

**Document No:** 315435**File No:** 092/015A**Report To: Council****Meeting Date:** 24 September 2013**Subject: Maraeroa C Block Incorporation – Draft Memorandum of Understanding**

### **Purpose of Report**

- 1.1 The purpose of this business paper is to present to Council the Draft Memorandum of Understanding between Waitomo District Council and Maraeroa C Block Incorporation.

### **Local Government Act S.11A Considerations**

- 2.1 There are no Section 11A of the Local Government Act considerations relating to this business paper.

### **Background**

- 3.1 On Tuesday 6 August 2013, Mr Glen Katu, Chief Executive of Maraeroa C Incorporation met with the Mayor and Chief Executive to provide a brief update on the Maraeroa C Business Delegation's recent visit to Fusong, North China, including a proposal for the establishment of a "Sister Mountain" relationship as a first step to encouraging business and cultural exchanges between Waitomo and Fusong Districts.
- 3.2 Following that meeting, Mr Katu emailed the Mayor and Chief Executive a copy of a brief PowerPoint Presentation, which included detail relating to a request from Maraeroa C Incorporation for support from Council for the Sister Mountain concept between Pureora o Kahu and Changai Mountains, North China.
- 3.3 A business paper was presented to Council at the 27 August 2013 Council meeting outlining the request from Maraeroa C. A copy of the Power Point Presentation was included as part of the business paper.
- 3.4 At the meeting Council resolved to support Maraeroa C Incorporation in the establishment of a Sister Mountain relationship.
- 3.5 Council further resolved to authorise the Chief Executive to develop a Memorandum of Understanding between Waitomo District Council and Maraeroa C Incorporation to document the level of support to the Sister Mountain Relationship.

## Commentary

- 4.1 Forming part of this business paper is a Draft Memorandum of Understanding between Waitomo District Council and Maraeroa C Block Incorporation.
- 4.2 The purpose of the Memorandum of Understanding is to set the framework and working relationship between the parties to support the establishment of a Sister Mountain relationship between Waitomo and Fusong Districts.
- 4.3 Section 6 of the Draft Memorandum of Understanding refers to the level of support agreed between the parties.
- 4.4 In summary, WDC will:
- Support business engagement between Waitomo based businesses and Fusong, China.
  - Provide a letter of support to Maraeroa C Incorporation to establish the Sister Mountain relationship.
  - Provide a profile of Waitomo District with a DVD(s) of the region for inclusion in a presentation pack.
  - Host an official Mayoral welcome to visiting delegations from Fusong on an annual basis. The Mayoral welcome will be held at the WDC Council Chambers.
  - Provide letters of invitation for the visiting Fusong delegations should they require it.
  - Participate in a Pureora Mountain Friendship Committee should one be established.
  - Endeavour to join future Maraeroa C business delegations to Fusong, China to assist with fostering the relationship.
- 4.5 A copy of the Draft Memorandum of Understanding has been sent to the Chief Executive of Maraeroa C Incorporation.
- 4.6 The Chief Executive confirmed the Draft document will be considered by the Maraeroa C Board on 20 September 2013.

## Suggested Resolution

- 1 The business paper on the Maraeroa C Block Incorporation Draft Memorandum of Understanding be received.

- 2 Council support / not support adoption of the Memorandum of Understanding between Maraeroa C Block Incorporation and Waitomo District Council.



HELEN BEEVER  
**GROUP MANAGER – CUSTOMER SERVICES**

September 2013

- Attachment: 1. Draft Memorandum of Understanding between Waitomo District Council and Maraeroa C Incorporation

**DRAFT MEMORANDUM OF UNDERSTANDING**

**Between**

**Waitomo District Council**

**and**

**Maraeroa C Block Incorporation**

## **1.0 Parties**

- 1.1 Waitomo District Council (WDC), a Territorial Local Authority under the Local Government Act 2002.
- 1.2 Maraeroa C Incorporation, a Management Committee representing the beneficial owners.

## **2.0 Background**

- 2.1 The Proprietors of Maraeroa C Block Incorporation was established on 18 December 1970.
- 2.2 Today, Maraeroa C Incorporate is governed by a Management Committee of seven people appointed by the beneficial owners. A Chief Executive is employed to manage the business of the Incorporation with the assistance of several staff.
- 2.3 In June 2013 the Maraeroa C Business Delegation visited Fusong County, North China. The purpose of the visit was to investigate the establishment of a Sister Mountain relationship as a first step to encouraging business and cultural exchanges between Waitomo and Fusong Districts.
- 2.4 On 6 August 2013, the Chief Executive of Maraeroa C Incorporation met with the Mayor and Chief Executive of WDC to discuss the proposal of developing the Sister Mountain relationship.
- 2.5 On 27 August 2013, a business paper was presented to Council, requesting Councils support of Maraeroa C Incorporation in the establishment of a Sister Mountain relationship. Council confirmed its support of the Sister Mountain relationship upon agreement between both parties by way of a Memorandum of Understanding (MoU).

## **3.0 Purpose**

- 3.1 The purpose of this MoU is to set the framework and working relationship between the parties to support the establishment of a Sister Mountain relationship between Waitomo and Fusong Districts.

## **4.0 Scope**

- 4.1 The Scope of this MoU covers the agreed areas of responsibility of each of the parties.

## **5.0 Principles**

- 5.1 Through the signing of this MoU both parties agree to:
  - 5.1.1 Support each other to develop the Sister Mountain relationship.
  - 5.1.2 Meet on a regular basis to ensure both parties are informed of related issues.

# 6

- 5.1.3 Be open, frank, honest and constructive in all dealings with each other and to act in good faith at all times.
- 5.1.4 Endeavour to keep their organisation, and the members of the other party, advised of issues that may affect one party as a result of the activities by the other – the principle of “no surprises”.
- 5.1.5 Act in good faith in meeting their responsibilities under this agreement and in resolving any differences away from public attention.
- 5.1.6 Resolve issues as they arise in a manner that maintains the integrity, professionalism and statutory accountabilities of each party.
- 5.1.7 Optimise the value and benefit delivered to the Waitomo District by the investment of ratepayer funds.

## **6.0 Agreement**

- 6.1 Through this MoU the parties agree to support the Sister Mountain relationship.

## **6.2 Maraeroa C**

- 6.2.1 Maraeroa C will support business engagement between Waitomo based businesses and Fusong, China.
- 6.2.2 Promote the Waitomo District and encourage visitors from Fusong and other areas of China to visit the Waitomo District.
- 6.2.3 Align Pureora Mountain Ginseng with the Ginseng growing region of China.
- 6.2.4 Host visiting delegations from Fusong, China.
- 6.2.5 Participate in a Pureora Mountain Friendship Committee should one be established.

## **6.3 WDC**

- 6.3.1 WDC will support business engagement between Waitomo based businesses and Fusong, China.
- 6.3.2 Provide a letter of support to Maraeroa C Incorporation to establish the Sister Mountain relationship.
- 6.3.3 Provide a profile of Waitomo District with a DVD(s) of the region for inclusion in a presentation pack.
- 6.3.4 Host an official Mayoral welcome to visiting delegations from Fusong on an annual basis. The Mayoral welcome will be held at the WDC Council Chambers.
- 6.3.5 Provide letters of invitation for the visiting Fusong delegations should they require it.
- 6.3.6 Participate in a Pureora Mountain Friendship Committee should one be established.

6.3.7 Endeavour to join future Maraeroa C business delegations to Fusong, China to assist with fostering the relationship.

## **7.0 Term**

7.1 This MoU will cover the period 1 October 2013 to 30 September 2016 (3 years).

## **8.0 Communication**

8.1 All communications between the two parties, or requests for information by third parties, should be made via the following representatives:

### **For WDC:**

Name: Helen Beever  
Position: Group Manager – Customer Services  
Email: [helenb@waitomo.govt.nz](mailto:helenb@waitomo.govt.nz)  
Phone: 07 878 0883

### **For Maraeroa C:**

Name: Glen Katu  
Position: Chief Executive  
Email: [glen.katu@maraeroac.co.nz](mailto:glen.katu@maraeroac.co.nz)  
Phone: 07 878 7177

## **9.0 Conflict**

9.1 Where a conflict arises between the parties which impacts on collaborative efforts, then the conflict will be referred immediately, for resolution, to the WDC Chief Executive and Maraeroa C Chief Executive.

## **10.0 Confidentiality**

10.1 The parties agree that any discussions held in the context of this MoU shall remain confidential between the representatives except as agreed for the purposes of communication as outlined in Clause 8.0 above, or for the purposes of reporting back to those they represent.

## **11.0 Enforceability**

11.1 The parties do not intend for this MoU to create a legally enforceable agreement.

**12.0 Signing**

<p><b>Signed for</b> <b>WAITOMO DISTRICT COUNCIL</b> <b>by:</b></p> <hr/> <p>Chris Ryan <b>Chief Executive</b></p> <p>Date: _____</p> <p>in the presence of:</p> <hr/> <p><b>Name:</b></p> <p><b>Occupation:</b></p> <p><b>Address:</b></p>	<p><b>Signed for</b> <b>MARAEROA C INCORPORATION</b> <b>by:</b></p> <hr/> <p>Glen Katu <b>Chief Executive</b></p> <p>Date: _____</p> <p>in the presence of:</p> <hr/> <p><b>Name:</b></p> <p><b>Occupation:</b></p> <p><b>Address:</b></p>
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Document No: 315424

File No: 400/180

**Report To: Council****Meeting Date:** 24 September 2013**Subject:** **Hamilton Waikato Tourism: End of Year Report 2012 - 2013****Purpose of Report**

- 1.1 The purpose of this business paper is to present to Council the Hamilton Waikato Tourism (HWT) End of Year Report 2012 – 2013.

**Local Government Amendment Act Considerations**

- 2.1 WDC has participated in this activity since 1 July 2011. The activity was consulted on, and included in, the 2012-2022 LTP. It should be noted that WDC will review its involvement in this activity as part of a wider organisational LGAA alignment review.

**Background**

- 3.1 Hamilton & Waikato Tourism Limited (HWT) was established from 1 July 2011 to undertake regional tourism marketing and development activities for the Hamilton and Waikato Region.
- 3.2 The seven Local Authorities confirmed they wished to collaborate, contracting tourism services for the benefit of the Hamilton and Waikato Region, including the district of each specific Local Authority.
- 3.3 The Local Authorities agreed that HWT was the appropriate organisation to provide tourism services. A Service Level Agreement (SLA) was prepared outlining terms and conditions of the arrangement.
- 3.4 The general description of the services to be provided by HWT is to promote and develop the Hamilton and Waikato Region as an attractive visitor destination to international and domestic visitors in order to grow visitor expenditure to the Region to provide sustainable economic, environmental, social and cultural benefits to local communities.
- 3.5 A Schedule of Services (SoS) forms part of the SLA and is agreed annually. The SoS details key objectives, deliverables and key performance indicators for the year.
- 3.6 At the Council meeting on 25 September 2012, HWT made a Deputation to Council presenting the draft SLA SoS for the 2012/2013 year. Following that Deputation, Council raised concerns about the increased focus on the Convention Bureau activity and whether that service delivery activity was aligned with ratepayer asset ownership within the Waitomo District.

- 3.7 In light of those concerns, Council did not agree with the proposed draft SoS as presented and authorised the Chief Executive to investigate the impacts on funding equity associated with the proposed service focus on the Convention Bureau.
- 3.8 In October 2012, HWT confirmed its proposal to realign the SLA for Regional Tourism Services with the 2012-2015 LTP cycle.
- 3.9 At its 26 October 2012 meeting, Council resolved to maintain revalidation of the SLA on an annual basis.
- 3.10 While Council had provided funding to HWT, in principle, throughout the duration of the 2012-2015 period of the 2012-2022 LTP, under the expired SLA (one year) Council retained the right to alter the level of support each financial year. A concern for Council was whether moving to a three year SLA would limit Council's ability to influence, or where necessary, address areas of concern in relation to the Agreement.
- 3.11 After WDC raised this concern with HWT, other Councils par to the SLA also expressed their wish to maintain flexibility within the agreement. Particularly in light of the then proposed changes to the Local Government Act (LGA). These changes came into effect 5 December 2012.
- 3.12 Subsequently HWT engaged Tompkins Wake to draft an amended agreement taking into account the Councils requirement to maintain flexibility. As part of the development process, the Chief Executive and Community Development Coordinator met with a representative from Tompkins Wake in mid December 2012 to discuss WDC's particular concerns.
- 3.13 On 1 February 2013, HWT circulated the amended SLA to Mayors and Chief Executives for approval by the signatory Councils. A copy of that amended SLA was provided to Council as an attachment to the business paper for the 26 February 2013 Council meeting.
- 3.14 The particular sections addressing (1) the timing of the delivery of the annually revised SoS, (2) funding and (3) the review process, allowed for an annual review of funding by an individual council subject to consultation with HWT and the other signatory councils. As a result of that review, Council at its 26 February 2013 meeting resolved to become a signatory to the SLA.
- 3.15 A provision of the SLA is the requirement for HWT to report to the Local Authorities in writing every 6 months in respect to:
- HWT's performance of the Regional Tourism Services
  - HWT's delivery of the Deliverables
  - HWT's achievement of KPI's; and
  - current or anticipated issues.

## **Commentary**

- 4.1 The attached HWT End of Year Report June 2013 is presented to Council on behalf of Kiri Goulter, Chief Executive HWT, who is currently on an extended period of leave.
- 4.2 The Report informs Council of HWT's performance against the deliverables and Key Performance Indicators outlined in the SLA SoS 2012/2013.

- 4.3 As outlined in the report, HWT completed its second year of operation in June 2013. This regional partnership has enabled a collaborative approach to promoting the Region to domestic, international and business tourism visitors.
- 4.4 For the year ended June 2013, the Region has performed above national levels for international expenditure and visitor nights. The Region is performing slightly below national levels for domestic expenditure and nights, it is felt this is a result of the Rugby World Cup impact from the previous year.
- 4.5 The following table outlines results for the year in relation to key objectives and key performance indicators. Detailed information is contained within the attached HWT report.

