



Rangitikei District Council

Telephone: 06 327-0099

Facsimile: 06 327-6970

Rangitikei
UNSPOILT...

Finance/Performance Committee Meeting

Order Paper

**Thursday, 1 October 2015,
9.30 am**

**Council Chamber, Rangitikei District Council
46 High Street, Marton**

Website: www.rangitikei.govt.nz

Email: info@rangitikei.govt.nz

Chair

His Worship the Mayor, Andy Watson

Deputy Chair

Cr Nigel Belsham

Membership

Councillors Cath Ash, Tim Harris, Dean McManaway, Rebecca McNeil, Soraya Peke-Mason, Ruth Rainey and Lynne Sheridan

Please Note: Items in this agenda may be subject to amendments or withdrawal at the meeting. It is recommended therefore that items not be reported upon until after adoption by the Council. Reporters who do not attend the meeting are requested to seek confirmation of the agenda material or proceedings of the meeting from the Chief Executive prior to any media reports being filed.

Rangitikei District Council

Finance and Performance Committee Meeting

Order Paper – Thursday 1 October 2015 – 9:30 a.m.

Contents

| | | | |
|----|---|---|---------------------------|
| 1 | Welcome | 2 | |
| 2 | Council Prayer | 2 | |
| 3 | Apologies/leave of absence | 2 | |
| 4 | Confirmation of order of business | 2 | |
| 5 | Confirmation of Minutes | 2 | Attachment 1, pages 5-14 |
| 6 | Chair's report | 2 | <i>To be tabled</i> |
| 7 | Financial Results for July and August 2015 | 2 | <i>To be tabled</i> |
| 8 | Queries from previous meeting | 2 | <i>Agenda Note</i> |
| 9 | First year impact from implementing E-road (subject to prior review by Management Team) | 3 | <i>Presentation</i> |
| 10 | Scope for District promotion strategy 2015/16 | 3 | Attachment 2, pages 15-28 |
| 11 | Late Items | 3 | |
| 12 | Future items for the agenda | 3 | |
| 13 | Next meeting | 3 | |
| 14 | Meeting closed | 3 | |

The quorum for the Finance/Performance Committee is 5

At its meeting of 28 October 2010 Council resolved that 'The quorum at any meeting of a standing committee or sub-committee of the Council (including Te Roopu Ahi Kaa, the Community Committees, the Reserve Management Committees and the Rural Water Supply Management Sub-committees) is that required for a meeting of the local authority in SO 2.4.3 and 3.4.3.'

1 Welcome

2 Council Prayer

3 Apologies/leave of absence

4 Confirmation of order of business

That, taking into account the explanation provided why the item is not on the meeting agenda and why the discussion of the item cannot be delayed until a subsequent meeting, be dealt with as a late item at this meeting.

5 Confirmation of Minutes

Recommendation

That the Minutes of the Finance/Performance Committee meeting held on 27 August 2015 be taken as read and verified as an accurate and correct record of the meeting.

6 Chair's report

A report will be tabled at the meeting.

File ref: 3-CT-14-1

Recommendation

That the Chair's report to the Finance/Performance Committee meeting on 1 October 2015 be received.

7 Financial Results for July and August 2015

A report will be tabled at the meeting (and circulated electronically beforehand)

File ref: 5-FR-4-1

Recommendation

That the report 'Financial Results for July and August 2015 be received.

8 Queries from previous meeting

At its last meeting, the Committee asked that funding promotional display materials and the MarketView Event reports be funded outside the budgets set aside for grants under the Events Sponsorship Scheme. The two services are different, and so they will be allocated against two different budgets.

The promotional display materials will be funded from District promotions and development – Pathway theme groups (4020069901); the MarketView Event reports will be funded from Statutory reporting – monitoring of community outcomes (9250058103).

9 First year impact from implementing E-road (subject to prior review by Management Team)

A presentation will be provided to the meeting

10 Scope for District promotion strategy 2015/16

A report is attached

File: 4-ED-1

Recommendations

1. That the report 'Scope for District promotion strategy 2015/16' be received
2. That the Finance/Performance Committee agrees the focus for the additional resource provided to implement the District Promotion Strategy 2015/16 [as amended/without amendment] to be collaborative, cross-regional promotional activities, aligned to the Manawatu-Whanganui Growth Study.
3. That District promotion activity be monitored through retail spending (MarketView data) and accommodation/visitor nights, as outlined in the report the District Promotion Strategy 2015/16 [as amended/without amendment] and reported upon at 6 and 12 months to the Committee.
4. That a further report outlining the detail of proposed collaborative, cross-regional promotional activities be prepared for the Finance/Performance Committee's meeting in November 2015.

11 Late Items

12 Future items for the agenda

13 Next meeting

29 October 2015, 9.30am

14 Meeting closed

Attachment 1

Rangitikei District Council

Finance/Performance Committee Meeting

Minutes – Thursday 27 August 2015 – 9:30 a.m.

