



**HURUNUI**  
*District Council*

# Hurunui Tourism Board

## AGENDA

FOR AN ORDINARY MEETING TO BE HELD ON:

**MONDAY 11 DECEMBER 2017**  
**COMMENCING AT 1 PM**

The Council Chambers, Carters Road, Amberley

Community partnership in growth and wellbeing.

HURUNUI TOURISM BOARD

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## **Committee Membership:**

Janice Fredric (Chairperson)  
Mayor Dalley  
Cr Marie Black  
Cr Dick Davison  
Cr Jason Fletcher  
Geoff Shier - Waipara Valley North Canterbury  
Winegrowers Inc. Rep.  
Christian Chester - Hanmer Springs Business  
Association Rep.  
Grant Lilly – Hanmer Springs Thermal Pools and  
Spa Management Committee Rep.

Quorum: not less than 5 members

Secretary Maree Hare

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## **Significance Consideration**

**(Guidelines from Hurunui District Council's 'Significance and Engagement Policy')**

The Council, in considering each matter, must be:

- a. Satisfied that it has sufficient information about the practicable options and their benefits, costs and impacts, bearing in mind the significance of the decisions.
- b. Satisfied that it knows enough about and will give adequate consideration to the views and preferences of affected and interested parties bearing in mind the significance of the decisions to be made.

### **Questions**

- a. Does the Council have sufficient information about the issue, proposal, decisions or other matter?
- b. Does the issue, proposal, decisions or other matter:
  - Affect all or a large portion of the community in a far-reaching way?
  - Have a potential impact or consequence on the affected persons (being a number of persons) that is substantial?
  - Have financial implications on the Council's resources that would be substantial?
  - Generate (or would be expected to generate) a high degree of controversy?
  - Have any impact on Council's capacity to undertake its statutory responsibilities?
  - Fail to flow logically or consequentially from a decision in the Council's Long Term Plan?

### **Evaluation**

Council officers preparing these reports will have regard to Council's policy on significance. Councillors will make the final assessment on whether the subject under consideration is to be regarded as being significant or not. Unless the Council explicitly determines that the subject under consideration is to be deemed significant then the subject will be deemed as not being significant.

## HURUNUI TOURISM BOARD

MONDAY 11 DECEMBER 2017 AT 1PM

## COUNCIL CHAMBERS CARTERS ROAD, AMBERLEY

1 pm	Meeting begins
1.05 pm	Meg MacFarlane – Eventful Hurunui Group
3 pm	Afternoon Tea

ITEM	ORDER OF BUSINESS	Pages
	<b>Health and Safety briefing</b> <b>Apologies</b> <b>Announced Urgent Business</b> <b>Conflict of Interest Declarations</b>	
1.	<b>Minutes</b> – Minutes of the 16 October 2017 meeting	3 - 8
2.	<b>Decision Items:</b> 2.1 Advance to Hurunui Trails Trust	9 - 10
3.	<b>Discussion Items:</b> 3.1 Destination Development Plan 3.2 Waipara – to be led by Cr Dick Davison	11
4.	<b>Information Items:</b> 4.1 Hurunui Tourism Strategy Review and Draft Marketing Plan 4.2 Post EQ Marketing presentation 4.3 Destination Development Update 4.4 Marketing Report 4.5 Financial Report 4.6 Tourism Statistics 4.7 2017 Tourism Review Survey 4.8 Correspondence – Letter of support to the Rata Foundation 4.9 Action Sheet 4.10 Forward Plan 4.11 Delegate’s Reports - <ul style="list-style-type: none"> <li>• Hanmer Springs Business Association</li> <li>• Hanmer Springs Thermal Pools and Spa</li> <li>• Waipara Valley North Canterbury Winegrowers Inc</li> </ul>	12 – 18  19 – 20 21 – 24 25 – 26 27 – 36 37 – 43 44 – 45 46 47
5.	<b>Public Excluded Session – see over for resolution</b>	60 – 61

	<b>General subject of each matter to be considered</b>	<b>Reason for passing this resolution in relation to each matter</b>	<b>Grounds under section 48 (1) for passing the resolution</b>	
	<b>5.1</b> Update on recent Hurunui Events	The Report contain information withheld for commercial sensitivity.	Section 48(1)(a)(i) & Section 7(2)(h).	
<b>6.</b>	<b>Urgent Business:</b>			

# HURUNUI DISTRICT COUNCIL MINUTES



<b>Meeting</b>	Hurunui Tourism Board
<b>Time and Date</b>	10.30 am, Monday 16 October 2017
<b>Venue</b>	Glenmark Pavillion, Glenmark Drive, Waipara
<b>Agenda</b>	<a href="http://www.hurunui.govt.nz/your-council/meeting-calendar/">http://www.hurunui.govt.nz/your-council/meeting-calendar/</a>

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**Health and Safety briefing** Those present were advised of the emergency exits from the building and the gathering area outside the building.

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**Members Present** Janice Fredric (Chairperson) Councillors Marie Black, Dick Davison, Jason Fletcher and Mayor Winton Dalley

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**In Attendance** Hamish Dobbie (CEO), Graeme Abbot (General Manager Hanmer Springs Thermal Pools and Spa), Shane Adcock (Marketing Manager) Vanessa Nelmes (Tourism Marketing Officer) and Maree Hare (Board Secretary)

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**Apologies** Christian Chester, Geoff Shier and Grant Lilley  
Mayor Dalley and Hamish Dobbie for lateness.  
THAT THE APOLOGIES BE ACCEPTED.

Chairperson

CARRIED

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**Conflict of Interest Declarations** There were no conflict of interest declarations.

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**Urgent Business**

- Waipara – Cr Davison – it was agreed that this be discussed at a later date.
- Freedom Camping Bylaw - Chairperson

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**Minutes** THAT THE MINUTES OF THE HURUNUI TOURISM BOARD MEETING HELD ON 21 AUGUST 2017 BE CONFIRMED.

Fletcher/Black

CARRIED

It was noted that there was a query at the previous meeting regarding the application of the CPI to the TTR and the CEO advised later in the meeting that the CPI has not been applied.

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## 1. DECISION ITEMS – There were no decision items for this meeting.

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## 2. DISCUSSION ITEMS

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**3.1 Domestic Digital Campaign Presentation** Dealt with as a workshop item prior to the meeting.

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## 3. INFORMATION ITEMS

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**3.1 Post Earthquake Marketing Activity Report** The Report from the Tourism Sales and Marketing Coordinator provided an update on the post-earthquake marketing plans in the three areas of Hanmer Springs, Cheviot and the Waipara Valley.

The Marketing Manager spoke to the report and the following points were noted –

- The funding of the new Hello Summer incentive by MBIE was discussed. It was noted that the funding was a ‘one off’ and it was suggested that, with hindsight, more flexibility would have been better however it was agreed that it has sent good signals to the Community that something is being done. The CEO noted that there has been a huge amount of kudos from the district for the work done through this program.
  - The Manager advised that there is still some activity planned for October and November and the total amount of funding has been committed. He also advised that the Tourism Sales and Marketing Coordinator is contracted until December.
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**3.2 Destination Development Report** The Report from the Tourism Development Manager provided the Board with an update on development work undertaken.

The following points were noted –

- The Manager advised that he is disappointed progress hasn’t been as fast as he would have liked however his transition to the role has now started.
- The meeting was advised that feedback from Wineries in the area indicate that the biggest issue stopping expansion is the Licensing process for Cellar Door sales. The Manager will work with these businesses regarding this.
- A meeting has been held with Geoff Gabites, ECAN and Waimakariri District Council regarding the formation of a cycle route from Cathedral Square to Waipara. The Manager noted that the next step is to put a document together and look at potential funding streams. It was noted that this will be an ‘off road’ scenic tour and it is hoped it will be completed by 2021 although some segments may be open earlier.

The meeting agreed that partnerships with private enterprise should be encouraged and this opportunity is substantial although it was noted that there would be some responsibilities attached. Mayor

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Dalley noted that the proposed route will traverse private land and legal ownership of the route will be one consideration.

- The Golden Oldies festival application to Council has been approved.
  - It was agreed that the Manager would present his Plan to the next meeting.
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### **3.3 Marketing Activity Report**

The report from the Tourism Marketing Officer provided the marketing activity for July 2017 for the information of the Board.

The meeting noted the following points –

- While there are fewer advertisements in the new OVG there is still the same number of pages in the guide.
  - The Ocean, Alpine, Sea initiative is an agreement between Hurunui Kaikoura and the West Coast to look at a new touring route. The Manager advised that this initiative has been sitting in the background for some time due to the lack of resources however it has now been picked up by the Tourism Sales and Marketing Coordinator.
  - Country Fete – a lack of visible advertising has been noted ie Billboards, and the Marketing Manager advised that he has made contact with those involved but has not had any response. It was noted that a lot of direct mail drop advertising has been done. The meeting agreed that this it is important this event succeeds.
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### **3.4 Website Statistics QE September 2017 Report**

The report from the Tourism Marketing Officer provided the Website Statistics for the QE June for the information of the Board.

The meeting agreed that there has been impressive growth.

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### **3.5 Financial Report**

The report from the Manager Support Services provided the Financial Report for the year ending September 2017.

The meeting noted the following points –

- The Chairperson asked that work be done on the accuracy of the Financial Reports.
  - It was noted that the deficit will possibly not be as bad as budgeted.
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### **3.6 Long Term Plan update**

The Marketing Manager updated the meeting on his attendance at a Council Long Term Plan workshop. He advised that there was no appetite to increase the TTR and Cr M Black reported that his attendance and the discussion that ensued was worthwhile.

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### **3.7 Tourism Statistics**

The report from the Marketing Manager provided the tourism statistics for Industry, Region and Hanmer Springs

The meeting considered the report and noted the following –

- The KPI of RTE growth is currently being met with growth of 10.8% but this is not in terms of commercial accommodation growth. It was noted that there are possibly 400 holiday homes available outside the
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ones for which figures are available. These include AirBnB and Book a Bach, Police and DoC etc holiday homes.

- It was noted that the 2016 earthquake event had a substantial impact on the statistics.
- The meeting queried the status of the infrastructure in the district in regard to matching the increasing visitor numbers and the CEO replied that tourism growth numbers are considered and figured into the LTP. The meeting noted that the Ray Sleeman report has been provided to Council and the regular meetings the Marketing Manager is having with Council Planners will help.

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### **3.8 Holiday Home Owner Survey Results**

The report from the Tourism Marketing Officer provided the results from the annual holiday home owner survey for the information of the Board.

The meeting considered the report and noted the following –

- Reply numbers are slightly down this year.
- AirBnB and Book a Bach people pay the TTR if they are identified and Holiday homeowners do pay the rate.
- The meeting noted that one third of the respondents indicated their willingness to pay an increase in the TTR and it was agreed that this was positive.

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### **3.9 Correspondence**

The report from the Board Secretary provided correspondence both inwards and outwards.

- Cheviot Area School advising of a Strategic Planning Community Consultation Survey

It was agreed that the Marketing Manager contact the school and offer any assistance they need.

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### **3.10 Action Sheet**

The Action Sheet was provided for the information of the Board.

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### **3.11 Tourism Board Forward Plan**

The Forward Plan was provided for the information of the meeting.

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THAT ALL THE ABOVE REPORTS BE RECEIVED.

Dalley/Davison

CARRIED

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### **3.12 Update from the Hurunui Trails Trust**

Cr Fletcher gave a verbal update on the activities of the Hurunui Trails Trust and the following points were noted -

- The Hurunui Trails Trust is being looked on as a success.
- A Track Development Plan has been done and includes the establishment of the Coastal Pacific Ride and the establishment of the Cheviot working group as well as the connection between Hanmer Springs and the Heartland Ride and the finishing of the Waipara area.



- There are currently management and costing issues with the Kowai river part of the Heartland Trail especially following the recent flooding event.
- Representatives will attend the Bike Expo in Christchurch to promote the trails across the district.
- The Heartland project funding is significant. The coordinator's contract is due to end and part of the Strategy is to appoint a coordinator for the district. Funding applications have been made and one has been declined, which is disappointing.

It was agreed that the current coordinator is a very valuable asset and something needs to be done as soon as possible to retain this position.

A submission will be put to the LTP consultation process for some funding surety and it was agreed that an application should be made to the Rata Foundation for funding as soon as possible.

Cr Black expressed concerns that some projects may lapse if funding is an issue and Cr Fletcher assured her this would not happen.

### 3.13 Delegate Report:

- Hanmer Springs Business Association – G Abbot spoke to the results of a member survey carried out by the Association and it was noted that 10% of the respondents are down on numbers this winter on last winter.
- Hanmer Springs Thermal Pools and Spa – G Abbot advised that up until Friday 13<sup>th</sup> the numbers are almost the same as the year before. He advised that the accommodation providers' bookings for November and December are looking good and that he is guardedly optimistic about the coming summer.
- Waipara Valley North Canterbury Winegrowers Inc. – a written report from G Shier was tabled and considered.

