#### FINANCE/PERFORMANCE COMMITTEE MEETING

# ORDER PAPER

# THURSDAY, 29 AUGUST 2019, 09.30AM

#### COUNCIL CHAMBER, RANGITĪKEI DISTRICT COUNCIL 46 HIGH STREET, MARTON

Website: www.rangitikei.govt.nz Email: <u>info@rangitikei.govt.nz</u> Telephone: 06 327-0099 Facsimile: 06 327-6970

Chair - Councillor Nigel Belsham Deputy Chair - Councillor Lynne Sheridan

Membership Councillors Cath Ash, Dean McManaway, Graeme Platt, Ruth Rainey and Dave Wilson. His Worship the Mayor, Andy Watson (ex officio)

**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.

Making this place home.





## Rangitīkei District Council

Finance and Performance Committee Meeting

Agenda – Thursday 29 August 2019 – 9:30 a.m.

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The quorum for the Finance and Performance Committee is 4.

Council's Standing Orders (adopted 3 November 2016) 10.2 provide: The quorum for Council committees and sub-committees is as for Council, i.e. half the number of members if the number of members (including vacancies) is even or a majority if the number of members is odd.

#### 1 Welcome

- 2 Council Prayer
- 3 Public forum

#### 4 Apologies/Leave of Absence

#### 5 Members' Conflict of Interest

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

#### 6 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.

#### 7 Minutes of Previous Meeting

The minutes from the Finance/Performance Committee meeting held 25 July 2019 are attached.

#### **Recommendation:**

That the Minutes of the Finance/Performance Committee meeting held on 25 July 2019 [as amended/without amendment] be taken as read and verified as an accurate and correct record of the meeting.

#### 8 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 29 August 2019 Finance/Performance Committee meeting be received.

#### 9 Progress with strategic issues

Advocacy by His Worship the Mayor (including Ministerial discussions) has continued for unlocking the Māori land-locked land in the north of the District. In response to the direction from Judge Harvey, Council has formally indicated its desire to be an interested party to the

The Hunterville/Tutaenui rural water pre-feasibility study is complete. An application to the Provincial Growth Fund for a feasibility study was submitted on 3 May 2019.

Progress continues with the proposed new civic/community centres in Bulls and Marton. Tenders for constructing the Bulls centre were considered by Council on 30 August 2018, and a preferred contractor identified for negotiation. At its meeting on 15 November 2018, Council confirmed a contract with W & W Construction (2010) Ltd. Construction has started. Monthly updates are provided to Council.

The value of placemaking initiatives was reinforced to all Community Boards and Community Committees at their meetings in February 2019.

Consideration was given by the Policy/Planning Committee's meeting on 13 July 2017 to services provided by information centres (with a further report to Council's meeting on 27 July 2017).

Two workshop discussions have been held on economic development and District promotion and a potential budget envelope identified. A draft policy on using the legislative provisions for development agreements to incentivise housing and other developments was considered at the Finance/Performance Committee's October meeting and a revised draft considered at meeting in January 2018. A further workshop session was held on 23 August 2018, considering Wellington City Council's policy on rates remission for first home builders. A draft policy was considered by Policy/Planning Committee on 13 September 2018; at its meeting on 25 October 2018, Council approved public consultation for this draft policy; the policy was adopted at Council's meeting on 31 January 2019. Overtures have continued to interest developers in providing new housing on Council's two vacant blocks in Bulls.

Priorities for economic development were one of the key choices in the Consultation Document for the 2018-28 Long Term Plan. The Government's Provincial Growth Fund (announced in February 2018) is a potentially significant mechanism to stimulate development and growth in the Rangitīkei. An appointment to the Economic Development Advisor role has been confirmed. An update was provided to the Committee's February meeting and is now a standing agenda item. A workshop was held on 11 April 2019 to ascertain Elected Members' priority actions for residential growth, business, education and promotion. Following discussion with iwi partners, further work has been done on a strategy, *and provided* to the Committee's July 2019 meeting.

A District Plan Change was notified on 22 August 2019 proposing the rezoning of approximately 217 ha of rural land between Wings Line, SH0-1, Makirikiri Road and the Main Trunk Railway to industrial. The associated section 32 analysis showed the potential for increased economic activity and employment opportunities.

