



CITY OF HOBART

AGENDA

Economic Development & Communications Committee Meeting

Open Portion

Thursday, 29 April 2021

**at 4:30 pm
via Zoom**

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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Economic Development & Communications Committee Meeting (Open Portion)
held Thursday, 29 April 2021 at 4:30 pm in the via Zoom.

This meeting of the Economic Development and Communications 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

Thomas (Chairman)
Zucco
Sexton
Dutta
Ewin

Apologies:

Leave of Absence: Nil.

NON-MEMBERS

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

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, 25 March 2021](#), 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 COVID-19 Economic Response and Recovery Framework and Action Plan 2020-22 and General Economic Development Update File Ref: F21/32014

Report of the Marketing and Business Engagement Officer, Senior
Advisor Research and Policy, Manager Economic Development
Engagement and Strategy and the Acting Director Community Life of 22
April 2021 and attachment.

Delegation: Committee

**REPORT TITLE: COVID-19 ECONOMIC RESPONSE AND RECOVERY
FRAMEWORK AND ACTION PLAN 2020-22 AND
GENERAL ECONOMIC DEVELOPMENT UPDATE**

REPORT PROVIDED BY: Marketing and Business Engagement Officer
Senior Advisor Research and Policy
Manager Economic Development Engagement and
Strategy
Acting Director Community Life

1. Report Purpose and Community Benefit

- 1.1. The purpose of this report is to provide Elected Members with an update on progress against the *COVID-19 Economic Response and Recovery Framework and Action Plan 2020-22*.
- 1.2. The report also provides an update of other work undertaken by the Economic Development, Engagement and Strategy Unit, in particular to do with international relations, the City's Antarctic Sector programs and corporate sponsorships.
- 1.3. The benefit to the community is an increased understanding of the breadth of ways in which the City has supported economic development and recovery in recent months.

2. Report Summary

- 2.1. The City's COVID-19 Economic Response and Recovery Action Plan 2020-22 has 29 projects.
 - 2.1.1. A summary of the plan is provided at **Attachment A** to this report.
 - 2.1.2. Seven projects have been completed, and 22 projects are currently underway.
 - 2.1.3. Projects undertaken by the Economic Development, Engagement and Strategy Unit are:
 - Project 1.2: Business consultative group
 - Project 1.5: Business and community research and engagement
 - Project 2.1: Business concierge
 - Project 2.2: Business grants (in conjunction with Activation Programs and Tourism Unit)
 - Project 2.3: Hello Hobart
 - Project 3.6: Central Hobart precinct planning economic analysis
 - Project 4.6: Economic development strategy
 - Project 4.7: Investor prospectus

- 2.2. The City has a number of international relationships, including Sister City and Friendship City relationships. As a result of reduced travel arising from COVID-19, officers are communicating with their counterparts in the respective cities to work remotely to continue and build relationships.
 - 2.2.1. A number of programs will be facilitated by officers locally, including the upcoming Children's Day program in the Royal Tasmanian Botanical Gardens and a mini-Olympic games style challenge for schools both here in Hobart and in Sister City Yaizu, Japan.
- 2.3. As an Antarctic Gateway City, officers have been managing relationships with stakeholders in the Antarctic sector.
 - 2.3.1. A number of projects are upcoming in 2021, including the arrival of the new icebreaker RSV *Nuyina* late in the year, an Antarctic display in the new Tasmanian Travel and Information Centre and the final report from the multi-year Antarctic Cities Project which the City provided both cash and in-kind support towards.
- 2.4. Due to COVID-19, the Council paused the corporate sponsorship program, largely as events were not operating and the existing budget was used as cost savings for the City.
 - 2.4.1. The sole sponsorship undertaken in 2021 to-date is the in-kind support for the upcoming Dark Mofo festival. Officers are currently finalising the contract for this arrangement alongside providing event support to Dark Mofo for assets where the City is the owner.
 - 2.4.2. Subject to Council approval of the 2021-22 budget estimates, the corporate sponsorship program will be reinstated in the 2021-22 financial year.

3. Recommendation

That the Committee receive and record the update, noting that the COVID-19 Economic Response and Recovery Action Plan 2020-22 is due to be updated in mid-2021.

4. Background

- 4.1. In relation to the *City of Hobart COVID-19 Economic Response and Recovery Framework and Action Plan 2020-22*, on 17 December 2020 the Council decided that:
1. *The Council endorse the City of Hobart COVID-19 Economic Response and Recovery Framework and Action Plan 2020-22, marked as Attachment A to item 4.1 of the Special Economic Development and Communications Committee agenda of 17 December 2020.*
 2. *The Council note the endorsement of the COVID-19 Economic Response and Recovery Framework and Action Plan 2020-22 by the Hobart Economic Recovery Business Consultative Group.*
 3. *The action plan be updated in mid-2021 following internal and external engagement including with the Business Consultative Group in February 2021.*
- 4.2. In relation to international relations, on 31 March 2021 the Council decided *inter alia* that:
3. *Operational activities relating to existing international relationships to be recommenced online. Officers to undertake local community-based engagement throughout 2021, with minimal to no additional budgetary requirements other than officer time.*
- 4.3. In relation to Antarctic Sector programs, on 21 May 2015 the Council decided *inter alia* that *the Council provide up to \$40,000 total cash and in-kind funding, per annum to the Antarctic Cities project for the financial years 2016-17, 2017-18 and 2018-19, to be funded each year from the Economic Development Function, subject to the successful funding bid by the Antarctic Cities project to the Antarctic Research Council.*
- 4.4. In relation to corporate sponsorships, on 8 July 2019, the Council decided *inter alia* that:
1. *The Council approve the City of Hobart Policy: Inbound Requests for Sponsorships*
- and on 9 November 2020, the Council decided *inter alia* that *the Council note that the [sponsorship] program will be suspended in 2020-21.*
- 4.5. This report provides an update on this and related work being undertaken by the Economic Development, Engagement, and Strategy Unit.

COVID-19 ECONOMIC RESPONSE AND RECOVERY FRAMEWORK AND ACTION PLAN 2020-22

4.6. The first version of the recovery plan captures recovery work already underway at the time it was created, as well as new projects scheduled to come online in the months immediately following Council endorsement of the plan.

4.6.1. A summary of the plan is provided at Attachment A.

4.7. The plan includes projects under four initiatives:

- Learning what people need
- Building business resilience
- Building community economic resilience
- Responsive local government.

4.8. The remainder of this report provides an update on the projects belonging to each of those initiatives. The update is in two parts:

4.8.1. A broad overview providing brief updates on all projects.

4.8.2. A more specific update on projects being undertaken by the Economic Development, Engagement and Strategy Unit.

Overview of progress on all economic recovery projects

Initiative 1: Learning what people need

	Project	Status	Notes
1.1	Social inclusion dashboards	Complete	Dashboards are available on the City's website.
1.2	Business consultative group	Underway	Two meetings have been undertaken, with the next scheduled for May 2021. Meetings ongoing.
1.3	Safe public spaces	Underway	Trial for security guards at Brooke/Despard Street area concludes in mid-March. Continuation of this program is currently being considered. St John's Ambulance Party Safe presence on Saturday nights has helped improve community safety outcomes.
1.4	Creative sector engagement	Underway	Major Cultural Organisations supported by removing requirement to re-apply for funding for 2020-21 financial year (allocation same as previous year). Creative Hobart grants are currently open for applications.

1.5	Business and community research and engagement	Underway	Community engagement and research are currently being undertaken through Project 1.2: Business consultative group, Project 3.6: Central Hobart precinct planning economic analysis (HillPDA report) and Project 4.6: Economic development strategy (intern research project).
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Initiative 2: Building business resilience

	Project	Status	Notes
2.1	Business concierge	Underway	Research undertaken; preliminary internal report completed and with GM for consideration.
2.2	Business grants	Underway	Further grant round (\$100,000 total funding) opened in March 2021. With work currently underway into the format of the 2021-2022 grants.
2.3	Hello Hobart	Underway	As presented in the report on this agenda, Passport to Hobart campaign has been completed. Officers are currently undertaking research to inform future campaigns.
2.4	Block parties	Complete	Held at Battery Point (530 visitors), Midtown (341), Brisbane St (622), South Hobart (759), Red Square (828). Of 24 businesses who responded to a survey, 62.5% saw an increase in visitation and 50% had increased turnover compared to an average weekend.
2.5	Salamanca Market online and Tasmania's Own Market	Underway	Tasmania's Own Market continues successfully. All stallholders can list six products on the online store (currently 446 product listings from 244 stallholders), providing sales opportunities for stallholders not trading at the interim market. A review was undertaken and recommended to retain the store for a further 12 months.
2.6	TTIC and Elizabeth Mall Info Hub	Underway	The TTIC is in the process of moving to the Council Centre customer service area.

2.7	Outdoor dining regulations	Complete	Applications for expanded outdoor dining areas can be made via CoH website.
2.8	Outdoor dining platforms	Installation complete, trial underway	Footpath extensions, built-in furniture, planters, bike racks and trial uphill bike lane have been installed in Elizabeth Street (Midtown). With grant funding from the Tasmanian Government's <i>Ready for Business</i> initiative to support local hospitality businesses. Infrastructure in place for 12-month trial; outcomes may inform final design for future Midtown streetscape upgrade. Guideline document for parklets is also underway, drawing on the CoH Midtown <i>Ready for Business</i> trial, and COVID-19 response parklet evaluations from other cities.
2.9	Local preference procurement policy	Complete	Adopted into all tenders, EOIs and RFQs.

Initiative 3: Building community economic resilience

	Project	Status	Notes
3.1	Rates relief support package	Complete	Over 200 businesses were assisted. Future rates relief is planned to be applicable generally and not only for COVID-19 impacts.
3.2	Rental, fees and charges relief package	Underway	Fees for business registrations waived for six months. Renewals have been reissued.
3.3	Resilient Hobart grants	Complete	Awarded in 2020, with most activity June-December. 96 applications were received (total request \$359,400). 61 were awarded (valued at \$181,037.50, or 99.5% of the budgeted amount of \$182,000). 55.7% of recipients have acquitted. Community, creative and events grants open for applications this month. It is expected the majority of grants will support recovery.
3.4	International student support partnership	Underway	The City is helping to administer the grants. Underway until May 2021.

3.5	Festive season charitable quick response grants	Complete	Open for one month and attracted five applications. Four grants were awarded, for projects highly aligned to the aims of the grant. The grant will be reviewed for 2021-22 to confirm if this structure will provide the best support to the community during the festive season.
3.6	Central Hobart precinct planning economic analysis	Underway	The economic assumptions in the existing HillPDA report commissioned as part of the Central Hobart Precincts Plan are being reviewed to consider COVID-19 impacts. HillPDA are engaged to undertake this work. A draft report has been completed, with a final report expected by the end of April 2021.
3.7	Mobility for city vibrancy	Underway	The 40kph speed limit in the central city has been implemented. Lenah Valley 40km speed limit approved and funding secured. Ongoing support for State Growth pedestrian green time initiative. Trial cycle lanes (on Campbell/Argyle between Brisbane/Davey) at final design stage; implementation subject to funding. Draft Primary Walking Network Plan completed.