Contents

| | | |
|----|--|---|
| 1 | Welcome..... | 3 |
| 2 | Council Prayer..... | 3 |
| 3 | Apologies/leave of absence..... | 3 |
| 4 | Confirmation of order of business..... | 3 |
| 5 | Confirmation of Minutes | 3 |
| 6 | Chair's report..... | 3 |
| 7 | Consideration of applications to Community Initiatives Fund 2015/16 (round 1)..... | 4 |
| 8 | Consideration of applications to Events Sponsorship Scheme 2015/16 (round 1)..... | 6 |
| 9 | Financial report – draft full year 2014/15..... | 7 |
| 10 | Discounted rates at the waste transfer stations for pensioners | 8 |
| 11 | Application of rates remission policy for land affected by natural calamity – June 2015 rainfall event – suggested criteria..... | 8 |
| 12 | Late Items | 9 |
| 13 | Future Items for the agenda | 9 |
| 14 | Next meeting | 9 |
| 15 | Meeting closed | 9 |

Present: His Worship the Mayor, Andy Watson
Cr Dean McManaway
Cr Cath Ash
Cr Nigel Belsham
Cr Tim Harris
Cr Rebecca McNeil
Cr Ruth Rainey
Cr Lynne Sheridan

In attendance: Mr Ross McNeil, Chief Executive
Mr Michael Hodder, Community & Regulatory Services Group Manager
Mr George McIrvine, Finance & Business Support Group Manager
Ms Denise Servante, Strategy and Community Planning Manager
Mrs Priscilla Jeffrey, Governance Administrator

Tabled Documents:

| | |
|---------------|--|
| Item 6 | Chair's report |
| Item 7 | Further information from Rangitikei Heritage Group |
| Item 8 | Taihape Shearers Sport Inc Project Report Form |

1 Welcome

His Worship the Mayor welcomed everyone to the meeting.

2 Council Prayer

Councillor Ash read the Council prayer.

3 Apologies/leave of absence

Resolved minute number 15/FPE/046 **File Ref**

That apologies for lateness from Councillors Harris and Sheridan and for absence from Councillor Peke-Mason be received.

His Worship the Mayor / Councillor Rainey. Carried

4 Confirmation of order of business

His Worship the Mayor informed the Committee that there would be no changes to the order of business from that set out in the agenda.

5 Confirmation of Minutes

Resolved minute number 15/FPE/047 **File Ref**

That the Minutes of the Finance/Performance Committee meeting held on 30 July 2015 be taken as read and verified as an accurate and correct record of the meeting.

Cr Belsham / Cr Ash. Carried

6 Chair's report

His Worship the Mayor spoke to his tabled report.

Resolved minute number 15/FPE/048 **File Ref** 3-CT-14-1

That the Chair's report to the Finance/Performance Committee meeting on 27 August 2015 be received.

His Worship the Mayor / Cr McManaway. Carried

Cr Harris arrived 9.40 am

7 Consideration of applications to Community Initiatives Fund 2015/16 (round 1)

Cr Ash declared an interest with her role in Project Marton. The Chair ruled she could stay in the room and answer questions but not vote

His Worship the Mayor gave the Committee an overview of the process for considering the applications which had been separately circulated (together, for Committee members only, scoring sheets). He explained that all costs were shown: When staff reviewed applications, they excluded any ineligible costs (such as food and beverages).

Cr Sheridan arrived at 9.59am

His Worship the Mayor provided an opportunity for applicants to speak to the Committee on their particular project/event. Cr Ash spoke to the Committee on Project Marton and Mr Shane Ratima on the Hunterville Huntaway Festival (for the Events Sponsorship Scheme). The Committee noted the Rangitikei Heritage Group's written statement in lieu of attending and speaking to the Committee.

| | | | |
|-------------------------------|-------------------|-----------------|-----------------|
| Resolved minute number | 15/FPE/049 | File Ref | 3-GF-8-3 |
|-------------------------------|-------------------|-----------------|-----------------|

That the report 'Consideration of applications for the Community Initiative Fund 2015/16' be received.

Cr Sheridan / Cr Belsham. Carried

| | | | |
|-------------------------------|-------------------|-----------------|-----------------|
| Resolved minute number | 15/FPE/050 | File Ref | 3-GF-8-3 |
|-------------------------------|-------------------|-----------------|-----------------|

That the following Project Report Forms be received:

- Marton Country Music Festival Inc
- Turakina Caledonian Society
- Bulls & District Community Trust (Wearable Arts 2014)
- Bulls & District Community Trust (Rangitikei's Got Talent 2014)
- Taihape and Districts A&P Show
- Rangitikei College
- Pukeokahu Hall Committee
- Marton & Districts Historical Society
- Marton & Surrounds ICT Hub Charitable Trust
- Bulls & District Friendship Club Inc.
- Wanganui Area Neighbourhood Support
- Royal New Zealand Plunket Society Manawatu/Wanganui Area Inc
- Rangitikei Shearing Sports

Cr Sheridan / Cr Rainey. Carried

Resolved minute number **15/FPE/051** **File Ref** **3-GF-8-3**

That the Finance/Performance Committee does not consider the application from Project Marton for a celebratory volunteers event to be sufficiently different from the volunteers tea already part-funded through the MOU arrangements to be eligible for the Community Initiatives Fund.

