



HURUNUI
District Council

Hurunui Tourism Board

AGENDA

FOR AN ORDINARY MEETING TO BE HELD ON:

MONDAY 11 FEBRUARY, 2019
COMMENCING AT 1 PM

Waikari Hall, Princes St, Waikari

Community partnership in growth and wellbeing.

HURUNUI TOURISM BOARD

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.
Michael Malthus - 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

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 FEBRUARY 2019 AT 1PM
WAIKARI HALL, PRINCES ST, WAIKARI

1 pm	Meeting begins
Conclusion of meeting	Afternoon Tea at Pam's Café and Gifts SH7 followed by a walk to the Maori Rock Art led by Graeme Abbot for those who wish to do so.

ITEM	ORDER OF BUSINESS	Significance	Pages
	Health and Safety briefing – in the event of an emergency vacate the room via the marked Exits and assemble on the Village Green opposite the Hall.		
	Apologies Announced Urgent Business Conflict of Interest Declarations		
1.	Minutes – Minutes of the 3 December 2018 meeting		3 - 7
2.	Decision Items: 2.1 Marketing Plan FY20 2.2 Submissions to the Aotearoa NZ Government Tourism Strategy and the TIA 2025 and Beyond Strategy.	Low Low	8 – 13 14 - 18
3.	Discussion Items: There were no discussion items for this Agenda		
4.	Information Items: 4.1 Marketing Report 4.2 Financial Report – to be circulated when available 4.3 Tourism Statistics 4.4 Tourism Development Update – verbal report 4.5 Council Updates 4.6 Action Sheet 4.7 Forward Plan 4.8 Delegate's verbal updates - <ul style="list-style-type: none"> • Hanmer Springs Business Association • Hanmer Springs Thermal Pools and Spa • Waipara Valley North Canterbury Winegrowers Inc 	Low Low	19 – 21 22 – 28 29 – 34 35 36
5.	Public Excluded Session – see over for resolution		

General subject of each matter to be considered	Reason for passing this resolution in relation to each matter	Grounds under section 48 (1) for the passing of this resolution		
Item 5.1 Minutes from the Public Excluded Session of the 3 December 2018 meeting	The Minutes may contain information withheld for commercial sensitivity.	Section 48(1)(a)(i) & Section 7(2)(h).		
Urgent Business:				
The next meeting will be Monday 15 April 2019				

HURUNUI DISTRICT COUNCIL MINUTES



Meeting	Hurunui Tourism Board
Time and Date	1.10 pm, Monday 3 December, 2018
Venue	Council Chambers, Carters Rd, Amberley
Agenda	http://www.hurunui.govt.nz/your-council/meeting-calendar/

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

Members Present Janice Fredric (Chairperson) Councillors Marie Black and Jason Fletcher. Geoff Shier and G Lilley

In Attendance Hamish Dobbie (CEO), Graeme Abbot (Tourism Development Manager) until 4.03, Shane Adcock (Marketing Manager) Vanessa Nelmes (Tourism Marketing Officer) and Maree Hare (Board Secretary)

Apologies Mayor Dalley, Cr Dick Davison and Michael Malthus (HSBA representative)
 THAT THE APOLOGIES BE ACCEPTED.
 Shier/Black CARRIED

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

Urgent Business

- Submissions process – Aotearoa NZ Government Tourism Strategy and TIA: Tourism 2025 and beyond.

Minutes

THAT THE MINUTES OF THE HURUNUI TOURISM BOARD MEETING HELD ON 16 OCTOBER 2018 BE CONFIRMED WITH THE FOLLOWING CORRECTIONS
 Page 8 second bullet point – delete “ North”
 Page 7 – Delete the declared conflict of interest
 Page 4 – correction of June 2019 meeting date to June 10

Shier/ Black CARRIED

Business arising –

- Digital Information Board - G Shier queried progress on the Amberley digital information board and the Marketing Officer advised that there has been a delay by other parties. It was noted that no Resource Consent is needed.
- G Abbot advised that he has met with M Malthus to present the Hurunui Story.

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

2. DISCUSSION ITEMS – there were no discussion items for this meeting.

3. INFORMATION ITEMS

**3.2
Presentation on
Year end results
of domestic
digital
campaign**

The Tourism Marketing Officer gave a presentation on the Domestic Digital Campaign Review YE Winter 2018 and the following points were noted –

- The Review results will be provided to the Stakeholders as a brief report in the next Newsletter.
- Cr Black queried if there was some way to increase the Targeted Tourism Rate (TTR) received and the Chair queried if those using Air BnB are included. The CEO advised that anyone operating a tourism business should be paying the Targeted Rate and noted that Council last reviewed the Rate two years ago.

G Lilley noted that as the Hurunui is a small area he believes a pragmatic approach of a two year review is important. The Chair agreed noting that the policy needs to be clear and people need to know that Council does consider this. It was noted that there are regulatory issues as well as the TTR and it was agreed that it is about having a good relationship between the Council Regulators and the Operators.

**3.2
Correspondence**

Outwards – Glenmark Ward Committee re NZRail not stopping in Waipara.

The CEO advised that Council is aware of the concerns and this has also been discussed at the Mayoral Forum. G Lilley noted the recent government investment in this Rail trip and suggested that it is a good time to approach NZR with the local concerns.

**3.3 Marketing
Activity Report**

The report from the Tourism Marketing Officer provided the marketing activity for mid-October – November 2018 for the information of the Board. The Officer tabled the new OVG and the Cheviot Map.

The meeting noted the following points –

- There has been a similar uptake on advertising to last year for the OVG.
 - The Domestic Digital Initiative at Christchurch Airport was a good investment.
-

**3.4 Financial
Report**

The report from the Manager Support Services providing the financial statement up to end October 2018 was tabled and considered.

The meeting noted the following points –

- There is a forecast surplus of \$10,272 at this time and the Reserves are in a healthy state however it was agreed that there is a need to ensure that the basics are still being done.

- The Development Manager advised that he has extensive plans for work in the next year.

3.5 Tourism Statistics

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

The meeting considered the report and noted the following –

- The apparent down turn was noted and the Marketing Manager advised that it appears to be across the whole top of the south island however he is unsure why this is. It was suggested that the effect of the Earthquake related Contractors leaving the village was underestimated and this may be one reason. It was agreed that the Operators need to understand that they are not alone in the downturn and that a commentary be published in the Operators Newsletter regarding the impacts and causes of the down turn.
- The Chair asked if the statistics could be broken down by Hotel, Motel and Backpackers etc. and the Manager replied that it would be difficult as the Hotels and Backpackers do not often provide stats. while the Motels and Holiday Parks do.

3.6 Website presentation

The Tourism Marketing Officer gave a presentation on the new Tourism website to the meeting and the Marketing Manager and the Board thanked the Marketing Officer for the good work done on the website.

It was noted that the new website has not yet been linked to the new Council website.

3.7 Tourism Development Report

The Report from the Tourism Development Manager provided the Board with an update on development work undertaken.

The meeting considered the report and noted the following –

- The Tourism Development Manager will now present to the North Canterbury Winegrowers in February.
 - Cr Black queried progress on the Heartland cycle route and Cr Fletcher advised that there has been a delay in the 'signing off' by NZCT, however he noted that the Amberley to Hurunui Hotel section will be open before Christmas and there will be a small launch of this.

Cr Fletcher also noted that the challenge for the section south of Amberley has been the Kowai River and that it is hoped that possible funding relationships can be established in Amberley.
 - The future of two iconic Events (Art in a Garden and the Christmas County Fete) in the Hurunui was discussed and it was agreed that there would be serious concerns if the Events do not continue in the Hurunui. It was agreed that the Board should be proactive in following up with the stakeholders of the events and providing assistance to them.
 - Cr Black suggested that the current contributors to the Targeted Tourism Rate be asked their opinion on how the money collected is being spent and if they consider it is time to increase the Rate. The Marketing Manager replied that this was included in the annual
-

survey and the results were provided at the last meeting. He noted that he follows up any response with a low score or comment.

The Chair noted that there should be some engagement with the Operators so there are no surprises and Cr Fletcher suggested a call from the Marketing Manager may be better than a Survey.

The Marketing Manager advised that it is planned to run a Road Show next year and he will include these suggestions in this.

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

3.8 Council Update An update from the 25 October Council meeting was provided for the information of the Board.

3.9 Tourism Board Forward Plan The Forward Plan was provided for the information of the meeting. The CEO noted that if the Board are considering a request to Council to increase the Targeted Tourism Rate, February would be an appropriate time to fit in with the Annual Plan process. He noted that the Board will need a good story to sell this to Council and the meeting agreed.

