

# Council

## Open Agenda



Notice is hereby given that an ordinary meeting of Matamata-Piako District Council will be held on:

**Date:** Wednesday 12 September 2018  
**Time:** 9:00am  
**Venue:** Council Chambers  
35 Kenrick Street  
TE AROHA

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### Membership

#### Mayor

Jan Barnes, JP

#### Councillors

Donna Arnold  
Teena Cornes  
Paul Cronin  
Neil Goodger  
Brian Hunter  
Peter Jager

James Sainsbury  
Ash Tanner  
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**1 Meeting Opening**

**2 Apologies**

At the close of the agenda no apologies had been received.

**3 Leave of absence**

At the close of the agenda no requests for leave of absence had been received.

**4 Urgent Additional Business**

Section 46A(7) of the Local Government Official Information and Meetings Act 1987 (as amended) states:

“An item that is not on the agenda for a meeting may be dealt with at that meeting if-

- (a) The local authority by resolution so decides; and
- (b) The presiding member explains at the meeting, at a time when it is open to the public,-
  - (i) The reason why the item is not on the agenda; and
  - (ii) The reason why the discussion of the item cannot be delayed until a subsequent meeting.”

Section 46A(7A) of the Local Government Official Information and Meetings Act 1987 (as amended) states:

“Where an item is not on the agenda for a meeting,-

- (a) That item may be discussed at that meeting if-
  - (i) That item is a minor matter relating to the general business of the local authority; and
  - (ii) the presiding member explains at the beginning of the meeting, at a time when it is open to the public, that the item will be discussed at the meeting; but
- (b) no resolution, decision or recommendation may be made in respect of that item except to refer that item to a subsequent meeting of the local authority for further discussion.”

**5 Declaration of interest**

Members are reminded of their obligation to declare any conflicts of interest they might have in respect of the items on this Agenda.

**6 Confirmation of minutes**

Minutes, as circulated, of the Ordinary Meeting of Matamata-Piako District Council, held on 15 August 2018

**7 Matters Arising**

**8 Announcements**

**9 Notices of Motion**

## Events and Event Centres

Trim No.: 2047579

### Executive Summary

Council operates three event/civic centres across the district. These centres offer significant Economic Development potential to attract people and business to our area as visitors, as well as providing quality facilities for local residents.

The three centres are all currently operated differently, which poses a number of operational challenges, as well as providing an inconsistent customer experience.

The purpose of this report is to seek direction from Council on the future operation of these facilities, the impact this will have on fees and charges, and to understand Council's priorities for the associated capital costs.

### Recommendation

That:

1. The report is received.
2. Council confirms its preferred option as providing conference/event facilitation service at the Matamata-Piako Civic and Memorial Centre, Silver Fern Farms Event Centre and Westpac Morrinsville Events Centre
3. Council confirms it wishes to employ Event Facilitators in 2018/19, funding \$50,000-\$80,000 from the 2017/18 cash surplus to cover operating costs.
4. Council indicate its priorities for the \$50,000 allocated in the Long Term Plan for furniture and fittings for its facilities by
  - a) proceeding with purchasing the remaining capital items identified in this report in the current financial year (an additional \$239,000), via loan funding.OR
  - b) proceeding with purchasing the remaining capital items identified in this report in 2019/20, with funding to be included in the 2019/20 Annual Plan budgets.
5. Council confirms it wishes to
  - a) include up to \$40,000 in the 2019/20 Annual Plan Budget to undertake a variation to the Resource Consent conditions for the Silver Fern Farms Te Aroha Event Centre.OR
  - b) commit up to \$40,000 of the 2017/18 cash surplus to undertake a variation to the Resource Consent conditions for the Silver Fern Farms Te Aroha Event Centre.
6. Council amends the Fees and Charges as per the attachment, with the new charges effective 1 October, 2018.

## Content

### Background

Council opened the Silver Fern Farms Te Aroha Event Centre in 2016, this facility incorporates two courts, changing facilities, toilets, kitchen and a function/conference room that can be divided into two smaller spaces. The new facility has been well utilised, with the following bookings over the 2017/18 financial year:

- 380 bookings for the courts
- 65 bookings for the function rooms
- 18 bookings for both the courts and function rooms

Council also opened the new Matamata-Piako Civic and Memorial Centre in March 2018. This centre includes the Matamata Council office, library, two small meeting rooms, a larger meeting/function room that can be divided into two smaller spaces, and the memorial hall, which can also be divided into two smaller spaces. The facility also offers a kitchen, toilets and parents' room. This facility has also been well utilised, with the following bookings over the four months between opening (at the end of March 2018) and end of July 2018:

- 27 bookings for the main Hall
- 33 bookings for the Tainui Room
- 39 booked meetings (as well as numerous ad hoc meetings) bookings for the Pete Petersen Room

In addition to these new facilities, Council also owns the Westpac Morrinsville Events Centre, which incorporates two courts, changing facilities, toilets, kitchen, a small meeting room and a larger function room. The Morrinsville Events Centre is extremely well utilised for sports bookings, however, is under-utilised as a meeting/function venue.

### Issues

#### Bookings

Bookings for the Silver Fern Farms Te Aroha Event Centre are currently managed by the Te Aroha i-Site, with bookings for the Matamata-Piako Civic and Memorial Centre managed by the Customer Services team. For both of these facilities, each booking is reviewed by numerous departments across council for compliance with requirements like alcohol licensing, resource consents, traffic management plans, health and safety etc.

Bookings for the Westpac Morrinsville Events Centre are currently handled by a third party, and are assessed for compliance with alcohol licensing, but not against other Council functions (like the Te Aroha and Matamata facilities).

The different management processes for booking each of these facilities means Council is currently providing an inconsistent level of service across these three facilities. The staff handling these bookings are also managing this in addition to their main responsibilities (customer service). This additional workload is putting considerable strain on these teams, and impacts their ability to assist customers using the facilities (for example, not being able to leave their counter to demonstrate how to use equipment).

### **Customer expectations**

The following gaps have been identified between the services we currently provide at the Silver Fern Farms Te Aroha Event Centre and Matamata-Piako Civic and Memorial Centre. We currently do not have information around gaps in customer expectations for the Westpac Morrinsville Events Centre.

#### *Equipment*

Feedback from customers on their experience when using the function rooms at both the Silver Fern Farms Te Aroha Event Centre and Matamata-Piako Civic and Memorial Centre has indicated that customers would like the ability to pay an additional fee for cleaning, as well as for someone to set-up and pack up the venues for them (for example, having tables and chairs set up for meetings or training sessions). Users expect access to conference style equipment such as projectors, screens, lecterns, wifi, and whiteboards. It is worth noting that Council allocated \$50,000 in the current financial year to contribute to some of these costs – further discussion on this is included below.

The divider wall in the Memorial Hall at the Matamata-Piako Civic and Memorial Centre has also been identified as a Health and Safety hazard unless it is operated by a fully trained person that has the physical ability to move the panels, so is currently inoperable while alternatives are investigated. This means Council is currently unable to rent out the hall as two separate rooms. Potential solutions for this issue will be brought back to Council as a separate report.

Customers at the Silver Fern Farms Te Aroha Event Centre have also expressed frustration and surprise at the lack of tables and chairs for large functions at this facility. This venue also requires coverings to be laid over the sports floor for large functions in the Sports Hall. Council currently has vinyl mats for this purpose, however, they are heavy and awkward to install, unsightly to look at, and pose a potential trip hazard for customers. These mats are currently shared between the Te Aroha and Morrinsville venues, however, require a crane/hiab to lift, so are costly to move and install.

#### *Staff support*

Customers at both these facilities also generally expect support on site from staff (such as showing them how to use equipment, where things are located etc). Customer Services in Matamata are sometimes able to provide a limited amount of support (depending on how busy the front counter is), however, staff are unable to leave the Te Aroha i-SITE to provide this level of support for customers at the Silver Fern Farms Te Aroha Event Centre.

#### *Large functions and hours in Te Aroha*

As it is located in a park setting, the Silver Fern Farms Te Aroha Event Centre presents unique opportunities for events that require or desire indoor/outdoor flow (e.g. weddings, sports coaching sessions, environmental education, shows/expositions, large corporate events). However, Council has had to turn away a number of large bookings at this venue due to conditions in the Resource Consent. For example:

- a local industry business wanted to run regular staff inductions for approximately 500 people on the site, however, this exceeds the maximum occupancy.
- another large industry business function for approximately 300 was turned away for the same reason

- the local basketball club wish to be able to run morning training sessions, however, the Resource Consent conditions specify the facility can't be used until 8am
- Similarly, Council had to relocate our own Business Breakfast event due to the 8am condition

#### *Ability to clean up the next day*

Informal feedback has also indicated that a number of customers are frustrated with the requirement to clean the facility and remove all their equipment at the end of their event/booking, particularly when this ends late at night. This is particularly an issue in Te Aroha, where users are required to be out of the facility by midnight (in accordance with the Resource Consent conditions).

Customers who wish to clean up the next day can currently do this by extending their booking to the following day to ensure no other customers are also booking/using the facility, however, this incurs additional fees at the standard rate set in Council's fees and charges (i.e. an extra half day or full day booking fee).

It is suggested that Council add a "late check out fee" to the Fees and Charges that allow people to extend their booking until 10am the next day for cleaning purposes, at a lower hireage rate. This has been included in the attached fees and charges for Council's consideration.

## **Analysis**

### **Options considered**

#### **Option 1 – Hall hire only**

Council could choose to hire these facilities as halls only, providing instructions on paper and no staff support. This is similar to the current arrangements provided in Te Aroha and Morrinsville, however, would be a reduction in level of service for Matamata, where limited support is currently provided.

This option would mean each facility could only take one booking on weekends, as there would be no inspection following the booking (until staff are available again on the next working day).

While this option would be the lowest cost, it would also most likely result in lower booking numbers, and miss out on economic development benefits that attracting conferences and large functions provide for our towns (such as catering, accommodation, sightseeing, and spending in local stores).

#### **Option 2 – In-house conference/event facilitation**

Council could choose to increase the level of service provided at these facilities to provide a conference/event facilitation service. This option would provide flexibility to meet customer expectations – for example, allowing individuals or community groups to simply hire the empty venues (as per the current arrangements), or provide a range of other services such as set up and clean up, equipment hire, event planning support, and after hours support.

This option would also professionalise and standardise the customer experience across Council's facilities.

#### **Option 3 – Contracted conference/event facilitation**

Another option would be for Council to contract out the management of function/conference hire to a third party (such as another Council or a private partner). This option would alleviate the

operational issues for staff, and provide flexibility to meet customer expectations, however, would likely result in significant cost increases for users of Council's facilities.

### Analysis of preferred option

These options were informally discussed with Council at a workshop on 1 August 2018 and members indicated their preference was option 2.

### Option 2 – In-house conference hire

This option appears to provide the best balance between meeting customer expectations, while still keeping the facilities low cost and accessible for the communities who funded them.

The implications of this option include:

#### *Employing staff to assist with the operations and promotion of the three District Hall facilities*

Council could employ part-time staff to provide 'Event Facilitator' services at all three facilities. It is likely that this would be two roles, with one covering the Matamata-Piako Civic and Memorial Centre, and one covering both the Silver Fern Farms Te Aroha Event Centre and Westpac Morrinsville Events Centre. These staff could handle bookings, site inductions, offer set up/pack up services, provide assistance on the day as required, complete inspections, follow up issues and deal with after hours call outs.

When not dealing with event bookings they could assist with the promotion of Council's facilities, and development of policies and processes around events (such as implementing a common booking system across the facilities, to improve reporting and standardise the customer experience). These staff would likely report to the Events and Promotions Co-ordinator.

#### *Purchasing additional capital items to provide high standard conference/event centre hire and meet customer expectations*

In order to provide conference hire facilities, Council will need to consider purchasing additional items that enable Council to provide this service to a high standard and meet customer expectations. The attached revised fees and charges for Council's consideration include additional fees for this equipment as 'optional extras' (excluding tables and chairs, which would be included in the standard hire rates).

Council has already allocated \$50,000 in the current financial year to contribute to some of these costs. Staff request guidance on which of the following items Council sees as the priority for this \$50,000. Council may also wish to consider funding some or all of the remaining items from surplus funds.

Item	Description/Rationale	Cost
Floor matting	Floor matting is required to host large events in Te Aroha or Morrinsville. The current matting is unsightly, costly to move and install and can be a health and safety hazard for users.	\$35,000 for 600sq m (1 court) \$70,000 for 1200sq m (2 courts)
Audio visual fit out	Installation of ceiling mounted	\$100,000

for Matamata	<p>projectors and screens for both the Memorial Hall and Tainui Room with a central control system (so the screens can display the same, or different content across multiple rooms).</p> <p>Alternatively a basic, more mobile system (e.g. floor standing screens) could be installed for approximately \$20,000.</p>	
Audio visual fit out for Te Aroha	Installation of ceiling mounted projectors and screens for the two function rooms	\$25,000
Tables and chairs for Te Aroha	<p>Customers hiring this venue have expressed surprise at the number and quality of tables and chairs for functions. There are currently limited tables available, and a mix of new chairs, the chairs from the old Memorial Centre, and additional tables and chairs bought over from Morrinsville when required.</p> <p>Recommend purchasing the same equipment as provided in Matamata, including 10 additional trestle tables, 20 round tables and 250 chairs.</p>	\$33,000
Wifi	Conferences and large events generally expect wifi access to be included as part of the package.	<p>\$42,000 set up cost (\$14,000 per facility)</p> <p>Then \$2000 per year operating cost</p>
Portable stage (including, skirt, steps, and storage boxes)	Conferences and large events generally expect a stage to be available. A stage is currently available in Matamata, however, it is large, difficult to move, and currently takes up space in the hall. Portable staging is collapsible, looks attractive, and can easily be moved around the district.	\$8,000
Lecturns	Conferences and large events generally expect a lecturn to be available for speakers. A lecturn is currently available in Matamata, however, a modernised version may be more appropriate if providing a professional standard conference venue. Lecturns are currently not	<p>\$3,000 (\$1,000 per facility)</p>

	available in Te Aroha or Morrinsville.	
Dance floor	Large conferences or evening functions (such as weddings), often including dancing. A snaplock dance floor could be purchased to provide a better customer experience, and to protect our assets.	\$8,000

Note that no funding has been included for audio-visual equipment for Westpac Morrinsville Events Centre, as there is no existing information on demand for this equipment.

Refer to the cost section of this report for detail on operating expenses

### *Risks associated with this option*

#### Venue use

While current user statistics and informal feedback indicate that there is a demand for this level of service, no detailed market research has been completed to identify the level of demand and potential use. It is not unusual for new facilities to have higher bookings in the first year of operating due to the novelty value/people's curiosity, so while we would expect to see the facility usage increase alongside the increased level of service, it is possible that this may not be a significant increase.

Marketing plans would be developed for each of these facilities to try and minimise this risk.

#### Accommodation

Council is aware that there is an accommodation shortage in the district that poses a challenge to any group/individual wanting to host large, multi-day events (such as conferences or expos) in the Matamata-Piako District. A multi-day booking for the Matamata-Piako Civic and Memorial Centre was recently cancelled due to the lack of available accommodation in town. This means we are unlikely to attract large, multi-day functions (such as conferences), other than from Waikato-based businesses (where visitors can return home at night).

This means the target audience for large events at these venues is likely to be Waikato-based businesses.

#### Inability to quantify Economic Development benefits

While it is logical that bringing people to the district to attend events will have economic benefits for our towns (such as catering, accommodation, sightseeing, and spending in local stores), we do not have systems or easy access to information to quantify these benefits to show what return the community is getting on Council's investment.

#### Recruitment

The proposed positions require the staff to be flexible to work any day/hours, with only a guarantee of eight hours per week. In addition, the individuals will need to have suitable customer service and event management skills to effectively support local events, and the physical ability to

move and set up tables and chairs etc. It is expected that these roles will be challenging to fill and/or retain staff in.

#### Resource consent variation

It is recommended that Council considers working through a variation to the Resource Consent conditions for Silver Fern Farms Events Centre Te Aroha, to deal with some of the issues raised by customers and ensure Council can better capitalise on this asset. This would include investigating and addressing issues around traffic management, number of users/capacity, and opening and closing times.

There is a risk that Council could spend significant money on this process, and not obtain a variation to the resource consent. However, Council could still increase the level of service provided at this facility (i.e. through event support) to increase its utilisation.

#### Hireage of unmanned facilities

Council should also acknowledge that providing large, sophisticated facilities for unsupervised hire (i.e. with no staff present) is also a risk, making these facilities susceptible to damage (such as recent damage to the carpet, and a hole in the wall in Matamata). These risks are currently minimised through bonds and terms and conditions of hire, but cannot be prevented, and the \$1000 bond for events with alcohol is relatively low compared to other function venues. If we increase the use of these facilities, it is also likely we will see a resulting increase in damage and wear and tear.

The recommended additions to fees and charges include the option of requiring security guards for particular types of events to help reduce this risk.

#### **Legal and statutory requirements**

There are no legal requirements for Council to provide for economic development initiatives.

#### **Impact on policy and bylaws**

There is no impact on policy and bylaws as a result of this report.

#### **Consistency with the Long Term Plan / Annual Plan**

As part of the development of its new Vision and Outcomes for the Long Term Plan 2018-28 Council identified an area of focus for 'Enabling Economic Opportunities', as well as identifying supporting economic growth in our district as a strategic priority.

Council expressed a desire in the Long Term Plan to "sell" the district - attracting people and business to our area, as visitors, employers and residents. Providing conference and event services at Council facilities will directly contribute towards achieving this.

In addition, Council highlighted a need to support businesses and leverage our existing resources to ensure the district is a place of population and economic growth - providing conference and event services at Council facilities would contribute towards achieving this.

## Impact on Significance and Engagement Policy

This decision is not considered significant in the context of the Significance and Engagement Policy

## Communication, consultation and decision making processes

Council has recently adopted its Fees and Charges for 2018/19 alongside the Long Term Plan 2018-28. While changing the fees for these facilities is not significant in the context of the Significance and Engagement Policy Council may wish to consult directly with existing users of these facilities before making additions to the Fees and Charges for 2018/19.