The meeting noted that the Winery Tour is being held in Hagley Park this year and not in Waipara as usual. It was agreed that there could be various reasons for this and the Marketing Manager agreed to make contact and establish why this has happened.

## 4. URGENT BUSINESS

### 4.1 Proposed Freedom Camping Bylaw

The meeting discussed the draft Freedom Camping Bylaw and the following points were noted -

- Concerns were expressed that the document does not mention Tourism.
- The CEO reminded the meeting that the Bylaw will control Freedom Camping on Council properties only and the process is to allow freedom camping adjacent to public toilets. It was noted that some areas of concern in the Hurunui involve sites which are not Council owned.
- Cr Fletcher reported that the recent Zone 5 meeting discussed this matter and the group are asking central Government for a framework

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to provide some consistency across the country and also to pass information between organisations e.g DoC. Cr Fletcher suggested that there should be some delay in this process until the results of the recent central government election are known.

- Cr Davison advised that the proposed bylaw is sensible and that he does not believe the problem is as bad as it seems. Mayor Dalley disagreed noting that there are some issues with Freedom Camping and suggesting that there has to be a balance.
- G Abbot advised that while he understands the issues he believes the Bylaw is only a token and is not serving either the industry or the towns.
- The amount of information provided to the community including DoC, prior to the Bylaw being written was queried and the CEO replied that all Council committees have been consulted on what they wanted and the proposal is a balance of these suggestions.

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**Meeting Ended**

The meeting ended at 12.33 pm

The next meeting will be held in Amberley on 11 December 2017 at 1pm.

# HURUNUI DISTRICT COUNCIL MEETING REPORT



**To:** Hurunui Tourism Board

**Report Prepared By:** Graeme Abbot

**Date:** 11 December 2017

**Significance Level:** Low

## Advance of funding to the Hurunui Trails Trust

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**Recommendation** THAT THE HURUNUI TOURISM BOARD RATIFIES THE UNANIMOUS DECISION TO ADVANCE \$10,000 (FROM THE HURUNUI TOURISM RESERVES ACCOUNT) TO THE HURUNUI TRAILS TRUST FOR THREE TO FOUR MONTHS TO ENABLE THE CONTINUED EMPLOYMENT OF THE CURRENT COORDINATOR; THAT THE HURUNUI TRAILS TRUST SEEKS FUNDING FROM OTHER SOURCES AND THAT THE \$10,000 ADVANCE BE REPAID ONCE OTHER FUNDING HAS BEEN OBTAINED.

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**Executive Summary** The Hurunui Heartland Cycle Ride has been driven this year to a point where it is now becoming a reality and the key to this success has been the work the Coordinator has done.

Funding for the coordinator position will finish at the end of November and while further funding is being sought to continue this contract there will be a period of three to four months when there will be a funding gap. Consequently, a request has been received for the Tourism Board to advance funding to the Hurunui Trails Trust to cover this gap.

Due to timing issues, the request was circulated by email to all members and it was agreed unanimously to provide the advance. This agreement now needs ratifying.

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**Background** The Hurunui Heartland Cycle Ride has been driven this year to a point where it is now becoming a reality and the key to the ride being so advanced has been the work the current coordinator has done. The coordinator role has been a paid contracted role and has demonstrated what can be achieved with someone focusing on the project.

The Hurunui Trails Trust (HTT) was successful in obtaining funds through the Lottery Grants Hurunui Kaikoura Earthquake Relief Fund for this position however that funding effectively finishes at the end of November.

HTT are currently seeking funding through other organisations with a view to renew the contract with the current coordinator so that the Heartland Cycle Ride project can be completed and the Ride opened however there will be a period of time, three to four months when there will be a funding gap.

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Given the momentum that the current coordinator has been able to achieve, it would be very disappointing to stop that progress because of a timing gap from funding sources and the Board has been asked to advance \$10,000 (3 months of fees) to enable this work to be continued. The request suggested that the \$10,000 would come from the Hurunui Tourism Reserve Account not the Trading Account.

The request suggested that –

- That Hurunui Tourism Board advances HTT \$10,000 (3 months of fees) from the Tourism Reserve Account so that the current coordinator can continue his work.
- That HTT seeks funding from other sources for the continued work by the current coordinator and for the three month period that Hurunui Tourism are covering.
- That HTT repays Hurunui Tourism back the advance once those funds have been received.

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**Report Prepared by:** Graeme Abbot  
Tourism Development Manager

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**Officer in Attendance:** The report author will be in attendance to speak to this report.

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# HURUNUI DISTRICT COUNCIL MEETING REPORT



**To:** Hurunui Tourism Board  
**Report Prepared by:** Graeme Abbot, Tourism Development Manager  
**Date:** 11 December 2017  
**Significance Level:** Low

## Draft Development Plan

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**Recommendation** THAT THE INFORMATION BE RECEIVED.

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**Executive Summary** The work plan details the key areas of focus for the product development work for Hurunui Tourism.

The Tourism Development Manager will table the Draft Development Plan at the meeting.

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**Report Prepared by:** Graeme Abbot  
 Tourism Development Manager

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**Officer in Attendance:** The report author will be in attendance to speak to this report.

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# HURUNUI DISTRICT COUNCIL MEETING REPORT



**To:** Hurunui Tourism Board  
**Report Prepared by:** Shane Adcock, Marketing Manager  
**Date:** 11 December 2017  
**Significance Level:** Low

## Hurunui Tourism Strategy Review and Draft Marketing Plan

**Recommendation** THAT THE INFORMATION BE DISCUSSED.

**Executive Summary** This is a review of the 2017-2022 marketing strategy, implemented in July 2017.

The objective is to check in on the strategy and review if anything substantial has changed that may affect our approach, and therefore the 2017-2018 marketing plan.

The strategy can be viewed here:

<http://www.hurunui.govt.nz/assets/Documents/Strategies/FINAL-TourismStrategy2017-WEB.pdf>

### Market Overview

**Domestic:** As stated on page 10 of the strategy, this is our key market and represents a challenge and an opportunity.

All indicators are that this market will continue to present a challenge – due to factors such as the price of flights, post-earthquake factors and our key Christchurch market having more attractions closer to home.

We need to continue to aggressively target this market with a more sales-focused approach.

For example we recently attended the NZ Travel Expo in Auckland, and we are working through a website review.

**International:** MBIE tourism forecasts for 2017-2023 are available here

<http://www.mbie.govt.nz/info-services/sectors-industries/tourism/tourism-research-data/international-tourism-forecasts/2017-2023-forecasts>

In summary, nationally International visitor arrivals are forecast to reach 4.9 million visitors in 2023, equating to a growth rate of 4.8 per cent per year.

International spend is set to surpass \$15 billion by 2023, with China set to overtake Australia as our largest market by spend – though Australia will remain the largest source of visitor arrivals.

There is also strong forecast growth from the US and developing markets Indonesia and India.

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Hurunui District has seen strong recent growth from Australia, UK, the Americas and China and would appear to be forecasting similar growth patterns to the national forecast.

Australia especially is showing a return to strong growth after a plateau in 2014 and 2015.

There is not anything in the MBIE forecasts that suggests a change in strategy is needed for particular markets at this stage.

**Hurunui Tourism Approach**

Staff still firmly believe that the twin Destination Development / Destination Marketing approach described on page 14 is the best strategy to drive tourism in the district.

**KPIs**

As per the statistics report in the meeting agenda for today, Hurunui District is experiencing strong growth in tourism, as measured by the MBIE RTE's.

Undoubtedly, the earthquake in November 2016 has had a significant effect with a large increase in petrol expenditure and some of the increase in overall expenditure likely to be from contractors.

However with all international markets increasing, along with accommodation, food and beverage, and other tourism products, there is definitely nett growth.

Staff believe the RTEs are the correct KPI to be using (along with the project and development based KPIs), and that we are performing strongly in these areas.

**Draft Marketing Plan**

The draft marketing plan is attached for the review of the Hurunui Tourism Board.

**Appendices**

1. Draft Marketing Plan



**Report Prepared by:**

Shane Adcock  
Marketing Manager

**Officer in Attendance:**

The report author will be in attendance to speak to this report.

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**Hurunui Tourism  
2018-2019 Draft Marketing Plan**

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## Hurunui Tourism Strategy 2017-22

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Approved and endorsed by the Hurunui District Council on 25 May 2017. [Click here](#) to view the strategy.

The focus of the strategy is on Destination Development and Destination Marketing.

1. Destination Development: developing Hurunui as a tourism destination and collaborating with key stakeholders within and outside of our district.
2. Destination Marketing: targeting key markets to visit our district and actively selling all that our district offers.

### FY18 Projected Revenue

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Targeted Tourism Rate (TTR)	\$222,768
HSTPS Contribution	\$ 53,040
From Grants and Foundations	\$ 32,992
<b>TOTAL</b>	<b>\$308,800</b>

### FY18 Budget Allocation

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<b>Fixed Costs</b>		<b>\$91,800</b>
<b>Developing the Destination</b>		<b>\$35,000</b>
Tourism Growth Package.....	\$30,000	
Event Development.....	\$ 5,000	
<b>Selling the Destination</b>		<b>\$182,000</b>
Collaboration.....	\$35,000	
Digital.....	\$22,000	
Collateral.....	\$30,000	
Communications.....	\$15,000	
Trade.....	\$18,000	
Advertising.....	\$45,000	
Conferences & MEETINGS.....	\$12,000	
In-market.....	\$ 5,000	
<b>Total Expenses</b>		<b>\$308,800</b>

## Introduction

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FY 2018 will be the second year of the [5-year strategy](#), and we will be continuing with a lot of foundation work, particularly in the area of destination development. There are a number of objectives that we would like to achieve, and initiatives we will implement.

A key part of success in FY 2018 is the evolution of the Hanmer Springs / Hurunui i-SITE into a sales focussed organisation. This was a key objective of the Hurunui Tourism 5-year strategy, and the work has begun through the recent HSTPS restructure. As a result, the i-SITE will be able to support a number of sales initiatives, including conference sales, the schools market and touring route packages.

Following the review process in FY 2017, we will also have changed the website to follow current best practice and also be sales-focussed. This will form the foundation for new digital initiatives.

The full list of objectives and initiatives for FY 2018 is outlined below:

### **Developing the Destination** **\$35,000**

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*Developing Hurunui as a tourism destination includes improving and supporting our existing product, working to attract new products and investment and growing the number of events in the district.*

*FY18 will continue to focus on the foundation and preparation work undertaken during 2017 including but not limited to – understanding possible funding sources, beginning conversations with possible investors and talking to existing operators about their future plans.*

#### **Objectives**

- Access to new funds and resources from outside the district: *determine where these funds and resources are and how operators may be able to access them.*
- The Alpine Pacific Triangle is a recognised touring route, attracting tourists to the district: *APT website launch mid-January alongside a new campaign launch. The agreement will continue between, Hurunui Tourism, ChristchurchNZ, Destination Kaikoura, Whale Watch Kaikoura & HSTPS.*

<b>Tourism Growth Package</b>	<b>\$30,000</b>
<b>Event Development</b>	<b>\$5,000</b>

**Selling the Destination****\$182,000**

*Selling the destination is about taking a more proactive approach to attracting visitors to our district. It is not necessarily about changing the tools we use, but ensuring that those tools are focussed on efficiently leading potential tourists to convert to sales for operators in the district.*

**Objectives**

- Tourism spend is increasing by more than the national average, measured by MBIE RTEs.
- Digital is second nature: *implement the website review, continue to grow traffic to the website and to be across social media channels which will be implemented into Hurunui Tourism's digital strategy where relevant.*
- Midweek is a strong contributor of revenue, including a \$12m conference market: *implement new initiatives to drive the conference market, including development of a conference pack for the district and a new sales channel through the i-SITE.*
- Targeted and cost effective sales campaigns: *the domestic digital campaign continues to grow. The new sales organisation within the iSITE is operating and is creating new sales opportunities and revenue streams.*

**Collaboration****\$35,000**

- Membership and joint venture partnerships/activities with ChristchurchNZ, SOUTH, Alpine Pacific Touring Route, Top of the South.
- Exploration and heightened promotion of possible new touring routes.

**Digital****\$22,000**

- Develop and maintain [www.visithurunui.co.nz](http://www.visithurunui.co.nz)
- Enhance Hurunui Tourism's Social Media presence.

**Collateral****\$30,000**

- Print and distribute the Official Visitors Guide.
- Support the continued development of the community maps.

**Communications****\$15,000**

- Public Relations support.
- Annual tourism stakeholder survey.
- Regular district visits.

