Committee Members:

Cr R Harris (Chairperson)
Cr G R Leonard (Deputy Chairperson)
Cr D Adams
Cr P A Milner
Cr A Rattray
D Taipari (Council Appointee)
Mayor J P Tregidga

Staff:

L D Cavers
S Fabish
A de Laborde
D Peddie
P Thom
D Fielden
R Jenks
Council Secretary

Public copies:

Paeroa Office
Plains Area Office
Waihi Area Office
### Delegations: Economic Development Subcommittee

<table>
<thead>
<tr>
<th>Membership</th>
<th>Five Councillors and one Council appointee.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meeting frequency</td>
<td>On the Tuesday, two weeks prior to the Community Services and Development Committee, commencing at 9.00am</td>
</tr>
<tr>
<td>Delegations</td>
<td>The Council delegates to the Economic Development Sub-committee the following powers, duties and responsibilities:</td>
</tr>
<tr>
<td></td>
<td>- Authority to approve expenditure up to $5,000 per project within the existing approved Community Growth budget subject to reporting the expenditure to the next available Community Services and Development Committee meeting.</td>
</tr>
<tr>
<td></td>
<td>- To report to the Community Services and Development Committee any recommended changes required to the Economic Development Strategy.</td>
</tr>
<tr>
<td></td>
<td>- To review and develop the Economic Development Action Plan required by the Economic Development Strategy and to monitor and report to the Community Services and Development Committee on its implementation.</td>
</tr>
<tr>
<td></td>
<td>- To receive and review reports from the Economic Development Manager on economic development matters.</td>
</tr>
<tr>
<td></td>
<td>- To review and recommend to the Community Services and Development Committee the budget for the Community Growth activities and the priorities for expenditure.</td>
</tr>
<tr>
<td></td>
<td>- To receive and review reports on Community Growth Activities and make recommendations to the Community Services and Development Committee.</td>
</tr>
<tr>
<td></td>
<td>- Community Growth Activities include:</td>
</tr>
<tr>
<td></td>
<td>- Economic Development</td>
</tr>
<tr>
<td></td>
<td>- Visitor Information Centre’s</td>
</tr>
<tr>
<td></td>
<td>- Town Promotion</td>
</tr>
<tr>
<td></td>
<td>- Hauraki Rail Trail</td>
</tr>
<tr>
<td></td>
<td>- Destination Coromandel</td>
</tr>
<tr>
<td></td>
<td>- Development Assistance/Grants</td>
</tr>
</tbody>
</table>
Ngā Karakia Timatanga (opening)

(1)
Kia tau te rangimarie
Kia whakapapa pounamu te moana
Hei huarahi ma tatou i te rangi nei
Aroha atu, aroha mai
Tatou i a tatou katoa
Hui e! Taiki e!

May peace be widespread
May the sea be like greenstone
A pathway for us like greenstone
Let us show respect for each other
For one another
Bind us all together!

(2)
Whakataka te hau ki te uru,
Whakataka te hau ki te tonga.
Kia mākinakina ki uta,
Kia mātaratara ki tai.
E hī ake ana te atākura he tio,
he huka, he hauhunga.
Haumi e! Hui e! Tāiki e!

Get ready for the westerly
and be prepared for the southerly.
It will be icy cold inland,
and icy cold on the shore.
May the dawn rise red-tipped on ice,
on snow, on frost.
Join! Gather! Intertwine!

Karakia Whakamutunga (closing)

Kia whakai-ria te tapu
Kia wātea ai te ara
Kia turuki whakataha ai
Haumi e. Hui e. Tāiki e!

Restrictions are moved aside
So the pathways is clear
To return to everyday activities
Join Gather Intertwine!
# ECONOMIC DEVELOPMENT SUBCOMMITTEE

## AGENDA

**Tuesday, 30 July 2019 – 9.00am**

**Council Chamber, Council Office, William Street, Paeroa**

### Order of Business

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Karakia Timatanga (opening of meeting)</td>
</tr>
<tr>
<td>2.</td>
<td>Apologies</td>
</tr>
</tbody>
</table>
| 3. | Declarations of Late Items  
|    | Declarations of Interests |
| 5. | Positive Paeroa Annual Funding Accountability Report (2608866) |
| 6. | GO Waihi Annual Funding Accountability Report (2608854) |
| 7. | Funding Accountability Report and Projects Plan - Positively Promoting the Plains (2609893) |
| 8. | Waihi i-SITE Funding Accountability Report (2608852) |
| 11. | Karakia Whakamutunga (close of meeting) |

### Workshop will be held following the meeting:

- Economic Development Subcommittee – 2020 Work Programme
HAURAKI DISTRICT COUNCIL

ECONOMIC DEVELOPMENT SUBCOMMITTEE

MINUTES OF A MEETING OF THE ECONOMIC DEVELOPMENT SUBCOMMITTEE HELD IN THE COUNCIL CHAMBERS, WILLIAM STREET, PAEROA ON TUESDAY, 02 JULY 2019 COMMENCING AT 9.00AM

PRESENT
Crs R Harris (In the Chair), D A Adams, G R Leonard, A Rattray and His Worship the Mayor Mr J P Tregidga

IN ATTENDANCE
Messrs S B Fabish (Group Manager – Community Services & Development), D Fielden (Economic Development Manager), Ms R Jenks (Economic Development Officer) and Ms C Black (Council Secretary)

KARAKIA TIMATANGA

The meeting was opened with a karakia by Cr Harris.

APOLOGIES

RESOLVED

THAT the apology of D Taipari and Cr P A Milner be received and sustained.

EDS19/46 Rattray/Leonard CARRIED

DECLARATION OF LATE ITEMS

There were no late items.

DECLARATIONS OF INTERESTS

There were no declarations.

CONFIRMATION: ECONOMIC DEVELOPMENT SUBCOMMITTEE MINUTES - 28-05-19 (2587076)

RESOLVED

THAT the minutes of the Economic Development Subcommittee meeting held on 28 May 2019 be received and confirmed and are true and correct record.

EDS19/47 Adams/Rattray CARRIED

PRESENTATION: WINTEC DESIGN FACTORY RESEARCH REPORT (2597321) (Presentation Doc # 2604714)

Students of the Wintec Design Factory Research group commissioned by Council to prepare a research report on bringing regenerative diversification to the Hauraki Plains. The group provided a presentation on their findings.
PRESENTATION: ECOSYSTEM BASED FISH FARMING AS PART OF REGENERATIVE FUTURE FOR THE HAURAKI PLAINS – LOUISE DEAN (Presentation Doc # 2604709)

Ms Dean provided a presentation on her research project that looks into a regenerative future for the Hauraki Plains. The presentation included links to the earlier presentation on the research from Wintec’s Design Factory students which looked at bringing regenerative diversification to the Hauraki Plains.

Cr Leonard left the meeting at 9.55am.

The meeting adjourned at 10.00am
The meeting reconvened at 10.20am.

RESOLVED

THAT the report be received.

EDS19/48 Adams/Rattray CARRIED

UPDATE ON HAURAKI RAIL TRAIL EXTENSION

Cr Harris provided and verbal update on behalf of the Hauraki Rail Trail Governance Committee on the operational activities of the rail trail extension.

- Te Aroha to Matamata leg
- Pūkorokoro/Miranda section to Kaiaua
- Lizard Management Plan is now complete
- Construction management plan has been issued to WRC
- Toilets at Kaiaua terminus have been ordered (shipping containers being sourced to house toilets)

ECONOMIC DEVELOPMENT MANAGER’S REPORT - JUNE 2019 (2597312)


RESOLVED

THAT the report be received.

EDS19/49 Harris/Tregidga CARRIED

ECONOMIC DEVELOPMENT SUBCOMMITTEE - 2019 WORK PROGRAMME (2597387) (2597321)

The Economic Development Officer presented the current work programme to the end of June 2019.

RESOLVED

THAT the report be received.

EDS19/50 Harris/Rattray CARRIED
**Matters to be taken with the Public Excluded**

The public be excluded from the following parts of the proceedings of this meeting.

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:

<table>
<thead>
<tr>
<th>Item No.</th>
<th>General subject of each matter to be considered</th>
<th>Reason for passing this resolution in relation to each matter</th>
<th>Ground(s) Under Section 48(1) for the Passing of this Resolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Waihi I-Site Funding</td>
<td><strong>Section 7(2)(a)</strong> – Protect the privacy of natural persons, including that of deceased natural persons, and <strong>Section 7(2)(i)</strong> Prejudice to Commercial Position/Negotiations To enable the local authority holding the information to carry on, without prejudice or disadvantage, negotiations (including commercial and industrial negotiations.</td>
<td>Section 48(1)(a) That the public conduct of the relevant part of the proceedings of the meeting would be likely to result in the disclosure of information for which good reason for withholding would exist.</td>
</tr>
</tbody>
</table>

EDS19/51 Harris/Rattray **CARRIED**
RESOLVED

THAT the public be re-admitted to the meeting and that the business in committee discussed be confirmed.

EDS19/53 Harris/Rattray CARRIED

The meeting closed at 11.20am.

CONFIRMED

R G Harris
Chairperson

30 July 2019
Information Report

To: Economic Development Subcommittee
From: Economic Development Officer
Date: Tuesday, 23 July 2019
File reference: Document: 2608226
Appendix A: 2607687
Appendix B: 2600410
Portfolio holder: Councillor Ross Harris
Meeting date: Tuesday, 30 July 2019
Subject: Positive Paeroa Annual Funding Accountability Report

Recommendation:
THAT the report be received.

1 Summary
The annual report in Appendix A provides a summary of the activities of Positive Paeroa between July 2018 and June 2019.

2 Background
Positive Paeroa has been working in the Paeroa community since 2001. In line with their Letter of Agreement with Hauraki District Council, the organisation is required to provide Council with a funding accountability report at the end of every quarter. These are to include details of work undertaken and milestones achieved, progress against the key performance measures and targets under the Service Agreement, progress against the performance measures and actual versus budgeted expenditure.

3 Content
The report in Appendix A highlights the main activities of Positive Paeroa between July 2018 and June 2019. Also included is Positive Paeroa’s updated draft business plan and budget (Appendix B).
4 Budget Implications

There are no direct budget implications of this report.

5 Conclusion

That the report be received.

Rebecca Jenks
ECONOMIC DEVELOPMENT OFFICER
Appendix A

Positive Paeroa
Annual funding accountability report to Hauraki District Council

Reporting period: July 2018 – June 2019
1 Executive Summary

OUR PURPOSE/VISION:
Economic Prosperity & Community Wellbeing in Paeroa and surrounds.

OUR MISSION:
Positively promoting Paeroa as a welcoming place to live, work and play.

OUR PRINCIPLES:
Our organisation is committed to enhancing the physical, social and economic wellbeing of people living, working and playing in the Paeroa area.
Our organisation honours Te Tiriti o Waitangi in all activities.

Our work is underpinned by OUR VALUES:
- Community focused
- Inclusive
- Sharing of knowledge
- Caring for one another

2 Performance targets

<table>
<thead>
<tr>
<th>Measure</th>
<th>Result</th>
<th>Commentary</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Business After 5 meetings</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monthly (11 per annum)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Organisations, events and activities supported</strong></td>
<td>4 per quarter</td>
<td></td>
</tr>
</tbody>
</table>

**BAs** were held each month
February – December

**Numbers** attending generally sit at 30-35, although we have had a couple this year which both exceeded 50 attendees

**Venues** are booked a year in advance which clearly speaks to the perceived benefits of hosting a BAs

**Attendees** are starting to come from outside the Paeroa Ward and occasionally from beyond our District boundaries

**It's** usual to see at least one 'new face' at BAs every month

**Hauraki** District Council
**Te Waka**
**Destination** Coromandel
**Hauraki Rail Trail Trust**
**Go Waihi**
**Positively** Promoting the Plains
**Paeroa** Lions
**Rotary** Paeroa
**Paeroa** Community Support Trust
**Paeroa** College
**Paeroa** Pataka Koha Shed
Rotary Vintage & Classic Car Show
Paeroa A&P Assn.
Paeroa Promotions Trust
Christmas Light Show
Boomerang Bags
Te Ara Tapu a Tane
Hauraki-Coromandel Business Awards
NZMCA Motorhome Show (Hamilton)
Paeroa Little Theatre
Karangahake Hall Markets
Grey Power Paeroa
Rotary V8 Day
Wintec Regional Review
CouncilMark Audit
Evolve Hauraki – Te Waka
Highland Games & Tattoo
Rotary Paeroa V8 & Motorcycle Show and Swap Meet
ANZAC Poppies in the Park (Maritime Park)
COVI Show (Auckland)
Citizens Advice Bureau
Paeroa Library
Paeroa Society of Arts

The above is not an exhaustive list of organisations and events supported but rather indicative

Work undertaken ranges from simply advertising via print, social media, digital to more substantial tasks i.e.: road closure applications, managing marketing, sourcing volunteers, logistics, trouble shooting

**Businesses visited and supported**
15 businesses per quarter

AgriSea: BA5
Pedlars Motel: BA5
Super Tyre Guy: BA5
Aon Insurance: BA5
Karangahake Estate Winery: BA5
Harcourts: BA5
Upstairs Downstairs: BA5
Body Recon/New U Fitness: BA5
Coastal Bins: BA5
Longridge Retirement Village: BA5, Blessing, local contacts
The Refinery
OCD Commercial Cleaners
SWBB Security
Kea Kabz
Hauraki Handyman
Logic Leather
CHORUS
Elite Home Renovations
Submission of Business Plan draft to Council
By 15 April 2019

Positive Paeroa is now in the final stages of signing off on the Business Plan which includes a Funding Plan

3 Alternative funding

An application was made to Trust Waikato for $64,500.00 to cover salary, rent, administration, community lighting, accounting costs and promotional costs. This application was declined as the Trust felt the level of community benefit was not as high as other applications it received for the same funding period (attachment 1).

Positive Paeroa was the recipient of a Coca-Cola Amatil NZ Trade Me auction (attachment 2).
This item auctioned was a bespoke 70.5cm bottle of LP which had been manufactured as part of a promotion. The auction netted $1920.00. These funds have been tagged for the 2019 Santa Parade with Coca-Cola’s blessing.

We received professional services from Gigo Graphic Communication to the value of $14532.50 (attachments 3, 4, 5, 6) These services are utilised in a myriad of ways: website maintenance and design, setting of fortnightly Hauraki Herald column, Evolve Hauraki logo, Facebook & website banners... essentially the design of all Positive Paeroa visual assets.

4 Support of Council initiatives

Positive Paeroa is heavily involved with Evolve Hauraki from the birth of the idea through to delivery to our business communities. The purpose of Evolve Hauraki is to directly expose businesses to Te Waka and the services they provide. Accordingly, Business Bites, a series of mini seminars over breakfast, was created.

To date Evolve Hauraki has hosted three Business Bites throughout the District, one in each of the Wards. Topics for each Business Bite are guided by feedback from businesses across the District. We feel the seminars have been well received, with business take-up reflecting that. The benefits to attending businesses are many-fold: exposure to Te Waka, networking opportunities, sharing of ideas, frustrations & solutions and, for some, a sense of relief to know that from time to time everyone in business struggles!

We envisage that Evolve Hauraki will continue to offer Business Bites across the District, while regularly reflecting upon its purpose, delivery and outcomes.

Positive Paeroa also regularly reminds businesses about Te Waka at BASs and during one-on-one conversations should it be appropriate.

Positive Paeroa was involved in the initial consultation regarding the Councils proposed Tourism Strategy. We believe such a strategy is vital, particularly given the speed at which the District’s popularity as a destination is growing. Positive Paeroa will definitely do all it can to support any initiatives that come from the adoption of the document.

In general, Positive Paeroa feels it actively demonstrates its willingness to work alongside Council to support its initiatives. This includes meeting regularly with the Economic Development Sub-Committee Chair and team.

5 Effectiveness of relationship

As described above, we feel that Positive Paeroa actively demonstrates its ability to develop, grow and maintain effective relationships with a huge variety of individuals and organisations.

In a nutshell Positive Paeroa is keen to work with anyone interested in furthering the well-being and prosperity of Paeroa and the Hauraki District.

6 Key achievements in the past year

Continuity of strong relationships – literally everything Positive Paeroa does relies upon strong, respectful, reciprocal relationships. We work hard to nurture and maintain existing relationships while also building new connections within our community and beyond. Positive Paeroa is working hard to develop working partnerships with both local businesses and community organisations and organisations further afield which will be mutually beneficial.

Growing our database, wider community knowledge of Positive Paeroa – we have actively worked to grow our databases, both business and community. We regularly receive positive feedback from our community demonstrating appreciation for the information we share (see attachments 3 & 4)
Work with Community Waikato – Positive Paeroa has recently started working with Community Waikato to help build capability and capacity within the organisation. This work has included re-defining Positive Paeroa’s mission, vision and strategic goals. This has allowed the Board of Positive Paeroa the ability to make decisions to move the organisation forward with a clearly defined purpose. The challenges faced this year have also been positive in that great conversations and deep thinking has resulted. The Board has developed a better understanding about its role in governance. This work has also brought clarity in terms of funding applications and the difficulties there within and what Positive Paeroa needs to do to increase its chances of submitting successful applications in the future.

7  Key challenges and risks in the past year

Uncertainty around funding – The stand out single biggest challenge for this year has obviously been the change in funding received from Hauraki District Council. It’s difficult to plan for the future when your funding is uncertain. The situation has created stress, lack of job security and additional workload. At times it also created conflict around the meeting table, and it was difficult to see a way forward. Thankfully the Board has been committed to a process of self-review and has now definitely got eyes on the future of the organisation. So, in a way, the biggest challenge of the year has become the organisation’s greatest achievement!

8  Conclusion & recommendations

Positive Paeroa will need to have ongoing dialogue with Hauraki District Council regarding the upcoming changes to the organisation. We would hope that Council will be supportive of said changes, particularly given that the changes will give Positive Paeroa it’s best opportunity for success regarding funding applications. Positive Paeroa looks forward to a continuing relationship with Hauraki District Council which is build on mutual respect, trust and honest open communication.

