

MINUTES OF THE
TOURISM, EVENTS & PROMOTIONS COMMITTEE MEETING
THURSDAY 24 FEBRUARY 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)
Stephen Jarrett, Tourism Central Australia
Hannah Smyth, Tourism NT
Lisa-Marie Burgoyne, Community member
Dale McIver, Community member
Mary Jane Warfield, RedHot Arts
Ria Mitchell, Chamber of Commerce (*proxy for Nicole Walsh*) (arrived at 4:38pm via Zoom)

OFFICERS IN ATTENDANCE:

Kate Walsh, Manager Community and Cultural Development
Hara Carragher, Community Development Officer
Telly Ociones, Executive Assistant (minutes)

APOLOGIES:

Councillor Mark Coffey
Councillor Kim Hopper
Nicole Walsh, Chamber of Commerce Central Australia
Deanne Fenton, Community member
Leon Tripp, Department of the Chief Minister (*proxy for Liz Olle*)
Robert Jennings, Chief Executive Officer
Sabine Taylor, Director Corporate Services

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

Leon Tripp	A	A			
Jeanette Shepherd/MJ Warfield	✓	✓			
Dale Mclver	✓	✓			
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 4:00pm.

2. DISCLOSURE OF INTEREST

2.1 Lisa-Marie Burgoyne declared an interest on Agenda item 6.4, Desert Song Festival 2022 sponsorship application.

2.2 Dale Mclver declared an interest on Agenda item 6.5, Alice's Longest Desert Lunch sponsorship application.

3. MINUTES OF PREVIOUS MEETINGS

RESOLVED:

The minutes of the Tourism, Events and Promotions Committee meeting held 18 November 2021 be confirmed as a true and correct record of that meeting.

Moved: Dale Mclver

Seconded: Hannah Smyth

4. BUSINESS ARISING FROM PREVIOUS MINUTES

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

There was a variance of \$1,000 at last meeting's budget report, which has been corrected. The total remaining budget for Tourism, Events and Promotions Committee for this financial year is \$36,800.

Council quarantined \$12,263.20 for the financial year 2021/22 for the Bannerconda banner system (Council Resolution No. 21709). Although this has been committed, this has not been spent at this stage, and should be included back in the budget.

Discussion held to reallocate the reserved budget for Bannerconda banner system.

ACTION:

Council officers to conduct a review of the Bannerconda banner system regarding its current use and effectivity in due course.

Discussion ensued about the allocation of sponsorship applications for current and future events for financial year 21/22 and 22/23.

RESOLVED:

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

- A. That Council rescind Council Resolution 21709 resolved at the Ordinary Council meeting held on 8 June 2021, which reads as follows:**

That the \$12,263.20 for the Tourism, Events and Promotions Advisory Committee for the purpose of the Bannerconda flags be reserved until authorised by Council.

- B. That Council allocates \$12,263.20 to the Tourism, Events and Promotions Advisory Committee budget line.**

Moved: Dale McIver

Seconded: Stephen Jarrett

4.1 TEPC Terms of Reference

Council is currently reviewing the Terms of Reference of all Council Advisory Committees. Committee members have the opportunity to provide feedback once a draft Terms of Reference is presented to the Committee.

ACTION:

Council officers to provide a draft TEPC Terms of Reference for Committee members to comment.

5. DEPUTATIONS

Nil

6. OTHER BUSINESS**6.1 Sponsorship Application – Bush Bands Bash**

Music NT is seeking financial sponsorship of \$10,000 for Bush Bands Bash to assist with funding the hiring of event staff, equipment and production hire and site management materials. The event will be held from 14 to 18 September 2022.

The event received \$5,000 financial sponsorship from Council in 2018, 2019 and 2021.

Discussion ensued about the application in terms of the remaining Committee budget, previous sponsorships received from Council and the in-kind support from Council.

The Committee considered the application and agreed to provide support for \$5,000.

RESOLVED:

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

That Council support the application from Music NT to the value of \$5,000 (incl. GST) for the Bush Bands Bash event to be held from 14 to 18 September 2022.