**Trade****\$18,000**

- Support famils to our district (TNZ and ChristchurchNZ led or independent).
- Attend trade shows – TRENZ.

**Advertising****\$45,000**

- AA advertising package.
- Domestic online campaign.

**Conferences & MEETINGS****\$12,000**

- Attend conference, incentive and meeting tradeshows – Meetings NZ and Convene South.
- Develop collateral to support tradeshows.

**In-market**

**\$5,000**

- Sales trips and expenses.

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# HURUNUI DISTRICT COUNCIL MEETING REPORT



**To:** Hurunui Tourism Board  
**Report Prepared by:** Graeme Abbot Tourism Development Manager  
**Date:** 01 November 2017  
**Significance Level:** Low

## Destination Development Update

<b>Recommendation</b>	THAT THE INFORMATION BE RECEIVED.
<b>Executive Summary</b>	The Destination Development update is provided for the information of the Hurunui Tourism Board.
<b>Background</b>	<p>Listed below are the list of meetings and activities that I have engaged with. I do not intend to elaborate in writing the content of the meetings as that could compromise those discussions, given that this document is in public circulation.</p> <p>The Report will follow the progress of the long term goals for 2022.</p>
<b>20 New Visitor Experiences in the Hurunui</b>	<p>Meetings held or participated in –</p> <ul style="list-style-type: none"> <li>• Wheels to Waipara Cycleway</li> <li>• Great walks meeting</li> <li>• Hanmer Springs existing business</li> <li>• Hanmer Springs business opportunity</li> <li>• Christchurch International Airport</li> <li>• Christchurch City Council</li> </ul>
<b>Two leading national brands established.</b>	No progress in this area.
<b>Eight iconic events in this region</b>	Attended events group meeting.
<b>The Alpine Pacific Touring Route is recognised as a touring route</b>	A considerable amount of work happening in this space, thanks to the Marketing Manager and the Sales and Marketing Coordinator.
<b>Tourism Investment Fund established</b>	No action taken yet.
<b>Access to new funds from outside of the region</b>	No progress in this area

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**Meetings planned with**

- Christchurch NZ
- Christchurch International Airport

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**On the horizon**

- Development of a plan for this role
- Development of a 'prospectus' for Hanmer Springs

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Graeme Abbot

**Report Prepared by:**

Tourism Development Manager

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# HURUNUI DISTRICT COUNCIL MEETING REPORT



**To:** Hurunui Tourism Board  
**Report Prepared by:** Vanessa Nelmes, Tourism Marketing Officer1  
**Date:** 11 December 2017  
**Significance Level:** Low

## Marketing Activity Report

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**Recommendation** THAT THE INFORMATION BE RECEIVED.

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**Executive Summary** The marketing activity report for October - December is provided for the information of the Hurunui Tourism Board.

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**Selling The Destination**

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**Collaboration** **Membership and Joint Ventures – SOUTH (CIAL)**

The joint SOUTH – Tourism NZ campaign finished in mid-November and results should be available early next year. Indications are that the campaign was again successful in terms of meeting KPIs. We should be able gauge the success for Hurunui when detailed data is available. Below is a link to a media article covering the road trips featured in the campaign.

<http://travel.nine.com.au/2017/10/05/16/45/tourism-nz-immersive-journeys>

### **Touring Route Development:**

Alpine Pacific Touring Route (APT) – the mobile & desktop visuals for the website have been approved.

Timeline;

- Front-end development: 20 Nov - 1 Dec
- Back-end development: 4 - 15 Dec
- Delivery of staging site with visual pages populated: 17 Dec
- Client content population & testing: 17-22 Dec
- Development fixes; revisions; SEO setup; QA and testing: 25 Dec - 15 Jan
- Phase one Go-live: Tuesday 16 Jan
- Phase 2 will be live end of February

Ocean Alpine Sea (OAS) – a meeting is planned for January to catch up with the joint venture partners.

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**Digital**

**Website:** Currently we are discussing with Harvey Cameron improvements to the website to bring it into line with the tourism strategy.

Content has been updated, including adding blogs and description on summer in the Hurunui. Hello Summer event promotion is running off a secondary page within [www.visithurunui.co.nz](http://www.visithurunui.co.nz)

**Instagram account:** @hurunuidistrict

We still continue to see a steady increase in followers. As at 29/11/17 we

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have 761 followers and have posted 299 times.

When reviewing the Instagram statistics we've had 13,028 'likes' across all of our posts.

The most popular post continues to be of The Cathedrals (140 likes), posted 13 September 2017




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### ***Collateral***

**OVG:** 60,000 copies of the 2017-18 OVG were printed. Display contracts are being renewed with i-SITEs as they fall due. Number of OVGs distributed as at 22/11/17 are: 29,460 which is 49.1% of the total numbers. This large number is due to our distribution agencies taking enough stock to swap out the previous OVG and to have ready for summer.

**Community maps:** The Waiau map is now in circulation. Copies are in the Kaikoura and Hanmer Springs i-SITE's.

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### ***Communications***

**Stakeholder Newsletters:** the monthly stakeholder newsletters continue to receive a good opening rate however for the last 6 months the average open rate has dropped from 46.93% to 44.73%.

**Stakeholder Survey:** Completed. Please see separate agenda report for results.

**District Visits:** the next planned visit is the Amberley/Leithfield area early 2018.

#### **Media Results:**

##### ***November***

1. Online piece about cafes from ChristchurchNZ, featuring Little Vintage and Pukeko Junction cafes.

<http://www.christchurchnz.com/media/story-library/experience-some-good-old-fashioned-country-hospitality/>

2. Local papers picked up the reappointment of the independent board member.
-



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3. Online articles – Stuff ‘Southern Stays’.

<https://www.stuff.co.nz/travel/destinations/nz/98482037/southern-stays-a-warm-weekend-spent-in-waipara>

<https://www.stuff.co.nz/travel/98623028/southern-stays-st-james-cycleway-not-to-be-underestimated>

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**Trade**

**Trade Shows:**

Planning for TRENZ (Dunedin, May 2018) is underway, and it is pleasing to see that once again the district will be represented by 4 operators; Hanmer Springs Thermal Pools & Spa, Hanmer Springs Attractions, Hanmer Adventure and Heritage Hanmer Springs. This is partly a result of staff continuing to work with the operators on their approach to the international market.

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**Famils:**

Trade				
Date	Who	Pax	Organised by	Visited
15 – 18 October	West China Product Managers	7	TNZ	Christchurch, Hanmer Springs, Waipara, Akaroa
17-26 October	China Southern Airlines	10	TNZ	Christchurch, Waipara, Akaroa, Mackenzie

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**Advertising**

**AA Publications:** 2018 advertising has been placed.

- ¼ page advert Christchurch & Canterbury Guide
- Full back cover Christchurch & Canterbury Guide
- ½ page advert NZ Cycle Trail Guide
- ½ page advert Wine Food & Beer Guide
- Website listings
- AA Traveller EDM banner

**Domestic Digital Initiative:** The spring campaign finished the end of October. Autumn is the next campaign and is currently booked for 5 February – 11 April.

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**Conference & Meetings**

**Attend MEETINGS and Convene South:** Completed.

MEETINGS will be next held late May-early June 2018, and Convene September 2018.

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**In-Market**

**Consumer shows:** Hurunui Tourism recently attended 3 consumer shows in Australia, along with CIAL and other DTOs. Total attendance was 28,922 across the 3 shows (Brisbane, Melbourne, and Perth). With CIAL paying for the stand costs, the only cost to Hurunui Tourism were flights and expenses. We believe these shows were great value and will likely be attending shows in February along with CIAL.

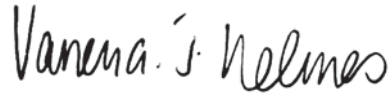
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Hurunui Tourism organised and attended the Bike Expo in Christchurch, 28-29 October, along with the Hurunui Trails Trust. The expo itself was in its first year and drew a sizeable crowd. On the stand, we featured the new Hurunui Heartland Ride and the hanmertrails.nz website. All collateral including Hanmer Springs maps, Waipara Valley brochures, Amberley brochures was distributed.

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**Report Prepared  
by:**



Vanessa Nelmes  
Tourism Marketing Officer

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**Report Reviewed  
by:**



Shane Adcock  
Marketing Manager

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**Officer in  
Attendance:**

The Tourism Marketing Officer will be in attendance to speak to this report.

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# HURUNUI DISTRICT COUNCIL MEETING REPORT



**To:** Hurunui Tourism Board  
**Report Prepared by:** Jason Beck (Manager Support Services)  
**Date:** 11 December 2017  
**Significance Level:** Low

## Financial Report to October 2017

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**Recommendation** THAT THE INFORMATION BE RECEIVED.

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**Executive Summary** The financial report to October 2017 is attached. The Board is responsible for managing its own budget.

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**Appendices**

- Financial Report to October 2017.

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A handwritten signature in black ink, appearing to read 'Jason Beck'.

**Report Prepared by:** Jason Beck  
Manager Support Services

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<b>Hurunui Tourism Board</b> <b>Financial Report for the</b> <b>Four Months to 31 October 2017</b>
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	<u>Year to Date</u> <u>Actual</u>	<u>Year to Date</u> <u>Budget</u>	<u>Year to Date</u> <u>Variance</u>	<u>Notes</u>	<u>Full Year</u> <u>Budget</u>	<u>Full Year</u> <u>Forecast</u>
<b>OPERATING STATEMENT</b>						
<b>Operating Revenue</b>						
Targeted Tourism Rate	76,878	72,800	4,078		218,400	222,478
Allocation from Hanmer Springs Thermal Pools & Spa	18,028	18,028	0		54,084	54,084
Website Marketing	3,198	0	3,198	1	0	0
<b>Total Operating Income</b>	<b>98,104</b>	<b>90,828</b>	<b>7,276</b>		<b>272,484</b>	<b>276,562</b>
<b>Less Operating Expenditure</b>						
<b>Fixed Costs</b>						
Wages & Salaries	21,037	19,771	1,266		59,313	59,313
Marketing Consultancy Costs (HSTP&S)	0	10,000	(10,000)		30,000	30,000
Travelling Expenses	76	229	(153)		687	534
Other Board Expenses	599	0	599	2	0	599
	21,712	30,000	(8,288)		90,000	90,446
<b>Developing the Destination</b>						
Tourism Growth Package	5,000	10,000	(5,000)		30,000	30,000
Event Development	0	1,667	(1,667)		5,000	5,000
	5,000	11,667	(6,667)		35,000	35,000
<b>Selling the Destination</b>						
Collaboration	10,750	11,667	(917)		35,000	35,000
Digital	1,112	6,667	(5,555)		20,000	20,000
Basic Infrastructure	1,999	0	1,999	3	0	1,999
Collateral	36,823	13,333	23,490		40,000	40,000
Communications	7,788	5,000	2,788		15,000	15,000
Trade	1,499	6,000	(4,501)		18,000	18,000
Advertising	19,780	14,667	5,113		44,000	44,000
Conferences and meetings	0	3,333	(3,333)		10,000	10,000
In-market	6,570	1,667	4,903	4	5,000	6,570
	86,321	62,333	23,988		187,000	190,569
<b>Total Operating Expenditure</b>	<b>113,033</b>	<b>104,000</b>	<b>9,033</b>		<b>312,000</b>	<b>316,015</b>
<b>Net Surplus/(Deficit) for period</b>	<b>(14,929)</b>	<b>(13,172)</b>	<b>(1,757)</b>		<b>(39,516)</b>	<b>(39,453)</b>
<b>CAPITAL STATEMENT</b>						
<b>Opening Balance</b>	<b>103,400</b>	<b>103,400</b>	<b>0</b>		<b>103,400</b>	<b>103,400</b>
Surplus/(Deficit) for period	(14,929)	(13,172)	(1,757)		(39,516)	(39,453)
<b>Closing Balance</b>	<b>88,471</b>	<b>90,228</b>	<b>(1,757)</b>		<b>63,884</b>	<b>63,947</b>

**Notes**

- 1 website listing renewals & HSTPS 1/2 share for SEO updates after making the site secure
- 2 catering costs, purchase of images and travel costs for videographer
- 3 this needs to be shifted to current GL code for this FY. It is for brochure display
- 4 world travel expo (Australia) and NZ Bike expo costs

# HURUNUI DISTRICT COUNCIL MEETING REPORT



**To:** Hurunui Tourism Board  
**Report Prepared by:** Shane Adcock, Marketing Manager  
**Date:** 11 December 2017  
**Significance Level:** Low

## Tourism Statistics

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**Recommendation** THAT THE INFORMATION BE RECEIVED.