9  Budgeted and actual income

Provide details for this financial year only

<table>
<thead>
<tr>
<th>Income source</th>
<th>Budgeted amount ($)</th>
<th>Actual amount ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hauraki District Council</td>
<td>$85,500.00</td>
<td>$85,500.00</td>
</tr>
<tr>
<td>External funds received</td>
<td>$11,500.00</td>
<td>$16,452.50</td>
</tr>
<tr>
<td>Earned income (including interest)</td>
<td></td>
<td>$139.01</td>
</tr>
<tr>
<td>Total income</td>
<td>$97,000.00</td>
<td>$102,091.51</td>
</tr>
</tbody>
</table>
Attachments:

1: Trust Waikato funding application
2: Coca-Cola Amatil donation
3-6: Summary of donated professional services
7-8: Evidence of networking
8/5/2019

Positive Paeroa Inc

101 Normanby Road

PAEROA 3600

He honore he kororia ki te Atua
He maungarongo ki te whenua
He whakaaro pai ki nga tangata katoa.

Tena koutou katoa

GRANT APPLICATION OUTCOME

Trust Waikato has considered your recent application for a grant. We regret to advise that your application has been declined.

<table>
<thead>
<tr>
<th>Description</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salary Costs</td>
<td></td>
</tr>
<tr>
<td>Rent &amp; Administration Costs</td>
<td></td>
</tr>
<tr>
<td>Community Lighting</td>
<td></td>
</tr>
<tr>
<td>Rent &amp; Leases</td>
<td></td>
</tr>
<tr>
<td>Accounting &amp; Audit Costs</td>
<td></td>
</tr>
<tr>
<td>Covi Show 2020</td>
<td></td>
</tr>
<tr>
<td>Promotional Advertising</td>
<td></td>
</tr>
<tr>
<td>Other Promotional Costs</td>
<td></td>
</tr>
</tbody>
</table>

The Trust assesses applications based on its strategic priorities. In the Trust's view, the level of community benefit was not as high as other applications. Visit our website www.trustwaikato.co.nz to see the closing dates for future rounds and to read about the Trust's strategic priorities.

If you would like to discuss this further, please call one of our Grants Advisors on 07 838 2660 or 0800 436 628.
Yours faithfully

Dennis Turton
Chief Executive
From: Violet Hong <violet.hong@nz.ddb.com>
Sent: Friday, 24 May 2019 12:53 PM
To: enquiries@paeroa.org.nz
Cc: Laura Knight <laura.knight@ccamatil.com>
Subject: L&P bottle TradeMe auction

Hi Jo,

My name’s Violet and I’ve been working with Laura on the L&P tall bottle auction. It’s now live here: https://www.trademe.co.nz/Browse/Listing.aspx?id=2161033285

We’ve arranged for the winner to pay DDB (our company, which is L&P’s advertising company). After we’ve received payment, we will all funds raised directly to Positive Paeroa.

I know you have been in touch with Laura with Positive Paeroa’s banking details, but unfortunately our finance department have said that a text message trail doesn’t adhere to our auditing requirements. So, what we will to set you up as a payee is a copy of Positive Paeroa’s deposit slip so that we can transfer the funds. Or, if you do not have a deposit slip, then we can accept a screenshot from Positive Paeroa’s online banking.

Is this information something that you can supply to us in the next week?

Best,

Violet Hong
Business Manager
+64 21 140 1337
119 Great North Road, Grey Lynn, 1021
Best,

**Violet Hong**
Business Manager
+64 21 140 1337
119 Great North Road, Grey Lynn, 1021

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**From:** "enquiries@paeroa.org.nz" <enquiries@paeroa.org.nz>
**Date:** Monday, 27 May 2019 at 12:12 PM
**To:** Violet Hong <violet.hong@nz.ddb.com>
**Subject:** RE: L&P bottle TradeMe auction

Kia Ora Victoria

Please find attached bank generated account details for Positive Paeroa.

Have a great week.
Ngā mihi
Jo

**Jo Tilsley**
Town Promoter, Positive Paeroa

p 07 862 6999 l m 027 605 1858 l www.paeroa.org.nz
Paeroa... the best little town in the middle of everywhere!
Hi Jo,

Just letting you know that we have paid Positive Paeroa the full TradeMe auction sum. In case you hadn’t seen, the bottle sold for an amazing $1,920! Proof of this donation can be seen in the attached remittance advice.

Please let us know if you have any questions or concerns, otherwise enjoy the wee help we were able to inject in to Paeroa 🌺

Best,

Violet Hong
Business Manager
+64 21 140 1337
119 Great North Road, Grey Lynn, 1021

---

From: Violet Hong <violet.hong@nz.ddb.com>
Date: Monday, 27 May 2019 at 1:59 PM
To: "enquiries@paeroa.org.nz" <enquiries@paeroa.org.nz>
Subject: Re: L&P bottle TradeMe auction

Hi Jo,

Thank you very much for sending this through so promptly! Confirming that this will work to set you up in our payment system 🌺
## REMITTANCE ADVICE

**Date**: 07/06/19  
**Page**: 1

<table>
<thead>
<tr>
<th>Date</th>
<th>Invoice Number</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>06/06/19</td>
<td>471403</td>
<td>1,920.00</td>
</tr>
</tbody>
</table>

Direct credited to your bank  
1,920.00
Hi Jo,

Please find listed a summary of the work and hours for July - September 2018

- Web updates/home page banners: generic/Business awards/Vintage & Classic/Fireworks/Pick it up - 10
- Signs - continued work on the town welcome sign - 4 (yet to be delivered)
- Street map, revised format, continued work - 12 (yet to be delivered)
- Koha Shed logo assistance - 1
- Xmas lights ticket banner/collateral - 3
- Ads: Prime Hamilton/info Hub joint / Rail Trail/Paradise Playground/Farming Waikato - 7
  Fortnightly columns - 8 ads, hour per ad = 8

Total for: Positive Paeroa - 45
Hauraki District Council - Evolve Hauraki logo - 7.5

Total all - 52.5
@ $100/hour

Donated creative services $5250.00

Regards,

Ralph Simpson
Gigo Communications
027 4346490
Hi Jo,

Please find listed a summary of the work and hours for October - December 2018:

- Fortnightly columns - 5 ads, hour per ad - 5
- Lightshow ad, redraw from artwork supplied - 2
- Positive Paeroa ads, Hauraki Herald, NZME, Waikato Farming Lifestyles, Explorer - 8
- Web, home banner updates - 3
- Town Welcome sign, check and update artwork, final art files to Liz - 4
- Map, redraw to include extended areas, icons, key info to add, test prints and final to printers - 25.5

Total: 47.5

@ $100/hr

Donated creative services $4,750.00

Regards,

Ralph Simpson
Gigo Communications
027 4346490
Hi Jo,

Please find listed a summary of the work and hours for January - March 2019

- Event, V8 & Motorcycle Show and Swap meet
  web banners, poster amends, certificates (10)
- Event, Highland Games
  web banners, web updates, social banners (3)
- Event, Poppies in the Park,
  brochure amends and print production, social banners, web banners (4)
- Advertising, various publications, resize and check (4)
- General web updates and maintenance (3)
- Fortnightly column,
  regular set, layout and dispatch (4)

Total 28 hours
@ $100/hour

Website design template subscription x 3 months @$30/month (0-rated GST)
$90.00

Donated creative services $2890.00

Regards,

Ralph Simpson
Gigo Communications
027 4346490
Hi Jo,

Please find listed a summary of the work and hours for April 1 to June 30 2019

- Formatting, setting and dispatching the Positive Paeroa fortnightly column in the Hauraki Herald: April 5, 18, May 3, 17, 31, June 14, 28 – 7 hours
- Advertising, Ultimate North Island, NZME – 1.5 hours
- Hauraki, Waihi/Paeroa brochure ad artwork and cover – 3 hours
- Website content and assistance with banner graphics – 2 hours
- Website subscription, monthly (with currency conversion, approx $30/month including GST) – 90.00

Total hours: 13.5
@ 100/hour plus GST

$1,552.50 creative services
$ 90.00 subscriptions

Donated creative services:
Total: $1,642.50

Regards

Ralph Simpson
Gigo Communications
027 4346490
Dear Jo

Thank you for referring The Villa Bed and Breakfast to destinationn coromandel, for accommodation.

It was lovely to have the family stay, and to know they are writing for cuisine magazine about our area.

Thank you again
Regards
Margaret Ford
Phone/Fax 07 8627164
Mobile 021 936450
Hi Jo

I love your newsletters.

On Thursday I had a free hearing test because of the post in your previous newsletter.
I didn't realise they had a service like that in Paeroa.

Cheers

Susan Tarr

On Fri, Jul 12, 2019 at 8:25 AM Jo Tilsley - Positive Paeroa <enquiries@paeroa.org.nz> wrote:

Below is a quick message from Positive Paeroa
View this email in your browser

Update from the best little town in the middle of everywhere

Friday Update
Appendix B

Positive Paeroa Funding Plan 2019 - 22

Introduction

Positive Paeroa Inc is a not-for-profit community organisation. The organisation has one full time employee and is governed by a committee of eight elected and one Council appointed member. Committee members represent both the social and business communities of Paeroa.

Background

Funds are needed to pay salary to enable Positive Paeroa to support community endeavours and the economic prosperity of Paeroa as well as carry out community based projects and initiatives. Positive Paeroa Inc is a not-for-profit

<table>
<thead>
<tr>
<th>Funding Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rationale</strong></td>
</tr>
<tr>
<td>- For a number of years Hauraki District Council has provided 100% funding for the organisation from targeted rates. This changes from July 2019 and is currently only confirmed for 2019/20. Council will fund $50,000 with a further $37,000 available to match funding obtained by Positive Paeroa.</td>
</tr>
<tr>
<td>- The Committee and Coordinator are anxious about securing funding moving forward.</td>
</tr>
<tr>
<td>- The people of Paeroa will have expectations of the same deliverables as previous years</td>
</tr>
<tr>
<td><strong>Outcomes</strong></td>
</tr>
<tr>
<td>- The Committee will be better informed because they will have a tool to plan, monitor and review progress.</td>
</tr>
<tr>
<td>- The Committee will be informed of the financial position on a regular basis.</td>
</tr>
<tr>
<td>- Planning is easier for the future because you have a guide – the system is working, not the people.</td>
</tr>
<tr>
<td>- the organisation will be moving toward financial independence</td>
</tr>
<tr>
<td>- less stress</td>
</tr>
<tr>
<td>- more resources</td>
</tr>
<tr>
<td>- stability</td>
</tr>
<tr>
<td>- people will work the hours they are paid for</td>
</tr>
<tr>
<td><strong>Issues and challenges</strong></td>
</tr>
<tr>
<td>- governance reliability</td>
</tr>
<tr>
<td>- running out of money and time to secure more</td>
</tr>
<tr>
<td>- pressure on staff</td>
</tr>
<tr>
<td>- challenge to ensure financial and administrative systems in place</td>
</tr>
<tr>
<td>- more accountability</td>
</tr>
<tr>
<td><strong>Considerations</strong></td>
</tr>
<tr>
<td>- need a team to focus on the funding</td>
</tr>
<tr>
<td>- need to be prepared to put everything in to place</td>
</tr>
<tr>
<td>- explore opportunities thoroughly</td>
</tr>
</tbody>
</table>
Strategic Direction

Positive Paeroa Incorporated Society
Strategic Plan 2019 – 22

OUR PURPOSE/VISION:
Economic Prosperity & Community Wellbeing in Paeroa and surrounds.

OUR MISSION:
Positively promoting Paeroa as a welcoming place to live, work and play.

OUR PRINCIPLES:
Our organisation is committed to enhancing the physical, social and economic wellbeing of people living, working and playing in the Paeroa area. Our organisation honours Te Tiriti o Waitangi in all activities.

Our work is underpinned by OUR VALUES:
- Community focused
- Inclusive
- Sharing of knowledge
- Caring for one another

OUT STRATEGIC PRIORITIES:

1. Build pride in our community.
   - Work with businesses to ensure a vibrant town centre
   - Coordinate beautification projects with the community

2. Support community partnerships by connecting businesses and community organisations, social enterprises.
   - Facilitate Business After 5 networking meetings
   - Facilitate Business Bites networking meetings
   - Act as a conduit of knowledge, contacts, skills & ideas

3. Facilitate planning, promotion, education and coordination of events in Paeroa and surrounding area.
   - Develop resources to guide others in event management
   - Promote Paeroa as the best little town in the middle of everywhere

4. Ensure the Society is well-resourced, governed and managed.
   - Prepare for the succession of committee members and staff
   - Review the constitution of 2014
   - Develop a governance manual of policies for annual review
   - Develop an operational manual for the day to day running of the organisation

5. Manage the financial position in an effective and responsible way.
   - Develop a funding plan that reflects an intention for financial independence by 2029
   - Maintain a robust financial management policy including budget preparation
   - Ensure our accounts are kept accurately and the financial position is communicated amongst the executive committee
   - Ensure all funding and accountability reporting is completed accurately and on time
Organisation Capacity

Who does the work?

The Coordinator, who works full time is responsible for getting the funding and maintaining accountabilities. She is supported by board members who will review and approve any grant applications in line with the strategic direction.

Who manages the day to day money?

The responsibility for managing the funds of the organisation belongs to the Chief Executive, governed by the board of trustees. The Treasurer makes payments, manages the banking and works closely with the Coordinator. The Coordinator pulls the finance reports for the Board, which are viewed by the Treasurer to then be taken to the Board. The accountant pays the wages. The Coordinator does not have authorisation rights to the bank account but administrator rights on Xero.

Notes

__________________________________________________________________________________________

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__________________________________________________________________________________________
Financial Sustainability

Finance Policy

Statement of Policy: Positive Paeroa Inc will undertake best practice in financial management by having financial systems that meet all audit and accountability requirements

To achieve this, the General Finance Policy will be implemented as follows:

1. The financial year is 01 July to 30 June.
2. A budget for the following year will be submitted to the Committee for approval at or before the June Committee meeting.
3. The Coordinator and Treasurer are authorised to approve expenditure within approved budget allocations. Where an approved budget allocation is likely to be exceeded, the Coordinator or Treasurer will seek prior approval from the Committee.
4. Non-budgeted items need to be submitted to the Committee for approval prior to being committed to.
5. The Coordinator will operate the organisation’s credit card (§2000 limit). All purchases are to be supported by documentation.
6. All payments are electronic and are to be signed/transacted by any two of the delegated signatories.
7. Permitted Delegated signatories include the Chairperson, the Treasurer and up to two other members of the Committee.
8. Accounts payable is to be authorised for payment by the Treasurer initially and then the Committee. All items authorised by the Treasurer is to be evidenced as such on the invoice for payment.
9. All reimbursements must be reviewed and approved by a member of the Committee with appropriate delegated authority.
10. Any purchases made by volunteers must have the prior approval of the Treasurer.
11. Capital items are those with a projected life longer than 12 months, and costing more than $500. All items identified as being capital in nature should be capitalised into the fixed assets schedule.
FINANCIAL REPORTING POLICIES

1. Financial reports, including a Profit and Loss statement and Balance Sheet will be presented to the Committee at its monthly meetings.

2. The financial statements are to be prepared and audited, for inclusion in the Annual Report in September each year.

3. The Auditors will be appointed / approved by the Committee every year.

4. Financial and other reporting requirements of the Charities Services, Government Departments and other statutory bodies will be submitted by the due date.

5. Full disclosure as required by donor organisations will be made.

FUNDRAISING POLICIES

1. The Committee has a responsibility to approve funding only from sources that are compatible with its values, philosophies and aims.

2. The wishes of donors shall be respected and where donations for specific items are already sponsored, such donors shall be notified and offered the option to nominate an alternative or withdraw.

3. All donations and gifts shall be acknowledged to the donor and will also be acknowledged publicly in some agreed way, such as listing in the Annual Report, unless otherwise requested by the donor.

4. A register of grants received is to be kept. This will show the amount of grant received, from who and for what purpose. Expenditure in relation to the grant is to be tracked to ensure that it is used for the correct purposes as advised by/to the donor. All donor / funder accountability requirements will be met within the required reporting timeframes.
Budget

Positive Paeroa Inc Budget
1 July 2019 - 30 June 2020

<table>
<thead>
<tr>
<th>Income</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contracts</td>
<td>87000</td>
</tr>
<tr>
<td>Donations</td>
<td>14000</td>
</tr>
<tr>
<td>Grants</td>
<td>90000</td>
</tr>
<tr>
<td>Sponsorship</td>
<td>2500</td>
</tr>
<tr>
<td>Enterprise</td>
<td>10000</td>
</tr>
<tr>
<td>Fundraising</td>
<td>2000</td>
</tr>
<tr>
<td>Membership</td>
<td>1000</td>
</tr>
<tr>
<td>Sundry Income</td>
<td>2000</td>
</tr>
<tr>
<td>Interest</td>
<td>500</td>
</tr>
</tbody>
</table>

**Total Income**  
**209000**

<table>
<thead>
<tr>
<th>Expenditure</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wages</td>
<td>55000</td>
</tr>
<tr>
<td>Office lease</td>
<td>9000</td>
</tr>
<tr>
<td>Utilities</td>
<td>150</td>
</tr>
<tr>
<td>Subscriptions</td>
<td>300</td>
</tr>
<tr>
<td>Telephone &amp; Email</td>
<td>3000</td>
</tr>
<tr>
<td>Printer</td>
<td>1500</td>
</tr>
<tr>
<td>Stationery &amp; Equipment</td>
<td>1500</td>
</tr>
<tr>
<td>Accounting Fees</td>
<td>5000</td>
</tr>
<tr>
<td>Audit Fees</td>
<td>1200</td>
</tr>
<tr>
<td>ACC Levies</td>
<td>450</td>
</tr>
<tr>
<td>Insurance</td>
<td>1500</td>
</tr>
<tr>
<td>Website</td>
<td>2000</td>
</tr>
<tr>
<td>Gen. Misc. Expenses</td>
<td>1500</td>
</tr>
<tr>
<td>Committee Expenses</td>
<td>1500</td>
</tr>
<tr>
<td>Bank Fees</td>
<td>250</td>
</tr>
<tr>
<td>PO Box</td>
<td>200</td>
</tr>
<tr>
<td>Professional Development</td>
<td>3000</td>
</tr>
<tr>
<td>Travel Costs</td>
<td>1500</td>
</tr>
<tr>
<td>Community Lighting</td>
<td>20000</td>
</tr>
<tr>
<td>Enterprise</td>
<td>20000</td>
</tr>
<tr>
<td>Promotions &amp; Events</td>
<td>50000</td>
</tr>
<tr>
<td>Town Beautification Projects</td>
<td>30000</td>
</tr>
</tbody>
</table>

**Total Expenditure**  
**208550**
Accountancy

Our accountant is Coombe and Associates. Currently they review our accounts every two months, make the codes, pays salary and does the GST returns. The accountant prepares the annual accounts for the auditor.
Our auditor is Sarah Dillan, Absolute Auditing Limited.
Funding Options

There are seven potential funding streams:

- Membership – people pay to receive specific services;
- Donations – People donate money or resources out of kindness;
- Sponsorship – Parties give money or resources in return for specific rewards;
- Fundraising – Activities are organised for the sole purpose of raising funds. Activities do not always relate to your service.
- Enterprise – Your organisation sells products or services;
- Grants – Your organisation applies to funding bodies for specific projects;
- Contracts – Somebody pays your organisation to provide a specific service.