## Consent issues

As outlined above, it is recommended that Council considers working through a variation to the Resource Consent conditions for Silver Fern Farms Events Centre Te Aroha, to deal with some of the issues raised by customers and ensure Council can better capitalise on this asset. This would include investigating and addressing issues around traffic management, number of users/capacity, and opening and closing times.

## Timeframes

There are no set timeframes for this project.

## Contribution to Community Outcomes

Providing conference and event services at Council facilities will deliver economic development benefits that contribute to the following community outcomes:

- Economic Opportunities

*We are a business friendly Council.*

*We provide leadership and advocacy to enable our communities to grow.*

- Healthy Communities

*We encourage the use and development of our facilities*

- Connected Infrastructures

*Infrastructure and services that are fit for purpose, affordable now and in the future*

*Quality infrastructure is provided to support community wellbeing*

## Financial Impact

### i. Cost

*Employing staff to assist with the operations and promotion of the three District Hall facilities*

To employ two part time Event Facilitators to manage bookings and events at the Silver Fern Farms Te Aroha Event Centre, Westpac Morrinsville events Centre and Matamata-Piako Civic and Memorial Centre is estimated to cost approximately \$50,000 per year.

This estimate is based on the staff working a minimum of 8 hours per week, but an average of 12 hours per week to assist with larger events, as well as being on call for after hours support. These figures have been estimated based on current bookings, however, it is difficult to predict with accuracy how many hours these staff would be required, and therefore the associated salary costs. These costs may increase depending on the facility use and uptake of event facilitation services.

*Purchasing additional capital items to provide high standard conference/event centre hire and meet customer expectations*

Council has already allocated \$50,000 in the current financial year to contribute to some of the capital costs outlined above. The total value of these capital items is \$289,000.

*Breakdown of operating cost*

The total proposed increase to operating costs (including salaries, and interest and depreciation costs on all capital items included in this report) total \$130,004 per annum across these three facilities. This equates to approximately a 0.58% increase to the General rate.

A table showing the breakdown of the income and expenditure for these three facilities is included below. It is also important to note that the operating costs for the Matamata-Piako Civic and Memorial Centre will be significantly higher this year due to the new building (e.g. higher power, rates and insurance costs), further increasing this total.

	Budget 17/18	Actual 17/18	Rates Funded	Proposed increase
Matamata (based on costs during building)				
Expenditure	\$28,520	\$22,425		
Income	\$11,100	\$1,308	\$21,117	
Morrinsville				
Expenditure	\$44,810	\$59,367		
Income	\$36,200	\$23,481	\$35,886	
Te Aroha				
Expenditure	\$76,700	\$70,966		
Income	\$20,000	\$34,773	\$36,193	
<b>Total</b>			<b>\$93,196</b>	<b>\$130,004</b>

While it is likely that investing in staff and equipment will increase income at all three facilities, it is difficult to predict how much of this increased cost could be recovered, and unlikely that the full amount would be recovered.

For example, even if the income from these facilities doubled (which is possible due to the low income in Matamata during the build phase), this would only recover an additional \$59,500 – less than half of the proposed increase. This income would have a corresponding decrease on the 0.58% rates increase (i.e. if income doubled, the rates increase would halve).

In addition to the changes to the fees and charges included with this report, it is suggested that Council review and increase the hireage rates in the 2019/20 fees and charges to assist with recovering some of these additional operating costs.

#### *Variation to Resource Consent conditions for Silver Fern Farms Te Aroha Event Centre*

To engage a Planner to prepare a Resource Consent application and for Council's Planners to process this application is estimated to cost \$20,000-\$40,000 (depending on the requirements - for example, a notified application with hearing). The costs associated with the application would be dependent on the magnitude of the changes sought.

## **ii. Funding Source**

### *Operating costs*

The table above shows increased operating costs of \$130,004 to deliver this increased level of service. This increase includes staffing costs for Event Facilitators as well as interest and depreciation for the capital items listed in this report. This means that to deliver this increased level of service for the remainder of the financial year is likely to cost \$50,000-\$80,000 (depending on Council's decision on timing for purchasing the capital items).

Council may wish to consider funding this from the 2017/18 cash surplus.

The operating costs for future years would be included in 2019/20 Annual Plan budgets.

### *Capital costs*

Council has already allocated \$50,000 in the current financial year to contribute to some of the capital costs identified above.

If Council wishes to proceed with purchasing the remaining capital items in the current financial year (an additional \$239,000), this could be loan funded. Alternatively, additional funding for these items could be included in the 2019/20 Annual Plan budgets.

#### *Variation to Resource Consent*

It is recommended that up to \$40,000 be included in the 2019/20 Annual Plan Budget to undertake a variation to the Resource Consent conditions for the Silver Fern Farms Te Aroha Event Centre.

Alternatively, Council may wish to consider funding this from the 2017/18 cash surplus.

#### *Reviewing fees and charges for these facilities to assist with recovering some of the additional costs.*

Council consulted on its fees and charges alongside the 2018-28 Long Term Plan in March/April 2018. The current fees and charges became effective on 1 July 2018. As these have been consulted on and adopted so recently, it is recommended that Council initially make minor amendments/additions to the 2018/19 Fees and Charges, with a more detailed review of hireage rates to be completed as part of the 2019/20 Fees and Charges.

Suggested fees and charges are attached to this report for Council's consideration.

The suggested changes to fees and charges include:

- clarify the room names at the Matamata-Piako Civic and Memorial Centre
- a range of optional additional extras to assist with cost recovery (such as sound system hire, stage hire, event set up, etc).
- Adding a "late check out fee" that allows people to extend their booking until 10am the next day for cleaning purposes, at a lower hireage rate.
- Adding a spectator charge – giving Council the option to add a spectator fee of \$1 per person to large events where ticket or door sales are sold. If paying the spectator fee, community group booking rates would apply, and the additional income would contribute to providing additional cleans during event (e.g. cleaning toilets, emptying bins)

'Optional Additional Extra' fees would also need to be added for floor coverings, dance floor and wifi if Council opts to purchase these capital items in 2018/19.

It is recommended these revised fees and charges become effective from 1 October, 2018.

## Attachments

[A↓](#). Proposed additions to facility fees and charges

## Signatories

Author(s)	Jenni Cochrane <b>Communications Manager</b>	
Approved by	Don McLeod <b>Chief Executive Officer</b>	

5. Recreation facilities and heritage		1 July 18 – 30 June 19	
<b>Note:</b> There is no GST on bonds for recreation facilities and heritage. If cancellation notice is received within 7 days prior to the Event – no refund			
After hours call out fee	If required	\$56.00	
Matamata- Piako Civic and Memorial Centre		To be reviewed annually and updated 1 January	
<b>Bond</b>			
No alcohol served <b>Note:</b> Bond waived if making 10 or more bookings per year. These bookings/payments must be made in a single transaction.		\$200.00	
Alcohol served**		\$1,000.00	
Interview Rooms (Pete Petersen Room, <del>and</del> Te Tauihu Room <del>and</del> Tainui Room 2)	Per hour	\$10.00	
<b>Foyer</b> - Exclusive use can only be out of normal business hours			
Opening time until 6pm* (exhibition space - non exclusive use)		\$10.00	
6pm until closing time*		\$10.00	
All hours – non community group*		\$35.00	
<del>Lounge small (New Tainui Room or One third of Main Hall)</del> Tainui Room 1 (2/3 of Tainui Room, including kitchenette) or Tainui Room (Tainui 1 and 2, including kitchenette) or Te Takere Room (1/3 of memorial hall)			
Opening time until 6pm*		\$25.00	
6pm until closing time		\$10.00	
All hours – non community group*		\$50.00	
<del>Lounge medium (Te Taurapa Room)</del> Te Taurapa Room (2/3 of memorial hall)		Per 4 hours minimum 4 hour charge with following time charged per 2 hours	
Opening time until 6pm*			\$50.00
6pm until closing time*			\$20.00
All hours – non community group*			\$100.00
<del>Lounge large (Te Takere Room)</del> Memorial Hall (Te Takere and Te Taurapa Rooms, including kitchen)			
Opening time until 6pm*		\$75.00	
6pm until closing time*		\$30.00	
All hours – non community group*		\$150.00	
<b>Whole complex</b> (Tainui Room, Foyer, Te Taurapa and Te Takere Rooms, kitchen and extra toilets)			
Opening time until 6pm*		\$110.00	
6pm until closing time*		\$50.00	

All hours – non community group*	\$235.00
<b>Note:</b> Kitchen/kitchenette facilities if available will be included in foyer/lounge/complex booking fee	
<p><b>*Community group</b></p> <p>a not-for-profit organisation that provides services that are of benefit to the community, including the provision, promotion or facilitation of:</p> <p>public health or wellbeing, social advisory or rehabilitation services, sports or recreational activities, public amenities or recreational facilities, the protection or enhancement of the environment, the protection of human life, the relief of poverty, the advancement of education (e.g. schools) or religion, animal welfare, public works or services, the efficiency of the armed forces.</p> <p><b>**Alcohol served</b></p> <p>Serving alcohol at Council facilities is subject to licensing requirements under the Sale and Supply of Alcohol Act 2012 and/or obtaining permission from Council.</p>	

<b>Optional additional extras</b>	
Set up and pack up	\$40 per hour
Tech support	Hourly at actual cost
Sound system	\$25 per day
Projector and screen	\$50 per day
Tea, instant coffee, juice	\$3 per person
Cutlery, crockery and glassware	\$1 per setting
Tablecloths	\$12 each
Stage	\$50
Lecturn	\$10 per day
Late check out fee - extend your booking until 10am the next day for cleaning purposes (only available if no bookings are requested for the following day - will be confirmed one week prior to event)	\$50
Event Facilitator assistance during event is also available – please contact the Events and Promotions Co-ordinator to discuss your requirements and rates	
<b>Additional fees</b>	
Security – Council may require large or high risk events to have security guards present for the event and pack up	\$65 per hour
Spectator fee - Council has the option to add a spectator fee to events where	\$1 per person

ticket or door sales are sold. This fee is to cover additional cleans during event  
(e.g. cleaning toilets, emptying bins)  
If paying spectator fee, community group hireage fee applies

Replacement/loss of access card	\$50 per card
Damage to facility	Whole bond minimum (or cost)
Extract carpet clean	Actual cost – minimum \$150
After hours call out (e.g. insecure building, tech support, cleaning issues). Only charged when user is at fault	\$100
Cleaning if the venue is left in an unsatisfactory condition (e.g. dishes left in kitchen, significant rubbish left behind, decorations left in place)	Actual cost at \$40 per hour

Matamata - Headon Stadium, Morrinsville - Westpac Event Centre and Te Aroha - Silver Fern Farms Event Centre		To be reviewed annually and updated 1 January
<b>Bond</b>		
No alcohol served <i>Note: Bond waived if making 10 or more bookings per year. These bookings/payments must be made in a single transaction.</i>		\$200.00
Alcohol served**		\$1,000.00
<b>Court access</b> (Basketball court area size)		
Opening time until 6pm	Per court per hour	\$15.00
6pm until closing time	minimum 1 hour charge with following time charged per ½ hour	\$25.00
<b>Lounge small</b> (Matamata – Rose York room, Morrinsville – Committee room,  Te Aroha – Ballance room – Seales Winslow room)		
Opening time until 6pm*	Per 4 hours	\$25.00
6pm until closing time*	minimum 4 hour charge with following	\$10.00
All hours – non community group*	time charged per 2 hours	\$50.00
<b>Lounge large</b> (Morrinsville – Motumaoho room, Te Aroha – Ballance & Seales Winslow rooms combined)		
Opening time until 6pm*		\$50.00
6pm until closing time*		\$20.00
All hours – non community group*		\$100.00
<b>Changing rooms (if required in addition to toilets)</b>		
Matamata - external	Per booking per day	\$30.00
Morrinsville/Te Aroha - internal		\$60.00
<p><b>*Community group</b> a not-for-profit organisation that provides services that are of benefit to the community, including the provision, promotion or facilitation of: public health or wellbeing, social advisory or rehabilitation services, sports or recreational activities, public amenities or recreational facilities, the protection or enhancement of the environment, the protection of human life, the relief of poverty, the advancement of education (e.g. schools) or religion, animal welfare, public works or services, the efficiency of the armed forces.</p> <p><b>**Alcohol served</b> Serving alcohol at Council facilities is subject to licensing requirements under the Sale and Supply of Alcohol Act 2012 and/or obtaining permission from Council.</p>		

<b>Optional additional extras</b>	
Set up and pack up	\$40 per hour
Tech support	Hourly at actual cost
Sound system	\$25 per day
Projector and screen	\$50 per day
Tea, instant coffee, juice	\$3 per person
Cutlery, crockery and glassware	\$1 per setting
Tablecloths	\$12 each
Lecturn	\$10 per day
Late check out fee - extend your booking until 10am the next day for cleaning purposes (only available if no bookings are requested for the following day - will be confirmed one week prior to event)	\$50
Event Facilitator assistance during event is also available – please contact the Events and Promotions Co-ordinator to discuss your requirements and rates	
<b>Additional fees</b>	
Security – Council may require large or high risk events to have security guards present for the event and pack up	\$65 per hour
Spectator fee - Council has the option to add a spectator fee to events where ticket or door sales are sold. This fee is to cover additional cleans during event (e.g. cleaning toilets, emptying bins)	\$1 per person
If paying spectator fee, community group hireage fee applies	
Replacement/loss of access card	\$50
Damage to facility	Whole bond minimum (or cost)
Extract carpet clean	Actual cost – minimum \$150
After hours call out (e.g. insecure building, tech support, cleaning issues). Only charged when user is at fault	\$100
Cleaning if the venue is left in an unsatisfactory condition (e.g. dishes left in kitchen, significant rubbish left behind, decorations left in place)	Actual cost at \$40 per hour



## Upgrade of Mangawhero Road Culvert in Matamata

Trim No.: 2049084

### Executive Summary

It is requested Council consider funding the upgrade of a stormwater pipe under Mangawhero Road in Matamata.

The developers of a subdivision on the west side of Mangawhero Road sought consent to pipe the overflow from their soakage system into the overland flow path using a 450 mm dia. Pipe and as part of this work it provides Council with the opportunity to increase the existing pipe to 1050mm diameter. Most of the capacity is needed for the current level of service to improve downstream flows with some minor benefits to future developments between Banks and Mangawhero Roads.

The additional cost is estimated to be \$116,000. With approximately 25% of which can be allocated to future growth and recovered through the Development Contributions in the next Long Term Plan with the rest being capital funded.

### Recommendation

That:

1. The report be received.
2. Council determines whether it wishes to upgrade the current culvert to a 1050mm diameter culvert.

### Content

#### Background

The developers of a subdivision on the west side of Mangawhero Road are seeking consent to pipe the overflow from their soakage system into the overland flow path using a 450 mm dia. Pipe.

This has been approved and staff have identified an opportunity to provide a much improved outlet for the existing pipes along Mangawhero Road and future development.

This would involve upsizing the proposed pipe from 450mm to 1050 mm dia.

The original stormwater system through the Matamata Industrial area was installed in 1986 with a 900 mm dia. pipe from the river to Waihou St then a 600 mm dia. to the reserve and through the reserve.

In 1990 this pipe was extended through the reserve to Mangawhero Road where it connected to a 300mm dia. pipe in Mangawhero Road.

In 1991 the 300 mm dia. pipe was replaced with a 600 mm dia. pipe along Mangawhero Road to Kilbride Road.

In 1997 the 600 mm dia. pipe was extended north along Mangawhero Road to Burwood Road then along Broadway to Puriri Place. Smaller dia. pipes were laid along Puriri Place and Kiwi Place through to Tawa St.

In 1999 a 900 mm dia. pipe was laid from the 600 mm dia. pipe a little north of the reserve and parallel to Burwood Road to connect to the Menzies and Hooper blocks.

The GIS also shows a 375mm dia. pipe collecting stormwater from sumps along Mangawhero Road to Kilbride Road and into Kilbride Road. It is unclear when this was installed but it appears to have been part of the Kilbride Road subdivision.

Thus there is a 900 mm dia. pipe feeding into a 600 mm dia. pipe which in itself has been extended far beyond its original catchment area. The 600 mm pipe and the 375 mm pipe feed into a 600 mm pipe through to the Overland Flow Path.

Thus there is a significant restriction for flow below the manhole connecting the 900 mm pipe into the 600 mm pipe. The current pipes are shown on the diagram below.



## Issues

The developers of a subdivision on the west side of Mangawhero Road sought consent to pipe the overflow from their soakage system into the overland flow path using a 450 mm dia. pipe and this has been approved.

However it has now been proposed that this be upgraded to a 1050 mm dia. pipe to provide a much improved outlet for the existing pipes along Mangawhero Road and future development.

Such a pipe would overflow to the overland flow path which has been extended by the developer of the adjoining subdivision

The stormwater pipes in Mangawhero Road in the vicinity of the reserve are as shown in green below with the new 1050mm dia. pipe in red below:



The total increase in cost has been estimated at \$116,000.

## Analysis

### Options considered

The options are to

1. Take the opportunity now to increase the hydraulic capacity of the stormwater system by sharing the cost with a developer.
2. Leaving the reduced hydraulic capacity in the system. It should be noted that it is also the extension of the Overland Flow Path to Mangawhero Road by another developer that has enabled this increase of capacity to be achieved at a realistic cost

### Analysis of preferred option

It is uncertain why a significant increase in flow capacity, especially by the installation of the 900 mm pipe, was never followed on with a capacity increase downstream.

However council now has re opportunity to address the matter at a reasonable cost. The section of pipe across Mangawhero Road is the immediate concern to tie in with current work on subdivision entrances.

### Legal and statutory requirements

None

### Impact on policy and bylaws

None

### Consistency with the Long Term Plan / Annual Plan

This will improve the capacity of the stormwater system in this location and should reduce ponding throughout the entire catchment

### Impact on Significance and Engagement Policy

None

### Communication, consultation and decision making processes

Not applicable

### Consent issues

None

### Timeframes

The work under Mangawhero Road is planned for October and the balance will follow to suit subdivision requirements

### Contribution to Community Outcomes

Reduction of ponding

### Financial Impact

#### i. Cost

\$116,000

#### ii. Funding Source

It has been calculated that approximately 25% of the funding can be recovered through Development Contributions in our next Long Term Plan. Most of the capacity is needed for the current level of service to improve with some minor benefits to future developments between Banks and Managawhero Roads.

