

MINUTES OF THE
TOURISM, EVENTS & PROMOTIONS COMMITTEE MEETING
 THURSDAY 25 JUNE 2020 at 4:00PM
 via Zoom teleconferencing

1. ATTENDANCE

PRESENT:

Councillor Jimmy Cocking (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
 Stephen Jarrett, Tourism Central Australia

OFFICERS IN ATTENDANCE:

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

APOLOGIES:

Mayor Damien Ryan
 Liz Olle, Department of the Chief Minister
 Steve Shearer, Community member
 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
Mayor Damien Ryan	✓	Meeting cancelled – no quorum	✓	✓	✓	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	✓	✓	✓	✓
Stephen Jarrett	✓		✓	✓	✓	--	✓	A	✓	✓
Lindsay Dixon (started 26/9/19)			✓	✓	--	✓	A	A	--	--
Jennifer Standish-White (started 26/9/19)			✓	✓	✓	✓	✓	✓	✓	✓
Steve Shearer	✓		✓	A	✓	✓	A	✓	--	A
Nicole Walsh / Courtney Hana (started 27/02/20)	✓		✓	✓	✓	✓	A	--	--	--
Brendan Heenan	✓		--	A	A	A	✓	✓	✓	✓
Liz Olle	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 Tourism, Events and Promotions Committee confirmed the minutes of the meeting held 28 May 2020 as a true and correct record of the proceedings.

Moved: Alana Richardson
Seconded: Brendan Heenan

4. BUSINESS ARISING FROM PREVIOUS MINUTES

4.1 COVID-19 Tourism and Event Recovery Proposals Update

The recommendations from PAAC's May meeting have gone to Ordinary Council. Council officers have started planning the 112ONE Series program

The first night market, with roving entertainment portraying artistic social distancing messages, involves a chalk artist. Other artists will be involved in future night markets. The September night markets will be held in conjunction with the Desert Festival launch.

4.2 Sponsorships Update

The Intra-territory campaign and ALEC DesertSMART Eco-Fair sponsorship (noting Councillor Cocking's disclosure of interest on this sponsorship) recommendation have been put forward to this month's Ordinary Council meeting, through the Community and Cultural Development Unit report.

5. DEPUTATIONS

Nil

6. OTHER BUSINESS

6.1 Community Event Update from Committee Members

- Stephen Jarrett – a few more people are coming into the Visitor Information Centre. The number is picking up but it is a long way to go to meet a normal season.

Marketing campaign for the Territory 'Never have I ever...' – the Territory Tourism Voucher scheme starts on Wednesday 1 July at 12:01am.

The scheme provides an incentive to support the Territory's struggling tourism industry and to experience the great Territory lifestyle by encouraging Territorians to purchase bookable tourism products. The voucher is worth up to \$200 if people contribute \$200 of their own money.

Tourism NT started a campaign yesterday with the intention to capture interstate people to come to the Territory once the borders open.

NT Caravan Park Association in conjunction with Tourism NT and Caravan Industry of Australia is working on a campaign to encourage interstate and local people to come to the Territory.

- Merrilyn Spencer– the School of the Air is very quiet. Some restaurants are reporting weekend nights are relatively busy but nothing is happening during the week.

A few events happening around town to stimulate interest from the community such as School of the Air Open Day on 1 July, Road Transport Hall of Fame Family Day a couple of weeks ago and Women's Museum of Australia Open Day as part of Amazing Alice.

- Brendan Heenan – had 88 people yesterday in Caravan Park. There are many bookings from July but some are changing the bookings to a later date or asking for a refund. This may change once the borders are open.
- Alana Richardson – businesses are surviving and being optimistic and relying heavily on job keeper payment.
- Councillor Satour – NAIDOC week community event will take place from 8 to 15 November. The NAIDOC Ball is still being considered if this will go ahead.
- Jennifer Standish-White –
 - Desert Festival is going ahead from 24 September to 4 October with reduce program focusing on events that would cover COVID-19 restrictions, i.e. more on outdoor events than indoor events.
 - The Street Art Festival is potentially going ahead for one week towards the end of August.
 - RedHot Arts has reopened and some events are picking up.
- Jeanette Shepherd –
 - 112ONE series is in the planning stages.
 - The Phoney Film Festival launch at the cinema will progress, with COVID-19 safety measures in place.
 - Council officers are planning some targeted programs for the community, such as seniors dance class at the 50 Plus Centre starting this week and Dancing with Dementia dance class.
 - Received funding to develop an online public art map. As part of the Desert Festival, organising some free community public art walks in the CBD.

6.2 Arts Industry COVID-19 Recovery Package

Councillor Satour put forward a proposal at the last Standing Committee meeting about the \$200K arts industry COVID-19 recovery package. The proposal is to provide artists opportunity to be re-engaged into existing Alice Springs Town Council (ASTC) opportunities, expansion of ASTC arts opportunities, for artists and community arts organisations to access funds to develop new work, support recovery or adaptation of existing work and support opportunities for creative and artistic community participation. The \$200K is proposed to be made up of a Creative Arts Quick Response Grants for artists and arts organisations and Creative Alice which is a series of community arts events opportunities over the next twelve months.

The proposal will be decided by Elected Members at next week's Ordinary Council meeting.

6.3 DesertSMART EcoFair 2020

This year's program will feature a mix of online and face-to-face events taking place across multiple venues around Alice Springs from 6 to 9 August. Eco Fair Schools Days broadcast for nine days have been organised due to COVID-19 restrictions. 200 kids have already registered and expecting more coming. There will be a film night dedicated to Dave Nixon at the Community Garden.

6.4 Centralian Advocate Open Day

Centralian Advocate will have an Open day tomorrow from 9:00am to 5:00pm being their last day before they come online.

6.5 Resignation of Alana Richardson

Alana Richardson announced her resignation from the Chamber of Commerce NT from 8 July and on this Committee. The Chair, on behalf of the Tourism, Events and Promotions Committee, thanked Alana for her contribution and support for the last two years.

7. **NEXT MEETING:** Thursday **30 July 2020**, 4:00pm

8. **CLOSURE OF MEETING:** The meeting closed at 4:28pm