



AGENDA

Community Development Committee Meeting

Tuesday, 30 July 2019

Date Tuesday, 30 July 2019

Time following the Policy and Development
Committee meeting

Location Council Chamber
District Council Building
King George Place
Timaru

File Reference 1268379

Timaru District Council

Notice is hereby given that a meeting of the Community Development Committee will be held in the Council Chamber, District Council Building, King George Place, Timaru, on Tuesday 30 July 2019, at the conclusion of the Infrastructure Committee meeting.

Community Development Committee Members

Clrs Steve Wills (Chairperson) , Nigel Bowen (Deputy Chairperson) , David Jack, Peter Burt, Andrea Leslie, Paddy O'Reilly, Sally Parker, Kerry Stevens, Richard Lyon and Mayor Damon Odey

Quorum – no less than 6 members

Local Authorities (Members' Interests) Act 1968

Committee members are reminded that if you have a pecuniary interest in any item on the agenda, then you must declare this interest and refrain from discussing or voting on this item, and are advised to withdraw from the meeting table.

Sharon Taylor
Group Manager Community Services

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- 1 Apologies**
- 2 Identification of Items of Urgent Business**
- 3 Identification of Matters of a Minor Nature**
- 4 Declaration of Conflicts of Interest**
- 5 Community Forum**

6 Confirmation of Minutes

6.1 Minutes of the Community Development Committee Meeting held on 11 June 2019

Author: Sharon Taylor, Group Manager Community Services

Recommendation

That the Minutes of the Community Development Committee Meeting held on 11 June 2019 be confirmed as a true and correct record of that meeting.

Attachments

- 1. Minutes of the Community Development Committee Meeting held on 11 June 2019**



MINUTES

Community Development Committee Meeting Tuesday, 11 June 2019

Ref: 1268379

**Minutes of Timaru District Council Community Development Committee Meeting
held in the Council Chamber, District Council Building, King George Place, Timaru
on Tuesday, 11 June 2019 at 9.40am following the Infrastructure Committee Meeting**

Present: Steve Wills (Chairperson), Clr Nigel Bowen, Clr David Jack, Clr Peter Burt, Clr Kerry Stevens, Clr Richard Lyon

In Attendance: Jan Finlayson – Geraldine Community Board (for public part of meeting)
Stephanie McCullough – Temuka Community Board (for public part of meeting)
Chief Executive (Bede Carran), Group Manager Community Services (Sharon Taylor), Parks and Recreation Manager (Bill Steans), Council Secretary (Joanne Brownie)

1 Apologies

The apologies from Clr Andrea Leslie, Clr Sally Parker, Clr Paddy O'Reilly, Mayor Damon Odey and Raewyn Hessell – Pleasant Point Community Board were received and accepted.

2 Identification of Items of Urgent Business

There were no urgent business items identified.

3 Identification of Matters of a Minor Nature

There were no minor nature items identified.

4 Declaration of Conflicts of Interest

There were no conflicts of interest declared.

5 Chairperson's Report

The Chairperson reported on meetings he had attended and duties he had carried out on behalf of the Committee since the last meeting including meeting with Hospice South Canterbury, public transport workshop, citizenship ceremony, Council meeting, Local Arts Scheme Assessment Committee, Sister Cities meeting and discussions with the Group Manager Community Services.

Committee Resolution 2019/1

Moved: Clr Steve Wills

Seconded: Clr Kerry Stevens

That the chairperson's report be noted.

Carried

6 Confirmation of Minutes

6.1 Confirmation of Minutes

Committee Resolution 2019/2

Moved: Clr Peter Burt

Seconded: Clr Nigel Bowen

That the minutes of the meeting of 30 April 2019, excluding the public excluded items, be confirmed.

Carried

7 Reports

7.1 Geraldine Community Board Recommendation - Geraldine Domain Sponsorship Signage

The Committee considered a report on a recommendation from the Geraldine Community Board to review criteria for permanent sponsorship signs at the Geraldine Domain. The Parks and Recreation Manager further explained the situation, which is based around a different approach to signage options for sporting and recreation parks.

The Committee was advised that the change in signage rules would allow a vertical rather than a landscape sign type and the sponsorship that would result for the Geraldine multi turf proposal would be critical to the success of the multi turf project and would have a positive flow on effect for the sporting activities at the domain.

The proposal has the strong support of the Geraldine Community Board and also has wide community support.

Committee Resolution 2019/3

Moved: Clr Nigel Bowen

Seconded: Clr Kerry Stevens

That an amendment is made to the Geraldine Domain Management Plan's Advertising Policy Implementation clause to read:

(b) Permanent Signs may be located on approved screened or enclosed grounds; or buildings only, providing:

(iii) that advertising on vertical signs, measuring a maximum of 2.4 metres high by 1.2 metres wide, is not visible with the naked eye from neighbouring properties.

With existing clauses (iii) and (iv) subsequently be renumbered (iv) and (v).

Carried

8 Consideration of Urgent Business Items

There were no urgent business items to consider.

9 Consideration of Minor Nature Matters

There were no minor nature items to consider.

10 Exclusion of the Public**Committee Resolution 2019/4**

Moved: Clr David Jack

Seconded: Clr Kerry Stevens

That the public be excluded from the following parts of the proceedings of this meeting on the grounds under section 48 of the Local Government Official Information and Meetings Act 1987 as follows:

General subject of each matter to be considered	Reason for passing this resolution in relation to each matter	Plain English Reason
11.1 - Confirmation of Minutes Public Excluded	<p>s7(2)(a) - The withholding of the information is necessary to protect the privacy of natural persons, including that of deceased natural persons</p> <p>s7(2)(b)(ii) - The withholding of the information is necessary to protect information where the making available of the information would be likely unreasonably to prejudice the commercial position of the person who supplied or who is the subject of the information</p> <p>s7(2)(f)(i) - The withholding of the information is necessary to maintain the effective conduct of public affairs through the free and frank expression of opinions by or between or to members or officers or employees of any local authority, or any persons to whom section 2(5) of this Act applies, in the course of their duty</p>	<p>To protect a person's privacy</p> <p>Commercial sensitivity</p> <p>To allow free and frank expression of opinions</p>

Carried**Committee Resolution 2019/5**

Moved: Clr Nigel Bowen

Seconded: Clr Kerry Stevens

That Council moves out of Closed Council into Open Council.

Carried

11 Public Excluded Reports

11.1 Confirmation of Minutes Public Excluded

12 Readmittance of the Public

The Meeting closed at 10.15am.

.....

Chairperson

7 Reports

7.1 Destination marketing for the Timaru District

Author: Stephen Doran, Communications Manager

Authoriser: Sharon Taylor, Group Manager Community Services

Recommendation

That the Community Development Committee receives and adopts the draft Timaru District Visitor Strategy to guide destination marketing of the Timaru District.

Purpose of Report

- 1 This report is to present the Draft Timaru District Visitor Strategy for consideration and adoption by the Community Development Committee.

Assessment of Significance

- 2 This matter is not deemed significant under the Council's Significance and Engagement Policy.