Cr McManaway / Cr Harris. Carried

ABSTAINED Cr Sheridan

Resolved minute number **15/FPE/052** **File Ref** **3-GF-8-3**

That the application from Mataroa Cemetery Trustees which was received after the closing date of applications be considered by Finance / Performance Committee.

His Worship the Mayor / Cr McManaway. Carried

The Committee reviewed the proposed amounts to be granted.

Resolved minute number **15/FPE/053** **File Ref** **3-GF-8-3**

That the application from Rangitikei Heritage be fully funded.

Cr Belsham / Cr Ash. Carried

Resolved minute number **15/FPE/054** **File Ref** **3-GF-8-3**

That the Finance / Performance Committee approve the applications, listed below, and disperse the Community Initiatives Fund as outlined to successful applicants.

| | |
|---|---------|
| Royal NZ Plunket Society Manawatu/Whanganui Area | \$1,500 |
| Pukeokahu Hall Committee | \$1,400 |
| Rangitikei Heritage Group | \$1,504 |
| Marton and Surrounds ICT Hub | \$4,000 |
| Alzheimer's Disease and Related Disorders Society | \$800 |
| Wanganui Neighbourhood Support Groups Inc | \$900 |
| Project Marton Inc | \$0 |
| Mataroa Cemetery Trustees | \$1,550 |

Cr Rainey / Cr McManaway. Carried

Resolved minute number **15/FPE/055** **File Ref** **3-GF-8-3**

That the unallocated portion of round 1 for the Community Initiatives Fund (\$8,346) be made available for round 2.

Cr Belsham / Cr Ash. Carried

8 Consideration of applications to Events Sponsorship Scheme 2015/16 (round 1)

Cr Ash declared an interest with her role in Project Marton. Cr McNeil declared an interest in the Mudder with her role in Rangitikei Tourism. The Chair ruled they could stay in the room and answer questions but not vote

His Worship the Mayor noted that the process was the same as that used for applications to the Community Initiatives Fund.

Cr Sheridan left the meeting at 11.14am/11.18am

Motion

That the Finance/Performance Committee suggested that \$2,634 be invested in promotional display materials as outlined in the report 'Consideration of applications for the Events Sponsorship Scheme 2015/16' that the organisers of sponsored events shall use as part of the sponsorship arrangement.

Cr McManaway./ Lapsed

Resolved minute number **15/FPE/056** **File Ref** **3-GF-8-3**

That the Finance/Performance Committee requests that the Chief Executive funds promotional display materials as outlined in the report 'Consideration of applications for the Events Sponsorship Scheme 2015/16' that the organisers of sponsored events shall use as part of the sponsorship arrangement to the extent of \$2,634 from a budget to be identified.

Cr McManaway / Cr Belsham. Carried

Resolved minute number **15/FPE/057** **File Ref** **3-GF-8-3**

That the Finance/Performance Committee approves the sponsorship of events listed below, and disperse the Events Sponsorship Scheme as outlined to successful applicants:

| | |
|---|---------|
| Rangitikei Tourism – The Mudder | \$643 |
| Ratana Maramatanga Sports Club – 90 th Anniversary celebration | \$975 |
| Marton Country Music Festival Inc – Country Music Festival 2016 | \$2,250 |

| | |
|---|---------|
| Turakina Caledonian Games Society Inc – Caledonian Games 2016 | \$2,563 |
| Taihape Shearing Sports Inc – Taihape Shearing Event 2016 | \$1,688 |
| Rangitikei Shearing Sports – Rangitikei Shearing Event 2016 | \$2,063 |
| Taihape Area Show Jumping – Taihape Show Jumping Event 2016 | \$1,500 |
| Huntermville Huntaway Festival – Shemozzle 2015 | \$3,000 |
| Project Marton Inc – Rangitikei's Got Talent | \$2,143 |

His Worship the Mayor / Cr Sheridan. Carried

Resolved minute number **15/FPE/058** **File Ref** **3-GF-8-3**

That the Finance/Performance Committee requests that the Chief Executive identifies another budget to fund MarketView Event Reports associated with the accountability reports for the high profile and high profile/community events sponsored.

Cr Belsham / Cr McManaway. Carried

Resolved minute number **15/FPE/059** **File Ref** **3-GF-8-3**

That the unallocated portion of round 1 for the Events Sponsorship Scheme (\$1,177) be made available for round 2.

His Worship the Mayor / Cr Sheridan. Carried

The meeting adjourned at 11.58am / 1.04pm

Resolved minute number **15/FPE/060** **File Ref** **3-GF-8-3**

That the tabled Project Report Form from Taihape Shearing Sports Inc be received.

