

Ashburton District Council

AGENDA

Notice of Meeting:

A meeting of the Ashburton District Council will be held on:

Date: **Wednesday 7 April 2021**

Time: **1.00pm**

Venue: **Council Chamber**

Membership

Mayor	Neil Brown
Deputy Mayor	Liz McMillan
Members	Leen Braam
	Carolyn Cameron
	John Falloon
	Rodger Letham
	Lynette Lovett
	Angus McKay
	Diane Rawlinson
	Stuart Wilson

Meeting Timetable

Time	Item
1pm	Meeting commences
1.05pm	PUBLIC FORUM: Retailers Advisory Group <i>Chris Redmond, Richard Sparrow, Bob McDonald</i>
2.30pm	ChChNZ (Mid Canterbury) quarterly report <i>ChChNZ GM Destination & Attractions, Loren Heaphy, and Marketing Manager (Mid Canterbury) Bruce Moffat</i>

1 Apologies

2 Extraordinary Business

3 Declarations of Interest

Members are reminded of the need to be vigilant to stand aside from decision making when a conflict arises between their role as an elected representative and any private or other external interest they might have.

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15	Standing Item on Council Agenda – Councillors' reports	117
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Business Transacted with the Public Excluded

18	Council – 17/03/21	PE 1
	<ul style="list-style-type: none"> • Covid-19 Economic Recovery Advisory Group • Library & Civic Centre 	Section 7(2)(h) Commercial activities Section 7(2)(h) Commercial activities
19	Audit & Risk Committee – 24/03/21	PE 2
	<ul style="list-style-type: none"> • Audit Management Letter 2019/20 • ACL Draft Statement of Intent 2021/22 • Health & Safety 	Section 7(2)(h) Commercial activities Section 7(2)(h) Commercial activities Section 7(2)(a) Protection of privacy of natural persons

Cont'd

20	Award of Contract REFU0026 – Ashburton RRP storage bunker roof Section 7(2)(h) Commercial activities	PE 5
21	Contract CON00080 – Ashburton town centre streetscapes renewal Section 7(2)(h) Commercial activities	PE 10
22	Library & Civic Centre Construction Contract Section 7(2)(h) Commercial activities	PE 18

1 April 2021

4. Council Minutes – 17 March 2021

Minutes of the Council meeting held on Wednesday 17 March, commencing at 1.00pm, in the Council Chamber, 137 Havelock Street, Ashburton.

Present

His Worship the Mayor, Neil Brown; Councillors Leen Braam, Carolyn Cameron, John Falloon, Rodger Letham, Lynette Lovett (via Zoom), Angus McKay, Liz McMillan, Diane Rawlinson (via Zoom) and Stuart Wilson.

In attendance

Hamish Riach (Chief Executive), Paul Brake (GM Business Support), Steve Fabish (GM Community Services), Jane Donaldson (GM Strategy & Compliance), Neil McCann (GM Infrastructure Services), Sarah Mosley (Manager People & Capability) and Carol McAtamney (Governance Support).

Staff present for the duration of their reports: Toni Durham (Strategy & Policy Manager), Richard Mabon (Senior Policy Advisor), Emily Reed (Corporate Planner), Mel Neumann (Policy Advisor), Colin Windleborn (Commercial Manager), Brian Fauth (Roading Manager) and Rhys Roberts (Technical Support Officer – Roading).

Presentations

Waka Kotahi/NZTA – 2.20pm-3.00pm

Ashburton Air Cadets – 3.00pm – 3.16pm

1 Apologies

Nil.

2 Extraordinary Business

Nil.

3 Declarations of Interest

Nil.

4 Confirmation of Minutes – 03/03/21

That the minutes of the Council meeting held on 3 March 2021, be taken as read and confirmed.
McMillan/Braam Carried

5 Long-Term Plan 2021-31 Consultation Document

An updated consultation document was tabled.

Elderly Persons Housing – Changes to Option 1:

- Self-sustaining in 2 years. This will raise an additional \$1.96 million across the 10 years of the plan, resulting in only \$135,000 needed from the general rate and loan funding of \$1.4 million
- General rate is not required from 2023/24.

That Council adopts the Long-Term Plan 2021-31 consultation document, and undertakes consultation with the community using the Special Consultative Procedure from 19 March to 19 April 2021.

Braam/Falloon

Carried

Drinking Water Meters

Concerns were raised as to the interpretation of the summary statement in regard to the installation of drinking water meters on every property. To highlight that Council's reason for installing the meters is for leak detection, it was agreed that the wording "*we do not plan to charge for ordinary water connections*" will be shown in bold in the consultation document.

Amendment

1. **That** Council adopts the Long-Term Plan 2021-31 consultation document, as amended to highlight that Council does not plan to charge for ordinary water meter connections; and
2. **That** Council undertakes consultation with the community on the Long-Term Plan 2021-31, using the Special Consultative Procedure, from 19 March to 19 April 2021.

McKay/Cameron

Carried

A show of hands gave 6 for the amendment and 3 against.

The amendment became the substantive motion and was carried.

6 Infrastructure and Financial Strategies

That Council adopts the draft Infrastructure Strategy and draft Financial Strategy to underpin the development of the Long-Term Plan 2021-31.

Falloon/Braam

Carried

7 Treasury Management Policy 2021

It was noted that Point 11 should have stated that Officers recommend Option Two, not Option One as stated in the report.

1. **That** Council adopts the Treasury Management Policy 2021 (as set out in Appendix One).
2. **That** Council undertakes no public consultation on the Treasury Management Policy 2021.
3. **That** Council receives the *Operating Guidelines to the Treasury Management Policy* (as set out in Appendix Two).

Cameron/Braam

Carried

8 Closed Circuit Television (CCTV) Policy

Appendix 2 – Request for CCTV Images Process

- Elected members to be included as authorised persons who can request access to CCTV images

1. **That** Council adopts the amended Closed Circuit Television (CCTV) Policy.
2. **That** Council receives the amended Closed Circuit Television (CCTV) Guidelines.

McMillan/Falloon

Carried

Presentation – Waka Kotahi/NZTA (2.20pm – 3.00pm)

The Mayor welcomed representatives of Waka Kotahi/NZTA – Michael Blyleven (NZ Upgrade Programme Canterbury Team Leader), Grace Ryan (Consultants Design team) and Fiona McLeod (Comms and Engagement).

- NZ Upgrade Programme is investing \$6.8 billion to save lives, get communities moving and boost productivity
- Two projects in Ashburton - SH1 Walnut Avenue and Tinwald Corridor
- SH1 Walnut Avenue – replace roundabout with traffic signals
 - Design is complete except for rail signs. Working with KiwiRail on the design as it is a specialist task.
 - Plan to enable some works to go ahead in the meantime
 - Construction tender to go to market in the near future
 - Work expected to commence mid-year and to be completed by the end of 2022 (18 month work period)
- Tinwald Corridor
 - Proposed option is to provide signals at Agnes/Lagmhor intersection to improve safety and access
 - Improves access to Graham Street with a right-turn bay and gaps in the southbound traffic
 - Promotes a safe cycle route via Melcombe Street, which emerged as the preferred option from the ADC walking and cycling strategy
 - Promote viaduct as one way for outbound north turning traffic onto SH1, remove southbound right turn – relocate this further down SH1
 - Next steps are to undertake consultation, consider feedback, design the preferred option and finalised the business case for approval
 - Public consultation day scheduled for Tuesday 23 March, 3.00pm to 6.30pm at the Tinwald School
 - Work expected to commence in approximately six months' time and to be completed by November 2023.

Presentation - No. 24 Ashburton Squadron, Air Training Corps (3.00pm – 3.16pm)

Members of the No. 24 Ashburton Squadron, Air Training Corps joined the meeting to be presented with the District of Ashburton charter. The Charter, while mostly symbolic gives the squadron the right to parade the streets on ceremonial occasions such as Anzac Day and Armistice Day.

9 Elderly Persons Housing Policy

That Council adopts the draft Elderly Persons Housing Policy for consultation through the Long-Term Plan.

Braam/McMillan

Carried

10 Development Contributions Policy

That Council adopts the draft Development and Financial Contributions Policy 2021 and Consultation Document for consultation from 19 March 2021 to 19 April 2021 under s.82 of the Local Government Act 2002.

McKay/Braam

Carried

11 Ashburton Car Club Road Closure – Ashburton Street Sprints

That Council permits the following roads in the Riverside Industrial Park be closed from 7.30pm Friday 7 May 2021 until 8.00pm Sunday 9 May 2021 to allow the Street Sprints to be held:-

Smallbone Drive, from River Terrace to Robinson Street

Robinson Street, from Smallbone Drive intersection to McNally Street

Watson Street, from Range Street to Robinson Street

McNally Street, from Range Street to end of the street

Range Street, from Robinson Street to Watson Street

McKay/Falloon

Carried

12 Flying Kiwi Motorcycles Ltd – NZ Land Speed Record

That Council permit the following road be closed from 8.00am Friday 9 April 2021 until 4.30pm Sunday 11 April 2021 to allow the NZ Land Speed Record attempt to be held:-

McCrorys Road, from Awaroa School Road to Kyle Road intersection

Braam/Letham

Carried

12 Mayor's Report

• Rangitata River Restoration Project

ADC has recently agreed to participate in the Rangitata River restoration project including representatives from Timaru DC, ECan, Arowhenua and various Government departments. The aim of the group is to develop draft visions and goals, river restoration plan and annual workplan for ultimate approval.

That a report be prepared on Council's participation in the Rangitata River restoration project.

McKay/Falloon

Carried

• Regional Event Fund

That Council appoints Deputy Mayor Liz McMillan as Council's representative on the Mid Canterbury Funding panel.

Wilson/Braam

Carried

That the Mayor's report be received.

Mayor/McMillan

Carried

Business transacted with the public excluded – 4.13pm.

That the public be excluded from the following parts of the proceedings of this meeting, namely – the general subject of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under Section 48 (1) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution are as follows:

Item No	General subject of each matter to be considered:	In accordance with Section 48(1) of the Act, the reason for passing this resolution in relation to each matter:	
14	Council 17/02/21 <ul style="list-style-type: none">Freeholding Glasgow leaseSale of land	Section 7(2)(h)	Commercial activities
15	Audit & Risk Committee 10/02/21	Section 7(2)(h)	Commercial activities
16	Caring for Communities Welfare Recovery Group	Section 7(2)(a)	Protection of privacy of natural persons
17	Library & Civic Centre PCG 16/02/21	Section 7(2)(h)	Commercial activities
18	NZTA organisation and budget update	Section 7(2)(h)	Commercial activities
19	Ashburton Contracting Ltd	Section 7(2)(h)	Commercial activities

Cameron/Braam

Carried

The meeting concluded at 4.24pm.

Confirmed 7 April 2021

MAYOR

5. *Audit & Risk Committee Minutes*

Minutes of the Audit & Risk Committee meeting held on Wednesday 24 March 2021, commencing at 1pm, in the Council Chamber, 137 Havelock Street, Ashburton.

Present

Mayor Neil Brown; Councillors Leen Braam (Chair), Carolyn Cameron, John Falloon, Liz McMillan and Stuart Wilson; Murray Harrington (external appointee).

Also present:

Dereck Ollsson (Audit NZ Director); Councillors Lynette Lovett and Angus McKay.

In attendance

Hamish Riach (Chief Executive), Jane Donaldson (GM Strategy & Compliance), Sarah Mosely (Manager People & Capability), Steve Fabish (GM Community Services), Toni Durham (Strategy & Policy Manager), Rachel Sparks (Finance Manager) and Phillipa Clark (Governance Team Leader).

1 Apologies

Nil.

2 Extraordinary Business

The Chair advised that the Audit NZ matter will be taken as the first report in-committee, with Mr Ollsson present.

3 Declarations of Interest

Nil.

4 Confirmation of Minutes – 10/02/21

Cr McMillan's name was corrected in the minutes.

That the minutes of the Audit & Risk Committee meeting held on 10 February 2021, as amended, be taken as read and confirmed.

Falloon/Mayor

Carried

Business transacted with the public excluded – 1.03pm

That the public be excluded from the following parts of the proceedings of this meeting, namely – the general subject of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under Section 48 (1) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution are as follows:

Item No	General subject of each matter to be considered:	In accordance with Section 48(1) of the Act, the reason for passing this resolution in relation to each matter:	
5	Audit & Risk committee 10/02/21	Section 7(2)(a)	Protection of privacy of natural persons
6	ACL draft Statement of Intent 2021-22	Section 7(2)(h)	Commercial activities
7	Audit NZ – Audit Management Letter	Section 7(s)(h)	Commercial activities
8	Health & Safety	Section 7(2)(a)	Protection of privacy of natural persons
9	Valuer General Audit	Section 7(s)(h)	Commercial activities

Mayor/McMillan

Carried

The Committee resumed in open meeting and concluded at 2.22pm.

6. *Methven Community Board Minutes*

Minutes of the Methven Community Board meeting held on Monday 15 March 2021, commencing at 10.30am, in the Mt Hutt Memorial Hall Boardroom, 160 Main Street, Methven.

Present

Dan McLaughlin (Chairman), Kelvin Holmes, Ron Smith, Sonia McAlpine and Cr Liz McMillan.

In attendance

Steve Fabish (GM Community Services), Brian Fauth (Roading Manager), Hernando Marilla (Roading Engineer – Northern), Jeremy Lambert (Roading Engineer – Southern) and Carol McAtamney (Governance Officer).

HEB - Conrad McLean (Contract Manager), Rupal Sharma (Supervisor – Northern)

1 Apologies

Mayor Neil Brown, Richie Owen and Cr Rodger Letham Sustained

2 Extraordinary Business

Nil.

3 Declarations of Interest

8.4 - Discretionary Grants

Kelvin Holmes and Ron Smith, as members of the Lions Club, declared an interest in the application and took no part in the decision making process.

4 Confirmation of Minutes

That the minutes of the Methven Community Board meeting held on 1 February 2021, be taken as read and confirmed.

McAlpine/Smith

Carried

Public Forum

Jess Wilson - Wellbeing Opuke

Wellbeing Opuke became a Incorporated Charitable Trust in February 2021. The current Trustees are Mark Ellis, Connie Quigley, Megan Fitzgerald, Michelle Brett and Adam Williams.

A 'Neighbour's Day' event, with the theme 'The Great Plant Swap' is to be held on Thursday 25 March from 3pm to 5pm at the Methven Medical Centre.

MPI have announced that they have funding available for the establishment of Rural Community Hubs. Wellbeing Opuke are looking for representatives from interested parties to assist with putting together an expression of interest to define where the hub will be located, who it would benefit etc. A meeting will be scheduled within 2-3 weeks.

5 Activity Reports

That the reports be received.

McMillan/McAlpine

Carried

5 Community Services

5.6 Tree Lighting

Estimated costs for the purchase, installation and connections of multi-coloured lights for the two Oak trees located outside the Blue Pub and the medical centre is \$7,000. This project is to be funded on a 50/50 basis with the ADC.

That the Board authorise the expenditure of 50% of the total cost, up to a value of \$3,500, from the Discretionary fund for the purchase, installation and connection of multi-coloured lights for the two Oak trees located outside the Blue Pub and the medical centre.

Holmes/McMillan

Carried

7 Infrastructure Services

7.1 Roothing

Tiled Footpath Cleaning

Special cleaning of tiled footpaths was postponed from December 2020 and the work is scheduled to begin in March 2021. The second part of the contract will commence in June 2021.

8 Business Support and Governance

8.4 Discretionary Grant

That the Board approve funding of \$25,000 to the Methven Lions Club to complete Racecourse Loop 1 enhancement and to commence Cemetery Loop 2 construction.

McAlpine/McMillan

Carried

That the Board approve funding of \$2,000 towards signage and printed materials to advertise/promote the Methven Scarecrow Trail.

Holmes/Smith

Carried

The Board requested that a summary of grant payments be included in the agenda.

The meeting concluded at 12.00pm.

Dated 3 May 2021

_____ **Chairman**

7. *Ashburton Youth Council Minutes*

Minutes of a meeting of the **Ashburton Youth Council** held on Wednesday 10 March 2021, commencing at 4.00pm Mayors Reception Room, Ashburton District Council, 5 Baring Square West.

Present:

Michael Baker	Henry Goodes	Lara Sheirlaw
Maddie Page	Beatrice Bernarte	
Sophia Aguila	John Magyaya	
Easterlin Faamausili	Alex Cojocar	
Anna Tu'amoheloa	Abbie Wilson-James	

Visitor

Ashley Rushton

In attendance

Verity Jackson – Event Coordinator

Richard Fitzgerald – Economic Development Manager

1	Apologies Ila Cabalse Dom Cotter Janre Lim
2-4	Team Building – Guest Speaker - Training Ashley Rushton from Rushton Marketing <ul style="list-style-type: none">• The team building activity was to get into 3 groups of 4 and make a Tik Tok about questions you may have surrounding AYC using the Yup/Nope sound. These were shared on the AYC Instagram pages and other members personal Tik Tok accounts.• Training was provided on how to use social media to connect with audiences. We were provided with a booklet with useful information. Topics covered included learning about how social media works and the use of algorithms, learning the best ways to attract audiences and followings on social media, learning about Facebook and Instagram and how to use them to the best of what they offer• AYC members agreed that the group should create an AYC Tik Tok account that every member has access to and can create content

5	<p>Brainstorming</p> <p>A brainstorming session was held on the upcoming activities</p> <ul style="list-style-type: none"> • Youth week – the theme is “We’re Stronger Together” what else can we do for the week that enhances this theme • Bite Nite Culture Fest – how do we show case culture? Some of the ideas that were suggested are cultural games, showing off language, food, dance, have stalls for people to sell the cultural clothes • Mental Health Awareness Week – what would you like to do, say, share? Some of the ideas that were suggested are wearing a colour that represents mental health, post affirmations on social media, do a fundraiser, have an event like mindfulness, have an ambassador like Mike King visit schools <p>Selwyn Youth Council want to collaborate for Youth Week and will be joining forces at the May meeting to create something epic.</p>
6	<p>Reports</p> <ul style="list-style-type: none"> • Henry – Base Youth Centre board meeting recap <ul style="list-style-type: none"> ○ Base is a chill out space that has been donated a lot of cool equipment for user’s enjoyment like a piano, table tennis, PlayStations and computers ○ They get donated cool old stuff from the community – like coats for kids and pajama jam ○ They would like to help with Skate Jam, they will be handing out posters and flyer before the event and will be promoting their services at the event ○ They have health nurses and people to talk to if you would like to (HYPE) ○ They would like signage from a local artist <p>AYC members agreed that Henry and Michael will continue to attend the monthly board meetings</p>
7	<p>AYC Merchandise</p> <p>Now every member has representative merchandise to wear to wear at events to represent AYC, this is a t-shirt and a bucket hat</p>
8	<p>General Business</p> <p>Articles: Due by Tue 16th March</p> <ul style="list-style-type: none"> • Maddie – March meeting summary • John - Rushton marketing training wrap • Abbie - Why youth should contribute to long term plan <p>Youth Voice Canterbury presents Youth connect</p> <ul style="list-style-type: none"> • RSVP to Verity if you would like to go • Tuesday 16th 5:15-7:45 at the Christchurch library <p>Youth Audit Training (kai provided)</p> <ul style="list-style-type: none"> • Sat 20th march • McFarlane park <p>Student Volunteer Week</p> <ul style="list-style-type: none"> • Instagram post from John and add it to Facebook as well. <p>Berwick Outdoor Experience</p> <ul style="list-style-type: none"> • County Lions would like to sponsor a candidate that is of the age of 18 or older • Beatrice Bernarte will apply
9	Wrap Up
10	<p>Next Meeting</p> <p>Wednesday 14th April 2021, 4:00pm to 6.00pm, Ashburton District Council, Council Chambers</p>
The meeting closed at 5.45pm.	

8. Walking and Cycling Strategy 2020-2030

Author *Martin Lo; Graduate Engineer*
Activity Manager *Brian Fauth; Roading Manager*
GM Responsible *Neil McCann; Group Manager - Infrastructure Services*

Summary

- The purpose of this report is to recommend the adoption of the Ashburton District Council Walking and Cycling Strategy 2020-2030 (The Strategy)

Recommendation

- 1. That** Council adopts the Ashburton District Council Walking and Cycling Strategy 2020-2030
- 2. That** Council delegates the Chief Executive the authority and responsibility to make minor editorial changes and correct minor errors to The Strategy document

Attachments

Appendix 1 Walking & Cycling Strategy 2020-2030

Background

1. The background to the commencement of consultation is described in the report to the Infrastructure Services Committee meeting held on 8 October 2020. Since that report, Council has taken the following steps:
2. Adopted the Draft Walking and Cycling Strategy for consultation on 29 October 2020
3. Undertaken public consultation for The Strategy for four weeks with submission ending on 30 November 2020.
4. Received 69 submissions, heard ten submitters and deliberated on The Strategy.

Changes made to The Strategy following the deliberation

5. Acknowledgement of the Mountain Bike Trails and clubs have been included in Appendix D of The Strategy
6. Additional safe crossing projects on State Highways have been included in the Action Plan Objective 1.5 (Page 14). Priority and timeframe have been changed to high priority and short term.
7. Introduce a new objective in the Action Plan (objective 4.1D, Page 16) to investigate a learn-to-ride cycling space on Council property. Refer to the bike skills park at Caroline Bay.
8. Incorporated proposed footpath locations from the forward works programme into the Ashburton & Tinwald maps (Page 21 – 23). These shared paths include sections on Racecourse Rd between Charlesworth Dr and Allens Rd, Albert St extension to Ashburton Christian School, Tarbottons Rd extension to Cawton Grove subdivision etc.
9. Revised wording in The Strategy (Page 5) “Our cycling network” paragraph to better reflect the purpose of the Strategy in terms of the cycling aspect.
10. Revised message from the Mayor (Page 3) to incorporate changes in the Strategy and feedback from the submissions.
11. Minor editorial updates in the texts and photos in The Strategy to enhance conveying the vision and purpose of The Strategy.

Options analysis

Option 1 – Adopt the Walking and Cycling Strategy 2020-2030 (as set out in Appendix 1) (Recommended)

Advantages of adopting The Strategy

12. Clear strategic direction is provided and aligned with the long term plan for the walking and cycling management programme.
13. The Strategy identifies a number of projects that helps achieve Council's priorities for walking and cycling network connectivity within townships.
14. The Strategy will provide clear information to the Ashburton District communities on Council's plans for walking and cycling
15. The Strategy will satisfy the Government's request for strategic direction for the management of the walking and cycling network.
16. The Strategy will provide clear direction to road users on Council plans for future walking and cycling projects.

Disadvantage of adopting The Strategy

17. The Strategy will require reprioritisation of resources in the short term and potentially additional resourcing in the future to implement.

Option 2 – Decline to adopt the Walking and Cycling Strategy 2020-2030

Advantage of declining to adopt The Strategy

18. Additional resourcing and/or reprioritisation of work would not be required.

Disadvantages of declining to adopt The Strategy

19. Council will not have a clear strategic direction for its walking and cycling network programme.
20. Stakeholder, road users and companies trust in Council processes will be negatively impacted.
21. The work and effort in preparing the strategy and undertaking consultation would be wasted to some extent.
22. Council's ability to clearly explain and/or provide information on future plans for walking and cycling related projects will be compromised.

Legal/policy implications

23. The Strategy is a non-statutory document. However, there are a number of relevant pieces of legislation (and documents made under that legislation) that have informed its development.

Financial implications

24. The Roding Team will lead the delivery of The Strategy and other parts of the organisation will also play contributing roles in their spheres of responsibility and expertise. Council intends to work collaboratively with community and interest groups. A Walking and Cycling Working Group will be formed to undertake the monitoring and review of this strategy, and it is proposed to be made up of Council staff and elected members.
25. As Council implements The Strategy, there will be associated costs in carrying out the actions in the Plan over the 10 year period. Cost estimates for actions identified in the strategy have been included in the 2021-2031 Long Term Plan. Council will continue to promote projects from the Strategy to obtain Waka Kotahi (NZTA) subsidy.

Requirement	Explanation
What is the cost?	\$329,000 over 2021-24 LTP
Is there budget available in LTP / AP?	Yes, budget will be taken from the LTP
Where is the funding coming from?	The cost of the walking and cycling projects will be funded through rates and Waka Kotahi (NZTA) subsidies.
Are there any future budget implications?	Yes, cost of the Walking and Cycling projects will impact the budget in the LTP
Finance review required?	Yes

Significance and engagement assessment

26. The Strategy is considered a significant Council document and is of high interest to Waka Kotahi (NZTA), active transport organisations, active users and recreation companies. It will likely be of interest to the general community as the Strategy has links to the implementation of the Open Spaces Strategy and Sport and Recreation Strategy.

Requirement	Explanation
Is the matter considered <i>significant</i> ?	No
Level of significance	Low; not significant
Level of <i>engagement</i> selected	1. Inform
Rationale for selecting level of engagement	As the consultation has been completed for the draft walking and cycling strategy further engagement is not required.
Reviewed by Strategy & Policy	Toni Durham; Strategy & Policy Manager



It's
our
Place

3

Foreword

From the Mayor

5

The Strategy

What is our walking and cycling network?

Why is our walking and cycling network important?

What does this strategy include?

Why do we need a strategy?

How has this strategy been prepared?

What do we have now?

What do we have to think about?

10

Action Plan

What are our goals?

What do we want to achieve?

17

Appendices

Maps of proposed projects

Monitoring and review

Glossary of terms

Recreation Mountain biking Trails



From the Mayor

Our vision - more people, more active, more often

Walking and cycling are enjoyed by many in our district. These activities provide vast benefits for our people, from better health and wellbeing, and greater environmental and economic outcomes, through to more lively and connected communities.

Mid Canterbury's terrain offers great opportunities for people to participate at whatever their level or ability, with our flat Canterbury Plains and more challenging hills and mountains in the west.

Since the 2008 Walking & Cycling Strategy was introduced, there has been great progress made to support these two important recreational activities in our district.

We are also very fortunate to have motivated local volunteer groups who have taken the lead in developing and improving trails such as the ACL Skills Park, Braided Waters Cycle Trail, the Methven Walkway, mountain bike trails and the Rakaia River Terrace Walkway.

With such momentum and, through working closely with our community, we have reflected on our progress and signalled our focus for the future.

It is with great pleasure that I present to you the Ashburton District's revised Walking & Cycling Strategy. This strategy builds on our vision of more people, more active, more often by setting goals and objectives to be achieved in the years ahead.

Our aim is to develop a network to connect our existing infrastructure with key points of interest for the community, with active transport in mind. This means creating better connections between houses and schools, sports facilities, the Ashburton town centre and other important public facilities.

At the heart of this strategy is developing our township connectivity and ensuring residents have access to move between and around these spaces.

Through this process, we endeavour to encourage more residents to be more active by cycling to work, walking to school or combining these activities into their everyday travels.



Neil Brown, Mayor



The Strategy

- What is our walking and cycling network?
- Why is our walking and cycling network important?
- What does this strategy include?
- Why do we need a strategy?
- How has this strategy been prepared?
- What do we have now?
- What do we have to think about?

The Strategy

The Strategy

What is our walking and cycling network?

Our district has a walking and cycling network that assists people to explore Mid Canterbury and its many natural attractions. Some of this network is for walking only, some is for cycling only and some allows for both.

Our walking network

We maintain 233km of footpath that is suitable for walkers. This is mostly located within Ashburton township but there are also footpaths in parks and recreational areas. Our walking network needs to cater for the needs of all users and different levels of ability. This ensures that footpaths can be used by people with mobility scooters, wheelchairs and recreational devices, such as skateboards and scooters. A community survey, undertaken when developing this Strategy, found that people walked primarily for recreational, social and health reasons.

Our district has a wide range of walking infrastructure including:

- Urban footpaths/shared paths (sealed)
- Urban area walking tracks (usually unsealed and shared with cyclists)
- Rural walkways (unsealed and mostly shared with cyclists)

- Pedestrian crossings (zebra, islands, raised platforms and traffic signals)

Footpaths enable people to move around their communities and offer an alternative to driving. Footpath condition is measured from data collected during rating surveys. This is important for planning renewal and maintenance programmes. We also co-ordinate the streetlight renewal and upgrades programme in urban areas to help make walking at night safer.

Our cycling network

People cycle for different reasons including:

- On-road cycle training/racing – Cyclists who do this complete long distance road circuits mainly on the wider major road network. They tend to cycle at speeds of around 30km/h and seek good road surfaces.
- Leisure – This involves people who cycle for enjoyment and general exercise, usually on recreational tracks and in parks or reserves.
- Transport – To reach a destination such as work or school.

For the purpose of this strategy, the great mountain-bike trails and tracks are not considered to be a part of our walking and cycling network. Council acknowledges the important role they play in enhancing our residents quality of life. Further

information about these tracks and trails can be found in Appendix D.

