

MACKENZIE DISTRICT COUNCIL

MINUTES OF A MEETING OF THE MACKENZIE DISTRICT COUNCIL HELD AT THE MACKENZIE COUNCIL CHAMBERS, IN FAIRLIE, ON TUESDAY JUNE 23, 2015, AT 9.48AM

PRESENT:

Claire Barlow (Mayor)
Cr Murray Cox
Cr Russell Armstrong
Cr Noel Jackson arrived 11.13am
Cr Evan Williams

IN ATTENDANCE:

Wayne Barnett (Chief Executive Officer)
Paul Morris (Finance & Administration Manager)
Julie Jongen (Committee Clerk)
Garth Nixon (Community Facilities Manager)
Toni Morrison arrived 10.12am
Nathan Hole arrived 10.43am

VISITORS:

Steve Thompson & Michael Boorer – Alpine Energy
Dan Batchelor – NetCon
Annabelle Bray, – Christchurch & Canterbury Tourism (arrived 1.00pm)

OPENING:

The Mayor welcomed everyone to the meeting.
She also gave her sympathy to the Wanganui District and will contact Mayor Main and offer her support.

APOLOGIES:

Resolved that apologies be received from Cr Graham Smith, Cr Noel Jackson (will be late).

James Leslie/Evan Williams

DECLARATIONS OF INTEREST:

No declarations declared.

BEREAVEMENTS:

The Mayor noted the following bereavements:

- Rex Adams, died 20 April 2015, husband of Grace, father of Rachael, Julie, Mark, Kent Adams, late of Fairlie.
- Murray Henry Edge, died 3 June 2015, husband of Marilyn, brother/in law of Bill & Francie Edge, Fairlie, Janet & Brian McCarthy Tekapo, late of Dunedin.
- Janet Purton, died 3 June 2015, wife of Darrel, late of Twizel.
- Shona Agnes McDougall, died 6 June 2015, mother of Bruce McDougall, late of Timaru.

CrI Armstrong noted Joy Burt of Twizel has passed away.

A moment of silence was observed.

REPORTS:

THE MAYOR'S GENERAL ACTIVITIES REPORT:

This was the report of the Mayor's activity from May 14 2015 to June 19, 2015.

Resolved that the report be received.

Russell Armstrong/Evan Williams

Meetings for 19 June never went ahead due to snow conditions.

CHIEF EXECUTIVE'S ACTIVITIES:

This was the report of the Chief Executive's activity from May 13, 2015 to June 23, 2015.

Resolved that the report be received.

Murray Cox/Evan Williams

Cr Williams asked what the meeting with NZ Rowing was about.

Cr Leslie asked about the new I.T. Policies.

Cr Cox asked what the meeting with Genesis was for. The Chief Executive replied that they are asking for an extension of their easement.

COMMON SEAL AND AUTHORISED SIGNATURES:

The purpose of this report was to advise of the documents signed under the Common Seal from March 24–June 15, 2015.

Resolved:

1. That the report be received.

James Leslie/Russell Armstrong

2. That the affixing of the common seal to documents 802 to 803 be endorsed.

Cr James Leslie questioned what sub division was been spoken about, the reply was it is the land near the Early Learning Centre.

Cr Russell Armstrong questioned why this contract has taken 8 years to complete due to one reason and another. The original purchaser has completed this sale now and has it on the market again.

The Mayor questioned how is Council going to avoid this happening again? The Chief Executive replied they have learnt a few lessons from this and will better manage these situations.

James Leslie/Russell Armstrong

AORAKI DEVELOPMENT BUSINESS AND TOURISM - FINANCIAL REPORT JANUARY - MARCH 2015:

PURPOSE OF REPORT:

Attached is the quarterly financial report received from Aoraki Development Business and Tourism for the period ended 31 March 2015

Resolved:

That the report be received.

Murray Cox/James Leslie

NEPAL FUNDRAISER REQUEST FOR FUNDING: - ST JOSEPHS SCHOOL:

PURPOSE OF REPORT:

For Council to consider this grant request

Resolved:

1. That the report be received.

Russell Armstrong/James Leslie

2. That Council grant \$123.66 for the cost of hall hire for this event.

Russell Armstrong/Murray Cox

REPRESENTATION REVIEW 2015:

Purpose of Report:

For Council to make decisions on its representation proposal for the next six years for the Mackenzie District.

