



HURUNUI
District Council

Hurunui Tourism Board

AGENDA

FOR AN ORDINARY MEETING TO BE HELD ON:

MONDAY 11 JUNE 2018
COMMENCING AT 1 PM

Hurunui Council Chambers, Carters Road, Amberley

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.
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

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 JUNE 2018 AT 1PM

COUNCIL CHAMBERS, CARTERS ROAD, AMBERLEY

1 pm	Meeting begins
3 pm	Afternoon Tea
	Cheryl Ford (Cancer Society) and Heather Kimber (CDHB) will present the proposed Hanmer Smokefree precinct report at the meeting.

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 in the south car park outside the St John rooms.		
	Apologies Announced Urgent Business Conflict of Interest Declarations		
1.	Minutes – Minutes of the April 2018 meeting		2 - 6
2.	Decision Items: 2.1 Options for updating District Information Boards 2.2 Board Submission to the Christchurch City Council LTP	Low	7 – 13 14 - 16
3.	Discussion Items: 3.1 Proposed Hanmer Smokefree precinct 3.2 Hurunui Trails Trust	Low	17 – 24 25 - 26
4.	Information Items: 4.1 Correspondence 4.2 Marketing Report 4.3 Financial Report 4.4 Tourism Statistics 4.5 Website Statistics 4.6 Tourism Development Update 4.7 Action Sheet 4.8 Council Updates 4.9 Forward Plan Delegate's Reports - <ul style="list-style-type: none"> • Hanmer Springs Business Association • Hanmer Springs Thermal Pools and Spa • Waipara Valley North Canterbury Winegrowers Inc 	Low Low Low Low Low	27 – 28 29 – 32 33 – 34 35 – 42 43 – 46 47 – 48 49 50 – 55 56
5.	Urgent Business:		

HURUNUI DISTRICT COUNCIL MINUTES



Meeting	Hurunui Tourism Board
Time and Date	1 pm, Monday 9 April, 2018
Venue	Hanmer Retreat, Hanmer Springs
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, Dick Davison, Geoff Shier, and Christian Chester. Grant Lilley from 1.58

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

Part meeting: Monique Eade (Policy Planner)

Apologies Mayor Dalley, Cr Jason Fletcher
Grant Lilley for lateness
THAT THE APOLOGIES BE ACCEPTED.
Chairperson CARRIED

Conflict of Interest Declarations There were no declarations of Conflict of Interest.

Urgent Business

- Support for the ChristchurchNZ Submission to the Christchurch City Council Long Term Plan.

Minutes THAT THE MINUTES OF THE HURUNUI TOURISM BOARD MEETING HELD ON 12 FEBRUARY 2018 BE CONFIRMED.

Fredric/Chester CARRIED

Business Arising-
G Shier advised that following the ENC initiative with businesses in Amberley a subcommittee has been set up and it is hoped to expand this into an Incorporated Society.

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

2. DISCUSSION ITEMS

2.1 District Information Boards

The Tourism Marketing Officer advised that she has investigated the possibility of using Digital facilities on the Information Boards and noted the following -

- The cost of a 55 inch screen would be \$5000 to \$6000 and there would also be flow on costs of power, internet and making the site weather proof. The monthly costs would be \$223 a month for one unit or \$465 a month for a 36 month term.
 - Noted that a 55 inch screen is the most common size used and it would only take up a portion of the Information Board. The screen could not be interactive because it would be behind glass on the Board.
 - The possibility of using external advertisers to assist with the costs was suggested.
 - Concerns were expressed about people seeking specific information from the digital device and the Marketing Manager replied that it will provide directions to a website.
 - The meeting agreed that only one Information Board be converted to digital format in the first instance as a trial and it was agreed that the Officer investigates the conversion of the Board at the Amberley site and report back to the next meeting on a proposal on this as well as the possibilities for updating the remaining boards.
 - It was agreed that updating all the Information Boards be put on hold until the report on the digital conversion has been considered. It was noted that information on some of the Boards is outdated and because of this the upgrade should not be delayed too long.
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2.2 HDC Easter Sunday Trading Policy

Cr Black gave a verbal update on the recent decision by Council to allow Easter Sunday Trading in the Hurunui. She noted that the special consultative time frame was met and 25 submissions reflecting a good cross section of the community were received within that process. The outcome was in favour of Easter Sunday Trading and this was implemented in time for Easter Sunday 2018.

It was noted that there has been an expectation that Hanmer would be open on Easter Sunday for some years and it was pleasing that this is now the case.

2.3 Hurunui Trails Trust Funding update

In the absence of Cr Fletcher the Marketing Manager reported that confirmation has been received from the Rata Foundation of a \$20,000 grant to be used to retain the Coordinator. The application to the Lotteries Community Matters Fund was declined however the group has made a submission to the Council LTP seeking further funding. The funding from the Rata Foundation should be enough to retain the coordinator until August. It was noted that the Tourism Board had advanced \$10,000 for this purpose

until funding had been received and the Marketing Manager will follow up the repayment of this money with Cr Fletcher.

The Manager advised that the Heartland Cycle Ride is ready to open and Signage will be installed in the near future. It is planned to hold an official launch of the project in the Spring.

3. INFORMATION ITEMS

3.1 Freedom Camping Bylaw review

The report from the Policy Planner advised that the Freedom Camping Act 2011 requires Freedom camping to be permitted in all territorial authority areas unless there is a reason to prohibit it. The Hurunui District Council Freedom Camping Bylaw was reviewed and notified in September 2017 and further work on the area analysis was commissioned as a result of the submissions received.

A more detailed analysis was attached to the Report showing the changes proposed to the previously notified bylaw.

The meeting considered the report and noted the following -

- Council has received 107 complaints regarding Freedom camping since September 2011 which is an average of 1.4 per month across the district.
- Monitoring freedom camping was queried and the officer advised that it is monitored in Hanmer Springs only and that there are not a lot of complaints from the rest of the district.
- It is hoped that submissions to the reviewed bylaw will be considered by Council in August.
- Noted that the Mayor has been working with a national body on this bylaw however a national approach is some time away.

3.2 Marketing Activity Report

The report from the Tourism Marketing Officer provided the marketing activity for February 2018 – April 2018 for the information of the Board.

The Officer spoke to her report and the following points were noted -

- The Cathedrals post on Instagram continues to be the most popular with 143 likes.
- 86% of the OVGs have been distributed and the Officer advised that because it is now leading up to winter she does not believe stocks will run out. It was noted that a reduced number of the guide was printed this year.

3.3 Financial Report

The report from the Manager Support Services provided the Financial Report for the year ending February 2018.

3.4 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 KPI of RTE growth and the KPI of increase in guest nights are being met and the international spend is increasing. The Manager advised that he believes that these would have been met even if the 2016 Earthquake event had not happened.
- The International market for both the Hurunui District and the Thermal Pools is going well.
- Information from Hanmer Holiday Homes and Alpine Holiday Homes shows that the occupancy rate up to end of February was slightly down but the end of year stats show an increase.

3.5 Tourism Development Update

The report from the Tourism Development Manager provided an update on Tourism Development in the Hurunui.

The meeting considered the report and noted the following –

- Walking – noted that a number of people are pausing their walk in the St James area and then coming in to Hanmer Springs hence discussions have taken place with Transport operators in Hanmer Springs regarding shuttle options.
- Cycling – work is progressing on the ‘wheels to Waipara’ concept and the next step is to secure funding for a feasibility study. A meeting has been held with the Chair of NZ Cycle Trail regarding the St James ride.
- The Tourism Development Plan will be presented at the next Council meeting by the Tourism Development Manager.

3.6 Action Sheet

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

3.7 Tourism Board Forward Plan

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

THAT ALL OF THE ABOVE REPORTS BE RECEIVED.

Davison/Shier

CARRIED

3.8 Delegates Reports

- Hanmer Springs Business Association – C Chester advised that summer has been good. Noted that one of the Hanmer Springs providers was among the top Trip Advisor providers which is pleasing.

The Association has put submissions to the Council Easter Trading and the Freedom Camping processes.

- Hanmer Springs Thermal Pools and Spa – G Abbot advised that there was a 7% growth over Easter; January was down on last
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year; February was on the line and the March stats are not yet available however turnover is on budget.

The Pools have hosted the first of the Golden Oldies visitors and a lot of good feedback has been received following this.

- Waipara Valley North Canterbury Winegrowers Inc. – G Shier reported that the Wine Festival in March was the biggest and best to date with attendance numbers between 3000 and 3500. He noted that there were more wineries involved and more food available at this year's event.

Thanks were expressed to Hurunui Tourism for underwriting the event three years ago and it was noted that reserves are now being built up.

The Winegrowers merger is underway and the Wine and Food Festival will be known as the Canterbury Wine Festival.

Harvest is now underway. A new initiative developing a resilience strategy in each of the wine regions is currently underway.

4. PRESENTATION

A planned presentation from a Hanmer Retreat representative was not possible however G Abbott updated the meeting on the VR Group advising that it has a chain of businesses in New Zealand and Australia. The entity is well established and is positive in building up the business in Hanmer Spring

5. URGENT BUSINESS

5.1 ChristchurchNZ submission to the Christchurch City Council Long Term Plan

- The Marketing Manager advised that ChristchurchNZ are to make a submission to the Christchurch City Council Long Term Plan seeking funding of \$1.4m for Conventions and Conferences. The Manager noted that ChristchurchNZ are very supportive of Hurunui Tourism and suggested that it would be appropriate for Hurunui Tourism to submit in support of ChristchurchNZ. It was noted that submissions will close before the next Hurunui Tourism Board meeting and it was agreed that the Manager write the submission and forward to the Chairperson before submitting.

THAT THE MARKETING MANAGER MAKES A SUBMISSION TO THE CHRISTCHURCH CITY COUNCIL LONG TERM PLAN IN SUPPORT OF THE CHRISTCHURCHNZ SUBMISSION FOR FUNDING FOR CONVENTIONS AND CONFERENCES.

Lilley/Black

CARRIED

The meeting ended at 3.09 pm

The next meeting will be on June 11 at Amberley.

HURUNUI DISTRICT COUNCIL MEETING REPORT



To: Hurunui Tourism Board
Report Prepared By: Vanessa Nelmes, Tourism Marketing Officer
Date: 11 June 2018
Significance Level: Low

Options for Updating the District Information Boards

Recommendation THAT THE COMMITTEE AGREES TO RELEASE RESERVE FUNDS TO CONVERT ONE INFORMATION BOARD SITE TO INCLUDE A DIGITAL SIGN.

Executive Summary The purpose of the report is to discuss options on converting one information board site to include a digital screen.

Background At the 12 February meeting of the Hurunui Tourism Board a report on updating our district information boards was presented. Conversations around the board table included questions about sponsorship, advertising and whether we had considered digital signs. From this the report writer started investigations about digital signs and provided a verbal update on options to the 9 April meeting.

Digital Options After undertaking some research we were directed to speak with CSG www.csg.co.nz about what digital options might be available for outdoors and to investigate pricing.

The report writer visited their showroom to view the options.

CSG visited the Amberley information board on 20 March to see the structure and to look at whether it could be converted to house a digital screen. It was noted that a 55 inch screen could go between each of the steel legs that go completely through the structure. Power is already at the site, Wi-Fi is also already available via council but a small aerial might need to be added to the structure to allow consistent service and weather proofing of the structure.

CSG have recommended the following digital signs for consideration for this project:

- Samsung OMD – high bright in window display (this would require a weather tight enclosure)
- Samsung OHF – Full outdoor display (current structure status would likely be sufficient)

Model Specifications **Samsung OMD – high bright in window display**

- 24/7 usage
 - Wi-Fi built in
 - 1920 x 1080 resolution
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- 2500 nit brightness
 - USB, VGA, DV-D, HDMI, Display Port, RJ45
 - Magic info lite*
 - Designed to go in a window
 - **Requires water tight enclosure**

Samsung OHF – full outdoor display

- 24/7 usage
- Wi-Fi built in
- 1920 x 1080 resolution
- 2500 nit brightness
- USB, VGA, DV-D, HDMI, Display Port, RJ45
- Magic info lite*
- Vandal proof
- **IP56 rated, only basic enclosure required**

*MagicINFO™

A smart, intuitive content creation and management solution for your digital signage, MagicInfo offers a suite of creative tools that are built to facilitate content creation and display management, regardless of browser, device or OS, such as Android, Windows or Chrome.

Lease Options

Samsung digital display lease (36 month term) – GST excl

Samsung LFD	Lease per month/unit
OMD – high bright in window display	\$222.88
OHF – full outdoor display	\$464.88

Notes:

- One off \$750 fee for server set up and training.
- Delivery fee \$120 per screen.
- Standard 36 month manufacturer warranty. Optional CSG Care Pack** available for \$26.62 per screen per month.
- Pricing does not include installation or alterations required to existing information board structure.