Initiative 4: Responsive local government

	Project	Status	Notes
4.1	24/7 Council	Underway	This project is under development, and an update on progress will be provided in due course.
4.2	Responsive planning and mobility services	Underway	Ongoing initiative through City Planning Division.
4.3	Capital works program	Underway	Works are underway.
4.4	Funding for City projects	Underway	A range of grant applications were submitted, including for Vulnerable Road User grants and mitigation against severe weather events. Several grants were subsequently awarded. Construction of these projects will be progressed in accordance with the terms of the grant agreements.

4.5	Resilient Hobart	Underway	As the City's community emergency response program, Resilient Hobart is ongoing while the pandemic continues. Resilient Hobart information on the City's website has been updated.
4.6	Economic development strategy	Underway	Scoping work has commenced. Two economics interns and one planning student from the University of Tasmania are providing research support.
4.7	Investor prospectus	Underway	A first draft has been compiled.
4.8	Community vision stewardship	Underway	All projects going through the Council reporting process must demonstrate strategic alignment. The Master of Planning intern from the University of Tasmania will work on the social and environmental possibilities for economic development work (see Project 4.6).

UPDATE ON ECONOMIC RECOVERY PROJECTS UNDERTAKEN BY THE ECONOMIC DEVELOPMENT, ENGAGEMENT AND STRATEGY UNIT

Project 1.2: Economic Recovery Business Consultative Group

- 4.9. The Council established the group to provide expert advice and industry feedback on the City's economic recovery efforts from the impact of COVID-19.
- 4.10. The group includes business owners/operators from across different business sectors in Hobart along with industry representatives.
 - 4.10.1. Officers have recently invited additional members to the group recognising that members cannot make every meeting and it requires a healthy number to facilitate good discussion.
- 4.11. The group has met twice already. The third meeting will be held on 5 May 2021.
 - 4.11.1. The agenda for this meeting will include an update on the proposed new business grants and an update on the City's Economic Recovery Action Plan.
- 4.12. It is anticipated that these meetings will be held quarterly.

Project 1.5: Business and community research and engagement

- 4.13. Community engagement and research are currently being undertaken through Project 1.2: Business consultative group, Project 3.6: Central Hobart precinct planning economic analysis (HillPDA report) and Project 4.6: Economic development strategy (intern research project).

- 4.14. The business consultative group meets every two months, and meetings involved both structured and open-ended conversations about business needs.
- 4.15. The HillPDA report has involved a limited number of interviews with stakeholders representing a range of sectors. Findings are being factored into the report.
- 4.16. The intern team is undertaking a small number of internal and external interviews to add to desktop research findings. It is envisaged developing the economic development strategy will include additional engagement.

Project 2.1: Business concierge

- 4.17. Officers have collated research about the potential opportunities and risks of the City providing a business concierge service. The proposal is currently awaiting the commencement of the new CEO for consideration. Given the significant resourcing required for this to operate effectively, it is likely this project will be placed on hold for the foreseeable future.

Project 2.2: Business grants 2021-2022

- 4.18. To support small businesses throughout COVID-19, the business grants program has run two rounds of the Business Adaptation and Assistance Grant (BAAG), the Professional Assistance Grant and the eCommerce Support Grant that has provided support in response to COVID-19.
- 4.19. Officers from the Economic Development and Grants teams met recently to identify how the City can best support the business community through the business grant stream in the 2021-22 financial year.
- 4.20. The annual funding allocation of \$56,000 for business grants has been proposed for the 2021-22 financial year. The new grant that will be proposed is likely to be run as part of the Biannual Grant Round in August 2021 and February 2022. The maximum value of each grant is to still to be determined.
- 4.21. Importantly, feedback will be sought from the Economic Recovery Business Consultative Group at the next meeting. This will enable officers to test the appetite for the type of grant and determine if there are any noticeable issues business owners may have in applying.
- 4.22. A full report will be submitted to the Committee on 27 May 2021 seeking approval for the purpose and intended outcomes of the grant program.

Project 2.3: Hello Hobart

- 4.23. The City's marketing program Hello Hobart continues to promote local businesses through regular promotion on social media and its website.

- 4.24. As presented in the report on this agenda, the *Passport to Hobart* summer marketing campaign has just finished up.
- 4.25. Officers are currently engaging a consultant to undertake research that will be measured against benchmarks set in previous research in both 2016 and 2017. This research will assist officers in determining what barriers to entry exist for shopping in the city along with what are the enticing qualities for people to shop in the city.
- 4.26. Hello Hobart has resumed sending out monthly email newsletters to businesses owners/operators. This email is an important mechanism for the City to disseminate information out to businesses regarding items such as the new business grants opening.
- For example, the latest edition assisted the State Government to inform business owners about the mandatory use of the Check in TAS app from 1 May 2021.
- 4.26.1. The team are currently looking at the validity and safety of reinstating the business networking events in the city.

Project 3.6: Central Hobart precinct planning economic analysis (COVID-19 impacts)

- 4.27. This project is a joint effort across City Planning and Community Life Divisions.
- 4.28. HillPDA was engaged to create a report on the economic, demographic and employment impacts of the COVID-19 pandemic.
- 4.29. The work is an update of the original report written by HillPDA for the Central Hobart Precinct Plan but expanded to consider Hobart LGA overall. Findings can inform work across the organisation.
- 4.30. The final report is expected to be completed in May 2021.

Project 4.6: Economic development strategy

- 4.31. Work to create a new economic development strategy is underway.
- 4.32. A team of three interns from UTAS is working on background research, two final-year undergraduates from the Tasmanian School of Business and Economics and one Master's student from the Master of Planning program.
- 4.33. The intern team has been undertaking applicable work to identify a range of local and global issues of significance to Hobart.

- 4.34. The team is investigating economics-specific topics, as well as issues that relate to and influence economic outcomes. Examples include ageing population, migration, housing affordability, environmental impacts, educational attainment and skills gaps, and issues affecting local businesses.
- 4.35. Their final output will be an issues paper covering major topics to consider in creating an economic development strategy, due to be completed by early June 2021.

Project 4.7: Investor prospectus

- 4.36. A first draft has been compiled.
- 4.37. Due to resource constraints, further edits of the document will be undertaken once further progress has been made on other key economic recovery and development initiatives.

INTERNATIONAL RELATIONSHIPS

- 4.38. The City has a number of existing international relationships including Sister City and Friendship City relationships. Officers are currently communicating with their counterparts in the respective cities on ways to engage remotely in 2021 and beyond.
- 4.39. Of particular note, the Hobart Yaizu Sister City relationship will be celebrating its 45th year in 2022. Officers are currently planning for potential local celebrations to mark the occasion.
- 4.40. Officers also facilitate a six-weekly Hobart Yaizu Sister City Committee and attend bi-monthly meetings run by the local Italian Abruzzese Association.
- 4.41. To celebrate Japanese Children's Day, the City in partnership with the Royal Tasmanian Botanical Gardens will display Japanese inspired decorations and written works created by students from 14 schools (over 1,000 students). This free public event will be open from 1 to 9 May 2021.
- 4.42. To mark the Tokyo Olympics, students in both Yaizu and Hobart will participate in a mini-Olympic games style challenge. This challenge is being facilitated by officers and will take place at the same time as the Olympics in late July.
- 4.43. Officers are providing our Friendship City of Fuzhou, China with cultural content to be included in its 2021 Fuzhou International Friendship Cities Cultural Festival being held in June 2021. The festival will also include a speech from Lord Mayor Anna Reynolds and City officers participating in an online multicultural dialogue event.

- 4.44. Department of Foreign Affairs and Trade commenced the Foreign Arrangements Scheme on 10 December 2020. Its purpose is to ensure that arrangements between state or territory governments (and their entities) and foreign entities do not adversely affect Australia's foreign relations and are consistent with Australia's foreign policy. Officers are complying with the new policy by registering details of our relationships through the online notification portal.

ANTARCTIC SECTOR PROGRAMS

- 4.45. The City maintains relationships with a number of stakeholders in the Antarctic space including the Australian Antarctic Division (AAD), Department of State Growth's Antarctic Tasmania, Tasmanian Polar Network, Antarctic Cities Youth Coalition and others.
- 4.46. The Antarctic Cities Project, which the City provided cash and in-kind support, is currently awaiting the final report from the multi-year project. The project studied the relationships of the five gateway cities, which Hobart is one, to determine where the cities can act collectively as global custodians of Antarctica.
- 4.46.1. The report is being prepared by project lead Juan Francisco Salazar Sutil of Western Sydney University and expected in late April 2021.
- 4.46.2. Once the final report is received a meeting will be scheduled with key stakeholders, including officers from Economic Development Unit, to examine the achievement of the stated aims and consider steps for the implementation of the recommendations.
- 4.46.3. A further meeting will also be scheduled to discuss the next steps in progressing an Antarctic Gateway Cities Charter of Principles.
- 4.46.4. Officers will continue to support the Antarctic Cities Youth Coalition's Hobart representative with their proposed Antarctic Gateway City sign post concept.
- 4.47. A dedicated webpage on the City's website is currently being designed in consultation with other Antarctic stakeholders. This page will communicate information on Hobart as a premier Antarctic Gateway City, in addition to the City's status as an original signatory and member-country of the Antarctic Treaty and promote Antarctica, the Southern Ocean and sector organisations.
- 4.48. In addition, an Antarctic display is currently been planned for the City's new location of the Tasmanian Travel and Information Centre. The City is working in partnership with AAD in developing concept designs for a permanent display that may include a number of interactive and educational elements celebrating Hobart as a Gateway City to Antarctica.

- 4.49. It is anticipated that the new AAD icebreaker RSV *Nuyina* will be arriving in the last quarter of 2021. Officers have commenced conversations with AAD staff to determine the City's engagement in events for the ship's arrival, as well as ways to celebrate the 2021 opening of the Antarctic Season.

SPONSORSHIPS

- 4.50. Since 2019, the City of Hobart has undertaken a formal corporate sponsorship program. The program offered support to eligible events, festival and activities by way of financial and in-kind sponsorship in exchange for mutually beneficial outcomes.
- 4.51. As a result of COVID-19, the sponsorship program was paused largely as events were no longer operating and the budget was used as part of the City's cost savings.
- 4.52. The sole sponsorship that the City has undertaken throughout 2021 to-date is the commitment to in-kind support for the upcoming Dark Mofo Winter Feast as a result of a formal request made by event organiser Dark Lab. On 31 March 2021, the Council resolved *inter alia* that:
1. *The Council support the 2021 Dark Mofo request through in-kind funding for equipment for the Winter Feast, to the value of \$196,326.56 to be allocated as a one-off grant, noting that Dark Mofo will need to meet all costs of installation and transportation of this equipment.*
- 4.53. Economic Development officers will once again be assisting Dark Lab to ensure that the components of the sponsorship are met. In addition, officers will again liaise with Dark Lab event organisers to ensure that where the City's assets for the festival are used, a single project officer will be managing the relationship. This ensures that any additional requests are captured and that there is a holistic management of the festival on behalf of the City.
- 4.54. Subject to final Council approval, the corporate sponsorship budget will be reinstated for the 2021-22 financial year given that events are beginning to commence.
- 4.54.1. It is intended that the sponsorship round will formally open in late 2021 for events occurring in 2022.