THAT ALL OF THE ABOVE REPORTS BE RECEIVED.

Black/Fletcher

CARRIED

3.10 Delegates Reports

Hanmer Springs Business Association – G Abbot reported for M Malthus that it has been a patchy time over the last month or two noting that the national tourism season has not kicked off in Hanmer Springs as yet. The CEO noted that there are reports of patchy retail returns all over Canterbury so it is not necessarily a ‘tourism’ thing. G Lilley agreed noting that the high fuel costs have had some influence.

Hanmer Springs Thermal Pools and Spa – G Abbot reported that November will be slightly down on budget and ‘Internationals’ have not come back as quickly as expected. He noted the investment program for next year has been announced.

North Canterbury Winegrowers Inc. – G Shier reminded the meeting that the next Wine and Food Festival will be 10 March 2019; that the Marketing committee has been busy with the name change and Lincoln University has funding for students to do Cellar Door analysis.

The CEO advised that the Tourism Infrastructure Fund has changed its criteria in an attempt to make it a little easier to get funding from.

Cr Black advised that a small group in Hawarden Waikari are planning to upgrade the Balmoral Forest Lookout at Hurunui and it was agreed that there is a need to exploit all these opportunities of interest.

4. PUBLIC EXCLUDED SESSION

PUBLIC EXCLUDED SESSION

THAT THE MEETING MOVE INTO PUBLIC EXCLUDED SESSION AND THE GENERAL SUBJECT OF THE MATTERS TO BE CONSIDERED WHILE THE PUBLIC IS EXCLUDED, THE REASON FOR PASSING THIS RESOLUTION IN RELATION TO THE

MATTERS AND THE SPECIFIC GROUNDS UNDER SECTION 48 (1) OF THE LOCAL GOVERNMENT OFFICIAL INFORMATION AND MEETINGS ACT 1987 FOR THE PASSING OF THIS RESOLUTION ARE AS FOLLOWS:

General subject of each matter to be considered	Reason for passing this resolution in relation to each matter	Grounds under s48 (1) for passing this resolution
Item 4.1 Memo from Hanmer Springs Accommodation providers	The item contains information withheld for commercial sensitivity.	Section 48(1)(a)(i) & Section 7(2)(h).

Fletcher/Shier

CARRIED

THAT THE MEETING RESUME IN OPEN SESSION AND THAT THE MATTERS DISCUSSED IN THE PUBLIC EXCLUDED SESSION REMAIN CONFIDENTIAL.

Shier/Lilley

CARRIED

5. URGENT BUSINESS

5.1 Submissions to the Aotearoa NZ Government Tourism Strategy and the TIA: Tourism 2025 and beyond Strategy

The Marketing Manager advised that two strategies are out for public consultation namely the Aotearoa NZ Government Tourism Strategy and TIA: Tourism 2025 and beyond Strategy however the closing dates for submissions are before the next Board meeting.

It was agreed that the Manager circulate the documents via email with a summary of his feedback and that Board members respond to this so the Manager can write a final submission. The Submissions will be ratified at the next Board meeting.

The meeting ended at 4.07 pm

HURUNUI DISTRICT COUNCIL MEETING REPORT



To: Hurunui Tourism Board
Report Prepared by: Vanessa Nelmes, Tourism Marketing Officer
Date: 11 February 2019
Significance Level: Low

Draft Marketing Plan FY20


Recommendation THAT THE INFORMATION IS RECEIVED AND THAT THE DRAFT MARKETING PLAN IS APPROVED TO TAKE TO OUR COMMUNITY FOR FEEDBACK.

Executive Summary The Marketing Plan is the budget and planned activity breakdown for the upcoming financial year, 1 July 2019 to 30 June 2020. It is based on objectives taken from the Hurunui Tourism Strategy 2017 – 2022.

Appendices 1. Draft Marketing Plan FY20.

Significance Consideration This report is of low significance as it is yearly marketing plan, taken from activities listed in the Hurunui Tourism Strategy that has already been approved by the Hurunui Tourism Board.

Report Prepared by: 
 Vanessa Nelmes
 Tourism Marketing Officer

Report Reviewed by: 
 Shane Adcock
 Marketing Manager

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



**Hurunui Tourism
2019-2020 Marketing Plan**

DRAFT

Hurunui Tourism Strategy 2017-22

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.

FY20 Projected Revenue

Targeted Tourism Rate (TTR)	\$227,223
HSTPS Contribution	\$ 54,101
From Product Investment	\$ 10,000
From Reserves	\$ 49,312*
TOTAL	\$340,636

FY20 Budget Allocation

Fixed Costs		\$93,636
Developing the Destination		\$60,000
Tourism Growth Package.....	\$60,000*	
Selling the Destination		\$187,000
Collaboration.....	\$40,000	
Digital.....	\$24,000	
Collateral.....	\$28,000*	
Communications.....	\$15,000	
Trade.....	\$14,000*	
Advertising.....	\$44,000*	
Conferences & MEETINGS.....	\$10,000*	
In-market.....	\$12,000*	
Total Expenses		\$340,636

*Note: these figures vary from Year 19-20 in the five year strategy

Introduction

FY 2020 will be the third year of the [5-year strategy](#).

After two years of focussing on foundation work, FY2020 will be a year where key aspects of the strategy start being delivered.

We are optimistic that our work in destination development will result in new product and investment in the district. We also have a great foundation from which to develop our sales focus, now that the website has been redeveloped and the Hurunui i-SITE having been restructured.

The full list of objectives and initiatives for FY 2020 is outlined below:

Developing the Destination **\$60,000**

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.

FY20 will see a continuation of the work undertaken last year.

Key focus areas are

- The completion of the Hurunui Story
- The identification of potential 'investors' in the Hurunui.
- The development of an events strategy in conjunction with Eventful Hurunui.
- The creation of a Farm Homestay Cluster.
- The implementation of a strategy to capitalise on the opening of the Christchurch convention centre and the Lyttleton cruise terminal.
- The development of new product offerings.
- Further strengthening the Alpine Pacific Touring Route.
- Develop a new touring route to bring to market.

Tourism Growth Package **\$60,000**

Selling the Destination**\$187,000**

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.
- Commercial Accommodation Monitor statistics (Guest Nights) are equal or more than the total NZ results.
- Digital is second nature.
 - *Increase website sessions by 10%*
 - *Increase social media engagement and reach by 7%*
- Midweek is a strong contributor of revenue: *develop a base measurement of the conference and meetings market and measure the success of sales initiatives in this market.*
- Targeted and cost effective sales campaigns: *the domestic digital campaign continues to grow; the CTR (click through rate) for each advert is a minimum of 0.06%.*

Collaboration**\$40,000**

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

Digital**\$24,000**

- Develop and maintain www.visithurunui.co.nz
- Enhance Hurunui Tourism's Social Media presence.

Collateral**\$28,000**

- Print and distribute the Official Visitors Guide.
- Support the continued development of the community maps.
- Continue to update our image library and expand our video footage.

Communications**\$15,000**

- Public Relations support.
- Annual tourism stakeholder survey.
- Produce annual marketing plan.
- Regular district visits.

Trade**\$14,000**

- Support famils to our district (TNZ and ChristchurchNZ led or independent).
- Attend trade shows – including but not limited to TRENZ.

Advertising**\$44,000**

- AA advertising package.
- Domestic digital campaign.

Conferences & MEETINGS**\$10,000**

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

In-market**\$12,000**

- Sales trips and expenses.
 - Consumer shows with CIAL (Christchurch Airport) and other partners.
 - NZ Bike Show
-

Back Cover:

- full page image
- contact details

HURUNUI DISTRICT COUNCIL MEETING REPORT



SECRETARY REPORT COVER

To: Hurunui Tourism Board

Date: 11 February 2019

Submission made on behalf of the Tourism Board

Executive Summary Submissions have been made on behalf of the Tourism Board since the last meeting to the Aotearoa NZ Government Tourism Strategy and the TIA 2025 and Beyond Strategy. The Marketing Manager circulated the submissions to the Board prior to the meeting for approval and this approval now needs to be ratified.

Appendices

- Submission to the Aotearoa NZ Government Tourism Strategy
- Submission to the TIA 2025 and Beyond Strategy.

A handwritten signature in black ink that reads "Maree Hare".

**Report Cover
Prepared by:**

Maree Hare
Committee Secretary



SUBMISSION ON AOTEAROA NZ GOVERNMENT TOURISM STRATEGY

What do you think about the Government's proposal to take a more active and deliberate role in the tourism system?