** CSG Care Pack includes:

- Technical helpdesk logging and support for technical issues
- Next business day on site service assessment if required
- Warranty support and replacement for LFD's in conjunction with Samsung.

In the unlikely case that the screen is faulty or has any manufacturing issues within the first 3 years CSG will arrange the replacement.

Purchase Pricing

Samsung digital display– GST excl

Samsung LFD	Price
OMD – high bright in window display	\$6682
OHF – full outdoor display	\$13998

Notes:

- One off \$750 fee for server set up and training.
- Delivery fee \$120 per screen.
- Standard 36 month manufacturer warranty. Optional CSG Care Pack** available for \$26.62 per screen per month.
- Pricing does not include installation or alterations required to existing information board structure.

** CSG Care Pack includes:

- Technical helpdesk logging and support for technical issues
- Next business day on site service assessment if required
- Warranty support and replacement for LFD's in conjunction with Samsung.

In the unlikely case that the screen is faulty or has any manufacturing issues within the first 3 years CSG will arrange the replacement.

Converting the Site

The test site will require some work to be able to house the screen. ETS and CSG visited the site on 28 May to view the internal workings of the structure and to price up what would be needed.

To accommodate the **Samsung OMD (high bright in window display) unit**

- Requires water tight enclosure

To accommodate the **Samsung OHF – full outdoor display**

- IP56 rated, only basic enclosure required

The pricing breakdown was not received in time to meet the agenda deadline but will be available at the meeting.

Resource Consent

After speaking with the council planning department it was determined that the current consent does not cover moving images and the potential distraction to motorists (particularly at night). Therefore a resource consent including affected party approval will be needed.

Design Costs

There will be design costs involved because it will be a different to the current panels – it would become a mixture of a static board and digital screen. These can't be pinpointed until the pricing of the alterations is available and a comprehensive brief is given to the design company with new sizing.

Production Costs

There will be production costs but until the amended design, accommodating the digital screen/s, is available we won't know what size the static display would be to be able to brief the sign writers.

Funding / Income

Advertising: because of the flexibility of having a digital screen within a board this would allow for advertising to be controlled easily (e.g. length of time 1-2 weeks, 2 months... and frequency of updating) compared to a static site.

Because the advertising is loaded onto a Dashboard reports can be generated showing the length of time that advert was on show.

This could be offered to non-tourism related businesses as well.

Advertising guidelines for Hurunui Tourism staff will be developed to ensure that the adverts met any advertising regulations set by Hurunui District Council.

Suggested advertising options: Casual per week (1-5 weeks): \$150

For longer term advertising, (6+ weeks). \$100 per week. Minimum 6 week cycle.

Maximum advertisers per week: no limit, but if interest was high look to limit to 6-8 advertisers per 6 weeks. The more adverts the less time on show to visitors.

Sponsorship: this is also an option to fund the conversion of the board/s but a proposal that outlines benefits to the business would need to be written. We can't at this point in time get an accurate idea on the value of the board until a decision on lease or purchase of the digital sign is made.

Grants: these are also an option for funding the boards but can't be relied on to start this project; we see this as a possible funding option to update the other sites once one has been completed and true costs are known.

Financial Considerations

As this item has not been budgeted for, consideration needs to be given to using Hurunui Tourism reserve funds to fund the conversion of one information board site.

Significance Consideration

The report writer considers this significance of this report to be low.

Options

Option 1: Do Nothing - This is not the preferred option of the report writer.

<i>Advantages</i>	<i>Disadvantages</i>
<ul style="list-style-type: none"> Reserves would be available for other projects. 	<ul style="list-style-type: none"> Information, images and branding will be out of date by more than 4 years. Communities unhappy that the boards are no longer current.

Option 2: Use funds from Hurunui Tourism Reserves to fund the conversion of one site to include a digital screen/s. Lease arrangement for the digital screen.

<i>Advantages</i>	<i>Disadvantages</i>
<ul style="list-style-type: none"> • Doesn't take funds away from current marketing plan. • Feel good factor for the communities. • This site earns income via advertising that could then assist with offsetting the conversion of another site and for paying the lease monthly fee. • Being able to update graphics easily and regularly, including advertising. • Structure is already in place and would require minimal internal conversion. • Would be a modern take on signage. • Power & Wi-Fi is already at all sites. • By having a lease agreement we can then update the screen once the 36 months have expired. 	<ul style="list-style-type: none"> • The 'test' site won't be consistent with messaging or branding at the other sites. • It would take some time to complete a conversion at all sites. Estimate 2-4 years. • Cost prohibitive to convert the full site into digital screen/s. • There would be a mix of static information and a digital screen. Could look untidy. • Cost to lease is more expensive than to purchase outright.

This is the preferred option of the writer.

Option 3: Use funds from Hurunui Tourism Reserves to fund the conversion of one site to include a digital 'screen'. Outright purchase of a digital screen.


<i>Advantages</i>	<i>Disadvantages</i>
<ul style="list-style-type: none"> • Doesn't take funds away from current marketing plan. • Feel good factor for the communities. • This site earns income via advertising that could assist with offsetting the conversion of 	<ul style="list-style-type: none"> • The 'test' site won't be consistent with messaging or branding at the other sites. • It would take some time to complete a conversion at all sites. Estimate 2-4 years. • Cost prohibitive to convert the

<p>another site.</p> <ul style="list-style-type: none"> • Being able to update graphics easily and regularly, including advertising. • Structure is already in place and would require minimal conversion. • Would be a modern take on signage. • Power & Wi-Fi is already at all sites. • Overall purchasing the digital screen is cheaper than lease. 	<p>full site into digital screens.</p> <ul style="list-style-type: none"> • There would be a mix of static information and a digital screen. Could look untidy.
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Appendices

Spread sheet of available costs

Please note: as not all costs were available at the time of printing an updated spread sheet of costs will be made available at the meeting.


Report Prepared by:

Vanessa Nelmes
Tourism Marketing Officer

Report Reviewed by:


Shane Adcock
Sales & Marketing Manager

Officer in Attendance:

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

Lease Options		
	OMD	OHF
Server setup	\$ 750	\$ 750
Delivery	\$ 120	\$ 120
Care Pack	\$ 319	\$ 319
Installation / alteration	TBC	TBC
Resource consent	\$ 1,045	\$ 1,045
Lease per month	\$ 223	\$ 465
TOTAL PER YEAR	\$ 2,457	\$ 2,699

Purchase Options		
	OMD	OHF
Server setup	\$ 750	\$ 750
Delivery	\$ 120	\$ 120
Installation / alteration	TBC	TBC
Resource consent	\$ 1,045	\$ 1,045
Purchase	\$ 6,682	\$ 13,998
TOTAL FIRST YEAR	\$ 8,597	\$ 15,913
Care Pack per year	\$ 319	\$ 319
Depreciation per year...? Talk to Jason		
Lease : Purchase Ratio	3.50	5.90

Income Type	min. # of advertisers	Cost per w	Weeks	Total	weeks	# advertisers per week	price	yearly income	
casual adverts	2	\$150	2	\$600		52	2	\$150	\$15,600
longer terms	2	\$100	6	\$1,200					
				<u>\$1,800</u>					

(meaning the screens need to last this many years to cost less than leasing - is this realistic, what does CSG think?)

HURUNUI DISTRICT COUNCIL
MEETING REPORT



SECRETARY REPORT COVER

To: Hurunui Tourism Board

Date: 11 June 2018

Tourism Board Submission to the Christchurch City Council Long Term Plan

Recommendation THAT THE TOURISM BOARD RATIFIES THE SUBMISSION MADE TO THE 2018 - 2028 CHRISTCHURCH CITY COUNCIL LONG TERM PLAN.

Executive Summary At the April meeting of the Tourism Board it was agreed that the Marketing Manager writes a submission to the Christchurch City Council Long Term Plan on behalf of the Tourism Board.

Because the consultation period for the submission process ended before the June Board meeting it was agreed that the submission be circulated to the Board via email for approval prior to forwarding to the Christchurch City Council for consideration.

The submission is now provided for the Board to ratify.

Appendices

- Tourism Board Submission to the Christchurch City Council 2018 – 2028 Long Term Plan

Report Cover
Prepared by:

Maree Hare

Committee Secretary

Hurunui Tourism

Submission to Christchurch City Council regarding Long Term Plan

Please accept this submission to the Christchurch City Council Long Term Plan on behalf of Hurunui Tourism.

Hurunui Tourism is a District Tourism Organisation, funded by a targeted rate through the Hurunui District Council. Our purpose is to develop the Hurunui District as a visitor destination, and enable tourism businesses in the district to grow. As such, we work closely with our Regional Tourism Organisation, ChristchurchNZ. In fact, ChristchurchNZ is a key partner of Hurunui Tourism. Christchurch NZ supports us in a number of key areas, including:

- Delivering media and trade famils into Hurunui District
- Assisting the promotion of Hurunui (and the Canterbury region) to International visitor markets
- Coordinating marketing campaigns for Christchurch and the Canterbury region
- Assisting tourism businesses in the Hurunui to develop their business – for example, through the China-friendly programme and through assistance with becoming trade-ready

ChristchurchNZ's support is invaluable.

The tourism industry is currently in a significant growth cycle, with record numbers of arrivals and visitors to New Zealand. However, the industry is also extremely competitive. Domestically, Christchurch and the Canterbury region are competing with other destinations in New Zealand – e.g. Queenstown, Rotorua, Nelson-Tasman. International visitors also have an abundance of destination choices around the world, with airline and cruise travel options increasing and becoming cheaper.

Therefore, it is vital that the city of Christchurch and the region of Canterbury continue to work closely together to promote and develop the entire region as a destination.

We note from the Christchurch City Council Long Term Plan consultation document that ChristchurchNZ are seeking an additional \$1.4million in funding, “so that they can establish a dedicated seed fund that can be used to bid for major events on behalf of the city, support new events through sponsorship and test the feasibility of new concepts.” We understand that in addition to major events, this funding will also be used for conference bids and promoting international education in Christchurch.

It is noticeable that since the 2010-2011 Christchurch earthquakes, major events in Christchurch are few and far between. There is economic benefit in having concerts, sporting events and cultural events in the city, and these events often have a flow-on effect to the entire region; visitors may attend an event in the city but will often stay longer either side of the event, and explore the city and the region. Likewise, securing major conferences in Christchurch is fantastic for both the city and the region; many conference delegates will explore the region pre- or post- conference.

Hurunui Tourism therefore supports the proposed additional funding for ChristchurchNZ and submits to Christchurch City Council that the additional funding is needed to ensure that Christchurch and Canterbury continue to grow as a visitor destination.

Regards,

A handwritten signature in blue ink, appearing to read 'Shane Adcock', is centered within a light gray rectangular box. The signature is fluid and cursive, with a prominent horizontal line at the bottom.

Shane Adcock

Sales & Marketing Manager

Hurunui Tourism

HURUNUI DISTRICT COUNCIL MEETING REPORT



To: Hurunui Tourism Board
Report Prepared by: Stephanie Chin, Policy Planner
Date: 11 June 2018
Significance Level: Low

Proposed Hanmer Smokefree Precinct

Recommendation THAT THE INFORMATION BE RECEIVED AND DISCUSSED.

Executive Summary

- In 2016 the Public Services Committee approved a survey to be undertaken of Hanmer Springs businesses to gauge if there was interest in developing a smokefree precinct within Hanmer Springs township.
- An initial survey (2017) and a more detailed survey (early 2018) have been undertaken.
- Representatives from the Cancer Society and Community & Public Health, Canterbury District Health Board will co-present at the Hurunui Tourism Board meeting. The purpose of this is:
 1. To present the key messages from the detailed survey that was undertaken.
 2. To seek feedback from the Hurunui Tourism Board on the draft proposal itself.

Background

Over the last few years the Council has progressed its stance on smokefree initiatives.

The Council's Smokefree Outdoors Strategy:

The Council developed a Smokefree Outdoors Strategy in 2012 and reviewed this in 2016. The purpose of the current strategy is to demonstrate the Council's commitment to positive health and well-being outcomes by promoting Council playgrounds, reserves and the entrance areas to Council buildings as smokefree, as well as all events run by the Council.

Smokefree Aotearoa 2025 goal:

In 2011 the government adopted the Smokefree Aotearoa 2025 goal, which aims to have less than 5% of the population smoking. This will be achieved by:

- Protecting children from exposure to tobacco marketing and promotion;
- Reducing the supply of, and demand for tobacco;
- Providing the best possible support for quitting.

The Council endorsed the Smokefree Aotearoa goal in 2016, at the time the Council's strategy was being reviewed.

A timeline of the key steps is set out below.

