

MINUTES OF THE
TOURISM, EVENTS & PROMOTIONS COMMITTEE MEETING
 THURSDAY 30 JULY 2020 at 4:00PM
 via Zoom teleconferencing

1. ATTENDANCE

**** NO QUORUM ****

PRESENT:

Councillor Jimmy Cocking (Chair)
 Brendan Heenan, Community member
 Merrilyn Spencer, Community member
 Nicole Walsh, Chamber of Commerce Central Australia
 Stephen Jarrett, Tourism Central Australia

OFFICERS IN ATTENDANCE:

Jeanette Shepherd, Manager Community & Cultural Development
 Kate Walsh, Community Projects and Events Officer
 Telly Ociones, Executive Assistant (minutes)

APOLOGIES:

Mayor Damien Ryan
 Liz Olle, Department of the Chief Minister
 Courtney Hana
 Robert Jennings, Chief Executive Officer
 Sabine Taylor, Director Corporate Services

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	26 Mar-20	30 Apr-20	28 May-20	25 June-20	30 July-20
Mayor Damien Ryan	✓	Meeting cancelled – no quorum	✓	✓	✓	A	✓	✓	✓	A	A
Councillor Catherine Satour	✓		A	A	✓	A	--	A	✓	✓	
Councillor Jimmy Cocking	A		A	✓	A	✓ phone	✓	✓	A	✓	✓
Councillor Marli Banks	A		✓	✓	✓	✓	✓	✓	✓	✓	
Councillor Jamie de Brenni	✓										
Alana Richardson	✓		✓	✓	A	A	✓	✓	✓	✓	
Nicole Walsh											✓
Stephen Jarrett	✓		✓	✓	✓	--	✓	A	✓	✓	✓
Lindsay Dixon (started 26/9/19)			✓	✓	--	✓	A	A	--	--	--
Jennifer Standish-White (started 26/9/19)			✓	✓	✓	✓	✓	✓	✓	✓	A
Steve Shearer	✓		✓	A	✓	✓	A	✓	--	A	--
Nicole Walsh	✓		✓								
Courtney Hana (started 27/02/20)						✓	A	--	--	--	A
Brendan Heenan	✓		--	A	A	A	✓	✓	✓	✓	✓
Liz Olle	A		A	✓	✓	A	A	✓	✓	A	A
Merrilyn Spencer	✓		✓	✓	✓	✓	✓	A	✓	✓	✓

✓	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. DISCLOSURE OF INTEREST

Nil

3. MINUTES OF PREVIOUS MEETINGS

RESOLVED:

The minutes of the Tourism, Events and Promotions Committee meeting held 25 June 2020 were noted and will be presented for acceptance at a future meeting.

4. BUSINESS ARISING FROM PREVIOUS MINUTES

4.1 COVID-19 Tourism and Event Recovery Proposals Update

Council Officers provided an update on the three projects funded by Council aimed at supporting tourism and event recovery following the COVID-19 pandemic.

- **Springs into Alice:** \$25,000 (exc. GST) - Enhanced Presence campaign for destination marketing through print, radio and digital channels will run from August to mid-October. Tourism Central Australia has been contacted for this campaign.
- **112ONE Series – Expanded Series:** \$9,200 (exc. GST) - Twelve sessions of 2 hours live music every Thursdays, Fridays and Saturdays from 11am to 1pm in Todd Mall, started 9 July and will end 1 August. The series has been well attended, averaging 144 people per session and received good feedback from the community. The program helped local artists and drew locals into Todd Mall which flowed-on business to Todd Mall traders.
- **Night Market Extra Entertainment:** \$8,000 (exc. GST) – additional roving entertainment will be hired to portray social distancing messages and safety measures to people in a fun and engaging way for the night markets from August to November 2020. Council Officers are in contact with roving musicians, fan dancer, puppeteer and line dancers for these night markets.

4.2 Sponsorships Update

GUTS Dance Spring Loaded Dance event in October 2020 has been cancelled because it involves dancers from interstate. The event will be rescheduled for the same time for 2021.

Rapid Ascent has postponed Run Larapinta Stage Race and cancelled RedBack MTB Stage Race. Organisers of both events have been advised to reapply for funding early in the new year.

Brindle Films sponsorship application for the MaveriX TV series was unanimously approved by Council to the value of \$30,000 from the Tourism budget.

5. DEPUTATIONS

Nil

6. OTHER BUSINESS

6.1 Community Event Update from Committee Members

- Stephen Jarrett
 - TCA is preparing for the Spring into Alice activity, with a major push on getting people to come into Alice for all the upcoming events.
 - NT Major Events have started promoting Red Centre NATS and Parrtjima for September.
 - Territory Tourism Voucher system has been good in helping people get out and about for tourism operators who are operating in Central Australia however has had chaotic implementation. Unredeemed vouchers will be back in the pool and redistributed from 4 August.
- Brendan Heenan
 - Red Centre NATS has 500 entries at this stage, with parade and drag racing at Blatherskite Park. Brendan enquired if the contract with NTG for Red Centre NATS and Parrtjima has been renewed from next year onwards.
 - The Caravan Park is still fairly quiet, with 80 to 90 people coming and going.
- Merrilyn Spencer
 - planning a week-long celebration for the 70th anniversary of School of the Air next year from 19 May 2021, tying in with the Heritage Festival.
 - A few visitors coming in mostly from South Australia and Queensland.
 - As part of the Amazing Alice program, a large number of school groups are planning to visit Central Australia next year at the same time exhausting available camp locations. Please contact Merrilyn with location suggestions, with shower and toilet facilities where school groups are able to camp. Hamilton Downs Youth Camp, Ross River Accommodation, Ooraminna Homestead, Glen Helen Lodge and Earth Sanctuary are places that were suggested by the Committee.
- Nicole Walsh – planning for the NTCC Customer Service Awards with COVID-19 restrictions and some community events coming up in the following days.
- Councillor Jimmy Cocking – Desert Smart Eco Fair starts next week from 7 – 9 August, with the following activities: schools webinar starting on Tuesday for 9 days, with 1,300 registrations; Eco Fair with ABC broadcasting from 4pm to 6pm on Friday at Olive Pink; special film night dedicated to Dave Nixon on Friday night at Olive Pink; forums, workshops, etc. at Olive Pink all day Saturday; Desert Knowledge Precinct guided walking tour from 3pm to 5pm on Saturday; garden workshops at the Community Garden from 11am to 1pm on Sunday.
- Council Events
 - Pop up Parks Series – as part of the Creative Arts COVID Recovery Package, a series of family friendly community events, with live music, crafts, roaming performers, food stalls, and kids' activities, will be held in suburban parks during the winter and summer season.

- Seniors Month events are underway with limited capacity due to COVID-19 restrictions. The Seniors Morning Tea will occur Friday 7 August in the Council courtyard and the 9th annual Still Got Talent event will take place Wednesday 26 August at the Alice Springs Convention Centre.

6.2 Night Markets for 2021

The Manager Community and Cultural Development reminded the Committee of the process to enable organisations and event organisers to collaborate and integrate their events with the Council night markets for 2021. A draft Joint Night Market EOI form was presented to the Committee last year, which will be used in processing joint night markets in future. Council Officers will conduct the EOI and bring applications to the Committee for discussion in the next meetings ahead.

7. **NEXT MEETING:** Thursday **27 August 2020**, 4:00pm
8. **CLOSURE OF MEETING:** The meeting closed at 4:30pm