Background

- 3 The contract with Experience Mid Canterbury to provide tourism services came to an end on 30 June 2019, and it was decided by council to take a fresh look at how destination marketing is delivered in the Timaru District.
- 4 At the Community Development Committee of 27 November 2018 it was agreed we would engage *Visitor Solutions Ltd* to research and create a new Visitor Strategy for the Timaru District.
- 5 This strategy will be delivered by the Visitor Promotions Specialist as part of the Council's Communications Team within the Community Services Group.
- 6 A combination of international and domestic tourism spend across the Timaru District totalled \$220 million during the 2017/18 financial year. This comprises of \$172 million (78%) from domestic spend and \$48 million (22%) from international spend.
- 7 Bed nights in the Timaru District have remained reasonably stable on the back of significant growth in tourism numbers, suggesting the district is currently a place people stop and refresh rather than stay.

Discussion

- 8 The strategy has been established to guide the sector's development within the District over the next ten years. It acknowledges and addresses past challenges and seeks to unlock future opportunities through a series of focused objectives, initiatives and actions, which align with the sector's values and vision.
- 9 The Strategy is both informed by and in line with both the independent research carried out on Timaru by academics Emeritus Professor Harvey Perkins and Dr Mike Mackay for their research paper *Tourism Led Regeneration In Timaru*, which is part of the National Science

Challenge: Building Better Homes, Towns and Cities: Ko Ngā Wā Kāinga Hei Whakamāhorahora, and the Government Tourism Strategy currently being jointly developed by Ministry of Business, Innovation and Employment and Department of Conservation.

- 10 The strategy was developed in collaboration with key tourism and allied stakeholders as detailed in the Consultation section.
- 11 The overall vision of the strategy is that: “The District will view the growth of the tourism sector, the quality of its visitor experiences and the social and economic benefits it generates with pride.”
- 12 The report offers a clear and pragmatic strategy that will provide a solid foundation for destination marketing of the Timaru District.
- 13 It is realistic in scope, focusing on enhancing the attributes the area already enjoys, rather than imposing ideas from elsewhere onto it.
- 14 It highlights the key strengths of the district, outlines opportunities where council can be of real support to the sector and enables the Communications Team to confidently focus marketing budgets to have the greatest impact.

Options and Preferred Option

- 15 **Adopt the draft visitor strategy with no changes [Preferred Option]**
- 16 Adopt the draft visitor strategy with recommended changes.
- 17 Refer the draft visitor strategy back to key stakeholders for consideration and further review, then resubmit and updated draft strategy to a future Community Development Meeting for adoption.

Consultation

- 18 Visitor Solutions have undertaken a high level of stakeholder consultation in the creation of this strategy. This included:
 - 18.1 Workshops with councillors, council staff and stakeholder groups including the SC Chamber of Commerce, hospitality association and Go Geraldine.
 - 18.2 An online survey distributed to a wider stakeholder group through their associations. This had just under 50 responses.
 - 18.3 A detailed feedback session on the draft strategy to ensure it met expectations, and for any final feedback to be suggested.

Financial and Funding Implications

- 19 Delivery of this strategy has no additional budget implications, it will be delivered within existing tourism budget.

Attachments

1. **Draft Timaru District Visitor Strategy - July 2019** [!\[\]\(c44db1e92ba1244b2894d325c806ff8a_img.jpg\)](#) 

TIMARU DISTRICT VISITOR STRATEGY

DRAFT
JULY 2019

...s for Wai-iti Road
... Timaru, ca 1915



TIMARU DISTRICT VISITOR STRATEGY

DRAFT

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INFORMATION

Document Reference
Authors
Sign Off
Version
Date

Timaru District Visitor Strategy
Craig Jones

Working Draft - For Discussion
June 2019



Disclaimer:

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TIMARU DISTRICT VISITOR STRATEGY

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FOREWORD.

Timaru is an incredible district featuring some of the best New Zealand has to offer from the hustle of busy urban areas to epic alpine scenery.

The combination of international and domestic tourism is worth around \$220 million a year, but with a relatively low profile compared to other South Island destinations, the opportunities for this district to benefit from growing tourism numbers are huge.

Our accessible position in the middle of the South Island means that we're well connected, but often we're an important stop on the way to somewhere else. We need to be more focused about showing both domestic and international travellers why they should explore this district, and the fantastic things they'll be rewarded with when they do.

We created Aoraki Tourism to offer this important industry a support organisation solely focused on the promotion of Timaru District as a visitor destination. This will complement the work Timaru District Council and Aoraki Development are already doing within the district in regards to community and economic development.

The new strategy presented here offers a clear and pragmatic approach that will provide a solid foundation for destination marketing of the Timaru District. It is realistic in scope, focusing on enhancing the attributes the area already enjoys, rather than reinventing the wheel.

It's also about ensuring that we're better coordinated in our event planning, our tourism sector has better market information and advice and that we take an all of district approach in promoting events.

It highlights the key strengths of the district, outlines opportunities where Aoraki Tourism can be of real support to the sector and enables our team to confidently focus our marketing budgets to have the greatest impact.

In a world where people are always looking for the next authentic, Instagram-worthy and undiscovered experiences, Timaru District has the opportunity to share what it has with New Zealanders and the world, and this strategy is an important first step on that journey.

DAMON ODEY
TIMARU DISTRICT MAYOR



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TIMARU DISTRICT VISITOR STRATEGY
DRAFT



1. INTRODUCTION

The Timaru District visitor strategy has been developed with input and guidance from the tourism sector¹ and Timaru District Council. The strategy has been established to guide the sector's development within the District over the next ten years. The strategy has been set out in a summarised way to align with sector requirements. It acknowledges and addresses past challenges and seeks to unlock future opportunities through a series of focused objectives, initiatives and actions, which align with the sector's values and vision.

1.1 OUR PRINCIPLES

The Timaru District's tourism sector has expressed the following guiding principles:

- **Respect for our environment and history** - to be both a good host and community member the sector must respect, protect and enhance the natural environment and built heritage.
- **Respect for our communities** - The tourism sector is dependent on the local community and stands to benefit from working respectfully with the community.
- **Quality partnerships and collaboration** - optimising the District's tourism sector can only be achieved through quality partnership and sector collaboration.
- **Quality visitor experiences** - our vision and objectives can only be achieved through the delivery of quality experiences.

1.2 OUR VISION

The Timaru District's tourism sector has expressed the following vision:

**“The District will view the growth of the tourism sector,
the quality of its visitor experiences
and the social and economic benefits it generates
with pride”.**

¹ The strategy views the tourism sector very holistically and considers that it includes all business that serve domestic and international visitors and associated organisations that support business and economic development.



TIMARU DISTRICT VISITOR STRATEGY

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1.3 TOURISM SECTOR PERSPECTIVES

The District's tourism sector perceives that it faces a range of challenges and opportunities today and into the future. These are expressed in summary form as:

Current Perceived Challenges:

- A lack of effective sector **collaboration and leadership**, manifest via insufficient strategic planning and **direction** across all operational areas including marketing².
- **Inadequate visitor infrastructure, facilities and services** across the District.

Perceived Future Challenges

- Market constraints arising from **not having the necessary service infrastructure** in place.
- Inadequate sector **planning and strategic direction** across the District.
- Continued lack of sector **profile** and **status** locally and **poor marketing** to our potential core visitors.
- Continued inability to **collaborate, build meaningful partnerships** and to provide strong **leadership**.

Current Opportunities:

- The District has a **variety of attractions, facilities and activities** that range from Caroline Bay to Māori rock art and different outdoor recreation and sports activities. These combined offer 'something for everyone'.
- The **strategic location** of the District which is intersected by a number of key tourist / travel routes³ and is equidistant from several large population centres.
- **Events** that attract and introduce visitors to the district.

