



City of  
**LAUNCESTON**

# **STRATEGIC PLANNING & POLICY COMMITTEE AGENDA**

**COMMITTEE MEETING  
MONDAY 15 MAY 2017**

**10.00am**

**COMMITTEE ROOM, TOWN HALL, ST JOHN STREET, LAUNCESTON**

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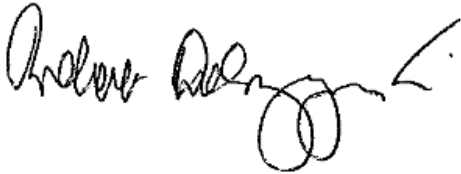
## Section 65 Certificate of Qualified Advice

### Background

Section 65 of the *Local Government Act 1993* requires the General Manager to certify that any advice, information or recommendation given to Council is provided by a person with appropriate qualifications or experience.

### Declaration

I certify that persons with appropriate qualifications and experience have provided the advice, information and recommendations to Council in the Agenda Items for this Meeting.



**Robert Dobrzynski**  
General Manager

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**Venue:** Committee Room, Town Hall, St John Street, Launceston

**Time:** 10.00am

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## ORDER OF BUSINESS

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**1 OPENING OF MEETING - ATTENDANCE AND APOLOGIES**

**2 DECLARATION OF INTERESTS**

**3 CONFIRMATION OF MINUTES**

**DECISION STATEMENT:**

To resolve that the Minutes of the previous meeting are a true and correct record.

**RECOMMENDATION:**

That the Minutes of the Strategic Planning and Policy Committee Meeting held on 1 May 2017 be accepted as a true and correct record.

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## 4 AGENDA ITEMS

### 4.1 Deputation - Cityprom

**FILE NO:** SF0097

**AUTHOR:** Anthea Rooney (Committee Clerk)

**DIRECTOR:** Leanne Hurst (Director Development Services)

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#### **DECISION STATEMENT:**

To receive a deputation at 10.00am from Ms Vanessa Cahoon (Executive Officer), Mr Andrew Pitt (Chairman) and Mr Richard Lawson (Treasurer - Cityprom), initiated by Leanne Hurst (Director Development Services).

#### **RECOMMENDATION:**

That the Strategic Planning and Policy Committee receives a deputation from Ms Vanessa Cahoon, Mr Andrew Pitt and Mr Richard Lawson (Cityprom) to present 2017/2018 financial budget and request funding.

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#### **REPORT:**

Ms Vanessa Cahoon, Mr Andrew Pitt and Mr Richard Lawson (Cityprom) will present to the Committee regarding annual plan of activities for Cityprom, the 2017/2018 financial budget and make a request for funds.

The Cityprom delegation will discuss progress in relation to delivery of the agreed outcomes from 2016/2017 budget. The annual report for 2015/2016 has been provided and Cityprom will also provide a report that summarises activities over the 2016/2017 period to date prior to the deputation presentation.

#### **ECONOMIC IMPACT:**

Not considered relevant to this report.

#### **ENVIRONMENTAL IMPACT:**

Not considered relevant to this report.

#### **SOCIAL IMPACT:**

Not considered relevant to this report.

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## 4.1 Deputation - Cityprom ...(Cont'd)

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### **STRATEGIC DOCUMENT REFERENCE:**

City of Launceston Strategic Plan 2014-2024  
Priority Area 8 - A secure, accountable and responsive Organisation  
Ten-year goals - To communicate and engage consistently and effectively with our community and stakeholders  
Key Directions -  
1. To develop and consistently use community engagement processes

### **BUDGET & FINANCIAL ASPECTS:**

Not considered relevant to this report.

### **DISCLOSURE OF INTERESTS:**

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.



**Leanne Hurst: Director Development Services**

## 4.2 Cityprom Budget 2017/2018

**FILE NO:** SF0016/SF0526

**AUTHOR:** Bruce Williams (Economic Development Officer)

**DIRECTOR:** Leanne Hurst (Director Development Services)

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### **DECISION STATEMENT:**

To obtain Council approval for the Cityprom 2017/2018 budget.

### **PREVIOUS COUNCIL CONSIDERATION:**

SPPC - 7 March 2016 - Agenda Item 4.1 - Deputation

Council - 23 March 2015 - Agenda Item 15.2 - Cityprom Budget 2015/2016

SPPC - 16 March 2015 - Agenda Item 4.1 - Deputation

Council - 24 June 2013 - Agenda Item 15.2 - Resolved Cityprom CBD Promotional Services Grant Agreement for period 2013-2016

Council - 12 July 2010 - Agenda Item 11.12 - Resolved Cityprom Agreement for period 2010-2013

### **RECOMMENDATION:**

That Council receives the Cityprom budget for the 2017/2018 financial year of \$505,000 and indicates its intention to strike a differential rate on businesses included in the City of Launceston CBD area of \$504,000 (five hundred and four thousand dollars), to fund this budget.

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### **REPORT:**

Council has a CBD Promotional Services Grant Agreement with Cityprom for the period July 2016 - 30 June 2018.

Part of this agreement is that Council will levy an annual rate to fund CBD promotional services conducted by Cityprom or its successors. The quantum of the annual rate is to be determined between Council and Cityprom, based on the preparation of a fully documented budget of income and expenditure relating to the promotional activities acceptable to Council. The budget document must be submitted to Council by 31 March to enable Council to determine the levy for the following financial year.

In accordance with this arrangement, Cityprom has been invited to present their budget and the annual rate that will be required to Council for consideration.

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## 4.2 Cityprom Budget 2017/2018 ...(Cont'd)

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The budget is a request for less than 1% increase in the differential rate levied on businesses in the Launceston City Council CBD area.

### **ECONOMIC IMPACT:**

Cityprom provides valuable promotional activity for the businesses within the Launceston CBD, which also have positive effects on the broader community.

### **ENVIRONMENTAL IMPACT:**

Not considered relevant to this report.

### **SOCIAL IMPACT:**

Cityprom's activities can and have provided valuable social capital for our community.

### **STRATEGIC DOCUMENT REFERENCE:**

Priority Area 1 - A creative and innovative city

Ten-year goal - To foster creative and innovative people and industries

Priority Area 2 - A city where people choose to live

Ten-year goal - To promote Launceston as a unique place to live, work, study and play

Priority Area 7 - A city that stimulates economic activity and vibrancy

Ten-year goal - To develop a strategic and dedicated approach to securing economic investment in Launceston

### **BUDGET & FINANCIAL ASPECTS:**

In accordance with the terms of the CBD Promotional Service Grant Agreement 2016-2018, Council must consider the budget request for a rate to be levied on CBD businesses and included in the Council's 2017/2018 budget.

The budget adjustment consideration of this item has been approved by the Director Corporate Services.

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## 4.2 Cityprom Budget 2017/2018 ...(Cont'd)

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### DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.



**Leanne Hurst: Director Development Services**

### ATTACHMENTS:

1. Cityprom draft Budget 2017/2018
  2. Cityprom audited financial statement
  3. Cityprom letter to Aldermen
  4. Cityprom Annual Report
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Attachment 1 - Cityprom draft Budget 2017/2018

CITYPROM ANNUAL BUDGET FY2017-2018			
	2016	BUDGET FY17	BUDGET FY18
<b>INCOME</b>			
<i>Promotion Income</i>			
General Income			
Rates Levy			
Interest			
Sundry			
Rates Levy	492,000	500,000	504,000
Interest Income	1,094		1,000
Sundry Income	1,230	-	-
<b>Total Income</b>	<b>494,324</b>	<b>500,000</b>	<b>505,000</b>
<b>EXPENSES</b>			
<b>MARKETING ACTIVITY</b>			
Advertising			
Kingsway Parklet			
Free Spots Campaign			
Social Media Generic Campaigns			
Hawthorn Initiatives			
Harmony Day			
Passport to Paradise			
UTA'S Student Welcome			
Dicky White's Laneway			
<b>TOTAL Marketing</b>	<b>64,930</b>	<b>21,000</b>	<b>9,500</b>
<b>MEMBER SUPPORT</b>			
Digital Campaigns			
Member Recognition program			
Function/Forums			
Business Development			
New sletters			
<b>TOTAL MEMBER SUPPORT</b>	<b>6,608</b>	<b>9,240</b>	<b>20,740</b>
<b>VIBE PROGRAM-Members</b>			
<b>Total Vibe projects</b>	<b>-</b>	<b>5,000</b>	<b>22,000</b>
<b>EVENTS</b>			
Christmas in the City			
Christmas theming			
Crazy Day			
Fiesta on George			
Winterlicious			
Xmas on Q			
York Town Night Market			
Mad Hatter's Twilight Festival			
Targafest			
<b>Total Events</b>	<b>193,642</b>	<b>219,000</b>	<b>195,500</b>
<b>EVENT SPONSORSHIP</b>			
Christmas Parade Sponsorship			
Royal Eve			
Junction Arts Festival			
<b>Total Sponsorship</b>	<b>10,500</b>	<b>13,500</b>	<b>13,500</b>
<b>ADMINISTRATION EXPENSES</b>			
Rent - Office			
Parking			
Rent - Warehouse			
Outgoings Rates/Taxes/Water/Electricity			
Repairs, Maint. & Safety			
Cleaning			
Accounting & Audit Fees			
Bank Charges			
Computers			
Donation			
Filing Fees Asic			
General Insurance			
Workers Comp Insurance			
Directors Insurance			
Membership Subscription			
AGM costs (notices, meeting)			
Internet			
Meetings & Function Costs			
Postage			
Staff Amenities/Office Supp			
Stationery Printing			
Sundry Expense			
Telephone, Mobile & Faxes			
Travel & Accommodation			
Website/hosting/maint.			
Professional Develop.- Staff			
<b>Total Administration Expenses</b>	<b>53,794</b>	<b>57,873</b>	<b>59,800</b>
<b>STAFF COSTS</b>			
Wages,Salaries & Superannuation			
<b>Total Staff Costs</b>	<b>170,028</b>	<b>174,653</b>	<b>183,960</b>
<b>TOTAL BUDGET COSTS</b>	<b>499,502</b>	<b>500,266</b>	<b>505,000</b>
	<b>- 5,178</b>	<b>- 266</b>	<b>-</b>

*Attachment 2 - Cityprom audited financial statement*

**CITYPROM INC**  
**FINANCIAL STATEMENTS**  
**30 JUNE 2016**

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## COMMITTEE MEMBERS

Cityprom Inc  
*For the year ended 30 June 2016*

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<b>Chairperson:</b>	Andrew Pitt	69 Abbott Street East Launceston 7250
<b>Vice Chairperson:</b>	Monica Plunkett	69B Lachlan Parade Trevallyn 7250
<b>Treasurer:</b>	Richard Lawson	89 Blackstone Road Blackstone Heights 7250
<b>Secretary/Public Officer:</b>	Vanessa Cahoon	46 Hart Street Newstead 7250
<b>Directors:</b>	Natalie De Vito	18 Denison Grove West Launceston 7250
	Luke Dawson	104 Waroona St Youngtown 7249
	Chris Griffin	11 Chant St East Launceston 7250
	Todd Henderson	120a Elphin Rd Newstead 7250
	Simon Wood	48 Landsborough Ave Newstead 7250
	Arch Brammall	93 George St Launceston 7250

GEOFFREY V POWELL  
Association Auditor

Date:

## STATEMENT OF COMPREHENSIVE INCOME

Cityprom Inc <i>For the year ended 30 June 2016</i>	<i>Notes</i>	2016 \$	2015 \$
<b>Revenue</b>			
Rates levy		492,000	486,000
Promotional activity income		27,600	22,546
Interest received		1,094	1,794
Other income		1,229	15,897
Sponsorships		-	1,623
<b>Total Revenue</b>		<b>521,923</b>	<b>527,860</b>
<b>Expenses</b>			
Promotional activities	2 (a)	254,470	231,359
Occupancy costs		18,471	21,807
Administrative costs		50,788	76,193
Employment costs		170,108	175,095
Depreciation & Impairment		52,010	31,508
<b>Total Expenses</b>		<b>545,847</b>	<b>535,962</b>
<b>Net (deficit) for the year</b>		<b>(23,924)</b>	<b>(8,102)</b>
<b>Total Comprehensive Income</b>		<b>(23,924)</b>	<b>(8,102)</b>

