

MINUTES OF THE
TOURISM, EVENTS & PROMOTIONS COMMITTEE MEETING
 THURSDAY 31 MARCH 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:

Councillor Marli Banks (Chair)
 Councillor Kim Hopper
 Stephen Jarrett, Tourism Central Australia
 Hannah Smyth, Tourism NT
 Lisa-Marie Burgoyne, Community member
 Mary Jane Warfield, RedHot Arts
 Leon Tripp, Department of the Chief Minister (*proxy for Liz Olle*)
 Ria Mitchell, NT Chamber of Commerce

OFFICERS IN ATTENDANCE:

Hara Carragher, Community Development Officer
 Telly Ociones, Executive Assistant (minutes)

APOLOGIES:

Mayor Matt Paterson
 Councillor Mark Coffey
 Dale McIver, Community member
 Deanne Fenton, Community member
 Nicole Walsh, NT Chamber of Commerce
 Robert Jennings, Chief Executive Officer
 Sabine Taylor, Director Corporate Services
 Kate Walsh, Manager Community and Cultural Development

14th Alice Springs Town Council Tourism, Events & Promotions Committee - Attendance List 2021/2022					
	18 Nov- 21	24 Feb - 22	31 Mar - 22		
Mayor Matt Paterson	✓	✓	A		
Councillor Marli Banks	✓	✓	✓		
Councillor Kim Hopper	✓	A	✓		
Councillor Mark Coffey	✓	A	A		
Nicole Walsh / Ria Mitchell <small>31/3/22</small>	A	✓ Proxy	A		
Stephen Jarrett	✓	✓	✓		
Hannah Smyth	✓	✓	✓		
Deanne Fenton	✓	A	A		
Courtney Organ	✓	--	--		

Leon Tripp	A	A	✓		
Jeanette Shepherd/MJ Warfield	✓	✓	✓		
Dale McIver	✓	✓	A		
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 7.1, Bangtail Muster sponsorship application, 7.2 Beanie Festival sponsorship application and 7.3 Sustainable Couture sponsorship application.

Note: Due to the addition of 'General Business' as a new Agenda item, the numbering sequence has changed in the minutes (i.e. Agenda Item 6 on the Agenda is now Agenda Item 7 in the minutes).

3. MINUTES OF PREVIOUS MEETINGS

RESOLVED:

The minutes of the Tourism, Events and Promotions Committee meeting held 24 February 2022 be confirmed as a true and correct record of that meeting.

Moved: Lisa-Marie Burgoyne

Seconded: Mary Jane Warfield

4. BUSINESS ARISING FROM PREVIOUS MINUTES

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

At the Ordinary Council meeting held 22 March 2022, Council approved the full amount requested from Bush Bands Bash (\$10,000), Finke Desert Race (\$16,500) and Desert Song Festival 2022 (\$10,000) sponsorship applications, after the TEP Committee recommended a reduced amount.

The total remaining budget for Tourism, Events and Promotions Committee for this financial year is now \$5,070.

The Committee discussed the current budget and how the Council process of approving sponsorship applications is structured. There was a suggestion to divide the budget into quarterly amounts, so that the allocated budget is not drained at the beginning of the financial year.

ACTION:

Council officer to clarify at the next meeting if the 2020 Eco Fair Sponsorship (late invoice) of \$5,000 is coming out of this financial year or the previous financial year.

4.2 TEPC Terms of Reference

The Committee would like to discuss further the functions and responsibilities of the Committee at the next meeting.

Leon Tripp asked if there is a statutory requirement to have committees as a process.

The Chair advised that it is more about the responsibility of Council to consult.

Councillor Hopper advised that part 5.2 of the Local Government Act outlines how Committees must operate and the controlling direction by Council, but nothing was stated about statutory requirement.

ACTION:

Terms of Reference to be discussed at the next meeting.

General Business to be added as a regular Agenda item.

4.3 Deanne Fenton's Resignation from the TEPC

Community Development Officer advised that Deanne Fenton from NT Major Events has resigned from TEP Committee. An expression of interest for general membership will be advertised in due course.

TEPC would like to acknowledge the input Deanne Fenton has contributed to this Committee.

ACTION:

Council officers to circulate an expression of interest membership form to the Committee.

5. DEPUTATIONS

Nil

6. GENERAL BUSINESS

6.1 Sponsorship Application Form / Assessment Criteria

Lisa-Marie Burgoyne referred to the environmental impact section on the form and asked if this part can be explicated. The expectation on measures is not very clear. It was suggested that Council officers provide a breakdown presentation to the Committee on how each criterion is scored.

The Community Development Officer advised that the environmental impact is also part of the acquittal process, where organisations must provide evidence on how this component was achieved.