Feedback from the community survey (mentioned above) indicated there were many people who were interested in cycling but felt concerned about a lack of separation between them and traffic on busy roads. The survey found that like walking, the most common motives for cycling in the district were recreational, social and health reasons.

Our district offers a range of cycling opportunities and infrastructure, including:

- Urban shared paths (sealed)
- Urban area cycling lanes on the road
- Sealed roads with low traffic volumes
- Rural shared cycleways/walkways (unsealed)

There is about 5.5km of separated urban cycleways in the district. These are all shared pedestrian/cycle paths. There is also about 9km of cycle lanes painted on roads. This is all in the Ashburton township.



The Strategy

Why is our walking and cycling network important?

Our district's flat terrain is ideal for walking and cycling within urban centres. However, the large distances between towns limits the use of walking or cycling as transport. Many of the roads within the rural network have narrow carriageways, little or no shoulders, and high speed limits. Travel by private car is the main form of transport in our district and between the townships within the district. There is no public transport.

Our walking and cycling network is important for a number of reasons.

- It gives people the opportunity to walk or cycle,
- enables an ageing population to move around easily, including using mobility devices,
- improves health and well-being,
- reduces carbon emissions by reducing the number of vehicles on the road, and
- supports economic outcomes such as tourism

What does this strategy include?

This strategy identifies the objectives, actions and projects that will help us achieve our vision for walking and cycling in our district.

The strategy:

- provides information on the walking and cycling network that we manage and the work we undertake;
- sets out how we will work with our community and stakeholders; and
- provides information on our plan to make our district a more active transport friendly area over the next 10 years

This strategy is designed to guide Council decision making on our district's walking and cycling network. It is structured as follows:

- Strategy - outlines the goals and objectives for our walking and cycling network
- Action Plan - explains how and when objectives will be achieved
- Appendices - contains relevant background information



The 2008 Ashburton Walking and Cycling Strategy focused on the urban area of Ashburton. Our Sport and Recreation Strategy (2010) is scheduled for review and will include the recreational walking and cycling areas of our district.

Many of this Strategy's objectives are also relevant to the smaller towns of Mayfield, Mt Somers and Hinds but specific infrastructure projects for these towns have not been included at this time and may be considered in the future. The Strategy is a living document and projects can be added over time.

This document has focused on the highest priority areas and improvements to the existing network. It is expected that future revisions of this document will incorporate the outcomes of the Future Development Strategy (FDS) for which is currently under development.

The Strategy



Why do we need a strategy?

The Strategy provides a framework for making walking and cycling (for transport and recreation) safer and more attractive, with the aim of increasing the number of people using the walking and cycling network. In the context of this strategy, walking includes the use of mobility aids and devices such as scooters and skateboards.

The development of an improved walking and cycling network requires investment over time. This Strategy provides well considered direction and sets priorities for Council and other parties, including the Waka Kotahi (NZ Transport Agency) and community organisations, for future investment. It also provides the context and support to develop business cases for funding.

Central government funding for assisting us to deliver the walking and cycling programme will come primarily through Waka Kotahi (NZ Transport Agency), who will pass this funding on from Road User Charges and fuel taxes.

The Strategy

How has this strategy been prepared?

This Strategy was prepared after reviewing walking and cycling amenities, surveying the community, reviewing other plans and strategies for alignment, and running a workshop with key stakeholders. The key stakeholders included representatives from: Ashburton District Council, NZ Police, Tinwald Cycling Club, Bike Methven, Safer Mid Canterbury, Sport Mid Canterbury, Mobility Solutions Centre, Braided Rivers Cycle Trust, NZ Transport Agency, Mid Canterbury Principals' Association, Rakaia Community Association, Mountain Bike Ashburton, Run and Walk Ashburton, and Experience Mid Canterbury.

- **A review of relevant strategies and plans**

The Walking and Cycling Strategy needs to align with national, regional and local strategies and plans. This includes the Government Policy Statement (GPS) on Land Transport, the Regional Land Transport Plan (RLTP) that sets out regional land transport priorities, the Long-Term Plan (LTP) that specifies Council's intentions for the next 10 years and how we will fund them, and the Ashburton District Plan that provides the planning framework for our district.



- **A review of current amenities and use in the townships**

Site observations and traffic counts were done in the district's townships. These identified issues that were discussed at the stakeholder workshop.

- **Survey of the community**

An online survey was posted on our Facebook page. The survey asked people why they walked or cycled and how often. It also asked what challenges they experienced when walking or cycling.



The Strategy

What do we have to think about?

- **Accessibility**
- **Safety**
- **Urban growth and development**
- **Participation**

Accessibility

In the context of this Strategy, accessibility measures how easy it is for someone to participate in a desired activity or to get to a particular destination. The walking and cycling network contributes to making our district's destinations more accessible to residents and visitors, particularly those who use mobility aids such as scooters or walking frames.

Safety

People walking and cycling can encounter safety issues including falls, crashes between pedestrians and people on bicycles, crashes with motor vehicles, fear of using active transport beside vehicles and problems with personal security. These concerns can be addressed by ensuring walking surfaces and cycle lanes are of good quality, having adequate crossings, managing traffic speed and using a "Crime

Prevention through Environmental Design" approach to create naturally safer environments.



Urban growth and development

Our District Plan provides the planning framework for the district. It encourages the development of pedestrian areas, walking tracks, and cycleways to improve the accessibility of amenities for residents. The plan recognises that the connectivity of the cycling and walking network is an important aspect of urban growth and development. The location, design and layout of such connections also need to consider the safety of people using these spaces. For new residential areas, an Outline Development Plan forms the basis for us to shape how walking and cycling can be supported.



Participation

Increasing the number of people walking and cycling requires a holistic approach that encourages people to walk or cycle for health and wellbeing, and economic, and environmental benefits.

A lack of participation can be addressed through an approach that includes skills development and safety and participation programmes, along with providing accessible information and physical infrastructure. This generally involves council and other parties working together.

A photograph of three women jogging on a wooden path in a park. The woman on the left is wearing a dark grey long-sleeved shirt and black leggings, smiling and gesturing with her right hand. The woman in the middle is wearing a red tank top and black leggings with mesh panels, looking towards the woman on the left. The woman on the right is wearing a dark grey t-shirt and black leggings with a geometric pattern, looking towards the woman in the middle. The background is a lush green park with trees and a wooden fence.

Action Plan

Action Plan

What are our goals?

What do we want to achieve?

Action Plan

What are our goals?

Collaboration with key stakeholders and reviewing policies at a local and national level has led to four main goals for our Walking and Cycling Strategy.

1 A coherent, safe and connected urban walking and cycling environment

This means:

- developing facilities that meet the needs of people in urban and rural areas
- networks that are easy to use and link to key destinations
- people feel safe using the walking and cycling networks



2 A quality, fit for purpose recreational walking and cycling network that connects to key destinations

This means:

- networks meet the needs of people with varying abilities and allow for the use of different mobility devices
- networks are good quality for their purpose
- people using the networks can travel between key destinations

3 Ensuring the urban and rural walking and cycling networks integrate to create an accessible district

This means:

- there is adequate wayfinding signage and map information available for networks
- rural and urban networks are unified including linkages



4 A district committed to walking and cycling for health, well-being, safety, environmental and economic reasons

This means:

- encouraging travel behaviour changes through strong leadership and collaboration with key stakeholders
- promotion of walking and cycling in our district
- reviewing funding and resource prioritisation for walking and cycling amenities

Action Plan

What do we want to achieve?

To achieve these goals, 14 objectives have been identified. They are set out in the following table.

Our vision - More people, more active, more often



GOAL 1: A coherent, safe and connected urban walking and cycling environment.

Objectives:

- 1.1 Improve facilities to increase pedestrian accessibility
- 1.2 Reduce gaps in the footpath network
- 1.3 Improve continuity and quality issues on roads with cycle lanes
- 1.4 Investigate separation of urban cycle facilities from traffic
- 1.5 Investigate State Highway/railway/river severance issues for communities
- 1.6 Review standards such as footpath width
- 1.7 Improve street lighting to increase personal security

GOAL 2: A quality, fit for purpose recreational walking and cycling network that connects to key destinations.

Objectives:

- 2.1 Improve wayfinding signage for recreational networks
- 2.2 Develop resources such as track specifications that can be shared with community groups

GOAL 3: Ensuring the urban and rural walking and cycling networks integrate to create an accessible district.

Objectives:

- 3.1 Identify gaps in the footpath and cycle networks connecting urban and rural areas
- 3.2 Improve wayfinding signage to recreational networks from urban areas

GOAL 4: A district that is committed to walking and cycling for health, well-being, safety, environmental and economic reasons.

Objectives:

- 4.1 Co-ordinate the promotion of walking and cycling to increase participation
- 4.2 Develop information resources on cycling routes in the district
- 4.3 Align development planning through the District Plan, using best practice methods

Our Action plan

Short term
2021 - 2023

Medium term
2024 - 2027

Long term
2027 - 2031

	OBJECTIVES	ACTIONS	PRIORITY/ TIMEFRAME
1.1	Improve facilities to increase pedestrian accessibility	A. Fix localised pedestrian accessibility issues. Involves an audit of sites identified in the strategy field work and forming a list of jobs. The work could be undertaken as maintenance/minor works tasks.	■ High priority; Short term
		B. In conjunction with NZTA, develop a Moore Street/SH77 crossing between West Street and Park Street.	■ ■ Medium priority; Short to medium term
1.2	Reduce gaps in the footpath network	A. Ensuring there is a footpath on at least one side of each street in Methven and Rakaia to provide better walking connections. Installation of new footpaths in Methven and Rakaia when the EA undergrounding is complete.	■ ■ Medium priority; Short to medium term
1.3	Improve continuity and quality issues on roads with cycle lanes	A. Improving cycle lane continuity/quality on Walnut Ave, Ashburton by connecting gaps and increasing the width of the existing cycle lane routes. This will also involve coloured surfacing across side road intersections, additional crossing facilities etc.	■ ■ Medium priority; Short to medium term
		B. In conjunction with NZTA, improving cycle lane continuity on SH77, Ashburton by connecting gaps in the existing routes. This will require removal of some parking.	■ ■ Medium priority; Short to medium term
		C. Improving cycle lane safety on Chalmers Ave, Ashburton by providing coloured surfacing across side road intersections and sharrow markings at Beach Road roundabout.	■ ■ Medium priority; Short to medium term
1.4	Investigate separation of urban cycle facilities from traffic	A. Developing a shared path on Racecourse Road as an important recreational link.	■ Low priority; Medium term
		B. Confirming an Ashburton urban cycling network and developing a business case for funding.	■ ■ Medium priority; Medium to long term
		C. Improving pedestrian and cyclist safety at Walnut Ave/Oak Ave intersection.	■ ■ High priority; Medium to long term
		D. Improving pedestrian and cyclist safety at Walnut Ave/Chalmers Ave intersection.	■ ■ High priority; Medium to long term

Our Action plan

		Ongoing 2021 - 2031	Short term 2021 - 2023	Medium term 2024 - 2027	Long term 2027 - 2031
	OBJECTIVES	ACTIONS			PRIORITY/ TIMEFRAME
1.5	Investigate State Highway/railway/river severance issues for communities	A. In conjunction with NZTA, providing a SH77 crossing in Methven, possible safe crossing options includes pedestrian refuge island or kerb extension near the public toilets and park.			■ ■ Medium priority; Short to medium term
		B. In conjunction with NZTA, reduce severance by improving crossings over SH1 in Rakaia.			■ Medium priority; Medium term
		C. In conjunction with NZTA, reduce severance by improving crossings over SH1 in Tinwald.			■ High priority; Short term
		D. Installing traffic signals at Walnut Ave/West and East Street intersections. This project is being developed by NZTA and is programmed for completion early 2021.			■ Low priority; Short term
		E. The proposed Ashburton Second Bridge and associated upgrades on Chalmers Avenue and in Tinwald provides an opportunity for improved walking and cycling facilities.			■ ■ Low priority; Medium to long term
		F. In conjunction with NZTA, reduce severance by improving crossings over SH1 between Havelock St and Walnut Ave. For the Railway overpass bridge, Domain, Museum			■ High priority; Short term
1.6	Review standards such as footpath width	A. Reviewing footpath widths to cater for a more diverse range of users and devices. Best practice is 1.8m as this allows two wheelchairs or mobility scooters to pass each other.			■ High priority; Short term
		B. Kerb cut downs by developing assessment and rating system for inclusion in the Transportation Asset Management Plan. This would require maintenance funding allocation.			■ High priority; Short term
1.7	Improve street lighting to increase personal safety	A. Conducting street lighting audits, investigating where pedestrians feel unsafe and creating a priority approach for street lighting renewals.			■ High priority; Ongoing

Our Action plan

Short term
2021 - 2023

Medium term
2024 - 2027

Long term
2027 - 2031

	OBJECTIVES	ACTIONS	PRIORITY/ TIMEFRAME
2.1	Improve wayfinding signage for recreational networks	A. Establishing wayfinding guidelines/signage for urban cycling and key walking networks that integrate with recreational and rural paths.	■ High priority; Short term
2.2	Develop resources such as track specifications that can be shared with community groups	A. Liaising with the Braided Rivers Cycleway Trust to establish if any standards have been developed. If not, ADC to facilitate the development of standards.	■ High priority; Short term
		B. Identifying where additional cycle parking is required and implement with best practice guidance from NZTA.	■ Medium priority; Medium to long term
3.1	Identify gaps in the footpath and cycle networks connecting urban and rural areas	A. Developing a new footpath connection on Dobson Street West to the ACL Skills Park.	■ Medium priority; Short term
		B. Investigating a cycling link to the Skills Park from Moore Street. This may be complex as it passes through an industrial area. An alternative is to use the trail identified in the Ashburton Domain Plan.	■ Medium priority; Short term
		C. Developing a pedestrian/cycle path around the EA Networks Centre.	■ Medium priority; Short term
3.2	Improve wayfinding signage to recreational networks from urban areas	A. Developing recreational wayfinding guidance by establishing a guideline for recreational cycling and walking networks that integrates with the urban networks (for example Methven Walkway).	■ High priority; Short term

Our Action plan

Ongoing	Short term	Medium term	Long term
2021 - 2031	2021 - 2023	2024 - 2027	2027 - 2031

	OBJECTIVES	ACTIONS	PRIORITY/ TIMEFRAME
4.1	Co-ordinate the promotion of walking and cycling to increase participation	A. Introducing School Travel Plans and supporting initiatives. These could include local safety improvements, car parking/drop-off management and crossing volunteers. A programme including training, helmet use and riding tracks can teach kids how to ride safely.	■ High priority; Short term
		B. Preparing an information pack for businesses on travel planning and available schemes that could support their goals such as the NZTA Employer e-bike purchase support schemes. Information could also include the NZTA workplace cycling guide and the cycle parking supply and design guidance.	■ High priority; Short term
		C. Promoting events that encourage walking and cycling including Walk2Work Day, Aotearoa Bike Challenge or September.	■ High priority; Ongoing
		D. Investigate a learn-to-ride cycling space on Council property.	■ High priority; Short term
4.2	Develop information resources on cycling routes in the district	A. Establishing a cycling information tab on the ADC website and include maps and links to resources or initiatives.	■ High priority; Short term
4.3	Align development planning through the District Plan, using best practice methods	A. Ensuring land use planning and transport rules consider walking and cycling outcomes in the District Plan, e.g. introducing planning requirements that promote a more walkable town, and increase cycle parking.	■ High priority; Short to medium term

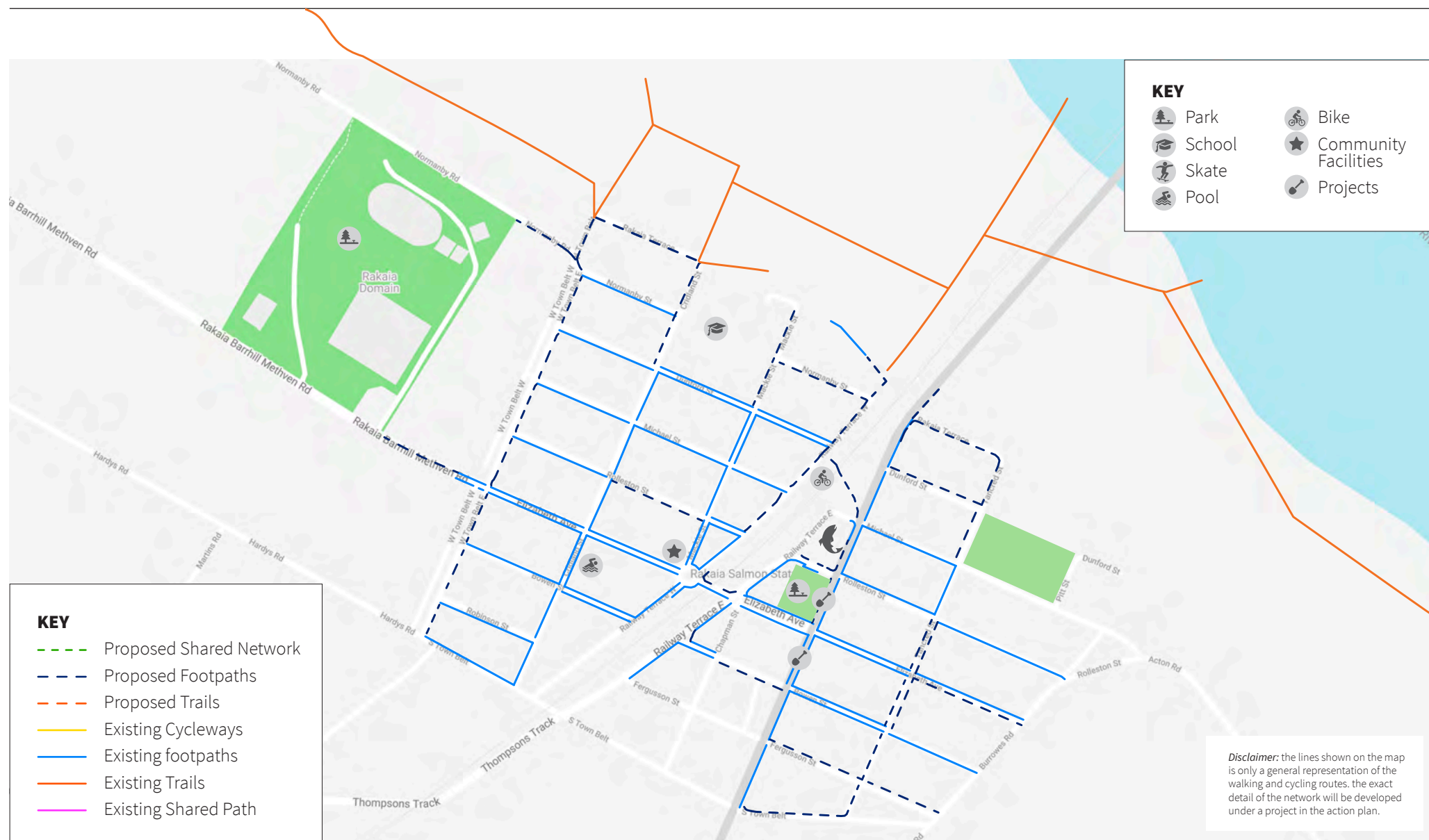


Appendices

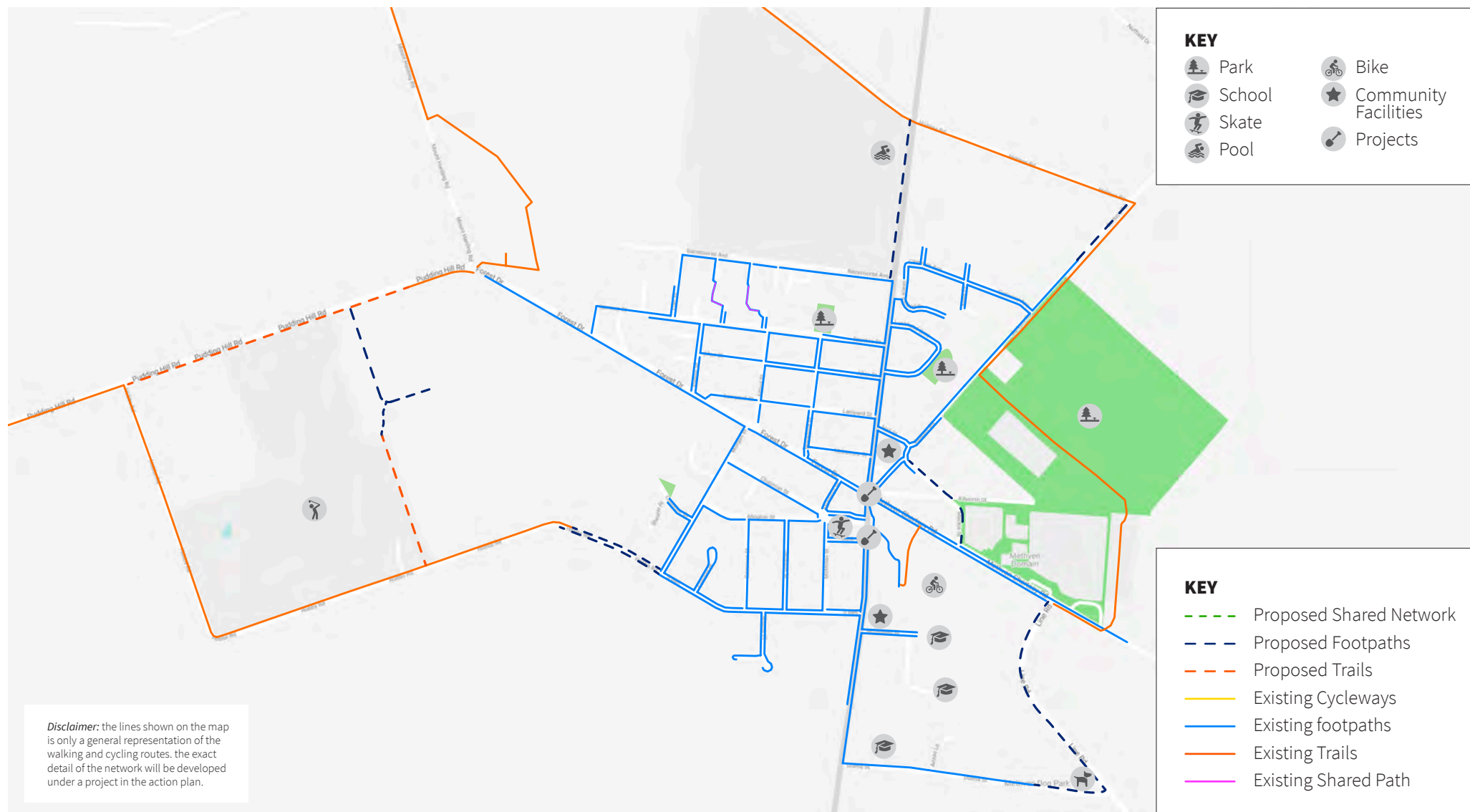
Maps of proposed projects
Monitoring and review
Glossary of terms

Appendices

Appendix A - **Rakaia** | Proposed Walking and Cycling Projects

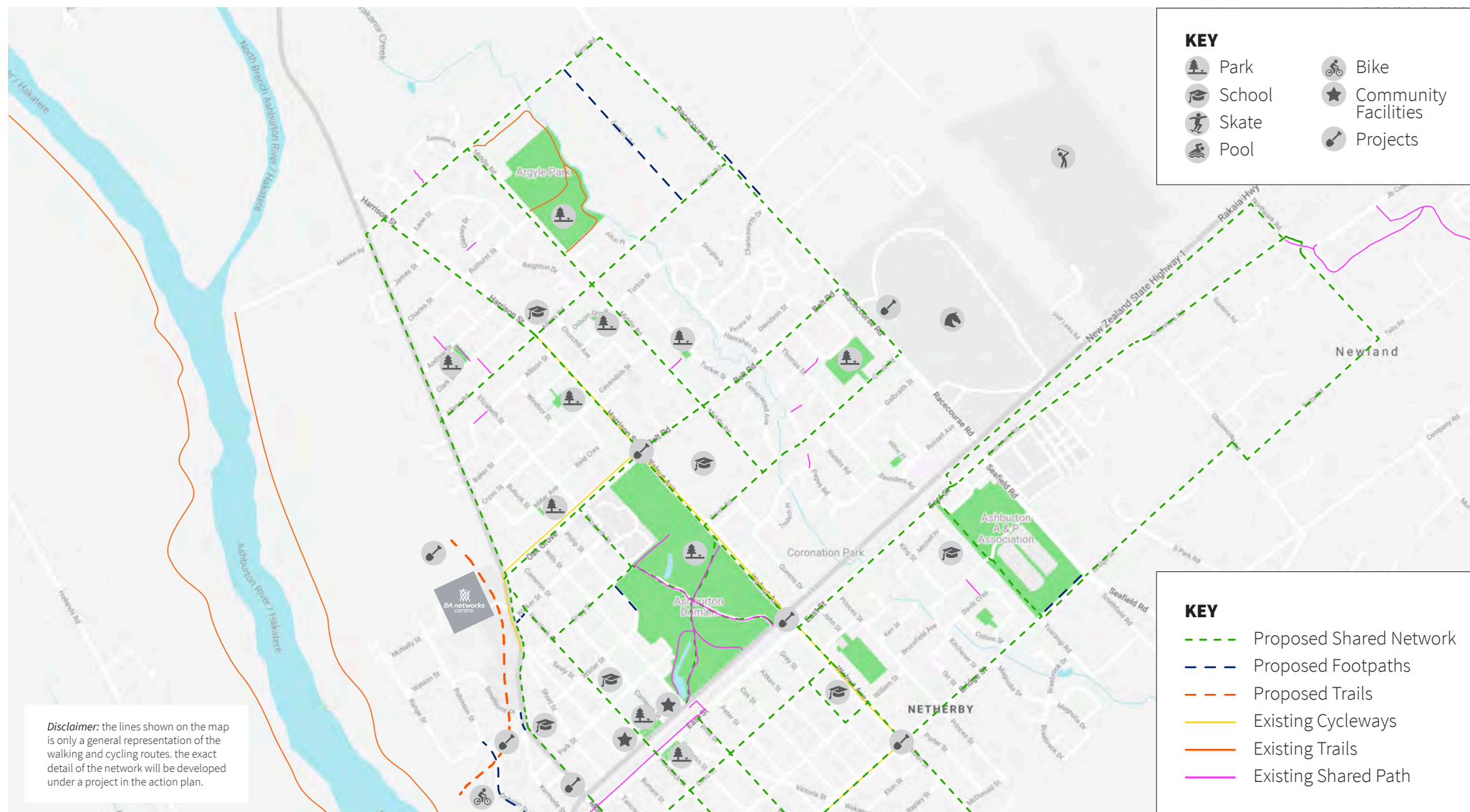


Appendix A - **Methven** | Proposed Walking and Cycling Projects

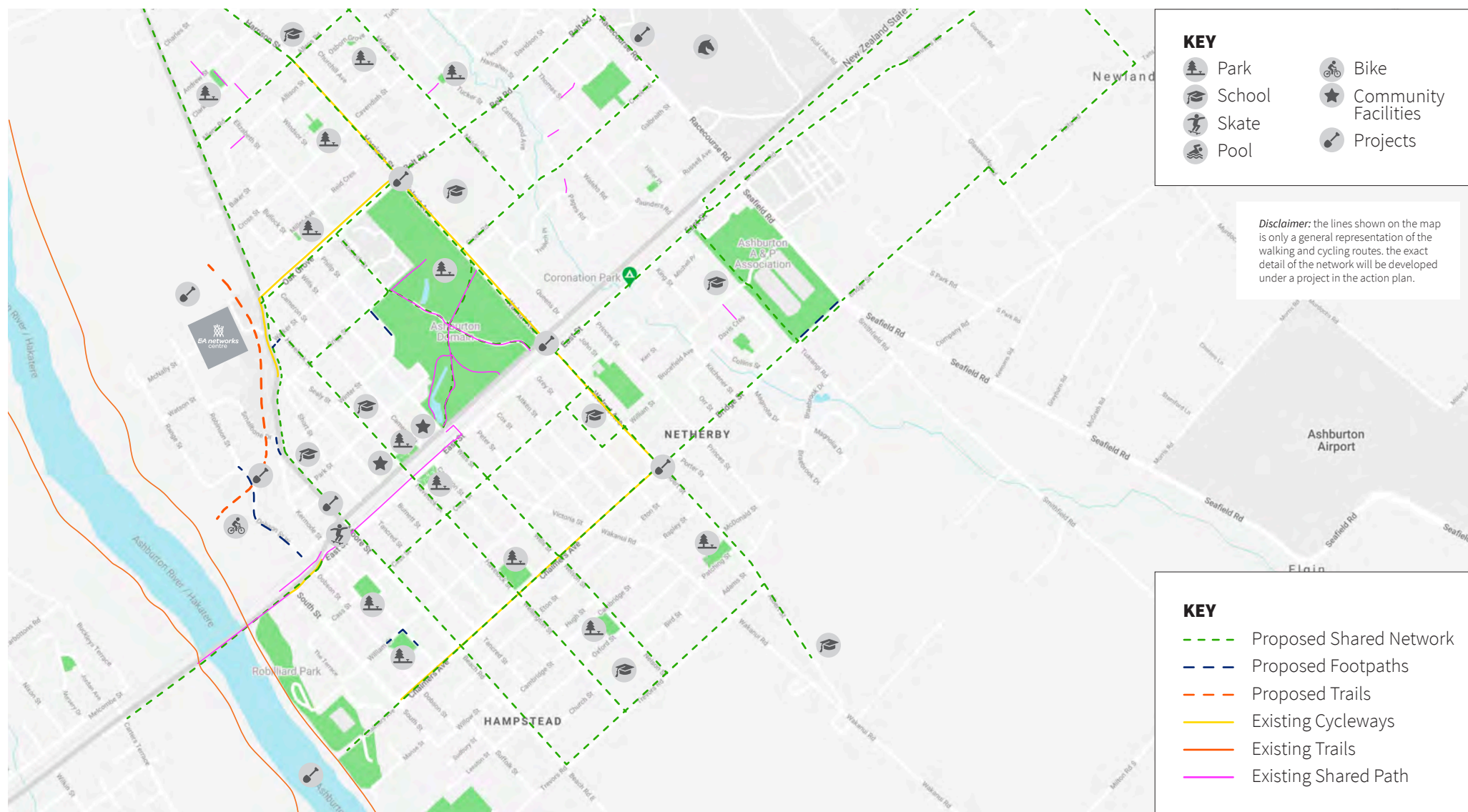




Appendix A - West Ashburton | Proposed Walking and Cycling Projects



Appendix A - East Ashburton | Proposed Walking and Cycling Projects



Appendix A - Tinwald | Proposed Walking and Cycling Projects



Appendix B - **Monitoring and review**

A Walking and Cycling Working Group will be formed to undertake the monitoring and review of this Strategy. The group will be made up of Council staff and elected members. A Council staff member to co-ordinate and take ownership of the Strategy may be required.

