



EVENTS SECTOR MEETING
Friday 17 April 2009 TCA Boardroom

Meeting Commenced 3:35 pm

WELCOME: Chairman welcomed all to the meeting with explanation that this being the first Events Sector meeting was for general discussion on matters of interest to attendees and to determine future meeting formats.

ATTENDANCE: Gary Fry (Asp Desert Park), Letetia Polychronopoulos (TCA) Kylie Bell (Asp Master Games), Libby Nuss (Beanie Festival), Karen Lock (Asp Convention Centre), Estelle Marshall (Madigans), Liz Martin and Kel Davis (NRTHF), Andrea Jewell (TNT), Peter Grigg (TCA)

APOLOGIES: Peter Collins (Sadadeen Party Hire), Sue Bray (Volunteers TCA) Phil Walcott (Rainbow Connection), Raelene Ohlson (Crowne Plaza), Amanda Schaefer (Crowne Plaza), Dale McIver (Action Enterprises, Asp Turf Club), Tim Clemow (Staging Connections),

CHAIRPERSON: Ren Kelly (Individual Member)

MINUTES: Merrilyn McIver (TCA)

INTRODUCTIONS:

Chairman asked for an introduction round the table as some unfamiliar faces in attendance.

Name

Company

Role

Type of event business managed

Aspirations for the future

SETTING THE PAREMETERS FOR THIS AND FUTURE SECTION COLLABORATION:

Chairperson for future meetings of Phil Walcott from Rainbow Connections and Executive Board Member with Membership portfolio was appointed.

Frequency: Quarterly

TOR : 3:30pm 3rd Friday of month

GENERAL BUSINESS:

General discussion on objectives and aspirations of events industry which raised the following points:

- Conferences which come to Alice Springs to interact with specific events in town piggy backing off various events ie Beanie Festival, Henley-On-Todd Regatta
- One "Events Calendar" available on the Alice Springs Town Council website being coordinated by them. Encourage your event be displayed on your website with a link to ASTC to keep it all in one area. Any event welcomed to build the profile and notify of the numerous events in town. Also provides date information to avoid "clashes" with other events.
- More co-operation between venues and managers required to ensure event dates not moved around. Accommodation is usually a major cause of this problem.
- ASMG survey reported accommodation prices and availability problems which doesn't entice people to stay on after event.
- Accommodation problem is not just Alice Springs related as is supply and demand but does deter some people coming to the Alice. Accommodation tariffs increasing during high profile events are of great concern.
- Larger events take up main requirements ie equipment, venues. Need to share resources
- Suggested TCA conduct a survey on sourcing equipment & willingness to hire out. Create a Register on resource availability to allow sharing /sourcing
Action: TCA to arrange survey for sourcing equipment
- Events seem to be very consistent throughout the year with local, national and overseas markets.
- Suggested we share our information on clients/events coming into town so we can "value add" to their visit via quotes and possible alternative opportunities
- Need to promote awareness to businesses around town of influx of delegates/visitors, as shops need to be encouraged to be/stay open. Need to put pressure on Chamber of Commerce to consolidate with business membership. Agreed to include the Chamber of Commerce and Alice Springs Town Council representatives to be included at future meetings.
- Proposed a TCA Events bulletin be distributed to members, Chamber Commerce etc but would need all events to be reported to TCA to make this a viable circulation and to be kept current.
Action: TCA to follow this up

- Suggested a presentation on Events Sector activities to the General Meeting as an agenda item as an awareness of this Sectors involvement which encompasses the whole of the Tourism industry.
Action: TCA to coordinate
- Suggestion of an "Events Only Walkabout" be held, but open to the whole town which should stimulate their interest and provide them with information on what is happening within the town – an "Events Expo". NTCB could be involved.
Action: TCA to follow this up
- Peter advised TCA is acknowledging 50 years of the ASP show with a large area secured for TCA members to exhibit their product/services. The Events Sector can be incorporated into this venue.
- Andrea from Tourism NT requested any new news/information to market. She is happy to assist anyone with sponsorship marketing applications.
- Letetia advised of a 3 x 3 Spider display available for members to use
- National TV coverage of events in Alice Springs great for the town and for our industry

Next Meeting: 17 July 2009 at 3:30 pm Venue TBA

Meeting closed at: 4:50 pm