We support the government's initiative in this area. New Zealand's record visitor growth means the impacts of tourism (both positive and negative) are being felt more keenly in our communities. That means strong leadership and a supportive legislative environment are more important now than ever before.

What are the areas you think should be a particular focus?

1. Sustainable growth that is achieved in partnership with our communities.
2. Attracting value over volume so we maximise returns and minimise the impact on New Zealand.
3. Dispersing tourists to the regions and to off-peak seasons so that we can increase capacity, maximise economic benefit in the regions and ensure sustainability.

Are there areas where the Government's role should be limited?

1. Care should be taken on any initiative that could impact the tourism sector's ability to access labour. This includes any move to tighten work visas which would have significant impact in the regions.
2. Support to private operators should be carefully considered and targeted to achieve sustainable growth in the regions.

For example, \$500,000 of government money went to the creation of Queenstown's Nevis Swing. Queenstown is already activity-rich, attractive to private investors and reaches capacity during peak periods. We would question whether that would have been better spent on helping to deliver an attraction to a tourism area, like Hanmer Springs, that is in need of investment/new activities and has capacity to help meet our growing demand.

The draft strategy proposes 5 tourism outcomes for government. Do you support these outcomes and are these the right outcomes to focus on?

The five outcomes are well thought out and will make a real difference if they are achieved.

References to natural landscapes and stories is welcomed and we appreciate the inclusion of a dedicated outcome to regions.

We would like to see the outcome related to the regions amended to:
Regions and communities benefit from *and support* tourism.

The insertion of the words 'and support' will help ensure a sustainable and partnership-based approach.

The strategy identifies an ambitious work programme for government. What are the highest priority actions from your perspective?

- Implementing the Visitor and Tourism Conservation Levy and ensuring its application encourages regional dispersal.
- Working with the regions to strengthen their offering and encourage dispersal. For example, utilising the above levy to enable DOC to provide better facilities in its regional assets, including St James and Molesworth.
- Establishing a sustainable long-term funding model. Currently both the PGF and the TIF are competitive which is not conducive to intra-sector co-operation. The PGF has only been established for a three year period. The size of any future fund should be increased too. Currently the PGF and TIF yield \$1.025 billion annually. By comparison, \$3.7 billion is collected in tourism-related GST. It would be good to see more of that reinvested in the sector.

What are the areas in this draft strategy that you think could be strengthened?

Clear and measurable Key Performance Indicators should be established for each of the five outcomes.

The Strategy outlines the need for greater insight/data but fails to detail the pathway to making this a reality. That needs to be addressed in a way that ensures future data will include 'industry disruptors'. For example, the popularity of Air BnB means the Commercial Accommodation Monitor (CAM) stats are unreliable.



31 January 2019

Bruce Bassett
Industry Strategy Manager
Tourism Industry Association

Dear Bruce,

SUBMISSION ON DRAFT TOURISM 2025 & BEYOND FRAMEWORK

Thank you for the opportunity to comment on the above draft framework.

Hurunui Tourism is a great supporter of *Tourism 2025*. Our own strategy is aligned to ensure we play our part in ensuring New Zealand meets its 2025 targets.

As the creation of this update and *Tourism 2025 – Two Years On* reflects, a lot has changed since *Tourism 2025* was released in 2014.

New Zealand's record visitor growth means our sector is more visible than before. The impacts of tourism (both positive and negative) are being felt more keenly by our communities, and in turn they are taking greater interest in both the opportunities and challenges this growth presents.

Therefore, TIA's inclusion of sustainability at the centre of the draft framework has our unreserved support.

Sustainability is not just about the environment it is about kaitiakitanga and manaakitanga – looking after our place in the world for future generations and caring for people.

As a sector, it is also crucial that we adopt the concept of whanaungatanga. We need to work together as a sector to maximise our collective might and we need to work in partnership with our communities, so they feel they are part of our journey and become ambassadors for tourism in New Zealand. Whanaungatanga is also a path to authentically engaging visitors to our country, its people and our stories.

In short, Hurunui Tourism supports the updated vision presented in the draft framework and its inclusion of the Maori values mentioned above.

We also agree that connections and knowledge are vital drivers to the success of the sector and support the equal focus on visitor, community, environment and economy contained in the draft framework.

We do have one major concern.

There is no specific focus or mention in the visitor framework on the need to encourage regional dispersal and focus on seasonality. This is despite these being crucial to the vision of sustainable tourism and the two areas where we, as a sector, are currently failing (as per the *Tourism 2025 2018 Scorecard*).

Dispersing visitors to the regions or off-peak seasons will mitigate the challenges the sector's growth is presenting to our communities. It will ensure we have the capacity required to meet our *Tourism 2025* aspirations and that our communities are more likely to celebrate our realising that goal.

Regional dispersal and seasonality underpin the notion of sustainability and should be explicitly included to ensure we do not lose focus on making progress in these areas.

They would sit well as subheadings under the word Sustainability at the centre of the framework. This would ensure that they not forgotten and that districts, like Hurunui, feel supported.

Thank you for the opportunity to provide this feedback. We look forward to seeing the final version.

Ngā mihi

A handwritten signature in blue ink, appearing to read 'Shane Adcock', with a stylized flourish at the end.

Shane Adcock
Manager – Sales & Marketing
Hanmer Springs Thermal Pools & Spa / Hurunui Tourism

HURUNUI DISTRICT COUNCIL MEETING REPORT



To: Hurunui Tourism Board
Report Prepared by: Vanessa Nelmes, Tourism Marketing Officer
Date: 11 February 2019
Significance Level: Low

Marketing Activity Report

Recommendation THAT THE INFORMATION BE RECEIVED.

Executive Summary The marketing activity report for December 2018 and January 2019 is provided for the information of the Hurunui Tourism Board.

Selling The Destination

Collaboration

Membership and Joint Ventures

SOUTH (CIAL): Committee meeting will be held 12 March 2019.

Touring Route Development:

Alpine Pacific Touring Route (APT) – www.alpinepacific.nz

The committee is meeting 11 February at Ribbonwood Country House, Cheviot.

Ocean Alpine Sea (OAS) – this will be a project during 2019.

Digital

Website: The new website is now live. Tweaks and adjustments are being made as we monitor how the website is being received and used.

Instagram account: @hurunuidistrict

As at 1/2/19 we have 1156 followers and have posted 419 times.

When reviewing the Instagram statistics we've had 21,996 'likes' across all of our posts.

The most popular post continues to be the aerial shot taken of the Hanmer Forest (151 likes), posted 7 May 2018.



Collateral

Official Visitors Guide: 60,000 copies of the 2018-19 OVG have been printed and were available from Beck & Caul as of 19 November. Number of OVGs distributed as at 22/1/19 are: 19,748 which is 32.9% of the total numbers

Display contracts are being renewed with i-SITEs as they fall due.

Community maps: Hanmer Springs map will fall due this year for updating.

Communications

Stakeholder Newsletters: the monthly stakeholder newsletters continue to receive a good opening rate. For the last 6 newsletters the average open rate has increased slightly from 45.48% to 45.93%.

Stakeholder Survey: completed.

District Visits: none during this time

Trade

Trade Shows: TRENZ is May 2019 in Rotorua. Hurunui Tourism will be attending.

Famils: none.

Youtube video link has been received from Flight Centre – 48 hours in Christchurch episode, the Hurunui is featured at 16mins 30 sec starting with Pegasus Bay Winery. Full clip is available at <https://www.youtube.com/watch?v=kpqd8CZ6Fvs>

Advertising

AA Publications: 2019 advertising has been placed, and includes:

- ¼ page advert Christchurch & Canterbury Guide
- Full back cover Christchurch & Canterbury Guide
- ½ page advert NZ Cycle Trail Guide (now in circulation)
- Shared 2 pages NZ Walking Guide with Hanmer Springs Thermal Pools
- Website listings

Domestic Digital Initiative: Work is underway for the Autumn 2019 campaign. The North Canterbury Wine & Food Festival and Hurunui's 'hidden gems' will be featured.

Conference & Meetings

Attend MEETINGS and Convene South: attendance at MEETINGS and Convene South completed.

In-Market

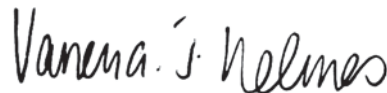
Consumer shows: Attendance at the NZ Bike Expo and FlightCentre consumer shows in Perth and Brisbane completed.

Hurunui Tourism will be attending another FlightCentre show in Brisbane during February.