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**Executive Summary** This report contains tourism statistics for the following:

*Industry*

- International Visitor Arrivals

*Region*

- Regional Tourism Estimates
- Commercial Accommodation Monitor

*Hanmer Springs*

- Thermal Pools Origins of customers
- Hanmer Springs commercial Holiday Homes

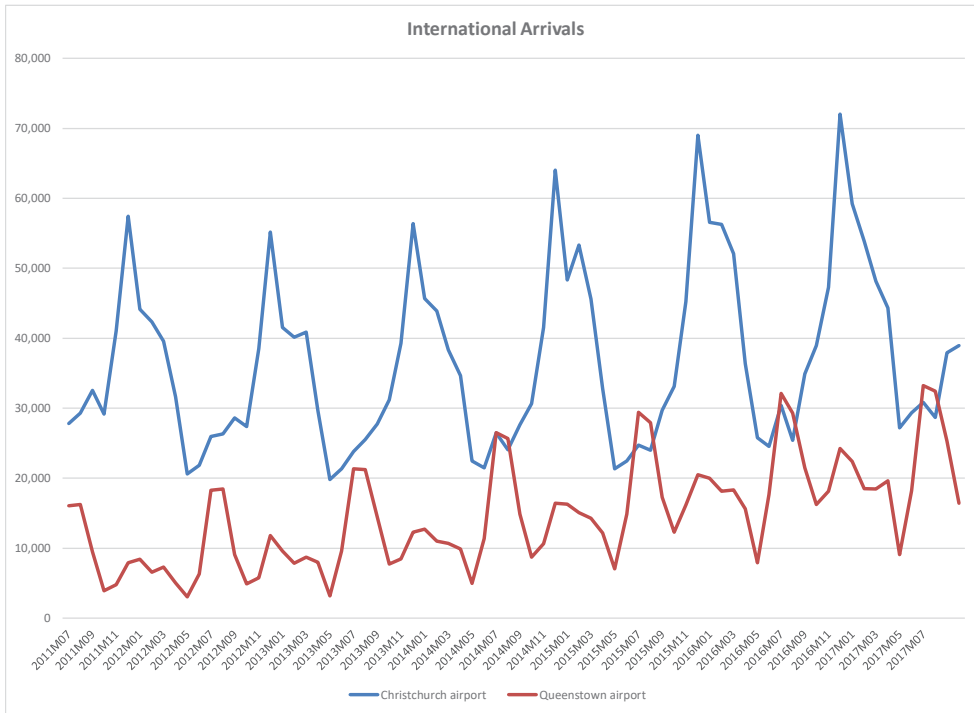
Hurunui Tourism is currently meeting both the KPI of RTE growth, with growth of 10.1% to \$165million (year-end September 2017), and the KPI of increase in guest nights with an increase of 5.7% (year-end September (2017)).

The industry, and thermal pools statistics, show continuing growth from the international markets.

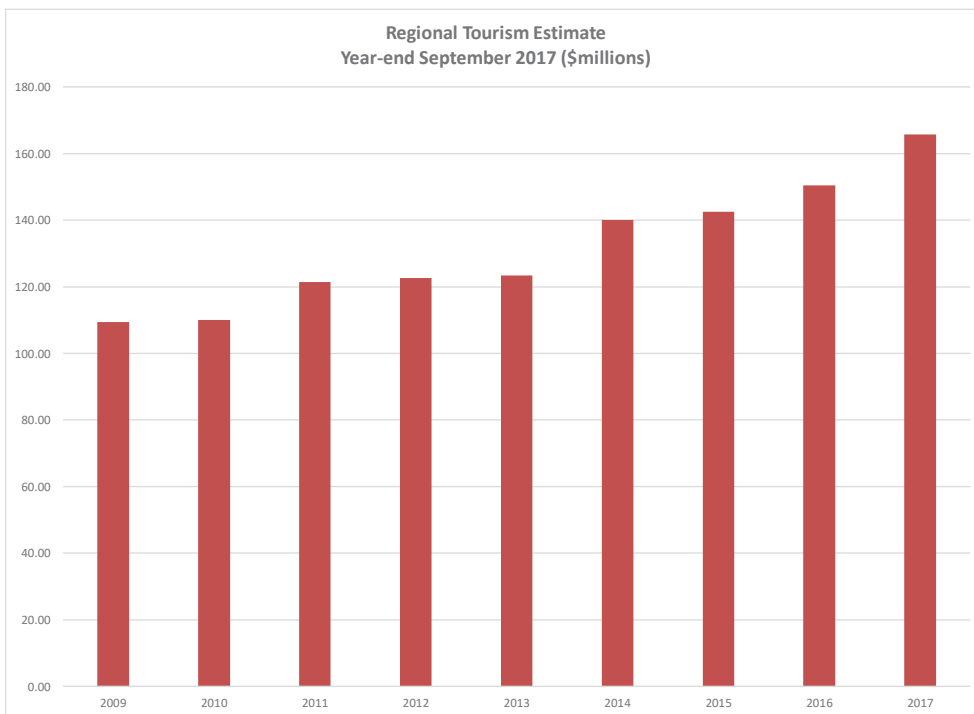
The recent decline in guest nights from the domestic market in both Hurunui and Canterbury is also showing some signs of slowing.

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Industry



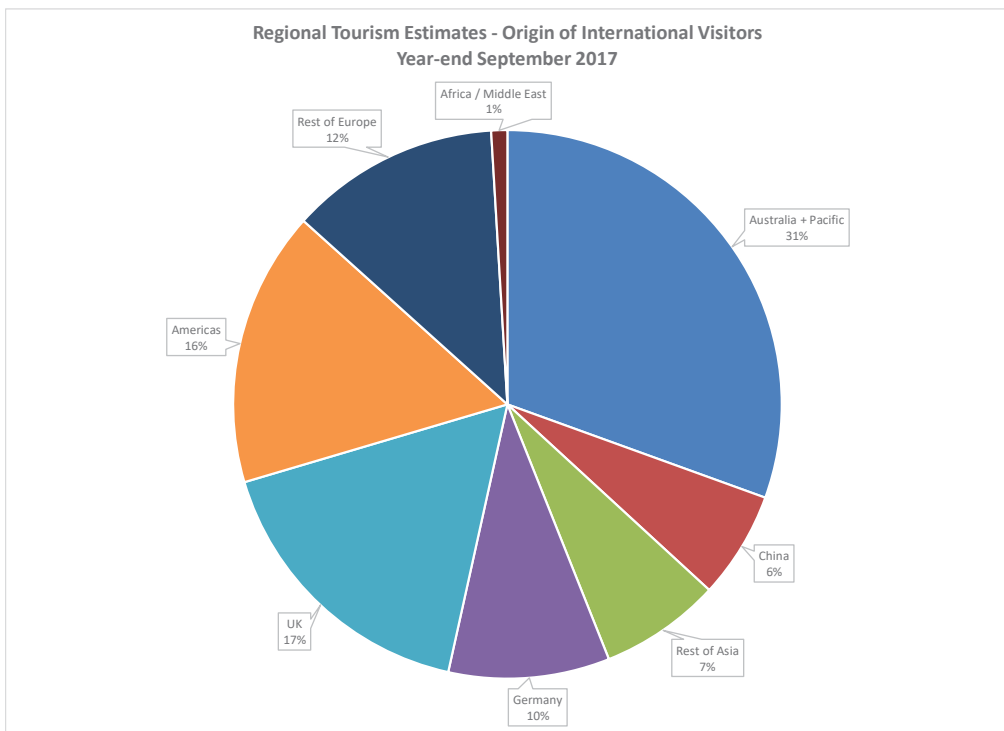
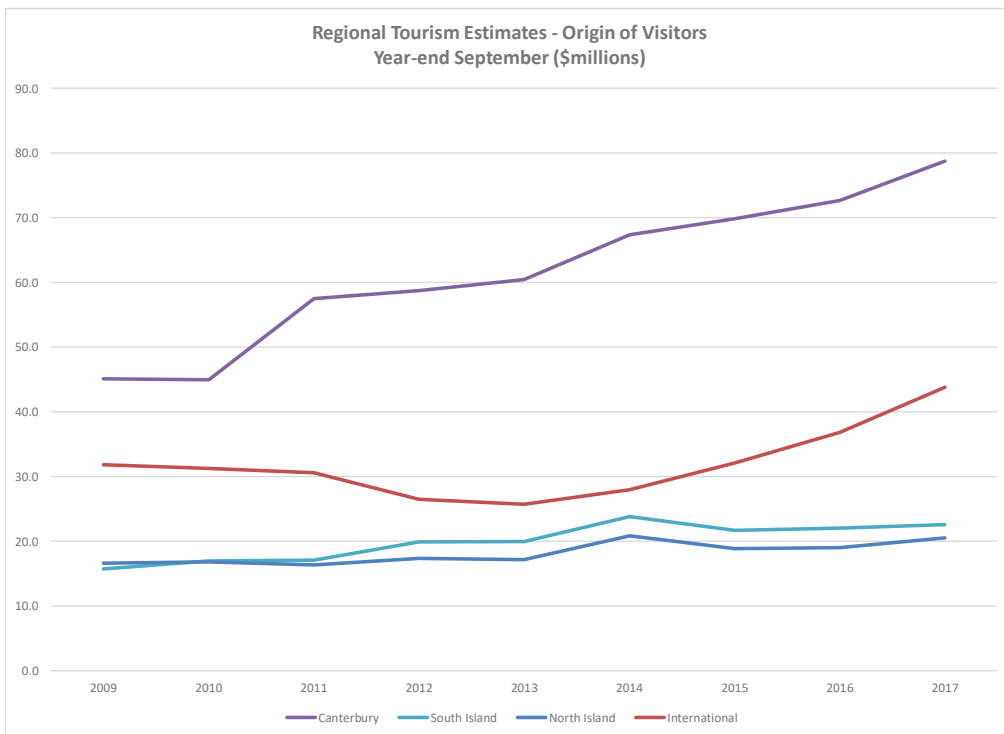
Region



KPI: Increase visitor expenditure by more than the national average. YE Sept 2017 vs Sept 2016:



National average = 6.0%  
 Hurunui performance = 10.1%



District Guest Nights (Commercial Accommodation Monitor)						(YTD Sept 2017)
Year	Domestic		Hurunui International		Total	
	YE June 2012	251,591		95,519		347,110
YE June 2013	233,975	-7.0%	99,406	4.1%	333,381	-4.0%
YE June 2014	250,704	7.1%	85,180	-14.3%	335,884	0.8%
YE June 2015	266,160	6.2%	88,900	4.4%	355,060	5.7%
YE June 2016	273,556	2.8%	99,075	11.4%	372,634	4.9%
YE June 2017	255,663	-6.5%	118,069	19.2%	373,731	0.3%
YTD 2016-2017	51,273		18,234		69,507	
YTD 2017-2018	51,885	1.2%	21,584	18.4%	73,469	5.7%
Year	Domestic		Combined Canterbury RTOs International		Total	
	YE June 2012	2,408,960		1,507,986		3,916,942
YE June 2013	2,420,130	0.5%	1,660,376	10.1%	4,080,504	4.2%
YE June 2014	2,532,919	4.7%	1,820,776	9.7%	4,353,694	6.7%
YE June 2015	2,590,660	2.3%	2,049,696	12.6%	4,640,356	6.6%
YE June 2016	2,646,291	2.1%	2,255,572	10.0%	4,901,864	5.6%
YE June 2017	2,512,327	-5.1%	2,359,784	4.6%	4,872,109	-0.6%
YTD 2016-2017	554,532		417,266		971,798	
YTD 2017-2018	601,392	8.5%	409,821	-1.8%	1,011,213	4.1%

