified with media releases; interviews granted; and journalists invited to the event. Fliers might be prepared and distributed to local civic organizations. Invitations should be sent to guest speakers, performers, donors, and civic leaders.

Step 6 – The Dedication Ceremony

The Dedication ceremony should be dignified and inclusive; an expression of town/village vision of peace, and an awareness of our collective responsibility for peace. The ceremony usually lasts about one to one and a half hours and includes: brief speeches by civic leaders; cultural performance(s) – e.g, dance, song, poetry; planting of peace trees and unveiling of a plaque. Following the dedication and unveiling of the plaque, food and refreshments would be a good way to end the event and for those in attendance to meet one another. A token memento might be given to each participant as a keepsake of the dedication. This might for example, be a tree sapling.

Step 7: Planning for the Future

Perhaps the most important step in establishing an IIPT/ Skål Peace Park is planning for the future. Even before the Dedication Ceremony has taken place, members of the Planning Committee should consider ways to keep the Park involved in the Community and the Community involved in the Park. It is suggested that 5 or 6 Peace Park sponsors be secured. These might be local businesses involved in tourism and hospitality, Service Clubs, local schools, etc. Each sponsor would be requested to commit to two events during the year. The Peace Park Committee might assist with “getting the word out” via flyers, press releases, and invitations to city and community leaders. Events might include fundraisers for specific enhancements to the Park; peace related school events; etc. Pictures and a news story might be sent to the local media following events. Each sponsor would be up for renewal at the end of the year and new sponsors invited to apply. It is suggested that the Planning Committee plan an annual event for September 21st of each year to commemorate the UN International Day of Peace. This might be a festive occasion with music and food open to the community.

The IIPT/ Skål Peace Park will ideally become a community treasure to be enjoyed by all members of the community and maintained as a public sanctuary - a natural space that inspires and nurtures the growth of peace and cultural understanding throughout the community and the world, now and in the years ahead.

Appendix A – Reflections on Peace**Appendix B – A Sample Plaque**

**Appendix A
REFLECTIONS ON PEACE**

These reflections on peace are a summary of reflections from some 17 workshops held across Canada as part of IIPT's "Peace parks Across Canada Project 1992 – commemorating Canada's 125th birthday as a nation.

Peace begins with each of us, as individuals. Getting in touch with the whole person within – mind, body, and spirit. Achieving an understanding of ourselves, seeking and finding our own inner peace and sharing it in relationships with others. Searching within to find right thinking, and right attitudes as a basis for right conduct and action in support of the right cause.

“Peace from inner strength”
“Personal commitment to the achievement of peace in our own lives”
“Raising awareness to the level of responsible actions”

Inner peace can be learned by simply observing the joy of children; their awareness of the simple things; their creativity and limitless sense of discovery of themselves, and the world around them; and their great capacity to enjoy life as reflected in their spontaneous smiles and laughter. We should all seek to find the “discovery factor” of the child within us, and nurture it.

“Respect for self to have respect for others”
“What we do now will affect our children and grandchildren”

From peace within us, reaching out to others in a spirit of understanding, trust, and acceptance to achieve harmony within our families and neighbourhoods, and particularly among our youth. The arts in all forms are invaluable as a universal language in creating bridges of understanding and appreciation. Peace with others extends to our colleagues at work and within our respective professions, trades, and occupations. It is creating partnerships to work together towards common goals.

“Love transcends all things”
“Collective peace through individual peace”

To achieve peace within ourselves and with others, we must also be at peace with nature. In this respect, we can learn from the Iroquois Great Law of Peace, which states in part: “God created man - to take care of everything else that God created.” We must re-connect with our roots, our communities, and natural environment and where possible bring nature back into our urban settings.

“Harmony with each other and the land”
“Peace is holistic, physical and ecological”
“Peace is a recognition of the inter-connectedness of all things.”
“Peace is the way we live, how we use the land and integrate the natural world into our cities”

The vision of peace includes harmony among jurisdictions – local/ provincial/ federal and a unified community working together in a continued leadership role in collaboration with other nations, towards international understanding, world peace, and a healthy environment. It is a recognition and celebration of the natural beauty and abundance we have and the opportunities before us. It is recognizing the importance of all parts of the global society – even small places in the global struggle for peace – Sharing and appreciating the diverse cultural heritage within the human family – The Global Village.

