



CITY OF HOBART

AGENDA

Special Community, Culture and Events Committee Meeting

Open Portion

Wednesday, 27 January 2021

**at 4.50 pm
Council Chamber, Town Hall**

THE MISSION

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

THE VALUES

The Council is:

People	We care about 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 are transparent, 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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Special Community, Culture and Events Committee Meeting (Open Portion)
held Wednesday, 27 January 2021 at 4.50 pm in the Council Chamber, Town Hall.

This meeting of the Community, Culture and Events Committee is held in accordance with a Notice issued by the Premier on 3 April 2020 under section 18 of the *COVID-19 Disease Emergency (Miscellaneous Provisions) Act 2020*.

COMMITTEE MEMBERS

Sherlock (Chairman)
Sexton
Harvey
Dutta
Ewin

Apologies:

Leave of Absence: Nil.

NON-MEMBERS

Lord Mayor Reynolds
Deputy Lord Mayor Burnet
Zucco
Briscoe
Thomas
Behrakis
Coats

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

2. INDICATIONS OF PECUNIARY AND CONFLICTS OF INTEREST

Ref: Part 2, Regulation 8(7) of the *Local Government (Meeting Procedures) Regulations 2015*.

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.

3. TRANSFER OF AGENDA ITEMS

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

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

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

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

4. REPORTS

4.1 Tasmania's Own Market - Fee Structure **File Ref: F21/2785**

Report of the Manager Activation Programs and Tourism and the Deputy General Manager of 22 January 2021.

Delegation: Council

REPORT TITLE: TASMANIA'S OWN MARKET - FEE STRUCTURE

REPORT PROVIDED BY: Manager Activation Programs and Tourism
Deputy General Manager

1. Report Purpose and Community Benefit

- 1.1. The purpose of this report is to request approval to adjust the stall fees for the interim market known as Tasmania's Own Market.
- 1.2. This adjustment will enable the City to appropriately resource the additional operational requirements of meeting Tasmanian Government COVID-19 regulations and its duty of care to employees and volunteers, and are being proposed at a time when daily patron numbers have reached a more sustainable level.

2. Report Summary

- 2.1. Tasmania's Own Market has been in operation since 8 August 2020 as an interim replacement for Salamanca Market.
- 2.2. From 12 December 2020, the Tasmanian State Government permitted a mass gathering of up to 4047 people at the market at any one time. At the same time as this increase in mass gathering numbers was allowed, the requirement to commence collecting patron contact details for the purposes of contact tracing was also mandated.
- 2.3. The amount of onsite logistics - infrastructure and people resources - has increased considerably to comply with government COVID-19 regulations.
- 2.4. The temporary stallholder fee of \$50 (inc. GST) approved by the Council on June 22 2020 is no longer sufficient to cover the direct weekly costs of running the market and is unsustainable.
- 2.5. When the Council set the fee for the interim, smaller market, the future of the market in the context of the global pandemic could not be predicted.
- 2.6. Tourism is experiencing a rebound expected to result in Tasmania's Own Market attracting sustained high levels of patron numbers. Recent daily figures vary between 12,000 and 15,000 patrons.
- 2.7. As a result of the combination of additional operational logistics to meet COVID-19 obligations, together with solid patron numbers and favourable trading conditions, it is proposed to introduce higher stallholder fees to cover the added costs of delivering the market.
- 2.8. As the City is still operating an interim, smaller market, any new stallholder fee would be set at rate favourably comparable to Salamanca Market fees.

- 2.9. It is proposed that the General Manager is given the delegated authority to set stallholder site fees for Tasmania's Own Market, noting that there is no clear timeline for the reintroduction of Salamanca Market.
- 2.10. The Salamanca Market Stallholders Association has been advised of the need to increase the stallholder fee and is supportive of the proposal.