Notes
## Fitting It All Together

1. **Determine where the funds come from now:**
   **Amounts as at June 2019**

<table>
<thead>
<tr>
<th>Category</th>
<th>Total Income = $88,900</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants</td>
<td></td>
</tr>
<tr>
<td>Donations</td>
<td>$1900 Coca-Cola Amatil</td>
</tr>
<tr>
<td>Membership</td>
<td></td>
</tr>
<tr>
<td>Enterprise</td>
<td></td>
</tr>
<tr>
<td>Fundraising</td>
<td></td>
</tr>
<tr>
<td>Contracts</td>
<td>$87,000 Hauraki District Council</td>
</tr>
<tr>
<td>Sponsorship</td>
<td></td>
</tr>
</tbody>
</table>

2. **Determine current spending - Amounts**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration &amp; Financial</td>
<td>$14,375</td>
</tr>
<tr>
<td>Salary</td>
<td>$50,960</td>
</tr>
<tr>
<td>Rent</td>
<td>$8,060</td>
</tr>
<tr>
<td>Operating</td>
<td>$36,184</td>
</tr>
</tbody>
</table>

NB: It is important to be aware of what percentage of total expenditure relates to overhead costs as these are the costs that are compulsory and need to be paid whether more funding is secured or not.
Current Funding Streams

*Where funds come from now and what for?*
For the 2018/19 Positive Paeroa operated on a budget of $110,000 with $30,000 available from money in the bank.

<table>
<thead>
<tr>
<th>Membership</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship</td>
<td></td>
</tr>
<tr>
<td>Donations</td>
<td>$1900 Coca-Cola Amatil</td>
</tr>
<tr>
<td>Grants</td>
<td></td>
</tr>
<tr>
<td>Fundraising</td>
<td></td>
</tr>
<tr>
<td>Contracts</td>
<td>$87,000 Hauraki District Council</td>
</tr>
<tr>
<td>Enterprise</td>
<td></td>
</tr>
</tbody>
</table>
### Funding Requirements 2019/20

<table>
<thead>
<tr>
<th>What need $ for</th>
<th>How much</th>
<th>When</th>
<th>Funding Stream</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salary for the Coordinator</td>
<td>$55,000</td>
<td>Dec/March</td>
<td>HDC, grants</td>
<td>$35,000 HDC</td>
</tr>
</tbody>
</table>


### What Funds Can We Generate 2019/20?

| **Donations**          | $12,000 Gigo Graphic Communications (for website development & graphic design)  
|                        | $2000 Friends of Positive Paeroa                                               |
| **Grants**             | $90,000                                                                            |
| **Contract**           | $87,000 Hauraki District Council – made up of $50,000 initial payment and $37,000 dollar for dollar match with external income |
| **Enterprise**         | $10,000 sales from L & P special merchandise with an exclusive arrangement with Coca Cola Amatil |
| **Fundraising**        | $2,000                                                                             |
| **Membership**         | $1,000                                                                             |
| **Sponsorship**        | $2,500                                                                             |
## Grant Funding Calendar

<table>
<thead>
<tr>
<th>Date to complete</th>
<th>Project and what to fund</th>
<th>Funder or other income</th>
<th>Amount requested</th>
<th>Amount received</th>
<th>Accountability due/completed</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>
Funding Plan: 2019 - 2022

A collection of ‘business as usual’ and ‘new’ ideas.

<table>
<thead>
<tr>
<th>Income Stream</th>
<th>Task</th>
<th>How</th>
<th>Who</th>
<th>When</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Membership</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Friend of/supporter of)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>When looking at the value of membership and what we are offering it is important that we remember the member is not making a donation to our organisation, they are making an investment and they will expect a return (Moore, 2011).</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income Stream</td>
<td>Task</td>
<td>How</td>
<td>Who</td>
<td>When</td>
<td>Evaluation</td>
</tr>
<tr>
<td>---------------</td>
<td>------</td>
<td>-----</td>
<td>-----</td>
<td>------</td>
<td>------------</td>
</tr>
<tr>
<td>Donations</td>
<td>Increase the opportunities for donations to be made</td>
<td>“Donate Now” button on website &amp; facebook Also have an email signature attached to donate. Create a ‘Friends of Positive Paeroa’ club.</td>
<td>Coordinator</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Be deliberate in our approach to seeking donations.</td>
<td></td>
<td>Committee</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Set up as a recipient of Payroll Giving</td>
<td>Contact IRD to investigate eligibility and promote this option to friends of Positive Paeroa Inc</td>
<td>Committee/Coordinator</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Develop a profile - raising campaign that encourages online and other donations</td>
<td>A month appeal each year</td>
<td>Coordinator</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Crowd funding is the collective effort of individuals who network and pool their resources online to support people or community.

<table>
<thead>
<tr>
<th>Crowd funding</th>
<th>A specific project to be profiled on a New Zealand platform such as ‘Pledgeme’.</th>
<th>Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Income Stream</strong></td>
<td><strong>Task</strong></td>
<td><strong>How</strong></td>
</tr>
<tr>
<td>------------------</td>
<td>----------</td>
<td>---------</td>
</tr>
<tr>
<td><strong>Sponsorship</strong></td>
<td>Consider the products and services that may attract sponsors. Who is the audience you have that will be attractive to a sponsor?</td>
<td>Identify potential sponsors providing services/resources relevant to our sector and develop a plan to target these businesses who can add value to us and wider sector</td>
</tr>
<tr>
<td></td>
<td>Request sponsor type support when working on joint or partner programmes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Form relationships with key retailers who have supported Positive Paeroa Inc. with goods/services</td>
<td>Contact made with various retailers/businesses/organisations and support acknowledged publicly</td>
</tr>
</tbody>
</table>

*Sponsorship is a cash and/or in-kind fee paid to an organisation in return for access to the exploitable commercial potential. May be nonprofit, unlike philanthropy, sponsorship is done with the expectation of a commercial return.*
<table>
<thead>
<tr>
<th>Income Stream</th>
<th>Task</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fundraising</strong></td>
<td>The internet is a huge source of ideas</td>
</tr>
</tbody>
</table>

**An example:**
Talk to businesses about ‘appeal options’ e.g. accommodation providers: for the month of December $1 from every booking goes to Positive Paeroa Inc.
<table>
<thead>
<tr>
<th>Income Stream</th>
<th>Task</th>
<th>How</th>
<th>Who</th>
<th>When</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enterprise</td>
<td>Develop a range of L&amp;P branded merchandise to be sold online and in-store. This range will comprise a vary of on-going and short run items</td>
<td>Coordinator to work with Coca-Cola Amatil Brand Manager &amp; designers</td>
<td>Coordinator</td>
<td>June 19 - ongoing</td>
<td></td>
</tr>
</tbody>
</table>


<table>
<thead>
<tr>
<th>Income Stream</th>
<th>Task</th>
<th>How</th>
<th>Who</th>
<th>When</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contracts</td>
<td>Maintain our status as a high trust provider of service and keep the contracts held now</td>
<td>Maintain good relationships with the government agencies through regular meetings with the streamlined contract manager.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maintain good practice and accountability of our contracts.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Be aware of new contract opportunities through the government electronic tender process</td>
<td><a href="http://www.gets.govt.nz">www.gets.govt.nz</a></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Income Stream</strong></td>
<td><strong>Task</strong></td>
<td><strong>How</strong></td>
<td><strong>Who</strong></td>
<td><strong>When</strong></td>
<td><strong>Evaluation</strong></td>
</tr>
<tr>
<td>-------------------</td>
<td>--------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------</td>
<td>------------------</td>
<td>----------</td>
<td>----------------</td>
</tr>
<tr>
<td>Grants</td>
<td>Develop a funding calendar.</td>
<td>Work with Community Waikato to establish most suitable funders for what projects. Potential funding calendar attached.</td>
<td>Community Waikato</td>
<td>June 19</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Strengthen relationships with funders – so the same funder gives more funding</td>
<td>Invitations to events, feature their support in our publications, offer to support them at their events etc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Divide up relationship building with funders amongst staff and Committee (more deliberate relationship building strategy)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Record Keeping

Information kept will need to include the following:

- What the funds are for;
- Funder’s details;
- Date of donation/grant/start of contract, how much was secured;
- When accountability is due.

FUNDING 2019/20

<table>
<thead>
<tr>
<th>What for/Project</th>
<th>Funder</th>
<th>Date secured</th>
<th>Amount Received</th>
<th>Key outcomes</th>
<th>Accountability due date</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
<tr>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
Monitoring and Evaluating the Funding Plan

This will determine what works and what does not work for Positive Paeroa Inc.

- Know how much each option we try costs.
- Identify hidden costs and hidden benefits. So, for example, staff time might be a hidden cost, and increased profile might be a hidden benefit.
- Be alert for early warning signals (e.g. costs too high, returns too low).
- Take corrective action when we can see something is going wrong.
- Prepare monitoring reports for management and Committee.
- Evaluate our efforts over a year
- On a monthly basis, look at progressive targets - are we on track (likely) to achieve the targets set? If not, what can be done about it?
- Use tables and graphs to show trends. (e.g. targets against actual, monthly over a year.) These are especially useful for people who are not very financially literate.
- Use the information to arrive at conclusions and make decisions.
## Appendixes:

### FUNDING OPTIONS

<table>
<thead>
<tr>
<th>Funder</th>
<th>Date application closes</th>
<th>Website Link</th>
<th>What for/Project</th>
<th>Notes</th>
</tr>
</thead>
</table>
| ANZ New Zealand Staff Foundation            | 15 Feb 19               | [https://www.anz.co.nz/about-us/corporate-responsibility/community/staff-foundation/](https://www.anz.co.nz/about-us/corporate-responsibility/community/staff-foundation/) | To assist in the promotion of financial literacy  
To provide opportunities for all New Zealanders to achieve economic and social independence  
To provide access to learning opportunities that prepare people for meaningful work and a high quality of life  
To assist people working together to create viable and secure communities | National               |
|                                             | 15 Aug 19               |                                                                              |                                                                                |                        |
|                                             | Every year              |                                                                              |                                                                                |                        |
|                                             |                         |                                                                              |                                                                                |                        |
| Catholic Caring Foundation                  | Annual Round: April     | [www.caringfoundation.org.nz](http://www.caringfoundation.org.nz)             | Essential services, social services etc  
**Note:** Now an annual round, no longer available regularly throughout the year. |                        |
Locally identified priorities |                        |
<p>| Community Waikato Tindall Fund              | Opens early August, closes mid Sept each year | <a href="http://www.communitywaikato.org.nz">www.communitywaikato.org.nz</a> | To be eligible for this fund you must be a community social service agency with charitable status, working within the Waikato region and whose primary purpose fits within the eligibility criteria | A good fund for operational or administration costs |
| Community Waikato Tindall Rural Community Event Fund | Opens early December and closes | <a href="https://www.communitywaikato.org.nz">https://www.communitywaikato.org.nz</a> | Targeted toward small, rural-based organisations who provide events for | $500 towards community based events. Quick |</p>
<table>
<thead>
<tr>
<th>Trust/Committee</th>
<th>Frequency</th>
<th>Register/Contact Information</th>
<th>Strategic Focus</th>
<th>Organisational Eligibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grassroots Trust</td>
<td>End of each month</td>
<td><a href="http://www.grassrootstrust.co.nz/">www.grassrootstrust.co.nz/</a></td>
<td>Grassroots Trust was established in 2003 to support sport, education and community sectors</td>
<td>Predominantly sport but consider social sector too. Hamilton; Matamata-Piako; South Waikato; Waipa and Waitomo, Whanganui, Whakatane; Bay of Plenty</td>
</tr>
<tr>
<td>Harcourts Foundation</td>
<td>Quarterly</td>
<td><a href="https://harcourts.eventsair.com/harcourts-foundation-grant-applications/grant-application-form-2018/Site/Register">https://harcourts.eventsair.com/harcourts-foundation-grant-applications/grant-application-form-2018/Site/Register</a></td>
<td>Grant applications must be for a specific event, project, item, or initiative.</td>
<td>While preference will be given to organisations in areas with a Harcourts office, applications are still welcomed from organisations who are not.</td>
</tr>
<tr>
<td>Len Reynolds’s Trust Administered by Community Waikato</td>
<td>4 rounds per year with different themes</td>
<td><a href="http://www.communitywaikato.org.nz">www.communitywaikato.org.nz</a></td>
<td>Good for operational. Families, community education, conservation and social wellbeing. A legally constituted community group or organisation that is registered under the Charities Act 2005 and works towards one or more of the following...</td>
<td>Waikato region. Max $10,000. Organisations with an annual operating budget of over $2Million dollars do not qualify for this funding. Accepts health based organisation applications</td>
</tr>
<tr>
<td>Lottery Community Committee</td>
<td>Two rounds per year</td>
<td>This application requires a Realme Login- <a href="https://communityadviceandgrants.dia.govt.nz/user_sessions/new">https://communityadviceandgrants.dia.govt.nz/user_sessions/new</a></td>
<td>Salaries, Operational, Projects, activities, resources or services that have a community or social service focus, and which help connect communities,</td>
<td>Lottery Community funds organisations that support the needs of:</td>
</tr>
<tr>
<td>Organisation</td>
<td>Date of Application</td>
<td>Website</td>
<td>Purpose</td>
<td>Fund</td>
</tr>
<tr>
<td>------------------------------------</td>
<td>---------------------</td>
<td>-------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>One Foundation Limited</td>
<td>5pm on the last</td>
<td><a href="https://onefoundation.nz/">https://onefoundation.nz/</a></td>
<td>Arts, Community &amp; Culture: Programmes that support you at risk. Recognised cultural and community organisations to further the objective of those groups. To provide for the maintenance, refurbishment and well-being of local marae. Education: Schools and other educational institutes for equipment and student amenities for educational advancement not covered by government funding. Health &amp; Welfare: Support services for communities. Sport: Donations to amateur sport teams and clubs competing in recognised leagues and tournaments. Ground Hire. Playing Uniforms. Provision of actual and reasonable travel expenses for groups participating in tournaments with kindred groups. Sports Equipment.</td>
<td>Gaming Machine Fund</td>
</tr>
<tr>
<td>Name</td>
<td>Period</td>
<td>Website/Link</td>
<td>Description</td>
<td>Funding Details</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>-----------------</td>
<td>-------------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-------------------------------</td>
</tr>
<tr>
<td>Sargood Bequest</td>
<td>Closes 31 Dec</td>
<td><a href="https://www.sargoodbequest.org.nz/get-grant/">https://www.sargoodbequest.org.nz/get-grant/</a></td>
<td>Projects and activities in the children &amp; youth, cultural, sports &amp; outdoors, educational and environmental areas with a focus on access, participation and inspiration.</td>
<td>Majority under $5000</td>
</tr>
<tr>
<td></td>
<td>annually</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trust Waikato</td>
<td>Feb 19 - Jun 19</td>
<td><a href="http://www.trustwaikato.co.nz">www.trustwaikato.co.nz</a></td>
<td>welfare, sport, recreation, youth, art, culture, and the environment, for the benefit of people in our region.</td>
<td>Online application, refer to website for current priorities</td>
</tr>
<tr>
<td>Everyone Charitable Trust</td>
<td>28 Feb 19 - 30 Apr 19</td>
<td><a href="http://www.foreveryone.org.nz">www.foreveryone.org.nz</a></td>
<td>Community projects that can be completed in a year for less than $5000</td>
<td>Projects, not salaries etc.</td>
</tr>
<tr>
<td>Gallagher Trust</td>
<td>Applications considered in February, May, August and November</td>
<td></td>
<td>Funding to assist families and young people, but all applications considered. The Trustees prefer to support specific projects of organisations rather than general funding. Major community facilities also funded.</td>
<td>Gallagher Charitable Trust Board 181 Kahikatea Drive Private Bag 3026 Hamilton Ph: (07) 838 9825</td>
</tr>
<tr>
<td>Harcourts Foundation</td>
<td>Jan 19 - Oct 19</td>
<td><a href="http://www.harcourtsfoundation.org/">www.harcourtsfoundation.org/</a></td>
<td>For a specific event, project, item or initiative</td>
<td>National</td>
</tr>
<tr>
<td>Trust Name</td>
<td>Application Dates</td>
<td>Website Address</td>
<td>Funding Areas</td>
<td>Region</td>
</tr>
<tr>
<td>-----------------------------------------------</td>
<td>-------------------</td>
<td>-------------------------------------------------------</td>
<td>---------------------------------------------------</td>
<td>--------</td>
</tr>
<tr>
<td>Medibank Community Fund</td>
<td>Expressions of interest to be submitted online</td>
<td><a href="https://sportnz.org.nz/get-into-sport/search-for-funding/sources/201382">https://sportnz.org.nz/get-into-sport/search-for-funding/sources/201382</a></td>
<td>Promote healthy eating and greater community connectedness in your local community. Minimum amount $10,000 up to a maximum of $50,000.00</td>
<td>Needs support of Medibank employee</td>
</tr>
<tr>
<td>Microsoft NZ</td>
<td>Register anytime</td>
<td><a href="http://www.techsoup.net.nz">www.techsoup.net.nz</a></td>
<td>Technology – laptop, software</td>
<td></td>
</tr>
<tr>
<td>NZ Community Trust</td>
<td>15th of each month for the next month’s allocation.</td>
<td><a href="http://www.nzct.org.nz">www.nzct.org.nz</a></td>
<td>Youth, education, community</td>
<td>Gaming Machine Fund</td>
</tr>
<tr>
<td>Sky City</td>
<td>Opens Aug 19</td>
<td><a href="http://www.skycityhamilton.co.nz/about-us/community/community-trust-grants">www.skycityhamilton.co.nz/about-us/community/community-trust-grants</a></td>
<td>Support programmes that make a difference to family/whanau social health and wellbeing</td>
<td>Gaming machine fund</td>
</tr>
<tr>
<td>The Fletcher Trust</td>
<td>Currently NOT open</td>
<td><a href="http://www.fletchertrust.co.nz">www.fletchertrust.co.nz</a></td>
<td>Youth, education</td>
<td>They will approach groups they have an interest in</td>
</tr>
<tr>
<td>The Lion Foundation</td>
<td>Monthly</td>
<td><a href="http://www.lionfoundation.org.nz">www.lionfoundation.org.nz</a></td>
<td>All</td>
<td>Gaming Machine Fund</td>
</tr>
<tr>
<td>The Lou &amp; Iris Fisher charitable Trust</td>
<td>The first Friday in December each year</td>
<td>Email: <a href="mailto:saskia@fisher-int.co.nz">saskia@fisher-int.co.nz</a></td>
<td>There will be a focus annually on a particular field of * Arts and Culture * Community and Social Welfare.</td>
<td>Environment 2015 PO Box 4071 Shortland Street Auckland</td>
</tr>
<tr>
<td>Fund</td>
<td>Management Date</td>
<td>Website</td>
<td>Focus Area</td>
<td>Notes</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>-----------------</td>
<td>----------------------------------------------</td>
<td>-------------------------------------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>The Page Trust</td>
<td>Managed by Public Trust</td>
<td>Education &amp; youth</td>
<td>Do not fund capital items.</td>
<td></td>
</tr>
<tr>
<td>The Southern Trust</td>
<td>Monthly</td>
<td><a href="http://www.southerntrust.org.nz">www.southerntrust.org.nz</a></td>
<td>Gaming Machine Fund</td>
<td></td>
</tr>
<tr>
<td>The Working Together More Fund</td>
<td>1 Apr 19</td>
<td><a href="http://www.workingtogether.org.nz">www.workingtogether.org.nz</a></td>
<td>Collaborative ventures</td>
<td></td>
</tr>
<tr>
<td>Todd Foundation General Fund</td>
<td>15 February 19</td>
<td><a href="http://www.toddfoundation.org.nz">www.toddfoundation.org.nz</a></td>
<td>Refer to the ‘General Fund Eligibility’ checklist and guidelines</td>
<td></td>
</tr>
<tr>
<td>Transpower Community Care Grant</td>
<td>Expressions of interest by 30 April 19 Close 31 July 19</td>
<td><a href="http://www.transpower.co.nz/community-initiatives/communitycare-fund">www.transpower.co.nz/community-initiatives/communitycare-fund</a></td>
<td>Projects that have a high level of community involvement and participation etc. Capital works</td>
<td>projects in communities in close proximity to the grid and who are affected by Transpower assets (transmission lines, transmission towers and substations)</td>
</tr>
<tr>
<td>Trillian Trust</td>
<td>10th monthly</td>
<td><a href="http://www.trillian.co.nz">www.trillian.co.nz</a></td>
<td>Gaming machine fund</td>
<td></td>
</tr>
</tbody>
</table>
**Gaming machine trusts:** For more detail on the go to [http://www.dia.govt.nz/Services-Casino-and-Non-Casino-Gaming-Funding-For-Community-Groups#map](http://www.dia.govt.nz/Services-Casino-and-Non-Casino-Gaming-Funding-For-Community-Groups#map)