**KPI:** Increase guest nights by more than the national average:

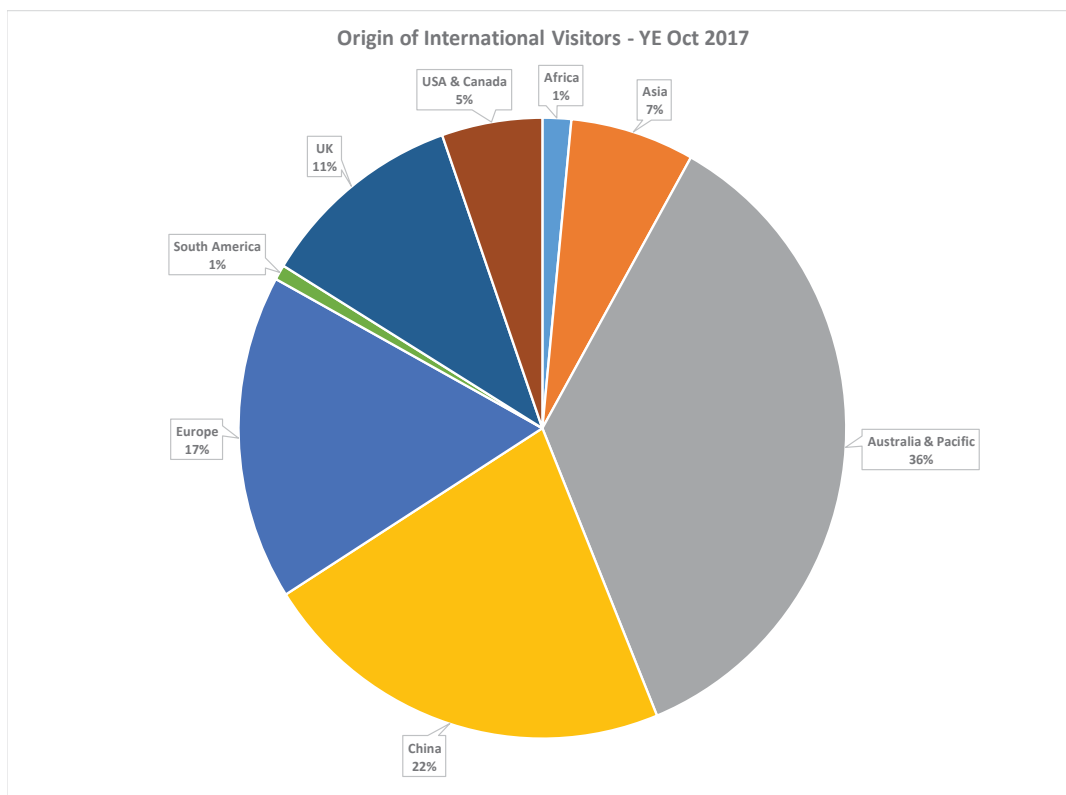
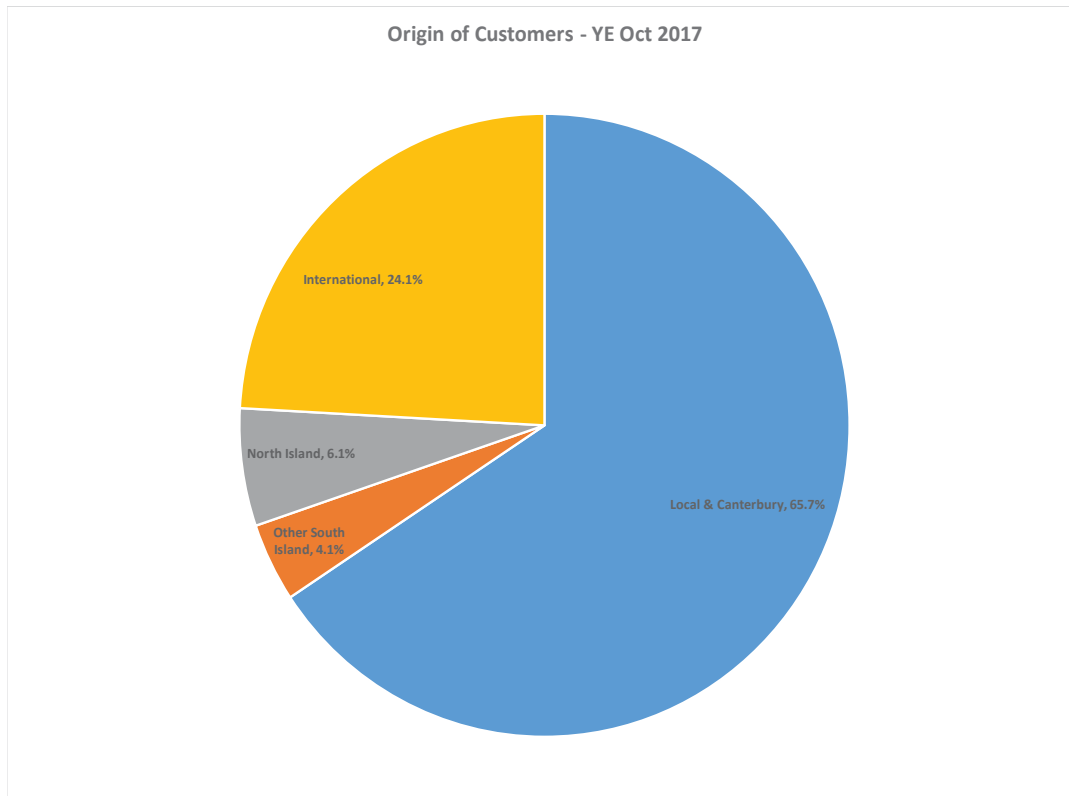


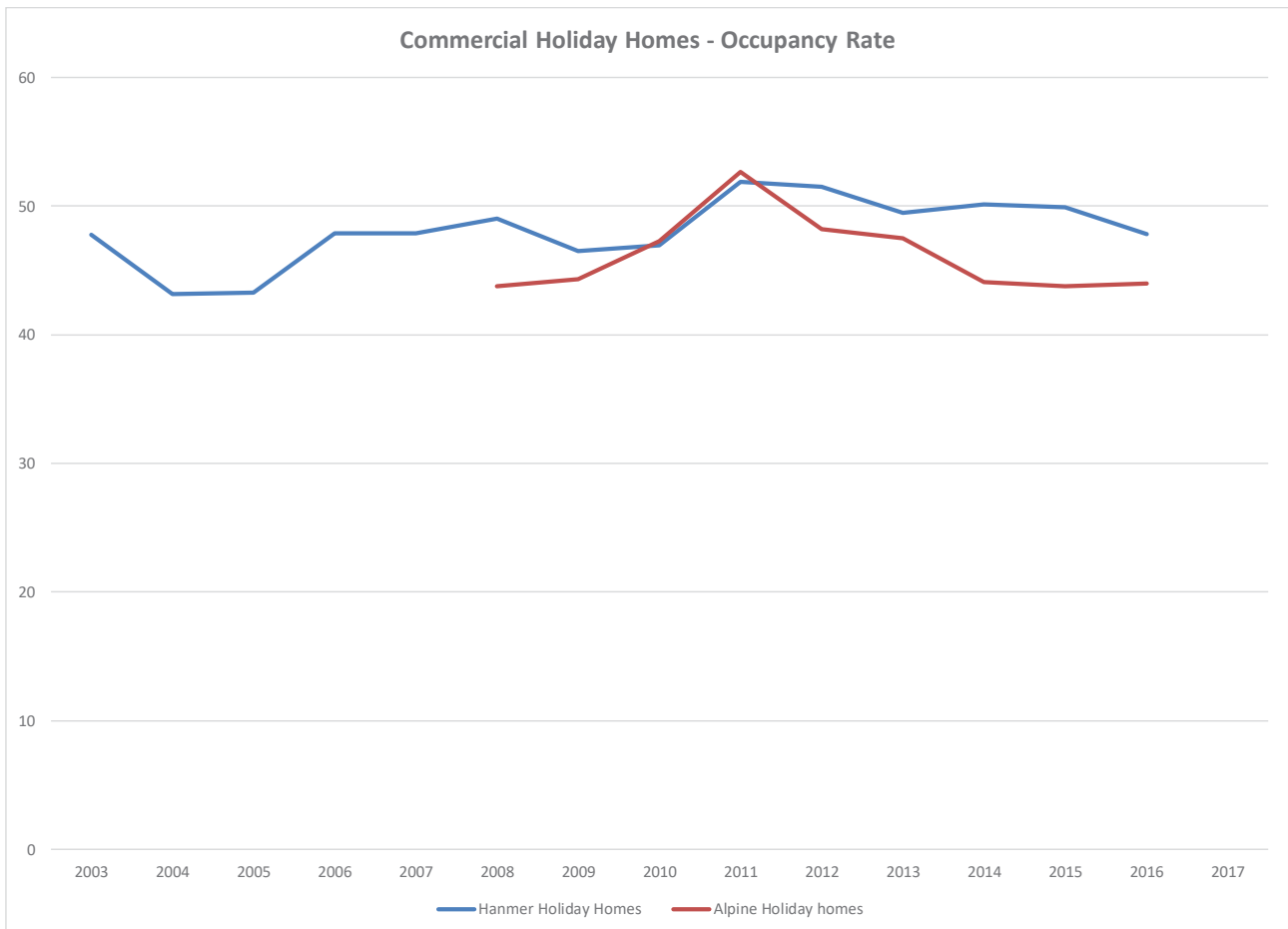
National average (YTD Sept 2017) = 0.8%

Hurunui performance (YTD Sept 2017) = 5.7%



## Hanmer Springs





**Report Prepared by:**

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Shane Adcock  
Marketing Manager