5. Proposal and Implementation

- 5.1. This report has provided an update on progress towards the economic recovery plan, as well as more detailed updates on those recovery projects sitting within the Economic Development, Engagement and Strategy Unit.
- 5.2. It has also provided updates on economic development, international relationships, Antarctic sector programs and sponsorships.

- 5.3. It is proposed that the Committee receive and record the update, noting that the COVID-19 Economic Response and Recovery Action Plan 2020-22 is due to be updated in mid-2021.

6. Strategic Planning and Policy Considerations

- 6.1. The City's COVID-19 economic response and recovery work aims to work across the whole of the community vision and strategic plan, in the sense of encouraging initiatives that support a range of areas of city life, for example the creative sector and learning from data.
- 6.2. It aligns primarily with the following outcome in the *Capital City Strategic Plan 2019-29*:

4.5 Hobart's economy is strong, diverse and resilient.

- 6.3. The City's COVID-19 economic response and recovery work specifically advances the following strategies in the *Capital City Strategic Plan 2019-29*:

2.4.6 Deliver and support initiatives, activities and programs that build community resilience, wellbeing and safety.

4.5.1 Understand and respond to the strategic context of the Hobart economy at regional, state, national and international levels.

- 6.4. Ongoing engagement in international relations is aligned with *Hobart: A community vision for our island capital* and outcomes outlined in the *Capital City Strategic Plan 2019-29*, particularly:

4.3.7 Support the city's existing international relationships and respond to new opportunities, in line with the community vision

4.3.8 Develop greater community involvement in international relations programs

- 6.5. Recognising, celebrating, supporting and promoting Hobart's relationship with Antarctica and the Southern Ocean is in line with the *Hobart: A community vision for our island capital*:

4.1.4 We embrace industries and professions that thrive in Hobart's unique environment, from Antarctic science and tourism to creative arts and technology.

- 6.6. The City's sponsorship program specifically aligns with the following outcomes in the *Capital City Strategic Plan 2019-29*, namely:

3.1.5 Support and deliver events, festivals and markets.

4.3.1 Develop and maintain relationships with key institutions and stakeholders in the Hobart economy.

7. Financial Implications

7.1. Funding Source and Impact on Current Year Operating Result

- 7.1.1. Individual projects have financial implications in their respective areas coming out of existing budgets for the 2020-21 financial year.

7.2. Impact on Future Years' Financial Result

- 7.2.1. Projects for the 2021-22 year will have been budgeted and are included in the budget estimates for the Community Life Division.

7.3. Asset Related Implications

- 7.3.1. Not applicable.

8. Legal, Risk and Legislative Considerations

- 8.1. The proposal supports the City's ability to manage risk, through providing updated information on progress against key projects.

- 8.2. Some projects included in economic recovery planning have legal and legislative considerations (e.g. outdoor dining regulations). However, this report provides a general update; thus such considerations do not arise from this report.

9. Environmental Considerations

- 9.1. All projects undertaken by the Economic Development, Strategy and Engagement recognise the strong commitment Towards Zero Waste that the City has.

- 9.1.1. For example, a key consideration for the use of a digital application as the operating mechanism in the recent summer marketing campaign for *Project 2.3 Hello Hobart* was to limit waste for the promotion.

10. Social and Customer Considerations

- 10.1. Each area of work outlined in this report (economic recovery, economic development, international relationships, Antarctic sector programs and international relationships) has a social and customer impact, by serving the community through economic recovery and development initiatives.

11. Marketing and Media

- 11.1. All projects captured under the Economic Development, Strategy and Engagement team have significant marketing and media opportunities.

- 11.1.1. Individual projects have their own opportunities to communicate the outcomes. For example project 2.3 Hello Hobart, has its own social media accounts and websites.
- 11.1.2. Areas such as corporate sponsorship and the City's International Relationships all have a dedicated page on the City's own website.
- 11.1.3. Officers work closely with the Communications Unit to ensure that projects are disseminated out to the community where appropriate.

12. Community and Stakeholder Engagement

- 12.1. *Project 1.2 Business Consultative Group* enables officers to engage with the business community. These meetings help inform future actions.
- 12.2. Project 3.6: Central Hobart precinct planning economic analysis (HillPDA report) and Project 4.6: Economic development strategy (intern research project) likewise include limited engagement components (i.e. brief interviews with stakeholders).
- 12.3. Regular communication with the business community is maintained through Hello Hobart's monthly email newsletter.
- 12.4. Officers also regularly consult with other City of Hobart officers who are managing other projects identified in the Recovery Framework and Action Plan.

13. Delegation

- 13.1. This matter is one for Committee.

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

Samantha Skillern
**MARKETING AND BUSINESS
ENGAGEMENT OFFICER**

Marisa McArthur
**SENIOR ADVISOR RESEARCH AND
POLICY**




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



Iris Goetzki
ACTING DIRECTOR COMMUNITY LIFE

Date: 22 April 2021
File Reference: F21/32014

Attachment A: Summary of the COVID-19 economic recovery framework and
action plan 2020-22 ↓ 

COVID-19 ECONOMIC RESPONSE AND RECOVERY FRAMEWORK AND ACTION PLAN 2020–22

The City of Hobart's Covid-19 Economic Response and Recovery Framework and Action Plan 2020–22 aims to work with Hobart communities, businesses and stakeholders to deliver economic recovery for Hobart on limited resources.

Based on community surveys and interviews with 200 businesses, they respond to both the long-term guidance of the community vision and the uncertainty posed by the pandemic.

The **framework** establishes the structure and guiding ideas behind the City's response and recovery efforts.

It has six **goals**, or things we want to achieve:

1. Confident households, businesses and investors
2. Thriving city centre and retail precincts
3. Local economy transitioned to the 'new normal'
4. Opportunities of the crisis embraced
5. Coordinated recovery efforts
6. Responsive and financially sustainable local government

Our work is guided by five **principles**, which we apply to all response and recovery projects:

That economic recovery ...

... is focused on need and adding value.

... supports resilience.

... builds economic confidence and participation.

... is evidence-based.

... is flexible and adaptable.

The **action plan** includes the projects that will help us reach these goals and are to be updated frequently to meet the changing Covid-19 situation. It has four initiatives made up of 29 total projects.



INITIATIVE 1: LEARNING WHAT PEOPLE NEED	INITIATIVE 2: BUILDING BUSINESS RESILIENCE	INITIATIVE 3: BUILDING COMMUNITY ECONOMIC RESILIENCE	INITIATIVE 4: RESPONSIVE LOCAL GOVERNMENT
PROJECT 1.1: SOCIAL INCLUSION DASHBOARDS	PROJECT 2.1: BUSINESS CONCIERGE	PROJECT 3.1: RATES RELIEF PACKAGE	PROJECT 4.1: 24/7 COUNCIL
PROJECT 1.2: BUSINESS CONSULTATIVE GROUP	PROJECT 2.2: BUSINESS GRANTS	PROJECT 3.2: RENTAL, FEES AND CHARGES RELIEF PACKAGE	PROJECT 4.2: RESPONSIVE PLANNING AND MOBILITY SERVICES
PROJECT 1.3: SAFE PUBLIC SPACES	PROJECT 2.3: HELLO HOBART	PROJECT 3.3: RESILIENT HOBART GRANTS	PROJECT 4.3: CAPITAL WORKS PROGRAM
PROJECT 1.4: CREATIVE SECTOR ENGAGEMENT	PROJECT 2.4: BLOCK PARTIES	PROJECT 3.4: INTERNATIONAL STUDENT SUPPORT PARTNERSHIPS	PROJECT 4.4: FUNDING FOR CITY PROJECTS
PROJECT 1.5: BUSINESS AND COMMUNITY RESEARCH AND ENGAGEMENT	PROJECT 2.5: SALAMANCA MARKET ONLINE AND TASMANIA'S OWN MARKET	PROJECT 3.5: FESTIVE SEASON CHARITABLE QUICK RESPONSE GRANTS	PROJECT 4.5: RESILIENT HOBART
	PROJECT 2.6: TTIC AND ELIZABETH MALL INFO HUB	PROJECT 3.6: CENTRAL HOBART PRECINCT PLANNING ECONOMIC ANALYSIS	PROJECT 4.6: ECONOMIC DEVELOPMENT STRATEGY
	PROJECT 2.7: OUTDOOR DINING REGULATIONS	PROJECT 3.7: MOBILITY FOR CITY VIBRANCY	PROJECT 4.7: INVESTOR PROSPECTUS
	PROJECT 2.8: OUTDOOR DINING PLATFORMS		PROJECT 4.8: COMMUNITY VISION STEWARDSHIP
	PROJECT 2.9: LOCAL PREFERENCE PROCUREMENT POLICY		

The action plan will be updated on an ongoing basis, in response to new data and what we learn from communities, businesses and other support initiatives. The next update is planned for mid-2021.

6.2 Summer Marketing Campaign Update
File Ref: F21/25308

Report of the Marketing and Business Engagement Officer, Manager
Economic Development Engagement and Strategy and the Acting
Director Community Life of 22 April 2021 and attachment.

Delegation: Committee

REPORT TITLE: SUMMER MARKETING CAMPAIGN UPDATE

REPORT PROVIDED BY: Marketing and Business Engagement Officer
Manager Economic Development Engagement and Strategy
Acting Director Community Life

1. Report Purpose and Community Benefit

- 1.1. The purpose of this report is to provide an update to Elected Members on the summer marketing campaign to support Hobart food and beverage venues titled *Passport to Hobart*.
- 1.2. The campaign results indicate that this program had a community benefit, particularly for food and beverage operators in the Hobart area, many of whom were negatively impacted by COVID-19 restrictions.
 - 1.2.1. The campaign also extended the community benefit to those customers who dined at participating venues using the vouchers and who benefitted financially from a reduction in their dining bill.

2. Report Summary

- 2.1. Under the City's marketing program Hello Hobart, a summer marketing campaign titled *Passport to Hobart* was undertaken from 7 January 2021 until 28 February 2021.
- 2.2. The campaign was designed to assist food and beverage venues throughout the Hobart area. Consumers were rewarded for their loyalty by way of a \$20 Reward Voucher once they had collected five stamps. In order to receive a stamp, a customer needed to spend a minimum amount of \$20 at a participating venue.
 - 2.2.1. There were 1750 x \$20 Reward Vouchers available.
- 2.3. To encourage participation in the program, the first 3500 participants also received a \$10 Reward Voucher with the key requirement that a minimum amount of \$20 had to be spent in order to redeem the voucher.
- 2.4. The community was encouraged to download a 'digital passport' through the phone application Stamp Me to start their journey. The use of the application was in keeping with COVID-19 restrictions as customers could scan a QR code to receive the stamps contact-less.
- 2.5. Hello Hobart created a dedicated webpage to showcase the 59 participating venues including a visual map. These venues were a mix of restaurants, bars and cafes from across the Hobart municipal area.