Significance Consideration

This report is of low significance because it is an update on the activities in yearly marketing plan that has been approved by the Hurunui Tourism Board.

Report Prepared by:



Vanessa Nelmes
Tourism Marketing Officer

Report Reviewed by:



Shane Adcock
Marketing Manager

Officer in Attendance:

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

HURUNUI DISTRICT COUNCIL MEETING REPORT



To: Hurunui Tourism Board
Report Prepared by: Shane Adcock, Marketing Manager
Date: 11 February 2019
Significance Level: Low

Tourism Statistics

Recommendation THAT THE INFORMATION BE RECEIVED.

Executive Summary This report contains tourism statistics for the following:

Industry

- International Visitor Arrivals

Region

- Regional Tourism Estimates (RTEs)
- Commercial Accommodation Monitor (CAM)

Hanmer Springs

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

RTEs for year-end October estimate growth at 3.1% - below the national average of 7.6% - meaning this KPI is not currently being met.

The CAM statistic KPI is also not being met, and in fact CAM statistics remain in decline.

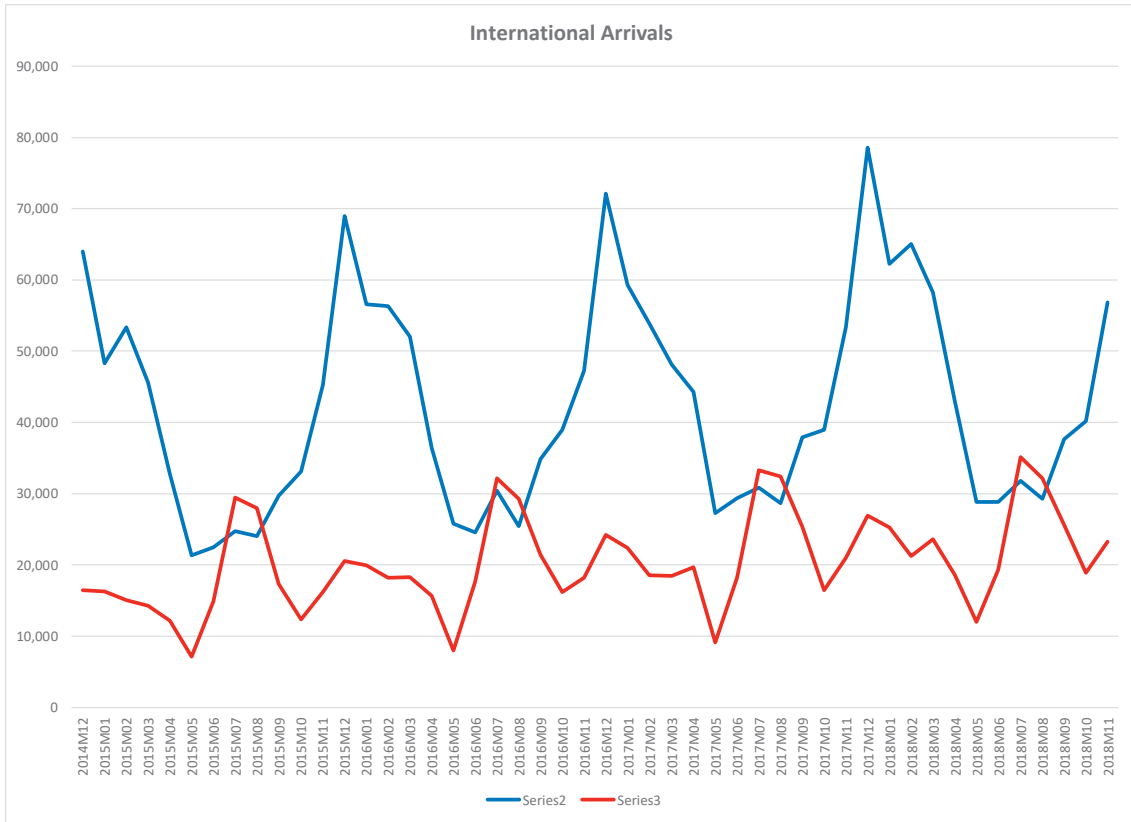
Both of these results illustrate a downward turn in the market, which is supported by conversations with various operators. This continues to appear to be not just in Hurunui, as other South Island areas are showing decreases or declining growth in CAM statistics, if not RTEs.

And there is some media commentary about signs of a national downturn as well –

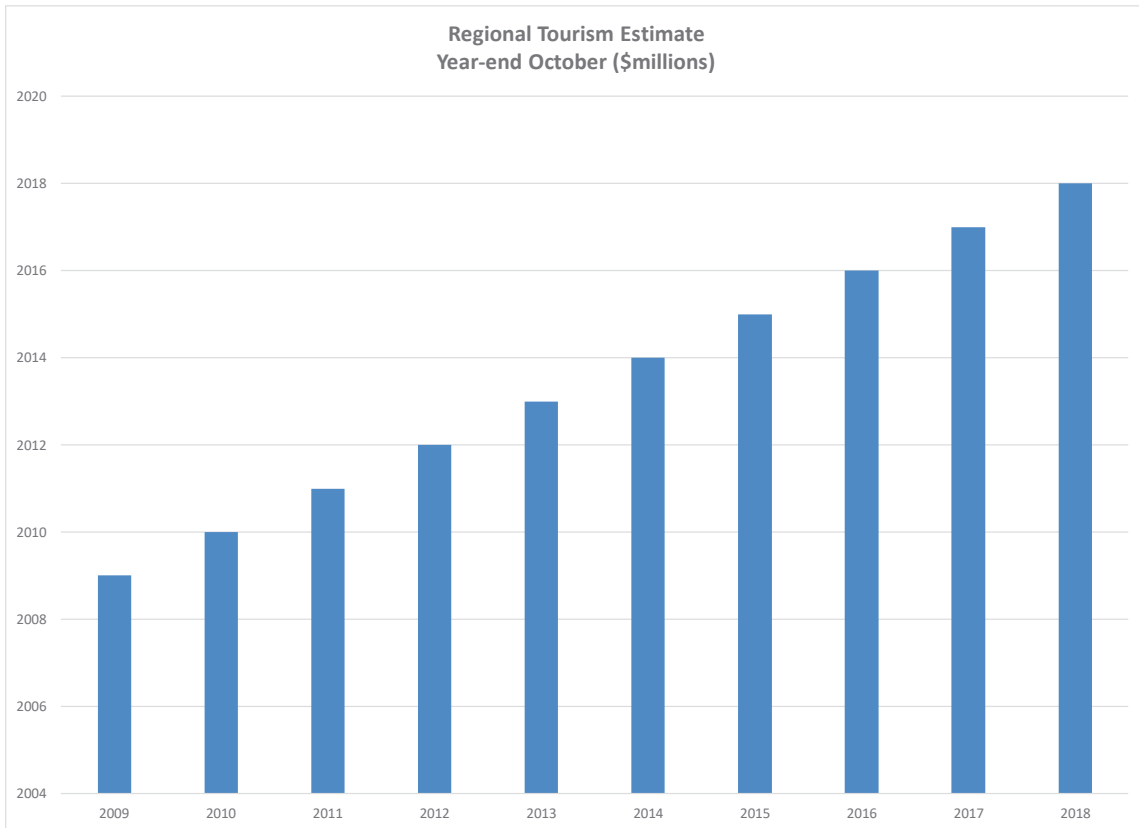
[Tourism coming off the boil](#)