February 2012	The first Smokefree Outdoors Strategy was adopted by Hurunui District Council.
August 2016	The Public Services Committee: <ul style="list-style-type: none"> - agreed for the Smokefree Outdoors Strategy to be reviewed; - endorsed the national Smokefree Aotearoa 2025 goal; - endorsed Smokefree Canterbury to undertake a survey of businesses in Hanmer Springs to gauge whether there would be support for a voluntary smokefree initiative in Hanmer Springs.
December 2016	The Public Services Committee: <ul style="list-style-type: none"> - adopted the revised Smokefree Outdoors Strategy; - resolved to install 42 smokefree signs in accordance with the revised strategy.
Early 2017	Smokefree Canterbury undertook an initial survey of 44 Hanmer Springs businesses.
May 2017	Smokefree Canterbury presented the key messages of the initial survey to the Hanmer Springs Community Board. The Hanmer Springs Community Board: <ul style="list-style-type: none"> - endorsed the smokefree spaces initiative in Hanmer Springs, which will ultimately lead to a smokefree street in Hanmer Springs.
July 2017	Smokefree Canterbury presented the key messages of the initial survey to the Public Services Committee. The Public Services Committee: <ul style="list-style-type: none"> - endorsed Smokefree Canterbury in scoping a smokefree street initiative in Hanmer Springs.
Early 2018	The Cancer Society undertook a more detailed survey of 106 businesses (out of 129 businesses approached) in Hanmer Springs, to gauge whether there is support for a smokefree street initiative. The Cancer Society and Community & Public Health developed a draft proposal for a Hanmer Smokefree precinct.

The idea for a Hanmer Springs smokefree precinct

Initial survey (2017):

In 2016 – when the Council was undertaking the review of the Smokefree Outdoors Strategy – Smokefree Canterbury approached the Council with the idea to undertake a survey of businesses in Hanmer Springs to gauge if there was interest in developing a smokefree precinct within Hanmer Springs township. This idea was approved by the Public Services Committee and Smokefree Canterbury undertook an initial survey of some Hanmer Springs businesses in 2017.

For context, it is noted that Smokefree Canterbury is a local network of agencies that worked together to progress and support smokefree initiatives. For this particular project, it is the Cancer Society and Community and Public Health, Canterbury District Health Board who are the lead agencies so further work has been led by these agencies.

The response to the initial survey in 2017 was generally positive, so a more detailed survey was undertaken by the Cancer Society in 2018.

Detailed survey (2018):

The results of the detailed survey were generally positive, so the Cancer Society and Community & Public Health has developed a draft proposal to implement a smokefree precinct in Hanmer Springs.

Feedback from Hanmer Springs Business Association:

Cheryl Ford of the Cancer Society presented to the Hanmer Springs Business Association in early 2018, detailing the results of the initial survey that was undertaken in 2017, and that a detailed survey was to be undertaken.

Presentation to the Hurunui Tourism Board

At the Hurunui Tourism Board meeting on 11 June 2018, Cheryl Ford, Health Promotion Adviser for the Cancer Society and Heather Kimber, Health Promoter for Community & Public Health will co-present.

The purpose of presenting to the Hurunui Tourism Board is:

1. To present the key messages from the detailed survey that was undertaken.
2. To seek feedback from the Hurunui Tourism Board on the draft proposal itself.

Following this, it is proposed to revise the proposal and then present it to the Hanmer Springs Community Board to seek endorsement, including of the proposed area and timing and implementation of a trial.

Significance Consideration and Engagement

The significance of this issue is considered to be low, for the following reasons:

- The issue is localised to Hanmer Springs however it is noted that the people potentially affected includes local people, business owners and visitors to the township.
- If a smokefree precinct proposal was to be put in place it would be voluntary – there is no legal enforcement associated with the proposal.

In terms of engagement, as discussed above, two surveys have been undertaken with local business owners to gauge their views. Respondents were asked if they wish to be kept updated on the project and the Cancer Society is providing regular updates to these respondents.

While the majority of respondents supported the proposal, there were some respondents who indicated they would not support such a proposal. As part of developing the proposal the Cancer Society and Community & Public Health are aware of needing to be mindful of this.

If the proposal does proceed then appropriate marketing and communication would be undertaken.

Additional reports to be read in conjunction with this report

This report should be read in conjunction with the briefing paper and appendix prepared by Cheryl Ford, Health Promotion Adviser for the Cancer Society and Heather Kimber, Health Promoter for Community & Public Health.

S.E.L. Chin

Report Prepared by: Stephanie Chin
Policy Planner

J - Batchelor

Report Reviewed by: Judith Batchelor
Manager Regulatory Services

Officer in Attendance: The report author will not be in attendance at the meeting.
Cheryl Ford, Health Promotion Adviser for the Cancer Society and Heather Kimber, Health Promoter for Community & Public Health will be in attendance to speak to their items.

Briefing Paper

Proposed Hanmer Springs Smokefree Precinct

To: Hurunui Tourism Board

From: Cheryl Ford

Cancer Society, Canterbury/ West Coast Division

Heather Kimber

Community and Public Health, Canterbury District Health Board

Date: 11 June, 2018

Canterbury

District Health Board

Te Poari Hauora o Waitaha



1. Our recommendation:

- 1.1. That a voluntary smokefree/vapefree zone be introduced in the main retail area in Hanmer Springs.
- 1.2. That the initiative be supported by signage and a joint communication strategy.

2. Discussion items: We seek the Board's view specifically on:

- 2.1. Potential impact to local tourism if a smokefree precinct were introduced.
- 2.2. Should the project be a pilot or introduced permanently?
- 2.3. The preferred option for boundaries of the initiative.

3. Background:

- 3.1 New Zealand Councils are extending smokefree policies from greenspaces into alfresco dining/CBD/civic spaces.
 - 3.1.1 Smokefree CBD/Civic spaces: Auckland, Rotorua, Kawerau, Wairoa, Napier, Hastings, Whanganui, Masterton, Hutt City, Palmerston North, Grey, Invercargill
 - 3.1.2 Smokefree alfresco dining: By-law: Palmerston North; Council leases: Timaru, Ashburton, Westland, Hutt City, Palmerston North, Napier, Hastings, Rotorua, Auckland; Voluntary projects: Christchurch, Nelson, Whanganui, Whangarei
 - 3.1.3 Smokefree and vapefree policies: Whanganui, Invercargill
- 3.2. International countries are introducing enforceable public places policies: eg Australia, UK, Canada, USA, Shanghai-China

4. The Hanmer Springs business community views on smokefree: *(refer attachment)*

- 4.1 A majority of the business community are supportive of a smokefree street zone.
 - 4.1.1 In 2017, The Cancer Society surveyed 44 businesses. 88% were in favour of a voluntary smokefree main street and 7% opposed.
 - 4.1.2 In 2018, The Cancer Society identified and contacted 129 Hanmer Springs businesses. 90 business owners/managers representing 106 business premises provided feedback. 63% strongly agreed or agreed with the concept of a smokefree zone, 24% disagreed or strongly disagreed and 13% neither agreed nor disagreed.
- 4.2. The main retail/CBD zone was favoured by most as an appropriate smokefree zone and a smokefree forest was also raised (due to fire-risk) by respondents.
- 4.3. Should smokefree zones also be vape-free? 50% strongly agreed or agreed; 18% strongly disagreed or disagreed; and 32% neither agreed nor disagreed.

5. Smokefree and impact on tourism

5.2. Hanmer Springs: Business opinions on any potential impact are mixed. In 2017 survey: 83% felt increasing smokefree outdoor areas would have a positive impact, or make no difference on tourism. In 2018 consultation: views were relatively equally split between those that felt there would be no discernible impact, a positive impact, or a detrimental impact.

5.3. Smokefree can link to the Hurunui Tourism Strategy – destination development and marketing.

5.4. New Zealand evidence:

5.4.1. The Fresh Air Project was a pilot of 20 café venues in Canterbury that introduced smokefree/vapefree outdoor dining. 18 /20 cafes completed the pilot and all reported the pilot being good for business. 12 months on from the completion of the pilot all original participants remain smokefree and report no detrimental impact to earnings. The number of hospitality venues involved continues to grow.

www.freshairproject.org.nz

5.4.2. Kaikoura: 2015 survey (60 businesses) More than 1/3 felt that introducing more smokefree spaces would be positive for tourism and ¼ felt it would make no difference. ¾ supported smokefree alfresco dining.

5.4.3. Timaru: 2014 high street business survey (55 business) 82% thought people would be as likely or more likely to visit their business if their outdoor area was smokefree.

5.5. International evidence:

5.5.1. Hawaii – evidence indicates no impact to tourism (including to Japanese tourists) following introduction of strict tobacco laws since 2006.

5.5.2. Melbourne –Inner city smokefree by-law introduced in 2013. Due to its success, this has progressed to 8, with consultation underway for a 9th.

5.5.3. Tamworth and surrounding rural towns became one of Australia's first smokefree/vapefree CBD's in 2016. 18 months after introduction 93% of business owners felt it was a good thing.

6. Our recommendations:

6.1. The Cancer Society and Community and Public Health support a voluntary smokefree/vapefree street zone being introduced in Hanmer Springs that would be supported by signage and a joint communications strategy.

6.2. Boundaries – we offer two options to consider:

6.2.1. Option A = Smokefree/vapefree zone be introduced along the main Conical Hill retail strip, (our preference)

6.2.2. B = Wider smokefree/vapefree zone be introduced (similar to the current seasonal liquor ban boundaries)

6.3. Pilot period – we recommend an initial pilot period of 6 months.

6.4. That a Hanmer Springs Smokefree Strategy Group of key stakeholders is established to further scope, implement and evaluate the pilot.

7. Attachments:

7.1. Key findings from 2018 consultation with Hanmer Springs Business owners/managers

A smokefree street zone for Hanmer Springs?

Key findings from business owners/managers



The Cancer Society talked to Hanmer Springs businesses about potentially introducing a smokefree street zone in the village (Mar/Apr 2018). 129 local businesses were identified and contacted and of these 90 business owners/managers (representing 106 business premises) provided feedback.

Some Key Findings

A clear majority of businesses support a smokefree street zone

Would your business support the concept of a smokefree street zone ?



63 %



13 %



24 %

* 104 business premises responded to this question

Main purpose of the business premises involved in the consultation:



Smokefree & branding of Hanmer Springs

Potential exists to build upon the views that smokefree fits well with the branding that already draws tourists to Hanmer Springs.

A comment from a respondent:

“We have an opportunity to sell our alpine village as clean and green and smoking definitely fits with that. We have an opportunity to make it great. The time is now to promote the whole village as a place to enjoy the healthy outdoor environments, forests, spa treatments - so smoking doesn't fit with that. Now would be the time to introduce before the [name of country] market expands further - so that they know there is an expectation that Hanmer is smokefree. People will typically respect the local culture. “

Hanmer Springs is known for being family friendly and outdoor orientated, with a health and wellness focus. Does smokefree outdoor spaces fit with this branding?

Level of agreement	Number of businesses	% of respondents
Strongly agree	36	47 %
Agree	19	25 %
Neither agree nor disagree	11	14 %
Disagree	8	10 %
Strongly disagree	3	4 %
Total	77	100 %



Views on the potential impact on tourism for Hanmer Springs if a smokefree street zone were to be introduced

Views were relatively evenly split in regards to those who felt it would have no discernible impact on tourism, a positive impact or a negative impact on tourism. Some representative comments are below:

"It can only be a positive thing... There has been a shift in culture over the past 30 years, so no I don't think it will have a negative impact on tourism. There will still be plenty of places they can smoke, it's just asking them in those specific zones, especially where people dine alfresco not to smoke - to move away. I don't think that will damage our reputation overseas - but it will all be about how we manage it... [name of country] smokers may well be a massive challenge. "

"I think NZ is doing pretty well on the smokefree front - so don't think you would gain enough by doing it - you just risk pissing people off and them not returning to Hanmer."

"Many of our tourists come from countries where there are no restrictions on smoking at all - so doing this would put them off. "

"Going smokefree is just the way the world is moving forward"

"Less people are smoking these days, so could be a draw card for more people coming. Hanmer attracts people who are active outdoor types. Think it would be more positive than negative impacts."

"Have some concerns it may put off tourists but I don't think typical people who visit are smokers, but emerging markets are and the bus load tours are"

The main retail/CBD zone was favoured by most as the potential smokefree street zone. Risk of forest fires due to smoking was also a concern among respondents.

Should smokefree zones also be vape-free ?



50 %



32 %



18 %

* 96 respondents

Electronic cigarettes are a relatively new commodity. However, half of the respondents that answered this question felt that smokefree zones should also be vape-free. Of those who neither agreed nor disagreed, the majority cited that they didn't feel they knew enough about vaping to comment. However, some people mentioned that if they were potentially harmful, then they should be treated in the same way as tobacco.

