



City of
LAUNCESTON

STRATEGIC PLANNING & POLICY COMMITTEE AGENDA

**COMMITTEE MEETING
MONDAY 31 JULY 2017**

10.00am

COMMITTEE ROOM, TOWN HALL, ST JOHN STREET, LAUNCESTON

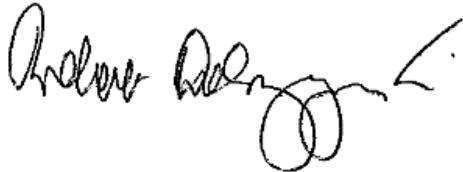
Section 65 Certificate of Qualified Advice

Background

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

Declaration

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



Robert Dobrzynski
General Manager

The reports in this Agenda are provided to the Strategic Planning and Policy Committee in order to explain the intent of the process/proposal proposed. Whilst the reports are in Council Meeting format, no decision is being sought.

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

Time: 10.00am

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1 OPENING OF MEETING - ATTENDANCE AND APOLOGIES

2 DECLARATION OF INTERESTS

3 CONFIRMATION OF MINUTES

DECISION STATEMENT:

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

RECOMMENDATION:

That the Minutes of the Strategic Planning and Policy Committee Meeting held on 17 July 2017 be accepted as a true and correct record.

4 AGENDA ITEMS

4.1 Deputation - CatholicCare Tasmania

FILE NO: SF0097

AUTHOR: Anthea Rooney (Committee Clerk)

GENERAL MANAGER: Robert Dobrzynski (General Manager)

DECISION STATEMENT:

To receive a deputation at 10.00am from Mrs Rhonda McCoy (Employment and Training Coordinator North) and Ms Fiona Whittle (Team Leader) (CatholicCare Tasmania, Safe Haven Hub) initiated by Mayor Alderman A M van Zetten.

RECOMMENDATION:

That the Strategic Planning and Policy Committee receives a deputation from CatholicCare Tasmania regarding the Safe Haven Hub initiative.

REPORT:

Mrs Rhonda McCoy (Employment and Training Coordinator North) and Ms Fiona Whittle (Training Coordinator) (Safe Haven Hub) will present their deputation at 10.00am. Mrs McCoy will provide an overview of the Safe Haven Hub which is a state funded program supporting former refugees by assisting with training and employment pathways.

ECONOMIC IMPACT:

Not considered relevant to this report.

ENVIRONMENTAL IMPACT:

Not considered relevant to this report.

SOCIAL IMPACT:

Not considered relevant to this report.

4.1 Deputation - CatholicCare Tasmania ...(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 communicate and engage consistently and effectively with our community and stakeholders
Key Direction -
1. To develop and consistently use community engagement processes


BUDGET & FINANCIAL ASPECTS:

Not considered relevant to this report.

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

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


Robert Dobrzynski: General Manager

4.2 Cool Season Strategy Funding

FILE NO: SF1017/SF5798

AUTHOR: Leanne Hurst (Director Development Services)

DECISION STATEMENT:

To consider the allocation of funding towards the establishment of a Cool Season Strategy position.

PREVIOUS COUNCIL CONSIDERATION:

Workshop - 29 May 2017 - Business Case for Cool Season Strategic Partnership

RECOMMENDATION:

That Council agrees to:

1. Co-fund the establishment of a Cool Season Strategy position hosted by Tourism Northern Tasmania; and
 2. Contribute \$50,000 per year for the 2017/2018, 2018/2019 and 2019/2020 financial years; and
 3. That this funding contribution be subject to the establishment of a Memorandum of Understanding between the City of Launceston, Tourism Northern Tasmania and Business Events Tasmania to commit to:
 - a. Shared objectives;
 - b. Sharing information to avoid calendar clashes; and
 - c. Joint development of promotional assets.
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REPORT:

In 2016 Tourism Northern Tasmania (TNT), in partnership with the City of Launceston (CoL), Silverdome Launceston, Events Tasmania and Cityprom, identified the opportunity to make a significant impact in the low tourism season and initiated the Cool Season Events Research Project. CoL co-funded a research project into the feasibility of establishing a coordinated effort to proactively attract member-based (predominately sporting) events to Launceston and the north during the cooler months. The project was managed by TNT.

4.2 Cool Season Strategy Funding ...(Cont'd)

The findings of the study (Attachment 1) were presented to a Workshop by TNT Chief Executive Officer, Chris Griffin. The evidence gathered indicates that there is substantial benefit to be gained by targeting those types of sports events for which Launceston and the region have a good fit and competitive advantage over other destinations. The following priority sports were identified to offer a range of scale, type, venue usage, and demographics including: bowls, cricket, cycling (BMX, mountain, road and track), football (AFL), hockey (field, indoor), motocross, multisport, netball, orienteering, rowing, rugby (7s), soccer (including futsal, Neymar 5-on-5), swimming and tennis.

A key recommendation in the report is investment in the creation of a 1.0 FTE position over three years, with a salary range at Level 10 or 11 at local government rates (\$60-\$90,000). It further recommends that positioning the role within TNT will enable an alignment with tourism and visitation objectives, and provide an arms-length position when negotiating incentives with the CoL or State Governments, engaging with neighbouring councils, and working with venues and associations. At the previous Workshop when the findings of the report were presented to Aldermen, there was also a desire expressed that this position be co-located with the northern based Business Events Manager role employed by Business Events Tasmania (BET) and also part funded by the CoL.

The new Cool Season Strategy role would collaborate with state and national associations to develop long-term event attraction strategies, support associations on event attraction, bidding and event funding, advocate for incentive funding at local and state levels, oversee event calendar management, key stakeholder communication, and create networks between sporting associations and clubs, venues and funders.

TNT has held discussions with BET with a view to establishing a Memorandum of Understanding (MoU) between the two organisations in order to prevent duplication of effort and maximise the yield for the northern region from the activities undertaken. It is understood that the following items will be incorporated into the MoU:

- Regular communication (joint meetings);
- Development of a commercial-in-confidence events calendar to avoid clashes; and
- Joint development of promotional assets.

It is recommended that the City of Launceston also be a signatory to the MOU, and that the additional inclusion of 'shared objectives' be included in that agreement.

The need to increase effort to fill the Launceston calendar year round, and also to collaborate more in those efforts, is identified in the CoL Events Strategy. Provision has been made for the requested contribution towards a dedicated resource within the draft 2017/2018 budget.

4.2 Cool Season Strategy Funding ...(Cont'd)

ECONOMIC IMPACT:

Based on a target of attracting an additional 5,000 visitors to the region during the cool season, at an average daily spend of approximately \$200 per person, the injection of new spend into the local economy could potentially reach as much as \$6.8million if the strategy reaches peak success. The per-event yield varies depending upon the sport and category.

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
Key Direction -
3. To optimise the use and usability of our assets for different types of activities

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

BUDGET & FINANCIAL ASPECTS:

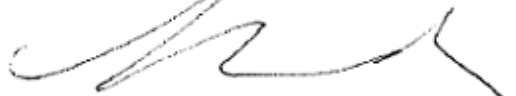
The requested contribution from the City of Launceston towards the establishment of a new Cool Season Strategy position is \$50,000. Provision has been made within the 2017/2018 budget to accommodate this request, subject to Council approval.

4.2 Cool Season Strategy Funding ...(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. Cool Season Event Research Project (Final) Commissioned by Tourism Northern Tasmania (distributed electronically)
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5 GENERAL BUSINESS

6 CLOSED ITEMS

No Closed Items were identified for this Agenda

7 CLOSE OF MEETING