His Worship the Mayor / Cr Belsham. Carried

9 Financial report – draft full year 2014/15

Mr McIrvine spoke to his report. The financial tables from the Annual Report had yet to be audited, but no substantial change was anticipated. The only uncertainty lay on the financial treatment of damage to Council's roads following the extreme rainfall on 20-21 June 2015, together with the costs to repair and the subsidy from the New Zealand Transport Agency. Mr McIrvine outlined discussions to date with the auditors on this.

The new internal Parks & Reserve team commenced after the end of the 2014/15 financial year, so has had no impact on the year's financial result.

Resolved minute number**15/FPE/061****File Ref****5-FR-4-1**

That the report 'Financial report – draft full year 2014/15' be received.

Cr McManaway / Cr Sheridan. Carried

10 Discounted rates at the waste transfer stations for pensioners

Consideration was given to a letter from Mrs Lorraine Pearson requesting a discount rate at the waste transfer stations for pensioners.

Main points raised in discussion were:

- an opportunity for Council to provide some assistance;
- a trial period the only way to find out the impact
- potential for manipulation;
- others on low income couldn't benefit;
- might be viewed as a precedent for similar discounts on other Council services

Motion

That the Finance/Performance Committee asks the Chief Executive to thank Lorraine Pearson for her suggestion for discounted rates at the waste transfer station for pensioners, advising that Council has agreed to undertake a trial over three months offering a 50% discount on production of the Gold Card, such a trial to be reviewed after two months to assess the take-up, impact on revenue and any administrative issues, to inform a decision whether the discount should continue over a longer period.

Cr Belsham / His Worship the Mayor. Lost

11 Application of rates remission policy for land affected by natural calamity – June 2015 rainfall event – suggested criteria

At its meeting on 30 July 2015, the Finance/Performance Committee resolved that the June 2015 rainfall event be deemed to fall within the scope of the Council's rates remission policy for land affected by natural calamity, and that the Chief Executive subsequently provide advice on the criteria to be used for rates remission. A draft set of criteria was provided for consideration.

Points in discussion:

- The criteria provided a framework.

- Farm tracks (including bridges) implied culverts.
- Application of the criteria would be a Council decision unless delegated.

Resolved minute number **15/FPE/062** **File Ref** **3-PY-1-18**

That the suggested criteria for applying Council's rates remission policy for land affected by natural calamity – 20-21 June 2015 extreme rainfall event' be received.

Cr Sheridan / Cr Rainey. Carried

Resolved minute number **15/FPE/063** **File Ref** **3-PY-1-18**

That the suggested criteria for applying Council's rates remission policy for land affected by natural calamity – 20-21 June 2015 extreme rainfall event be adopted without amendment.

Cr McManaway / Cr Harris. Carried

12 Late Items

Nil

13 Future Items for the agenda

Nil

14 Next meeting

1 October 2015, 9.30am

15 Meeting closed – 1.51pm

Confirmed/Chair: _____

Date:

Attachment 2

REPORT

SUBJECT: **Scope for District Promotion Strategy 2015/16**

TO: Finance/Performance Committee

FROM: Denise Servante, Strategy & Community Planning Manager

DATE: 22 September 2015

FILE: 4-ED-1

1 Executive Summary

- 1.1 Council's renewed focus on economic development and District promotion was agreed through the 2015-25 LTP process. The activity management plan identified six areas of focus for District promotion. Additional funding was allocated to three of these: to implement an Events Sponsorship Scheme¹, to develop promotional materials promoting the District as a place to do business and to leverage off programmes and initiatives run through regional tourism agencies.
- 1.2 This report reviews work underway in the other three areas of focus: to coordinate and monitor District promotion activity, to develop services at the District Information Centres and to improve the web-presence of the District. This work appears to be appropriately resourced.
- 1.3 This report primarily confirms that the focus for new funding (to develop promotional materials promoting the District as a place to do business and to leverage off programmes and initiatives run through regional tourism agencies), should be to strengthen cross-regional, collaborative promotional activities that align with the Manawatu-Whanganui Growth Study.
- 1.4 It is suggested that, pending confirmation of this approach by the Committee, a further report is prepared with specific cross-regional, collaborative promotional activities and associated outcomes for the Committee's consideration at a future meeting.

2 Background

- 2.1 Council's Economic Development and District Promotion Activity Management Plan was developed during the preparation of the 2015-25 Long-Term Plan. The summary of this activity in the LTP states:

¹ The Events Sponsorship Scheme has been established and the first sponsorship awards were agreed by the Committee in August 2015.

“Council promotes the economic well-being of its communities by carrying out its activities in a manner that will support rather than hinder business retention, development and expansion. In addition, Council is investing additional funds in to a Rangitikei Growth Strategy. Some of the economic development outcomes that Council is seeking are derived from its community partnership activity, perhaps specifically the Memorandum of Understanding with three agencies employing Town Co-coordinators (Marton, Bulls and Taihape) and Rangitikei Tourism. It is also the key focus for one of the Path to Well-being theme group: a Buoyant District Economy.”²

2.2 The Statement of Service Performance requires Council to report annually against the three key indicators of success in the adopted Rangitikei Growth Strategy. These are:

- Better performance in the District’s GDP growth compared with New Zealand overall³
- A greater proportion of young people living in the District are attending local schools⁴
- More people living in the District (than is currently projected by Statistics New Zealand)⁵

2.3 The Activity Management Plan (Table 1) identifies five areas for Council activity:

- Sector development focussing on primary production
- Sector development focussing on the education sector
- Sector development focussing on Maori economic development
- Town Centre Development
- District Promotion

These are mirrored in the Rangitikei Growth Strategy which identifies additional actions for other stakeholders.

