

MACKENZIE DISTRICT COUNCIL

MINUTES OF A MEETING OF THE MACKENZIE DISTRICT COUNCIL HELD IN THE COUNCIL CHAMBERS AT FAIRLIE, ON TUESDAY JUNE 24, 2014, AT 9.30AM

PRESENT:

Claire Barlow (Mayor)
Cr Graham Smith
Cr Murray Cox
Cr Noel Jackson
Cr James Leslie
Cr Russell Armstrong

IN ATTENDANCE:

Wayne Barnett (Chief Executive Officer)
Arlene Goss (Committee Clerk)
Paul Morris (Finance and Administration Manager)
Nathan Hole (Planning and Regulation Manager)
Jennifer Cordes (Candidate for Citizenship)
Martin Cordes (observer)
Claire Hector-Taylor (Christchurch and Canterbury Tourism)
Annabelle Bray (Christchurch and Canterbury Tourism)
Caroline Blanchfield (Christchurch and Canterbury Tourism)
Amy Lamb (Mackenzie Community Development Worker)
Anne Thompson (Heartlands Fairlie)

OPENING:

The Mayor welcomed everyone to the meeting.

APOLOGIES:

An apology was received from Cr Evan Williams.

Chief Fire Officer Rob Hands was on the agenda to present the new Albury Fire Tanker to councillors, but sent his apologies as he was unable to attend.

DECLARATIONS OF INTEREST:

There were no declarations of interest.

BEREAVEMENTS:

The Mayor noted the following bereavements:

- Geoff Rowe, husband of Kate, late of Fairlie.
- Nigel Colley, stepfather of Claire McKibbon, late of Twizel.

- Lillian Jane Naughton, mother in law of Kathleen and Brian Carpenter, late of Twizel.
- Thelma France, wife of Jim France and mother of John and Jenny France, late of Albury.
- Jo Heal, wife of Martin, late of Lake Ohau and a former Twizel Community Centre worker.
- Frank Bishop, husband of Isobel, father of Dwin and Kiri Bishop (Fairlie) and Lisa and Tim Mills (Twizel), late of Fairlie.
- Betty Purdie, mother of Jenn Purdie and Sam Bosshard, late of Twizel.
- Claire Christian, wife of Dave Christian, late of Twizel.

A moment of silence was observed.

MAYOR'S REPORT:

This was the report of Mayoral activities from May 13, 2014 to June 24, 2014.

Resolved that the report be received.

Noel Jackson/James Leslie

REPORTS:

CHIEF EXECUTIVE'S ACTIVITIES:

This was the report of chief executive activity from May 14, 2014, to June 24, 2014.

The chief executive noted the following corrections. On May 26 he met with Pauline Jackson, not Noel Jackson. On June 3 the scheduled meeting with Sally Jones from DOC Twizel did not take place.

Cr Armstrong asked how the meeting on June 23 at Arowhenua Marae went. The chief executive was confident the meeting went well and a solution can be found to resolve their concerns regarding storm water going into Lake Tekapo. A pooling area has been suggested as an alternative to their suggestion that stormwater be piped into the river. The Mayor said it was good to hear their concerns and have dialogue with Arowhenua. Cr Smith asked if a financial solution had been discussed and the chief executive said no.

Resolved that the report be received.

Russell Armstrong/Murray Cox

PROPOSED ROAD STOPPING: NEW ZEALAND DEFENCE FORCE:

Planning and Regulation Manager Nathan Hole spoke to this report which is on page 15 of the agenda. This is an application to close the road

permanently under the Public Works Act. The only requirement on council is to give approval. The Department of Conservation has also approved of this. There are easements in place to provide walking access to conservation land.

Resolved:

1. That the report be received.

Murray Cox/Russell Armstrong

2. That Council agrees to provide written consent for legal road to be stopped as shown in red on Appendix A attached to this report; and

Claire Barlow/Russell Armstrong

3. That Council supports continuity of public access through the creation of the easements initiated on SO 448942 and NZ Gazette 2012 page 4185.

Claire Barlow/Russell Armstrong

FEES AND CHARGES:

Finance and Administration manager Paul Morris spoke to this item in the agenda. A CPI increase has been added to all fees and charges. A further change has been to financial contributions from developers due to a new valuation that has been received for council assets.

The chief executive indicated there may be a law change coming up that takes away the ability for council to charge developer financial contributions.

Paul Morris compared figures from last year with those proposed in his fees and charges report.

Financial and corporate charges have only had a CPI increase. Regarding mileage charges, these are charged to outside agencies for council work.

The metered minimum annual fees for all water supplies is now a standard charge of 66 cents for excess water.