Monitoring and reporting

The progress of actions and projects outlined in the Implementation Plan will be monitored. If any actions or projects become unfeasible, they may be removed. New actions and projects can be added by the Working Group and approved by Council as required. Progress and monitoring information will be reported through the Working Group, as and when that information is available. A brief report on progress on the Strategy's implementation will be prepared as part of Council's overall annual reporting.

In addition to the actions and projects, several key aspects will be monitored. These relate to uptake and participation, progress on cycling infrastructure (as this is where the most effort is required) and community satisfaction.

Uptake and participation

Monitoring uptake and participation will enable Council to identify overall walking and cycling trends, predict future trends and provide evidence-based funding applications. It allows the vision of 'More

people, more active, more often' to be monitored. This will be achieved by:

1. Adding the latest Household Travel Survey results to the historical database and showing this visually. The aim should be to reduce the current downward trend and an upward target can be established once the 2019 results are published by Statistics NZ.
2. A survey of residents every two years (using the same questions as the 2019 survey) to measure time spent walking and cycling and frequency.
3. A School Travel Survey every two years to monitor active travel to school (a 2020 baseline survey is required as the last survey of this scale was 2006). A target can be set from the baseline survey.
4. Undertake annual walking and cycling counts at key locations during the same time periods used in this Strategy.

Progress on the cycling infrastructure development

A plan to ensure there is a footpath on one side of each street in Rakaia and Methven is straight forward to implement within the existing renewals budget. Urban cycle infrastructure is desired by the community but funding will need to be obtained.

5. Keep a running total of the length of urban cycling infrastructure (the baseline is 5.5km off-road and 9km cycle lanes).

Community satisfaction

Understanding how people feel about the walking and cycling environment will also provide a good basis for monitoring the Strategy progress.

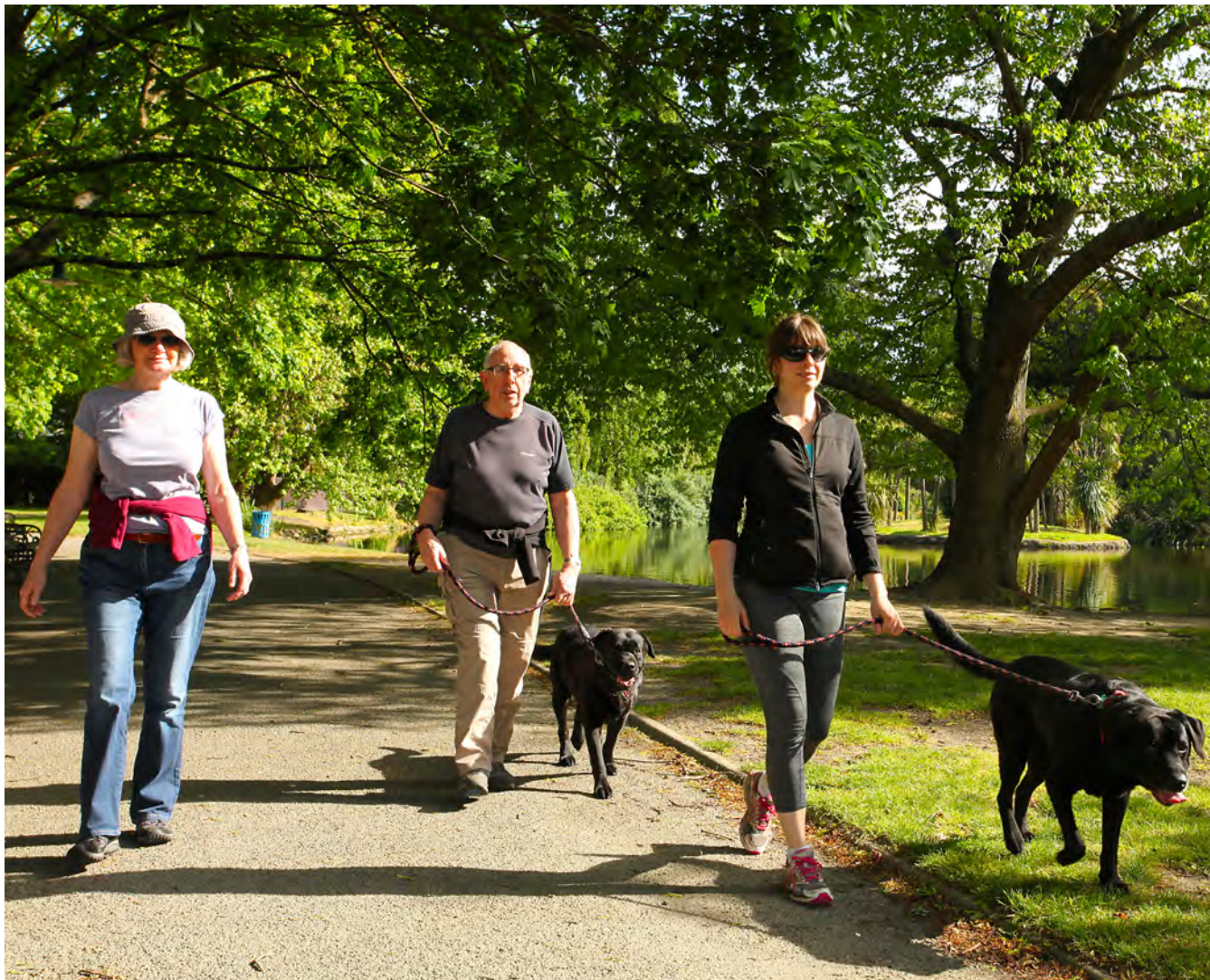
6. A survey of residents every two years (using the same questions as the 2019 survey) to measure satisfaction with the district's walking and cycling provision.

It is recommended that a question about footpath satisfaction is added to the Annual Residents Survey to capture more data.

Review

The Walking and Cycling Strategy will be reviewed every five years. The Implementation Plan will be reviewed on a three-year cycle coinciding with Council's LTP. This review cycle reflects the need to maintain alignment with the national funding programmes and related projects regionally and locally.

Appendix C - **Glossary of terms**



Glossary of terms

Accessibility – The measure of how easy it is for someone to participate in a desired activity or to get to a particular destination.

Arterial – A major route in a system of roads.

Collector roads – Larger urban roads that link to arterial roads. In rural areas, these are smaller roads linking smaller communities to arterial roads.

Severance – Separation of people from facilities, services and social networks they wish to use within their community; changes in comfort and attractiveness of areas; and/or people changing travel patterns due to the physical, traffic flow and/or psychological barriers created by transport corridors and their use.

Sharrow markings – Markings that indicate a cyclist can share a traffic lane with other vehicles.

Walkability – The extent to which walking is readily available as a safe, connected, accessible and pleasant mode of transport.

Wayfinding – The process or activity of determining someone's position and planning and following a route.

Appendix D - Recreation Mountain biking Trails

Mountain bike tracks in the district includes

Mt Hutt Bike park

Mt. Hutt Bike Park boasts a 30km+ trail network, from a family friendly XC loop to epic single track, double-black diamond technical descents and with some nice climbs to link it all together*.

The Park could be access through Rosehill Road via McLennans Bush Road and State Highway 77.



Ashburton MTB Loop

Running along the Ashburton River near the CBD is Mountain Bike Ashburton's purpose built mountain bike track. The full loop is 11.5km but can be shortened by turning around in several places*.

The loop could be access via multiple locations which include ACL Skill Park, Ashburton Bridge, Melrose Rd etc.

River Walkway

The Walkway was created primarily for walkers, runners and dogs to avoid collisions with cyclists on the busy MTB Loop. Beginner cyclists may also take this route*.

The walkway could be access via multiple locations which include ACL Skill Park, Melrose Rd etc.

Ashburton/Hakatere River Trail

Following the north side of the river, you can ride from Ashburton to the Hakatere beach settlement and river mouth. It is a wide two-way track open to bikers, walkers and horse riders 17km long (one way)*.

The trail could be access via multiple locations which include MTB Loop, Trevors Rd, Hakatere Huts etc.



* Information of the bike trails were reference from the mountain bike club websites

Lake Hood Trail

The Lake Hood Trail follows the south side of the river for 7km from Ashburton to Lake Hood. It is a wide two way track suitable for walkers and bikers of beginner skill level. A loop of the lake will add another 6km to your ride and there's some great pump tracks for the kids too.*

The trail could be access via multiple locations which include Ashburton Bridge, Lake Hood etc.



Mountain biking Trails

The mountain bike trails have been maintained by Local Trail Associations including but not limited to Mountain Bike Ashburton and Bike Methven. The District is privileged to have volunteers from these clubs to help maintain the mountain bike trails.



* Information of the bike trails were reference from the mountain bike club websites

It's
Our
Place



9. Environment Canterbury Draft Long-Term Plan 2021-31: Submission

Author	<i>Emily Reed; Corporate Planner</i>
Activity manager	<i>Toni Durham; Strategy & Policy Manager</i>
General manager	<i>Jane Donaldson; Group Manager, Strategy & Compliance</i>

Summary

- The purpose of this report is for Council to consider a submission to the Environment Canterbury Draft Long-Term Plan 2021-31.
- The submission is due Sunday 11 April 2021.

Recommendation

1. That Council:

- 1.1 Receives the report.
- 1.2 Approves the submission to Environment Canterbury on the draft Long-Term Plan 2021-31.

Attachment

Appendix 1 Ashburton District Council draft submission

Background

The current situation

1. Environment Canterbury are currently consulting on their draft Long-Term Plan 2021-31.
2. The consultation document poses one significant decision, with two options:

Option 1: Statutory work, prior commitments and accelerating key initiatives (*ECan's preferred option*)

Option 2: Statutory work and prior commitments

3. The proposed average rate increases across the 10 years are as follows, under Option 1:

Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
24.5%	9%	3.7%	1.5%	2.2%	2.9%	2.2%	4.4%	3%	3.2%

4. The key issues covered by the plan include:
 - protecting and improving our freshwater, including implementing central government's new 'Essential Freshwater' package
 - reducing emissions via a well-utilised, low emission public transport network
 - Covid-19 economic recovery work, including pest control
 - flood protection and infrastructure
 - enabling compliance with the rules
 - climate change and community resilience
 - active regeneration of the natural environment and tree planting programme
 - building community engagement (including youth engagement) and alignment with other agencies
 - data sharing, sharing information and knowledge for optimal decision-making.

Options analysis

Option one – Do nothing

5. This is not the recommended option. Council may decide to stay silent and not make a submission on the Plan. This could result in Council missing an opportunity to advocate on behalf of the district.

**Option two – Approve the submission as attached in Appendix One
(recommended option)**

6. This option would see Council officers lodge the appended submission to Environment Canterbury.

Legal/policy implications

7. The lodging of a submission does not breach or trigger any statutory or legal duty of the Council.

Financial implications

8. There are no financial implications in making this submission.

Requirement	Explanation
What is the cost?	Officer resource in preparing the submission. This has been met from within existing operating budgets.
Is there budget available in LTP / AP?	Yes
Where is the funding coming from?	Strategy & Policy
Are there any future budget implications?	No
Reviewed by Finance	No

Significance and engagement assessment

9. The overall significance level in regards to the preparation of this submission is considered low.

Requirement	Explanation
Is the matter considered <i>significant</i> ?	No
Level of significance	Low, not significant
Level of <i>engagement</i> selected	1. Comment – informal 2-way communication
Rationale for selecting level of engagement	The rationale for selecting the ‘comment’ level of engagement is because the draft submission was prepared following discussion with Council officers and elected members.
Reviewed by Strategy & Policy	Toni Durham; Strategy & Policy Manager

Submission

Environment Canterbury Draft Long-Term Plan 2021-31

PREPARED BY: Ashburton District Council
PO Box 94
ASHBURTON

SUBMITTED TO: Environment Canterbury
PO Box 345
CHRISTCHURCH 8140

mailroom@ecan.govt.nz

Introduction

- 1.1 Ashburton District Council (Council) welcomes the opportunity to comment on Environment Canterbury's draft Long-Term Plan 2021-31.

About Ashburton District

- 1.2 Located an hour's drive south of Christchurch, more than 35,300¹ residents live in the Ashburton District, with the main town of Ashburton accounting for over 50% of residents. The rest of our residents live rurally or in smaller towns or villages.
- 1.3 Ashburton District has experienced moderate and sustained population increase since the mid-1990s, increasing by 23% between 2006 and 2013 (a 3.3% increase per year). This growth is now slowing, with an average growth of 1.3% per year since 2013.

Option 1 versus Option 2

- 1.4 The consultation document poses two options for Environment Canterbury's programme of work over the next 10 years. Council supports Option 2: statutory work and prior commitments.
- 1.5 Council supports this second option due to concern over the significant rate rise associated with both options. It is Council's view that only work that is already committed or required to meet statutory requirements should be progressed at this point and that projects that are not necessary right now, are delayed to help reduce the rate rise.

Uniform Annual General Charge (UAGC)

- 1.6 The Revenue & Financing Policy appears to take the view that properties with a higher capital value (CV) have an increased ability to afford higher rates. While Council acknowledges that the general rate must be used in some cases, disagrees with this assumption.

¹ Source: Statistics New Zealand Population Estimates 30 June 2020

- 1.7 Council opposes the low use of the Uniform Annual General Charge (UAGC) and recommends that Environment Canterbury increases its use of this rating tool.
- 1.8 It is noted that the Draft Revenue and Financing Policy states that targeted rates are used to *'ensure that the cost of an activity is borne by the group(s) deemed to derive most benefit from it, or who contributed to the need for the activity'*. Council agrees with this statement, however, considers this principle has not been applied consistently. The following list of work has been identified that Council believes could be funded in an alternative way.

Water and land portfolio

- *Working together for healthy land and water* – this is a people focussed activity leading the Canterbury Water Management Strategy collaborative arrangements with rūnanga, zone committees and other key organisations. Council suggests this is moved from the General Rate to the UAGC, or targeted UAGCs are created per zone committee.
- *Stewardship of land and water* – this is a people focussed activity reviewing water and land campaigns and implementation programmes. Council suggests this is moved from the General Rate to the UAGC.
- *Freshwater resilience* – this is a people focussed activity, supporting intergenerational multi-stakeholder catchment-based key projects that restore freshwater environments and build community support. Council suggests this is moved from the General Rate to the UAGC.

Biosecurity and Biodiversity

- *Leading and partnering for biodiversity outcomes* – this is a people focussed activity enabling, leading and supporting partnerships. Council suggests moving this from the General Rate to the UAGC.

Climate Change and Community Resilience

- *Leading community resilience* – this is an activity focussed on collecting data to better communicate natural hazard information to people. As this is people focussed, Council suggests the UAGC rather than General Rate would be more appropriate.
- *Managing the coastal environment* – not all areas of Canterbury will be affected by climate change coastal environments and we therefore, do not see the general rate as being appropriate to fund this activity. Council suggests either a targeted rating system or the UAGC would be more appropriate.
- *Climate change resilience* – this is a people focussed activity, involving engaging with stakeholders and the community. Therefore, Council suggests it would be more appropriately funded through the UAGC.

Regional and Strategic Leadership

- *Tuia partnership* – this is a people focussed activity strengthening and building the relationship with Papatipu Rūnanga of Canterbury. Council suggests this is more appropriately funded through the UAGC.
- *Engagement and influence* – this is a people focussed activity focussed on greater engagement and building of relationships. Council agrees that the youth engagement

activities should be funded through the UAGC, but also views the cost of stakeholder engagement should be funded in the same way – through the UAGC.

- *Investing for the future* – this activity covers the delivery of the long-term and annual plans. All residents create a need for this activity, and therefore, Council sees it would be more appropriately funded through the UAGC than the general rate.

Fees and charges

- 1.9 Council agrees with the use of fees and charges for activities where an individual directly benefits rather than a group or community as a whole.
- 1.10 Therefore, Council supports the proposal to use fees and charges to pay for activities such as consents, compliance and monitoring.

Transforming Public Transport

- 1.11 Council notes the inclusion of \$5,093 in the draft plan for our Community Vehicle Trust. Council thanks Environment Canterbury for the inclusion of this funding and wishes to note its support for the continuation of this program.
- 1.12 Council notes the continued funding of the Ashburton (Total Mobility only) of \$34,742 in 2021/11. For our eligible residents with accessibility issues this program enhances their quality of life, therefore we support this remaining in the ten year plan also.

Hekeao Hinds Managed Aquifer Recharge (MAR) project

- 1.13 This project has shown success in reducing nitrates and increasing groundwater supplies in the areas adjacent to the current sites. Therefore, Council supports the inclusion of funding towards the Hekeao Hinds MAR project in Year1 of the draft Long-Term Plan 2021-22 as stated in the corrected consultation information released on 30 March.
- 1.14 Council notes that the consultation document showed significant impact on our local community rates beyond year 2. While Council acknowledges that this was corrected and the impact is less significant, we remain concerned that the community will be unaware of the rate impacts from the inclusion of extra funding. Before any commitment is made by Environment Canterbury to enhance Year 2 funding for the Hekeao Hinds MAR project, we implore you to **directly** consult with the affected properties (in the Upper, Lower A and Lower B rating zones) of the local Hinds Plains community between the Ashburton and Rangitata Rivers.
- 1.15 The proposal to provide enhancements to the project from Year 2 would result in a considerable increase to rates for Lower A and B rating zone properties in our district, as highlighted in the table below.

	Property with \$830,000 CV	Property with \$9m CV	Property with \$10.4m CV
Current 2020/21 rate	\$402	\$4,280	\$6,214
2021/22 rate (Year 1 LTP - option 2)	\$728	\$7,675	\$10,489
2022/23 LTP (Year 2 @9% increase)	\$794	\$8,365	\$11,433
2022/23 LTP (Year 2 increase inc HHMAR enhancements)	\$879	\$9,288	\$12,868

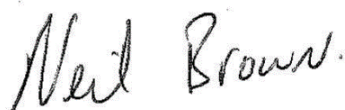
Borrowing to reduce the rate rise

- 1.16 Council supports the use of borrowing to fund the development of plans which have a life span of at least 10 years.
- 1.17 This will help to reduce the significant rate rise in Year 1 – increasing affordability of rates. In addition, Council strongly supports the principle of inter-generational equity – spreading costs across the ratepayers that will benefit across the years the plans will be in place.

North-east Ashburton water quality

- 1.18 Along with community members, Council is concerned about the quality of the water in the North-east Ashburton area. This area of the district obtains drinking water through wells, which are showing increasing levels of nitrates and E Coli.
- 1.19 It has been indicated that local industry may be responsible for the degradation of the ground water in this area. Council requests that Environment Canterbury continues to monitor closely compliance with consents for the local industry, to ensure groundwater degradation does not continue.

Ashburton District Council thanks Environment Canterbury for the opportunity to provide this submission. We do wish to be heard in support of this submission.



NEIL BROWN

Mayor



HAMISH RIACH

Chief Executive

10. Economic Development Quarterly Report to December 2020

Author *Richard Fitzgerald; Acting Economic Development Manager*
General Manager *Steve Fabish, GM Community Services*

Summary

- The purpose of this report is to provide Council with a high-level update on Economic Development activity and progress, through the final quarter of 2020.
- The report is framed around the seven pillars included in Council's adopted Economic Development Strategy and Action Plan.
- The sudden illness and subsequent resignation of the Economic Development Manager, Bevan Rickerby, has resulted in the Agricultural Portfolio Advisor, Richard Fitzgerald, assuming the role of Acting Economic Development Manager in a part time capacity alongside his existing responsibilities. This will continue until a suitable replacement Economic Development Manager is employed.
- Much of the business interaction over the late part of the quarter has involved the acting Economic Development Manager re-affirming the connection between ADC and other organisations.

Recommendation

- 1. That** Council receives the Economic Development Quarterly update for December 2020.

Strategy and Development Plan Update

Pillar 1: Signalling Council is Open for Business

This pillar relates to Council setting up, establishing its position, and delivering its services in a way that supports economic development.

Update

1. There have been a number of meetings across the District with Ashburton organisations and businesses to introduce the acting Economic Development Manager and provide a point of contact in the absence of Bevan Rickerby.
2. The Ashburton Employment Exchange was held at the MSA on 4th November. The event was split into employers and prospective employees for tailored sessions. After this, both groups came together for a meet and greet and where prospective employees could interact with employers. Several strong employment leads were established which led to employment placement of at least three people.
3. The Open for Business website has 276 businesses featured online.
4. The My Next Move project has moved to the planning phase with greater report detail provided under 'Pillar 6: Start-up, SMEs and Business Support.'

Pillar 2: Placemaking and Branding

Placemaking is about creating the space(s) where people want to live, work and play – places where people and business want to be.

Update

5. The fourth quarter was a very busy period for the Placemaking and Branding pillar with a number of events being run by Council. The Night of Lights event series, in addition to Bite Nite Re-Imagined, provided family friendly events which were well attended (the Light up the Christmas Tree was our largest ever event with an estimated 4000 attendees).
6. A Multicultural Festive Walk enabled ethnic communities to decorate empty shop windows. This improved migrant participation and belonging for migrant communities while also adding vibrancy to the town centre for the shopping season. Funding was received from the Ethnic Communities Development Fund to enable this. This links with the Placemaking and Branding pillar as well as migrant workforce attraction and retention work.
7. The Filipino Hut Garden was launched to publicly recognise and appreciate the relationship between Filipinos and the Ashburton District. This also created a sense of belonging for Filipinos and build understanding and greater inclusiveness by non-Filipino. Funding was received from the Ethnic Communities Development Fund

through the Hakatere Multicultural Council. This links with the Placemaking and Branding pillar as well as migrant workforce labour retention work.

Pillar 3: Unlocking Latent Potential

Developing a mechanism to deal with projects that come to Council.

Update

8. Work continued between the Acting Economic Development Manager and the Canterbury Employers Chamber of Commerce to support meaningful interaction between council and business, including better visibility of the Canterbury Employers Chamber of Commerce in our district. This will create a strong voice for Ashburton District businesses, allow CECC to advocate on behalf of their members and develop networking opportunities.
9. Welcoming Communities partnered with Ashburton Youth Council with ways to help deliver the annual Bite-Nite event in a multicultural and inclusive way. Funding was received from the Ethnic Communities Development Fund to go towards this.
10. Welcoming Communities worked closely with the Refugee Resettlement Service (RRS) to hold a stakeholder hui in November which fostered interagency planning, chaired by Mayor Brown.

Pillar 4: Agriculture and Technology

Assisting the agriculture and technology sectors' existing industry bodies to assimilate technology into the sector.

Update

11. The Portfolio Advisor contract has been confirmed and an Agricultural Portfolio Advisor engaged on a part time basis by the Council.
12. The first stages of the role have involved connecting with agricultural organisations to identify opportunities and constraints to agricultural success in the Ashburton District.
13. Connections have been established with Federated Farmers, DairyNZ, Beef and Lamb New Zealand, Agresearch, Foundation for Arable Research, MPI, ECAN, Landcare Research, ChchNZ, Lincoln University, and BLINC.
14. The role has also includes connecting with a cross section of farmers across the district as well as across different land use types to hear directly from farmers where they see opportunities and limitations moving forward.

Pillar 5: Natural Resource Management (a) water and (b) tourism and events

Protecting and enhancing the district's natural capital, particularly recognising water as a crucial resource.

Update

15. The National Policy Statement on Freshwater Management and associated legislation was passed into law in the third quarter, and it will present significant challenges to farm businesses not just in the Ashburton District, but nationally. Understanding the policy and how it will play out for the Ashburton District is very important. The impact for Ashburton District will be felt strongly through the freshwater soluble Nitrate requirements, however, other aspects of the policy statement and regulations are also significant.
16. A report on the potential impact of the National Policy Statement on Freshwater Management, and its economic impact, has been drafted and submitted to council.
17. The Council had accepted the report and commissioned a follow up report that estimates the economic impact of achieving a Freshwater soluble Nitrate level of 2.4mg.
18. Ongoing support for Experience Mid Canterbury/Christchurch NZ to market to the visitor sector and to widen their scope and area of influence. The focus has been on domestic tourism given the challenges with border closures and the decline in international tourism.
19. The Council events, Night of Lights and Bite Nite Reimagined help build a sense of belonging and community spirit, and have provided some light welcome relief to a demanding year under Covid – after event survey responses show that 59% of attendees loved the event. The development of a sponsorship structure saw the event's cost to Council decline by 60%. The aim of this is to continue to run great events for the community with reducing cost to the Council.

Pillar 6: Start-up, SMEs and Business Support

Lobbying, advocacy and influencing policy settings important to business.

Update

20. Economic Development continued working with outside agencies to ensure their effectiveness and functions help with positive interactions in our district. With key organisations such as Chamber of Commerce, MSD, MBIE, MPI, Chch NZ, NZTA, involved in conversations this area will continue to grow as a supportive function.
21. Sarah Parker from Ministry of Social Development has regularly attended ED team meetings to update her work broker role. She has met with key employers in the District eg Mt Hutt Ski, ANZCO, Talleys to support their employment processes.
22. We have held meetings with ChchNZ to ensure ADC is linked with their initiatives for business support. They are developing a cluster support model, particularly aimed at the Agri-innovation space.

23. Through the My Next Move project, an informal agreement with AA was made to trial learner licence testing in schools to remove distance as a barrier to sitting a test. Four trials across two colleges will take place over 2020 and 2021, with a decision on the continuation of the offering to be made following the final trial.
24. A surplus vehicle was donated by Council and the upkeep was sponsored by VTNZ, Neumanns Tyres, Johnson's Panel and Paint. The programme, while still in the early stages of development, is intended to support students who do not have access to a vehicle or lessons in learning to drive.

Pillar 7: Connecting and Supporting Infrastructure

Acknowledging Ashburton District's reliance on key infrastructure like roading and telecommunications.

Update

25. The Covid Recovery Economic Advisory Group have met several times with discussions on areas of transportation, construction, iwi, agriculture, hospitality, infrastructure, manufacturing, retail and tourism.

Legal/policy implications

26. This report directly relates to the 7 pillars agreed to and set under the *Economic Development Strategy and Action Plan*.

Financial implications

Requirement	Explanation
What is the cost?	Covered within operating budgets and grant funding received.
Is there budget available in LTP / AP?	Yes
Where is the funding coming from?	'My Next Move' Transition to work funding is supplied by MSD. PGF express funding is supplied by MBIE. Economic Development is 100% funded by General Rates.
Are there any future budget implications?	No
Reviewed by Finance	No; not required.

