MINUTES OF THE
TOURISM, EVENTS & PROMOTIONS COMMITTEE MEETING
THURSDAY 28 APRIL 2022 at 4:00PM
ARUNTA ROOM, CIVIC CENTRE

The adoption of the minutes does not imply the adoption of all recommendations. Refer to the accompanying recommendations document in the meeting agenda.

1. ATTENDANCE

PRESENT:

Mayor Matt Paterson
Councillor Marli Banks (Chair)
Councillor Kim Hopper
Stephen Jarrett, Tourism Central Australia
Lisa-Marie Burgoyne, Community member
Mary Jane Warfield, RedHot Arts
Leon Tripp, Department of the Chief Minister

OFFICERS IN ATTENDANCE:

Kate Walsh, Manager Community and Cultural Development
Paige Le Cornu, Community Projects and Events Officer

APOLOGIES:

Councillor Mark Coffey
Dale McIver, Community member
Hannah Smyth, Tourism NT
Ria Mitchell, NT Chamber of Commerce
Robert Jennings, Chief Executive Officer
Sabine Taylor, Director Corporate Services
Telly Ociones, Executive Assistant (*minutes from recording*)

14th Alice Springs Town Council Tourism, Events & Promotions Committee - Attendance List 2021/2022					
	18 Nov- 21	***24 Feb - 22***	***31 Mar - 22***	***28 Apr - 22***	
Mayor Matt Paterson	✓	✓	***A***	✓	
Councillor Marli Banks	✓	✓	✓	✓	
Councillor Kim Hopper	✓	***A***	✓	✓	
Councillor Mark Coffey	✓	***A***	***A***	***A***	
Nicole Walsh / Ria Mitchell *31/3/22*	***A***	✓ Proxy	***A***	✓	
Stephen Jarrett	✓	✓	✓	✓	
Hannah Smyth	✓	✓	✓	***A***	
Deanne Fenton	✓	***A***	***A***		
Courtney Organ	✓	--	--	--	
Leon Tripp	***A***	***A***	✓	✓	

Jeanette Shepherd/MJ Warfield	✓	✓	✓	✓	
Dale McIver	✓	✓	*A*	*A*	
Lisa-Marie Burgoyne	✓	✓	✓	✓	

✓	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 4:04pm.

2. DISCLOSURE OF INTEREST

Nil

3. MINUTES OF PREVIOUS MEETINGS

RESOLVED:

The minutes of the Tourism, Events and Promotions Committee meeting held 31 March 2022 were confirmed as a true and correct record of that meeting, and adopted at the Ordinary Council meeting held 26 April 2022.

CARRIED

4. BUSINESS ARISING FROM PREVIOUS MINUTES

4.1 Tourism, Events and Promotions Committee Budget (Standing Item)

At the Ordinary Council meeting held 26 April 2022, Council approved the TEP Committee's recommendations to the sponsorship applications from Bangtail Muster Parade, Beanie Festival and Sustainable Couture.

The total remaining budget for Tourism, Events and Promotions Committee for this financial year is $70.

4.2 TEPC Terms of Reference

The Committee discussed the relevance of TEPC in terms of its functions and purpose, as stated in the Terms of Reference.

The following points were raised going forward:

- Potential capacity of TEPC to lead the development of a future plan relating to tourism, events and promotions
- Efficacy of Committee as a consultative/advisory group to Council
- Draw from expertise of people represented by different organisations to the Committee
- Develop and improve funding process that are more transparent and accountable
- Importance of frequency of feedback from stakeholders to understand issues affecting tourism and events in the community

Mayor Paterson added that if the Committee structure will be reformed, there will be a different way of consulting with stakeholder agencies.

Councillor Hopper thanked Council officers for improving the process of funding criteria, which streamlined the sponsorship application assessment.

ACTION:

Report to Council that the Committee agreed, after reviewing its Terms of Reference, that there is value in the Tourism, Events and Promotions Committee moving forward, particularly around developing future plans that relate to tourism and events, improving the process of how funding is approached, ensuring that Council has support from external representation, ensuring that the Committee is able to return to the core purpose and function and to support the development and frameworks to alleviate the operational components of business that come to Council.

ACTION:

The Committee to discuss at the next meeting the kinds of project that could serve this Committee continuing.

5. DEPUTATION

5.1 Manager CCDU - Sponsorship Application Form / Assessment Criteria

The Manager CCDU presented the new Sponsorship Application form and Assessment Criteria, which would allow the applicant to put forward their best application and how Council officers can fairly assess their application. The environmental measures have also been addressed with provision for accessibility options. There is also the scoring matrix with recommendation to the Committee.

Information on the in-kind support that has been requested or the value of in-kind support that was given in the previous year is another important assessment criterion that can be included on the form.

6. GENERAL BUSINESS

6.1 Sponsorship Application – SA & NT Morsecodian Fraternity

The SA & NT Morsecodian Fraternity is seeking financial sponsorship of $7,314 to fund for travel expenses, vehicle expenses, meal allowances and remaining accommodation costs for Fraternity volunteers to celebrate the Back to Morescode 150th anniversary at the at the Old Telegraph Station from 18 to 27 August.

The Committee considered the application and agreed not to support the request, as it did not meet the threshold of criteria.

RESOLVED:

That it be a recommendation from the Tourism, Events and Promotions Committee to Council:

That the application from SA & NT Morsecodian Fraternity not be supported, as it did not meet the sponsorship criteria.

Moved: Councillor Kim Hopper
Seconded: Stephen Jarrett

6.2 MJ Warfield - Creative Industries Strategy - vision, goals, actions, and measures

This was tabled in the context of TEPC function as a Committee. Will this be the type of strategies that the Committee can adopt instead of reinventing the wheel?

The Committee to have further discussion at the next meeting.

6.3 MJ Warfield - Smarty Grants

This is an online tool that Council can use to streamline funding application process.

ACTION:

Manager CCDU to provide update on Smarty Grants at the next meeting.

6.4 MJ Warfield - In-kind support

The current sponsorship application form has a sponsorship history field which ask for in-kind support, but is often not accounted for. The Manager CCDU suggested to add an officer note in the selection criteria for funding decision.

The in-kind support application is a 6-week delegation to the CEO. The Committee suggested adding a tick box on the form about the capacity to apply for in-kind support.

ACTION:

Manager CCDU to investigate how in-kind support can be added to the application or assessment form.

6.5 Community Support and Funding Guidelines Overview *(pages 1 to 7)*

Council's Community Support and Funding Guidelines provides information on the type of community grants, sponsorship and donation Council offers to local community groups and not for profit organisation, eligibility criteria, timelines and procedures on how to apply.

The Committee to further discuss at the next meeting.

7. OTHER BUSINESS

8. NEXT MEETING: Thursday, **19 May 2022,** 4:00pm

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