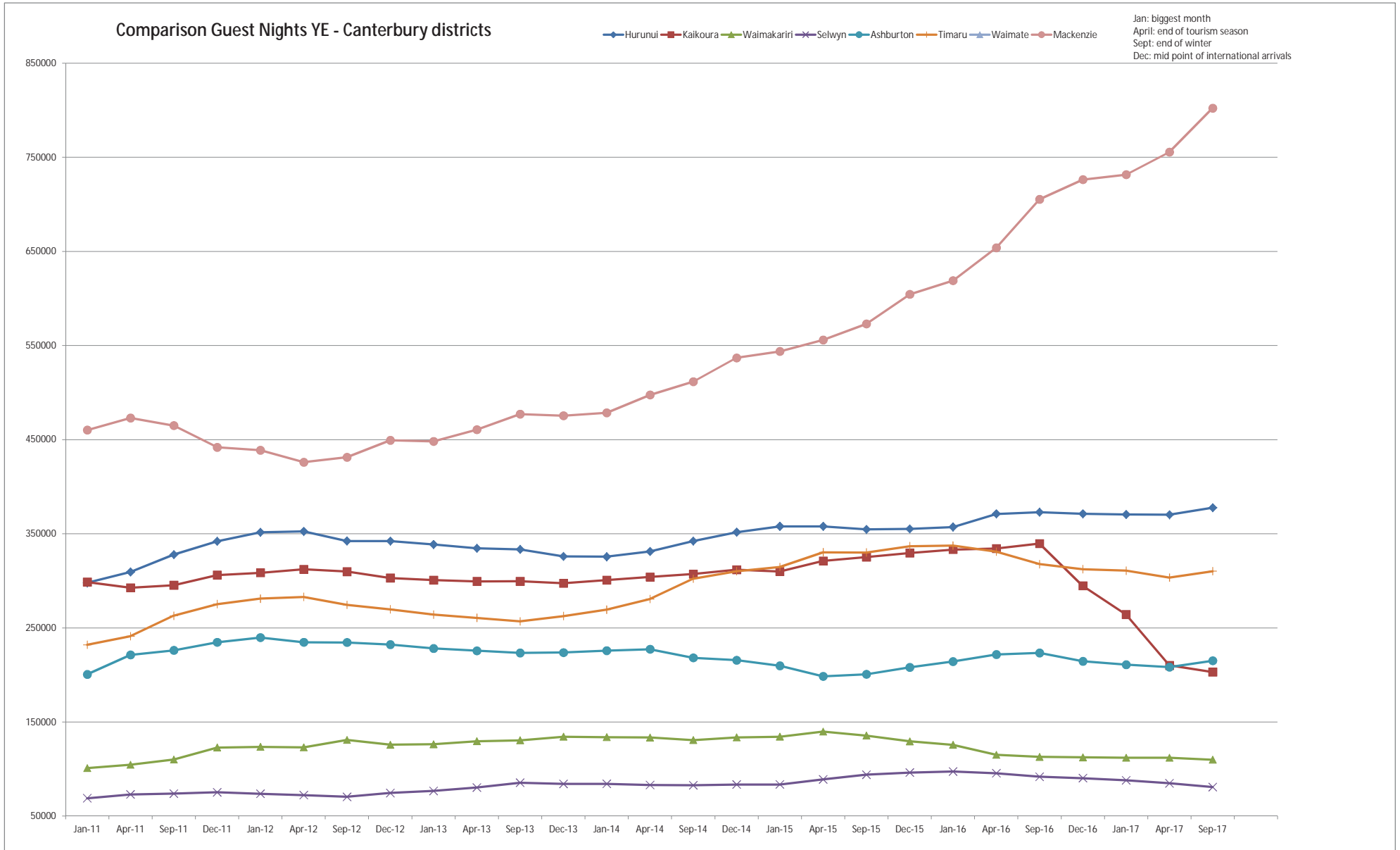
**Report Reviewed by:**

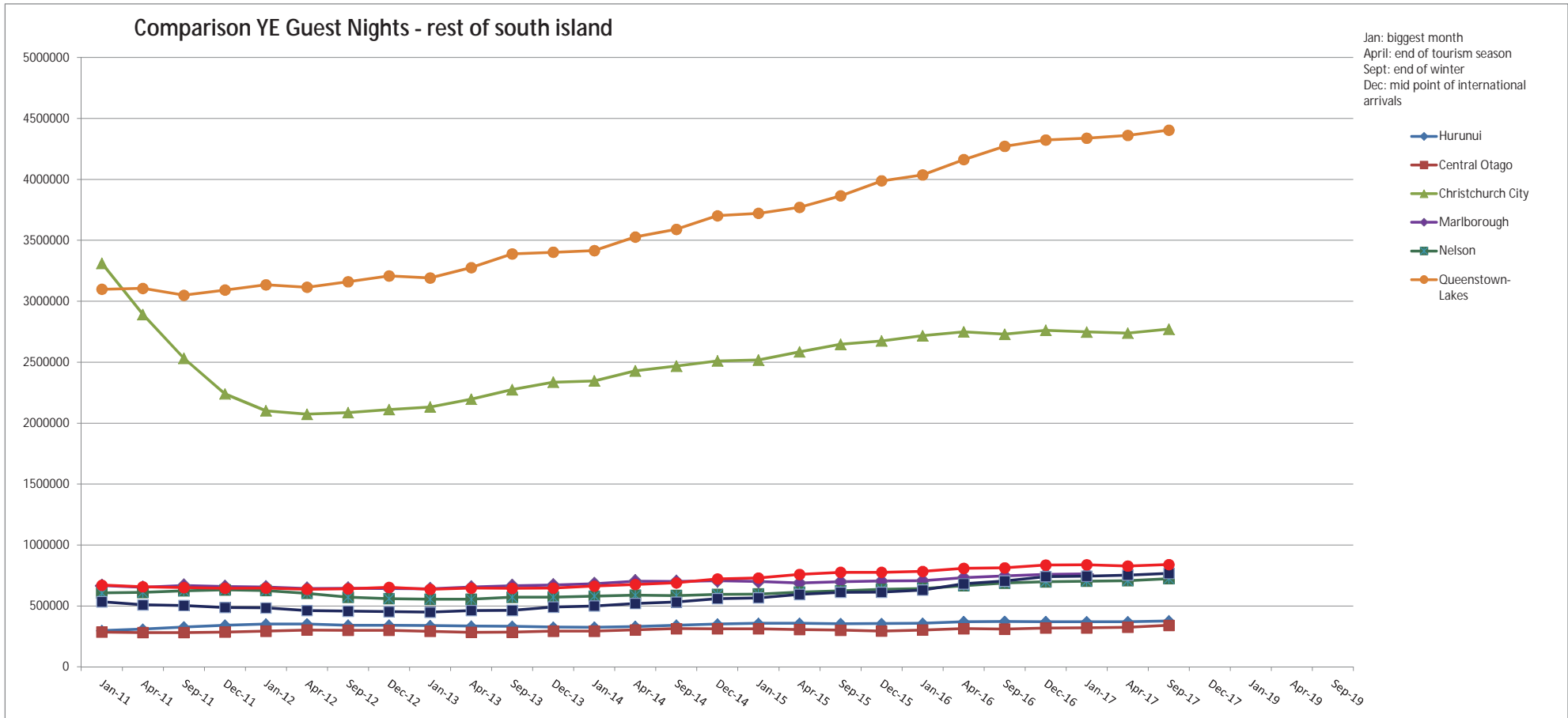


Graeme Abbot  
General Manager, Hanmer Springs Thermal Pools & Spa

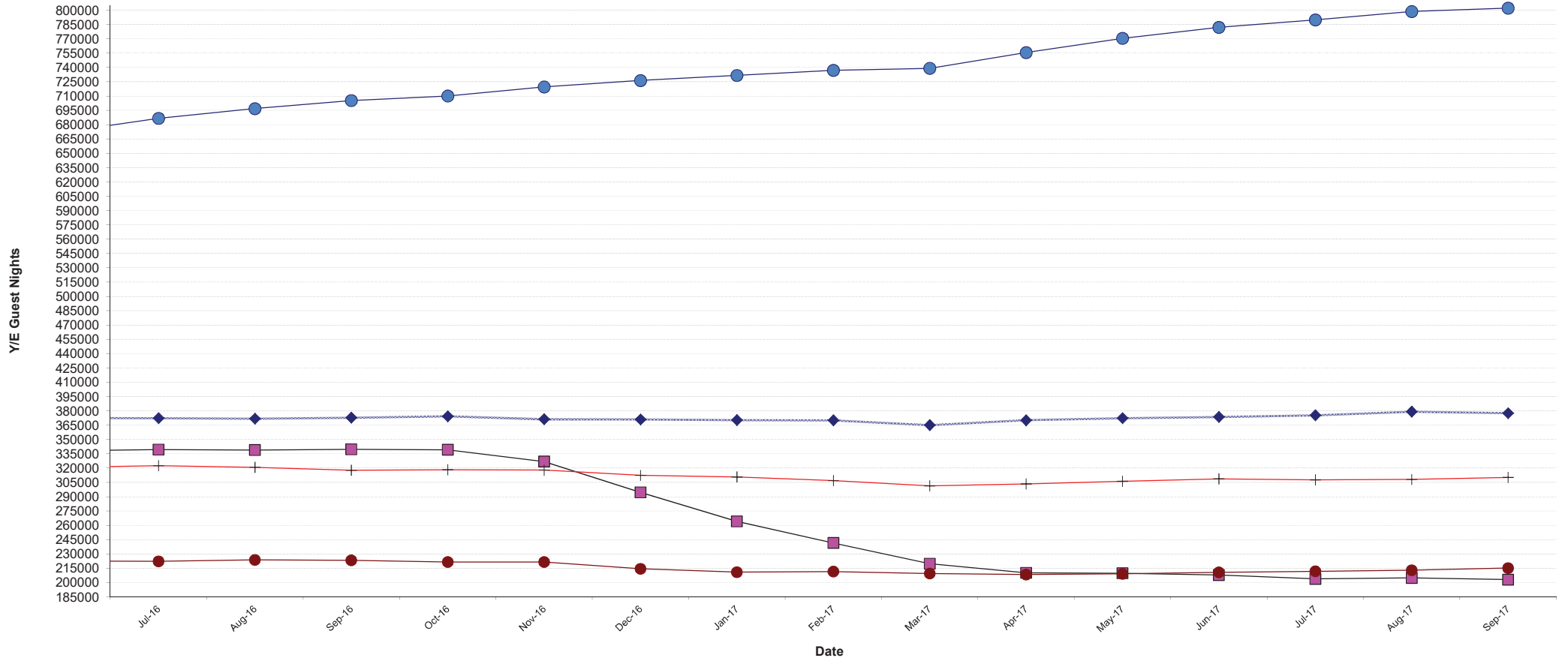
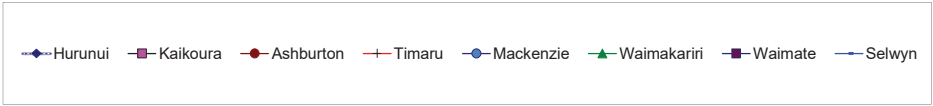
**Officer in Attendance:** The report author will be in attendance to speak to this report.

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### Comparison Guest Nights - Canterbury Districts



# HURUNUI DISTRICT COUNCIL MEETING REPORT



**To:** Hurunui Tourism Board  
**Report Prepared by:** Vanessa Nelmes, Tourism Marketing Officer  
**Date:** 11 December 2017  
**Significance Level:** Low

## 2017 Tourism Review Survey Results

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**Recommendation** THAT THE INFORMATION BE RECEIVED

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**Executive Summary** The results from the yearly operator (stakeholder) survey are attached for the information of the Hurunui Tourism Board.

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**Survey overview** We have been asking our stakeholders (tourism operators) over the last five years to complete a short survey about their business and their thoughts/ideas about tourism in our district. A Mini iPad is the incentive for completing the survey and this year was won by Sheryll Bowen of Pukeko Junction Wine Centre (Leithfield).

In 2016 we had 45 replies to the survey while this year saw a decrease with 22 business owners replying. To date this survey has been our smallest return rate. The reasons for this small return rate varied it could have been because it was slightly later than normal (started in September rather than August), we changed the survey programme, people are tired because of earthquake stress, new owners/operators, even simply being sick of filling in surveys.

The South Island continues to be the largest market for Hurunui operators. Average percentage for 2017 is 59%.

When asked about their business performance over the last calendar year 52% rated it good to excellent. This is down from 77% in 2016.

Questions of particular note:

- *Hurunui Tourism endeavours to keep our stakeholders (you) well informed about marketing plans and activity. How would you rate our level of communication over the past 12 months?*

In 2017 90% said satisfactory to excellent and in 2016 95% said satisfactory to excellent.

- *The production and distribution of an official visitors guide is a key activity of tourism. How would you rate our publication?*

In 2017 77% rated it satisfactory to excellent, while in 2016 81% said satisfactory to excellent.

- *Thinking about tourism activity in our district how would you rate the performance of Hurunui Tourism as a marketing organisation over the last 12 months?*

In 2017, 76% rated our performance as satisfactory to excellent, in 2016 it was 84% and for 2015 86%.

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For the first time this year we included new questions about the following:

- *Our online domestic campaign replaced the traditional district guide ('planmer') that we used to produce. Were you aware of/ did you see the online campaign?*

29% said Yes, 33% said No and 38% were unsure if they had seen it.

- *How you rate the online campaign?*

62% rated it satisfactory to excellent.

- *We also asked if they were aware of our Facebook page or Instagram page.*

Respondents were able to provide general comments rather than use a rating score.

For third year we included two questions about the Targeted Tourism Rate. The results are:

- *The targeted tourism rate is a levy that tourism related businesses pay as part of their rates. Thinking about the level that you currently pay, how would you rate it as "value for money"?*

72% rated it as satisfactory to excellent compared to 2016 when 64% rated it as satisfactory to excellent.

- *Would you support a small increase in the targeted tourism rate to assist Hurunui Tourism extend their marketing reach?*

52% answered No, while 48% would support a small increase to the TTR. While in 2016 57% answered No, while 43% answered yes.

The Marketing Manager and the Tourism Marketing Officer are making contact with those operators that expressed negative comments in the survey.

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## Appendices

### 2017 Tourism Review Survey Results


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#### Report Prepared by:

  
Vanessa Nelmes  
Tourism Marketing Officer

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#### Report Reviewed by:

  
Shane Adcock  
Marketing Manager

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#### Officer in Attendance:

The Tourism Marketing Officer will be in attendance to speak to this report.

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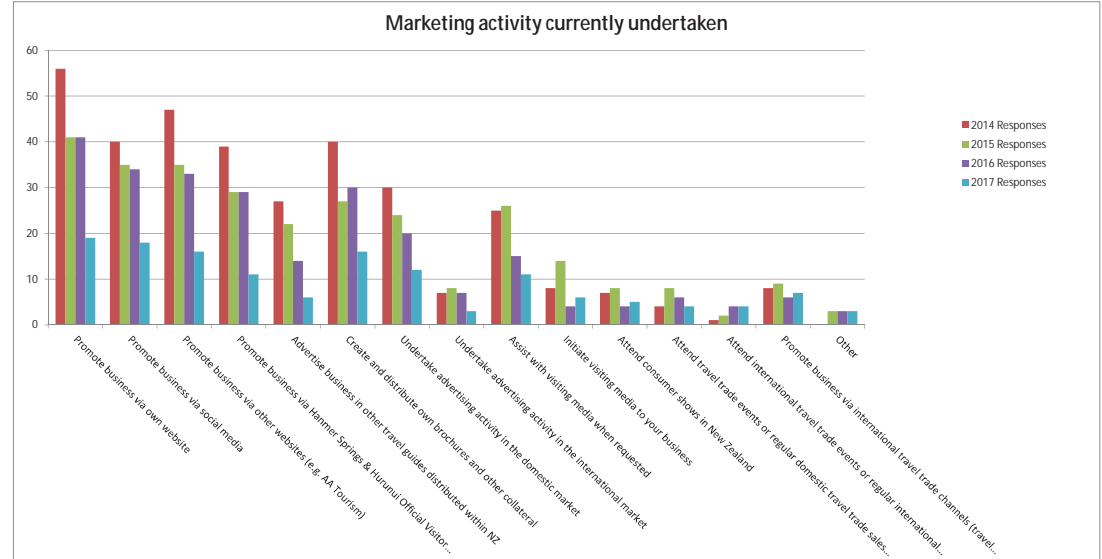
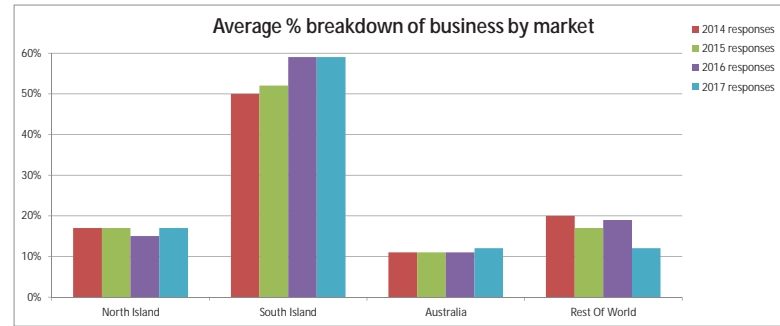
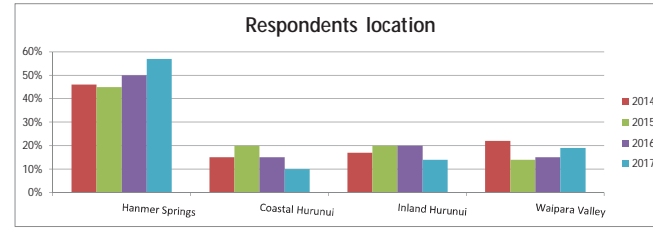
### Hurunui Tourism Review Survey Results