- 2.6. Promotion of the campaign occurred through a number of traditional and digital channels. Of note, the social media tiles provided to participating venues worked particularly well as it allowed those venues to highlight their participation to their existing followers.
- 2.7. At the completion of the campaign, the community had spent a minimum amount of \$89,740 in venues.
- Nearly all of the \$10 Welcome Vouchers were allocated with 38 per cent of these then spent in the venues.
 - 2300 stamps were collected.
 - A total of 333 x \$20 Reward Vouchers were allocated with 93 per cent redeemed.
- 2.8. The total cost of the campaign to the City was \$38,797 which included a full reimbursement to businesses for any vouchers redeemed in their venues.
- 2.8.1. Meaning that for every \$1 invested, a minimum amount of \$2.31 was invested back into participating businesses.
- 2.9. Upon completion of the campaign, venues were provided with a survey to provide feedback. In general, the feedback has been positive with 81 per cent stating they would like to do it again if run in the future.
- 2.10. There were a number of learnings from running this campaign which included extension of the campaign period to enable a wider word-of-mouth promotion and more time to collect rewards.
- 2.11. If the campaign were to be run in the future, it could be extended to include retail and services.
- 2.12. As part of developing the Economic Development Strategy, the Economic Development team is in the process of building a broader marketing strategy for the city which will provide context for future campaigns.

3. Recommendation

That the report is received and the results and outcomes of the summer marketing campaign, Passport to Hobart, is noted.

4. Background

- 4.1. The campaign, titled *Passport to Hobart*, was a nod to the fact that the community could not travel overseas due to COVID-19, but could explore what our own city has to offer. As a result, patrons were encouraged to download a 'digital passport' and collect five (5) stamps to then be rewarded with a \$20 Reward Voucher.
 - 4.1.1. In order to receive a stamp, a patron had to spend a minimum of \$20 in a participating venue.
 - 4.1.2. The digital application used was a phone application called Stamp Me, a Melbourne-based organisation. This application was available to download for free through both iOS and Android systems.
 - 4.1.3. Once customers had made an eligible purchase, they were to scan a QR code available on the back of the venues EFTPOS machines. This process meant that there was no need to physically touch campaign materials in keeping with minimising the risk of COVID-19.
 - 4.1.4. Officers completed due diligence on this software to ensure that it was the most appropriate and safe for use in this program.
- 4.2. By way of background, at its meeting on 29 October 2020, the Economic Development and Communications Committee deferred the initial report titled Summer Marketing Campaign 2020-21, determining that:

The item be deferred to a special meeting prior to the Council meeting on the 9 November 2020 to allow consultation to take place with relevant industry bodies and options to be explored for those who do not have access to a device to download the required application.
- 4.3. A further report was then provided to the Economic Development and Communications Committee on 9 November 2020, where officers presented solutions and alternatives to the smart phone application. In doing so, officers also presented the potential issues with the use of a paper version.
 - 4.3.1. A key consideration was that a paper version was a considerable risk to participants, potentially an older cohort who are generally considered more at risk of COVID-19.
 - 4.3.2. This report also detailed the consultation with industry bodies and their subsequent support to the program.

- 4.4. The Council, at its meeting of 9 November 2020 determined, *inter alia* that:

The Council endorse the proposed summer marketing campaign, estimated at \$90,000 subject to the General Manager being satisfied that due diligence on the application is made.

- 4.5. All food and beverage businesses in the City of Hobart area were invited to participate.

4.5.1. This invitation to businesses went out through a number of channels, including the City's email newsletter to businesses, Facebook promotion, a paid *Mercury* advertisement and through the City's wide business networks including the Tasmanian Hospitality Association.

4.5.2. In total, 59 businesses participated in the program. These businesses were a great mix of cafes, restaurants and bars.

- 4.6. The campaign launched at 10 am on Thursday 7 January 2021 and was originally set to conclude midnight Sunday 7 February 2021. Throughout the campaign, the Economic Development team sought feedback from venue operators who suggested that the campaign be extended if possible as customers were collecting stamps but were often just shy of the five required.

4.6.1. As a result, the General Manager approved the campaign to be extended until midnight 28 February 2021, or the end of summer.

4.6.2. There were no additional costs to extend the campaign.

- 4.7. To encourage initial use of the program, the first 3500 downloads of the digital passport were entitled to a \$10 Welcome Voucher.

4.7.1. To use this voucher, a patron would simply need to spend \$20 or more.

- 4.8. Terms and conditions were developed to ensure that misuse of the program was minimised and that participants and venues were aware of their expectations.

- 4.9. The Hello Hobart website was updated with a dedicated landing page for the *Passport to Hobart* program which included a directory of all participating businesses and a visual map.

- 4.10. The approved budget allocation for this program was \$90,000 which included an allocation of \$20,000 for promotional material and the application use. Whilst the remaining \$70,000 was to be allocated to the vouchers comprising of 3500 x \$10 Welcome Voucher and 1750 x \$20 Reward Vouchers.

4.11. The objectives of the campaign were:

- incentivise the community to dine (either via takeaway or eat-in) at participating venues
- encourage repeat visitation to venues from the community
- assist food and beverage operators across the City of Hobart.

4.12. The Economic Development team marketed the campaign through a number of different channels to ensure broad reach.

4.12.1. Of particular note, the team distributed social media toolkits to retailers which were successful. The team were impressed with the number of venues who choose to utilise the branded social media overlays, allowing the venues to pair the *Passport to Hobart* branding alongside their own venue photography.

4.12.2. Social media on the Hello Hobart Facebook page reached over 119,000 people in the campaign period. Whilst we had another 103,315 impressions from the digital *Mercury* advertising undertaken.

Results

4.13. In total, nearly all of the 3500 x \$10 Welcome Vouchers were allocated (3493). Most of these vouchers were allocated in the first few weeks of the program which was as expected.

4.14. Of those \$10 Welcome Vouchers allocated, 38 per cent of the vouchers were then used in participating venues.

4.15. A total of 2300 stamps were collected throughout the campaign period, equating to a minimum amount of \$56,000 worth of investment in venues when customers were using the program to collect stamps.

4.16. In total, 333 x \$20 Reward Vouchers were allocated with 93 per cent of these were then redeemed in participating venues.

4.17. During the campaign, the community spent at least \$89,740 in participating venues when collecting stamps and redeeming vouchers.

4.18. The City spent a total of \$38,797 on the campaign which included a full reimbursement to the venues, marketing and costs for the use of the application.

4.19. That means that for every \$1 spent, a minimum of \$2.31 was invested back into participating businesses.

4.20. The Economic Development team recognises that there is an immeasurable value in connecting with the businesses in this campaign, many of whom had not been connected with.

4.21. A survey was sent out to participating venues to ascertain feedback from them, see **Attachment A** to this report. Of note, the below responses are a summary:

- *Over 75 per cent of respondents rated the program as good or better.*
- *Most businesses were not sure of the traffic that the campaign specifically created for their business with 50 per cent stating it had up to a 10 per cent increase in traffic or higher.*
- *No venues found the Stamp Me application difficult to use.*
- *Overwhelmingly, the communication levels from the Economic Development team were 'appropriate'.*
- *If we were to run a similar campaign again, 81 per cent would like to participate again.*

Learnings from the campaign

4.22. There was a small number of customer complaints with various issues including that staff were unaware of the program in participating venues and errors in not reducing the bill despite using a valid voucher.

4.22.1. The Hello Hobart and Stamp Me teams dealt with these complaints by responding to the customers, often reinstating vouchers as required and contacting the venue operators so future issues could be awarded.

4.23. If the City was to run a similar campaign, it is recommended that the campaign period be significantly longer to allow consumers more time to collect their rewards, but also to enable greater word-of-mouth promotion.

4.24. Those venues that had the most vouchers redeemed were actively promoting the program. If the campaign was to be run in the future, it is recommended that an incentive be offered to those venues that get the most redemptions to encourage this positive behaviour.

4.25. The program was very popular within the first few weeks of the campaign, but as expected with all loyalty programs, plateaued after the initial drive. It did, however, maintain a loyal following.

4.25.1. If a similar campaign was to be run again that went for a longer timeframe, it is recommended that the marketing be spread out to various times throughout the campaign.

4.26. This campaign was targeted to food and beverage venues due to the recognised effect these businesses suffered throughout COVID-19. If this campaign was to operate in the future, officers would look to extend the program to also include retail and services.

- 4.26.1. This would be to ensure equal promotion of different businesses within the municipal area.
- 4.26.2. Officers have since discovered a similar project undertaken by the City of Darwin that rewarded patrons of all customer facing stores, regardless of if they traded retail, hospitality or services. It is possible that officers could adopt a similar style to any future campaigns.

5. Proposal and Implementation

- 5.1. In conclusion, the *Passport to Hobart* program was a successful mechanism for the City to engage with businesses and consumers at a time when tourism was limited and business confidence was variable.
- 5.2. The Hello Hobart team is now looking forward to future campaigns as part of a broader marketing strategy for the city. In keeping with Hello Hobart's objective of "promoting Hobart as a unique and interesting retail and lifestyle destination", future campaigns would be targeted to meet this.
- 5.3. The Economic Development team is currently planning for the next financial year and would report back to the Council to update on larger campaigns. Hello Hobart will continue to have a presence on its website and social media channels promoting local businesses.
- 5.4. Officers will continue to seek the advice of the Economic Recovery Consultative Group prior to launching larger campaigns.

6. Strategic Planning and Policy Considerations

- 6.1. The summer marketing campaign responds to Pillar 4 of the *Capital City Strategic Plan 2019-29*, specifically:
 - 4.1 *Hobart's economy reflects its unique environment, culture and identity.*
 - 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 economic is strong, diverse and resilient.*

7. Financial Implications

- 7.1. Funding Source and Impact on Current Year Operating Result
 - 7.1.1. The total amount of \$38,797 will come from the existing 2020-21 budget allocated to Hello Hobart for the purpose of this campaign.

7.2. Impact on Future Years' Financial Result

- 7.2.1. There is a provision in the 2021-22 budget for Hello Hobart, subject to the Council's approval, for \$68,000. This is to be allocated for future campaigns and general Hello Hobart marketing.

7.3. Asset Related Implications

- 7.3.1. Not applicable.

8. Legal, Risk and Legislative Considerations

- 8.1. Terms and conditions were established and published online alongside a link on the Stamp Me application to ensure that participants and venues knew of their expectations in participating.
- 8.2. Contracts were signed between participating venues and the City of Hobart prior to commencing the program. This contract was developed in conjunction with the City's legal officers.

9. Environmental Considerations

- 9.1. In keeping with the Council's commitment to zero waste to landfill by 2030, this campaign used minimal materials. This was the first time that a City marketing campaign used a digital application to this extent, and given the commitment to minimising waste, it was a good option to be considered for future campaigns.

10. Social and Customer Considerations

- 10.1. Prior to commencing this campaign, various industry groups were consulted including the Tasmanian Hospitality Association, the Tasmanian Chamber of Commerce and Industry and other hospitality venues who operate in the municipal area.
- 10.2. Future large campaigns will be brought to Economic Recovery Consultative Group to seek feedback prior to launching. This group is a cross-section of business representatives from a number of industries operating in Hobart.

11. Marketing and Media

- 11.1. The campaign was marketed via a number of different channels including traditional media, social media promotion (Hello Hobart Facebook and Instagram along with a social media toolkit for retailers), digital signage in City-owned assets and through the various other connections that the City's marketing team have, including Eat it Tassie and Destination Southern Tasmania.

12. Community and Stakeholder Engagement

- 12.1. After the completion of the campaign, the venue operators were encouraged to provide feedback via a survey. The results can be found in Attachment A. This will help to guide future campaigns.
- 12.2. Officers consulted internally throughout this campaign include Principal Advisor Media and Corporate Communications, Manager Rates, Procurement and Finance Operations, Manager Legal and Governance, Manager City Innovation, Principal Advisor Risk and Audit, Principal Advisor Spatial, Integration and Data Management, Legal Officer and Senior Advisor City Marketing and Sponsorship.

