



City of
LAUNCESTON

COUNCIL AGENDA

**COUNCIL MEETING
MONDAY 5 JUNE 2017
1.00pm**

City of Launceston

COUNCIL AGENDA

Monday 5 June 2017

Notice is hereby given that the Ordinary Meeting of the City of Launceston Council will be held at the Council Chambers, Town Hall, St John Street, Launceston:

Date: 5 June 2017

Time: 1.00pm

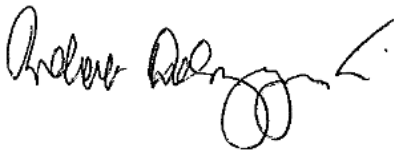
Section 65 Certificate of Qualified Advice

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 given to Council in the Agenda Items for this Meeting.



Robert Dobrzynski
General Manager

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1 OPENING OF MEETING - ATTENDANCE AND APOLOGIES

2 DECLARATIONS OF INTEREST

Local Government Act 1993 - Section 48

(A councillor must declare any interest that the councillor has in a matter before any discussion on that matter commences.)

3 CONFIRMATION OF MINUTES

Local Government (Meeting Procedures) Regulations 2015 - Regulation 35(1)(b)

RECOMMENDATION:

That the Minutes of the Ordinary Meeting of the City of Launceston Council held on 22 May 2017 be confirmed as a true and correct record.

4 DEPUTATIONS

No Deputations have been identified as part of this Agenda

5 PETITIONS

Local Government Act 1993 - Sections 57 and 58

No Petitions have been identified as part of this Agenda

6 COMMUNITY REPORTS

(Community Reports allow an opportunity for Community Groups to provide Council with a three minute verbal presentation detailing activities of the group. This report is not intended to be used as the time to speak on Agenda Items; that opportunity exists when that Agenda Item is about to be considered. Speakers are not to request funding or ask questions of Council. Printed documentation may be left for Aldermen.)

No Community Reports have been registered with Council as part of this Agenda

7 PUBLIC QUESTION TIME

Local Government (Meeting Procedures) Regulations 2015 - Regulation 31

7.1 Public Questions on Notice

Local Government (Meeting Procedures) Regulations 2015 - Regulation 31(1)

(Questions on Notice must be in writing and should be received by the General Manager at least seven days before the relevant Council Meeting. Questions on Notice will be researched by Council Officers and both the Question on Notice (as received) and the response will be provided at the Council Meeting and a reply in writing will also be provided.)

No Public Questions on Notice have been identified as part of this Agenda

7.2 Public Questions without Notice

Local Government (Meeting Procedures) Regulations 2015 - Regulation 31(2)(b)

(Members of the public who ask Questions without Notice at a meeting will have both the question and any answer provided recorded in the Minutes. Council Officers will endeavour to answer the question asked at the meeting, however, that is not always possible and more research may be required. If an answer cannot be provided at the Meeting, the question will be treated as a Question on Notice. A response will be provided at the next Council Meeting.)

Under the provisions of the *Land Use Planning and Approvals Act 1993*, Council acts as a Planning Authority in regard to items included in Agenda Item 8 - Planning Authority.

8 PLANNING AUTHORITY

8.1 Delegation from Planning Authority to General Manager - *Land Use Planning and Approvals Act 1993 (Tas)* - in Respect of 16-24 Charles Street and 9 Canal Street, Launceston

FILE NO: DA0151/2017/SF0113/SF2378

AUTHOR: Richard Jamieson (Manager Planning Services)

DIRECTOR: Leanne Hurst (Director Development Services)

DECISION STATEMENT:

To consider delegation by the Planning Authority of the Planning Authority's functions and powers under section 57 of the *Land Use and Approvals Act 1993 (Tas)* to the General Manager, to be exercised in respect of DA0151/2017 - 16-24 Charles Street and 9 Canal Street, Launceston.

RECOMMENDATION:

That the Planning Authority:

1. Pursuant to section 6 of the *Land Use Planning and Approvals Act 1993 (Tas)*, delegates all its powers and functions under section 57 of the *Land Use Planning and Approvals Act 1993 (Tas)* to the holder of the position of General Manager of the City of Launceston, to be exercised in respect of DA0151/2017 - 16-24 Charles Street and 9 Canal Street, Launceston.
 2. Notes that, if resolved in the affirmative, the delegation at recommendation 1 will be effected by an instrument of delegation that will be executed by the Mayor.
 3. Notes that, on execution of the instrument described at recommendation 2, the Council's delegations register will be updated to reflect the delegation described in the instrument.
-
-

8.1 Delegation from Planning Authority to General Manager - *Land Use Planning and Approvals Act 1993 (Tas)* - in Respect of 16-24 Charles Street and 9 Canal Street, Launceston ...(Cont'd)

REPORT:

Background

The Planning Authority has received a development application (DA0151/2017) from Northern Outlet Developments, to redevelop the CH Smith Site (including 16-24 Charles Street and 9 Canal Street) for use including new offices, carpark, café and bar. It also proposes alterations to the existing heritage-listed buildings, newly constructed buildings; subdivision signage and associated vehicular access, parking and pedestrian access.

This proposal is a modification of the redevelopment approved by DA0590/2016 including:

- Modification to the internal floor layouts including expansion of the coffee shop;
- Incorporation of an additional car parking level internally within the multistorey car park;
- Changes to the access off the Canal and Cimitiere Street accesses and an additional access in Canal Street;
- Modification to the Canal Street Warehouse addition including reduction in the size of the new external roof structure;
- Altered signage; and
- Other changes which reflect a number of amendments required by Planning Permit DA0590/2016.

Pursuant to section 57 of the *Land Use Planning and Approvals Act 1993* (the Act), the application was advertised for a 14 day period from 3 May 2017 to 17 May 2017. Three representations were received which, in accordance with Council delegations, would require the application to be determined by the Council, sitting as a Planning Authority.

Under the provisions of the *Historic Cultural Heritage Act 1995*, this application must also be considered by the Tasmanian Heritage Council. The Planning Authority must deal with an application in accordance with any directions given to it by the Heritage Council. Necessarily, Council's decision must follow that of the Tasmanian Heritage Council.

The Tasmanian Heritage Council has advised that the works application for this development will be considered at its next scheduled meeting on 5 June 2017. Ordinarily, this would mean Council consideration at the next available meeting, in this case the 26 June, 2017.

As this would create a three week delay in the project timeline delegation is sought to allow the General Manager to determine the application as soon as practicable following receipt of the Tasmanian Heritage Council decision.

8.1 Delegation from Planning Authority to General Manager - *Land Use Planning and Approvals Act 1993 (Tas)* - in Respect of 16-24 Charles Street and 9 Canal Street, Launceston ...(Cont'd)

In accordance with Council Policy, the assessment of this application has been outsourced to an independent consultant planner as it relates to development of land in which the City of Launceston has a pecuniary interest. The consultant planner's report and recommendation, including recommended permit conditions, is attached for the information of Aldermen. If the Planning Authority's powers to determine DA0151/2017 are delegated to the General Manager, the consultant planner's report and any decision made by the Tasmanian Heritage Council will be considered in the exercise of that delegation.

Delegation Sought

Delegation of the Planning Authority's powers and functions under section 57 of the *Land Use Planning and Approvals Act 1993 (Tas)* to the holder of the position of General Manager of the City of Launceston is sought in this report's recommendations. This delegation is to be exercised in respect of DA0151/2017 - 16-24 Charles Street and 9 Canal Street Launceston.

A complete version of the *Land Use Planning and Approvals Act 1993 (Tas)* can be viewed at www.thelaw.tas.gov.au.

Planning Authority's authority to delegate

The Planning Authority's authority to delegate is contained within section 6 of the *Land Use Planning and Approvals Act 1993 (Tas)*, included here for reference:

6. Delegation

- (1)
- (2)

(3) *A planning authority may, by resolution, delegate any of its functions or powers under this Act other than this power of delegation to a person employed by the authority.*

(4) *A delegation may be made either generally or as otherwise provided by the instrument of delegation.*

(5) *Notwithstanding any delegation, a planning authority may continue to perform or exercise all or any of the functions or powers delegated.*

(6) *A function or power performed or exercised by a delegate has the same effect as if performed or exercised by a planning authority.*

Recommendations 1 and 2

With respect to recommendations 1 and 2, section 57 of the *Land Use Planning and Approvals Act 1993 (Tas)* is included here for reference:

8.1 Delegation from Planning Authority to General Manager - *Land Use Planning and Approvals Act 1993 (Tas)* - in Respect of 16-24 Charles Street and 9 Canal Street, Launceston ...(Cont'd)

57. Applications for discretionary permits

(1) This section applies to an application for a permit in respect of a use or development which, under the provisions of a planning scheme—

(a) is of a kind specified as being a use or development which a planning authority has a discretion to refuse or permit; or

(b) may not proceed as proposed by the applicant unless a planning authority waives, relaxes or modifies a requirement of the scheme, or otherwise in its discretion consents to the use or development proceeding.

(2) The planning authority may, on receipt of an application for a permit to which this section applies, refuse to grant the permit and, if it does so –

(a) it does not have to comply with subsection (3); and

(b)

(c) it must, within 7 days of refusing to grant the permit, serve on the applicant notice of its decision.

(3) Unless the planning authority requires the applicant to give notice, the authority must give notice, as prescribed, of an application for a permit.

(4) A notice referred to in subsection (3) is, in addition to any other matters required to be contained in it, to name a place where a copy of the application, and of all plans and other documents submitted with the application, will be open to inspection by the public at all reasonable hours during the period for which representations may be made.

(4A) A person must not obscure or remove a notice of an application for a permit displayed on the land that is the subject of the application within the time period specified in subsection (5).

Penalty:

Fine not exceeding 10 penalty units.

(5) Any person may make representations relating to the application during the period of 14 days commencing on the date on which notice of the application is given under subsection (3) or such further period not exceeding 14 days as the planning authority may allow.

(5AA) If the time period specified in subsection (5) includes any days on which the office of the planning authority is closed during normal business hours in that part of the State where the land subject to the application for a permit is situated, that period is to be extended by the number of those days.

8.1 Delegation from Planning Authority to General Manager - *Land Use Planning and Approvals Act 1993 (Tas)* - in Respect of 16-24 Charles Street and 9 Canal Street, Launceston ...(Cont'd)

(5A) A person may, by notice in writing to a planning authority, withdraw a representation made under subsection (5) at any time before the planning authority grants or refuses to grant a permit under subsection (6).

(5B) If a person withdraws a representation under subsection (5A), that person is taken not to have made a representation under subsection (5).

(6) Unless the planning authority has refused to grant a permit under subsection (2), it must grant or refuse to grant the permit –

(a) not earlier than the expiration of the period of 14 days, or such further period as may be allowed under subsection (5), beginning on the date on which notice of the application for a permit is given under subsection (3); and

(b) not later than –

(i) in a case where the Heritage Council has not, under section 39(3) of the Historic Cultural Heritage Act 1995, required extra time to consider the application, on the expiration of the period of 42 days from the day on which the planning authority received the application or such further period as is agreed, in writing, by the planning authority and the applicant before the expiration of that 42-day period; or

(ii) in a case where the Heritage Council has, under section 39(3) of the Historic Cultural Heritage Act 1995, required extra time to consider the application, on the expiration of the period of 56 days from the day on which the planning authority received the application or such further period as is agreed, in writing, by the planning authority and the applicant before the expiration of that 56-day period.

(6A) A further period agreed to by a planning authority and an applicant under subsection (6)(b)(i) or (ii) may be extended or further extended by agreement, in writing, between the planning authority and applicant at any time before the expiration of the period to be extended and, when so extended, is taken to be the further period referred to in that subsection.

(7) If a planning authority, on an application for a permit to which this section applies, grants or refuses to grant the permit, it must, within 7 days of granting or refusing to grant the permit, serve notice of its decision –

(a) on the applicant; and

(b) if representations have been made in relation to the application in accordance with this section, on all persons who made representations.

(c)

(8)

ECONOMIC IMPACT:

Not considered relevant to this report.

