12 CONFIDENTIAL REPORTS

12.1 CYCLONE TRACY 50TH ANNIVERSARY COMMEMORATION GRANTS PROGRAM

Author: **Executive Manager Growth & Economic Development**

Authoriser: **General Manager Innovation**

Attachments:
1. **Program Assessment Criteria** ⇩
2. **Cyclone Tracy Grant Applications - Assessment Results** ⇩

Section under the Act	The grounds on which part of the Council or Committee may be closed to the public are listed in Section 99(2) of the *Local Government Act 2019* and Regulation 51 of the Local Government (General) Regulations 2021.
Sub-clause and Reason:	51(c)(iv) - information that would, if publicly disclosed, be likely to subject to subregulation 51(3) – prejudice the interests of the council or some other person.

RECOMMENDATIONS

City of Darwin Officers recommend the following:

1. THAT the report entitled Cyclone Tracy 50th Anniversary Commemoration Grants Program be received and noted.
2. THAT the Cyclone Tracy Commemoration Advisory Committee note Council is considering awarding funding grants under the Cyclone Tracy 50th Anniversary Commemoration Grants Program to:
    - Big Dog Salad for $5,000
    - NT Chinese Museum (Chung Wah Society) for $4,500
    - Kevin McCarthy (Theatre production) for $2,500
    - Darwin Symphony Orchestra for $5,000
    - St John's Ambulance Australia (NT) Inc $5,000
    - Arafura Wind Ensemble for $4,050 (subject to existing funding agreement acquittal).
3. THAT this report and any attachments be deemed confidential documents and be treated as such in accordance with Section 293 (1) of the *Local Government Act 2019.*
4. THAT the documents remain confidential and that this decision be moved into Open following Council resolution of the grant funding allocation.

PURPOSE

The purpose of this report is to present the Committee with information on the applications received for the Cyclone Tracy 50th Anniversary Commemoration Grants Program and to seek the Committee's recommendation to report to Council and to award the grant funding.

KEY ISSUES

- Council assigned funding of $150,000 for the Cyclone Tracy 50th Anniversary Commemoration in the 2023/24 budget.
- Earlier this year, Council resolved for development of a Cyclone Tracy Commemoration Advisory Committee to facilitate the commemoration program.
- Three (3) themes to inform and shape the program have been identified and endorsed by the Cyclone Tracy Commemoration Advisory Committee: Commemoration, Education and Recognition.
- A grants program was developed to provide funding to support events, activities, or projects that achieve the Cyclone Tracy 50th Anniversary Commemoration Program objectives.
- The Program was launched on 13 December 2023 and open until 15 February 2024.
- The applications have been assessed against the criteria set and the assessment panel have recommended that Council supports six (6) of those applications.

DISCUSSION

The Cyclone Tracy 50th Anniversary Commemoration Grants Program was launched on 13 December 2023 and closed on 15 February 2024. The program aimed to support the community in commemorating this historic event, through the Cyclone Tracy 50th Anniversary Commemoration Grants Program, with a maximum budget of $50,000 to go towards events and activities that honour one of the most significant occasions in Darwin's history.

The Cyclone Tracy 50th Anniversary Commemoration Grants Program is designed to support and empower organisations in Darwin to create activities that honour the memory of Cyclone Tracy and acknowledge its profound impact on the city.

Program Themes

Three program themes were identified to help shape the outcomes and create cohesiveness across all program contributors:

Commemoration

Commemorative elements will aim to pay tribute and provide opportunities for remembrance.

Education

Educational program elements will aim to inform, engage, and create learning opportunities.

Recognition

These elements will aim to create awareness, appreciation, and acknowledgment to survivors, their families, service officers, and all those who were affected and supported.

Grants Program

The Cyclone Tracy 50th Anniversary Commemoration Grants Program was launched on 13 December 2023 and closed on 15 February 2024.

There were two (2) categories of funding in the Grants Program:

1) Minor Commemorative Grants – up to $1,000, and

2) Major Commemorative Grants $1,001 to $5,000.