3. **Recommendation**

That:

1. ***The Council delegate to the General Manager the authority to set the stallholder fees for Tasmania's Own Market until 30 June 2021.***
2. ***Tasmania's Own Market stallholder fees be set between the following ranges: \$60 and \$70 for a single site; \$90 and \$100 for a double site; and \$10 power charge. All fees are GST inclusive.***

4. **Background**

- 4.1. Tasmania's Own Market has been in operation since 8 August 2020 as an interim replacement for Salamanca Market.
- 4.2. The interim market has been successful in enabling a progressive increase to the number of stallholders choosing to trade as well as supporting increased patron attendance as COVID-19 government restrictions have changed to allow the market to grow.
- 4.3. From 12 December 2020, the Tasmanian State Government permitted a mass gathering of up to 4047 people at the market at any one time. At the same time as this increase in mass gathering numbers was allowed, the requirement to commence collecting patron contact details for the purposes of contact tracing was also mandated.
- 4.4. In order for the market to be COVID-19 safety compliant, it now has five official entry/exits points along with three gateways. The entry/exit points are designed for patron counting and the collection of patron contact details for the purposes of contact tracing. The gateways allow for stallholder and patron passouts, a thoroughfare for residents and employees in nearby businesses and delivery drivers.
- 4.5. At four of the entry/exit points, multiple lanes marked as 'Fast Lane', 'Help Lane' and 'Exit' are constructed each week using steel crowd control barrier fencing. Safety and directional signage including banners, flags, wobble boards, corflute signs are placed out each week to communicate safety requirements and assist patrons with an efficient entry.

- 4.6. 800 metres of bunting, rope and signs outline the market perimeter.
- 4.7. To collect patron contact details, the market is using a combination of an electronic mobile phone application owned by the state government called 'Check in TAS', and pen and paper for those unable or unwilling to use the app.
 - 4.7.1. A key benefit of using this particular app is that patron data is stored by Public Health making it easier for contact tracing, and removing the need for the City to manage the storage of this data for 28 days.
- 4.8. Generally, interstate visitors are already accustomed to the requirements of contact tracing and they are also more accustomed to queuing. Many local patrons, however, do not have a good understanding of the need to obtain their contact details, nor are they familiar with the 'Check in TAS' app. Consequently, a lot of effort at each market entrance is directed to educating patrons on how to download the app and register their details.
 - 4.8.1. This requires personnel available to do this, in addition to personnel needed to count patrons in and out, to oversee written contact details and to check each patron app registration, whilst also ensuring sanitisation.
- 4.9. It is estimated that around 4000 manual forms are collected each week and this requires each pen to be cleaned before it can be used again, the printing of 100,000 forms for use over this next period and the storage of manually collected data for 28 days.
- 4.10. In addition to collecting patron contact details, it is also necessary to count patrons on entry and exit to ensure the mass gathering number is not exceeded at any time.
- 4.11. An additional 100 volunteers through the University of Tasmania have been engaged to complement the 'Safety Angels' originally sourced through the Meet and Greet Program.
- 4.12. On Saturday 2 January 2021 the interim market experienced its largest attendance to date, with more than 15,000 people recorded as entering the market area.
 - 4.12.1. Entry/exit gateways are closed just prior to the market reaching its mass gathering limit. Through a coordinated effort via radio communication, patrons are then allowed to enter in small groups. Queuing is a result of the market reaching capacity.
- 4.13. In its current form, the quantity of equipment needing to be installed and packed up each week has doubled since the cessation of Salamanca Market in March 2020 and as a result, there is a significant increase in manual handling as well as time associated with general logistics.

- 4.14. With borders open, flights to Tasmania reinstated, events re-emerging and travellers to Tasmania on board the Spirit of Tasmania able to take their cars for free from 1 March, tourism is experiencing a rebound expected to result in Tasmania's Own Market attracting sustained high levels of patron numbers.
- 4.15. The environment in which Tasmania's Own Market has been operating has been highly changeable. However, the introduction of the requirement to collect patron contact details has created a new level of resourcing previously unquantifiable.
 - 4.15.1. It has taken a few weeks to understand the resourcing impacts of the requirement to collect patron contact details.
 - 4.15.2. It is proposed that this is now the 'new normal' until such time as COVID-19 restrictions ease and Salamanca Market is able to be reinstated.
- 4.16. 230 stallholders (out of the entire 383 licensed and casual stallholders) are now trading with some stallholders reporting equivalent or better sales in comparison to this time last year.
- 4.17. As a result of the combination of additional operational logistics to meet COVID-19 obligations, together with solid patron numbers and favourable trading conditions, it is proposed to introduce higher stallholder fees to cover the added costs of delivering the market.
- 4.18. On June 22 2020, the Council approved a temporary stall fee of \$50 inc. GST for the interim, smaller Salamanca Market for the 2020-21 financial year.
- 4.19. At the time this fee was introduced, Tasmania's borders were closed and the market was much smaller, only able to accommodate a mass gathering of 500 patrons.
- 4.20. It is now proposed to increase stallholders fees timed to coincide with the commencement of the next trading block 6 February 2021.
 - 4.20.1. 'Trading blocks' comprise periods during which stallholders who have elected to trade are able to and have been helpful with assisting stallholder recovery. The introduction of trading blocks for Tasmania's Own Market has provided the flexibility to progressively expand the market as government regulations have changed over time. Those stallholders unable or unwilling to trade have not been penalised.
- 4.21. As the City is still operating an interim, smaller market, any new stallholder fee would be set at rate favourably comparable to Salamanca Market fees.
 - 4.21.1. By way of example, Salamanca Market weekly fees vary from \$64.61 to \$95.40 for a single site (all fees are GST inclusive).