8.1 Delegation from Planning Authority to General Manager - *Land Use Planning and Approvals Act 1993 (Tas)* - in Respect of 16-24 Charles Street and 9 Canal Street, Launceston ...(Cont'd)

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
Priority Area 8 - A secure, accountable and responsive Organisation
Ten-year goals - To continue to meet our statutory obligations and deliver quality services
Key Directions -
3. To ensure decisions are made on the basis of accurate and relevant information
4. To continually improve our service delivery and supporting processes

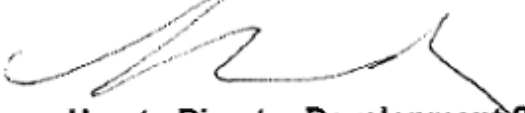
BUDGET & FINANCIAL ASPECTS:

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

ATTACHMENTS:

1. Planning Consultant's Report and Recommendation (electronically distributed)
-

9 ANNOUNCEMENTS BY THE MAYOR

9.1 Mayor's Announcements - 29 May 2017

FILE NO: SF2375

Acting Mayor Alderman Rob Soward

Tuesday 23 May 2017

- Participated in the Prospect High School Work Readiness Session at Prospect High School

Wednesday 24 May 2017

- Officiated at the National Palliative Care Week Morning Tea at The Melwood Unit, St Lukes Calvary

Friday 26 May 2017

- Officiated at the Ravenswood Community Gathering at Ravenswood Heights Primary School
- Attended the Launceston Chamber of Commerce Budget luncheon at the Country Club Casino
- Attended First Birthday Celebrations at Henry's in Cameron Street

Saturday 27 May 2017

- Attended and assisted with presentations at the 2017 Lilydale Larder Lope at Lilydale

Monday 29 May 2017

- Attended the Rocherlea Community Meeting at the Community Centre in Archer Street
-

9.1 Mayor's Announcements - 29 May 2017 ...(Cont'd)

Mayor Alderman Albert van Zetten

Tuesday 30 May 2017

- Attended and assisted with Ribbon Cutting Ceremony for the Launceston NBN plugin at ARTAS in Paterson Street
- Attended the Clifford Craig Annual General Meeting at the Northern Integrated Care Centre in Frankland Street

Friday 2 June 2017

- Attended the Give Me Five For Kids 2017 fundraising breakfast with Dr Fiona Kerlake at Café on Frankland in the Launceston General Hospital
-

10 ALDERMEN'S REPORTS

(This item provides an opportunity for Aldermen to briefly report on the activities that have been undertaken in their capacity as a representative of the Council. It is not necessary to list social functions that have been attended.)

11 QUESTIONS BY ALDERMEN**11.1 Questions on Notice**

Local Government (Meeting Procedures) Regulations 2015 - Regulation 30

(A councillor, at least seven days before an ordinary Council Meeting or a Council Committee Meeting, may give written notice to the General Manager of a question in respect of which the councillor seeks an answer at that Meeting. An answer to a Question on Notice will be in writing.)

No Aldermen's Questions on Notice have been identified as part of this Agenda

11.2 Questions without Notice

Local Government (Meeting Procedures) Regulations 2015 - Regulation 29

(Questions without Notice, and any answers to those questions, are not required to be recorded in the Minutes of the Meeting.)

12 COMMITTEE REPORTS**12.1 Tender Review Committee - 29 May 2017****FILE NO:** SF0100**AUTHOR:** Julie Tyres (Administration Officer)**DIRECTOR:** Dale Sinfield (Director Major Projects)

DECISION STATEMENT:

To receive and consider a report from the Tender Review Committee (a delegated authority Committee).

RECOMMENDATION:

That Council receives the report from the Tender Review Committee Meeting held on 29 May 2017.

REPORT:

The Tender Review Committee Meeting held on 29 May 2017 determined the following:

Launceston City Heart - Civic Square Redevelopment - CD.001/2017

The Tender Review Committee accepted the tender submitted by Vos Construction & Joinery for the Launceston City Heart - Civic Square Redevelopment, at a cost of \$4,446,971.07 (excl. GST).

ECONOMIC IMPACT:

Not considered relevant to this report.

ENVIRONMENTAL IMPACT:

Not considered relevant to this report.

SOCIAL IMPACT:

Not considered relevant to this report.

12.1 Tender Review Committee - 29 May 2017 ...(Cont'd)

STRATEGIC DOCUMENT REFERENCE:

City of Launceston Strategic Plan 2014-2024

Priority Area 8 - A secure, accountable and responsive Organisation

Ten-year goals - To ensure decisions are made in a transparent and accountable way and to continue to ensure the long-term sustainability of our Organisation

Key Direction -

1. To develop and consistently use community engagement processes
2. To lead the implementation of the Greater Launceston Plan by collaborating on relevant initiatives

BUDGET & FINANCIAL ASPECTS:

This project is funded in accordance with the approved 2016/2017 Budget.

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.



Shane Eberhardt: Acting Director Infrastructure Services

13 COUNCIL WORKSHOPS

Council Workshops conducted on 29 May and 5 June 2017 were:

- Business Case for Cool Season Strategic Partnership
- Inveresk Master Plan - University of Tasmania
- Valuer General and Valuation Contractor
- Municipal Revaluation and Rating Strategy
- Budget Submissions
- Revaluation Discussions
- General Manager's Briefing
- Local Government Association of Tasmania - Subscription Modelling
- Coordinator General Presentation

14 NOTICES OF MOTION

Local Government (Meeting Procedures) Regulations 2015 - Regulation 16(5)

No Notices of Motion have been identified as part of this Agenda

15 DEVELOPMENT SERVICES DIRECTORATE ITEMS

15.1 Event Sponsorship - Major Events (Round 1) 2017/2018

FILE NO: SF7030

AUTHOR: Cherie Holmes (Grants and Sponsorship Officer)

DIRECTOR: Leanne Hurst (Director Development Services)

DECISION STATEMENT:

To consider event sponsorship support for Major Events (Round 1).

PREVIOUS COUNCIL CONSIDERATION:

Council - 24 April 2017 - Agenda Item 15.1 - Event Sponsorship Policy Update

RECOMMENDATION:

1. That the following Major Event Sponsorship Applications receive the recommended sponsorship amounts and these amounts are pre-committed from the 2017/2018 Major Events Budget.
2. The remaining undersubscribed budget of \$40,875 for Major Event Sponsorship be reallocated to oversubscriptions in other categories.

Organisation	Event	Score	Requested	\$Assessed	\$Recom	Page #
Encore Theatre Company Inc.	*Blood Brothers (Level1)	84%	\$6,000	\$6,000	\$6,000	109 - 151
Rotary Club of Central Launceston Inc.	**Sally's Ride (Level 1)	81%	\$10,000	\$10,000	\$10,000	70 - 108
Launceston City Cycling Club	Launceston Sports Carnival (Level 1)	72%	\$10,000	\$10,000	\$7,500	1 - 69
S&S Professional Services Pty Ltd	Kid-I-Am (Level 1)	69%	\$12,500	\$12,500	\$9,375	152 - 204
Royal Launceston Show 2017	Launceston Show (Level 1)	52%	\$15,000	\$12,500	\$6,250	205 onwards
Total			\$53,500	\$51,000	\$39,125	
Available Funds					\$80,000	
Balance					\$40,875	

15.1 Event Sponsorship - Major Events (Round 1) 2017/2018 ...(Cont'd)

**Please Note - 2 Levels in this Category*

Level 1 - up to \$12,500.00

Level2 - \$12,501.00 up to \$20,000.00

*Vanessa Cahoon and Chris Griffin abstained from assessment of Sally's Ride (Rotary Club of Central Launceston Inc).

** Alderman Danny Gibson abstained from assessment of Blood Brothers (Encore Theatre Company Inc).

REPORT:

The Event Sponsorship Policy (05-Plx-012) states that Round 1 covers a five month period and will be allocated 40% of the annual budget; this allocation will be pre-committed by Council. Therefore, the total available funds for Major Event Sponsorship (Round 1) 2017/2018, is \$80,000.

The total requests for Major Event Sponsorship (Round 1) 2017/2018 is \$53,500. Based on the assessment results, the recommended allocation of funds is \$39,125.

The Events Sponsorship Assessment Panel assessed each application under sponsorship Level 1 of the Major Event Category (detailed below).

Sponsorship Levels

Funding is available under two levels:

- Level 1 - up to \$12,500
- Would typically be an event held in the Launceston Municipality attracting audiences from local and intrastate areas.

The Events Sponsorship Assessment Panel assessed each application against the assessment criteria (detailed below). Full details of each request are set out in a separate report which has been distributed to Aldermen, together with an analysis of the events and their respective scores

Assessment Criteria

- **Participation** - Enables special connections to take place within the community, including volunteering and participation opportunities
 - **Creativity and Innovation** - Encourages and supports creativity, innovation and local talent
 - **Community Spirit** - Fosters pride and positivity in our city, building community spirit
 - **Economic** -.Demonstrates positive economic benefits through visitor spend, employment and/or investment
-

15.1 Event Sponsorship - Major Events (Round 1) 2017/2018 ...(Cont'd)

- **Tourism and profile** - Demonstrates positive tourism benefits, through the promotion of Launceston and the region, building our profile and reputation
- **Progressive** - Demonstrates a future strategic vision for growth and continued sustainability
- **Asset Usage** - Utilisation and activation of community assets including cultural, entertainment, sport and recreation venues including Council owned and operated assets

The normal distribution of funds (according to score) is as follows:

81-100% = 100% of requested funds

61-80% = 75% of requested funds

50-60% = 50% of requested funds

<50% = No funding provided

Based on the recommendations if adopted by Council there would be a balance of \$40,875 of unallocated funds from Round 1 of the Major Events category. The Assessment Panel recommends that the required portion of undersubscribed Major Events' budget is reallocated to the oversubscribed Signature Events and Small Events. The remaining unspent budget would be rolled into Round 2 of the Major Event Sponsorship category.

ECONOMIC IMPACT:

Approval of the recommended event sponsorship will result in a positive economic impact to the Launceston community.

ENVIRONMENTAL IMPACT:

Not considered relevant to this report.

SOCIAL IMPACT:

Approval of the recommended event sponsorship will provide a number of valuable social impacts for our community.

STRATEGIC DOCUMENT REFERENCE:

City of Launceston Strategic Plan 2014-2024

Priority Area 1 - A creative and innovative city

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

Key Direction -

6. To contribute towards artistic, cultural and heritage outcomes

15.1 Event Sponsorship - Major Events (Round 1) 2017/2018 ...(Cont'd)

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

Key Directions -

- 4. To promote Launceston's rich heritage and natural environment
- 6. To promote active and healthy lifestyles

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 Directions -

- 1. To actively market the City and Region and pursue investment
- 3. To promote tourism and a quality Launceston tourism offering
- 6. To facilitate direct investment in the local economy to support its growth

BUDGET & FINANCIAL ASPECTS:

The proposed budget for Events Sponsorship for 2017/2018 is currently:

	Budget	\$Available Round 1	\$Available Round 2
Major Events	\$200,000	\$80,000	\$120,000
Start-up Event	\$20,000	\$8,000	\$12,000
Small Events	\$31,465	\$12,600	\$18,865
Signature Event	\$212,000	N/A	N/A
Special Event	\$50,000	N/A	N/A
New Year's Eve	\$40,000	N/A	N/A
	\$553,465		

Available funds as indicated in the report are based on the draft 2017/2018 budget, as a pre-commitment. Triennial funding requires confirmation of the budget in each financial year for commitments including 2018/2019 and 2019/2020.

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

15.1 Event Sponsorship - Major Events (Round 1) 2017/2018 ...(Cont'd)

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. Major Events Round 1 2017/2018 (confidential document distributed electronically)
-

15.2 Event Sponsorship - Small and Start-up Events (Round 1) 2017/2018

FILE NO: SF6542

AUTHOR: Cherie Holmes (Grants and Sponsorship Officer)

DIRECTOR: Leanne Hurst (Director Development Services)

DECISION STATEMENT:

To consider event sponsorship for Small and Start-up Events (Round 1) 2017/2018 and to consider triennial support for up to two events Celebrating or Commemorating a Specific Tradition.

PREVIOUS COUNCIL CONSIDERATION:

Council - 24 April 2017 - Agenda Item 15.1 - Event Sponsorship Policy Update

RECOMMENDATION:

1. That unallocated funds for Round 1 of the Start-up Events Sponsorship category be reallocated to oversubscriptions in other categories
2. That the following Small Event Sponsorship Applications receive the recommended sponsorship amounts and that these amounts are pre-committed from the proposed 2017/2018 budget.