Significance and engagement assessment

27. The report discusses matters that are of significance to economic development, however, this report does not require any decision of Council.

11. Review of District Promotion

Author	Steve Fabish, GM Community Services
Activity manager	Steve Fabish, GM Community Services
General manager	Hamish Riach, Chief Executive

Summary

- This report presents results from an independent review and options analysis on the future delivery of Ashburton District Tourism Promotion undertaken by APR Consultants Ltd (APR). Its purpose is to inform decisions by identifying a preferred delivery structure for the outcomes sought by Ashburton District Council (Council).
- Contracting directly to ChristchurchNZ is the recommended approach. Key aspects being;
 - Increased overall value for money compared to CCO (e.g. administrative efficiency).
 - Greater level of Council budget flexibility to scale up or down each year.
 - Ability to provide clear and focussed outcomes through annual contracts and reporting processes.
 - Balanced against this, a lower level of skilled local tourism governance, although this may be mitigated through use of the Mid Canterbury Tourism Advisory Group to support strategic decision-making.
 - If Council agree to contract with Christchurch NZ then that should be for a 3 year period in order to allow a period of time to maximise the benefits of the contract, especially building out of a COVID 19 affected period with international visitors.
 - As part of the contract Christchurch NZ the KPI's should be reviewed in the new contract to be more specific on deliverables and results.

Recommendation

1. **That** Council agrees to enter into contract negotiations with Christchurch NZ, for the delivery of Ashburton district promotion, for a 3 year period, and
2. **That** KPI's are reviewed in the new contract to be more specific on deliverables and results.

Attachments

Appendix 1 Ashburton District Tourism Promotion Options Review

Background

The current situation

28. Tourism promotion is funded from a combination of general and targeted rates (capital value) as part of Council's Economic & Business Development. Its purpose is to encourage economic growth for the District.
29. Council Controlled Organisation (CCO) Experience Mid Canterbury (EMC) was established as a Trust in July 2013 with Council as the settlor.
30. Up until the beginning of 2020, Council Controlled Organisation (CCO) Experience Mid Canterbury (EMC) employed staff, operated Methven I-Site and undertook domestic and international tourism promotional activities with an annual budget of approximately \$375,000.
31. From early 2020, the COVID-19 global pandemic interrupted international tourism with New Zealand's borders closed. ChristchurchNZ Ltd proposed a joint destination marketing arrangement to the April 2020 Canterbury Mayoral Forum to support a collaborative regional approach.
32. With a desire to reduce the 2020/21 Annual Plan rates and due to Covid-19 creating a complete dropping off in international tourism for an undetermined period of time, Ashburton District tourism promotion funding was cut to \$195,000 and focusing on domestic travel only. The CCO used this funding to contract Ashburton's destination marketing services for 2020-21 to ChristchurchNZ Ltd (CNZ), Christchurch City's economic development and city profile agency.
33. Deliverables listed in the CNZ contract are:
 - ChristchurchNZ will employ a "Marketing Manager – Mid Canterbury Tourism" under a fixed term contract until 30th June 2021, to fulfil the duties of the agreement, and manage the day-to-day district tourism duties. The Marketing Manager – Mid Canterbury Tourism will be recruited from within the Experience Mid Canterbury staff made redundant in June 2020.
 - The roles and responsibilities are outlined in Schedule 1. A schedule of activity will be developed in conjunction with EMC upon signing of the agreement.
 - CNZ will work to achieve an agreed set of KPIs (Schedule 2), which will form part of CNZ's quarterly reporting to EMC.
 - As part of its service delivery, CNZ will develop a set of strategic destination priorities with EMC which will support decision making around activity.
34. EMC, as a CCO, was formally disestablished in early 2021.

35. The review consisted of analysis of exiting contract arrangements and performance against key performance indicators, feedback from key stakeholders and pro and con considerations for the 4 identified options of

- Not fund tourism promotion;
- Continue contracting District tourism promotion to ChristchurchNZ;
- Bring tourism promotion back in-house and employ staff to do the role; or
- Continue with a CCO to undertake tourism promotion.

Options analysis

36. Summary matrix (pros and cons)

Options	Advantages	Disadvantages
1. Stop funding tourism promotion	Free up operating revenue for an alternative use.	Lack of tourism promotion may slow District economic growth. Community expectation that Council will support tourism promotion in some manner. Loss of tourism connections, capability and capacity.
2. Contract directly to ChristchurchNZ	Stakeholder feedback identified a preference to continue contracting district tourism promotion to ChristchurchNZ. Contracting to ChristchurchNZ offers synergies within an integrated regional approach, offering greater reach and leverage of ratepayer funds. Ability for Council to take a relatively flexible approach to annual budgeting for tourism promotion (scale up or down). Local Marketing Manager providing a presence and point of contact.	Potentially less local coordination of tourism promotion. Potentially less ability to access additional revenue streams. Contract oversight by Council staff who have limited relevant tourism promotion experience.

	<p>Opportunity for Council to potentially make use of the Mid Canterbury Tourism Advisory Group to support strategic decision-making.</p> <p>Contract administration costs brought in-house for potentially tighter management by Council.</p>	
3. Bring tourism promotion back in-house and employ staff to do the role	<p>Directly accountability to the community.</p> <p>Directly able to manage delivery risks.</p>	<p>Subject to Council bureaucracy, timelines and politics.</p> <p>Not traditionally a core activity of Council (lack of focus).</p> <p>Limited ability to leverage additional funds or resources from non-ratepayer sources.</p> <p>Negative stakeholder feedback to this option.</p> <p>Potentially less efficient due to higher relative administration costs.</p>
4. Continue with a CCO model to undertake tourism promotion	<p>Independent.</p> <p>Streamlined decision-making.</p> <p>Commercially focused.</p> <p>Ability to raise funds from other sources and leverage off local activities.</p>	<p>Not directly accountability to the community.</p> <p>Administrative costs of oversight and performance reporting.</p> <p>Reduced ability for Council to directly manage risk.</p> <p>Less easily able to scale up or down than an external contract approach.</p>

37. Multi-criterion analysis

Options	A. Value for money	B. Council Budget flexibility	C. Local governance	Total score (max 15)
1. Stop funding tourism promotion	1	4	1	6
2. Contract directly to ChristchurchNZ	5	5	3	13
3. Bring tourism promotion back in-	2	3	4	9

house and employ staff to do the role				
4. Continue with a CCO model to undertake tourism promotion	3	4	4	11

38. Recommended District Promotion delivery structure

To transparently assess the options, selection criteria were developed based on (A) value for money, (B) Council Budget flexibility, and (C) local governance. Option two - Contracting directly to ChristchurchNZ is the recommended approach. Key aspects were:

- Increased overall value for money compared to a CCO model (e.g. administrative efficiency).
- Greater level of Council budget flexibility to scale up or down each year.
- Ability to provide clear and focussed outcomes through annual contracts and reporting processes.
- Balanced against this, a lower level of skilled local tourism governance, although this may be mitigated through use of the Mid Canterbury Tourism Advisory Group to support strategic decision-making. Looking ahead APR recommends keeping this group to provide ongoing connection and support.
- If Council agree to contract with Christchurch NZ then that should be for a 3 year period in order to allow a period of time to maximise the benefits of the contract, especially building out of a COVID 19 affected period with international visitors.
- As part of the contract Christchurch NZ the KPI's should be reviewed in the new contract to be more specific on deliverables and results.

Financial implications

Requirement	Explanation
What is the cost?	\$195,000 per year
Is there budget available in LTP / AP?	\$195,000 has been included in the 2021-31 Long Term Plan for Council's consideration.
Where is the funding coming from?	<p>Operating expenditure – targeted CV rate 50%, general rate 50%</p> <ul style="list-style-type: none"> Pro rata allocation based on the capital value of businesses in the Ashburton, Methven and Rakaia urban areas. <p>Capital expenditure</p> <ul style="list-style-type: none"> Sourced from operating expenditure, reserves or loan funding.
Are there any future budget implications?	No, the contract and the deliverables with Christchurch NZ, will need to match the budget.
Reviewed by Finance	Not Required

Significance and engagement assessment

Requirement	Explanation
Is the matter considered significant?	No
Level of significance	Medium significance
Level of engagement selected	2. Comment – key stakeholders have been engaged
Rationale for selecting level of engagement	While this report recommends the continued delivery of tourism services via Christchurch NZ, it considers alternatives that would equate to a change in the level of service for the community. History shows that the community has a high level of interest on some tourism-related decisions (such as the closure of the Ashburton i-site), therefore the report has been assessed to be of moderate significance. The timing of this report while the Long-Term Plan consultation underway is concerning and may see Council receiving feedback about this matter through submissions. There is a reputational risk for Council of making this decision ahead of the LTP submission process.
Reviewed by Strategy & Policy	Toni Durham; Strategy & Policy Manager

Next steps

Date	Action / milestone	Comments
7 April 2021	Council consideration of the report and recommendation	
May- June 2021	If recommendation is adopted, then contract negotiations with Christchurch NZ to be completed by end of June 2021	
1 July 2021	New contract starts	

ASHBURTON DISTRICT TOURISM PROMOTION OPTIONS REVIEW

PREPARED FOR

ASHBURTON DISTRICT COUNCIL

BY

APR CONSULTANTS LTD

24 MARCH 2021



SUMMARY

Introduction

This report provides an independent review of tourism promotion delivery in the Ashburton District, commissioned by Ashburton District Council in February 2021 and undertaken by APR Consultants Ltd. It comprised a desktop information review, a stakeholder survey and options analysis.

Background

Since July 2020, District tourism promotion funding has been substantially reduced and the Council Controlled Organisation (CCO) Experience Mid Canterbury (EMC) has contracted its service delivery to Christchurch City's economic development and city profile agency, ChristchurchNZ until 30 June 2021.

Tourism outlook

According to estimates from Infometrics, tourism GDP in Ashburton District in 2020 was estimated at \$95 million and represented a record high 3.8% of total GDP. Approximately two-thirds of tourism expenditure in the District in 2020 was from domestic visitors, mostly from the Canterbury Region (63%). International tourism is still on hold.

Tourism promotion performance review

The review involved compilation and analysis of performance evidence as summarised below.

Summary of performance information and evidence (2020-21 to date)

Performance indicators	Information and evidence
1. Employment of Marketing Manager – Mid Canterbury Tourism, with vehicle	<ul style="list-style-type: none"> Done
2. Quarterly progress and financial reporting to EMC	<ul style="list-style-type: none"> Same as EMC report to Council
3. Domestic visitor campaigns	<ul style="list-style-type: none"> Experience Mid Canterbury campaign Explore CHC (Canterbury campaign inclusion)
4. Industry partnership and engagements	<ul style="list-style-type: none"> Mid Canterbury Tourism Advisory Group – second meeting held 24 Nov 2020 (target of 4 annually) 11 tourism operators engaged in the NZTE Regional Business Partnership scheme Additional funding secured to create a series of capability training and support events for business partners, commencing February 2021
5. District media exposure	<ul style="list-style-type: none"> Planning a series of welcome videos from operators, to be promoted via YouTube to New Zealand and international markets
6. District Trade Exposure: Domestic & International	<ul style="list-style-type: none"> Engaging with key Australian wholesalers over the lockdown period (challenging)

Source: APR analysis of available information

Stakeholder survey

An email survey of key informants was undertaken to supplement the review of evidence of activities against KPIs. Stakeholders were informed of four options to consider regarding tourism promotion for Ashburton. Of the ten stakeholders who provided their opinions, the highest frequency identified was to continue contracting district tourism promotion to ChristchurchNZ.

Options analysis

Pros and cons of the identified options are:

Options	Advantages	Disadvantages
1. Stop funding tourism promotion	Free up operating revenue for an alternative use	Slower economic growth Community expectations Loss of tourism connections, capability and capacity
2. Wind down CCO and contract directly to ChristchurchNZ	Stakeholders preferred approach Synergies within a regional approach Flexible approach to annual budgeting Local Marketing Manager Potentially make use of Tourism Advisory Group to support decision-making Contract administration costs – tighter management by Council	Less local coordination of tourism promotion than under a CCO Potentially less ability to access additional revenue streams than under a CCO Contract oversight by Council staff who have limited relevant tourism promotion experience
3. Bring tourism promotion back in-house and employ staff to do the role	Directly accountability to the community Directly able to manage delivery risks	Subject to Council bureaucracy, timelines and politics Not traditionally a core activity Limited ability to leverage additional funds or resources Negative stakeholder feedback Potentially less efficient due to higher relative administration costs
4. Continue with a CCO to undertake tourism promotion	Independent Streamlined decision-making Commercially focused Ability to raise funds from other sources and leverage off local activities	Not directly accountability to the community Potentially higher administrative costs of oversight and performance reporting Reduced ability for Council to directly manage risk Less easily able to scale up or down than an external contract approach

Preferred delivery structure

To transparently assess the options, selection criteria were developed based on (A) value for money, (B) Council Budget flexibility, and (C) local governance. Winding down the CCO and contracting directly to ChristchurchNZ is the recommended approach. Key aspects were:

- Increased overall value for money compared to CCO (eg, administrative efficiency).
- Greater level of Council budget flexibility to scale up or down each year.
- Ability to provide clear and focussed outcomes through annual contracts and reporting processes.
- Balanced against this, a lower level of skilled local tourism governance, although this may be mitigated through use of the Mid Canterbury Tourism Advisory Group to support strategic decision-making. Looking ahead APR recommends keeping this group to provide ongoing connection and support.

- If Council agree to contract with Christchurch NZ then that should be for a 3 year period in order to allow a period of time to maximise the benefits of the contract, especially building out of a COVID 19 affected period with international visitors.
- As part of the contract Christchurch NZ the KPI's should be reviewed in the new contract to be more specific on deliverables and results.

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1.0 INTRODUCTION

1.1 Purpose

This report presents results from an independent review and options analysis on the future delivery of Ashburton District Tourism Promotion undertaken by APR Consultants Ltd (APR). Its purpose is to inform decisions by identifying a preferred delivery structure for the outcomes sought by Ashburton District Council (Council).

1.2 Approach

At the project commencement stage, Council staff provided APR with:

- Contact details to interview key stakeholders including key tourism interests and people involved in organisational delivery;
- Details of any funding agreements between Council and the tourism promotion organisation;
- Council LTP details around outcomes sought;
- Any other outcomes that Council is seeking around funding;
- Any other material decisions that Council has made as to how or why Council should or should not invest in tourism promotion; and
- Other information or preferences around the background to the four options that Council is considering.

APR worked with Council staff to arrange a phone meeting to discuss key stakeholders and tourism groups, the work plan and overall approach to the options review. The aim was to ensure a 'no surprises' approach.

APR compiled performance review information relative to identified key indicators and performance measures for each option. Secondary information sources are listed in Appendix 1.

This information was combined with key information interviews to develop a review of advantages and disadvantages for each option relative to Council's required outcomes. The results for each option were presented in a matrix table to support decision making, and a preferred option was identified based on specified criteria.

2.0 BACKGROUND

2.1 Tourism promotion funding

Tourism promotion is funded from a combination of general and targeted rates (capital value) as part of Council's Economic & Business Development. Its purpose is to encourage economic growth for the District.

2.2 Experience Mid Canterbury CCO

Council Controlled Organisation (CCO) Experience Mid Canterbury (EMC) was established as a Trust in July 2013 with Council as the settlor. As per the Deed, trustees were selected and recommended to Council by an Appointments Committee comprising the Mayor, Chief Executive, Chair of the Finance and Community Services Committee, and Chair of the Trust.

The original trustees comprised Jim Burgess (Councillor), Giles Beal (Chief Executive, Ashburton Licensing Trust), Dilan De Silva (Hospitality Consultant, Methven), Matthew Findlay (General Manager, Aeronautical Business Development, Christchurch International Airport), Kevin Holmes (Ashburton Branch Manager, Rothbury Insurance Brokers), Dr Dominic Moran (Managing Director, Moran Tourism Group Ltd) and James Urquhart (General Manager Operations, Mt Hutt, NZ Ski Ltd).

Up until the beginning of 2020, Council Controlled Organisation (CCO) Experience Mid Canterbury (EMC) employed staff, operated Methven I-Site and undertook domestic and international tourism promotional activities with an annual budget of approximately \$375,000.¹ Approximate costs in 2019-20 were:²

- \$60,000 operation of Methven I-Site.
- \$155,128 employment related costs.
- \$116,860 other operational expenses and overheads.
- \$43,000 governance, audit and accounting costs.

Service delivery is currently contracted out to ChristchurchNZ Ltd, which employs one local staff member. EMC's promotional website for the District remains functional including up-to-date event information.³

As of December 2020, EMC's trustees were as follows:

Table 1: Current EMC Trustees

Name	Position	Start
James Urquhart	Chair	14 July 2014
Gary Lee	Trustee	26 August 2016
Gareth Reed	Trustee	1 July 2018
Graham Russell	Trustee	1 October 2019
Chris Gourley	Trustee	1 October 2019

Source: EMC December 2020 Quarterly Review Report

2.3 ChristchurchNZ Ltd contract 2020-21

From early 2020, the COVID-19 global pandemic interrupted international tourism with New Zealand's borders closed. ChristchurchNZ Ltd proposed a joint destination marketing arrangement to the April 2020 Canterbury Mayoral Forum to support a collaborative regional approach.

With a desire to reduce the 2020/21 Annual Plan rates and due to Covid-19 creating a complete dropping off in international tourism for an undetermined period of time, Ashburton District tourism promotion funding was cut to \$195,000 and focusing on domestic travel only. The CCO used this funding to contract Ashburton's destination marketing services for 2020-21 to ChristchurchNZ Ltd (CNZ), Christchurch City's economic development and city profile agency.⁴ Payment arrangements were 50% on signing (2020), 25% paid on 30 January 2021, and 25% final payment on 1 May 2021.

The contract document notes that:

'This would see Canterbury work in greater cohesion with shared regional tourism services such as international travel roadshow attendance, Australia and domestic marketing, digital marketing, media and PR, industry engagement and product development. Districts of

¹ The Ashburton i-Site was permanently closed in 2017 following a review, while the Methven i-SITE Visitor Information Centre continues to operate.

² Source: EMC February 2020 Quarterly Review Report.

³ See <https://midcanterburynz.com/>

⁴ See www.christchurchnz.com

Canterbury would retain their local identity but benefit from a collective buy in to the activities creating greater efficiency and less overlap.

Due to the impact of Covid-19 on the funding of district tourism services within the Ashburton District, along with the benefits of a shared model such as that proposed by ChristchurchNZ, the EMC Board proposed to Council that their funding for the 2020-21 year be based on a new model for destination marketing performed by CNZ under contract; this was duly agreed by Council.'

EMC staff were made redundant on 1 July 2020, coinciding with start of the CNZ contract. A key deliverable was for CNZ to employ a Marketing Manager – Mid Canterbury Tourism under a fixed-term contract until 30 June 2021, to fulfil the duties of the agreement, and manage the day-to-day district tourism duties. The Market Manager was to be recruited from within the EMC staff made redundant.

The local manager was recruited by CNZ on 27 July 2020.

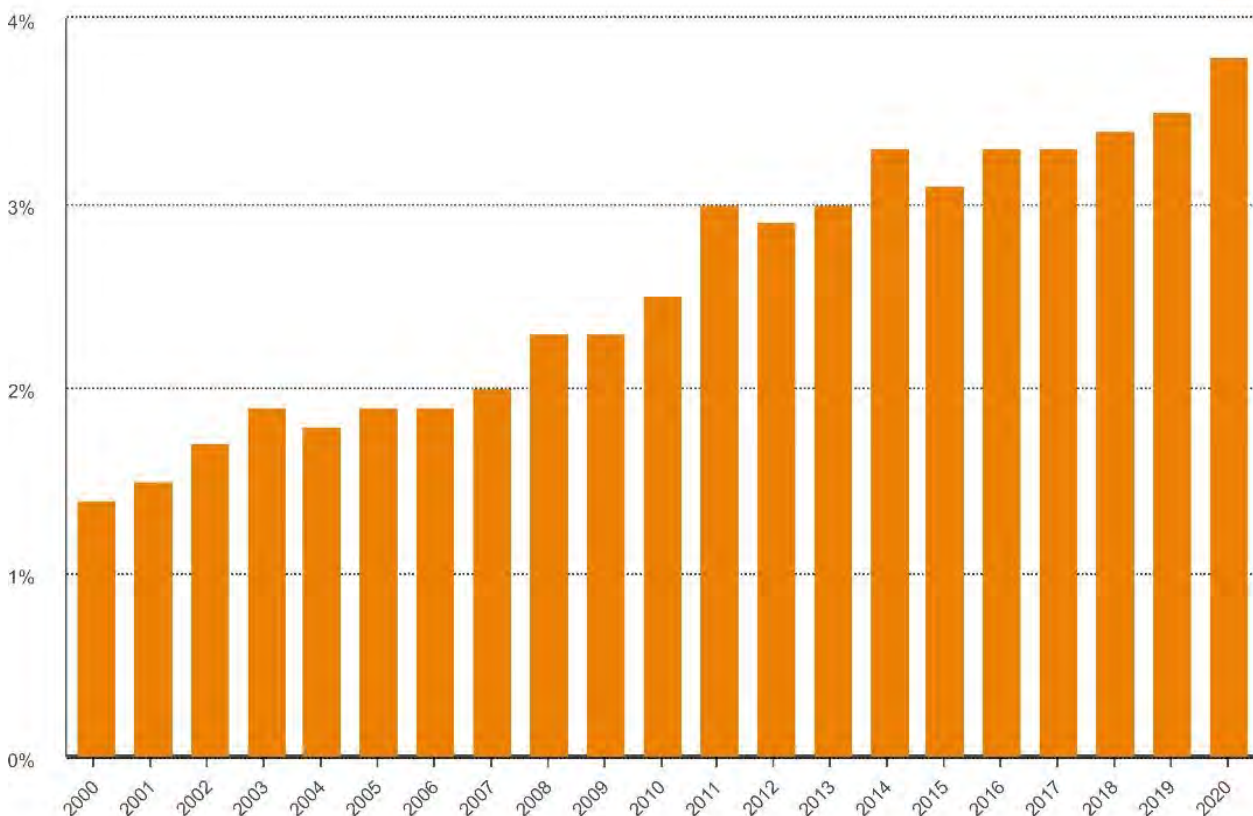
3.0 TOURISM OUTLOOK

3.1 Historical growth

Data from Infometrics shows:

- Tourism GDP in Ashburton District in 2020 was estimated at \$95 million, an increase of 7.4% compared to 2019 (national growth rate was 6.5% over the same period). This represented a record high of 3.8% of Ashburton District's total GDP (compared to 5.1% for New Zealand as a whole).

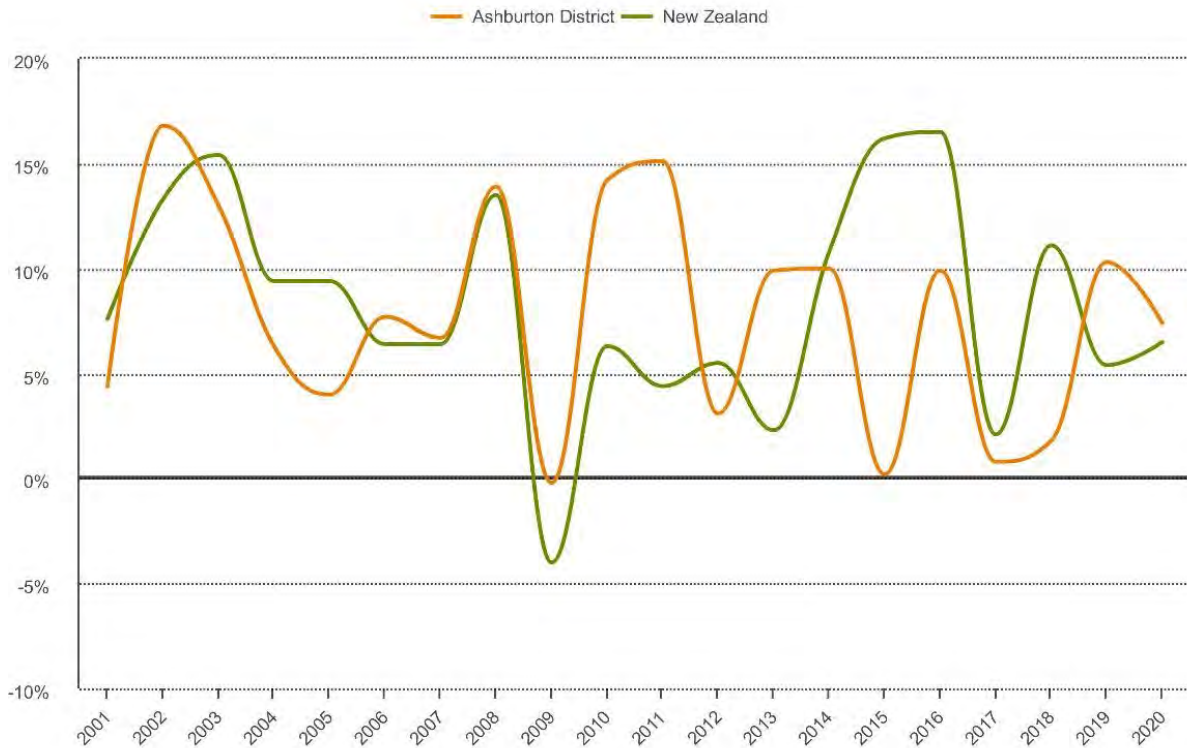
Figure 1: Tourism GDP as a percent of total GDP, Ashburton District 2002-20



Source: Infometrics, February 2021

Note: These figures are to the year ending March 2020, so do not include the full impacts of Covid-19.

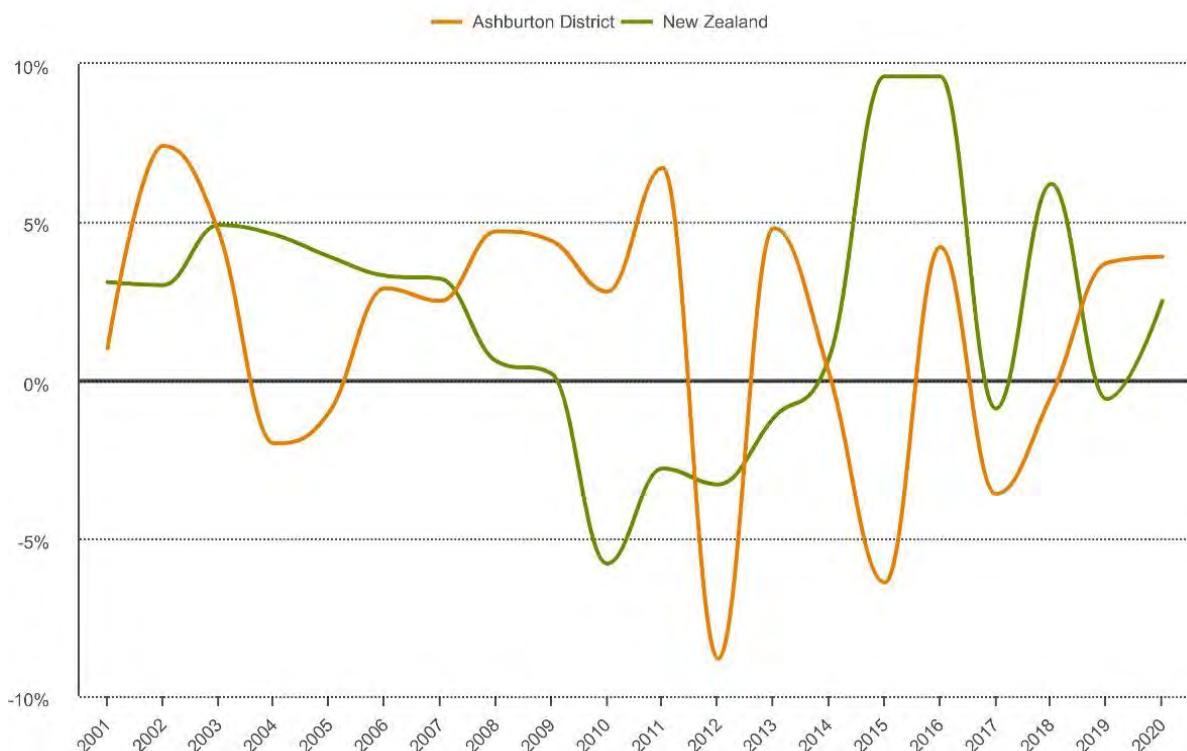
Figure 2: Tourism GDP annual growth, Ashburton District and New Zealand, 2001-20



Source: Infometrics, February 2021

- Tourism employment in the District in 2020 was estimated at 1,275 people, an increase of 3.9% (national growth rate 2.5%). This represents 6.7% of total employment in the District (compared to 8.7% for New Zealand as a whole).

