



AGENDA

Late Reports

Ordinary Council Meeting

Tuesday, 14 July 2020

Date: Tuesday, 14 July 2020

Time: 5:30pm

**Location: Council Chambers
Level 1, Civic Centre
Harry Chan Avenue, Darwin**

**Scott Waters
Chief Executive Officer**

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15 RECEIVE & NOTE REPORTS

15.3 MYDARWIN - NORTHERN TERRITORY GOVERNMENT FUNDED EXTENSION AND ROLL OUT TO OTHER TERRITORY COUNCILS

Author: Executive Manager Innovation and Information Services

Authoriser: General Manager Innovation Growth and Development Services

RECOMMENDATIONS

1. THAT the report entitled myDarwin – Northern Territory Government-funded extension and roll out to other Territory Councils be received and noted.

PURPOSE	The purpose of this report is to brief Council about the myDarwin platform being extended through Northern Territory Government (NTG) funding and the NT Government enabling a roll out of the platform to other Local Government Councils within the Northern Territory to use as a licensed collaboration.
BACKGROUND & COUNCIL DECISIONS	<p>At the Special Council Meeting on 8 April 2020, Council approved the myDarwin economic stimulus program, as part of an economic response and recovery initiative, following Coronavirus COVID-19 pandemic, Decision SPE 169/20.</p> <p>At the Ordinary Council Meeting on 30 June, Council approved further funding of \$150,000 for discounts, as per ORD 211/20.</p> <p>The Chief Minister of the Northern Territory, the Hon Michael Gunner MLA wrote to the Lord Mayor on 13 July 2020 (Attachment 1) advising that NTG wishes to further stimulate the economy across the Territory as restrictions have eased from the COVID-19. Following the success of the myDarwin program, the Chief Minister’s correspondence contains an offer to the City of Darwin for \$200,000 further funding for Darwin’s scheme.</p> <p>As well as the offer for Darwin, a further proposal is extended for funding and support for other NT Councils, should they elect to use this program in their local government jurisdiction.</p>
DISCUSSION	<p>Following the Chief Minister’s proposal, City of Darwin staff are working with NTG staff so that the myDarwin platform can be licenced to the NTG who will then sub-licence the platform to other councils.</p> <p>The expansion of the platform within the Territory’s local government network is testimony to the success of the initiative in stimulating the local economy. The most recent round received outstanding participation last weekend with all \$75,000 in discounts used by lunchtime Saturday, after only being released the morning beforehand. The now \$450,000 myDarwin discount scheme has provided a direct stimulus resulting in \$2,729,026 spend within the Darwin economy, in locally owned bricks and mortar businesses.</p> <p>Upon the success of the program, the NTG and City of Darwin will now collaborate to make it available to other councils to stimulate the economy in their regions.</p> <p>The City of Darwin myDarwin team will provide advice and consultation</p>