Key Objectives	Key Performance Indicators	Results for the Year
<p><b>International Marketing - Australia</b></p> <p>Position the H&amp;W region as an appealing short break destination</p> <p>Grow visitation and guest nights</p> <p>Work in partnership with the industry to develop and implement joint venture campaign activity</p> <p>Increase profile of the region through media coverage</p> <p>Increase profile of the region with tourism trade through increased product inclusions in trade publications</p> <p>Provide appropriate support to HIA's airline attraction strategies</p>	<p>5% increase international guest nights</p> <p>15% increase Australian website visits</p> <p>Industry funding \$40K</p> <p>Participation in UNISA campaign activity ion partnership with industry</p> <p>Hobbit on-line feature completed</p> <p>Sales and trade training completed</p> <p>Australian consumer database increase by 10%</p>	<p>10.1% increase in international guest nights</p> <p>46% decrease in Australia website visits</p> <p>Participated in \$1.9m Upper North Island Campaign "Tour the North"</p> <p>22 product managers sales calls / 250 agents trade training undertaken</p>
<p><b>International Marketing – Long Haul Markets</b></p> <p>Build awareness and appeal of the H&amp;W region with tourism trade as part of the Central North Island</p> <p>Grow International visitation and guest nights</p> <p>Encourage trade to include a minimum of 1 guest night in region in itineraries</p> <p>Maximise opportunities to improve CNI region's market share through Explore Central North Island Collective</p>	<p>5% increase in international guest nights</p> <p>Participation in Explore Central North Island partnership</p> <p>TNZ trade events supported</p> <p>20 international media hosted + 30 activities hosted</p> <p>TRENZ, IBO days attended</p> <p>Quarterly trade newsletters and trade site updated</p>	<p>10.1% increase in international guest nights</p> <p>Attendance at TNZ Trade Events in UK, Australia and South East Asia</p> <p>105 international media hosted</p> <p>12 trade famils hosted – 170 pax</p>

Key Objectives	Key Performance Indicators	Results for the Year
<p>Increase profile of the region through TNZ's international Media Programme (IMP)</p> <p>Increase profile of the region with tourism trade famils and product inclusions in publications</p>	<p>Newzealand.com regularly updated</p>	<p>140 western market travel trade trained</p> <p>Region promoted at TRENZ and Inbound Operators Day</p> <p>Trade and media e-newsletters</p> <p>Participation in Explore Centre North Island and regional promoted at Explore Show</p>
<p><b>Domestic Marketing</b></p> <p>Position the H&amp;W region as an appealing short break destination</p> <p>Grow visitation and guest nights</p> <p>Develop a sense of pride in place in local residents</p> <p>Support and leverage key events</p> <p>Work in partnership with the industry to develop and implement initiatives and campaigns</p> <p>Increase profile of the region through positive media coverage within internal and external audiences</p>	<p>3% increase in domestic guest nights</p> <p>Consumer database increase by 20%</p> <p>Industry funding \$50,000</p> <p>Visitor Guide produced</p> <p>Two campaigns successfully implemented</p> <p>10 media hosted</p> <p>Events plan developed and implemented</p> <p>Four key events supported</p> <p>Twelve regional articles generated</p>	<p>4.6% decrease in domestic guest nights (May)</p> <p>154% increase in consumer database</p> <p>\$30,000 industry funding</p> <p>Regional Visitor Guide produced</p> <p>Explore Your Own Backyard Campaign implemented November/December</p> <p>Short Escapes campaign implemented March/April</p> <p>10 media hosted</p> <p>Twelve regional articles generated</p> <p>Six key events supported (Field Days, Balloons over Waikato, Back to Back February, Motorhome and Caravan Show, Waikato Show, Great Race)</p>

Key Objectives	Key Performance Indicators	Results for the Year
<p><b>Digital Marketing</b></p> <p>Position the H&amp;W region as appealing destination for domestic and international visitors</p> <p>Provide relevant and up to date content to tourism trade, media and industry</p> <p>Provide an attractive, user friendly platform for all HWT's marketing and communications</p> <p>Position Hamiltonwaikato.com as the number one portal for visitor information in the region</p> <p>HWT is an earlier adopter of new technologies</p> <p>Provide comprehensive tourism operator information that encourages greater conversion and purchase of visitor experiences</p> <p>Utilise a range of social media platforms to increase profile and engagement with target audiences</p>	<p>Increase total visits 15%</p> <p>Unique visits 30% of total</p> <p>Booking system implemented'</p> <p>Mobile website developed</p> <p>Hobbit feature completed</p> <p>On-going optimisation of site</p> <p>Facebook, Twitter and YouTube functions regularly updated</p> <p>New enhances operator listings in place for partner operators</p>	<p>55.25% increase in total visits</p> <p>79% unique visits of total</p> <p>Booking system implemented</p> <p>Mobile website completed</p> <p>Hobbit feature completed</p> <p>Optimisation of site – CMS development completed</p> <p>Social media channels updated</p> <p>Enhanced operator listings completed</p>
<p><b>Convention Bureau</b></p> <p>Build awareness and appeal of the H&amp;W region as a MICE destination</p> <p>Grow number of delegate days and events</p> <p>Hamilton and Waikato Convention Bureau is well supported and respected by partners</p> <p>Hamilton and Waikato considered a key region in MICE rotations</p> <p>Secure more conversions for the sector and region</p> <p>Support the industry to develop and deliver quality products and experiences that meet client expectations</p>	<p>10% market share of delegate days</p> <p>10% share of events hosted</p> <p>10 leads to conversions</p> <p>50 CB partners + \$100k</p> <p>Convention Planner produced</p> <p>Trade shows attended</p> <p>Sales calls to +80 organisations completed</p> <p>2 hosted events for clients</p> <p>Newsletters – clients (3), industry (3)</p> <p>Database development – 200 new contacts</p>	<p>11% share of total delegate days (July – March)</p> <p>22 leads to conversions</p> <p>52 CB partners - \$112,000 partnership investment</p> <p>Convention Planner produced</p> <p>5 Trade shows attended</p> <p>100 sales calls completed</p> <p>7 hosted client events</p> <p>Newsletters, 4x clients, 3x industry</p>

Key Objectives	Key Performance Indicators	Results for the Year
Hamilton and Waikato Bureau acts and independent and impartial facilitator between partners and clients	40 organisations hosted 2 industry updates completed	400 new contracts 119 organisations / buyers hosted 2 industry updates completed
<p><b>Product and Industry Development</b></p> <p>Support the development and enhancement of visitor experiences to strengthen the regional proposition</p> <p>Provide information and support tourism operators to improve the quality of the visitor experience</p> <p>Assist with the development of marketing plans for cluster organisations and new tourism products</p>	<p>Concept and feasibility support for 2 key projects completed</p> <p>4 marketing planning workshops held</p> <p>Tourism conference held (April)</p> <p>Tourism symposium held (Oct)</p> <p>4 industry newsletters</p> <p>4 BA 5 functions held Website up to date with relevant information</p>	<p>3 marketing planning workshops completed with tourism clusters. Numerous tourism operator sessions held.</p> <p>Tourism Conference held May – 130 attendees</p> <p>Tourism Symposium held October – 120 attendees</p> <p>4 industry newsletters completed and distributed</p> <p>5 BA5 Functions held – North Waikato, Waipa, Te Aroha, Matamata, Raglan</p>
<p><b>Stakeholder Relationship and Reporting</b></p> <p>Retain local government funding for RTO through three year cycles</p> <p>Raise the profile and awareness of the value of tourism as a key contributor to the region's economy</p> <p>HWT is recognized and valued as a high performing and lead organization within the tourism industry and wider community</p> <p>Develop and implement business partnership programmes that are supported by the tourism industry</p>	<p>Local Government funding of \$810,000 retained for 3 years</p> <p>Industry funding of \$300,00</p> <p>Required documentation produced and approved</p> <p>Reports produced and accepted</p> <p>2 Council Representative meetings held</p> <p>3 Industry Advisory Group meetings held</p> <p>Bi-annual meeting with i-SITE network, campaign leverage opportunity provided</p>	<p>Local Government funding of \$800,000 retained for three years</p> <p>\$353,000 industry funding</p> <p>\$43,000 in-kind support from industry</p> <p>2013-14 Schedule of Services finalised and distributed within timeframe in SLA</p> <p>2 Council Rep meetings held – August 2012,</p>

Key Objectives	Key Performance Indicators	Results for the Year
<p>Represent the region's interests at national level through events, forums and organisations</p> <p>Represent the tourism sector at key business functions and networking opportunities across the region</p>	<p>Representation on national forums/organisations</p> <p>Representation of tourism sector in wider community/business forums across region</p>	<p>January 2013 and conference call March 2013</p> <p>3 Industry Advisory Group meetings – August, December and July</p> <p>Bi-annual meeting with i-SITE network</p> <p>Representation at national forums</p> <p>Representation across wider business community</p>

### Suggested Resolutions

- 1 The report on the Hamilton Waikato Tourism End of Year Report 2012 - 2013 be received.



HELEN BEEVER  
**GROUP MANAGER – CUSTOMER SERVICES**

11 September 2013

- Attachments:
- 1 Hamilton & Waikato Tourism End of Year Reports to Councils June 2013
  - 2 Hamilton & Waikato Tourism Service Level Agreement Schedule of Services 2012/2013

**Hamilton & Waikato Tourism**  
**End of Year Report to Councils**  
June 2013

### **Executive Summary**

It has been another successful year of operation for Hamilton & Waikato Tourism working closely with the region's seven local authorities and tourism industry. This regional partnership has provided a combined investment of \$1.2m and enabled a collaborative approach to promoting the Hamilton & Waikato region to domestic, international and business tourism visitors.

The region has seen some pleasing results, albeit within a tough environment for New Zealand's tourism sector. Through HWT's leadership and regional coordination, we have been able to provide opportunities and value to partners across a range of marketing activities and development initiatives.

To begin the year, The Hobbit premiere and Tourism New Zealand's global campaign 100% Middle-earth provided the region with unprecedented media, travel trade and consumer attention. We are fortunate to have the premier Hobbit-related visitor attraction in the region which has assisted in lifting the profile, visitation and expenditure, particularly from international markets.

Key projects undertaken this year included participation in a \$1.9m campaign in the Australian market with Tourism New Zealand and four other upper North Island RTOs, two domestic campaigns - Explore Your Own Backyard and Short Escapes and hosting 115 international and domestic media in region. HWT has also undertaken significant website development and enhancements including becoming mobile responsive to ensure we are keeping up with technology advancements, delivering on visitor needs and an improved user experience.

The Convention Bureau has seen positive improvements in perception and appeal of the region as a conferencing destination. Results show the region tracking at 11% market share of delegate days, above the target forecast and remaining in third position behind Auckland and Wellington. HWT has also maintained a strong relationship with Hamilton International Airport, working together on strategic projects and joint activities over the last 12 months.

For the year end, the region has continued to perform above national levels for international expenditure and visitor nights, however, is slightly below national levels for domestic expenditure and nights. This is likely to be a result of the impact of the RWC from the previous year.

The industry invested \$350,000 through HWT's partnership programmes, exceeding the target of \$300,000. This is an excellent result for the year, indicating the tourism sector's commitment to the RTO and promotion of the region.

As we move forward, we will need to continue to maximise our joint resources to provide visitors with more and new reasons to spend time in our region. Internationally, Tourism New Zealand is expanding its reach and voice, and as a region our participation in TNZ led activities is key to ensuring we derive value and maintain our current performance.

The year ahead will remain challenging as international tourism and the domestic economy are still in recovery mode. Our best approach is to continue to work together and focus on the core strengths of the region in what will remain a challenging and highly competitive environment.

The HWT Board and staff would like to thank our Council partners for their commitment and support of our organisation and promotion of the region over the last 12 months and we look forward to working with you in the 2013-2014 year.

## 1.0 Key Performance Indicators Year End June 2013

### Guest Nights (Commercial Accommodation Monitor, Stats NZ)

Target: Grow market share 3.40% to 3.50%

Result: 3.39%

### Convention Bureau (Convention Activity Survey, MBIE)

Target: Grow market share of delegate days from 8% to 10% (Convention Activity Survey)

Result: 11% (3 Quarters to March 13)

### Website Traffic (Google Analytics)

Target: 15% increase in visits to hamiltonwaikato.com

Result: 55.25% increase

### Industry Contribution

Target: \$300,000

Result: \$353,000

Industry In-kind contribution: \$44,000

## 2.0 Key Visitor Statistics (Statistics NZ)

International Visitor Arrivals (Year Ending June 2013 Stats NZ)		
International Arrivals to NZ: 2,636,896 change 1,170 0% growth		
Australia	1,183,856	1%
China	222,720	27%
UK	189,008	-12%
USA	189,456	4%
Japan	74,986	12%

There were 2.637 million visitor arrivals to New Zealand in the June 2013 year. This equals the June 2012 year which was boosted by the Rugby World Cup and is 5 per cent up compared to the June 2011 year.

Visitor numbers from the United States (189,500) overtook those from the United Kingdom (189,000) in the June 2013 year. This made the United States the third largest source of visitors to New Zealand, after Australia (1,183,900) and China (222,700).

The change in ranking is mainly due to a decline in visitor numbers from the United Kingdom, which have fallen 39 per cent from a high of 310,200 in the April 2006 year. In comparison, annual visitor arrivals from the United States are 16 per cent below their high of 225,600 in the December 2006 year.

Tourism New Zealand attributes this underlying growth from the long-haul markets and supports the positive impact from the investment in marketing New Zealand's association with the Hobbit trilogy.

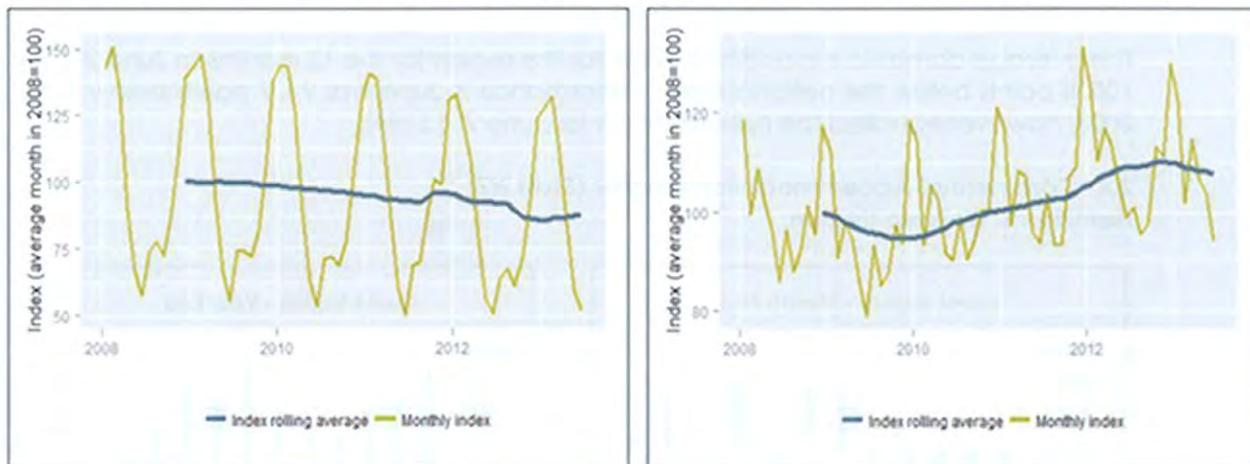
## 2.2 Regional Tourism Indicators (Ministry of Business Innovation and Employment)

The Regional Tourism Indicators (RTI) is a new data series collected from electronic card transaction data and is designed to provide regular updates on both international and domestic tourism expenditure at a national and regional level.