To be eligible, activities must align with the Cyclone Tracy Commemoration Grants Program objectives and themes, demonstrate community benefit and involvement, take place within the municipality of Darwin, and proposed to be delivered before 28 February 2025. The full criteria has been provided in **Attachment 1**.

The assessment panel conducted individual assessments against the criteria (**Attachment 1**) and met on 22 February 2024 to discuss their results and come up with a collective stance on the applications received for the Cyclone Tracy 50th Anniversary Commemoration Grants Program.

Nine (9) completed applications were received. The assessment panel recommend that Council supports six (6) of the applications received as outlined below.

Further details around the applications can be found in **Attachment 2**.

Applicant name	Amount requested	Decision	Budget	Comments
Big Dog Salad	[redacted]	[redacted]	[redacted]	
NT Chinese Museum (Chung Wah Society)	[redacted]	[redacted]	[redacted]	
Baz and Beat (Photographs)	[redacted]	[redacted]		[redacted]
2024 50th CT/TV Commemoration Committee (Social get together)	[redacted]	[redacted]		[redacted]
[redacted]	[redacted]	[redacted]		[redacted]
[redacted] (Theatre production)	[redacted]	[redacted]	[redacted]	
Darwin Symphony Orchestra	[redacted]	[redacted]	[redacted]	
St John Ambulance Australia (NT) Inc	[redacted]	[redacted]	[redacted]	
Arafura Wind Ensemble	[redacted]	[redacted]	[redacted]	[redacted]
TOTAL	[redacted]		[redacted]	

Council were briefed on the outcomes of the assessment on 19 March 2024 and will be considering the recommendations for their decision on 26 March 2024.

Council considered allocating $26,050 in funding to the grant applicants as tabled above. It is planned that the balance of funds will now be incorporated to fund further Cyclone Tracy Program activities currently programmed as assessed through the Cyclone Tracy Advisory Committee.

PREVIOUS COUNCIL RESOLUTION

At the Ordinary Council meeting held on 31 October 2023 Council resolved:

1. THAT the report entitled Cyclone Tracy 50th Anniversary Update be received and noted.
2. THAT Council approve for the Cyclone Tracy 50th Anniversary Commemorative event to be held on the 30 November 2024.
3. THAT this report and any attachments be deemed confidential documents and be treated as such in accordance with Section 293 (1) of the *Local Government Act 2019.*

4. THAT the documents remain confidential and that this decision be moved into Open at the end of the meeting.	
STRATEGIC PLAN ALIGNMENT	5 A Vibrant and Creative City 5.2 By 2030, Darwin will be a more connected community and have pride in our cultural identity
BUDGET / FINANCIAL / RESOURCE IMPLICATIONS	**Budget/Funding:** $50,000 total allocation. **Is Funding identified:** Yes, Council funded.
LEGISLATION / POLICY CONTROLS OR IMPACTS	**Policy:** Funding Policy and Funding Guidelines apply.
CONSULTATION, ENGAGEMENT & COMMUNICATION	**Engagement Level:** Involve **Tactics:** Media release and radio mentions. Website content. Social media coverage. **External:** Grants were open to Darwin organisations.
DECLARATION OF INTEREST	The report author does not have a conflict of interest in relation to this matter. The report authoriser does not have a conflict of interest in relation to this matter. If a conflict of interest exists, staff will not act in the matter, except as authorised by the CEO or Council (as the case requires).

Grant Program Themes

Grant applications should fall within one or more themes:

- Commemoration
- Education
- Recognition

Funding

The Grant Program aims to provide funding to support the not-for-profit events, activities, or programs to achieve the Program objectives. It has two funding categories.

Category 1: Minor Commemorative Grants - Up to $1,000

This level of funding is aimed at supporting small neighbourhood level events or activities to bring communities together for activities and events.

The type of activities supported may include, but are not limited to, reunions, neighbourhood events, community talks/information sessions.

Category 2: Major Commemorative Grants - $1,001 to $5,000

This level of funding is aimed at supporting community groups to run events, activities or projects which involve the wider community.