Resolved

1. That the report be received.

James Leslie/Russell Armstrong

2. That the Council instruct staff to draw up a Proposal based on the decisions made at the meeting, to be approved and adopted for public consultation at the next meeting.

Claire Barlow/James Leslie

Paul Morris spoke on this report. The maximum time to have a review is every 6 years. This review will form the basis for 2016 election.

There are two parts to this review, first part is identifying the communities of interest and the second part is statutory compliance.

There are two wards with the boundaries being changed 6 years ago. Public documentation will be out for a month, then there is a hearing on all submissions, if significant objections it will go to Local Government and their decision is final.

Mr Morris confirmed this is nothing to do with rating boundaries, it is purely to do with who elects council and who elects community boards.

Cr Leslie asked what the timeframe would be. The reply was it goes to Council on the 8th July, then consultation for a month, final sign off in September, and all completed by October.

Question:1

Does Council consider the current ward system satisfies the above criteria and that there are no further communities of interest that it could identify that are not well served by the above ward structure?

Cr Cox commented that it would be a shame if Tekapo never had a representative.
Council do agree it does. The current system is fine for the Wards.

Question:2

Does the Council consider that its current size of 7 representatives gives best representation or whether increasing its size to 9 or 11 would allow for more diverse opinions to be presented?

Cr Cox mentioned that with strong community boards like we have, we would probably not need to increase the council representatives.

Cr Williams agreed and that it would probably not be advantageous in increasing the Council representation.

Conversation took place on the remuneration of members and that the workloads out way the remuneration.

Council agreed to leave its representative numbers as they are.

Question:3

Should Council retain Community Boards?

Council agreed yes.

Question:4

Should Council establish, abolish or unite any communities?

The Mayor questioned about representation for Mt Cook. Cr Leslie asked the question if Council decide to get new members and there are no candidates put forward would it involve a by election – the answer was yes which is considerable costs.

Cr Williams commented that Federated Farmers do cover this area for the rural community and they are a very active group, there are two branches within the district and feels they are serving the community the same as a community board.

Cr Cox asked if there could be a "rural member" on an existing community board?

The general view was there isn't a need for a new community board but The Mayor was still concerned about Mt Cook. Conversation followed that they haven't made any requests and have not expressed concerns so it was agreed to leave them as is.

The Mayor commented that for the next election there needs to be more advertising and notification on how important it is for non residents to vote for their board members.

Council agreed that they don't do any of the above options (establish, abolish or unite).

Question:5

Does Council see a gap in rural representation such that new Rural Community Board(s) should be created?

Council determined that there was not a gap in rural representation and that a Community Board was not necessary.

Question:6

Does Council believe the people of the Mt Cook area are sufficiently a 'community of interest' that would necessitate a separate Community Board being established?

Council determined that no separate Community Board was necessary for Mt Cook area, given it is the Department of Conservation rather than Council that provides services to that community.

Question:7

Does Council believe the people of the Burkes Pass Village and the Albury Village are sufficiently a 'community of interest' that would necessitate the establishment of separate community boards?

The Council determined that no Community Boards were necessary for these communities, given their small size.

Question:8

Does Council consider it appropriate to abolish one or more community boards?

The Council determined that the three current Community Boards should be retained as they work well.

Question:9

Does the Council consider the Twizel community board boundaries to be appropriate or should they increase/decrease in size?

Cr Leslie said the real way to get an opinion would be to put it up as a "public" consultation. He feels the community board should have a say in this.

Council agreed to leave the boundaries as they are.

Question:10

Does the Council consider the Tekapo community board boundaries to be appropriate or should they increase/decrease in size?

Cr Cox would prefer to see the Regional Park within the boundary and to leave the park in the boundary.

Council agreed to remove the pink area south of the town on Appendix B as there is no residential activity in that area and it includes forestry and sewage ponds.

Question:11

Does the Council consider the Fairlie community board boundaries to be appropriate or should they increase/decrease in size?

Council agreed they are comfortable with the proposal as per the map.