The indicators are based on an index which represents changes in spend compared to the average month in 2008 (monthly index) – being equal to 100. This means that a value of 110 for an index means that there is a 10% increase in spend above 2008 for that month. The indicators were released in November 2012 and will be provided on a monthly basis.

### National Data – International & Domestic Visitor Expenditure

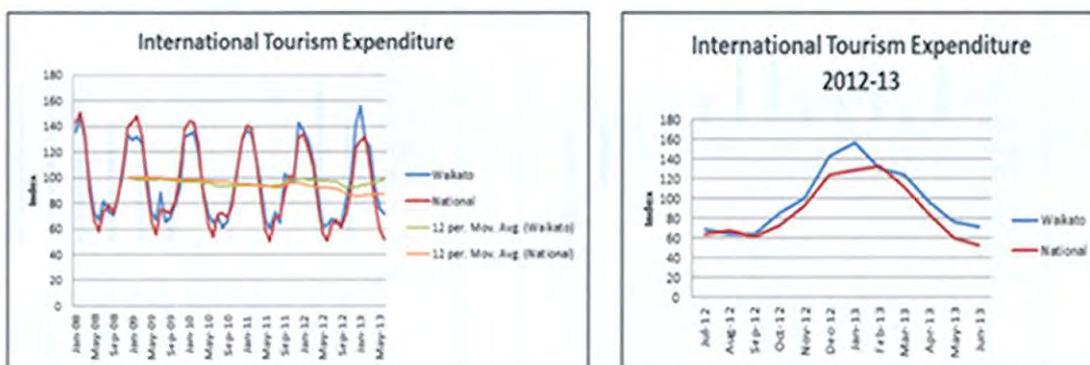
Graph 1: Total international spend for whole country    Graph 1: Total domestic spend for whole country



The average international index for the 12 months to June 2013 sits at 87, representing a 13 per cent decline in spending since 2008. Performance in June 2013 (an index of 52) was higher than that for June 2012 (an index of 51). The average domestic index for the 12 months to June 2013 was 108, representing an 8 per cent increase since 2008. The June 2013 index (94) is lower than that for June 2012 (99).

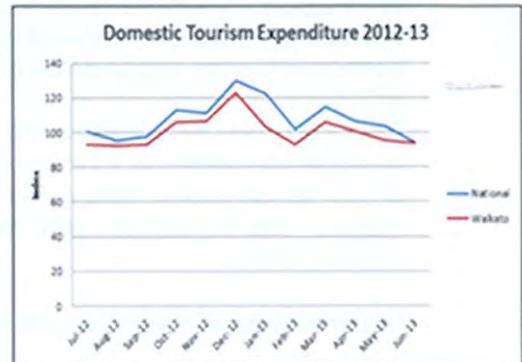
### 2.3 Waikato Region Indicators

#### International Expenditure July 2012 – June 2013



The average international expenditure index for the region for the 12 months to June 2013 is 97, 10 points above the national result. Performance in June was 71, 5 points above June 2008 and third equal highest in NZ. The region's performance above the national average has primarily been driven by the release of The Hobbit movie in December and the subsequent increased interest in the region.

#### Domestic Expenditure July 2012 – June 2013



The average domestic expenditure index for the region for the 12 months to June 2113 is 100, 8 points below the national result. Performance in June was 94, 7 points below June 2008, however equalled the national result for June 2013 (94).

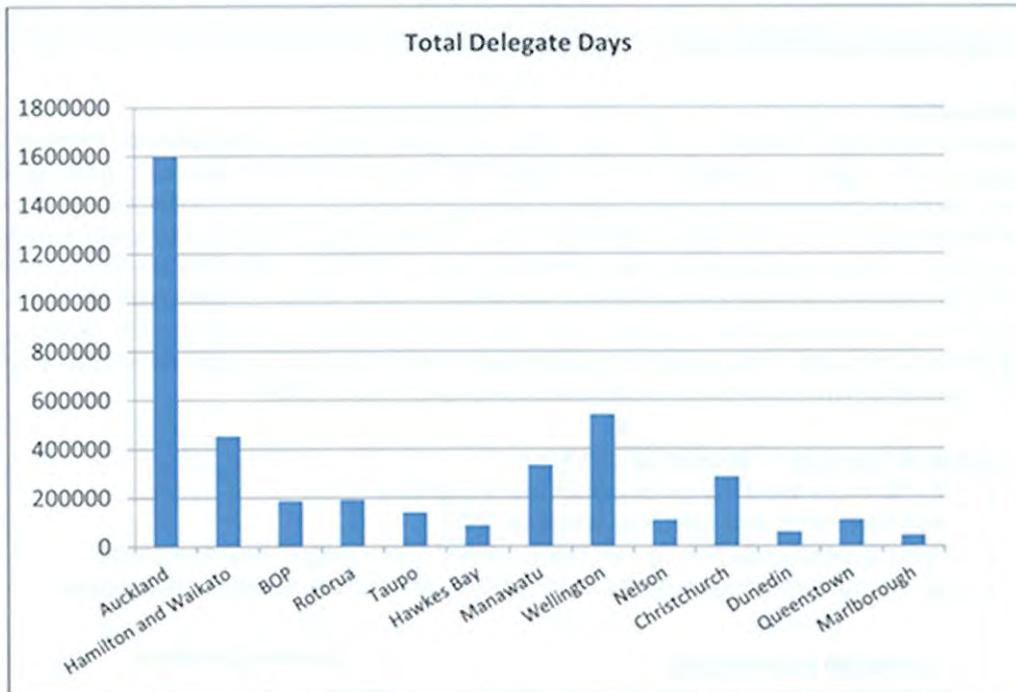
**2.4 Commercial Accommodation Monitor (Stats NZ)**  
**Hamilton & Waikato Region**



The region has seen positive growth in International guest nights with the year ending June 10.1% up on the previous year. This has also been reflected in the international expenditure result. A large driver of this has been the release of The Hobbit movie and Hobbiton Movie Set driving significant demand for the region. Domestic guest nights have been more challenging declining 4.6% for the year ending June and is likely to have been influenced by RWC the previous year.

## 2.5 Convention Activity Survey CAS (Q1,2,3)

The new CAS data for the past three quarters shows that the H&W region has third largest share of delegate days (11%) behind Auckland and Wellington.



This is a strong result which cements our investment in the Convention Bureau and business tourism sector, an area we have specifically targeted for investment and growth.

## 3.0 General Report

### Introduction

In June 2013 Hamilton & Waikato Tourism successfully completed its second year of operation. The activities coordinated and undertaken by HWT are supported through our partnership with our seven local authorities and tourism industry. HWT is not a membership organisation, therefore tourism businesses partner with us by "buying in" to our campaigns and activities best suited to their business and target markets. Each activity has a range of investment levels that businesses can choose from based on identified benefits. HWT also undertakes activities that are of no cost to tourism operators, these include:

- Business listing on hamiltonwaikato.com
- Attendance at tourism industry BA5 events and annual ½ day symposium
- Access to industry updates and information through regular e-newsletters and the industry page on hamiltonwaikato.com
- Participation in media famils
- Participation in trade famils for internationally ready, commissionable product
- Assistance and advice with product development, marketing and sales activities

Activities that require industry investment to participate include:

- Australian campaign
- Long Haul Marketing including Explore Central North Island activities, TRENZ, Explore Show
- Domestic Campaigns including Short Breaks, Explore Your Own Backyard and Chinese New Zealanders
- Annual Regional Visitor Guide
- Convention Bureau Partnership
- Attendance at annual tourism conference (small attendance fee charged)

Levels of investment for individual activities range from \$45 to attend the annual tourism conference, Visitor Guide participation starting at \$250, through to \$15,000 for premium-campaign and Convention Bureau partnerships.

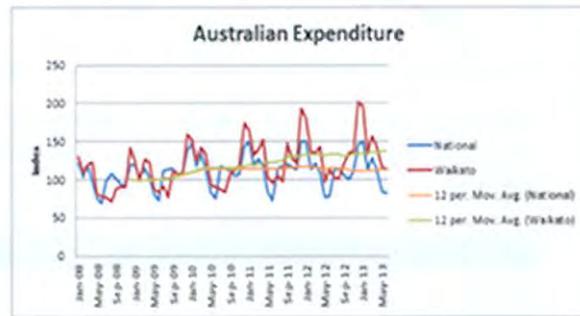
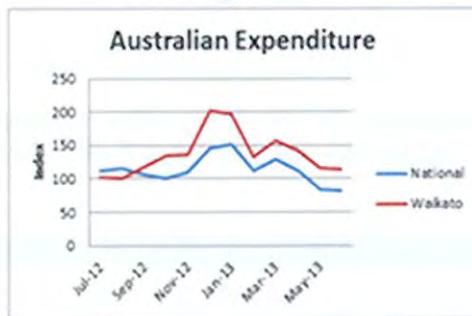
### 3.1 International Marketing - Australia

#### Introduction

Australia is a key market for the region as it is still our largest international market. Given the loss of Hamilton's international services, HWT has moved from working independently in Australia to participating in a larger upper/central North Island collective of regions in partnership with Tourism New Zealand. This shift has impacted on our online targets as Australian marketing activity is now primarily driven to TNZ's website newzealand.com. HWT's consumer campaign activity in Australia is now solely undertaken as part of this collective comprising five regions including Northland, Auckland, Taupo, Rotorua and Hamilton & Waikato. The regional investment is matched by Tourism New Zealand which delivered a \$1.9m campaign in September and October 2012.

#### Schedule of Services – Results for the Year

- 10.1% increase in International Guest Nights
- 46% decrease in Australian website visits
- Participated in \$1.9m Upper North Island Campaign "Tour the North"
- 22 product managers sales calls/ 250 agents trade training undertaken



#### Summary of key activity, January – June 2013

HWT's main Australian activity was the Tour the North Campaign in September and October 2012, see six month report July – December for details.

Planning for 2013-14 September/October campaign commenced with TNZ and partner regions in March. The Upper North Island collective will continue and this year will involve seven regions with Coromandel and Bay of Plenty joining the group. Scheduled for launch in September 2013 on the eastern seaboard of Australia, the campaign includes television commercials, online display advertising, high-impact out-of-home, a 16 page lift-out Escape magazine in key daily newspapers and a radio celebrity famil promotion, along with advertising and profile through trade partners Qantas and Flight Centre.

The campaign's target segments are young professionals and silver surfers. The creative concept is based on 'every day a different story' with imagery and messaging focussing on 'yesterday it was X, today it is X, tomorrow it is X' to highlight the diversity of the travel experience in the central-upper North Island. Each region is promoting its 'gems' through the above-the-line advertising as well as through a specific landing page and regional pages on newzealand.com.

### 3.2 International Marketing – Long Haul

#### Introduction

The long haul markets that HWT is most interested in include the UK/Europe, USA and South East Asia. In order to target these markets HWT primarily works with Tourism New

Zealand and their trade related activities. The international travel trade (retail travel agents, wholesalers, and inbound tour operators) are an important focus of HWT's activity as they influence consumers' travel to our region. Travel trade work with tourism operators who are active in the international market and who are willing to pay up to 30% commission.

HWT is also part of a central north island collective "Explore Central North Island" (ECNI) which involves eight regions and RTOs. Working collaboratively we are able to combine resources and partner in these long haul markets as well as support our operators through opportunities to exhibit their businesses at trade shows as a larger collective.

The other key area of our international activity is participation in Tourism New Zealand's international media programme which involves hosting media in the region from around the world. Through this hosting the region receives significant exposure through print, broadcast and online channels.

#### **Schedule of Services – Results for the Year**

- 10.1% increase in international guest nights
- Attendance at TNZ Trade Events in UK, Australia & South East Asia
- 105 international media hosted
- 12 trade famils hosted – 170 pax
- 140 western markets travel trade trained
- Region promoted at TRENZ & Inbound Operators Day
- Trade and media e-newsletters
- Participation in Explore Central North Island & region promoted at Explore Show

#### **Summary of key activity, January – June 2013**

##### **International Travel Trade**

March, April and May each year are very busy months for trade activity with a number of trade shows and events taking place and is the time of the year when travel sellers are looking at what NZ products they will brochure /sell going forward. Below are the events HWT has attended as part of this.

##### **Australian Insights (Tourism New Zealand led event - March)**

Held each year in Sydney by Tourism New Zealand, Aussie Insights is an event for RTO representatives and Australian wholesalers and online travel agents. This year the two-day event consisted of 'buyer' appointments between RTOs and the wholesalers to update these key travel trade decision-makers on new products and developments.

##### **KiwiLink South East Asia (Tourism New Zealand led event - March)**

SEA is a growing market and one that TNZ are looking to increase their presence and investment. SEA travellers tend to be more independent than other Asian countries, with many self-driving and having the ability to get off the beaten-track a bit more which is well suited to the Hamilton & Waikato region.

HWT's Marketing Manager attended KiwiLink South East Asia (SEA) alongside Destination Rotorua to represent the Thermal Explorer Highway. KiwiLink SEA consisted of a two-day trade show event in Bangkok where 46 travel buyers from Singapore, Malaysia, Indonesia and India attended. The event then moved to Jakarta for another similar day of appointments with front-line sellers.

These types of off-shore trade events are important in raising the profile of not only the Hamilton & Waikato region and the central north island in general as the 'South Island' brand is strong within many Asian countries.

##### **RTO / IBO Event (April)**

Another key event on the trade calendar each year is the RTO/Inbound Tour Operator Trade Event. This event consisted of two days of 15 minute appointments between RTOs and 37 Inbound Tour Operator companies (IBOs).

**TRENZ (April)**

TRENZ is the largest travel trade event in NZ each year with all the key tourism operators and organisations attending to showcase tourism in NZ to the 250-300 international travel buyers who come to the event each year. TRENZ took place in Auckland this year to coincide with a similar trade event in Australia. HWT met with 50 travel sellers, international media and in-market TNZ representatives during the three-day event. TRENZ 2014 will return to Auckland in mid-May 2014.