Future Opportunities:

- An ability to implement a range of potential **visitor developments** that lead to **better-quality visitor experiences**.
- **Greater sector collaboration and stronger partnerships** due to **improved strategic planning and implementation**.
- A greater focus on **delivering quality visitor experiences**.
- A greater focus on **improving and developing quality new events**.
- As a growing destination for **boutique cruise ships**⁴.



² A lack of marketing focus is perceived to have led to an inadequate profile, status and image in the domestic and international market.

³ Including Christchurch to Dunedin (State highway 1) and Christchurch to Mount Cook / Central Otago (State highway 79).

⁴ Although a boutique and comparatively small market these ships are considered "the icing on the cake" rather than a foundation of the local tourism industry.



TIMARU DISTRICT VISITOR STRATEGY
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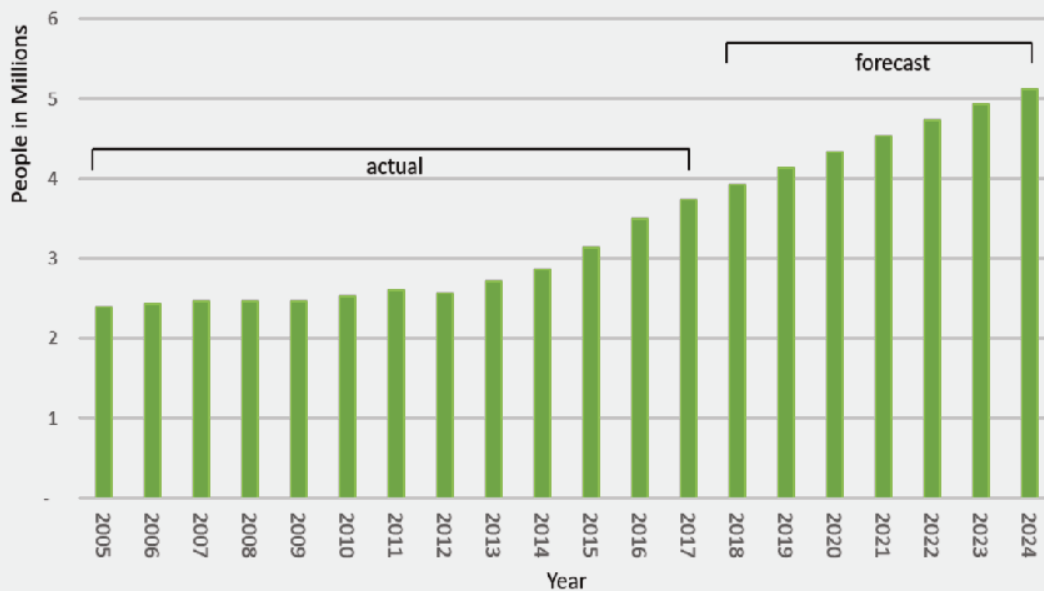
2. CONTEXT.

Before examining the Timaru District, it is important to understand the wider tourism context. Tourism is an important and growing sector of the New Zealand economy.

2.1 NATIONAL TOURISM SETTING

As is evident in Figure 2.1, international arrivals to New Zealand have illustrated sustained growth between 2005 and 2017 (increase of 57%), which is expected to continue through to 2024. The Ministry of Business Innovation and Employment are forecasting international arrivals to total over 4.8 million (a further 30% increase based on 2017 actuals⁵).

Figure 2.1: International Arrivals (actual and forecasted) from 2005-2024



Source: MBIE NZ tourism forecasts 2018-2024

New Zealand's economy reflects this growth, with the total international tourism spend in New Zealand showing an upward trend - both in actual and forecasted spend (as illustrated in Figure 2.2.). Between 2005 and 2017, international tourism spends increased by 52% with a total spend in excess of \$10.5 billion in 2017 alone. It is forecasted that the total international tourism spend will approach \$15 billion in 2025.⁵

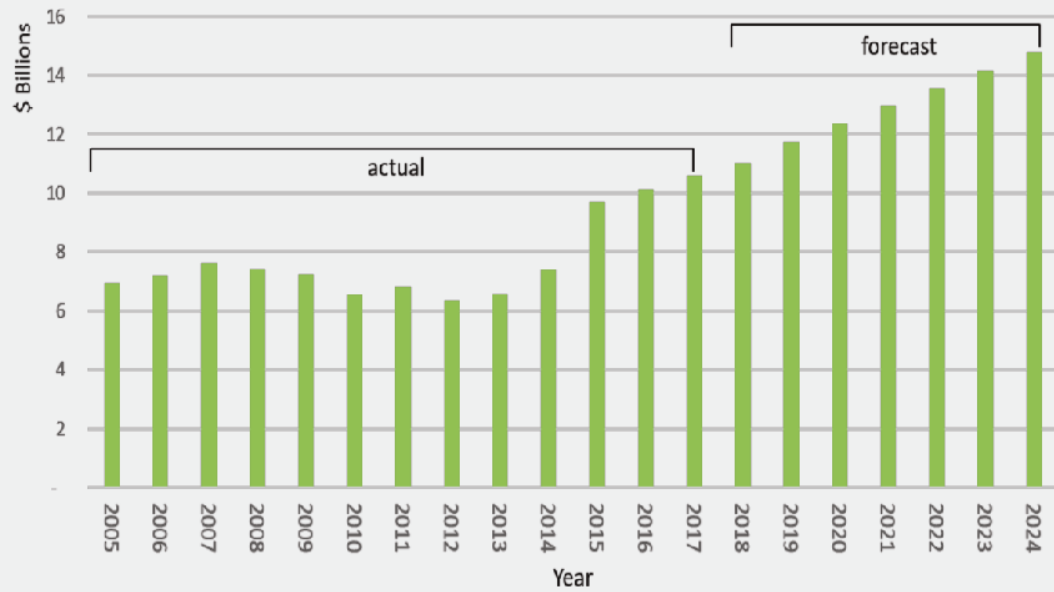
In 2017, international tourism remained New Zealand's largest export earner, contributing 20.7% to total exports of goods and services, while international tourists generated \$1.5 billion in GST revenue.⁶

⁵ Ministry of Business, Innovation and Employment: International Tourism Forecasts
⁶ Statistics New Zealand: Tourist Spend and Economic Return



TIMARU DISTRICT VISITOR STRATEGY
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Figure 2.2 International Tourism Spend (actual and forecasted) from 2005-2024



Source: MBIE NZ tourism forecasts 2018-2024

Domestic tourism spend in New Zealand illustrates a similar upward trend (Figure 2.3). The growth and boom of domestic tourism has seen the spend increase by over 100% in the last 17 years, with \$21.4 billion spent in 2017.