Council is planning to accept credit card payments online and at the counter soon. At the moment this only applies to rates but will develop further. A report will go to the next Finance Committee meeting with more details on this.

Fees and charges will be advertised and come into effect on August 1.

Resolved:

1. That the report be received.

Graham Smith/James Leslie

2. That the Mackenzie District Council adopts the attached Fees and Charges report for Asset management and Corporate Services Charges for the period 1 August 2014 to 30 June 2015.

Graham Smith/James Leslie

PUKAKI AIRPORT BOARD DRAFT STATEMENT OF INTENT:

Cr Smith questioned whether the income figures in the draft statement of intent were optimistic. Cr Leslie said there have been a significant number of enquiries on sections recently, but nothing concrete yet. He feels the draft statement of intent is fairly conservative. He does not believe it needs to be changed.

The Mayor noted that on page 40 of the agenda, the draft statement of intent notes that "in conjunction with council, the board shall be responsible to facilitate a review of the Aviation Strategy every three years to coincide with the review of the council's long-term council community plan." This needs to be corrected to read "long term plan" and staff were asked to ensure this review takes place.

Resolved:

1. That the report be received.

James Leslie/Russell Armstrong

2. That Council adopts the attached Statement of Intent for the Pukaki Airport Board for the three years ended 30 June 2017.

James Leslie/Graham Smith

COMMON SEAL AND AUTHORISED SIGNATURES:

This report advised councillors of documents signed under the common seal from May 6, 2014, to June 17, 2014.

Resolved:

1. That the report be received.

Graham Smith/Russell Armstrong

2. That the affixing of the Common Seal to document number 783 be endorsed.

Graham Smith/Russell Armstrong

COMMUNITY BOARD RECOMMENDATIONS AND MINUTES:

This report from the Chief Executive was accompanied by the minutes of the meetings of the Tekapo and Twizel Community Boards on June 3, and the Fairlie Community Board on June 9, 2014.

Resolved: that the report be received.

Russell Armstrong/Noel Jackson

TWIZEL COMMUNITY BOARD:

Council **noted** the following resolutions regarding the revised community facilities fees and charges:

That James Leslie be appointed to assist with decisions on who pays the commercial rate for Events Centre hire.

That the Twizel Community Board adopt the revised fees and charges as proposed.

Council **noted** the following resolution regarding traffic problems:

That the council roading engineers do some plans to address the traffic problems at Maitland Place and Irishman Drive, Twizel, and bring them back to the community board.

Cr Smith asked if there was a problem in the relationship between the TPDA and council related to the information centre in Twizel. The chief executive said TPDA are not currently contributing financially to the information centre, however they have requested longer opening hours. Discussions regarding opening hours of information centre are ongoing.

TEKAPO COMMUNITY BOARD:

Council **noted** the following resolution regarding the revised charges for the Tekapo Community Hall:

That the Tekapo Community Board recommends to council that the revised fees and charges schedule be adopted.

FAIRLIE COMMUNITY BOARD:

Council **noted** the following resolution regarding Fairlie Community Facilities fees and charges:

That the Fairlie Community Board adopt the revised fees and charges as proposed.

MACKENZIE FORESTRY BOARD MINUTES:

Resolved that the minutes of the meeting of the Mackenzie Forestry Board meeting held on June 10, 2014, be received.

Graham Smith/Murray Cox

COMMITTEE MINUTES:

Resolved that the minutes of the meeting of the Finance Committee held on June 12, 2014, including such parts as were taken with the public excluded, be received.

Murray Cox/Graham Smith

Resolved that the minutes of the meeting of the Planning and Regulation Committee held on June 12, 2014, including such parts as were taken with the public excluded, be received.

Murray Cox/Graham Smith

Resolved that the minutes of the meeting of the Asset and Services Committee held on June 12, 2014, including such parts as were taken with the public excluded, be received.

Murray Cox/Graham Smith

COUNCIL MINUTES, ORDINARY MEETING:

Resolved that the minutes of the meeting of the Mackenzie District Council held on May 13, 2014, including such parts as were taken with the public excluded, be confirmed and adopted as the correct record of the meeting.

Graham Smith/James Leslie

COUNCIL MINUTES, ANNUAL PLAN SUBMISSION HEARING:

Resolved that the minutes of the meeting of the Mackenzie District Council held on June 10, 2014, to hear submissions on the Draft Annual Plan 2014/15, be confirmed and adopted as the correct record of the meeting.

James Leslie/Noel Jackson

COUNCIL MINUTES, ADOPTION OF ANNUAL PLAN:

Resolved that the minutes of the meeting of the Mackenzie District Council held on June 10, 2014, to adopt the 2014/15 Annual Plan, be confirmed and adopted as the correct record of the meeting.