	<p>to the NTG on how to deliver the platform. The NTG will provide the resources for the engagement, setup, operations and up to \$200,000 in funding to the value of the voucher program matched on a dollar-for-dollar basis to each council.</p> <p>Having had 3 successful rounds of the myDarwin program, staff are now determining the best way to roll out additional rounds with the \$200,000 in NTG funding.</p> <p>This collaboration with the NTG and the opportunity to licence the platform with other Territory councils now paves the way and allows City of Darwin staff to test the platform to position it for a more commercialised market and to be offered to other councils nationally.</p> <p>City of Darwin have been successful in a number of smaller, locally focussed economic recovery initiatives over the pandemic period. This includes expansion areas for the widely popular Neuron E-scooters (average daily users in excess of 1200) announced last Friday, extending to Mindil Beach and the Botanic Gardens; food truck and mobile food vendors expansion sites from 13 to 35 vendors; and a new Pop-Up Produce initiative, which is a micro pop-up fruit and vegetable market being trialled in Raintree Park, commencing last week, aimed at increasing activation and offerings for Mall in this area.</p>												
<p>CRITICAL DATES</p>	<p>A Media Release was issued on 13 July 2020 (Attachment 2).</p> <p>The next myDarwin program will be planned and announced this week.</p>												
<p>BUDGET / FINANCIAL</p>	<p>Budget/Funding: \$0</p> <p>Funding identified: \$200,000</p> <p>Description: NTG to provide additional funding for City of Darwin to use with the myDarwin program.</p> <p>The NTG will offer assistance to all NT Local Governments of:</p> <ul style="list-style-type: none"> • up to \$200,000 funding contribution for other Local Governments to the value of the voucher program, matched on a dollar-for-dollar basis • provide \$200,000 worth of funding to the City of Darwin for the continuation of their myDarwin voucher scheme. 												
<p>IDENTIFIED RISK(S)</p>	<table border="0" style="width: 100%;"> <tr> <td style="width: 30%;">Financial</td> <td style="width: 10%;">No</td> <td style="width: 30%;">Social/Cultural</td> <td style="width: 10%;">No</td> </tr> <tr> <td>WH&S</td> <td>No</td> <td>Reputation</td> <td>Yes</td> </tr> <tr> <td>Environmental</td> <td>No</td> <td>Legal</td> <td>Yes</td> </tr> </table> <p>The risk profile is medium 1. Repudiation risk to Council is considered minimal due to the demonstrated success of the program. The use of the myDarwin program in other jurisdictions across the NT is expected to be well received, providing benefit to local businesses and the community, as well as the City of Darwin working closely with the NTG on delivering another program.</p> <p>The NTG will be licenced by City of Darwin and sub-licence the program to other NT Councils. The City of Darwin will retain rights to the program and will allow the other NT Councils to use the program under an Intellectual Property Licence Agreement as set by the CEO, signed with</p>	Financial	No	Social/Cultural	No	WH&S	No	Reputation	Yes	Environmental	No	Legal	Yes
Financial	No	Social/Cultural	No										
WH&S	No	Reputation	Yes										
Environmental	No	Legal	Yes										

the NTG.
 Legal risk has been mitigated as this agreement has been prepared by Council’s legal advisors and reviewed by Council staff. This agreement does not prevent City of Darwin from licensing myDarwin to other entities or Local Governments.

Likelihood and Consequence scale

Likelihood rating	Scale
Almost certain	Will occur on a frequent basis, has been logged regularly, is known as an industry issue
Likely	May occur during a quarter year, has been logged several times, you would not be surprised if it happened
Possible	May occur on a yearly basis, has a 50:50 chance of occurring , has been logged once in memory, you would be somewhat surprised if it happened
Rare	May occur during a five year or longer period, is conceivable but people don't recall it happening before, you would be very surprised if it happened

RISK MATRIX					
	Insignificant	Minor	Moderate	Major	Catastrophic
Almost certain	Medium 1	High 2	Extreme 1	Extreme 3	Extreme 4
Likely	Low 3	Medium 2	High 3	Extreme 1	Extreme 2
Possible	Low 2	Medium 1	Medium 2	High 2	High 4
Rare	Low 1	Low 2	Low 3	Medium 1	High 1

RISK RATING In accordance with City of Darwin risk management policy, the Risk Rating is: Minor Possible

LEGISLATIVE / POLICY CONTROLS OR IMPACTS
 Legislation: N/A
 Policy: N/A

RESOURCE IMPLICATIONS
 Existing Position No: 4060, 4101, 2020, 2018, 2308
 Contractor: N/A
 The City of Darwin staff the from the myDarwin team will provide advice and consultation to the NTG, who in turn will be providing the resources to manage and operate the program for other NT Councils.

EXTERNAL CONSULTATION & ENGAGEMENT
 External Department of the Chief Minister, Department of Trade, Business and Innovation.

COMMUNICATION STRATEGY
 Government Relations and External Affairs Department manage marketing and communications.