Figure 2.3 Domestic Tourism Spend (actuals from 2000-2017)



P = Provisional

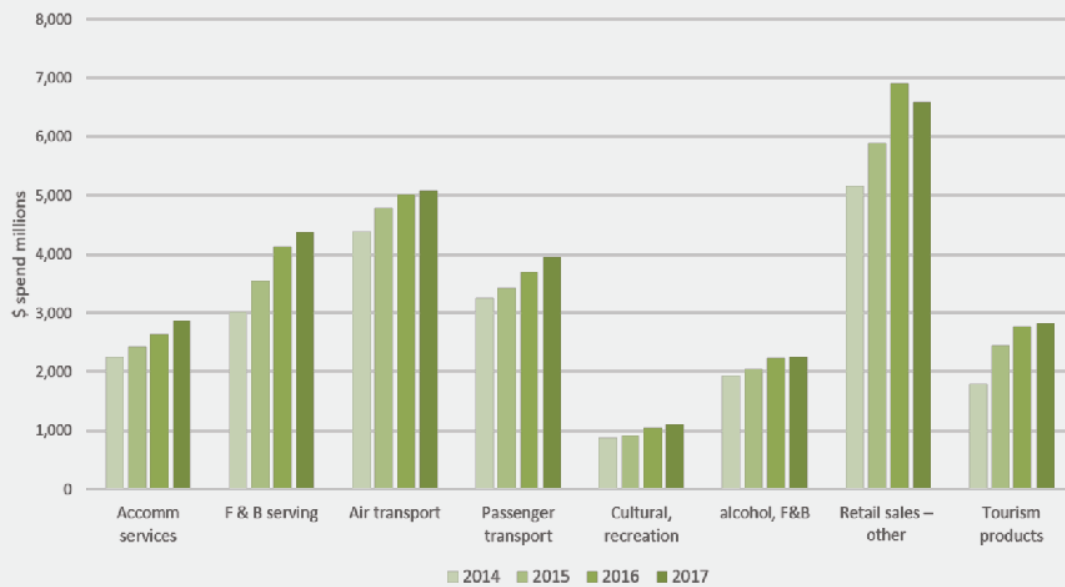
Source: Stats NZ



TIMARU DISTRICT VISITOR STRATEGY
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When the total tourism spend is compartmentalised by product type, the majority of spend relates to retail sales, followed by air transport, food and beverage serving and accommodation. As is evident in Figure 2.4, the growth in each product type is proportionate to the total tourism spend. Aside from retail sales dropping in 2017, there are no significant increases or drops in spending behaviour/trends.

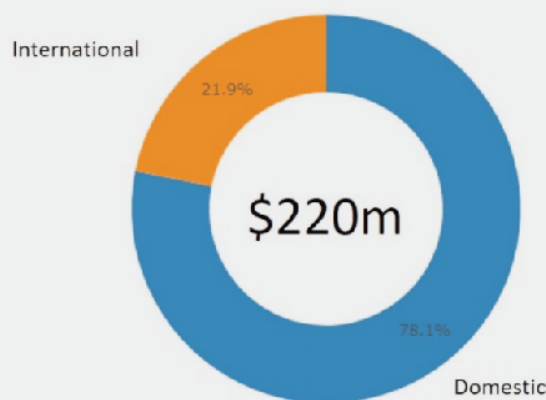
Figure 2.5 Tourism Spend by Product Type (actuals from 2014-2017)



2.2 TIMARU DISTRICT PROFILE

A combination of international and domestic tourism spend across the Timaru District totalled \$220 million during the 2017/18 financial year. This comprises of \$172 million (78%) from domestic spend and \$48 million (22%) from international spend (Figure 2.6).

Figure 2.6 International and Domestic Tourism Spend across the Timaru District (2017/18 Financial Year)

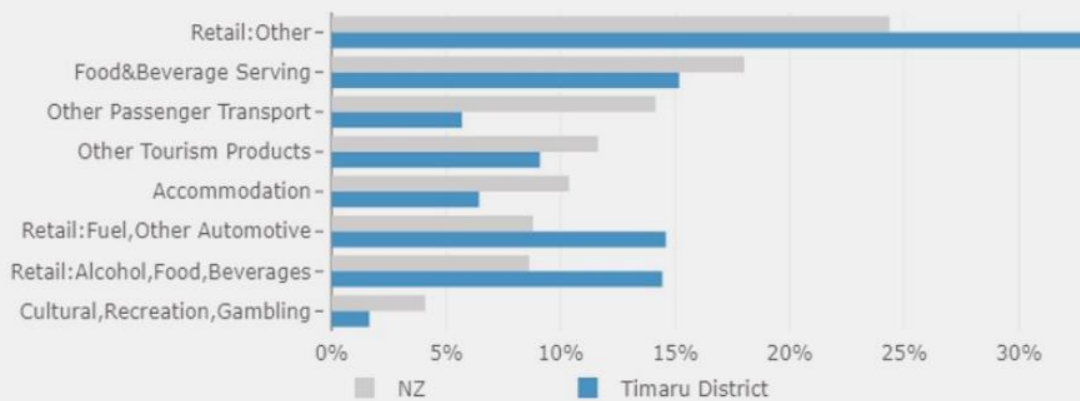


TIMARU DISTRICT VISITOR STRATEGY
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When broken down by product type, retail spend was the highest category across the Timaru District (and considerably higher than all other commodities). Food and beverage serving, retail fuel/automotive and retail alcohol, food and beverage reached similar levels of spend.

Two significant disparities with national trends include the comparative lack of spend on accommodation and passenger transport across the District. Conversely the level of spend on retail fuel/automotive and retail alcohol, food and beverage are comparatively higher than national levels (Figure 2.7). What we can deduce from these data is that for many the Timaru District is primarily visited as part of a short stop (i.e. enroute to other locations)⁷, as opposed to being a destination in its own right.

Figure 2.7 Tourism Spend by Product Type across the Timaru District (2017/18 Financial Year)



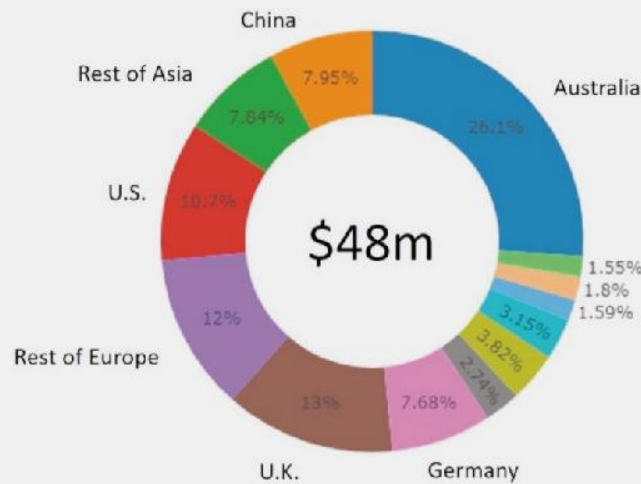
⁷ Positioned on the coast of State Highway 1, the Timaru District is centrally located between the two largest cities in the South Island (Dunedin and Christchurch), while providing direct access to the traditional and highly frequented tourism destinations of the Central Lakes District and Mount Cook. This location places the District in a strong position to leverage from high traffic levels that travel through the area enroute to other destinations.



TIMARU DISTRICT VISITOR STRATEGY
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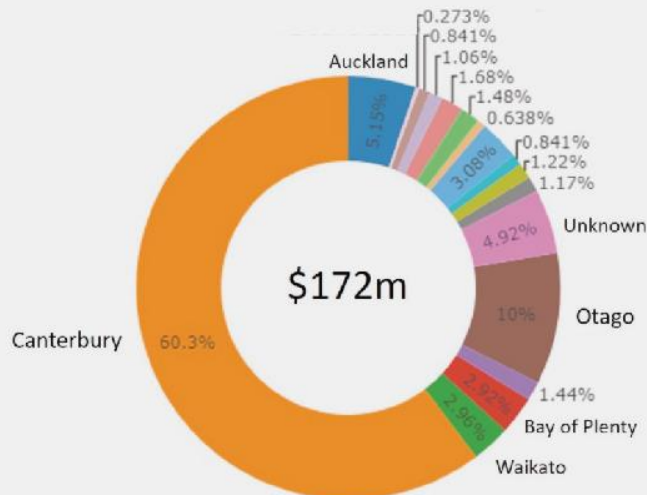
The international portion of spend can be attributed to Australia (26%), UK (13%), Europe (rest of) and America (11% respectively). The full breakdown by country of origin can be found in Figure 2.8.