Question:12

Does Council consider the current size of the community boards, being 4 elected and 1 appointed, appropriate?

Council agreed they are comfortable with the suggestions.

Question:13

Does Council see a requirement to change the way it elects the members of its community board?

Council agreed they are happy to keep the status quo.

Question:14

Maori Wards – It is suggested that Council does not pursue the option the electoral legislation creates of establishing any Maori Wards within the District. Its thinking is influenced by the small size of the district and the comparatively low proportion of Maori population.

Council agreed no Maori wards are necessary or appropriate at this time.

ASSET MANAGEMENT & CORPORATE SERVICES FEES & CHARGES:

Purpose Of Report:

The purpose of this report is to set fees and charges for Asset Management and Corporate Services for the period 1 July 2015 to 30 June 2016.

Resolved

1. That the report be received.

James Leslie/Noel Jackson

2. That the Mackenzie District Council resolves to accept the attached Fees & Charges Report for Asset Management and Corporate Services for the period 1 July 2015 to 30 June 2016. Attached is the Report from 2014-2015 for comparison.

Noel Jackson/Murray Cox

FEES AND CHARGES CEMETERIES AND PENSIONER HOUSING:

Purpose Of Report:

To update fees and charges for Pensioner Housing and Cemeteries.

Resolved

1. That the report be received.

Noel Jackson/Claire Barlow

2. That the Council adopt the revised Fees and Charges as proposed for Pensioner Housing and Cemeteries.

Cr Cox asked if Tekapo cemetery is under Council control, Garth Nixon replied yes.

James Leslie/Evan Williams

Meeting was adjourned at 11.34 to commence workshop.

The Mayor welcomed visitors from Alpine Energy to speak at 11.34am.

Lunch Break at 12.40pm

The Mayor recommenced the meeting at 1.03pm

**Visitor Annabelle Bray from Christchurch & Canterbury Tourism.
CHRISTCHURCH & CANTERBURY TOURISM:**

Annabelle spoke on the regional performances.

Accommodation statistics are up 11.7%. There are just under 5000 beds available in the district.

Last page of report has a budget, Annabelle asked to note that it was up to April and there are still more costings to pay out.

Cr Cox asked about having an I-Site within the district, at present Mackenzie is semi connected to Christchurch I-site.

The Mayor asked what Annabelle thinks about how much apps on phones are going to have an effect on I-sites, she also questioned whether the web site should be re-named from Aoraki Mt Cook and maybe named as Mackenzie, Annabelle felt this could happen and she would like it to.

LETTER TO DEPARTMENT OF INTERNAL AFFAIRS. ANALYSIS OF FINANCIAL PRUDENCE BENCHMARKS:

Purpose of Report:

To inform Council of Department of Internal Affairs analysis relating to the financial prudence benchmarks.

Resolved that the report be received.

Murray Cox/Noel Jackson

Paul Morris spoke on this report.

Balanced Budget Benchmark – Council rates have enough income coming through to cover expenditure and not needing to use reserves. Council don't fund rural community halls and only fund 50% of swimming pools and town community halls. Council have only achieved this benchmark three times in the last ten years. This is only dealing with income and expenditure.

Cr Leslie commented he is not comfortable that this Council never reached its Benchmark and we are in the minority that never met them.

The Chief Executive commented that Council will go from "not meeting" to "meeting" the average. "Five local authorities met the balanced budget and essential services benchmarks every year of the last five. Another 19 local authorities met both benchmarks on average over the five years, even though in some individual years they did not meet one of the two benchmarks".

Essential Services Benchmark – Council need to take the trend.

REMISSION OF EXCESS WATER CHARGES POLICY:

Purpose of Report:

To provide to Council a new policy for Remission of Excess Water Charges for adoption.

Resolved

1. That the report be received.

Evan Williams/Noel Jackson

2. That Council adopt the Policy for Remission of Excess Water Charges.

James Leslie/Evan Williams

ZONE IMPLEMENTATION PROGRAMME (ZIP) FROM THE UPPER WAITAKI ZONE COMMITTEE:

Purpose of Report:

This report responds to the presentation of the Zone Implementation Programme (ZIP) Addendum from the Upper Waitaki Zone Committee. The report was presented to representatives from Environment Canterbury, Waitaki District Council, Waimate District Council and Mackenzie District Council on 5 May, 2015.