**Family Trusts:** Often specific to areas go to [http://www.perpetual.co.nz/charitable-trusts.html](http://www.perpetual.co.nz/charitable-trusts.html) and [http://www.publictrust.co.nz/grants-and-scholarships/how-do-i-find-one](http://www.publictrust.co.nz/grants-and-scholarships/how-do-i-find-one)

**Government Funding:**

**Crown:** Community Development Scheme, Community Internship Programme, Community Organisations Grant Scheme (COGS), Support for volunteering fund, Youth Worker Training Scheme, Settling In.

**Lottery:** Community, Environment and Heritage, Health Research, Community Sector Research, Individuals with Disabilities, Marae Heritage and Facilities, Outdoor Safety, Community Facilities Fund, Ministers Discretionary Fund, Significant Projects Fund

**Trust Grants managed by DIA:** Chinese Poll Tax, NZ Winston Churchill Memorial Trust, Norman Kirk Memorial Trust, Pacific Development & Conservation Trust, Peace & Disarmament Education Trust

**Ministry of Youth Development** provide funding to programmes and services for young people so that they can contribute to their community and participate in education, training or employment. [http://www.myd.govt.nz/funding/](http://www.myd.govt.nz/funding/)

Youth Development Partnership Fund, Youth Fund, Services for young people fund, Queer and Trans Youth Grants, Small Communities Youth Grant Fund, Financial Literacy Fund

Government Contracts are managed via [www.gets.govt.nz](http://www.gets.govt.nz)
Thoughts, Ideas and Reflections
Positive Paeroa Inc Budget
1 July 2019 - 30 June 2020

### Income

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contracts</td>
<td>87000</td>
</tr>
<tr>
<td>Donations</td>
<td>14000</td>
</tr>
<tr>
<td>Grants</td>
<td>90000</td>
</tr>
<tr>
<td>Sponsorship</td>
<td>2500</td>
</tr>
<tr>
<td>Enterprise</td>
<td>10000</td>
</tr>
<tr>
<td>Fundraising</td>
<td>2000</td>
</tr>
<tr>
<td>Membership</td>
<td>1000</td>
</tr>
<tr>
<td>Sundry Income</td>
<td>2000</td>
</tr>
<tr>
<td>Interest</td>
<td>500</td>
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</table>

**Total Income**

209000

### Expenditure

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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</thead>
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<tr>
<td>Wages</td>
<td>55000</td>
</tr>
<tr>
<td>Office lease</td>
<td>9000</td>
</tr>
<tr>
<td>Utilities</td>
<td>150</td>
</tr>
<tr>
<td>Subscriptions</td>
<td>300</td>
</tr>
<tr>
<td>Telephone &amp; Email</td>
<td>3000</td>
</tr>
<tr>
<td>Printer</td>
<td>1500</td>
</tr>
<tr>
<td>Stationery &amp; Equipment</td>
<td>1500</td>
</tr>
<tr>
<td>Accounting Fees</td>
<td>5000</td>
</tr>
<tr>
<td>Audit Fees</td>
<td>1200</td>
</tr>
<tr>
<td>ACC Levies</td>
<td>450</td>
</tr>
<tr>
<td>Insurance</td>
<td>1500</td>
</tr>
<tr>
<td>Website</td>
<td>2000</td>
</tr>
<tr>
<td>Gen. Misc. Expenses</td>
<td>1500</td>
</tr>
<tr>
<td>Committee Expenses</td>
<td>1500</td>
</tr>
<tr>
<td>Bank Fees</td>
<td>250</td>
</tr>
<tr>
<td>PO Box</td>
<td>200</td>
</tr>
<tr>
<td>Professional Development</td>
<td>3000</td>
</tr>
<tr>
<td>Travel Costs</td>
<td>1500</td>
</tr>
<tr>
<td>Community Lighting</td>
<td>20000</td>
</tr>
<tr>
<td>Enterprise</td>
<td>20000</td>
</tr>
<tr>
<td>Promotions &amp; Events</td>
<td>50000</td>
</tr>
<tr>
<td>Town Beautification Projects</td>
<td>30000</td>
</tr>
</tbody>
</table>

**Total Expenditure**

208550
Information Report

To: Economic Development Subcommittee
From: Economic Development Officer
Date: Tuesday, 23 July 2019
File reference: Document: 260848
Appendix A: 2608507
Appendix B: 2608507
Portfolio holder: Councillor Ross Harris
Meeting date: Tuesday, 30 July 2019
Subject: GO Waihi Annual Funding Accountability Report

Recommendation:
THAT the report be received.

1 Summary
The report in Appendix A provides a summary of the activities of GO Waihi between July 2018 and June 2019.

2 Background
GO Waihi has been working in the Waihi community since 1997. In line with their Letter of Agreement with Hauraki District Council, the organisation is required to provide Council with a funding accountability report at the end of every quarter. These are to include details of work undertaken and milestones achieved, progress against the key performance measures and targets under the Service Agreement, progress against the performance measures and actual versus budgeted expenditure.

3 Content
The report in Appendix A highlights the main activities of GO Waihi for the period between July 2018 and June 2019. Included is also GO Waihi’s updated draft business plan and budget (Appendix B).
4 Budget Implications

There are no direct budget implications of this report.

5 Conclusion

That the report be received.

Rebecca Jenks
ECONOMIC DEVELOPMENT OFFICER
GO Waihi
Annual funding accountability report to Hauraki District Council

Reporting period: 1st July 2018 – 31st June 2019
1 Executive Summary

Our main role is as per our Constitution Objectives;

(a) To promote and publicise Waihi within New Zealand and overseas as being attractive, active, innovative and unique with the aim of attracting visitors, tourists and business interests to Waihi.
(b) To ensure that residents, visitors and tourists are welcomed, entertained and given information and assistance while in Waihi.
(c) To assist, promote and encourage any enterprise, idea or suggestion, which may nurture prosperity, employment and community spirit for the benefit of Waihi.
(d) To liaise and to co-operate with any person or body, including the Local District Council, in order to achieve the objects herein for the benefit of the Community of Waihi.
(e) To provide information and assistance to those wishing to establish business within Waihi.
(f) Where practicable, support and assist existing businesses seeking advice.
(g) To facilitate and support the development of employment opportunities and initiatives within Waihi.
(h) To establish and maintain contact with business organisations, local and regional authorities Local Community Groups.
(1) To do lawfully all such things as are incidental to, or conductive to the above mentioned objectives, or any one of them, or any other objectives, which the Society may from time to time establish.

This year has seen a number of challenges presented with the 1st being the proposed drop in funding from HDC as well as the clarification and formalization of the funding agreement and expected outcomes required from GO Waihi.

As a consequence GO Waihi have reviewed and updated its Constitution, reviewed its structure, business plan, budgets, and financial reporting and accountability requirements. Had an AGM and elected a new Committee.

2 Performance targets

<table>
<thead>
<tr>
<th>Measure</th>
<th>Result</th>
<th>Commentary</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Clock] Business After 5 meetings Monthly (11 per annum)</td>
<td></td>
<td>There were 11 BA5 meetings held during the year covering a number of existing and new businesses as well as an informative meeting with Oceana Gold.</td>
</tr>
<tr>
<td>![Calendar] Organisations, events and activities supported 4 per quarter</td>
<td></td>
<td>The majority of Waihi Community Organisations and Groups have been supported throughout the year by way of promotion through the GO Waihi Face Book page, Web Page and through assistance where required. In the last few months the Waihi Leader have also included a Community Events page.</td>
</tr>
</tbody>
</table>
3 Alternative funding

Funding for the main events arranged by GO Waihi has been sought from local businesses and sponsors. Alternate funding also comes through the Market Stall Income, Advertising and Web page revenue.

All alternative funding will be shown on our Annual Accounts which are being prepared for Auditing.

4 Support of Council initiatives

GO Waihi have been involved in the organisation of the “Evolve” Breakfast Meetings. Discussions are being held with the Waihi Community Wireless Trust regarding the provision of Free Wifi for the Waihi CBD. We have also been involved with the Destination Hauraki Hui.

5 Effectiveness of relationship

There have been challenges with relationships over the last 12 months which have been in the main resolved and progress has been made in working through a number of outstanding issues with HDC. Contact has been made with HDC, Positive Paeroa Destination Coromandel and attendance at joint meetings are having a positive influence on ongoing relationships towards a common purpose.

6 Key achievements in the past year

We began and are well into completing a review and restructure of the governance and management of GO Waihi. Achieved an agreement and better understanding of the requirements of HDC to ensure continued funding. All events we were involved with were completed with the results of them being beneficial to the Community. The Oceana Gold & GO Waihi Warm Up Party for Beach Hop 2019 was a great success for Waihi as well as Hauraki District. The local and national newspaper coverage along with the TV Coverage and article in the NZV8 Repco Beach Hop Annual who stated that this year "Waihi Sure knows how to get Repco Beach Hop off to a great start and this year’s GO Waihi
Warm Up Party may have been the best yet” is typical of the positive comments coming from this event. It has also confirmed its continuance for 2020.

7 Key challenges and risks in the past year and looking forward

Announcement that funding would be reduced and that what appeared to be changes being made to the reporting functions and requirements of GO Waihi to receive funding, did cause some consternation for some time. These were resolved and changes made with a new Committee and now a revised and clearer direction going forward.

The resignation of our Coordinator of nearly 12 years Brian Gentil in February did cause additional work load for the new Committee who together have now got through the biggest event for the year and with a shift of office and the appointment of a new Coordinator/Administrator are looking forward bringing new ideas and outcomes.

8 Conclusion & recommendations

It has been a hard year which starting now with a new Office space, new Coordinator, documented business plan and budgets, the only way to go is forward.

It is believed that there is a better understanding of the way GO Waihi and HDC can and are working together towards providing the best that we can for the Waihi Ward Businesses and Community in a way that will ensure our continued ability ‘To promote the Waihi area, successfully and professionally, as an attractive and unique place to live, work and visit and enjoy.’

Some concerns have been raised as to the ongoing responsibilities of some of the things which GO Waihi and others have provided for Waihi and whose responsibility they now become for the ongoing maintenance for such items as the flags, Rainbow, scaled Popet Heads, coloured lighting in the main Street.

9 Budgeted and actual income

Provide details for this financial year only

<table>
<thead>
<tr>
<th>Income source</th>
<th>Budgeted amount ($)</th>
<th>Actual amount ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hauraki District Council</td>
<td>$77,052</td>
<td>$77,052</td>
</tr>
<tr>
<td>External funds received</td>
<td>$29,950</td>
<td>$14,379</td>
</tr>
</tbody>
</table>

Total income $107,002 $91,431


Appendix A: Minutes from meeting between Council and GO Waihi to discuss KPIs
Appendix B: GO Waihi internal performance review
Business plan for
GO WAIHI INC.

Date: JULY 2019
## Business details

<table>
<thead>
<tr>
<th>Business name</th>
<th>GO WAIHI INCORPORATED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trading name</td>
<td>GO WAIHI</td>
</tr>
<tr>
<td>Established</td>
<td>1997</td>
</tr>
<tr>
<td>Structure</td>
<td>INCORPORATED SOCIETY</td>
</tr>
<tr>
<td>Date registered</td>
<td>28(^{\text{TH}}) FEBRUARY 1997</td>
</tr>
<tr>
<td>NZBN</td>
<td>832653</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contact name</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Landline</td>
<td>07 8633030</td>
</tr>
<tr>
<td>Mobile</td>
<td>0274692444</td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:info@waihi.org.nz">info@waihi.org.nz</a></td>
</tr>
<tr>
<td>Physical address</td>
<td>26 Rosemont Road WAIHI</td>
</tr>
<tr>
<td>Postal address</td>
<td>P.O. BOX 34 WAIHI 3641</td>
</tr>
</tbody>
</table>

## Online/social media

<table>
<thead>
<tr>
<th>Website</th>
<th><a href="http://www.waihi.org.nz">www.waihi.org.nz</a></th>
</tr>
</thead>
</table>
Background

GOLDEN OPPORTUNITIES WAIHI

The History behind GO Waihi

The Waihi area boundaries, as referred to in the business plan, include Whiritoa Beach, Waikino, Karangahake Gorge, Waimata and Waihi.

GO Waihi was formed in 1997, in an effort to revitalise the central business district and to provide a stimulus to improve the economic viability of our town. This was done originally through a Mainstreet programme in Waihi, which was under the guidance of the Hauraki District Council and through events and promotions.

This was seen as giving the local business community a Great Opportunity to show what was available to the local community and to visitors.

From this the name GO Waihi evolved and is now seen as being a catalyst for moving forward as a desirable Community to live and be part of.

Since that time it has progressed to where we now employ a fulltime Co-ordinator who works under the direction of an established Committee of Business and Community Leaders.

GO Waihi is involved in a range of activities which include for the preparation of marketing material for the Waihi Area, planning and assisting with visitor and tourism initiatives and managing targeted events.

GO Waihi are directly involved in or assist with a number of local community groups activities and events over the years which include:

- Waihi’s Warm Up Party for Beach Hop
- ECHO Walking Festival
- Goldfest coordination & promotion of events across late September & October
- International Academy Vegetarian Festival
- GO Waihi Trolley Derby and Market Day
- Waihi Lions
- Art Waikino
- Goldfields Railway Great Train Robbery
- XTerra Trail Challenge
- Boats on Gilmour
- Waihi Drama Society plays
- GO Waihi Crunchie Bar Competition
- GO Waihi Pot of Gold Stop, Shop & Win Promotion
- GO Waihi Shot of Gold Photo Competition
- Waihi Library Holiday Programme
- Waihi Football Assn 2 Day Tournament
- Waihi Sport n Action Holiday Programme
- Beach Big Dig
- Derby Race Night
- Waihi College Rug Net
- Victoria Battery Open Days
- Waihi Sport N Action Holiday Progs
- GO Waihi Rainbow at Victoria Park
- Go Waihi Christmas Market Day and Parade
Town Centre Late Night Christmas Shopping Evening,  
Big Fun Day and assist other organisations with advice and promotional support.