Figure 2.8 Tourism Spend by Country of Origin - Timaru District (2017/18 Financial Year)



The domestic portion of spend can primarily be attributed to Canterbury (60%) and Otago (10%) and Auckland (5%). The remaining portion is divided across a multitude of areas across the country. The full provincial breakdown is shown in Figure 2.9.

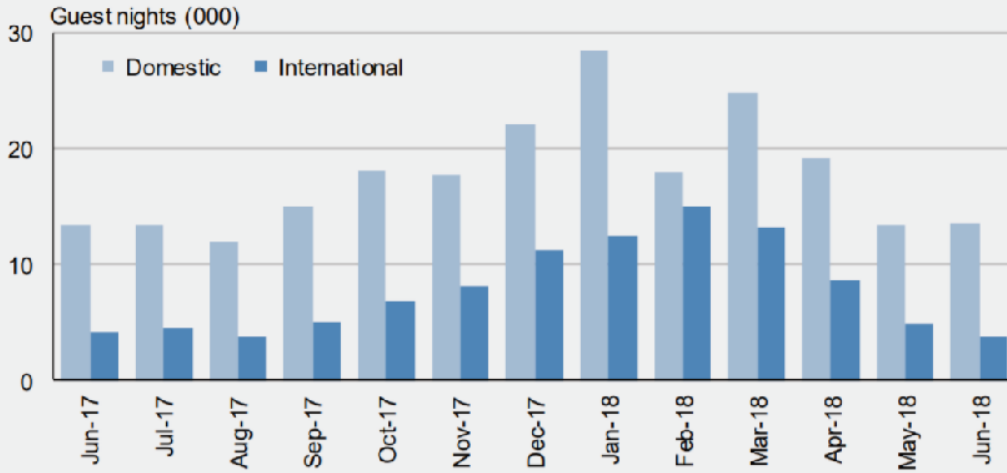
Figure 2.9 Tourism Spend by Province - Timaru District (2017/18 Financial Year)



TIMARU DISTRICT VISITOR STRATEGY
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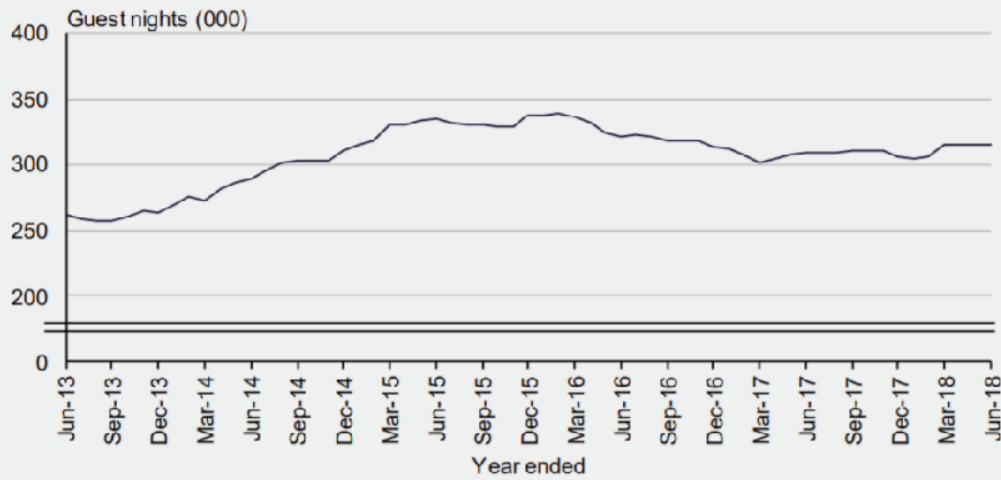
An examination of guest nights illustrates that the domestic market dominates (Figure 2.10), while overall annual guest nights to the District have declined and plateaued since 2016 (Figure 2.11).

Figure 2.10: Timaru RTO Area Monthly Guest Nights by Origin of Guest.



Source: Stats NZ

Figure 2.11: Timaru RTO Area Annual Guest Nights



Source: Stats NZ



TIMARU DISTRICT VISITOR STRATEGY
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3. OBJECTIVES, INITIATIVES AND ACTIONS.



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OBJECTIVES, INITIATIVES AND ACTIONS.

3.1 ESTABLISHING STRONG LEADERSHIP.

CONTEXT

The District's tourism sector has outlined the importance it places on strong leadership, direction, advocacy and partnerships. It is perceived that these areas must be strengthened to capitalise on the district's tourism potential.

OBJECTIVE

1. Develop strong effective leadership that draws the different strands of the district's tourism sector together to deliver greater prosperity for all.

STRATEGIC INITIATIVE

- 1.1 Develop greater tourism resource within Timaru District Council to drive the implementation of the Visitor Strategy in partnership with the wider tourism sector.
- 1.2 Form a sector leadership group to work with Timaru District Council to strengthen collaboration and sector leadership.

STRATEGIC ACTIONS

- 1.1.1 Appoint a 'Visitor Promotions Specialist' within Timaru District Council.
- 1.1.2 Involve the sector collaboratively in initiatives and seek to form partnerships to assist implementation wherever possible.
- 1.1.3 Report back to Council and the sector on initiatives and their outcomes.
- 1.2.1 Call for nominations and appoint a sector leadership group to provide guidance to Timaru District Council.

MEASURES

- 1.1.1.1 Appoint a 'Visitor Promotions Specialist' by the second half of 2019.
- 1.1.1.2 Establish a work plan for the 'Visitor Promotions Specialist' by the second half of 2019.
- 1.1.1.3 Meet work plan targets annually.
- 1.2.1.1 Appoint a sector leadership group by the end of June of 2020.
- 1.2.1.2 Initiate a meeting of the group in the second half of 2020 and agree an ongoing annual meeting schedule.



OBJECTIVES, INITIATIVES AND ACTIONS.

3.2 INCREASE SECTOR COLLABORATION.

CONTEXT

Running parallel to strong leadership, the sector also outlined the importance it places on collaboration. It was considered that collaboration through joint strategy, planning and implementation would enable the district's current and future tourism opportunities to be unlocked.

OBJECTIVE

2. Improve collaboration across the Timaru district's tourism (and hospitality) sector to fully unlock economic and social opportunities.

STRATEGIC INITIATIVE

- 2.1 Establish collaborative approaches to the development of all visitor events and tourism related strategies, plans and marketing initiatives.
- 2.2 Form a sector leadership group to work with Timaru District Council to strengthen collaboration and sector leadership (As per 1.2).
- 2.3 Reduce the siloed outlook which has inadvertently evolved between some parts of the sector (due to geographic or activity type isolation).

STRATEGIC ACTIONS

- 2.1.1 Engage with and seek input from the sector early in the development of all visitor events and tourism related strategies, plans and marketing initiatives.
- 2.2.1 Call for nominations and appoint a sector leadership group to provide guidance to Timaru District Council (As per 1.2.1).⁹
- 2.2.2 Task Timaru District Council's 'Visitor Promotions Specialist' and the sector leadership group to develop engagement initiatives to bring the sector together. One of these initiatives could be an annual training workshop to enable individuals to share knowledge¹⁰.