Claire Barlow/Russell Armstrong

CITIZENSHIP CEREMONY:

The Mayor welcomed Jennifer and Martin Cordes to the meeting and conducted a citizenship ceremony for Mrs Cordes. Mrs Cordes gave the affirmation and was presented with her citizenship certificate and a gift. The Mayor read out a letter from the Hon Peter Dunne, the Minister of Internal Affairs, to welcome Mrs Cordes as a new citizen.

The meeting adjourned for morning tea at 10.20am and reconvened at 10.45am.

QUARTERLY REPORT FROM CHRISTCHURCH AND CANTERBURY TOURISM:

The Mayor welcomed Claire Hector-Taylor, Annabelle Bray and Caroline Blanchfield from Christchurch and Canterbury Tourism.

The visitors gave a power point presentation with an update on tourism performance in the district. The presentation is attached to these minutes.

She noted there has been a big increase in international bed nights of 11.3%, or 130,713 people in total, over the last quarter. Out of 33 regions in New Zealand, only five others performed as well as Mackenzie did. Queenstown statistics were similar. Electronic card data transactions are also up this quarter on last year.

Following the presentation Cr Smith asked where council would be best to spend more money if it was available. Claire Hector-Taylor suggested another staff position. Council thanked Claire Hector-Taylor for her work and thanked CCT for the detailed report.

VISIT FROM AMY LAMB, COMMUNITY DEVELOPMENT WORKER:

The Mayor welcomed Amy Lamb to the meeting. She was introduced to the councillors.

The idea of a community development worker originally came from Heartlands Fairlie but the role is district wide. A steering group was formed to develop the role, source funding and employ a person. She is funded by Lotteries, COGS and the South Canterbury Trust. At the moment there is funding for one year. She started in the role on April 1 this year.

The purpose of the community development worker is to build capacity and leverage. She gave an example of her work as facilitating Inland Revenue to visit the district two days a month instead of one by putting them in touch with people in the community.

She said there are many things needed by vulnerable groups, aged care, and in mental health. A large number of services are funded to meet needs in the

Mackenzie district but they are not there in the community. She wants to bring together the Twizel, Tekapo and Fairlie communities to work together.

Amy Lamb asked councillors for help to gain access to Fund View. This is software that helps community groups find out what funding is available to them according to the search criteria they enter. It is a nationwide database with information about national funding that the Mackenzie District is not currently getting access to.

This will cost \$417 plus GST for one to three licences, for one year. Amy Lamb suggested putting Fund View into the Heartlands offices in Fairlie and Twizel, and somewhere in Tekapo. Community groups could then use it to access funding. She wants to release pressure on local organisations for funding and get some external funding instead.

Amy Lamb also spoke about other initiatives she is involved with, including creating a network of elderly people to help source better access to aged care services, and setting up newcomer groups in Fairlie and Twizel.

The Mayor thanked Amy Lamb for attending.

THE MAYOR DECLARED THE MEETING CLOSED AT 11.37am.

MAYOR: _____

DATE: _____



Mackenzie District Activity Review

June 2014

Today's Agenda

- Regional Performance
- Achievements this quarter
- Industry communications & training
- Campaign activity
- Trade & media activity
- Online development
- Focus for the coming year



Regional Performance

Accommodation Total Guest Nights – Mackenzie District

As measured in the Commercial Accommodation Monitor

	2013	2014	% Change
January	62,701	65,752	4.9%
February	53,053	58,771	10.8%
March	54,437	58,247	7%
Total	170,191	182,770	7.4%

- Figures are combined domestic and international
- Limitation of survey: doesn't included hosted accommodation eg B&B's, holiday homes.
- In our last update we saw that some of the previous quarter (Oct – Dec) stats were a little soft, however year ended Dec 2013 we were up 5.8% on the previous year which is a very strong result for the year overall.
- This Jan – Mar quarter the region has been very strong, a fantastic result to have an increase of 7.4% compared with the same quarter in 2013.

Regional Performance

Accommodation Domestic Guest Nights – Mackenzie District

As measured in the Commercial Accommodation Monitor

	2013	2014	% Change
January	21,692	20,856	-3.9%
February	13,301	14,411	8.3%
March	17,765	16,791	-5.5%
Total	52,758	52,058	-1%

- Figures are domestic only
- Very much 'on par' year-on-year with a slight change in pattern – more visitors in February, slightly less in January and March, the weather in January may have had an impact on this. Easter 2013 had three days of Easter in the month of March whereas in 2014 Easter wasn't until April.