Global Peace requires that we deal with the obstacles to peace – with famine, drought, and illiteracy; that we bridge the gap with the less fortunate. It requires peaceful means to resolve conflict and appropriate structures and strategies to build a better world for all.

“Have to provide food, water and shelter for all before we can achieve peace”
“We ARE our brother’s keeper”

Global peace requires a transition from military economies to peace economies; meeting human needs – particularly in developing countries and restoring health to the environment and our life support systems – land, air and water.

“Turning swords into ploughshares”

Peace is the recognition of our spiritual as well as our material capacities - a spirituality that embraces the whole of creation.

Appendix B
PROTOTYPE PLAQUE

An inspirational message reflecting what the Peace Park means to the City/Town/Village:

Example:

"May eternal peace rule throughout the world
with peace and friendship among all Mankind."

Lester B. Pearson Peace Park
RR3, Tweed, Ontario

_____ (Name of the Peace Park) was officially dedicated on (Month, Date,
Year), as an expression of (name of town/village)'s commitment to peace as part of the
IIPT/ Skål Global Peace Town and Village Project.

Officially Dedicated by:

_____, _____ (Mayor)
Members of the Town Council

And friends of _____ (Name of Peace Park)

----- (Supporting organizations)



6.4 Measurement System Update - International Relationships
File Ref: F19/124827

Memorandum of the Economic Development Project Officer and the
Director Community Life of 19 September 2019.

Delegation: Council



City of **HOBART**

MEMORANDUM: ECONOMIC DEVELOPMENT & COMMUNICATIONS COMMITTEE

Measurement System Update - International Relationships

The Council on 9 September 2019 received an update on the International Relationships measurement system. It was proposed that the Council engage Professor Peter Frappell to develop a system to measure the value of the City's current and future international relationships at a cost of no more than \$21,000.

The Council at that stage resolved:

That the matter be deferred for further consideration of the inclusion of ethical, environmental and human rights requirements of the measurement system.

It is confirmed that the scope of the project can be broadened to include ethical, environmental and human rights considerations. A key element of the proposal is consultation with the City via both a working group and broader stakeholder engagement to ensure the tool is measuring what the City values. The consideration of ethics, human rights and the environment would be factored in at this stage.

It is also understood that a Council question was raised around the procurement process relating to this project. Discussions were had with two consultancies and two quotes were received for \$30,000 excluding GST which was reported to Economic Development and Communications Committee (EDCC) on 21 February 2019. It is understood at the time Committee considered the two quotes of \$30,000 to be excessive. Committee at this stage deferred to enable further investigation into what other organisations such as ACELG (now ALGA) and RMIT were contributing in this space.

It was established that ALGA and RMIT were not contributing academic work to analyse the qualitative and quantitative value of international relationships. During this time also, a third quote was received from Emeritus Professor Peter Frappell. This was at a cost of \$21,000 excluding GST. Peter Frappell presented this proposal to EDCC on August 22.

RECOMMENDATION**That:**

- 1. The Council notes that RMIT and ACELG (now ALGA) are not contributing academic work to analyse the qualitative and quantitative value of Australian local government international city to city relationships.**
- 2. The Council authorises the engagement of Professor Peter Frappell to develop a robust system to measure the value of the City's current and future international relationships.**
- 3. The cost of the measurement system be no more than \$21,000 excluding GST, to be attributed to the Economic Development Budget Function in the 2019–20 Annual Plan.**

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: 19 September 2019
File Reference: F19/124827

7. COMMITTEE ACTION STATUS REPORT

7.1 Committee Actions - Status Report

A report indicating the status of current decisions is attached for the information of Elected Members.

RECOMMENDATION

That the information be received and noted.