5. Proposal and Implementation

- 5.1. It is proposed to increase stallholder fees timed to coincide with the commencement of the next trading block.
- 5.2. As the City is still operating an interim, smaller market, any new stallholder fee would be set at rate comparable to Salamanca Market fees.
- 5.3. It is proposed that the General Manager is given the delegated authority to set stallholder site fees for Tasmania's Own Market, noting that there is no clear timeline for the reintroduction of Salamanca Market.

6. Strategic Planning and Policy Considerations

- 6.1. Pillar 4 of the Capital City Strategic Plan 2019–29 outlines the City's commitment to economic and social wellbeing:
 - 4.1 *Hobart's economy reflects its unique environment, culture and identity.*
 - 4.2 *People have a range of opportunities to participate in the economic life of the City of Hobart.*
 - 4.3 *Diverse connections help Hobart's economy, businesses and workers thrive.*
 - 4.4 *Hobart is a place where entrepreneurs and businesses can grow and flourish.*
 - 4.5 *Hobart's economy is strong, diverse and resilient*

7. Financial Implications

- 7.1. Funding Source and Impact on Current Year Operating Result
 - 7.1.1. It is not possible for the Salamanca Market to deliver a surplus for 2020-21 due to the current operating environment. The proposed increase to interim market stallholder fees has been calculated to cover the direct costs of the weekly operation in 2020-21 assuming no further unexpected costs relating to COVID-19.
- 7.2. Impact on Future Years' Financial Result
 - 7.2.1. The interim market may be required to trade in the current format into 2021-22 depending on government restrictions.
 - 7.2.2. This being the case, the interim market site fees would be examined again as part of the normal budgeting process for 2021-22.
- 7.3. Asset Related Implications

7.3.1. Not applicable

8. Legal, Risk and Legislative Considerations

8.1. Pursuant to section 205 of the *Local Government Act 1993 (Tas)*, Council has the following powers:

(1) In addition to any other power to impose fees and charges but subject to subsection (2), a council may impose fees and charges in respect of any one or all of the following matters:

- (a) the use of any property or facility owned, controlled, managed or maintained by the council;
- (b) services supplied at a person's request;
- (c) carrying out work at a person's request;
- (d) providing information or materials, or providing copies of, or extracts from, records of the council;
- (e) any application to the council;
- (f) any licence, permit, registration or authorization granted by the council;
- (g) any other prescribed matter.

8.2. Further, pursuant to section 22 of the *Local Government Act 1993 (Tas)*, the Council has the power to delegate authority to the General Manager to set Council fees and charges.

9. Social and Customer Considerations

- 9.1. Tasmania's Own Market is creating a favourable trading opportunity that acknowledges the impacts of COVID-19 on businesses and the need for economic recovery.
- 9.2. Running a smaller, interim market is bringing foot traffic to Hobart's waterfront, supporting the waterfront business community.
- 9.3. Salamanca Market has historically been Tasmania's most visited tourist attraction and the current interim market is also an important attraction for visitors that showcases Tasmanian designers, makers, producers and artisans.

10. Community and Stakeholder Engagement

- 10.1. The Salamanca Market Stallholders Association has been advised of the need to increase the stallholder fee and is supportive of the proposal.

11. Delegation

11.1. This matter is delegated to the Council.

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



Iris Goetzki
**MANAGER ACTIVATION PROGRAMS
AND TOURISM**



Tim Short
DEPUTY GENERAL MANAGER

Date: 22 January 2021
File Reference: F21/2785