The type of activities supported may include, but are not limited to, community events, educational programs, commemorative artwork, research projects, story books, building community resilience, exhibitions, memorials, and memorabilia.

Eligible Applicant

Individuals cannot apply to any of the City of Darwin's Funding opportunities. Individuals may be auspiced by an organisation in the Cyclone Tracy 50th Anniversary Commemoration Grants Program.

For Category 1 funding of up to $1,000, community groups are not required to be incorporated organisations, however, must enter into a Funding Agreement with the City of Darwin, complete a Project Evaluation and Financial Acquittal, and include receipts of purchase.

For Category 2 funding, organisations must be an incorporated not for profit community organisation or legal entity or be auspiced by one. Applicants are ineligible if they:

- have not satisfactorily acquitted previous funding within the specified timelines or have outstanding debts to City of Darwin,
- propose projects of a political nature,
- do not reflect the values of City of Darwin or that breach our access and inclusion policy or other relevant policies, and/or
- canvas or lobby staff or Elected Members outside the official application or Council processes.

Ineligible Applications

The Commemorative Grants Program will not provide funds for:

- Organisational core operating costs such as funding for permanent staff members, insurance and utilities.
- Commercial or for-profit events.
- Capital funds or improvements on private property.
- Interstate or international travel costs.
- The application is not received within the published closing date.

Assessment Criteria

Applications will be assessed using the following criteria:

- Alignment to the Cyclone Tracy Commemoration Grant Program Objectives.
- Alignment to Grant Program Themes.
- Community benefit and involvement.
- The proposal project, event, activity, program to be delivered before 28 February 2025.
- Take place within the municipality of Darwin or be a digital project that focuses on Darwin.
- Be led by Darwin community members whether through organisations, consortia or businesses.
- Clearly acknowledge the support of City of Darwin in advertising, promotions and marketing activity.
- Strongly preference suppliers located in Darwin wherever possible.
- Ensure no single use plastics in the delivery of activity. darwin.nt.gov.au/transforming-darwin/climate-change/reducing-impact/single-use-plastic
- Minimise and actively reduce any negative environmental impact resulting from the activity.
- Maintain appropriate public liability cover at a minimum of $20 million, or as negotiated with City of Darwin.
- Meet the requirements of reporting and acquittal.
- Be cost effective and competitive.
- Be consistent with relevant City of Darwin policies.

Application and Assessment procedure

Applicants must submit a completed Cyclone Tracy 50th Anniversary Commemoration Grants Application Form and the required supporting documentation.

City of Darwin officers will undertake an initial eligibility appraisal, ensuring that all information is provided and that the application meets the program’s established objectives.

City of Darwin’s Cyclone Tracy Commemoration Advisory Committee will assess applications and recommend to Council which projects are to be funded.

Grant applicants may be required to submit additional information by way of a presentation.

Once the City of Darwin has finalised its assessment and approved projects for funding, its decisions are final and no correspondence will be entered into.

12.2 CYCLONE TRACY COMMEMORATION PROGRAM COMMUNICATIONS PLAN

Author: **Executive Manager Growth & Economic Development**

Authoriser: **General Manager Innovation**

Attachments: **1. Cyclone Tracy 50th Commemoration Communications Plan ⇩**

Section under the Act	The grounds on which part of the Council or Committee may be closed to the public are listed in Section 99(2) of the *Local Government Act 2019* and Regulation 51 of the Local Government (General) Regulations 2021.
Sub-clause and Reason:	51(c)(iv) - information that would, if publicly disclosed, be likely to subject to subregulation 51(3) – prejudice the interests of the council or some other person.

RECOMMENDATIONS

City of Darwin Officers recommend the following:

1. THAT the report entitled Cyclone Tracy Commemoration Program Communications Plan be received and noted.
2. THAT this report and any attachments be deemed confidential documents and be treated as such in accordance with Section 293 (1) of the *Local Government Act 2019.*
3. THAT the documents remain confidential and that this decision be moved into Open at the end of the meeting.