### Attachments

There are no attachments for this report.

### Signatories

Author(s)	Graham Robertson <b>Senior Utilities Engineer</b>	
Approved by	Susanne Kampshof <b>Asset Manager Strategy and Policy</b>	
	Manaia Te Wiata <b>Group Manager Business Support</b>	

## Te Aroha Community Patrol Car

Trim No.: 2055755

### Executive Summary

In 2015 Council transferred the ownership of a Council vehicle to the Te Aroha Community Patrol for a period of three years following a request made through a Long Term Plan 2015-25 submission. The transfer of ownership agreement details that the Community Patrol shall transfer ownership of the car back to Council on Tuesday 16 October 2018.

Te Aroha Community Patrol have written to Council requesting an extension of the existing agreement by 12 months or for Council to offer another vehicle to them on similar terms.

The vehicle has recently been valued between \$3,000-\$4,000.

The following report requests Council to confirm whether a vehicle will be provided to the Te Aroha Community Patrol and the nature of that agreement, or whether Council requests the return of the vehicle as per the agreement in place.

### Recommendation

That:

1. **The report be received.**
2. **Council decide to;**
  - a) **require the vehicle be returned to Council ownership as per the agreement,**  
**OR**
  - b) **extend the existing agreement for 12 months or more as per the Te Aroha Community Patrols request,**  
**AND/OR**
  - c) **offer the vehicle for sale to Te Aroha Community Patrol in accordance with the recent valuation.**

### Content

#### Background

Following the 2015 Long Term Plan consultation Council transferred the ownership of a Council car (2010 Toyota Corolla) to the Te Aroha Community Patrol for a term of three years. The agreement specifies that the Te Aroha Community Patrol shall return the car to Council ownership on Tuesday 16 October 2018.

The Te Aroha Community Patrol were contacted in late July to ensure they were aware of the requirements of the agreement. Council received a letter from the Community Patrol in early August outlining that they had been considering their options and requested for Council to either, extend the existing agreement for 12 months, or offer another vehicle on similar terms.

KVS have sought a valuation of the vehicle from Turners Auctions who confirmed that the current value would be approximately \$3,000-\$4,000 at wholesale (dependent on mechanical condition). The vehicle has done 181,722km and has been sign written.

## Issues

The Te Aroha Community Patrol operates in Te Aroha, there is also a Community Patrol in Morrinsville and Matamata. Both Matamata and Morrinsville Community Patrols do not have arrangements with Council where they have had a car transferred into their ownership.

All three Community Patrols within the district have an existing agreement with Council under the Long Term Plan 2018-28 confirming that they will each receive an annual grant payment of \$2,000 for a fixed term of three years.

When applying for funding through the Long Term Plan 2018 all three Community Patrols have requested differing amounts of funding. However, when determining and awarding grant payments to the three community patrols, Council made the decision to ensure funding provided is fair across the three organisations.

## Analysis

### Options considered

Council have the option of requiring the car to be returned into Council ownership.

Council could extend the term of the existing agreement for an additional 12 months or more. This option would be of no cost to Council and would result in a simple amendment to the existing agreement.

Council could offer the vehicle for sale to the Te Aroha Community Patrol based on the value provided by Turners auction.

Or another option that Council sees fit.

### Analysis of preferred option

At this stage Te Aroha Community Patrols preferred option would be to extend the agreement for another 12 months or more.

### Impact on Significance and Engagement Policy

There is no impact on the Significance and Engagement Policy.

### Timeframes

The Te Aroha Community Patrol shall transfer the ownership of the vehicle back to Council on Tuesday 16 October, unless a new arrangement is put in place prior to this date.

### Contribution to Community Outcomes

Ensuring the Te Aroha Community Patrol have a reliable car to undertake their patrols is consistent with the Healthy Communities outcome in our Long Term Plan 2018-28. The Community Patrol contribute to providing a safe, healthy and connected community and a reliable vehicle is essential in the service that they provide.

## Financial Impact

### i. Cost

The car has been externally valued to be worth approximately \$3000-\$4000 (dependent on mechanical condition). Extending the agreement would have no direct financial impact.

### ii. Funding Source

Dependent on the direction determined by Council.

## Attachments

- A↓. Te Aroha Community Patrol Agreement - Council Car - 2015-2018  
B↓. Te Aroha Community Patrol Car - response letter

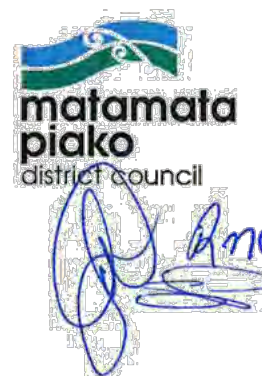
## Signatories

Author(s)	Sarah Osborne <b>Graduate Policy Planner</b>	
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Approved by	Sandra Harris <b>Acting Strategic Policy Manager</b>	
	Don McLeod <b>Chief Executive Officer</b>	

**Contract for transfer of ownership of vehicle from Matamata-Piako  
District Council to Te Aroha Community Patrol**

Dated this 16<sup>th</sup> day of October 2015



**Parties**

1. The Te Aroha Community Patrol (Community Patrol).
2. Matamata-Piako District Council ("Council")

**Introduction**

- A** As part of Council's Long Term Plan 2015-25 consultation processes, the Community Patrol requested the lease or transfer of a vehicle to replace its ageing patrol car.
- B** As part of Council's Long Term Plan 2015-25 deliberations and in recognition of the work that the Community Patrol undertakes within the Te Aroha community supporting a reduced Police service throughout the district, Council has agreed to transfer the ownership of a vehicle to the Community Patrol for a period of three years subject to the terms of this agreement.

**The Parties agree:**

**1. Vehicle**

- a. The vehicle to be transferred is a White Toyota Corolla 2010, registration number FLB895. The VIN number is JTDGT40E509149752 (Vehicle).
- b. At the Transfer Date:
  - i. the approximate odometer reading is 152,739 kilometers;
  - ii. the Vehicle is registered until 25 September 2016;
  - iii. the Vehicle's warrant of fitness expires on 11 June 2016.
- c. The Community Patrol accepts that the Vehicle's warrant of fitness is more than one month old.

**2. Transfer period**

This agreement provides for the transfer of the Vehicle to the Community Patrol on Friday 16 October 2015 (Transfer Date) and the return of the Vehicle to Council on Tuesday 16 October 2018 (Return Date), subject to the further terms of this agreement (Transfer Period).

**3. Transfer to the Community Patrol**

- a. The Council agrees to transfer the ownership of the Vehicle to the Community Patrol on the Transfer Date for consideration of \$1.00 (inclusive of GST), payable on demand.
- b. The Community Patrol accepts the transfer of ownership of the Vehicle to the Community Patrol on the Transfer Date for consideration of \$1.00 (inclusive of GST), payable on demand.

A handwritten signature in blue ink, appearing to be 'RMC'.

A handwritten signature in blue ink, appearing to be 'RMC'.

- c. The Community Patrol is responsible for transferring the ownership of the Vehicle into its name on the Transfer Date and paying any associated fees for the transfer of the Vehicle.

**4. Transfer to the Council**

- a. The Community Patrol shall offer to return the Vehicle to Council in writing at least two months prior to the Return Date.
- b. If the Council accepts the request in clause 4(a), the Community Patrol shall without delay, transfer the ownership of the Vehicle to the Council on the Return Date:
  - i. for consideration of \$1.00 (inclusive of GST), payable on demand; and
  - ii. in a reasonable condition, taking in to consideration reasonable mileage and wear and tear; and
  - iii. free from any security arrangements, infringements or fines.
- c. If the Te Aroha Community Patrol ceases to operate or the Vehicle is no longer required for the primary purpose of patrolling the community then the Community Patrol must immediately offer to return the Vehicle to Council in writing and the provisions of clause 4(b) shall apply.

**5. Vehicle use**

- a. The Community Patrol shall use the Vehicle primarily for the purposes of patrolling the Te Aroha ward community with the objective of making the community a safer place to live.

**6. Vehicle condition**

- a. The Vehicle is transferred from the Council to the Community Patrol in its current state as at the Transfer Date.
- b. Council makes no warranties regarding the condition and suitability of the Vehicle for the Community Patrol's use, Council takes no responsibility for any mechanical or other failures of the Vehicle whatsoever.

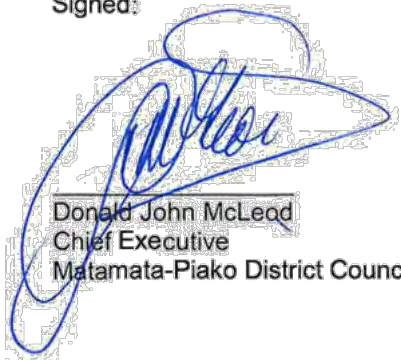
**7. Vehicle outgoings and maintenance**


- a. All outgoing expenses incurred from the Transfer Date shall be the responsibility of the Community Patrol, including but not limited to registration, warrants of fitness, petrol, insurance, all maintenance costs and infringements/fines.
- b. The Community Patrol agrees to undertake reasonable maintenance and care of the Vehicle should be well maintained by the Community Patrol during the Transfer Period.
- c. The Community Patrol agrees to promptly pay Council for any infringements/fines that are received by Council
  - i. from the Transfer Date (while the transfer is being processed) and the vehicle is in the Community patrol's possession.
  - ii. After the Return Date (while the transfer is being processed) that are received while the Vehicle was in the Community Patrol's possession.




8. The parties may vary this agreement in writing.

Signed:

  
Donald John McLeod  
Chief Executive  
Matamata-Piako District Council

  
Richard Cornes  
Chairperson  
Te Aroha Community Patrol

  
Shirley Parkes  
Secretary/Treasurer  
Te Aroha Community Patrol

TRIM#1678755



Sandra Harris  
HP Records Manager,  
Matamata-Piako District Council

2 August 2018

Dear Sandra

**Re: Document 1682078 – Lease agreement with the Te Aroha Community Patrol**

In reply to your recent phone call and letter re the lease to our Patrol Vehicle, we were aware that the expiry date was getting close and our committee have been considering our options, with our first option being to eventually own our own car.

With this in mind, over the past year we have been putting aside any surplus funds into a vehicle replacement fund. At this stage it stands at just over \$5000. We rely entirely on grants and donations from the community and other charitable organisations.

Still a long way to go!

Our committee is actively exploring funding options as our aim is to have our own vehicle on the road by October 2019.

The current situation is that if we return the vehicle at this stage, we would have to revert to patrollers using their own cars. We firmly believe that our patrols are for the benefit of the local community and we will keep the patrols going somehow.

Looking to the future, we would ask whether MPDC could give us...

- a. an extension for a further 12 months on our current lease agreement
- b. another vehicle on similar terms?

Or we could even be interested in purchasing a vehicle similar to what we have on its current valuation from Council.

In closing, I would like to inform you that the vehicle has been kept in storage whenever it is not in use. It has been kept clean and in very good condition, regularly serviced and has a current warrant of fitness. The odometer currently reads 181000km

We wish to invite officers of the council to inspect the vehicle and for someone from our group could attend a meeting to answer any questions

Yours sincerely

Chas F Mace  
Te Aroha Community Patrol Chairperson  
23 Kotuku St  
Te Aroha 3200  
Phone 8849681 e-mail [c.f.mace@xtra.co.nz](mailto:c.f.mace@xtra.co.nz)

# Council Submission on Draft National Planning Standards

Trim No.: 2053222

## Executive Summary

Retrospective Council approval is sought for a submission made to the Ministry for the Environment for the Draft National Planning Standards.

### Recommendation

That:

1. The report be received.
2. Council retrospectively approve the submission made to the Ministry for the Environment for the draft National Planning Standards

## Content

### Background

The Ministry for the Environment (MfE) released the draft National Planning Standards ("the Standards") for consultation in June 2018. The purpose of the Standards is to make council plans faster to prepare and easier for plan users to understand, compare and comply with. The Standards apply to district plans, regional plans and regional policy statements prepared under the Resource Management Act 1991. Submissions for the Standards closed on 17th August.

This report seeks Council's approval for the staff submission made to Ministry for the Environment on the Standards. This follows a decision made at a Council workshop on 1 August 2018 that Council staff consider the possible impact and effects of the Standards, and a submission be prepared for the retrospective approval of Council.

The Council's submission is attached, and the draft Standards and other relevant documents are available at [http://www.mfe.govt.nz/consultation/draftnational-planning standards](http://www.mfe.govt.nz/consultation/draftnational-planning-standards).

### Issues

Council may now make a decision whether to approve the submission made to the Ministry for the Environment for the draft National Planning Standards.

## Analysis

### Legal and statutory requirements

It will be mandatory to include directions required by the Standards.

### Impact on policy and bylaws

Once the Standards are gazetted in April 2019, the District Plan will need to be amended to reflect the proposed changes, with a consequential effect on Council's policies and bylaws where they differ from those of the Standards.

### Consistency with the Long Term Plan / Annual Plan

There is no impact on the Long Term Plan or Annual Plan in regards to Council's submission. There will be future implications in terms of requiring funding and resourcing to implement the Standards.

### Impact on Significance and Engagement Policy

This will not have an effect on the Significance and Engagement policy.

### Communication, consultation and decision making processes

Council staff have communicated with Hauraki District Council staff and reviewed the Local Government New Zealand submission while drafting MPDC's submission to the Standards.

### Consent issues

There are no consent issues

### Timeframes

Under the proposals of the Standards, Council will have five years from April 2019 to implement the changes to the District Plan and the required electronic functionality and accessibility requirements.

### Financial Impact

#### i. Cost

No costs will be incurred from making a submission to the Standards.

#### ii. Funding Source

Once the Standards are finalised, staff will come back to Council with a separate report seeking additional funding to implement them.

### Attachments

[A](#). Matamata-Piako District Council submission on Draft National

### Signatories

Author(s)	Mark Hamilton <b>Environmental Policy Planner</b>	
Approved by	Ally van Kuijk <b>District Planner</b>	
	Dennis Bellamy <b>Group Manager Community Development</b>	

## Submission on Draft National Planning Standards

**Name:** Mark Hamilton

**Organisation:** Matamata-Piako District Council

**Address:** 35 Kenrick Street, PO Box 266, Te Aroha 3342

**Phone:** 07 884 0060

**Email:** mhamilton@mpdc.govt.nz

**Submitter type:** Local government

Matamata-Piako District Council (MPDC) would like to thank the Ministry for the Environment (MfE) for the opportunity to make a submission to the draft National Planning Standards (the Standards). In addition to addressing the 23 questions posed in the Draft National Planning Standard Consultation Document, the submission concludes with those matters that were not the subject of a specific question in the Consultation document.

**Question 1: What are your thoughts on this proposed package of planning standards? If you consider changes necessary, how would these affect the anticipated outcomes?**

We are supportive of the Standards' efforts to promote standardisation, save time, and improve clarity for users to ensure that more time and resources are spent on addressing local issues and less are spent on the mechanics of district plan formatting and structure.

A Treasury report estimates that the costs to each provincial council of implementing the Standards are \$11.54 per capita (source: Figure 1: "Council Costs of Implementation": page 5, "National Planning Standards Regulatory Impact Statement"). This cost would be nearly of \$403,700 for the Matamata-Piako District, which is a small provincial council, with an estimated population in 2018 of just 34,980. The estimated cost is a considerable sum which has not been included in Long Term Planning, and an unexpected financial burden on a small rural district which is experiencing only medium population growth and has a disproportionately small number of working age residents to contribute to its costs.

Matamata-Piako's population of nearly 35,000 means that it exceeds the threshold of fewer than 20,000 residents for a district to be considered rural as specified in MfE's "Economic Evaluation of the Introduction of National Planning Standards" report (p. 5). However, it is a figure at the lower range of the 20,000 to 90,000 population band for provincial councils. It is likely, therefore, that the cost to MPDC of implementing the Standards would be closer to the \$34.26 per capita estimate for rural councils, than the estimated cost of \$11.54 per capita for provincial councils.

Question 2: What topics or matters should be investigated for future planning standards?

MPDC suggests that, to avoid unforeseen circumstances, future planning standards should not be introduced until such time as the current proposed standards are decided upon and tested to see how well they work.

However, we suggest future planning standards could include providing the criteria/framework for significant outstanding landscapes and features, and significant natural areas and heritage at a national and regional level. This would provide invaluable guidance and ensure national consistency. It would also focus the debate on which features meet the criteria, rather than on the criteria itself.

Question 3: Do you agree with the level of standardisation proposed in the plan structure standards?

MPDC acknowledges the advantages for users and organisations that use more than one plan, and that a prescribed approach saves deciding on a best practice approach. However, in all likelihood, most plan users do so only infrequently in relation to their domestic situation, and not in a professional sense. Furthermore, such users deal only with the plan in their 'home' district, so the chief benefits of standardisation would likely be enjoyed by relatively few.

Question 4: Are there other topics that would benefit from a chapter structure standard?

From MPDC's perspective, it is too early to suggest additional topics for revision. We would have a better idea of potential further topics once the Standards are implemented and subsequent gaps or issues are identified.

Question 5: Does the tangata whenua part structure standard help meet RMA requirements for iwi authorities and tangata whenua input into RMA plans? Will this help tangata whenua and councils work together?

Although progress has been made in the area of training in the field of RMA plan making and statutory processes, it can be a challenging and time consuming exercise for iwi to obtain and retain these skills and experience. Iwi and hapu will still likely require resourcing to assist with providing in-depth participation in council processes.

Given the recent introduction of Mana Whakahono a Rohe as tools to enable tangata whenua and local authorities to work together under the RMA, MPDC feels that it is these tools, and not the proposed Standards, which will have a greater influence over iwi engagement as they require greater interaction between Tangata whenua and councils.

Furthermore, the imposition of a nation-wide standard for all tangata whenua may not be welcomed by iwi and hapu where local issues, and therefore local solutions, are often sought.

**Question 6: Should we have a standard set of zones? Would this make plans across New Zealand easier to use?**

MPDC agrees that it would be practical to have standard set of zones as they are a key foundation for Territorial Authority plans, and therefore an important component of seeking nationwide standardisation across all districts. However, as in Answer 3, it's likely that the main benefits of standardisation would be enjoyed by people and organisations who regularly use more than one plan.