MEASURES

- 2.1.1.1 Future processes can demonstrate early sector engagement.
- 2.2.1.1 Appoint a sector leadership group by the second half of 2020 (As per 1.2.1.1).
- 2.2.1.2 Initiate a meeting of the group in the second half of 2020 and agree on an ongoing annual meeting schedule (As per 1.2.1.2).
- 2.2.1.1 Develop and implement first sector engagement initiative by the end of 2019.
- 2.2.1.2 Implement at least two sector engagement initiatives annually.

⁹ This group should be non-political and sector based.

¹⁰ Because of the nature and scale of the District's tourism (and hospitality) sector many operators are small businesses with operational demands that do not always facilitate contact with others in the sector.



OBJECTIVES, INITIATIVES AND ACTIONS.

3.3 OPTIMISE AND EXPAND OUR EVENTS.

CONTEXT

Events are an important part in the District's tourism sector¹¹. They attract visitors from throughout the South Island and from further afield. The number and quality of events regionally and nationally is improving. Visitors are becoming more discerning about how they spend their time and money in relation to the events they attend. Other cities and districts are also improving their facilities and becoming more competitive¹². It is important therefore that the Timaru District optimises its existing events, looks to develop new ones and adopts a more coordinated district-wide approach to event bidding, planning and delivery.

OBJECTIVE

3. Improve event opportunities and increase their economic benefit to the District.

STRATEGIC INITIATIVE

- 3.1 Improve the coordination and implementation of events within the District.
- 3.2 Lift the quality of the visitors' experience when they are in the District undertaking events.
- 3.3 Increase current and future visitors' event spending.
- 3.4 Maintain and develop our event facilities.

STRATEGIC ACTIONS

- 3.1.1 Develop a simple District event plan which encourages innovation.
- 3.1.2 Consolidate all event planning into a single centrally run event calendar.
- 3.1.3 Issue a monthly event update email to the wider tourism sector (with a focus on accommodation providers and hospitality businesses).
- 3.2.1 Develop a welcome to the Timaru District information pack¹³ (soft and hard copy).
- 3.2.2 Encourage event organisers to distribute the information pack electronically to all event participants when they register. Place hard copy packs at all accommodation providers and at events.
- 3.3.1 Establish a 'pop up' ¹⁴ event booth that can be set up at events promoting hospitality and activity opportunities available in the District.

¹¹ Events generate longer duration and overnight stays which assist with increasing visitor spend in the District.

¹² For example, in the area of sports events Christchurch has opened, is developing or planning numerous world class facilities that are likely to be attractive and price competitive.

¹³ These information packs would market other opportunities that exist for the visitor when they are in the District and could be itinerary based (what to do if you have two hours free, a morning or a day). The hard copy can be a simple single sheet summary for those not literate on mobile devices.

¹⁴ This pop-up event booth could be staffed or unstaffed depending on requirements.



TIMARU DISTRICT VISITOR STRATEGY

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- 3.3.2 Actively promote local hospitality opportunities to accommodation providers so that they can advise their guests.
- 3.4.3 Maintain and where feasible develop facilities that can be used for events.

MEASURES

- 3.1.1.1 Develop a simple District event plan by the end of June 2020.
- 3.1.2.1 Consolidate all event planning into a single centrally run event calendar.
- 3.1.3.1 By the third quarter of 2020 issue monthly event update emails to the wider tourism sector.
- 3.2.1.1 Develop a welcome to the Timaru District information pack and distribute by mid-2020.
- 3.3.1.1 By the end of 2020 establish and activate (at all significant events) a 'pop up' event booth.
- 3.4.1.1 By the first quarter of 2020 actively promote local hospitality opportunities to accommodation providers so that they can advise their guests.
- 3.5.1.1 Facilities are maintained to a good standard suitable for events.



OBJECTIVES, INITIATIVES AND ACTIONS.

3.4 GROW OUR DOMESTIC VISITOR NUMBERS.

CONTEXT

For many local visitor businesses, the domestic market is their lifeblood. Most current visitors to the District are domestic. Of the \$220 million spent in the District approximately 80% is generated from domestic visitors (60% from Canterbury and 10% Otago)¹⁵. These regions are both our closest markets and potentially our most frequent source of repeat visitors. Despite this for many visitors the District is only a short stop on the way to another destination. Many still pass through without fully understanding the experiences the District can offer.

Internationally significant money is spent on marketing South Island attractions and destinations to international visitors. It is hard for the Timaru District to compete with this level of spend and have any form of marketing impact. The District can however intercept international visitors as they pass through without the need for expensive targeted marketing campaigns.

Focusing resources towards growing domestic visitation will generate greater benefits and indirectly make the District more attractive to international visitors.

OBJECTIVE

4. Increase the District's domestic visitor numbers, bed nights and spend rates.

STRATEGIC INITIATIVE

- 4.1 Target all marketing expenditure¹⁶ towards attracting greater domestic visitation¹⁷ and increasing visitor spend.

STRATEGIC ACTIONS

- 4.1.1 Create and implement a digital marketing strategy encompassing web¹⁸ and social media platforms¹⁹.
- 4.1.2 Create and implement targeted marketing campaigns through a variety of distribution channels²⁰.
- 4.1.3 Engage with and encourage the District's tourism sector to participation in coordinated marketing initiatives (such as social media initiatives).

MEASURES

- 4.1.1.1 Develop and begin implementing the digital marketing strategy by the start of November 2019.
- 4.1.2.1 Develop and begin implementing the targeted marketing campaign by the start of November 2019.
- 4.1.3.1 Demonstrate sector participation in coordinated marketing initiatives

¹⁵ Spend year ending June 2018.

¹⁶ Outside of a small contribution made to 'ChristchurchNZ' promoting the region internationally.

¹⁷ In particular from Christchurch and Dunedin (and Wellington via virtue of direct plane flights).

¹⁸ Utilising the Aoraki Tourism Website.

¹⁹ Emphasis should be placed on marketing the attractions that we have to the key market segments that are most aligned to those attractions. This may involve directing visitors to certain geographic areas that most align to their specific areas of interest.

²⁰ Consideration should be given to leveraging of the visiting friends and relatives (VFR) market.



OBJECTIVES, INITIATIVES AND ACTIONS.

3.5 OPTIMISE OUR VISITOR HUBS.

CONTEXT

The District's current visitor service and facility infrastructure has the potential to be optimised to better meet the needs and expectations of visitors. This is especially true in the main service locations and visitor hubs. The District has many landscapes and built environments that have not been fully realised as visitor destinations, for example Caroline Bay and the Timaru CBD. The local community and visitors alike stand to gain better experiences if improvements occur.

OBJECTIVE

5. Improve the quality of our main visitor hubs²¹ so that they deliver a better visitor experience and generate more revenue for the District.

STRATEGIC INITIATIVE

- 5.1 Explore ways the District's main visitor intercept hubs (such as Geraldine) can be optimised to deliver a better quality of visitor experience and generate greater economic benefits.
- 5.2 Examine how Caroline Bay can be optimised to deliver a better quality of visitor experience and generate greater economic benefits.
- 5.3 Encourage the expansion and increased range and quality of accommodation types offered in Timaru.
- 5.4 Lift the quality of the visitor experience offered in the Timaru CBD.

STRATEGIC ACTIONS

- 5.1.1 Establish local sector working groups in key intercept hubs to identify opportunities that can be cost effectively implemented in partnership with Council.²²
- 5.2.1 Establish a sector working group to explore Caroline Bay opportunities²³ in partnership with Council and the wider community.
- 5.2.2 Implement changes as appropriate.
- 5.3.1 Actively encourage investment in the accommodation sector.
- 5.4.1 Work with CBD business owners, sector representatives and Council to develop and implement an optimisation plan²⁴.