13. Delegation

- 13.1. This matter is delegated to the Committee.

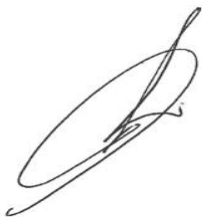
As signatory to this report, I certify that, pursuant to Section 55(1) of the Local Government Act 1993, I hold no interest, as referred to in Section 49 of the Local Government Act 1993, in matters contained in this report.



Samantha Skillern
**MARKETING AND BUSINESS
ENGAGEMENT OFFICER**



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



Iris Goetzki
ACTING DIRECTOR COMMUNITY LIFE

Date: 22 April 2021
File Reference: F21/25308

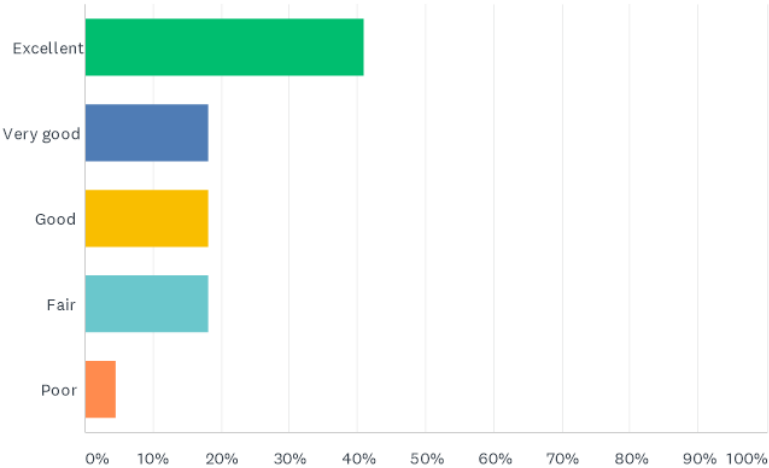
Attachment A: Survey results Passport to Hobart ↴ 

Hello Hobart | Passport to Hobart feedback

SurveyMonkey

Q1 Overall, how would you rate the Passport to Hobart campaign?

Answered: 22 Skipped: 0



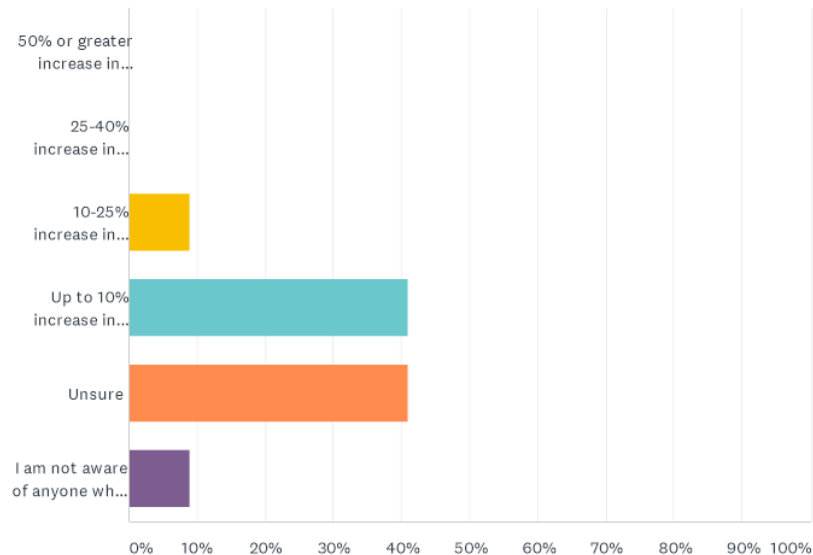
ANSWER CHOICES	RESPONSES	
Excellent	40.91%	9
Very good	18.18%	4
Good	18.18%	4
Fair	18.18%	4
Poor	4.55%	1
TOTAL		22

Hello Hobart | Passport to Hobart feedback

SurveyMonkey

Q2 How much did the traffic to your venue increase as a result of the Passport to Hobart program?

Answered: 22 Skipped: 0



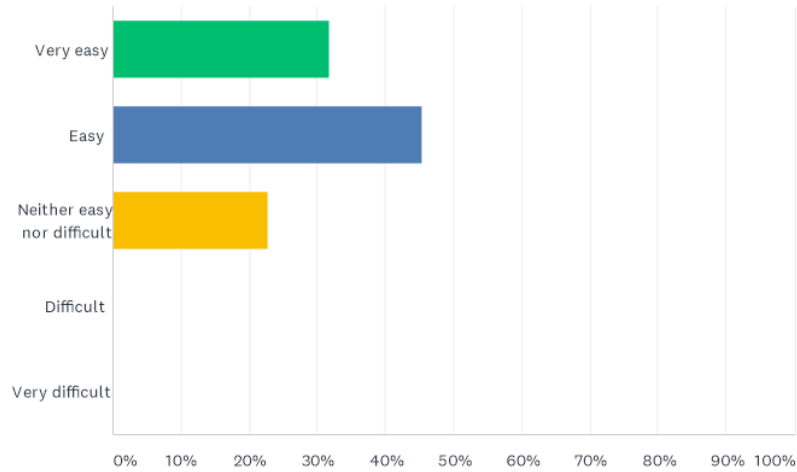
ANSWER CHOICES	RESPONSES	
50% or greater increase in traffic	0.00%	0
25-40% increase in traffic	0.00%	0
10-25% increase in traffic	9.09%	2
Up to 10% increase in traffic	40.91%	9
Unsure	40.91%	9
I am not aware of anyone who visited as a result	9.09%	2
TOTAL		22

Hello Hobart | Passport to Hobart feedback

SurveyMonkey

Q3 How easy did you find the Stamp Me application to use?

Answered: 22 Skipped: 0



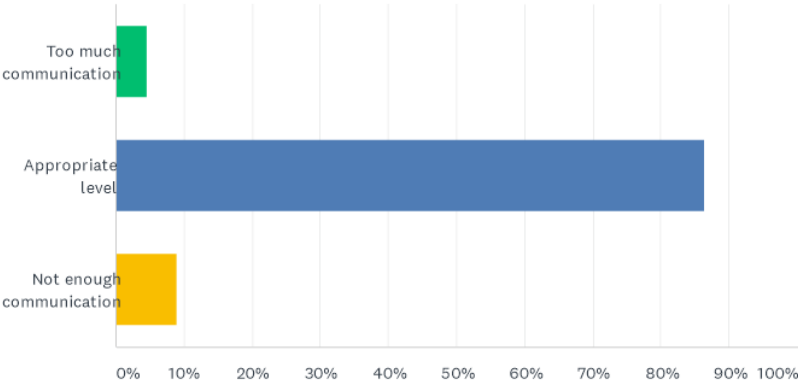
ANSWER CHOICES	RESPONSES	
Very easy	31.82%	7
Easy	45.45%	10
Neither easy nor difficult	22.73%	5
Difficult	0.00%	0
Very difficult	0.00%	0
TOTAL		22

Hello Hobart | Passport to Hobart feedback

SurveyMonkey

Q4 How was the communication from the Hello Hobart team?

Answered: 22 Skipped: 0



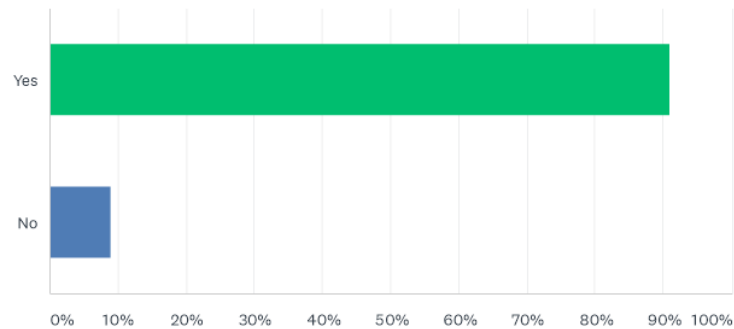
ANSWER CHOICES	RESPONSES	
Too much communication	4.55%	1
Appropriate level	86.36%	19
Not enough communication	9.09%	2
TOTAL		22

Hello Hobart | Passport to Hobart feedback

SurveyMonkey

Q5 Was the marketing provided (stickers/decals/posters/social media tiles) helpful in letting your customers know you were part of the program?

Answered: 22 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	90.91%	20
No	9.09%	2
TOTAL		22

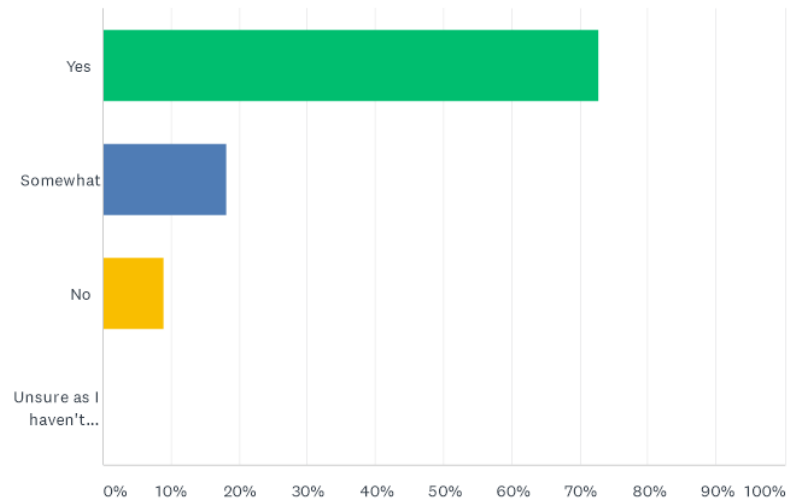
#	ANY FURTHER COMMENTS	DATE
1	It would have been great to have some bigger pieces of point of sale to really interrupt the shopper. Perhaps a handout might have been useful to give to customers that didn't have the app downloaded already. Sometimes difficult to explain all the details and how to sign up in a short takeaway style interaction	3/5/2021 3:15 PM
2	We believe the program was well organised and run. While we did use the promotional stickers and social media, we found we only had a couple of customers collections rewards and no customers redeemed any so it did not benefit the business as we had hoped. Perhaps this style of promotion is more suited to cafe type venues? It would be great if there were other programs that would benefit us. Excellent initiative but perhaps targeted too broadly? Many thanks, we appreciate your support.	3/5/2021 10:17 AM

Hello Hobart | Passport to Hobart feedback

SurveyMonkey

Q6 Did you find the invoicing an easy process with prompt payment?

Answered: 22 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		72.73%	16
Somewhat		18.18%	4
No		9.09%	2
Unsure as I haven't invoiced yet		0.00%	0
TOTAL			22

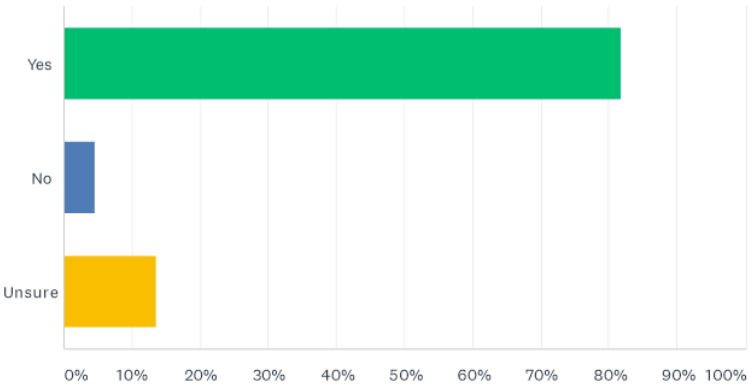
#	UNSURE AS I HAVEN'T INVOICED YET	DATE
There are no responses.		