Council submitted to the Horizons Regional Council long-term plan supporting the proposed establishment of a regional facilities fund. However, there were varying responses from other councils so the proposal will not proceed. However, at its meeting on 12 July 2018, the Assets/Infrastructure Committee considered a presentation on the Manawatū-Whanganui Regional Sport Facility Plan and recommended to Council that it consider that plan as a tool

to guide the future planning, development, management and operation of sports facilities in the Rangitīkei and wider Manawatū-Whanganui region.

In March 2018, Chorus advised an accelerated timetable for the roll-out of fibre in Rātana/Whangaehu, Marton, Mangaweka, Hunterville, Taihape and Bulls, to be completed by June 2022. At the Digital Local Government Partnership Launch on 15 August 2018, the Minister for Government Digital Services indicated that the rollout of rural broadband would be completed by the end of 2021.

Rates modelling is part of the new financial modelling software which has been used as the basis of preparing the financial statements for the 2018-28 Long Term Plan and for the 2019/20 Annual Plan.

The review of the revenue and financing policy is complete and included in the draft Long term Plan – analysis of all expenditure activities has now been undertaken in Council workshops.

Impact of forestry on roading has been considered in the roading asset management plan and in developing the Traffic and Parking Bylaw.

The Independent Assessment Board released its report on the Council's operations under the Local Government Excellence Programme. Actions to effect the suggested improvements are in progress. A report was included in the agenda for the Committee's November 2018 meeting. *The next assessment is scheduled for late March 2020*.

MW LASS collaboration has been used to provide insurance cover for below-ground infrastructure assets from 1 July 2017.

Staff are continuing to manage the Rangitīkei.com website.

#### 10 Financial Highlights and Commentary – July 2019

A presentation will be made to the meeting.

File ref: 5-FR-4-1

#### **Recommendation:**

That the memorandum 'Financial Highlights and Commentary – July 2019' to the 29 August 2019 Finance/Performance Committee meeting be received.

#### **11** Statement of Service Performance

A draft full-year Statement will be tabled at the meeting.

#### **Recommendation:**

That the 'draft full-year Statement of Service Performance' to the 29 August 2019 Finance/Performance Committee meeting be received.

#### 12 Questions raised at previous meeting

There were no questions raised at the previous meeting.

#### 13 Economic Development Project and Activity Report - August 2019

A report is attached.

File ref: 4-ED-1-NGHS

#### **Recommendation:**

That the 'Economic Development Project and Activity Report - August 2019' to the 29 August 2019 Finance/Performance Committee meeting be received.

#### 14 Economic Development Strategy

The draft document will be tabled and is to be presented to the Committee.

#### **Recommendation:**

That the draft 'Economic Development Strategy' to the 29 August 2019 Finance/Performance Committee meeting be received.

#### 15 Late Items

As agreed at item 6.

#### 16 Future Items for the Agenda

Grant funding and utilisation of the website\* (November)

#### 17 Next Meeting

26 September 2019, 10.30 am.

(This will be the last meeting for the triennium)

#### 18 Meeting Closed

# Attachment 1



## Rangitīkei District Council

Finance and Performance Committee Meeting

Minutes – Thursday 25 July 2019 – 9:30 a.m.

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Present:	Cr Nigel B Cr Lynne S Cr Cath As Cr Graem Cr Ruth R Cr David N	Sheridan sh e Platt ainey
Also Present:	Cr Jane D	-
	Cr Angus	Gordon
In attendance: Mr Ross McNeil, Chie Ms Jo Devine, Group Mr Arno Benadie, Pri Mr Michael Hodder, G Mr Ashley Dahl, Finar Mr Blair Jamieson, St Ms Gioia Damosso, E		AcNeil, Chief Executive vine, Group Manager – Finance & Business Support Benadie, Principal Advisor – Infrastructure el Hodder, Community & Regulatory Services Group Manager y Dahl, Financial Services Team Leader amieson, Strategy and Community Planning Manager Damosso, Economic Development e Clayton Governance Administrator
<b>Tabled Documents</b>	Item 8	Chair's Report
	ltem 11	Property Sales Report

- Item 12 Bulls Community Centre Financial Update
- Item 14 Economic Development Strategy Draft

#### 1 Welcome

The Chair welcomed everyone to the meeting at 9.31 am.