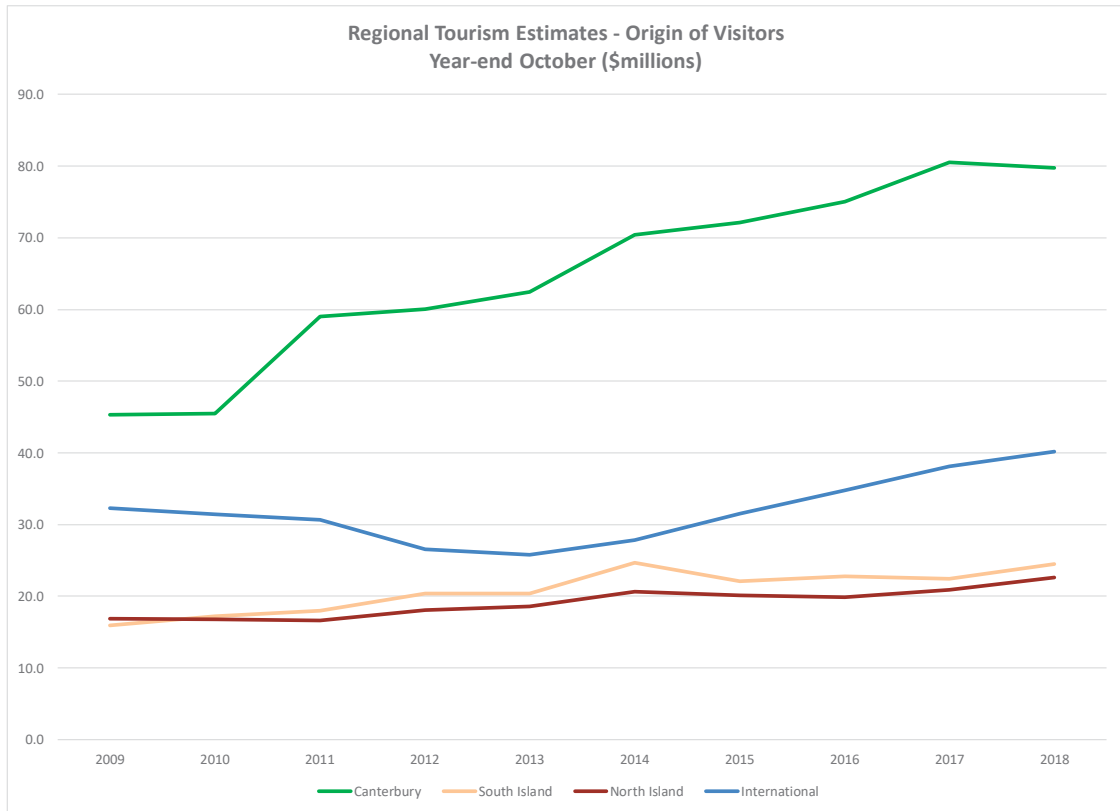
[Air New Zealand's profit warning](#)

Industry



Region





KPI: Increase visitor expenditure by more than the national average. YE Sep 18 vs YE Sep 17:



National average = 7.6%

Hurunui performance = 3.1%

Year End	Hurunui \$m	% growth vs previous year Hurunui	National Avg	KPI
Jul-17	164.0	9.9%		
Aug-17	165.3	10.8%	7.0%	Yes
Sep-17	165.6	10.1%	6.0%	Yes
Oct-17	166.2	9.6%		
Nov-17	162.9	9.6%	5.5%	Yes
Dec-17				
Jan-18	163.9	8.1%	7.0%	Yes
Feb-18				
Mar-18	167.7	8.6%	9.0%	No
Apr-18	166.7	5.9%		
May-18	167.0	5.3%		
Jun-18	167.1	4.7%	8.5%	No
Jul-18				
Aug-18	167.0	3.7%	8.0%	No
Sep-18	166.5	3.4%	8.0%	No
Oct-18	167.0	3.1%	7.6%	No

District Guest Nights (Commercial Accommodation Monitor)						(YTD Nov 2018)
Year	Domestic		Hurunui International		Total	
	YE June 2013	233,975		99,406		333,381
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%
YE June 2018	256,369	0.3%	125,569	6.4%	381,938	2.2%
YTD 2017-2018	95,348		43,576		138,923	
YTD 2018-2019	88,475	-7.2%	41,584	-4.6%	130,061	-6.4%
Year	Domestic		Combined Canterbury RTOs International		Total	
	YE June 2013	2,420,130		1,660,376		4,080,504
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	2,637,641	-0.3%	2,463,749	9.2%	5,101,393	4.1%
YTD 2016-2017	1,073,430		835,006		1,908,437	
YTD 2017-2018	1,080,450	0.7%	930,529	11.4%	2,010,978	5.4%

Continuing challenges for commercial accommodation, particularly considering strong overall growth for Canterbury. Other regions continue to struggle, particularly at the top of the South Island – Marlborough is down 8.6%, Nelson-Tasman is down 1.1% and West Coast is also down 2.1%.

National growth is also relatively low at 2.9%

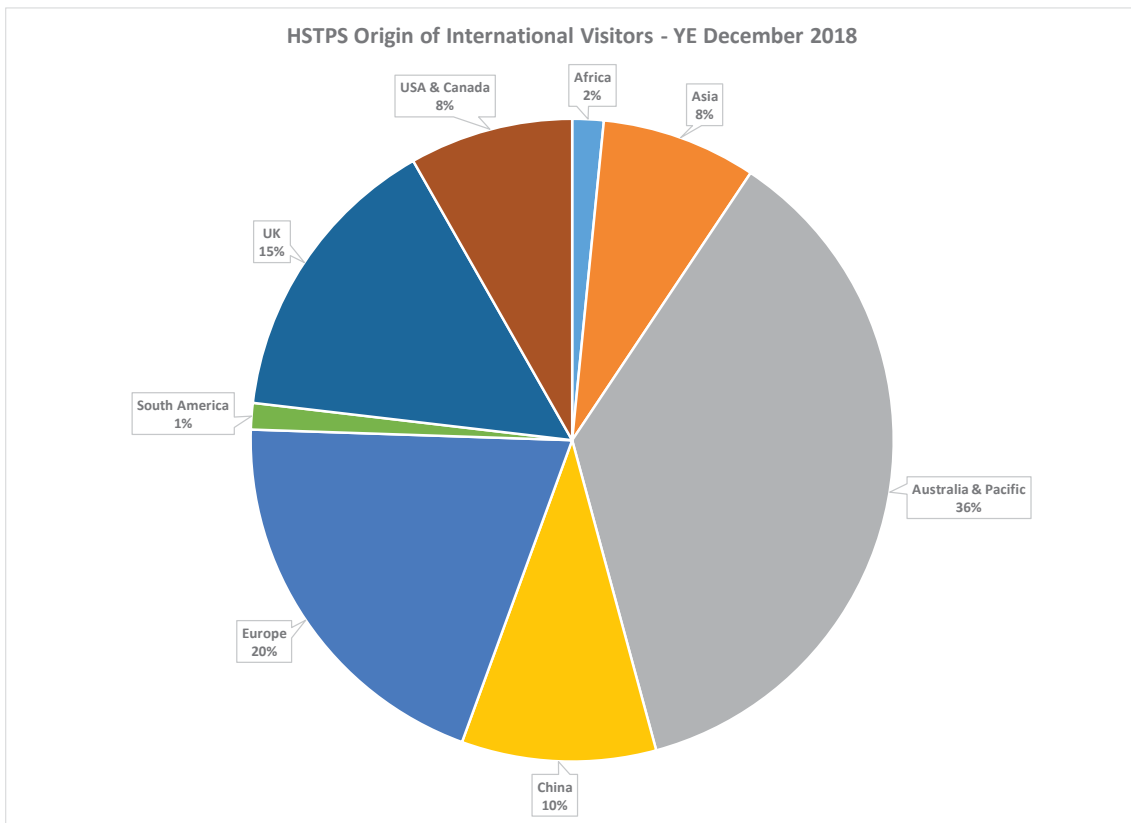
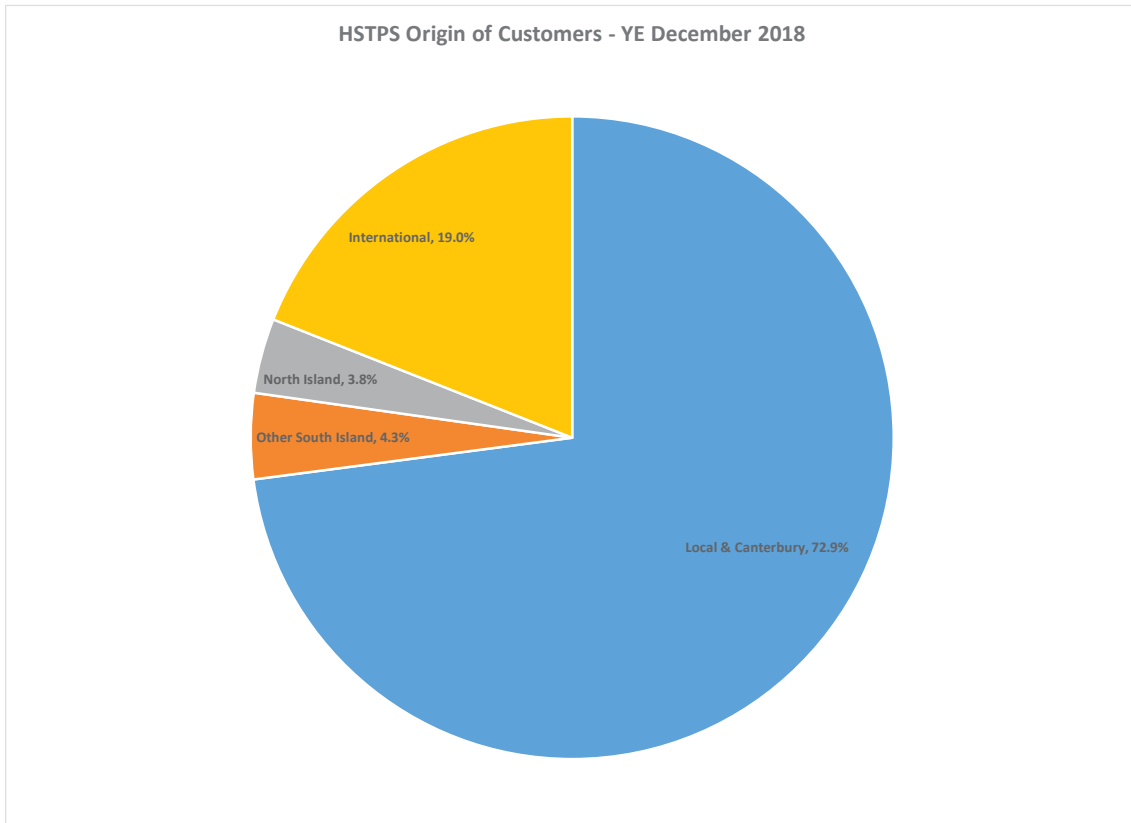
KPI: Increase guest nights by more than the national average:

