

MINUTES OF THE
TOURISM, EVENTS & PROMOTIONS COMMITTEE MEETING
 THURSDAY 29 OCTOBER 2020 at 4:00PM
 ARUNTA ROOM

1. ATTENDANCE

PRESENT:

Councillor Matthew Paterson (Acting Chair)
 Councillor Jimmy Cocking
 Councillor Catherine Satour
 Liz Olle, Department of the Chief Minister
 Jennifer Standish-White, Red Hot Arts Central Australia
 Nicole Walsh, Chamber of Commerce Central Australia

OFFICERS IN ATTENDANCE:

Kim Sutton, Director Community Development
 Jeanette Shepherd, Manager Community & Cultural Development

APOLOGIES:

Mayor Damien Ryan
 Stephen Jarrett, Tourism Central Australia
 Merrilyn Spencer, Community member
 Courtney Hana, Yeperenye Shopping Centre
 Kate Walsh, Community Projects and Events Officer
 Telly Ociones, Executive Assistant (minutes)

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
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	✓
Stephen Jarrett	✓	✓	✓	A
Lindsay Dixon (<i>started 26/9/19</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	✓	✓	✓
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

The election of Chair was delayed until the next meeting, when all Elected Members nominated to this Committee are present. The Committee appointed Councillor Matthew Paterson to be the temporary Chair for this meeting only.

3. DISCLOSURE OF INTEREST

Nil

4. MINUTES OF PREVIOUS MEETINGS

That the minutes of the Tourism, Events and Promotions Committee meeting held 24 September 2020 be confirmed as a true and correct record of that meeting.

Moved: Councillor Jimmy Cocking

Seconded: Councillor Catherine Satour

5. BUSINESS ARISING FROM PREVIOUS MINUTES

5.1 COVID-19 Tourism and Events Recovery Update

Manager Community and Cultural Development gave the following update:

- Night Markets extra entertainment – Council officers are continuing to add extra performers for entertainment.
- Spring into Alice Campaign – Tourism Central Australia have provided positive feedback on the program, and will provide a full update at a future meeting.

5.2 Sponsorships Update

At the last Tourism, Events and Promotions Committee meeting, the Committee supported the sponsorship application from Volunteering NT, but due to inability to obtain a quorum, a report was submitted to the Ordinary Council meeting held 13 October 2020 for approval. Council supported the application of \$4,000 towards the Volunteer of the Year Awards on 4 November 2020. Volunteering NT have been advised of this funding.

5.3 2021 Night Market Dates

Council officers have confirmed collaboration with event organisations and proposed the following night market dates for 2021:

- 15 April – Parrtjima – Collaboration Confirmed
- 13 May – Night Market – *no collaboration*
- 10 June – Finke – Collaboration Confirmed
- 26 August – Transport Hall of Fame – Collaboration Confirmed
- 23 September – Night Market (Desert Festival Date not confirmed)
- 21 October **TBD** – Night Market (Term 4 commences 11 October) – consideration for potential extra staffing and budget
- 11 November – Night Market – *no collaboration*
- 3 December – Christmas Carnival

Discussion ensued about extra resources and costings required for the Night Markets, especially in the context of COVID-19, and the opportunity to look at market fees going forward to help cover some of the extra costs. Manager Community and Cultural Development will be reviewing the fees and the agreement with night market stall holders, as part of the annual review of the night markets.

Council Satour advised the Committee that National NAIDOC will be from 8 to 15 July 2021 and suggested considering having a night market in July 2021 for NAIDOC week. Manager Community and Cultural Development advised that historically, night markets are not held in July due to the cold weather. Manager Community and Cultural Development will investigate the feasibility of a night market in July 2021 in collaboration with NAIDOC week, once the date is confirmed.

Councillor Cocking would like to pass his appreciation to the team working at the night markets for a job well done in keeping Todd Mall alive and supporting the arts community.

RESOLVED

That it be a recommendation to Council:

A. That the following night market dates for 2021 be supported:

- **15 April – collaboration with Parrtjima**
- **13 May – *no collaboration***
- **10 June – collaboration with Finke Desert Festival**
- **26 August – collaboration with Transport Hall of Fame**
- **23 September – (Desert Festival Date not confirmed)**
- **21 October TBD – (Term 4 commences 11 October) – consideration for potential extra staffing and budget**
- **11 November – *no collaboration***
- **3 December – Christmas Carnival**

B. That Council officers investigate the feasibility of a night market in July 2021 in collaboration with NAIDOC week.

Moved: Councillor Catherine Satour

Seconded: Councillor Jimmy Cocking

5. DEPUTATIONS

Nil

6. OTHER BUSINESS

6.1 Replacement of 'Welcome' Banners

TEP Committee has previously funded the Bannerconda system, and banners around the CBD for events such as Remembrance Day, Christmas, and Australia Day, as well as 'Welcome' banners, to have them in between events. Most of the 'Welcome' banners have been damaged due to weather, and because there have been few events this year, they have been up for the majority of the year.