**Mega Famils (May)**

Instead of holding KiwiLink events in the UK and USA (Western markets) in 2013 Tourism NZ brought 140 frontline travel sellers down to NZ. They also organised for 250 front-line travel sellers from around Australia to come to NZ during that same week to create an event called the 'Mega Famil'.

This mega famil week included famils around New Zealand by groups of agents along with training days in which RTOs presented to the agents about their region's unique selling points (USPs) and the commissionable products available. HWT had the opportunity to train all these agents during sessions in Auckland as well as being lucky enough to have all 140 Western markets agents, as well as four groups of 20-27 Australian agents visit various products within the region, including two groups staying in Hamilton.

**Travel Trade Famils**

HWT hosted the following travel trade groups during the Jan – June six month period:

- South China Product Managers Mar 8 pax
- Pre TRENZ Regional Highlights April 3 pax
- Post TRENZ Regional Highlights April 5 pax
- Post TRENZ famil Korea April 11 pax
- TNZ Aussie Mega Famil, Kirra May 27 pax
- TNZ Aussie Mega Famil, Kiwi Rail May 21 pax
- TNZ Aussie Mega Famil, THL May 22 pax
- TNZ Aussie Mega Famil, Leisure Time May 25 pax
- TNZ Mega Famil Tour May 22 pax
- TNZ Indian TNZ famil June 6 pax
- Indonesia Air NZ famil June 11 pax
- TNZ Malaysian Airlines KL famil June 9 pax

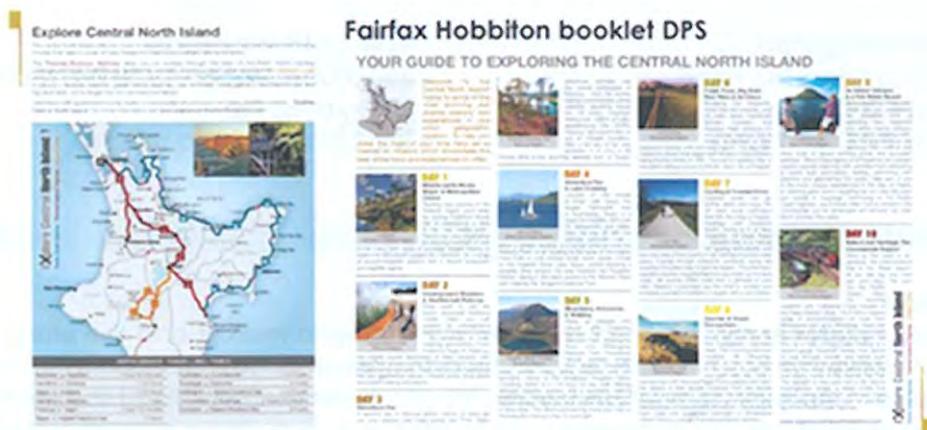
**Tourism Export Council New Zealand Board Meeting (TEC - May)**

TEC is the industry association for the New Zealand Inbound travel trade. HWT hosted 11 Board members in the region in May for their Board Meeting. The Board which consists of influential Inbound Tour Operators and key tourism operators held their meeting at Novotel Tainui Hamilton and the HWT CEO provided a presentation on the region. This was followed by networking drinks with 20 key regional operators at Claudelands (including a site tour).

On day two, the group visited some of the region with the HWT CEO. Visits included Hamilton Gardens, Maungatautari and Waitomo. Anecdotally it is fair to say the group was impressed with what the region has to offer and that there was much more available than they thought.

**Explore Central North Island Collective****Journey through Middle-earth Publication**

ECNI undertook some advertising in a Fairfax 'Journey through middle North Island' promotional publication in January to leverage off the hype around the release of 'The Hobbit'. The publication targeted international self-drive visitors exploring the central north island.



### ECNI Dinner at TRENZ

The ECNI RTO group hosted a dinner for 25 key travel trade representatives from the US, UK, Europe and Australia at TRENZ, and targeted wholesalers who are most likely to sell self-drive touring type holidays around the central North Island. The dinner included an eight-course taster menu – one course per region which included a key ingredient from that region, matched with beverages from the central north island.

### Explore Central North Island Expo (May)

The second annual Explore Central North Island Expo took place at Eden Park in May. Over 180 Inbound Operators (IBOs) and travel sellers attended the event at which 80 exhibitors (RTOs and operators) from the central North Island showcased their regions and products (13 H&W region operators were present). This event is a cost-effective alternative for those operators just starting to work within the travel trade distribution system as well as being a good event at which seasoned operators can catch up with existing and potential new clients.

### Visiting Media Programme – International (General)

The following international media have been hosted by HWT over the past six months:

- |  |                                       |
|--|---------------------------------------|
| • Alexandra Frank, 10 commissions          | Jan range from 30,860 to 546, 535     |
| • BS Fuji Travel Map, broadcast media      | Jan audience of 3 million             |
| • Karsten Ostergaard, Jyllands Posten      | Jan 350,000 readers daily             |
| • Chinese Press Trip                       | Jan Chinese market, six outlets       |
| • Elissa Richards                          | Feb Yahoo Travel, Fordors             |
| • Jakarta Globe & The Peak                 | Feb J Globe 71,000 daily The Peak     |
| 15,000                                     |                                       |
| • Kwan Ruen Magazine                       | Feb Readership of 611,000             |
| • Steve Bleach, Sunday Times UK            | Feb 1,100,000 print + online audience |
| • TNZ Air New Zealand Press Trip           | Feb German market, four outlets       |
| • TNZ USA PR famil                         | Feb USA market, three outlets         |
| • Valarie D'Elia, broadcast media          | Feb Audience of 1,500,000             |
| • France 5, broadcast media                | March Documentary–Between             |
| Heaven and Earth                           |                                       |
| • Hannah Nathanson, Evening Standard       | March Circulation 240,000             |
| • UK Warner Bros Hobbit Press Trip         | March UK market, 3 outlets            |
| • Franck Guizou, Le Figaro Magazine        | March 1,631,000 audience/circulation  |
| • Marjorie Philibert, Le Parisien Magazine | March 462,445 audience/circulation    |
| • Japan Verita & Cinema Café               | March Verita-100,000,Cinema Café-7    |
| million page views per month               |                                       |
| • China, World Traveller famil             | May print: 750,000 per month,         |
| broadcast: 24.5million                     |                                       |
| • China Southern Aroha Press Trip          | May Various media                     |
| • CREA Traveller, Japan                    | April 70,000                          |
| • NTV, Hannes Jaenicke, Germany            | April 800,000 per episode             |
| • Sophisticated Traveller, Australia       | April 234,000                         |
| • Taiwan Art Deco famil, 3pax              | May 85,000+1,000,000+120,000          |

- |                       |   |
|-----------------------|---|
| • TGV Magazine        | April 1,016,000 reader                  |
| • Hong Kong TNZ Famil | 450,000circulation,1,633,000 readership |
| • SSEA famil Trip     | 12 file press trip                      |
| • TNZ PR China famil  | TNZ China's PR team famil               |

### 3.3 Domestic Marketing

#### Introduction

80% of visitor nights in the region come from the domestic market and therefore it is an important market for many of the region's tourism operators, business tourism sector and events sector. The main aim for HWT within the domestic market is to lift the profile and awareness of what the city and region has to offer and give visitors more reasons to visit more frequently. Throughout the year HWT's focus is on three key areas - targeted domestic campaigns, domestic media pitching and hosting, and development of promotional material and activities through print and online channels.

#### Schedule of Services – Results for the Year end June

- 4.6% decrease in domestic guest nights (May)
- 154% increase in consumer database
- \$30,000 industry funding
- Regional Visitor Guide produced
- Explore Your Own Backyard Campaign implemented November/December
- Short Escapes campaign implemented March/April
- 10 media hosted
- Twelve regional articles generated
- Six key events supported (Fieldays, Balloons over Waikato, Back to Back February, Motorhome and Caravan Show, Waikato Show, Great Race)

#### Summary of key activity – January – June 2103

##### Short Escapes Campaign

HWT launched an Autumn Short Escapes campaign in March targeting Auckland (and the BoP). The online-based campaign promoted short escapes for couples and families over Easter and the April school holidays and included a competition for people to win a couples or family holiday in the region. Channels included google display network, Facebook, NZ Herald, MMN and AA Tourism's customer database e-DM and website, as well as HWT's consumer database. Ten operators partnered with us for the campaign including:

- SkyCity Hamilton
- Novotel Tainui Hamilton
- Waitomo Glowworm Caves
- Waitomo Adventures
- Waitomo Top 10 Holiday Park
- Hamilton Gardens
- Otorohanga Kiwi House
- Raglan Surf School
- Sudima Hotel Hamilton
- Hobbiton Movie Set

As part of the campaign HWT also partnered with HCC promoting the Balloons over Waikato event for a two-week period. As a result HCC received 3,181 clicks resulting in 3,439 landing page views and 1,287 competition entries.

##### Results from Short Escapes campaign:

- Landing Page Views: 21,156 (18,684 unique)
- Click through from online advertising: 20,034
- Comp Entries total: 6,761
- Email subscribers: 6,500 (approx.)

'Best Seats' competition component entailed:

- Landing Page Views: 3,439
- Click through: 3,181
- Comp Entries: 1,287

Overall the campaign online advertising performed really well with the average Cost Per Click (CPC) at \$1.31, including the CPC buys but also the premium placements. The AA e-DM performed very well, contributing over 4,000 clicks and our own e-DM achieved a 45% open rate and 46% click through rate. In terms of creative the couples competition artwork outperformed family competition in most of the channels which was an interesting outcome given the time of year with Easter and school holidays.

#### Chinese New Zealanders living in Auckland Campaign

China is a large and growing market for New Zealand. The premise for this campaign was founded in the need to engage with the Chinese visitor market more, and whilst it can be a lucrative market, it is quite costly and daunting to address China a whole.

Therefore HWT decided to focus on Chinese New Zealanders living in Auckland to visit the region for short weekend breaks due to proximity. The community in Auckland is quite tightknit, both within the city as well as with off-shore mainland China friends and family, and the campaign's goal of raising awareness and appeal followed by positive word of mouth once visitors have experienced the region, will be key for increases in future visitation from this market.

HWT contracted the services of BTM, an Asian market specialist, to work with us on the delivery of a Chinese New Zealanders promotional campaign. While our marketing efforts for this visitor market will be on-going through the introduction of the Hamilton & Waikato weibo page, the initial campaign consisted of advertising short breaks and activity suggestions for families and friends over the Chinese New Year. Seven operators partnered with us for the campaign including:

- SkyCity Hamilton
- Ibis Tainui Hamilton
- Te Aroha Mineral Spa
- Zealong Tea Estate
- Wahinemoe
- Hamilton Gardens
- Waitomo Glowworm Caves

The campaign promoted special deals and discounts as well as the opportunity to enter our weibo competition to win a Hamilton & Waikato short break. The campaign was promoted through the Chinese United Press newspaper, weibo and SkyKiwi (a key online portal for Chinese NZers). Results of the campaign to the end of June show that we have gained 218 weibo followers, our SkyKiwi ads received 295,212 impressions and we received 862 clicks to enter the competition. One of HWT's more recent posts received 19,000 views as it was re-posted by SkyKiwi.



#### Advertising & Editorial

HWT has undertaken a range of advertising and editorial opportunities over the last couple of months including:

- Hamilton & Waikato feature in On-board Magazine (magazine on InterIslander ferries and Trans Scenic rail services)
- Advertising in the Hamilton Work Play Live publication (booklet given to all new-Hamilton residents showcasing the city and region)
- Bi-monthly editorial article in the Hamilton Central Business Association (HCBA) newsletter (newsletter to all the members of the HCBA – opportunity to inform those in the retail and hospitality sectors about how regional tourism impacts their business and the role they play in the wider tourism mix)



### Domestic Media Visits

HWT hosted the following media in the region from January – June:

- |                    |           |  |
|--------------------|-----------|--|
| • Penrith Panthers | 16th Feb  | Black Labyrinth trip, 16pax                        |
| • Elisabeth Easter | 2nd May   | Waikato River Explorer & Hamilton Gardens - Herald |
| • Danielle Wright  | 29th June | Raglan weekend escape, Herald                      |
| • Nitro Circus     | 5th Feb   | Black Labyrinth Waitomo News                       |

### Air NZ

Work with the Grab-a-Seat team at Air NZ continues with February 2014 being designated as the month for dedicated 'Tour of Duty' campaign marketing for Hamilton as an airport and the Hamilton & Waikato region (along with Coromandel as HIA is the closest gateway).

### Fieldays and Fieldnights

HWT worked with the international business team at Fieldays on the provision of visitor information for the international business centre supplying regional visitor guides, artwork and translation sheets.

While HWT would like to promote Fieldays as a key event for people to travel to the region to attend, current accommodation capacity does present some limitations. Therefore this year we decided to focus on increasing the awareness of those coming to Fieldays about the 'after hours' activities, dining and event options available to encourage further expenditure.

This trial campaign entitled 'Fieldnights' was undertaken through hamiltonwaikato.com with good success. Visitors coming to the website showed a low bounce rate and high engagement ratio, with people clicking on the operators' deals, links and related event articles, indicating the information provided was valuable and useful. HWT plans to develop this concept further for Fieldays 2014 and also utilise this model for other key events within the region throughout the year.

## 3.4 Digital Marketing – Hamiltonwaikato.com

Hamiltonwaikato.com is the primary platform for 90% of HWT's marketing and communication activities. HWT provides the following digital platforms:

- Main consumer site
- Trade site
- Media site
- Industry site

- Social media platforms, Facebook and Twitter

Hamiltonwaikato.com was first launched in January 2010, therefore the key focus from January – June was the redevelopment of the backend of the website. This included upgrading the content management system and moving to mobile responsive so that the website performs well on mobile devices. This has been a significant project that was required to ensure the website continues to perform well from a search engine perspective, provides a good user experience and management and technical support can be provided in the most cost-effective way.

#### Schedule of Services – Results for the Year

- 55.25% increase in total visits
- 79% unique visits of total
- Booking system implemented
- Mobile website completed
- Hobbit feature completed
- Optimisation of site – CMS development completed
- Social media channels updated
- Enhanced operator listings completed

#### Summary of key activity, January – June 2103

##### Waikato War Project

The Waikato War portal since launching has had over 11,000 views which is a pleasing result. NZ Historic Places Trust in exhibited for the first time at TRENZ and the Waikato War product was featured to international wholesalers, a good first step in the promotion of the product internationally.

##### Online booking function

An online booking function for accommodation on hamiltonwaikato.com was launched in late April. Accommodation operators who are listed on our website and with booking engine, BookIt, now have direct booking functions within our website. We have seen an immediate uptake in the booking function which is a positive sign.