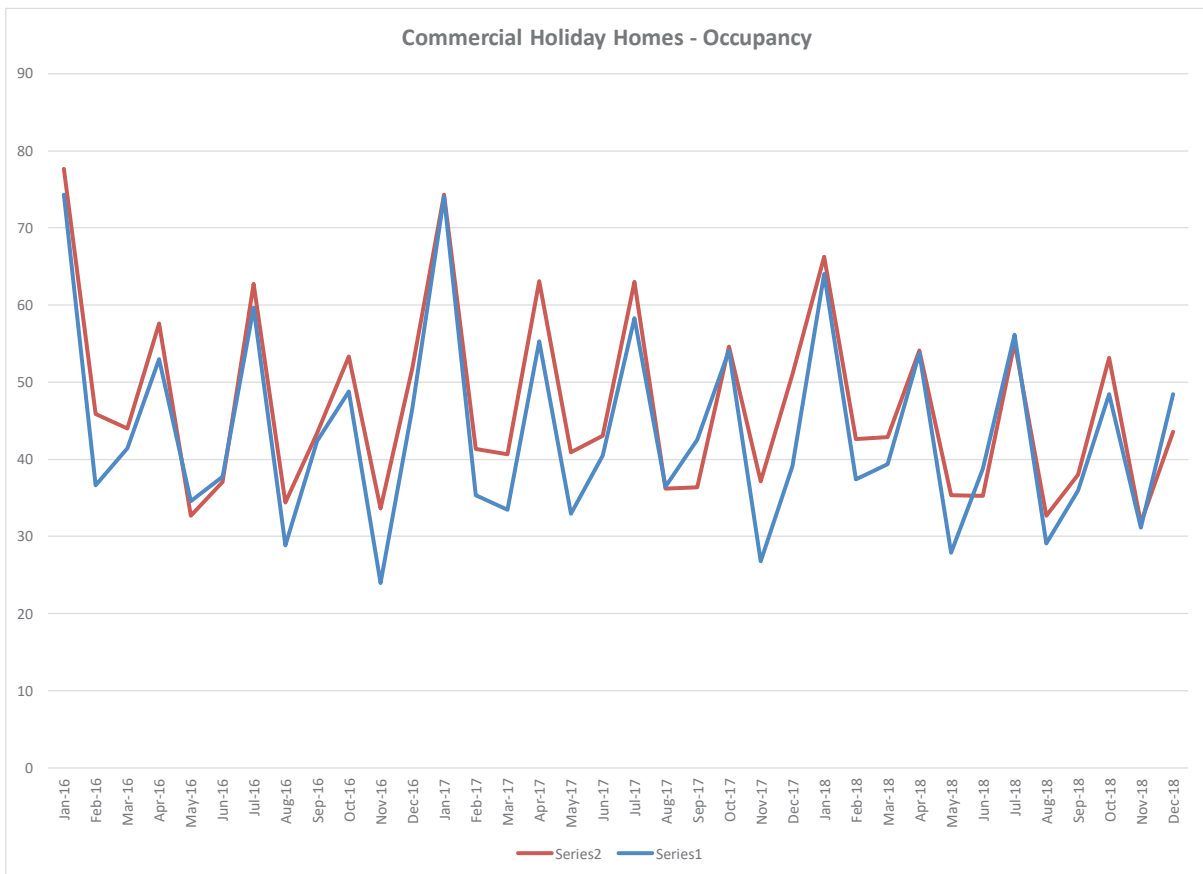
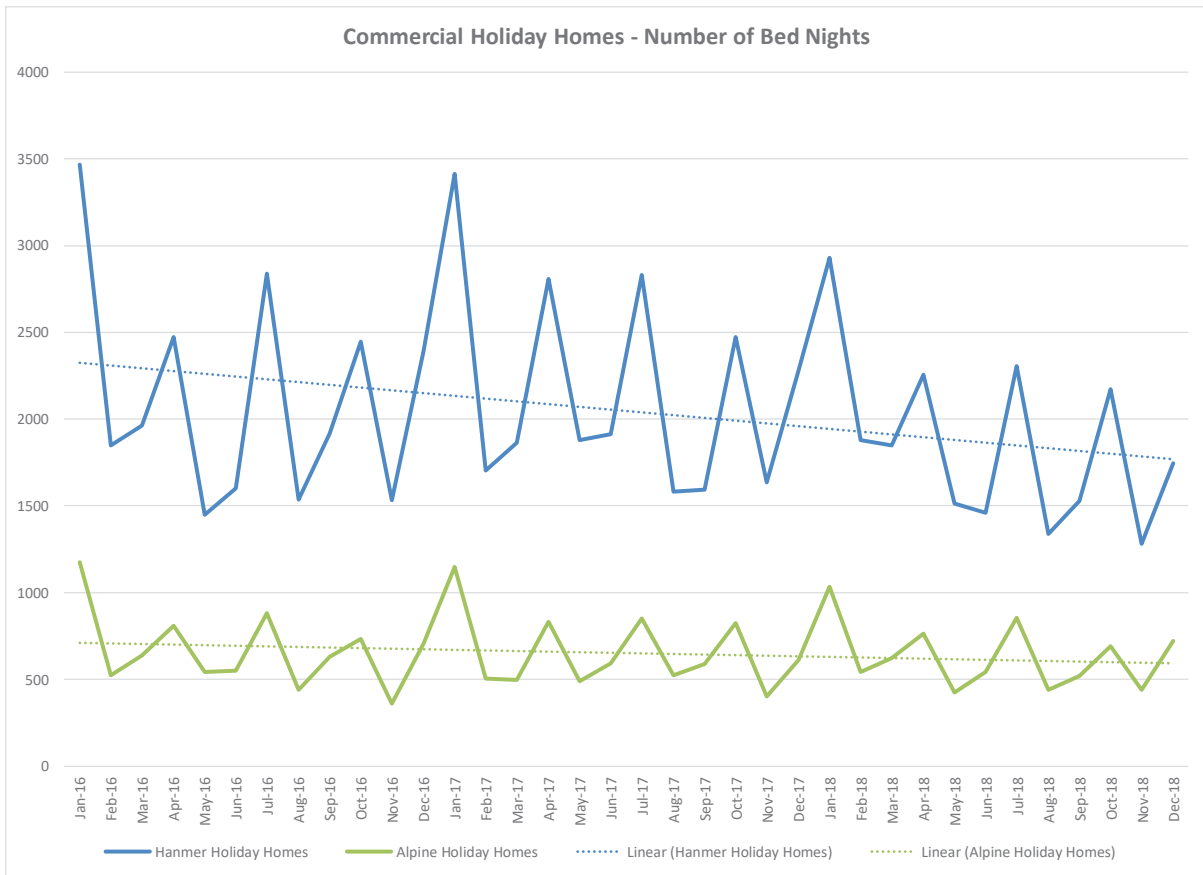


National average (YTD November 2018) = 2.9%

Hurunui performance (YTD November 2018) = -6.4%

Hanmer Springs





Report Prepared by:



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.