2.4 The Rangitikei Growth Strategy identifies Council as the lead agency for District Promotion, facilitating a District Promotion Sub-group of the Enjoying Life in the Rangitikei theme group⁶. The key action identified is to:

“Promote our quality of life, housing affordability, community and cultural life, schools, new tourism activities, ultra-fast broadband, river and outdoor activities and multi –sport opportunities.”

² 2015-25 LTP page xx

³ In 2013, Rangitikei’s GDP growth was -0.8% and trending downwards with an increasing divergence from the national trend.

⁴ Based on latest available Statistics New Zealand population estimates (June 2013) and school enrolments for 2014 (TKI), 56% of residents of high school age were enrolled in local schools and trending upwards.

⁵ Based on population projections from Statistics New Zealand (medium projection based on 2013 Census), the resident population is projected to decline from 14,450 in June 2013 to 13,900 in June 2028.

⁶ The Enjoying Life in the Rangitikei Theme Group has absorbed the “Green Plum” group and allocates time on each agenda to District Promotion and to Events. Regular attendees include the Community and Leisure Services Team Leader, MOU agencies, Sport Whanganui and Rangitikei Heritage.

| Table 1: Action Plan for District Promotion | | |
|--|---|---|
| What? | Stakeholders | Resources |
| The Mayor and Chief Executive to convene/support/facilitate a District Promotion group in conjunction with Town Coordinators and Rangitikei Tourism | Project Marton, TCDT, BDCT, Rangitikei Tourism | Staff time |
| Provide visitor information centres in Taihape and Bulls as the gateways to our District, develop clear information centre identity for Marton. | Rangitikei Tourism, community groups and organisations | Included in Information Centres activity plan |
| <p>A more coherent web presence for the District</p> <p>e.g. update website to be more user friendly and contain resources and/or links to resources. Is the separation between RT's website and Council's helpful for the local community and visitors?</p> <p>An up-to-date "What's On" calendar of events to be available on line, including all community events (large and small)</p> | Rangitikei Tourism, Project Marton, TCDT, BDCT | <p>Included in IT activity management plan</p> <p>\$35,000 (as part of contracts with MOU groups)</p> |
| Develop and implement an events strategy that showcases the District lifestyle, attracts residents and visitors to the District, heavily promote the District lifestyle at these events | <p>Event organisers</p> <p>Town Coordinators</p> | <p>\$25,000</p> <p>\$25,000 (as part of contracts with MOU groups)</p> |
| Investigate and compile a portfolio of identified future industry/ business development opportunities for the district and develop promotional materials. | Real Estate Agents, property owners, businesses, business groups, Iwi organisations | <p>Staff time</p> <p>\$10,000</p> |
| Leverage off Destination Manawatu, Visit Ruapehu and Visit Wanganui's programmes and initiatives. The promotion of the district must be done within a regional context. For these organisations, including Rangitikei (such as through the 'Country Road' promotion, extending cycle trails from Ruapehu through to Wanganui) extends the range of visitor attractions. | Destination Manawatu, Visit Wanganui, Visit Ruapehu, Rangitikei Tourism | <p>Staff time</p> <p>\$10,000</p> |

2.5 The activities identified for Council to develop in support of District promotion, and associated resources, are shown in Table 1. They relate specifically to the key indicator of “More people living and working in the District (than is currently projected by Statistics New Zealand)”.

2.6 This report provides an overview of District promotion and specifically addresses the last two actions in Table 1, viz:

- Investigate and compile a portfolio of identified future industry / business development opportunities for the district and develop promotional materials, and,
- Leverage off Destination Manawatu, Visit Ruapehu and Visit Wanganui’s programmes and initiatives. The promotion of the district must be done within a regional context. For these organisations, including Rangitikei (such as through the ‘Country Road’ promotion, extending cycle trails from Ruapehu through to Wanganui)) extends the range of visitor attractions,

noting that an additional, unallocated \$10,000 has been set aside for each.

2.7 Finally, it is also worth noting that the Digital Enablement Plan (DEP) has been prepared by a Steering Group of District residents in order to support providers of broadband infrastructure to partner with central government in the rollout of ultrafast broadband. It contains a number of projects to increase/stimulate demand for fast broadband services that will also promote the District. These are included below but funding for them has been allocated from the DEP implementation budget.

3 Monitoring and review

3.1 If activities successfully promote our quality of life etc., create awareness of the District and, as a first step, encourage people to come and visit the area, then we might expect that this will contribute to achieving the headline indicator of “More people living and working in the District (than is currently projected by Statistics New Zealand)”. In order to monitor progress, indicators which supplement this headline indicator are needed.