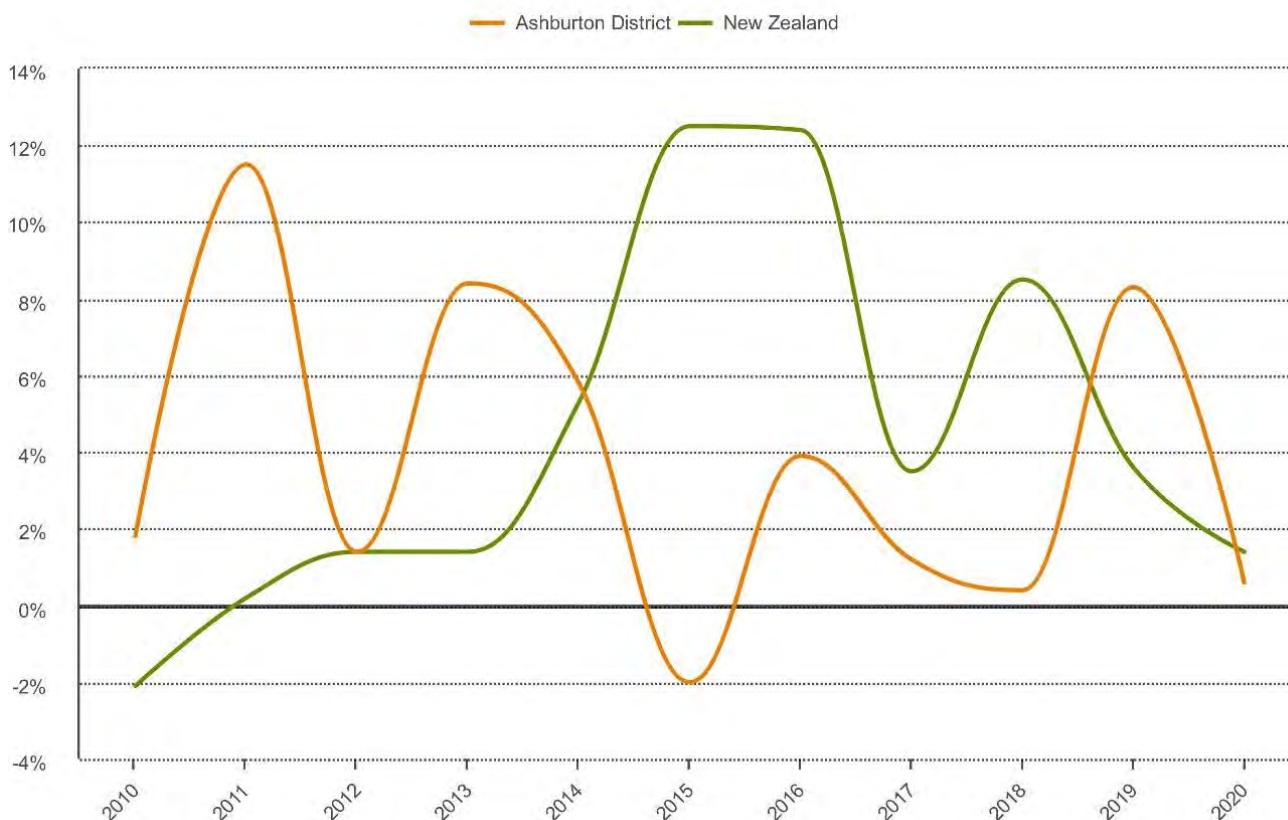
Figure 3: Tourism employment annual growth, Ashburton District and New Zealand, 2001-20



Source: Infometrics, February 2021

- Tourism spending in the District in 2020 was estimated at \$188 million, an increase of 0.6% (national growth rate 1.4%).

Figure 4: Tourism expenditure annual growth, Ashburton District and New Zealand, 2001-20



Source: Infometrics, February 2021

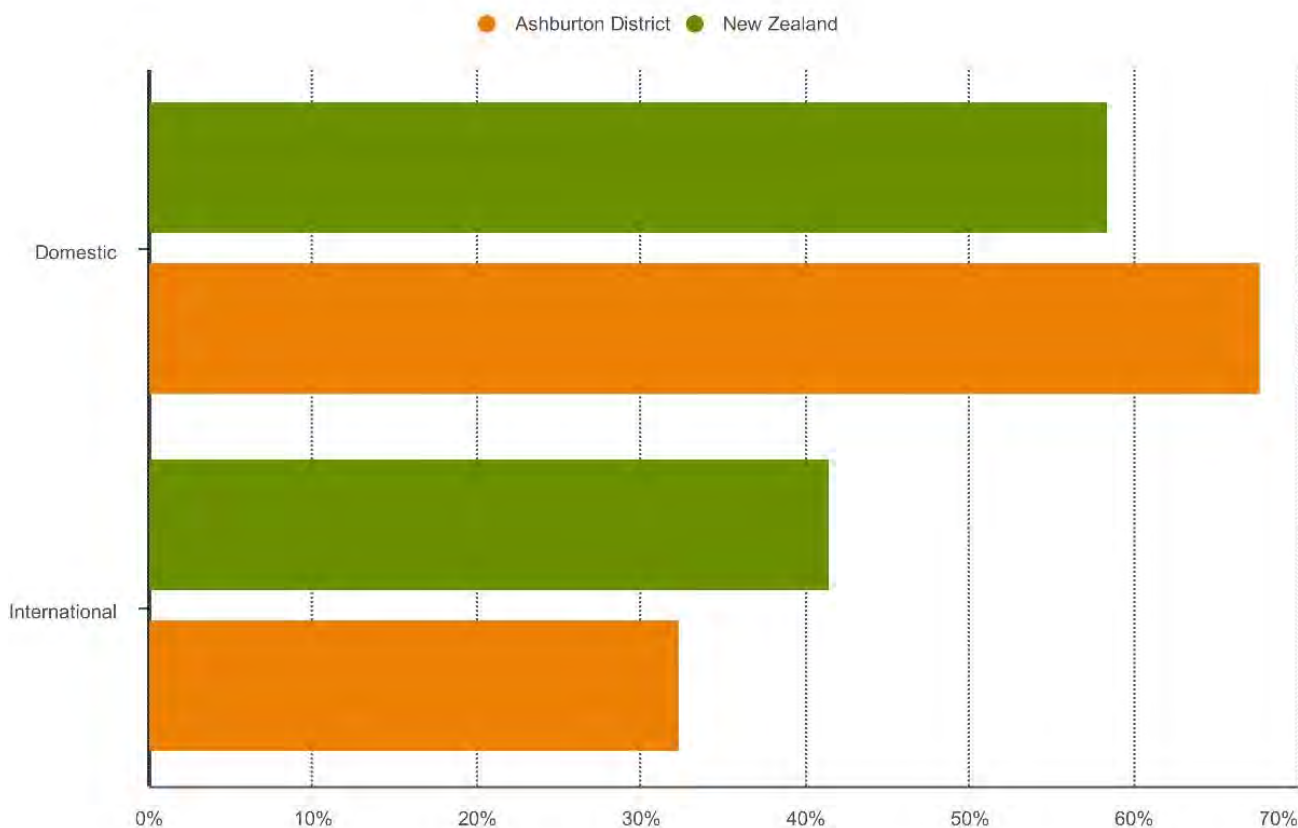
- Most tourism expenditure in the District in 2020 was on retail sales, food and beverages.

Table 2: Total tourist expenditure, Ashburton District and New Zealand, 2020

Category	Ashburton District		New Zealand	
	Expenditure	% of total	Expenditure	% of total
Accommodation services	\$11.8m	6.3%	\$3,257m	10.9%
Cultural, recreation, and gambling services	\$15.1m	8.1%	\$1,113m	3.7%
Food and beverage serving services	\$23.4m	12.4%	\$4,833m	16.2%
Other passenger transport	\$7.9m	4.2%	\$4,318m	14.4%
Other tourism products	\$13.1m	7.0%	\$3,589m	12.0%
Retail sales - alcohol, food, and beverages	\$21.0m	11.2%	\$2,613m	8.7%
Retail sales - fuel and other automotive products	\$35.3m	18.8%	\$2,227m	7.5%
Retail sales – other	\$60.2m	32.0%	\$7,934m	26.5%
Total	\$188.0m	100.0%	\$29,885m	100.0%

Source: Infometrics, February 2021

- Approximately two-thirds of tourism expenditure in the District in 2020 was from domestic visitors (compared to less than 60% for New Zealand as a whole).

Figure 5: Contribution to tourism expenditure by visitor type, Ashburton District and New Zealand, 2020

Source: Infometrics, February 2021

- Ashburton's largest sources of international tourist expenditure in 2020 were Asia (including China, Japan, Korea, Singapore, Malaysia, Indonesia, Philippines, India) followed by Australia.

Table 3: International tourist expenditure by source, Ashburton District and New Zealand, 2020

Country of origin	Ashburton District		New Zealand	
	Expenditure	% of total	Expenditure	% of total
Africa and Middle East	\$0.95m	1.6%	\$313m	2.5%
Australia	\$12.6m	20.8%	\$2,965m	23.9%
Canada	\$1.18m	2.0%	\$356m	2.9%
China	\$3.46m	5.7%	\$1,497m	12.1%
Germany	\$1.90m	3.1%	\$543m	4.4%
Japan	\$1.79m	2.9%	\$303m	2.4%
Korea, Republic of	\$1.72m	2.8%	\$286m	2.3%
Rest of Americas	\$0.64m	1.1%	\$219m	1.8%
Rest of Asia	\$23.9m	39.4%	\$1,614m	13.0%
Rest of Europe	\$3.36m	5.5%	\$1,098m	8.9%
Rest of Oceania	\$1.22m	2.0%	\$647m	5.2%
UK	\$3.60m	5.9%	\$1,021m	8.2%
USA	\$4.34m	7.2%	\$1,525m	12.3%
Total	\$60.7m	100.0%	\$12,388m	100.0%

Source: Infometrics, February 2021

- Ashburton's largest source of domestic tourist expenditure by far in 2020 was the Canterbury Region (63%), followed by Otago (7.2%) and Auckland (5.7%).

Table 4: Domestic tourist expenditure by source, Ashburton District and New Zealand, 2020

Category	Ashburton District		New Zealand	
	Expenditure	% of total	Expenditure	% of total
NZ:Auckland	\$7.29m	5.7%	\$3,446m	19.7%
NZ:Bay of Plenty	\$1.83m	1.4%	\$1,296m	7.4%
NZ:Canterbury	\$80.2m	63.1%	\$2,334m	13.3%
NZ:Gisborne	\$0.23m	0.2%	\$217m	1.2%
NZ:Hawke's Bay	\$1.02m	0.8%	\$640m	3.7%
NZ:Manawatu-Whanganui	\$1.92m	1.5%	\$1,086m	6.2%
NZ:Marlborough	\$1.91m	1.5%	\$235m	1.3%
NZ:Nelson	\$1.50m	1.2%	\$196m	1.1%
NZ:Northland	\$1.13m	0.9%	\$1,019m	5.8%
NZ:Otago	\$9.12m	7.2%	\$1,075m	6.1%
NZ:Southland	\$4.05m	3.2%	\$516m	2.9%
NZ:Taranaki	\$1.01m	0.8%	\$497m	2.8%
NZ:Tasman	\$2.06m	1.6%	\$249m	1.4%
NZ:Undefined	\$4.05m	3.2%	\$642m	3.7%
NZ:Waikato	\$3.17m	2.5%	\$2,057m	11.8%
NZ:Wellington	\$3.28m	2.6%	\$1,765m	10.1%
NZ:West Coast	\$3.39m	2.7%	\$229m	1.3%
Total	\$127m	100.0%	\$17,498m	100.0%

Source: Infometrics, February 2021

3.2 Uncertain future

Underpinning Council's decision-making on tourism promotion funding and other matters is continuing uncertainty from COVID-19. The New Zealand economy has been exhibiting promising signs in recent months including key economic indicators such as retail spending and house prices, and there is hope the vaccine rollout will help further boost the nation's economy recovery. While the domestic tourism outlook is promising for 2021, international tourism is still on hold.

One of the outcomes of contracting to ChristchurchNZ was to get more robust data around both international and domestic tourism. Noting this if Council continues with this contract a key area of focus is to get more robust domestic and international data (the latter if NZ's borders are open).

4.0 TOURISM PROMOTION PERFORMANCE REVIEW

4.1 Prior review and current activity levels

According to the prior LTP 2018-28, EMC was responsible for the delivery of tourism promotion services including the i-SITE located in Methven.⁵

'EMC is funded to help promote our tourism opportunities on the national and international stages, much of which is based around Mt Hutt Ski Field. The McGredy Winder Section 17A review recommended reviewing EMC's internal operations around providing two i-SITES and look to reallocating the operational funding of these towards more marketing and tourist events. With EMC now only operating the i-SITE in Methven, their focus for years one and two will be on developing the Tourism/Visitor Strategy, boosting revenue streams from the tourism operators who benefit directly from the service, and reducing the rating requirement for its operations. We have included an annual reduction of \$10,000 for EMC funding in each year of this LTP to reflect this.'

⁵ Page 134: www.ashburtondc.govt.nz/SiteCollectionDocuments/Long%20Term%20Plan/Long%20Term%20Plan%202018-28/LTP%202018-28%20Volume%201.pdf

For the 2020-21 financial year, District Tourism Promotion is focused on the domestic market and contracted to ChristchurchNZ Ltd for \$195,000 plus GST.

4.2 Outcomes and performance indicators

4.2.1 EMC Trust objectives

The July 2013 EMC Deed stated that the Trust's objects were:

- (a) To promote the Ashburton District as a visitor destination in New Zealand and overseas by all lawful means including but not limited to:
 - Marketing the district throughout New Zealand and overseas.
 - Promoting events and activities being held in the Ashburton District.
 - Working effectively with regional organisations including Christchurch and Canterbury Tourism, Christchurch International Airport Limited and other district and regional tourism organisations to promote tourism in the Canterbury region.
 - Promoting collaboration and effective working relationships between tourism operators in Ashburton District and regional and national tourism organisations.
 - Working effectively with Ashburton District Council, Grow Mid Canterbury and other local authorities, organisations and individuals in developing and providing technical, financial, marketing and advisory services to promote tourism within Ashburton District.
- (b) To serve as the voice of the district's tourism industry, including but not limited to:
 - Leading development and implementation of a tourism strategy for Ashburton District.
 - Providing advocacy for the local tourism industry, including to local and central government, media and industry relations.
 - Promoting recognition of the economic, social and cultural benefits that tourism brings to the district.
 - Acting as the tourism industry advisor to Ashburton District Council on all aspects of tourism and to cooperate and work with regional tourism agencies to achieve industry objectives.
 - Encouraging the development and improvement of facilities and services for the benefit of visitors.
- (c) To gather, analyse and distribute information relevant to the tourism and wider business interests of Ashburton District.
- (d) To encourage excellence in tourist amenities and standards and general service quality in Ashburton District businesses through promotion of industry training and accreditation standards.
- (e) To work with the Ashburton District Council and any other relevant agencies/providers to encourage the development of quality visitor attractions and experiences within the Ashburton District which complement and enhance the environmental, historical and cultural heritage of the district and add to the enjoyment of both residents and visitors.
- (f) To carry out its business in a manner that meets the requirements of a "Council Controlled Organisation" as that is defined in the Local Government Act 2002 or any subsequent amendment.

4.2.2 LTP service level targets

The prior LTP included service level targets for tourism promotion in relation to annual growth in EMC business membership ($\geq 2\%$ compared to 13% baseline in 2019/20) and an increase in total visitor guest nights ($\geq 2\%$). These are no longer applicable as EMC is wound up.

Current LTP service level targets for the Economic Development activity relate only to commercial property occupancy rates and business sector relationships. There is no direct performance measure for District Promotion.

4.2.3 ChristchurchNZ Ltd 2020-21 contract deliverables

Deliverables listed in the CNZ contract are:

- ChristchurchNZ will employ a “Marketing Manager – Mid Canterbury Tourism” under a fixed term contract until 30th June 2021, to fulfil the duties of the agreement, and manage the day-to-day district tourism duties. The Marketing Manager – Mid Canterbury Tourism will be recruited from within the Experience Mid Canterbury staff made redundant in June 2020.
- The roles and responsibilities are outlined in Schedule 1. A schedule of activity will be developed in conjunction with EMC upon signing of the agreement.
- CNZ will work to achieve an agreed set of KPIs (Schedule 2), which will form part of CNZ’s quarterly reporting to EMC.
- As part of its service delivery, CNZ will develop a set of strategic destination priorities with EMC which will support decision making around activity.

The Draft Budget (Schedule 3) represent the best estimate of the content and costs of anticipated activities from the agreement.

ChristchurchNZ undertook to:

- Keep a record of all expense items that are included in the activity cost and make these records available to MV upon request.
- CNZ will provide to EMC quarterly reporting of actual costs against budget no more than 30 days following the quarter they were incurred.
- Provide the Marketing Manager a vehicle and associated costs (including fuel) for work-related purposes, or un-charge the cost of travel to EMC for the employee’s duties (in addition to the budget in Schedule 3).
- Provide quarterly progress reports, including financial reporting, to EMC and make its representatives available in Ashburton for review meetings quarterly.
- Meet EMC on a quarterly basis to review quarterly reports and align for the next quarter.
- Establish a Mid Canterbury Tourism Advisory Group from key tourism stakeholders to provide support to CNZ in delivering the terms of the contract. A separate Terms of Reference will be drafted to oversee the management of this group which will meet quarterly.

Table 5: ChristchurchNZ roles and responsibilities (Contract Schedule 1)

Responsibilities	Roles
ChristchurchNZ – employs one staff member based between Mid Canterbury and the ChristchurchNZ offices to manage specific duties and be the face of tourism locally. The	<p>Role includes the below responsibilities to the level that can be delivered by 1 FTE to meet the KPIs outlined in Schedule 2:</p> <ul style="list-style-type: none"> • Local tourism stakeholder management including establishing and managing the Mid Canterbury Tourism

Responsibilities	Roles
specific term of the role is outlined in the position description.	<p>Advisory Group, and quarterly industry newsletters.</p> <ul style="list-style-type: none"> • Hosting travel trade and media famils. • Trade marketing, engagement and product updates. • Content development – written material to market the district and acquisition of photographic material. • Sales – active participation in NZ and Australian based trade events as appropriate. • Manages the local brand identity and domestic marketing campaigns into Christchurch or other national markets. • Destination management and local advocacy support for Council. • Operator upskill programmes x 2 per annum. • Local industry communications and newsletters. • Day to day contact person for Council on tourism issues.
ChristchurchNZ – Christchurch based team	<p>The delivery of the below services is up to the value of the budget outlined in Schedule 3. CNZ will track value provided to EMC through CNZ's internal project management process.</p> <ul style="list-style-type: none"> • Inclusion in ChristchurchNZ regional trade and consumer marketing of Canterbury. • Digital support and pages in association with ChristchurchNZ sites. • Allows access to ChristchurchNZ channels for local and domestic marking (subject to content approval). • Coordinate tradeshow exhibition booth under the Christchurch and Canterbury stand at TRENZ and lead on international travel tradeshow attendance as part of the Tourism New Zealand IMA programme. • Centralised Famil coordinator for travel trade, IMP and PR. • Data & Insights – 6-monthly reports from CNZ data ad insights team (2 annual). • Operator training (e.g., becoming wholesale ready) as part of ChristchurchNZ's Business Partner Programme, for industry members. • Regional destination management with the Canterbury Mayoral Forum. • Contract and team management. • Centralised CRM system for the use of the fixed term staff member. • Finance, IT and HR management and support for the fixed term staff member.
Ashburton District Council	<ul style="list-style-type: none"> • Retains own local brand identity. • Retains ownership of own channels and digital assets. • Undertakes Council obligations of destination management (infrastructure, toilets, etc). • Applies for PGF investment into new tourism infrastructure. • Sets annual strategic priorities in conjunction with ChristchurchNZ.

Source: CNZ contract

Table 6: ChristchurchNZ Mid-Canterbury KPIs 2020-21 (Contract Schedule 2)

KPI	Strategic Priority	Activity	Target	Measure	Risk
Appointment of Marketing Manager – Mid Canterbury Tourism	Undertake recruitment process for position that will undertake the destination marketing duties for CNZ	Recruitment	Recruit EMC/ former EMC employee unless no suitable candidate found	Appointment to position within 4 weeks of date of agreement	Unable to find suitable candidate amongst EMC employees/ former employees, requiring marketing of role
Target Domestic Visitors	Destination recovery	Domestic campaigns: 1 x Experience Mid Canterbury 1 x Explore CHC (Canterbury campaign inclusion)	Resident households in Christchurch, Canterbury, Wellington and Auckland with HHI above \$100,000	Reach: Canterbury – 365,000 digital impressions Auckland – 500,000 digital impressions Grow domestic GDP spend – establish baseline	Covid-19 re-emerges and New Zealand re-enters lockdown
Industry Partnerships and Engagement	Destination alignment	Create cohesion within the local tourism industry through regular engagement	Mid Canterbury Tourism Advisory Group meetings x 4 annually	Delivery of planned engagement	Lack of consensus between community groups
District Media Exposure	Domestic & local marketing, media and brand development	Host media famils to showcase Mid Canterbury in target markets	Domestic and Australia International long-haul of Covid-19 restrictions allow	\$4,000,000 EAV in 12 months	Note: EAV in 19/20 was \$11m, however this has been reduced due to the closure of international borders
District Trade Exposure: Domestic & International	Converting campaigns into visitation to Ashburton District	IBO Trade Famils Australian wholesale training Domestic packaging to generate sales	2 x inbound tour operator famils 1 x Australian travel wholesaler famil 2 x domestic package inclusions (House of Travel and Flight Centre)	Establish baseline Generate revenue through packages Grow domestic GDP spend establish baseline	Recovery of tourism is hindered due to Covid-19

Source: CNZ contract

Table 7: ChristchurchNZ Draft Budget 2020-21 (Contract Schedule 3)

Draft District Tourism Budget	Amount (excl. GST)
Centralised Manager CNZ (allocated to .5 FTE)	\$10,000
Overheads (Memberships, Desk, General Travel, etc)	\$10,000
District employee (“Marketing Manager – Mid Canterbury Tourism”)	\$75,000
Domestic and Trans-Tasman Marketing	\$25,000
Data & Insights	\$2,000
Christchurch local marketing for Mid Canterbury (utilising CNZ channels and media buy)	\$25,000
TRENT attendance	\$13,000
Trade engagement (ITOs, Australia)	\$15,000
Famils (hosting)	\$10,000
CNZ Management fee	\$10,000
Total annual budget year 1 – 2020-21 FY	\$195,000

Source: CNZ contract

4.3 Summary of evidence

The review process involved compilation and analysis of information and evidence as shown below, along with responses to key questions from informants.

Table 8: Performance information and evidence (2020-21 to date)

Performance indicators	Information and evidence
1. Employment of Marketing Manager – Mid Canterbury Tourism, with vehicle	<ul style="list-style-type: none"> • Done.
2. Quarterly progress and financial reporting to EMC	<ul style="list-style-type: none"> • Same as EMC reporting to Council.
3. Domestic visitor campaigns	<ul style="list-style-type: none"> • 1 x Experience Mid Canterbury campaign – Actively engaging with the wider South Island, Auckland and Wellington via social media to drive summer visitation. • 1 x Explore CHC (Canterbury campaign inclusion).
4. Industry partnership and engagements	<ul style="list-style-type: none"> • Mid Canterbury Tourism Advisory Group – second meeting held 24 Nov 2020 (target of 4 annually). • 11 tourism operators engaged in the NZTE Regional Business Partnership scheme. • Additional funding secured to create a series of capability training and support events for business partners, commencing February 2021.
5. District media exposure	<ul style="list-style-type: none"> • Planning a series of welcome videos from operators, to be promoted via YouTube to New Zealand and international markets.
6. District Trade Exposure: Domestic & International	<ul style="list-style-type: none"> • Engaging with key Australian wholesalers over the lockdown period (challenging).

Source: APR analysis of available information

4.3.1 EMC Quarterly Review Report February 2020

EMC's February 2020 report noted the 'Coronavirus outbreak' was expected to reduce spending from the Chinese and Rest of Asia markets, but at the time there was hope the outbreak would be isolated and its impacts short-lived:⁶

"There have been many media stories in recent weeks of other districts across New Zealand who are suffering from significant downturn from the virus, in many ways, this is due to their extensive focus on the Chinese market. Over recent years EMC has used its learning from the SAR's and Christchurch Earthquake situations to ensure we diversify our markets. So, while the Coronavirus will have some impact on our overall visitor spend, we hope that the work we are doing in the Australian market will help to recover any loss."

Highlights of the February 2020 EMC Quarterly Report included:

- In October 2019, EMC travelled to Brisbane to promote Mid Canterbury at the Flight Centre World Expo courtesy of Christchurch Airport.
- In November 2019, trained 100 Australia Travel Agents at the Tourism New Zealand 100% Aussie Specialist training famil in Christchurch.

⁶ The first case of the disease in New Zealand was not reported until 28 February 2020.

- New social media campaign targeting residents from the North of the South Island travelling South for their Christmas Holidays to stop, eat and stay in Ashburton and not get caught up in the traffic delays.
- MBIE Visitor Spend data to the end of November 2019 confirmed spending was on track to achieve EMC's visitor spend objective in the Statement of Intent 2019 – 2020. "Pending the impacts of the Coronavirus outbreak, we should meet the \$193m target."
- "Methven i-Site Visitor Information Centre has had the most challenging summer on record. While this is consistent across all i-Site's nationwide, it's made it very difficult for the Methven i-Site team to create a profitable return. Retail sales have been significantly decreased due to the lack of foot traffic into the i-Site. EMC advanced funds in November and December to ensure the i-Site wasn't carrying debt. We are hoping for a stronger revenue outcome as we move into the winter months."

At a meeting on 31 October 2019, Mayor Neil Brown had requested that EMC board members and management review their 2019-20 budget and provide a full review of further funding required to support tourism growth in the Ashburton District. The February 2020 Quarterly Review Report subsequently included a funding proposal requesting an increase in annual funding of \$90,000 + GST, plus additional funding for audit and governance fees. This would have increased annual funding from \$374,988 to \$501,829. Key areas identified for additional funding included:

- Growing the domestic tourist portfolio by engaging in consumer marketing content (e.g., billboards and cinema activities in major cities).
- Growing the US tourism market including through social media content and trade events.
- Growing the 'Rest of Asia' tourist market (e.g., Singapore, Malaysia, Indonesia, Philippines, India) via travel agents, wholesales and corporate travel facilitators.

4.3.2 EMC Quarterly Review Report December 2020

By December 2020, District tourism promotion was being contracted by EMC to CNZ. Report highlights included:

- Estimated annual tourism spend to October 2020 showed a deep decline in overall spend. MBIE was forecasting general visitor spend for the Ashburton District in 2020 at \$152m compared to \$165m previously forecasted in July 2020. This decline was an overall trend across Canterbury and was expected in the shoulder session of the visitor calendar.
- Feedback from EMC's business partners was positive for the summer period December 2020 to March 2021, with many reporting good forward bookings that should see a solid increase in domestic visitor spend over this period.
- EMC had been actively engaging with the wider South Island, Auckland and Wellington via social media to drive summer visitation.
- "As a direct consequence of EMC's agreement with ChristchurchNZ, we have been able to secure additional funding to create a series of capability training and support events for our business partners. We will commence these events in February 2021. The events will be held over 4 months and will focus on amplifying their brand, marketing content, storytelling, packaging of product, tourism distribution channels, e-commerce, and social media. In April we will hold a one-day mega-meet with tourism operators in Mid Canterbury and Selwyn providing an opportunity for more collaborative partnerships."
- "We are working on a concept to promote the districts visitor assets through the eyes of our business partners. We will shoot a series of welcome videos from our operators and will

promote the campaign via YouTube to New Zealand and international markets. We will start the shoot at the end of January.”

- “We are preparing ahead for when the borders open. We have been engaging with many of our key Australian wholesalers over the lockdown period. This has been challenging as many of our preferred product managers and skills agents have been made redundant from the industry. As a result, we are formalising a process to re-train new and existing product managers. We will commence this program in January using Zoom and key Mid Canterbury assets.”
- “We have been running a social media campaign leading up to the summer period called “Forget the Bach! Come play & stay in our backyard this summer”. We have been focusing on themes – food, gardens, adventure and walking. We will continue the daily posts over the summer period to drive website visitors and physical visits.”
- The Mid Canterbury Tourism Community Advisory Group (MCTAG) met for the second time on 24 November 2020 in Methven and discussed the event funding strategy and how to support ADC with the funding; Economic Recovery Strategy – Common themes were more signage, more events and collaborative packaging from business partners; and marketing plans for domestic and international markets pending border openings.