*This statement should be read in conjunction with the accompanying notes.*

## STATEMENT OF FINANCIAL POSITION

Cityprom Inc As at 30 June 2016	Notes	2016 \$	2015 \$
<b>CURRENT ASSETS</b>			
Cash and cash equivalents	3	95,794	110,029
Trade and other receivables	4	6,057	1,385
Other assets	5	18,848	5,280
<b>Total Current Assets</b>		<u>120,699</u>	<u>116,694</u>
<b>NON-CURRENT ASSETS</b>			
Property, plant and equipment	6	49,219	63,184
Other non-current assets		-	-
<b>Total Non-Current Assets</b>		<u>49,219</u>	<u>63,184</u>
<b>TOTAL ASSETS</b>		<u>169,918</u>	<u>179,878</u>
<b>LIABILITIES</b>			
<b>CURRENT LIABILITIES</b>			
Trade and other payables	7	53,315	31,310
Provisions	8	6,489	4,789
Other liabilities	9	3,000	12,741
<b>Total Current Liabilities</b>		<u>62,804</u>	<u>48,840</u>
<b>NON-CURRENT LIABILITIES</b>			
Advance - Launceston City Council		8,500	8,500
<b>Total Non-Current Liabilities</b>		<u>8,500</u>	<u>8,500</u>
<b>TOTAL LIABILITIES</b>		<u>71,304</u>	<u>57,340</u>
<b>NET ASSETS</b>		<u>98,614</u>	<u>122,538</u>
<b>EQUITY</b>			
Accumulated funds		98,614	122,538
<b>TOTAL EQUITY</b>		<u>98,614</u>	<u>122,538</u>

*This statement should be read in conjunction with the accompanying notes.*

## STATEMENT OF CHANGES IN EQUITY

Cityprom Inc <i>For the year ended 30 June 2016</i>	<i>Notes</i>	2016 \$	2015 \$
<b>Accumulated Funds</b>			
Opening balance		122,538	130,640
Net (deficit) for the year		<u>(23,924)</u>	<u>(8,102)</u>
<b>Closing Balance</b>		<u>98,614</u>	<u>122,538</u>

*This statement should be read in conjunction with the accompanying notes.*

**STATEMENT OF CASH FLOWS**

Cityprom Inc For the year ended 30 June 2016	Notes	2016 \$	2015 \$
<b>Cash from operating activities</b>			
Receipts from council levy		478,675	534,600
Other receipts		28,829	45,797
Payments to suppliers		(314,680)	(354,500)
Payments to employees		(170,108)	(182,952)
Interest received		1,094	1,794
Net GST refunded/(remitted)		-	-
<b>Net cash provided by/(used in) operating activities</b>	10	<u>23,810</u>	<u>44,739</u>
<b>Cash flows from investing activities</b>			
Proceeds from the sale of property, plant and equipment		-	-
Payments for purchase of property, plant and equipment		(38,045)	(34,545)
Purchase of other non-current assets		-	-
<b>Net cash provided by/(used in) investing activities</b>		<u>(38,045)</u>	<u>(34,545)</u>
<b>Cash flows from financing activities</b>			
No financing activities		-	-
<b>Net cash provided by/(used in) financing activities</b>		<u>-</u>	<u>-</u>
<b>Net (decrease)/increase in cash held</b>		<b>(14,235)</b>	<b>10,194</b>
Cash and cash equivalents at beginning of year		<u>110,029</u>	<u>99,835</u>
<b>Cash at end of financial year</b>	3	<u><u>95,794</u></u>	<u><u>110,029</u></u>

*This statement should be read in conjunction with the accompanying notes.*



**NOTES TO THE FINANCIAL STATEMENTS**

Cityprom Inc 30 June 2016	2016 \$	2015 \$
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**1 Summary of Significant Accounting Policies**

The financial report covers Cityprom Inc as an individual entity. Cityprom Inc is an association incorporated in Tasmania under the *Associations Incorporation Act (Tas) 1964*.

The financial report is a general purpose financial report that has been prepared in accordance with Australian Accounting Standards, Australian Accounting Interpretations, other authoritative pronouncements of the Australian Accounting Standards Board and the *Associations Incorporation Act (Tas) 1964*. Cityprom Inc has elected to adopt the pronouncements AASB:1053 *Application of Tiers of Australian Accounting Standards* and AASB: 2010-2 *Amendments to Australian Accounting Standards* arising from Reduced Disclosure requirements to annual reporting period beginning 1 July 2009.

Australian Accounting Standards set out accounting policies that the AASB has concluded would result in a financial report containing relevant and reliable information about transactions, events and conditions to which they apply. Compliance with Australian Accounting Standards ensures that the financial statements and notes also comply with International Financial Reporting Standards, except to the extent that the AASB have allowed for alternative policies to be adopted by not-for-profit entities in Australia. Material accounting policies adopted in the preparation of this financial report are presented below. They have been applied consistently unless otherwise stated.

The financial report has been prepared on an accruals basis and is based on historical costs modified, where applicable, by the measurement at fair value of selected non-current assets, financial assets and financial liabilities.

**(a) Revenue**

Cityprom's primary source of income is from a levy raised by the Launceston City Council on properties within the central business district of Launceston, and collected by the Council as part of its municipal rates. Cityprom invoices the Council on a quarterly basis according to an agreed budget which is intended to match the cash flows required for Cityprom's promotional activities. As a result, Cityprom does not collect revenue from CBD members directly.

Cityprom also generates some revenue as a result of its promotional activities, including advertising, ticket sales for events, sponsorship and sundry sales. Revenue from these sources is generally recognised as the earlier of when the cash is received or when Cityprom is entitled to invoice the customer. Revenue is measured at the fair value of the consideration received or receivable after taking into account any discounts allowed.

Revenue from the sale of goods is recognised at the point of delivery as this corresponds to the transfer of significant risks and rewards of ownership of the goods and the cessation of all involvement in those goods.

Interest revenue is recognised using the effective interest rate method which, for floating rate financial assets, is the rate inherent in the instrument.

All revenue is stated net of the amount of Goods and Services Tax (GST).

**(b) Income Tax**

Cityprom is exempt from income tax under Section 50-45 of the Income Tax Assessment Act 1997.

**(c) Cash and Cash Equivalents**

Cash and cash equivalents includes cash on hand, deposits held at call with banks and other short-term highly liquid investments with original maturities of three months or less.

**(d) Employee Benefits**

Provision is made for the association's liability for employee benefits arising from services rendered by employees to balance date. Employee benefits that are expected to be settled within one year have been measured at the amounts expected to be paid when the liability is settled. Employee benefits payable later than one year have been measured at present value of the estimated future cash outflows to be made for those benefits. These cashflows are discounted using market yields on national government bonds with terms to maturity that match the expected timing of cashflows.

**NOTES TO THE FINANCIAL STATEMENTS**

Cityprom Inc 30 June 2016	2016 \$	2015 \$
<b>1 Summary of Significant Accounting Policies (continued)</b>		
<b>(e) Property, Plant and Equipment</b>		
Plant and equipment are measured on the cost basis less depreciation and impairment losses.		
The depreciable amount of all fixed assets is depreciated on a straight-line basis over the asset's useful life commencing from the time the asset is held ready for use.		
The depreciation rates used for each class of depreciable assets are:		
Plant and equipment	10-33%	
The assets' residual values and useful lives are reviewed, and adjusted if appropriate, at each statement of financial position date.		
<b>(f) Goods and Services Tax (GST)</b>		
Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office. In these circumstances the GST is recognised as part of the acquisition of the asset or as part of an item of the expense. Receivables and payables in the statement of financial position are shown inclusive of GST.		
Cash flows are presented in the statement of cash flows on a gross basis, except for the GST component of investing and financing activities, which are disclosed as operating cash flows.		
<b>2 Profit for the Year</b>		
<b>(a) Promotional Activity</b>		
Cityprom's primary objective is the promotion and enhancement of the Launceston city centre through various activities and events that Cityprom holds, supports or contributes funds to. One of the key performance measures that the Board monitors is the proportion of available funds that are spent on promotional activities.		
Promotional expenditure includes advertising, business development and event costs which are expensed during the year, as well as the purchase of capital items that provide longer term enduring benefits, and funds that are set aside for future expenses. Total promotional expenditure for the year is summarised below:		
Expenses		
Advertising	-	2,949
Re-branding	1,200	17,724
Business development	18,869	11,729
Events	234,401	198,957
<b>Total expenses as per statement of comprehensive income</b>	<b>254,470</b>	<b>231,359</b>
<b>Capital purchases</b>	<b>38,045</b>	<b>45,369</b>
<b>Committed funds</b>	<b>-</b>	<b>-</b>
<b>Total promotional expenditure for year</b>	<b>292,515</b>	<b>276,728</b>
Proportion of total revenue spent on promotional activities	56.05%	52.42%
<b>(b) Specific Expenses</b>		
Rental expense on operating leases - office premises	12,849	13,482

**NOTES TO THE FINANCIAL STATEMENTS**

Cityprom Inc 30 June 2016	2016 \$	2015 \$
<b>3</b>	<b>Cash and Cash Equivalents</b>	
	Cash on hand	230
	Cash at bank	55,564
	MyState Term Deposit	-
	B & E Term Deposit	40,302
		<u>95,794</u>
		<u>110,029</u>
<b>4</b>	<b>Trade and Other Receivables</b>	
	Trade receivables	6,057
		<u>1,385</u>
		<u>6,057</u>
<b>5</b>	<b>Other Assets</b>	
	Inventory	666
	Prepayments	18,182
		<u>18,848</u>
		<u>5,280</u>
<b>6</b>	<b>Property, Plant and Equipment</b>	
	Plant and equipment - at cost	247,612
	Accumulated depreciation	(198,393)
		<u>49,219</u>
		<u>63,184</u>
(a)	<b>Movements in carrying amounts</b>	
	Movement in the carrying amount for each class of property, plant and equipment between the beginning and the end of the current financial year.	
		<b>Plant and Equipment</b>
		<b>Total</b>
	Balance at the beginning of the year	63,184
	Additions	38,045
	Disposals	-
	Depreciation expense	(52,010)
		<u>(52,010)</u>
	Carrying amount at the end of the year	<u>49,219</u>
		<u>49,219</u>
<b>7</b>	<b>Trade and Other Payables</b>	
	Trade payables	56,841
	PAYG payable	-
	GST payable	(3,526)
		<u>53,315</u>
		<u>31,310</u>
<b>8</b>	<b>Provisions</b>	
	Employee entitlements	6,489
		<u>4,789</u>
		<u>6,489</u>
		<u>4,789</u>

**NOTES TO THE FINANCIAL STATEMENTS**

Cityprom Inc		2016	2015
30 June 2016		\$	\$
<b>9</b>	<b>Other Liabilities</b>		
	Contra- Peace Festival	-	12,741
	Income received in advance	3,000	
		<u>3,000</u>	<u>12,741</u>
<b>10</b>	<b>Cash Flow Information</b>		
	<b>Reconciliation of cash flow from operations with net surplus/(deficit)</b>		
	Net (deficit) for the year	(23,924)	(8,102)
	<b>Non-cash flows in surplus/(deficit)</b>		
	Depreciation and impairment	52,010	31,508
	Loss on disposal of assets	-	-
	<b>Changes in assets and liabilities</b>		
	Trade and other receivables	(3,584)	615
	Prepayments	(18,182)	(\$,280)
	Trade and other payables	25,531	11,949
	Provisions	1,700	1,308
	Deferred income	(9,741)	12,741
		<u>23,810</u>	<u>44,739</u>
<b>11</b>	<b>Auditor's Remuneration</b>		
	Remuneration of the auditor of the association for:		
	Auditing or reviewing the financial report	2,805	2,559
		<u>2,805</u>	<u>2,559</u>

**NOTES TO THE FINANCIAL STATEMENTS**

Cityptom Inc	2016	2015
30 June 2016	\$	\$

12 Related Parties

Names and positions held of key management personnel in office at any time during the financial year are:

Directors	Position
Andrew Pitt	Chair
Monica Plunkett	Vice chair
Richard Lawson	Treasurer
Luke Dawson	
Natalie De Vito	Resigned December 2015
Chris Griffin	
Todd Henderson	
Arch Brammall	
Simon Wood	
Sarah Meridew	
Dan Ryan	

Other key management personnel

Vanessa Cahoon	Executive officer
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The directors act in an honorary capacity and receive no compensation for their services.