##### Hobbit Feature



The online Hobbit feature is designed to provide visitors to the website with a guide to the Hobbit and Lord of the Rings filming locations and relevant sights within the Hamilton & Waikato region. It is a key tool to enable the wider region to leverage off the global exposure that The Hobbit Movies and in particular Hobbiton Movie Set is receiving.

The designs have been created by a Weta Workshop designer and the feature gives prominence to an interactive map which includes relevant locations such as Hobbiton Movie Set, PioPio (filming location for Trollshaw forest), Port Waikato (Lord of the Ring

filming location) and more, and links off to pages containing further information about the filming locations and relevant regional activities and attractions.

The feature also includes Hobbit-inspired itineraries, an accommodation guide and background information around the region's connection with both The Lord of the Rings films and The Hobbit trilogy.

### 3.5 Convention Bureau

HWT's Convention Bureau (CB) works in partnership with venues, accommodation, activities and support services specifically wanting to target the Business Events sector of the market. This year there have been 52 partners of the Bureau investing at various levels and participating in a range of activities. A key focus of the CB is to target business event organisers in corporate, association and government organisations.

#### Schedule of Services – Results for the Year

- 11% share of total delegate days (July – March)
- 22 leads to conversions
- 52 CB partners - \$112,000 partnership investment
- Convention Planner Produced
- 5 Trade shows attended
- 100 sales calls completed
- 7 hosted client events
- Newsletters, 4x clients, 3x industry
- 400 new contacts
- 119 organisations/buyers hosted
- 2 industry updates completed

#### Summary of key activity, January – June 2013

January to June has been a busy period for the CB with a number of business tourism sector events and trade exhibitions taking place.

#### Inaugural Waikato buyers Mega Famil

HWT hosted 17 key business event organisers from around Hamilton & the wider Waikato region over two days and one night. The event organisers visited numerous venues, facilities, accommodation and activity providers across Hamilton, Matamata, Raglan, North Waikato, Waitomo and Waipa. This famil proved to be very successful as business event planners based in our region were often taking their business events outside the region as they were unaware of what the region has to offer.

Examples of buyer feedback:

*The Famil was amazing to say the least!. Born and raised in the Waikato region i thought I knew what the Waikato had to offer.... turns out i couldn't have been so wrong. Every aspect of the trip was new to me and getting to experience the activities was so beneficial, there is nothing better than knowing first-hand what these are about before referring it on.*

*I found the Hamilton & Waikato Mega Famil to be an excellent experience and one I would recommend to fellow colleagues and clients. It is a great way to rediscover your own backyard to familiarise yourself with the region that I thought I knew everything about!*

*Thank you for such an amazing opportunity. I had so much fun and saw so much of what was right in my very own back yard! As I look after a team who are based internationally and often have international visitors I now feel confident advising them on things to do in the Waikato! I also have a team I look after who are based here in Hamilton - seen some great opportunities for some unique and fun meetings in the next few months!*

#### Sales Visits

Sales visits are a key and on-going part of our activities and require establishing and building strong relationships with an organisation's event, conference and meeting organiser. In a lot of instances this is likely to be the EA to the CEO of a company. The CB manager also targets Professional Conference Organisers (PCOs) who are often contracted to companies or organisations to organise the annual conference and business events.

#### *Auckland*

Auckland is a primary location for sales calls with the focus on new mid-size corporate business that had not considered the region at all. The response from organisers has been very positive with a number recognising that they need to visit the region and are interested in considering holding their conference in H&W over the next 2-4 years.

#### *Wellington & Christchurch*

HWT undertook 23 meetings plus a hosted function over a 5 day sales trip in Wellington and Christchurch. The Bureau Manager met with decision-makers of Associations, PCOs, Corporates and Government agencies and the region was very well received with 7 leads from this trip, famils in the pipeline, and some clients who have made tentative bookings.

#### *Australia*

Sales calls into Australia were undertaken for the second year (in conjunction with AIME, see below) and identified a significant increase in awareness of the region. This visit generated one famil and strong interest from three companies. Work needs to continue in this market as traditionally it has taken other more established regions three or more years before seeing a good return.

#### **Enquiries**

The level of enquiries and bid/proposal requests has been very steady over the past six months with stronger interest/initial enquiry developing for 2014.

#### **Tradeshows**

HWT's CB attended AIME (Asia-Pacific Incentives & Meetings Expo), Melbourne. This is the first time H&W Bureau has attended with a presense on the New Zealand stand. HWT had 25 pre-scheduled buyer appointments over two days resulting in greater awareness of the region and some pleasing initial leads.

#### **MEETINGS**

MEETINGS is the key annual tradeshow to for New Zealand's Business Events sector. It entails two days of pre-scheduled appointments with conference organisers/buyers and an additional day buyer day (approx 300 registered). Buyers attend from NZ, Australia, Asia and the US.

This year H&W had 9 companies exhibiting, double last year's attendance. This gave the region a far better presence and with a comparable size to the likes of Wellington and Rotorua.

As part of MEETINGS HWT also provided a 15min regional update to all the Chinese hosted buyers at which we had a Skycity Hamilton representative accompany us and translate the presentation and answer any questions. Feedback from the H&W exhibitors was extremely positive with a number of leads/pending business as a result of this show.



#### **NZ Bureaux Meeting**

HWT hosted CB managers from across NZ in Hamilton for one of their cluster meetings in April. This was the first time HWT had hosted this group and all were pleasantly surprised at the standard and scale of product on offer, as most had not been in the region for years, if ever.

#### **Advertising/Editorial**

HWT secured a regional feature in the June edition of micenet AUSTRALIA which is the leading bi-monthly publication for the Australian business events community.

A HWT-generated press release about the Waikato buyers Mega Famil featured in Inside Tourism, Business Event News Australia, etravel Blackboard, Meeting Newz and Hamilton Press.

#### **Tradeshows**

##### **Convene April**

This is a one-day annual Business Events specific tradeshow consisting of pre-scheduled appointments which generated three leads as an immediate result. The most pleasing result was the change in buyer interest from last year's event with buyers showing strong interest and willing to learn more about the regional offerings. 10 exhibitors attended as part of the Hamilton & Waikato regional presence versus six in 2012.

#### **National Mega famil**

HWT hosted our second National Mega Famil in region between 9-11th April. 22 buyers mainly from Auckland and Wellington attended for a 2.5 day, 2 night visit which included locations within Hamilton, Waitomo, North Waikato, Matamata, Waipa. Companies such as NZ Childcare Association, Plant & Food Research, Fonterra, Briscoes Group, major PCOs and business events media attended.

#### **Feedback included:**

- *Absolutely has changed my perceptions. Aside from Waitomo I would never have known alot of the other experiences existed. Also the convention centres put on a fantastic display of their product and its really opened my eyes to Hamilton/Waikato as a destination.*
- *We have already begun to incorporate Hamilton/Waikato into current proposals simply because what was showcased on the famil was very impressive and i think the region offers a fresh approach to the programmes we have been putting together.*
- *Always looking at places within NZ to take groups and Hamilton & Waikato is 100% a contender for 2014.*
- *A very big thank you for the great few days spent in Hamilton and the Waikato two weeks ago. I was blown away by the options available and the hospitality shown to us. We will certainly host events in the region and look forward to working with you.*

#### **Other hosting activity within the last six months has included:**

- Hosted a Tourism New Zealand/Holiday tours Malaysian Corporate End User famil - visited Waitomo, Matamata and Hamilton



- Tourism Symposium held October - 120 attendees
- 4 industry newsletters completed and distributed
- 5 BA5 Functions held – North Waikato, Waipa, Te Aroha, Matamata, Raglan

#### Summary of key activity, January – June

##### New Funding For Tourism

In May the government announced an additional \$158m for tourism over four years. The funding will be applied to the following areas:

- \$34 million for business events
- \$20 million to attract high-value visitors
- \$28 million over four years to co-fund business innovation and growth initiatives
- \$44.5 million to attract visitors from emerging growth markets
- \$24.5 million to boost tourism from existing markets
- \$7 million to improve visitor facilitation

The Ministry of Business, Innovation and Economic Development (MBIE) is in the process of finalising details around how each of the funds will be applied with the paper due to go to cabinet in June and further announcements following in September. MBIE is visiting the region and presenting the new Growth & Innovation Fund to the industry advisory group in August.

##### Annual Tourism Conference

The HWT Annual Tourism Conference was held on Monday 13th May at Claudelands Conference & Exhibition Centre. The conference attracted around 130 attendees and included key note speakers Kevin Bowler from TNZ, Chris Flynn from Pacific Asia Travel Association, Dave Wilks from DOC, Dale Williams Mayor of Otorohanga District Council, Tim Launder from Weta Workshop and John Schofield from Catch Media. This year the conference also included three 'break out' sessions with Rachael Moore from the Tourism Industry Association on adventure & outdoor safety, Libby Gairdner from Everest Group on HR and Chris Hay from Locales on effective storytelling. We received great feedback from attendees on both the conference overall and the workshops.

### 3.7 Stakeholder Relationships

Regional tourism marketing & development and the promotional activities undertaken by the RTO requires a strong partnership and collaboration between local government and the private sector. A key focus for HWT's CEO is further strengthening these partnerships and ensuring that the visitor economy is understood, valued, and plays a key role in regional economic development.

##### Schedule of Services – Results for the Year

- Local Government funding of \$800,000 retained for three years
- \$353,000 of Industry funding
- \$43,000 in-kind support from industry
- 2013-14 Schedule of Services finalised and distributed within timeframe in SLA
- 2 Council Rep meetings held – August 2012, January 2013 & conference call March 2013
- 3 Industry Advisory Group meetings – August, December & July
- Bi-annual meeting with i-SITE network
- Representation at national forums
- Representation across wider business community

#### Summary of key activity – January – June 2013

##### Key Relationships

The CEO maintains close relationships with a wide range of organisations at national, regional and local levels as it is important that the region is seen as a key player and contributor across the tourism industry's national organisations as well as the wide

spectrum of regional and local organisations that have a direct or indirect role to play in the region's visitor economy. Outlined below are some of the groups that the CEO is associated with.

- Trustee of Regional Tourism Organisations of New Zealand (RTONZ)
- Chairperson of the Explore Central North Island Collective (ECNI)
- Tourism Industry Association of New Zealand (TIA)
- Tourism New Zealand (TNZ)
- Ministry of Business, Innovation & Employment (MBIE)
- Local Government New Zealand (LGNZ)
- Holiday Parks Association of New Zealand (HAPNZ)
- Tourism Export Council of New Zealand (TEC)
- Air New Zealand

#### Internal Relationships

- Adviser to Te Awa – The Great New Zealand River Ride
- Member Waikato River Leadership Group
- Chair Waipa District Tourism Sector Group
- Member of the Waikato Export Education Steering Committee

General relationships across the wider region including tertiary institutions, Chambers of Commerce, Business Associations & Promotions Groups and sector organisations.

#### Six Month Report to Councils

The six month report June – December 2013 was prepared and presented to the region's seven partner Councils between February and April.

#### Industry Advisory Group (IAG)

The IAG was formed back in 2009 and is made up of tourism operators from across the region and spectrum of products. The purpose of the group is to provide insights into tourism activity and market in relation to their respective businesses and sectors, provide input and guidance into the RTO's plans and activities and provide an advocacy and communication link to their various clusters and communities. The group meets quarterly with the RTO. The strength of this group enables stronger relationships and connections amongst the wider tourism industry and communities across the region.

Kiri Goulter  
CEO  
19 August 2013

## Schedule 1

Hamilton & Waikato Tourism Service Level Agreement Schedule of Services 2012/13**Introduction**

Tourism is a partnership between central government, local government and the tourism industry and is an intrinsic part of regional economic development. RTOs provide leadership and coordination and are a critical structural layer in enabling the industry. HWT has a target of \$300,000 of industry funding for the year. Local government funding is \$810,000 shared across the seven councils.

COUNCIL	FUNDING
Hamilton City Council	\$390,000
Waikato District Council	\$100,000
Waipa District Council	\$100,000
Matamata-Piako District Council	\$100,000
Otorohanga District Council	\$40,000
Waitomo District Council	\$40,000
South Waikato District Council	\$40,000
TOTAL	\$810,000

**Hamilton & Waikato Tourism's Core Purpose is:**

- To promote the Hamilton & Waikato region as an appealing destination to international and domestic visitors
- To grow visitor expenditure and market share of visitor nights
- To support Hamilton International Airport's national & international connectivity
- To grow market share and value of convention visitors
- To support the development of new and existing visitor experiences to enhance the region's offering
- To maintain and strengthen support for the visitor sector through partnerships with local government, the visitor industry and wider community

**Key Performance Indicators 2012-13 (Macro)**

- Growth in market share of commercial guest nights from 3.40% to 3.50% (Commercial Accommodation Monitor)
- Growth in market share of delegate days from 8% to 10% (Convention Activity Survey)
- 15% increase in visits to hamiltonwaikato.com
- \$300,000 industry investment

- \$25k in-kind industry investment

**Focus of core activities:**

- International Marketing
- Domestic Marketing
- Convention Bureau
- Digital Marketing
- Product Development
- Stakeholder Management

Detailed below is the schedule of services that will be undertaken by Hamilton & Waikato Tourism for 2012-13. The schedule will form the framework to report to the funding councils on a six monthly basis.