#### 2 Council Prayer

Cr Ash read the Council Prayer.

#### 3 Public forum

Nil

#### 4 Apologies/Leave of Absence

That the apology for His Worship the Mayor and Cr McManaway be received.

Cr Ash / Cr Wilson. Carried

#### 5 Members' Conflict of Interest

Members were reminded of their obligation to declare any conflicts of interest they might have in respect of items on this agenda.

There were no conflicts declared.

#### 6 Confirmation of order of business

The order of business was confirmed.

There were no late items.

#### 7 Minutes of Previous Meeting

#### Resolved minute number 19/FPE/036 File Ref

That the Minutes of the Finance/Performance Committee meeting held on 27 June 2019 without amendment be taken as read and verified as an accurate and correct record of the meeting.

Cr Wilson / Cr Ash. Carried

#### 8 Chair's Report

The Chair took his tabled report as read.

#### Resolved minute number 19/ FPE/037 File Ref 3-CT-14-1

That the 'Chair's Report' to the Finance/Performance Committee meeting on 25 July 2019 be received.

Cr Belsham / Cr Ash. Carried

#### 9 Progress with strategic issues

The Committee noted the commentary in the agenda.

#### 10 Financial Highlights and Commentary – June 2019

2019 Finance/Performance Committee meeting be received.

The provisional results were taken as read.

Ms Devine noted that June results will be audited in August, with results in September and to be available in October.

Resolved minute number	19/FPE/038	File Ref	5-FR-4-1
That the memorandum 'F	- inancial Highlights and Com	mentary – June	2019' to the 25 July

Cr Ash / Cr Wilson. Carried

#### 11 Property sales report, April – June 2019

The tabled report was taken as read.

The Committee discussed the new layout of the report which was converted into a visual graph rather than a written report. The Committee requested to continue receiving the new format.

Resolved minute number	19/FPE/039	File Ref	4-ED-1-5

That the property sales report, April - June 2019 be received.

Cr Belsham / Cr Rainey. Carried

#### 12 Questions raised at previous meeting

Costs to date for the new Bulls Community Centre

Mr Hodder spoke to the tabled report:

• Report shows a total cost of the project to 30 June 2019, most of the costings are due to come to an end and others to continue such as W & W Construction.

- The costing includes land costs, town square, car park and bus shelters.
- The report does not cover incoming funds such as grants, land sales, individual contributions, or outgoing costs such as Council staff, those contracted to Council and the amount which is forecasted to be spent up until the project is completed.
- Will provide a report with cash flow incoming and outgoing costs for the entire project.
- Still tracking to have the project completed by the end of December 2019.

The Committee agreed that they wish to have a monthly update on the development of the Bulls Community Centre.

Cr Ash / Cr Rainey. Carried

Cr Dunn arrived 10.03 am.

#### 13 Economic Development Project and Activity Report July 2019

The report was taken as read. Ms Damosso briefly highlighted the Committee:

- Promotional: The 1st edit of the Promotional Video was presented to the Committee, in response to feedback Ms Damosso will be meeting with Kylie Stewart from Rangitīkei Farmstay to take some footage of their Agri Tourism. This will be the final piece of filming to be added to the Promotional Video.
- Business: The proposal to the Provincial Growth Fund for the Regional Digital Hub was declined. Meetings are to be had with Te Puni Kokiri and Nga Wairiki Ngati Apa to discuss other funding opportunities.
- Hemp Info Day: There has been articles both the Whanganui Chronicle and District Monitor advertising the Hemp Info day. 80 people have RSVP'd to date, along with 4 or 5 Hemp growers from the Whanganui / Rangitikei Districts. There are plans to host another Hemp Info Day.
- Arts and Placemaking: Discussions have been had about the possibility of forming an arts/placemaking steering group to coordinate and provide oversight to community art and place making activities. Further considerations have been made around stocktaking current art and possible opportunities for public art in the district. Statistics show that more people travel to a district for Art, over Casinos, Sports events and Wineries.