Resolved

1. That the report be received.

Noel Jackson/Evan Williams

2. That the Council receives the Zone Implementation Programme Addendum – Upper Waitaki from the Upper Waitaki Zone Committee.

Claire Barlow/Murray Cox

3. That the Council notes that:

- a. some of the recommendations in the ZIP Addendum that involve or require a response from the Council are being addressed through existing work programmes and will not require additional budgets;

Claire Barlow/Murray Cox

- b. Other recommendations in the ZIP Addendum requiring a response from the Council should form part of ongoing discussions with the Zone Committee, particularly where they may require additional investigation and/or resourcing;

Claire Barlow/Murray Cox

- c. the Upper Waitaki Zone Committee resolved to use the Mackenzie Agreement to inform Zone Committee work and give effect to the agreement where appropriate.

Claire Barlow/Murray Cox

COMMUNITY BOARD RECOMMENDATIONS AND MINUTES:

This report from the Chief Executive was accompanied by the minutes of the meetings of the Twizel Community Board on June 2, 2015, and the Fairlie Community Board on June 8, 2015.

Resolved that the report be received.

FAIRLIE COMMUNITY BOARD:

SALE OF LAND AT FOX VIEW ROAD, FAIRLIE:

Purpose of Report

To seek the Community Board's direction in relation to the establishment of an easement for landscaping purposes over sections at Fox View Road.

Council **noted** the following resolution related to the easement over sections at Fox View Road.

Resolved

1. That the Report be received.

Owen Hunter/Trish Willis

2. That the Community Board indicate its view on this matter:

Resolved

That the sections be marketed without provision being made for boundary adjustment or landscaping easement.

Owen Hunter/Warren Barker

WESTERN CATCHMENT FLOOD PROTECTION CONSULTATION:

Purpose of Report

To present to the Community Board the results of the consultation with the Fairlie community regarding the proposed flood protection scheme and the decision Council has taken with this project.

Council **noted** the following resolution related to the flood protection scheme.

Resolved

1. That the report be received.

Les Blacklock/Warren Barker

2. That the parcel of land acquired to build this system be sold.

Les Blacklock/Warren Barker

RECEIVE COMMITTEE MINUTES:

Resolved

That the minutes of the extraordinary meeting of the Finance Committee held on May 12, 2015, including such parts as were taken with the public excluded, be confirmed and adopted as the correct record of the meeting.

Cr Leslie asked The Chief Executive about the roll over of staff leave and that he was going to come back to Council with a report on this, he apologised for not having this information available.

Murray Cox/Russel Armstrong

COUNCIL MINUTES:

Resolved

That the minutes of the meeting of the Mackenzie District Council held on May 12, 2015, including such parts as were taken with the public excluded, be confirmed and adopted as the correct record of the meeting.

Note to the minutes: The Mayor wasn't at this meeting so "Deputy Mayor" read the beareavements.

Murray Cox /Russell Armstrong

EXTRAORDINARY COUNCIL MINUTES:

Resolved

That the minutes of the extraordinary meeting of the Mackenzie District Council held on May 20, 2015, including such parts as were taken with the public excluded, be confirmed and adopted as the correct record of the meeting.

Claire Barlow/Russell Armstrong

PUBLIC EXCLUDED:

Resolve that the public be excluded from the following part of the proceedings of this meeting namely:

- A) PREVIOUS MINUTES COUNCIL MAY 12
- B) CONTRACT 1223 PUBLIC TOILET CONTRACT
- C) TWIZEL SEWAGE TREATMENT PLANT
- D) TEKAPO USAGE WATER METER WRITE OFF
- E) WATER METER CHARGES WRITE OFF POLICY

General subject of each matter to be considered	Reason for passing this resolution in relation to each matter	Ground(s) under section 48(1) for the passing of this resolution
Previous minutes Council May 12	Enable commercial negotiations	48(1)(a)(i)
Contract 1223 Public Toilet	Enable commercial negotiations	48(1)(a)(i)
Twizel Sewage Treatment Plant	Enable commercial negotiations	48(1)(a)(i)
Tekapo Water Meter Usage Write Off	Protect the privacy Of natural persons	48(1)(a)(i)
Fire Risk Land in Twizel	Commercial Sensitivity	48(1)(a)(i)
Canterbury Water Management Strategy	Protect the privacy Of natural persons	48(1)(a)(i)