²¹ A 'visitor hub' is any localised area that attracts visitors either as a destination or a service / transit point. Some of these will be 'micro hubs'.

²² Depending on requirements this group could be the 'sector leadership group' or a subcommittee (rather than an entirely new group).

²³ These opportunities should range from immediate small changes that could be implemented quickly to longer term infrastructural changes.

²⁴ This could be undertaken as part of the City Hub Strategy or alternatively as a more focused tourism initiative.



TIMARU DISTRICT VISITOR STRATEGY
DRAFT**MEASURES**

- 5.1.1.1 Establish local sector working groups in 2020.
- 5.1.1.2 Implement a viable trial project in one location by 2020.
- 5.2.1.1 Establish a sector working group in 2020.
- 5.3.1.1 To be actively approaching potential investors / operators by 2020.
- 5.4.1.1 To have completed an optimisation plan by 2020.



OBJECTIVES, INITIATIVES AND ACTIONS.

3.6 IMPROVE THE QUALITY OF THE VISITOR EXPERIENCE.

CONTEXT

Visitors travel to seek experiences. The quality of the experiences they receive in turn influences factors such as their likelihood of returning, their willingness to recommend a destination or attractions to others and how much money they spend. The visitors' experience is influenced by a diversity of quality factors such as customer service, food, the physical environment, activities, events and accommodation. It is in the tourism sector's best interest to ensure every visitor's experience is a good one.

OBJECTIVE

6. That visitors to the District receive the best quality experiences possible.

STRATEGIC INITIATIVE

- 6.1 Encourage the sector to train and mentor staff and volunteers to deliver high standards of customer service.
- 6.2 Support the promotion of visitor businesses that consistently deliver quality experiences.
- 6.3 Support initiatives to improve the quality of the built and natural environments in areas frequented by visitors.

STRATEGIC ACTIONS

- 6.1.1 Deliver workshops and presentations to ensure the sector fully understands the benefits of delivering quality visitor experiences.
- 6.1.2 Facilitate the sector's awareness of available training opportunities.
- 6.2.1 Showcase local businesses and events that consistently deliver quality visitor experiences²⁵.
- 6.3.1 In key locations support the development of visitor infrastructure and/ or initiatives that protect or improve the quality natural or built environments.

MEASURES

- 6.1.1.1 Run a minimum of one workshop or presentation by June 2020.
- 6.1.1.2 Disseminate information on available training opportunities annually.
- 6.1.2.1 Evaluate and (if warranted) showcase annually local businesses and events with high service quality standards²⁵.
- 6.3.1.1 Implement and publicise a minimum of one initiative annually.

²⁵ This could be in partnership with organisations running existing business awards



TIMARU DISTRICT VISITOR STRATEGY
DRAFT



TIMARU DISTRICT VISITOR STRATEGY
DRAFT

4. IMPLEMENTATION PLAN.

An implementation plan will be finalised after the draft plan is finalised.



7.2 Water Skills for Life Programme - Trust Aoraki Ltd Funding Application**Author:** Leah Stringer, Aquatic Operations Team Leader - CBay**Authoriser:** Sharon Taylor, Group Manager Community Services**Recommendation**

That the Community Development Committee resolves that an application be made to Trust Aoraki Ltd through CBay for \$20,000 for the 2020 Water Skills for Life Programme

Purpose of Report

- 1 To seek the Committee's approval for CBay to apply for funding from Trust Aoraki Ltd towards costs to run the Water Skills for Life Programme.

Assessment of Significance

- 2 This matter is not deemed significant under the Council's Significance and Engagement Policy.

Background

- 3 The Water Skills for Life Programme offers all children in years 3–8 the opportunity of attending water safety lessons over a 2 week period once a year.
- 4 These lessons are delivered at all of the district pools.
- 5 This is a collaborative programme between Sport Canterbury, Watersafe New Zealand and the Timaru District Council, which has been operating since 2013.
- 6 The following are participation numbers:
2013 delivered 11,384 lessons to 1300 children
2014 delivered 15,294 lessons to 1582 children
2015 delivered 16,231 lessons to 1693 children
2016 delivered 21,124 lessons to 2248 children
2017 delivered 21,375 lessons to 2294 children
2018 delivered 16,988 lessons to 2354 children
So far in 2019 (two terms) we have delivered 10,547 to 1168 children with 10 schools still to be completed before the end of the year.
- 7 The funding from Trust Aoraki Ltd, if successful, provides a subsidy to participating schools.
- 8 CBay has been successful in its applications for funding from Trust Aoraki Ltd since 2013 for costs to run the programme.
- 9 For 2020, CBay will be applying to Trust Aoraki for \$20,000 to run the programme for all primary school aged children from years 3–8 in the greater Timaru District and safe boating and water skills courses to years 9–10.
- 10 Trust Aoraki Ltd requires a committee resolution to apply for funding.

Options and Preferred Option

- 11 The options are:
- a) Approve the resolution to apply for funding.
 - b) Decline the resolution to apply for funding.
 - c) Source other funding options.
 - d) Recommend an additional \$20,000 for the next budget round to enable delivery of the Water Skills for Life Programme.

Consultation

- 12 The schools are contacted annually and given the opportunity to take part in the Water Skills for Life Programme.
- 13 CBay collaborates with Watersafe New Zealand and Sport Canterbury to deliver this programme.

Relevant Legislation, Council Policy and Plans

- 14 Not applicable

Financial and Funding Implications

- 15 If external funding is not sourced for the cost to deliver the programme, CBay would need to consider whether it could cover the cost or transfer the cost to the schools/children (this could limit the number of children to benefit from the programme), or cancel the delivery of the programme.

Other Considerations

- 16 There are no other consideration relevant to this matter.

Attachments

Nil

7.3 YMCA South and Mid Canterbury Youth Services Report to 30 June 2019**Author:** Sharon Taylor, Group Manager Community Services**Authoriser:** Sharon Taylor, Group Manager Community Services**Recommendation**

That the report be received and noted

Purpose of Report

- 1 To receive the YMCA Youth Services six monthly report to 30 June 2019.

Assessment of Significance

- 2 This matter is not deemed significant under the Council's Significance and Engagement Policy.

Background

- 3 The YMCA South and Mid Canterbury has a service agreement with the Timaru District Council to provide ongoing non-faith based Youth Support Services for our district. Regular reporting to the Timaru District Council is part of the service agreement.

Consultation

- 4 Not applicable.

Relevant Legislation, Council Policy and Plans

- 5 Long Term Plan – Community Support.

Financial and Funding Implications

- 6 There are no funding implications. Payment for the service is made from the fund that previously supported the Timaru District Council Youth Workers.

Attachments

1. **YMCA South and Mid Canterbury Youth Services Report to 30/06/2019**  



YMCA South and Mid Canterbury "Investing in the Next Generation"

REPORT TO TIMARU DISTRICT COUNCIL, 1 January - 30th June 2019

This report gives an overview of the work undertaken by the YMCA Youth and Community team from January to June 2019. Our vision of 'investing in the next generation' is borne out through the wide range of activities and programmes that are delivered by the team. Each year we continue to build on our programmes to ensure that we are meeting the ever changing social and emotional development needs of the young people in our community. Highlights for this six month period include:

POSITIVE YOUTH DEVELOPMENT



Our team has continued to grow and develop over recent years under the able leadership of Cath Slee and her team of youth development facilitators. This year is no exception as we take another leap forward in our ability to keep make an even greater impact on our community.