Short-term employee benefits	80,000	75,871
Post-employment employee benefits	5,800	(2,929)
	<u>85,800</u>	<u>72,942</u>

13 Related Party Transactions

All directors, with the exception of representatives of Launceston City Council and Launceston Chamber of Commerce, represent CBD businesses which contribute indirectly to Cityptom's income through their annual municipal rates. Cityptom's financial records do not provide sufficient information to be able to quantify the amount of individual contributions so received.

Cityptom also acquired goods and services from businesses represented by directors during the year. These transactions are in the normal course of operations and are measured at the exchange amount, which is the amount of consideration established and agreed to by the related parties, and which in management's opinion is comparable to amounts that would have been paid to non-related parties.

Purchases of Goods and Services

Fairfax Media	(D Ryan)	17,352	18,543
Foot & Playsted	(R Hogarth)	-	7,227
Launceston Chamber of Commerce	(A Pitt)	-	237
Halibut	(M Plunkett)	8,752	2,717
Junction Arts Festival	(N De Vito)	4,400	6,600
Launceston City Council	(S Wood)	-	1,310

**STATEMENT BY THE COMMITTEE**

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Cityprom Inc  
30 June 2016

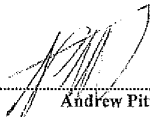
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In the opinion of the directors:

1. the financial statements as set out on Pages 1 to 10 present a true and fair view of the financial position of Cityprom Inc as at 30 June 2016 and its performance for the year ended on that date in accordance with Australian Accounting Standards and the Associations Incorporation Act (Tas) 1964.
2. at the date of this statement there are reasonable grounds to believe that Cityprom Inc will be able to pay its debts as and when they fall due.

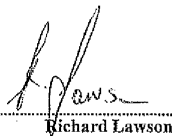
This statement is made in accordance with a resolution of the directors and is signed for and on behalf of the directors by:

Chair:



Andrew Pitt

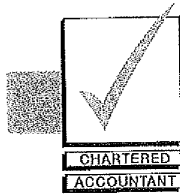
Treasurer:



Richard Lawson

Date:

21/10/16



## POWELL ACCOUNTING

LEVEL 1, 7 QUADRANT MALL, LAUNCESTON  
PO BOX 295 LAUNCESTON TAS.7250  
PHONE: 03 6323 0000  
EMAIL: admin@powellaccounting.com.au

### Independent Auditor's Report To the members of Cityprom Inc.

#### Report on the Financial Report

I have audited the accompanying financial report of Cityprom Inc., which comprises the Statement of Financial Position as at 30 June 2016, and the Statement of Comprehensive Income, Statement of Changes In Equity, and Statement of Cash Flows for the year ended on that date and Notes to the Financial Statements and the Management Committee Declaration as set out on pages 2 to 11.

#### Management Committee Responsibility for the Financial Report

The Management Committee of Cityprom Inc. is responsible for the preparation and fair presentation of the financial report in accordance with Australian Accounting Standards (including the Australian Accounting Interpretations) and the Associations Incorporations Act (Tas.) 1964. This responsibility includes establishing and maintaining internal controls relevant to the preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

#### Auditor's Responsibility

My responsibility is to express an opinion on the financial report based on my audit. I conducted my audit in accordance with Australian Auditing Standards. These Auditing Standards require that I comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the Management Committee, as well as evaluating the overall presentation of the financial report.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

Page 12

GEOFFREY V. POWELL  
CHARTERED ACCOUNTANT - REGISTERED COMPANY AUDITOR (No. 82) - REGISTERED TAX AGENT - J.P. 03866  
POWELL ACCOUNTING TRUST A.B.N. 54 696 872 061

## Audit Report Continued...

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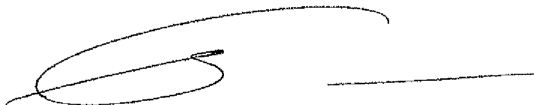
### Independence

In conducting my audit, I have complied with the independence requirements of the *Corporations Act 2001*, and the Australian Accounting Bodies.

### Auditor's Opinion

In my opinion:

- a) the financial statements referred to above are properly drawn up so as to give a true and fair view of the state of affairs of the association as at 30 June 2016, and of its results for the year then ended in all material respects, according to the information at my disposal, the explanations given to me and as shown by the accounting records.
- b) The financial statements comply with adequate Accounting Standards appropriate to the needs of the association as described above
- c) the rules relating to the administration for the funds of the association have been observed; and
- d) the association has kept proper records and other books during the period covered by the accounts.



Geoffrey V Powell  
Powell Accounting  
Level1, 7-11 Quadrant Mall  
Launceston TAS 7250

27<sup>th</sup> October 2016





## POWELL ACCOUNTING

LEVEL 1, 7 QUADRANT MALL, LAUNCESTON  
PO Box 295 LAUNCESTON TAS.7250  
PHONE: 03 6323 0000  
EMAIL: admin@powellaccounting.com.au

20<sup>th</sup> October 2016

The Chair and Committee  
Cityprom Inc  
PO Box 1441  
Launceston TAS 7250

To the Management Committee,

I have completed my audit of the financial records of the association for the year ended 30 June 2016 and enclose a set of financial statements to be reviewed by the Management Committee. After I have been supplied with a signed Statement by the Committee and a signed representation letter I shall be able to issue my Auditor's Report. The representation letter refers to matters that need to be considered prior to signing the report. At the date of writing I have not met with the Management Committee and therefore ask that if that letter raises any issues that need to be discussed please contact me.

### **Auditors Responsibility**

#### *Audit Scope & Timing*

I draw your attention to the fact that an external audit is unable to give absolute assurance that no fraud or error has occurred during the financial year. It is the board's responsibility to take all reasonable steps to ensure good control exists over all aspects of the managing of the association's generation of revenue, payment of expenditure, management of assets and recording of liabilities and commitments.

The audit approach includes an evaluation of your accounting methods and your systems of supervision and internal control. I acknowledge, however, that these may be limited due to the nature and size of your operations. Our testing of transactions utilises random selection and a more detailed follow up of unusual matters which may come to our attention. Our examination of year end balances is influenced by the risk of possible misstatement which could occur.

### **Results of the Audit**

We are able to provide an unqualified audit report for the year.

### **Significant Findings from the Audit**

The association's transactions are receipts and payments through standard bank accounts and there are no complex accounting estimates.

Geoffrey V. Powell  
Chartered Accountant - Registered Company Auditor (No. 82) - Registered Tax Agent - J.P. 03866  
Powell Accounting Trust A.B.N. 54 696 872 061

Powell Accounting

20th October 2016

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## **Accounts Receivables**

### *Observation*

We note the total amount of outstanding debtors at the time of writing was \$972.40

### *Implications*

The lack of action on collections increases the risk that receivables owed to Cityprom will not be recovered. Australian accounting standards are breached if an uncollectable amount is reported as an asset.

### *Recommendations*

The Management Committee must review the Accounts Receivables and ensure that all attempts are made to collect the money that is owing to the entity. If it is believed that money will not be collected the amount should be written off as a bad debt.

### **Approval of Payments:**

We commend the Management Committee for implementing our recommendations from our previous management letter dated 26<sup>th</sup> October 2015. During the year we were unable to sight evidence to confirm that all payments checked had been correctly approved and payment authorised. It will now be possible for the auditor to download, from the bank, the lists of payments made which also state the names of the persons approving the transfers. This eliminates the possibility of payments being made without evidence of the true nature and purpose of the purchase. The proper protection of log on passwords is of course essential.

### **Income Tax Exemption**

I have not been provided with evidence that Cityprom Inc is a tax exempt entity. For most of its life Cityprom held a cash float supplied by the Launceston City Council (LCC) and made a monthly claim to the LCC to reimburse expenses incurred. LCC paid this from funds provided by a special levy on the rates of occupiers of central city properties. In more recent years Cityprom receives an agreed lump sum from the LCC, which is not related to specific expenditure. I regard this as a significant change under tax law. The Management Committee is entitled to self-assess and where applicable apply the principal of "mutuality" as the benefits may be considered to be for members who are the retail and service organisations in central Launceston. I recommend reviewing your income tax status by completing worksheets provided by the ATO. These worksheets once completed will need to be agreed to and approved by the Management Committee and kept with your other records and be available if the ATO conducts a review. Alternatively a written opinion from an income tax consultant should be sort.

### **Significant Risks, Going Concern & Liquidity**

Cityprom is dependent on receiving the ongoing rates levy from the Launceston City Council to fund its promotional activities. Liquidity risks can be managed by liaison with the funding body and maintaining control of expenditure to ensure that it is in line with the funding available.

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Powell Accounting

20th October 2016

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**Difficulties Encountered in Completing the Audit**

We incurred no difficulties in finalising the audit.

**Audit Adjustments**

As part of the audit, Christmas decorations to the value of \$32,627 were removed from expenses and taken up as plant and equipment to be depreciated over three years. This is consistent with the reporting of prior years. A depreciation charge of \$52,010 was also calculated and entered into our general ledger.

As stated above the LCC advance payment of \$8,500 was the original float lent to Cityprom by the LCC when it commenced operations. It may be prudent to seek confirmation from the LCC that the amount is no longer owed. If LCC confirms that the amount is no longer owed, I recommend that an adjustment to write-off the \$8,500 be considered and approved by the committee.

A list of minor adjustments totalling \$55 will be emailed to your Finance Officer, as these will need to be entered onto the Xero accounting ledger.

**Fraud & Error**

Our audit work is not designed to give absolute assurance there has not been any fraud or undetected error. We have relied heavily on the supervision of the committee, the examination of supporting documents and the explanations given to us.

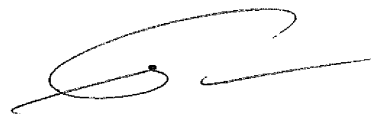
**Related Party Transactions**

“Not for Profit” entities are heavily reliant of the provision of services by related parties. It is the committee’s responsibility to ensure that no person receives any financial advantage to the detriment of the association.

We thank the board for its co-operation and especially Carolyn Bean & Vanessa Cahoon for their assistance in the completion of our audit.

If you would like to discuss any of the above points, please call me on 03 6323 0000.

Yours faithfully



Geoffrey V Powell

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*Attachment 3 - Cityprom letter to Aldermen*

17<sup>th</sup> February 2017



Aldermen  
City of Launceston  
PO Box 396  
Launceston TAS 7250

Dear Aldermen,

**RE: CITYPROM DRAFT BUDGET 2017/2018**

Cityprom is pleased to submit a proposed budget to City of Launceston Aldermen for consideration for the 2017/2018 financial period. We have requested an amount of **\$504,000** to be raised by the CBD levy, reflecting a small increase to allow for additional marketing activities and the rising costs of our annual program.

We look forward to the opportunity to provide you with more information at our upcoming Deputation.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Vanessa Cahoon'.

Vanessa Cahoon  
Executive Officer  
Cityprom Inc.

---

ANNUAL REPORT  
2015/16



CITYPROM.COM.AU  
LVL 3/65 ST JOHN STREET, LAUNCESTON, TAS 7250

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09 CHAIRMAN'S REPORT

11 EXECUTIVE OFFICER'S REPORT



## OUR MISSION

To create vibe, visitation and value in Launceston Central City’.

## OUR VISION

A vibrant, friendly, diverse and welcoming city centre that brings visitors and locals together to enjoy a range of engaging experiences.

## OUR VALUE PROPOSITION

Our culture is derived from our core values, defining our brand and business strategies. These are the core values that we live by:

- Build open and honest relationships through communication;
- Be courageous, creative, and open-minded;
- Build a positive team and foster a friendly spirit;
- Be passionate, determined and resilient;
- Be humble.

We create visitation and vibe in Launceston Central City, providing economic value to our members.



## WHAT IS CITYPROM

Cityprom Limited was formed in 1988 as an agreement between the Launceston City Council and a group of retailers to encourage the promotion and development of the central business district. Cityprom brings together city retailers, professional offices and civic authorities to ensure the city centre remains the focal point of Launceston and the regional hub of Northern Tasmania.

## FUNDING

Council collects funds for Cityprom based on the AAV of each property. These funds based on the assessed annual value of the land contained within the Cityprom boundaries are allocated to Cityprom for promotional purposes. Cityprom is required to present a draft annual budget and calendar of events to Launceston City Council for approval in order to access the funding.

In addition we enjoy enormous support from the major media – The Examiner Newspaper, Southern Cross Television, and 7TWO, WIN Television and Radio LAFM and Chilli.