ACTION:

Council officers to present to the next Committee meeting Council's community support and funding guidelines, and on how the new assessment criteria template are scored, for transparency and consistency of process.

6.2 Community Event Update from Committee Members

- Mary Jane Warfield - Red Hot Arts
 - A new strategic plan has been passed by the Red-Hot Arts board
 - Desert Festival will be on the 22nd of September to the 2nd of October. A hub venue in town is still being pursued
- Hannah Smyth - Tourism NT
 - Brand events drive campaigns are being marketed interstate
- Leon Tripp - Department of the Chief Minister
 - The April school holiday programs/activities and NT Youth Week starts Monday 4 April
 - The next round of funding for youth activities grant will come out in July
- Steve Jarrett - Tourism Central Australia
 - Tourism Towards 2030 Conference on Thursday 7 April at the Convention Centre
 - TCA has a new Events Specialist, Karan Bhuta, working with events locally
 - Caravan and camping shows starting next week in Melbourne, Sydney, Queensland
- Ria Mitchell - NT Chamber of Commerce
 - Business at Sunset every month
 - Corporate Golf day coming up
 - Territory Projects for Business Forum next Monday
- Lisa-Marie Burgoyne - Totem Theatre / Araluen Centre
 - Stephen Sondheim Tribute concert in May
 - Olive Pink opera in October
- Councillor Kim Hopper
 - Good to see that the town is getting busy and tourism operators are pre-ordering their goods
- Community Development Officer
 - The first Pop-up Park series this year was held on 18 March at the Flynn Drive oval in line with International Women's Day
 - The second Pop-up Park series will be held 22 April at Larapinta oval in line with Earth Day

7. OTHER BUSINESS

Lisa-Marie Burgoyne having declared an interest in Items 7.1, 7.2 and 7.3, left the meeting at 4:47pm prior to discussion of these matters.

7.1 Sponsorship Application – Bangtail Muster Parade

The Rotary Club of Alice Springs is seeking financial sponsorship of \$5,000 for the Bangtail Muster Parade on 2 May 2022 to fund the Traffic Management fees.

Discussion ensued about the application in terms of the remaining Committee budget, and Council's guidelines in funding for traffic management plan for local events.

The Committee considered the application and agreed to support 'in principle' to the value of \$5,000, but request Council to find an operational budget line.

RESOLVED:

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

- A. That Council support 'in principle' the application from Rotary Club of Alice Springs to the value of \$5,000 (incl. GST) for the Bangtail Muster Parade on 2 May 2022, and that Council find an operational budget line to fund the sponsorship.**
- B. That Council review supports provided to local events around Traffic Management Plans and Council's financial and in-kind contribution for consistency of process.**

Moved: Mary Jane Warfield

Seconded: Hannah Smyth

7.2 Sponsorship Application – Beanie Festival

The Alice Springs Beanie Festival is asking for \$5,000 to host the Festival's opening night on 24 June 2022.

The event received \$5,000 financial sponsorship from Council from 2016 to 2019 and in 2021.

The Committee recognised the merit of the event and approved the full amount requested, however, due to insufficient budget remaining, the Committee agreed to support \$2,500 from the Tourism, Events and Promotions Committee budget and support "in principle" the remaining \$2,500, and request Council to find a budget line.

RESOLVED:

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

- A. That Council support the application from the Alice Springs Beanie Festival for the Festival opening night to be held on 24 June 2022 to the value of 2,500 (incl. GST) from the Tourism, Events and Promotions Committee budget.**
- B. That Council support the remaining \$2,500 from an appropriate budget line.**

Moved: Leon Tripp

Seconded: Ria Mitchell

7.3 Sponsorship Application – Sustainable Couture

The sponsorship request from Sustainable Couture is \$4,115 to assist with the cost of running the annual Sustainable Couture parade and marketplace on 26 June 2022 at the Araluen Cultural Precinct.

Council provided sponsorship to the event from 2017 to 2021 through the Community Development Grant program.

The Committee recognised the merit of the event and agreed to support \$2,500 from the Tourism, Events and Promotions Committee budget and support “in principle” the remaining \$1,615, and request Council to find a budget line.

RESOLVED:

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

- A. That Council support the annual Sustainable Couture parade and marketplace to be held on 26 June 2022 to the value of 2,500 (incl. GST) from the Tourism, Events and Promotions Committee budget.**
- B. That Council support the remaining \$1,615 from an appropriate budget line.**

Moved: Leon Tripp

Seconded: Ria Mitchell

8. NEXT MEETING: Thursday, **21 April 2022**, 4:00pm

9. CLOSURE OF MEETING: The meeting closed at 5:15pm