PURPOSE

The purpose of this report is to provide the Cyclone Tracy Commemoration Advisory Committee with an update on the Cyclone Tracy 50th Commemoration Communications Plan.

KEY ISSUES

- There are a number of activities planned to commemorate 50 years since Cyclone Tracy came through Darwin.
- These activities are to commemorate, educate, and recognise the impacts, effects and legacy the event had on Darwin and its residents.
- City of Darwin officers have developed a Communications Plan for the Cyclone Tracy 50th Anniversary Commemorative Program.

DISCUSSION

Cyclone Tracy – Communications Plan

The 50th anniversary of Cyclone Tracy in 2024 sees a number of commemorative activations, events and awareness campaigns planned throughout Darwin. As a nationally significant and recognised event, it is anticipated that these activations will draw interest and visitation to Darwin from across the nation.

City of Darwin has developed a Communications Plan to guide our engagement throughout each activation. Please find the high-level Communications Plan provided in **Attachment 1**.

The activation areas of focus include:

- Cyclone Tracy Commemorative Event
- Grants Program
- Monument and Interpretive Signs, and
- Podcast.

For the above planned events/activities, City of Darwin aims to utilise a selection of the following engagement tactics:

- Campaign website
- Radio advertising
- Television advertising
- Search engine adverting
- Social media advertising
- Social media content
- Signage
- Merchandise, memorabilia and keepsakes
- Media releases and media engagement
- Vibrant Darwin article
- Internal promotion through CEO newsletter
- Printed collateral
- Smart Darwin Kiosk

The overarching communication objectives for each part of the program aims to:

- Educate audiences on the significance of Cyclone Tracy, including the impact on Darwin and its residents, its place in the city's history, and how the event shaped modern Darwin, and
- provide a communications platform where people can access information about commemorative initiatives, events and activities being coordinated by multiple organisations.

All associated costs with the Communications Plan will be finalised once the final budget has been confirmed, a more detailed overview of the costs associated for each of the activations and associated tactics will be communicated.

PREVIOUS COUNCIL RESOLUTION

N/A

STRATEGIC PLAN ALIGNMENT	5 A Vibrant and Creative City 5.2 By 2030, Darwin will be a more connected community and have pride in our cultural identity
BUDGET / FINANCIAL / RESOURCE IMPLICATIONS	**Budget/Funding:** Each activity has a project plan with budgets prepared and some funding assigned to marketing and communication tactics as available and as necessary. **Is Funding identified:** Partially. **Existing Position No:** N/A **Contractor:** N/A
LEGISLATION / POLICY CONTROLS OR IMPACTS	**Legislation:** N/A **Policy:** N/A
CONSULTATION, ENGAGEMENT & COMMUNICATION	**Engagement Level:** Involve **Tactics:** Please see Attachment 1 for tactics proposed under the Communications Plan (pending funding and budget details).
DECLARATION OF INTEREST	The report author does not have a conflict of interest in relation to this matter. The report authoriser does not have a conflict of interest in relation to this matter. If a conflict of interest exists, staff will not act in the matter, except as authorised by the CEO or Council (as the case requires).

Communications Plan

Cyclone Tracy 50th anniversary

11 March 2024

darwin.nt.gov.au

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Overview and background

In December 2024, Darwin will commemorate the 50th anniversary of Cyclone Tracy. Cyclone Tracy is still one of Australia's most devastating natural events and retains a place in the psyche of locals and survivors. The 50th anniversary commemoration will be a nationally recognised event, drawing interest and visitation to Darwin from across the nation.

Communication objectives

- Educate audiences on the significance of Cyclone Tracy, including the impact on Darwin and its residents, its place in the city's history, and how the event shaped modern Darwin
- Raise awareness about events, activities and initiatives commemorating the 50th anniversary of Cyclone Tracy
- Provide a communications platform where people can access information about commemorative initiatives, events and activities being coordinated by multiple organisations.