While the Standards may ensure that zones across different Territorial Authorities will share identical names and symbols, it is the rules of each council that will dictate the actual activities permitted within zones, and what, if any, controls will apply. These activities will invariably differ across some councils, which will detract from a complete standardisation across plans. Nevertheless, MPDC hopes that such independent decision making will still be afforded to individual councils, rather than central government employing a more prescriptive approach.

**Question 7: Are some zones missing, or are some zones not needed?**

If insufficient zones are approved as part of the Standards, there is a risk of Precincts being used as de facto zones. Such an eventuality weakens the intent of standardisation promoting a fixed maximum number of zones with prescribed purpose statement that the zone provisions must fulfil.

MPDC would favour the addition of a second rural residential zone. In the Matamata-Piako District we have two such zones, which are differentiated by different minimum lot sizes and locations. The second rural residential zone only become operative in 2018, after having been introduced as part of a 'rolling review' plan change. We would need to undergo a further plan change to revoke this recently introduced zoning should a second rural residential zone not be introduced as part of the Standards, which in itself does little to engender a commitment to consistency and wise use of resources in the public eye.

MPDC also queries the specific uses of precincts and how it is intended that they will be utilised, as we favour using them for Development Concept Plans (DCP).

MPDC utilises DCPs within our district plan, as a mechanism to regulate the activities and effects within certain large sites. Each DCP includes a full suite of rules and specifies the conditions under which the site must operate. There are currently 14 DCPs within Matamata-Piako, and we have received private plan change applications for a further two. MPDC have found DCPs to be a very useful tool to help manage large-scale activities which are continually evolving and changing, on sites which are typically out of zone.

The site operators favour the certainty that DCPs provide as they are intended to cater for growth and, where the effects of the activity are internalised, they don't require the ongoing time and expense of resource consent applications. Furthermore, neighbours and residents can view the requirements of each DCP as they are included in our District Plan.

MPDC seeks clarification about the requirements of the Standards in relation to zone changes and Schedule 1 of the RMA. The Standards Consultation Document indicates that zone changes will be subject to discretionary direction, with a requirement for formal consultation. We seek confirmation that a Schedule 1 consultation process will not be required to undertake like-for-like zone changes directed by the Standards. For example, we are not in favour of having to undertake

a time-consuming and costly Schedule 1 process to rename our current Business zone to “Commercial” zone, or consult with the public on zones that will retain their existing names, such as “Rural” and “Industrial”.

**Question 8: Is the inclusion of purpose statements for zones useful for guiding how they may be used?**

The inclusion of purpose statements will provide essential guidance for users and plan makers to understand how zones should be identified/differentiated. Furthermore, it supports an idea of standardisation on which the Planning Standards are focused. Variation will continue across districts, however; for example, high-density residential zoning in a predominantly rural district like MPDC would likely be labelled medium-density residential in a city plan.

MPDC seeks that the Standards won’t seek to govern how zones will be identified by Territorial Authorities, but leave this as the sole responsibility of local government. If, however, it is intended that the Standards play a role in the identification of the appropriate zoning, then MPDC seeks clarification of what consultation will be held with Territorial Authorities.

**Question 9: Do the purpose statements help you understand which zones you currently have in your plan, and how they fit into the planning standard’s zone?**

They provide useful guidance to allow the comparison and evaluation of the proposed zones and what is most appropriate for our district. However, given the variable makeup of the cities and districts throughout New Zealand, and the deliberately non-prescriptive nature of the purpose statements, they are predisposed to a considerable level of subjective interpretation.

**Question 10: Is level 5 of the Electronic Accessibility and Functionality Scale an appropriate standard for Council ePlans? Should it be more or less ambitious? What would you include/exclude?**

MPDC are in favour of the introduction of ePlans as they reflect the increasing demand for electronic information accessibility, and we have already embarked on the creation of an electronic plan for our district. We do, however, question the timing of the introduction of ePlans.

MPDC’s ePlan development (Masterplan) is estimated to be at the 2-3 stage in the Standard’s Figure 1: ePlan Electronic Accessibility and Functionality Scale, subject to minor implementation changes. However, the ‘linking’ and ‘searchable’ requirements for an ePlan are still beyond the capabilities of Masterplan at this time.

The Standards place new demands on Council systems that were previously considered fit for purpose (in the absence of any existing requirements). MPDC would incur a sizeable loss of time and expenditure for having made a start on an ePlan prior to there being any such requirement, yet then face the likelihood that a considerable amount of this work will need to be revisited to reflect the requirements of the Standards.

A requirement for the storage of earlier District Plan versions on council websites may cause confusion for the public as to which version they seek. In addition, electronically archiving numerous past editions of plans, which require considerable space, may be burdensome to council websites. We suggest that it should be sufficient for just the current version of each Council's Plan to be published online, or all versions of the plan that are no more than five years old. Furthermore, we suggest that only the operative version of the plan be published to avoid confusion as laypeople may not typically know the significance of the relative weighting given to notified or decision versions.

**Question 11: For councils, what type of support would be useful to help you implement the eplan standard?**

MPDC, as a smaller, rural council, has a single staff member dedicated to web development. As such, the demands of implementing the Standards' requirements in relation to an ePlan would become a new responsibility, additional to their existing workload, and one unable to be delegated to any other staff member. It is suggested that the timeline for the 16 baseline accessibility and functionality requirements from Table 18 of the Standards be extended to three years to allow the proposed changes to be included into an updated work schedule.

MPDC requests the provision, without cost, of a common software to all local authorities that allows the functionality intended by the Standards. Briefly, this would entail the ability for GIS and the ePlan to work seamlessly, and also allow integration with each Council's corporate system.

MPDC suggests allowing updates proposed by the Standards to be introduced in line with, or as part of rolling review, and/or allowing all rural councils an extension to at least the seven year timeframe afforded to those Councils identified as having recently completed a major plan overhaul.

**Question 12: Does the mix of map colours and symbols function well for your plan(s)?**

From MPDC's trial mapping, the similarity of some zone map colours (e.g. "Medium Density Residential" and "Rural Residential") would be very difficult to distinguish, especially if they are situated on the same map, but not located side by side. Such difficulties are exacerbated by different printers which print the same document with subtle, but noticeably different shades.

From an aesthetic perspective, the greens in the supplied colour palette are drab; we suggest more vivid greens to enliven those districts that are primarily rural.

We note that the colours are distorted when layered on top of each other, we suggest considering a fill for "flood hazards" to avoid the underlining zone experiencing such a colour mismatch. We give the example of a District Plan map for central Te Aroha where some of the zoning is also subject to flood hazard and a heritage area. In trials using the proposed colour palette and symbology, the combination of all three features results in a colour distortion that did not match the map legend. We suggest that an overlay or hatching is required to ensure clarity.

The colour proposed for designations is very similar to the blue commonly used for waterways and would also benefit from a fill, not just a border, to ensure that they are easily discernible.

Symbols are not easily transferred from GIS systems to another use such as district plan maps and how this difficulty will be overcome is not detailed in the background material. Furthermore, prescribing certain symbols will present standardisation problems if the symbol in question is not common to the software systems used by all councils.

MPDC propose a two-fold refinement to the hazard symbology. Firstly, we suggest additional symbols to reflect the existence of multiple hazards, for example: earthquake, land instability and flood-related hazards. Secondly, we suggest providing a subset of flood hazard symbols, for example: ponding and overland flow paths, as our Plan has different requirements for both these hazards. Furthermore, other Councils may have High, Medium and Low Risk flood levels that need to be included.

Finally, we don't propose any other symbols to be added in the first set of Standards as we are in favour of assessing the impact and practicalities of those already proposed.

MPDC questions why the symbol for "Sites of significance to Maori" will require consultation with tangata whenua when every other symbol has been prescribed, including that for Marae. Although we are happy to consult with Tangata Whenua, it seems an oversight that a feature prescribed by the Standards should not also have a symbol provided as such a decision is counter to its stated intention for consistency across all plans. Various iwi may well hold different views on the subject of a symbol to represent "Sites of significance to Maori", and it may be advisable for the Ministry to consult with Tangata Whenua on a national scale before prescribing a symbol.

**Question 14: Can these spatial planning tools be used to address the planning issues in your community?**

Yes, MPDC considers them useful tools to have and we utilise some already within our Plan. For example, our District Plan includes Development Areas to indicate areas of future residential growth. Specific controls are included to highlight commercial or industrial areas which are subject to planting requirements to enhance amenity values.

**Question 15: Should additional spatial planning tools be included?**

MPDC are satisfied with the proposed planning tools, provided that individual councils are free to utilise them in the manner that is both in general alignment with the Standards and most appropriate for their district. We note that it would be an unfortunate and needless consequence if the unintended misuse, in the opinion of MfE, of a spatial planning tool resulted in delays and an appeal to the Environment Court.

For example, we intend to use overlays to display the location of business/residential interface areas which allow the operation of certain businesses in selected residential zoned areas which neighbour commercial zones. Similarly, we intend to use a specific control to denote the location of commercial zoned properties which need not supply parking spaces if they provide verandas for pedestrian usage.

Further to our answer to Question 14, we intend to continue to utilise development areas and specific controls for other activities identified above.

Question 16: Do you agree with the level of prescription in the chapter form standard?

MPDC is in favour of requiring a consistent approach to promote the standardisation in plan structure intended by the Standards, without the content of the plan itself being dictated. Without standardisation, plans will differ dramatically, however, we are unable to confirm if the proposed format is the best option available. We refer back to Question 11 and note that to achieve the desired effect of nationwide plan standardisation, all Councils need to have the same software for their ePlans.

Initial testing suggests that the proposed structure will be workable from our perspective, but we request additional guidance on the format, and clarification of some terms. The phrases 'rule descriptor' and 'rule requirement' would benefit from extra clarification to distinguish their meaning, and their intended use to allow the Standards to be satisfied.

It will be a considerable task to identify every provision that an activity needs to comply with, however we will hope to address this matter by referring to whole sections or whole rule requirement tables in the rules section. Nevertheless, this will be very time intensive, and we repeat our request to extend the permitted timeframe from the proposed five year period.

Question 17: Would the acronym and alphanumeric code approach work well for your plans? If not, what changes would work better?

Further to our answer in Question 16, above, MPDC favours a consistent approach in the structure and formatting of plans, however, we are unable to confirm if the proposed format is the best option available.

Question 18: Are these drafting principles suitable for definitions? Should they be changed or expanded?

The drafting principles, based on New Zealand Standards and legislation such as the RMA, with the intention of being clear and concise are supported.

Question 19: What other definitions should be standardised in future sets of planning standards?

In terms of content, the proposed definitions from the Standards and the MPDC Plan are in many cases substantially different, even when referring to the same matter, for example: "Building". Such a disparity will have a knock-on effect for our Plan and the activities that it regulates, as the proposed definition would exclude key matters. In addition, the Standards exclude the addition of similar definitions which synonyms of those already proposed. While this is understandable, it may mean a substantial, consequential redrafting of existing rules to ensure that exceptions as a result of the Standards are captured somewhere else in the Plan.

MPDC suggests that, to avoid unforeseen circumstances, future definitions should not be introduced until such time as the current proposed definitions are finalised and tested to see how well they work. We do, however, support the proposal to allow the addition of extra definitions where they have not been prescribed by the Standards.

We query the mandatory Direction 3 introduction and sub-part b) from the Definitions Standards (page 77 from the draft National Planning Standards) as they appear to refer only to regional plans.

**Question 20: Is it appropriate to use NZ Standards as the basis for noise metric and vibration standards?**

MPDC believes it is good guidance to use consistent guidelines – the certainty that these provide is advantageous both for large organisations which carry out activities in multiple districts, as well as for councils who have a set of prescribed standards with which to work. In addition, when the relevant NZ Standards are updated, Councils will not need to go through a Schedule 1 process to reflect these changes in their Plans.

**Question 21: Should the planning standards set noise limits for certain zones?**

MPDC believes that noise limits for zones should not be prescribed by the Standards but be determined by individual communities.

**Question 22: How will these implementation timeframes affect your council?**

The stated baseline accessibility and functionality requirements are too wide ranging and detailed to be realistically implemented within 12 months of gazettal of the standards.

We have real concern at time frames: our Council, like many of our small counterparts, has limited staff and financial resources to be able to embark on work required by April 2020, yet the requirements of which have not yet been confirmed. A small collection of staff with numerous responsibilities would be expected to complete this exercise as well as their existing roles – many roles in this council are the responsibility of just one employee. For example: at this Council, this applies to GIS, web development, and the policy planning role responsible for the District Plan review.

The implementation of the Standards will channel a considerable amount of time and resourcing from these staff members. Consequently, the rolling review of our district plan, which is to ensure we meet our community's needs, will be affected by this additional exercise.

**Question 23: What sort of guidance and support would be useful to plan users and councils? What guidance should we prioritise?**

MPDC would like to see legal guidance on consequential amendments arising from certain changes to our District Plan to get an opinion on specific cases.

We would also request legal guidance on what matters can be submitted upon. For example: in terms of the submissions process, is it out of scope to make a submission on the content of a National Policy Standard which has been incorporated into a plan?

We favour implementation advice in relation to the Standards to ensure that our understanding and proposed use of its tools are robust and are as the Standards intend. For example, we would appreciate the opportunity to submit scenarios for comment to ensure that our proposed use of spatial planning tools meets the intent of the Standards.

**Question 24: Should MfE target its implementation support to smaller councils with fewer resources?**

Given that Treasury's calculations indicate that provincial councils will pay a disproportionate cost per capita to implement the Standards (see Question 1), in turn we would like to see a larger share of the implementation support be provided to smaller councils.

Rural and small provincial Councils are affected by the constraints of smaller ratepayer bases, frequently experience high levels of deprivation and feature small teams or even individuals to conduct the work that may be assigned to sizeable teams in larger districts or cities.

**Other Matters**

The Consultation document requested an outline of the proposed implementation timeframes and approach to be employed by each council. In response, MPDC notes the tight timeframes associated with the Standards, which were only released in June. This time pressure means that in-depth analysis of MPDC's approach and implementation costs have not been conducted, nor the subsequent and necessary Council approval gained.

Signature:

**Don McLeod**

**Chief Executive Officer, Matamata-Piako District Council**

Date: 17 August 2018

## Cancer Society - Smokefree implementation in parks and reserves presentation

Trim No.: 2059571

### Executive Summary

Charlie Pohipi, Cancer Society in attendance presenting on smokefree implementation in parks and reserves.

### Recommendation

That the report be received.

### Attachments

There are no attachments for this report.

### Signatories

Author(s)	Vicky Oosthoek <b>Committee Secretary</b>	
Approved by	Sandra Harris <b>Acting Strategic Policy Manager</b>	
	Don McLeod <b>Chief Executive Officer</b>	



# Hamilton & Waikato Tourism - Annual Report and Schedule of Services presentation

Trim No.: 2058384

## Executive Summary

Jason Dawson, Chief Executive, Hamilton & Waikato Tourism (HWTL) in attendance presenting HWTL Annual Report 2017-2018 and Schedule of Services 2018-2019.

## Recommendation

That:

1. The information be received.

## Content

### Background

As part of its 2011/12 Annual Plan and subsequent 2012-22 Long Term Plan process, Council identified funding of \$100,000 per year for HWTL to undertake tourism initiatives for the benefit of the district. As part of its subsequent 2015-25 Long Term Plan process, Council increased its funding to \$150,000 per year for HWTL to undertake expanded services in the tourism area. This funding has continued to be provided every financial year since.

A Service Level Agreement was entered in to between Council, HWTL and six neighbouring councils to fund the initiative.

The Annual Report relates to the schedule of services and key performance indicators to be achieved by HWTL under the current Service Level Agreement.

## Analysis

### Analysis of preferred option

That the information be received.

### Legal and statutory requirements

The Annual Report relates to the schedule of services and key performance indicators to be achieved by HWTL under the current Service Level Agreement.

### Impact on policy and bylaws

There are no policy or bylaw implications.

### Consistency with the Long Term Plan / Annual Plan

Council has allocated funding in each year of the Long Term Plan for 2018-28.

### Impact on Significance and Engagement Policy

This matter is not considered significant.

### Consent issues

There are no consent issues.

## Contribution to Community Outcomes

Our future planning enables sustainable growth in our District.

## Financial Impact

### i. Cost

Council's share of funding under the current service level agreement is \$150,000 per year.

### ii. Funding Source

Funded from the general rate.

## Attachments

[A↓.](#) HWT Schedule of Services for Local Government 2018-2019

[B↓.](#) HWT Annual Report 2017-2018

## Signatories

Author(s)	Vicky Oosthoek <b>Committee Secretary</b>	
Approved by	Sandra Harris <b>Acting Strategic Policy Manager</b>	
	Don McLeod <b>Chief Executive Officer</b>	



## Schedule of Services for Local Government 2018-19

### Introduction

Hamilton & Waikato Tourism (HWT) is the region's Regional Tourism Organisation (RTO) whose role is to generate competitive economic benefit through visitor sector strategies focused on increasing visitor length of stay and spend.

This 'Schedule of Services for Local Government' details the main performance targets and activities to be delivered by Hamilton & Waikato Tourism (HWT) for its local government partners for the 2018-2019 financial year (1 July 2018 to 30 June 2019).