HURUNUI DISTRICT COUNCIL MEETING REPORT



SECRETARY REPORT COVER

To: Hurunui Tourism Board

Date: 11 February 2019

Council Updates

Executive Summary Brief updates from recent Council meetings are provided for the information of the Tourism Board as requested.

Appendices

- Council update 29 November 2018
- Council update 20 December 2018

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

**Report Cover
Prepared by:** Maree Hare
Committee Secretary

Council Meeting Update – 20 December 2018

Below is a brief summary of the reports and discussions from the 20 December 2018 Council meeting. The meeting agenda can be viewed on the Council website at the link below: <http://www.hurunui.govt.nz/your-council/meeting-calendar/> (scroll between months and click on the relevant meeting to access agendas.)

Consultation on Proposed Three Waters Services Bylaw & Policy and Backflow Prevention Policy

The Proposed Three Waters Services Bylaw, Three Waters Services Policy and Backflow Prevention Policy were consulted on and a report to the 22 November 2018 Extraordinary Council meeting presented the eleven submissions received. Eight of the submissions were considered and deliberated on at the 22 November meeting. Three submissions were to be considered and deliberated on at this meeting, which were from the Oil Companies, Rural Advocacy Network and Federated Farmers. At the 22 November meeting, the Council determined that the implementation date for the bylaw and two policies would be 1 July 2019. This is to allow for the associated fees and charges to be consulted on as part of the annual review of the Fees & Charges Schedule.

The Council considered the remaining submissions, including the further evidence of the Oil Companies and the further questions raised by the Rural Advocacy Network and Federated Farmers. The Council agreed:

- to make the Proposed Three Waters Services Bylaw operative, including wording changes decided on by the Council in the meeting and as a result of considering all submissions.
- to make the Proposed Three Waters Services Policy operative, including the changes decided on by the Council as a result of considering all submissions.
- to make the Proposed Backflow Prevention Policy operative, including wording changes decided on by the Council in the meeting and as a result of considering all submissions.

The Chief Executive Officer was authorised to make minor and non-consequential editing and layout changes at the final drafting stage. The Council revoked the Water Supply Network Bylaw 2014 and the Wastewater Network Bylaw 2014 as of the day the new bylaw becomes operative (1 July 2019).

Scout Den Building at Chamberlain Park

The Amberley Ward Committee, at its meeting on 6 December, supported a recommendation that the Council assume ownership of the scout den building at Chamberlain Park. The Committee also agreed to enter into a lease agreement with the boxing clubs who are currently using the building. The building was built in 1978, by the community, for use as a scout den and public toilets. The local guides group were the last occupants of the building, although they have not used it for the last couple of years. Officers contacted Scouts NZ to ascertain the future use of the building at Chamberlain Park, but they were unable to find any information on the property and could not confirm ownership. Scouts NZ have since formally advised that the building is surplus to their requirements and would be happy to transfer ownership (if any), at no cost, to the Hurunui District Council. The Council resolved to assume ownership of the scout den building at Chamberlain Park.

Reimbursement of Building Consent Fees for Waiau Pool

The Council is managing the rebuild of the swimming pool in Waiau from funding sourced by the local community and Waiau School. There has been a request for the Council to consider reimbursing the building consent fees, which amounted to \$12,048 (inclusive of GST). The Council approved a grant to cover the costs of the building consent fees for the Waiau Pool, at \$12,048.

Omihi Hall Trustees – Transfer of Land for Reserve

An approach has been made by the Omihi Hall Trustees for the land that was previously occupied by the Omihi Hall to be transferred to the Council and amalgamated with the existing Omihi Reserve. The Omihi Hall was previously on a separate section of land administered by the Trustees. On 28 August 2015, the Hall was destroyed by a fire. The Omihi Community and Sport Hall Committee was incorporated on 19 May 2016 to rebuild and operate the new facility and made a request to the Council to enter into a lease for a portion of the adjoining Omihi Reserve where the new facility would be constructed. The Council approved the new lease. Now that the facility has been

completed and is operating, a decision about the future of the now vacant land was required. The Council agreed to enter into an agreement with the Omihi Hall Trustees specifying that the Council is acquiring the land with the intention it be declared as a reserve.

Youth Council Membership

The membership of the Hurunui Youth Council is renewed each year, due to the age of the members and that members often leave the district after high school for tertiary education or employment. The Council approved the new members in accordance with the Youth Council Terms of Reference and Delegations. The Youth Councillors chosen for the 2019 year are:

Name	School/University and Ward
Bradley White*	Hurunui College/ Amuri-Hurunui
Abigail Merry*	Hurunui College/ Amuri-Hurunui
Georgia McCabe*	Amuri Area School/Amuri-Hurunui
Zoe Watson*	Amuri Area School/Amuri-Hurunui
Tessa Allan*	Hurunui College/ Amuri-Hurunui
Roddy Murchison	Hurunui College/ Amuri-Hurunui
Luke Roberts	Amuri Area School/Amuri-Hurunui
Noah Wilson	Home-School/Amberley
Sophie Summerfield	Hurunui College/ Amberley
Skyla Bartlett	Hurunui College/ Amberley

*Members from the 2018 Youth Council.

No applications were received from Cheviot students, so in accordance with the Youth Council Terms of Reference and Delegations, representatives from other areas filled these positions.

Rata Foundation Funding for Hurunui Youth Programme

A funding application has been prepared to seek \$50,163.00 from the Rata Foundation to assist with running the Hurunui Youth Programme (HYP) over the next 12 months and the employment of a part-time youth worker. This is consistent with other years when external funding is sought to pay for the programmes and events offered by the programme. The Council funds the HYP coordinator salary and vehicle running costs. Part of the Rata Foundation funding application criteria is that the Council must adopt a resolution confirming that it is agreeable to the funding application, hence the purpose of the report. It was noted that a similar report was presented to the previous Council meeting and supported by resolution. However, subsequent to that meeting there had been further discussion with the Rata Foundation regarding the possibility of applying for an increase to the funding previously proposed, with a view to funding a part-time youth worker position.

The Council endorsed an application to the Rata Foundation to assist the Hurunui Youth Programme run programmes for youth in the district in 2019, amounting to a total application of \$50,163.00.

Annual Plan 2019-2020 Timetable

Officers have commenced preparation for the draft Annual Plan 2019/20. This will be year two of the 2018/28 Long Term Plan. The report confirmed the timetable for the annual plan process for it to be completed by the end of June 2019.

Hurunui-Waiiau Zone Committee Update

The Council received an update on the recent activity of the Hurunui-Waiiau Zone Committee.

Reports from Committees

The Council received the reports from the Public Services and Regulatory Committee meetings of 6 December and the Finance, Audit & Risk and Infrastructure Committees on 13 December 2018.

Presentation

The Council received a presentation on the activities of the Hurunui Youth Programme and Hurunui Youth Council over the year. Current youth councillors discussed their highlights of the year and the Council was introduced to the new Youth Council members and Hurunui Youth Programme committee members for 2019.

Council Meeting Update – 29 November 2018

Below is a brief summary of the reports and discussions from the 29 November 2018 Council meeting. The meeting agenda can be viewed on the Council website at the link below: <http://www.hurunui.govt.nz/your-council/meeting-calendar/> (scroll between months and click on the relevant meeting to access agendas.)

June 2018 Storm Event Funding Approval of Local Share

The Council made a submission to the New Zealand Transport Agency (NZTA) for additional funding, following the storm event in June 2018. NZTA has approved an increased budget of \$640,000, to a new work category 141 Emergency Event, for the 2018/19 budget. As this is less than 10% of the Council's annual budget, this additional funding is at the normal Funding Assistance Rate (FAR) of 51%, meaning the Council needs to fund 49%. This local share will be debt funded. The increased NZTA approved budget will allow the Council's contractor to continue with the normal planned maintenance that was deferred due to safety issues following the flood events and to make permanent repair to some badly damaged sites. The Council approved the local share of unbudgeted expenditure as recommended.

Rata Foundation Funding for Hurunui Youth Programme

An application was being prepared for funding from the Rata Foundation to assist with running the Hurunui Youth Programme (HYP) over the next 12 months. This is consistent with other years when external funding is sought to pay for the programmes and events offered by the programme. The Council funds the salary and vehicle running costs. Part of the Rata Foundation funding application criteria is that the Council must adopt a resolution confirming that it is agreeable to the funding application. The Council endorsed an application to the Rata Foundation to assist the Hurunui Youth Programme run programmes for youth in the Hurunui district in 2019.

Annual Report 2017-18

This matter was deferred until a subsequent meeting.

