

MINUTES OF THE
TOURISM, EVENTS & PROMOTIONS COMMITTEE MEETING
 THURSDAY 26 NOVEMBER 2020 at 4:00PM
 ARUNTA ROOM

1. ATTENDANCE

PRESENT:

Mayor Damien Ryan
 Councillor Jimmy Cocking (Chair)
 Councillor Matthew Paterson
 Councillor Catherine Satour
 Jennifer Standish-White, Red Hot Arts Central Australia
 Hanna Smyth, Tourism NT
 Danial Rochford, Tourism Central Australia (*attended on behalf of Stephen Jarrett*)
 Brendan Heenan, Community member (*arrived at 4:30pm*)

OFFICERS IN ATTENDANCE:

Jeanette Shepherd, Manager Community & Cultural Development
 Telly Ociones, Executive Assistant (minutes)

APOLOGIES:

Stephen Jarrett, Tourism Central Australia
 Nicole Walsh, Chamber of Commerce Central Australia
 Liz Olle, Department of the Chief Minister
 Kim Sutton, Director Community Development

13th Alice Springs Town Council Tourism, Events & Promotions Committee - Attendance List 2018/2019	30 July-20	27 Aug -20	24 Sept - 20	29 Oct - 20	26 Nov - 20
Mayor Damien Ryan	A		✓	A	✓
Councillor Catherine Satour				✓	✓
Councillor Jimmy Cocking	✓	✓	A	✓	✓
Councillor Matthew Paterson				✓	✓
Councillor Marli Banks			✓		
Councillor Jamie de Brenni *		✓			
Alana Richardson					
Nicole Walsh	✓	A	A	✓	A
Stephen Jarrett	✓	✓	✓	A	A
Hannah Smyth (<i>started 26/11/20</i>)					✓
Jennifer Standish-White (<i>started 26/9/19</i>)	A	A	✓	✓	✓
Steve Shearer	--	A			
Nicole Walsh					
Courtney Hana (<i>started 27/02/20</i>)	A	--	✓	A	--
Brendan Heenan	✓	✓	A	--	✓
Liz Olle	A	✓	✓	✓	A
Merrilyn Spencer	✓	✓	--	A	

**Councillor de Brenni was appointed as the interim acting principal member at a Special Council meeting, 6 August 2020, following the resignation of Mayor Damien Ryan and Deputy Mayor Matt Paterson to run in the NT election.*

✓	Attended	A	Apology received
✓ Proxy	Proxy attended in place of committee member	--	No attendance and no apology received
	Not a member		

The meeting opened at 4:00pm.

2. ELECTION OF CHAIR

Nominations were called for the position of Chairperson of the Tourism, Events and Promotions Committee from these Elected Members.

Nominee: Mayor Damien Ryan		
Moved: Councillor Matt Paterson	Seconded: Nil	

Nominee: Councillor Jimmy Cocking		
Moved: Councillor Catherine Satour	Seconded: Councillor Matt Paterson	CARRIED

Councillor Jimmy Cocking was elected to the role of Chairperson for the Tourism, Events and Promotions Committee.

3. DISCLOSURE OF INTEREST

Nil

4. MINUTES OF PREVIOUS MEETINGS

That the minutes of the Tourism, Events and Promotions Committee meeting held 29 October 2020 be confirmed as a true and correct record of that meeting.

Moved: Councillor Matt Paterson
Seconded: Councillor Catherine Satour

5. BUSINESS ARISING FROM PREVIOUS MINUTES

5.1 TEP Budget (Standing Item)

Manager Community and Cultural Development advised that the budget for this Committee is \$60,632.21 for this financial year.

ACTION:

Manager Community and Cultural Development to include this item in the meeting paper at each meeting.

5.2 2021 Night Market Dates

Council endorsed the following night market dates for 2021 at the 24 November Ordinary Council meeting:

- 1) 15 April – Parrtjima
- 2) 13 May – Night Market
- 3) 10 June – Finke
- 4) 26 August – Transport Hall of Fame
- 5) 23 September – Night Market
- 6) 21 October – Night Market
- 7) 11 November – Night Market
- 8) 3 December – Christmas Carnival Night Market

Council officers will be exploring the feasibility of a night market in July 2021 in collaboration with NAIDOC week. This will be reported at the next meeting.

5.3 CBD 'Welcome' Banners

At the last TEPC meeting, Manager Community and Cultural Development requested to the Committee to look at replacing all the Welcome banners in the CBD. The Committee asked to investigate whether the banners can be obtained locally and come back to the Committee with costs.

The quote received from Coleman is \$2,656.50 (GST incl.) while the quote from Bannerconda system is \$2,825 (GST excl). The cost of the local supplier is cheaper than the supplier from interstate.

RESOLVED

That it be a recommendation to Council:

That Council accepts the quote from Coleman Printing for \$2,656.50 (GST incl.) to replace 23 Welcome banners around the CBD.

Moved: Councillor Matt Paterson

Seconded: Mayor Damien Ryan

6. DEPUTATIONS

Nil

7. OTHER BUSINESS

7.1 TEP Committee Member EOI Update

Council Officers received two eligible applications for new general members for the TEP Committee. At the Ordinary Council meeting on 24 November 2020, Council endorsed the following nominations for the TEPC to apply from the next Committee meeting through until (and including any meeting in) November 2022:

- Lisa-Marie Burgoyne
- Dale McIver

They will be invited to attend the first meeting in February 2021.