Small Event Sponsorship (Round 1) 2017/2018

Organisation	Event	Score	\$Assessed	\$Recommended	Page #
Interweave Arts Association	REMADE Sustainable Wearable Art Show 2017	83%	\$5,000	\$5,000	193 - 228
Blooming Tasmania	Tasmania is my garden - Blooming Tasmania Flower & Garden Festival	81%	\$5,000	\$5,000	318 onwards
Launceston Festival of Dance Inc.	Launceston Festival of Dance	78%	\$5,000	\$3,750	77 - 103
New Horizons Club Inc.	Picture Us All Inclusive Photographic Festival	75%	\$5,000	\$3,750	174 - 192

**15.2 Event Sponsorship - Small and Start-Up Events (Round 1) 2017/2018
...(Cont'd)**

Organisation	Event	Score	\$Assessed	\$Recommended	Page #
Tasmanian Poetry Festival Inc.	2017 Tasmanian Poetry Festival	74%	\$3,500	\$2,625	229 - 254
Cancer Council Tasmania	Cancer Council Tasmania's Women's 5km Walk/Run	70%	\$5,000	\$3,750	287 - 317
Able Australia Services	FUSION 2017	69%	\$5,000	\$3,750	104 - 129
Clifford Craig Foundation	Run and Walk for your Heart	69%	\$5,000	\$3,750	130 - 173
Tas Quilting Guild Inc.	Tasmanian Quilt Expo - Island Quilts	68%	\$5,000	\$3,750	1 - 36
St Cecilia School of Music	St Cecilia Grand End of Year Concert	65%	\$2,622	\$1,967	255 - 286
Three River Theatre Inc.	"The Season at Sarsaparilla"	63%	\$5,000	\$3,750	36 - 76
Total			\$51,122	\$40,842	

3. That the following two applications for Celebrating or Commemorating a Specific Tradition receive the recommended sponsorship amounts for triennial funding and that these amounts are pre-committed from the Small Events Sponsorship budget for 2017/2018, 2018/2019 and 2019/2020.

Events Celebrating or Commemorating a Specific Tradition in an Annual Calendar (triennial funding)

Rotary Club of Tamar Sunrise, Inc	*Launceston Carols by Candlelight	88%	\$5,000	\$5,000	410 - 467
St Vincent de Paul Society (Tasmania) Inc	Launceston City Community Christmas	87%	\$5,000	\$5,000	319 - 338
Celebration Events (triennial funding) Total			\$10,000	\$10,000	

**15.2 Event Sponsorship - Small and Start-Up Events (Round 1) 2017/2018
...(Cont'd)**

4. That the following application for Celebrating or Commemorating a Specific Tradition, receive the recommended sponsorship amount and that this amount is pre-committed from the Small Events Sponsorship budget for 2017/2018.

Events Celebrating or Commemorating a Specific Tradition in an Annual Calendar (1year funding)

Apex Club of Tamar Inc	Apex Launceston Christmas Parade	81%	\$5,000	\$5,000	339 - 380
Celebration Events (one year) Total			\$5,000	\$5,000	
Total Small Events Requested			\$66,122		
Total Small Events Recommended				\$55,842	
Available Funds				\$12,600	
Balance				-\$43,242	

*Alderman Danny Gibson abstained from assessment of Launceston Carols by Candlelight (Rotary Club of Tamar Sunrise).

REPORT:

The total proposed funds for Small Event Sponsorship (Round 1) 2017/2018 is \$12,600 including Events Celebrating or Commemorating a Specific Tradition in an Annual Calendar. This represents 40% of the proposed budget of \$31,465, as Round 1 covers a five month period for events held between August to December. The 40% allocation of funds for Round 1 is prescribed by Event Sponsorship Policy (05-Plx-012).

The Events Sponsorship Assessment Panel assessed each application against the assessment criteria (detailed below). No applications were received for Start-up Event funding. It is therefore recommended that the \$8,000 unallocated budget for Start-up Events in Round 1, be reallocated to allow for oversubscribed requests and recommendations in other categories.

Full details of each request for Small Events Sponsorship are set out in a separate report which has been distributed to Aldermen, together with an analysis of the events and their respective scores.

15.2 Event Sponsorship - Small and Start-Up Events (Round 1) 2017/2018 ...(Cont'd)

Assessment Criteria

- **Participation** - Enables special connections to take place within the community, including volunteering and participation opportunities
- **Creativity and Innovation** - Encourages and supports creativity, innovation and local talent
- **Community Spirit** - Fosters pride and positivity in our city, building community spirit
- **Inclusiveness** - Inclusive and accessible to residents within our community; and
- **Asset Usage** - Utilises and activates community assets

The normal distribution of funds (according to score) is as follows:

81-100% = 100% of requested funds

61-80% = 75% of requested funds

50-60% = 50% of requested funds

<50% = No funding provided

Additionally, to receive a three-year funding allocation as an Event Celebrating or Commemorating a Specific Tradition in an Annual Calendar, the event must score 81% or higher, with a maximum of two events from Round 1 receiving the triennial funding. Three applications were eligible for consideration for three years funding under the Policy. The Assessment Panel recommended the two highest scoring applications receive the triennial funding as per the Small Event Sponsorship Guidelines (05-Rfx-018), and the third highest scoring application receive one year funding.

The total requests for Small Event Sponsorship (Round 1) 2017/2018 including Events Celebrating or Commemorating a Specific Tradition in an Annual Calendar is \$66,122. Based on the assessment results, the recommended allocation of funds is \$55,842. This can be accommodated with a reallocation of funds from the undersubscribed Round 1 Major Event and undersubscribed Start-up Event categories, as recommended.

ECONOMIC IMPACT:

Approval of the recommended event sponsorship will result in a positive economic impact to the Launceston community.

ENVIRONMENTAL IMPACT:

Not considered relevant to this report.

SOCIAL IMPACT:

Approval of the recommended event sponsorship will provide a number of valuable social impacts for our community.

**15.2 Event Sponsorship - Small and Start-Up Events (Round 1) 2017/2018
...(Cont'd)**

STRATEGIC DOCUMENT REFERENCE:

City of Launceston Strategic Plan 2014-2024
 Priority Area 1 - A creative and innovative city
 Ten-year goal - To foster creative and innovative people and industries
 Key Direction -
 6. To contribute towards artistic, cultural and heritage outcomes

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
 Key Directions -
 4. To promote Launceston's rich heritage and natural environment
 6. To promote active and healthy lifestyles

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 Directions -
 1. To actively market the City and Region and pursue investment
 3. To promote tourism and a quality Launceston tourism offering
 6. To facilitate direct investment in the local economy to support its growth

BUDGET & FINANCIAL ASPECTS:

The proposed budget for Events Sponsorship for 2017/2018 is currently:

	Budget	\$ Available Round 1	\$ Available Round 2
Major Events	\$200,000	\$80,000	\$120,000
Start-up Event	\$20,000	\$8,000	\$12,000
Small Events	\$31,465	\$12,600	\$18,865
Signature Event	\$212,000	N/A	N/A
Special Event	\$50,000	N/A	N/A
New Year's Eve	\$40,000	N/A	N/A
	\$553,465		

Available funds as indicated in the report are based on the draft 2017/2018 budget, as a pre-commitment. Triennial funding requires confirmation of the budget in each financial year for commitments including 2018/2019 and 2019/2020.

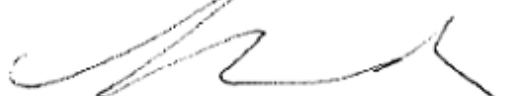
The budget consideration of this item has been approved by the Director Corporate Services.

**15.2 Event Sponsorship - Small and Start-Up Events (Round 1) 2017/2018
...(Cont'd)**

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. Small Events Round 1 2017/2018 and Events Celebrating or Commemorating a Specific Tradition in an Annual Calendar (confidential document distributed electronically)
-

15.3 Event Sponsorship - New Year's Eve Event (Round 1) 2017/2018

FILE NO: SF6543

AUTHOR: Cherie Holmes (Grants and Sponsorship Officer)

DIRECTOR: Leanne Hurst (Director Development Services)

DECISION STATEMENT:

To consider triennial event sponsorship support for a New Year's Eve Event in 2017/2018, 2018/2019 and 2019/2020.

PREVIOUS COUNCIL CONSIDERATION:

Council - 24 April 2017 - Agenda Item 15.1 - Event Sponsorship Policy Update

RECOMMENDATION:

1. That the following New Year's Eve Sponsorship Application receive the recommended sponsorship amount, and that this amount is pre-committed from the New Year's Eve Sponsorship budget for 2017/2018, 2018/2019 and 2019/2020:

Organisation	Event	%Score	\$Assessed	\$Recommended	Page #
Vibestown Productions	Royal Eve	82%	\$40,000	\$40,000	1 - 31
Total			\$40,000	\$40,000	
Available Funds				\$40,000	
Balance				\$ 0,000	

REPORT:

The total request for funding for the New Year's Eve Event is \$40,000. Based on the assessment results, the recommended allocation of funds is \$40,000. As per the Events Sponsorship Policy (05-Rfx-020) a three year funding allocation is pre-committed specifically for a New Year's Eve event commencing 2017/2018.

The Events Sponsorship Assessment Panel assessed the application against the assessment criteria (detailed below). Full details of the request, is set out in a separate report which has been distributed to Aldermen, together with an analysis of the event and the score.

15.3 Event Sponsorship - New Year's Eve Event (Round 1) 2017/2018 ...(Cont'd)

Assessment Criteria

- **Participation** - Enables special connections to take place within the community, including volunteering and participation opportunities
- **Creativity and Innovation** - Encourages and supports creativity, innovation and local talent
- **Community Spirit** - Fosters pride and positivity in our city, building community spirit
- **Inclusiveness** - Inclusive and accessible to residents within the community
- **Progressive** - Demonstrates a future strategic vision for growth and continued sustainability
- **Asset usage** - Utilisation and activation of community assets including cultural, entertainment, sport and recreation venues, including Council owned and operated assets

Potential Additional Benefits

- **Economic** - Demonstrates positive economic benefits through visitor spend, employment and/or investment
- **Tourism and profile** - Demonstrates positive tourism benefits, through the promotion of Launceston and the region, building our profile and reputation

The normal distribution of funds (according to score) is as follows:

81-100% = 100% of requested funds

61-80% = 75% of requested funds

50-60% = 50% of requested funds

<50% = No funding provided

ECONOMIC IMPACT:

Approval of the recommended event sponsorship will result in a positive economic impact to the Launceston community.

ENVIRONMENTAL IMPACT:

Not considered relevant to this report.

SOCIAL IMPACT:

Approval of the recommended event sponsorship will provide a number of valuable social impacts for our community.

15.3 Event Sponsorship - New Year's Eve Event (Round 1) 2017/2018 ...(Cont'd)

STRATEGIC DOCUMENT REFERENCE:

City of Launceston Strategic Plan 2014-2024

Priority Area 1 - A creative and innovative city

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

Key Direction -

6. To contribute towards artistic, cultural and heritage outcomes

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

Key Directions -

4. To promote Launceston's rich heritage and natural environment

6. To promote active and healthy lifestyles

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 Directions -

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

3. To promote tourism and a quality Launceston tourism offering

6. To facilitate direct investment in the local economy to support its growth

BUDGET & FINANCIAL ASPECTS:

The proposed budget for Events Sponsorship for 2017/2018 is currently:

	Budget	\$ Available Round 1	\$ Available Round 2
Major Events	\$200,000	\$80,000	\$120,000
Start-up Event	\$20,000	\$8,000	\$12,000
Small Events	\$31,465	\$12,600	\$18,865
Signature Event	\$212,000	N/A	N/A
Special Event	\$50,000	N/A	N/A
New Year's Eve	\$40,000	N/A	N/A
	\$553,465		

Available funds as indicated in the report are based on the draft 2017/2018 budget, as a pre-commitment. Triennial funding requires confirmation of the budget in each financial year for commitments including 2018/2019 and 2019/2020.

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

15.3 Event Sponsorship - New Year's Eve Event (Round 1) 2017/2018 ...(Cont'd)

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. New Year's Event 2017/2018, 2018/2019 and 2019/2020 (confidential document distributed electronically)
-

15.4 Event Sponsorship - Signature Events (Round 1) 2017/2018

FILE NO: SF5791

AUTHOR: Cherie Holmes (Grants and Sponsorship Officer)

DIRECTOR: Leanne Hurst (Director Development Services)

DECISION STATEMENT:

To consider triennial event sponsorship support for Signature Events to be held in 2017/2018, 2018/2019 and 2019/2020.