3.2 It is important to select indicators that are easy to collect, have a good proxy value (i.e. a rise in the indicator has direct correlation with the identified success factors) and are able to communicate powerfully what is the desired outcome. It is also important not to have too many indicators which can detract from the factors that contribute most to success.

3.3 It is suggested that, for District promotion activities, the following indicators are appropriate:

- Retail spending (MarketView data)
- Guest nights

Recent data is attached as Appendix 1.

4 Development of services at Information Centres

- 4.1 Library and Information Centre services are co-located in both Taihape and Marton (and in planning in Bulls with the development of the multi-purpose community centre). The Marton Library staff are prototyping a “One-Stop-Information-Shop for businesses” approach under the banner “It’s our business to know your business”.
- 4.2 The aim is to have a database available through touch screen technology that will link people (residents and visitors) with local businesses. Implementation of this project will depend upon the introduction of a self-checkout Library service, freeing up staff time to focus on developing and maintaining this database (and the database of community services and organisations). It is hoped that the self-checkout service will be up and running within 6 months.
- 4.3 This project will link directly with the business and community databases on www.rangitikei.com and #Get Digital (see below).

5 Development of web-presence

Re-branding rangitikei.com

- 5.1 rangitikei.com is in the process of re-branding and it is hoped to have options for the new brand available to be discussed at the AGM on 21 October. Once re-branding is complete, rangitikei.com will continue to upgrade and improve the District portal website as time and money permit through the existing MOU agreement.

Town specific sites

- 5.2 Town specific sites (Bulls, Ratana, Turakina, Marton, Hunterville, Mangaweka and Taihape) sit under the www.rangitikei.com brand. Both Bulls and Taihape have standalone websites that link to the www.rangitikei.com site. A renewed focus is in place to ensure that the Marton and Bulls town sites are refreshed and regularly updated⁷. Again, this work is covered in the existing MOU arrangements.

Digital Enablement Plan projects

- 5.3 Two projects in the DEP (see 2.7 above) aim to improve the District’s web presence. The first will develop a prototype web-portal promoting Taihape as a great place to live if you do online business. It will be aligned with a marketing campaign targeting software engineers, web designers, bloggers, media professionals etc.
- 5.4 The second is a subscription to #Get Digital which provides a free web page to all local businesses and develops an online learning and support environment to promote the efficiencies of using digital technology in business.

⁷ www.taihape.co.nz is a great example of an up-to-date, relevant and informative website.

6 Local non-web-based promotional materials

- 6.1 rangitikei.com advise that the District Map Brochure, containing information on local accommodation and tourist attractions, has been distributed through Jasons and Wickliffes. Jasons distributes brochures to accommodation and tourism businesses, airports and other transport nodes and Wickliffes distribute to i-sites and Information Centres.
- 6.2 The current District Map Brochure cost \$9,245.00 to produce (excluding staff time) with \$5,550 funded by advertising sold to local businesses. This was a 40,000 print run and stocks are getting low. Distribution costs are \$6,516 per year for Jasons service and \$960 per year for the Wickcliffe distribution.
- 6.3 rangitikei.com advise that there is no real way to monitor how much business is generated from these brochures to be able to compare with their effectiveness compared to an online presence. rangitikei.com have discussed putting local business tear-out discount vouchers in the brochure to better understand the demographic using the printed media.
- 6.4 The rationale for developing the web presence has been that people increasingly plan their trip in advance using the internet and supplement this with information as they travel using apps on mobile devices.
- 6.5 However, not everyone will use digital media for information. Experience locally confirms that people continue to visit i-sites/information centres, looking for things to do and, possibly, places to stay, not only locally but also for their future planned itinerary.
- 6.6 Because of the costs associated with Jasons distribution, rangitikei.com have taken the decision to discontinue this circulation. However, they still see value in using Wickliffes to distribute printed media to i-sites and information centres.
- 6.7 It is suggested that Council purchase advertising space in the reprint of the District Brochure Map to promote *"our quality of life, housing affordability, community and cultural life, schools, new tourism activities, ultra-fast broadband, river and outdoor activities and multi –sport opportunities."* However, given that the brochure will primarily benefit a specific businesses sector, this should be limited to a maximum of 10% of the production and distribution costs i.e. \$1,000.

7 Development of regional promotional materials and joint ventures

- 7.1 The Manawatu-Whanganui Growth Study, although not highlighting promotional activities as a key enabler or driver of economic growth, has nonetheless, initiated and strengthened cross-regional working in promotional activities.
- 7.2 rangitikei.com has been actively inputting local product into regional promotional materials. For example, the new Cycleway brochure was completed as a collaboration with the Destination Manawatu team. Since Destination Manawatu have in-house designers, the only cost to rangitikei.com was staff time. This covered

the initial print run of 15,000 copies: further print runs requested by rangitikei.com will incur printing costs.