- **Resiliency Toolkit**

Our flagship programme Resiliency Toolkit is now into its fourth year of delivery and already this year we have worked alongside four schools in our region as well as with the YMCA, and Community College students reaching a total of 743 students. We have also worked with over 1000 students in Mid Canterbury. Schools

continue to request us to work in curriculum time with their students and consistently comment on the high calibre of learning that takes place and in particular, on the way in which our facilitators quickly connect with their students so that the learning environment is engaging and positive.



- **Mates and Dates**

In late 2018 we tendered for a new piece of work being rolled out by ACC which aligned perfectly with our own vision and mission and importantly, with the work that we are already doing in all the Secondary Schools in our district through the Resiliency Toolkit. In February 2019 we were excited to sign a contract to deliver the **ACC Mates and Dates** programme.

Mates and Dates is a best practice, multi-year programme designed for NZ secondary school students across years 9-13 to promote safe, healthy and respectful relationships. Mates and Dates is designed to increase knowledge and awareness of sexual and dating violence as well as help to

change attitudes and behaviours. The programme is taught using varied learning strategies intended to build strengths-based skills year on year. The programme teaches young people how to have relationships based on respect, negotiation and consent. Each module has five key themes:

- healthy relationships
- skills and consent
- identity, gender and sexuality
- when things go wrong
- keeping safe together

As you will note, the themes are very similar to the Healthy Relationships aspect of the Resiliency Toolkit so it is a perfect fit for the YMCA. Our young people in Timaru District are in a good position to have both of these programme being delivered into their schools with Mates and Dates focussing on empowering young people in relationships and the Resiliency Toolkit building on the wider themes of emotional and social learning for adolescents as they journey into adulthood.

Our core staff have been trained through ACC and we have already delivered Mates and Dates into Craighead and Timaru Boys' High School and have received positive feedback. As I write, five further staff are being trained and assessed so that we can fulfil our commitment to deliver Mates and Dates in Mid and South Canterbury, and into North Otago schools.

- **Y- Force.**

Our Y- Force programme offers young people the chance to engage with our facilitators to develop a project, learn leadership and citizenship skills, get involved in their community or organise an event. This is a youth-led programme and has been developed to support young people to make their ideas happen. We have worked with around 60 young people in a variety of programmes this year. For example, one group were focussed on developing communication and leadership skills so that they could offer ongoing weekly support to the younger members of their school community. Another group were unsure as to how they could offer support to the victims of the mosque shootings, so worked with us to learn some event management skills in order to raise funds to contribute. Y-Force will continue to roll out over the remainder of the year.

YOUTH WORK

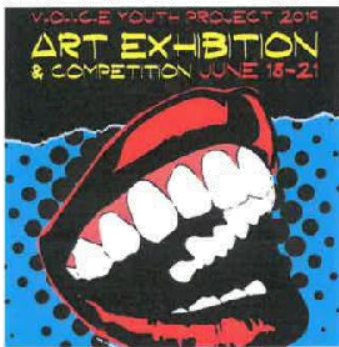
The recent exciting news for YMCA South and Mid and Canterbury is that we now have a new Youth Worker! After being approached by both Oranga Tamariki and Work and Income, we are in the fortunate position to have been able to offer the role of full-time Youth Worker to Craig Courtis. Craig is a very experienced youth worker, educator and a social worker in a previous role, and has been working with the YMCA on and off for two years. Craig has a wonderful passion for working alongside young people and commences employment in July. His key focus will be on supporting young people who need a trusted adult to help them navigate important transitions in their lives whether that is employment, independent living, ongoing education or managing their personal wellbeing and development. This is a key step for the YMCA and for the young people most in need in our community. Craig will work intensively alongside these young people ensuring they are connected and empowered to make positive decisions for themselves.

SPORT AND RECREATION

The first six months of 2019 has seen us reach 974 young people over 380 sessions with a total of 10,866 participations. That translates into a lot of young people being involved in a lot of sport and activity outside of curriculum time! Our most exciting initiative has been the launch of "Y-Pop Up Sport" being delivered on Wednesdays after school, running alternately at Marchwiell and Lough parks. The feedback from these sessions has been positive from both parents and young people with one Marchwiell parent thanking us for doing something in their area as she didn't have the spare cash for her kids to do sports. We will continue to build on the Y-Pop Ups over the holidays by running free activity sessions at Caroline Bay.

YMCA South and Mid Canterbury delivered very successful holiday programmes during January and April holiday periods based at Mountainview High School. Between 35 and 45 young people attended daily, reporting that they loved being part of the programme because of the positive vibe, connectedness and atmosphere they experience everyday along with the alternative sporting options on offer. Examples of our activities this year were bubble football, archery, amazing race YMCA styles, ABL (Adventure Based Learning games) and swimming.

Sadly, these are the last of the school holiday programmes in this format as this particular funding was withdrawn from our area for this initiative. We will be continuing to seek alternative funding opportunities to enable us to offer activities and sports to the young people in our community outside of school term time.



COMMUNITY IMPACT

Every year, the YMCA partners with WAVE to organise the Annual Youth Art Awards. This was held in June at the Timaru District Council Chambers. Once again, we were 'wowed' by the quality and quantity of entries. The theme was "we are more than you see". This year we received 152 entries and were pleased to see new schools supporting their young people to enter including Roncalli and Timaru Boys' High School. The entire event on the night was hosted by youth – including the MC's, catering, set-up, the photography, ushering and of course the entertainment. The

Timaru Girls' High School kapa haka group performed and were absolutely brilliant. A number of pieces were sold much to the artist's delight. Our thanks once again to all involved, and in particular to Timaru District Council for allowing us to use the venue and to the office staff who were ever willing to help out as required.



Once again, the YMCA staff supported this year's Children's Day. It is a great event to be involved in, with countless numbers of children and their families participating in bubble football. We are able to adapt the activity so that kids of all ages can participate and have some fun. It is so lovely to see this venue being used for such a positive event.



The YMCA Youth and Community team continue to be strongly involved in the community working alongside government and non-government agencies, schools and other stakeholders. We are continually seeking the voice of the young people in our community so that we understand what it is that concerns them, entertains them and what information or support would be helpful for them. Keep an eye out for the results of the bi-annual youth survey which will be closing soon. This is now the fourth survey we have undertaken and it will be interesting to hear from young people what is top of mind for them in 2019.

This report gives you a snapshot of the work we are doing – please contact us if you would like more detail or would value a visit to our centre. All are welcome.

Christina Cullimore
SENIOR MANAGER, YOUTH AND COMMUNITY DEVELOPMENT
15 July, 2019

7.4 Eniwa Exchange Students Presentation**Author:** Katrina Symons, Community Services Operations Coordinator**Authoriser:** Sharon Taylor, Group Manager Community Services**Recommendation**

That the report be received and noted.

Purpose of Report

- 1 Two Timaru Secondary School Students, William Urquhart and Olivia Andreassend who recently travelled to our Sister City Eniwa in Japan for a three week Educational and Cultural Exchange, will present a brief report on their experiences. William and Olivia were escorted to Eniwa by our Libraries Manager Adele Hewlett.

Attachments

Nil

8 Consideration of Urgent Business Items

9 Consideration of Minor Nature Matters