Proposed Plan Change 1 – Miscellaneous Amendments

Proposed Plan Change 1 (PC1) is a Council initiated plan change to make a number of miscellaneous amendments to provisions in the Hurunui District Plan. The proposed amendments address a number of separate and miscellaneous issues identified in the rule framework by plan users. The purpose of proposed PC1 is to improve the overall workability, consistency and clarity of the District Plan by addressing identified issues to better align the rule framework with, and achieve, the Plan policies and objectives. Proposed PC1 was publicly notified on 30 August 2018. Two submissions were received and presented to the Council for consideration. A call for further submissions was made on 1 November 2018. No further submissions were received.

The Council accepted and considered the submission made by the Department of Conservation in support of proposed amendment 1-6 and the submission made by the Canterbury District Health Board. It noted the latter has been resolved under clause 20a of schedule 1 of the Resource Management Act 1991 (RMA). The Council approved the amendments in Proposed Plan Change 1 to the Hurunui District Plan as set out in appendix 1 to the report. It agreed to publicly notify this decision pursuant to clauses 10 and 20 of schedule 1 of the RMA.

Canterbury Water Management Strategy – Fit for Future Project

The Council received an update on progress with the Fit for the Future Canterbury Water Management Strategy (CWMS) project. The focus now is on developing the work programmes needed to deliver on the CWMS goals. Engagement is being undertaken across a wide range of agencies with an interest in the CWMS and each will be receiving the same documents. This was an opportunity for Councillors to provide input to the project. The Council agreed that it would request an extension of time for providing feedback on this matter to ECan and discuss it further at a workshop on Friday 14 December 2018.

Hanmer Springs Smokefree Project

The Council received a report that summarised the Council's key milestones in relation to smokefree initiatives undertaken over the last few years. The accompanying report, prepared by the Cancer Society and Canterbury District Health Board (CDHB), presented information on the Hanmer Springs Smokefree and Vapefree trial, which has been endorsed by the Hanmer Springs Community Board. The Cancer Society and CDHB sought a decision on whether the trial is endorsed by the Hurunui District Council and whether the trial should have a Councillor spokesperson. Cheryl Ford from the Cancer Society and Lee Tuki from Community Health at the CDHB were in attendance to speak to the Council on this matter.

The Council endorsed the Hanmer Springs Smokefree and Vapefree trial, subject to refinement of the attached mapping, as discussed in the meeting. The Council agreed that Councillor Jason Fletcher will be a spokesperson on behalf of the Council for the trial.

Council's Governance Structure

At the beginning of each triennial period, the Council considers and confirms its governance structure for the next three-year period. At its triennial meeting on 27 October 2016, the Council agreed to its governance structure and also agreed to an annual review of the committee memberships. The Council considered a report at its 24 August 2017 meeting regarding committee memberships and agreed to hold a workshop first to discuss the committee structure. This workshop was delayed for a number of reasons and was eventually held on 27 September 2018. Following the workshop, a recommendation was made for the status quo to continue and for the Council to consider the appointment of deputy chairs for the four standing committees.

The Council agreed to retain the status quo with respect to its committee structure for the remainder of the current triennium. The Council requested that each standing committee determine its own deputy chair for the remainder of the triennium.

Remuneration Authority Correspondence – November 2018

The Remuneration Authority approved an amendment to the Local Government Members Determination on 2 November 2018. The amendment was attached as appendix 1 and updated in the meeting. The changes that affect the Hurunui District Council are in respect to the mileage allowance paid to elected members. The Council received the information and approved the updated elected members' expenses and allowances policy.

Hurunui Water Project – Retraction of Share Offer

The Hurunui Water Project (HWP) has retracted its offer to sell HWP shares to the Hurunui District Council. As a result of this, the Council cannot proceed with the proposed share purchase. The Council had previously resolved that it purchase up to 1190 HWP shares as signalled in the 2017-18 Annual Plan, subject to agreement being reached with HWP on the purchase details and consultation on this decision. Following consultation, councillors sought a variety of ancillary information in order to make a final decision. Whilst the majority of these informational requirements were met, the Council was still awaiting the outcome of the HWP Waipara Catchment Consent Application to discharge Nitrogen onto/into Land. In a letter dated 29 October 2018, HWP retracted its offer to sell shares to the Council. The retraction of the offer is based on the decision of the HWP shareholders to sell its consents to Amuri Irrigation Company. As a result of the retraction of the offer, officers are unable to give effect to the previous resolution of the Council and therefore the transaction cannot proceed. The Council received the information.

Formation of Anderson Road, Amberley Business Park

The Council in October 2017 confirmed agreement to the tendering of the completion of the subdivision and construction of Anderson Road on land owned by the Council and PGG Wrightson in Amberley. The project also includes the link to Saleyard Drive which includes a 50:50 agreement between the developer and the Council. An engineer's estimate for the cost of completing the project has been provided. The Council received the information.

Hurunui-Waiiau Zone Committee Update

The Council received an update on the recent activity of the Hurunui-Waiiau Zone Committee.

Reports from Committees

The Council received the reports from the Finance, Audit & Risk and Infrastructure Committees, which met on 22 November 2018.

Council Discussion with ECan Councillor

The Council had its regular meeting with ECan Councillor Claire McKay to discuss shared issues of interest and to continue to improve the relationship between the two councils.

Staff Long Service Recognition

The Council acknowledged and recognised the long service of the following staff:

- Sylvia Bowles, Librarian – 15 years.
- JJ Gudopp, Librarian – 15 years.
- Sue Courtney, Property Manager – 15 years.
- Rose Luff, Cleaner/Catering Support – 20 years.
- Bob Genet, Utilities Officer – 15 years.
- Denise Sutherland, Financial Officer - Rates – 25 years.
- Josie Hemmings, Property Administration Officer – 15 years.
- Maree Hare, Committee Secretary – 15 years.

Mayor Dalley expressed thanks on behalf of the Council for the length of service and said it was great to have people at the Council providing continuity and knowledge that is valuable to the community and the Council. Mayor Dalley said employees were the Council's most valuable resource and it was important to acknowledge the long and loyal service provided.

Citizenship Ceremony

Following the meeting, the Mayor, Chief Executive Officer and Councillors hosted a citizenship ceremony to welcome 23 new citizens to the district.

Hurunui Tourism Board Action Sheet

Item	Action Required	Actioned By/Manager	Status of Action
	Hurunui Trails Trust to report to June, October, and February meetings	Cr Fletcher	
	Circulate the final 'Hurunui Story' to Board members prior to being released.	Shane	
	Follow up Kiwi Rail concerns.	Winton	To continue
	Formulate Submissions to the TIA and NZ Govt Strategies and circulate to Board members for approval.	Shane	Report in Agenda

Committee Name	HURUNUI TOURISM BOARD
Type of Committee	Council Subcommittee
Subordinate to	Public Services Committee
Subordinate Committees	None
Legislative basis	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.
Membership	<ul style="list-style-type: none"> • The Mayor • Three councillors (3) one of which is to be a member (but not the Chairperson) of the Public Services Committee. • Independent members (5) made up of: <ul style="list-style-type: none"> ○ Member of the Hanmer Springs Thermal Pools & Spa Management Committee. ○ Member of the Waipara Valley North Canterbury Winegrowers Inc. ○ Member of the Hanmer Springs Business Association. ○ Two (2) independent members.
Delegations	<ul style="list-style-type: none"> • Destination marketing and destination management of the Hurunui district. • 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. • Oversee the expenditure of targeted tourism rate funds in promotion of the Hurunui district. • Marketing associated development of business, activities, services and communities. • Collaborate with and utilise the resources of Enterprise North Canterbury with regard to regional development and business capability to boost tourism opportunities.
Limits to Delegations	<p>Matters that cannot be delegated by the Council include:</p> <ul style="list-style-type: none"> • the power to make a rate. • the power to make a bylaw. • the power to borrow money, or purchase or dispose of assets, other than in accordance with the long-term plan. • the power to adopt a long-term plan, annual plan, annual report or strategic plan. • the power to appoint a chief executive. • 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. • the power to adopt a remuneration and employment policy.

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.

Significance and Public Engagement 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?

Significance 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.

Engagement Consideration

Council officers preparing these reports will also have regard to appropriate public engagement according to the level of significance. Officers will use the Engagement Spectrum shown in the table below alongside the Significance and Engagement Policy to help identify and recommend the engagement level.

Engagement Spectrum				
Inform	Consult	Involve	Collaborate	Empower
To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions	To obtain public feedback on analysis, alternatives and/or decisions	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution	To place final decision making in the hands of the public