Resolved minute number	19/FPE/040	File Ref	4-ED-1-NGHS
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That the 'Economic Development Project and Activity Report July 2019' to the Finance/Performance Committee meeting 25 July 2019 be received.

Cr Ash / Cr Rainey. Carried

Cr Gordon arrived 10.19 am.

#### **14** Economic Development Strategy

Mr McNeil spoke to the presentation:

The draft document A Thriving District – Our Plan for Growing the Rangitikei, was presented to the Committee. Mr McNeil explained that targets and measures are missing from the document as these details have not yet been worked out. It is to be determined what role our stakeholders will play and that Council is only one part of the bigger engine. The plan is to use the document as a terms of reference for Economic Development in the Rangitikei District. The final document will be presented to the next Committee meeting in August.

Any feedback is to be sent to Ms Damosso within the week.

#### 15 Late Items

As agreed at item 6.

#### 16 Future Items for the Agenda

Grant funding and utilisation of the website\* (November)

#### 17 Next Meeting

29 August 2019, 10.30 am.

#### 18 Meeting Closed

10.48 am.



Date:

# Attachment 2

### Report



TO:	Finance/Performance Committee
FROM:	Gioia Damosso, Strategic Advisor – Economic Development   Kaihautū Ōhanga
DATE:	22 August 2019
SUBJECT:	Economic Development Project and Activity Report – August 2019
FILE:	4-ED-1-NGHS

#### 1 Background

- 1.1 This report summarises the programmes, activities and focus areas of staff in the Economic Development within the Policy & Community Planning Team. Added commentary is provided where necessary.
- 1.2 This report covers the month of August, 2019.

#### 2 Programme and Activity Overview

Programme/Activity	Progress For This Period			
ED Strategy	Economic Develoment Summary Plan was presented to Te Rōpū Ahi Kā. Draft Economic Development Strategy tabled.			
Business	Attended BA5 on Tuesday August 15th. There was an excellent turn out of local business owners and I invited Jonothan Sykes of Whanganui and Partners the Events and Marketing Strategic Lead to speak to Marketing for businesses.			
	et with the new owners of Papa Cliffs Cafe in Mangaweka to discus eir new business and to link them in to the Regional Busines rtnership Programme for futher support.			
	ke with potential new business owners looking at starting a ndromat in Bulls, will follow up with information on council uirements.			
Hemp Info Day	Hemp Info Session was held on the 30 <sup>th</sup> of July. There was approximately 120 people in attendance. The session was recorded to send out to the database of people who signed in as well as to people			

2.1 The following highlights the key programmes, activities and progress of staff in this area.

Programme/Activity	Progress For This Period
	who were unable to attend the event. I have received very positive feedback and follow up interest from people looking to grow hemp in the Rangitikei.Staff attended and were broadcast on Awa FM to promote the event. Interviews occurred with NZ Herald with approaches made to the Whanganui Chronicle and District Monitor
Business centre	I have had early discussions around the options for a business centre with Ngati Apa which includes the potential for the business centre to be at Te Poho o Tuariki and included in their PGF funded business case.
Regional Skills and Talent Meeting	Positive outcomes from the previous meeting was the linkage of local businesses with Jason Shailer from 100% SWEET resulting in employment of school leavers at Speirs and Gallaghers.
	Attended another local meeting on the 22 <sup>nd</sup> of August in Whanganui.
Rural Enterprise Scheme	Attended a meeting with Gareth Young from Opus who is contracted to deliver the Rural Enterprise Project on the 22 <sup>nd</sup> of August and met with the new Strategic Lead for Agribusiness at Whanganui and Partners. Appendix 1, attached is information on the rescoping of the Rural Enterprise project.
	A part of this project is the delivery of an alternative land use full day expo which will be held at the Whanganui War Memorial Centre on the 16 <sup>th</sup> of October. Speakers will incluce industry experts and farmers who will talk about diversification and land optimisation. Some of the subjects will include Hemp, hops, medicinal herbs and floriculture.
Website	An internal meeting was held to discuss the Rangitikei.com website. It was agreed that some work needs to be done to make it more user friendly and easier to keep updated. Another internal meeting will be held to define a brief for development.