Full consultation report available from:

Cheryl Ford - Cancer Society
03 379 5835 xtn 821
cheryl.ford@cancercwc.org.nz



HURUNUI DISTRICT COUNCIL
MEETING REPORT



SECRETARY REPORT COVER

To: Hurunui Tourism Board

Date: 11 June 2018

Hurunui Trails Trust

Executive Summary Correspondence from the Hurunui Trails Trust to the Chair of the Hurunui Tourism Board is provided for consideration by the Board.

Appendices

- Correspondence from the Hurunui Trails Trust

Report Cover
Prepared by:

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

Maree Hare

Committee Secretary

Hurunui Tourism Board
Chairperson Janice Fredric

16/05/18

Dear Janice

I would like to offer an update on behalf of the Hurunui Trails Trust regarding recent funding efforts and applications for the Trust. We would again like to thank the Hurunui Tourism Board for the support in providing bridging funds during this time to keep the services of our Hurunui Heartland Cycle Ride Coordinator Mark Inglis under contract.

As you are aware two funding applications were made, one to the Lotteries Grants Board, which was unsuccessful, and the other to the Rata Foundation, which I'm pleased to report has been successful. We have been granted \$20,000 toward the funding of a Coordinator for the HTT. This funding will commence from May 2018.

I'm also delighted to report that a submission for funding to the Hurunui District Council Long Term Plan process was viewed favorably by councillors yesterday. Subject to being passed at the Council meeting in June, a further \$30,000 per annum has been secured for the HTT Coordinator role the next three years.

I am mindful that there is an expectation that the bridging funds supplied by Hurunui Tourism will be returned, however the Rata Foundation is clear they will not allow costs to be covered retrospectively and therefore the refund would not be able to come from their grant. This was discussed further at the recent HTT meeting and it is proposed that HTT will continue to find alternate methods such as sponsorship and administration grants suitable for such purpose, and that the Trust will continue to look for opportunities to return the value in kind e.g. HTT intend to have enough volunteer staff from our ranks to work on the stand that Hurunui Tourism proposes to have at the Bike Expo in October this year. I will shortly discuss the situation with CEO Hamish Dobbie to determine if funds supplied by HDC could also be used to refund the Hurunui Tourism Board.

Again, we are very grateful for the support Hurunui Tourism have provided both financially and around the meeting table, and we look forward to continuing to develop this relationship as we both work toward developing product and infrastructure to benefit our tourism industry.

Kind regards

Jason Fletcher
Chair & Trustee
Hurunui Trails Trust

HURUNUI DISTRICT COUNCIL
MEETING REPORT



SECRETARY REPORT COVER

To: Hurunui Tourism Board

Date: 11 June 2018

Correspondence

Executive Summary Copies of correspondence received are attached for the Board's information.

Appendices

- Christchurch Airport

Report Cover
Prepared by:

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

Maree Hare

Committee Secretary



PO Box 14001
Christchurch 8544
New Zealand
Telephone (+64 3) 358 5029
Facsimile (+64 3) 353 7730

christchurchairport.co.nz

22 March 2018

Graeme Abbot
General Manager
Hurunui Tourism

By email: graeme@hannersprings.co.nz

Dear Graeme

I write to thank you, as an important South Island partner, for your support over the past five years, which has just led to Christchurch Airport being named the Best Regional Airport in Australia/Pacific in the Skytrax World Airport Awards.

These are the most prestigious accolades for the world airport industry because they are voted by air travellers. This year they were based on 13.82 million airport survey questionnaires completed by 105 different nationalities of airline customers in 550 airports.

The award reflects the records set recently - our busiest month ever on record and the highest number of international visitors in a month – which are all part of our overall passenger numbers destined for the South Island growing through the work we do with you.

Hurunui's invaluable support of our joint projects and initiatives underlines our sincere belief that the South Island is the best place in the world in which to live, work and play.

Thank you for supporting us to tell the many compelling stories of our place in the world.

Yours sincerely

Malcolm Johns
Chief Executive



HURUNUI DISTRICT COUNCIL MEETING REPORT



To: Hurunui Tourism Board
Report Prepared by: Vanessa Nelmes, Tourism Marketing Officer
Date: 11 June 2018
Significance Level: Low

Marketing Activity Report

Recommendation THAT THE INFORMATION BE RECEIVED.

Executive Summary The marketing activity report for April 2018 – early June is provided for the information of the Hurunui Tourism Board.

Selling The Destination

Collaboration

Membership and Joint Ventures

SOUTH (CIAL): Hanmer Springs Thermal Pools & Spa along with Christchurch Airport, Christchurch Adventure Park, Destination Kaikoura, ChristchurchNZ & Mt Hutt, in partnership with Emirates, went to Sydney to promote Christchurch & Canterbury to the top wholesale agents.

The evening was very successful as most of these wholesalers didn't know there was so much to do & see in Canterbury.

Each operator and destination presented for 4-5 minutes showcasing their region and product. This was a great chance to showcase Hanmer Springs being an alpine spa village and the high-end spas & treatments on offer.

Emirates offered agents a chance to come and see Canterbury with a discount fare to Christchurch.

It is anticipated that Hurunui Tourism will be attending the flight Centres expo's in Australia later in the year with CIAL & SOUTH.

Touring Route Development:

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

The campaign was launched at the beginning of May with social media presence increasing steadily (Facebook & Instagram). There is a committee meeting to be scheduled for June to plan the new financial year activities.

Ocean Alpine Sea (OAS) – the joint venture members spoke at TRENZ about revamping the OAS. The marketing executive will now take the lead for the three regions and will set up a strategic marketing plan. The marketing manager, marketing executive and tourism development manager will be headed to the west coast, the week commencing 4 June to determine the next steps.

Digital

Website: Content continues to be updated on a regular basis, but no substantial changes are planned for the website. QE statistics are available as a separate report.

Instagram account: @hurunuidistrict

Our account continues to grow steadily. As at 29/05/18 we have 1018

followers and have posted 356 times.

When reviewing the Instagram statistics we've had 15,626 'likes' across all of our posts.

The most popular post is now an aerial shot taken of the Hanmer Forest (151 likes), posted 7 May 2018.



Collateral

OVG: 60,000 copies of the 2017-18 OVG were printed. Display contracts are being renewed with i-SITEs as they fall due. Current stock levels: 6,300 copies are available which is 10.5% of the total print run.

Community maps: Updating the Cheviot map has begun.

Communications

Stakeholder Newsletters: the monthly stakeholder newsletters continue to receive a good opening rate however for the last 6 newsletters the average open rate has dropped from 42.93% to 41.83%.

Stakeholder Survey: Completed. Next survey to be undertaken August 2018.

District Visits: 2 May visited Greystone Wines and experienced their new vineyard tour.

Media Results:

April

Ranch & Coast Magazine US: 'Going Kiwi with Kids' - that included Karetu Downs Farmstay (Waipara Gorge).

Stuff online: 'Kaikoura earthquake icon 'wall of Waiiau' open to visitors' by Lorna Thornber

<https://www.stuff.co.nz/travel/news/102853220/kaikoura-earthquake-icon-wall-of-waiiau-opens-to-visitors>

Local newspapers: various articles on Easter trading

ChristchurchNZ – On a mission to share NZ’s food story

<https://www.christchurchnz.com/media/story-library/on-a-mission-to-share-new-zealands-food-story/>

May

Walking NZ – May 2018 edition. Articles on Molesworth and Nina Valley.

Local newspapers: articles on Tourism Strategy and TRENZ attendance.

Trade**Trade Shows:**

TRENZ wrapped up Thursday 10 May in Dunedin. The Hurunui was represented by Hanmer Springs Thermal Pools & Spa, Heritage Hanmer Springs, Hanmer Springs Attractions and Hanmer Springs Adventure Centre.

Back to back appointments were held across three days, and by all accounts interest in the region and the Alpine Pacific Touring Route were high. We look forward to TRENZ coming back to Christchurch in 2020.

Famils:

Media			
Date	Who	Reach	Organised by
8 March	David Nash – wine documentary	Various - to air on Air NZ inflight and Netflix	CNZ
16 March	Ingo Feiertag	Print: Circulation 319,000	TNZ
17 March	NZ Woman’s Day & Woman’s Weekly	Woman’s Day circulation 70,107 and readership 633k; Woman’s Weekly circulation 44,143 and readership 576k	CNZ
17 April	Creators – Bela Gill	Bela IG 1.2M; FB 761,902; YouTube 282,631	TNZ
22 April	AA Directions	Readership 862k; circulation 621,730	CNZ

Trade			
Date	Who	Organised by	Visited
3-4 March	Judy Chen, Chief Executive TECNZ	CNZ	Waipara
17 – 21 April	TNZ Australia Mega-famils WHITU – 11 pax	TNZ	Hanmer Springs, Kaikoura, Waipara, Christchurch
30 April	TNZ Premium UK famil – 6 pax	TNZ	Kaikoura, Waipara, Christchurch, Akaroa

Advertising

AA Publications: 2019 advertising has been placed, and will include:

- ¼ page advert Christchurch & Canterbury Guide
- Full back cover Christchurch & Canterbury Guide
- ½ page advert NZ Cycle Trail Guide
- Share 2 pages NZ Walking Guide with Hanmer Springs Thermal Pools
- Website listings

Domestic Digital Initiative: The autumn campaign finished the week of 9 April. *Year End Key Metrics: as at end of 2018 Autumn campaign*

To see a 10% increase in visits to www.visithurunui.co.nz	KPI met ☺ 27.35% increase
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A 7% increase in pages viewed compared to the previous period.	KPI met ☺ campaign end 34.75% increase
Media – to achieve the industry standard (0.002%) or better on advert click through	KPI met ☺ CTR varied 0.04% to 0.20%

Conference & Meetings

Attend MEETINGS and Convene South: 2017 attendance completed.

MEETINGS: 30 & 31 May 2018, Auckland. A verbal update on MEETINGS will be available at the meeting.

Convene: September 2018, Christchurch.

In-Market

Consumer shows: no shows have been attended recently.

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 J. Nelmes

Vanessa Nelmes
Tourism Marketing Officer

Report Reviewed by:

Shane Adcock

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: Jason Beck (Manager Support Services)
Date: 11 June 2018
Significance Level: Low

Financial Report to April 2018

Recommendation THAT THE INFORMATION BE RECEIVED.

Executive Summary The financial report to April 2018 is attached. The Board is responsible for managing its own budget.

Appendices

- Financial Report to April 2018.

Report Prepared by: Jason Beck
 Manager Support Services

Hurunui Tourism Board Financial Report for the Ten Months to 30 April 2018

	<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>Full Year</u> <u>Budget</u>	<u>Full Year</u> <u>Forecast</u>
OPERATING STATEMENT					
Operating Revenue					
Targeted Tourism Rate	190,987	186,257	4,730	223,508	228,238
Allocation from Hanmer Springs Thermal Pools & Spa	45,070	45,067	3	54,080	54,080
Website Marketing	3,198	0	3,198	0	3,198
Hanmer Trail Videos	2,600	0	2,600	0	2,600
Total Operating Income	276,005	231,323	44,682	277,588	288,116
Less Operating Expenditure					
Fixed Costs					
Wages & Salaries	48,918	49,428	(510)	59,313	59,313
Marketing Consultancy Costs (HSTP&S)	30,000	25,000	5,000	30,000	30,000
Travelling Expenses	444	573	(129)	687	687
Other Board Expenses	1,907	0	1,907	0	1,907
	81,269	75,000	6,269	90,000	91,907
Developing the Destination					
Tourism Growth Package	4,697	25,000	(20,303)	30,000	30,000
Event Development	5,000	4,167	833	5,000	5,000
Hurunui Trails Trust	5,457	0	5,457	0	0
	15,154	29,167	(14,013)	35,000	35,000
Selling the Destination					
Collaboration	23,770	29,167	(5,397)	35,000	35,000
Digital	11,339	16,667	(5,328)	20,000	20,000
Collateral	19,684	33,333	(13,649)	40,000	32,000
Communications	14,805	12,500	2,305	15,000	17,305
Trade	5,767	15,000	(9,233)	18,000	18,000
Advertising	33,173	36,667	(3,494)	44,000	44,000
Conferences and meetings	824	8,333	(7,509)	10,000	10,000
In-market	8,383	4,167	4,216	5,000	9,216
	117,745	155,833	(38,088)	187,000	185,521
Total Operating Expenditure	214,168	260,000	(31,819)	312,000	312,428
Net Surplus/(Deficit) for period	61,837	(28,677)	76,501	(34,412)	(24,312)
CAPITAL STATEMENT					
Opening Balance	103,400	103,400	0	103,400	103,400
Surplus/(Deficit) for period	61,837	(28,677)	90,514	(34,412)	(24,312)
Closing Balance	165,237	74,723	90,514	68,988	79,088