Many of the Activities and events are still held on an annual basis and are growing in popularity. GO Waihi’s involvement is from assisting with publicity through our Face Book and Web page or with assistance in administration etc.

Current position

Funding for many events and activities is done by the Community groups themselves with specific funding for any major activities and events Organised by GO Waihi being through Business Sponsorship and income derived from the hireage of stall space for market days etc.

Basic funding for operational expenses is mainly from a grant from the Hauraki District Council with donations and general fund raising for events for all other costs.

Any surplus funds raised from Previous events are set aside so that we have a solid foundation going forward that enables us to plan future promotions and activities with confidence, so that if there is a shortfall it can be covered.

GO Waihi owns the registered Trade Mark for “GO WAIHI” as well as a couple of images that are used in advertising. Go Waihi also owns the intellectual property rights to many of the named events that we hold.

Additional funding sources are being investigated and discussions as to the type of funding that may be available to us as a Non-Profit Organisation working within the Community are being had to ensure that any applications made are within and meet the requirements of the funders in all respects.

The challenges going forward are to enable more volunteers to become involved in the delivery of activities and events to help spread the work load around and to increase the awareness of the Community to those organisations which benefit and rely on the Community input through funding and volunteer involvement.

This can also develop ideas into reality for new start up business initiatives and opportunities bringing new people to live and enjoy the lifestyle and friendliness of the Wahi Communityu as a whole.
Our goal/mission

'To promote the Waihi area, successfully and professionally, as an attractive and unique place to live, work and visit and enjoy.'

Our Objectives

To ensure that residents, visitors and tourists are welcomed, entertained and given information and assistance while in Waihi.

To assist, promote and encourage any enterprise, idea or suggestion which may nurture prosperity, employment and community spirit for the benefit of Waihi.

To liaise and to co-operate with any person or body, including the Local District Council, in order to achieve the objects herein for the benefit of the Community of Waihi.

To provide information and assistance to those wishing to establish business within Waihi.

Where practicable, support and assist existing businesses seeking advice.

To facilitate and support the development of employment opportunities and initiatives within Waihi.

To establish and maintain contact with Local Business organisations, Local and Regional Authorities and Local Community Groups.

Encourage closer co-operation with adjoining Hauraki communities and the linking of likeminded events across the District.

Review past Activities and events to ensure that we are doing the best that we can and what we can be doing to improve and involve others in helping promote themselves.
Management, Committee.

The Society employs a Coordinator who works under the direction of an established Committee of Business and Community Leaders, who set achievable objectives which include for the preparation of marketing material for the Waihi Area, planning and assisting with visitor and tourism initiatives and managing targeted events.

**Current structure**

The Officers of the Society consist of 4 Officers who are are;

- **Chairperson:** Kerry R Single
- **Vice Chairperson:** TBA
- **Secretary:/ Treasurer:** Pravin Ranchhod
- **Minute Secretary:** Sara Single

- **Plus 5 Committee members**
  - Committee: Sam Bakker, Donna Fowler, Bernie Woodford, Harminder Singh
  - Plus: Council Representative; Councillor Paul Milner

**Coordinator:** Casey Williams

**Future Plans;**

It is proposed that the present Committee structure will be reviewed so that each Executive member will have delegated responsibilities eg; Policy & Procedures, Health & Safety, Funding, Web & Facebook Site, Membership, Future Planning, Promotional & Branding, BA5 Meetings, Intertown liaison, Council Link etc.

A formalisation of the actual structure and methodology of the Executive function and Employment responsibilities is being undertaken as is the production of Policy and Procedure documents covering the main aspects of the requirements needed to enable easier accountability and reporting as required by the Community and our Funders.

On the 1st July GO Waihi employed Casey Williams as their new Coordinator/Administrator. She comes with a Degree in Communications and experience in working with Community and Employer/ee groups.

A review of the position of Coordinator/Administrator has produced measures that are being put into place by way of a policy document that will enable accountability in regard to time involved with the various known activities that are set to be achieved in the years Calendar. This will assist in providing the Coordinator with the necessary support and assistance when required.

A review of the expenditure and funding of all main events/activities has been carried out, so that each major event/activity has a separate budget recorded so actual expenditure and income against the event/activity can be monitored and measured cost effectiveness against community benefit.

A review of the original registered Constitution and rules has been undertaken and a revised set has been presented and adopted. The new Constitution has been registered with the Society Register.
Executive Short term Objectives; BY TARGETED DATE

Review Employment Agreement Completed
Review Job Description Completed
Intro to New Committee Governance/Management Completed
Committee Restructure Review; ongoing
First Draft Policy and Procedure documentation ongoing.
Final Draft Policy & Procedure September 2019
(these are to be living documents)

Review Activities/Events Budgets On Going
Set BA5 Monthly Program initiatives August is planned with others to follow
Update of Web page On going
Progress had been made but held up due to change in priorities. This is now to be undertaken with some urgency.

Committee Long term Goals;

Investigate alternative Funding Options Monthly Reporting
Investigate alternative Activity Options Monthly Reporting
Complete update Web page As above On Going

Activity/Events 12 month Objectives

Goldfest; 2 weeks of Activities and events including;
Trolley Derby Saturday 5th October
Trolley Day Market Saturday 5th October

Strengths: Track Record of successful event previously.
Weakness: Lack of Entries, Lack of interest by Stall Holders, Lack of Volunteers, Lack of Sponsors
Opportunities: Getting Community Groups to work together, Bringing Local and Visitors to Town, Small business Stalls, Local Businesses promotional.
Threats: Weather, Any Other out of town events on the same day

GO Waihi and Community organised Events and Activities run for the School Holidays September/

Strengths: Over 25 Community Groups and Organisations doing their thing.
Weakness: Lack of interest by Community Groups and Organisations,
Opportunities: Getting Community Groups to work together, Showing what they have and Bringing Local and Visitors to Town,
Threats: Weather, Any Other out of town events at the same time

Xmas Parade 7th December
Xmas Parade Market Day 7th December

Strengths: Track Record of successful event previously.
Weakness: Lack of Float Entries,, Lack of Volunteers, Lack of Sponsors
Opportunities: Getting Community Groups to work together, Bringing Local and Visitors to Town, Small business Stalls, Local Businesses promotional.
Threats; Weather, Any Other out of town events on the same day
Xmas Xtravaganza Night Shopping  Wednesday 20th November TBC

Strengths: Opportunity for Shops to do something different.
Weakness: Lack of Cooperation of all shops to participate or be involved,
Opportunities: Bringing Local and Visitors to Town, Small business Stalls, Local Businesses promotional Local Ethnic Groups to provide entertainment
Threats; Weather, Any Other out of town events on the same day

2020 GO Waihi Beach Hop Warm Up
Beach Hop Market Day.

Planning started June 2019.

Strengths: Track Record of Very successful event, Enthusiasm of Local Supporters, Changes for 2019 included involvement of CBD and More Volunteers coming forth.
Weakness: 2019 showed some changes that were made were successful but still some tweaks needed in parking arrangements, Publicity and signage regarding road closures prior to event, Toilets, Live Music broadcasts, stall area spaces to have defined, costs for stalls to be reviewed.
Opportunities: Bringing Local NZ and International Visitors to Town, Small business Stalls, Local Businesses promotional. Show time for what Waihi and Hauraki District has to offer in General for Tourism
Threats; Weather,

Heart of Gold / Hauraki District Brochure

Current Brochure outdated, new one produced with input from Positive Paeroa and The Plains.

Strengths: District Brochure showing local Business, Accommodation, Tourism, Historical and Current Highlights of Waihi and Hauraki District. Change to style and make up has provided better coverage in one document for whole District.
Weakness: Limitation on number of appropriate Advertisers for size of Brochure.,
Opportunities: Getting Community Groups involved with what they do, Joint project with Positive Paeroa and Plains with 1 decent Brochure.
Threats; Increasing costs for production and distribution.

Echo Walking Festival April/May 2020

Assist with Planning of this event as it relates to walks around Waihi

Evolve Breakfast Meetings

Combine with Paeroa, Plains and HDC ED to produce in conjunction with Te Waka.

Business Awards.

Promote this among Waihi Businesses

Kids Day March 2020 TBC (Teddy Bears Picnic) Gilmore Reserve

New event to be investigated and planned

Free WIFI for CBD Main Street.

This is being investigated as to how best this can be implemented and the ongoing costs of the installation and management of the system once installed.

Strengths: Ability for visitors and locals alike to use the system in the main street.
Initial investigation as to how it works in other areas has been undertaken and a report on this will be ready September 2019.

**Business After 5 Meetings**

Strengths are the ability for networking of interests between local business groups and community. Informative meetings that include for updates on legislation that relate to business. Reports on activities from HDC, Oceana, Police.

Weakness: Lack of attendance, Timing of Meetings, Meeting Content, Venues.

A survey has been implemented to address these issues and a different format is to be looked at and discussed with businesses.

Investigation is being carried out as to opportunities for Local Community Groups to be better supported by GO Waihi and Community in General. A letter has been sent to all known Groups to ensure that updated contact ts and information is available on our Data Base.

GO Waihi to look at Special fund-raising activities, initially for Hetherington House, St Johns Ambulance local facility, Waihi Fire Brigade, Goldfields Railway, Victoria Battery.

GO Waihi will continue to provide support and assistance where it can for all other Community Groups and activities when requested.
As at the 1st July 2019

July 2019/June 2020 Operating Budget Worksheet

<table>
<thead>
<tr>
<th>Estimated Amount</th>
<th>Actual</th>
</tr>
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<tbody>
<tr>
<td><strong>Expected Income</strong></td>
<td></td>
</tr>
<tr>
<td>HDC Grant $12500/quarter</td>
<td>$50,000</td>
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<tr>
<td>HDC Additional $ for $ Subsidy</td>
<td>$37,000</td>
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<tr>
<td>Donations</td>
<td>$500</td>
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<tr>
<td>Other income a,b,c,d</td>
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</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td>$137,050</td>
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</table>

<table>
<thead>
<tr>
<th><strong>Expected Expenditure</strong></th>
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</thead>
<tbody>
<tr>
<td>Staff Salary</td>
<td>$39,000</td>
</tr>
<tr>
<td>Office running costs (power, tele/net.)</td>
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</tr>
<tr>
<td>Office Rent</td>
<td>$13,000</td>
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<tr>
<td>Supplies, toner, paper, postage,</td>
<td>$1000</td>
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<tr>
<td>Insurance</td>
<td>$1,400</td>
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<tr>
<td>Mileage</td>
<td>$2000</td>
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<tr>
<td>Staff development</td>
<td>$250</td>
</tr>
<tr>
<td>Marketing/signage/posters</td>
<td>$4,000</td>
</tr>
<tr>
<td>Website &amp; Update</td>
<td>$3,500</td>
</tr>
<tr>
<td>Other costs ACC, Audit, Acc levy</td>
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<tr>
<td>Renewal Flags</td>
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<td><strong>TOTAL:</strong></td>
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<table>
<thead>
<tr>
<th><strong>Main Events &amp; Activity Costs</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>Goldfest/Trolley Derby/Market Day</strong></td>
<td></td>
</tr>
<tr>
<td>Advertising costs</td>
<td>$2,500</td>
</tr>
<tr>
<td>Prizes Costs</td>
<td>$1,000</td>
</tr>
<tr>
<td>Running Costs</td>
<td>$1,500</td>
</tr>
<tr>
<td>Koha Donations to Community Groups</td>
<td>$1,000</td>
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<tr>
<td><strong>ATOTAL:</strong></td>
<td>$6,000</td>
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</table>

<table>
<thead>
<tr>
<th><strong>Goldfest/Trolley Derby/Market Day INCOME</strong></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Market Day Stalls</td>
<td>$500</td>
</tr>
<tr>
<td>Sponsorships</td>
<td>$2,000</td>
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<td><strong>aTOTAL</strong></td>
<td>$2,500</td>
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</table>

<table>
<thead>
<tr>
<th><strong>Christmas Parade/ Market Day</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising costs</td>
<td>$1,100</td>
</tr>
<tr>
<td>Prizes Costs</td>
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<tr>
<td>Marketing Costs</td>
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<td>Running Costs</td>
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<td>Koha Donations to Community Groups</td>
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<table>
<thead>
<tr>
<th><strong>Christmas Parade/ Market Day INCOME</strong></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Sales advertising</td>
<td>$1,500</td>
</tr>
<tr>
<td>Market Day Stalls/Donations</td>
<td>$1,500</td>
</tr>
<tr>
<td>Sponsorships</td>
<td>$2,000</td>
</tr>
<tr>
<td><strong>bTOTAL</strong></td>
<td>$5,000</td>
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</tbody>
</table>
Main Events & Activity Budget Costs Continued

**Beach Hop Warm-Up /Market Day Costs**

<table>
<thead>
<tr>
<th>Costs</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising costs Paper / Radio</td>
<td>$3,000</td>
</tr>
<tr>
<td>Prizes Costs</td>
<td>$1,500</td>
</tr>
<tr>
<td>Marketing Costs Signage, Billboards</td>
<td>$1,500</td>
</tr>
<tr>
<td>Running Costs, Toilets, Sound System</td>
<td>$2,000</td>
</tr>
<tr>
<td>Beach Hop Inc Costs</td>
<td>$5,000</td>
</tr>
<tr>
<td>Koha Donations to Community Group</td>
<td>$1,000</td>
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</table>

**CTOTAL:** $14,000

**Beach Hop Warm-Up/Market Day INCOME**

<table>
<thead>
<tr>
<th>Income</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Sales advertising</td>
<td>$2,500</td>
</tr>
<tr>
<td>Market Day Stalls</td>
<td>$3,000</td>
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<tr>
<td>Sponsorships</td>
<td>$9,000</td>
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</table>

**cTOTAL $14,500**

**Hauraki District Brochure Costs**

<table>
<thead>
<tr>
<th>Costs</th>
<th>Amount</th>
</tr>
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<tbody>
<tr>
<td>Production/Advertising costs</td>
<td>$</td>
</tr>
<tr>
<td>Distribution Costs</td>
<td>$2,500</td>
</tr>
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</table>

**DTOTAL:** $2,500

**Hauraki District Brochure INCOME**

<table>
<thead>
<tr>
<th>Income</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales advertising, distribution</td>
<td>$1,250</td>
</tr>
</tbody>
</table>

**dTOTAL $1,250**

Total COST A + B + C + D = $27,550

Total INCOME a + b + c + d =$49550

Income from all sources $138,300

Total Expenses $104,100

Provisional Surplus $34,200

Asset Purchases for new Office. $600

Chairs,
Meeting Table
Printer,
Dual Phones

Additional projects that are proposed but not as yet finalized;

Xmas Xtravaganza Shopping Night 20th November TBC $2,500
Kids Day 3rd March 2020 Teddy Bears Picnic $3,000
Town Sign Board $2000
Echo Walking Festival April/May 2020 $2000

Total asset purchases and additional projects = $10,100

Final provisional surplus = $24,100

A review of previous years shows that some income from “in kind” sponsorships, (ie products, prizes or services uncharged for) have not been calculated in any previous budget returns. The Budgets shown here allow for ALL Income from ALL sources. There will be some GST credits. Surplus is as a result of the $ for $ subsidy . Income from distribution costs is based on 1/2 cost from Positive Paeroa.
Recommendation:
THAT the report be received.

1 Summary
The report in Appendix A provides a summary of the activities of Positively Promoting the Plains between January 2019 and June 2019.

2 Background
According to the Letter of Agreement with Positively Promoting the Plains, the organisation is required to provide Hauraki District Council with an annual report at the end of each financial year as well as a list of projects and events planned for the following year with a budget.

3 Content
The report in Appendix A highlights the main activities of Positively Promoting the Plains for the period between January and June 2019 and Appendix B includes their projects and budgets.

4 Budget Implications
There are no direct budget implications of this report.
5 Conclusion

That the report be received.

Rebecca Jenks
ECONOMIC DEVELOPMENT OFFICER
Appendix A

Positively Promoting the Plains
Half-yearly funding accountability report to Hauraki District Council

Reporting period: January 2019 – June 2019
1 **Executive Summary**

The PPP is a fully volunteer group and is an important link between the Hauraki District Council and the Plains Ward community. We aim to achieve 80% of our outcomes to be business related and 20% community related to match the income stream received from council. These areas frequently overlap. We aim to be the catalyst to provide assistance to our community by supporting council initiatives, reporting to our members, and having an on-line and social media presence.

2 **Performance targets**

<table>
<thead>
<tr>
<th>Measure</th>
<th>Result</th>
<th>Commentary</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Business Networking events</strong></td>
<td></td>
<td>Two planned but none eventuated due to guest speakers not available. Next one planned for Friday 9th August</td>
</tr>
<tr>
<td>2 per half year</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Organisations, events and activities supported</strong></td>
<td></td>
<td>Free Family Fun Day Business Bites #3 Cycletrack –Hugh Hayward Domain Dudding Reserve Shelter New Street Flags Purchased</td>
</tr>
<tr>
<td>4 per quarter</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Businesses visited and supported</strong></td>
<td></td>
<td>KwikkerB Turua, Dean McNaught</td>
</tr>
<tr>
<td>5 businesses per half year</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Attend a governance workshop</strong></td>
<td></td>
<td>Attended October 2018</td>
</tr>
<tr>
<td>1 in agreement period</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3 **Alternative funding**

No Funding sort but still receive ‘in kind’ support for meeting room, stationery, Website and Facebook updates.