PLACE SCORE STATEMENT
 Nil

STRATEGIC PLAN	4 A Smart and Prosperous City 4.1 By 2030, Darwin will be recognised globally as a smart city
ATTACHMENTS	1. Chief Minister's Correspondence 13072020 2. Chief Minister / Lord Mayor Press Release 13072020
APPROVED BY SLT	No
APPROVED BY SDG	No
FURTHER DIRECTIONS	N/A
DATE	13 July 2020
DECLARATION OF INTEREST	No



CHIEF MINISTER

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Mr Kon Vatskalis
Lord Mayor of Darwin
PO Box 84
Darwin 0801

Dear Mr Vatskalis,

Thank you for doing all you can stop the spread of COVID-19 and helping to make the Northern Territory the safest place in Australia.

While keeping people safe was paramount it was also important to support business where possible and try to keep doors open and cash flowing. The Territory Government acted quickly with programs like the Home Improvement Scheme, the \$200 Tourism Vouchers as well as relief on Government fees and charges – which your council also assisted.

I want to thank you and your council for acting quickly to protect Territory jobs, by developing and releasing the My Darwin program and app, which has helped generate cashflow for Top End businesses during this time.

Because of the simplicity of the app we are now working with other councils to extend this scheme throughout the Territory because it can be rolled out quickly and easily.

Territorians have enthusiastically taken up the scheme, and I note council has put in further cash injections into the app to make sure it continues.

To make sure we keep getting cash into the hands of small businesses in the Territory, I would like to offer the City of Darwin a further \$200,000 to go towards the scheme.

The participation and feedback from small local businesses in Darwin has been extremely positive and an opportunity to further support business is one that I am keen to support and deliver.

If you and your council are keen to further explore this opportunity, the relevant contact is Bridgette Bellenger, Senior Executive Director at Department of the Chief Minister Bridgette.Bellenger@nt.gov.au or (08) 8999 8808.

Yours sincerely

MICHAEL GUNNER

13 JUL 2020



Michael Gunner
Chief Minister of the Northern Territory



Media Release

Local Business-Boosting Voucher Scheme Extended

13 July 2020

The Gunner Government will extend City of Darwin's successful discount voucher scheme so more businesses across the Territory can benefit.

Following the success of the popular myDarwin scheme initiated by City of Darwin - an online platform that provides discounts to the community to incentivise spending in support of local businesses - the Territory Government, in conjunction with City of Darwin, is offering the opportunity for this program to be extended across the NT.

The Government is offering a funding pool worth \$1 million to local governments to take part in this local business-boosting scheme.

To assist with the successful implementation of this program across the NT, the Territory Labor Government will offer assistance to all Northern Territory Local Governments of:

- up to \$200,000 funding contribution to the value of the voucher program, matched on a dollar-for-dollar basis by Local Councils;
- set-up of the system for the relevant Councils who agree to take part in this economy boosting initiative, with City of Darwin providing the on-line platform to interested Councils; and
- staffing assistance, to assist in engagement of the program.

These vouchers can be used in a variety of businesses including retail and hospitality.

The Territory Labor Government has also provided \$200,000 worth of funding to the City of Darwin for the continuation of their myDarwin voucher scheme.

More than 350 local Darwin businesses have signed up for the myDarwin scheme, and the Territory Labor Government wants to see other NT businesses jump on board and benefit from this program.

Quotes from Chief Minister Michael Gunner:

"We are doing whatever it takes to protect as many jobs as possible through the coronavirus crisis.

"Our Territory local governments have also been assisting Territorians during the COVID-19 pandemic.

“This is another opportunity for Government and Councils to work together and support our Territory businesses during this time.

“With the support of the Territory Labor Government and the use of City of Darwin’s on-line platform, I encourage all Councils to take up this offer and support our local businesses.

“The Territory is the safest place in Australia because Territorians have been the best during this crisis. Being the best also means supporting Territory businesses.

“Let’s all keep being the best Territorians we can be.”

Quotes from City of Darwin, Lord Mayor Kon Vatskalis:

“City of Darwin is proud of the phenomenal success of the myDarwin discount vouchers.

“This initiative has provided real and immediate benefits to local businesses at a time it is needed the most.

“City of Darwin are very happy to share our myDarwin platform with other Local Councils, with the assistance of the Northern Territory Government, so that local businesses across the NT can reap the benefits.

“My message is simple – put your money where your heart is. Together, we can all help rebuild jobs and the Darwin economy one purchase at a time.”

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