INTERNATIONAL MARKETING - AUSTRALIA		
Key Objectives	Deliverables	Key Performance Indicators
Position the H&W region as an appealing short break destination  Grow visitation and guest nights  Work in partnership with the industry to develop and implement joint venture campaign activity  Increase profile of the region through media coverage  Increase profile of the region with tourism trade through increased product inclusions in trade publications	Participate in the Upper North Island Alliance (UNISA) campaign activity in partnership with Tourism New Zealand (Spring) <ul style="list-style-type: none"> <li>• Region's key icons</li> <li>• The Hobbit</li> <li>• Touring route</li> </ul> Work with Tourism New Zealand, Air New Zealand & industry to maximise exposure and leverage from the Hobbit Movies and premier: <ul style="list-style-type: none"> <li>• Online feature</li> <li>• Trade &amp; Media hosting</li> <li>• Campaign</li> </ul>	5% increase international guest nights  15% increase Australian website visits  Industry funding \$40K  Participation in UNISA campaign activity in partnership with industry  Hobbit on-line feature completed  Sales & trade training completed  Australian consumer database increase by 10%

<p>Provide appropriate support to HIA's airline attraction strategies</p>	<p>Trade activities:</p> <ul style="list-style-type: none"><li>• Trade training</li><li>• Quarterly product update / newsletters</li><li>• Attendance at TRENZ &amp; TNZ trade events</li></ul> <p>Media pitching &amp; hosting to leverage campaign focus and key strengths of region</p>	
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INTERNATIONAL MARKETING – LONG HAUL MARKETS		
Key Objectives	Deliverables	Key Performance Indicators
<p>Build awareness &amp; appeal of the H&amp;W region with tourism trade as part of the Central North Island</p> <p>Grow international visitation and guest nights</p> <p>Encourage trade to include a minimum of 1 guest night in region in itineraries</p> <p>Maximise opportunities to improve CNI region's market share through Explore Central North Island Collective</p> <p>Increase profile of the region through TNZ's International Media Programme (IMP)</p> <p>Increase profile of the region with tourism trade famils &amp; product inclusions in publications</p>	<p>Participate in Explore Central North Island collective of 8 RTOs</p> <p>Support TNZ trade events representing H&amp;W and Thermal Explorer Highway partners</p> <p>Trade activities:</p> <ul style="list-style-type: none"> <li>Quarterly product update newsletters</li> <li>Attendance at Explore CNI Expo</li> <li>Attendance at TRENZ</li> <li>Participation in Inbound Operator (IBO) trade day</li> </ul> <p>Participation in International Media Programme (TNZ) - Pitching &amp; hosting</p> <p>Hamiltonwaikato.com / newzealand.com</p> <ul style="list-style-type: none"> <li>Ensure up to date content on websites &amp; leverage opportunities</li> </ul>	<p>5% increase in international guest nights 1</p> <p>Participation in Explore Central North Island partnership 2</p> <p>TNZ trade events supported 3</p> <p>20 international media hosted + 30 trade activities hosted 4</p> <p>TRENZ, IBO days attended 5</p> <p>Quarterly trade newsletters &amp; trade site updated 6</p> <p>Newzealand.com regularly updated</p>

DOMESTIC MARKETING		
Key Objectives	Deliverables	Key Performance Indicators
<p>Position the H&amp;W region as an appealing short break destination</p> <p>Grow visitation and guest nights</p> <p>Develop a sense of pride in place in local residents</p> <p>Support &amp; leverage key events</p> <p>Work in partnership with the industry to develop and implement initiatives and campaigns</p> <p>Increase profile of the region through positive media coverage within internal &amp; external audiences</p>	<p>Production of the Hamilton &amp; Waikato region Visitor Guide (Dec)</p> <p>Undertake two campaigns:</p> <ol style="list-style-type: none"> <li>1. Explore Your Own Backyard (Spring)</li> <li>2. Short Escapes (Autumn)</li> </ol> <p>Channels</p> <ul style="list-style-type: none"> <li>• AA Tourism</li> <li>• Radio</li> <li>• Print</li> <li>• Online</li> </ul> <p>Develop &amp; implement domestic media plan - themes</p> <ul style="list-style-type: none"> <li>• Natural Environment</li> <li>• Walking / cycling</li> <li>• Food</li> <li>• City vibe</li> <li>• District stories</li> </ul> <p>Develop &amp; implement events support / leverage plan for region's key events</p>	<p>3% increase in domestic guest nights</p> <p>Consumer database increase by 20%</p> <p>Industry funding \$50,000</p> <p>Visitor Guide produced</p> <p>Two campaigns successfully implemented in partnership with industry</p> <p>Media plan developed and implemented 10 media hosted</p> <p>Events plan developed &amp; implemented Four key events supported</p> <p>Twelve regional articles generated</p>

DIGITAL MARKETING		
Key Objectives	Deliverables	Key Performance Indicators
<p>Position the H&amp;W region as appealing destination for domestic &amp; international visitors</p> <p>Provide relevant &amp; up to date content to tourism trade, media &amp; industry</p> <p>Provide an attractive, user friendly platform for all HWT's marketing &amp; communications</p> <p>Position Hamiltonwaikato.com as the number one portal for visitor information in the region</p> <p>HWT is an earlier adopter of new technologies</p> <p>Provide comprehensive tourism operator information that encourages greater conversion &amp; purchase of visitor experiences</p> <p>Utilise a range of social media platforms to increase profile &amp; engagement with target audiences</p>	<p>Implement an online booking system</p> <p>Develop a mobile website</p> <p>Develop and implement a Hobbit feature to leverage key attractions &amp; experiences for the region</p> <p>Ensure hamiltonwaikato.com is performing effectively through:</p> <ul style="list-style-type: none"> <li>• Quality &amp; new content</li> <li>• SEO</li> <li>• Social media channels – Facebook, Twitter, Blogs, YouTube</li> </ul> <p>Upgrade operator listings from newzealand.com to new ORD for partner operators</p> <p>Trade, media &amp; industry sites maintained &amp; updated</p>	<p>Increase total visits 15%</p> <p>Unique visits 30% of total</p> <p>Booking system implemented</p> <p>Mobile website developed</p> <p>Hobbit feature completed</p> <p>On-going optimisation of site</p> <p>Facebook, Twitter &amp; You Tube functions regularly updated</p> <p>New enhanced operator listings in place for partner operators</p>

CONVENTION BUREAU		
Key Objectives	Deliverables	Key Performance Indicators
<p>Build awareness &amp; appeal of the H&amp;W region as a MICE destination</p> <p>Grow number of delegate days and events</p> <p>Hamilton &amp; Waikato Convention Bureau is well supported &amp; respected by partners</p> <p>Hamilton &amp; Waikato considered a key region in MICE rotations</p> <p>Secure more conversions for the sector &amp; region</p> <p>Support the industry to develop &amp; deliver quality products &amp; experiences that meet client expectations</p> <p>Hamilton &amp; Waikato Bureau acts an independent &amp; impartial facilitator between partners and clients.</p>	<p>Sales &amp; Hosting</p> <ul style="list-style-type: none"> <li>• Sales calls</li> <li>• Hosting clients</li> <li>• Industry events / communications</li> </ul> <p>Trade Show attendance</p> <ul style="list-style-type: none"> <li>• MEETINGS</li> <li>• Convene</li> <li>• Explore CNI</li> </ul> <p>Marketing</p> <ul style="list-style-type: none"> <li>• Convention Planner</li> <li>• Hamiltonwaikato.com/conventions</li> <li>• Campaign / Advertising / PR</li> </ul> <p>Industry Development</p> <ul style="list-style-type: none"> <li>• Partnership programme</li> <li>• Industry events</li> <li>• Communication / reporting</li> </ul> <p>Bids &amp; Proposals</p> <ul style="list-style-type: none"> <li>• Proposal preparation</li> <li>• Leads &amp; referrals</li> <li>• Conversions</li> </ul>	<p>10% market share of delegate days</p> <p>10% share of events hosted</p> <p>10 leads to conversions</p> <p>50 CB partners +\$100k</p> <p>Convention Planner produced</p> <p>Trade shows attended</p> <p>Sales calls to +80 organisations competed</p> <p>2 hosted events for clients</p> <p>Newsletters – clients (3), industry (3)</p> <p>Database development – 200 new contacts</p> <p>40 organisations hosted</p> <p>2 industry updates completed</p>

PRODUCT & INDUSTRY DEVELOPMENT		
Key Objectives	Deliverables	Key Performance Indicators
<p>Support the development &amp; enhancement of visitor experiences to strengthen the regional proposition</p> <p>Provide information &amp; support tourism operators to improve the quality of the visitor experience</p> <p>Assist with the development of marketing plans for cluster organisations &amp; new tourism products</p> <p>Encourage operator collaboration &amp; networking</p>	<p>Product development</p> <ul style="list-style-type: none"> <li>• Concept &amp; feasibility development for identified key projects</li> </ul> <p>Marketing workshops / plan development</p> <p>Industry development</p> <ul style="list-style-type: none"> <li>• Tourism conference</li> <li>• Tourism symposium</li> <li>• BA5 functions</li> </ul> <p>Industry communications</p> <ul style="list-style-type: none"> <li>• Hamiltonwaikato.com/industry</li> <li>• Industry newsletters</li> </ul>	<p>Concept &amp; feasibility support for 2 key projects completed</p> <p>4 marketing planning workshops held</p> <p>Tourism conference held (April)</p> <p>Tourism symposium held (Oct)</p> <p>4 industry newsletters</p> <p>4 BA 5 functions held</p> <p>Website up to date with relevant information</p>

STAKEHOLDER RELATIONSHIPS & REPORTING		
Key Objectives	Deliverables	Key Performance Indicators
<p>Retain local government funding for RTO through three year cycles</p> <p>Raise the profile and awareness of the value of tourism as a key contributor to the region's economy</p> <p>HWT is recognised and valued as a high performing &amp; lead organisation within the tourism industry and wider community</p> <p>Develop &amp; implement business partnership programmes that are supported by the tourism industry</p> <p>Represent the region's interests at national level through events, forums and organisations</p> <p>Represent the tourism sector at key business functions and networking opportunities across the region</p>	<p>Production of key documentation as required for stakeholders Statement of Intent</p> <ul style="list-style-type: none"> <li>• Service Level Agreement (s)</li> <li>• Business &amp; Marketing Plan</li> </ul> <p>Reporting to stakeholders:</p> <ul style="list-style-type: none"> <li>• Funding Councils – six month &amp; yearly</li> <li>• Hamilton International Airport (parent company) – monthly, six monthly, yearly</li> <li>• Industry – six monthly</li> <li>• Council Representative Committee meetings (bi-annual)</li> <li>• Industry Advisory Group meetings (quarterly)</li> <li>• Production of Annual report (WRAL)</li> </ul> <p>Business Partnership Programme (July) Campaign &amp; activities for operator buy-in</p> <p>Bi-annual meetings with i-SITE network – explore domestic campaign leverage opportunities</p> <p>Regional Representation at national level</p> <ul style="list-style-type: none"> <li>• Regional Tourism Organisation of New Zealand (Trustee)</li> <li>• Explore Central North Island (Chair)</li> <li>• Tourism Industry Association of New</li> </ul>	<p>Local Government funding of \$810,000 retained for 3 years</p> <p>Industry funding of \$300,000</p> <p>Required documentation produced &amp; approved</p> <p>Reports produced &amp; accepted</p> <p>2 Council Representative meetings held</p> <p>3 Industry Advisory Group meetings held</p> <p>Bi-annual meeting with i-SITE network, campaign leverage opportunity provided</p> <p>Representation on national forums / organisations</p> <p>Representation of tourism sector in wider community / business forums across region</p>

	<p>Zealand</p> <ul style="list-style-type: none"><li>• Tourism New Zealand</li><li>• Ministry of Business, Innovation and Enterprise</li></ul> <p>General representation across region</p>	
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**Document No:** 315554**File No:** 037/054A**Report To: Council****Meeting Date:** 24 September 2013**Subject: Dog Control Policy and Practices for the period 1 July 2012 to 30 June 2013**

### **Purpose of Report**

- 1.1 The purpose of this business paper is to provide Council with a report on the administration of the Dog Control Policy and Practices for the period 1 July 2012 to 30 June 2013.

### **Local Government Act S.11A Considerations**

- 2.1 There are no Section 11A of the Local Government Act considerations relating to this business paper.

### **Background**

- 3.1 The Dog Control Act 1996 requires all Councils to report annually on their Dog Control Policy and Practices.
- 3.2 The report is prepared in order to allow residents to have an understanding of how their Council is managing dog control responsibilities. The report is required to contain a range of statistics which are intended to provide a good indication of the makeup of the districts dog population and an indication of the way in which the Dog Control Act is being administered locally.
- 3.3 The Act also requires that Council must give public notice of the report in a local newspaper and make the report available by any other means the Council considers appropriate e.g. Council website.
- 3.4 A copy of the report must be forwarded to the Secretary for Local Government with one month of it being adopted.

### **Commentary**

- 4.1 The Waitomo District Council Dog Control Policy and Practices Report for 2012/2013 is attached to and forms part of this business paper.
- 4.2 The attached report is a formal report which must by statute cover specified issues. The work currently underway to review the delivery of animal control services locally will be dealt with in separate business papers to Council.

**Suggested Resolutions**

- 1 The business paper on Dog Control Policy and Practices Report for the 2012/2013 financial year be received.
- 2 The Waitomo Dog Control Policy and Practices Report for 2012/2013 be adopted pursuant to Section 10A of the Dog Control Act 1996.



JOHN MORAN  
**MANAGER – REGULATORY SERVICES**

September 2013

Attachment: 1 Dog Control Policy and Practices Report for 2012/2013

## WAITOMO DISTRICT COUNCIL

### **Dog Control Policy and Practices Report for 2012/2013**

Dog Control Services in the Waitomo District have been contracted out to Waitomo Animal Control (WAC) for a number of years. WAC employs one full time and two part time Dog Control Officers with the contractor being responsible for both dog registration and dog control.

WAC in terms of its contract with Council is required to carry out effective dog control throughout the District in accordance with the Dog Control Act 1996 (Act) and Councils Dog Control Policy and Bylaw. The Councils Dog Control Policy aims to ensure that dogs are controlled so that people can enjoy dog ownership without adversely affecting other members of the community.

The Act requires Council to review dog registration fees annually and set the fees by Council resolution. Owners who neuter their dogs and those who adhere to conditions set out in Councils special ownership scheme are offered discounted registration fees as an incentive to encourage responsible ownership.

Councils Dog Control Policy requires WAC to inspect the properties of all urban dog owners. Such visits allow Dog Control Officers to check if new dogs have been acquired and that dogs are being well looked after and adequately kennelled. Similar inspections are carried out in the rural area with 10% of dog owners properties inspected.

The visits provide an ideal opportunity for Dog Control Officers to build a relationship with dog owners and where appropriate pass on helpful tips about responsible dog ownership.

WAC's Dog Control Officers report that this Council faces similar problems to other territorial authorities in terms of managing the local dog population.

From the statistics contained in this report there is evidence that roaming dogs particularly in urban environments are a continuing problem. Dog Control Officers routinely carry out frequent patrols in the urban areas in order to ensure that the nuisance of roaming dogs is kept to a minimum.

The statistics also indicate that barking dogs are a continuing problem possibly exacerbated by Dog Control Officers requiring all dogs, unless they are under control, to be confined to their properties.

The provisions in the Act which allow a Dog Control Officer to remove a barking dog from a property in the owners absence has been a useful tool for dealing with persistent barking dogs.

Waitomo District Council continues to have a zero tolerance policy in circumstances where a dog attacks people or other animals. When incidents of this nature occur the offending dog owner is encouraged to give his or her dog over for destruction. This procedure has proved to be a useful tool in removing a number of aggressive dogs from the local dog population.