This resolution is made in reliance on Section 48(1)(a)(i) of the Local Government Official Information and Meetings Act 1987 and the particular interest or interests protected by Section 6 or Section 7 of that Act, which would be prejudiced by the holding of the whole or the relevant part of the proceedings of the meeting in public are as follows: *Previous minutes Council May 12 Contract 1223, Twizel Sewage Treatment Plant under Section 7(2)(i). Tekapo Water Meter Usage Write Off, Canterbury Water Management Strategy under Section 7(2)(a). Fire Risk Land in Twizel under Section 7(2)(b)(ii)*

Council moved into Public Excluded.

Noel Jackson/Russell Armstrong

THE MAYOR DECLARED THE MEETING CLOSED AT 2.42pm

MAYOR: _____

DATE: _____

Christchurch & Canterbury Tourism Report to Mackenzie District Council on 12 months of Marketing Activity, June 2015

Overview

Administration

The current Memorandum of Understanding (MOU) between Mackenzie District Council (MDC) and Christchurch and Canterbury Tourism (CCT) was signed in June 2014, for the period of two years. This report summarises the agreed activity outlined in the current MOU which includes all results completed over the past 12 months.

Breakdown by Activity

Industry Communications

It is important to keep tourism operators throughout the region up to date on national and international issues and topics within the tourism industry. Educating operators on new products, changes and opportunities relevant to them also increases their knowledge and keeps them connected.

Industry Newsletter

The 'Mackenzie Industry Update' has been sent fortnightly to a database of 293 Mackenzie tourism operators. This also includes those tourism operators who operate their business in the region but are not physically based in the Mackenzie District. Since July 2014, the newsletter has been sent 23 times. The average open rate sits at 40.5% which is well above the industry average.

Key topics covered include:

- Regional events
- Industry drop-in days
- Aoraki Mount Cook Mackenzie Official Visitor Guide
- Media highlighting the region
- Emerging and special interest markets
- Tourism New Zealand webinars and presentations
- Mtcooknz.com updates
- Christchurch Airport updates
- Tourism New Zealand updates on campaigns and general information
- Travel Trade information the Coordinator has attended
- Upskilling conference opportunities
- Domestic winter campaign

Monthly Columns in Local Publications

Columns in the Fairlie Accessible and Twizel Update have been submitted and published on a monthly basis. They provide a good avenue to communicate with the wider region on key tourism marketing activity.

Drop in Sessions

Drop in sessions are an open invitation event and provide the regions tourism operators the opportunity to have one-on-one time with the Mackenzie District Marketing Coordinator to discuss tourism related issues specific to their business.

Since July 2014, 6 drop in sessions have been held in Fairlie, Lake Tekapo, Mt Cook or Twizel. The number of operators who take advantage of this service vary with an average of 4 operators per session. In addition to the drop-in opportunity for operators, the Mackenzie District Coordinator had over 50 one-on-one meetings with existing and new tourism operators throughout the region.

Industry Training

Industry training is a key activity provided to all Mackenzie operators free of charge. The aim of each workshop is to fill specific tourism skill gaps which exist within the region. Workshops facilitated in the last 12 months are:

June 2014	<p>'Getting Ready for China' – Part Two Targeted at business owners and managers offering a deeper level of engagement than the introductory workshops in October 2013. <i>14 attendees</i></p>
August 2014	<p>'How to Create a Marketing Plan' Facilitated by John Cooper, ExecInsitu Limited. Topics covered:</p> <ul style="list-style-type: none"> • Give an understanding of why and how to create a marketing plan • Some do's and don'ts • Identify and discuss issues around how to execute the plan <p><i>11 attendees</i></p>
Scheduled for June 30	<p>'Content Training Workshop' Facilitated by Megan Singleton, Blogger at Large Topics covered:</p> <ul style="list-style-type: none"> • How to pitch to media • Understand what media want and need on a press trip • How to get great results for your business

Online Presence and Content Development

The official regional website for the Mackenzie District is mtcooknz.com. The site plays an important role in providing up to date and relevant information to visitors before they arrive in the region and when they are here. With an increase of travellers using online sites to research and make travel decisions, the management and improvement of the website is important. To ensure mtcooknz.com has the most accurate operator information as possible, all listings are created and managed directly by the operators.