<b>TOTAL Responses</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
	59	44	45	21

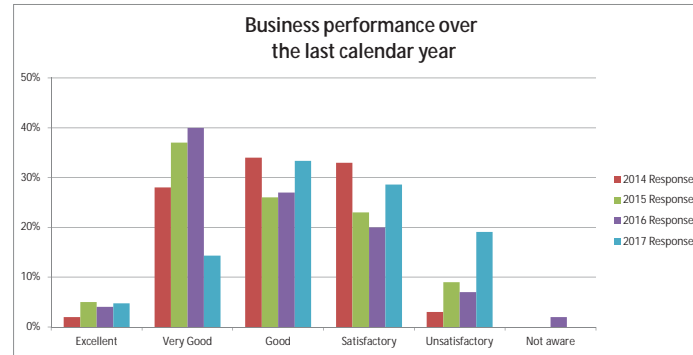
Your Location	2014	% responses	2015	% responses	2016	% responses	2017	% responses
Hammer Springs	21	46%	20	45%	20	50%	12	57%
Coastal Hurunui	7	15%	9	20%	6	15%	2	10%
Inland Hurunui	8	17%	9	20%	8	20%	3	14%
Waipara Valley	10	22%	6	14%	6	15%	4	19%
<b>totals</b>	<b>46</b>		<b>44</b>		<b>40</b>		<b>21</b>	

What is the % breakdown of your business by market approximately?	2014 responses	Average %	2015 responses	Average %	2016 responses	Average %	2017 responses	Average %
North Island	52	17%	40	17%	40	15%	20	17%
South Island	52	50%	42	52%	43	59%	21	59%
Australia	50	11%	40	11%	36	11%	19	12%
Rest Of World	51	20%	42	17%	42	19%	20	12%

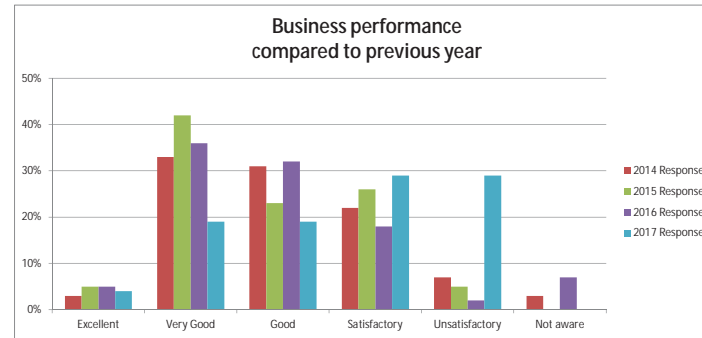
What marketing activity do you currently undertake	2014 Respons%	2015 Respons%	2016 Respons%	2017 Responses%				
Promote business via own website	56	17%	41	14%	41	16%	19	90%
Promote business via social media	40	12%	35	12%	34	14%	18	86%
Promote business via other websites (e.g. AA Tourism)	47	14%	35	12%	33	13%	16	76%
Promote business via Hammer Springs & Hurunui Official Visitor Guide	39	12%	29	10%	29	12%	11	52%
Advertise business in other travel guides distributed within NZ	27	8%	22	8%	14	6%	6	29%
Create and distribute own brochures and other collateral	40	12%	27	9%	30	12%	16	76%
Undertake advertising activity in the domestic market	30	9%	24	8%	20	8%	12	57%
Undertake advertising activity in the international market	7	2%	8	3%	7	3%	3	14%
Assist with visiting media when requested	25	7%	26	9%	15	6%	11	52%
Initiate visiting media to your business	8	2%	14	5%	4	2%	6	29%
Attend consumer shows in New Zealand	7	2%	8	3%	4	2%	5	24%
Attend travel trade events or regular domestic travel trade sales calls within New Zealand	4	1%	8	3%	6	2%	4	19%
Attend international travel trade events or regular international trade sales calls	1	0%	2	1%	4	2%	4	19%
Promote business via international travel trade channels (travel wholesalers)	8	2%	9	3%	6	2%	7	33%
Other			3	1%	3	1%	3	14%



Thinking of your overall business performance over the last calendar year how would you rate it?	2014 Responses	% Responses	2015 Responses	% Responses	2016 Responses	% Responses	2017 Responses	% Responses
Excellent	1	2%	2	5%	2	4%	1	5%
Very Good	16	28%	16	37%	18	40%	3	14%
Good	20	34%	11	26%	12	27%	7	33%
Satisfactory	19	33%	10	23%	9	20%	6	29%
Unsatisfactory	2	3%	4	9%	3	7%	4	19%
Not aware	0	0%	0	0%	1	2%	0	0%
<b>Total</b>	<b>58</b>		<b>43</b>		<b>45</b>		<b>21</b>	

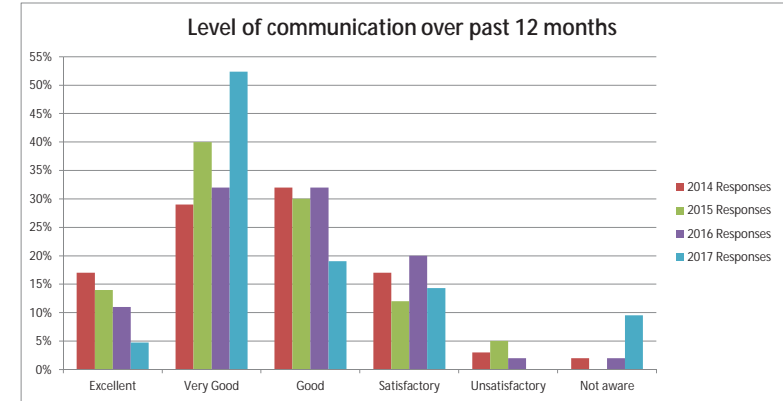


Compared to the previous year how would you rate your business performance?	2014 Responses	% Responses	2015 Responses	% Responses	2016 Responses	% Responses	2017 Responses	% Responses
Excellent	2	3%	2	5%	2	5%	1	4%
Very Good	19	33%	18	42%	16	36%	4	19%
Good	18	31%	10	23%	14	32%	4	19%
Satisfactory	13	22%	11	26%	8	18%	6	29%
Unsatisfactory	4	7%	2	5%	1	2%	6	29%
Not aware	2	3%	0	0%	3	7%	0	0%
<b>Total</b>	<b>58</b>		<b>43</b>		<b>44</b>		<b>21</b>	

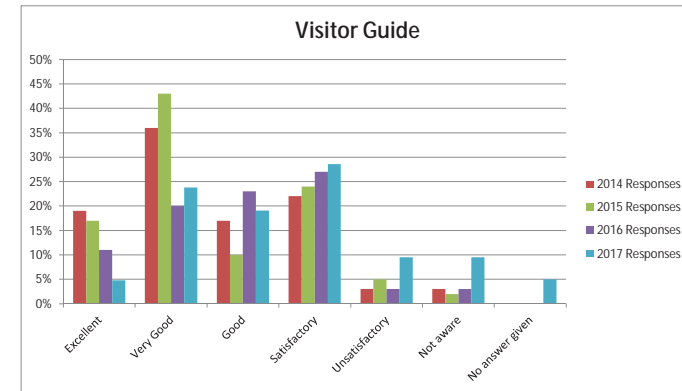




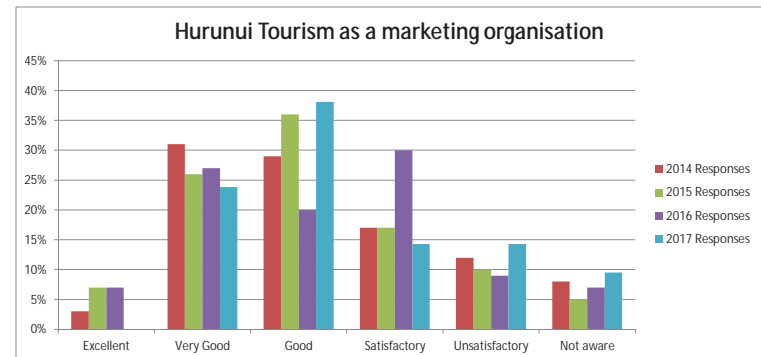
Hurunui Tourism endeavours to keep our stakeholders (you) well informed about marketing plans and activity. How would you rate our level of communication over the past 12 months?	2014 Responses	% Responses	2015 Responses	% Responses	2016 Responses	% Responses	2017 Responses	% Responses
Excellent	10	17%	6	14%	5	11%	1	5%
Very Good	17	29%	17	40%	14	32%	11	52%
Good	19	32%	13	30%	14	32%	4	19%
Satisfactory	10	17%	5	12%	9	20%	3	14%
Unsatisfactory	2	3%	2	5%	1	2%	0	0%
Not aware	1	2%	0	0%	1	2%	2	10%
<b>Total</b>	<b>59</b>		<b>43</b>		<b>44</b>		<b>21</b>	<b>100%</b>



The production and distribution of an official visitors guide is a key activity of tourism. How would you rate our publication?	2014 Responses	% Responses	2015 Responses	% Responses	2016 Responses	% Responses	2017 Responses	% Responses
Excellent	11	19%	7	17%	5	11%	1	5%
Very Good	21	36%	18	43%	9	20%	5	24%
Good	10	17%	4	10%	10	23%	4	19%
Satisfactory	13	22%	10	24%	12	27%	6	29%
Unsatisfactory	2	3%	2	5%	4	3%	2	10%
Not aware	2	3%	1	2%	4	3%	2	10%
No answer given							1	5%
<b>Total</b>	<b>59</b>		<b>42</b>		<b>44</b>		<b>21</b>	

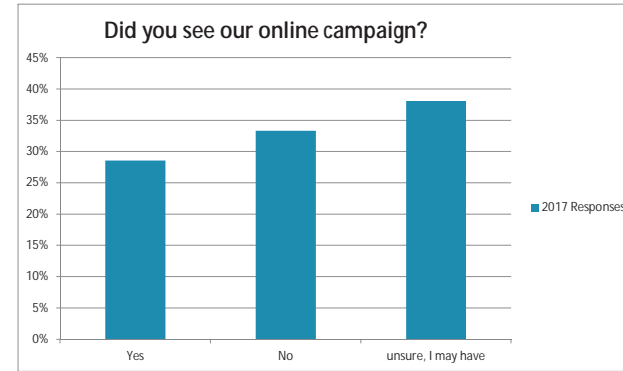


Thinking about tourism activity in our district how would you rate the performance of Hurunui Tourism as a marketing organisation over the last 12 months?	2014 Responses	% Responses	2015 Responses	% Responses	2016 Responses	% Responses	2017 Responses	% Responses
Excellent	2	3%	3	7%	3	7%	0	0%
Very Good	18	31%	11	26%	12	27%	5	24%
Good	17	29%	15	36%	9	20%	8	38%
Satisfactory	10	17%	7	17%	13	30%	3	14%
Unsatisfactory	7	12%	4	10%	4	9%	3	14%
Not aware	5	8%	2	5%	3	7%	2	10%
<b>Total</b>	<b>59</b>		<b>42</b>		<b>44</b>		<b>21</b>	



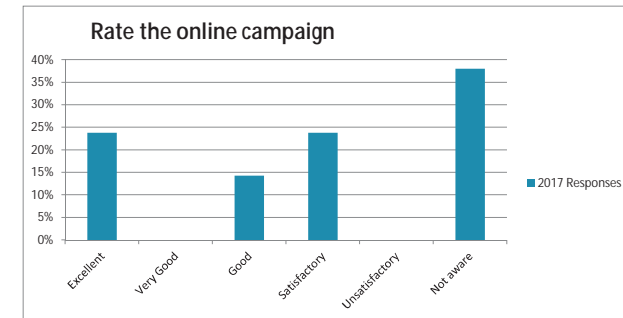
*new question for 2017*

Our online domestic campaign replaced the traditional district guide (planmer) that we used to produce. Were you aware of/ did you see the online campaign?	2017 Responses	% Responses
Yes	6	29%
No	7	33%
Unsure, I may have	8	38%
Total	21	