EMC has aligned its marketing strategy to the COVID-19 alert levels as follows:

- Alert Level 4 (full country lockdown) – No visitor promotional activity, EMC focus on supporting local industry, operator training and advocacy.
- Alert Level 3 (retail and hospitality possibly still closed) – EMC promote and encourage local online shopping, some social media of inspirational imagery to the local market only (e.g., Selwyn, Timaru District).
- Alert Level 2 (heavy border restrictions, retail and hospitality allowed) – EMC restart promotions with local and South Island campaigns only. Collaborative campaign “Explore CHC” is designed to get people to travel to Christchurch & Canterbury to explore our backyards. Maintain South Island visitors, plan for the next level for domestic visitors and possibly a Trans-Tasman bubble. EMC will also be engaging at this point with Tourism New Zealand launching a national campaign to drive domestic travel.
- Alert Level 1 (heavy border restrictions, retail and hospitality allowed) – EMC focus on domestic, VFR (Visiting friends and relatives) and maybe trans-Tasman. If public health policy allows, EMC will reinstate the Events Calendar to increase community well-being and drive domestic visitation. Continued content creation and digital engagement with offshore travel trade partners and NZ based Inbound tour operators. Continue campaigns with the Canterbury Collaborative which will sit under the national Tourism New Zealand campaign. At Alert level 1 – Air New Zealand will be able to start domestic operations, but the process will be slow. (2-3 Months).
- Alert Level 0 – There are two scenarios at Alert Level 0 (12 – 15 months away):
 - a) Limited International markets and economies still at risk – EMC to focus still on domestic and trans-Tasman and buoyant economies, such as China and US.
 - b) International markets stable and travelling (effective vaccine in place) – probable shift in what key visitor markets look like, possible reduced flights and cruise connectivity – Industry rebounds. Timing, type and level of activity may vary by sector and market. Diversification of markets critical for long-term success.

4.3.3 CNZ Quarterly Report to EMC

The CNZ contract includes undertakings to provide quarterly progress reports to EMC, including financial reporting, and to make its representatives available in Ashburton for review meetings quarterly.

- CNZ will work to achieve an agreed set of KPIs (Schedule 2), which will form part of CNZ's quarterly reporting to EMC.
- CNZ will provide to EMC quarterly reporting of actual costs against budget no more than 30 days following the quarter they were incurred.

On 24 February 2021 as part of this review and assessment, Council on behalf of APR requested EMC to provide a copy of the CNZ quarterly reporting to EMC. In response, the Chair provided a copy of the December 2020 EMC Quarterly Review Report to Council. The table below compares the content of this report to undertakings above. The December 2020 report also included information about completion of EMC's annual audit for 2019-20 but did not include information on actual costs against budget for 2020-21.

Table 9: EMC December 2020 Review Report vs KPIs in Contract Schedule 2

KPI	Reported activities
Appointment of Marketing Manager – Mid Canterbury Tourism	Manager appointed within agreed period.
Target Domestic Visitors	Domestic campaigns: 1 x Explore CHC (Canterbury campaign inclusion). 1 x Experience Mid Canterbury. Actively engaging with the wider South Island, Auckland and Wellington via social media to drive summer visitation – Media campaign “Forget the Bach! Come play & stay in our backyard this summer”.
Industry Partnerships and Engagement	Mid Canterbury Tourism Advisory Group – second meeting held 24 Nov 2020 (target of 4 annually). Discussion included event funding strategy, economic recovery strategy, and marketing plans for domestic and international markets pending border openings. 11 tourism operators engaged in the NZTE Regional Business Partnership scheme Additional funding secured to create a series of capability training and support events for business partners, commencing February 2021.
District Media Exposure	Planning a series of welcome videos from operators, to be promoted via YouTube to New Zealand and international markets.
District Trade Exposure: Domestic & International	Engaging with key Australian wholesalers over the lockdown period (challenging).

Source: APR analysis of EMC Quarterly Review Report December 2020 vs CNZ contract schedule 2 KPIs

5.0 STAKEHOLDER SURVEY

5.1 Introduction

An email survey of key informants was undertaken to supplement the review of evidence of activities against KPIs.

Information and opinions were sought from key Council staff, ChristchurchNZ Ltd staff and local tourism operators (refer Appendix 2).

Following an introductory email from Council, APR invited stakeholders to participate in this study. A total of ten shareholders replied to the email and provided input into these results.

Key results are summarised as follows, with a full set of verbatim comments in Appendix 3.

5.2 Survey results

5.2.1 Preferred option

Stakeholders were informed of four options to consider regarding tourism promotion for Ashburton:

1. Not fund tourism promotion;
2. Continue contracting District tourism promotion to ChristchurchNZ;
3. Bring tourism promotion back in-house and employ staff to do the role; or
4. Continue with a CCO to undertake tourism promotion.

Of the 12 stakeholders who provided their opinions, the highest frequency identified was to continue contracting district tourism promotion to ChristchurchNZ. This was identified by 83.3% of stakeholders. The second highest option was to continue with a CCO undertaking tourism promotion (16.7%). A further stakeholder (8.3%) identified bring tourism promotion back in-house and employ staff to do the role (although their comments were more to do with having a staff member working with ChristchurchNZ and attending meetings etc) and 16.7% identified other options for promotion.

Table 10: Stakeholder feedback on Council's options

Option	Number	Percent
2. Continue contracting District Tourism promotion to ChristchurchNZ	10	83.3%
4. Continue with a CCO to undertake tourism promotion.	2	16.7%
3. Bring Tourism promotion back in-house and employ staff to do the role	1	8.3%
1. Not fund tourism promotion	0	0.0%
Other	2	16.7%
Sample	12	100.0%

Note: Not additive as respondents comments could apply to multiple categories

A sample of comments includes:

- *A CCO is the best option, but it needs adequate funding....*
- *... Cannot bring tourism in house. Economic Development did not work with a Council employee doing it.... Do not provide enough funding for a CCO.*
- *The current model of contracting to ChristchurchNZ has merits in that it offers synergy and essentially allows for one big zone with a regional perspective.*
- *A CCO is the best option, but it needs adequate funding. If more funding is not available, then contracting to ChristchurchNZ is the best option....*
- *CCO preferred option if adequately funded.*
- *By taking a wider approach and collaborating with partners such as ChristchurchNZ, Ashburton District Council can better direct their funding towards meaningful impact such as that undertaken in the last year while CNZ has been managing the contract...*
- *I believe it would be detrimental to the wider Ashburton district not to continue funding tourism post the Covid-19 pandemic. The visitor sector offers significant benefits to the district....*
- *...A district focused staff member, in an advisory role rather than a management role, should be employed, with a 50/50 time split between ADC and Christchurch NZ offices....*

5.2.2 What works well now and why?

When asked what works well and why, the most frequently mentioned theme was promotion through Christchurch NZ (identified by 72.7% of stakeholders). This was followed by the formation of an advisory board (18.2%) and the draw of the region (18.2%).

Table 11: Stakeholder feedback on what works well

	Number	Percent
Promotion through Christchurch NZ	8	72.7%
Formation of advisory board	2	18.2%
The draw of the region	2	18.2%
Collaboration/consolidated approach to marketing	1	9.1%
Draw of key attractions	1	9.1%
Promotion through Christchurch NZ but improvements suggested	1	9.1%
Other	1	9.1%
Sample	11	100.0%

Note: Not additive as respondents comments could apply to multiple categories

A sample of comments includes:

- *CNZ has worked well. Must be controlled in Canterbury. Needs to know what is going on. CNZ works closely with the Airport. They know who is coming in. Hub works well together. Can get data quickly. Businesses get the backend support and knowledge. Get marketing and finance teams that one man could not do alone. We know them (CNZ).*
- *Prior to the change from a CCO, tourism promotion was unable to attain the same reach that it has been able to achieve since working in with Christchurch NZ. For what it has lost in autonomy, it has gain in advertising buying power, skilled resources and access to industry insights and data. To return to a CCO, Ashburton District Council would require significant investment for resources and budget for marketing. In this current climate it would not seem viable to do that as well as competing in the same space as Christchurch NZ for the same clients....*
- *When appropriately funded, the CCO model is clearly superior to the inhouse model of visitor promotion employed by some other councils. Failing that being an option, partnering with an adjacent regional tourism promoter (such as ChristchurchNZ) can work well too.*
- *Working well with ChristchurchNZ. Have the staff and back-office people. Don't need to supply accounts department etc....*
- *... The Advisory Tourism Board is a great start. We haven't actioned much yet! The reach is going to be bigger if we stay with CHC otherwise we are starting from scratch. The relationships are already there. We have to communicate and work together....*
- *Promotion of our region as opposed to a single destination has worked well. Kiwis are more likely to explore the whole region and offerings not just the highlight destinations....*
- *For both domestic and International tourism, the initial draw is the region and key attractions and everything else gets discovered by association. I think continuing to contract though CCT is the best way forward.*
- *When appropriately funded, the CCO model is clearly superior to the inhouse model of visitor promotion employed by some other councils. Failing that being an option, partnering with an adjacent regional tourism promoter (such as ChristchurchNZ) can work well too.*
- *...The recommendation to the Experience Mid Canterbury Board and the Canterbury Mayoral Forum for a consolidated approach to destination marketing. In the last year as Covid-19 has ravaged the tourism industry, the RTOs and DTOs of Canterbury have recognised the need for greater collaboration, which has been further supported by Central Government who directed both Strategic Tourism Assets Protection Programme and Regional Events Funding to ChristchurchNZ to distribute amongst the districts of Christchurch.*
- *Mid Canterbury is getting some domestic coverage by being included in the nationwide promotional campaigns.*

5.2.3 What things don't work so well and why? What could be improved?

When asked what things didn't work so well and why and what could be improved, the highest grouping was better connection with Christchurch NZ/promotion agencies (62.5%), funding for tourism promotion too low (50.0%), increased promotion of region on Christchurch NZ website

(37.5%), relationships between Council and Experience Mid Canterbury (37.5%), support for tourism from Ashburton District Council (37.5%) and things to do in Ashburton (25.0%).

Table 12: Stakeholder feedback on what doesn't work well

	Number	Percent
Better connection with Christchurch NZ/promotion agencies	5	62.5%
Funding for tourism promotion too low	4	50.0%
Increased promotion of region on Christchurch NZ website	3	37.5%
Relationships between Council and Experience Mid Canterbury	3	37.5%
Support for tourism from Council	3	37.5%
Things to do in Ashburton	2	25.0%
Increased promotion of region on NZ Tourism website	1	12.5%
Time to connect with promotions	1	12.5%
Other	2	25.0%
Sample	8	100.0%

Note: Not additive as respondents comments could apply to multiple categories

A sample of comments includes:

- *Is it working? I don't think it is at the moment. I'm a bit frustrated with it all. I hope this process will help give more direction as to what we want to see. We need to find someone who is a local, who is passionate about our district and make Christchurch NZ accountable and share our stories and vision. What is our story and vision? The Advisory Tourism Board is a great start....*
- *Funds have been reducing. With Council funding depleting, have to look for alternative funds. Funding for CNZ is too low....*
- *... the decision to wind up EMC had nothing to do with the CCO model not being the preferred model, indeed, it is absolutely the best model for tourism promotion, if given the appropriate level of funding to operate. After the cost of compliance, governance and wages, the net cash available for tourism promotion was rather limited. In more recent years, the Board I understand have been unfortunately inwardly focused, given concerns over dwindling reserves and weak balance sheet....*
- *... We have to give them a reason to come. Sell our story....*
- *Things are a lot better now than they were as a CCO. Because they have the funding now to do it... CNZ – good job at promoting the area....*
- *.... A better connection with ChristchurchNZ and direct contact with various departments could be useful depending on activities planned and support needed. More lead in time to connect with planned campaigns with ChristchurchNZ in order to communicate district attractions....*
- *... We have to give them a reason to come. Sell our story....*
- *What hasn't worked so well is the focus on the bigger picture and diversity of the region and what it has to offer. Instead, CHCNZ is focused on the iconic attractions of the region providing less of a focus on developing tourism in the mid canterbury region. The region has great potential to grow as a tourism destination and mark its unique stamp on things.*
- *... A better connection with ChristchurchNZ and direct contact with various departments could be useful depending on activities planned and support needed. More lead in time to connect with planned campaigns with ChristchurchNZ in order to communicate district attractions....*
- *... The trouble is Mid Canterbury is a big area, they will have to be very careful how they spread the marketing budget out, so each district gets their share. Nothing is driving people to Ashburton. There is no evidence and so we need that VOICE....*
- *Funds have been reducing. With Council funding depleting, have to look for alternative funds. Funding for CNZ is too low. The budget for some companies is greater than what they have to promote the entire region. Council is supporting in words, but then pull out that support when money is mentioned. Need to look at operating costs and fund appropriately.*
- *... Lack of advertising and marketing for the area. I feel a lack of inclusion under CHCH NZ at the moment. You have to show people what is here, not just tell them but also, we need more things to do to drive people here. We had a session provided by TNZ, Experience Mid Canterbury and CHCH NZ last week. It would have been good if someone from the Council was there as support for the district*

business who are all having a tough time right now. Just wondering if anybody got invited from the Council?

- *Mid Canterbury is not fully represented within the domestic market. Only Methven and Mt Hutt are being promoted...*
- *The risk is with having no communication or a good working relationship and the provider...*

5.2.4 Any thoughts around current and potential markets?

When asked about thoughts around current and potential markets, the highest grouping was understanding current visitor flows to Ashburton (66.7%), the development of key attractions/events (55.6%), followed by focus on domestic market (55.6%), strategies to get drivers to stop in the district (55.6%) and strategies to get visitors to stay overnight (44.4%).

Table 13: Stakeholder feedback on current and potential markets

	Number	Percent
Understanding current visitor flows to Ashburton	6	66.7%
Development of key attractions/events	5	55.6%
Focus on domestic market	5	55.6%
Strategies to get drivers to stop in the district	5	55.6%
Strategies to get visitors to stay overnight	4	44.4%
Having the right people running the districts promotion	2	22.2%
Overseas promotion	1	11.1%
Other	1	11.1%
Sample	9	100.0%

Note: Not additive as respondents comments could apply to multiple categories

A sample of comments includes:

- *Domestic market is the biggest. Has dropped approximately 15% over the past year...*
- *Good way to measure activity is to look at linen hire. Activity down about 25% due to Covid...*
- *The Methven bike park is rapidly becoming one the of the best in NZ and further development of this will make it a significant drawcard to the region.*
- *To grow tourism in Mid Canterbury there needs to be more attractions and events occurring all year round that drive visitation...*
- *Clearly domestic is where it's at. Wellington market has always been seen as an opportunity not yet fully tapped into....*
- *I think the more important thing here is having the right people leading and managing the district's visitor strategy....*
- *To grow tourism in Mid Canterbury there needs to be more attractions and events occurring all year round that drive visitation....*
- *As a District, Ashburton has several challenges which require a strategic approach to supporting the development of a cohesive visitor strategy.*
- *The districts strongest market is the corporate traveller and those visiting friends and family.*
- *Exploring potential. Strong movement around developing provenance and fruit story.*

5.2.5 Further ideas that might enhance tourism in the district?

When asked for further ideas that might enhance tourism in the district, the highest grouping was Council showing that tourism is important to them (60.0% of stakeholders). This was followed by needing a better presence of Ashburton and individual townships in marketing (50.0%), the natural advantages of the region (40.0%) and needing to increase Council funding of tourism (40.0%). These were followed by promoting domestically (20.0%).

Table 14: Stakeholder ideas to enhance tourism in the district

	Number	Percent
Council to show that tourism is important to them	6	60.0%
Better presence of Ashburton and individual townships in marketing	5	50.0%
Natural advantages of region	4	40.0%
Need increased Council funding	4	40.0%
Promote domestically	2	20.0%
Ashburton District Council attendance at agency meetings	1	10.0%
Central location	1	10.0%
Encourage collaboration	1	10.0%
Promote internationally	1	10.0%
Other	1	10.0%
Sample	10	100.0%

Note: Not additive as respondents comments could apply to multiple categories

A sample of comments includes:

- *A far better online presence for the district. Spilt into towns instead of all mixed up together presenting a confusing message for potential visitors....*
- *... I believe Methven needs to be the hub to the region as it sits between the high-country lakes and mountains the Rakaia and Ashburton....*
- *Council funding. Council needs to be in or out. Seem keen until it is time for money to be allocated....*
- *Council must fund tourism. Improvements needed in Ashburton....*
- *Councillor's need to be up front and honest with rate payers - do they support visitor promotion and the contribution of tourism (both domestic and international) to the local economy, or not....*
- *Have a council with a wider understanding and scope for tourism. Every year our regional council pulls /reduces spend on the tourism sectors.*
- *.... We have to give them a reason to come. Sell our story...*
- *Ashburton can benefit from growth into Christchurch International Airport once borders reopen but should not forget the clear opportunity the domestic market could deliver for the District...*
- *There are endless opportunities to improve the current arrangement...establish quarterly meet ups...encourage collaboration with other operators.....*
- *Main focus if the ski field. Need to be able to leverage of that.*

6.0 OPTIONS ANALYSIS

This section further explores the following Council options:

1. Stop funding tourism promotion;
2. Wind down CCO and contract directly to ChristchurchNZ;
3. Bring tourism promotion back in-house and employ staff to do the role; or
4. Continue with a CCO to undertake tourism promotion.

6.1 Stop funding tourism promotion

If tourism promotion were unfunded then Council could free up operating revenue for an alternative use.

However, the reason that Council invests in tourism promotion and other economic development activities is that they are public goods deemed to have community value and which would not otherwise be provided by free markets.

While an exit from tourism promotion funding is an option for Council, this would reduce the stated aim of boosting the revenue streams of tourism operators who benefit directly from the service, along with downstream economic benefits to the broader economy and rating base.

The limited amount of stakeholder consultation undertaken for this review identified a desire for Council to demonstrate greater commitment to funding district tourism promotion. Additional views would have been expressed through Long Term Plan consultation and other community feedback.

6.2 Wind down CCO and contract directly to ChristchurchNZ

Stakeholder feedback identified a preference to continue contracting district tourism promotion to ChristchurchNZ. Positive comments included:

- *... If more funding is not available, then contracting to ChristchurchNZ is the best option....*
- *Continue contracting district tourism promotion to ChristchurchNZ.*
- *I believe that the best option forward for the Mid Canterbury region is to remain with ChristchurchNZ.*
- *... Think moving forward Council should continue with ChristchurchNZ. Other two options are no good....*
- *Strongly recommend continuing to work with ChristchurchNZ.*
- *The current model of contracting to ChristchurchNZ has merits in that it offers synergy and essentially allows for one big zone with a regional perspective.*
- *CNZ has worked well. Must be controlled in Canterbury. Needs to know what is going on. CNZ works closely with the Airport. They know who is coming in. Hub works well together. Can get data quickly. Businesses get the back-end support and knowledge. Get marketing and finance teams that one man could not do alone. We know them (CNZ).*
- *Prior to the change from a CCO, tourism promotion was unable to attain the same reach that it has been able to achieve since working in with Christchurch NZ. For what it has lost in autonomy, it has gain in advertising buying power, skilled resources and access to industry insights and data.... In summary, Ashburton District Council will find it difficult to replace the value they have gained by working in with ChristchurchNZ.*
- *Working well with ChristchurchNZ. Have the staff and back-office people. Don't need to supply accounts department etc. Currently Bruce Moffit is brilliant. Responsible for bringing Virgin to NZ and then sold it. Works well with Christchurch Tourism. Good having Mandarin speaking staff. Could never do that as a district tourism CCO. Have put in good networking things – Canterbury wide operators. CNZ fifth biggest RTO in NZ. Do a fantastic job. CNZ – good job at promoting the area...*
- *... Have someone from Council liaison with CHCH so we know what is going on and who is doing what.*
- *... I think the Council need to get more involved with Christchurch NZ and Experience Mid Canterbury....*
- *...By taking a wider approach and collaborating with partners such as ChristchurchNZ, Ashburton District Council can better direct their funding towards meaningful impact such as that undertaken in the last year while CNZ has been managing the contract...*
- *In my opinion, the contract with ChristchurchNZ should have taken place 2-3 years ago, as in doing so would have saved costs and driven more visitors to the district than Experience Mid Canterbury could have on its own...*
- *A mixture of option 2 and option 3 would be the most ideal outcome for the district...*
- *Current status quo. Need specialist people who are linked into the wider network of tourism.*

There could be some advantage in retaining a CCO to provide adequate local governance, seek alternative funding sources, and leverage off the promotional marketing budget through additional activities.

Alternatively, a streamlined approach in terms of administration and accountabilities would be for Council to contract directly to ChristchurchNZ, while ensuring there is a local presence in the form of a Mid Canterbury Manager. This approach could potentially make use of the Mid Canterbury Tourism Advisory Group to support strategic decision-making.

6.3 Bring tourism promotion in-house

Bringing the tourism promotion activity in-house would involve directly employing additional staff.

Advantages of bringing the tourism promotion activity in-house include:

- Direct accountability to the community.
- Ability to directly manage service delivery risks.

Disadvantages include:

- Less streamlined decision-making – reliant on Council processes and timelines to make strategic decisions, along with underpinning politics influences.
- Tourism promotion is not traditionally a core activity of Council – in-house staff engaged in this activity would be managed by staff with a broader Council focus rather than a commercial focus.
- As a Council activity there would be a higher expectation of reliance on ratepayer funding, with little incentive or ability to seek funds from other sources such as donations.
- Potentially decreased administrative efficiency.

Stakeholder feedback was negative to the idea of bringing tourism promotion in-house:

- *... Cannot bring tourism in house. Economic Development did not work with a Council employee doing it. Absolute joke....*
- *... Council has not done a good job. Leave it as it is. Don't put in house.*
- *... re bring tourism promotion back in-house as a CCO to undertake tourism promotion, I think we have been here before with Grow Mid Canterbury. I think the Council need to get more involved with Christchurch NZ and Experience Mid Canterbury....*
- *One of those industries that Council doesn't have a strong track record on or experience in it.*

6.4 Continue with a CCO

Most local authorities use subsidiary companies or other entities such as CCOs to conduct commercial and non-commercial activities on their behalf.

Advantages of CCOs for tourism promotion include:

- Independence – separation from political direction.
- Less bureaucratic than Council, enabling nimbleness and agility – CCOs have less 'process' to follow in making decisions.
- Commercially focused – operating a company with a professional board of directors with the objective of achieving outcomes as efficiently as possible.
- Ability to raise funds from other sources such as donations and contributions for significant community projects.
- Tax-effectiveness – local authorities can derive tax credits from commercial subsidiaries that pay dividends.

Disadvantages include:

- Lack of direct accountability to the community for the services the CCO delivers.
- Administrative costs incurred by the local authority in monitoring the performance of the CCO, and the CCO's own costs, can increase overall service delivery costs.

- Reduced ability for Council to manage risk – arm's-length delivery can make managing reputation risks to the Council more difficult.

Stakeholder feedback suggested limited appetite to continue with a CCO and only if it was adequately funded:

- *A CCO is the best option, but it needs adequate funding. If more funding is not available, then contracting to ChristchurchNZ is the best option.*
- *... [Council] Do not provide enough funding for a CCO.*
- *CCO preferred option if adequately funded.*
- *... To return to a CCO, Ashburton District Council would require significant investment for resources and budget for marketing. In this current climate it would not seem viable to do that as well as competing in the same space as Christchurch NZ for the same clients. In summary, Ashburton District Council will find it difficult to replace the value they have gained by working in with ChristchurchNZ.*
- *When appropriately funded, the CCO model is clearly superior to the inhouse model of visitor promotion employed by some other councils. Failing that being an option, partnering with an adjacent regional tourism promoter (such as ChristchurchNZ) can work well too.*
- *A district focused staff member, in an advisory role rather than a management role, should be employed, with a 50/50 time split between ADC and Christchurch NZ offices...*

6.5 Summary matrix (pros and cons)

Table 15: Summary matrix (pros and cons)

Options	Advantages	Disadvantages
1. Stop funding tourism promotion	Free up operating revenue for an alternative use.	Lack of tourism promotion may slow District economic growth. Community expectation that Council will support tourism promotion in some manner. Loss of tourism connections, capability and capacity.
2. Wind down CCO and contract directly to ChristchurchNZ	Stakeholder feedback identified a preference to continue contracting district tourism promotion to ChristchurchNZ. Contracting to ChristchurchNZ offers synergies within an integrated regional approach, offering greater reach and leverage of ratepayer funds. Ability for Council to take a relatively flexible approach to annual budgeting for tourism promotion (scale up or down). Local Marketing Manager providing a presence and point of contact. Opportunity for Council to potentially make use of the Mid Canterbury Tourism Advisory Group to support strategic decision-making. Contract administration costs brought in-house for potentially tighter management by Council.	Less local coordination of tourism promotion than under a CCO. Potentially less ability to access additional revenue streams than under a CCO. Contract oversight by Council staff who have limited relevant tourism promotion experience.
3. Bring tourism promotion back in-house and employ	Directly accountability to the community.	Subject to Council bureaucracy, timelines

Options	Advantages	Disadvantages
staff to do the role	Directly able to manage delivery risks.	and politics. Not traditionally a core activity of Council (lack of focus). Limited ability to leverage additional funds or resources from non-ratepayer sources. Negative stakeholder feedback to this option. Potentially less efficient due to higher relative administration costs.
4. Continue with a CCO to undertake tourism promotion	Independent. Streamlined decision-making. Commercially focused. Ability to raise funds from other sources and leverage off local activities.	Not directly accountability to the community. Administrative costs of oversight and performance reporting. Reduced ability for Council to directly manage risk. Less easily able to scale up or down than an external contract approach.

7.0 PREFERRED DELIVERY STRUCTURE

7.1 Selection criteria

To transparently assess the options, selection criteria were identified as follows, with each to be scored on a 1(low) to 5 (high) scale:

- A. Value for money – Perceived ability to maximise tourism promotion outcomes per dollar of Council funding.
- B. Council Budget flexibility – Ability to scale up or down Council funding in response to changing circumstances.
- C. Local governance – Making use of local tourism industry knowledge and skills to maximise outcomes.

7.2 Rankings (multi-criterion analysis)

APR's subjective analysis below shows that winding down the CCO and contract directly to ChristchurchNZ is the recommended approach. Key aspects were:

- Increased overall value for money compared to CCO.
- Greater level of Council budget flexibility to scale up or down each year.
- Ability to provide clear and focussed outcomes through annual contracts and reporting processes.
- Balanced against this, a lower level of skilled local tourism governance, although this may be mitigated through use of the Mid Canterbury Tourism Advisory Group to support industry connectivity and strategic decision-making.

Table 16: Multi-criterion analysis

Options	A. Value for money	B. Council Budget flexibility	C. Local governance	Total score (max 15)
1. Stop funding tourism promotion	1	4	1	6
2. Wind down CCO and contract directly to ChristchurchNZ	5	5	3	13
3. Bring tourism promotion back in-house and employ staff to do the role	2	3	4	9
4. Continue with a CCO to undertake tourism promotion	3	4	4	11

Source: APR analysis of evidence and stakeholder views

APPENDIX 1: INFORMATION SOURCES

The following secondary information sources were reviewed (in no particular order):

- Experience Mid Canterbury (EMC) Trust Deed 2013
- EMC Quarterly Review Report February 2020
- ChristchurchNZ Ltd contract 2020-21
- EMC Quarterly Review Report December 2020
- CNZ Quarterly Report to EMC
- Long Term Plan 2018-28
- LTP service targets (latest)
- Tourism Data from Infometrics (17 Feb 2021)

12. ChChNZ Quarterly Update



Quarterly Update – April 2021

Significant Changes in MBIE's - Monthly Regional Tourism Estimates (MRTes)

The Ministry of Business, Innovation and Employment (MBIE) Monthly Regional Tourism Estimates (MRTes) were the key source of data for the industry. As previously reported for the past 5 years, this data used electronic card transaction spend as the basis. MBIE then used other sources to estimate cash spend, online spend and pre-purchases and added these to the base figures. The model was designed for more stable tourism industry, however, COVID has created significant change to the industry causing some questions around the validity and reliability of this dataset.

A review of the MRTes was conducted and found that the model could no longer be relied upon to estimate regional tourism spend, effectively there could no longer be confidence in the data.

The MBIE website has the following info.

The MRTes were designed to function in a stable tourism environment with consistent trends. The border closure due to COVID-19 created a significant shock on the tourism environment, with increases in tourism spending in the domestic market, and the international market reduced to a fraction of typical spending.

This shock created several issues with the quality of the MRTes.