Recently there has been increased public concern that stray dogs in the district are on the increase and the number of dogs which appear to be unregistered is escalating.

Because of these concerns Council intends to carry out a review of the delivery of dog control services in the Waitomo District during the 2013/2014 year.

## Dog Control Statistics 2011/2012

Registration Statistics	2011/2012	2012/2013
Number of registered dogs	4021	4001
Number of probationary owners	0	0
Number of disqualified owners	0	0

Number of Dogs Classified as Dangerous under Sect 31 Dog Control Act 1996	2011/2012	2012/2013
Sec 31 1 (a) due to owners conviction	0	0
Sec 31 1 (b) due to sworn evidence	0	0
Sec 31 1 (c) due to owners admittance	0	0

Number of Dogs Classified as Menacing under Sec 33A	2011/2012	2012/2013
Sec 33A (b) (i)	1	1
Sec 33A (b) (ii)	27	27

Number of Dogs Classified as Menacing under Sec 33C	2011/2012	2012/2013
Dogs belonging to a schedule 4 type or breed	27	28

Infringement Notices	2011/2012	2012/2013
Number of infringement notices issued	24	45
Number of infringement notices cancelled	1	7
Number of infringement notices sent to court	23	38

Number of Dog Related Complaints	2011/2012	2012/2013
Total Number of Dog Related Complaints	<b>317</b>	<b>303</b>
After hours	45	67
Barking	90	28
Roaming	140	158
Rushing/biting	3	9
Stock attacks	11	14
Domestic animal attacks	8	11
Fouling	5	4
Care	15	2
Other	0	10

Number of Dogs Impounded	2011/2012	2012/2013
Impounded Dogs	151	175



JOHN MORAN  
**MANAGER – REGULATORY SERVICES**

September 2013

**Document No:** 315914**File No:** 051/003A**Report To: Council****Meeting Date:** 24 September 2013**Subject:** Waitomo District Animal Control Review

### **Purpose of Report**

- 1.1 The purpose of this business paper is to present to Council the findings of an independent review in regard to the delivery of Waitomo District Animal Control services.

### **Local Government Act S.11A Considerations**

- 2.1 There are no Section 11A of the Local Government Act considerations relating to this business paper.

### **Background**

- 3.1 Prior to 1998, Waitomo District Council (WDC) provided the day-to-day delivery of Animal Control services in-house.
- 3.2 In the early part of 1998 WDC went to tender for the provision of Animal Control services. Four responses were received.
- 3.3 In July 1998, Mr Rod McLeod was notified that he was the preferred bidder for the tender.
- 3.4 Waitomo Animal Control was formed and commenced operation in October 1998, contracted to WDC. The initial term of the contract was 3 years.
- 3.5 The contract has since been renewed four times with the current contract due to expire on 31 March 2014.
- 3.6 Over recent times concerns have been raised by members of the public regarding the perceived rise in the number of wandering and unregistered dogs.
- 3.7 One member of the public presented to Council at the July 2013 meeting raising his concerns in regard to the number of unregistered dogs and stray dogs in the area. Concern was also raised that WDC is not meeting specific requirements of the Dog Control Act, WDC Dog Control Policy and Bylaws.
- 3.8 A business paper on Dog Control in the Waitomo District was also presented to Council at the July meeting, prepared by the Manager Regulatory Services. In conclusion, the Manager Regulatory Services stated that Council's dog control contractor has been involved in animal control at a local level for more than 25 years and that a review of dog statistics would indicate that the roaming and unregistered dog problem is no worse than it has been in the past.

- 3.9 Upon considering both the concerns raised by Mr McKenzie and the business paper prepared by the Manager Regulatory Services, Council resolved that the Chief Executive be requested to undertake a review of the adequacy of Waitomo District Council's existing Dog Control arrangements and report back to the next Council meeting.
- 3.10 A business paper was presented to Council at its 27 August 2013 meeting, prepared by the Manage Regulatory Services. The business paper outlined steps that would be followed as part of the review of dog control services and an indicative timeframe for completion of the review.

### Commentary

- 4.1 An independent review of dog control services in the Waitomo District has been completed by Vibhuti Chopra and is attached to this business paper for Council's consideration.
- 4.2 In brief, findings of the review confirm that Waitomo Animal Control is meeting most of the requirements of WDC's Dog Control Policy and Bylaw.
- 4.3 When comparing statistics (complaints, impounding, infringements) with a range of Councils of a similar size WDC compares well.
- 4.4 The review has identified areas for improvement which need to be addressed promptly, including the following:
- Performance based reporting and monitoring to assist a sound understanding of the match of service delivery to statutory responsibility
  - Improved maintenance and use of the dog registration database
  - Improved overall monitoring and follow-up by both WDC and the contractor in regard to service requests and/or complaints
  - Review key documents to ensure they are fit for purpose and align with legislative requirements
- 4.5 As outlined in the review, there is scope for improvement. Findings of the review need to, and will, be addressed promptly.

### Suggested Resolution

The business paper on the Waitomo District Animal Control Contractor review be received.

HELEN BEEVER  
**GROUP MANAGER – CUSTOMER SERVICES**

17 September 2013

Attachment: 1 Animal Control Contractor Performance Assessment (#316078)

## **Assessment of Dog Control Service Provision in Waitomo District**

### **A. Introduction**

Dog Control is one of the key regulatory services carried out by Council. There are specific statutory responsibilities and obligations that Councils' have to fulfill which are set out by Central Government in legislation. The main statute that governs the delivery of this activity is the Dog Control Act 1996 (DCA 1996).

This report has been prepared to give Council a portrayal of the Dog Control services delivered in the Waitomo District. It provides the methodology of the review, a summary of the findings and an assessment of the areas for improvement.

### **B. Background**

Waitomo District Council (Council) has contracted out the end-to-end delivery of its Dog Control service (and the overall Animal Control Service) to Waitomo Animal Control (WAC). This arrangement has been in place for approximately 10 years. The contract is managed through Council's Regulatory Services department.

In the recent past, there have been public concerns about rise in the number of wandering and seemingly unregistered dogs in the District. The issue has been raised in the Waitomo News as well as informal feedback. One Te Kuiti resident has raised the matter in a deputation to Council, in July 2013.

Council resolved that the Chief Executive should review the delivery of Dog Control services in the Waitomo District.

This review did not involve an investigation of alternate service delivery options or the advantages /disadvantages of the different options. These are intended to form the next part of the review.

### **C. Issues and Concerns**

As stated earlier, there has been increasing public concern about the Dog Control services provided in the District and that stray and unregistered dogs are rising.

The key points raised by one complainant who presented to Council were –

1. There are many unregistered dogs and the owners do not keep dogs in control all the time and that SPCA are also of the view that unregistered, unneutered and unvaccinated pups and dogs wandering in Te Kuiti streets are a big nuisance.
2. WDC is not meeting certain requirements of its Dog Control Policy and Dog Control Bylaws. The specific breaches stated were:
  - a. Maintaining regular contact with dog owners to verify registration information
  - b. All urban properties with dogs will be inspected annually

- c. WDC will use best endeavours to prevent dogs from roaming and for the control of dangerous and aggressive dogs
  - d. All dogs must be on a leash in public areas not classified as Dog exercise areas
  - e. Urban residents are not allowed to have more than 1 dog unless licensed by Council
  - f. All dogs found on the street half an hour before sunrise and half hour after sunset need to be impounded
3. WDC is not meeting some of the Dog Control Act requirements. Examples:
- a. Council is not reporting on the administration of its DC Policy and practices for every financial year.
  - b. Every impounded dog to be microchipped before release unless impounded for the first time.

## **D. Methodology**

The review focused on the following aspects –

- a. What Dog Control services is Council required to deliver (under DCA) and has agreed to deliver (in consultation with the community)
- b. Are the requirements being met
- c. Quality of the current service delivery (which can be ascertained by decrease in wandering dogs, decrease in re- offenses, infringements, customer satisfaction levels etc)
- d. How WDC's Dog Control service compares with that of other local authorities.

It is important to note that the comparison factors predominantly indicate extent of service. They do not have a direct relationship with quality of service.

The following information/documents were appraised:

- a. Provisions under the DCA 1996 and Council's Dog Control Policy and Bylaw
- b. Waitomo Animal Control contract requirements
- c. Complaints made by residents over the last 12 months (July 2012 to July 2013)
- d. Records of complaints resolution and infringement notices
- e. Customer Satisfaction Survey 2012/13 (results for Dog Control)
- f. Dog control service reports from the Dog Control database

- g. WDC's published report on Dog Control Policy and Practices 2011/12
- h. Dog Control statistics of other local authorities (sample of 13 Councils)

It was evident at the beginning of the review that dissatisfaction with the provision of the Dog Control service was on the increase. This was substantiated through the 2013 Customer satisfaction survey findings and well as some public feedback. Given this backdrop, finding further evidence of dissatisfaction was not considered important to the review and therefore no stakeholders (SPCA, vets etc) were contacted.

Instead, attention was focused finding out which (if any) services requirements were not being met and to assess the gaps in the quality of service delivery. This mainly involved an assessment of available data.

However, the monthly information on service delivery was very light and therefore reports were generated in-house (e.g. impounding reports, owners with multiple infringements and visits of properties) to assess service quality.

The contractor, the Regulatory Services manager and the GM Customer Services were also interviewed to fill in the data and information gaps and to understand how the operations and reporting were handled.

## **E. Findings**

1. During the course of the review it was evident that no information is being provided or sought on the quality or even adequacy of services. Although some assessment can be made about the quality of service provision from a record of customer complaints, these are not enough to assess whether an adequate and fit for purpose service is being delivered to the community.
2. Lack of performance reporting and management is one of the key drawbacks that this review has highlighted.
3. All required information is not being maintained in the dog database, although paper records of the information exists. Examples are – number of complaints against a particular dog or owner and impounding information for a dog. This makes it very difficult to assess whether an effective service is being provided.
4. As far as can be ascertained from a trawl through of the customer complaint records and other information available through reports and anecdotal evidence most of the requirements of WDC's Dog Control Policy (DCP) and Bylaw (DCB) are being met by WAC.
5. The exceptions are -
  - a. Issuing licenses, permitting urban dog owners to keep more than 1 dog. This has not been done for a number of years.
  - b. Requirement to have a dog on a leash at all times in a public area is not strictly enforced esp. in circumstances where the dog is known to be well trained.
  - c. Maintaining regular contact with dog owners to promote good dog care and to verify dog registration information is carried out on an ad-hoc basis.

6. In specific response to the issues raised by the complainant it was found that -
- a. Council is meeting its reporting requirements under the Dog Control Act 1996. A Dog Control Policy and Practices Report 2011/12 was published in September 2012.
  - b. Annual inspections are carried out on urban properties with dogs and this is recorded in the database.
  - c. Wandering dogs are impounded or returned when found or reported. This applies to the period half an hour before sunrise and half hour after sunset as well.
  - d. Impounded dogs are microchipped (unless already chipped). However, it is unclear whether it is at first or second impounding. Currently, there are approx 638 microchipped dogs in the District.
  - e. All unregistered impounded dogs are registered and fees charged. Registration fee, impounding fees, pound fees or fee for euthanasia are charged to the owner.

#### Other findings -

- a. Customer satisfaction rating (Top 2 score) for Animal Control has significantly decreased from 71% in 2012 to 60% in 2013. The main reasons for dissatisfaction (64% of dissatisfied respondents) is the presence of stray dogs, followed by customer service and complaints follow-up.
- b. In terms of Dog Control statistics, WDC compares well with 13 other Councils it was compared against (e.g. Opotiki, Gisborne, Southe Wairarapa, Rangitiki, Wairoa, Buller). Table below provides a high level comparison -

	Registrations	Complaints (year)	Impoundings	Infringements
WDC	4021	317 (8%)	151 (48%)	8%
Range	1,300-11,000	7% - 26%	14% - 58%	4% - 26% (54% for two)

#### F. Areas of Improvement

Some key areas of improvement that have been identified in this review are -

- a. **Database maintenance** - the dog database is not kept updated especially in terms of impoundings and infringements. This would make it quite hard to identify the repeat offenders and their key offences which in turn would make it difficult to target improvements. Lack of adequate information has a direct impact on quality of service provided since the root problems are not identified and looked into. To identify exacerbators and in order to plan suitable action, it is important that data be maintained well and in a single repository.

b. **Reporting** – There no regular performance reporting on the service provided (except for the annual report providing certain statistics). Examples of some key service performance indicators are –

- total number of complaints received and comparison with previous month/s
- Breakdown of type of complaints
- Number of dogs impounded and reasons
- How many repeat offenders
- Number of infringements issued and reasons
- Number of properties visited
- Number of unlicensed dogs identified and action taken

In a nutshell, there is no objective way of establishing the performance of the service delivery or the contract on a regular basis.

c. **Contract management** – The lack of regular and adequate performance reporting also shows a gap in the management of the contract. At the present time ascertaining the adequacy and quality of the Dog Control service provided by the contractor has a subjective basis. As noted above there are no key measures established or reviewed regularly to establish this.

d. **Complaint updates** – Follow-up on complaints was the third highest reason for dissatisfaction with Dog Control service in the recent Customer Satisfaction survey. The updates provided/uploaded on the resolution of complaints received do not adequately depict the resolution in many cases. This makes it difficult to adequately establish the quality of complaints follow-up. As an example in many cases the resolution says “followed wandering dog home”. If the quality of resolution was to be solely based on the resolution information, it could be surmised that the follow up on complaints leaves much to be desired. It is important to note that a follow up discussion did reveal further appropriate action was taken in most cases. This highlights the need to ensure a fuller update on complaints resolution esp. so that customers can be adequately responded to if they seek a follow up.

## G. Conclusion

In summary, the lack of adequate service delivery information and no regular performance monitoring is a significant procurement weakness that must be addressed. This makes it difficult for WDC, as a purchaser, to objectively assess the quality of the service being provided. However, it can be inferred from the assessment of the complaints that the operational delivery of the service, on the ground, seems to be mostly adequate and that the requirements of the policy and Bylaw are largely being

met. Customer complaints are responded to in time, mostly adequate action is taken, proactive monitoring is done during working hours. However, the component delivery of the day to day operational delivery of service is just one component of an effective or optimal quality service.

There review highlights that there is a need for significant improvement in the delivery of the Dog Control service. The following work areas have been identified:

1. Implement the areas of improvement identified in Section F
2. Review the Dog Control Policy and Bylaw to ensure these adequately reflect what is intended to be delivered
3. The Contract document needs to be reviewed to ensure alignment with the legislative requirements and to more completely reflect the service delivery requirements.