Delegation: Committee

Attachment A: EDCC Status Report for August

ECONOMIC DEVELOPMENT AND COMMUNICATIONS COMMITTEE – STATUS REPORT

OPEN PORTION OF THE MEETING

Aug 2019

Ref	Meeting	Report / Action	Action Officer	Comments
1	TERMS AND CONDITIONS FOR USE OF SALAMANCA SQUARE, MATHERS PLACE, COLLINS COURT, WELLINGTON COURT AND ELIZABETH MALL Council, 9/5/2016, Item 15	That terms and conditions of use be created for Mathers Place, Collins Court, Wellington Court and Salamanca Square in the context of the review of the Highways By-Law and the development of a city activation framework, and that the terms and conditions of use for Elizabeth Mall be also reviewed, for presentation to the Council for endorsement.	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. A report on this matter will be presented to the November meeting.
2	TIMOR-LESTE RELATIONSHIP UPDATE Council, 03/06/2019, Item 14 Council, 23/4/2018, Item 18 Council, 4/12/2017, Item 18 Council, 7/8/2017, Item 15	That the Council note the proposed project for the village of Balibó in Timor-Leste, as outlined in the report marked as item 6.1 of the Open Economic Development and Communications Committee agenda of 23 May 2019, and a detailed report on the costs and implementation of the project be provided to the Council for consideration.	Director Community Life	A report in relation to this matter is attached to the agenda.
3	MARKETING GRANTS 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.

Ref	Meeting	Report / Action	Action Officer	Comments
4	MEASUREMENT SYSTEM, INTERNATIONAL RELATIONSHIPS Council 9/09/2019 Item 20 Committee, 21/02/2019, Item 6.1 Council 4/6/2018 Item 15	That the matter be deferred for further consideration of the inclusion of ethical, environmental and human rights requirements of the measurement system	Director Community Life	A report in relation to this matter is attached to the agenda.
5	CHRISTMAS DECORATIONS 2018 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	<p>The Activation and Christmas Programs Officer has commenced. 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.</p> <p>With the amalgamation of all Christmas programs within the Activation Programs and Tourism Unit (Christmas Pageant, Decorations, Community Christmas Carols and Quick response Grants as well as the "Lighting of the tree") the Zero Waste to Landfill Strategy becomes a guiding document for all activities and will be addressed in the overall Christmas programs report for consideration by the Community Culture and Events Committee at its November meeting.</p>

Ref	Meeting	Report / Action	Action Officer	Comments
6	INTERNATIONAL RELATIONS – POTENTIAL VISITS TO SISTER / FRIENDSHIP CITIES IN THE CURRENT TERM OF ELECTED MEMBERS Council, 01/04/2019, Item 13	A further report be prepared that includes a strategic review and status updates of current sister and friendship city relationships.	Director Community Life	A report will be provided to Committee in the second half of 2019.
7	EXPLORATION OF NEW INTERNATIONAL RELATIONSHIPS 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 and a report is anticipated in the second half of 2019.
8	CONNECTED HOBART SMART CITY FRAMEWORK AND ACTION PLAN 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	Complete Both the Connected Hobart Smart City Framework and the Action Plan were adopted by the Council at its meeting held 9 September 2019.

Ref	Meeting	Report / Action	Action Officer	Comments
9	PROJECTED POPULATION AND ECONOMIC GROWTH MODEL Council, 01/04/2019, Item 11	That a report be prepared into the development of a usable model of projected population and economic growth of the Greater Hobart region. This modelling tool is to be integrated into Hobart City Council planning, infrastructure, strategy development and decision-making.	Director Community Life	Officers are examining a potential model and will provide a report to the Committee in November.

8. QUESTIONS WITHOUT NOTICE

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

An Elected Member 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 Members, 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.

9. 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:

- To confirm the minutes of the closed portion of the meeting
- Questions Without Notice in the closed portion

The following items are listed for discussion:-

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| Item No. 1 | Minutes of the last meeting of the Closed Portion of the Council Meeting |
| Item No. 2 | Consideration of supplementary items to the agenda |
| Item No. 3 | Indications of pecuniary and conflicts of interest |
| Item No. 4 | Questions Without Notice |