## WHAT WE DO

Cityprom is an integral part of Launceston Central City and operates an annual calendar of activities designed to increase visitation, promote the attractiveness and vibrancy of our CBD and offer an engaging variety of experiences for the local community and visitors.

Cityprom also plays an important role in assisting our members by offering business development opportunities which include workshops and forums specifically designed to meet business and market demands. Cityprom also acts as a lobby voice and advocates for business issues on behalf of our members; at times this may include local Council policies.

We enjoy a strong working relationship with Launceston City Council and regularly act as a conduit between the business community and Council to communicate important information on issues such as such as smoking bans, on street dining policies and anti-social behaviour.

## OUR MEMBERS

We have an executive board of 10 members, two full-time and one part-time staff member. Cityprom has over four hundred members within the CBD boundaries; this includes retail, hospitality, tourism, beauty, education and professional service businesses, but not private residences.





## CORPORATE GOVERNANCE STATEMENT

Cityprom is an association established under the Associations Incorporation Act (Tasmania) 1964, and operates in accordance with the legislative requirements and its Constitution.

Cityprom is governed by a Board comprising of up to twelve Directors including the Chairman, all of whom are elected annually honorary and all directors are independent.

The Board meets ten times each year to discuss policy, strategy, marketing, operations and finance.

The Board is responsible for the overall governance of Cityprom, for its performance, and is accountable to its members, stakeholders and all statutory and regulatory authorities.

The Board sets the values, goals and strategic direction of Cityprom. It sets and approves strategic and financial plans, monitors achievement of these goals and oversees the operations of the Cityprom.

The Board has appropriate policies in place to declare and manage conflicts of interest, and has a formal induction process to educate incoming directors as to their role and responsibilities.

As a not for profit organisation that receives strong Council and community support we are cognisant of our obligations to our members, and ensure that our staff understand our mission and values. Each Board member represents a different type of business or a geographical section of the city to ensure a broad representation of all members.

The Board has established two committees to assist in enhancing the governance and effective operations of Cityprom.

### GOVERNANCE, RISK AND FINANCE COMMITTEE

The role of the Committee is to provide recommendations to the Board to assist in the effective discharge of its responsibilities to members in relation to governance, risk, financial management and reporting, audit and compliance with laws and regulations. Major functions of the committee include:

- **GOVERNANCE:** develop charters, policies and procedures as required; develop a Code of Ethics and monitor its adherence; develop induction procedures for new Board members;

- **RISK:** develop appropriate risk management policies and procedures, in particular for employment practices, workplace health and safety and building management; and to review the adequacy of insurance coverage;

- **FINANCIAL MANAGEMENT:** review and recommend adoption of significant accounting policies; oversight effective systems of accounting and internal control, including monitoring exposure to fraud; oversight financial risk management, capital management and funding, investment, capital expenditure, procurement, and employment contracts;

- **FINANCIAL REPORTING AND AUDIT:** review the annual financial statements and reports with the auditors and recommend their adoption by the Board; ensure that Cityprom complies with all reporting obligations with respect to relevant laws and guidelines; and to oversight the audit function, including recommending the appointment of auditors.

## MARKETING COMMITTEE

### MARKETING COMMITTEE TERMS OF REFERENCE

The role of the Marketing Committee is to create and deliver a range of co-ordinated activities, designed to increase visitation, promote the attractiveness and vibrancy of our CBD and offer an engaging variety of experiences for the community and visitors.

Each member of the Committee has expertise in the fields of marketing and/or events and although the Board of Directors as a whole are responsible for the marketing strategy, the Marketing Sub group is responsible for the effective management and implementation of the annual marketing calendar and for establishing guidelines to ensure an efficient review process.

Activities of the Marketing Committee include:

- Review and consider marketing strategies in areas allied to the Strategic Objectives of the Company.
- Make recommendations as to the engaging of consultants and market research companies or individuals.
- Monitoring: review the outcomes and success of each event to reflect on opportunities to improve future events and build on strengths of successful activities, including assessing the financial and other resources required for each event to assess the value for money.
- Compliance: ensure that marketing and material complies with relevant regulations and standards, including Trade Practices and Fair Trading legislation.
- Provide recommendations to the Board for approval.

### 2015/16 MARKETING COMMITTEE

Our Marketing Committee is full of city professionals who have marketing and events/ or similar backgrounds and experience. Their wealth of knowledge provides ideas and strategies around Cityprom events and promotions, to ensure these meet our strategic themes.

This past year has seen the following Committee Members give their time and knowledge on our Marketing Committee:



## BOARD MEMBERS



### ANDREW PITT CHAIRMAN



ANDREW's varied background began with a science degree from UTAS in Hobart followed by four years of heart research in Sydney.

While in Sydney he completed a Masters in Environmental Management at Macquarie University. He moved to the UK in 2001 for one year, and ended up staying for seven. Roles included eye and health economics research firstly at the University of Oxford and then as a consultant to the pharmaceutical industry.

He then moved into local government in Hampshire, with a primary focus on managing a multi-sector water partnership, but also involvement in corporate sustainability, festival organisation and community engagement. His final move in the UK was to Norwich in 2007 to establish a regional water efficiency programme, focusing on government, developers and the planning system but also including work with the British Standards Institute on rainwater and greywater standards.

Having left Launceston as an 18 year old in 1992, Andrew returned in 2009 and decided to stay. He is now heavily involved in the family businesses, consisting mainly of Neil Pitt's Menswear but also accommodation and commercial lets. He has a consulting business and has conducted community engagement projects for the local water industry.

### MONICA PLUNKETT VICE CHAIRMAN



MONICA HAS worked in the advertising industry for over 20 years now – 10 years of her career was spent as a Senior Art Director at Clemenger Tasmania, and she has also worked in other design studios and advertising agencies in Tasmania and Queensland. For the last 6 years Monica and her husband have run their own advertising, design and marketing business in Launceston.

As the creative partner in Halibut, Monica's role includes strategic planning for clients' communication and marketing requirements, brand strategy and implementation, as well as advertising and design across all media – print, press, digital and so on.

As well as being very experienced in all aspects of advertising and marketing, over the past few years Monica's business has had a great deal to do with tourism in our region. Halibut's clients include Tourism Northern Tasmania (TNT), the Regional Tourism Organisation that came before TNT, Northern Tasmania Development (NTD), Launceston City Council (including all aspects of the Tourism department and Visitor Information Centre, as well as numerous smaller tourism operators.

### RICHARD LAWSON TREASURER



RICHARD was elected as treasurer to the Cityprom Board in November 2012 and is also currently a member of the Governance Committee.

Richard is a chartered accountant and was appointed principal of Crowe Horwath Launceston in January 2012. His primary role is to work with small businesses in assisting them with their taxation compliance needs & delivering business advisory services. He has worked with his current employer for 19 years and lived in Launceston all his life.

### LUKE DAWSON



LUKE Is the owner, operator of Wanted Streetwear in Charles Street, the business was started in at the end of 2013 and is proving to be a popular and successful clothing store, in addition to the Launceston store he also has a growing online retail business.

Having been in retail for a number of years Luke saw the need for a better way to tackle the rising crime in the CBD and so launched the Launceston Retail Watch Facebook page. The Facebook page has proven to be an invaluable tool in combating theft and an excellent avenue to help shop owners communicate in real time and share information.

Luke is a committed father of three and enjoys spending time with his family on the east coast, as well as wake boarding and fishing.

## TODD HENDERSON



TODD is a registered architect, Director and co-founder of Cumulus Studio architecture and design. His skills have been recognised through the following awards:

- 2012 Property Council of Australia (Tas)-Future Leaders Award.
- 2010 Australian Institute of Architects (Tas)-Emerging Architect Award.
- 2001 Australian Institute of Architects (Tas) SWT Blythe Student Award.

Todd has recently worked on the North Bank Master plan, Cataract Gorge Master plan and the revitalisation of the Penny Royal Gunpowder Mill.

## SIMON WOOD



SIMON was born and educated in Launceston, both Simon and his wife operate small businesses here.

Council and the Community must work together to create a unique place where there is an eclectic mix of retail, restaurants, homes and businesses. A place where people want to go, feel comfortable and proud, a place that encapsulates all that is Launceston and what the greater Launceston region has to offer. The CBD should be the starting point for tourists to begin their Tasmanian adventures, and are not only amazed by our fantastic heritage architecture and natural assets, but also thrilled to be met with a refreshing 'can do' attitude.

The CBD should be a place where people are encouraged to live. Simon believes that we should have an achievable target of 500 extra people living in the CBD by 2020. By actively encouraging people to move into the city we will turn the CBD into something significant.

## NATALIE DEVITO



NATALIE relocated to Tasmania from Toronto to establish the Junction Arts Festival and over her six festivals developed one of Launceston and Northern Tasmania's signature events. As an independent creative producer, curator, theatre deviser, writer and consultant, she has worked for 18 years across the visual arts, theatre and live performance arts, developing works in over 20 countries.

Natalie is personally and professionally committed to Launceston and making it a better place, through supporting and building liveability, community development, social cohesion, arts and cultural growth, and tourism and economic development.

Through her various roles in directing organisations, being part of a senior management team, or in her voluntary work on numerous boards in Canada and Tasmania, Natalie has extensive knowledge and experience in curating and arts programming, not-for-profit governance, policy writing, strategic planning, and long-term organisational development and growth. She is also experienced in managing large-scale events to grow visitation, tourism, and urban redevelopment.

She is currently a Committee Member of Theatre North at the Princess, CityProm, and the University of Tasmania's Northern Advisory Board. She is also a program advisor for Tasmania Performs and Junction Cambridge, UK, and a member of the TSO's Northern Advisory Group.

## CHRIS GRIFFIN



CHRIS is currently the CEO of Tourism Northern Tasmania and has managed small and large commercial businesses, and was most recently employed as a Senior Executive for Tourism Tasmania.

During his four years at Tourism Tasmania he worked directly with the Northern Tasmanian tourism industry, and regional Tasmania as a whole. Prior to coming to Tasmania, Chris was General Manager Marketing for Christchurch and Canterbury Tourism, the largest Regional Tourism Organisation in New Zealand.

Chris's areas of expertise include; Industry Relations, Brand Strategy, International Marketing, Digital Marketing, Destination Promotions and Airline and Event Partnership Marketing.

## ARCHANA BRAMMAL



ARCHANA is another of two, married to a wonderful Tasmanian, University graduate, local business owner, and alumni of the 2015 Tasmanian Leaders Program. She grew up in Africa and India and has experienced both war and peace. To those who know her, she a passionate and empathetic person who fights for what she believes in the interest of fairness and equality. Archana has extensive experience in business, including hospitality and tourism and a deep social conscience.

## RETIRED FROM THE BOARD IN 2016

In 2016 we farewelled the following board members:

### DAN RYAN



DAN is currently employed by Fairfax Regional Media where he holds the position of Commercial Media Manager - Tasmania, overseeing the advertising departments for both The Examiner and The Advocate.

During his time in this role he has been able to gain a great insight into our business communities across the North & North West of Tasmania with a particular interest in those within his hometown of Launceston. Previous to this position, he has held several senior roles at The Examiner over the past 10 years including Media Sales Manager, Tourism Manager, Features Manager and Real Estate.

### SARAH MERRIDEW

B EC, FCA, FAICD



SARAH is a Chartered Accountant and a non-executive director of Mystate Limited, Tasmanian Railway, and the Tasmanian Water and Sewerage Corporations. She is Honorary Treasurer for the Royal Flying Doctor Service Tasmanian Section and actively involved with other community organisations.

She was formerly a director of Tasmanian Public Finance Corporation, and Tasmanian Perpetual Trustees and a partner of Deloitte Touche Tohmatsu. She is an experienced company director, and has extensive experience in providing audit, risk management and business advisory services to the public and private sectors.



## BOARD MEETING ATTENDANCE

Table of board meeting attendance for 2015/16:

BOARD MEETING ATTENDANCE	
BOARD MEMBERS	BOARD MEETINGS ATTENDED
ANDREW PITT	8/9
MONICA PLUNKETT	9/9
RICHARD LAWSON	7/9
NATALIE DEVITO	7/9
DAN RYAN	6/9
CHRIS GRIFFIN	6/9
SARAH MERRIDEW	2/5
LUKE DAWSON	8/9
TODD HENDERSON	6/9
SIMON WOOD	5/9
ARCHANA BRAMMALL	2/2



# REVIEW OF STRATEGIC GOALS

2015/16

## KEY STRATEGIC THEME:

### VIBE

Cityprom's marketing activities are designed to promote Launceston Central City as a vibrant hub, offering the community and visitors an opportunity to engage in a range of activities including shopping, dining and entertainment that celebrate our life-style.