- 7.3 The development of a CCO between Manawatu District Council and Palmerston North City Council to replace both Vision Manawatu and Destination Manawatu, also opens up new possibilities of working cross-regionally. In its submission to both Councils during the LTP process, the Vision Manawatu Board expressed its hope that the new agency would be able to inspire the confidence of cross-regional partners to spearhead regional economic development and tourism/visitor promotions. It saw the naming of the new agency as critical for this and urged both Councils to avoid including Manawatu or Palmerston North in its title. The working title for the CCO is Central Economic Development Agency (CEDA) bodes well for this approach.
- 7.4 The Regional Economic Development Officers, convened through Vision Manawatu, have also identified the need for the region to promote collaboratively. For example, Tararua District Council regularly exhibits at the Auckland Home Show and finds it delivers good value in terms of business leads. It believes better value could be delivered by sharing costs between authorities. Several regional authorities regularly exhibit at the local Field Days – again better value could be delivered through sharing costs rather than duplicating them.
- 7.5 However, the Rangitikei District is not able to participate in these activities without contributing funding to the regional pot. It is suggested that the Council would benefit from providing some funding to enable it, possibly through rangitikei.com as its agent, to take a seat at the table to implement a programme of regional, collaborative promotional work.

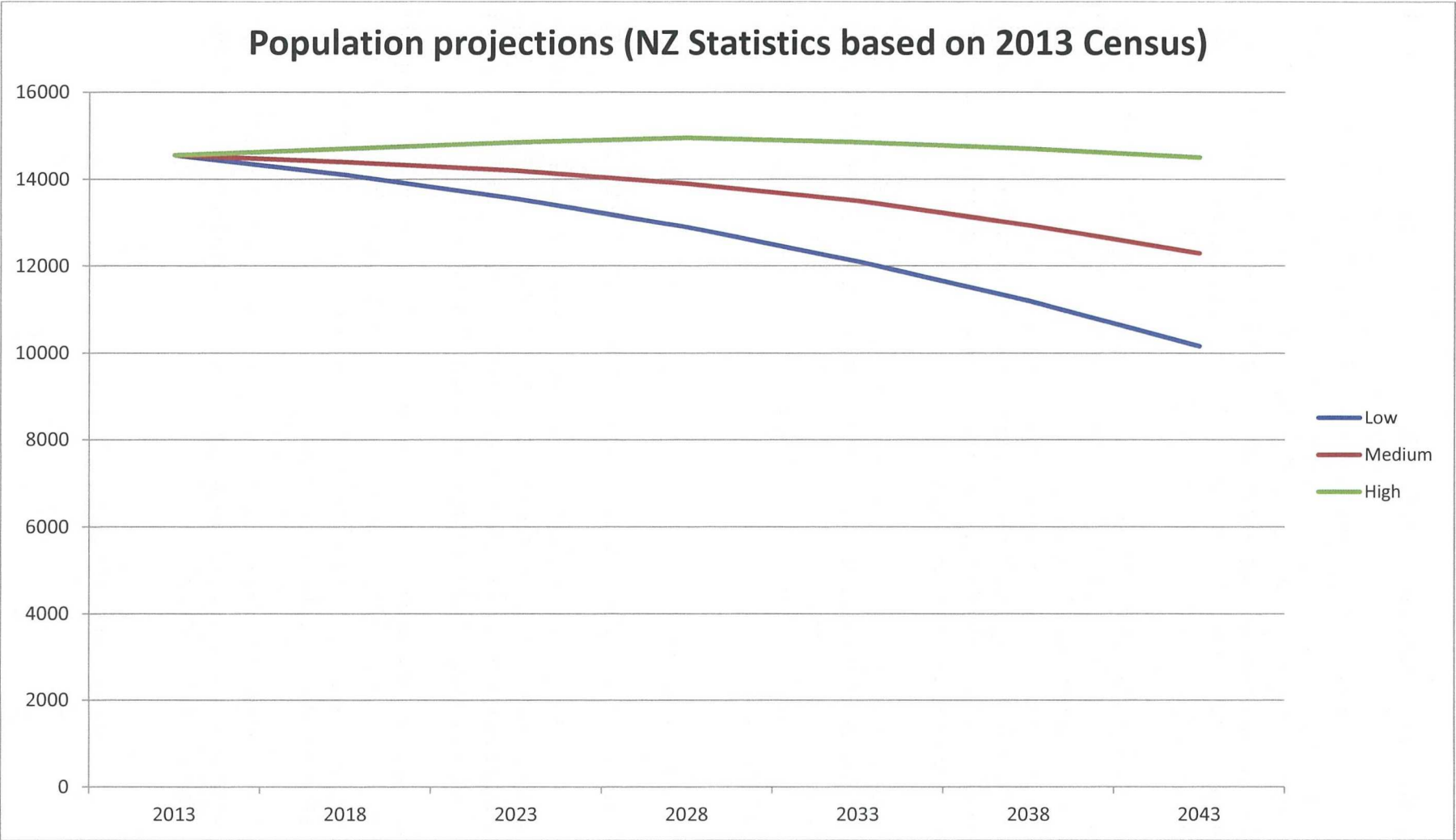
8 Recommendations

- 8.1 That the report “Scope for District Promotion Strategy 2015/16” be received.
- 8.2 That the Finance/Performance Committee agrees the focus for the additional resource provided to implement the District Promotion Strategy 2015/16 [as amended/without amendment] to be collaborative, cross-regional promotional activities, aligned to the Manawatu-Whanganui Growth Study.
- 8.3 That District promotion activity be monitored through retail spending (MarketView data) and accommodation/visitor nights, as outlined in the report the District Promotion Strategy 2015/16 [as amended/without amendment] and reported upon at 6 and 12 months to the Committee.
- 8.4 That a further report outlining the detail of proposed collaborative, cross-regional promotional activities be prepared for the Finance/Performance Committee’s meeting in November 2015.

Denise Servante
Strategy & Community Planning Manager

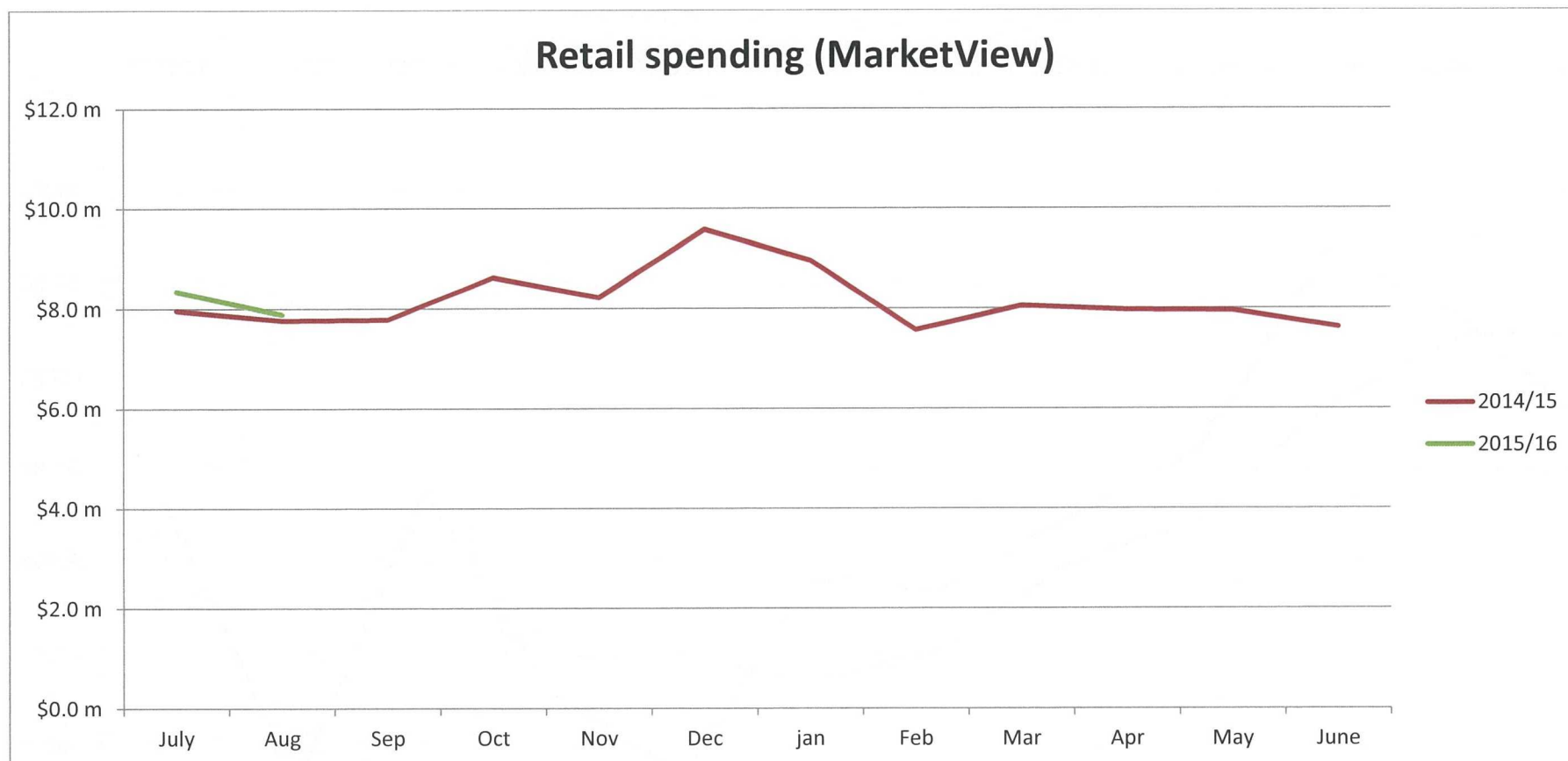
Appendix 1a

Appendix 1a: Headline indicator (Statistics New Zealand population projections)



Appendix 1b

Appendix 1b: Sub indicator (MarketView retail data)



Appendix 1c

Appendix 1c: Sub indicator (guest nights)