PREVIOUS COUNCIL CONSIDERATION

Council - 24 April 2017 - Agenda Item 15.1- Event Sponsorship Policy Update

Council - 28 November 2016 - Agenda Item 15.2 - Event Sponsorship - Signature Events

SPPC - 21 November 2016 - Agenda Item 4.3 - Event Sponsorship - Signature Events 2017/2018

RECOMMENDATION:

1. That the following Signature Event Sponsorship applications receive the recommended sponsorship amounts and that these amounts are pre-committed from the Signature Events Sponsorship budget for 2017/2018, 2018/2019 and 2019/2020:

Signature Events Sponsorship Program

Organisation	Event	Score	Requested	\$Assessed	\$Recom	Page #
The Launceston Festivale Committee Inc.	Festivale	84%	\$60,000	\$60,000	\$60,000	1 - 146
Junction Arts Festival Inc.	Junction Arts Festival	84%	\$45,000	\$45,000	\$45,000	147 - 297
Tasmanian Symphony Orchestra Pty Ltd	Symphony Under the Stars	81%	\$30,000	\$20,000	\$20,000	337 - 363
Launceston Cycling Festival (inc Launceston Cycling Classic)	Launceston Cycling Festival	73%	\$15,000	\$20,000	\$15,000	364 - 423
BOFA	Breath of Fresh Air Film Festival	73%	\$20,000	\$20,000	\$15,000	492 - 567

15.4 Event Sponsorship - Signature Events (Round 1) 2017/2018 ...(Cont'd)

Organisation	Event	Score	Requested	\$Assessed	\$Recom	Page #
DanceSport Tasmania	DanceSport Tasmania	72%	\$15,000	\$20,000	\$15,000	424 - 491
Tasmanian Turf Club Inc.	Launceston Cup	70%	\$20,000	\$20,000	\$15,000	568 - 648
Pont3 Pty Ltd	Launceston Ten	66%	\$41,500	\$20,000	\$15,000	649 - 686
Tennis Tasmania*	Tennis Tasmania	62%	\$20,000	\$20,000	\$15,000	298 - 336
Total			\$266,500	\$245,000	\$215,000	
Available Funds					\$212,000	
Balance					-\$3,000	

NOTE:

* Under an agreement between Council and Complete Sports Marketing Pty Ltd (CSM) (signed 1 October 2010), Council is required to pay CSM a 'trailing commission' in respect of events originally secured by CSM whilst ever those events continue to be held in the Launceston local government area. The relative fee for the Launceston Tennis International is \$2,000 + GST and this amount will be deducted from the recommended event sponsorship amount of \$15,000 for the Launceston Tennis International.

REPORT:

On 28 November 2016 Council approved the event organisations eligible to apply for triennial funding for Signature Events to be held in 2017/2018, 2018/2019 and 2019/2020.

Signature Event applicants were invited by the General Manager to apply for funding equal to funding received in 2016/2017, with the exception of Festivale and Junction Arts Festival, who were invited to apply for a moderate increase to their previous year's funding. As application amounts varied from the invited amounts in some instances, the Events Sponsorship Assessment Panel assessed all applications at Major Event Level 2 category, with a maximum of \$20,000, with the exception of Festivale and Junction Arts Festival.

The total requested funding for Signature Events is \$266,500. Based on the assessment results, the recommended allocation of funds is \$215,000. As per the Events Sponsorship Policy (05-Rfx-020) a three-year funding allocation is pre-committed specifically for Signature events commencing 2017/2018. The Assessment Panel recommends funding the shortfall budget from the undersubscribed Major Events budget.

The Events Sponsorship Assessment Panel assessed each application against the assessment criteria (detailed below). Full details of each request are set out in a separate report which has been distributed to Aldermen, together with an analysis of the events and their respective scores.

15.4 Event Sponsorship - Signature Events (Round 1) 2017/2018 ...(Cont'd)

Assessment Criteria

- **Participation** - Enables special connections to take place within the community, including volunteering and participation opportunities
- **Creativity and Innovation** - Encourages and supports creativity, innovation and local talent
- **Community Spirit** - Fosters pride and positivity in our city, building community spirit
- **Economic** - Demonstrates positive economic benefits through visitor spend, employment and/or investment
- **Tourism and profile** - Demonstrates positive tourism benefits, through the promotion of Launceston and the region, building our profile and reputation
- **Progressive** - Demonstrates a future strategic vision for growth and continued sustainability
- **Asset Usage** - Utilisation and activation of community assets including cultural, entertainment, sport and recreation venues including Council owned and operated assets

The normal distribution of funds (according to score) is as follows:

81-100% = 100% of requested funds

61-80% = 75% of requested funds

50-60% = 50% of requested funds

<50% = No funding provided

ECONOMIC IMPACT:

Approval of the recommended event sponsorship will result in a positive economic impact to the Launceston community.

ENVIRONMENTAL IMPACT:

Not considered relevant to this report.

SOCIAL IMPACT:

Approval of the recommended event sponsorship will provide a number of valuable social impacts for our community.

STRATEGIC DOCUMENT REFERENCE:

City of Launceston Strategic Plan 2014-2024

Priority Area 1 - A creative and innovative city

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

Key Direction -

6. To contribute towards artistic, cultural and heritage outcomes

15.4 Event Sponsorship - Signature Events (Round 1) 2017/2018 ...(Cont'd)

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

Key Directions -

- 4. To promote Launceston's rich heritage and natural environment
- 6. To promote active and healthy lifestyles

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 Directions -

- 1. To actively market the City and Region and pursue investment
- 3. To promote tourism and a quality Launceston tourism offering
- 6. To facilitate direct investment in the local economy to support its growth

BUDGET & FINANCIAL ASPECTS:

The proposed budget for Events Sponsorship for 2017/2018 is currently:

	Budget	\$ Available Round 1	\$ Available Round 2
Major Events	\$200,000	\$80,000	\$120,000
Start-up Event	\$20,000	\$8,000	\$12,000
Small Events	\$31,465	\$12,600	\$18,865
Signature Event	\$212,000	N/A	N/A
Special Event	\$50,000	N/A	N/A
New Year's Eve	\$40,000	N/A	N/A
	\$553,465		

Available funds as indicated in the report are based on the draft 2017/2018 budget, as a pre-commitment. Triennial funding requires confirmation of the budget in each financial year for commitments including 2018/2019 and 2019/2020.

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

15.4 Event Sponsorship - Signature Events (Round 1) 2017/2018 ...(Cont'd)

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. Signature Events 2017/2018, 2018/2019 and 2019/2020 (confidential document distributed electronically)
-

15.5 Community Grants Assessment Panel: Appointment of External Stakeholder Representative**FILE NO:** SF0488**AUTHOR:** Cherie Holmes (Grants and Sponsorship Officer)**DIRECTOR:** Leanne Hurst (Director Development Services)

DECISION STATEMENT:

To consider the appointment of an external stakeholder representative to the Community Grants Assessment Panel.

PREVIOUS COUNCIL CONSIDERATION:

Council - 22 May 2017 - Agenda Item 15.1 - Community Grants Assessment Panel: Appointment of External Stakeholder Representatives

Council - 27 February 2017 - Agenda Item 15.2 - Community Grants Assessment Panel Terms of reference

RECOMMENDATION:

That Council appoints Ms Ella Dixon to the Community Grants Assessment Panel as an external stakeholder representative, for a term expiring at the next Council General Election.

REPORT:

Under the recently adopted Community Grants Assessment Panel Terms of Reference, the Assessment Panel consists of City of Launceston Aldermen (three), nominated and endorsed by Council, and three external stakeholder representatives appointed by a decision of Council.

In order to consider appointment of the three external stakeholder representatives, Council officers followed procedures outlined in the Community Appointments to Advisory Committees Policy 14-Plx-029:

1. Nominations were sought for three external representatives via The Examiner;
 2. Upon closure of the nomination period, two expressions of interest were received. Council Officers assessed both expressions of interest against key selection criteria;
-

15.5 Community Grants Assessment Panel: Appointment of External Stakeholder Representative ...(Cont'd)

3. Council Officers prepared a report to the Community Grants Assessment Panel outlining the results of the assessment process and recommending nominations for appointment by Council to fill the advertised vacancies; and
4. The Community Grants Assessment Panel recommended appointment of Dr Malcolm Bywaters and Ms Lou Clark as external stakeholder representatives to the Community Grants Assessment Panel. This recommendation was adopted by Council at its Meeting on 22 May 2017.

In order to fill the third vacancy, expressions of interest were sought by direct contact. Subsequently, a formal expression of interest has been received from Ms Ella Dixon, Chief Executive Officer of the Migrant Resource Centre Northern Tasmania. Ms Dixon has extensive experience in Community Development, including in a local government and non-government environment. It is therefore recommended that Council appoint her as the third community representative on the Community Grants Assessment Panel.

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
Priority Area 4 - A diverse and welcoming City of Launceston
Ten-year goal - To offer access to services and spaces for all community members and to work in partnership with others to address the needs of vulnerable and diverse communities

Key Directions -

1. To understand the needs and requirements of key community service providers and stakeholders
 2. To plan services and facilities that recognise the changing demographics of our community
 3. To define and communicate our role in promoting social inclusion and equity
-

15.5 Community Grants Assessment Panel: Appointment of External Stakeholder Representative ...(Cont'd)

4. To work in partnership with community organisations and other levels of government to maximise participation opportunities for vulnerable and diverse members of the community
5. To offer equitable access to services and facilities, including the design of public spaces that are accessible and suited to all abilities
6. To support the delivery of programs and events for people to connect with each other through participation in community activities and civic life


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

15.6 Cityprom Budget 2017/2018**FILE NO:** SF0016/SF0526**AUTHOR:** Bruce Williams (Economic Development Officer)**DIRECTOR:** Leanne Hurst (Director Development Services)

DECISION STATEMENT:

To consider approval for the Cityprom 2017/2018 budget.

PREVIOUS COUNCIL CONSIDERATION:

SPPC - 15 May 2017 - Agenda Item 4.2 - Cityprom Budget 2017/2018

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 approves 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.

REPORT:

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

15.6 Cityprom Budget 2017/2018 ...(Cont'd)

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.

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

A Cityprom delegation to a Strategic Planning and Policy Committee Meeting on 15 May 2017 discussed progress in relation to delivery of the agreed outcomes from the 2016/2017 budget. The annual report for 2015/2016 is attached (Attachment 4).

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:

Not considered relevant to this report.

STRATEGIC DOCUMENT REFERENCE:

City of Launceston Strategic Plan 2014-2024
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

15.6 Cityprom Budget 2017/2018 ...(Cont'd)

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.

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 Budget 2017/2018
 2. Cityprom Audited Financial Statement
 3. Cityprom Letter to Aldermen
 4. Cityprom Annual Report
-

Attachment 1 - Cityprom Budget 2017/2018

CITYPROM ANNUAL BUDGET FY22017-2018

INCOME	2016	BUDGET FY17	BUDGET FY18
Promotion Income			
General Income			
Rates Levy			
Interest			
Sundry			
Rates Levy	492,000	500,000	504,000
Interest Income	1,094		1,000
Sundry Income	1,230	-	-
Total Income	494,324	500,000	505,000
EXPENSES			
MARKETING ACTIVITY			
Advertising			
Kingsway Parklet			
Free Spots Campaign			
Social Media Generic Campaigns			
Hawthorn Initiatives			
Harmony Day			
Passport to Paradise			
UTAS Student Welcome			
Dicky White's Laneway			
TOTAL Marketing	64,930	21,000	9,500
MEMBER SUPPORT			
Digital Campaigns			
Member Recognition program			
Function/Forums			
Business Development			
Newsletters			
TOTAL MEMBER SUPPORT	6,608	9,240	20,740
VIBE PROGRAM-Members			
Total Vibe projects	-	5,000	22,000
EVENTS			
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			
Total Events	193,642	219,000	195,500

EVENT SPONSORSHIP			
Christmas Parade Sponsorship			
Royal Eve			
Junction Arts Festival			
Total Sponsorship	10,500	13,500	13,500
ADMINISTRATION EXPENSES			
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			
Total Administration Expenses	53,794	57,873	59,800
STAFF COSTS			
Wages, Salaries & Superannuation			
Total Staff Costs	170,028	174,653	183,960
TOTAL BUDGET COSTS	499,502	500,266	505,000
	- 5,178	- 266	-

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

Chairperson:	Andrew Pitt	69 Abbott Street East Launceston 7250
Vice Chairperson:	Monica Plunkett	69B Lachlan Parade Trevallyn 7250
Treasurer:	Richard Lawson	89 Blackstone Road Blackstone Heights 7250
Secretary/Public Officer:	Vanessa Cahoon	46 Hart Street Newstead 7250
Directors:	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>	Notes	2016 \$	2015 \$
Revenue			
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
Total Revenue		521,923	527,860
Expenses			
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
Total Expenses		545,847	535,962
Net (deficit) for the year		(23,924)	(8,102)
Total Comprehensive Income		(23,924)	(8,102)

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 \$
CURRENT ASSETS			
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
Total Current Assets		120,699	116,694
NON-CURRENT ASSETS			
Property, plant and equipment	6	49,219	63,184
Other non-current assets		-	-
Total Non-Current Assets		49,219	63,184
TOTAL ASSETS		169,918	179,878
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	7	53,315	31,310
Provisions	8	6,489	4,789
Other liabilities	9	3,000	12,741
Total Current Liabilities		62,804	48,840
NON-CURRENT LIABILITIES			
Advance - Launceston City Council		8,500	8,500
Total Non-Current Liabilities		8,500	8,500
TOTAL LIABILITIES		71,304	57,340
NET ASSETS		98,614	122,538
EQUITY			
Accumulated funds		98,614	122,538
TOTAL EQUITY		98,614	122,538

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 \$
Accumulated Funds			
Opening balance		122,538	130,640
Net (deficit) for the year		<u>(23,924)</u>	<u>(8,102)</u>
Closing Balance		<u><u>98,614</u></u>	<u><u>122,538</u></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 \$
Cash from operating activities			
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)		-	-
Net cash provided by/(used in) operating activities	10	<u>23,810</u>	<u>44,739</u>
Cash flows from investing activities			
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		-	-
Net cash provided by/(used in) investing activities		<u>(38,045)</u>	<u>(34,545)</u>
Cash flows from financing activities			
No financing activities		-	-
Net cash provided by/(used in) financing activities		<u>-</u>	<u>-</u>
Net (decrease)/increase in cash held		(14,235)	10,194
Cash and cash equivalents at beginning of year		<u>110,029</u>	<u>99,835</u>
Cash at end of financial year	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 \$
------------------------------	------------	------------

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 \$
------------------------------	------------	------------

1 Summary of Significant Accounting Policies (continued)

(e) Property, Plant and Equipment

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.