Nurturing local talent through our Busking Program, building community partnerships through our volunteer program, Cityprom aims to enhance the CBD visitor experience.

#### Goals:

1. To promote the CBD as a vibrant, engaging and exciting hub of activity.
2. To create vibe, colour and activity through city theming.

#### Outcomes:

- Generation of positive new stories distributed via media channels.
- Design of the Kingsway Parklet Pilot Project.
- Expansion of Christmas theming in City areas.
- Dicky White's Laneway Street-Art Project.

## KEY STRATEGIC THEME:

### VALUE

Cityprom communicates, facilitates and provides opportunities for growth, development and connectivity of its membership. Representing a broad range of industries including retail, hospitality, professional services and health and beauty, we aim to provide value to our membership across each and every industry sector.

Forums, networking and co-ordinated advertising campaigns provide valuable assistance to members.

Our lobbying activities continue to provide a voice for city businesses in times of need, as we actively pursue the issues identified by our members as important to the business community and to the city of Launceston.

#### Goals:

1. To conduct activities that supports the trading interests of the Cityprom membership.
2. To communicate, facilitate and provide opportunities for growth and development of the Cityprom membership.
3. Encourage and foster a co-operative and participative relationships with the Cityprom membership.

#### Outcomes:

- Meet the Manager networking functions.
- Increased participation of members in Digital Ready program.
- Cityprom staff movie night.
- UTAS briefing session.
- Ulysses Cityprom member promotion.
- Scholarship for Tasmanian Leaders Program.
- Precinct and Marketing Sub Groups.
- Consumer Behaviour Survey.
- Partnerships with Tas Police, Launceston Safer Communities, City of Learning, City Heart Reference Group.

## KEY STRATEGIC THEME:

### VISITATION

Cityprom coordinates campaigns and activities throughout the year that directly and indirectly provide social and economic value to the city of Launceston.

Delivering and supporting a range of events, Cityprom recognises the important role events play in creating a sense of fun and vibrancy, resulting in a strong sense of community connectivity, pride and sense of place.

Importantly, Cityprom acknowledges the capacity of events to foster urban tourism development.

Our targeted campaigns throughout the year provide market exposure for the Launceston Central City brand on a local and intrastate level, while collaborative and affordable marketing opportunities support positive promotion for local business.

#### Goals:

1. To facilitate, support and deliver events that provide social and economic value to the city of Launceston.
2. To deliver a variety of co-ordinated campaigns and activities that directly and indirectly support the growth of the target market.
3. To develop events that are socially and culturally inclusive, recognising the diverse needs of our community and visitors.

#### Outcomes:

- Co-ordination of annual events, Fiesta on George, Christmas in the City, Crazy Day.
- Introduction of Winterlicious event.
- New York Town Night Market series.
- New Laneway events, Beanies & Bubbles, Vintage & Vines.
- Harmony Day relocated from Newnham to Prince's Square.
- Quadrant Mall Passport to Paradise Shopping incentive.
- Hawk N Seek Football Promotion.
- Major weekend dining guide campaigns.
- What's On Weekend Guide.
- Free Spots Parking Campaigns.
- Quadrant Mall Flash Sale.
- Sponsorship-Junction Arts Festival, New Year on Royal, Christmas Parade.

## CHAIRMAN'S REPORT



Cityprom has been at the front and centre of a big year in Launceston's CBD. Collaboration and change are the two themes that best characterise the last twelve months.

Against a backdrop of slow but consistent growth in Tasmanian retail, but a poorly performing regional economy, we have seen positive change in central Launceston over the last year. The City Heart Project is the most significant infrastructure spend and place-making initiative that the CBD has experienced for a very long time. The first major work of City Heart was the renovation of the Quadrant Mall and, although it proved challenging at times for nearby businesses, it was a resounding success. The University of Tasmania's Transformation Project is the biggest single investment Launceston has seen for decades and holds massive opportunity for the CBD. Shopfront vacancies are at the lowest level for a number of years, with new locally owned boutique retailers and niche food and drink businesses comprising the bulk of new openings.

Collaboration is key to coping with change, and at the organisational level we have worked to develop closer relationships with the City of Launceston, Tourism Northern Tasmania, and the Launceston Chamber of Commerce. We have better aligned our goals and minimised areas of overlap in delivery with these organisations. We will continue to invest in growing these relationships over coming years.

Measuring progress against our objectives, we have hit almost all of our targets under the Vibe, Visitation and Board themes. This reflects our work on events, marketing, governance and risk management over the last year. The KPIs listed under the Value theme were

mostly maintained compared to previous years. However, as we aspire for high growth, some were missed this year or the feedback we obtained was insufficient to allow measurement against our targets. Creating opportunities for training/learning and networking for members will be a priority area for the coming year.

Vanessa Cahoon, through delivery of our Executive Officer role, has demonstrated once again why she is so highly respected in the Launceston community. She has led collaborative and team-building approaches to deliver a series of initiatives that have helped fulfil Cityprom's vision. In 2015/16 she has created, through collaboration, a series of events and spaces that fill vacant niches in the city. Winterlicious aims to get people out and about during June. The Yorktown Square Night Markets draw people into the city on Friday evenings in summer. Dicky's was created as a fun and flexible space for events. The soon to be realised parklet in the Kingsway will be a prototype for a wider roll-out of pocket sized public spaces as part of City Heart. Moving Harmony Day to Princes Square brings a vibrant multicultural event to a city-wide audience. These are all in addition to the established initiatives that Cityprom continues to run including Christmas in the City, Fiesta on George, Crazy Day and the busking program.

Much of this would not have been possible without the efforts of the Cityprom team, Carolyn Bean and Larissa Richardson, and earlier in the year Kristy O'Byrne and Sarah Wells. Sincere thanks to all four for your past and ongoing contributions to Cityprom, its members and the CBD.

With a young, vibrant and strategic board, we are well positioned to both lead and to represent the interests of our members through significant changes to the CBD over the next few years. All our board members work in a voluntary capacity for the greater good of our members and the central city. Thanks to all board members for their contributions at meetings, strategic sessions, networking events, volunteering to help at events, but also toward the day-to-day business of the organisation. Board members who take on executive rolls contribute even more, so sincere thanks to Deputy Chair Monica

Plunkett, Treasurer Richard Lawson, and executive member Natalie De Vito.

This year the board farewelled Sarah Merridew and Dan Ryan. Sarah had been on the board 10 years and was chair of the Governance Committee. Dan stepped down from the Chair position early in the year after 4 years on the board, including several as Deputy Chair and one as Chair. Both Sarah and Dan contributed massively to Cityprom during their directorships and I'd like to offer both of them heartfelt thanks on behalf of the organisation, but also on a personal level for being exemplary role models to those who follow in their footsteps.

I'd like to thank the four candidates who have nominated for the two board positions currently available. We look forward to working with the successful candidates, and acknowledge the willingness of all four to make a positive contribution over coming years.

**Andrew Pitt**  
Chairman





## EXECUTIVE OFFICER REPORT



I am pleased to present the Executive Officer report for 2015/2016. The past twelve months has been an exciting time for the City of Launceston. Retail trade figures continued to reflect a positive shift while tourism also provided a major stimulus for the Northern economy with an increase in Northern visitors from 595,700 in 2015 to 620,300 in 2016, a four percent increase. It has also been encouraging to welcome a number of new businesses to the CBD and for the first time since 2014, see a decrease in the number of vacant shop fronts. Things are looking up.

During the past twelve months, Cityprom continued its focus on promoting the CBD as a multi-experience destination, delivering activities including York Town Square Night Markets, Crazy Day, Christmas in the City and a series of winter laneway events. The month of June also played host to Winterlicious, providing opportunity for hospitality businesses to create niche events and innovative winter themed menus, helping to stimulate patronage during the off-peak season. During the last eight months, planning has been underway for the much anticipated arrival of City's first 'Parklet' in the Kingsway with installation expected by mid-November; this is another of Cityprom's activation projects, which aims to reinvigorate an underutilised City space.

In May the Dicky White's Street-Art Project was launched, a collaboration between City of Launceston and Cityprom, designed to provide additional space for businesses during the City Heart works period and to activate an underutilised space. Community response for the project has been positive and Dicky White's Laneway has quickly become a space in demand.

Undoubtedly, the highlight of the year has been the transformation of the Quadrant Mall, achieved through the City Heart Project. I would like to take this opportunity to congratulate City of Launceston and its dedicated team for

bringing this project to fruition. It also stands as a wonderful example of what can be achieved when business and Cityprom work together with Council to achieve a common goal.

Throughout the year, much of our time was also spent working with members, Tas Police and a number of other stakeholder's on areas including business development, facilitating industry opportunity and providing valuable networking experiences.

The work of the Launceston Retail Partnership (LRP) in collaboration with police continued its work to support businesses through initiatives including the multi-store ban, anti-theft youth campaign and development of business safety information packs. In particular, I would like to thank Luke Dawson and Rod Patterson for their tireless work in this area.

I am immensely excited about what the next twelve months will bring for the City with so many projects on the horizon, particularly the next stages of the City Heart project. Cityprom will continue to deliver its core activities, however, will extend its focus to include:

- Establishment of linkages with UTAS to leverage from the future campus relocation.
- Increase opportunities for business development and growth for Cityprom members.
- Actively pursue projects which provide economic benefit for the CBD.
- Re-introduce TargaFest to the annual calendar of activities.

Finally, I would like to take this opportunity to thank the Board of Directors for their valuable insight, guidance and leadership. From an operational level, Cityprom has undergone several staff changes over the past twelve months. In particular, I would like to thank Larissa Richardson for her perseverance and dedication and Carolyn Bean whose expertise has been invaluable to the organisation.

**Vanessa Cahoon**  
Executive Officer

## 4.3 Sister Cities Committee Meeting - 1 May 2017

**FILE NO:** SF0177

**AUTHOR:** Elizabeth Clark (Civic Affairs Coordinator)

**GENERAL MANAGER:** Robert Dobrzynski (General Manager)

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### **DECISION STATEMENT:**

To receive and consider a report from the Sister Cities Committee.

### **PREVIOUS COUNCIL CONSIDERATION:**

Council - 23 January 2017 - Agenda Item 12.2 - Sister Cities Committee Meeting - 5 December 2016

### **RECOMMENDATION:**

That Council undertakes discussions to determine travel dates and participation in an official visit to Launceston's sister city Ikeda, Japan.

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### **REPORT:**

The Sister Cities Committee (Alderman Rob Soward, Alderman Robin McKendrick and Miss Elizabeth Clark. Alderman Jim Cox - apology) met on Monday, 1 May 2017 and the following item was discussed.

The Mayor, Chairman, Aldermen and citizens of Ikeda visited Launceston in February 2016 for the 50<sup>th</sup> anniversary of the relationship between the two cities. Mayor Kurata of Ikeda invited the Mayor of Launceston to lead a delegation to Ikeda in October 2017 to further celebrate the anniversary.

School holidays commence on 2 October and conclude on 13 October, 2017. October is an ideal time to visit Japan and due to the school holidays, Launceston community members may be inclined to join the delegation. As Monday, 2 October 2017 is a Council Meeting date, it is recommended that travel to Ikeda commences on Tuesday, 3 October, 2017 arriving in Japan on Wednesday, 4 October 2017 and departing on Sunday, 8 October 2017.

While the airfare costs for the Mayor (or his representative) are met by Council, Council's policy also provides for any Alderman attending to have 100% of the economy airfare paid by Council. Current estimates for airfares are \$1600 return (May 2017).

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## 4.3 Sister Cities Committee Meeting - 1 May 2017 ...(Cont'd)

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Accommodation and other costs for the Mayor or representative will also be met by Council. Council's policy provides for up to five nights' accommodation costs for Aldermen to be paid by Council. Prices for accommodation are yet to be provided by Ikeda City Council.

The airfares and accommodation costs will be provided from the Sister Cities budget.

Additional costs may include entry fees to attractions, some meals and coach hire. These costs will be provided by Ikeda City Council.