4 **Support of Council initiatives**

Continue to support Te Waka through the Business Bites series and our Facebook page Feedback given to council on the ‘Welcome to Ngatea Signs Was interviewed and attended Wintec report with the Economic Development Board meeting in council chambers on diversification on the Plains

5 **Effectiveness of relationship**

- We have, I believe, a strong relationship with the Hauraki District Council through representation of them on our committee with a healthy flow of information in both directions.
- One of our members is a representative to work with Destination Coromandel
- Our work we achieve with Evolve Hauraki strengthens our relationship with the Waikato Regional Economic Development Agency
- We have a good relationship with Positive Paeroa and Go Waihi but are stronger with Paeroa owing to more contact with them where we support each other with contacts, ideas,
Our contact with local business is always a work in progress. We are still needing to boost our committee members and have approached a number of parties. We are still sourcing a new Chairman and still require more strong committee members. Our Facebook page continues to have more followers. Very pleasing.

Our BAS’s have been cancelled twice as we were trying to co-ordinate a guest speaker with HDC re: street improvements in the main street of Ngatea. The Mid Winter Xmas function has been postponed until Friday 9th August.

Being a fully volunteer group. It is difficult to make personal visits to local business but I’m sure this would show an improvement.

6 Key achievements in the past six months

The Business Bites Series #3 ‘Cycling to Success’ hosted by the PPP was well attended and a success.

Our followers on Facebook continue to grow creating another line of communication with our community.

7 Key challenges and risks in the past quarter and looking forward

Getting new members is without a doubt the biggest issue for the committee going forward.

8 Conclusion & recommendations

I still believe in the Town Promotion Groups and their effectiveness in the community. I have a concern, with an increased workload required to support and report on new roles such as Evolve Hauraki it may become more difficult for our group to get support from volunteers to fill these roles. We will continue to do our best in these roles.

9 Budgeted and actual income

Provide details for the latest six months only

<table>
<thead>
<tr>
<th>Income source</th>
<th>Budgeted amount ($)</th>
<th>Actual amount ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hauraki District Council</td>
<td>11,400</td>
<td>11,400</td>
</tr>
<tr>
<td>Other grants and donations</td>
<td>Nil</td>
<td>Nil</td>
</tr>
<tr>
<td>In-kind support</td>
<td>Not recorded</td>
<td>Not recorded</td>
</tr>
<tr>
<td>Earned income (including interest)</td>
<td>Not recorded</td>
<td>Not recorded</td>
</tr>
<tr>
<td>Total income</td>
<td>11,400</td>
<td>11,400</td>
</tr>
</tbody>
</table>
10 Declaration

We the undersigned declare the following:
≠ We have acknowledged the receipt of Hauraki District Council funding in our organisation’s accounts or a note in our organisation’s Annual Report.
≠ If requested by Hauraki District Council, we will provide any files or records that relate to the expenditure of this funding for inspection.
≠ We acknowledge that if this funding has been misappropriated and no appropriate remedial action taken then Hauraki District Council may recover the funding and may deem our organisation to be ineligible for further funding.
≠ The details we have given in all sections of this report are true and correct to the best of our knowledge, and reasonable evidence has been provided to support our accountability report.

First name
Alex

Last name
Quinn

Postal address
R.D.1.,

City/town
PAEROA

Daytime phone number
07) 867 6712

Email address
aquinny59@gmail.com

Position (e.g. Chair, Director)
Chair

Signature

Date
4.07.19

10.1 Submit your form

Please submit your completed accountability form by email to: Attn: Economic Development Manager, info@hauraki-dc.govt.nz

OFFICE USE ONLY:
Date received
Date acknowledged
Quarterly funding amount
Report completed
## Income

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
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<tbody>
<tr>
<td>Hauraki District Council</td>
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<td>$10,926.53</td>
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<td>$14,783.34</td>
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## Less Operational Costs

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## Less Capital Items

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<tr>
<td><strong>Total Expenses</strong></td>
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## Difference

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<td><strong>$895.00</strong></td>
<td><strong>-$28,013.10</strong></td>
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# Financial Report for the Year Ending 31st December 2019

**Opening Bank Balance**

<table>
<thead>
<tr>
<th></th>
<th>Jan to June</th>
<th>July to Dec</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>34,437.72</td>
<td>22,887.03</td>
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## Income

<table>
<thead>
<tr>
<th>Income Description</th>
<th>Jan to June</th>
<th>July to Dec</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>HDC Grant</td>
<td>-</td>
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<td>$0.00</td>
</tr>
<tr>
<td>HDC Contribution to Dale Williams</td>
<td>-</td>
<td>-</td>
<td>$0.00</td>
</tr>
<tr>
<td>Brochure Contribution</td>
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<td>-</td>
<td>$0.00</td>
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## Expenses

<table>
<thead>
<tr>
<th>Expense Description</th>
<th>Jan to June</th>
<th>July to Dec</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>-</td>
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<td>$0.00</td>
</tr>
<tr>
<td>BA5 (included Mid Winter Xmas Dinner)</td>
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<td>$58.93</td>
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<tr>
<td>Bank Fees</td>
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<td>Post Box</td>
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<td>$0.00</td>
</tr>
<tr>
<td>Dale Williams</td>
<td>3,000.00</td>
<td>-</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>Lions Family Fun Day</td>
<td>-</td>
<td>-</td>
<td>$0.00</td>
</tr>
<tr>
<td>Dudding Reserve Work</td>
<td>-</td>
<td>-</td>
<td>$0.00</td>
</tr>
<tr>
<td>HPC - Breakfast</td>
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<td>-</td>
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<tr>
<td>Flags/Banners</td>
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<td>Insurance</td>
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<tr>
<td>Lions Club</td>
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<tr>
<td>Xmas Parade</td>
<td>150.00</td>
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<td>$150.00</td>
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<tr>
<td>Positive Paeroa - Governance</td>
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<tr>
<td>College Prize</td>
<td>-</td>
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<td>Welcome to Ngatea Sign</td>
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<td>$1,672.88</td>
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<tr>
<td>Website Design/Logo Upgrade</td>
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Total Expenses: 11,550.69

## Closing Bank Balances

- **$ 22,887.03** as at 30/6/19
- **$ 22,887.03** as at 31/12/19

Signed:

Christina Beattie - Treasurer
**Positively Promoting The Plains**

**FINANCIAL REPORT For the year ending: 31 December 2019**

**as at 31st December 2019**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening Bank Balance - 1st January 2019</td>
<td>$34,437.72</td>
</tr>
<tr>
<td>Main a/c</td>
<td>$34,437.72</td>
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**Income**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>HDC Grant</td>
<td>$0.00</td>
</tr>
<tr>
<td>HDC Contribution to Dale Williams</td>
<td>$0.00</td>
</tr>
<tr>
<td>Brochure Contribution</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

**Expenses**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
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<td>$0.00</td>
</tr>
<tr>
<td>Bank Fees</td>
<td>$0.00</td>
</tr>
<tr>
<td>Post Box</td>
<td>$0.00</td>
</tr>
<tr>
<td>Dudding Reserve Signage</td>
<td>$0.00</td>
</tr>
<tr>
<td>Lions Family Fun Day</td>
<td>$0.00</td>
</tr>
<tr>
<td>Dudding Reserve Work</td>
<td>$0.00</td>
</tr>
<tr>
<td>Ngatea Rural Show</td>
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<tr>
<td>Flags/Banners</td>
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<tr>
<td>Insurance</td>
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<tr>
<td>Brochure/DVD's/Postcards/Distribution</td>
<td>$0.00</td>
</tr>
<tr>
<td>Garage Sale</td>
<td>$0.00</td>
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<tr>
<td>Xmas Parade</td>
<td>$0.00</td>
</tr>
<tr>
<td>Positive Paeroa - Governance</td>
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</tr>
<tr>
<td>College Prize</td>
<td>$0.00</td>
</tr>
<tr>
<td>Website Service</td>
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<tr>
<td>Website Design/Logo Upgrade</td>
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</table>

**Closing Bank Balance as at 31st December 2019**

<table>
<thead>
<tr>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$34,437.72</td>
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</tbody>
</table>

**Notes to Accounts**

1. All figures are shown as GST inclusive
2. Unpresented Cheques as at 31st December 2019

<table>
<thead>
<tr>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
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</table>

3. Creditors owing as at 31st December 2019

<table>
<thead>
<tr>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0.00</td>
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</tbody>
</table>

**Signed:**

Christina Beattie - Treasurer
1 Summary

The report in Appendix A provides a summary of the activities of the Waihi i-SITE (operated by the Waihi Gold Discovery Centre) between May and June 2019.

2 Background

In line with the Service Level Agreement (SLA) with Hauraki District Council, The Waihi Gold Discovery Centre (WGDC) is required to provide Council with funding accountability reports to advise how WGDC has performed against performance criteria identified in the Service Levels Agreement (SLA) over the previous period and include financial report showing budget versus actual expenditure as identified in the SLA. The report should also include any current or anticipated issues that may impact on the delivery of service or outcomes achieved.

3 Content

The report in Appendix A highlights the activity of Waihi i-SITE between May and June 2019.
4 Budget Implications

There are no direct budget implications of this report.

5 Conclusion

That the report be received.

Rebecca Jenks
ECONOMIC DEVELOPMENT OFFICER
Appendix A

Waihi i-SITE Visitor Centre
Hauraki District Council Report – June 2019

This report provides an overview of operations and outputs for the Waihi i-SITE as per the requirements of the Service Level Agreement held with Hauraki District Council. The Waihi i-SITE operation last reported to the council in March 2019.

Overview:
The Waihi i-SITE continues to offer a friendly and professional service to visitors to Waihi, the Hauraki District and greater Coromandel region. Actively encouraging visitors to stay longer, do more activities and spend more money within the district remains a key priority for the i-SITE operation.

We have welcomed approximately 43,000 visitors through the doors of the Waihi i-SITE during the first six months of 2019 and is on-par with the same period last year. The graphs within this report provide an overview of monthly visitor numbers and seasonal fluctuations across the year.

This first six months of this year has followed a similar pattern to previous years. Of note - January was a little soft for visitor numbers compared with previous years and April was a good solid month with the school holidays, Easter and Anzac public holidays creating an additional opportunity for annual leave.

At the beginning of May, the traditional slowing down of visitors and the low season period commenced. This slow period will continue until October when we will see a gradual climb in visitor numbers and the high season kicks in again in late December. This period is always a challenging time of the year for the i-SITE operation, particularly around balancing staff resources, maintaining service standards and managing cashflow.

Waihi i-SITE Visitor Centre Visitors:
The graphs below demonstrate the seasonal variation and monthly comparisons of visitor numbers to the Waihi Visitor Centre over the past 5-year period.
**Visitor Origins:**
Over the past year the Waihi i-SITE has served people from all around the world and New Zealand. Latest data shows an approx 67% Domestic and 33% International visitor split.

### Domestic:
Key domestic visitor markets include: Auckland, Waikato and Bay of Plenty, with approx 64% of the domestic visitors coming from these neighbouring drive markets.

### International:
Key international visitor markets include Australia, United Kingdom, Germany and France.
Human Resources:
The Waihi i-SITE visitor centre is currently open winter hours being 9am to 4pm each day and this will apply until November. We enjoy providing great service to visitors from all over the world with a stable staffing structure, which also includes a few dedicated volunteers through our Town Host program.

This time of the year sees the need for prudent management of operational expenses and cashflow. This does mean a reduction in hours for some team members, which creates challenges around maintaining staff interest and retention.

Two of our team members will attend the annual i-SITE New Zealand conference being held in New Plymouth in mid-September. This forum provides a great opportunity for networking and upskilling on the network’s initiatives and direction.

Information Services Review:
We are happy to be working with Hauraki District Council on the Information Services Review process and we’re looking forward to proactively contributing to the development of a longer-term plan over the coming months.

The initial review work undertaken by Graeme Osborne provides a good platform to move forward. Graeme has a good understanding of the world of Visitor Information Services and we enjoyed working with him. We’re pleased the work to date has confirmed that the Waihi i-SITE is delivering high quality and relevant information services for the district. And that these services are currently being delivered at a cost-effective value for the Council.

Contract Extension:
The decision to extend the Waihi i-SITE Service Level Agreement to 30 June 2020 is a logical step while the longer-term Information Services plan is developed for the district. We look forward to clarifying and finalising the extension details soon.

We do however have concerns with the funding arrangements under this extension and have already expressed this in our letter dated 20 June 2019. The proposed funding reduction puts considerable pressure on our business finances and ability to deliver the quality services required of the i-SITE. We are hoping for a quick and suitable resolution to this issue before we reach the point when significant changes need to be made to our business model.

The Waihi i-SITE visitor centre does appreciate the support it receives from Hauraki District Council to deliver important visitor services for the district. This is a productive working relationship that enables the centre to play a key role in contributing to positive economic growth of the district through a vibrant and growing tourism sector.
Summary

This report is to advise the Economic Development Subcommittee of those economic development activities undertaken by the Economic Development Department. The activities described are those that can be discussed in the public domain.

Background

Council undertakes a range of activities to assist with economic development and growth in the Hauraki District and has an Economic Development Subcommittee which meets monthly to provide direction and action for projects in the District.

Content

Business Friendly Hauraki

- Longridge Country Estate.
  Council staff continue to meet with the Developer’s team to progress this development.

Connected Hauraki

  The EDM attended the inaugural Te Waka/Council economic development forum. The forum included presentations & discussions as follows; Te Waka / Councils Partnership Agreement: Schedule of Functions and Services and work programme, Regional
investment/business attraction function, Business Growth Services, Provincial Growth Fund, Communications/Waikato Story, Te Waka/Council engagement.

**Destination Hauraki**

- **Pūkorokoro Miranda Shorebird Centre**
  The EDO and the CEO of the Hauraki Rail Trail Charitable Trust met with the Chairperson of the Pūkorokoro-Miranda Naturalists’ Trust about putting in a Tourism Infrastructure Fund application for tourism infrastructure such as toilets to prepare for the predicted increase in demand with the extension of the Hauraki Rail Trail. They will need a letter if support from Hauraki District Council in order to be eligible for the funding.

- **Regional Cycle Trails Network Development**
  The EDO attended the Regional Cycle Trails Network meeting on 3 July. Jonathan Kennett was also in attendance and spoke on Tour Aotearoa which takes place in February and March every second year. He discussed ways in which communities could welcome the visitors. The Hauraki Rail Trail Charitable Trust is looking into ways to increase the riders experience when they pass through our area. The Waikato Regional Cycle Network Business Case has not been progressed further at this stage as not all councils have made a decision to support it yet. A briefing will be put together for new councillors to inform them of the business case.

- **Destination Management Forum**
  The Deputy Mayor and EDO attended the Destination Management Forum hosted by MBIE on 15 July 2019. They presented the new New Zealand – Aotearoa Government Tourism Strategy and information on destination management. The presentation from this event is in Appendix B. Some of the key visitor trends that were mentioned were:
  - Visitors are becoming temporary locals – they become engaged with the local communities and are not so obviously tourists
  - Visitors now seek specialist themes and experiences – e.g. produce from the land
  - Visitors are now prosumers, not consumers – looking for individualised authentic product
  - Growing pressure, growing concern

- **Tourism strategy**
  Feedback has been received from a number of stakeholders on the Destination Hauraki 2030 strategy and this will guide the final changes to the document. The design of the document has been drafted and will be discussed at this meeting.

**Hauraki Inc.**

- **The Mayor, Chairman of Economic Development and the EDM met with Simon Appleton of Eastern Bridge. Simon had recently returned from PR China and provided an update for the current climate. Simon also introduced the concept of a regional economic relationship for the Waikato Region and the Guangdong Province one of China’s most affluent provinces. Simon advises, hypothetical discussions were held with Guangdong province. The relationship potentially, would include a range of economic, education and community development components. The relationship would be developed strategically and in consultation with participating councils and other stakeholders. Estimated development time for the relationship is 24 months, however participants would expect to see economic, education and community benefits within the first 12 months.**
The relationship does not require all Waikato Councils to be involved, however a minimum of four should be secured to ensure buy in from the Chinese side. There would be an overarching “Region to Province relationship,” while each participating council could develop a “Friendly Cooperation Partnership” with a city within that province.

The management of the relationship would be led by Eastern Bridge, who already work with a number of local councils in New Zealand. Eastern Bridge would handle the main communication with the Chinese province (during the development stage) and would communicate directly with each participating council in the Waikato.

- Local Economic Development
  The Economic Development Subcommittee Chair requested that the article in Appendix A on local economic development be included in this report for the Subcommittee’s information.

**Built for Business Hauraki**

- No update this month.

David C Fielden

**ECONOMIC DEVELOPMENT MANAGER**
Appendix A

Revamping Local Economic Development

Ayadina Rehan / July 6, 2018

Tags: business attraction, communities, Economic Development, economic planning, local economic development, sustainable economic development

There has been a boom in the interest surrounding economic development all over the world. Be it a village, small town, city, province, or even a country, policymakers and economic developers have continued to push through with strategies in the hopes of developing a strategy that marks a new era for economic development. However, several issues have arisen with the strategies that have been favored and implemented over the years, with one of the most significant being that none have successfully attained economic development that has been sustainable. Sustainable economic development refers to development that can be sustained over a long period of time and is a result of strategies that do not lose their capability of creating positive economic development in the future.

Local Economic Development: What is Wrong?
The importance of local economic development, in particular, is significant when it comes to community economic development. The issue that instantly catches the spotlight is the fact that communities look at attracting and retaining businesses into their area as their secret to economic growth. Business attraction and retention have long been the method employed by communities in the United States and other nations as a way of ensuring economic development.

This traditional strategy for economic growth is mostly driven by the political agendas that exist in the communities. Even though their drawbacks are becoming clearer and clearer by the day, the benefits the political officials reap by implementing the business attraction and retention strategy prove to be a barrier to communities when they attempt to look at other drivers of economic growth. Traditional economic
development strategies like business retention are still seen as the big ideas for future growth, but which will also increase the popularity of the political leaders and improve their standing in the eyes of their local supporters.

Business attraction is fast becoming more and more competitive. More often than not, the businesses that are successfully attracted to a community fail to make their mark and leave when proposed with better offers by other communities. And it is the communities that they leave behind which suffer the most by ending up with higher unemployment and inflation rates.