#### 3 Recommendations

3.1 That the 'Economic Development Project and Activity Report – August 2019' to the 29 August 2019 Finance/Performance Committee meeting be received.

Gioia Damosso Strategic Advisor – Economic Development | Kaihautū Ōhanga

# Appendix 1



## PROPOSAL: CONTRACT VARIATION FOR WHANGANUI/RANGITIKEI LAND USE OPTIMISATION

#### TITLE: REVISED WHANGANUI/RANGITIKEI LAND USE OPTIMISATION PROJECT

#### **Current Situation**

- 1) There are a variety of industries looking for growers/farmers to expand existing horticulture and agricultural enterprises.
- 2) The people involved in these industries have some knowledge of growing, processing, and marketing their product.
- 3) Gaps in current knowledge could be investigated using resources from external organisations such as CRI's with funding through central and local government.

#### **Revised Project Considerations**

Work to date, by Whanganui & Partners and others, has identified a large and varied list of appropriate horticulture options.

Any land diversification requires land owner engagement. It is therefore necessary to make land owners the focus of the project. Land owners are a diverse group of people with a diverse knowledge base, and many are already innovating their own solutions to various problems. It is vital to tap into these networks in a deep and meaningful way for any project to be successful.

The land owner will always be the final decision maker. The task, therefore, is to supply them with as much information as possible so the decision is fully informed.

Attitudes to risk are variable. Some land owners may be reluctant to diversify their land without support and/or funding to reduce the risk.

Funding should be spent on material assistance for land owners. This could include:

- 1. Farm/paddock scale soil mapping, if required
- 2. Industry experts in the relevant field
- 3. Mentoring of niche horticulture enterprises
- 4. Scientists/industry if the venture is cutting edge but this must be farmer-led as it is very difficult finding a unique business idea AND a land owner willing to try it
- 5. Working with single farmers or groups wanting to explore similar ideas
- 6. Small business training if this is a land-owner's first foray into running a business.

The original Rural Enterprise Project management plan document had as its end goal:

The success of the land optimisation project will be evident when:

- a. Small parcels of appropriate pasture land is being re-provisioned for horticulture
- b. There is a significant growth in the region's rural businesses
- c. Owners and land users report an increase in returns
- d. Growth in employment within the industry
- e. Infrastructure grows

This revised project has the same end goal, with two important variations:

- 1) It is not limited to small parcels of land, and
- 2) Nor is it limited to horticulture.

#### **Revised Rural Enterprise Project**

To make land owners aware of different land-use enterprises that have potential for growth, the pros and cons of these enterprises and what assistance is available from industry and government entities.

To contact existing local land-based businesses to determine how Whanganui & Partners can assist them to grow or diversify their operations.

#### **Action Plan**

Establish steering committee to implement the following:

- 1. Organise public workshops to introduce interested land owners to potential land diversification opportunities. The opportunities should span a range of businesses, including floriculture and medicinal plants, but also other horticulture or agricultural enterprises.
  - a) Advertise public meetings in Whanganui and Rangitīkei Districts. Talk to potential land-owners to maximise coverage.
  - b) Contact industry people who are prepared to present these landbased opportunities to land owners where there is potential for growth.
  - c) Invite small, local land-based companies to present their ideas and experiences to land owners. These business owners could also possibly act as mentors (paid for by Whanganui & Partners).
- 2. Find out from the existing businesses if owners are wanting to expand and how Whanganui & Partners can assist with the expansion.
- 3. Follow up these workshops by finding out what the land owners require to maximise chances of successful transition to a new enterprise.

- 4. Assist with investigations into water requirements and availability, and any potential resource consent implications for the land owner's chosen enterprise.
- 5. Support new enterprises with funding, science, marketing information. Assist with staffing issues and training where possible.
- 6. Investigate processing requirements and potential partnerships with existing processors.