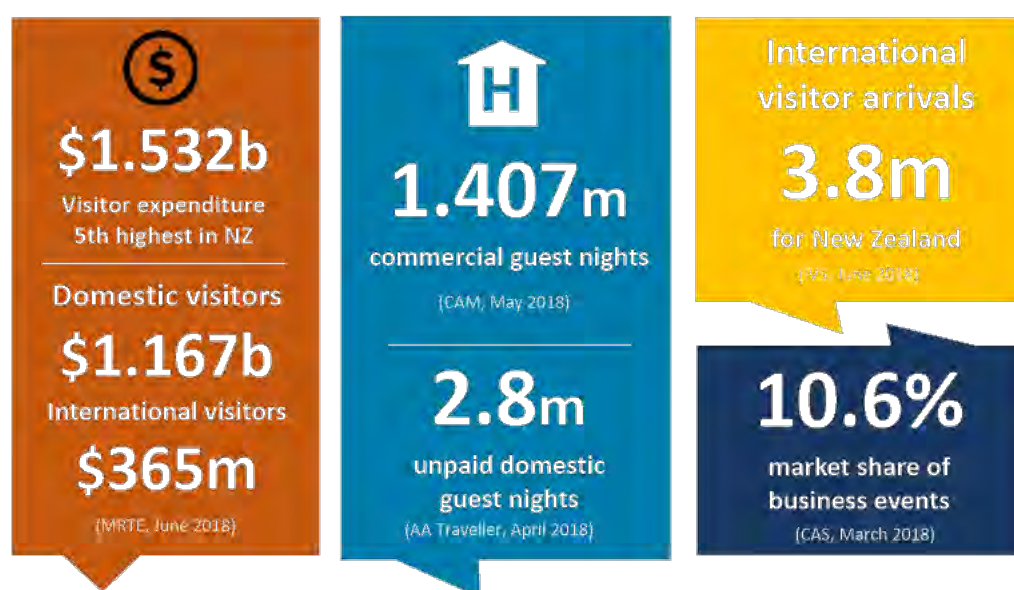
### Growing the regional economy

New Zealand's tourism industry is experiencing exponential growth and is now the country's number one export earner contributing \$35.9 billion in visitor expenditure and employing 399,150 people. International visitor arrivals are also at its highest level ever, achieving 3.8 million annual visits at 30 June 2018.

The Hamilton and Waikato region has shared in this significant growth.

Data released by the Ministry for Business, Innovation and Employment (MBIE) show the region's visitor expenditure has climbed to \$1.532 billion for the 12 months ended June 2018, a 6% increase on the previous year.

Hamilton and Waikato have maintained its position as the fifth largest region by visitor expenditure behind Auckland, Christchurch, Queenstown and Wellington.



Statement of Services for Local Government 2018-2019

Page 1

## Our funding

Hamilton & Waikato Tourism is funded through a public/private partnership with the region's seven local authorities and the tourism industry.

HWT will receive \$1,215,000 + CPI from local government which will be leveraged with another \$450,000 of increased investment from tourism operators and other stakeholders.








An overview of our local government partners and their funding contributions are detailed below:

- Hamilton City Council - \$585,000 + CPI per annum
- Matamata-Piako District Council - \$150,000
- Otorohanga District Council - \$60,000 + CPI per annum
- South Waikato District Council - \$60,000
- Waikato District Council - \$150,000
- Waipa District Council - \$150,000 + CPI per annum
- Waitomo District Council - \$60,000 + CPI per annum

Funding from each of our local government partners will be received in six monthly instalments and invoices issued by Hamilton & Waikato Tourism in July and December every year.

## Our performance targets

Hamilton & Waikato Tourism (HWT) have agreed seven performance targets for 2018-2019.

Measure	Data source	Frequency
 <b>Visitor nights</b> 5% increase of total visitor nights vs national	Commercial Accommodation Monitor (MBIE)	Monthly / annually
 <b>Visitor spend</b> 5% increase in visitor spend across the region	Regional Tourism Estimates (MBIE)	Monthly / annually
 <b>Conventions &amp; business events</b> Grow market share of business events from 9% to 10%	Convention Activity Survey (MBIE)	Quarterly / annually
 <b>Visitor awareness &amp; perceptions</b> Improve favourability by 1 point (scale of 1-10), likelihood to promote region to others	Domestic RTO Favourability (AA Traveller)	Annually
 <b>Social &amp; Web: hamiltonwaikato.com</b> 5% increase digital engagement on previous year	Google & Facebook Analytics	Annually
 <b>Industry investment &amp; grants</b> \$450,000 of industry contributions towards marketing activities	Hamilton & Waikato Tourism accounts	Annually
 <b>Return on investment</b> 5% increase of total visitor spend per dollar of HWT spend	Regional Tourism Estimates (MBIE)	Annually



## Reporting

Hamilton & Waikato Tourism will report twice a year to local government partners on its overall performance and activity deliverables for each district.

Report type	Reporting period	Reports to councils
Six monthly report	1 July to 31 December 2018	February - March 2019
Annual report	1 January to 30 June 2019	August - September 2019

Monthly reports on key statistics and data will be made available to council representatives.

## Key activities

Hamilton & Waikato Tourism will undertake the following key activities during the 2018-19 year.

### DESTINATION MARKETING

#### ■ International marketing

Our international marketing activity is primarily undertaken in partnership with Tourism New Zealand and the collective of central North Island regions/RTOs known as Explore Central North Island (ENCI). This collaboration enables the region to leverage financial and people resources to greater effect in these highly competitive markets. HWT is responsible for supporting Tourism New Zealand's tourism trade, media and business events activity in our region. The overarching strategic objective is to secure at least one night in the Hamilton & Waikato region as an alternative to Auckland or Rotorua. Activity is centred on three key areas.

1. Australian campaigns
2. International trade famils and training
3. International media famils and hosting

#### ■ Domestic marketing

What people know and how they feel about the region has a significant influence on their intention to visit. Building awareness, changing perceptions, and providing 'reasons to visit' is a key focus of Hamilton & Waikato Tourism. Engaging Waikato residents and developing stronger marketing strategies are two key strategic priorities aimed at improving our reputation.

Tactical strategies will include:

1. Continue 'Explore Your Own Backyard' campaign targeting local residents and increased PR activity.
2. External campaigns based on the region's core strengths such as walking, cycling, nature-based experiences, including support and leveraging of key events and high-performance sport (eg. Rugby Sevens).
3. Introduce a set of themed "journeys" as outlined in the Tourism Opportunities Plan.
4. Refreshed 'Short Escapes' domestic campaigns in key 'drive and fly' markets utilising the recently completed domestic research to enable a more targeted and effective approach.

Domestic promotional activity will be undertaken with partnership investment from tourism operators.



▪ **Convention Bureau (business events)**

The Business Events sector (Meetings, Incentives, Conferences and Exhibitions – MICE) is a key element of the Hamilton & Waikato business strategy. Business delegates are high spending visitors with an estimated expenditure averaging \$299 per night for international delegates and \$461 per night for domestic delegates (MBIE Convention Activity Survey). This is significantly higher than both international and domestic leisure visitors. The region is now the third largest business events destination in the country, behind Auckland and Wellington.

The benefits of business events flow well beyond the conference or meeting and include pre- and post-activities, off-site events (team building/dinners), transport, accommodation, food and beverage, technical support, etc. Business events are also effective in bringing people to a region in the first instance and contribute to our objective of improving perceptions, generating positive word of mouth and repeat visitation. They also bring people together to exchange knowledge and ideas, build relationships and in the longer term enhance investment and talent flows, all critical drivers of economic growth and prosperity for the Waikato.

Key activities will include:

1. Collaborate with Tourism New Zealand to attract international conferences to Waikato
2. Develop relationships with key business sectors to leverage value
3. Deliver a 'Business Events Showcase' for Waikato
4. Co-ordinate domestic & Australian buyer famils, media famils and hosting
5. Attend and promote region at key trade shows

▪ **Digital marketing**

Digital channels are widely used to research, plan and book travel. Digital marketing allows targeted messages to be delivered to specific market segments at a much lower cost than traditional mediums.

Hamilton & Waikato Tourism manages a range of digital platforms. Hamiltonwaikato.com is the primary portal for Waikato enquiries and "call to action" for our marketing and promotional activities, supported by social media and newzealand.com.

Key activities will include:

1. Provide relevant and engaging content on hamiltonwaikato.com and social media
2. Ensure all digital content is optimised for mobile, desktop & key visitor languages
3. Provide comprehensive digital content on tourism operators, attractions, events, the seven districts and key sectors (eg. cycling, food tourism, sports tourism, etc)

**DESTINATION MANAGEMENT**

▪ **Industry and product development**

Our region's long-term success as a destination depends on its ability to achieve critical mass of high quality visitor infrastructure and compelling experiences and products. This will be achieved through the expansion of new experiences that leverage our region's competitive advantages.

A key focus for 2018-19 is the continued implementation of the Tourism Opportunities Plan (TOP) to support future opportunities for development across the region. The TOP sets the direction and priorities for our destination management and development work over the next three to five years.



We will continue to work alongside the public and private sectors to facilitate and progress the key development opportunities, including the five game-changers:

1. Regional Brand Strategy (lead)
2. Regional Events Strategy (lead)
3. Kingiitanga (support)
4. Hamilton City Riverfront (support)
5. Activate the Waikato River (support)

Other key activities within industry and product development include:

1. Co-funding research and feasibility studies
2. Facilitate product development within current and emerging sectors such as agri-tourism, sports tourism, etc

■ **Stakeholder relationships**

Local government and central government agencies (eg. Department of Conservation) have a critical role to play in the growth and development of the visitor sector. Our region's local government partners collectively have significant influence over many of the environments that visitors spend time in (demand side perspective), and also develop and enforce the planning and regulatory frameworks that tourism operators must comply with (supply side perspective). Public sector support is therefore a critical success factor for the growth and development of the tourism industry in the region.

The region's city and six districts have supported Hamilton & Waikato Tourism since its inception in 2011 and provided additional funding to enable the organisation to increase its current activities, as well as expand its scope into product development. It is through this collaborative approach that Hamilton & Waikato Tourism are able to generate significant investment from tourism operators to further leverage local government's investment with a strong and successful public/private partnership.

We will continue to manage key stakeholder relationships and provide broader support to the visitor sector through the following key activities:

1. Organise or attend business and tourism cluster groups
2. Regular dissemination of relevant information and research
3. Facilitate opportunities for operator networking and development, including two annual Industry Symposia and development workshops
4. Support for external and Government funding for tourism infrastructure and product development





## 2017-2018 Annual Report to Matamata Piako District Council

Year ending 30 June 2018

### Executive Summary

Hamilton & Waikato Tourism (HWT) is the region's Regional Tourism Organisation (RTO) whose role is to generate competitive economic benefit through visitor sector strategies focused on increasing visitor length of stay and spend. HWT is funded through a public/private partnership with the region's seven local authorities and the tourism industry.

We are now into the second year of delivering on the Tourism Opportunities and Development Plan which was created to move from a 'volume-led' to a 'value-add' sector for the Waikato. We are seeing significant gains with the goals set in the plan with the industry now contributing \$1.532 billion to the regional economy – the fifth highest visitor expenditure in New Zealand behind Auckland, Wellington, Christchurch and Queenstown.

Domestic visitors are still our number one market, spending \$1.167 billion annually into the region, while international visitors contribute \$365 million. Within the domestic space, 55% of travellers to our region are visiting friends and relatives (VFR), 21% are now coming on holiday and 9% for business purposes.

Delivering on the five game-changers from the Tourism Opportunities and Development Plan is progressing well with the completion of the Regional Major Events Strategy following consultation with stakeholders, venues, event organisers and promoters.

The completion of the Regional Brand Strategy project was made possible with co-funding from the Ministry for Business, Innovation & Employment's Regional Growth Programme. A regional visitor proposition and story has been developed based on The Waikato Story framework. Design and content execution are now underway.

This financial year has seen a focus on national sector issues around the Tourism Infrastructure Fund, Provincial Growth Fund, proposed International Visitor Levy, NZ Tourism Sustainability Commitment and the International Visitor Survey review.

## Performance targets

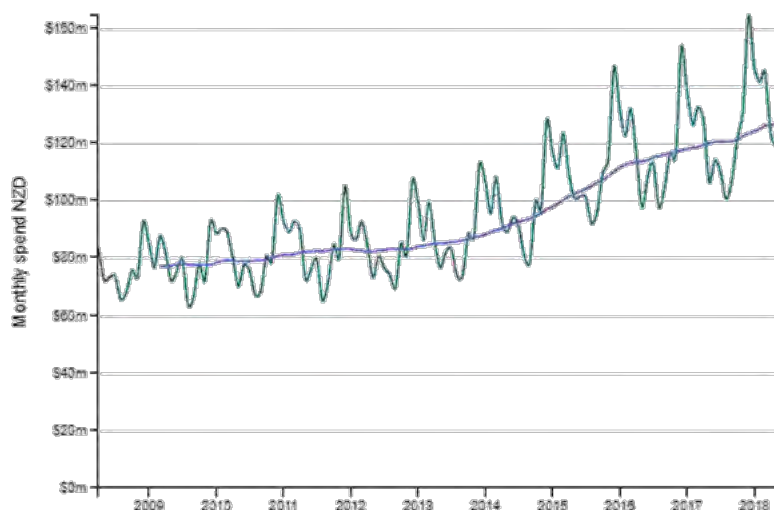
Hamilton & Waikato Tourism (HWT) have seven performance targets which are set in the 'Schedule of Services for Local Government 2017-2018'. HWT and the sector have performed exceptionally well in the previous 12 months (1 July 2017 to 30 June 2018).

Measure	Result
 <b>Visitor nights</b> 5% increase of total visitor nights' vs national	 <b>-1.2%</b> for Hamilton & Waikato 2.4% national growth rate (Year ending June 2018)
 <b>Visitor spend</b> 5% increase in visitor spend across the region	 <b>6%</b> increase on previous year \$1.532 billion annual expenditure (Year ending June 2018)
 <b>Conventions &amp; business events</b> Grow market share of business events from 9% to 10%	 <b>10.6%</b> market share Third largest region behind Auckland & Wellington (Year ending March 2018)
 <b>Visitor awareness &amp; perceptions</b> Improve favourability by 3 points, including Waikato residents	 <b>7.24</b> avg score out of 10 Likelihood to recommend as a place to visit (Year ending June 2018)
 <b>Website &amp; social media: hamiltonwaikato.com</b> 5% digital engagement on previous year	 <b>10.64%</b> 1 July 2017 – 30 June 2018 (1 July 2016 – 30 June 2017 = 10.4% engagement rate)
 <b>Industry investment</b> \$400,000 of industry contributions towards marketing activities	 <b>\$437,914</b> international & domestic partnerships, trade show investment, famil in-kind contributions and visitor guide sales (Year ending June 2018)
 <b>Return on investment</b> Total visitor spend per dollar of HWT spend	 <b>\$1,261</b> Visitor spend per dollar of council funding (Year ending June 2018)  <b>1.16</b> Commercial guest nights per dollar of council funding (Year ending June 2018)

## Visitor statistics and expenditure

### Hamilton & Waikato Regional Tourism Organisation

Historical spending pattern

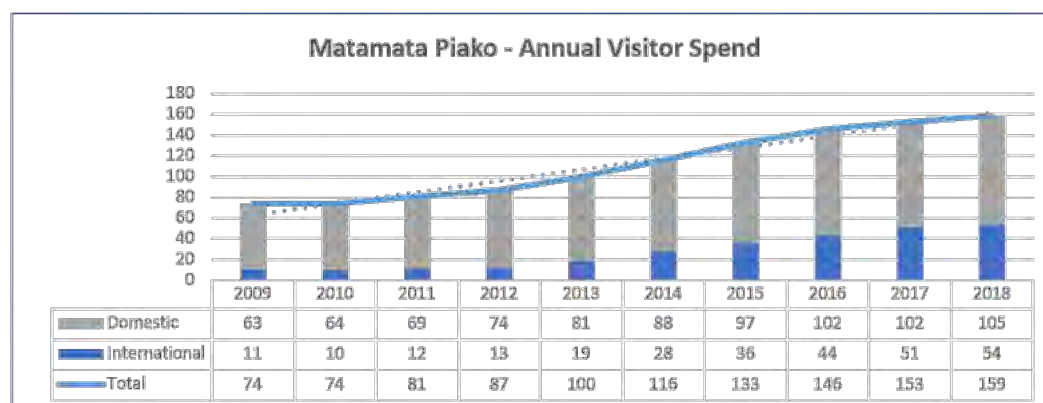


Source: Monthly Regional Tourism Estimates, MBIE (June 2018)

### Visitor expenditure in Matamata Piako

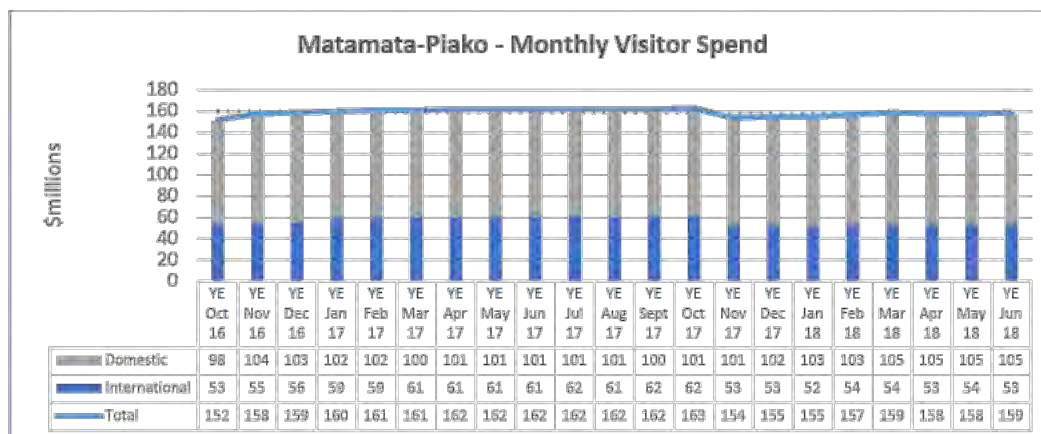
Visitor expenditure data is measured by the Ministry of Business, Innovation and Employment (MBIE) in the Monthly Regional Tourism Estimates (MRTE).

Annual visitor expenditure has continued to climb for Matamata Piako and reached a total of \$159 million for the year ending June 2018 – a 3.8% increase from 2017. Latest visitor spend data shows domestic visitors are contributing \$105 million into the district's economy, with international bringing in \$53 million for the year ending June 2018.



