

MINUTES OF THE
TOURISM, EVENTS & PROMOTIONS COMMITTEE MEETING
 THURSDAY 27 FEBRUARY 2020 at 4:00PM
 ARUNTA ROOM, CIVIC CENTRE, TODD STREET

1. ATTENDANCE

PRESENT:

Councillor Marli Banks (Chair)
 Councillor Jimmy Cocking (phone-in)
 Marilyn Spencer, Community member
 Jennifer Standish-White, Red Hot Arts Central Australia
 Steve Shearer, Community Member
 Lindsay Dixon, Tourism NT
 Courtney Organ, Marketing Manager, Yeperenye Shopping Centre

OFFICERS IN ATTENDANCE:

Simon Duke, Acting Director Corporate and Community Services
 Jeanette Shepherd, Manager Community & Cultural Development
 Telly Ociones, Executive Assistant

APOLOGIES:

Mayor Damien Ryan
 Councillor Catherine Satour
 Brendan Heenan, Community member
 Alana Richardson, Chamber of Commerce Central Australia
 Liz Olle, Department of the Chief Minister
 Robert Jennings, Chief Executive Officer

13th Alice Springs Town Council Tourism, Events & Promotions Committee - Attendance List 2018/2019	25 Jul-19	29 Aug-19	26 Sep-19	31 Oct-19	28 Nov-19	27 Feb-20
Mayor Damien Ryan	✓	Meeting cancelled – no quorum	✓	✓	✓	A
Councillor Catherine Satour	✓		A	A	✓	A
Councillor Jimmy Cocking	A		A	✓	A	✓ phone
Councillor Marli Banks	A		✓	✓	✓	✓
Councillor Jamie de Brenni	✓					
Alana Richardson	✓		✓	✓	A	A
Stephen Jarrett	✓		✓	✓	✓	--
Lindsay Dixon (started 26/9/19)			✓	✓	--	✓
Jennifer Standish-White (started 26/9/19)			✓	✓	✓	✓
Steve Shearer	✓		✓	A	✓	✓
Nicole Walsh / Courtney Organ (started 27/02/20)	✓		✓			✓
Brendan Heenan	✓		--	A	A	A
Liz Olle	A		A	✓	✓	A
Marilyn Spencer	✓		✓	✓	✓	✓

✓	Attended	A	Apology received
✓ Proxy	Proxy attended in place of committee member	--	No attendance and no apology received

The meeting opened at 4:00pm.

2. CONFLICT OF INTEREST

- 2.1 Jennifer Standish-White declared an interest in respect of Item 6.2, Sponsorship Application – GUTS Dance.

3. MINUTES OF PREVIOUS MEETINGS

RESOLVED:

The Tourism, Events and Promotions Committee confirmed the minutes of the meeting held 28 November 2019 as a true and correct record of the proceedings.

Moved: Steve Anderson
Seconded: Jennifer Standish-White

4. BUSINESS ARISING FROM PREVIOUS MINUTES

Nil

5. DEPUTATIONS

5.1 Rachel Clements, Film/TV Producer – MaveriX TV Series

MaveriX is a 10-part children's television drama series about six gifted junior motocross riders who will learn to race as a team, and one will win the National Championship. The story is set in Alice Springs scheduled for production in June to October 2020. Eight weeks will be filmed in Alice Springs and two weeks in Adelaide.

This is the first high-budget television series that will be produced in the Territory by Territorians and is a direct result of the NT Government's stimulus package.

Brindle Films have confirmed support from ABC TV, ACTF (Australian Children's Television Foundation), Screen Australia, and South Australian Film Corporation.

From a budget of \$8.3M, \$5M will be a direct investment back into the Northern Territory and team are aiming to spend as much of this as possible in Alice Springs. The production will cross over the 2020/21 Financial Year, providing the opportunity for partners to invest across both years. It will promote Alice Springs as the home of dirt bikes in Australia and in turn promote Central Australia as a family-friendly destination for tourists from around the world.

The Acting Chair thanked Rachel Clements for her presentation.

6. OTHER BUSINESS

6.1 Sponsorship Application – Rapid Ascent

An application was received from Rapid Ascent requesting financial sponsorship of \$5,000 (excluding GST) for the Redback MTB Stage Race on 20 to 23 August 2020 and Run Larapinta Stage Race on 26 to 29 August 2020. Both events attract visitation and yield to Alice Springs even outside the published event dates.