- The characteristics of markets (such as length of stay, type of visitor and source of a visitor) significantly changed, and the assumptions underpinning the MRTE methodology, based on historical data, were no longer valid.
- The datasets used in the MRTE model did not reflect the COVID-19 environment. The International Visitor Survey (IVS) was discontinued after the March 2020 quarter and The Tourism Satellite Account (TSA) released in December 2020 for the year ended March 2020 does not include most of the economic impacts of COVID-19 on tourism.
- A proportion of international card spend maybe New Zealanders returning home and still using their international bank cards. This would mean it is being incorrectly classified as international tourism.
- The movements in the MRTE data had diverged from those shown in the raw ECT data, underlying the MRTes.
- Users of the MRTes in the tourism industry raised concerns around the validity of movements seen in the post-COVID-19 MRTE releases.

Source: <https://www.mbie.govt.nz/immigration-and-tourism/tourism-research-and-data/tourism-data-releases/tourism-electronic-card-transactions/>

The Monthly Regional Tourism Estimates have been discontinued as of November 2020, with the last update being for October 2020.

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Introducing Tourism Electronic Card Transactions (TECT's)

The TECT's are an interim replacement for the Monthly Regional Tourism Estimates (MRTes) to understand tourism spend activity in New Zealand.

The TECT's move away from estimating all tourism spend (as in the MRTes) and does not include any other form of spending such as cash, pre-purchases or online. Therefore, the figures in the TECTs will be smaller than those of the MRTes, as they only represent part of tourism spend. (Approx. 70%) What is published will be the most accurate measure available for tracking tourism spending in New Zealand and will not be affected by the issues identified in the MRTes outlined above.

MBIE will look at working with industry and government to make a dataset that in the long term will be fit-for-purpose going forward. In the meantime, ChristchurchNZ will be using purchased data sourced by Market View which is the same data as the TECT measurement.

The New Tourism Spend model in Mid Canterbury

As previously reported under the MRTE measure 2021, the Ashburton District recorded \$152m in Tourism Spend to October 2020 (see Fig 1)

Fig 1



Using the New TECT model the District Tourism Spend reported in the 2021 COVID19 year to January 2021 measured \$81m (see Fig 2)

Fig 2



Tourism Data Hub

As previously reported, we now have a set of data and insights that will support our future marketing and development strategies, along with the Market View spend data, we will provide insights on commercial accommodation, Airbnb. Track visitor behavior and movements including travel routes with motorhome and rental car users and provide an understanding of what the domestic visitor is willing to pay by activity.

In the next quarterly report, we will provide this data in an infographic style.

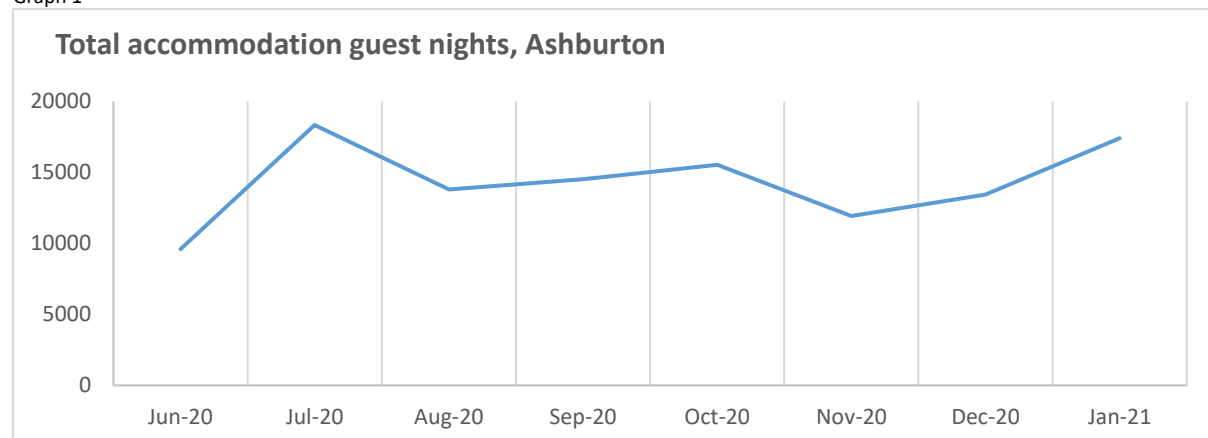
Accommodation Data Programme (ADP)

The Accommodation Data Programme (ADP) is a new opt-in programme providing information about short-term accommodation activity. It estimates the guest nights, occupancy rates and other measures relating to the accommodation industry. Currently, property types measured under the ADP include hotels; motels & apartments; backpackers; holiday parks and campgrounds; and lodges and boutique accommodation.

The ADP replaces the Accommodation Survey, which was operated by Stats NZ, and ended in November 2019 with the publication of September data.

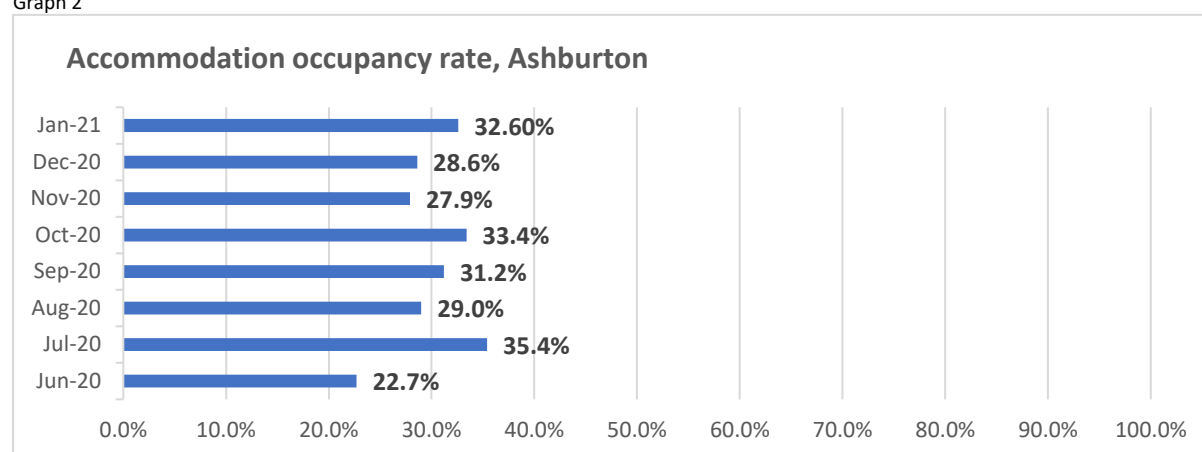
Graph 1. Shows total accommodation guest nights in the district based on 28 establishments that have opted-in to the survey.

Graph 1



Graph 2. Shows the Accommodation occupancy rate for the 28 establishments.

Graph 2



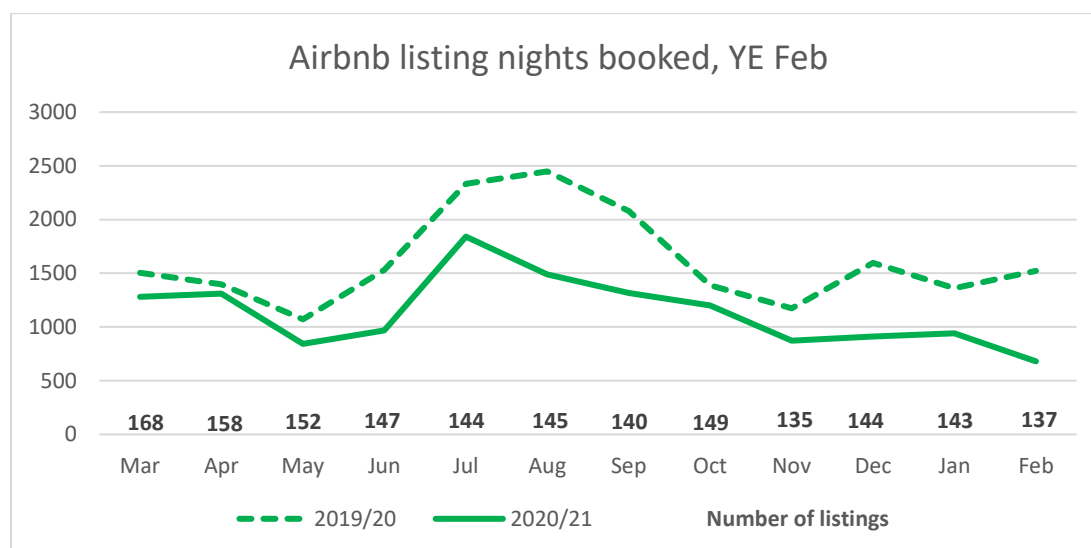
Airbnb Insights (AirDNA)

AirDNA offers monthly data showing nights book against the number of establishments. The majority of the Airbnb's in the Ashburton District are in Ashburton, Methven and on the Inland Scenic Road between Blackfords Road and Mayfield.

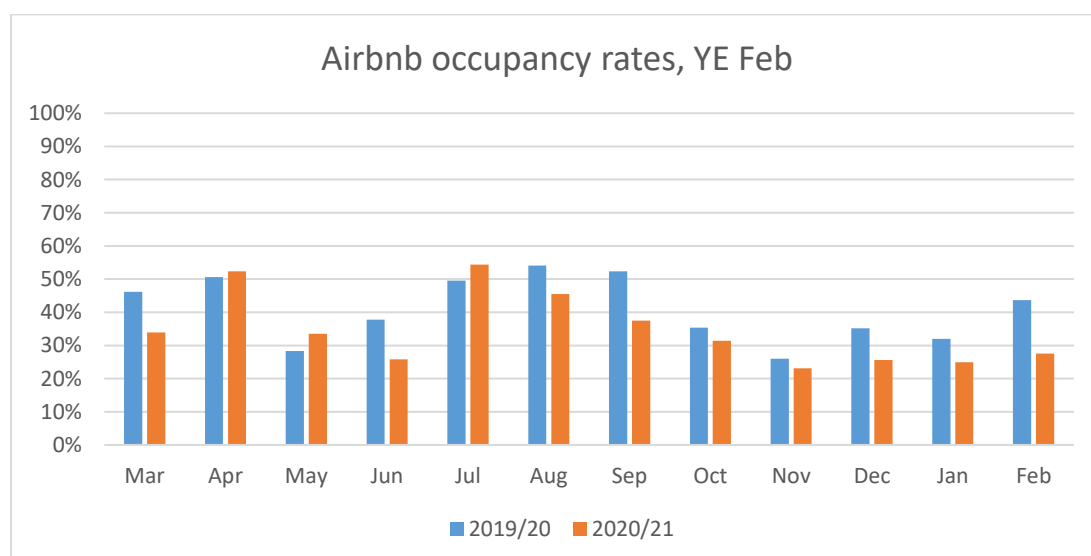
Graph 1. Shows AirBNB bookings per night year on year, including the number of Establishments.

Graph 2. Shows the occupancy levels on the BNB's

Graph 1



Graph 2



ChristchurchNZ™

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Motorhome and Rental car user movements (TripTech)

Triptech offers a dataset showing where motorhome and rental car users are staying overnight within the district, it also measures the time users are looking for a place to stay and eat. TripTech's data is derived from GeoZone which offers a network of free, GPS enabled travel apps used by thousands of tourists in New Zealand.

Figure 1. Shows regional hot spots for Ashburton District in December 2020

Figure 2. Shows regional hot spots for Ashburton District in January 2021

Figure 3. Shows regional hot spots for Ashburton District in February 2021

Fig 1

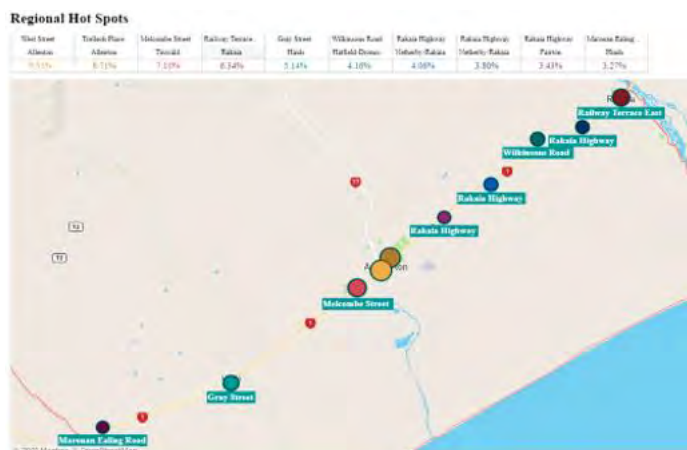


Fig 2

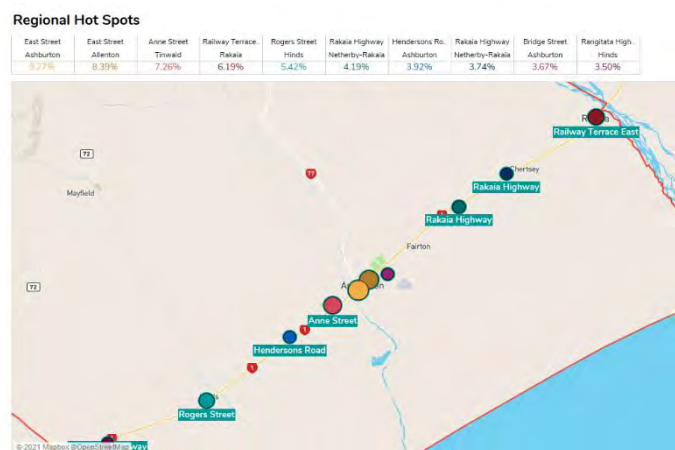


Fig 3

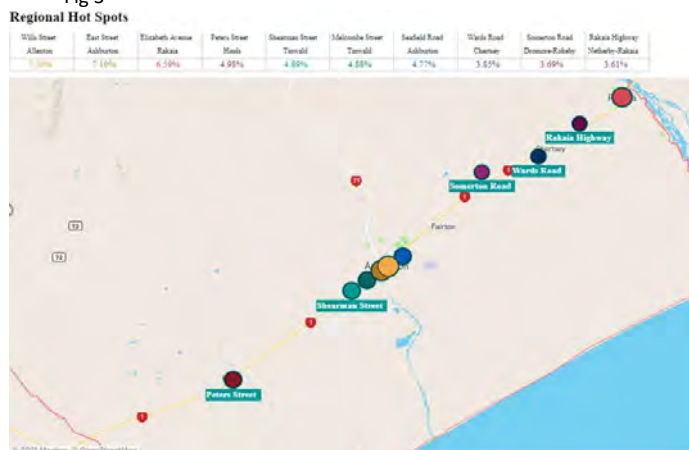
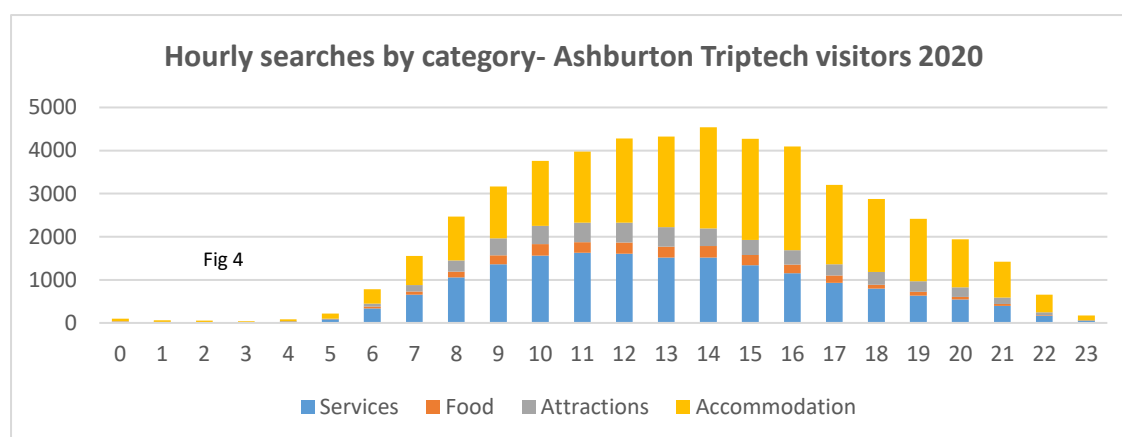


Figure 4. Shows the hours users are searching for services, food, attractions, and accommodation over the 2020 calendar year.



Domestic Growth Insight Tool Visitor Activity (DGIT)

DGiT is an innovative online tool to help show the value of domestic tourism, it supports in identifying Kiwi leisure travellers to target by understanding the holiday needs of the several audience segments that make up the domestic leisure travel market, from when they want to visit to their preferred type of accommodation and activity

The following dataset shows the top 5 activities in Canterbury and how much they are willing to pay.

Visitor activity interests- for those interested in visiting Canterbury (DGIT)

Activity	% interested	Median	Range WTP
A short walk in a wilderness area	26%	\$0	\$0-\$10
Shopping at farmers/local markets	23%	\$50	\$30-\$100
Visit local restaurants	22%	\$100	\$50-\$120
Bathe in hot pools	17%	\$30	\$20-\$50
A half or full-day hike (more than 3 hours)	15%	\$0	\$0-\$30

Marketing and Promotional Activity

Activity	Date	Related KPI	Outcome
Reviewing Region Events Funding with ADC	February	Target Domestic Visitors	Meet with ADC staff on several occasions to set budget, event parameters, panel, reporting and event application design.
Capability Series event 1 Ashburton	February	Industry Partnerships and Engagement	Business capability training with Mid Canterbury Tourism operators, creating collaborative thinking through data, insights, working with Tourism New Zealand, and understanding the operator's audience using social media and other online tools. 36 operators attended the event held at Hotel Ashburton.
Trade Famil	March	District Trade Exposure: Domestic & International	Hosted Fuzion Travel and social media influencer Backyard Travel Family. Fuzion Travel is a small Auckland based travel agency with 40 at home brokers and a touring entity called Travelwise Holidays. The agenda matched Fuzion travel requirements across Mid Canterbury. We expect to see 2-3 tours from Travelwise in the next FY and the directors have upskilled all the brokers to date on where Mid Canterbury would suit their market.
Mid Canterbury Tourism Advisory Group (MCTAG)	March	Industry Partnerships and Engagement	MCTAG met Tuesday 16 March Agenda points discussed: <ul style="list-style-type: none"> • The event funding strategy and how to support ADC with the funding. • Economic Recovery Strategy – Common themes were more signage, more events and collaborative packaging from business partners • Marketing plans for Domestic and International markets – we have a scheduled plan in place pending border openings and markets. • Picking up the Cycleway plans from the previous trust and developing a Mid-Canterbury wide cycleway.

Capability Series event 2 Methven	March	Industry Partnerships and Engagement	<p>Business capability training with Mid Canterbury Tourism operators,</p> <p>Training topics:</p> <ul style="list-style-type: none"> • Search Engine Optimisation (SEO), ensuring their business websites are using the correct search words to maximise exposure. • Mt Hutt provided a quick update on the new lift and park changes • Zoom Meet with ANZCRO an Australia based wholesaler who specialises in New Zealand product. Ensuring the operators product was available for trade and how to work cohesively with international operators. <p>20 operators attended the event held at Mt Hutt Memorial Hall.</p>
Tourism Operator Mega Meet	April	Industry Partnerships and Engagement	<p>On the 14th of April, we are holding a one-day mega-meet with tourism operators from Mid Canterbury & Selwyn providing an opportunity for more collaborative partnerships. The key driver behind the event is to create a platform to support the production of more packages to sell using multiple operators. This event is being held at the newly opened Terrace Downs, a central point between the two districts.</p>

Explore CHC	April	Destination recovery	<p>Phase 2 production of ExploreCHC, which will focus on the winter activity in Canterbury. The key focuses of the campaign are showcasing on and off-mountain experiences across Canterbury. The campaign will capture Mt Hutt, Opuke Thermal pools, and non-snow sport activities across the wider Canterbury area. The campaign will be targeting domestic visitors and Australian visitors once we understand the border openings and requirements.</p> <p>Target Audience:</p> <ul style="list-style-type: none"> • Broad Reach North Island • Broad Reach South Island • Dinks – Promoting romance and luxury to those with high disposable income • Young Families – Showcasing the magic and convenience of travel for families • Adventure Seekers – Highlighting truly unique experiences to those wanting the next thing
Media Exposure with Ganesh Raj	April	Domestic & local marketing, media and brand development	<p>Ganesh is co-host of the TV One show “Eat well for less NZ”.</p> <p>Ganesh is writing a series of stories for a national paper about food and local produce, he is visiting the Ashburton farmers market to chat/interview with some of the store holders about their fresh produce.</p>
Social Media	Jan - Mar	Destination recovery	<p>We have been running a social media campaign throughout the summer period called “Forget the Bach! Come play & stay in our backyard”. Focusing on themes – Food, gardens, adventure, and walking. We have continued bi-weekly posts throughout the summer to encourage visitation during the first set of school holidays and the Easter break.</p>

ChristchurchNZ Mid-Canterbury KPIs 2021-2022 Tracking

KPI	Strategic Priority	Activity	Target	Measure	Progress
Target Domestic Visitors	Destination recovery	Domestic campaigns: 2 x Mid Canterbury specific 1 x Explore CHC (Canterbury campaign inclusion)	Resident households in Christchurch, Canterbury, Wellington and Auckland with HHI above \$100,000	Reach: Canterbury – 365,000 digital impressions Auckland – 500,000 digital impressions Grow domestic GDP spend – establish baseline	1 x Mid Canterbury Specific Campaign ‘Forget the Bach stay in our backyard’ Working to finalise ExploreCHC content and launch.
Industry Partnerships and Engagement	Destination alignment	Create cohesion within the local tourism industry through regular engagement	Mid Canterbury Tourism Advisory Group meetings x 4 annually All-of-industry networking x 2 annually	Delivery of planned engagement	MCTAG meetings ongoing with 3 meetings completed All of industry networking - Met
District Media exposure	Domestic & local marketing, media and brand development	Host media famils to showcase Mid Canterbury in target markets	Domestic and Australia International long-haul if Covid-19 restrictions allow	\$4,000,000 EAV in 12 months	Hosted Ganesh Raj co-host of the TV One show “Eat well for less NZ” on a visit to local farmer’s market.
District Trade Exposure: Domestic & International	Converting campaigns into visitation to Ashburton District	IBO Trade Famils Australian wholesale training Domestic packaging to generate sales	2 x inbound tour operator famils 2 x Domestic Travel famil. 2 x Australian travel wholesaler famil 2 x domestic package inclusions (House of Travel and Flight Centre)	Establish baseline Generate revenue through packages Grow domestic GDP spend – establish baseline	Hosted fist domestic event. Will host Australian Trade and media when COVID19 restrictions allow

Budget against forecast 2021 - 2022

Due to Covid19 the spend has been minimal to date. There is some large project spend in the Q4 of the FY such as the ExploreCHC Campaign, Tourism and Partnership activity in Australia subject to border restrictions and TRENZ.

28000 Experience Mid-Canterbury 37														
		Actual	Actual	Actual	Actual	Actual	Actual	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast
		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
	Phasing	0%	0%	1%	2%	2%	1%	1%	1%	5%	20%	51%	15%	100%
Accounting code for Purchase Orders														
7050	Conferences & Events											7,000		7,000
7100	Content													-
7150	Social						308	200	200	200	1,000	1,000	8,000	10,908
7200	Subscriptions										600			600
7250	Memberships			375						375				750
7300	Research													-
7350	Tourism Partnerships Activity			87					100	500	5,000	100		5,787
7400	Consultancy													-
7410	Marketing			339	839	756	639	750	750	750	3,400	30,000	5,500	43,724
7420	Capability Building Workshops										7,500			7,500
7430	Project - Salaries													-
7440	Travel & accommodation				531		6				543	8,000		9,080
7450	Other Expenses			225		1,427				1,100				2,752
7460	Investment													-
7470	Famils & hosting									1,900				1,900
7480	Sponsorship													-
7945	Unallocated Projects													-
		-	-	1,026	1,370	2,183	953	950	1,050	4,825	18,043	46,100	13,500	90,000
										Q2 Forecast	Changes: Increase / (Decrease) Approved by SLT	Q3 Forecast (New)	Actual Spent as at Dec 2020	Remaining to Spread
										90,000	-	90,000	5,532	84,468

Covid19 Marketing strategy aligned to the alert levels:

Below is the ChristchurchNZ strategy and marketing plan which we have aligned to the government COVID alert levels. Many of these actions are already in place at the time this report was drafted.

Alert Level 4 - Eliminate: Contain pandemic, full country lockdown. The central government advises **No visitor promotional activity permitted** ChristchurchNZ' focus is instead on supporting the local industry, operator training and advocacy.

Alert Level 3 - Restrict: Contain pandemic, partial lockdown, minimal movement allowed, Retail and hospitality possibly still closed, ChristchurchNZ will promote and encourage local online shopping, some social media of inspirational imagery to the local market only, e.g. Selwyn, Timaru District. "Explore our backyard" Travel is still highly restricted.

Alert Level 2 - Reduce: Heavy Border restrictions and events and more than 500 people at an event not permitted, internal movement within the country is allowed. Retail and hospitality allowed. – ChristchurchNZ to restart promotions to local and South Island active considers only. We will be releasing a collaborative campaign "Explore CHC" which is designed to get people to travel to Christchurch & Canterbury to explore our backyards. Maintain South Island visitors, plan for the next level for domestic visitors and possibly a Trans – Tasman bubble. We will also be engaging at this point with Tourism New Zealand who will be launching a national campaign to drive domestic travel.

Alert Level 1 - Prepare: Some border restrictions and mass events more than 500 not permitted, but internal movement with the county allowed. Retail and hospitality allowed. – ChristchurchNZ will focus on Domestic, VFR (Visiting friends and relatives) and maybe the Trans-Tasman. If the public health policy allows, ChristchurchNZ will reinstate the events calendar to increase community well-being and drive domestic visitation. Continued content creation and digital engagement with our offshore travel trade partners and NZ based Inbound tour operators. We will continue the campaigns with the Canterbury collaborative which will sit under the national Tourism New Zealand campaign. At Alert level 1 – Air New Zealand will be able to start domestic operations, but the process will be slow. (2-3 Months)

Alert Level 0 – There are **two scenarios at Alert Level 0**. (12 – 15 Months away)

- **Limited International markets and economies still at risk:** some border protection may always be in place, but mostly COVID 19 has been eradicated through a vaccine. Global impact is now more economical than health. EMC to focus still on Domestic and Trans-Tasman and buoyant economies, such as China and the USA.
- **International markets stable and travelling:** Business As Usual - when a vaccine is in place. Probable shift in what key visitor markets look like, possible reduced flights and cruise connectivity – Industry rebounds. Timing, type and level of activity may vary by sector and market. (Premium and backpacker). Diversification of markets critical for long-term success.

Below is a graph that will help understand the Alert Levels and ChristchurchNZ's Phased Plans as above.

Alert Level and global economy status	EMC Strategic Response	Potential Visitor Markets, Audiences and timeframes	Tactical Activity	Phase Planning
Alert Level 4	Eliminate: Contain pandemic, full country lockdown. No promotional activity permitted	None. Full country lockdown minimum 4 weeks to end of April possibly into May 2020	Inappropriate to market / promote Mid Canterbury. Focus instead on supporting the local industry, operator training and advocacy	Emergency Support – Limited communication
Alert Level 3	Restrict.: Contain pandemic, partial lockdown, minimal movement allowed, Retail and hospitality possibly still open	Local	Encourage online shopping, some social media of inspirational imagery and 'Dream Phase' of travel.	• Dream
Alert Level 2	Reduce: Border restrictions and events <500 events not permitted, but internal movement with the country allowed. Retail and hospitality allowed.	Local and South Island Only	Develop new product for local and domestic audiences. Development of more localized itineraries which require less planning and allow for safer, socially distant travel.	• Dream - Trans Tasman • Plan - Domestic • Book - South Island
Alert Level 1	Prepare: Some boarder restrictions and mass events >500 not permitted, but internal movement with the county allowed. Retail and hospitality allowed.	Domestic VFR – Visiting friends and relatives Trans Tasman?	In public health allows, reinstate EMC events calendar to increase community well-being and drive domestic visitation. Continued content creation and digital engagement with our offshore travel trade partners and NZ based inbound tour operators.	• Dream – International • Plan – Trans Tasman • Book – Domestic • Book – South Island
Alert 0 - International markets and economies still at risk	Some border protection may still be in place, but mostly COVID 19 has been eradicated through a vaccine. Global impact is now more economic than health.	Possible scenario in 12 – 15 months time. Probable focus still on Domestic and Trans-Tasman and buoyant economies, such as China and USA.		• Dream – International • Plan – Trans Tasman • Book – Domestic • Book – South Island
Alert Level 0 – International markets stable and travelling	BAU when vaccine is in place. Probable shift in what key visitor markets look like, possible reduced flights, cruise connectivity – Industry rebounds	Possible scenario in 18-24 months. Rebuild phase. Continued Domestic, Tasman focus followed by China, USA, Singapore, Malaysia, Indonesia	Timing, type and level of activity may vary by sector and market. (Premium and backpacker). Diversification of markets critical and long-term success.	