(f) Goods and Services Tax (GST)

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.

2 Profit for the Year

(a) Promotional Activity

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
	Total expenses as per statement of comprehensive income	254,470	231,359
	Capital purchases	38,045	45,369
	Committed funds	-	-
	Total promotional expenditure for year	292,515	276,728
	Proportion of total revenue spent on promotional activities	56.05%	52.42%
(b) Specific Expenses			
	Rental expense on operating leases - office premises	12,849	13,482

NOTES TO THE FINANCIAL STATEMENTS

Cityprom Inc		2016	2015
30 June 2016		\$	\$
3	Cash and Cash Equivalents		
	Cash on hand	230	230
	Cash at bank	55,564	69,497
	MyState Term Deposit	-	40,302
	B & E Term Deposit	40,000	-
		<u>95,794</u>	<u>110,029</u>
4	Trade and Other Receivables		
	Trade receivables	6,057	1,385
		<u>6,057</u>	<u>1,385</u>
5	Other Assets		
	Inventory	666	5,280
	Prepayments	18,182	-
		<u>18,848</u>	<u>5,280</u>
6	Property, Plant and Equipment		
	Plant and equipment - at cost	247,612	209,567
	Accumulated depreciation	(198,393)	(146,383)
		<u>49,219</u>	<u>63,184</u>
(a)	Movements in carrying amounts		
	Movement in the carrying amount for each class of property, plant and equipment between the beginning and the end of the current financial year.		
		Plant and Equipment	Total
	Balance at the beginning of the year	63,184	63,184
	Additions	38,045	38,045
	Disposals	-	-
	Depreciation expense	(52,010)	(52,010)
	Carrying amount at the end of the year	<u>49,219</u>	<u>49,219</u>
7	Trade and Other Payables		
	Trade payables	56,841	21,782
	PAYG payable	-	7,532
	GST payable	(3,526)	1,996
		<u>53,315</u>	<u>31,310</u>
8	Provisions		
	Employee entitlements	6,489	4,789
		<u>6,489</u>	<u>4,789</u>

NOTES TO THE FINANCIAL STATEMENTS

Cityprom Inc		2016	2015
30 June 2016		\$	\$
9	Other Liabilities		
	Contra- Peace Festival	-	12,741
	Income received in advance	3,000	
		<u>3,000</u>	<u>12,741</u>
10	Cash Flow Information		
	Reconciliation of cash flow from operations with net surplus/(deficit)		
	Net (deficit) for the year	(23,924)	(8,102)
	Non-cash flows in surplus/(deficit)		
	Depreciation and impairment	52,010	31,508
	Loss on disposal of assets	-	-
	Changes in assets and liabilities		
	Trade and other receivables	(3,584)	615
	Prepayments	(18,182)	(5,280)
	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>
11	Auditor's Remuneration		
	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

Cityprom 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
----------------	-------------------

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 Cityprom's income through their annual municipal rates. Cityprom's financial records do not provide sufficient information to be able to quantify the amount of individual contributions so received.

Cityprom 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

Cityprom Inc
30 June 2016

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.

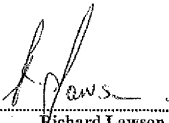
This statement is made in accordance with a resolution of the directors and is signed for and on behalf of the directors by:

Chair:



Andrew Pitt

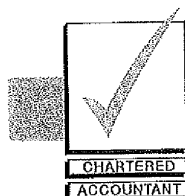
Treasurer:



Richard Lawson

Date:

21/06/16

**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...

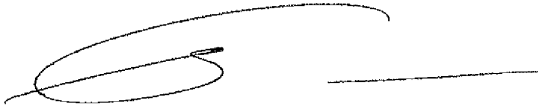
Independence

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
Level 1, 7-11 Quadrant Mall
Launceston TAS 7250

27th October 2016



20th 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

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 26th 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.

Powell Accounting

20th October 2016

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.

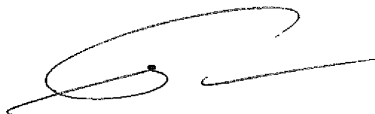
Related Party Transactions

“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

Attachment 3 - Cityprom Letter to Aldermen

17th 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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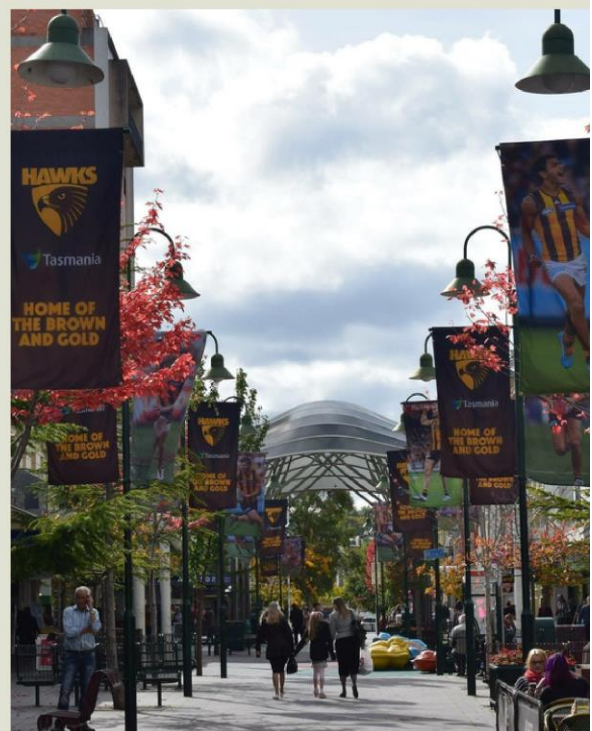
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OUR MISSION

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 Chillii.

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 is a passionate and empathetic person who fights for what she believes in 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

15.7 Business Events Tasmania Funding**FILE NO:** SF2532**AUTHOR:** Leanne Hurst (Director Development Services)

DECISION STATEMENT:

To consider a request from Business Events Tasmania for annual funding.

PREVIOUS COUNCIL CONSIDERATION:

Workshop - 1 May 2017 - Presentation by Business Events Tasmania

RECOMMENDATION:

That Council commits to a three-year service agreement with Business Events Tasmania, subject to the following terms:

1. Allocation of \$35,000 to Business Events Tasmania from the 2017/2018 financial year, comprised of the following:
 - Base membership contribution of \$20,000; and
 - Contribution of \$15,000 towards the Launceston-based Business Development Manager position.
 2. Quarterly reporting of conference bids made by Business Events Tasmania for the Launceston region, including success data;
 3. At least quarterly meetings with relevant Council officers;
 4. Ongoing liaison with key industry stakeholders regarding tourism and events planning, communication and scheduling of activities;
 5. Provision of an annual activity report to Council by no later than 31 March for each year of the agreement;
 6. Agreement with City of Launceston and Tourism Northern Tasmania regarding content of promotional material for Launceston and the North, including in the Business Events Planners Guide.
-

15.7 Business Events Tasmania Funding ...(Cont'd)

REPORT:

Business Events Tasmania (BET) is the peak organisation for the business events sector in Tasmania. BET is a membership-based organisation that acts as a convention bureau – a not-for-profit, sales and marketing organisation, whose primary role is to market the destination's business event credentials nationally and internationally, and to work with event planners to bring their event into the destination.

In its presentation to a Workshop on 1 May 2017, BET requested additional funding of \$25,000 for the 2017/2018 and subsequent financial years. Currently, BET receives an annual funding contribution of \$25,000 from the City of Launceston. Previously the annual contribution from Council was \$20,000, with an increase by \$5,000 since 2014/2015 as a contribution towards establishment of the Launceston-based Business Development Manager role.

BET has requested the additional funding to maximise the effectiveness of the Business Development Manager to target conferences for the region and build on its existing strategies. Specifically, to help facilitate more in-market activity to promote Launceston, including:

- attendance at national trade shows;
- representation at key in-market events; and
- to develop new imagery and video content.

The northern regional conference group, convened by BET, has discussed the improvement of imagery and video content and generally agreed that this should be a collaborative effort of industry, government and peak bodies such as Tourism Northern Tasmania. Additionally, there is a lot of content already produced, though coordination and collaboration needs improvement. A project to increase the Launceston and surrounds content quality and quantity should be considered as a stand-alone project, funded from existing marketing and promotional budgets, rather than allocated as a general funding allocation from the City of Launceston to BET. For that reason, it is not recommended that Council increase its general funding allocation to BET.

It is however, recognised that the northern-based Business Development Manager role has become more focussed during the present financial year, with greater collaboration occurring with industry and with the regional tourism body. This role also participates in 'in-market' activity, attending national tradeshows and making direct sales calls to key clients. This has enabled Council officers to instead focus on more targeted support for business event, conferences, and other events, once the business has been secured.

15.7 Business Events Tasmania Funding ...(Cont'd)

Subject to conditions mandating continued collaboration, sharing of information, and reporting on activities, it is therefore recommended that Council consider increasing its support of the Launceston-based role. It is recommended that the base membership contribution return to \$20,000, and that the contribution towards the Business Development Manager position be increased to \$15,000 (total annual contribution of \$35,000).

ECONOMIC IMPACT:

Consideration contained in 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

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 Directions -

1. To actively market the City and Region and pursue investment
 2. To provide an environment that is conducive to business and development
 3. To promote tourism and a quality Launceston tourism offering
 4. To promote and attract national and international events and support the sector to ensure a diverse annual events calendar
 5. To support sustainable population growth in Launceston
 6. To facilitate direct investment in the local economy to support its growth
-

15.7 Business Events Tasmania Funding ...(Cont'd)

Priority Area 8 - A secure, accountable and responsive Organisation
Ten-year goals - To communicate and engage consistently and effectively with our community and stakeholders; to seek and champion collaboration to address major issues for Northern Tasmania; to ensure decisions are made in a transparent and accountable way; to continue to meet our statutory obligations and deliver quality services and to continue to ensure the long-term sustainability of our Organisation

Key Directions -

3. To ensure decisions are made on the basis of accurate and relevant information
5. To strategically manage our assets, facilities and services
6. To maintain a financially sustainable organisation
7. To strengthen our workforce capabilities

BUDGET & FINANCIAL ASPECTS:

Provision has been made for the recommended funding within the proposed 2017/18 budget.

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. Funding Submission to City of Launceston - 2017/2018 financial year
-

Attachment 1 - Funding Submission to City of Launceston - 2017/2018 financial year



**Funding Submission to City of Launceston
2017/18 Financial Year**



Contact: Stuart Nettlefold
 Chief Executive Officer
 Business Events Tasmania
 (03) 6231 1366
 snettlefold@businesseventstasmania.com

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Executive Summary

Business Events Tasmania (BET) has worked pro-actively with the Launceston business events sector over the years to raise the profile of the destination and generate results.