Regional Performance

Accommodation International Guest Nights – Mackenzie District

As measured in the Commercial Accommodation Monitor

	2013	2014	% Change
January	41,010	44,897	9.5%
February	39,752	44,360	11.6%
March	36,672	41,456	13%
Total	117,434	130,713	11.3%

- Figures are international only
- Very strong result for international markets. The absolute change for this quarter equals 13,279 more guest nights than the same quarter in 2013.

Regional Performance

Regional Tourism Indicators – “South Canterbury” (Mackenzie, Ashburton, Timaru)

Transaction count of electronic card data

	Jan – Mar 2013 Transaction Count	Jan – Mar 2014 Transaction Count	% Change	Average Jan – Mar 2014 Index
All International	108,022	124,108	14.9%	137
Australia	29,146	31,884	9.4%	116
China	3,696	6,429	74%	863
UK	17,083	19,149	12%	91
All Domestic	251,697	265,084	5%	134

- Domestic result is very strong, particularly with the lack of Easter in March this year.
- International – incredible growth from China, really strong with our biggest two markets per volume – Australia and the UK. Other key traditional markets of Japan, Germany and USA are all well up on 2013 with strong index scores as well.
- The index is a comparison to the average month in 2008 which is the last year where there were no significant events which could skew figures e.g. Rugby World Cup, Christchurch earthquakes.

Achievements this Quarter

- Fantastic results in terms of visitor numbers through the summer January – March quarter.
- New relationships set up between regional operators and wholesalers & inbound operators from RTO and TRENZ events.
- Record number of investors in the domestic winter campaign means we have a suitable level of spend to run a compelling and effective campaign.
- Engaging and up-skilling key operators on how to work effectively with China will help to ensure our region is well placed to maximise the predicted boom in visitors from this market.

Industry Communications & Training

- The Mackenzie **industry newsletter** sent fortnightly, database of 283 tourism operators
- Sent 6 times in this period
- Interaction: open rate = 32%, click = 7.2%

Well above Mailchimp email marketing benchmarks:
open rate = 22%, click = 2%

- **Monthly columns** in the Fairlie Accessible & Twizel Update
- China workshop held on 9 June in Tekapo



JV Campaign Activity

Australian Market winter campaign

- Emirates advertising now in market with price point airfare into Christchurch which ensures focus on Canterbury & Mackenzie ski fields
- Sunrise breakfast TV – live filming in Mt Cook and Lake Tekapo in mid June



JV Campaign Activity

Domestic Market winter campaign

- Investors confirmed
- Finalising print features (content & layout)
- Print & online adverts in Chill since mid May
- Next steps: The Press Insert published mid-July, magazine adverts in August publications, website layout for winter pages currently being tweaked, developing website content & design, social media activity will be undertaken July - September, radio ads will air mid July – end August.



**You're only a
short distance
from here.**

Fairlie /
Mt Dobson Ski Field

**Take some time to play
this winter.**

Discover Mt Cook Mackenzie.
Accessible, uncrowded, spectacular.
Find more amazing places like this at
www.mackenziewinter.co.nz

Lake Tekapo / Mt Cook / Twizel / Fairlie

**Mackenzie
Region**
Your winter playground

Trade Activity

RTO/ITO training event Auckland – early May

- Focused appointments with New Zealand-based TNZ staff and Auckland-based inbound tour operators.
- Good level of knowledge and interest in the region.
- Concern with the lack of four-star accommodation.



Trade Activity

TRENZ in Auckland – late May

- Focused appointments with overseas trade buyers.
- Good level of knowledge and interest in the region is high, particularly with Asian markets.
- Concern with the lack of four-star accommodation.



Trade Activity

Trade familiarisations

- Three trade famils in past quarter (2 China, 1 Australia)
- Pre-TRENZ famil with two Japanese buyers
- Post-TRENZ famil with four Chinese buyers



Media Activity

- Since March, seven international media famils have visited the Mackenzie District
- Include a mix of print, online & broadcast
- Woman's Day came for a domestic media famil and an article is currently being written by them for publishing



Online Presence & Content Development

- **Content development** – domestic winter campaign is the main focus. Have added more images to home page and changed one home page tile from cycling to scenic flights.
- **Book-It integration** - regional operators will have online booking function through their listings on mtcooknz.com.
- **Social media platforms** – regular activity on Facebook and Twitter and this will ramp up during winter.

Proposed areas of focus for the coming year

- **Online** - enhance our online presence by developing a mobile website and implementing an effective social media strategy with regular year-round activity.
- **Trade and Media** - continue to be involved in key trade and media activity, ensuring the region gains good exposure through these key channels.
- **Campaigns** - increase the number of visitors to the region through effective joint venture campaign work.
- **Relationship Development** - continue to build great relationships with tourism operators in the region through regular communications and the provision of training opportunities.

Thank you