Key stakeholders/influencers

Internal

- Lord Mayor
- Chief Executive Officer

External

- Australian Government
- Chief Minister
- CEO Department of Chief Minister and Cabinet
- CEO NT Major Events
- Prospective data sharing partners
- Prospective sponsors

Target audiences

Internal

- Elected Members
- City of Darwin staff
- CTAC

External

- General public, including survivors based interstate
- Media

- NT Government Members of the Legislative Assembly
- Australian Government.

Key messages

Overarching

- Early on Christmas morning of 1974, Darwin was devastated when hit by Cyclone Tracy.
- As the eye of the cyclone passed over the city between midnight and 7 am, torrential rain fell and the winds were officially recorded at 217 kilometres per hour prior to the Bureau of Meteorology anemometer being destroyed.
- Cyclone Tracy had a profound impact on the Darwin community with:
    - More than 70 per cent of Darwin's homes destroyed or suffering severe damage
    - all public services including communications, power, water and sewerage were severed
    - 41,000 people left homeless
    - 35,362 people (of the 47,000 total population of Darwin) were evacuated
    - tragically 71 lives were lost.
- 2024 marks the 50th anniversary of Cyclone Tracy.
- Planning is underway for a program of activities, events and interactive projects throughout November and December 2024.
- The program aims to recognise the significant impact of Cyclone Tracy on the Darwin community and assist with the ongoing healing process for survivors.
- The program will include, but is not limited to, events, ceremonies, interactive activations, exhibitions, editorials, broadcasting, installations, storytelling, commemorative memorabilia, memorials and documentaries, and augmented reality.

Commemoration event

- An official commemorative ceremony is scheduled for 30 November 2024.
- The event will recognise the significant impact of Cyclone Tracy on the Darwin community and assist with the ongoing healing process for survivors.
- The event will be free and open to the public.

Grants program

- This program is aimed at supporting and assisting the community to hold events and activities to commemorate this significant event in Darwin's history.
- It will provide funding to not-for-profit events, activities, or programs to achieve the Cyclone Tracy 50th Anniversary Commemoration Program objectives.
- There are two categories of funding in the Grants Program:
    - Minor Commemorative Grants – up to $1,000
    - Major Commemorative Grants $1,001 to $5,000.

Monument and interpretive signage

- City of Darwin is aiming to install a permanent monument and interpretive signage within the municipality.
- The monument will offer a focal point for solace, solidarity and communal reflection and provide a space for collective grieving, remembrance, and healing.
- It will be a symbol of resilience and perseverance amidst adversity, honouring the memories of those lost, validating the experiences of survivors, and reflecting the spirit of the Darwin community.
- Additionally, it will serve as an educational tool, ensuring visitors and future generations understand the impact Cyclone Tracy had on the Darwin community.

Podcast

- City of Darwin is aiming to create a podcast series featuring the stories of survivors and those who assisted with recovery efforts following Cyclone Tracy.
- Through this storytelling, survivors can share their experiences, find solace in shared struggles, and rebuild a sense of belonging.
- The stories will support the community and survivors to reclaim their agency in the face of adversity and preserve memories, ensuring that the impact of the event is not forgotten and lessons are learned for the future.
- By weaving together diverse perspectives, the podcast series will aim to create solidarity and build resilience, ultimately empowering communities to heal and grow stronger together.

Distribution/ticketing

City of Darwin-led events will be ticketed through Eventbrite, with links to ticketing information and reservations provided on the dedicated Cyclone Tracy campaign website.

Other organisations leading activities and events will be encouraged to distribute ticketing through Eventbrite, and links to events and ticketing information and reservations may be added to the dedicated Cyclone Tracy campaign website.

Data sharing agreements

City of Darwin will establish a dedicated subscriber database in order to target people wanting to know more about the various commemorative and educative activities, initiatives and events marking the 50th anniversary of Cyclone Tracy.

City of Darwin will seek to develop data sharing agreements with the below organisations and departments to reach a broad and diverse audience, to encourage people to subscribe to City of Darwin's Cyclone Tracy Commemoration database:

- Activate Darwin
- Tourism NT
- Tourism Top End

- Darwin Entertainment Centre
- Chamber of Commerce Northern Territory
- Northern Territory Major Events Company
- Territory Insurance Office
- AANT
- Airnorth
- Darwin Airport.