At a luncheon with City of Launceston General Manager, Robert Dobrzynski and Alderman Darren Alexander in October 2016 with BET CEO, Stuart Nettlefold, the possibility of increasing BET's funding from \$25,000 to \$50,000 pa was discussed. This was on the basis of new initiatives being proposed in addition to BET's current strategic activities.

As outlined in this submission BET is proposing new initiatives around updated imagery and video content, increased activities through representation at national trade shows, familiarisations and targeted in-market sales calls to build relationships with key clients and to promote the destination.

These new initiatives will help build on BET's ongoing strategies to build awareness of Launceston and the North as a unique business events destination.

It's also important to note that BET has worked diligently with the State Government and local stakeholders including the City of Launceston, to secure a permanent Launceston based Business Development Manager over the longer term, to focus on attracting high yielding business event activity.

BET has also been pro-active in forming a committee, bringing together a high level group of key stakeholders and industry representatives to workshop opportunities for Launceston as a business event destination. The first meeting is scheduled for early 2017.

For the current 2016-17 financial year (FY) until the end of November, BET has won/assisted in seven bids, with an estimated economic worth of \$2.8m for the region. Along with bids won, there are another 16 bids awaiting confirmation and scheduled to take place in the short to medium term.

BET now seeks commitment from the City of Launceston to increase funding from \$25,000 to \$50,000 for the 2017-18 FY and ongoing.

It should be noted that City of Hobart currently grants \$100,000 pa to BET for 2016-17 FY.

BET is keen to build momentum for Launceston and work with the city to continue sales and marketing activities and introduce new initiatives to generate mutual success and deliver results.

- 4 -

New Initiatives

New Imagery and Video Content

Imagery

New and updated imagery is essential for BET to promote the region through its collateral (e.g. Planners Guide, etc.), trade destination features, media releases and ongoing updates on product and services to Business Events Australia to be distributed through their international channels. Refreshed imagery is also extremely important for BET's digital content.

Images are the best way of highlighting relevant product so good quality and up-to-date imagery is needed to sell Launceston as a business events destination.

Based on BET's current image library a need has been identified to update photographic imagery focused on business event activity in the Launceston region. This would be done by working with BET's forward calendar and events planners in organising a professional photographer to capture new conference-related imagery.

The focus will be on larger conferences (up to 600 delegates) at various meeting venues and activities around event such as off-site dinners, cocktails parties, partner programs, etc.

New photo content will also be commissioned around corporate and incentive groups, capturing experienced based events such as team building activities in the Cataract Gorge.

Photographic content will be utilised through BET's collateral and digital channels. Digital channels include website, social media (Facebook and Twitter) and electronic digital marketing through sales related messaging around Launceston's capability to hold association/ corporate and incentive events and BET's regular client newsletters to its national and international data-base.

Video Content

Development of additional video footage of Launceston will provide an excellent tool for BET to promote the destination through BET's digital avenues.

Video content will be developed to focus on the opportunities of conferencing in Launceston that can also be cut up into short bites for putting on social media.

A video content plan will be developed for the 2017-18 FY around conferences being held in the region, so that BET obtains a good selection of imagery from association conferences and corporate and incentive meetings.

Messaging will centre around business events capabilities, potential size capacity, competitive advantage and strengths.

- 5 -

Increased Activity

In-Market Activity

National Tradeshows

Launceston based Business Development Manager traditionally attends the Asia Pacific Incentive Meeting Exhibition (AIME) in Melbourne and the Professional Conference Organisers Association Conference and Trade-show (in Brisbane for 2016) yearly.

BET proposes to increase Launceston representation at trade-shows to include the AUSAE trade-show for the 2017-18 FY. This will provide the opportunity to further show-case the region and build relationship with key clientele.

In-Market Sales Calls

In the 2016-17 FY BET introduced in-market sales calls to key clients in Sydney, Melbourne and Canberra.

It is proposed that this activity in increased from two to four times pa annum.

Once again, this will allow the opportunity to build relationships with event planners to generate bid activity with the ultimate aim of converting business events into Launceston.

Familiarisations

For the 2016-17 FY BET will conduct two mini-familiarisations (famils) with key clients (up to four at one time) from mainland Australia.

BET targets event planners who are likely to bring future business events into the destination for the famils.

With increased funding, BET will increase the number of familiarisations held in Launceston and the North to four during the 2017-18 FY.

Famils play an important role, as they create potential new opportunities for the destination. Visiting event planners are more likely to bring a future business event to the destination than event planners who has not visited the area.

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Ongoing Strategies

Sales and Marketing Activities

1. Sales Overview

Bid Generation and Conversion

BET is focused on generating bids and converting business for Launceston and the North.

Ongoing lead generation has been focused around bids up to 600 delegates.

As highlighted in this document bid conversion has been steadily growing for the region.

This should continue to increase with ongoing focus and a dedicated sales resource based in Launceston.

Tasmanian Ambassador Program (TAP)

In June 2016 BET re-launched its ambassador program at Josef Chromy Wines with the Premier as the patron of the program.

Key ambassadors for the North are:

- Professor Neil Bose (Australian Maritime College)
- Jan Davis (Agribusiness Tasmania)
- Arthur Lyons (Private Forests Tasmania)
- Professor Henry Duh (Human Interface Technology Lab Australia)

TAP will be an ongoing driver of attracting business events into Launceston and the North through links with key industries as highlighted above. The above northern ambassadors have all brought at least one successful national/international conference to Launceston in recent years and are proactive in securing further conferences to the region.

Bid Research Resource

BET is continuing its advanced identification, research and contact of national and international associations, and corporate and incentive market prospects, which potentially will convert into bids for Launceston.

BET's researcher provides the sales team with a lead demonstrating size and type of event, potential, economic impact, rotation history, infrastructure and destination fit, key contacts and influencers and any local contacts.

Research also includes the building of BET's database of potential decisions makers and influencers that different destinations within the state can be marketed to, building the states profile as a conference destination.

- 7 -

The research role has generated bid activity for Launceston which is currently being worked on by the sales team to convert into bid wins for the destination.

Ongoing Site Inspections in Launceston

BET will continue to conduct ongoing site inspections through the course of 2017-18. Site Inspections are conducted when the destination is being evaluated with a particular piece of business in mind. It is a highly valuable conversion tool.

2. Marketing Overview

The following is an outline of BET's ongoing marketing activities for Launceston and the North.

Marketing Collateral

- Updated Launceston and the North Bid Document (Completed Nov 2016)
- A new contemporary designed 2017-18 Planners Guide featuring a Launceston and the North section (for release in Feb 2017)
- Production of a new A4 brochure titled 'Why Launceston' promoting the strengths of the destination for both the association and C&I market; and distributed through various channels such as trade shows and direct mail
- Inclusion of Launceston products and services in BET's Accessories Pack
http://www.businesseventstasmania.com.au/sites/betas/files/documents/2016-17_bet_accessories_pack.pdf
- Ongoing sourcing of new imagery from members, City of Launceston, Tourism North Tasmania and clients holding business events in Launceston.

Digital Marketing

- Launch of BET's new website (early 2017) with dedicated Launceston and North section featuring updated content and new imagery
- Social Media – BET includes at least one social media post per fortnight relating specifically to Launceston
- Create short video grabs from Northern famil that can be used through digital channels i.e. social media, website and embedded into EDMs
- Direct electronic marketing:
 - produce EDM templates on (1) Launceston as a business events destination for associations and (2) corporate & incentive market, to be used by sales team
 - include at least one Launceston story in each client eNewsletter (6 weekly)
 - EDM with new Launceston video sent out to client database (completed November 2016 - 123 unique clicks received) and through social media and website. An excel spreadsheet was generated highlighting viewers' details which was followed-up by Launceston Business Development Manager, resulting in 2 x bids and a number of potential new leads in the pipeline.

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Trade Publications

- Tasmanian destination features with Launceston featured. MICENET (completed October)- disappointingly no Launceston members advertised. CIM planned for April/May 2017.
- BET to work with northern BET members to advertise in 2017-18 trade publications, to gain more exposure
- Ongoing media releases to trade/industry publications about Launceston as a BE destination, important bid wins, etc.

Public Relations

- Liaise with members on new/updated/upgraded products, awards, member profile e.g. Hollybank Treetops Adventures
- Collaborate with City of Launceston, TNT, and surrounding councils, especially around cross-promotional opportunities through each other's website/digital linkages and collateral
- Press releases to trade media CIM/MICENET etc. to be picked up in weekly digital bytes
- Ongoing updates to Business Events Australia to be distributed through their international channels.

3. Membership Activities

Member Seminars in Launceston

BET will continue to host educational seminars for members throughout the year. These are available for all members and industry partners to attend.

Member-Meet-Member

BET will continue to host Member-Meet-Member events in the north, providing an opportunity for members to conduct up-to-date presentations of their product or service to fellow members and BET sales team.

Networking Functions in Launceston

Networking functions will continue to be held in Launceston. For example, this year BET conducted a very successful event at the Penny Royal to recognise Joe Chromy's contribution to the industry.

Product Development

The BET's Membership Manager, Michelle Gilroy-Webb is working to identify new product in the north for the business events industry and bring these organisations onboard as members. Increased members in the north will result in a stronger product offering to entice event planners to the region.

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Launceston Representation

BET has worked diligently with the State Government and local stakeholders including the City of Launceston, to secure a permanent Launceston-based Business Development Manager.

We now have an experienced person settled into the role who is building momentum, generating results and attracting high-yielding business event activity.

The position is focused on the following key result areas:

- Bid generation and conversion for Launceston and the North.
- Collaboration with Local Government and UTAS Launceston Campuses (e.g. Maritime College), relevant industries and community sectors through the Tasmanian Ambassador Program to identify bid opportunities.
- Target national and international business events which align with Tasmania's key economic drivers as well as creating additional opportunities around the relevant secured events for social and economic development for the region.
- Identify product opportunities for potential membership to increase attractiveness of destination.
- Generate more vigour within the Launceston business events sector to ensure industry gets involved membership and co-op activities e.g. national trade show and trade publications.

BET would be happy to provide ongoing input into developing strategies with the City of Launceston, to increase conference activity into Launceston. This would include looking at how the City's conference incentive program could greater align with the city's strengths around key sectors such as education, agriculture, maritime, etc.

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Business Events Performance

Bid Performance

For 2016-17 FY (YTD) BET has been successful in winning/assisting in seven bids for Launceston and the North with an estimated economic worth of \$2.8 million. These include:

- International Harbour Masters Association Congress 2020
- The Penguin Club Triennial Convention 2019
- Momento Travel Co - Confidential Client
- 60th Australian National Square Dancing Convention 2019
- Co-ordinating Cat Council of Australia
- Autonomous Underwater Vehicles (AUV) 2022
- Grasslands Robotics Convention 2017

BET is currently working on 16 bids awaiting confirmation which are scheduled to take place in the short to medium term. The above figures will increase by the end of the FY.

Business Events Held

For 2016-17 (YTD) the following sixteen national/international conferences were held or are upcoming for the Launceston and the North, generating an estimated direct spend of \$3.9 million:

- Thirteenth Biennial ANZMRC Conference 2016
- 2016 Emergency Tasmania - National Conference
- Tri-Nut National Conference 2016
- 2016 Independent Associated Seed Graders Conference
- 2016 Better Practice Conference
- Camellias Australia Inc. National Congress September 2016
- Evidenced-Based General Practice Dentistry 2016
- Institute of Hospitality in Health Care 2016 (IHHC)
- Australian Forest Growers Conference 2016
- Urological Society of Australia and New Zealand - November 2016 Conference
- International Cities, Towns & Communities (ICTC) Society Conference 2016
- Australian University Senior Finance Officers Group (AUSFOG) Conference November 2016
- OzCHI National Conference 2016
- Grasslands Robotics Convention 2017
- Momento Travel Co - Confidential Client
- 2017 Australian Local Government Women's Association (ALGWA) National Conference.

- 11 -

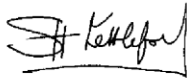
Conclusion

On behalf of the Board, members and Launceston businesses that benefit from business events delegates coming to the city, BET sincerely thanks City of Launceston for its ongoing support and now seeks consideration for approval for an increased grant in 2017-18 and onwards.

Increased funding is critical for BET to continue its efforts to sell and market Launceston as a business destination of choice.

BET is therefore seeking \$50,000 for the 2017-18 FY to maximise future growth.

BET looks forward to delivering more initiatives and stronger results for the region, providing an excellent return on the City of Launceston's investment.