The Committee discussed the application and agreed to support the request.

RESOLVED:

That it be a recommendation to Council:

That Council support the application from Rapid Ascent to the value of \$5,000 (excluding GST) for the Redback MTB Stage Race on 20 to 23 August 2020 and Run Larapinta Stage Race on 26 to 29 August 2020.

Moved: Councillor Jimmy Cocking

Seconded: Steve Shearer

6.2 Sponsorship Application – GUTS Dance

Jennifer Standish-White declared an interest in respect to this item.

The Committee agreed to defer discussion of this item to the next meeting as a quorum will not be achieved if Jennifer leaves the room.

ACTION:

- A. GUTS Dance sponsorship application to be placed in next month's agenda.
- B. The Manager Community and Cultural Development to communicate with the applicant about the delay in decision of the Committee.

6.3 Sponsorship Application – MaveriX TV Series

The Committee discussed the application and agreed that MaveriX is a project of a size and scale outside the scope of the Tourism, Events and Promotions Committee budget.

The Committee recognises the merit of the project and recommends that Council further considers the project.

RESOLVED:

That it be a recommendation to Council:

That the Tourism, Events and Promotions Committee supports the application for the MaveriX TV series in principle, however due to the amount of the sponsorship request seeks Council direction relating to whether Tourism (858) or Tourism, Events and Promotions (851) budget is used and to what amount.

Moved: Marilyn Spencer

Seconded: Lindsay Dixon

6.4 Sponsorship Application – Chamber of Commerce NT

The Chamber of Commerce NT is requesting financial sponsorship of \$11,000 for the Customer Service Awards to be held on 21 August 2020. The Customer Service Awards highlight the importance of positive customer engagement and encourages businesses and individuals to strive to exceed customer expectations. Sponsorship of this event will help to fund the guest speaker and MC for the evening as well as the audio, lighting and stage set up.

The Committee considered the application and discussed whether the event brings substantial economic value or social benefit to town in line with the tourism and promotion aspect of the Committee's sponsorship criteria.

The Manager Community and Cultural Development advised that the Committee has provided funding for awards in the past (e.g. Volunteer Awards) and suggested that a future review of the Tourism, Events and Promotions Committee Charter could make it more specific to community event sponsorship

The Committee agreed not to support the request as it is outside the scope of the Committee's objectives and recommends to send the application to Council for consideration.

ACTION:

- A. The Manager Community and Cultural Development to send the application to Council for consideration at the March Standing Committee meetings.
- B. The Manager Community and Cultural Development to speak to Manager Governance about updating the Committee's Charter in relation to tightening up the sponsorship criteria.

6.5 Community Event Update from Committee Members

Steve Shearer

- The town will be busy in August due to a number of events like the Henley on Todd, Road Transport Hall of Fame and Red Centre NATS, so accommodation during this month is going to be a premium.

Courtney Organ

- Developing a 12-month plan for Yeperenye Shopping Centre
- Redevelopment of the shopping centre happening soon

Lindsay Dixon

- NT Tourist Commission CEO has resigned and will be finishing up on 31 March 2020. The Deputy CEO will fill the position until a new replacement is appointed.

Councillor Marli Banks

- Personal business has been slow this summer, but sounds like most businesses in town will get busy from April to August this year.

Merrilyn Spencer

- A representative from the Melbourne Caravanning Camping Trail reported that many people are coming in August for the Road Transport Hall of Fame.

Councillor Jimmy Cocking

- Living in Harmony – Nature and People – Fire on 21 March at 5pm at the Alice Springs Community Garden. ALEC will discuss bushfires and climate change and their impact on the arid lands and people.
- Coming together campaign ends on Sunday

Manager Community and Cultural Development

- First night market starts on 5 March 2020
- Council's single use plastic rollout for the food stall holders at the markets
- Twilight in the Mall series from 12 to 28 March 2020
- International Women's Day event at the Library on Sunday 8 March 2020
- Recycled Art Prize in April

6.6 Term of Committee Membership

Steve Shearer asked about the tenure of members on this Committee.

The Manager Community and Cultural Development advised that at the moment the Manager Governance is in the process of reviewing all Council Committee Charters, so member recruitment processes are on hold, but currently, the term of membership for Tourism, Events and Promotions Committee is two years from the date of appointment.

7. NEXT MEETING: Thursday **26 March 2020**, 4:00pm

8. CLOSURE OF MEETING: The meeting closed at 4:57pm