Source: Monthly Regional Tourism Estimates, MBIE (June 2018)

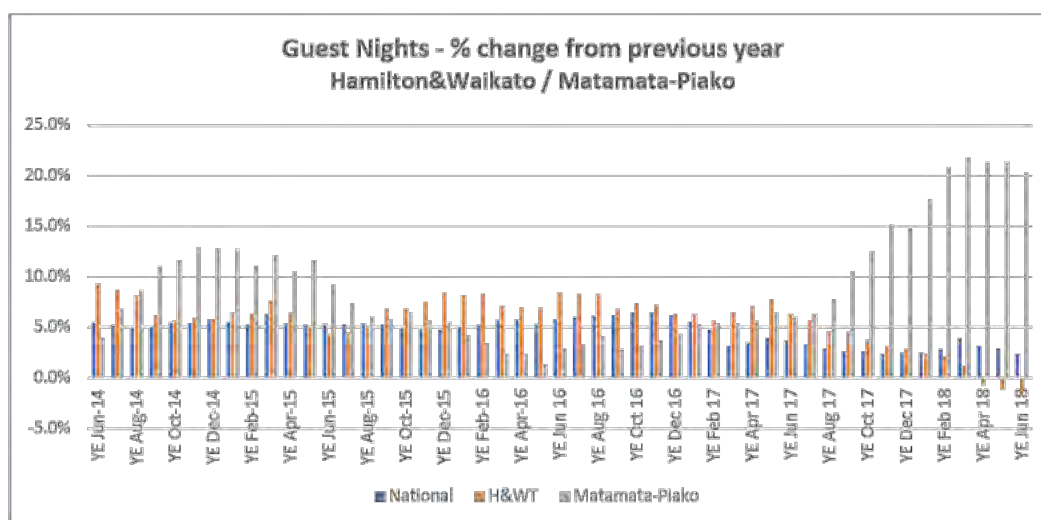
From September 2016, we have been able to provide monthly visitor expenditure data at a territorial local authority level which shows a consistent spend level between domestic and international. From October 2016, domestic expenditure has increased by \$7 million.



Source: Monthly Regional Tourism Estimates, MBIE (June 2018)

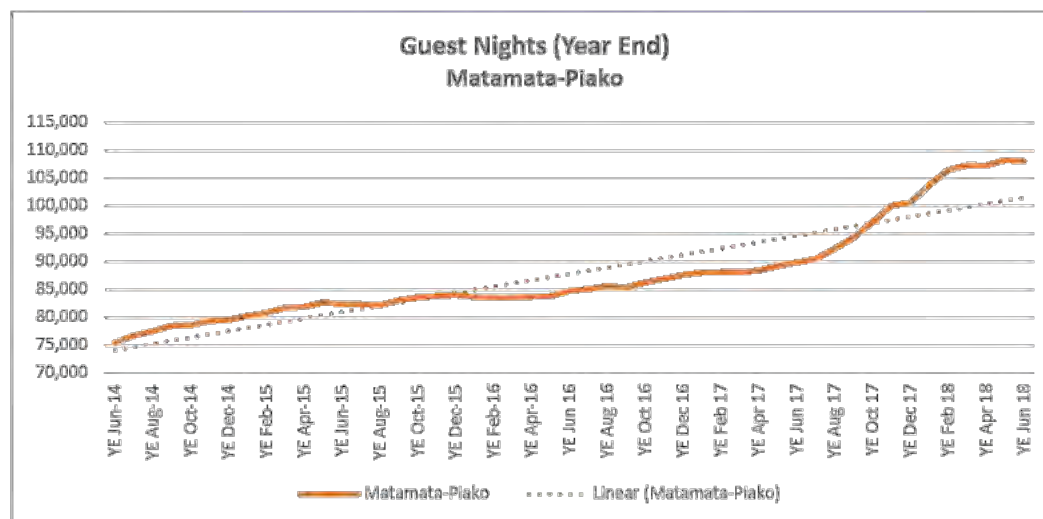
### Commercial guest nights in Matamata Piako

The annual percentage growth rate for Matamata Piako's commercial guest nights (hotels, motels, backpackers & holiday parks) has dramatically increased over the previous twelve months. The rate of growth in Matamata Piako has been increasing over the past 12 months, has surpassed the region and national growth.



Source: Commercial Accommodation Monitor, Statistics NZ (YE May 2018)

Commercial guest nights for Matamata Piako have dramatically increased, reaching an all-time high of 108,083 guest nights for the year ending June 2018.



Source: Commercial Accommodation Monitor, Statistics NZ (YE May 2018)

### International visitor expenditure

Across the Hamilton & Waikato region, the top six international visitor markets based on expenditure include:

1. Australia: \$86 million
2. China: \$48 million
3. United States of America (USA): \$41 million
4. United Kingdom (UK): \$40 million
5. Rest of Europe: \$34 million
6. Rest of Asia: \$33 million

## Trade and Leisure Marketing

### DOMESTIC MARKETING

#### Short Escapes Campaigns

During October 2017, our first Short Escapes domestic campaign of the year ran in our key markets of Auckland, Wellington, Christchurch, as well as neighbouring regions Bay of Plenty and Taranaki. This campaign also included a component in partnership with AA Traveller called the AA Great Spots Promotion, which promoted travel into the Waikato region. This campaign was run solely online, with Google Display Advertising, search advertising, social media advertising and e-newsletters

The second Short Escapes consumer campaign, and HWT's largest domestic campaign for the year, commenced in late January and ran through to Easter 2018. The campaign was designed to encourage consumers in external domestic markets (drive and fly) to take a short break in the region, with a focus on outdoor activities, summer events and partner operator experiences. The campaign consisted mostly of online activity including Google display advertising, search advertising, social media activity, e-newsletters, and influencer marketing.

#### Explore Your Own Backyard Campaigns

The first Explore Your Own Backyard campaign took place in from December 2017 to January 2018 encouraging locals to explore the Hamilton & Waikato region over the Christmas / Summer period. This campaign was split in two with the first half encouraging the purchase of voucher to key activities in the region as Christmas gifts, and the second half focussed on summer activities & attractions. This campaign consisted of both online and offline advertising including Google Display, search, social media and print.

The second Explore Your Own Backyard campaign was undertaken in June - July 2018 to promote exploring the region in the winter months and during the July school holidays. This campaign consisted of Google Display, Search, Social Media and Cinema advertising

#### Hamilton & Waikato Regional Visitor Guide

The 2018 Official Hamilton & Waikato Regional Visitor Guide was published in December 2017 with 100,000 copies printed and distributed through New Zealand i-SITEs, airports, national and international trade shows, Tourism NZ off-shore offices and conference delegate packs. The guide operates on a cost-neutral basis with advertising sales paying for production and distribution.

#### Major Events - Rugby League World Cup and HSBC NZ Sevens

As a member of the host city committee, HWT worked in partnership in the planning and preparation of these two major events, and in conjunction with Hamilton City Council/H3, NZ Rugby and NZRL. The RLWC saw Hamilton City as the host city for the Tongan teams, including activations such as the team welcome, along with the host games. The HSBC NZ Rugby Sevens saw all the teams hosted in the region for a week leading up to the tournament along with a successful sell-out event, with the region securing the rights to host the event again in 2018. Specific activities included:

- Promotion of these events through HWT's Short Escapes campaign and in the Official 2017 Hamilton & Waikato Regional Visitor Guide
- Provision of support to organising committee, including special deals, and visitor collateral for teams and supporters
- Creation and hosting of web landing pages on hamiltonwaikato.com
- Event profiled through HWT social media channels
- Provision of story angles and coordination of media famils before and during the Sevens event
- Assisting and attendance at team welcomes and hosted media welcome event.

### **i-SITE visits**

As part of the ongoing relationship and Charter activities, members of the marketing team visited each of the region's 14 i-SITES prior to Christmas. The team presented the new visitor guide and outlined HWT's marketing initiatives for the first half of 2017. The visits were well-received and are an annual initiative.

## **INTERNATIONAL MARKETING**

### **Tour the North Island Campaign**

Hamilton & Waikato worked with Tourism New Zealand on this NZD\$1.533m consumer campaign focussed on the eastern seaboard of Australia during July-August 2017. This is the fourth year of this targeted Australian campaign, with the campaign driving 35% more referrals than 2016. Other campaign partners included Northland, Auckland, Coromandel, Bay of Plenty, Rotorua, Taupō and Ruapehu, key tourism operators, Flight Centre and Air New Zealand. The campaign targeted first time arrivals as well as repeat visitors, promoting North Island touring holidays in the shoulder season of September-November 2017.

### **Travel Trade**

HWT participated in a number of onshore and offshore travel trade events and promotional activities throughout the year, resulting in training over 1,900 travel trade representatives.

HWT also hosted over 192 travel trade agents on famils in the region throughout the year.

New Zealand's largest international travel trade event, TRENZ, was held at the Edgar Centre in Dunedin in May. Approximately 1,500 delegates attended TRENZ, including 387 international travel buyers (up from 377 last year) and 314 tourism operators, engaged in one on one 15-minute appointments. HWT was joined by nine regional tourism operators including Hobbiton Movie Set, Waitomo Glowworm Caves, Legendary Black Water Rafting Co, Waitomo Adventures, Rural Tours, Hamilton Gardens, Sanctuary Mountain Maungatautari, The Henley Hotel and Roselands Waitomo. HWT had 56 appointments with buyers from various markets over the three-day event, promoting the regions travel trade ready products and experiences.

During the period 1 July 2017 to 30 June 2018 The Hamilton & Waikato Region and our trade ready products were represented and promoted offshore in India, South East Asia (Philippines, Indonesia, Malaysia) and China.

### Explore Central North Island

HWT has continued its participation in the 'Explore Central North Island' (ECNI) collective which is an international marketing alliance with Rotorua, Taupō, Coromandel, Bay of Plenty, Ruapehu, Tairāwhiti Gisborne and Hawke's Bay regional tourism organisations.

ECNI collective activity during this period included trade training missions in the USA, Canada, United Kingdom and Europe. The collective also hosted an expo for travel trade in Auckland in April 2018 'The eXplore Show' which was attended by 103 exhibitors from around the central North Island (including 19 tourism businesses and 9 new products being launched to trade from the Hamilton & Waikato region) attracting nearly 200 travel trade 'buyers'.

ECNI also participated in a joint venture marketing campaign, running from 1 January 2018 to 30 June 2018, with North American Wholesaler 'Down Under Answers' to increase awareness and bookings in the Central North Island. Bookings for Waikato activities and accommodation increased by 3000% from the previous year.

### Media

Media continues to be an important workstream and area of influence for HWT. Throughout the year HWT pitches, provides information and hosts a wide variety of tourism-related broadcast, print and online media representatives. During 2017-2018, HWT hosted 112 international and domestic media outlets.

### Marketing activity for Matamata Piako District

A summary of specific trade and leisure marketing for Matamata Piako is detailed below.

Target market	Campaign or activity	Matamata Piako experiences profiled
<b>International consumer and travel trade - Australia</b>	4th Annual Tour the North Island Campaign (Tourism NZ) July - August 2017	Sanctuary Mountain Maungatautari, Waikato River Trails, Te Awa River Ride, Rural Farm Visits, Kelly Road, Lake District Adventures
<b>Media – domestic &amp; international</b>	Media hosting and famils profiling Matamata-Piako: <ul style="list-style-type: none"> <li>• International Hobbit Day Press Trip</li> <li>• Middle-earth Instameet</li> <li>• Hobbit Day Influencers + TNZ Staff</li> <li>• UK Freelancer</li> <li>• AU Social Influencer – Jarrad Seng</li> <li>• AU Social Influencer – Lauren Bath</li> </ul>	Hobbiton Movie Set, De Preaux Lodge, Opal Hot Springs

	<ul style="list-style-type: none"> <li>• China Be Wild Broadcast</li> <li>• Sydney Morning Herald</li> <li>• Philippines Broadcast</li> <li>• Japan Garvy + B Pal Journalist</li> <li>• Weekend List – Indonesian Broadcast</li> <li>• New Strait Times – Malaysia</li> <li>• Vancouver Sun</li> <li>• German Social Influencer – Melanie</li> <li>• German Social Influencer – Kleinstadtcoco</li> <li>• German Social Media – Max</li> <li>• Indian Journalist – Amin Ali</li> <li>• US Social Influencer – Philip Nguyen</li> <li>• Indonesian Freelancer – Randy Mulyanto</li> <li>• German Social Influencer – Joyce Ilg</li> <li>• Indian Freelancer – Supriya Sehgal</li> <li>• UK Social Influencers – Sean &amp; Poppy</li> <li>• Sunday People</li> <li>• Fireflyz Magazine</li> <li>• Vaughan Smith + Family</li> <li>• NY Daily News</li> <li>• China Travel Agents + M&amp;C China</li> <li>• South East Asia Instagrammers</li> <li>• Philippines Airline Press Trip</li> <li>• Bernama News Channel – Malaysia</li> <li>• Kompas TV – Indonesia</li> </ul>	
<b>Travel Trade – events</b>	<p>Matamata Piako profiled at following trade events:</p> <ul style="list-style-type: none"> <li>• KiwiLink South East Asia, Oct 2017</li> <li>• KiwiLink China, Oct 2017</li> <li>• ECNI North America Roadshow, Oct 17</li> <li>• Experience the Trilogy Event – Australia, Nov 2017</li> <li>• TNZ RTO Workshop, Sydney, Nov 2017</li> <li>• TNZ SSEA Agent Training, Feb 2018</li> <li>• RTO/ITO training, April 2018</li> <li>• RTO/ITO TNZ training day, April 2018</li> <li>• Explore show, April 2018</li> <li>• TNZ NZSP Australian Agents Training day, April 2018</li> <li>• TRENZ, May 2018</li> <li>• North Island Road Trips Agent Training – June 2018 AU</li> </ul> <p>Sales calls to IBOs and wholesalers throughout the year</p>	Hobbiton Movie Set, De Preaux Lodge, The Red Barn, Rural Tours, Hauraki Rail Trail.

Target market	Campaign or activity	Matamata Piako experiences profiled
<b>Travel Trade – Famils</b>	<p>Matamata Piako profiled in following trade famils:</p> <ul style="list-style-type: none"> <li>• Aussie Allstars Perth Famil- AU</li> <li>• Pre-Luxperiance Famil- AU</li> <li>• ECNI Itinerary winner, Lise Croll – USA</li> <li>• SEA Incentive Famil</li> <li>• Royal Carribbean Cruise</li> <li>• AOT Mega</li> <li>• NZSP Frontliners Australia</li> <li>• Koanga Frontliners</li> <li>• ECNI Itinerary winner, Cindy Olsen – USA</li> <li>• Manchester Kiwilink Winner- UK</li> <li>• TNZ Roadshow winners Jeff &amp; Gail Wolo- USA</li> <li>• TNZ SSEA NZSP Indonesia Famil- SSEA</li> <li>• TNZ SSEA NZSP North Island- SSEA</li> <li>• ECNI, DUA Winner Malou Livel- USA</li> <li>• Air NZ FIT Product Manager Famil- CHI</li> <li>• TNZ NZSP Australian Agent Famil-AUS</li> <li>• TNZ Argentina Frontline Sellers</li> <li>• TNZ South America Post TRENZ Famil</li> </ul>	Hobbiton Movie Set.
<b>Travel Trade – Explore Central North Island Alliance</b>	<p>HWT are part of the Central North Island RTO alliance known as 'Explore Central North Island' which includes the two touring routes – The Thermal Explorer Highway and the Pacific Coast Highway</p> <ul style="list-style-type: none"> <li>• ECNI North American / Canada Roadshow, Oct 14–21, 2017 (Frontline Agent Training)</li> <li>• ECNI Representation for Waikato region at USA Treasures of NZ Showcase Oct 2017 and UK/ Europe Sept 2017 Roadshow.</li> <li>• USA- Frontline Agent training via Webinar – July &amp; Dec 2017</li> <li>• UK- Frontline Agent Training via Webinar- Feb 2018</li> <li>• eXplore show, April 2018</li> </ul>	Hobbiton Movie Set, De Preaux Lodge, The Red Barn, Rural Tours, Hauraki Rail Trail.

Target market	Campaign or activity	Matamata Piako experiences profiled
<b>Domestic – consumer</b>	<p>Matamata Piako District was profiled as part of regional promotions in the following publications:</p> <ul style="list-style-type: none"> <li>• Go Travel Magazine</li> <li>• Kia Ora Magazine</li> <li>• Weekend Herald</li> <li>• Stuff Weekend Getaway</li> <li>• Inspo Magazine – November</li> <li>• Tempo Magazine</li> <li>• Hamilton Press</li> <li>• Air New Zealand Regional Brand Toolkit</li> <li>• Whats Up Motel Compendium</li> </ul>	Hobbiton Movie Set, Wairere Falls, Te Aroha township, Mt Te Aroha, Hauraki Rail Trail, Piako Triathlon, Te Atawhai
<b>Domestic consumer – Auckland, Bay of Plenty &amp; Taranaki, Wellington, Rotorua, Christchurch</b>	<p>‘Short Escapes’ campaign, October – November 2017</p> <p>‘Short Escapes’ campaign February – April 2018</p>	Hobbiton Movie Set, Waiorongomai Valley, Mokena Geyser, Hauraki Rail Trail, A Day in the Domain, Piako Triathlon
<b>Domestic consumer - Local, Hamilton &amp; Waikato</b>	<p>‘Explore Your Own Backyard’ campaign, Dec 17 – Jan 18</p> <p>‘Explore Your Own Backyard’ campaign, June – July 2018</p>	Hobbiton Movie Set, Waiorongomai Valley, Mokena Geyser, Mt Te Aroha, Hauraki Rail Trail
<b>Domestic consumer – Chinese New Zealanders</b>	Ongoing campaign activity has continued through our Weibo social media channel, blogs, forums etc	Mokena Geyser, Te Aroha, Te Aroha Mineral Spas, Hobbiton Movie Set, Mt Te Aroha, Wairere Falls, Waiorongomai Valley, Hauraki Rail Trail
<b>Domestic &amp; International consumer and trade</b>	2018 Hamilton & Waikato Regional Visitor Guide	Matamata Piako profiled in ‘Regional Highlights’ section and featured in the ‘Matamata’ and ‘Morrinville & Te Aroha’ sections. A number of Matamata Piako-based operators advertised in the guide.
<b>Domestic &amp; international consumer, travel trade and media</b>	Quarterly e-newsletters are distributed to our consumer, trade and media databases	Hobbiton Movie Set, Howarth Memorial Wetlands Walk, Waiorongomai Valley, Aroha Cruise In, The Red Barn

Target market	Campaign or activity	Matamata Piako experiences profiled
<b>Domestic &amp; International consumer</b>	Matamata Piako District profiled through HWT's various social profiles including Facebook, Instagram, Twitter & YouTube.	Hobbiton Movie Set, Howarth Memorial Wetlands Walk, Te Aroha, Te Aroha Mineral Spas, Morrinsville Mega Cow, Morrinsville Herd of Cows, Hauraki Rail Trail, Mokena Geyser, Mt Te Aroha, Te Tapui Loop Track, Waiorongomai Valley Walks, Wairere Falls, Pukemokemoke Bush Reserve, Morrinsville River Walk, The Trilogy Fun Runs, Arohanui Film Festival, Morrinsville Fireworks Display, Piako Triathlon, World Challenge Day,
<b>Domestic &amp; International consumer</b>	HWT ran an Instameet in September 2017 for where we hosted social media influencers in the region for International Hobbit Day	Hobbiton Movie Set / International Hobbit Day

## Conferences & Business Events

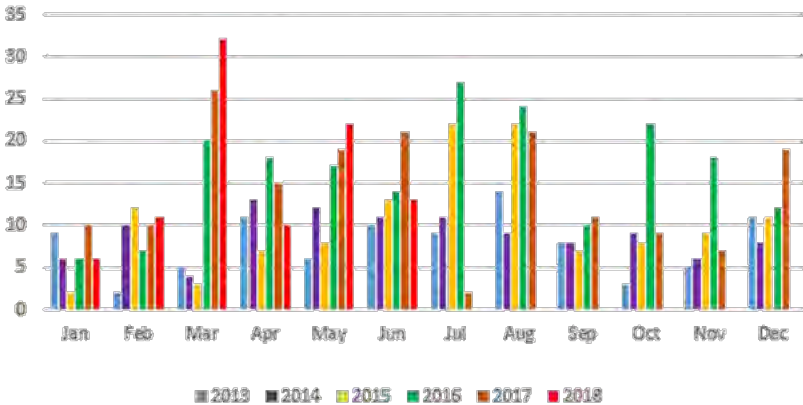
The Hamilton & Waikato region remains the third largest region behind Auckland and Wellington for conferences, meetings and business events for the year ending March 2018. Our region has secured a 10.6% market share of total business events and 8.2% of delegates.