A corporation is often attracted to a community through the offer of several incentives like tax cuts and decreased land costs, which increase the burden on the community itself. The economic benefits that the corporation promises to a community often fail to materialize, which increases the expense burden on the community even more. The incentives that communities deliver to the corporations prove to be so costly for them that they fail to break even, with some local businesses even having to close down because they are not able to compete with the large corporations that set up shop in their communities. The failure of the communities in realizing the importance of the local businesses put their economies at even more risk.

Local Economic Development: What is Needed?
The dilemmas mentioned above point to a need for strategies and policies that are long-term and sustainable, and which don’t disrupt the economies of communities. The ‘economic gardening’ approach is one that, if implemented, may result in economic growth that is sustainable. The economic gardening strategy identifies and lays stress on the significance of enhancing the local businesses and on improving the skills of the workers that are already present in the neighbourhood. This strategy favours the small, local businesses over the larger ones that are likely to be attracted through traditional strategies like business retention and have been seen to be more successful in promoting social capital.

Economic gardening can be used to bring about public policies that rely on collaborations between the public and the private sectors, and which are based on in-depth strategizing and the proper use of resources like human capital, technology, as well as the development of industries that are strengths of the communities. The results of these ventures can be evaluated better through the characteristics of the communities such as the creation of jobs, the number of new businesses that open up, and the changes in the wage and income rates. Instead of having strategies that are politically driven and that cause more harm than good to communities, economic gardening will lead to strategic plans which have clear goals and a, extensive evaluation criteria and which will thus lead to sustainable economic development.
A way to introduce economic gardening into the local communities is by managing a better channel of the entrepreneurs and the enterprises. Better managing the entrepreneurs and enterprises by first identifying all that exist in a community and then organizing them according to their skill levels and stages of development will result in a clearer representation of a community’s business assets and help provide a better picture of the opportunities that exist for economic growth internally, without there being a need for attracting external corporations. This will also lead to the formation of better networks between the businesses and entrepreneurs and lead to better and rejuvenated business development, which will, in turn, lead to sustainable economic growth. It will be a source of information for the policymakers and economic developers of a community for policy development which will be hard to set aside due to its concrete and data-backed base. Through the idea of the ‘pipeline of entrepreneurs and enterprises’, policymakers will be able to better judge where to intervene and allocate resources for future growth.

The traditional approach to local economic development that is largely focused on business attraction and retention has failed to make its mark as a sustainable economic development strategy. It is time that economic developers and policymakers turned to other strategies that work better in enhancing sustainable economic growth for their communities and do more good than harm; such as the idea of economic gardening. It is these new economic development concepts that have the power to shape the economic growth of communities in the future, while also ensuring that the community grows and enjoys the fruits as whole instead of being at a loss.
Implementing the New Zealand - Aotearoa Government Tourism Strategy

Mā te tuputupu i te tāpoi toitū ka whakahaumako a Aotearoa
Enrich Aotearoa New Zealand through sustainable tourism growth
Overview

• Welcome and introductions
• Tourism in New Zealand
• Opportunities
• New Zealand – Aotearoa Tourism Strategy
• Key priorities
• Next steps
• Q&A
Tourism in New Zealand

• Tourism plays a critical role in the New Zealand economy
• 35% growth in the last 5 years - 3.9 million annual international visitors up to 5.1 million in 2025
• 51% growth in visitor spend in last 5 years
• 60% of tourism spending is by domestic visitors – lack of data around tourism flows
• Multiple system weaknesses responding to this growth: funding arrangements, policy settings, institutional arrangements
• Lack of cohesive destination management – issues spill across regions
• Declining community support for tourism
• Negative impact on the environment, overcrowding
Opportunities

• People are core to the visitor experience so tourism is likely to be a significant employer in the future

• Relatively easy to start a new tourism business venture – opportunities for New Zealanders to have new jobs, products and services

• Tourism creates inclusive growth by distributing economic opportunities and bringing social benefits across regions and communities

• For Māori to showcase our unique culture on a world stage and leverage assets to help realise economic goals

• To create more vibrant communities

• To ensure that visitors contribute to protecting and enhancing the environment they come to visit and enjoy
Tourism pressure points - regional spend

• The share of international visitor spends of the four main “Gateway” regions (Auckland, Wellington, Queenstown and Christchurch) has remained approximately two thirds for the last five years.

Source: Monthly Regional Tourism Estimates
Tourism pressure points - seasonality

- Shoulder season arrivals have not grown significantly
- Most (over 30%) of visitor arrivals to New Zealand are in summer. The proportion of visitors who arrive the shoulder seasons has not changed over time.

Source: International Travel and Migration
Government’s role in the tourism system

Government Tourism Strategy (2015)

Tourism Infrastructure Fund (2017)

Increase in DOC Funding (2017)

Responsible Camping Working Group (2018)

International Visitor Conservation and Tourism Levy (2018)
New Zealand – Aotearoa Government Tourism Strategy

• Joint strategy by the Ministry of Business, Innovation and Employment, and the Department of Conservation

• Working to both Ministers of Tourism and Conservation (Hons Davis and Sage)

• Submissions closed 4 February 2019

• 250 submissions received from industry, central and local government, and private individuals
New Zealand - Aotearoa
Government Tourism Strategy

ENRICH NEW ZEALAND-AOTEAROA THROUGH SUSTAINABLE TOURISM GROWTH

Achieve better tourism outcomes by building better partnerships with Māori tourism enterprise, iwi, hapū and tangata whenua

Productive, sustainable and inclusive growth

The Environment
Te Taiaroa

Tourism protects, restores and champions
New Zealand-Aotearoa’s natural environment, culture and historic heritage

Te Ohanga
Nga manuhiri o te ao, o Aotearoa and hoki into local communities

Nga rohe
Regions

Tourism supports thriving and sustainable regions

New Zealanders’ lives are improved by tourism

Aotearoa New Zealand delivers exceptional visitor experiences
Enrich New Zealand - Aotearoa through sustainable tourism growth

Te ōhanga
The economy
Tourism sector productivity improves

Te Taiao
The environment
Tourism protects, restores and champions Aotearoa New Zealand’s natural environment, cultural and historic heritage

Ngā manuhiri o te ao, o Aotearoa anō hoki
International and domestic visitors
Aotearoa New Zealand delivers exceptional visitor experiences

Te hunga o Aotearoa
New Zealanders and their communities
New Zealanders’ lives are improved by tourism

Ngā rohe
Regions
Tourism supports thriving and sustainable regions
Tikanga Values

• This Tourism Strategy draws on tikanga values that underpin sustainable tourism growth in New Zealand - Aotearoa, they are:

• ōhanga/whairawa (economic prosperity and wellbeing)
• manaakitanga (shared respect, hospitality, generosity and care for others)
• kaitiakitanga (guardianship/sustainability)
• whanaungatanga (a sense of family and belonging, relationships built on shared experiences and working together)
Implementing the Tourism Strategy

• Coordination across the Tourism System
• Long-term Sustainable Funding Mechanisms
• Destination Management and Planning
• Better Data and Insights
Government Investment Framework for Tourism

- Raise visitors **Awareness** of regions
- Ensure visitors have the **Amenities** and **Attractions** that visitors want
- Ensure visitors can **Access** regions
- Ensure the **Attitudes** of people who live in the regions make for a positive visitor experience
Next steps

**Getting the model right**
- Sustainable tourism dashboard
- DM guidelines
- Governance groups in key destinations
- Optimising TNZ
- Responsible camping policy work
- DOC first principles pricing review
- IVL investment plan

**Understanding the future**
- PCE report into Tourism
- Report into Local Government funding
- Design of places – e.g Milford Opportunities
- Improved data / insights

**Investing for success**
- IVL investment ($450m over 5 years)
- Implementation of responsible camping system
- Sustainable funding package implemented
- World class destinations

Managing pressures

- TIF
- Visiting drivers
- RC funding
- Tourism CE’s
- Industry calls
- Ad-hoc issues
Destination Management Insights

THE FOLLOWING DM PRESENTATION SLIDES ARE WORK IN PROGRESS AND THEREFORE DRAFT AND NOT GOVERNMENT POLICY
New Zealand - Aotearoa
Government Tourism Strategy

Delivering on the government’s priorities
Destination Management Insights

• Stevens & Associates: Regional Tourism Destination Development (2017 / 2018)
• Range of international case studies & research
• Inform & develop a more consistent understanding & approach
• Suggestions and considerations when developing a DM plan
International Research & Literature Review

- Key Success Factors
- Host Communities
- Roles & Responsibilities
- Interviews – Industry Leaders
- Lessons Learnt
- Best Practice
- Case Studies
Observations

Similar Challenges

Networking, collaboration, partnerships

Common Success Factors

Review, revise, re-engineer

Destination Management at the heart
Visitor Trends

- Visitors are becoming temporary locals
- Visitors now seek specialist themes or experiences
- Visitors are now prosumers not consumers
- Growing pressure, growing concern
Destination Management (DM)

- **Coordinated management of all aspects of a destination** that contribute to a visitor’s experience, taking into consideration perspectives & expectations of;
  - Visitors
  - Industry /Businesses
  - Local residents
  - Iwi/Māori
- Creates sustainable growth to the benefit of the local community - environmental, economic, social, cultural
Brings together different stakeholders to achieve the common goal of developing a well managed, sustainable visitor destination

• Coordination of the system and customer journey (experience)
Holistic & Integrated Approach

Factors in the **demand** (marketing), need for development (**infrastructure, products and services**) & **resource management** elements to become a sustainable visitor destination

- Infrastructure supports visitor experience
- Planning/regulation supports tourism development, innovation, investment

---

- Visitor Experiences aligned to:
  - regional brand proposition
  - target markets
  - informs infrastructure

---

- Marketing, promotion demand management tool;
  - Right market
  - Right product
  - Right time

---

**Infrastructure, Amenities, Planning & Regulation (Supply)**

**Visitor Experiences (Supply)**

**Marketing & Promotion (Demand)**
Why Destination Management?

- Significant growth & forecast to continue – changing visitor needs
- Parts of NZ under pressure
- Quality of experience & visitor safety at risk
- Communities less supportive
- Regional dispersal, greater equity
- Limited public/private sector resources
- All parts of “the system” and “visitor journey” working together
Destination Management Process

An ongoing process in which tourism, industry, government and communities plan for the future and manage their destinations.
Who has a role to play?

- **Public sector** - enables and facilitates
- **Private sector** - drives, leads and delivers
- **DMO** - coordinate and manages
- **Communities** - support and benefit
- **Institutions** - follow
International Research Findings

- Economic development
- Vision Strategy
- Visitor Centric
- Market Intelligence
- Community Involvement
- Customised solutions
- Indigenous Communities

Success Factors
International Research Findings

Success Factors

- Critical mass
- Competitive, compelling attractors
- Strong brand & value proposition
- Product Development & Innovation
- Clusters Specialisation
- Environmental stewardship

Success Factors

Critical mass

Competitive, compelling attractors

Strong brand & value proposition

Product Development & Innovation

Clusters Specialisation

Environmental stewardship
International Research Findings

Success Factors
- Capability building
- Business enterprise development
- Destination Management Organisations
- Sustainable funding
- Success Measures
- Leaders Champions
- Collaborative partnerships
- Local empowerment

Success Factors
- Capability building
- Business enterprise development
- Destination Management Organisations
- Sustainable funding
- Success Measures
- Leaders Champions
- Collaborative partnerships
- Local empowerment
Destination Management Components

- Defining the destination
- Vision
- Situational analysis
- Visitor Profiles
- Strategic Fit
- Brand proposition & positioning
- Target Markets
- Experience & Product Development (Attractions)
- Access
- Attitudes
- Awareness
- Amenities, services, infrastructure
- Capability development
- Leadership
- Risk / crisis management
- Benchmarking, monitoring, evaluation
# Destination Management Components

## Defining the Destination
- Notional boundaries,
- Linkages to neighbouring localities
- Visitor flows
- National, regional/sub regional considerations - recommended scale
- Complimentary Planning e.g. spatial planning

## Vision
- Clear long term vision
- Aligned to national / regional strategy, broader economic and community aspirations
- Defined objectives, strategic imperatives, guiding principles, goals
- Shared by all stakeholders

## Situational Analysis
- Visitor research, data & insights
- Current & future trends
- SWOT
- Product audit - assessment of supply (natural/built assets), gaps, opportunities, carrying capacities
- Hero experiences, themes,
- Critical infrastructure
- Competitor Analysis - other destinations' brand, product offering, visitor profiles

## Visitor Profiles
- Characteristics/personas, motivation, behaviour, satisfaction
- Awareness, preference, intention, conversion
- Current & future trends
- Alignment to brand proposition

## Strategic Fit
- National/Regional/Local plans & strategies
- Aligning and influencing
- Regulatory, planning & compliance frameworks

## Brand Proposition & Positioning
- Captures the essence of the destination
- Aligned to community aspirations
- Supports “place making” & story telling”
- Provides competitive advantage & point of difference
- Supported by hero products, strategic themes & experiences
- Supported by industry

## Target Markets
- Aligned to brand and experience offering,
- Value/volume, retain existing, develop new and higher value segments
- Right market, right product, right time (dispersal, seasonality)

## Experience & Product Development (Attractions)
- How compelling is the destination?
- Hero, supporting themes & experiences, critical mass
- Customer journey
- Strengthen brand proposition
- Address seasonality & promote dispersal
- Innovation, collaboration, clustering, cross sector – smart specialisation
- Research/feasibility to support viable, sustainable investment (demand led & supports brand, aligned to target markets)
- Investment attraction
## Destination Management Components

<table>
<thead>
<tr>
<th>Access</th>
<th>Attitudes</th>
<th>Awareness</th>
<th>Amenities, Services, Infrastructure</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Assessment of key access</td>
<td>• Community – strong engagement,</td>
<td>• Within communities &amp; key stakeholders,</td>
<td>• Support quality of the visitor experience</td>
</tr>
<tr>
<td>/transport modes</td>
<td>aspiration, collaboration,</td>
<td>understanding, support &amp; engagement levels</td>
<td>• Enablers to manage &amp; support community</td>
</tr>
<tr>
<td>• Roads, Rail, Air, Sea</td>
<td>partnerships &amp; ambassadors</td>
<td>Visitor demand - awareness, of the destination</td>
<td>aspirations, product development &amp; investment</td>
</tr>
<tr>
<td>• Core infrastructure supporting</td>
<td>• Support from local/regional govt</td>
<td>across key markets and segments – clarity/</td>
<td>• Understanding/determining carrying capacity</td>
</tr>
<tr>
<td>current &amp; future flows, volumes,</td>
<td>as enablers, (planning/regulated)</td>
<td>knowledge of brand &amp; offering, preference,</td>
<td>/ limitations on public assets &amp; private /</td>
</tr>
<tr>
<td>dispersal, customer, safety</td>
<td>operators, investors, funders</td>
<td>appeal, conversion</td>
<td>commercial activity (consents)</td>
</tr>
<tr>
<td>expectations &amp; satisfaction</td>
<td>• Business friendly environment</td>
<td>• RTO/EDA capacity/capability &amp; resources to</td>
<td>• National / Regional planning &amp; investment</td>
</tr>
<tr>
<td>• Planning &amp; regulatory</td>
<td>supporting innovation, entrepreneurship</td>
<td>penetrate market &amp; compete</td>
<td>• Partnerships &amp; collaboration</td>
</tr>
<tr>
<td>frameworks</td>
<td>• Attitudes of the sector –</td>
<td></td>
<td></td>
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<tr>
<td>• Investment requirements</td>
<td>sustainability, collaboration,</td>
<td></td>
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<tr>
<td>• Digital connectivity – enabler,</td>
<td>partnerships, innovation,</td>
<td></td>
<td></td>
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<tr>
<td>productivity, capability</td>
<td>• Attitudes of visitors -</td>
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<tr>
<td></td>
<td>responsible visitors</td>
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</tbody>
</table>

## Capability Development

- Labour supply, skills & training,
- Enterprise capability development
- Iwi/Maori business development
- Sector capability (RTO / EDA)
- – Destination Management, product development, investment attraction
- Digital
- Partnerships, collaboration, clusters, innovation
- Investment ready

## Leadership

- Industry leaders, champions
- Professional, well resourced DMOs with ability to lead, develop and deliver
- DM Plan development
- Governance & working group(s)
- Iwi/ Maori leadership

## Risk / Crisis Management

- Vital for managing sustainable tourism development
- Risk assessments, pre planning, process, systems, mitigation & response strategies
- Natural Disaster Planning
- Communication & stakeholder engagement / management
- Identify key hot spots, safety concerns

## Benchmarking, Monitoring, Evaluation

- International benchmarking
- Regular reviewing, revising strategies & structures
- What does success look like aligned to vision, objectives and community aspiration?
- Performance targets,(KPIs), sustainable performance beyond traditional metrics
- Monitoring systems and process, reviewing, reporting
Slovenia - Strategic Approach
### Strategic Approach – Slovenia

<table>
<thead>
<tr>
<th><strong>27 years of independence</strong> after breakup of Yugoslavia</th>
<th><strong>2.6m Population, 211 Municipalities</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>5.9m visitors</td>
<td>Excellent transport connections, highways, 3 international airports, largest Northern Adriatic Port</td>
</tr>
<tr>
<td>74% international</td>
<td>Re organised structures three times to keep abreast of changing needs</td>
</tr>
<tr>
<td>2.8b Euro, 12.3% GDP</td>
<td>Awards for policy, sustainable development, marketing &amp; business environment</td>
</tr>
<tr>
<td>Strategic &amp; sustainable development focus</td>
<td>Brand positioning aligned to sport, natural environment &amp; built facilities</td>
</tr>
</tbody>
</table>
Istria Croatia
Istria Croatia