Stuart Nettlefold
Chief Executive Officer
Business Events Tasmania

16 FACILITIES MANAGEMENT DIRECTORATE ITEMS**16.1 State Emergency Service - Service Agreement****FILE NO:** SF2653**AUTHOR:** Bev Allen (Emergency Management Officer)**DIRECTOR:** Rod Sweetnam (Director Facilities Management)

DECISION STATEMENT:

To consider approval for funding the State Emergency Service (SES) for three years to provide an emergency response to the Launceston Municipality in times of disaster.

The decision will require an absolute majority of Council as it pre-commits expenditure.

PREVIOUS COUNCIL CONSIDERATION:

Council - 28 April 2014 - Agenda Item 15.2 - Recommendation adopted to enter into a Service agreement with the Tasmanian State Emergency Service for a period of three years commencing July 2014.

Council - 12 September 2011 - Agenda Item 14.1 - Recommendation adopted to enter into a Memorandum of Understanding with the Tasmanian State Emergency Service for a period of three years commencing July 2011.

RECOMMENDATION:

That Council enters into a Service Agreement with the Tasmanian State Emergency Service for a three year period commencing July 2017 at a cost of \$47,940 in the first year to provide emergency response services in times of disaster in the Municipality.

REPORT:

In 2014 Council entered into a Service Agreement with the Tasmanian State Emergency Service (SES) for a three year period to fund a response service to the Launceston Municipality in times of disaster. This agreement concludes on 30 June 2017.

The fees proposed for a new service agreement (as per Attachment 1) commencing July 2017 have increased and the table below shows the previous fees against the proposed new fees. The fees are exclusive of GST, 2% has been used for increase each year and rounded.

16.1 State Emergency Service - Service Agreement ...(Cont'd)

Previous		Proposed	
2014/2015	\$45,000 ex GST	2017/2018	\$47,940 ex GST
2015/2016	\$46,000 ex GST	2018/2019	\$48,900 ex GST
2016/2017	\$47,000 ex GST	2019/2020	\$49,878 ex GST

The Service Agreement enables Council to meet its requirement to provide for emergency response within the Municipality as defined in the *Emergency Management Act, 2006, Division 5, section 50: Power to bind in contracts - "A Council may enter into a contract with one or more councils or other persons to enable or facilitate emergency management in its municipal area, other municipal areas or both its municipal area and other municipal areas"*.

This agreement enables Council to provide assistance to property owners in times of a natural disaster, in particular where properties are damaged by storms.

It should be noted the service agreement is not designed to provide for a response, for example, where a property owner is carrying out repairs on the roof of his property and a rain front comes through, or if gutters are blocked due to lack of maintenance which causes overflow. Under these circumstances property owners have responsibility for provision of their own arrangements. The resource would be for unexpected and unpredictable damage due to a natural disaster.

ECONOMIC IMPACT:

Not considered relevant to this report.

ENVIRONMENTAL IMPACT:

Not considered relevant to this report.

SOCIAL IMPACT:

The wellbeing of the community is enhanced by this agreement during times of storm, flood and other major disasters.

STRATEGIC DOCUMENT REFERENCE:

- City of Launceston Strategic Plan 2014-2024
- 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
- Key Direction -
- 3. To contribute to enhanced public health and amenity to promote a safe and secure environment

16.1 State Emergency Service - Service Agreement ...(Cont'd)

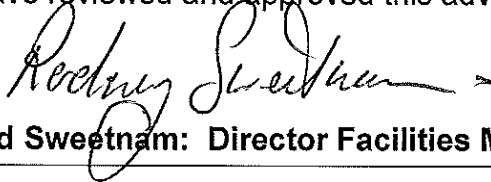
BUDGET & FINANCIAL ASPECTS:

\$47,940 has been provided in the draft 2017/2018 budget to fund this service.

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.



Rod Sweetnam: Director Facilities Management

ATTACHMENTS:

1. Service Agreement - Tasmania State Emergency Service and City of Launceston
-

Attachment 1 - Service Agreement Tasmania State Emergency Service and City of Launceston

SERVICE AGREEMENT

BETWEEN THE

TASMANIA
STATE EMERGENCY SERVICE

AND

CITY OF LAUNCESTON



July 2017

A Service Agreement

THIS AGREEMENT is made thisday of2017

BETWEEN

THE TASMANIA STATE EMERGENCY SERVICE as maintained under Section 25 of the Emergency Management Act 2006, of 47 Liverpool Street, Hobart Tasmania

AND

THE CITY OF LAUNCESTON established pursuant to the Local Government Act 1993 of St John Street, Launceston in Tasmania

SIGNED for and on behalf of **THE TASMANIA STATE EMERGENCY SERVICE** }
By }
Director }
State Emergency Service }

SIGNED for and on behalf of **CITY OF LAUNCESTON** }
By Mr Robert Dobrzynski }
General Manager }
City of Launceston }

1. Definitions

"**Council**" means the City of Launceston (CoL) as established under the *Local Government Act 1993*.

"**GST**" means any goods and services tax, value added tax, consumption tax or other similar levy, surcharge, tax, duty or impost charged, levied or imposed pursuant to *A New Tax System (Goods and Services Tax) Act 1999* or any other law made by the Parliament of the Commonwealth of Australia or the Parliament of the State of Tasmania.

"**SES**" means the Tasmania State Emergency Service as maintained under Section 25 of the *Emergency Management Act 2006*.

"**SES Northern Region Headquarters**" means that part of the SES at 339 Hobart Road, Youngtown which is managed by permanent staff who direct and control the activities of the SES across that part of Northern Tasmania identified by the municipal areas of Launceston, West Tamar, George Town, Meander Valley, Flinders Island, Break O'Day, Northern Midlands and Dorset. This includes those operational volunteer units which conduct general rescue, search and rescue and communication support tasks.

"**Parties**" means the Tasmania State Emergency Service and the Council.

2. Purpose and Scope of the Service Agreement

The purpose of this Service Agreement is to confirm the responsibilities of both the SES and the CoL solely in relation to a service being provided by volunteer elements of SES to the Launceston Municipal Area (LMA).

As such, the scope of this Agreement does not extend into broader emergency management issues or otherwise remove the legislative or accepted responsibilities of CoL in relation to emergency management eg planning, Municipal Emergency Management Coordinator (MC) responsibilities; emergency coordination centre management; provision of public information; road closures; provision of resources and maintenance of public infrastructure as detailed in either the *Emergency Management Act 2006*, Launceston Emergency Management Plan (MEMP) or any other associated plans.

In addition, the parties agree that this Agreement and any future derivations of the same may initiate amendment, as required, to the MEMP, to ensure consistency of roles stipulated in all related documentation.

3. Term of Service Agreement

CoL commits to funding a service from SES for a three year period commencing in the 2017/2018 financial year.

4. Fee for Service

The annual fee for the services provided by SES within the LMA will be \$47,940 in the 2017/2018 financial year, \$48,900 in the 2018/2019 financial year and \$49,878 in the 2019/2020 financial year. All amounts stated are exclusive of GST.

Payment will be made on the CoL order and SES invoice raised as a lump sum, for the entire annual allocation at the beginning of each financial year.

5. Review of Service Agreement

The parties commit to the following management review procedure:

- Annual review to confirm agreement of objectives for the next twelve months and identify any issues for discussion; and
- Six months prior to completion of this Agreement stipulated in Section 3, a review will be conducted by the parties of the existing agreement and consideration of further arrangements either through extensions to this Agreement or through the development of a new Service Agreement which may be negotiated by the parties; and
- In the event that significant changes to current Local Government or State Government arrangements occur, negotiated amendments to this Agreement can be requested by either party.

6. Level of Service

Volunteer units of SES will primarily respond to severe weather emergencies for incidents impacting private properties within the LMA.

Volunteers will also respond to flooding events within the LMA. In so doing, volunteers will provide assistance to CoL in the implementation of its Flood Levee Patrol Plan. In addition, in the event that minor flooding inundates individual properties, volunteers will primarily provide emergency response services to these properties (eg sand bagging, pumping).

In addition, and at the request of CoL, the SES will also, where possible as determined by SES, provide support in response to other emergency situations in support of lead agencies within Launceston, eg search and rescue, fires etc.

All services provided by SES volunteers will be conducted by persons trained and assessed by the SES and deemed competent to conduct the services required.

7. Response Time

There is recognition that as a predominantly volunteer service, SES Units response times may be impacted. However, response times should still be reasonable based on an assessment of the situation and any surrounding circumstances.

8. Insurances

All staff and volunteers of the SES Units will at all times be appropriately insured by the Department of Fire, Police and Emergency Management.

9. Legal Relationship

Nothing in this Agreement will be taken as creating the relationship of principle and agent or that of a partnership.

10. Equipment Purchase & Maintenance

All equipment (operational; rescue; vehicles; PPE etc) will be purchased, insured, owned, operated, maintained and where required replaced by SES.

11. Reporting

- i. The SES agrees to commit to annual reporting. Reporting will include details on: funding expenditure; emergency response undertaken in the previous twelve months; achievement of objectives, emerging emergency service issues; other issues identified for discussion in the maintenance of this Agreement. The Annual Report to be supplied to CoL by the 30 June in each year.
- ii. Prior to the commencement of the next financial year, both parties agree to identify objectives for action in the next twelve months.

12. Administration

This Agreement will be administered by the COL Municipal Coordinator and the SES Regional Manager (North).

13. Communication Protocols

Normal communication protocols as they apply to all emergency management incidents will continue to apply in accordance with relevant plans.

17 QUEEN VICTORIA MUSEUM AND ART GALLERY DIRECTORATE ITEMS

No Items have been identified as part of this Agenda

18 INFRASTRUCTURE SERVICES DIRECTORATE ITEMS**18.1 Lease - Birch Avenue Sports Ground****FILE NO:** SF0900**AUTHOR:** Tricia De Leon Hillier (Parks Lease Management Officer)**DIRECTOR:** Shane Eberhardt (Director Infrastructure Services)

DECISION STATEMENT:

To consider leasing an area of land at Birch Avenue Sports Ground (part of PID 7678404) to the Launceston Soccer and Sports Club Incorporated.

This decision requires an absolute majority of Council.

PREVIOUS COUNCIL CONSIDERATION:

Council - 14 November 2011 - Agenda Item 16.3 - Lease Birch Avenue Sports Ground - lease approved

RECOMMENDATION:

That, in accordance with section 178 of the *Local Government Act 1993*, Council resolves to lease public land situated at Birch Avenue Sports Ground (part of PID 7678404), to the Launceston Soccer and Sports Club Incorporated under the following terms:

- the term shall be five years commencing on 1 July 2017.
 - the lease amount shall be \$1 per annum.
 - tenant to be responsible for:
 - energy costs;
 - volumetric and connection service charges for water;
 - other service charges (if any); and
 - sewerage charges.
 - tenant shall continuously maintain:
 - building in good and reasonable order;
 - general maintenance of the recreation ground; and
 - public liability insurance of at least \$10 million.
-

18.1 Lease - Birch Avenue Sports Ground ...(Cont'd)

REPORT:

The Launceston Soccer and Sports Club Incorporated (LSSC) have operated for over fifty five years and are run by parents and community volunteers. The Club has junior through to senior members with over 500 registered players and associate family members and currently have five senior teams and 38 junior teams.

The grounds are also used by other community groups including the Northern High School Sports Association and a number of local primary schools. The LSSC also runs soccer skills programmes that are open to the public as well as its members.

The construction of their new facility and clubrooms commenced in 2011 with each stage having been completed over a number of years. Funding to complete this building project came from City of Launceston, Sports and Recreation, Football Federation Australia and Club members, past and present.

ECONOMIC IMPACT:

Not considered relevant to this report.

ENVIRONMENTAL IMPACT:

Not considered relevant to this report.

SOCIAL IMPACT:

There is a positive social impact with this proposal by allowing a successful user group to continue to provide an important recreational opportunity for Launceston.

STRATEGIC DOCUMENT REFERENCE:

City of Launceston Strategic Plan 2014-2024

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

Key Directions -

1. To continue to offer and attractive network of parks, open spaces and facilities throughout Launceston
 3. To contribute to enhanced public health and amenity to promote a safe and secure environment
 6. To promote active and healthy lifestyles
-

18.1 Lease - Birch Avenue Sports Ground ...(Cont'd)

BUDGET & FINANCIAL ASPECTS:

There are no additional costs to Council as a result of this lease.

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.