As stated in the MOU, by 2017 the number of people looking at websites on a mobile device is expected to account for over 30% of online travel sales. The current Mt Cook Mackenzie website is not responsive which means the site does not re-size for viewing on mobile devices, therefore it does not provide an effective solution for mobile users. In order to make the website responsive it has been decided to split the development over two financial years with activity beginning June 2015 and a forecast completion date of October 2015.

Website Development

Two actions were identified for website development throughout the last 12 months:

Actions	Steps
<p>Content Development</p> <ul style="list-style-type: none"> • Copy 	<p>Winter Pages Four 'Ski Mackenzie' pages had been developed including</p>

<ul style="list-style-type: none"> • Images • Video 	<p>winter content and images for the 2014 winter campaign. These pages are currently being updated for the approaching 2015 winter campaign.</p> <p>Additional Content Content has been written, images agreed and in use on the three home page tiles.</p>
<p>Increase the number of Mackenzie District operators that have listings on the Operator Database</p>	<p>11 new listings have been created on mtcooknz.com since July 2014. These include:</p> <ul style="list-style-type: none"> 4 Accommodation listings 3 Activity listings 4 Business listings (services)

Website Analytics

The number of sessions (visits) to mtcooknz.com over the period 1 July 2014 – 15 June 2015 have increased by 31,163 (23.96%) from the same period in 2013/14. While the number of sessions have increased, there has been a decrease in the average length of time spent on mtcooknz.com and the number of pages viewed in that time. This could be linked to the site not displaying properly on a mobile device therefore the user spends less time looking for products and information.

Campaigns & Collateral

Ski Tourism Marketing Network (Ski TMN) Campaign

The Australian Market Winter Campaign is a joint venture between the Ski TMN, Tourism New Zealand (TNZ) and regional partners.

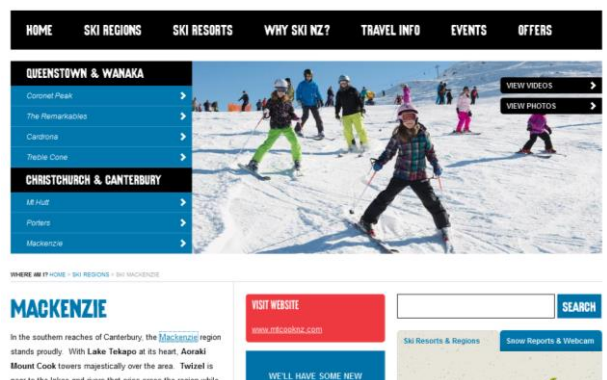


The Mt Cook Mackenzie region has three ski field partners who invested \$5,000 each in the campaign – Mt Dobson, Roundhill and Ohau Ski Fields.

The campaign is in market from March – June 2015 and utilising various channels including: television, online advertising and various print media throughout the campaign period.

In March to kick off the campaign, TNZ partnered with Air New Zealand to promote a five day sale with discounted flights over the New Zealand winter period. The sale was promoted across TV and online channels resulting in an 89% spike in bookings compared to the previous weeks of the sale (23-27 March). The sale activity exceeded TNZ’s expectations.

As the campaign is still in market, there are no final campaign results to report. To date, the number of referrals from NZ Ski website (pictured) to the winter pages of mtcooknz.com has increased on average 83% since March 2015 through campaign activity.

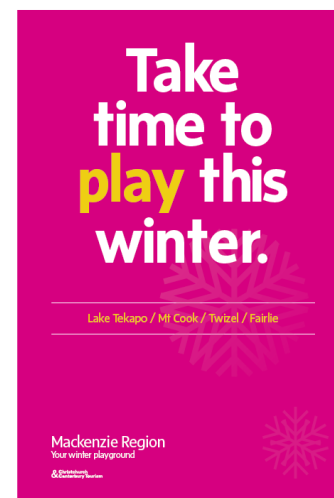


Domestic Market Winter Campaign

The purpose of this campaign is to increase Christchurch, Canterbury and Otago visitors to the Aoraki Mount Cook Mackenzie region during the winter period for skiing and other winter-related activities. The campaign is shaping up to have similar investment levels as 2014. Additional campaign activity is available if there is supplementary investment.