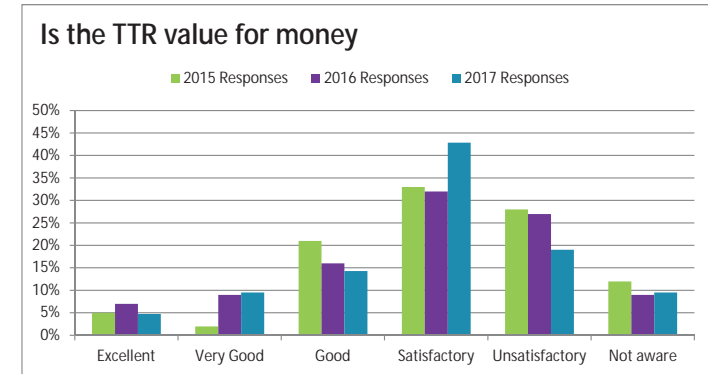
*new question for 2017*

How you rate the online campagin?	2017 Responses	% Responses
Excellent	5	24%
Very Good	0	0%
Good	3	14%
Satisfactory	5	24%
Unsatisfactory	0	0%
Not aware	8	38%
Total		

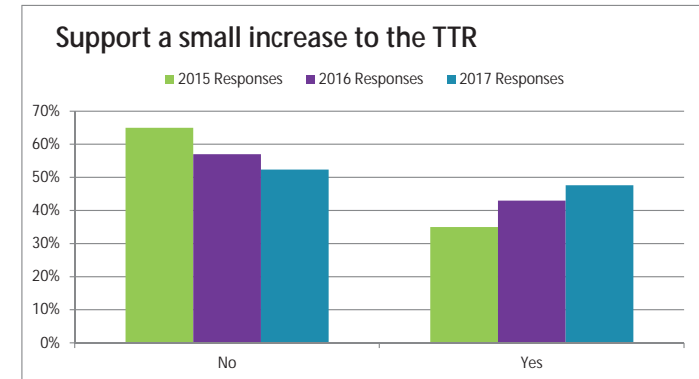


The following questions were first introduced in the 2015 survey.

The targeted tourism rate is a levy that tourism related businesses pay as part of their rates. Thinking about the level that you currently pay, how would you rate it as "value for money"?	2015 Responses	% Responses	2016 Responses	% Responses	2017 Responses	% Responses
Excellent	2	5%	3	7%	1	5%
Very Good	1	2%	4	9%	2	10%
Good	9	21%	7	16%	3	14%
Satisfactory	14	33%	14	32%	9	43%
Unsatisfactory	12	28%	12	27%	4	19%
Not aware	5	12%	4	9%	2	10%
<b>Total</b>	<b>43</b>		<b>44</b>		<b>21</b>	



Would you support a small increase in the targeted tourism rate to assist Hurunui Tourism extend their marketing reach?	2015 Responses	% Responses	2016 Responses	% Responses	2017 Responses	% Responses
No	28	65%	25	57%	11	52%
Yes	15	35%	19	43%	10	48%
<b>Total</b>	<b>43</b>		<b>44</b>		<b>21</b>	



# HURUNUI DISTRICT COUNCIL MEETING REPORT



## SECRETARY REPORT COVER

**To:** Hurunui Tourism Board

**Date:** 11 December 2017

### Correspondence

**Executive Summary** A copy of the outward correspondence is attached for the Board's information.

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### Appendices

- Letter of support for the Hurunui Trails Trust's application to the Rata Foundation

**Report Cover  
Prepared by:**

A handwritten signature in black ink, appearing to read 'Maree Hare'.

Maree Hare

Committee Secretary



Hurunui Tourism  
PO Box 13, Amberley 7410  
P: 03 314 0057  
[info@visithurunui.co.nz](mailto:info@visithurunui.co.nz)

Rata Foundation  
PO Box 1440  
Christchurch Mail Centre  
Christchurch 8140

28 November 2017

To whom it may concern,

**Hurunui Trails Trust – application for Rata Foundation funding for a Project Coordinator**

Hurunui Tourism supports the Hurunui Trails Trust's application to the Rata Foundation to source funding for a Project Coordinator position.

Hurunui Tourism is part of Hurunui District Council. Our goal is to promote the Hurunui District as a tourism destination and we encourage local businesses and enterprises to develop their tourism potential.

The Hurunui Trails Trust was recently endorsed by Hurunui District Council as the official champion for walking and cycling in the Hurunui District. The Hurunui Trails Trust has so far developed two local cycling trails. These are the Amberley Area Cycle Trail and the Waipara Valley Vineyard Trail, which has become a popular activity that complements the local wineries. The Trust is currently working on the proposed Hurunui Heartland Cycle Ride which will form part of the larger Picton to Christchurch cycle route. This project is in line with a number of the strategic objectives in the Council's Walking & Cycling Strategy 2017-20, including tourism, community connections and regional connections. The Trust has a Strategic Plan 2017-20 which is aligned with the Council's Walking & Cycling Strategy, thus one of the goals of the Trust is to develop tourism opportunities, which Hurunui Tourism supports.

Hurunui Tourism is supportive of the Trust's application to source funding for a dedicated Project Coordinator. The establishment of this position would allow the Trust to:

- pursue the specific goals set out in the Trust's Strategic Plan, and develop a year-by-year goal plan;
- take a coordinated approach to its liaison with, and support of, various walking and cycling groups;
- take a coordinated approach to its oversight of various walking and cycling projects;
- further develop its relationship with Hurunui Tourism to work together to develop tourism opportunities for walking and cycling projects;
- develop and maintain relationships with external stakeholders and ensure consistent messaging is given to external stakeholders.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Janice Fredric". The signature is written in a cursive style.

Janice Fredric  
Chairperson  
Hurunui Tourism

## Hurunui Tourism Board Action Sheet

Item	Action Required	Actioned By/Manager	Status of Action
1	Invite Doug Pearce to speak to a Board meeting	Shane	Will attend when available.
2	Plan from the Destination Development Manager to be provided to the December meeting.	Graeme	
3	Contact Cheviot Area School regarding their Strategic Planning Consultation.	Shane	
4	Contact Winery Tour officials to ascertain reason for not using the Waipara area this year for concerts.	Shane	
	Hurunui Trails Trust to report to June, October, and February meetings	Cr Fletcher	



### Hurunui Tourism Board Forward Program

Meeting date	Report/Other
October 2017	Funding for coming three years – for consideration when renewing LTP effective from 1 July 2018
October 2021	Consideration of 5 year Tourism Strategy
December 2021	Tourism Strategy Workshop
February 2022	Review draft 5 year Tourism Strategy
April 2022	Approve 5 year Tourism Strategy – 2022- 2027

Item	Frequency	Action	Date
<b>HTB – Marketing Plan</b>	Set annually 1 July – 30 June	Review draft Marketing Plan and Budget for coming year	December meeting
		Submission to HDC re funding for coming year	February/March
		Approve HTMP and budget for coming year	February meeting
<b>HTB – Tourism Strategy</b>	Set 5 yearly 1 July 2017 – 30 June 2022	Annual review of Tourism Strategy	December meeting
		Feed outcomes into Marketing Plan for coming year	
	Reviewed annually	Consideration of 5 year Tourism Strategy	October 2021
		Tourism Strategy Workshop	December 2021
		Review draft 5 year Tourism Strategy	February 2022
	Approve 5 year Tourism Strategy	April 2022	
<b>HDC – Annual Plan</b>	Annual Submission		February meeting
<b>HDC - LTP</b>		Submission to HDC re funding for coming three years – for consideration when renewing LTP effective from 1 July 2018	October 2017

Acronym Key

- HTMP – Hurunui Tourism Marketing Plan – Activities for financial year 1 July – 30 June
- HTS – Hurunui Tourism Strategy – 5 year update due June 2022
- Review annually
- HDC AP – Hurunui District Annual Plan – reviewed April/May every year covers 1 July to 30 June
- HDC LTP – Hurunui District Council Long Term Plan
- Effective 1 July 2015 to 30 June 2025
- Renewed every three years – next renewal effective 1 July 2018
- To be reviewed Oct 2017

## **Significance Consideration**

### **(Guidelines from Hurunui District Council's 'Significance and Engagement' Policy)**

The Council, in considering each matter, must be:

- a. Satisfied that it has sufficient information about the practicable options and their benefits, costs and impacts, bearing in mind the significance of the decisions.
- b. Satisfied that it knows enough about and will give adequate consideration to the views and preferences of affected and interested parties bearing in mind the significance of the decisions to be made.

### **Questions**

- a. Does the Council have sufficient information about the issue, proposal, decisions or other matter?
- b. Does the issue, proposal, decisions or other matter:
  - Affect all or a large portion of the community in a far-reaching way?
  - Have a potential impact or consequence on the affected persons (being a number of persons) that is substantial?
  - Have financial implications on the Council's resources that would be substantial?
  - Generate (or would be expected to generate) a high degree of controversy?
  - Have any impact on Council's capacity to undertake its statutory responsibilities?
  - Fail to flow logically or consequentially from a decision in the Council's Long Term Plan?

### **Evaluation**

Council officers preparing these reports will have regard to Council's policy on significance. Councillors will make the final assessment on whether the subject under consideration is to be regarded as being significant or not. Unless the Council explicitly determines that the subject under consideration is to be deemed significant then the subject will be deemed as not being significant.

<b>Committee Name</b>	HURUNUI TOURISM BOARD
<b>Type of Committee</b>	Council Subcommittee
<b>Subordinate to</b>	Public Services Committee
<b>Subordinate Committees</b>	None
<b>Legislative basis</b>	Committee reconstituted by the Council as per Schedule 7, Section 30 (1) (A), LGA 2002. Committee delegated powers by the Council as per Schedule 7, Section 32, LGA 2002.
<b>Membership</b>	<ul style="list-style-type: none"> <li>• The Mayor</li> <li>• Three councillors (3) one of which is to be a member (but not the Chairperson) of the Public Services Committee.</li> <li>• Independent members (5) made up of: <ul style="list-style-type: none"> <li>○ Member of the Hanmer Springs Thermal Pools &amp; Spa Management Committee.</li> <li>○ Member of the Waipara Valley North Canterbury Winegrowers Inc.</li> <li>○ Member of the Hanmer Springs Business Association.</li> <li>○ Two (2) independent members.</li> </ul> </li> </ul>
<b>Delegations</b>	<ul style="list-style-type: none"> <li>• Destination marketing and destination management of the Hurunui district.</li> <li>• Utilise the resources and capabilities already in place in the form of the Marketing Manager, Hanmer Springs Thermal Pools and Spa, and existing advertising agency arrangements servicing the Hanmer Springs Thermal Pools and Spa, and the Hurunui i-site, in agreement with the Hanmer Springs Thermal Pools and Spa Management Committee.</li> <li>• Oversee the expenditure of targeted tourism rate funds in promotion of the Hurunui district.</li> <li>• Marketing associated development of business, activities, services and communities.</li> <li>• Collaborate with and utilise the resources of Enterprise North Canterbury with regard to regional development and business capability to boost tourism opportunities.</li> </ul>
<b>Limits to Delegations</b>	<p>Matters that cannot be delegated by the Council include:</p> <ul style="list-style-type: none"> <li>• the power to make a rate.</li> <li>• the power to make a bylaw.</li> <li>• the power to borrow money, or purchase or dispose of assets, other than in accordance with the long-term plan.</li> <li>• the power to adopt a long-term plan, annual plan, annual report or strategic plan.</li> <li>• the power to appoint a chief executive.</li> <li>• the power to adopt policies required to be adopted and consulted on under this Act in association with the long-term plan or developed for the purpose of the local governance statement.</li> <li>• the power to adopt a remuneration and employment policy.</li> </ul>

**Council Resolutions**

THAT THE COUNCIL CONFIRMS THE RECONSTITUTION OF THE HURUNUI TOURISM BOARD AS A SUBCOMMITTEE OF THE PUBLIC SERVICES COMMITTEE.

THAT THE COUNCIL DETERMINES THE COUNCIL MEMBERSHIP ON THE HURUNUI TOURISM BOARD BEING THE MAYOR AND COUNCILLORS MARIE BLACK, DICK DAVISON AND JASON FLETCHER.

THAT THE COUNCIL DELEGATES THE POWER TO ACT IN THE ABOVE AREAS TO THE HURUNUI TOURISM BOARD.