Every conference we can secure for Hamilton and Waikato is significant for the region, regardless of the sector or size. Conference delegates are also influenced to return for a future holiday based on their positive Waikato experiences.

A delegate attending a business event is worth twice as much of a leisure traveller to the region, with an average delegate per night value of \$299 per night for international delegates and \$461 per night for domestic delegates.

### Convention bureau activity for Waikato

A summary of specific trade and convention marketing activity for Matamata Piako is detailed below.

Activity	Detail
Enquiries	<p>115 total business event enquiries for the year (1 July 2017 – 30 June 2018)</p> <p>Conference &amp; Business Events Leads &amp; Enquiries</p>  <p>Legend: 2013 (blue), 2014 (dark blue), 2015 (yellow), 2016 (green), 2017 (orange), 2018 (red)</p>
Buyers Hosted	106 buyers hosted to the region on famils and sites.

Activity	Detail
<b>Famils</b>	<ul style="list-style-type: none"> <li>August 2017 - Post Business Events Waikato Showcase multiday famil, attended by 12 buyers, visited 9 Convention Bureau Partners.</li> <li>November 2017- annual multiday famil, attended by 13 buyers, visited 15 Convention Bureau Partners including Hamilton Airport Venues, The Avantidrome and Vilagrad.</li> <li>May 2018 - Matamata Piako operators famil in conjunction with Podium Lodge – included: Hamilton Airport Venues, The Avantidrome, Camjet, The Boatshed, Cambridge Raceway, The Float Room, River Riders, Boatshed Kayaks, The Bikery Café.</li> <li>June 2018 – Post-MEETINGS tradeshow Australian buyer famil, attended by 28 Australian buyers, visited Claudelands and Hobbiton, Leisure Time Tours provided transport</li> </ul>
<b>TNZ Famils</b>	<ul style="list-style-type: none"> <li>May 2018 - China Mice Famil, attended by 10 buyers.</li> <li>June 2018 - Meetings 2018 SEA Incentive Manager Famil, attended by 5 buyers.</li> </ul>
<b>Bespoke Sites</b>	<ul style="list-style-type: none"> <li>Debbie Pardekooper, Avenues Event Management</li> <li>Nick Porter &amp; Nicki Tilsley, ENJO</li> <li>Leigh Keown, Transpower</li> <li>Kerry Warn &amp; Liz Waite-Cooper, Natural Health Products</li> <li>Nikki Wright, Federated Farmers</li> <li>Makiko Wimbush &amp; Narena Dudley, RANZCOG</li> </ul>
<b>Trade Shows</b>	<ul style="list-style-type: none"> <li>July 2017 - Get Global, Sydney</li> <li>August 2017 - Second Hamilton &amp; Waikato Business Events Showcase – 53 exhibitors, 117 buyers through the door. Show owned and organised by Hamilton &amp; Waikato Tourism</li> <li>November 2017 – regional stand Australian Society of Association Executives (AuSAE) Link Conference, Wellington</li> <li>November 2017 – Meeting on the Green, Hunter Valley</li> <li>April 2018 – regional stand Convene Tradeshow, Auckland</li> <li>April 2018 – AAPNZ (Waikato breakfast), Hamilton</li> <li>May 2018 – Corporate PA Summit, Auckland</li> <li>May 2018 – regional stand Meetings tradeshow, Auckland</li> </ul>
<b>Hosted Events</b>	<ul style="list-style-type: none"> <li>August 2017 - Wellington, attended by 39 guests</li> <li>March 2018 - Auckland, attended by 11 guests</li> </ul>
<b>Sales Activity</b>	<ul style="list-style-type: none"> <li>32 companies visited (corporate, association, PCO)</li> <li>Sales blitzes with Platinum &amp; Gold Partners – Auckland, Wellington &amp; Christchurch</li> <li>Sydney and Melbourne in conjunction with Claudelands</li> </ul>

Activity	Detail
<b>Tourism NZ Activity</b>	<ul style="list-style-type: none"> <li>September - co-hosted table at Kudos Awards</li> <li>October - CAP (Conference Assistance Programme) Bid Champions Awards Dinner</li> <li>November - Co-hosted lunch to promote CAP, University of Waikato, November</li> <li>March 2018 - Convention Bureau Roadshow, Adelaide and Melbourne</li> </ul>
<b>Partner Communication &amp; Development</b>	<ul style="list-style-type: none"> <li>June 2018 - Inaugural Business Events Seminar</li> <li>Business events training delivered by Tourism Marketing Solutions x 2 workshops. 33 Partners trained.</li> <li>Networking &amp; update events x 1</li> <li>Partner EDM newsletters/updates x 6</li> <li>Two monthly reporting to Platinum, Gold &amp; Silver Partners</li> <li>73 Convention Bureau Partners (increase of 10 from 2016/17).</li> <li>98 Face-to-face Partner meetings - includes mentoring &amp; support.</li> </ul>
<b>Communications &amp; Media</b>	<ul style="list-style-type: none"> <li>Client newsletters x 4 (database over 2,500)</li> <li>Editorial x 15</li> <li>Media releases x 4</li> <li>Business Events Directory</li> <li>Association Info Sheet</li> <li>Website</li> </ul>
<b>TNZ CAP Bid wins 2017/18</b>	<p>International conference wins in association with Tourism NZ Conference Assistance Programme (CAP). totalling \$4,547,350.00 value to the region.</p> <ul style="list-style-type: none"> <li>IEEE International Conference on Industrial Electronics for Sustainable Energy Systems 2018</li> <li>International Conference on Asian Digital Libraries 2018</li> <li>Australasian Association for Engineering Education 2018</li> <li>International Conference on Polar &amp; Alpine Microbiology 2019</li> <li>IEEE International Conference on Trust, Security &amp; Privacy in Computing &amp; Communication 2019</li> <li>Native American &amp; Indigenous Studies Association 2019</li> </ul>

## Destination management and product development

We are now into the second year of delivering on the Tourism Opportunities and Development Plan which was created to move from a 'volume-led' to a 'value-add' sector for the Waikato. We are seeing significant gains with the goals set in the plan with the Development that furthers the Tourism Opportunities Plan (adopted 2016) continues to be a focus. The key focus of the Plan is based around five game-changers:

1. **Waikato River** – activate the Waikato River across the region
2. **Brand Strategy** – create a strong and compelling visitor proposition for the region
3. **Hamilton City Riverfront** – support plans to revitalise the Waikato River
4. **Kiingitanga Story** – deliver a suite of Maaori visitor experiences
5. **Regional Major Events Strategy** – develop an events strategy that further secures, develops, promotes and encourage events which generate financial and social benefits to the region

The Plan also identified the following opportunities for Matamata Piako:

- Health & Wellbeing hub at Te Aroha
- The home of cycling – including Hauraki Rail Trail
- Middle-earth and beyond – Hobbiton™ Movie Set
- Waikato Walks
- Agritourism and food tourism; and
- Themed-drive itineraries – particularly along the Kaimai range

### Activating tourism development opportunities in Matamata Piako

Opportunities, development and new tourism experiences supported in Matamata Piako over the previous 12 months (1 July 2017 – 30 June 2018) include:

Programme	HWT role	Matamata Piako District activity
<b>Product development:</b> New & emerging experiences	Support	<ul style="list-style-type: none"> <li>– Hauraki Rail Trail Advisory Group</li> <li>– Hauraki Rail Trail product development workshop</li> <li>– Red Barn, Hinuera</li> <li>– Adventure Te Aroha</li> <li>– eBike hire proposal, Te Aroha</li> <li>– Morrinsville Heritage Centre</li> <li>– Matamata Destination Action Plan</li> <li>– PGF application for Te Aroha Tourism development</li> </ul>

To find out more and download a copy of the Tourism Opportunities Plan:  
[www.hamiltonwaikato.com/TOP](http://www.hamiltonwaikato.com/TOP)

## Regional Major Events Strategy

We worked with a number of key event stakeholders and Duco Events to develop the Regional Major Events Strategy. This was adopted by the HWT Board in June 2018 and a high-level summary is provided below.

<b>Major Events Vision:</b>	The Waikato region's major events portfolio showcases and positively positions the region, brings new money into the economy and makes residents proud of where they live.
<b>Major Events Outcomes:</b>	<ol style="list-style-type: none"> <li>1. Showcases the Waikato region as a destination</li> <li>2. Grows incremental regional GDP</li> <li>3. Contributes to a vibrant region and grows community pride</li> <li>4. Maximises uses of event infrastructure, venues and spaces</li> </ol>
<b>Major Events Enablers:</b>	<ol style="list-style-type: none"> <li>1. Effective governance and decision-making</li> <li>2. Fit for purpose staff structure with an event secretariat</li> <li>3. Stakeholder coordination</li> <li>4. Funding – fit for purpose financial resources (public + private) to provide event bid fund</li> <li>5. Regional commitment to consistent measurement framework</li> <li>6. Communications – engage and inform stakeholders and the community</li> </ol>

We are now seeking funding to activate the recommendation of an event secretariat service aligned with the RTO (year one) and the development of an event bidding fund (year two). The event measurement framework is being developed at a national level with Major Events New Zealand.

An overview of the event classification matrix will be provided during the Annual Report presentation.

## Regional Brand Strategy

The Hamilton & Waikato tourism region needed a clear and strong brand framework and positioning to raise awareness as a destination in the domestic visitor market. Better visitor engagement and connectivity with the region is created if a visitor is able to connect to one idea rather than considering a multitude of regional attributes.

A definitive brand and positioning for the Hamilton & Waikato region will:

- inform how the area is perceived in the market;
- provide consistent messaging;
- improve efficiency for content development, copy, image and video etc. for marketing which is also consistent with the messaging in the Waikato Story; and
- set the Hamilton & Waikato region apart from other regional destinations.

This project was aligned to the Waikato Means Business programme and the Waikato Plan action around building regional and local identity. It is also aligned to The Waikato Story around creating the narrative for the 'visit' chapter, plus fits into the hierarchy of the New Zealand Story:

## New Zealand Story

Open Spaces. Open Hearts. Open Minds.



## Waikato Story

The Beating Heart of New Zealand.



## Regional Brand Strategy

[ A chapter of the Waikato Story ]

Following 12 months of consultation and perception research, the regional brand proposition centred around 'The Mighty Waikato' is detailed below.

<b>Brand purpose:</b>	The Mighty Waikato
<b>Brand values:</b>	<ul style="list-style-type: none"> <li>➤ Authentic</li> <li>➤ Magical</li> <li>➤ Surprising</li> </ul>
<b>Desired perception:</b>	A deeply authentic, easily accessible escape to the strong beating heart of the North Island – packed with hidden discoveries, and a place where you can actually feel the real New Zealand.

<b>Our tourism story:</b>	<p><b>The Mighty Waikato – where magic runs deep</b></p> <p>Come with us, share our waka and feel our strength and passion. For this is a place beyond the expected, which constantly surprises with natural beauty, powerful history and out-of-this-world experiences.</p> <p>Always far from the ordinary, this is a magical region of villages to play, relax, connect and explore in. Here, our kaitiaki runs deep, our mana inspires and unforgettable discoveries are just around the bend. A welcoming place where our people keep it real – and experiences become unreal.</p> <p>This is the Mighty Waikato. It's all yours to discover</p>
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Although we are creating a Regional Brand Strategy for Hamilton & Waikato as a visitor destination, we know that effective regional brands also contribute to local identity and pride. Through this project, the use of the term 'The Mighty Waikato' has already been used for new regional road and airport gateway signage, major events and other content executions.

The completion of the Regional Brand Strategy was made possible with co-funding from the Ministry for Business, Innovation & Employment's Regional Growth Programme.

Design of a brand blueprint and content execution are now underway.

## Industry development

### Industry Symposiums

We held two tourism industry conferences for the region in Spring and Autumn. Attendance at these symposiums has been steadily increasing from around 60-70 people to now consistently around 110-120 people.

### Development workshops

Hamilton & Waikato Tourism participated in a workshop in conjunction with the Hauraki Rail Trail to initiate development along the extension from Te Aroha to Matamata, as well as workshops around developing Matamata's identity and visitor proposition.

### New Zealand Tourism Sustainability Commitment

Hamilton & Waikato Tourism have now signed up to the New Zealand Tourism Sustainability Commitment. Under the commitment, we have begun our sustainability journey under the four areas of focus and 14 goals:

#### ECONOMIC

1. **Sustainable Businesses:** Focused on long-term financial performance.
2. **Capital Investment:** Businesses invest capital to grow, and/or improve quality and productivity.
3. **Productivity:** Businesses innovative and have effective strategies to mitigate the effects of seasonality.

#### VISITOR

4. **Visitor Satisfaction:** Businesses undertake customer satisfaction monitoring, evaluation and reporting.
5. **Product and Market Development:** Businesses innovate to improve or upgrade their offering to enhance visitor experience.
6. **Visitor Engagement:** Businesses educate visitors about New Zealand's cultural and behavioural expectations.

#### HOST COMMUNITY

7. **Sustainable Employment:** Businesses pay a fair wage to all staff.
8. **Quality Employment:** Businesses support their workforce to flourish and succeed.
9. **Community Engagement:** Businesses actively engage with the communities in which they operate.
10. **Sustainable Supply Chains:** Businesses have socially and environmentally sustainable supply chains.

#### ENVIRONMENTAL

11. **Ecological Restoration:** Businesses contribute to ecological restoration initiatives.

12. **Carbon Reduction:** Businesses have carbon reduction programmes towards carbon neutrality.
13. **Waste Management:** Businesses have waste reduction and management programmes.
14. **Education:** Businesses actively engage with their visitors and communities on the importance of restoring, protecting and enhancing New Zealand's natural environment.

We will be required to report annually to Tourism Industry Aotearoa on our journey towards achieving the 14 goals. This will also be reported to the HWT board and may be added to our Annual Report as well.

Our overall goal is to have all Waikato tourism operators signed up to the Sustainability Commitment by 2020.

### **Provincial Growth Fund**

The Provincial Growth Fund (PGF) continues to target investment to lift productivity, create jobs and provide economic benefits to communities. The Fund has three investment tiers which will deliver these priorities:

1. **Regional projects and capability:**  
Support of economic development projects, feasibility studies and capability building identified by the regions.
2. **Sector investment (including One Billion Trees programme):**  
Investment in initiatives targeted at priority and/or high value economic opportunities.
3. **Enabling infrastructure projects:**  
Investment in regional infrastructure projects that will lift productivity and grow jobs.

Hamilton & Waikato Tourism are keen to coordinate tourism opportunities which require funding for feasibility studies or development projects across the region. We have been working with MBIE to advise and support Expressions of Interest or Application Forms from our region which are related to tourism opportunities or development. It is hoped the upcoming Waikato Regional Economic Forum will also generate priority projects for consideration.

### **Tourism Infrastructure Fund (TIF)**

The Tourism Infrastructure Fund (TIF) will be maintained and remain separate from the PGF. During round one of the Tourism Infrastructure Fund (TIF) in December 2017, the following Waikato councils attracted funding:

- Matamata-Piako District Council (\$221,000 for Wairere Falls carpark); and
- Waikato District Council (\$868,000 for new toilet and rubbish facilities at Raglan).

Round Two funding decisions are yet to be announced. We will continue to work with our seven local councils to actively support and pursue any tourism infrastructure funding to help develop your local communities.

### **Proposed International Visitor Conservation and Tourism Levy (IVL)**

The tourism industry is prepared to accept a new charge to be paid by international visitors but insists that it is used in a carefully targeted way to enhance their experience of New Zealand.

Tourism operators have indicated broad support for the introduction of the IVL. However, the sector's support is conditional on several factors. These include:

- clarity on the decision-making process;
- allocating the funds to priorities that will enhance the visitor and community experience; and
- the funding generated is 'additional' and not a 'replacement' for existing Government expenditure.

We are also keen to work with local government to ensure there is sustainable funding of regional investment into key infrastructure as a priority. The adoption of regional levies and the Provincial Growth Fund are both potential funding mechanisms being considered.

### **International Visitor Survey review findings**

A critical review of the accuracy of the International Visitor Survey (IVS) has validated our long-held frustrations that New Zealand requires robust measurements for its largest export earner.