- Istria Pop 280,000 5% of Croatia, 24% of arrivals 3.73m
- Tourism Masterplan, aligned to National Strategy
- Diversification from sea & sand - culture, health, sport, gastronomy & business
- Leadership in public & private sector partnerships & investment
- Targeted investment inland areas & connectivity between regions
- Innovation, collaboration & product development
- Support programmes local wine, olive oils, vegetables, truffles, mushrooms & seafood
- Packaging existing & forgotten traditions more interesting ways
- Strategic Partnerships – BMW (Coastal Tour) CONE (cycling) reputation
- Redefining the brand with focus on the DNA of Istria.
- 8 Tourism Clusters crossing municipalities
Jackson Hole, Wyoming, USA
Jackson Hole

- Yellowstone Park, Teton County, Jackson
  Population 19,000

- Successful destination 140 year history conservation environmental stewardship

- Scored poorly in destination management indicators – no unified organisation & programme

Tourism economic engine
- 1.6m overnight visitors, $1.55b state taxes (58% of all tax)

Tourism 26% of employment, boom in past 10 years, growing concerns

Vision global leader
- Sustainable Tourism Development

Adopting “Sustainable Destination Criteria” in 2012

Vision, tackling degradation, managing visitor behaviour, leadership

Lodging tax introduced, 40% Council services, 60% supporting programme / plan delivery ($3,84m)

Education – events, workshops, technical assistance, certification

250 businesses participating, new NFP organisation, collective, collaborative approach
Bruges, Belgium
Bruges, Flanders, Belgium

- Pop 19,500, 8.3m visitors, 126 per day per resident
- Resident empowerment, ambassadors, connected voice, proud of city
- Visit Flanders, concentration model southern part of city, reduce numbers, limit hotel construction & ban on house rentals
- UNESCO Heritage site 2000, heritage, arts, culture, food, cultural traveller – value
- Day trips larger than overnight, 2-3 hours, 6m cruise, focus overnight stays & less group tours & cruise
- Large resident base supportive of tourism (90%), growing sharing economy, experiencing local attractions, co-creation elements
Wild Atlantic Way, Ireland
Shannon Region, Wild Atlantic Way, Ireland

- Ireland 9m international visitors, 7b Euro, strong growth 10%
- Wild Atlantic Way developed declining tourism 2008, 2,500km touring route coastal road, broken into 6 regions. GIS mapping
- Each county council develops own strategy aligned to national strategy – tourism officer located regionally
- Burren Eco Network – 47 businesses, product development, innovation, eco destination. Strong voice, community, sustainability focus
- Scale initiative, brand, experience development, itineraries, digital platforms, integrated TI campaigns
- Experience development plans for regions, business capability, trade development
- Failte Ireland, National Tourism Development Agency – product development & domestic marketing
Next Steps

• Tourism Forums across 13 regions
• Assessing where regions are at and key issues/opportunities
• Identifying level of engagement and support needed
• Continuing conversations
Information Report

To: Economic Development Subcommittee
From: Economic Development Officer
Date: Tuesday, 25 June 2019
File reference: Document: 2513381
Appendix A: In document
Portfolio holder: Councillor Ross Harris
Meeting date: Tuesday, 2 July 2019
Subject: Economic Development Subcommittee – 2019 Work Programme

Recommendation:
THAT the report be received.

Purpose
The purpose of this report is to present a forward work programme for the Economic Development Subcommittee for discussion and information purposes.

This is a standing item on the Subcommittee’s agenda. The Subcommittee is welcome to make comment to or revise the programme as required.

Changes to Work Programme since June 2019
1. A workshop has been added to take place after the Economic Development Subcommittee meeting on 30 July to discuss ideas for the 2020 work programme to allow for a draft to be presented to the Subcommittee in August 2019.
2. The in Committee update on PGF applications has been removed from the work programme as there is currently no updates to give.
3. The Annual Report from Destination Coromandel has been moved to the August Economic Development Subcommittee meeting as they have six weeks from the end of the financial year to provide their report.
4. The report from Te Waka will be presented to the Community Services and Development Committee on 14 August.

Rebecca Jenks
ECONOMIC DEVELOPMENT OFFICER
### Appendix A: Economic Development Subcommittee – 2019 Work Programme

**ECONOMIC DEVELOPMENT SUBCOMMITTEE**

**Work Programme for 2019**

<table>
<thead>
<tr>
<th>Meeting date</th>
<th>Items</th>
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</table>
| **29 January 2019** | • Quarterly reports from Town Promotions Organisations ✓  
• Quarterly report Waihi i-SITE ✓  
• Half-yearly report Destination Coromandel ✓  
• Update on PGF applications - in committee  
• Report Te Waka ✓  
• Presentation: Fish Farming on the Hauraki Plains ✓  
• Report ‘From Education to Employment’ ✓  
• National Freedom Camping report ✓  
• Report on external funding definition ✓  
• Workshop TIF fund opportunities ✓  

Other actions in this period:  
• Begin information Centre reviews |
| **26 February 2019** | • Report on Economic Development China Trip 2019  
• Report on Freedom Camping value ✓  
• AGM documents from GO Waihi and Positive Paeroa ✓  
• Workshop on development opportunities in Waihi relating to the HRT – now part of the tourism plan workshop  
• Workshop tourism plan for Hauraki district ✓  

Other actions in this period:  
• Second Evolve Hauraki Business Bites event  
• Start update on Business Hauraki website - postponed  
• Hauraki District photoshoot for website and promotions - April |
| **26 March 2019** | • Report on Destination Coromandel’s business plan  
• Report outlining PGF opportunities – in committee ✓  
• Update on Hauraki Rail Trail Great Ride Extension 2018/19 from Governance Committee member ✓  
• Infometrics annual update ✓  
• Workshop – how to engage with the Māori business community – with Iwi Liaison Officer ✓  

Other actions in this period:  
• Make application for Hauraki to become a Motorhome Friendly District - postponed |
| **30 April 2019** | Meeting was cancelled  
• Quarterly report Town Promotions Organisations  
• Infometrics annual update  
• Update on PGF applications – in committee  
• Presentation of Hauraki Rail Trail investment promotion – postponed |

Other actions in this period:  
...
<table>
<thead>
<tr>
<th>Date</th>
<th>Actions and Notes</th>
</tr>
</thead>
</table>
| 28 May 2019 | - Report reviewing the decision framework for supporting development (trial period began 30 May 2017 and was extended a further year) ✓  
- GM report Hauraki Rail Trail Charitable Trust ✓  
- Half-yearly report Paeroa Information Hub ✓  
- Verbal report on China trip 2019 ✓  
- Draft information services review report ✓  
- Quarterly report Town Promotions Organisations ✓  
- Quarterly report Waihi i-SITE ✓  
- Verbal update on trip to Taiwan ✓  
- Update on PGF applications in committee – no update ✓  
Other actions in this period:  
- Third Evolve Hauraki Business Bites event ✓  
- Hauraki District photoshoot ✓  |
| 2 July 2019 | - Report outlining Workshop to discuss benefits, disadvantages and options for user pay systems for tourism infrastructure and workshop – Facilities Officer ✓  
- Update on ‘red tape / red carpet’ work/project ✓  
- Update on Hauraki Rail Trail Great Ride Extension 2018/19 from Governance Committee member ✓  
- Presentation from Wintec students on Bringing Regenerative Diversification to the Hauraki Plains ✓  
- In Committee report Waihi i-SITE Funding ✓  
- Workshop on the draft tourism strategy ✓  |
| 30 July 2019 | - Annual report Destination Coromandel ✓  
- Annual report Town Promotions Organisations ✓  
- Annual report Waihi i-SITE ✓  
- Update on PGF applications – in committee ✓  
- Report Te Waka ✓  
- Workshop to discuss ideas for 2020 work programme ✓  |
| 27 August 2019 | Other actions in this period:  
- Fourth Evolve Hauraki Business Bites event ✓  |
| October 2019 | - Quarterly report Town Promotions Organisations ✓  
- Update on PGF applications – in committee ✓  
- Report on the future of work ✓  
- Update on ‘red tape / red carpet’ work/project ✓  |
- GM report Hauraki Rail Trail Charitable Trust ✓  
Other actions in this period:  
- Potentially begin Town Promotions review ✓  |

**Standing items**
- Manager’s reports
## ECONOMIC DEVELOPMENT ACTION PLAN, BY PILLAR

### BUSINESS FRIENDLY HAURAKI

<table>
<thead>
<tr>
<th>Item</th>
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<tbody>
<tr>
<td>A. Work together with the Communications Officer to introduce further customer focused communications</td>
<td>Economic Development Officer</td>
<td>• As required</td>
</tr>
<tr>
<td>B. Update Business Hauraki page on website</td>
<td>Web administrator/ Economic Development Manager/ Economic Development Officer</td>
<td>• Feedback from Economic Development Subcommittee as required</td>
</tr>
<tr>
<td>C. Review decision framework for supporting development</td>
<td>Economic Development Manager and Economic Development Officer</td>
<td>• Report 28 May</td>
</tr>
<tr>
<td>D. Run Economic Development inductions for new HDC staff</td>
<td>Economic Development Manager and Economic Development Officer</td>
<td>• Will be covered in Economic Development Manager’s reports</td>
</tr>
<tr>
<td>E. Report from Communications Officer regarding communications improvements and priorities.</td>
<td>Communications Officer</td>
<td>• As required</td>
</tr>
</tbody>
</table>
| F. Report regarding ‘red tape / red carpet’ work/project | Economic Development Manager and Communications Officer | • Economic Development Manager and Communications Officer to work together on this item.  
• Six monthly report |
| G. As appropriate, case manage key business development projects between the councils and investors. | Economic Development Manager and EDO | • Business as usual item, to be covered in Economic Development Managers report. |
| H. Support the development of investment proposals by collecting and making available key District information for investors. | Economic Development Officer. | • |
| I. Re-write or re-word “Roll out the red carpet, not the red tape” | | • |
| J. Ensure regulatory staff understand the requirements of investors/developers/businesses  
1. Regulatory staff to receive comprehensive business training  
2. Senior Planner to study Dip. Bus. | | • Commence end of 2018 |
## CONNECTED HAURAKI

<table>
<thead>
<tr>
<th>Item</th>
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<tbody>
<tr>
<td><strong>A. Liaise with Iwi and Māori to identify opportunities for joint ventures or areas where the Council can provide support.</strong></td>
<td><strong>ELT, HR Mayor, Economic Development Chair, Māori Liaison Officer</strong></td>
<td>• Ongoing</td>
</tr>
<tr>
<td>1. Employ Iwi Liaison Officer</td>
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<tr>
<td>2. Work with David Taipari to engage and collaborate with Iwi which includes listening to Māori and identifying projects for collaboration.</td>
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</tr>
<tr>
<td><strong>B. Receipt of Town Promoters, Visitor information centres SLA reporting and presentation of report from Waihi i-SITE</strong></td>
<td><strong>Economic Development Officer</strong></td>
<td>• Town promotions organisations and Waihi i-SITE quarterly, Paeroa Information Services half-yearly</td>
</tr>
</tbody>
</table>
| **C. Reports regarding regional work – Waikato Regional Economic Development Strategy and the Waikato Plan.** | **Economic Development Manager** | • Economic Development Manager to ask Waikato Regional Council or appropriate representative to present six-monthly.  
• Also link in with technical advisor (Charan Mischewski)  
• NB: Not yet reflected in the ED Sub-Committee’s meeting schedule. |
<p>| <strong>D. Liaise with Te Waka and other regional/national organisations to provide business services to Hauraki businesses.</strong> | <strong>Economic Development Manager and Economic Development Officer</strong> | • Evolve Hauraki events are supporting this. |
| <strong>E. Keep Economic Development Subcommittee updated on regional EDA developments.</strong> | <strong>Economic Development Manager/Te Waka</strong> | • 29 January and 30 July |
| <strong>F. Secure funding for District Initiatives</strong> | <strong>HDC Waikato REDA, Economic Development Subcommittee</strong> | • Ongoing |
| 1. Fund Waikato Regional Economic Development Agency | | |
| 2. Identify initiatives and with the Waikato REDA prepare business cases and applications for funding from Provincial Growth Fund | | |
| <strong>G. Increase connectedness to local business communities</strong> | <strong>HDC Economic Development Officer</strong> | • Ongoing |
| 1. Attending BA5 meetings | | |
| 2. Increase awareness of the Waikato REDA Business Growth Services | | |</p>
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<tr>
<th>3. Supporting Hauraki Coromandel Business Awards</th>
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## DESTINATION HAURAKI

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<tbody>
<tr>
<td>A. Actively support tourism and other business ventures that make the District an attractive place to live in and visit</td>
<td>Economic Development Officer</td>
<td>•</td>
</tr>
<tr>
<td>B. Sub-Committee to define responsibilities/expectations for the elected member representatives on Town Promoters and Visitor Information Centres.</td>
<td>Economic Development Manager</td>
<td>•</td>
</tr>
<tr>
<td>C. Presentations from Hauraki Rail Trail and Destination Coromandel and receipt of SLA reporting.</td>
<td>Economic Development Manager for Hauraki Rail Trail. Economic Development Officer for Destination Coromandel</td>
<td>• 28 May and November • 29 January and 30 July</td>
</tr>
<tr>
<td>D. Support the developers of retirement and aged care in Ngatea, Paeroa and Waihi through council processes.</td>
<td>Economic Development Manager</td>
<td>• As required.</td>
</tr>
<tr>
<td>E. Support the Hauraki Rail Trail Charitable Trust to attract investment from developers for tourism and hospitality initiatives to establish along the Hauraki Rail Trail, and case manage as required.</td>
<td>Economic Development Officer</td>
<td>• Presenting HRT investment brochure 30 April.</td>
</tr>
<tr>
<td>F. Investigate the potential to access central government funding from the Tourism Infrastructure Fund for the Karangahake Gorge and Kaiaua and other locations as appropriate.</td>
<td>Economic Development Manager / Economic Development Officer / Group Managers Engineering and Community Services.</td>
<td>•</td>
</tr>
<tr>
<td>G. Investigate the potential to work with community groups and iwi to develop new tourism product and/or access central government funding for initiatives such as:</td>
<td>Economic Development Officer</td>
<td>•</td>
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<tr>
<td>a. Kaiaua tourism product</td>
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<tr>
<td>b. Mountain bike trails</td>
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<tr>
<td>c. Art trail along the HRT.</td>
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<tr>
<td>H. Support Hauraki to become a Motorhome Friendly District 1. Complete dump station in Waihi 2. Relocate dump station in Paeroa 3. Improve messaging – where you can and cannot park – solution could be digital (e.g. CamperMate app or Responsible Camping Forum) or signage.</td>
<td>Economic Development Officer</td>
<td>• Ongoing</td>
</tr>
<tr>
<td>I. Increase investor confidence in the Hauraki Rail Trail 1. Create info/promotion for Hauraki Rail Trail investment using a website</td>
<td>Economic Development Officer</td>
<td>• Combined project with TCDC, MPDC and HRT</td>
</tr>
</tbody>
</table>
and hard copy documents to communicate this information.
2. Be involved with the District Plan review and contribute with regards to tourism, especially in relation to the Hauraki Rail Trail.

<table>
<thead>
<tr>
<th>Economic Development Manager</th>
<th>Charitable Trust.</th>
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<tr>
<td>Ongoing</td>
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</table>

| J. Be involved in Destination Management through: |
| 1. Scanning the environment |
| 2. Creating plans to mitigate issues and potential issues |
| 3. Identifying key indicators for Tourism Infrastructure Fund (TIF) |
| 4. Assemble all information for TIF |
| 5. Apply for funds through TIF |

| Community Services and Development / Destination Coromandel |
| Ongoing |

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<tr>
<td>A. Report on Central Governments direction regarding Economic Development</td>
<td>Economic Development Manager</td>
<td>• As relevant and available</td>
</tr>
<tr>
<td>B. Other updates to be covered in ED Manager monthly report, including report regarding meetings with MBIE, NZTE, MSD etc., or separate report if matter necessitates.</td>
<td>Economic Development Manager</td>
<td>•</td>
</tr>
<tr>
<td>C. Meet with staff from the Ministry of Business Innovation and Employment, New Zealand Trade and Enterprise, and Immigration New Zealand at least twice a year and thereafter as required.</td>
<td>Economic Development Manager</td>
<td>•</td>
</tr>
<tr>
<td>D. Travel to international markets to maintain current investment connections.</td>
<td>Economic Development Manager</td>
<td>•</td>
</tr>
<tr>
<td>E. Ensure ED Officer is better informed of Hauraki Inc. activities 1. ED Manager to introduce ED Officer to clients as appropriate 2. ED Officer to receive more cultural training</td>
<td>Economic Development Manager</td>
<td>• Commence May 2018</td>
</tr>
<tr>
<td>F. More political involvement in Economic Development 1. Mayor and ED Chairman to be more involved in Hauraki Inc. projects 2. Meetings with ED Chairman and ED Manager (fortnightly) 3. ED Chair to receive cultural training</td>
<td></td>
<td>• Commence May 2018</td>
</tr>
<tr>
<td>G. New and existing businesses are made more aware of the support products available from entities such as Callaghan Innovation, Waikato Innovation Park and Ministry of Business, Innovation and Employment</td>
<td>Economic Development/Town promoters</td>
<td>• Ongoing</td>
</tr>
<tr>
<td>Item</td>
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<td>Comment</td>
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<tr>
<td>A. Update the Economic Development Subcommittee on infrastructure requirements as they pertain to new developments as required</td>
<td></td>
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</tr>
<tr>
<td>B. Advocate for more land to be rezoned for business and residential growth. ED manager to advise District Plan Review Committee</td>
<td>Economic Development Manager</td>
<td>• Ongoing</td>
</tr>
<tr>
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<tr>
<td>A. Infometrics annual reporting</td>
<td>Economic Development Officer</td>
<td>30 April - 26 May</td>
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<tr>
<td>B. Economic Development Manager’s report will include mention of</td>
<td>Economic Development Manager</td>
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<tr>
<td>connections where appropriate with TCDC and MPDC, as well as</td>
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<td>work in regional work streams. Or separate report if larger items.</td>
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<tr>
<td>C. Information regarding the Government’s economic development</td>
<td>Economic Development Manager</td>
<td>As relevant and as</td>
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<tr>
<td>direction</td>
<td></td>
<td>available</td>
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