- 1 share of website and hanmertrails costs from HSTPS
2 expecting recovery of costs related to HTT coordinator role
3 extra revenue received for Visitor Guide has offset costs
4 attendance at Aust consumer shows and NZ Bike Expo

HURUNUI DISTRICT COUNCIL MEETING REPORT



To: Hurunui Tourism Board
Report Prepared by: Shane Adcock, Marketing Manager
Date: 11 June 2018
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
- Commercial Accommodation Monitor

Hanmer Springs

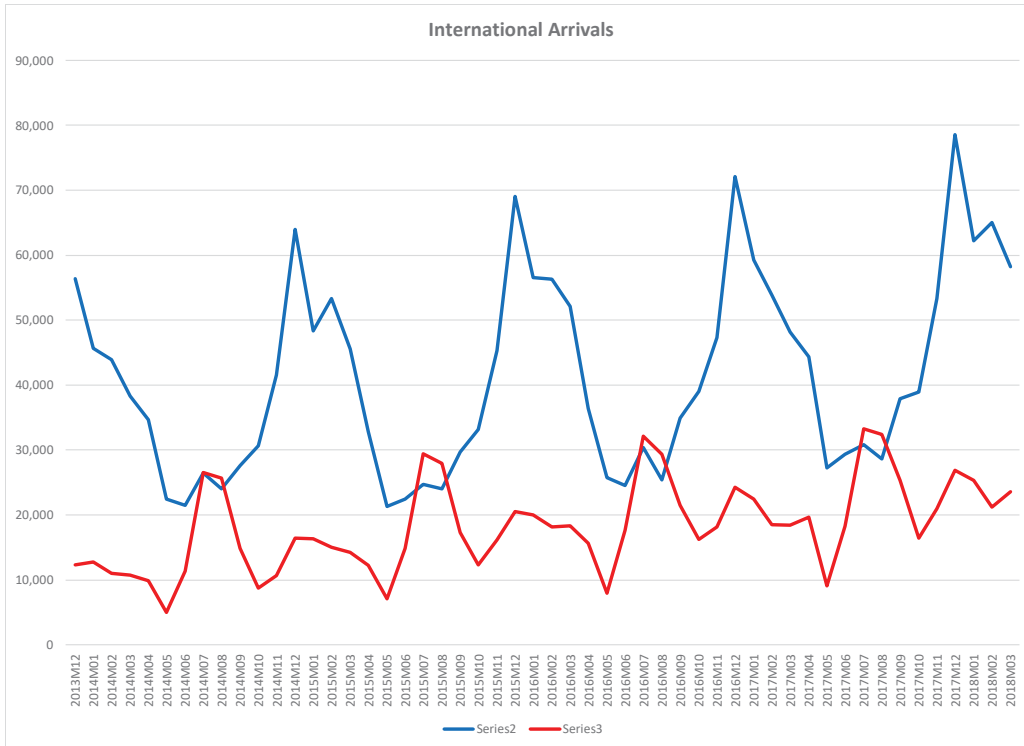
- Thermal Pools Origins of customers
- Hanmer Springs commercial Holiday Homes

RTE growth has been strong at 8.6% for year-end March 2018 vs year-end March 2017. Tourism is now estimated at \$167.7 million for the year. This growth is slightly behind the national average of 9.0%.

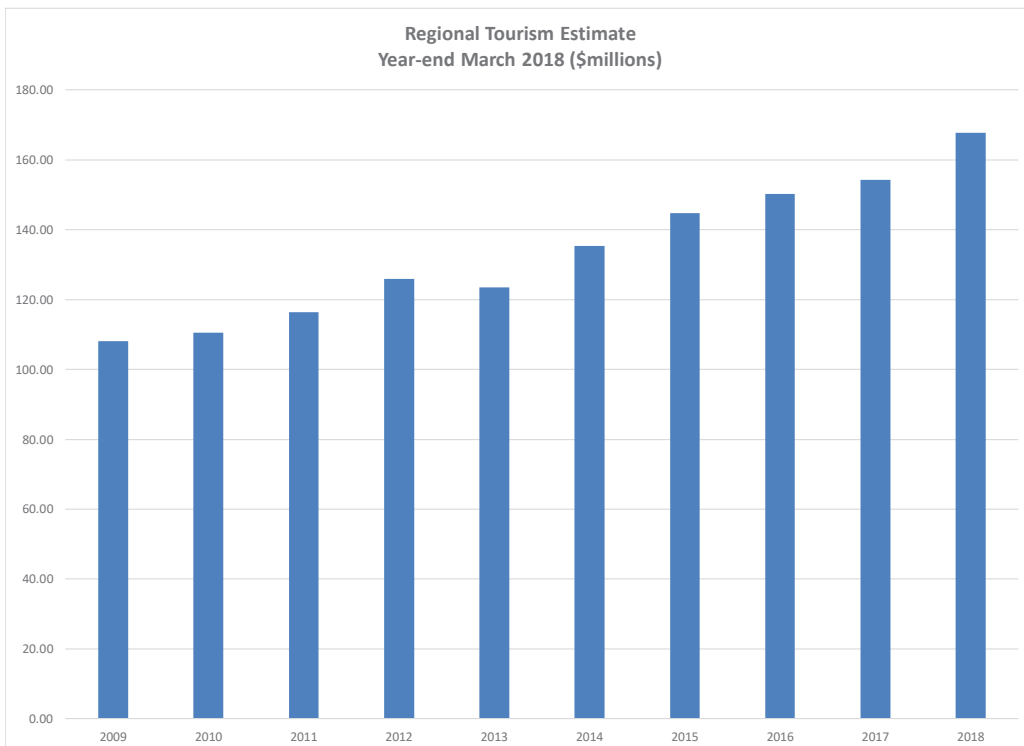
Hurunui Tourism is currently meeting the KPI of increase in guest nights with an increase of 5.1% (YTD March 2018). This is stronger growth than the national average of 3.8%.

The industry shows continuing growth from all major international markets, as well as some growth from the Canterbury market.

Industry



Region

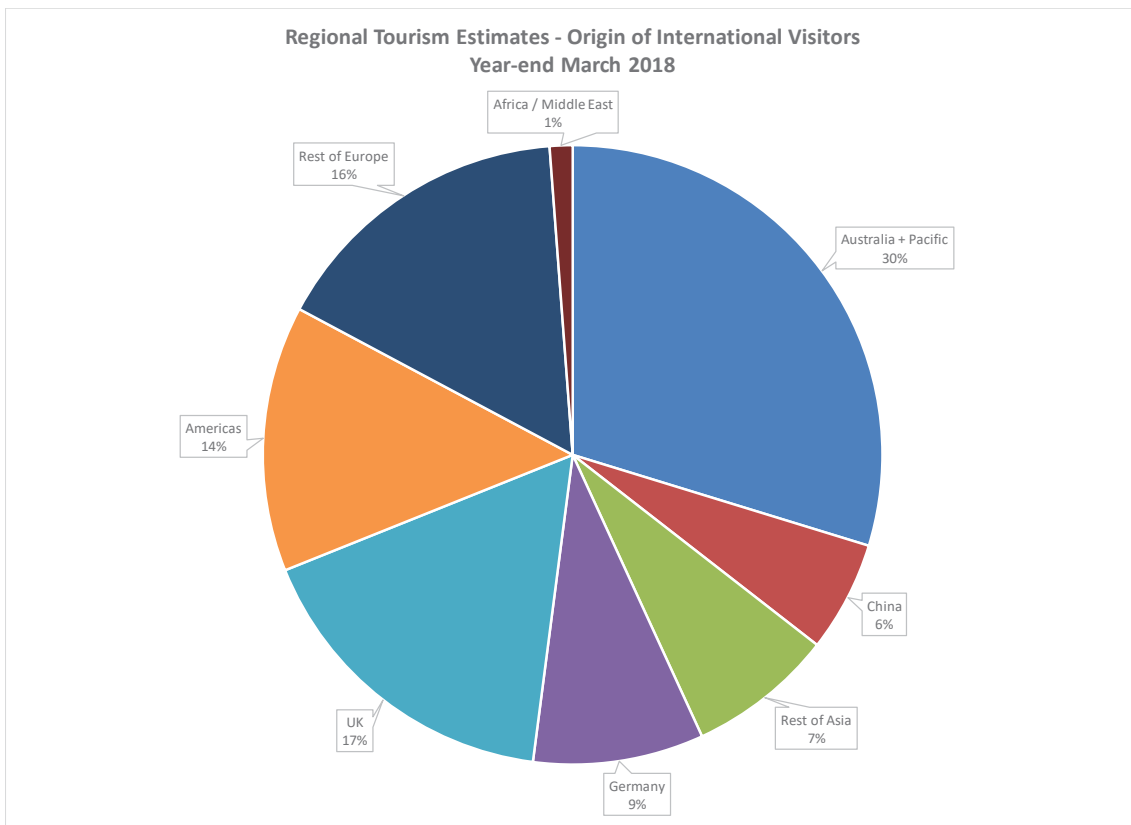
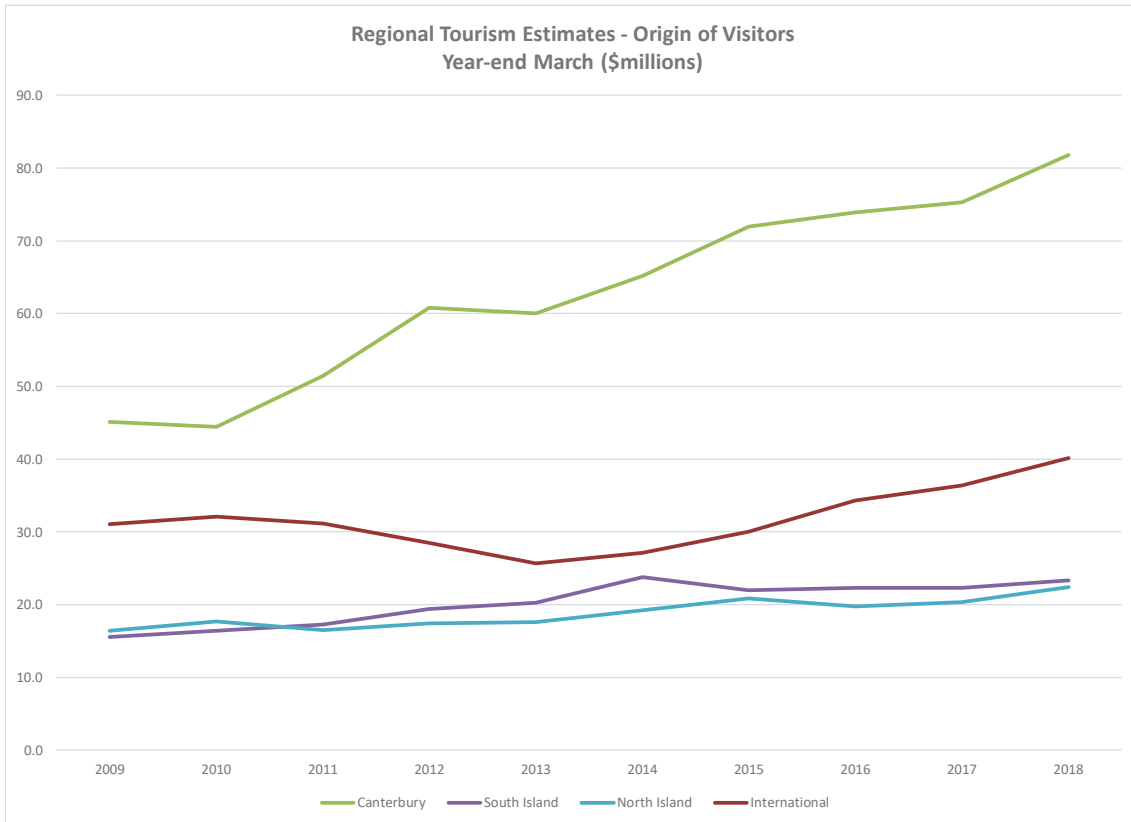


KPI: Increase visitor expenditure by more than the national average. YE Mar 18 vs YE Mar 17:



National average = 9.0%

Hurunui performance = 8.6%



District Guest Nights (Commercial Accommodation Monitor)						
Year	Hurunui			Total		
	Domestic		International			
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	198,567		93,419		291,985	
YTD 2017-2018	201,934	1.7%	104,958	12.4%	306,891	5.1%
Year	Combined Canterbury RTOs			Total		
	Domestic		International			
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	1,946,287		1,890,965		3,837,250	
YTD 2017-2018	2,159,166	10.9%	2,058,762	8.9%	4,217,930	9.9%