The IVS has serious flaws, in both the way the sampling was undertaken and the processing of data. We see this review as a prime opportunity for the Government to step up and serve the tourism industry and regions effectively by delivering useful, accurate information.

The review was carried out by Statistics New Zealand on behalf of the Ministry of Business, Innovation and Employment in response to tourism industry concerns. The review identifies ten areas to improve:

- the future operation and governance of the survey, including better processes for survey design documentation;
- improved sample allocation;
- improving the online questionnaire;
- improvement of governance; and
- improved engagement with stakeholders and customers.

Hamilton & Waikato Tourism use the International Visitor Survey data extensively within the region to secure funding, plan for future tourism growth and infrastructure demand and to assess the value of our international visitors to our regions.

Access to robust tourism data at a national and regional level has been a core concern for a long time and we hope this review works as a catalyst to ensure all tourism data sets are delivering the sort of information central and local government and the sector needs to make informed, well considered business decisions.

To read the executive summary and full report of the IVS review, visit:  
[www.stats.govt.nz/consultations/international-visitor-survey-review-2018-final-report](http://www.stats.govt.nz/consultations/international-visitor-survey-review-2018-final-report)

## Conclusion

The Hamilton & Waikato region has had another successful year with tourism helping to super-charge the regional economy. Increased domestic and international visitor numbers and tourism expenditure contribute to a more sustainable and diverse regional economy.

Although the financial benefits are regularly reported by the media, we are also seeing social and economic outcomes through increased student numbers on tourism-related training programmes, hospitality providers moving into larger premises and retailers extending opening hours to meet demand. We are also seeing suppliers and professional services to the tourism industry flourishing as well.

Employment numbers are growing in the sector with increased opportunities for graduates and those more experienced. Lifting the pay of workers within the sector is also a key focus to ensure everyone benefits from the growth. Ensuring the growth is sustainable and delivers value is a key driver of our activity for the coming year.

We acknowledge the support of Matamata Piako District Council elected members and staff, our regional local government partners, our i-SITE visitor information network and the industry for their continued support of Hamilton & Waikato Tourism.

**Jason Dawson**  
**Chief Executive**  
Hamilton & Waikato Tourism  
September 2018

## Mayoral Diary for August 2018

Trim No.: 2057446

The Mayoral Diary for the period 1<sup>st</sup> to 31<sup>st</sup> August is attached.

### Recommendation

That the report be received.

### Attachments

[A](#). Mayoral Diary August 2018

### Signatories

Author(s)	Debbie Burge <b>Executive Assistant to the Mayor</b>	
Approved by	Jan Barnes <b>Mayor</b>	

## Mayoral Diary August 2018

<b>Wednesday 1 August</b>	<p><b>Council workshop</b> Staff took us through workshops with regards to libraries, e-governance, online voting, communications, water and wastewater, three waters and national planning standards.</p> <p><b>Planning meeting</b> Staff and I met to talk about the logistics of the meeting we have with Minister Shane Jones coming mid-way through August.</p>
<b>Thursday 2 August</b>	<p><b>Meeting with Business Owners</b> CEO Don McLeod and I met with business owners currently based in Waharoa with regards to their business needs for infrastructure in the future and how they might partner with council.</p> <p><b>Meeting with Civil Defence Controller</b> Julian Snowball is the new Thames Valley Civil Defence Emergency Management Controller for our district. I caught up with Julian and he gave me an overview of where things are at in the Civil Defence area.</p>
<b>Monday 6 August</b>	<p><b>Regional Transport Committee (RTC) meeting and workshop</b> At this meeting held at the Waikato Regional Transport offices in Hamilton we discussed the Regional Road Safety Monitor Report (this is to provide an update on road safety issues and trends to keep the Committee informed on regional progress towards the actions outlined in national and regional road safety strategies, the Transport Choices Report, Transport Planning and Projects Report, and the Regional Public Transport Projects Update.</p> <p>At the conclusion of the meeting we went into a workshop which covered speed management and the key advocacy points that the RTC may wish to make on the pending National Road Safety Strategy.</p>
<b>Tuesday 7 August</b>	<p><b>Meeting with Council staff</b> I met with staff to run through the presentation we will be making to Minister Shane Jones later in the week.</p> <p><b>Morrinsville Chamber of Commerce</b> The Morrinsville ward Councillors and I were invited to meet with the chamber members at their monthly board meeting. Council staff member Rachael Singh along with Councillors and myself took note of the issues.</p>
<b>Wednesday 8 August</b>	<p><b>Volunteer Youth Ambassadors (VYA)</b> We met at 7.30am at the Matamata-Piako Memorial and Civic Centre.</p>

	<p>We are just three weeks out to the VYA Awards being held at the end of August. Nominations are closing this week.</p> <p><b>Council meeting</b> This month's meeting saw items on the agenda regarding the Hauraki Rail Trail extension, Road name amendments for Matamata subdivision, Resource Consent funding application, response to WRC LTP submission, and Waikato Plan update.</p> <p>At the conclusion of the meeting Councillor Paul Cronin and staff member Niall Baker took us through a summary of the recent Government Housing Symposium they attending and where things are headed in that space.</p> <p><b>Meeting with council staff</b> I met with various council staff to progress projects and initiatives currently being worked through including the upcoming hearing on the Representation Review. We also finalised our presentation to Minister Jones for his visit on Friday 10 August.</p>
	<p><b>Hauraki Rail Trail</b> Ground has been broken on the extension from Te Aroha to Matamata and contractors have been on site along Alexander Road and Manawaru Road Te Aroha. Fencing has been installed in preparation for further works.</p>  <p>Hauraki Rail Trail Manger Dianne Drummond and Mayor Jan on a section of trail where work has begun on Alexander Road Manawaru</p>
<b>Friday 10 August</b>	<p><b>Visit from Minister Shane Jones</b> After engaging with the minister in Wellington at a function at Premier House I extended an invitation to him to visit our district so we could discuss a potential applications we might make to the Provincial Fund.</p> <p>I was thrilled to host the minister and introduce him to the district, in particular showcasing industry growth and the potential for more development in this area in the future.</p>

	<p>Many household branded industry leaders had already made or had designated Matamata-Piako as a place of choice to establish their companies.</p> <p>Our district is fortunate enough to house numerous well-known brands associated with food processing and other products including Inghams, Silver Fern Farms, Greenlea Meats, Fonterra and Open Country Cheese and Tatua Dairy Factory, all allocated within a small geographical footprint. Creating infrastructure to support these industry leaders such as developing on transport, waste water and making land available were all important markers to continue to grow industry in the area and that's where the provincial growth fund would be an asset for Matamata-Piako.</p> 
<p><b>Monday 13 August</b></p>	<p><b>Meeting with racing connections</b> I met with Debra Gates regarding her thoughts on racing and tourism in Matamata.</p> <p><b>Provincial Growth Fund Meeting</b> Jamie Strange MP hosted Parliamentary Under-Secretary for Regional Economic Development Fletcher Tabuteau at a meeting to discuss the Provincial Growth Fund. This was held at the Waikato University.</p>
<p><b>Tuesday 14 August</b></p>	<p><b>Meeting with Jason Grainger</b> Minister Jason Grainger from St Marks Church in Te Aroha is moving on to take up a position in another area. Jason has been a pleasure to work with for our Anzac Day and other civic services. I was able to catch up with Jason and his wife for a coffee to wish Jason well in his new parish.</p> <p><b>Meeting with E-team</b></p>

	To be updated on projects and strategic matters from management.
<b>Wednesday 15 August</b>	<p><b>Representation Review Hearing</b> We are required by law to review our 'representation arrangements' at least every six years to ensure our community is fairly and effectively represented. This includes reviewing things like the number of Councillors and wards we have, whether each Councillor represents roughly the same number of people in the district, and whether we should have community boards.</p> <p>We sought feedback from our community on the initial proposal from 20 June to 20 July 2018. In total we received 195 submissions.</p> <p>At the hearing we heard from 11 people present to their submissions.</p>
<b>Thursday 16 August</b>	<p><b>Matamata Citizens Advice Bureau Annual General Meeting</b> I was invited and attended the AGM at the Matamata Bridge Club. There was a good number in attendance and I presented training and long service awards.</p>
	<p><b>Meeting with Jason Dawson</b> I met with Jason Dawson, Chief Executive of Hamilton &amp; Waikato Tourism, to discuss our potential application to the Provincial Growth Fund and how Hamilton and Waikato Tourism can assist with content of the application.</p> <p><b>St Andrews – Christian Women uniting</b> I was an attendee to support our community and their guest speaker from Auckland and the challenges in their communities.</p>
<b>Friday 17 August</b>	<p><b>Meeting with Wintec (Mariana)</b> I furthered discussion with Mariana and her guest from Finland, Laura, regarding the Circular Village concept.</p> <p><b>Provincial Priorities Business Forum</b> Hosted by Tim Van der Molen at his Morrinsville Electorate Office, this was an opportunity to connect and share feedback and ideas with the Provincial Priorities Caucus Committee (PPCC) on their visit to the area.</p> <p>The PPCC electorate visits enable the MPs to learn more about local businesses and the specialized activities of provincial regions, including natural resources, technology, infrastructure and people.</p> <p><b>Meeting with Dallas Fisher</b> Dallas Fisher chairs the Waikato Regional Economic Development Agency (REDA) establishment board, and I met with him to also discuss our potential application to the Provincial Growth Fund.</p>

	<p><b>60<sup>th</sup> Wedding Anniversary</b> One of our Morrinsville Councillors brought to my attention the 60<sup>th</sup> wedding anniversary of Harry and Ria Van de Laar in Tasman Village. I popped in to congratulate them on their milestone. I had a lovely time with Harry and Ria and viewed their family photos and life story book.</p>
<p><b>Monday 20 August</b></p>	<p><b>Waikato Mayoral Forum</b> Key items on this meeting's agenda included:</p> <ul style="list-style-type: none"> <li>• Waikato Regional Economic Development Agency from Dallas Fisher, Chairman, Waikato REDA Establishment Board</li> <li>• Waikato Plan Project Refresh update from Garry Dyet, Chief Executive, Waipa District Council</li> <li>• National Waterscape update from Tracey May, Director Science and Strategy, Waikato Regional Council</li> <li>• Three Waters Review update from Mayor Brian Hanna, Waitomo District Council</li> <li>• Waters Collaboration proposal from Don McLeod Chief Executive, Matamata Piako District Council and Dawn Inglis, Manager RATA, Waikato Road Asset Technical Accord</li> <li>• Waikato Regional Cycle Trails Network Programme Business Case, by Rachel Cook, Senior Policy Advisor, Transport and Infrastructure, Waikato Regional Council</li> <li>• Road Asset Technical Accord (RATA) Annual Report, by Mayor Brian Hanna, Waitomo District Council</li> <li>• Hamilton to Auckland corridor update, by Blair Bowcott, Director Special Projects, Hamilton City Council</li> <li>• Farewell for Craig Hobbs, Chief Executive, South Waikato District Council, by Mayor Jenny Shattock, South Waikato District Council</li> <li>• Round table discussion on Key LTP priorities for 2018/19</li> <li>• Collaboration with new government Round table discussion to update on collective meetings and messaging</li> </ul> <p><b>Meeting with Peter Maxwell &amp; Neil Goodger</b> Good discussion re Innovation Park and opportunities for Morrinsville.</p> <p><b>Farewell dinner</b> I was invited to a farewell dinner by managers Noi &amp; Pim from Thai Delight Morrinsville who are moving on to a new location. They have been wonderful hosts at this Morrinsville business and I wish them all the best for their new venture. It was a great networking evening with Morrinsville locals!</p>
<p><b>Tuesday 21 August</b></p>	<p><b>Provincial Growth Fund application</b> I have been having several meetings with staff regarding the application we will soon be making to the PGF. It is important we capture and present a full and persuasive application!</p>

	<p><b>Meeting with Kevin Deane</b> Kevin brought John Petry along to progress discussion on opportunities for economic development in Morrinsville.</p> <p><b>Dairy Goat Cooperative announcement</b> The minister of Agriculture has announced \$12m support for a new \$30m project in the dairy goat industry.</p> <p>Farmers Kerry &amp; Robyn Averill hosted the minister and local MP Tim Van der Molen at their property in Morrinsville for the launch.</p> <p>This investment will enable the primary industries in our country to innovate and grow.</p> <p>I thoroughly enjoyed my time at the goat farm operation and seeing the goats being milked!</p> <p><b>Morrinsville Business After Five (BA5)</b> Hosted by Property Brokers, this month's meeting saw the usual strong turnout and support by local businesses. The networking at these events is very valuable to those that attend.</p>
<b>Wednesday 22 August</b>	<p><b>Corporate and Operations meeting</b> The draft annual report, online voting, significant natural features, LTP audit, Waharoa tennis courts land, Ngarua and Waharoa Reserve and road designations were all items discussed at this months meeting.</p> <p>We also had two special presentations. The first was for a spotlight on safety award. This award recognises the 'good things' people are doing to keep themselves and others safe and is awarded quarterly.</p> <p>This month the award was presented to Electrico who were nominated by council's property maintenance team for their proactive approach to health and safety. Owners Andrew and Lynne Arts along with fellow owner Julie Smallwood were in attendance.</p> <p>The second presentation was to council Health and Safety Manager Sandy Barnes for 30 years service to Council. We really appreciate the knowledge and expertise our staff with long service provide to Council. Congratulations Sandy.</p> <p>The day concluded with workshops on our communications team strategy, the Provincial Growth Fund applications and some IT training.</p>



Mayor Jan with Julie Smallwood and Lynne and Andrew Arts



CEO Don McLeod, Mayor Jan and Sandy Barnes

**Thursday  
23 August**

**Meeting with Tim Hampton and James Sainsbury**

This meeting was regarding digital opportunities and staff accommodation pressures.

**Phone interview with Nga Iwi FM**

Today's interview with Rino was focused on our upcoming Volunteer Youth Awards being held next week. Always good to chat with Rino and our community.

**Meeting with Council staff**

Further discussion with council staff regarding the PGF application

**Hobbiton Dinner**

With the upcoming Waikato REDA summit just round the corner, I coordinated an opportunity for the Mayors, Chair and Elected Members of our Waikato Councils to come together for a dinner and night tour at Hobbiton. This was to enable communication and the opportunity to have conversations and networking with other Elected members which is important for the strengthening and wellbeing of our region.



**Friday 24  
August**

**Meeting with Council staff**

The last of meetings with staff and external stakeholders regarding our PGF application took place in Morrinsville. The applications are taking shape.

**Waikato University 2018 Distinguished Alumni Awards Dinner**

Every year the University of Waikato present Distinguished Alumni Awards (DAAs) to alumni who have achieved significant success in their career and made outstanding contributions to their communities. Rex and I were invited as guests of this year's awards dinner.



The year six alumni were recognised who have made a substantial positive contribution to society in a personal and professional capacity.

The Honourable Dame Annette King, Former Member of Parliament, Bachelor of Arts 1982

Dr Sarah Calvert, Registered Clinical Psychologist, Bachelor of Social Sciences 1974, Master of Social Sciences 1975, Doctor of Philosophy, 1982

Jan Zijderveld, CEO, Avon Products, Bachelor of Management Studies 1987

	<p>Miriam Dean CNZM Q.C., Barrister, Bachelor of Social Sciences 1977</p> <p>Professor Tom Higham, Professor of Archaeological Science, Deputy Director of the Oxford Radiocarbon Accelerator Unit, Doctor of Philosophy 1995</p> <p>Dr Shane Legg, Co-founder and Chief Scientist Google DeepMind, Bachelor of Computing and Mathematical Sciences 1996</p> <p>The evening was a great success and Rex and I thoroughly enjoyed our table attendees I had a good conversation with Miriam Dean and Margaret Wilson.</p>
<b>Monday 27 August</b>	<p><b>Meeting with District Commander Waikato New Zealand Police</b> Mayors Sandra Goudie, John Tregidga and I met with Bruce Bird and John Kelly to discuss proposed Police staffing structure and deployment plans for Waikato East.</p> <p><b>Site visit – Te Kuiti</b> At the invitation and coordination of Sport Waikato, Councillors Adrienne Wilcock and Kevin Tappin travelled with me to Te Kuiti High School to look at their new sports centre. Leanne from Sport Waikato facilitated the visit.</p> <p>Alan Candy from Future Matamata attended along with Sheree and Matthew Hart and Matamata College principal Alan Munro.</p>
<b>Tuesday 28 August</b>	<p><b>Te Aroha Citizens Advice Bureau (CAB)</b> Councillors Adrienne Wilcock and Donna Arnold also supported the CAB by attending the AGM.</p> <p><b>Meeting with Council staff</b> I spent the afternoon in the Te Aroha office and met with a number of staff to discuss projects and community meetings and events I will be attending later that week.</p>
<b>Wednesday 29 August</b>	<p><b>Meeting with Matamata CAB president</b> I met with Linda Hodge, president of the Matamata CAB, to have a catch up and discuss what the current issues the CAB are.</p> <p><b>Meeting at Morrinsville Pools</b> Elected members met with council employee Bryan Turner to discuss maintenance and upgrade options for the Morrinsville Pool as budgeted for in the LTP.</p> <p><b>Meeting with Trust Waikato</b> I met with Rongo, Dennis and Niwa from Trust Waikato with regard to a</p>

	<p>potential application to the PGF fund and how Trust Waikato may be able to partner with Council on a project.</p>
<p><b>Thursday &amp; Friday 30/31 August</b></p>	<p><b>Waikato Regional Economic Development Agency Summit</b> This summit is a major milestone in economic development in the Waikato and we used the two days to determine the priorities the new Waikato Regional Economic Development Agency will undertake. It's important we take the time now to discuss and prioritise those initiatives that will help all our communities.</p> <p><b>Volunteer Youth Ambassador Awards night</b> This is the second year of holding the youth awards, and we were thrilled to have 180 people in attendance at the Matamata-Piako Civic and Memorial Hall. Guest speaker Mike King once again delivered a thoroughly interesting speech. Nine of our local youth walked away with awards from the various categories.</p> <div data-bbox="359 913 774 1288" data-label="Image">  </div> <p>Amy Pollock was the winner of the Property Brokers Employee Award</p> <div data-bbox="798 887 1388 1288" data-label="Image">  </div> <p>Mike King with the VYA's</p>