The campaign will be in market July – September 2015. A range of advertising channels will be utilised including:

Print	<ul style="list-style-type: none"> • Tabloid insert in The Christchurch Press and Otago Daily Times • Metropol Magazine
Online	<ul style="list-style-type: none"> • Mtcooknz.com winter pages • Christchurch Reimagined e-newsletter feature • Targeted newsletter to 6,000 Christchurch residents • Mackenzie winter facebook page



Official Visitor Guide (OVG)

Beck and Caul produce and manage the distribution of the Mackenzie Official Visitor Guide (OVG)

The 2014/2015 Aoraki Mount Cook Mackenzie OVG was printed on 1st September, 2014 with a print run of 50,000 guides. The 2015/2016 edition is in the development stage at present with the refreshed guide being available in September.

Travel Trade Activity

TRENZ

TRENZ was held in Rotorua in May with three Mackenzie operators and a regional booth representing the Aoraki Mount Cook Mackenzie region. Each exhibitor had the opportunity to conduct over 50 appointments over the three days with additional networking functions to build and maintain relationships with national and international trade and media.



The overall feedback was positive with a good level of interest in personalised tours with scenic content, fantastic for the Mackenzie region. The Chinese buyers were all looking for quality experiences for their clients for both coach tours and free independent travellers. |

A post TRENZ famil was hosted by the Mackenzie Coordinator for six key TRENZ buyers from the USA, Thailand and China markets. Over four days the buyers were treated to experiences and site

inspections throughout Christchurch and the Mackenzie region. The objective of this famil was to highlight the varied tourism products and accommodation available to visitors.

Trade Training

Two activities were undertaken as part of general trade training funded by this budget. The focus for this activity was on the Australian market and Inbound Tour Operators (ITOs) based in New Zealand. The activity included:

- The Mackenzie District Marketing Coordinator attended the Australian Market Insights workshop facilitated by TNZ held in Sydney in March. The workshop involved 17 one-on-one meetings with key Australian travel wholesalers.
- Participation in the RTO NZ/ITO event. This is a three day event in April available to Regional Tourism Organisations (RTOs) with the aim to update Auckland-based ITOs and the New Zealand-based TNZ staff.



Conference and Incentive

To continue the work conducted over the past two years in the Conference and Incentive markets, two activities were again undertaken to motivate the Conference and Incentive markets to consider the Mackenzie District. These include:

- Attendance at MEETINGS held in Auckland in June. MEETINGS is New Zealand's key Business Events trade show attracting national and international professional conference organisers. The Mackenzie District Marketing Coordinator attended as an additional delegate on the Christchurch and Canterbury Convention Bureau stand highlighting the Mackenzie region as an incentive destination. The general feedback from buyers was positive especially for the incentive market on the unique products and experiences the Mackenzie region can offer their clients.
- The Convene SOUTH trade show is tailored to focus on the South Island's conference and incentive business directed at the domestic and Australian market. Aoraki Mount Cook Mackenzie had a double stand incorporating four Mackenzie operators (Earth and Sky, Alps 2 Ocean Cycle Trail, Air Safaris, Tekapo Springs) each conducting their own appointment stream with up to 20 appointments each. A pre-event familiarisation of eight domestic conference buyers was hosted by the Mackenzie District Marketing Coordinator to leverage the district's exposure at the trade show.

Frontline Trade Training

A budgets amount is allocated to the Mackenzie District's representation by Christchurch & Canterbury Marketing at international trade training events and sales calls.

Throughout the last 12 months, CCT's trade team have attended 27 different trade training events totalling over 2,000 people in 12 different markets.

Travel Trade Familiarisations

Travel trade familiarisations (famils) are a collaboration between TNZ and CCT. The costs of the famils are generally covered by TNZ, however the Mackenzie component of the famils are often hosted by the Mackenzie Marketing Coordinator or the CCT trade team.