Hello Hobart | Passport to Hobart feedback

SurveyMonkey

Q7 Would you participate in a similar reward campaign if we were to run it again?

Answered: 22 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	81.82%	18
No	4.55%	1
Unsure	13.64%	3
TOTAL		22

Hello Hobart | Passport to Hobart feedback

SurveyMonkey

Q8 Comments or suggestions?

Answered: 13 Skipped: 9

#	RESPONSES	DATE
1	Next time only make it 3 stamps instead of 5. Bigger ramp up for cafes before going live next round.	3/10/2021 8:09 PM
2	Less stamps so patron gets reward sooner. Allow multiple stamps / venue / day	3/10/2021 2:41 PM
3	Its good for the small businesses	3/5/2021 5:11 PM
4	In our past jobs running promotions we have found that programs are even more successful if you run it along side a business incentive. If you incentivise staff/businesses to sign people up and give a regular update to those involved on the top 5 businesses this keeps the program top of mind and drives people to continue mentioning it to customers. It would also be great to know how many vouchers ended up being redeemed. We loved the concept, and we definitely had some of our regulars that purchased more to get to the \$20 sale.	3/5/2021 3:15 PM
5	maybe more advertisement will attract more people to know.	3/5/2021 2:56 PM
6	Alot of Venues around the water front participating which is great how ever you can only get one stamp in a 12 hr period or redeem the voucher in a 12hr period .	3/5/2021 1:49 PM
7	Thank you so much again for setting up such a wonderful initiative.	3/5/2021 1:26 PM
8	More marketing, bonus stamp day on a slow day like mon or tues ?, more participating businesses to expand public awareness.	3/5/2021 11:11 AM
9	Really impressed with it, from the Hello Hobart team to the app to the new customers that came in because of it. Thank you! A few thoughts: We had many Sceptical people who were reluctant to join. A lot of our customers live outside the Hobart area and had never heard of "Hello Hobart" I think the brand needs more promotion. During the 8 weeks of the promotion there was maybe 14 posts on Instagram from the "Hello Hobart" instagram account. I am not sure why there is such a reluctance to post on social media from this account. Research shows that posting once a day on social media has an effect that grows awareness of the brand as on a small amount of followers will see individual posts at each point. There is so much material from Hobart businesses that can be reposted it would be good to see more of this happening to support the Hobart small business community and doesn't need a staff member to physically visit the businesses just to encourage businesses to tag the Hello Hobart instagram account and then the best of these posts can be reshared. An incentive program like this should be shouted from the mountain. Creating an online buzz is a must. More will need to be done in the future to help create strong small businesses in Hobart. Thank you to the team at Hello Hobart and the HCC	3/5/2021 10:41 AM
10	Thank you very much!	3/5/2021 10:21 AM
11	more more more!	3/5/2021 10:20 AM
12	As above, not really worthwhile for our venue.	3/5/2021 10:17 AM
13	Great promotion at a great time for Hobart. Much appreciated by our venue and others in the industry. Congratulations to the team on developing, coordinating and executing, job well done.	3/1/2021 1:45 PM

6.3 2021-22 Fees and Charges - Community Life
File Ref: F21/24520; 20/8

Report of the Acting Director Community Life of 22 April 2021 and attachments.

Delegation: Council

REPORT TITLE: 2021-22 FEES AND CHARGES - COMMUNITY LIFE**REPORT PROVIDED BY:** Acting Director Community Life**1. Report Purpose and Community Benefit**

- 1.1. In accordance with the requirements of the Council Pricing Policy and Guidelines dated 30 January 2020, the Council is to review its fees and charges on an annual basis as part of the budget process.
- 1.2. Setting appropriate fees and charges for the City's programs and services provides a sustainable framework within which programs and services can be delivered.
- 1.3. The purpose of this report is to present the proposed fees and charges for the Tourism function and the Tasmanian Travel and Information Centre (TTIC) for the 2021-22 financial year.

2. Report Summary

- 2.1. The total income generated for the 2021-22 financial year for the above functions is estimated to be \$197,424 with an increase of approximately \$75,296 or 62 per cent from the 2020-21 budget.
 - 2.1.1. It is noted that the Council at its meeting of 27 April 2020 approved a COVID-19 community support package that included a policy of zero per cent increase on Council fees and charges for 2020-21.
 - 2.1.2. The TTIC, in particular, has been negatively affected by COVID-19.

3. Recommendation***That***

1. ***The schedule of fees and charges for the Community Life Division, marked as Attachment A and B to this report, and referenced below, be adopted for the 2021-22 financial year.***
 - (i) ***The Tasmanian Travel and Information Centre (Attachment A).***
 - (ii) ***Tourism function (Attachment B).***

4. Background

- 4.1. The Tasmanian Travel and Information Centre generates revenue by selling advertising opportunities within its premises, which for 2021-22

will be on the ground floor Council Centre as well as the Elizabeth Mall information hub, as well as for its digital offerings.

- 4.2. 'Accredited' refers to a business that is accredited through the Australian Tourism Accreditation Program administered by the Tourism Industry Council of Tasmania.
- 4.3. Reference to 'offers' means advertising offers that are promoted through the Tasmanian Travel and Information Centre advertising prospectus.
- 4.4. The majority of fee changes this financial year relate to the relocation of the TTIC to new premises in the Council Centre as well as in response to the effects of COVID-19 on industry.
 - 4.4.1. Whilst it would appear that a high number of new fees are being proposed, these fees are mostly a modification of existing advertising opportunities to suit the new space and the projected trading environment (noting that international borders remain closed with the exception of New Zealand).
 - 4.4.2. The Augmented Tasmania experience has closed in response to the temporary cessation of cruise shipping, the early COVID-19 related slow-down in visitation and the costs associated with maintaining the experience.
 - 4.4.3. Advertising charges relating to the Salamanca Market Info Point and the cruise ship terminal have been retained but no quantity has been applied against these fees (no budget forecast) as the resumption of both services are in doubt due to COVID-19.
- 4.5. Two new fees are proposed for the Tourism function that relate to the introduction of digital advertising (tourism related digital assets) that would target the tourism sector, thereby providing a new revenue stream and new exposure opportunities for the sector. The new proposed revenue would also assist in offsetting the staffing costs of digital assets that are contained within this budget function.

5. Proposal and Implementation

- 5.1. It is proposed that the attached schedule of fees and charges for TTIC and Tourism be implemented for the 2021-22 financial year.

6. Strategic Planning and Policy Considerations

- 6.1. There are no direct strategic planning implications arising from this report.
- 6.2. The annual review of fees and charges has been undertaken in accordance with Council's Pricing Policy and Guidelines.

7. Financial Implications

7.1. Funding Source and Impact on Current Year Operating Result

- 7.1.1. Fees and charges for the TTIC and the Tourism function are accounted for within the 2021-22 budget estimates for the Community Life Division (Activation Programs and Tourism Unit).
- 7.1.2. The total income generated for the 2021-22 financial year for the above functions is estimated to be \$197,424 with an increase of approximately \$75,296 or 62 per cent from the 2020-21 budget.

7.2. Impact on Future Years' Financial Result

- 7.2.1. The impact on future year's financial results would be subject to the Council's annual review process of fees and charges.


8. Legal, Risk and Legislative Considerations

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

9. Delegation

- 9.1. 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

ACTING DIRECTOR COMMUNITY LIFE

Date: 22 April 2021
File Reference: F21/24520; 20/8

Attachment A: Schedule of Tasmanian Travel and Information Centre Fees and Charges for 2021-22 ↓ 

Attachment B: Schedule of Tourism Fees and Charges for 2021-22 ↓ 

Proposed 2021-22 Fees & Charges: Tasmanian Travel and Information Centre/Information Centre

NAVison Code	Description	2019-20 Actual excl. GST	2020-21 Budget excl. GST	2020-21 Jan YTD excl. GST	2021-22 Estimate excl. GST
2269 J000072 0.001	Administration - TTIC Fees & Charges	-811	-29,250	462	
2269 J000073 0.001	Front Office - TTIC Fees & Charges	-10,467	0	-1,295	
2269 J000073 0.016	Front Office - Brochure Display	-66,863	-61,566	-4,727	
2269 J000073 0.017	Front Office - Advertising Display	-112,414	0	-2,891	
2269 J000074 0.001	Mall Booth - TTIC Fees & Charges	0	0	-2,358	
2269 J000074 0.016	Mall Booth - Brochure Display	-3,692	-8,303	-4,671	
2269 J000074 0.017	Mall Booth - Advertising Display	0	-21,509	-818	
2269 J000075 0.016	Salamanca Info - Brochure Display	-9,604	0	0	
2269 J000076 0.001	Events Conf/Taste - TTIC Fees & Charges	-480	0	0	
2269 J000076 0.016	Events Conf/Taste - Brochure Display	-989	0	0	
2269 J000081 0.001	Cruise Ship Services - TTIC Fees & Charges	-1,091	0	0	
2269 J000081 0.016	Cruise Ship Services - Brochure Display	-3,391	0	0	
2269 J000081 0.018	Cruise Ship Services - Cruise Industry Promotions	-11,818	0	0	
2269 J000082 0.001	Volunteer Program - TTIC Fees & Charges	0	-1,500	0	
Tasmanian Travel and Information Centre/Information Centre		221,620	122,128	16,299	187,424
		Change from 2020-21 to 2021-22			53.47%