Potential issues and sensitivities

Issue/sensitivity	Mitigation
Multiple organisations coordinating Cyclone Tracy initiatives, activities and events, creating confusion for the target audience	Create a campaign site where details of all initiatives, activities and events can be listed
Multiple organisations making calls for content/stories, creating confusion for the target audience	Create a register to centralise calls for content
Unclear roles and responsibilities	City of Darwin register of delegations Establishment of Project Working Group Development of Communications Strategy with responsibilities outlined
Insufficient budget to deliver event program and associated marketing and communications	Development of Sponsorship Prospectus, liaison with key stakeholders and local suppliers to garner sponsorship support and funding

Tone

Respectful, sensitive, understated, tasteful.

As this communications program relates to an event that took a devastating toll on Darwin and its community, we need to avoid language such as ‘celebration’. It also needs to be acknowledged that some survivors will not want to acknowledge nor take part in the commemoration.

Evaluation

- Website sessions
- Event registrations/ticketing
- Social media engagement rates.

Tactics (budget pending)

Overarching

- Campaign microsite
- Radio advertising
- Television advertising
- Search engine advertising
- Social media advertising
- Social media content
- Internal communications – staff and Elected Member intranet and newsletter articles
- Signage
- Merchandise, memorabilia, keepsakes.

Grants program

- Microsite content
- Social media advertising
- Social media content
- Media release and media engagements
- Vibrant Darwin article
- Internal communications – staff and Elected Member intranet and newsletter articles.

Podcast

- Microsite content
- Social media advertising
- Social media content
- Media release and media engagements/partnerships
- Smart Darwin kiosks
- Printed collateral
- Vibrant Darwin article
- Internal communications – staff and Elected Member intranet and newsletter articles.

Commemorative event

- Microsite content
- Social media advertising
- Social media content
- Media release and media engagements/partnerships
- Smart Darwin kiosks
- Printed collateral
- Vibrant Darwin article
- Internal communications – staff and Elected Member intranet and newsletter articles

- Print advertising
- Radio advertising
- Television advertising
- Photography
- Video production.

Monument and interpretive signage

- Microsite and City of Darwin website content
- Social media advertising
- Social media content
- Media release and media engagements/partnerships
- Vibrant Darwin article
- Internal communications – staff and Elected Member intranet and newsletter articles
- Print advertising
- Radio advertising
- Television advertising
- Photography
- Video production.

14.4 MEMBERS VERBAL UPDATES

COMMITTEE RESOLUTION CTCAC014/24

Moved: [redacted]
Seconded: [redacted]

THAT the report entitled Members Verbal Updates be received and noted.

CARRIED 10/0

[redacted]

- The Prime Minister made a Federal Government commitment to two (2) separate projects for capital funding costs, for a monument at Bundilla and for a memorial at East Point
- Attended a meeting as Chair of a committee that launched an enquiry into Local Government Sustainability and will be holding a hearing in Darwin with the Local Government Association of the NT (LGANT), City of Darwin and City of Palmerston and likewise aware that the local government continues to provide important services to its constituents with sustainable projects and programs for the local community

[redacted]

- Local Artist, [redacted] designed a stainless steel memorial sculpture which is around 6 meters tall and 15 meters long and proposed that the monument designed be placed on a rock ledge offshore from the north-western most point of East Point and currently seeking various permissions and approvals for this
- [redacted] has requested [redacted] to send through the memorial sculpture proposal from Remembering Cyclone Tracy Inc and a report on this could be presented to Council since approvals for items like this could take up to six (6) months
- A proposal was previously sent to the former Education Minister regarding provision of plaques in schools

[redacted]

- Informed the Committee that City of Darwin received a $300,000 funding from the Federal Government for a contribution towards the construction of a kinetic monument at Bundilla
- Advised that [redacted] from Sprout has some proposal initiatives that she would like to present and sought interest from the Committee that she be invited to the next Committee meeting to present and provide information on some proposed Cyclone Tracy initiatives