Since July 2014 the following travel trade famils have visited the Mackenzie District:

<i>Travel Trade</i>	<i>Market</i>	<i>Number of Participants</i>	<i>Timing</i>
TNZ South China New Regions	China	12	August 2014
TNZ Silverseas Cruise	USA	12	August 2014
TNZ CIAL Japan Famil	Japan	10	September 2014
Indonesia Family Friendly	Indonesia	10	October 2014
HelloWorld Mega Famil	Australia	11	November 2014
Naoto - H.I.S. NZ	Japan	1	February 2015
South East Asia Mega Famil KINA	South East Asia	11	March 2015
Air NZ Singapore	Singapore	6	April 2015
East & North China Product Managers	China	7	April 2015
Kirra & Travellers Choice	Australia	10	May 2015
Post TRENZ famil	Various	7	May 2015
TNZ Latin America famil	Latin America	8	May 2015

Media Activity

Media activity is an important and effective way of highlighting various products through the Mackenzie region. From niche products and experiences to family excursions, it's a creative way of portraying the region to different markets. Media channels utilised throughout the last 12 months range from the traditional print features to more photographic opportunities with the introduction of blogs and Instagram.

Domestic Market

The Mackenzie District Marketing Coordinator along with CCT's Media team create potential itineraries and pitch to potential media agencies throughout New Zealand. The media specifically brought through the Mackenzie region in the last 12 months are:

Famil Name	Market	Reach	Medium	Timing
Avenues – Family	New Zealand	97,000	Print/Online	April 2015
Avenues - Couples	New Zealand	97,000	Print/Online	May 2015
Megan Singleton	New Zealand	550,400	Print/Radio/Online	June 2015
Otago Daily Times	New Zealand	110,000	Print	June 2015
The Nelson Mail	New Zealand	54,000	Print	June 2015

International Market

International media programme (IMP) famils are organised through TNZ. The cost of these are covered by TNZ, however the Mackenzie component of the famils are often hosted by the Mackenzie Marketing Coordinator or the CCT media team.

Since July 2014, 20 international media visited the Aoraki Mount Cook Mackenzie region on famil tours. Details of the media results below:

Famil Name	Market	Reach	Medium	Timing
Perth Winter Famil	Australia	2,000,000	Print/Online	July 2014
Lauran Bath	Australia	361,000 followers	Online Social Media - Instagram	September 2014
Sekai no Kaido	Japan	3,500,000	Broadcast	October 2014
CIAL China Canterbury Showcase	China		Broadcast	October 2014
Lonely Planet USA	USA/UK/Australia	4,000,000	Print/Online	November 2014
National Geographic Traveller	UK	60,000	Print/Online	November 2014
Mynavi News	Japan	19,300,000	Print/Online	December 2014
Unbelievable	Japan	6,000,000	Broadcast	January 2015
BIBA	France	1,106,000	Print/Online	February 2015
DPA – South Island Road Trip	Germany	1,000,000	Print/Online	February 2015
Gear Patrol	United States	1,630,738	Print/Online	March 2015
InstraGRAHAM	Australia	21,000	Online	March 2015
BS11	Japan	4,000,000	Broadcast	March 2015
Cycling Tips	Australia	5000,000	Online	March 2015
Nijiro Jean	Japan	7,500,000	Broadcast	March 2015
Decouvrir le Monde / Media 9	France	Up to 9,000,000 viewers combined	Various Broadcast	April 2015
Koizumi Blogger	Japan	80,000	Print/Online	March 2015

Alps 2 Ocean Food Trail	Australia	2,361,000	Print/Online/Social	June 2015
Winter Instagram	Australia	527,000	Online	June 2015
TRANSIT	Japan	50,000	Print/Online	June 2015

Financial Breakdown

The total budget set out in the MOU is \$197,950 for the period of July 2014 – June 2015. Please note this is inclusive of salary costs for the Marketing Coordinator.

July - September 2014 Quarter	\$21,246.81
October – December 2014 Quarter	\$34,595.73
January – March 2015 Quarter	\$28,443.09
April – June 2015 Quarter	\$25,753.43*
<i>Total</i>	\$110,039.06

*June figures unavailable

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