13. Ashburton Car Club - Road Closure

Author	<i>Rhys Roberts; Technical Support Officer-Roading</i>
Activity Manager	<i>Brian Fauth; Rooding Manager</i>
GM Responsible	<i>Neil McCann; Group Manager – Infrastructure Services</i>

Summary

- This report considers an application from the Ashburton Car Club for temporary road closure of sections of Winslow Willowby Road on 17 April 2021 to hold the Standing ¼ Mile event.
- This report outlines the benefits and risks to be taken into consideration on whether to approve or decline the road closure.
- The Ashburton Car Club has run car racing events safely and successfully for over 17 years. Their events are well organised and managed by the organisers to ensure that the highest levels of safety are maintained. Their events are highly supported by the local community and are a valued attraction to the District.
- Council is not obliged to approve any road closures. Our practice has been to approve such requests, subject to being confident that the event organisers can manage the event safely, and that the road will be restored to pre-race condition.
- Officers are satisfied that the Ashburton Car Club can meet these expectations, as they have repeatedly done so for many years. This event requires no detours and the roads concerned do not experience high traffic volumes. For these reasons, Officers recommend the request be approved.
- Objections close on 9 April 2021 and Council will be updated of any submitted objections. The recommendation is made on the premise that no objections are received on 09 April 2021.

Recommendation

That Council permits the following roads to be closed from 9.00am Saturday 17 April 2021 until 4.00pm the same day to allow the Standing ¼ Mile event to be held:-

Winslow Willowby Road, from approximately 500 metres away from State Highway 1 to Longbeach Road.

Background

1. The Ashburton Car Club has applied to Council for temporary road closure to allow them to hold the Standing ¼ Mile event.
2. This event has been advertised with a period of time for objections to be submitted. No objections have been currently been received with the objections period closing on 09 April 2021.
3. The required insurances and traffic management plan have been received.
4. This application must be considered by Council under Paragraph 11(e) of the Tenth Schedule of the Local Government Act 1974, because New Zealand Motorsport, of which the Ashburton Car Club is a member, requires roads to be closed for motor sport events under the Local Government Act, as event participants may be under 16 years of age.

Options analysis

Option 1 – Approve Road Closure (Recommended)

5. Our practice has been to approve such requests, subject to being confident that the event organisers can manage the event safely, and that the road will be restored to pre-race condition.
6. Ashburton Car Club has a strong record of safe and successful management of these events in the district for over 17 years.
7. The responsibility for risk free operation lie with the organisers and all contingencies are covered in the conditions of closure.
8. The road condition will be inspected by Roading staff before and after the event. Staff are confident that the asset will be returned to its pre—existing condition after the event.
9. For these reasons, Officers **RECOMMEND** Option 1

Option 2 – Decline Road Closure

10. This is not preferred.
11. As mentioned in Option 1 these events have been held for a number of years without incident and are well supported by the local community. Many people look forward to these types of events and they provide a positive attraction to the District.

Legal / policy implications

12. Clause 11 of the Tenth Schedule of the Local Government Act 1974 provides –

“That Council may, subject to such conditions as it thinks fit... close any road or part of a road to all traffic (e)... for any exhibition, fair, market, concert, film making, race or other sporting event or public function.”

13. As noted previously, our practice is to enable these events to proceed subject to ensuring the safety of road users, residents and spectators.

Financial implications

14. There are no financial implications.

Requirement	Explanation
What is the cost?	No costs incurred to Council
Is there budget available in LTP / AP?	N/A
Where is the funding coming from?	All costs associated with this event are being paid by the organisers (Ashburton Car Club)
Are there any future budget implications?	No
Finance review required?	No – there are no financial implications for Council.

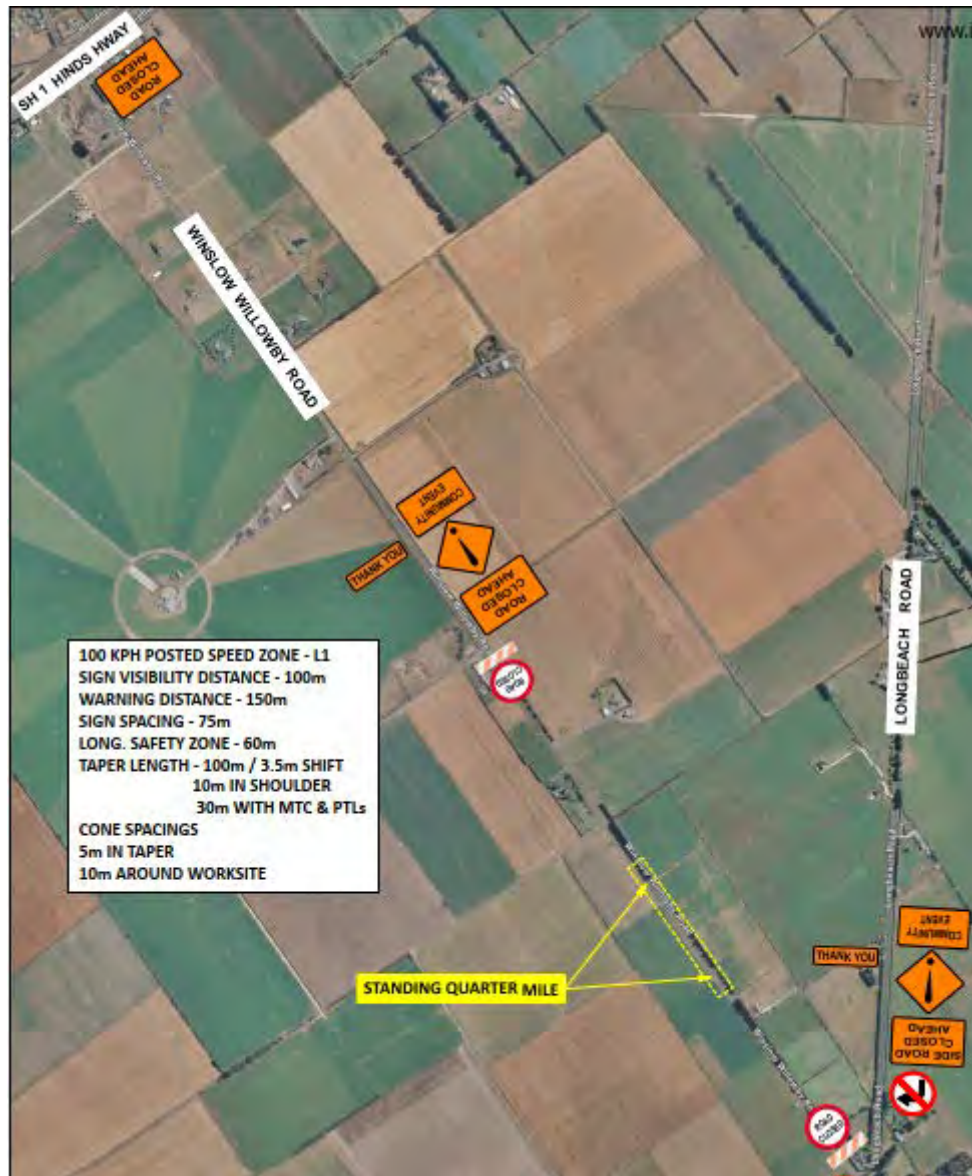
Requirement	Explanation
Is the matter considered <i>significant</i> ?	No
Level of significance	Medium
Level of <i>engagement</i> selected	Level 3 – Consult. Council must advertise the closure and consider objections, if any are received.
Rationale for selecting level of engagement	This level of engagement is required to meet statutory requirements.
Reviewed by Strategy & Policy	Richard Mabon, Senior Policy Advisor

Significance and engagement

15. Property owners in the affected areas have been approached and letters dropped off so they are aware of the road closures and the event.
16. The event has also been publicly notified.
17. Other local organisations are actively involved with marshalling, security etc.
18. Emergency services are provided with copy of road closure information after approval has been given.
19. There will also be publicity around this road closure due to the normal media coverage of public meeting agenda items.
20. The advance communications and notifications are consistent with the overall significance of this decision and the legal requirements.

Next steps

Date	Action / milestone	Comments
7 April 2021	Council make a decision to approve or decline road closure	If approved and there are no objections the event will proceed as planned.



15. *Standing Item for Council Agendas*

Author *Hamish Riach; Chief Executive*

Summary

- The purpose of this report is to provide an opportunity for elected members to add topics they feel need to be discussed at a full Council meeting, and to also allow elected members to submit reports on any events they have attended as Council representatives.
- The recommended solution is to add a standing item on all Council meeting agendas.

Recommendation

1. **That** Council approves the addition of a new standing item be added to the order of business on Council agendas called “Councillor Reports”;
and
2. **That** Councillors submit any reports or topics to be included under Councillor Reports to the Governance team by the report deadline as per the report deadline schedule in appendix one.

Attachment

Appendix 1 – Agenda and Report Deadline Dates

Background

Current Situation

1. Elected members currently do not have an easy way to add items to a Council meeting agenda for discussion and consideration, nor is there an obvious way to report to Council on events a Councillor has attended as a Council representative.
2. This can be readily rectified by providing a clear and obvious item on the agenda for these matters to be covered.

Options analysis

Option 1 – approve the addition of new standing item to agenda (recommended)

3. This is the recommended option. It provides a mechanism for elected members to bring reports to Council on matters they would like discussed and to report from events they have attended.

Process for adding items to a Council agenda

4. To add an item to a Council agenda, an elected member will contact the Governance team with a short written report by the agenda report deadline date.
5. It is envisaged that reports will either be for reporting back from an event or for Councils' information, or they will be to request a formal report from a Council Officer on some matter.
6. If they are a request for a report, the Councillor report should contain a recommendation outlining the nature of the request. This will ensure all Councillors are aware of the exact intent of the report writer heading into the relevant meeting.
7. It is anticipated that the recommendation will go through a formal moving and seconding as a motion and a vote – in this way it will be very clear it is the will of Council that the report be prepared.
8. Notwithstanding any request for an Officer report, the discussion of any matter contained in a Councillor report may result in any formal resolution being considered and passed by Council by majority vote.
9. Advantages:
 - a. Councillors have the opportunity to report back on events they attend;
 - b. Councillors have a way of raising matters they would like considered by Council
 - c. All Councillors, public (unless public excluded), and staff will be aware of the matter before the meeting and will not get a surprise via a late item of Extraordinary General Business

10. Disadvantages:

- a. None come to mind

Option 2 – do nothing (not recommended)

11. This option is not recommended. This does not provide a solution to the current situation and does not provide elected members with a mechanism to formally request for a report to be prepared.

12. Advantages:

- a. None come to mind

13. Disadvantages:

- a. We achieve none of the advantages of the recommended solution

Legal/policy implications

14. There are no legal/policy implications.

Financial implications

15. There are no financial implications.

Significance and engagement assessment

Requirement	Explanation
Is the matter considered <i>significant</i> ?	No
Level of significance	Low, not significant
Level of <i>engagement</i> selected	Comment – informal 2-way communication
Rationale for selecting level of engagement	The rationale for selecting the ‘comment’ level of engagement is because the report was prepared following discussion with Council officers and elected members.
Reviewed by Strategy & Policy	Toni Durham; Strategy & Policy Manager

16. Mayor's Report

1. Local Government New Zealand

- **Zone 5 and 6 Meeting**

The LGNZ Zone 5 & 6 Conference was held in Wanaka 15/16 March 2021 and attended by myself, Cr Stuart Wilson and CE Hamish Riach.

Discussions were held on proposed rate rises for each Council. Draft increases varied from 3.5% to 40% with the average being around 9 to 10%. It was noted that some of the higher increases are from a low rate-base meaning the actual dollar increases were not too excessive.

Brad Olsen, Infometrics spoke on the economy and the current housing market. The main point was that prices are out of sync with income and when interest rates rise it will impact on the people who have recently purchased property at the current inflated prices.

Being in Queenstown Lakes District Council area, discussions also focused on the effect the Covid-19 recession has had on Queenstown. Their GDP has fallen from \$3 billion to \$1 billion and the consequences are flowing into job losses and businesses closing.

Cr Wilson has also provided a report with this agenda.

- **Conference and Annual General Meeting**

The LGNZ Conference was postponed last year, due to the uncertainty around Covid-19. The Conference will go ahead this year (still in Blenheim) from 15-17 July 2021. The AGM is to be held on Saturday 17 July.

I plan to attend, along with the Deputy Mayor and Chief Executive, and as the Conference is being held the South Island, there is opportunity for another two Councillors to attend. We will look to finalising these arrangements and confirm Council's delegates by the end of April.

- **Proxy vote**

Ashburton District Council is entitled to be represented by three delegates at the 2021 AGM (this is determined by our district's population). There is provision for the Mayor to be the presiding delegate with responsibility for voting on behalf of Council and, in the Mayor's absence another delegate may vote.

Recommendation

That the Mayor be authorised to have Council's proxy vote at the Local Government New Zealand annual general meeting 2021, and the Deputy Mayor be the alternate proxy.

- **Remit process**

LGNZ have invited member authorities wishing to submit proposed remits for consideration at the AGM to do so no later than Friday 14 May 2021. Notice is being provided now to allow members of zones and sectors to gain the required support necessary for their remit. The supporting councils do not have to come from the proposing council's zone or sector.

A remit screening committee (comprising LGNZ's President, Vice President and Chief Executive) will review and assess proposed remits. Prior to their assessment meeting, the committee will receive analysis from LGNZ staff on each remit assessing each remit against the criteria outlined below. Proposed remits that fail to meet the specified criteria will be informed of the committee's decision, and reasons behind the decision, and of alternative actions available.

Criteria

1. Remits must be relevant to local government as a whole, rather than exclusively relevant to a single zone or sector group, or an individual council;
2. Remits should be of a major policy nature (constitutional and substantive policy) rather than matters that can be dealt with by administrative action;
3. Remits should not involve matters that can be actioned by equally valid means other than the AGM; and
4. Remits should not deal with issues or matters that are "in-hand" and currently being actioned by LGNZ, unless the issue is approached from a different point of view.

Requirements

1. Remits must have formal support from at least one zone or sector group meeting, or five councils, prior to them being submitted, in order for the proposer to assess support and achieve clarity about the ambit of the proposal;
2. Remits defeated at the AGM in two successive years will not be permitted to go forward;
3. Remits must be accompanied by background information and research to show that the matter warrants consideration by delegates. Such background should demonstrate the:
 - Nature of the issue;
 - Background to it being raised;
 - Issue's relationship, if any, to the current Local Government New Zealand Business Plan and its objectives;
 - Level of work, if any, already undertaken on the issue by the proposer, and outcomes to date;
 - Resolution, outcome and comments of any zone or sector meetings which have discussed the issue; and
 - Suggested actions that could be taken by Local Government New Zealand, should the remit be adopted.

At this stage I do not have any remits to propose; if any Councillors wish to propose a remit please let me know.

All accepted remits will be posted to the LGNZ website and proposed remits will be available for member consideration before the AGM papers are issued. *(Remit form appended)*

2. Future of Local Government

Canterbury Mayors and Chief Executives have established a workshop to explore opportunities for stronger and more collaborative decision making and service delivery from local government for Canterbury communities in the future.

3. Essential Freshwater Steering Group

An Essential Freshwater steering group has been established and members include the ECan Chair and Mayors from Ashburton, Christchurch, Hurunui, Kaikoura, MacKenzie, Timaru and Waimate. I have been appointed Chair of this group and we held our first meeting on 22 March where discussions were held on establishing terms of reference and a communications plan. The group is to meet in 6-8 weeks' time to start formulating its progression of freshwater issues.

4. Three Water Reform Steering Workshop

Along with several Councillors and CE Hamish Riach, I attended a Three Waters Reform steering workshop on 23 March. DIA provided information that they have to date; however there are still gaps and there is not enough information yet to make an informed decision on whether to opt in or out. More information is to come via a consultation document.

5. Long Term Plan 2021-31

Community meetings have been held throughout the district and although the number of participants wasn't particularly high the questions raised were good and clarity was given around the consultation document.

6. Audit New Zealand

Councillors Leen Braam, Stuart Wilson and myself attended an Audit New Zealand Client update event on 29 March.

We learnt about detecting and putting practices in place to stop fraud. Prevention is the most effective way to avoid fraud, there is no one solution. A website to view more information is: www.sfo.govt.nz

Ethics and integrity in the public sector need to be of a high standard and Councillors' function is to hold management to account by receiving regular reporting from management with the stance 'don't tell me - show me'.

Trust in the public sector in New Zealand is amongst the highest in the world.

7. Climate Change Commission Advice Submission

A submission has been prepared on behalf of Council supporting the Climate Change Commission first package of advice.

It was noted in the submission that, while the draft advice is supported, Council would like to see additional and more granular support for the agricultural sector, and an incorporation of different possible options to reduce biogenic methane emissions in NZ, for example, genetic engineering.

Submission attached

Appendix 2

8. Meetings

- **Mayoral calendar**

March 2021

- 18 March: Citizenship Ceremony
- 18 March: Ashburton Racing Club
- 19 March: Canterbury Mayoral Forum – Future of Local Government
- 20 March: Methven A&P Show
- 22 March: KiwiRail meeting with CE Hamish Riach (via Zoom)
- 22 March: Essential Freshwater Steering group (via Zoom)
- 22 March: Ashburton Community LTP public meeting
- 23 March: Three Waters Reform Steering group meeting
- 24 March: Council Activity Briefings
- 24 March: Audit & Risk Committee
- 24 March: Rakaia Community LTP public meeting
- 25 March: Methven Community LTP public meeting
- 26 March: Hokonui Radio interview
- 26 March: EA Networks Shareholder Structure
- 29 March: Audit NZ Client Information updates
- 29 March: Hinds Community LTP public meeting
- 30 March: Hekeao Hinds Water Enhancement Trust public meeting, Mayfield
- 30 March: Mt Somers Community LTP public meeting
- 31 March: Kai for Kids, Netherby School with Deputy Mayor Liz McMillan
- 31 March: Office of Auditor General relationship meeting with CE Hamish Riach
- 31 March: Bridge Relocation Action Group public meeting

April 2021

- 6 April: RDRML Board meeting
- 6 April: Mark Christensen, Lake Hood Extension Project JV Chair
- 6 April: Community LTP webinar
- 7 April: Sorted Logistics with CE Hamish Riach
- 7 April: Council meeting

Recommendation

That Council receives the Mayor's report.
--

Neil Brown
Mayor

Annual General Meeting 2021

Remit application

Council Proposing Remit:	
Contact Name:	
Phone:	
Email:	
Fax:	
Remit passed by: (zone/sector meeting and/or list 5 councils as per policy)	
Remit:	

Background information and research:

Please attach separately and include:

- Nature of the issue;
- Background to its being raised;
- New or confirming existing policy;
- How the issue relates to objectives in the current Work Programme;
- What work or action on the issue has been done on it, and the outcome;
- Any existing relevant legislation, policy or practice;
- Outcome of any prior discussion at a Zone or Sector meeting;
- Evidence of support from Zone/Sector meeting or five councils; and
- Suggested course of action envisaged.

Please forward to: Local Government New Zealand
Leanne Brockelbank, Deputy Chief Executive - Operations
P O Box 1214, Wellington 6140
leanne.brockelbank@lgnz.co.nz
No later than 5.00pm, Friday 14 May 2021.

Submission

Climate Change Commission draft advice to Government

PREPARED	Ashburton District Council	SUBMITTED	Climate Change
BY:	PO Box 94	TO:	Commission
	ASHBURTON 7774		PO Box 24448
			Wellington 6142

Toni Durham
Toni.Durham@adc.govt.nz

Introduction

1. Ashburton District Council (Council) welcomes the opportunity to submit on the *first package of draft advice to Government*.
2. While Council is also a signatory to the Canterbury Mayoral Forum submission, this submission reflects matters of emphasis for Ashburton district.
3. Council would like to thank Dr Rod Carr for meeting with Elected Members and staff on Monday 8 March. The discussions around the draft advice during the workshop were valuable for all in attendance.
4. Council notes that New Zealand has a responsibility to contribute to the global efforts to limit warming within 1.5°C higher than pre-industrial levels. Council also recognises that change will need to be made across all sectors to reach this goal.

About Ashburton District

5. Located an hour's drive south of Christchurch, more than 35,300¹ residents live in the Ashburton District, with the main town of Ashburton accounting for over 50% of residents. The rest of our residents live rurally or in smaller towns or villages.
6. Ashburton District has experienced moderate and sustained population increase since the mid-1990s, increasing by 23% between 2006 and 2013 (a 3.3% increase per year). This growth is now slowing, with an average growth of 1.3% per year since 2013. The expansion of irrigation and agricultural diversification on the Canterbury Plains have been major factors in this growth.
7. Comments on the draft advice package are under relevant chapter headings below.

Emissions budgets

8. Council supports enabling recommendation 5, to develop new and more effective mechanisms that incorporates the views of all New Zealanders when determining how to prioritise climate actions and policies to meet emissions budgets over the next 30 years.

¹ Source: Statistics New Zealand Population Estimates 30 June 2020

The path to 2035

9. Canterbury plays a large role in NZ's agricultural production, and Ashburton District has a strong agricultural focus. As farming is so predominant in our economy, over 40% of our residents are located out of town. This makes the goal of increased use of public transport, walking and cycling across our population very challenging.
10. However, Council notes that adoption of electric vehicle use will help to reduce transport emissions in our district. Council supports the advice to Government that recommends support and incentives should be provided to help make this happen, as per page 6 of the executive summary and necessary action 2.
11. Council supports the focus on new native forests for sequestration, as this will not only remove carbon from the atmosphere but also ensure that habitat is provided for biodiversity to thrive. Council also notes that the benefits of more pine plantings are short-term, and not inter-generational in character.

The impacts of emissions budgets on New Zealanders

12. One of Council's concerns is the effect that these changes will have on the employment and income of our residents. The Climate Change Commission has recommended the development of an Equitable Transitions Strategy to support the climate change transition in an equitable and inclusive way. The aim of the strategy is to ensure young people, low income communities, Māori and Pasifika and people with disabilities are not disproportionately impacted. Council supports this recommendation.
13. Council feels that the draft advice could go further and point out the support needed for rural areas and agricultural sectors to carry out the transitions that are proposed. Council has done its own research into the impacts of freshwater reforms on agricultural production (a parallel issue with significant impacts for farming), attached as appendix 1. While we note that farmers have a generation in which to respond to these twin challenges, the sooner viable transition pathways are identified, the sooner the response can begin.
14. Council also notes and supports the observations made by the Commission that transforming best agricultural practice into common practise will bring carbon emission reductions, and provides a pathway that the sector can advance along in the immediate future.

Direction of policy in the emissions reduction plan

15. It is Council's view that the package of actions for the agriculture sector are general and not specific enough. Not all farms are the same, therefore one pathway may not be realistic for all farms.

16. In the time-critical necessary action 4 (d), the draft advice advocates a long-term plan for targeted research and development of new technologies to reduce emissions from agriculture. Council supports research or development of new technologies to help reduce emissions and increase sustainability, while maintaining (or improving) the production and profitability of agricultural practices in New Zealand.
17. Council supports the advice that incentives are needed to get more native trees planted, as mentioned in progress indicators for the time-critical necessary action 5. Many farmers in our district have planted natives on their property, but that comes at a cost to them through purchasing of plants and loss of productive agricultural land.

Biogenic methane reductions

18. It is clear we must reduce biogenic methane emissions in the future as part of the global effort to limit warming to 1.5°C. While there are current methods that can quickly and effectively reduce biogenic methane emissions, a lot of these methods are not viable options for farmers. Therefore, for reduction to occur, we need new methods of reducing our emissions. Council supports any further research into new technologies and practical ways of doing this.
19. Genetically engineered (GE) feed is commonly used around the world. In the US, more than 95% of food-producing animals consume feed containing GE ingredients². Research into GE feed may also bring about new opportunities, such as a reduction in Nitrogen and Phosphorous pollution.
20. Genetic engineering can also support carbon mitigation through carbon fixing³, drought-resistant trees and crops⁴, enhanced CO₂ removal⁵, amongst others.
21. Council acknowledges that biogenic methane emissions from New Zealand need to reduce in the long-term, and suggests that the Climate Change Commission re-sparks debates and discussions around genetic engineering.

Other challenges

22. With the introduction of the National Policy Statement for Freshwater Management in 2020, farmers face twin challenges. The prospect of prosecutions under the RMA for freshwater non-compliance may have an unintended consequence of diverting attention from emissions management. Council suggests that research be undertaken into methods that support farmers to meet both the freshwater requirements and the biogenic methane reduction requirements.

² A. L. Van Eenennaam, A. E. Young, Prevalence and impacts of genetically engineered feedstuffs on livestock populations, *Journal of Animal Science*, Volume 92, Issue 10, October 2014, Pages 4255–4278, <https://doi.org/10.2527/jas.2014-8124>

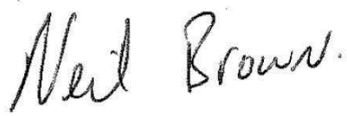
³ This scientist thinks she has the key to curb climate change: super plants | Plants | The Guardian

⁴ Fight Global Warming with Genetically Altered Trees (scialert.net);

⁵ Engineering a way out of climate change: Genetically modified organisms could be the key (phys.org)

Concluding remarks

23. Council appreciates the time and research that has gone into the draft advice. We are grateful for the time that Dr Rod Carr took to come and speak to elected members and staff of the Ashburton District Council.
24. While the draft advice is supported, Council would like to see additional and more granular support for the agricultural sector, and an incorporation of different possible options to reduce biogenic methane emissions in NZ, for example, genetic engineering.
25. Council thanks the Climate Change Commission for the opportunity to submit on the draft advice.



Mayor
Neil Brown



Chief Executive
Hamish Riach

17. Councillors' Reports

Deputy Mayor *Liz McMillan*

16.1 Refugee Resettlement Stakeholders Hui

The hui held on 25 March was the last hui before the family arrives in Ashburton. Update on the progress to date, including housing, education and health.

16.2 Safe Communities

The Safe Communities steering group met on Friday 26 March. This was our second meeting for the year and was well attended.

Sarah Clifford presented on the Citizens Advice Bureau and there was an update on the Community Vehicle Trust. Submissions will be made to ECan's LTP in support of the community vehicle, and also to Council's LTP.

16.3 Safer Mid Canterbury

The Safer Mid Canterbury Board also met on Friday 26 March. After a recent restructure, Safer Mid Canterbury has three team leaders in place to cover Migrant and Refugees, Child and Family, and Family and Community.

16.4 Other events

Other meetings and events attended during the reporting period:

March 2021

- 18 March: Citizenship Ceremony
- 19 March: Zonta Ashburton Female Art awards
- 20 March: Methven A&P Show
- 23 March: Three Waters Reform Steering group meeting
- 23 March: Mayfield Community LTP public meeting
- 24 March: Council Activity Briefings
- 24 March: Audit & Risk Committee
- 25 March: Methven Community LTP public meeting
- 29 March: AF8 presentation
- 30 March: Mt Somers Community LTP public meeting
- 30 March: Met with Mayor
- 31 March: Double Hill run road meeting
- 31 March: Bridge Relocation Action Group public meeting

April 2021

- 6 April: Community LTP webinar
- 6 April: Poppy flight visit
- 7 April: Community Vehicle Trust meeting

Councillor *Stuart Wilson*

16.5 LGNZ Zone 5 & 6 Meeting – Wanaka

Meeting on 15 and 16 March attended by the Mayor, CE and Cr Wilson.

The meeting was chaired by Mayor Sam Broughton, Selwyn DC Zone 5, and Bryan Cadogan, Clutha DC Zone 6.

Queenstown Lakes DC Mayor Jim Boulton gave us an overview of the challenges facing Queenstown.

There was a presentation and bus trip to view the initiatives being progressed in Wanaka regards Commercial, Social, and Community development, especially the Community Housing Trust.

Brad Olsen from Infometrics gave his usual interesting Economic Update.

We had an inspirational session on Monday evening pointing out the difficulties people being released from prison face.

Tuesday we had an update from the President, Chief Executive, and Deputy Chief Executive of LGNZ.

Department of Internal Affairs had two speakers who spoke on Central and Local government partnerships.

Zone 5 & 6 Mayors or Chairs had 1 minute each to state their Councils hopes and concerns around the Three Waters Reform.

Loren Heaphy GM Destination ChCh outlined the potential in a Trans-Tasman bubble, and travel with other Pacific Islands.