Revised Project Due Date: 31 October 2019

Mark Ward Chief Executive Officer Whanganui & Partners

Appendix 1: Whanganui/Rangitikei Land Use Optimisation Project Work Plan

Industry		Contact	Co	ntacted	Comments
industry	Name	Details	by	date	
Medicinal plants/herbs	Everdien Everton	Hira Labs info@hiralabs.co.nz	lan	19/7/19	Spoke on phone and exchanged emails. Not looking to expand, but requires 'ingredients': Echinacea, St John's Wort, Vitex Agnus. Also suggested Yarrow & pumpkin seed as potential crops.
Floriculture	Wilfred Geerling	United Flower Growers 04 212 6996 wgeerling@ufg.co.nz	lan	1/8/19	Rang Wilfred but he'd lost his voice, so emailed him to see if UFG would be interested in sharing the potential for floriculture in the district.
Hemp	Richard Barge	Hemp Industry Assoc. richard@hemptastic.co.nz 09 533 6690 + 021 706 690	Mark	1/8/19	
Pyrethrum	Greg Duncan	PyrethrumNZ 021 – 113 1953 greg@pyrethrum.nz	lan	1/8/19	Spoke with Greg. He really needs a processing facility before he is prepared to promote pyrethrum further. He has someone in Otaki exploring leads & I've emailed Greg to see if his contact wants to get in touch with us.
	Vaughan Judkins	Berry Co.			N.B. Hew Dalrymple planning to grow their blue berries
Berries	Tom Boswell	Windemere Gardens 06-345 8390	lan		I have tried multiple times to get anyone to answer the phone from Windemere. Does anyone from W&P have any contacts here?
Juniper	David James	JunoGin	lan	19/7/19	Spoke on phone and exchanged emails. Currently growing grafted stock – 3-5 years away from requiring growers
	Jason (brewer)	Brew Union: brewer@brewunion.co.nz	lan	31/7/19	Sent email requesting hop and gin supplier contacts
	Jason (brewer)	Brew Union: brewer@brewunion.co.nz	lan	31/7/19	Exchanged emails. They get their hops and gin distillate from Nelson. Doesn't think anyone in NZ grows juniper berries.
Hops	Annette Eggers David Dunbar	Freestyle Hops www.freestylehops.com 027-2166640	lan	1/8/19	Had big chat with Annette. Definite potential; hops can be adaptable, and different soils and climate create different flavoured hops. Hapi – Brewing Success, MPI/PGP funded programme to develop NZ hop industry.
		NZ Hops			
	Jason Judkins	Hop Revolution jason.judkins@hoprevolution.co. nz	lan	1/8/19	Not interested in looking outside East coast region at this point.
	Everdien Everton	Hira Labs	lan		
Pumpkin seeds	Tom Welsh,				Also grows hemp & pine nuts
	Marton Colin Pirie	Habitat Biodiversity Colin.pirie@habitatbpm.co.nz 027-4802734			
Trees	Rachel Rose	Continuous Canopy Forestry			
	Richard Thompson	http://richardthompson.co.nz richard@richardthompson.co.nz 06-3425728 027-4400861			
Goats (milk, meat, fibre)	Hadley Boyle	Evertree Hadley.boyle@evertree.co.nz 027-4668660			
Dairy sheep		Kingsmeade	lan	2/8/19	Meeting Nic Lopez-Villalobos – Massey Uni geneticist involved in dairy sheep research
Egg production	John Corbert	Egg Producers Federation john@pianz.org.nz 09-520 4300	lan	31/7/19	Spoke on the phone and exchanged emails. John sent some information & said an Executive Director could be available t speak at a public meeting

General Con William	s MyFarm			
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Support	Contact		Co	ntacted	Comment
	Name	Details	Ву	Date	
SFF Futures	Tim Herman				
MPI	Wayne Bettjeman	wayne.bettjeman@gmail.com 021 471 920	lan	22/7/19	Exchanged brief emails – initial contact only
IVIF I	Alicia Caldwell	Alicia.cladwell@mpi.govt.nz	lan	22/7/19	Exchanged brief emails – initial contact only
Port facilities	Brendon Bartley(?)				
Soil mapping	Doug Benn	Landvision doug.a.benn@gmail.com 06-348 8199			
HR	Farley Keenan	Te Puni Kokiri Whenua Maori Fund			

Cells shaded were presented at Waipawa Diversification Workshop

August 2019	September	October	November	December	January 2020
	Organise Workshop	Hold Workshops			
Contact industry		Follow-up & industr	y with landowners y		
Arrange venue					
	Advertise event				
	Theoretical industry plan				