

MINUTES OF THE MEETING OF THE  
TOURISM, EVENTS & PROMOTIONS COMMITTEE  
ON 25 MAY 2017 at 4:00PM  
IN THE ARUNTA ROOM, CIVIC CENTRE, TODD STREET

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**1. ATTENDANCE AND APOLOGIES:**

PRESENT:

Deputy Mayor Jamie de Brenni, ASTC (*Chair*)  
Councillor Brendan Heenan, ASTC (*arrived at 4:10pm*)  
Steve Shearer – Central Australian Manager Thrifty Car and Truck Rentals  
Nicole Walsh – Marketing Manager, Yeperenye Shopping Centre  
Lindsey Dixon – Tourism NT, Marketing Coordinator  
Chris Westwood – ASTC, Acting Community and Cultural Development Manager  
Kate Walsh – ASTC, Community Projects and Events Officer  
Skye Price – Director Corporate and Community Services  
Telly Ociones - ASTC (minutes)

APOLOGIES:

Mayor Damien Ryan, ASTC  
Councillor Dave Douglas, ASTC  
Kay Eade - Chamber of Commerce NT, Executive Director  
Stephen Schwer – General Manager, Tourism Central Australia  
Cy Starkman – General Manager, Red Hot Arts Central Australia  
Melissa Durston – Retail Operations Coordinator, Alice Plaza  
Leon Tripp – ASTC, Community and Cultural Development Manager

The meeting opened at 4:05pm.

**2. MINUTES OF PREVIOUS MEETINGS:**

There being no quorum present, the minutes of the meeting held 27 April 2017 were noted, noting that Nicole Walsh was not a 'phone in', as recorded and Bannerconda should read Banaconda.

**3. BUSINESS ARISING FROM PREVIOUS MINUTES**

**3.1 Banners in Todd Mall**

Chris Westwood is finalising agreement with insurers for the use of particular indigenous art pieces. Photographic photos are still being sourced for events to be presented to Committee members for approval.

The Director Corporate and Community Services overviewed the current budget of the Committee and advised that \$20,000 be quarantined for the banners to be able to complete the banner project.

Discussion ensued. The Committee agreed to purchase 4 additional '*Banaconda*' system for Todd Street.

Council officers will conduct a mapping exercise and suggest where banners will be installed and which banners to do first for the Committee's consideration.

### 3.2 Bins in the Mall

The Director Corporate and Community Services advised that the situation with the bins has been followed up with Technical Services to ensure that the original request has been actioned. The series of minutes between the Tourism, Events and Promotions Committee and the Public Art Advisory Committee were also reviewed to clarify how the situation with the bins has changed overtime from the original request and whether the two Committees would like to pursue an art installation component.

Discussion ensued.

#### **ACTION:**

Follow up with Technical Services whether the identification signs have been moved to the correct side of the bins.

### 3.3 Updatable Handle Powered Audio Signs – Tourism Central Australia

Defer discussion when new information is available.

### 3.4 Promoting Alice Springs through Hashtag Message

Kate Walsh provided additional information regarding quotes for all sizes of cups, design of cups and local supplier Rock Coffee.

Costings are based on average 80 take away coffees sold each day (800 cups/day), from 10 participating cafés x 92 days (3 months). Total cups required are 73,600 or 74,000.

Estimate of sizes sold:

- 15% Small (8OZ) = 11,100 cups
- 60% Large (12OZ) = 44,400 cups
- 25% Jumbo/Extra Large (16OZ) = 18,500 cups

<b>Name of Company</b>	<b>Average Cost per Unit</b>	<b>Average Cost</b>
The Paper Cup King	\$0.293 + freight	\$21,433.13
Promotion Products	\$0.117 + freight	\$8,803.40
Sense 2 - No 16OZ cups available	\$0.56 + freight (8OZ cups)	
	\$0.52 + freight (12OZ cups)	
Rock Coffee (Local Supplier)	\$0.13 + freight (12OZ cups)	

Examples of designs are presented to Committee members for consideration.

- One colour: Ochre with hashtag message
- Picture of ranges and hashtag
- Image/cartoon of ranges and hashtag

Kate advised that coffee cup lids cannot be stamped or branded.

Discussion ensued on the coffee cup design. Suggested designs include dot painting and art images from banners.

**ACTION:**

Community Projects and Events Officer to incorporate appropriate image around the large text.

**3.5 Extension of Night Markets**

Kate Walsh presented the following information on potential additional night markets.