To ensure the visit is coordinated smoothly, Council may decide to fund staff attendance for the visit. Council staff have previously accompanied the Mayor and Aldermen on visits to our sister cities.

Expressions of interest to join the delegation will be sought from business and community members and will be self-funded.

### **ECONOMIC IMPACT:**

Not considered relevant to this report.

### **ENVIRONMENTAL IMPACT:**

Not considered relevant to this report.

### **SOCIAL IMPACT:**

A broad audience of the community benefits from the various cultural and educational programs that have occurred between Ikeda and Launceston and further benefits will be provided to the community through the strengthening of the Ikeda/Launceston relationship.

### **STRATEGIC DOCUMENT REFERENCE:**

City of Launceston Strategic Plan 2014-2024

Priority Area 7 - A city that stimulates economic activity and vibrancy

Ten-year goal - To develop a strategic and dedicated approach to securing economic investment in Launceston

Key Direction -

1. To actively market the City and Region and pursue investment

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## 4.3 Sister Cities Committee Meeting - 1 May 2017 ...(Cont'd)

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### **BUDGET & FINANCIAL ASPECTS:**

Airfares, accommodation and gifts to be funded from the Civic Affairs Sister Cities budget. The Sister Cities budget for 2017/2018 is \$30,000.

### **DISCLOSURE OF INTERESTS:**

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.

  
**Robert Dobrzynski: General Manager**

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## 4.4 2016-2017 Annual Plan Actions for Period Ending 31 March 2017

**FILE NO:** SF6178/SF6177/SF5652

**AUTHOR:** Leisa Hilkmann (Corporate Planning Administration Officer)

**DIRECTOR:** Michael Tidey (Director Corporate Services)

### DECISION STATEMENT:

To receive the report on progress against Council's 2016-2017 Annual Corporate Plan Actions for the period ending 31 March 2017 which includes an update on the status of the 2015-2016 Annual Plan projects not completed within the 2015-2016 financial year.

### RECOMMENDATION:

That the Strategic Planning and Policy Committee:

1. Notes progress against 2016-2017 Annual Corporate Plan Actions for the period ending 31 March 2017; and
2. Notes the current status of projects from Council's 2015-2016 Annual Plan not completed within the 2015-2016 financial year.

### REPORT:

This report provides an update on the progress of Actions from Council's 2016-2017 Annual Plan Actions which includes updates on the current status of Actions that were not completed in 2015-2016 (shaded actions in Attachment 1) and are now reported on as part of the 2016-2017 Annual Plan.




#### March Progress on 2016-2017 Annual Plan Actions

Progress is summarised in the following table:

Action Status	No. of Actions	%
Completed	4	10
On target (on track) - at least 80% of target achieved (green)	27	66
In progress - 60% and 79% of target achieved (amber)	4	10
Off target (off track)- less than 60% of target achieved (red)	6	14
<b>Total number of Actions</b>	<b>41</b>	<b>100</b>
Actions from the previous year	11	27
New Actions listed	30	73
	<b>41</b>	<b>100</b>

## 4.4 2016-2017 Annual Plan Actions For Period Ending 31 March 2017 ...(Cont'd)

Progress against targets set for each Action is indicated with one of the following icons:

 <p>GREEN</p>	<p>At least 80% of target achieved</p>
 <p>AMBER</p>	<p>Between 60% and 79% of target achieved</p>
 <p>RED</p>	<p>Less than 60% of target achieved or not started</p>

### Incomplete 2015-2016 Annual Plan Actions

Incomplete Actions from the City of Launceston 2015-2016 Annual Plan (shaded actions in Attachment 1) were either:

- Rolled over into the 2016-2017 published Annual Plan
- Superseded by Actions in the 2016-2017 published Annual Plan
- Deferred or carried forward into the 2016-2017 Annual Plan but not included in the published Annual Plan, or
- Deferred and not included in the 2016-2017 Annual Plan.

It is important to note that significant progress was made on many of the items with completion due in early 2016-2017.

As of 31 March 2017, the following Actions are **off-track**:

**Action:** 1.1.4.2 *Macquarie House*

**Responsible Director:** Rod Sweetnam, Director Facilities Management

**Comments:** Council Officers have been advised that the Australian Government is finalising details of the second-stage grant funding Deed Agreement.

**Action:** 1.1.6.1 *Heritage List Review - Stage 2*

**Responsible Director:** Leanne Hurst, Director Development Services

**Comments:** Following completion of Stage 1 a revised work program has been agreed by the Council. This will see the work progress in 5 stages over 5 years commencing in the 2017/ 2018 financial year.

**Action:** 2.1.3.10 *CCTV Network Upgrade*

**Responsible Director:** Rod Sweetnam, Director Facilities Management

**Comments:** Council has received correspondence from the Australian Government advising that a new submission to another grant program will be required to secure the funding commitment. The new Grant program application period has now

## 4.4 2016-2017 Annual Plan Actions For Period Ending 31 March 2017 ...(Cont'd)

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opened, with submissions lodged on 10/02/2017. No further action has been undertaken on this project during the last reporting period.

**Action:** *5.1.5.5 Kerbside organic collection and regional composting service*

**Responsible Director:** Shane Eberhardt, Director Infrastructure Services

**Comments:** EPA supplied comments have been addressed and the version 2 has been submitted for advice on further comments to be addressed or approved to submit the DA. Works on the collection tender, bin supply, equipment supply and education material is continuing.

**Action:** *6.1.2.2 Residential Land Use Audit*

**Responsible Director:** Leanne Hurst, Director Development Services

**Comments:** The analysis component of the project has been completed. Recommendations are being developed. Given the timing of this project the results will be integrated with the current Planning Scheme review.

**Action:** *6.1.2.3 St Leonards Area Plan - Stage 2*

**Responsible Director:** Leanne Hurst, Director Development Services

**Comments:** The project has recommenced following recruitment of a project manager. The final documents for the conclusion of Stage 1 are being finalised. The strategy development will commence later in the year.

### **ECONOMIC IMPACT:**

Not considered relevant to this report.

### **ENVIRONMENTAL IMPACT:**

Not considered relevant to this report.

### **SOCIAL IMPACT:**

Not considered relevant to this report.

### **STRATEGIC DOCUMENT REFERENCE:**

City of Launceston Strategic Plan 2014-2024

### **BUDGET & FINANCIAL ASPECTS:**

Not considered relevant to this report.

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## 4.4 2016-2017 Annual Plan Actions For Period Ending 31 March 2017 ...(Cont'd)

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### DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.

  
Michael Tidey: Director Corporate Services

### ATTACHMENTS:

1. Quarterly Progress Report - 2016-2017 Annual Plan Actions for period ending 31 March 2017
-



Attachment 1

# **2016/2017 Annual Plan Actions**

**For period ending 31 March 2017**

## **Quarterly Progress Report**

## Annual Plan Actions



At least 80% of target achieved



Between 60% and 79% of target achieved




Less than 60% of target achieved

\*shaded actions indicate 2015-16 Annual Plan Actions that have been carried over into the 2016-17 period.





**Priority Area:** 1 A creative and innovative

10-Year Goal: To foster creative and innovative people and industries

ACTION	STATUS	PROGRESS COMMENTS	DIRECTORATE	% COMPLETE	TARGET OUTCOME
<b>Key Direction: To support and promote alternative uses of underutilised buildings</b>					
Macquarie House - Manage the redevelopment of Macquarie House to accommodate the Macquarie House Innovation Hub  MEASURES OF SUCCESS - Completed Detailed Design and Documentation process - Secure approvals and permits - Manage construction project - Manage Lease agreements - Complete Capital Work Project	In Progress	Council Officers have been advised that the Australian Government is finalising details of the second-stage grant funding Deed Agreement.	Facilities Management	25%	

City of Launceston

Quarterly Progress to 31 March 2017



ACTION	STATUS	PROGRESS COMMENTS	DIRECTORATE	% COMPLETE	TARGET OUTCOME
<b>Key Direction: To contribute towards artistic, cultural and heritage outcomes</b>					
Heritage List Review - Stage 2 Review the Launceston Heritage List to ensure its currency and consistency with the State Heritage List  MEASURES OF SUCCESS - Update local heritage database for the City of Launceston	In Progress	Following completion of Stage 1 a revised work program has been agreed by the Council. This will see the work progress in 5 stages over 5 years commencing in the 2017/ 2018 financial year.	Development Services	10%	
Review signage and wayfinding with a view to bringing this to an appropriate national/international standard, integrated with the City Heart Project  MEASURES OF SUCCESS - New promotional signage methods trialled - Improved wayfinding signage installed	In Progress	An A frame sign, promoting the Museum facilities, has been installed at the round-about on Invermay Road.	Queen Victoria Museum and Art Gallery	75%	
Produce the permanent exhibition gallery titled "Gallery of the First Tasmanians"  MEASURES OF SUCCESS - Increased awareness of Tasmanian Aboriginal culture - Increase in visitor numbers to the art gallery - Adoption of gallery into regional schools including site visits	In Progress	Concept design has been completed. Detail drawings for display furniture and graphic panels are being finalised. Graphic design is underway looking at fonts, branding, colour and layout. Discussions with lighting designer have taken place. Display furniture is being quoted as are AV components, painting the gallery, floor treatments and lighting options. Prototypes are being constructed. Conservation is being consulted on specialist cases for sensitive objects.  Staff working with partner institutions including Latrobe University on Aboriginal stone tool analysis and UTAS on visualisation of ice age environments and the biomechanics of Tasmanian spears. QV curatorial research continues on 15 different themes. Mannaalgenna day was attended by three QVMAG staff and Greg Lehman the project manager. Monthly meetings with the Aboriginal Reference Group continue.	Queen Victoria Museum and Art Gallery	50%	
Provide strategic support for the development of the City of Launceston's future Cultural Framework and Strategy  MEASURES OF SUCCESS - Increased awareness of cultural activities within the region - Greater collaboration amongst the cultural/arts organisations - Increased use of cultural facilities - Greater recognition of regional cultural product in the tourism industry	In Progress	Arts consultant conducted the second phase of the review of the new Cultural Framework and Strategy in October 2016. A briefing to the Strategic Policy and Planning Committee was provided by the General Manager in December 2016 with the consultant due to provide final report and briefing in March/April 2017.	Queen Victoria Museum and Art Gallery	60%	

City of Launceston

Quarterly Progress to 31 March 2017






**Priority Area: 2 A city where people choose to live**

10-Year Goal: To promote Launceston as a unique place to live, work, study and play

ACTION	STATUS	PROGRESS COMMENTS	DIRECTORATE	% COMPLETE	TARGET OUTCOME
<b>Key Direction: To continue to offer an attractive network of parks, open spaces and facilities throughout Launceston</b>					
North Bank - Implement Stage 1 of the North Bank project plan  MEASURES OF SUCCESS - Delivery of projects as identified in the 3-year project plan	In Progress	<p>North Bank Pedestrian Bridge structural preliminary design is completed. The Pedestrian Bridge will be presented at the SPPC Workshop 27 March 2017. DA Report and subsequent planning documents are ready for DA submission. Procurement models have been identified and reassessed with the preferred approach for delivery being identified. Planned construction starts in July 2017. Internal and External Stakeholder Engagement has commenced with public consultation workshop currently being undertaken.</p> <p>North Bank Park Precinct investigations are complete. Preliminary design is now complete. Preliminary cost estimates are completed. The relevant DA requirements are underway. Stakeholder Engagement has commenced and development of a Public Consultation Strategy is underway. Delivery model has been developed to accommodate Stages 1, 2 and 3 and a final stage to ensure delivery aligns with Boral relocation.</p> <p>The Boral relocation is identified as the largest risk to North Bank due to the level of uncertainty and potential impacts to the overall project. The MPU are collaboratively assisting with the Boral relocation scope to ensure the de-commissioning requirements are captured efficiently and aligned with the North Bank Scope.</p>	Major Projects	75%	
Gorge Reimagining - Implementation to the Gorge White Paper adopted by Council in 2015/2016  MEASURES OF SUCCESS - Development of a prioritised implementation plan for capital upgrades - Commence implementation of the prioritised action plan	In Progress	Project proposals include: - Rubbish & weed removal at Kings Bridge & Cliff grounds - completed. - Fire Risk Management - planning currently in progress. - Painting programme at Gorge Restaurant, Rotunda & Cottage - works scheduled for November 2016. - Deck safety barrier upgrade- not started. - Track work - not started. - Pathway lighting - second stage to commence in early 2017. - Kings Bridge entrance redevelopment - concept planning. - Removal of unwanted vegetation at Cliff grounds - final stage of work.	Infrastructure Services	95%	