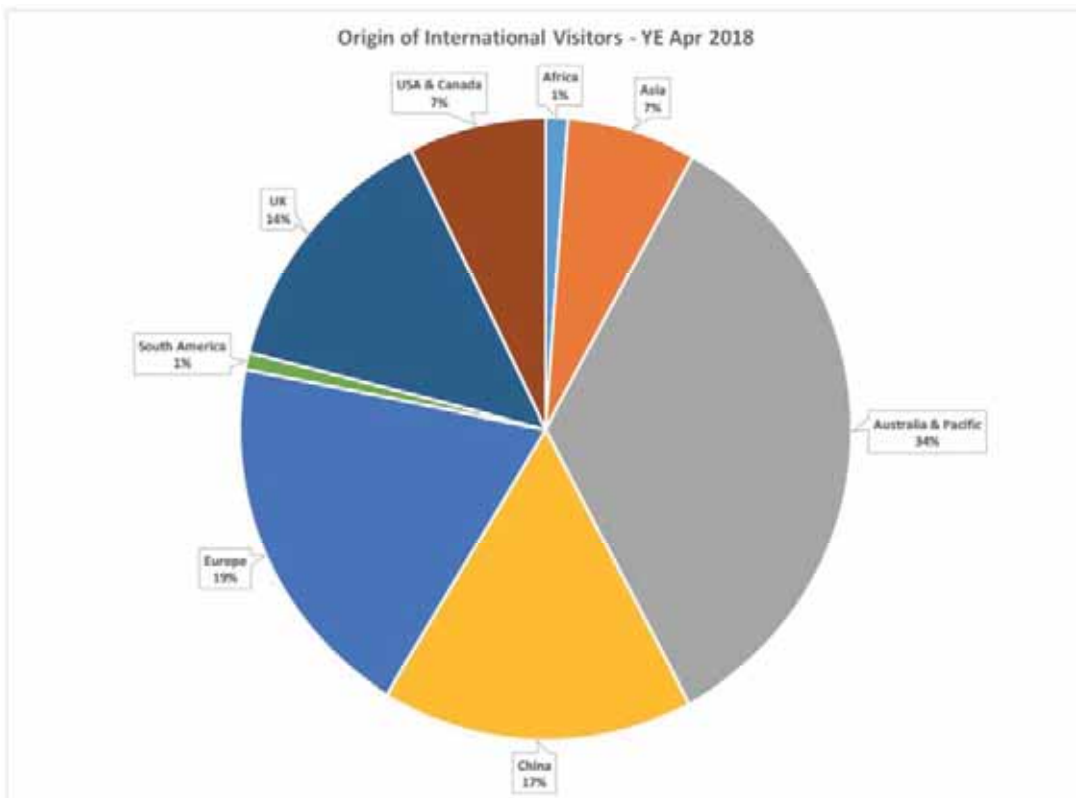
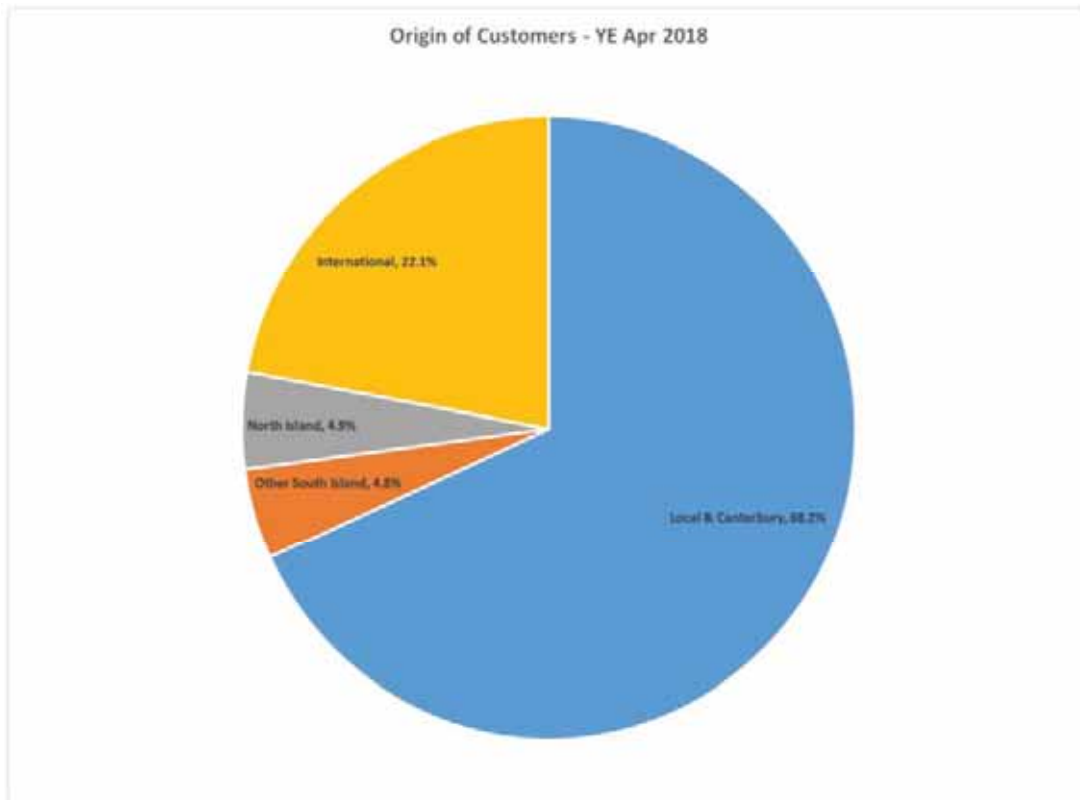
KPI: Increase guest nights by more than the national average:

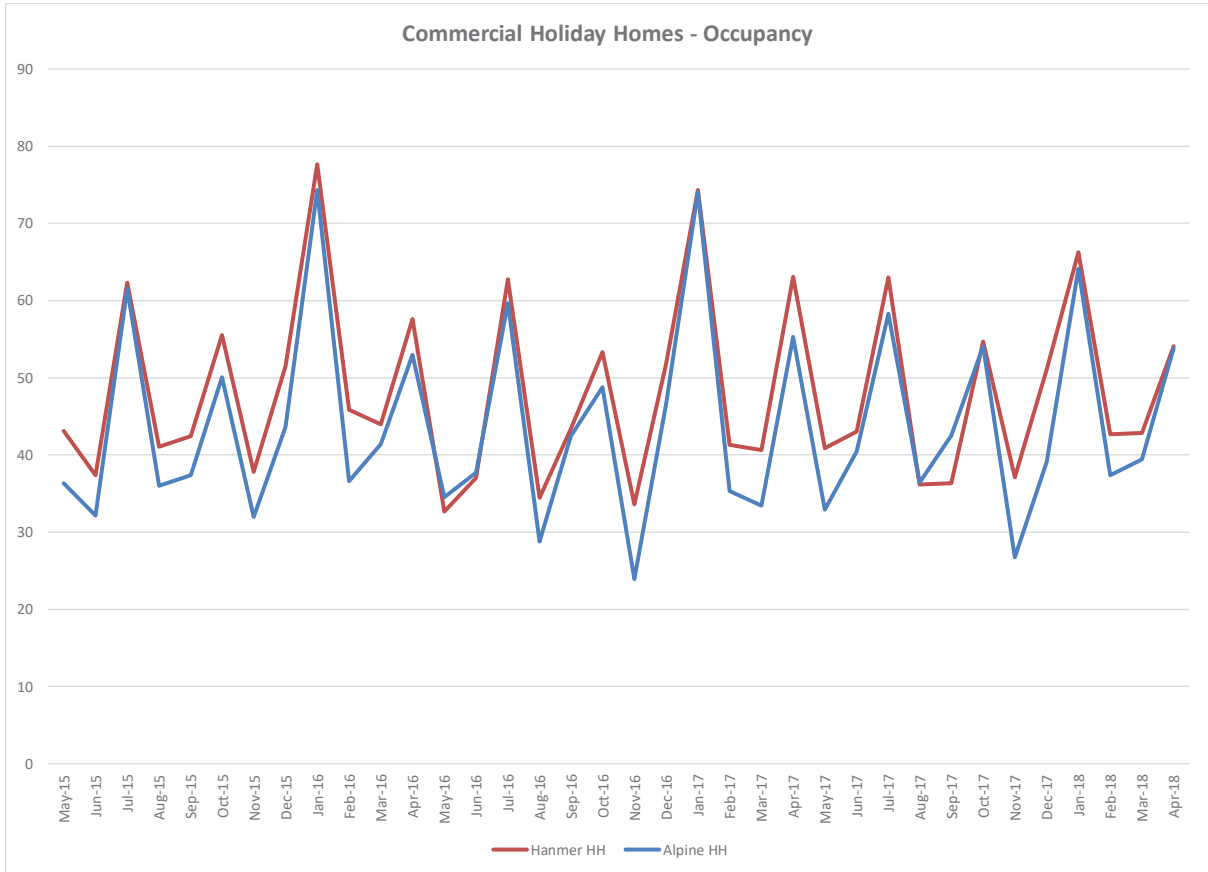
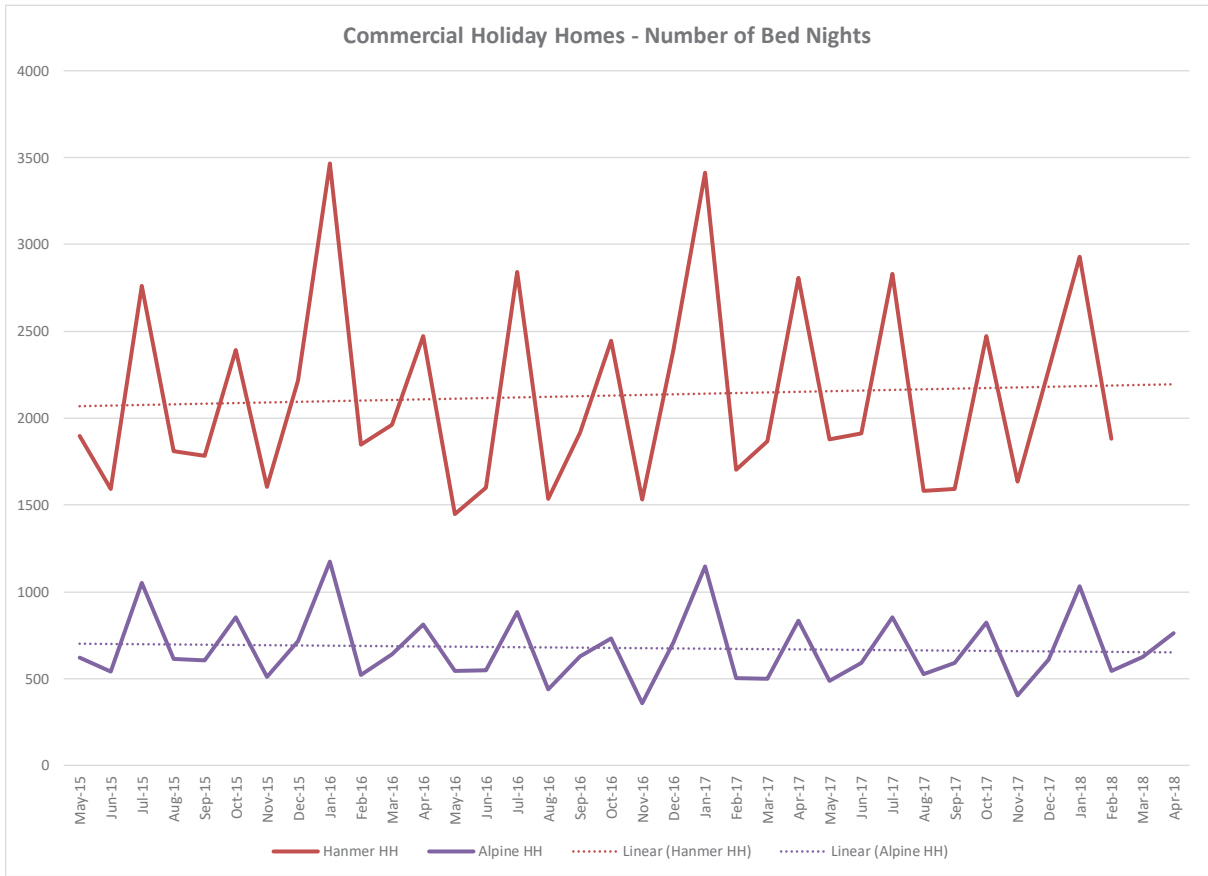


National average (YTD Mar 2018) = 3.8%

Hurunui performance (Mar Jan 2018) = 5.1%

Hanmer Springs





Report Prepared by:



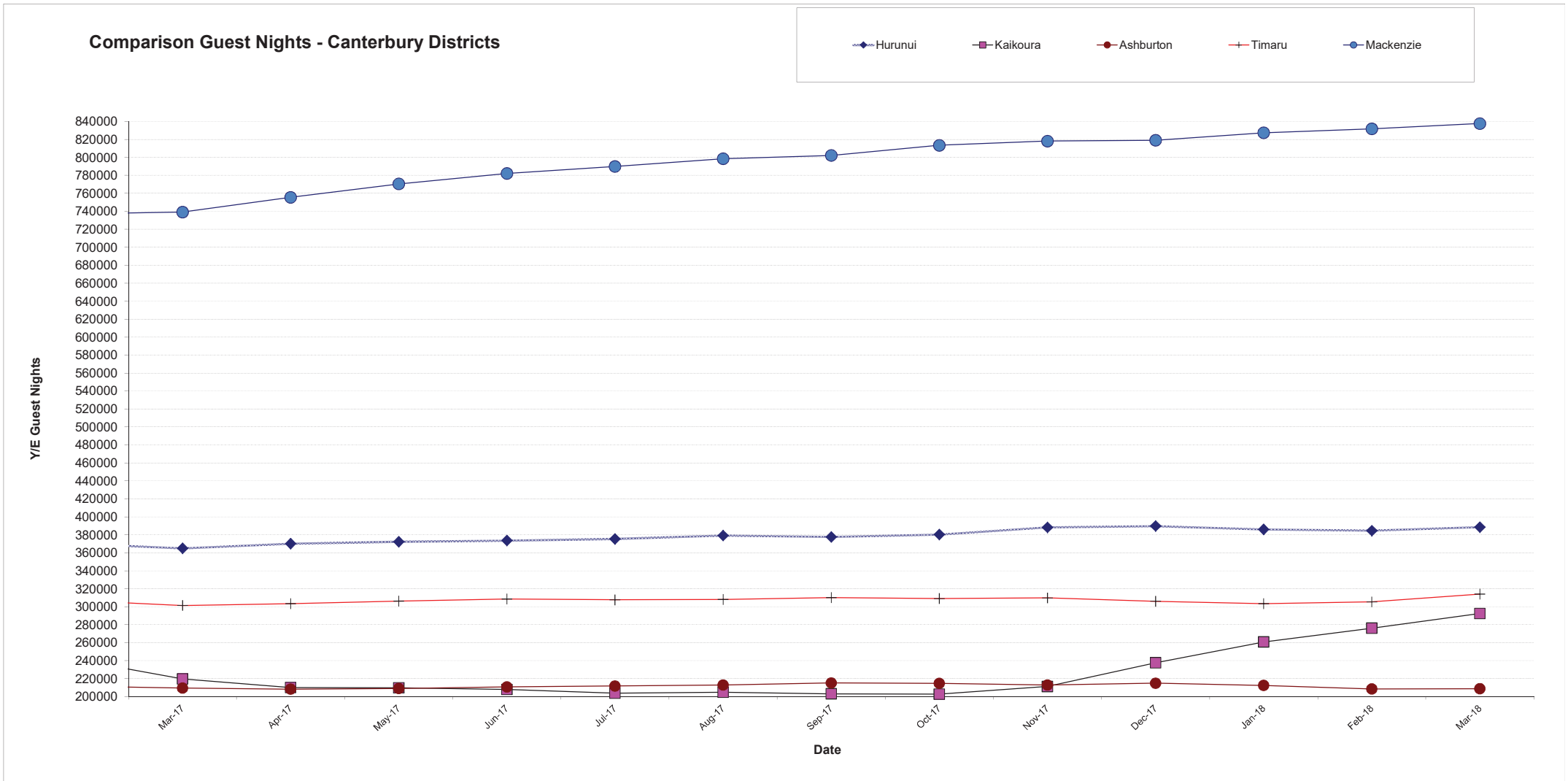
Shane Adcock
Marketing Manager

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



To: Hurunui Tourism Board
Report Prepared by Vanessa Nelmes, Tourism Marketing Officer
Date: 11 June 2018
Significance Level: Low

Website Statistics QE March 2018

Recommendation THAT THE INFORMATION BE RECEIVED.

Executive Summary Website statistics for the QE March 2018 are provided for the information of the Hurunui Tourism Board.

Overview For the QE March 2018 all reporting areas have all shown improvement compared to the same period in 2017:

- Overall sessions are up 22.57% (32,678 vs. 26,660)
- Users are up 19.39% (25,848 vs. 21,650)
- Page views are up 27.73% (61,270 vs. 47,967)
- Pages/Sessions are up 4.21% (1.87 vs. 1.80)
- Ave Session Duration up 6.30% (1.31mins vs. 1.26mins)

As an overall picture, using visitors (users) and average time on site, users spent a total of 564.34 hours on our website for QE March 2018 compared to 454.65 hours for QE March 2017.

When reviewing the locations of our users the important markets of Australia (7.21%) and the UK (13.87%) have both shown an increase but we have seen good increases in visits from Germany (49.18%) and our domestic visitors (31.34%).

Domestic visitor breakdown – top 3

- Christchurch up 42.17% (13,594 vs. 9,562)
- Auckland up 18.13% (4,073 vs. 3,448)
- Wellington up 7.37% (1,297 vs. 1,208)

Suspected spam from Russia has been taken out of these QE results.

There have been 520 visits to operator listings to the QE March 2018; this is a decrease of 30.20%.

Appendices Audience Overview Report QE March 2018.

Significance Consideration This report is of low significance because it is an update our website activity.

Vanessa J. Nelmes

Report Prepared by: Vanessa Nelmes
Tourism Marketing Officer

Shane Adcock

Report Reviewed by: Shane Adcock
Marketing Manager

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

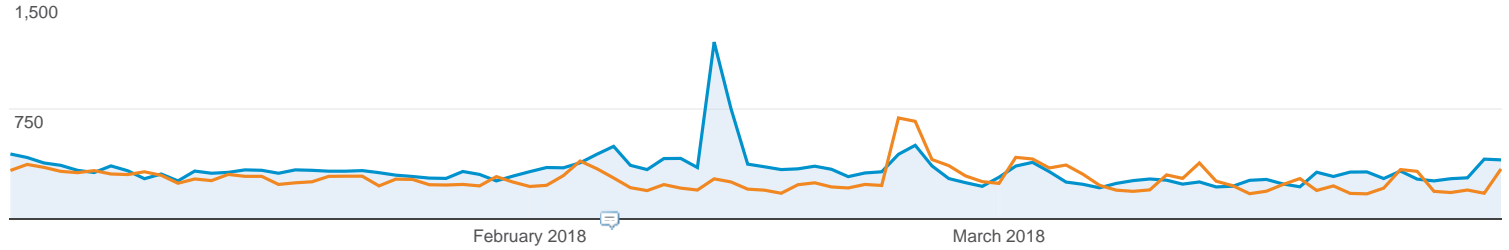
Audience Overview



Jan 1, 2018 - Mar 31, 2018
Compare to: Jan 1, 2017 - Mar 31, 2017

Overview

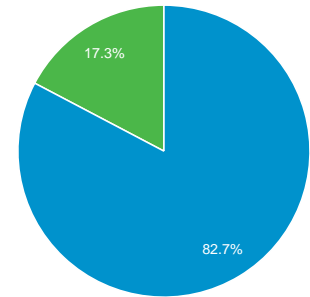
Jan 1, 2018 - Mar 31, 2018: ● Users
Jan 1, 2017 - Mar 31, 2017: ● Users



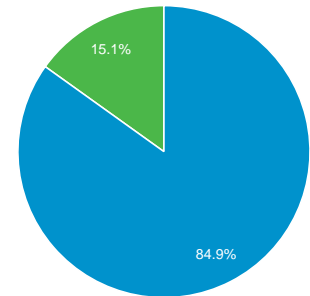
Users 19.39% 25,848 vs 21,650	New Users 18.71% 24,671 vs 20,783	Sessions 22.57% 32,678 vs 26,660
Number of Sessions per User 2.67% 1.26 vs 1.23	Pageviews 27.73% 61,270 vs 47,967	Pages / Session 4.21% 1.87 vs 1.80
Avg. Session Duration 6.30% 00:01:31 vs 00:01:26	Bounce Rate -2.41% 66.93% vs 68.59%	

■ New Visitor ■ Returning Visitor

Jan 1, 2018 - Mar 31, 2018



Jan 1, 2017 - Mar 31, 2017



Country	Users	% Users
1. New Zealand		
Jan 1, 2018 - Mar 31, 2018	22,981	88.37%
Jan 1, 2017 - Mar 31, 2017	17,498	80.35%
% Change	31.34%	9.98%
2. Australia		
Jan 1, 2018 - Mar 31, 2018	1,145	4.40%
Jan 1, 2017 - Mar 31, 2017	1,068	4.90%
% Change	7.21%	-10.22%
3. United States		
Jan 1, 2018 - Mar 31, 2018	563	2.16%
Jan 1, 2017 - Mar 31, 2017	1,936	8.89%
% Change	-70.92%	-75.65%
4. United Kingdom		
Jan 1, 2018 - Mar 31, 2018	394	1.52%

Jan 1, 2018 - Mar 31, 2018		346		1.52%
Jan 1, 2017 - Mar 31, 2017	46			
% Change		13.87%		-4.64%
5. Germany				
Jan 1, 2018 - Mar 31, 2018		91		0.35%
Jan 1, 2017 - Mar 31, 2017		61		0.28%
% Change		49.18%		24.93%
6. Singapore				
Jan 1, 2018 - Mar 31, 2018		87		0.33%
Jan 1, 2017 - Mar 31, 2017		90		0.41%
% Change		-3.33%		-19.05%
7. Canada				
Jan 1, 2018 - Mar 31, 2018		84		0.32%
Jan 1, 2017 - Mar 31, 2017		95		0.44%
% Change		-11.58%		-25.95%
8. France				
Jan 1, 2018 - Mar 31, 2018		59		0.23%
Jan 1, 2017 - Mar 31, 2017		17		0.08%
% Change		247.06%		190.63%
9. India				
Jan 1, 2018 - Mar 31, 2018		46		0.18%
Jan 1, 2017 - Mar 31, 2017		47		0.22%
% Change		-2.13%		-18.04%
10. Switzerland				
Jan 1, 2018 - Mar 31, 2018		32		0.12%
Jan 1, 2017 - Mar 31, 2017		17		0.08%
% Change		88.24%		57.63%


HURUNUI DISTRICT COUNCIL MEETING REPORT



To: Hurunui Tourism Board
Report Prepared by: Graeme Abbot, Tourism Development Manager
Date: 11 June 2018
Significance Level: Low

Tourism Development Update

Recommendation	THAT THE INFORMATION BE RECEIVED.
Executive Summary	The tourism development report for April and May is attached for the information of the Hurunui Tourism Board.
Wine Tourism	Met with Colin Rath of Fiddlers Green. HSTPS & Hurunui Marketing team are scheduled to meet with him on 15 June.
Walking	<p>The Kaikoura to Hanmer Springs 'great walk' proposition remains a live proposal. Senior DOC officials are meeting with KDC staff next week.</p> <p>The report writer has met with DOC staff to explore how we can work together to profile and expand walks in the region.</p> <p>A new walks product is being developed in Hanmer Springs.</p>
Cycling	<p>Following a meeting with MBIE on application for funds to enable a feasibility study to be carried out on the Wheels to Waipara cycle experience. ENC are taking the lead on this stage.</p> <p>Discussions have been held with a number of parties regarding the St James Cycleway.</p>
District Wide Promotion of Cycling	As part of the review of the HSTPS platform of websites provision is being made for a district wide cycle platform.
Hurunui Story	The first workshop in the Hurunui Story development has been held. The next steps are the interviews followed up by further workshops.
Events	A meeting between Hurunui Garden Tours and the Hurunui i-SITE and HSTPS marketing team has been facilitated.
The Big Country	A meeting has been held with DOC to discuss tourism opportunities in the Big Country. DOC Management Plans to be read to understand DOC focus.
Homestay Farmstay	No progress has been made in this sector.
Regional Development	Attended the Waiau township development meeting. An opportunity to engage further to examine opportunities is apparent. (Air B&B)

2050 Programme	No progress made in this area.
Cruise Conference	No progress made in this area.
Queen Mary Hospital	Work progressing in this area
New Entrants	New opportunities to be discussed.
Existing Business	HSTPS Summer 19 Development Plan.
Significance Consideration	This report is of low significance because it is an update on the activities of the Destination Development Plan which has been approved by the Hurunui Tourism Board.
	
Report Prepared by:	Graeme Abbot Tourism Development Manager
Officer in Attendance:	The report author will be in attendance to speak to this report.