Breakdown of cost for the current 4 night market dates (17/8, 14/9, 19/10, 16/11) and Christmas Carnival (1/12):

		<b>Annually</b>	<b>Per Market (/4)</b>
<b>Expenditure</b>	Employee costs	\$8,602.00	\$2,150.50
	Advertising	\$4,500.00	\$1,125.00
	Materials & Contracts	\$23,432.00	\$5,858.00
<b>Total Expenditure</b>		<b>\$36,534.00</b>	<b>\$9,133.50</b>
<b>Less: Income</b>	User Charges	\$7,500.00	\$1,875.00
<b>Total</b>		<b>\$29,034.00</b>	<b>\$7,258.50</b>

Based on the projected income it is anticipated that 55 stalls per market attend. The cost to Council per market is budgeted at \$7,258.50 per market.

Stallholders from 2016 (62) were engaged to determine feasibility of increasing the number of night markets offered in 2017. There were some positive and negative feedback. Three options were presented.

<b>Options</b>	<b>Stallholder votes</b>
<b>Option 1:</b> 4 night markets	5 votes
<b>Option 2:</b> 8 night markets <i>(additional 2 markets each month)</i>	5 votes
<b>Option 3:</b> 6 night markets <i>(additional market in August &amp; October)</i>	11 votes
<b>No response</b>	19
<b>Other</b> – Only do one night market, internal stalls or not continuing	13

The Community and Projects Officer recommended facilitating two (2) additional night markets, 31 August and 26 October, during the 2017 season. The 31 August coincides with Red Centre Nats event.

Discussion ensued. The Committee made a note of Parrtjima Festival in September, which attracts a lot of visitors, to take into consideration when choosing additional date.

The Committee agreed to go for Option 3 and requested that a report be presented to the May Ordinary Council.

**3.6 Tourism, Events and Promotions Committee (TEPC) Budget**

The Director Corporate and Community Services presented the current budget of the Committee.

There is \$1,500 committed to the 46<sup>th</sup> Annual Federal Conference of the Isolated Children's Parents' Association, which was not included in the budget.

<b>CAPITAL EXPENDITURE</b>	<b>\$3,717.27</b>
A. Dyer - P.A. System for council lawns - \$3,717.27	
P.O - NIL	
<b>OPERATIONAL EXPENDITURE</b>	
Parable Productions - Council Sponsorship	\$15,000.00
Music NT Inc - Council Sponsorship	\$7,500.00
Arid Lands Environment - Council Sponsorship	\$5,000.00
Banaconda - Anzac Banners	\$1,075.00
Banaconda - Banner Track System (x 6)	\$10,025.45
Bellette Media - Artwork for banners	\$1,105.00
Desart - ASTC Banner Project	\$2,500.00
Security & Tech Services - Relocate CCTV ( <i>related to banner project</i> )	\$850.00
NT News - Committee Membership Vacancies	\$636.36
Worldwide Printing - Street Banner	\$81.82
Bond Refunded - 7 & 8/63 Todd Street	<b>\$(1,129.40)</b>
Bunnings - Allen keys	\$19.78
Alice Hosetech - Uniband clamping	\$109.09
Alice Bolt Supplies - Various items	\$127.13
Employee Costs - Salaries	\$1,425.77
PO - A. Dyer - Public Address System	\$1,199.00
	\$45,525.00
<b>Total Expenditure</b>	<b>\$49,242.27</b>
<b>Budget still available as at 25/5/2017</b>	<b>\$58,006.84</b>

#### 4. OTHER BUSINESS:

##### 4.1 Application for Sponsorship – Bush Bands Bash, 10 September 2017

Defer discussion to the next meeting.

##### 4.2 Application for Sponsorship – Desert Smart Eco Fair, 11-13 August 2017

Defer discussion to the next meeting.

##### 4.3 Foreign Travellers Warning About Visiting Alice Springs

Discussion ensued about increasing foreign travel advisories warning tourists against visiting Alice Springs after a spate of tragedies involving international tourists.

The Director Corporate and Community Services advised that the Mayor made a press release rejecting the mounting safety concerns to counter the negative message.

##### 4.4 Sealing of the 'Inner Loop' Official Opening

A community event will be held Sunday, 28 May, to celebrate the sealing of the 'Inner Loop', 43 km of road on Larapinta Drive west of Hermannsburg, at the Finke River Crossing at 12:30pm.

#### **4.5 Outback Way Strategic Meeting**

Deputy Mayor de Brenni attended a meeting of the Outback Way to discuss strategic locations projects prioritisation.

#### **4.6 Regional Economic Development Committee (REDC)**

Deputy Mayor de Brenni advised that the REDC discussed four major projects including seniors lifestyle village, sustainable solar energy, international students and shark tank.

**5. NEXT MEETING:** Thursday, **29 June 2017** at 4:00pm, Arunta room

**6. CLOSURE OF MEETING:** The meeting closed at 5:05pm