City of Launceston

Quarterly Progress to 31 March 2017

ACTION	STATUS	PROGRESS COMMENTS	DIRECTORATE	% COMPLETE	TARGET OUTCOME
Resurface the St Leonards Athletics Centre running track  MEASURES OF SUCCESS - Resurfaced track	In Progress	Final layer of synthetic to commence next week, expected completion mid-April to be followed by line markings. Expected completion date is 30 April 2017.	Infrastructure Services	90	
Undertake the renewal of the Seaport board walk  MEASURES OF SUCCESS - Existing timber board walk replaced with a recycled plastic product	In Progress	Removal of existing boardwalk timber commenced January 2017. Relaying of new boards and bearers has commenced from the Park Street end. Work continues to progress to plan.	Infrastructure Services	60%	
<b>Key Direction: To support the CBD and commercial areas as activity places during day and night</b>					
Promote Inner City Living in the City of Launceston - Develop resources to assist investors to access information about the development of residential accommodation in the Launceston CBD  MEASURES OF SUCCESS - Guidelines published	Completed	Council's Communications Department has completed publication of the Guidelines. The Guidelines will be published on Council's website once the website upgrade is complete.	Development Services	100%	
Implement the Launceston City Heart Project - Implementation of priority projects identified within the Launceston City Heart Project Masterplan Stage 1  MEASURES OF SUCCESS - Successful application for Stronger Regions Funding Round 3 - Major Public Spaces - Commencement of identified key major public spaces (detailed design process early 2016)	In Progress	Civic Square now out to Tender. Submissions close on 19 April 2017. The Detailed Design process for the Wayfinding signage treatment is progressing well. A rollout strategy for signage in the city centre is currently being developed. Design brief has now been issued to local consultants to provide a fee to undertake Detailed Design for the first LCH Public Transport projects - St John Street Central South. Draft Deed of Agreement now complete and with the Department of Infrastructure and Regional Development for final signing.	Major Projects	75%	
Launceston City Heart Events and Activation Plan - Support the Major Projects Unit to develop a program of events that activate and create vibrancy in the City Centre  MEASURES OF SUCCESS - Develop and Implement the Launceston City Heart Events and Activation Plan	In Progress	Two workshops have been undertaken with the LCH Reference Group to look at possible activation activities. A project scope and objectives of the LCH Events and Activation Plans is currently being drafted.	Major Projects	79%	

City of Launceston

Quarterly Progress to 31 March 2017


ACTION	STATUS	PROGRESS COMMENTS	DIRECTORATE	% COMPLETE	TARGET OUTCOME
<p>Wayfinding and Connectivity Strategy Implementation - Implementation of the wayfinding treatment in the CBD area (Launceston City Heart area)</p> <p>MEASURES OF SUCCESS - Develop and implement signage treatments across the City Heart area</p>	<p>In Progress</p>	<p>The project has now completed Stage 2 (Signage Guidelines). The final draft was referred to CoL departments for final comment and comments have now been included in the final guidelines document. Aspect Studios (Specialised Wayfinding Consultants) provided a workshop presentation/update to SPCC on 6 March 2017.</p> <p>The staging and implementation will be resolved as part of the Detailed Design process (Stage 2). The implementation rollout will commence with Charles Street, St John Street, Brisbane Street and Cameron Street. Once they are completed, other streets and spaces will be completed over the next 12 months.</p>	<p>Major Projects</p>	<p>75%</p>	
<p><b>Key Direction: To contribute to enhanced public health and amenity to promote a safe and secure environment</b></p>					
<p>Review the smoke-free area in the Launceston CBD - Facilitate the expansion of the smoke-free area in the Launceston CBD and review regulatory processes</p> <p>MEASURES OF SUCCESS - Smoke-free area in CBD reviewed and expansion implemented if determined necessary</p>	<p>In Progress</p>	<p>Staff are now conducting regular patrols. Staff have noticed a decline in smoking in the expanded zone. Signage has now been rectified. Media campaign will commence shortly.</p>	<p>Development Services</p>	<p>95%</p>	
<p>To undertake upgrades of public area CCTV network in accordance with priorities identified by Tasmanian Police</p> <p>MEASURES OF SUCCESS - Installation complete in identified areas</p>	<p>In Progress</p>	<p>Council has received correspondence from the Australian Government advising that a new submission to another grant program will be required to secure the funding commitment.</p> <p>The new Grant program application period has now opened, with submissions lodged on 10/02/2017. No further action has been undertaken on this project during the last reporting period.</p>	<p>Facilities Management</p>	<p>10%</p>	

City of Launceston

Quarterly Progress to 31 March 2017

**Priority Area:** 3 A city in touch with its region

10-Year Goal: To ensure Launceston is accessible and connected through efficient transport and digital networks


ACTION	STATUS	PROGRESS COMMENTS	DIRECTORATE	% COMPLETE	TARGET OUTCOME
<b>Key Direction: To regularly review our strategic approach to parking in Launceston</b>					
To undertake the development of a new parking strategy for Launceston  MEASURES OF SUCCESS - Draft plan developed and presented for discussion with Aldermen - Strategy developed and adopted by Council	In Progress	The CH Smith work continued into the New Year and it is anticipated the draft strategy will be delivered by 31 March.  The draft strategy has been received. The Manager Parking is reviewing the document and will provide the General Manager with an overview mid May with a view to present to the EMC and SPPC before the end of the financial year.	Facilities Management	50%	

City of Launceston

Quarterly Progress to 31 March 2017

**Priority Area: 4 A diverse and welcoming city**

10-Year Goal: To offer access to services and spaces for all community members to work in partnership with others to address the needs of vulnerable and diverse communities

ACTION	STATUS	PROGRESS COMMENTS	DIRECTORATE	% COMPLETE	TARGET OUTCOME
<b>Key Direction: To support the delivery of programs and events for people to connect with each other through participation in community activities and civic life</b>					
Events Strategy Action Plan - Development of an Action Plan and supporting policies to coordinate the implementation of the City of Launceston Events Strategy  MEASURES OF SUCCESS - Action Plan is developed and implemented	In Progress	Event Sponsorship Policies and Guidelines, and TOR for Assessment Panel endorsed by Council. Discussions on Cool Season Strategy commenced. EOI for environmental scan discussed with stakeholders.	Development Services	75%	





City of Launceston

Quarterly Progress to 31 March 2017




**Priority Area: 5 A city that values its environment**

10-Year Goal: To reduce the impacts on our natural environment and build resilience to the changing intensity of natural hazards

ACTION	STATUS	PROGRESS COMMENTS	DIRECTORATE	% COMPLETE	TARGET OUTCOME
<b>Key Direction: To contribute to air and river quality in Launceston by liaising with the community, business and other stakeholders</b>					
<p>Tamar River Health and Amenity - To collaborate with the State, Australian Governments and other key stakeholders to develop a strategy in accordance with the funding model to address the long-term health and amenity of the Tamar River.</p> <p>MEASURES OF SUCCESS</p> <ul style="list-style-type: none"> <li>- Strategy and funding model for the medium term adopted</li> <li>- Funding applications prepared by the responsible organisation within the agreed model</li> <li>- Area of riparian revegetation</li> <li>- Sediment removed from the yacht basin</li> </ul>	In Progress	<p>The Tamar River Recovery Program is progressing according to the funding deed. Approximately 400,000m<sup>3</sup> of sediment was removed from the Yacht Basin to Kings Wharf area due to the combined effects of sediment raking under the program and the June floods, demonstrating the importance of river flows for sediment management.</p> <p>The second round of Stormwater Innovation Grants aimed towards implementing practical and educational water-sensitive urban design projects in urban schools opened on 17 August.</p> <p>Round 3 of the Clean Rivers Dairy Grants has available funding of \$56,000. NRM North are currently negotiating with DairyTas to continue delivery but with increased flexibility to reflect difficulties in the dairy sector.</p> <p>Site plans for Round 2 of the Riverbank Erosion Grants have been completed and on-ground riverbank works are expected to be undertaken and completed over the coming summer.</p> <p>The TasWater Board provided positive feedback on the Beca report and approved its release to stakeholders.</p>	Infrastructure Services	90%	
<b>Key Direction: To manage the risks of climate-related events particularly in the area of stormwater management</b>					
<p>Undertake hydraulic modelling and development of Stormwater Management Plans for priority catchments</p> <p>MEASURES OF SUCCESS</p> <ul style="list-style-type: none"> <li>- Priority catchments identified</li> <li>- Models for priority catchments developed</li> <li>- Work on stormwater management plans for priority catchments commenced</li> </ul>	In Progress	Draft results received for four catchments. Floor levels are required to refine results. Expect final results and delivery of final models and reporting by end of March. Modelling for the remaining catchments has begun.	Infrastructure Services	67%	

City of Launceston

Quarterly Progress to 31 March 2017




ACTION	STATUS	PROGRESS COMMENTS	DIRECTORATE	% COMPLETE	TARGET OUTCOME
<b>Key Direction: To reduce our and the community's impact on the natural environment</b>					
<p>Kerbside organic collection and regional composting service - A commercial food and green organics composting facility at the Launceston Waste Centre and the introduction of a 3rd green and food organics kerbside service.</p> <p>MEASURES OF SUCCESS Year 2 of 2 year project: - Commissioning of regional composting facility by Oct 2016 - Start organics kerbside wheelie bin service by March 2017</p>	In Progress	EPA comments have been addressed and the version 2 has been submitted for advice on further comments to be addressed or approval to submit the DA. Works on the collection tender, bin supply, equipment supply, education material is continuing.	Infrastructure Services	50%	
<p>Kerbside organic collection and regional composting service - Organics recovery is a priority in the interim waste strategy and action plan (ISAP). A business case outlining the cost of a commercial food and green organics composting facility at Launceston landfill and the cost of introducing a third green and food organics bin for residents is to be prepared</p> <p>MEASURES OF SUCCESS - Second draft of business plan to SPPC in September 2015 - Decision by Council on implementation in March 2016</p>	Completed	Business case for kerbside organic collection and composting service completed and adopted by Council at a meeting on 11 July 2016. The decision made was to approve the establishment of a commercial organics processing facility at the Launceston Waste Centre (LWC) and the establishment of a new kerbside food organics and garden organics service (FOGO).	Infrastructure Services	100%	
<p>LED street light project - Replacement of all local street lighting over 2 years with more efficient and clearer light LEDs</p> <p>MEASURES OF SUCCESS - Replacement of existing local street lights with LEDs - Improved lighting levels in local streets - Reduced on-going street lighting costs</p>	In Progress	Installation of LED lights has commenced with approx. 300 LED lights installed.	Infrastructure Services	50%	

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**Priority Area: 6 A city building its future**

10-Year Goal: To drive appropriate development opportunities as well as infrastructure, land use planning and transport solutions

ACTION	STATUS	PROGRESS COMMENTS	DIRECTORATE	% COMPLETE	TARGET OUTCOME
<b>Key Direction: To develop and take a strategic approach to development sites to maximise public benefits of development</b>					
Residential Land Use Audit - Review and update the Residential Land Use Audit to identify the availability of land for future residential development in the Launceston Municipality  MEASURES OF SUCCESS - Audit complete	In Progress	The analysis component of the project has been completed. Recommendations are being developed. Given the timing of this project the results will be integrated with the current Planning Scheme review.	Development Services	25%	
St Leonards Area Plan - Stage 2 To develop an integrated physical development strategy for the longer term consolidation of the St Leonards area and progressive development of a new major growth area in the City of Launceston  MEASURES OF SUCCESS - Development Plan presented to Council	In Progress	The project has recommenced following recruitment of a project manager. The final documents for the conclusion of Stage 1 are being finalised. The strategy development will commence later in the year.	Development Services	15%	
Relocation of the University of Tasmania's Launceston campus - Represent the City of Launceston's interests in negotiations around the relocation of the University of Tasmania's Launceston campus to an inner city location  MEASURES OF SUCCESS - Active participation in the reference group	In Progress	The University is currently undertaking a comprehensive Master Planning process for the proposed Inner City Campus at Inveresk which, following a public consultation process, be included in the Inveresk Precinct Master Plan. The Inner City Campus development will form an integral part of the City Deal Agreement with the Federal government, State Government and City of Launceston as signatories.	General Manager	60%	