Manager Community and Cultural Development put forward to the Committee to look at replacing all the Welcome banners. The quote for replacing 23 Welcome banners would be **\$2,825 (GST excl)** including delivery. That is a unit price of **\$120 (GST excl)**. The banners are done by Bannerconda.

The total budget at the moment for Tourism, Events and Promotions Committee for this financial year is \$64,630.39.

The Committee asked if the banners can be sourced locally and come back with pricing. Manager Community and Cultural Development advised that Council officers will check locally, but is unsure if the specifications can be met due to the system being specific to the Bannerconda company.

ACTION:

Manager Community and Cultural Development to investigate whether the banners can be obtained locally and come back to the Committee with costs.

6.2 Community Event Update from Committee Members

- Councillor Catherine Satour
 - NAIDOC week will have the following activities:
 - Sunday, 8/11 - Uniting Church service. ASTC supported Sundaze at the Pool with free barbecue and live music
 - Monday, 9/11 - Youth Action Radio on CAAMA Radio
 - Thursday, 10/11 – Strong Community Control in Town Camps launch and Indoor Cinema at the Alice Springs Public Library
 - Wednesday, 11/11 – Arrernte Boxing Academy Training Session
 - Thursday, 12/11 – Outdoor Cinema, Todd Mall
 - Friday, 13/11 – Community Day, Council lawns, with virtual march and flag raising ceremony
 - Saturday, 14/11 – Mparntwe Softball Shield, Jim McConville Oval
 - Tangentyere Artists Exhibition, Tangentyere Artists Gallery
- Jennifer Standish-White
 - Street Art Festival this year has been cancelled and proposed to have it in June 2021, following the Finke weekend
 - Desert Festival funding is now done through NT Major Events, with a completely different funding level, hence, the date for next year's festival is yet to be confirmed
 - NT Government have changed the funding application approach for festivals and community events. Desert Festival will now apply funding to NT Major Events and not from Festivals NT. The level of funding has also changed. This move will impact events and festivals in Alice Springs. NT Major events cater for emerging events and not for long-term community events.

- Nicole Walsh
 - NT Chamber of Commerce is finishing off its October business month with good local contents
 - Turf Club has a race day this Saturday
 - Rotary Club will have a Melbourne Cup Sweep on Tuesday at Yeperenye Shopping Centre
 - Community Benefit Fund will seek some local funding for some different projects across the Territory and the region
- Council Community Events
 - Pop up Park series – 30 October 2020 at Lewis Gilbert Park from 5pm, with a Halloween theme. Attendance in the last two pop-up series have been 251 and 346 people.
 - Reminder that the EOI for this Committee will close 6 November 2020. Please send to your networks
 - 2021 Centralian Citizen Awards are currently open with information available on Council website. Closing date for applications is 20 November 2020
 - Mayoral Awards' Noteworthy and Champion Awards categories are now open and close on 20 November 2020
 - 2020 Alice Springs Public Library Community Survey to get feedback on people's ideas and thoughts about the library services. The survey is open until 29 November 2020.
 - Sundaze at the Pool – 8 November 2020 as part of NAIDOC week
- Councillor Jimmy Cocking
 - Putting in funding applications for EcoFair

6.3 Funding Application for Community Events and Festivals

Councillor Cocking noted Jennifer Standish-White's comment about the way the NT Government has changed the funding settings for festivals and community events, and whether this Committee could put forward a recommendation to Council to engage with the NT Government on the impacts with some of the changes in the funding environment for community events.

Discussion ensued.

RESOLVED

That it be a recommendation to Council:

That Council raise the impact of COVID-19 and the changed funding environment for community events with the relevant NT Ministers.

Moved: Councillor Jimmy Cocking

Seconded: Jennifer Standish-White

6.4 Digital Nights Event – Approach from “The Lume”

Katrina Lui, the General Manager from the Lume Melbourne Grande Exhibitions sent an email to the CEO about their DIGITAL NIGHTS program. DIGITAL LIGHTS is an outdoor digital art experience designed to provide ongoing revenue building opportunities while creating international experience to the town.

The Committee discussed that the correspondence is not clear as to what the company is asking for from Council and agreed to receive and note the email at this stage.

RESOLVED

That it be a recommendation to Council:

That the TEP Committee receive and note the email from Katrina Lui, General Manager Lume Melbourne Grande Exhibitions to CEO Robert Jennings on 7 August 2020 about the DIGITAL NIGHTS events.

Moved: Nicole Walsh

Seconded: Liz Olle

6.4 Resignation of Jennifer Standish-White from Red Hot Arts

Jennifer Standish-White advised that she will be leaving Red Hot Arts in mid-December. She will still be at the November TEP Committee meeting, but a new representative from Red Hot Arts will be attending in the new year.

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

8. CLOSURE OF MEETING: The meeting closed at 4:51pm