Hurunui Tourism Board Action Sheet

Item	Action Required	Actioned By/Mana ger	Status of Action
	Report to June meeting on options for the revamp of the Information Boards	Vanessa	Report in Agenda
	Hurunui Trails Trust to report to June, October, and February meetings	Cr Fletcher	

HURUNUI DISTRICT COUNCIL MEETING REPORT



SECRETARY REPORT COVER

To: Hurunui Tourism Board

Date: 11 June 2018

Council Updates

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

Appendices

- Council updates 29 March and 26 April 2018

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

**Report Cover
Prepared by:**

Maree Hare
Committee Secretary

Council Meeting Update – 26 April 2018

Below is a brief summary of the reports and discussions from the 26 April 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.)

Dangerous, Insanitary and Affected Buildings Policy

The proposed policy was first presented to the Regulatory Committee at its 7 December 2017 meeting. The Committee agreed to recommend the draft policy and statement of proposal to the Council for approval for public consultation under the Local Government Act 2002, which the Council approved at its 21 December 2017 meeting. The consultation period ran from 21 February to 21 March 2018 and submissions were received from Heritage New Zealand/Pouhere Taonga and the Canterbury District Health Board. The submissions were attached and discussed in the report. The Council was asked to consider the submissions received and the proposed amendments to the policy, then agree to adopt the proposed policy.

The Council considered the submissions received and agreed to adopt the proposed Dangerous, Insanitary and Affected Buildings Policy, with the amendments recommended by officers and agreed to at the meeting.

Road Name Change – Falcon Way, Amberley

A Council officer, under delegated authority, approved resource consent RC140160 on 23 December 2014. The application sought to subdivide the property at 47 Double Corner Road, Amberley into 59 residential lots, three roads and three rights of way. The roads have all been named, however a current right of way name has been requested by the developer to be changed, which was supported by the Amberley Ward Committee at its meeting on 5 April 2018. The Council accepted the change of a road name to Quail Way for 'row a' as identified on the plan for the roads and rights of way for the subdivision at Tekoa Estate, Amberley.

External Grant to Fund Age Friendly Community Projects

The Ministry of Social Development, through its 'Office for Seniors' has announced that applications are open for their Community Connects grants. Councillor Ward expressed interest in the Council making an application to undertake a project in the Hurunui district. The Council agreed to make an application for funding for the development of a local age-friendly assessment or action plan for the Hurunui district.

Approval of Unbudgeted Expenditure for Roding to Match the Local Share of NZTA Approved Increase for Storm Event Funding 2017-18

The Council made two submissions to the New Zealand Transport Agency (NZTA) for additional funding, following significant events. Submission A related to the three storms in July, August and September 2017. Submission B related to former Tropical Cyclone Gita in February 2018. NZTA has approved two increases to the 2017/18 budget, at the normal Funding Assistance Rate (FAR) of 51%, meaning the Council needs to fund 49%. This local share will be debt funded.

Submission A approved increase: \$455,685

Submission B approved increase: \$155,000

Total approved increase budget \$610,685

The increased NZTA approved budget will allow the Council's contractor to continue with the normal planned maintenance that had to be deferred due to safety issues following the flood events, as well as remediate the damage caused in the Gita event. This report was considered by the Infrastructure Committee at its meeting on 19 April 2018 and it recommended that the Council endorse the officers' recommendation.

The Council approved \$299,235.65 of unbudgeted expenditure for storm damage repairs to the roading network. This is the local share (49%) of approved additional budget from NZTA.

Conference and Training Opportunities – Elected Member Attendance

The Council considered a number of upcoming conferences and training opportunities identified for elected members and approved:

- Up to four councillors to attend the Local Government New Zealand (LGNZ) conference on 15-17 July 2018 in Christchurch, noting that Councillors Fletcher, McLean, Shier and Ward have indicated their interest at this stage.
- Up to three councillors to attend the LGNZ Zone 5 & 6 sector meeting on Stewart Island in October 2018, with the attendees to be determined based on interest and availability.
- Cr Vince Daly's attendance at the LGNZ Water Summit on 30-31 May 2018.
- Cr Nicky Anderson's attendance at the ECan Treaty of Waitangi training on 13-14 June 2018.

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 Regulatory and Public Services Committees on 12 April and the Finance, Audit & Risk and Infrastructure Committees, which met on 19 April 2018.

Presentations

1. John Faulkner (Chairperson) and Ian Whitehouse (Zone Facilitator), representing the Hurunui-Waiiau Zone Committee, were in attendance to present the Zone Committee's annual report.
2. Graeme Abbot was in attendance to present to the Council on the Hurunui Tourism Development Strategy.

The Council considered the following matters near the end of the meeting.

(Mayor Dalley and Councillors Anderson and Black did not participate in these items due to declared conflicts of interest.)

Late Item:

Vote of Confidence in the Chair for the Hurunui Water Project Share Proposal Process

Councillor Davison was voted by the Council to chair the process looking at the potential purchase of Hurunui Water Project shares by the Council. Local group, He tangata, raised a complaint about Councillor Davison's role in chairing this process, so officers asked the Council to consider the complaint and conduct a vote of confidence in Councillor Davison with respect to this process.

The Council considered the complaint raised by He tangata and passed a motion of confidence in respect of Councillor Davison's role as chairperson for the Hurunui Water Project share purchase proposal process and for him to continue in that role.

Potential Purchase of Hurunui Water Project Shares

After some discussion of this matter and consideration of a Notice of Motion tabled by Cr McLean requesting further information, the Council agreed to leave the report to lie on the table until its meeting on 17 May 2018.

Council Meeting Update – 29 March 2018

(Reconvened 5 April 2018)

Below is a brief summary of the reports and discussions from the 29 March 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.)

Long Term Plan 2018-2028 – Budget and Consultation Document

The Council has prepared its information for the Long Term Plan (LTP) for the 2018-28 period. The consultation document is a requirement of the Local Government Act, to use for the consultation and to highlight the Council's key proposals and how rates, debt and levels of service may be affected. The draft LTP budget was adopted at the 15 March Council meeting, however some further adjustments had since been made. The consultation document was still undergoing the audit process by Audit NZ at the time of the meeting, so the audit letter had not yet been provided. The Council therefore needed to adjourn at the close of ordinary business and reconvene on 5 April 2018 to complete this item.

At its reconvened meeting, the Council received the final consultation document and approved the signing of the audit representation letter. It also formally resolved to record a budget operating deficit of \$395,254 for the 2018-19 year and resolved that it is financially prudent to do so, as per s100(2) of the Local Government Act 2002.

The Council adopted the Consultation Document for the 2018-28 Long Term Plan consultation.

Proposed Easter Sunday Shop Trading Policy

At its extraordinary meeting on 15 February, the Council agreed to consult on the draft Easter Sunday Shop Trading Policy and any submissions received would be considered on 29 March 2018. Public consultation ran from 16 February to 19 March and 22 submissions were received within the consultation period, with three received after the close. Of the 25 submissions in total, 19 submitters supported the draft policy and six were opposed. No submitter requested to be heard. The Shop Trading Hours Act 1990 regulates the opening of shops on ANZAC Day morning, Good Friday, Easter Sunday and Christmas Day. The Act was amended in 2016 to give local councils the authority to permit Easter Sunday trading in the whole, or part, of its district, if a policy is adopted.

The Council read and considered all submissions received. The Council then adopted the Easter Sunday Shop Trading Policy for the Hurunui district, as attached as Appendix 2 to the agenda report.

Road and Right of Way Naming – 48 Woodbank Road, Hanmer Springs

Resource consent RC160109 was approved on 18 August 2017 and sought to subdivide the property at 48 Woodbank Road into 57 residential lots with two roads to vest and one right of way. The applicant wanted to name the new roads and right of way that will access the lots. The Hanmer Springs Community Board considered and recommended the proposed names to the Council.

The Council accepted the proposed road names:

- 'William Jones Place' for the area identified as 'road 1'
- 'Percival Close' for the area identified as 'road 2'
- 'Balfour Way' for the area identified as 'row b'

on the plan for the new roads in the subdivision of 48 Woodbank Road, Hanmer Springs.

Dog Control Bylaw Local Government Act 2002 s155 Determinations

The Hurunui District Council Dog Control Policy 2008 and the Hurunui District Council Dog Control Bylaw 2008 are due for review to meet the Council's statutory requirements under the Local Government Act 2002. The Dog Control Act 1996 requires the Council to have a policy on managing dogs in the district and a bylaw to enforce the policy. Prior to making a bylaw the Council is required to make determinations under s155 of the Local Government Act 2002.

The Council determined that a bylaw is the most appropriate way of addressing the perceived problem of dog control and it determined that the bylaw is the most appropriate form of bylaw and does not give rise to any implications under the New Zealand Bill of Rights Act. The Council resolved that the bylaw is not inconsistent with the New Zealand Bill of Rights Act.

Surplus Crown Land – 20 Amuri Avenue former part of Queen Mary Hospital Site

Notice was received of the intention of the Ministry of Health, that has ownership of the former part of Queen Mary Hospital site, to commence disposal actions for the property. The Council was asked to advise whether it is interested in acquiring the property for a public work. The Council declined to acquire the property at 20 Amuri Avenue for public works.

Approval of Amberley Ward Committee member

The Council confirmed John Bond as the new member of the Amberley Ward Committee, representing the Amberley Reserve Advisory Group.

Notice of Motion – Amuri Council Chambers Wall

Cr Dick Davison moved a Notice of Motion that, subject to Standing Order 2.19.14, the Council revoke/alter its resolution at the Council meeting of 27 July 2017, with respect to the item “Damage to Amuri Chambers Brick Wall” and replace it with the following resolution:

That the Council, after taking into consideration the views of the Amuri Community Committee, agrees to place the proposed repair of the Amuri Council Chambers brick wall on hold, until a decision has been made on the Amuri County Council Chambers building.

Late Report: Local Government Road Safety Summit 2018 – Elected Member Attendance

This year’s Local Government Road Safety Summit will have the Associate Minister of Transport, Hon Julie Anne Genter relay the Minister of Transport’s future vision for Road Safety in New Zealand. Other topics include how the strategy succinctly fits in with other planning documents, why our current national road casualty rate is so high, what approaches can be taken to improve road safety, and finally some small group working-sessions to jointly develop some improvement options and possible actions to improve road safety across New Zealand. The Council endorsed Cr Julia McLean’s attendance at the Local Government Road Safety Summit on 9 April 2018 in Wellington.

Late Report: Audit and Risk Forum – Elected Member Attendance

The Audit and Risk Forum will be led by Bruce Robertson, former Assistant Auditor-General and Phillip Jones, a consultant specialising in local government. As the forum deals with issues surrounding the effectiveness and structure of a key Council Committee, it is deemed appropriate that an elected member attends. The Chair of the Finance, Audit and Risk Committee is unable to attend due to leave of absence, so the Council endorsed Cr Geoff Shier’s attendance at the Audit and Risk Forum in Christchurch on 4 May 2018.

Kate Valley Landfill Peer Review Panel

This item was taken in Public Excluded session.

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 Regulatory and Finance, Audit & Risk Committees on 15 March and the Infrastructure and Public Services Committees, which met on 22 March 2018.

Presentation from the Canterbury Museum Trust Board

Waimakariri District Mayor David Ayers (Hurunui District Council’s Museum Board representative), Michael McEvedy (Chairperson), Jennifer Storer, (Deputy Director) and Nigel Tecofsky (Finance & Services Manager), representing the Canterbury Museum, gave its annual presentation covering the Canterbury Museum Project, the Museum’s 2018/19 Annual Plan and current activities.

Citizenship Ceremony

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

Late Item considered at the 5 April 2018 Reconvened meeting:**Development Contributions Policy Review**

The Council is required to have a Development Contributions Policy and to have it included in its Long Term Plan (LTP). It is standard practice to review the existing Development Contributions Policy at each LTP review period. Officers made changes to the current policy to reflect funding decisions and direction the Council has made and to simplify the format for easier reading and interpretation.

The Council adopted the amended Development Contributions Policy for inclusion into the Long Term Plan, as attached to the report.

Hurunui Tourism Board Forward Program

Meeting date	Report/Other
October 2021	Consideration of 5 year
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
HTB – Marketing Plan	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
HTB – Tourism Strategy	Set 5 yearly 1 July 2017 – 30 June 2022	Annual review of Tourism Strategy	December meeting
		Feed outcomes into Marketing Plan for coming year	
		Consideration of 5 year Tourism Strategy	October 2021
	Reviewed annually	Tourism Strategy Workshop	December 2021
		Review draft 5 year Tourism Strategy	February 2022
Approve 5 year Tourism Strategy	April 2022		
HDC – Annual Plan	Annual Submission		February meeting
HDC - LTP		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

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