

**DRAFT MINUTES OF THE
TOURISM, EVENTS & PROMOTIONS COMMITTEE MEETING
THURSDAY 18 NOVEMBER 2021 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 Mark Coffey
Councillor Kim Hopper
Stephen Jarrett, Tourism Central Australia
Hannah Smyth, Tourism NT
Lisa-Marie Burgoyne, Community member
Deanne Fenton, Community member
Dale McIver, Community member
Jeanette Shepherd, RedHot Arts
Courtney Organ, Yeperenye Shopping Centre (via Zoom)

OFFICERS IN ATTENDANCE:

Robert Jennings, Chief Executive Officer
Kate Walsh, Acting Manager Community and Cultural Development
Alyssa Reid, Community Projects and Events Officer

APOLOGIES:

Nicole Walsh, Chamber of Commerce Central Australia
Leon Tripp, Department of the Chief Minister (*proxy for Liz Olle*)
Sabine Taylor, Director Corporate Services
Telly Ociones, Executive Assistant (minutes as per recording)

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

Leon Tripp	A				
Jeanette Shepherd	✓				
Dale McIver	✓				
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.

Mayor Paterson welcomed new members to the Tourism, Events and Promotions Committee.

2. ELECTION OF CHAIRPERSON

In accordance with Council policy, Mayor Paterson declared the position of Chair vacant and called for nominations.

Councillor Coffey nominated Councillor Marli Banks as Chair.
Councillor Banks accepted the nomination.

RESOLVED:

It is a recommendation from the Tourism, Events and Promotions Committee to Council:

That Councillor Marli Banks be appointed the new Chair of the Tourism, Events and Promotions Committee

CARRIED

Moved: Councillor Coffey
Seconded: Councillor Hopper

3. DISCLOSURE OF INTEREST

3.1 Dale McIver declared an interest on Agenda item 4.1, FABAllice 2022 sponsorship application.

4. MINUTES OF PREVIOUS MEETINGS

RESOLVED:

The minutes of the Tourism, Events and Promotions Committee meeting held 15 July 2021 be confirmed as a true and correct record of that meeting.

Moved: Stephen Jarrett
Seconded: Lisa Marie Burgoyne

5. BUSINESS ARISING FROM PREVIOUS MINUTES

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

The total remaining budget for Tourism, Events and Promotions Committee for this financial year is \$35,800.

Discussion ensued about the budget, and the Committee agreed that providing a budget breakdown at each meeting would be useful to Committee members in making informed decision when allocating money for sponsorship requests.

ACTION:

Current Charter to be attached to the next meeting papers to help Committee members understand what the goals of this committee and roles of members are.

6. DEPUTATIONS

Nil

7. OTHER BUSINESS

7.1 Sponsorship Application – FABAllice 2022

Dale McIver having declared an interest in Item 7.1, left the meeting at 4:38pm prior to discussion of this matter. This Item was discussed after Agenda Items 7.2 and 7.3 to allow Dale's participation in the meeting, however, it was recorded as per the Agenda sequence.

FABAllice Festival is seeking financial sponsorship of \$20,000 to assist with the physical marketing presence in the CBD (banners, flyers), the staging in the Mall of the free community concert on the Friday night and costs associated with the staging of sub events over the weekend. The event will be held from 11 to 13 March 2022.

The event received \$15,000 sponsorship from Council last year, \$10,000 in 2019 and \$10,000 in 2018. In-kind support each year was also provided to total cash equivalent of \$3,000. Council's ability to host the night market to coincide with the 2022 FABAllice event will cost \$6,000.

Discussion ensued about the application in terms of the remaining Committee budget, total value of the event, in-kind support from Council and the benefits it will contribute to the Alice Springs community.

RESOLVED:

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

That Council support the application from FABAllice Festival Inc to the value of \$10,000 (incl. GST) for the FABAllice event to be held from 11 to 13 March 2022.

Moved: Lisa Marie Burgoyne
Seconded: Councillor Mark Coffey

7.2 Night Markets 2022

The dates for the night markets for 2022 were based on a survey conducted on 3 October 2021 at the Sunday market. The following dates were confirmed:

- 11 March – collaboration with FABALice
- 14 April – collaboration with Parrtjima
- 9 June – collaboration with Finke Desert Race
- 22 September – collaboration with Desert Festival
- 18 November – Youth Summer Sam
- 9 December – Christmas Carnival

7.3 Community Event Update from Committee Members

- Deanne Fenton
 - Deferral of Masters Games for 2022
 - September – Red Centre NATS
 - April - Parrtjima
 - NT Major Events funding to 17 local events amounting to \$800,000 including Dark Skies, Wide Open Space, Desert Festival and Finke
 - NT Major Events have agreements in place in 2022 with 15 events to the value of 675,000
- Stephen Jarrett
 - TCA will be starting many campaign activities to attract people to visit Central Australia
 - A new events officer will be joining TCA to assist with running events
- Lisa-Marie Burgoyne
 - Totem Theatre's last week of the annual musical
 - AGM at the end of this month
 - Bi-annual Portrait of Senior Territorian Award will be held in Darwin
- Courtney Organ
 - Yeperenye Shopping Centre recently finished first stage of refurbishment; the second stage is happening soon
 - Christmas events planning in place
- Dale McIver
 - NT Chamber of Commerce Awards in Alice Springs next Friday
 - FABALice 2022 – program will be announced next week
 - Henley on Todd has a new Board
- Mayor Paterson
 - Congratulations to the Youth Programs and Community Development team for the Summer Sam and night market last week
 - Christmas Carnival on 3 December and Carols at Traeger Park on 5 December

- Jeanette Shepherd
 - Red Hot Arts received three years of Community Benefit Funding for Desert Festival and Project Seed, which launches tomorrow.
- Hanna Smyth
 - Tourism NT started its summer sale for interstate travelers until end of March 2022, to encourage visitation over the low season
- Community Projects and Events Officer
 - Christmas tree installation tomorrow on the Council lawns
 - Christmas Carnival showcasing local talents, food and crafts stalls and kids' activities on 3 December from 5pm to 9pm; fireworks at 7:45pm
 - Centralian of the year awards nominations closing on 29 November 2021

8. NEXT MEETING: TBC

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