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ACTION	STATUS	PROGRESS COMMENTS	DIRECTORATE	% COMPLETE	TARGET OUTCOME
<b>Key Direction: To ensure that the planning system at a local and regional level is effective and efficient</b>					
<p>Northern Suburbs Revitalisation Project - Undertake the development of an integrated strategy for the City of Launceston Northern Suburbs (GLP Project G.2). A comprehensive broadly based strategy encompassing social and physical planning with economic and housing initiatives noting the changes that may happen with the relation of the University</p> <p>MEASURES OF SUCCESS                      - Stakeholder group established with Terms of Reference                      - Identified projects completed</p>	In Progress	Rocherlea ABCD Site interim plan being developed, with completed asset mapping and list of priority projects. Links made to Launceston City Deal.	Development Services	60%	
<p>Conversion to Statewide Planning Scheme - Work with the Tasmanian Planning Commission to develop and finalise the local provisions in the new Statewide Planning Scheme, following the completion of the Statewide Provisions</p> <p>MEASURES OF SUCCESS                      - Progress consistent with Statewide planning reform timelines</p>	In Progress	<p>Input provided into statewide planning reform process, submissions have been made to specific provisions and officers have been attending the public hearings into the statewide provisions. Preparation of the local provisions will commence once the state provisions are confirmed by the State Government.</p> <p>It is anticipated that the provisions will be released at the end of January 2017. The current expectation is that this project will take 12 - 18 months from that date. A work program will be presented to Council (SPPC) following the release of the statewide provisions</p>	Development Services	58%	
<p>Scenic Protection Code Review - Review the Scenic Protection Code within the Launceston Interim Planning Scheme 2015 to ensure its currency and effectiveness in guiding future development within the City of Launceston</p> <p>MEASURES OF SUCCESS                      - Presenting a draft scenic management code to the Aldermen</p>	In Progress	Currently awaiting the release of the draft statewide provisions. Following this a direction can be determined as part of the broader planning scheme review.	Development Services	90%	
<p>St Leonards Area Plan - Stage One - Stage One of the St Leonards Area Plan Project (GLP Project G.3) - to develop an integrated physical development strategy for the longer term consolidation of the St Leonards area and progressive development of a new major growth area in the City of Launceston</p> <p>MEASURES OF SUCCESS                      - Completed strategy</p>	In Progress	<p>Stage 1 of the project will not be completed by the target date. A consultation strategy and program of delivery has been decided and will be completed by the end of August. Stage 1 will then be completed with delivery of an issues paper and consultation report. It is expected that Stage 2 of the Leonards project (the settlement strategy) can be delivered on time in June 2017.</p> <p>As of the 24th October. The public consultation has been finalised and is currently being documented. The "issues paper" is being finalised. It is anticipated that these will be completed and presented to Council by the end of the year.</p>	Development Services	85%	

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**Priority Area: 7 A city that stimulates economic activity and vibrancy**

10-Year Goal: To develop a strategic and dedicated approach to securing economic investment in Launceston

ACTION	STATUS	PROGRESS COMMENTS	DIRECTORATE	% COMPLETE	TARGET OUTCOME
<b>Key Direction: To actively market the City and Region and pursue investment</b>					
Implement the City of Launceston Asia Engagement Strategy - Actively investigate opportunities and promote business, educational and cultural exchange and engagement opportunities between the City of Launceston and identified markets in Asia, including Indonesia and China  MEASURES OF SUCCESS - Facilitation of business exports or inbound investment; facilitation of outward and inward trade missions; participation with northern and Statewide initiatives to grow relationships with Asia	In Progress	Collaboration on the development of funding proposals from NTDC have since been initiated. A civic reception and welcome to Tasmania of the Xiamen Philharmonic Orchestra was organised for 24th March 2016. Wechat communication has been established with officials from the Municipal Government of Putian.	Development Services	63%	
<b>Key Direction: To provide an environment that is conducive to business and development</b>					
Economic Development Strategy - Develop an economic development strategy which positions Launceston within Regional, State and National economic development policies and strategies  MEASURES OF SUCCESS - Economic development strategy developed	Completed	Council adopted the Economic Development Strategy on 20th March 2017. The only remaining task is to edit the Consultants' report to reflect the City of Launceston publication style guide and insert local imagery. It is anticipated that this task and the production of printed documents will occur prior to mid-2017.	Development Services	100%	
<b>Key Direction: To promote tourism and a quality Launceston tourism offering</b>					
Review and update the City of Launceston Tourism Plan - Undertake a review of the City of Launceston Tourism Strategy, roles and responsibilities to prepare an updated plan that ensures a consistent approach by stakeholders to the development and promotion of Launceston as a premier tourism destination  MEASURES OF SUCCESS - Tourism Plan to be updated - Tourism Plan reviewed, developed and endorsed by Council	In Progress	Destination Action Plan working group has been established. Priority Actions have been identified by the working group. Developing a Launceston Brand is the first priority project to be developed and implemented. City of Launceston has been identified as leading the Launceston Brand development. TNT to report to SPPC in March for further discussions on roles and responsibilities to be defined. City of Launceston stressed the importance of Launceston Branding linking with statewide branding strategy (SPPC). Further discussions necessary regarding linkages with regional and statewide branding strategies.	Development Services	70%	

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ACTION	STATUS	PROGRESS COMMENTS	DIRECTORATE	% COMPLETE	TARGET OUTCOME
<p>Tourism Interpretation, Signage and Lighting Project - Implement the project</p> <p>MEASURES OF SUCCESS - Project completed</p>	<p>In Progress</p>	<p>Installation of banners will commence in January. A Pilot program for Cameron street has been mapped out and quotations are being sought for interpretation boards. Aspect Studios are finalising design specifications. The Cameron Street Heritage Interpretation Pilot recommendations have been completed by Aspect Studios in line with the LCH Wayfinding and Interpretation Strategy. Implementation of the trail has been postponed until the LCH Heritage Interpretation Strategy is complete (scheduled October 2016) to ensure that the pilot implementation aligns with the LCH Heritage Interpretation Strategy.</p>	<p>Development Services</p>	<p>80%</p>	
<p><b>Key Direction: To facilitate direct investment in the local economy to support its growth</b></p>					
<p>UTAS Launceston Campus - To work with UTAS, the State and Australian Government to relocate the UTAS Launceston campus, other than the Australian Maritime College, to the Inveresk and Willis Street Precincts. To collaborate with UTAS to achieve improved educational and economic outcomes for the northern region and the state.</p> <p>MEASURES OF SUCCESS - Planned change endorsed with required funding committed by all levels of government - Timetable for the relocation confirmed</p>	<p>In Progress</p>	<p>Previous commentary provided in 6.1.2.5 Relocation of the University of Tasmania's Launceston Campus, refers similarly here. Following completion of the UTAS Master Planning of the Inner City Campus including Public Consultation, it would be envisaged UTAS will proceed to the stage of submitting a Development Application.</p> <p>Detailed discussion with the Minister for Infrastructure the Hon. Rene Hidding MP at the recent Regional Cabinet meeting with Council revealed that the State Government will work expeditiously with Council on an overall Traffic Management Plan for the City which identified and addressed infrastructure works required on the network to accommodate traffic demands resulting from the UTAS Inner City Campus and City traffic growth from here.</p>	<p>General Manager</p>	<p>60%</p>	

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**Priority Area: 8 A secure, accountable and responsive Organisation**

10-Year Goal: To communicate and engage consistently and effectively with our community and stakeholders

<i>ACTION</i>	<i>STATUS</i>	<i>PROGRESS COMMENTS</i>	<i>DIRECTORATE</i>	<i>% COMPLETE</i>	<i>TARGET OUTCOME</i>
<b>Key Direction: To develop and consistently use community engagement processes</b>					
Community Engagement Framework - Facilitate an integrated Council wide Community Engagement Framework progressively over a three year period  MEASURES OF SUCCESS - The community has more opportunity to have their say - Improvement in the transparency of Council decision-making	In Progress	The community have been consulted on five projects, including: - City Heart (two-way traffic) - Draft Bushfire Management Strategy - Budget - Major Facilities - Introducing a Food Organics and Garden Organics (FOGO) waste collection.  Two further consultations are planned for Financial Year 2016.	General Manager	75%	




10-Year Goal: To continue to meet our statutory obligations and deliver quality services

<i>ACTION</i>	<i>STATUS</i>	<i>PROGRESS COMMENTS</i>	<i>DIRECTORATE</i>	<i>% COMPLETE</i>	<i>TARGET OUTCOME</i>
<b>Key Direction: To continually improve our service delivery and supporting processes</b>					
Develop a new Sustainability Strategy  MEASURES OF SUCCESS - Sustainability Strategy completed and endorsed	Completed	Sustainability Strategy completed. Actions and projects identified in the strategy have been incorporated into the Sustainability annual operating and capital plan.	Development Services	100%	
Municipal Property Revaluation - Assist with managing the revaluation by the Office of the Valuer General and complete transfer of updated property values to Council's property system which will be used as the basis of rates for the year ending 30 June 2018  MEASURES OF SUCCESS - Reliable values received from the Office of the Valuer General - Load into Council's system complete - Rate modelling based on new values completed for year ending 30 June 2018 issued before 31 July 2017	In Progress	OVG managing the project, no concerns raised, milestone payments have been approved.	Corporate Services	65%	

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10-Year Goal: To continue to ensure the long term sustainability of our Organisation

ACTION	STATUS	PROGRESS COMMENTS	DIRECTORATE	% COMPLETE	TARGET OUTCOME
<b>Key Direction: To strategically manage our assets, facilities and services</b>					
Public halls review - Review usage levels, catchment areas, building condition, leasing and long term capacity  MEASURES OF SUCCESS - The review will identify halls to be sold and halls requiring upgrades - A report adopted by Council on the disposal and upgrade of halls as recommended by the review	In Progress	At a meeting on 14/11/16 Council resolved to: - Commence a process of public advertisement inviting public submissions, pursuant to the provisions of the Local Government Act 1993, for the potential sale of the Nunamara Hall and land (Title Reference 140345 Folio 1); - Commence a project plan for the potential demolition of the St Leonards Memorial Hall and upgrade of the Soldiers Memorial Hall to accommodate the Tamar Bridge Club; and - Commence a lease agreement with the Starting Point  Neighbourhood House enabling the Ravenswood Men's Shed to operate from the Ravenswood Memorial Hall.  Notice placed in papers advising intent to sell Nunamara Hall. 10 December 2016.	Infrastructure Services	90%	
To complete the review of the 2005 Inveresk Master Plan including consideration of UTAS relocation proposal, current and future Precinct user groups  MEASURES OF SUCCESS - Master plan completed - Implementation plan completed for priority actions identified in the Masterplan	In Progress	IMP Review Stakeholder Document completed; Outline Plan completed by PLA; IMP broad costing plan completed; Gate 1 CDG funding submission completed; First meeting with UTAS Architects completed - exchange of information and sub group identified.	Facilities Management	70%	
To complete York Park Masterplan 2016-2026 to identify future upgrade and renewal actions to maintain the facility as a premier boutique sporting stadium and major regional sporting facility  MEASURES OF SUCCESS - Master plan completed - Implementation plan completed for priority actions identified in the Masterplan	In Progress	Master Plan completed and implementation of key findings started. Implementation plan being developed in conjunction with stadium amenity planning.  Concept design and business case to upgrade the stadium amenity, concessions, concourse, circulation and sense of arrival are being further developed with UTAS Consultants;	Facilities Management	75%	



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ACTION	STATUS	PROGRESS COMMENTS	DIRECTORATE	% COMPLETE	TARGET OUTCOME
<b>Key Direction: To maintain a financially sustainable organisation</b>					
Replacement of Multistorey Car Parking Ticketing Equipment  MEASURES OF SUCCESS - Suitable replacement identified - Tender for replacement - Tender awarded - Installation complete - System commissioned and operational	In Progress	The installation of the Elizabeth Street car park operating system has commenced. The Paterson East and West car parks are now operational. The Pensioner Parking system has been successfully tested with the supplier. Further work is required to have information downloaded to the cards from the CoL system. This will occur in February 2017.  The Smart Card system for pensioners has been installed and is working effective.	Facilities Management	90%	

**5 GENERAL BUSINESS**

**6 CLOSED ITEMS**

**No Closed Items have been identified for this Meeting**

**7 CLOSE OF MEETING**