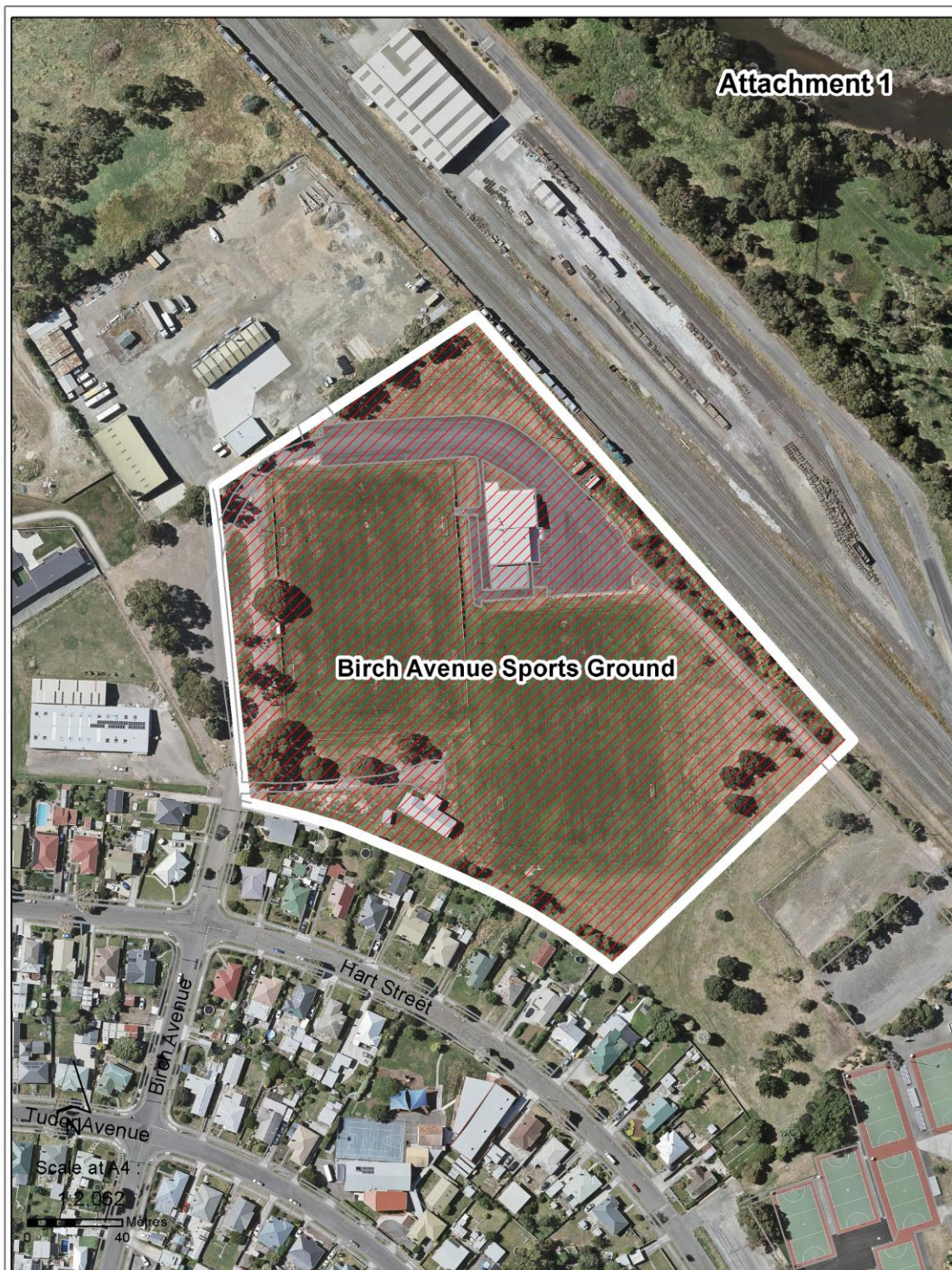


Shane Eberhardt: Director Infrastructure Services

ATTACHMENTS:

1. Map of Leased Area
 2. Letter of Lease Proposal from LSSC
-

Attachment 1 - Map of Leased Area



Printed: 10/05/2017



Lease :
Birch Avenue
Sports Ground

NOTE:
While all reasonable care has been taken to ensure the accuracy of the information portrayed on this plan its purpose is to provide a general indication of the location of Council services. The information provided may contain errors or omissions and the accuracy may not suit all users. A site inspection and investigation is recommended before commencement of any project based on this data. This note forms an integral part of this plan.
©City of Launceston 2017

Attachment 2 - Letter of Lease Proposal from LSSC

Launceston United SC

(Teams of Launceston Soccer & Sports Club Incorporated.)

PO Box 686, Launceston, TAS 7250

Clubrooms: 0487 312 748

E-mail: launceston_united@bigpond.com

Secretary: Heather Reading – 0408 441 836

E-mail: heather_reading@education.tas.gov.au

Treasurer: Ian Dickinson – 0488 023 755

E-mail: idickinson@lcs.tas.edu.au

President: Tony Pearce – 0429 447 709

E-mail: qualitysteelfencing@gmail.com

Vice President - Seniors: Tyler Bonde – 0455 999 914

E-mail: tyler_bonde@gmail.com

Vice President - Juniors: Rod Gardiner – 0407 565 690

E-mail: rod.gardiner@mystate.com.au



11 May 2017

Mr Barry Pickett
Natural Environment Manager
City of Launceston
St John Street
LAUNCESTON TAS 7250

Dear Barry

BIRCH AVENUE SPORTS GROUND LEASE

Launceston Soccer & Sports Club Inc ("the Club") would like to formally request a lease as follows:

That, in accordance with section 178 of the *Local Government Act 1993*, Council resolves to lease public land situated at Birch Avenue Sports Ground (part of PID 7678404), to the Club under the following terms:

- the term shall be ten years (5 + 5 year review) commencing on 1 July 2017.
- the lease amount shall be \$1 per annum.

The Club to be responsible for:

- energy costs;
- volumetric and connection service charges for water;
- other service charges (if any); and
- sewerage charges.

The Club shall continuously maintain:

- building in good and reasonable order;
- general maintenance of the recreation ground; and
- public liability insurance of at least \$10 million.

If there is any other information you require please do not hesitate to contact us.

Regards

Ian Dickinson

LUSSC Treasurer - 2017

Proudly supported by:



18.2 Lease - Vodafone**FILE NO:** SF0898**AUTHOR:** Louise Foster (Acting Manager Technical Services)**DIRECTOR:** Shane Eberhardt (Director Infrastructure Services)

DECISION STATEMENT:

To consider leasing an area of land at 21 Highgate Street, Youngtown known as Youngtown Memorial Park (part of PID 6872790) to Vodafone.

This decision requires an absolute majority of Council.

PLANNING APPLICATION INFORMATION:

Council, at its Meeting held on 20 March 2017 (Agenda Item 8.1), approved the Development Application (DA0616/2016).

PREVIOUS COUNCIL CONSIDERATION:

Council - 20 March 2017 - Agenda Item 5.2 - Petition - Vodafone Tower on Youngtown Football and Cricket Oval

Council - 20 March 2017 - Agenda Item 8.1 - Youngtown Memorial Park, 21 Highgate Street, Youngtown - Utilities - Telecommunications; Construction of a 25m High Telecommunications Facility Including a Monopole and Associated Infrastructure

RECOMMENDATION:

That Council declines the proposal from Vodafone to lease public land situated at 21 Highgate Street, Youngtown, known as Youngtown Memorial Park.

REPORT:

Vodafone has been seeking to expand its mobile networks in Launceston to provide better coverage for customers. In June 2016, Vodafone representatives approached Council Officers to discuss potential locations they considered suitable for a proposed new mobile tower within the Youngtown Memorial Park. The proposed tower was to be 25m high with the view it would blend with the current light poles within the sports field. On 20 March 2017, the Council approved the Development Application for construction of a 25m high telecommunications facility including a monopole and associated infrastructure.

18.2 Lease - Vodafone ...(Cont'd)

Vodafone's lease proposal is for approximately 60m² of land and easement close to the eastern boundary of the property. Vodafone requested the Council consider a twenty year lease with a rental review every five years with a 1.5% CPI increase in rent on an annual basis. The Vodafone proposed lease fee is in the order of \$10,000 per annum. A market valuation was obtained for the proposed lease area - this was in the order of \$15,000 per annum. Section 178 of the *Local Government Act 1993* requires that leases of public land that exceed five years be advertised.

During the advertisement of the Development Application, the Council received a petition from local residents opposing construction of a tower on Council owned land. The petition was signed by 23 residents and sought to "prevent a Vodafone tower being erected on Youngtown Football and Cricket oval and close to Children's Playground." The residents appear concerned in relation to the health effects of low RF EME exposure from mobile phone base stations. The Australian Government, Australian Radiation Protection and Nuclear Safety Agency fact sheet advises that based on current research there are no established adverse health effects that can be attributed to continuous exposure to the low RF EME emitted by mobile phone base station antennas.

ECONOMIC IMPACT:

The need for the tower is to support additional demand for data.

ENVIRONMENTAL IMPACT:

The petition received was based on local residents' concerns in relation to the health effects of low RF EME exposure from mobile phone base stations. The Australian Government, Australian Radiation Protection and Nuclear Safety Agency fact sheet advises that based on current research there are no established adverse health effects that can be attributed to continuous exposure to the low RF EME emitted by mobile phone base station antennas.

SOCIAL IMPACT:

Not considered relevant to this report.

STRATEGIC DOCUMENT REFERENCE:

City of Launceston Strategic Plan 2014-2024

Priority Area 3 - A city in touch with its region

Ten-year goal - To ensure Launceston is accessible and connected through efficient transport and digital networks

Key Direction -

4. To promote digital connectivity for industry sectors, households and the community

18.2 Lease - Vodafone ...(Cont'd)

BUDGET & FINANCIAL ASPECTS:

The recommendation does not alter existing budgets.

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.



Shane Eberhardt: Director Infrastructure Services

19 MAJOR PROJECTS DIRECTORATE ITEMS

No Items have been identified as part of this Agenda

20 CORPORATE SERVICES DIRECTORATE ITEMS

No Items have been identified as part of this Agenda

21 GENERAL MANAGER'S DIRECTORATE ITEMS**21.1 Sister Cities Committee Meeting - 1 May 2017****FILE NO:** SF0177/SF0175**AUTHOR:** Elizabeth Clark (Civic Affairs Coordinator)**GENERAL MANAGER:** Robert Dobrzynski (General Manager)

DECISION STATEMENT:

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

PREVIOUS COUNCIL CONSIDERATION:

SPPC - 15 May 2017 - Agenda Item 4.3 - Sister Cities Committee Meeting - 1 May 2017

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

RECOMMENDATION:

That Council receives a report from the Sister Cities Committee Meeting of 1 May 2017 and approves the following:

1. That the Mayor, together with Aldermen selected by Council, be part of the official visit to Launceston's Sister City Ikeda in October 2017.
 2. That Council authorises appropriate staff attendance for the visit to Ikeda as deemed appropriate by the General Manager.
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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 50th 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.

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

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 \$1,600 return (May 2017).

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.

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

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 Directions -

1. To actively market the City and Region and pursue investment
3. To promote tourism and a quality Launceston tourism offering
4. To promote and attract national and international events and support the sector to ensure a diverse annual events calendar
6. To facilitate direct investment in the local economy to support its growth


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

22 URGENT BUSINESS

Regulation 8(6) of the Local Government (Meeting Procedures) Regulations 2015, states that a council, by absolute majority at an ordinary council meeting, may decide to deal with a matter that is not on the Agenda.

23 CLOSED COUNCIL

Local Government (Meeting Procedures) Regulations 2015 - Regulation 15(2)

23.1 Confirmation of the Minutes

The *Local Government (Meeting Procedures) Regulations 2015 - Regulation 34(6)* states that at the next closed meeting, the minutes of a closed meeting, after any necessary correction, are to be confirmed as the true record by the council or council committee and signed by the chairperson of the closed meeting.

23.2 Rate Remission**RECOMMENDATION:**

That Agenda Item 23.2 - Rate Remission be considered within Closed Council pursuant to the authority contained within Regulation 15(2)(j) of the *Local Government (Meeting Procedures) Regulations 2015*, which permits the meeting to be closed to the public for business relating to the following:

15(2)(j) the personal hardship of any person who is resident in, or is a ratepayer in, the relevant municipal area.

23.3 General Manager's Contract**RECOMMENDATION:**

That Agenda Item 23.3 - General Manager's Contract be considered within Closed Council pursuant to the authority contained within Regulation 15(2)(g) of the *Local Government (Meeting Procedures) Regulations 2015*, which permits the meeting to be closed to the public for business relating to the following:

15(2)(g) information of a personal and confidential nature or information provided to the council on the condition it is kept confidential.

24 MEETING CLOSURE
