

MINUTES OF THE
TOURISM, EVENTS & PROMOTIONS COMMITTEE MEETING
 THURSDAY 28 MAY 2020 at 4:00PM
 COUNCIL CHAMBER (via Zoom teleconferencing)

1. ATTENDANCE

PRESENT:

Mayor Damien Ryan (Chair)
 Councillor Marli Banks
 Councillor Catherine Satour
 Jennifer Standish-White, Red Hot Arts Central Australia
 Brendan Heenan, Community member
 Merrilyn Spencer, Community member
 Alana Richardson, Chamber of Commerce Central Australia
 Liz Olle, Department of the Chief Minister
 Stephen Jarrett, Tourism Central Australia

OFFICERS IN ATTENDANCE:

Jeanette Shepherd, Manager Community & Cultural Development
 Telly Ociones, Executive Assistant (minutes)

APOLOGIES:

Councillor Jimmy Cocking
 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
Mayor Damien Ryan	✓	Meeting cancelled – no quorum	✓	✓	✓	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	✓	✓	✓
Stephen Jarrett	✓		✓	✓	✓	--	✓	A	✓
Lindsay Dixon (started 26/9/19)			✓	✓	--	✓	A	A	--
Jennifer Standish-White (started 26/9/19)			✓	✓	✓	✓	✓	✓	✓
Steve Shearer	✓		✓	A	✓	✓	A	✓	--
Nicole Walsh / Courtney Hana (started 27/02/20)	✓		✓			✓	A	--	--
Brendan Heenan	✓		--	A	A	A	✓	✓	✓
Liz Olle	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

- 2.1 Marilyn Spencer, Stephen Jarrett and Alana Richardson declared an interest in respect of Item 4.1 (Proposal A), *COVID-19 Tourism and Event Recovery Proposals* – all are TCA board members and one works at TCA.

3. MINUTES OF PREVIOUS MEETINGS

RESOLVED:

The Tourism, Events and Promotions Committee confirmed the minutes of the meeting held 30 April 2020 as a true and correct record of the proceedings.

Moved: Alana Richardson
Seconded: Jennifer Standish-White

4. BUSINESS ARISING FROM PREVIOUS MINUTES

4.1 COVID-19 Tourism and Event Recovery Proposals

The unspent funds for the Tourism, Events and Promotions Committee budget for this financial year is currently \$46,884.93.

The Committee discussed the following proposals aimed at supporting tourism and event recovery following the COVID-19 pandemic:

A. Spring into Alice – Tourism Central Australia

The matter was considered as the last item on the Agenda. This is recorded according to its agenda sequence at Item 4.1-A.

Marilyn Spencer, Stephen Jarrett and Alana Richardson having declared an interest in Item 4.1 (Proposal A), left the meeting at 4:22pm, prior to discussion of this matter

TCA are requesting a contribution of approx. \$20 to \$30k for promotional marketing through a combined range of distribution channels including television, newspaper, radio and social media. Advertising is proposed to run from the start of August through to mid-October. The proposed marketing campaigns are:

Entry Marketing: 10 weeks - digital only. Destination Marketing through NT News online Google, YouTube and Social Media.

Enhanced Presence: Destination Marketing through Print, Radio (Territory FM, Mix FM) and Digital channels - NT News print and online, Taste magazine, with social media.

Diverse Exposure: As above plus TV advertising campaign including build creative.

With Marilyn Spencer, Stephen Jarrett and Alana Richardson leaving the meeting, a quorum could not be achieved.

The remaining members unanimously supported a contribution of \$25,000 (exc. GST) for the Spring into Alice Enhanced Presence campaign for destination marketing through print, radio and digital channels.

B. 112One Series – Expanded Series

112One series is a council led initiative to support activation of the mall and CBD, and provide income for local artists. Six sessions are already planned with two hours of live music: *Thursdays and Fridays, 3-week series, July 9, 10, 16, 17, 23 and 24.*

An expanded program is suggested: *Thursdays to Saturdays, 4-week series, July to early August 2020* requiring a contribution of \$9,200.

RESOLVED:

That Council supports the 112One Series - Expanded Series campaign, as part of COVID-19 tourism and event recovery, to the value of \$9,200 (exc. GST).

Moved: Alana Richardson

Seconded: Stephen Jarrett

C. Night Market Extra Entertainment

Requesting \$8,000 (\$2,000 extra per market – August, September, October, November)

Extra Entertainment	Notes	Estimate
Additional roving entertainment 5pm - 9pm	Portraying social distancing messages	\$800.00
Support smaller tourism businesses	Promotion by Reptile Centre, School of the Air, RFDS to stimulate attendance to these local attractions.	\$300.00
Additional musicians/acts to detract from one 'main stage' 5pm - 9pm	Supporting local artists, dance groups, sporting groups	\$900.00
		\$2,000.00 per market requested

RESOLVED:

That Council supports extra entertainment for the Night Market in August, September, October and November 2020, as part of COVID-19 tourism and event recovery, to the value of \$8,000 (exc. GST).

Moved: Brendan Heenan

Seconded: Stephen Jarrett

5. DEPUTATIONS

Nil

6. OTHER BUSINESS**6.1 Community Event Update from Committee Members**

Councillor Satour advised that National NAIDOC is making an announcement next week in relation to how the NAIDOC Week event is going to roll out, given that some COVID-19 restrictions are easing.

7. **NEXT MEETING:** Thursday **25 June 2020**, 4:00pm
8. **CLOSURE OF MEETING:** The meeting closed at 4:41pm

UNCONFIRMED