7.2 Sponsorship Application – Alice Springs Running and Walking Club

ASRWC have been holding the Australia Day Family Fun Run and Walk for over 20 years. The event starts at 6.00am on the 26th January at the southern end of Todd Mall. In 2020 we had approximately 400 participants and we would expect similar numbers for 2021. The event is followed by a large free breakfast for all participants.

The sponsorship request of \$1,000 will fund the shortfall in fees compared to expenses for this event.

RESOLVED:

That it be a recommendation to Council:

That Council support the application from Alice Springs Running and Walking Club to the value of \$1,000 (exc. GST) towards the Australia Day Family Fun Run and Walk on 26 January 2021.

Moved: Mayor Damien Ryan

Seconded: Jennifer Standish-White

7.3 Sponsorship Application – FABalice Festival

Councillor Paterson having declared an interest in Item 7.3, left the Arunta room at 4:10pm prior to discussion of this matter.

FABalice Festival is now in its third year celebrating the rainbow festival and seeks the support of Alice Springs Town Council to the value of \$15,000 to ensure the Festival not only survives, but continues its growth into the 2021 Festival and beyond.

Discussion ensued about supporting the event but also noted that supporting the full amount requested means 25% of the TEPC budget will be expended. The Committee considered the application and agreed to support it.

RESOLVED:

That it be a recommendation to Council:

That Council support the application from FABalice to the value of \$15,000 (exc. GST) towards the FABalice Festival on 13 March 2021.

Moved: Mayor Damien Ryan

Seconded: Councillor Catherine Satour

Councillor Paterson returned to the Arunta room at 4:28pm.

7.4 Community Event Update from Committee Members

- Council Community Events
 - Pop up Park series – 27 November 2020 at Albrecht Oval
 - Christmas Carnival on Friday, 4 December, with the Christmas Window competition happening
 - Mayoral Awards' for International Day for People with Disability - Thursday 3 December. Registrations are required through the Council
 - Library Wall Mural Launch – 2 December, 5:30pm, Alice Springs Public Library lawns
 - Sundaze at the Pool – 6 December

- myAlice:
 - o myAlice is a scheme aimed at supporting local businesses during this difficult time by providing discount incentives to residents and visitors to spend locally.
 - o City of Darwin initiative, ours will be exactly the same however the total financial investment is different for each Council.
 - o Web application with phone application to redeem – businesses and customers sign up
 - o Has rolled out in Palmerston, Katherine, Barkly and Litchfield (Katherine just launched last week) and proved very successful. (mydarwin, mypalmerston, etc...)
 - o \$40 per day available – does not accumulate but used vouchers are replenished each day until the \$ allocation for that round runs out, or continues to replenish if next round started.
 - 2 x \$2.50 - minimum \$10 spend
 - \$5 - minimum \$20 spend
 - \$10 - minimum \$40 spend
 - \$20 - minimum \$80 spend
 - o 3 rounds planned in December, January and February.
 - o ETA two weeks
- Councillor Catherine Satour
 - A big thank you to Alice Springs Town Council and all staff involved in the NAIDOC week celebrations. NAIDOC Committee is very appreciative for the support on this successful event.
- Jennifer Standish-White
 - Alice Springs World Chamber Orchestra – Saturday, 28 November at 8:00am on the Flynn Church lawns
 - Christmas Carols – 6 December at Traeger Park
 - Promote your arts and community event through RedHot Arts digital posters with 24 locations around Alice Springs - LED SIGNS \$60 / \$40 / \$5 repeats for paid members; Design and up to two weeks visibility for one event
- Mayor Damien Ryan
 - Special Souls is a group that looks after young people from 1 to 24 years old who have difficulties and special needs. They are holding their Christmas party this year, but have not been able to do fund raising due to COVID-19. If you have anything to give as a gift, please drop them off in the Council office.
- Brendan Heenan
 - Drive Strategy - Tourism NT is developing a dedicated drive market strategy to identify key product and marketing opportunities to promote the Territory as the authentic drive destination for the interstate holiday market.
 - WWII vehicles are coming to Central Australia from SA next year
- Councillor Jimmy Cocking
 - Community garden 10th year celebration – 27 November at 6:30pm, 105 Burke Street, Eastside
- Danial Rochford
 - The Federal Government in the last budget announced an allocation of \$3.5M for tourism in support for Alice Springs and MacDonnell regions. TCA is going through the process on how this funding will be supported in the local and events industry. Hopefully, it may see extra money in addition to the NT Major Events Company (NTMEC) support coming to Central Australia.

Jennifer Standish-White highlighted again what was raised at the last meeting about how NT Government restructured the event funding environment. In terms of the community arts organisations and events in Central Australia, all are in dire position and at risk of losing their events.

ACTIONS:

- A. Manager Community and Cultural Development to send details of the RedHotArts digital posters to TEPC members.
- B. Manager Community and Cultural Development to follow up if previous recommendation to send letters to appropriate Ministers, in terms of event funding restructure, has been actioned.
- C. Include on the Agenda for next meeting to discuss the event funding restructure for events and festivals.
- D. Manager Community and Cultural Development to arrange a deputation to Council from TCA in February 2021 about the Spring into Alice campaign.

7.5 Last Meeting of Jennifer Standish-White

Councillor Jimmy Cocking thanked Jennifer Standish-White for her active contribution and commitment to this committee. On behalf of TEPC the members wished Jennifer good luck for all her future endeavours.

- 8. **NEXT MEETING:** Thursday **25 February 2021**, 4:00pm
- 9. **CLOSURE OF MEETING:** The meeting closed at 4:51pm