Moved: Stephen Jarrett
Seconded: Hannah Smyth

6.2 Sponsorship Application – Finke Desert Race Incorporated

Finke Desert Race Inc. is asking for \$16,500 towards co-organising the Finke Street Party & Night Markets and fund the cost of the entertainment and temporary fencing.

The event received \$5,000 financial sponsorship from Council in 2019 and 2021.

Discussion ensued about the application in terms of the number of people who will attend, the total value of the event, in-kind support from Council and the benefits it will contribute to the Alice Springs community. The Committee agreed to approve \$10,000 financial sponsorship.

RESOLVED:

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

That Council support the application from Finke Desert Race Inc to the value of \$10,000 (incl. GST) for the 2022 Tatts Finke Desert Race Street Party and Night Markets to be held on 9 June 2022.

Moved: Stephen Jarrett
Seconded: Lisa-Marie Burgoyne

6.3 Sponsorship Application – NT Veteran Golfers Championship

The sponsorship request is for \$3,000 to assist with the cost of running the NT Veteran Golfers Championship from 11 to 12 April 2022 at the Alice Springs Golf Club

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

RESOLVED:

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

That the application from NT Veteran Golfers Championship not be supported as it did not meet the sponsorship criteria.

Moved: Councillor Marli Banks
Seconded: Dale McIver

6.4 Sponsorship Application – Desert Song Festival 2022

Lisa-Marie Burgoyne having declared an interest in Item 6.4, left the meeting at 4:56pm prior to discussion of this matter.

Central Australian Singing Inc. is requesting \$10,000 for the Desert Song Festival to support a number of mainstream festival events in various venues in Alice Springs from 9 to 18 September 2022.

Council supported \$10,000 in September 2021 but made a counter agreement of \$5,000 for a Desert Song Festival Mini Fest.

The Committee recognises the merit of the event and agreed to support \$8,000 sponsorship.

RESOLVED:

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

That Council support the application from Central Australian Singing Inc to the value of \$8,000 (incl. GST) for the Desert Song Festival 2022 to be held from 9 to 18 September 2022.

Moved: Dale McIver
Seconded: Mary Jane Warfield

Lisa-Marie Burgoyne returned to the meeting at 5:02pm.

6.5 Sponsorship Application – Alice's Longest Desert Lunch

Dale McIver having declared an interest in Item 6.5, left the meeting at 5:02pm prior to discussion of this matter.

Hamilton Down Youth Camp is requesting \$5,000 for the 2022 Alice's Longest Desert Luncheon to support the annual fundraiser for Hamilton Downs Youth Camp, a not for profit community organisation providing bush destination for the youth.

The Committee discussed the application and agreed to support \$5,000 sponsorship.

RESOLVED:

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

That Council support the application from Hamilton Down Youth Camp to the value of \$5,000 (incl. GST) for the Alice's Longest Desert Lunch to be held on 21 May 2022 at Olive Pink Botanic Gardens.

Moved: Mary Jane Warfield
Seconded: Stephen Jarrett

Dale McIver returned to the meeting at 5:05pm.

6.6 Sponsorship Application – Amazing Alice Brochure / Map

An application was received from Amazing Alice (5 Cooperative Alice Attractions) requesting financial sponsorship of \$2,530 to assist with the printing of the 2022 Amazing Alice brochure/map to be handed out at upcoming shows.

The Committee agreed to support the application.

RESOLVED:

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

That Council support the application from Amazing Alice to the value of \$2,530 (incl. GST) towards the printing of Amazing Alice brochure/map for the upcoming shows in April 2022.

Moved: Stephen Jarrett
Seconded: Hannah Smyth

6.6 Assessment Criteria for Sponsorship Applications

This tool will assist Committee members and Council officers in assessing the sponsorship applications against the selection criteria to align with Council's Strategic Plan.

The Committee agreed going forward for Council officers to present the sponsorship applications with rating against the Council's Strategic alignment and Committee members score against the four criteria at the meeting.

7. **NEXT MEETING:** Thursday, **24 March 2022**, 4:00pm
8. **CLOSURE OF MEETING:** The meeting closed at 5:10pm