Fee Description	2019-2020 Fee incl. GST	2020-2021 Fee incl. GST	Pricing Method	Last Changed (type New Fee if applicable)	Proposed Fee 2021 - 2022 incl. GST	Fee includes GST (Y/N)	GST \$	Unit	% Variation	Estimated Quantity	Estimated Income excl. GST	Comment
A 1% surcharge applies to all payments made by credit card for all Tasmanian Travel and Information Centre/Information Centre fees												
Brochure Displays - Non-tourism Accredited												
DL brochure	\$375.00	\$375.00	Market Pricing	2017/2018	\$395.00	Y	\$35.91	each	5.33%	15	\$5,386.35	
A4/A5 brochure	\$495.00	\$495.00	Market Pricing	2011/2012	\$500.00	Y	\$45.45	each	1.01%	5	\$2,272.75	
Brochure Displays - Tourism Accredited												
DL brochure	\$250.00	\$250.00	Market Pricing	2018/2019	\$270.00	Y	\$24.55	each	8.00%	200	\$49,090.00	
A4/A5 brochure	\$450.00	\$450.00	Market Pricing	2017/2018	\$460.00	Y	\$41.82	each	2.22%	50	\$20,909.00	
Brochure package all locations DL	\$360.00	\$360.00	Market Pricing	2018/2019	\$360.00	Y	\$33.73	each	0.00%		\$0.00	Remove
Brochure package all locations A4	\$635.00	\$635.00	Market Pricing	2018/2019	\$635.00	Y	\$56.82	each	0.00%		\$0.00	Remove
Brochure Displays - Food, Drink & Retail												
DL brochure	\$250.00	\$250.00	Market Pricing	2018/2019	\$270.00	Y	\$24.55	each	8.00%	5	\$1,227.25	
A4/A5 brochure	\$450.00	\$450.00	Market Pricing	2017/2018	\$460.00	Y	\$41.82	each	2.22%		\$0.00	
Brochure Displays - Disposal fee												
Per box			Market Pricing	New Fee	\$10.00	Y	\$0.91	each	New Charge	100	\$909.00	New fee
Brochure Displays - Travel publication fee												
Annual fee			Market Pricing	New Fee	\$1,000.00	Y	\$90.91	each	New Charge	1	\$909.09	New site in Council centre
Advertising Displays												
A1 Internal landscape light box	\$1,200.00	\$1,200.00	Market Pricing	2017/2018	\$1,100.00	Y	\$100.00	each	-8.33%	22	\$22,000.00	
Events screen (weekly fee)	\$120.00	\$120.00	Market Pricing	2019/2020	\$120.00	Y	\$10.91	each	0.00%		\$0.00	Remove
A1 prime retail position static electronic display Q1	\$450.00	\$450.00	Market Pricing	2017/2018	\$450.00	Y	\$40.91	each	0.00%		\$0.00	Remove
A1 prime retail position static electronic display Q2	\$650.00	\$650.00	Market Pricing	2017/2018	\$650.00	Y	\$59.09	each	0.00%		\$0.00	Remove
A1 prime retail position static electronic display Q3	\$650.00	\$650.00	Market Pricing	2017/2018	\$650.00	Y	\$59.09	each	0.00%		\$0.00	Remove
A1 prime retail position static electronic display Q4	\$450.00	\$450.00	Market Pricing	2017/2018	\$450.00	Y	\$40.91	each	0.00%		\$0.00	Remove
A1 prime position static electronic display	\$2,500.00	\$2,500.00	Market Pricing	2017/2018	\$2,500.00	Y	\$227.27	each	0.00%		\$0.00	Remove
A1 prime angled poster	\$2,500.00	\$2,500.00	Market Pricing	2014/2015	\$2,500.00	Y	\$227.27	each	0.00%		\$0.00	Remove
Screen package Salamanca and Centre	\$600.00	\$600.00	Market Pricing	2017/2018	\$600.00	Y	\$54.55	each	0.00%		\$0.00	Remove
Events screen - per month			Market Pricing	New Fee	\$300.00	Y	\$27.27	each	New Charge	10	\$2,727.30	New site in Council centre
Events/digital screen package (centre+mall) per month			Market Pricing	New Fee	\$500.00	Y	\$45.45	each	New Charge	5	\$2,272.75	New site in Council centre
LED video screen display (A1 prime position static electronic display)	\$2,500.00	\$2,500.00	Market Pricing	2017/2018	\$2,500.00	Y	\$227.27	each	0.00%	1	\$2,272.73	
On the go screen package - per 30 sec ad	\$600.00	\$600.00	Market Pricing	2017/2018	\$600.00	Y	\$54.55	each	0.00%	12	\$6,545.40	
A1 Internal portrait light box (window site)			Market Pricing	New Fee	\$1,500.00	Y	\$136.36	each	New Charge	2	\$2,727.28	New site in Council centre
A3 Poster												
A3 poster—annual charge	\$500.00	\$500.00	Market Pricing	2018/2014	\$500.00	Y	\$45.45	each	0.00%		\$0.00	Remove

Fee Description	2019-2020 Fee incl. GST	2020-2021 Fee incl. GST	Pricing Method	Last Changed (type New Fee if applicable)	Proposed Fee 2021 - 2022 incl. GST	Fee includes GST (Y/N)	GST \$	Unit	% Variation	Estimated Quantity	Estimated Income excl. GST	Comment
A3 poster package - poster + 2 DL brochures	\$800.00	\$800.00	Market Pricing	2018/2019	\$800.00	Y	\$73.73	each	0.00%		\$0.00	Remove
Central pole A3 poster - annual					\$500.00	Y	\$45.45	each	New Charge	1	\$454.55	New space in Council Centre
Central brochure rack-end window facing A3 poster - annual charge					\$350.00	Y	\$31.82	each	New Charge	3	\$954.54	New space in Council Centre
Central brochure rack-end A3 poster - annual charge	\$500.00	\$500.00	Market Pricing	2013/2014	\$500.00	Y	\$45.45	each	0.00%	3	\$1,363.65	
Floor Stands												
Skybus ticketing terminal	\$10,000.00	\$10,000.00	Market Pricing	2019/2020	\$6,000.00	Y	\$545.45	each	-40.00%	1	\$5,454.55	
Heritage meeting point				New Fee	\$1,500.00	Y	\$136.36	each	New Charge	1	\$1,363.64	New space in Council Centre
Grayline stand				New Fee	\$2,500.00	Y	\$227.27	each	New Charge	1	\$2,272.73	New space in Council Centre
Prime Position				New Fee								
Exclusive offer 1a - wall banner (vertical, mezzanine) full year			Market Pricing	New Fee	\$6,000.00	Y	\$545.45	each	New Charge	1	\$5,454.55	New banner space in Council Centre
Exclusive offer 1b - wall banner (vertical, mezzanine) half year			Market Pricing	New Fee	\$3,000.00	Y	\$272.73	each	New Charge		\$0.00	New banner space in Council Centre
Exclusive offer 2a - wall banner (above exit) full year			Market Pricing	New Fee	\$8,000.00	Y	\$727.27	each	New Charge	1	\$7,272.73	New banner space in Council Centre
Exclusive offer 2b - wall banner (above exit) half year			Market Pricing	New Fee	\$4,000.00	Y	\$363.64	each	New Charge		\$0.00	New banner space in Council Centre
Exclusive offer 3a - wall banner (east facing) full year			Market Pricing	New Fee	\$8,000.00	Y	\$727.27	each	New Charge	1	\$7,272.73	New banner space in Council Centre
Exclusive offer 3b - wall banner (east facing) half year			Market Pricing	New Fee	\$4,000.00	Y	\$363.64	each	New Charge		\$0.00	New banner space in Council Centre
Exclusive offer 4 - refreshment refrigerator branding			Market Pricing	New Fee	\$4,000.00	Y	\$363.64	each	New Charge		\$0.00	New offering
Exclusive offer 5 - DST map			Market Pricing	New Fee	\$3,200.00	Y	\$290.91	each	New Charge	1	\$2,909.09	New site in Council centre
A3 Poster												
A3 poster - annual charge	\$500.00	\$500.00	Market Pricing	2013/2014	\$500.00	Y	\$45.45	each	0.00%		\$0.00	Remove
A2 poster package - poster + 2 DL brochures	\$800.00	\$800.00	Market Pricing	2018/2019	\$800.00	Y	\$73.73	each	0.00%		\$0.00	Remove
A1 Windows												
A1 window - light box external	\$1,000.00	\$1,000.00	Market Pricing	2017/2018	\$1,000.00	Y	\$90.91	each	0.00%		\$0.00	Remove
A1 window light box internal - with brochure unit	\$3,000.00	\$3,000.00	Market Pricing	2018/2019	\$3,000.00	Y	\$272.73	each	0.00%		\$0.00	Remove
Website												
Special offer	\$100.00	\$100.00	Market Pricing	2017/2018	\$100.00	Y	\$9.09	each	0.00%		\$0.00	Remove
Carousel banner	\$150.00	\$150.00	Market Pricing	2017/2018	\$150.00	Y	\$13.64	each	0.00%		\$0.00	Remove
Homepage promotion per quarter	\$150.00	\$150.00	Market Pricing	2017/2018	\$170.00	Y	\$15.45	each	13.33%	8	\$1,236.40	
Tablet Advertising												
Quarter 1 - January to March	\$350.00	\$350.00	Market Pricing	2017/2018	\$350.00	Y	\$31.82	each	0.00%		\$0.00	Remove
Quarter 2 - April to June	\$250.00	\$250.00	Market Pricing	2017/2018	\$250.00	Y	\$23.73	each	0.00%		\$0.00	Remove
Quarter 3 - July to September	\$250.00	\$250.00	Market Pricing	2017/2018	\$250.00	Y	\$23.73	each	0.00%		\$0.00	Remove
Quarter 4 - October to December	\$350.00	\$350.00	Market Pricing	2017/2018	\$350.00	Y	\$31.82	each	0.00%		\$0.00	Remove
Itinerary Feature												
Quarter 1 - January to March	\$100.00	\$100.00	Market Pricing	2017/2018	\$100.00	Y	\$9.09	each	0.00%		\$0.00	Remove
Quarter 2 - April to June	\$50.00	\$50.00	Market Pricing	2017/2018	\$50.00	Y	\$4.55	each	0.00%		\$0.00	Remove
Quarter 3 - July to September	\$50.00	\$50.00	Market Pricing	2017/2018	\$50.00	Y	\$4.55	each	0.00%		\$0.00	Remove
Quarter 4 - October to December	\$100.00	\$100.00	Market Pricing	2017/2018	\$100.00	Y	\$9.09	each	0.00%		\$0.00	Remove
Per month - July, August, September, April, May, June	\$50.00	\$50.00	Market Pricing	2019/2020	\$50.00	Y	\$4.55	each	0.00%		\$0.00	Remove
Per month - October, November, December, January, February, March	\$100.00	\$100.00	Market Pricing	2019/2020	\$100.00	Y	\$9.09	each	0.00%		\$0.00	Remove
TVIN Phone APP - Hobart Region	\$250.00	\$250.00	Market Pricing	2013/2014	\$250.00	Y	\$23.73	each	0.00%		\$0.00	Price is set by TVIN - Remove
Specials Board Weekly Fees												
Special board - peak season	\$160.00	\$160.00	Market Pricing	2018/2019	\$160.00	Y	\$14.55	each	0.00%		\$0.00	Remove
Special board - non-peak season	\$110.00	\$110.00	Market Pricing	2018/2019	\$110.00	Y	\$10.00	each	0.00%		\$0.00	Remove
Featured Business of the Week												
Special board - peak season	\$160.00	\$160.00	Market Pricing	2018/2019	\$160.00	Y	\$14.55	each	0.00%		\$0.00	Remove
Special board - non-peak season	\$75.00	\$75.00	Market Pricing	2018/2019	\$75.00	Y	\$6.82	each	0.00%	26	\$1,772.68	
Itinerary Feature												
Per quarter	\$100.00	\$100.00	Market Pricing	2017/2018	\$75.00	Y	\$6.82	each	-25.00%	12	\$818.16	
Floor Stands												
Skybus ticketing terminal	\$10,000.00	\$10,000.00	Market Pricing	2019/2020	\$10,000.00	Y	\$909.09	each	0.00%		\$0.00	Remove
Cruise Ship Arrival Guide												
Advertising including brochures in terminal	\$1,000.00	\$1,000.00	Market Pricing	2017/2018	\$1,000.00	Y	\$90.91	each	0.00%		\$0.00	
Cruise Terminal Brochure Display												
Brochure display - DL - full season	\$200.00	\$200.00	Market Pricing	2017/2018	\$200.00	Y	\$18.18	each	0.00%		\$0.00	
Brochure display - DL - partial season				New Fee	\$95.00	Y	\$8.64	each	New Charge		\$0.00	
Brochure display - A4 - full season	\$300.00	\$300.00	Market Pricing	2017/2018	\$300.00	Y	\$27.27	each	0.00%		\$0.00	
Brochure display - A4 - partial season				New Fee	\$180.00	Y	\$16.36	each	New Charge		\$0.00	
Prime Position												
Exclusive offer 1 - LCD and Floor	\$8,900.00	\$8,900.00	Market Pricing	2013/2014	\$8,900.00	Y	\$809.09	each	0.00%		\$0.00	Remove

Fee Description	2019-2020 Fee incl. GST	2020-2021 Fee incl. GST	Pricing Method	Last Changed (type New Fee if applicable)	Proposed Fee 2021 - 2022 incl. GST	Fee includes GST (Y/N)	GST \$	Unit	% Variation	Estimated Quantity	Estimated Income excl. GST	Comment
Exclusive offer 2—LCD & brochures—peak	\$500.00	\$500.00		2017/2018	\$500.00	Y	\$45.45	each	0.00%		\$0.00	Remove
Exclusive offer 2—LCD & brochures—shoulder	\$300.00	\$300.00		2017/2018	\$300.00	Y	\$27.27	each	0.00%		\$0.00	Remove
Exclusive offer 2—LCD & brochures—off peak (Q3, Q4)	\$300.00	\$300.00		2017/2018	\$300.00	Y	\$27.27	each	0.00%		\$0.00	Remove
Exclusive offer 2—wall banner	\$2,200.00	\$3,200.00	Market Pricing	2017/2018	\$2,200.00	Y	\$290.91	each	0.00%		\$0.00	Remove
Exclusive offer 4—floor space and wall	\$3,500.00	\$3,500.00	Market Pricing	2017/2018	\$3,500.00	Y	\$318.18	each	0.00%		\$0.00	Remove
Exclusive offer 5—plasma display	\$3,100.00	\$3,100.00	Market Pricing	2014/2015	\$3,100.00	Y	\$281.82	each	0.00%		\$0.00	Remove
Exclusive offer 6—corner wall display	\$4,100.00	\$4,100.00		2018/2019	\$4,100.00	Y	\$372.73	each	0.00%		\$0.00	Remove
Exclusive offer 7—1m2 floor and wall display	\$4,000.00	\$4,000.00		2017/2018	\$4,000.00	Y	\$363.64	each	0.00%		\$0.00	Remove
Exclusive offer 8—1mtr floor space	\$2,100.00	\$2,100.00		2017/2018	\$2,100.00	Y	\$190.91	each	0.00%		\$0.00	Remove
Salamanca Market Info Point												
Brochure display - DL only	\$150.00	\$150.00	Market Pricing	2017/2018	\$90.00	Y	\$8.18	each	-40.00%	0	\$0.00	
Brochure display - A4 only	\$250.00	\$250.00	Market Pricing	2017/2018	\$190.00	Y	\$17.27	each	-24.00%	0	\$0.00	
Salamanca plasma screen display	\$100.00	\$100.00	Market Pricing	2017/2018	\$100.00	Y	\$9.09	each	0.00%		\$0.00	
Screen + DL brochure	\$200.00	\$200.00	Market Pricing	2017/2018	\$200.00	Y	\$18.18	each	0.00%		\$0.00	Remove
Screen + A4 brochure	\$250.00	\$250.00	Market Pricing	2017/2018	\$250.00	Y	\$23.73	each	0.00%		\$0.00	Remove
Taste Festival												
Brochure display - DL only	\$125.00	\$125.00	Market Pricing	2017/2018	\$125.00	Y	\$11.36	each	0.00%		\$0.00	Remove
Brochure display - A4 only	\$175.00	\$175.00	Market Pricing	2017/2018	\$175.00	Y	\$15.91	each	0.00%		\$0.00	Remove
Conference												
Conference bags	\$0.00	\$0.00	Market Pricing	2017/2018	\$0.00	Y		each				Remove
Conference assistance	\$0.00	\$0.00	Market Pricing	2016/2016	\$0.00	Y		each				Remove
Mall Booth												
Screen 20 second clip—January to March	\$500.00	\$500.00	Market Pricing	2017/2018	\$500.00	Y	\$45.45	each	0.00%		\$0.00	Remove
Screen 20 second clip—April to June	\$500.00	\$500.00	Market Pricing	2017/2018	\$500.00	Y	\$45.45	each	0.00%		\$0.00	Remove
Screen 20 second clip—July to September	\$500.00	\$500.00	Market Pricing	2017/2018	\$500.00	Y	\$45.45	each	0.00%		\$0.00	Remove
Screen 20 second clip—October to December	\$500.00	\$500.00	Market Pricing	2017/2018	\$500.00	Y	\$45.45	each	0.00%		\$0.00	Remove
Screen weekly	\$150.00	\$150.00	Market Pricing	2019/2020	\$150.00	Y	\$13.64	each	0.00%		\$0.00	Remove
Poster screen—monthly	\$300.00	\$300.00	Market Pricing	2017/2018	\$300.00	Y	\$27.27	each	0.00%		\$0.00	Remove
Poster screen—quarterly	\$700.00	\$700.00	Market Pricing	2017/2018	\$700.00	Y	\$63.64	each	0.00%		\$0.00	Remove
Digital video screen - monthly	\$300.00	\$300.00	Market Pricing	2017/2018	\$300.00	Y	\$27.27	each	0.00%	60	\$16,363.80	
Digital video screen - quarterly	\$700.00	\$700.00	Market Pricing	2017/2018	\$700.00	Y	\$63.64	each	0.00%	8	\$5,090.88	
Digital video screen - weekly	\$300.00	\$300.00	Market Pricing	New Fee	\$150.00	Y	\$13.64	each	New Charge	30	\$4,090.80	
Brochure display - DL	\$300.00	\$300.00	Market Pricing	2017/2018	\$210.00	Y	\$19.09	each	-30.00%	10	\$1,909.10	
Brochure display - A4	\$425.00	\$425.00	Market Pricing	2017/2018	\$380.00	Y	\$34.55	each	-10.59%	5	\$1,727.25	
Augmented Experience												
Option 1—Pin location on map (Bronze)	\$350.00	\$350.00	Market Pricing	2018/2019	\$350.00	Y	\$31.82	each	0.00%		\$0.00	Remove
Option 2—Star icon and key points (Silver)	\$500.00	\$500.00	Market Pricing	2018/2019	\$500.00	Y	\$45.45	each	0.00%		\$0.00	Remove
Option 3—2D Map (Gold)	\$2,000.00	\$2,000.00	Market Pricing	2018/2019	\$2,000.00	Y	\$181.82	each	0.00%		\$0.00	Remove
Cash-out charge												
Charge per cash withdrawal			Market Pricing	New Fee	\$3.00	Y	\$0.27	each	New Charge	144	\$393.12	New service
Window decal												
Window decal - Elizabeth Street - annual			Market Pricing	New Fee	\$12,000.00	Y	\$1,090.91	each	New Charge		\$0.00	
Window decal - Elizabeth Street - 1/2 year			Market Pricing	New Fee	\$6,500.00	Y	\$590.91	each	New Charge		\$0.00	
Window decal - Elizabeth Street - 1/4 year			Market Pricing	New Fee	\$3,500.00	Y	\$318.18	each	New Charge		\$0.00	

Proposed 2021-22 Fees & Charges: Tourism

NAVison Code	Description	2019-20 Actual excl. GST	2020-21 Budget excl. GST	2020-21 Jan YTD excl. GST	2021-22 Estimate excl. GST
3000454 0.001		0	0	0	
14415-Tourism		0	0	0	10,000
Change from 2020-21 to 2021-22					#DIV/0!

Fee Description	2019-2020 Fee incl. GST	2020-2021 Fee incl. GST	Pricing Method	Last Changed (type <i>New Fee</i> if applicable)	Proposed Fee 2021 - 2022 incl. GST	Fee includes GST (Y/N)	GST \$	Unit	% Variation	Estimated Quantity	Estimated Income excl. GST	Comment
Digital advertising fee - Listing A	\$0.00	\$0.00	Market Pricing	<i>New Fee</i>	\$ 440.00	Y	40	each	New Charge	7	\$ 2,800.00	
Digital advertising fee - Listing B	\$0.00	\$0.00	Market Pricing	<i>New Fee</i>	\$660.00	Y	60	each	New Charge	12	\$7,200.00	

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 Open Status Report

ECONOMIC DEVELOPMENT AND COMMUNICATIONS COMMITTEE – STATUS REPORT

OPEN PORTION OF THE MEETING

April 2021

Ref	Meeting	Report / Action	Action Officer	Comments
1.	<p>INTERNATIONAL RELATIONS – UPDATE Council, 31/3/2021 Item 12</p> <p>INTERNATIONAL RELATIONS REVIEW Council, 07/09/2020, Item 12</p> <p>INTERNATIONAL RELATIONS – POTENTIAL NEW RELATIONSHIPS Council, 02/12/2019, Item 16</p> <p>TIMOR-LESTE RELATIONSHIP UPDATE Council, 02/12/2019, Item 19</p> <p>EXPLORATION OF NEW INTERNATIONAL RELATIONSHIPS Council, 01/04/2019, Item 12</p>	<p>That:</p> <ol style="list-style-type: none"> Investigations into potential new relationships with cities Jiri in Nepal, and Kochi in India to be placed on hold throughout 2021 and reviewed in February 2022. Council officers will continue to consult with the Tasmanian and Australian governments regarding opportunities for a new relationship with Incheon in South Korea and report back to the Council as appropriate. Operational activities relating to existing international relationships to be recommenced online. Officers to undertake local community-based engagement throughout 2021, with minimal to no additional budgetary requirements other than officer time. The waste education program being considered for Balibó in Timor Leste, to be placed on hold throughout 2021 and reviewed in February 2022. The Minister for Foreign Affairs be advised of the Council's existing relationships with foreign entities by 10 June 2021. 	Director Community Life	An update on international relations is included in the report titled 'COVID-19 Economic Response and Recovery Framework and Action Plan 2020-22 and General Economic Development Update'

Ref	Meeting	Report / Action	Action Officer	Comments
2.	COVID-19 ECONOMIC RESPONSE AND RECOVERY FRAMEWORK AND ACTION PLAN Council, 17/12/2020, Item 15	3. The action plan be updated in mid-2021 following internal and external engagement including with the Business Consultative Group in February 2021.	Director Community Life	3. Officers are progressing this matter.
	COVID-19 ECONOMIC RESPONSE AND RECOVERY Council, 10/08/2020, Item 15	4. The Lord Mayor,[and] Chair of the Economic Development and Communications Committee and Chair of the Finance and Governance Committee seek to coordinate a meeting with relevant Australian and/or Tasmanian Government representatives to inform economic recovery planning.		4. The Lord Mayor will raise this request directly with the Premier during their next quarterly meeting. Officers will maintain contact with departmental representatives, with respect to any updates to the recommendations made by PESRAC.

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:

- Confirm the minutes of the Closed portion of the meeting
- Questions without notice in the Closed portion

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 | Questions Without Notice |