WDC will also review the available service delivery options to ensure that the delivery arrangement reflects the current needs of the community both in terms of quality and adequacy and that this is delivered cost-effectively.

**Document No: 316033****File No: 401/0588473200****Report To: Council****Meeting Date:** 24 September 2013**Subject:** **Playgrounds – Smoke Free Signage**

### **Purpose of Report**

- 1.1 The purpose of this business paper is to seek Councils approval for the erection of "No Smoking" signage at the children's playgrounds across the District.

### **Local Government Act S.11A Considerations**

- 2.1 There are no Section 11A of the Local Government Act considerations relating to this business paper.

### **Background**

- 3.1 During the development of the Parks and Reserves Activity Plan, which formed part of the basis for the LTP 2012-2022, the concept of promoting our playgrounds as smoke free through signage was portrayed. This is an area that is supported by many Councils across New Zealand.
- 3.2 The concept of promoting smoke free playgrounds was supported by Population Health during the consultation phase for the LTP.

### **Commentary**

- 4.1 Subsequent to the adoption of the Parks and Reserves Activity Plan and the LTP 2012-2022, Anne Lemieux of Population Health created awareness of this proposal with the children of Te Kuiti Primary School.
- 4.2 This awareness culminated in Te Kuiti Primary School holding a competition in conjunction with Population Health, to design an A3 sign for our playgrounds.
- 4.3 A professional sign writer was approached to assist with the selection of the winning design, which was chosen from a final group of four.
- 4.4 With the assistance of the signwriter the chosen design has been formatted ready for printing. A copy of this final design is attached to and forms part of this report.

- 4.5 Population Health have confirmed that there would be no cost to WDC for the production of the signs, but have sought assistance from Council for the erection, which can be progressively done during playground inspection process. The signs would become a WDC asset and be maintained along with other signage.
- 4.6 Currently the Public Spaces Bylaw 2009 prohibits the consumption of "mind altering substances" in public spaces, with nicotine being an exempt substance. This means that any enforcement of making the children's playgrounds smoke free will be by passive means and persuasion. This will be the case until a future review of the Public Spaces Bylaw, when a specific clause relating to playgrounds can be included.

### Recommendation

- 5.1 The benefits to the children and the community of having the school children on board in designing the sign can not be overlooked.
- 5.2 It is accepted that currently this will not be covered by the Public Spaces Bylaw, but positive reinforcement will stem from the children as they are the "owners" of the signs.
- 5.3 It is recommended that WDC proceed with installing these signs in each of the playgrounds.

### Suggested Resolutions

- 1 The business paper on Playgrounds – Smoke Free Signage be received.
- 2 Council approve/not approve placement of the Smoke Free advisory signs in each of Council's playgrounds.



JOHN DE LUCA  
**GROUP MANAGER – COMMUNITY SERVICES**

September 2013

Attachment: 1 Smoke Free Design

This is a smoke free playground  
Please don't smoke here!

Don't Be fooled  
Smoking is not  
Cool



This sign was created by the children of Te Kuiti primary school  
and features contributions by: Weston, Age 11, Alex, Age 10 and Dylan, Age 10



**Document No: 350/001A****File No: 315903****Report To: Council****Meeting Date:** 24 September 2013**Subject:** **Deliberation on Submissions on the draft Local Alcohol Policy**

### **Purpose of Report**

- 1.1 The purpose of this business paper is to provide advice on the suggested treatment for submissions received on Council's draft Local Alcohol Policy.
- 1.2 A copy of the draft Local Alcohol Policy is attached to and forms part of this business paper.

### **Local Government Act S.11A Considerations**

- 2.1 There are no Section 11A of the Local Government Act considerations relating to this business paper.

### **Background**

- 3.1 Council approved the draft Local Alcohol Policy for public consultation on 30 July 2013. Public consultation took place during the period 13 August 2013 to 13 September 2013.
- 3.2 Submissions were received with 15 submitters wishing to be heard in support of their submission. A Submission Booklet, circulated separately, forms part of this business paper.

### **Commentary**

- 4.1 Also attached to and forming part of this business paper is a table which provides a summary of issues raised in each submission and a suggested staff response.
- 4.2 Following deliberation of submissions, any amendments required will be made and a revised draft policy presented to Council for consideration at the 10 October 2013 meeting.

**Suggested Resolutions**

- 1 The business paper on Deliberation on Submissions on the draft Local Alcohol Policy be received.
- 2 Changes to the draft Local Alcohol Policy be made following deliberations on submissions.



JOHN MORAN  
**MANAGER – REGULATORY SERVICES**

September 2013

Attachments: 1 draft Local Alcohol Policy  
2 Table of Submissions



**Draft Waitomo District Council  
Local Alcohol Policy 2013  
and Policy Guidance Document**

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**Waitomo District Local Alcohol  
Policy 2013**

## 1. INTRODUCTION AND OVERVIEW

### 1.1 Background and Objectives of the Sale and Supply of Alcohol Act 2012

The Sale and Supply of Alcohol Act was enacted by Parliament in December 2012.

The object of the Sale and Supply of Alcohol Act is that:

*'The sale, supply, and consumption of alcohol should be undertaken safely and responsibly; and the harm caused by the excessive or inappropriate consumption of alcohol should be minimised.'*

This Local Alcohol Policy (LAP) has been developed pursuant to section 75 of the Sale and Supply of Alcohol Act 2012, which empowers territorial authorities to develop Local Alcohol Policies for their District.

The Sale and Supply of Alcohol Act (the Act) outlines what content a territorial authority may include in their LAP.

- Section 77 of the Act outlines what policies may be included in a LAP. No other policies except those listed under that section can be included in a LAP.
- Section 78 of the Act lists the matters a local authority must have regard to when producing a draft policy.
- In addition a territorial authority must not produce a draft policy without having consulted the Police, licensing inspectors, and Medical Officers of Health.
- Section 93 of the Act allows a LAP to contain a policy more restrictive than the relevant district plan, but a LAP policy cannot authorise anything forbidden by the relevant district plan.

This LAP is intended to set a clear framework which will be applied to all applications for on, off, club and special licences, temporary authorities and managers certificates within the Waitomo District.

The Waitomo District is that area illustrated in figure one.

### 1.2 Authority Statements and Case Law

The Waitomo District Licensing Committee shall give all due regard to any statement issued by the Alcohol Regulatory and Licensing Authority pursuant to section 176 of the Act when interpreting this policy and determining licence applications, and to any relevant decisions issued by the Authority.

## 2.0 Objective of the Local Alcohol Policy

*The objective of this policy is to balance the reasonable needs of the residents of Waitomo District regarding the sale, supply and consumption of alcohol, while addressing the statutory requirements of the Sale and Supply of Alcohol Act 2012, including the object of the Act to minimise the harm caused by excessive or inappropriate consumption of alcohol.*

## 2.1 DEFINITIONS

**"Authorised customer"** shall have the same meaning as in section 60(3) of the Act

**"Café"** shall have the same meaning as "restaurant" in section 5 of the Act

**"Club"** shall have the same meaning as in section 21 of the Act

**"District Licensing Committee"** means the Waitomo District Licensing Committee under section 186 of the Act

**"Early childcare facility"** includes any crèche, childcare centre, kindergarten, kohanga reo play centre or plunket rooms or any other place (excluding a school) where five or more children receive care or education.

**"Facility"** includes a place of worship, school or early childcare facility

**"Hotel"** shall have the same meaning as in section 5 of the Act

**"Large scale event"** means an event to which section 143 of the Act applies.

**"Off-licence"** shall have the same meaning as in section 17 of the Act

**"One-way door restriction"** shall have the same meaning as in section 5 of the Act

**"On-licence"** allows sale, supply and consumption of alcohol on premise as defined by section 14 of the Act.

**"Out door dining area"** means an area of a premises holding an on-licence or club licence that is outside of the building and includes any part of a public footpath, pavement or other public place.

**"Place of worship"** includes any church, Mosque or other facility designed primarily for worship and related religious activities.

**"Premises"** shall have the same meaning as in section 5 of the Act

**"Prohibited persons"** are persons to whom alcohol cannot be served including minors and intoxicated persons and in the case of clubs any person who is not an authorised customer

**"Public park"** means any park, reserve, playground, garden or similar public place maintained by the Local Authority for recreation purposes.

**"Restaurant"** shall have the same meaning as in section 5 of the Act

**"School"** – includes any primary, intermediate or secondary school and any kura kaupapa

**"Special Licence"** means the type of licence detailed in section 22 of the Act.

**"Tavern"** shall have the same meaning as in section 5 of the Act

**"Temporary Authority"** shall have the same meaning as in section 5 of the Act

**"The Act"** means the Sale and Supply of Alcohol Act 2012

### 3.0 SPECIFIC POLICIES - ON-LICENCES

#### (a) Introduction

An on-licence premise is one where consumption of alcohol is authorised on the premises from which it is sold. Common examples include hotels, taverns and restaurants.

Section 14 of the Act states:

*"On any premises an on-licence (other than an on-licence endorsed under section 37 of the Act) is held for, the licensee—*

- (a) Can sell and supply alcohol for consumption there; and*
- (b) Can let people consume alcohol".*

Polices relating to on-licences also apply to:

- o BYO restaurants (endorsed under section 37 of the Act)
- o Caterers (endorsed under section 38 of the Act)

#### (b) Location of premises holding on-licences by reference to broad areas

- On-licence premises shall be limited to areas zoned Business under the Waitomo District Plan unless authorised by resource consent, and then subject to the following policies (c), (d), (e), (f), (g) and (h).

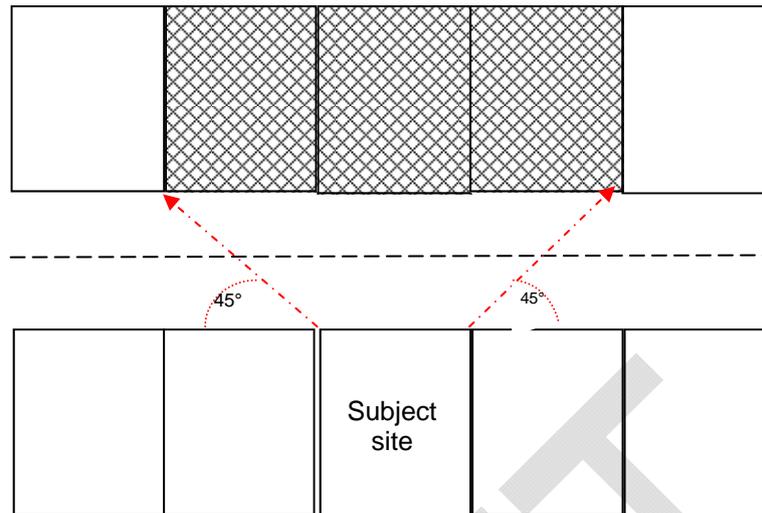
#### (c) Location of premises holding on-licences by reference to proximity to premises of a particular kind or kinds

- When considering a licence application the District Licensing Committee will have regard to the proximity of that proposed premise to other licensed premise(s) where it considers this relevant.

#### (d) Location of premises holding on-licences by reference to proximity to facilities of a particular kind or kinds

- In addition to (b) above, an on-licence will not be issued in respect to any new premises on any site where it directly borders any school, early childcare facility, or place of worship existing at the time the premises is established. "Directly borders" includes across any road from such facility within a 45° arc as shown in figure two.
- In cases where a resource consent has been issued to locate a premises in a non-commercial area as allowed in (b) above, the boundary of the site shall be a minimum of 40 metres from the boundary of any school, early childcare facility, or place of worship existing at the time the premises is established.
- Renewal of a licence shall be unaffected should a school, early childcare facility, or place of worship later move to a site which borders an existing licensed premise.

Figure two:



**(e) Further issuing of on-licences in the District**

- This policy does not cap the number of on licence premises or restrict the issue of new licences, provided the other policy criteria are met.

**(f) Maximum trading hours for premises holding on-licences**

- No on-licence shall be issued or renewed for any hotel or tavern premises with hours that exceed the following (subject to sections 46 and 47 of the Act):
  - Monday to Sunday 9:00am to 2:00am the following day.
  - In the case of hotels, alcohol may be sold or supplied at anytime to any guest residing on the premises.
- Where a new hotel, tavern or other premises where the principle activity is the consumption of alcohol is proposed within 100 meters of any area zoned residential in the Waitomo District Plan, hours will not exceed the following:
  - Sunday to Thursday 9:00am to 10.30pm,
  - Friday and Saturday 9.00am to 12.00 midnight,
  - In the case of hotels, alcohol may be sold or supplied at anytime to any guest residing on the premises.
- No on-licence shall be issued or renewed in respect of any restaurant or café premises with hours that exceed the following (subject to sections 46 and 47 of the Act):
  - Monday to Sunday 9.00am to 12.00 midnight.
- Any outdoor dining area will not have hours that exceed 9.00am to 10.00pm. Outside of these hours the Public Places Liquor Control Bylaw restrictions shall apply to any premise within a liquor ban area.
- Any function centre or other premises not defined above will be subject to hours at the District Licensing Committee discretion but shall not exceed:
  - Monday to Sunday 9:00am to 2:00am the following day.

**(g) Discretionary conditions of on-licences**

- In accordance with section 110(1) and 117 the District Licensing Committee may impose discretionary conditions (in addition to those required by section 110(2)). These may include conditions related to the following, or any other reasonable condition:
  - Prohibited persons
  - Management of premises
  - People or kinds of people to be served
  - Low and non-alcoholic beverages
  - Transport options
  - Exclusion of the public
- Example conditions that the District Licensing Committee may impose are given in the *Policy Guidance Document*

**(h) One-way door restrictions**

- A one-way door restriction of one-hour prior to maximum closing time shall apply on Thursday, Friday and Saturday nights to any hotel or tavern premises with a midnight or later closing time.

## 4.0 SPECIFIC POLICIES - OFF-LICENCE

### a) Introduction

- An off-licence premises is one where consumption of alcohol is authorised away from the premises on which it is sold. Common examples include supermarkets and bottle-stores.
- Section 17 of the Act states:
 

*“(1) On the premises an off-licence is held for, the licensee can sell alcohol for consumption somewhere else.*

*“(2) While the premises an off-licence is held for are open for the sale of alcohol for consumption somewhere else, the licensee can also supply alcohol free, as a sample, for consumption on the premises.”*

### b) Location of premises holding off-licences by reference to broad areas

- Off-licence premises (excluding remote sellers endorsed pursuant to section 40 of the Act) shall be limited to areas zoned Business under pursuant to the Waitomo District Plan unless authorised by resource consent.

### c) Location of premises holding off-licences by reference to proximity to premises of a particular kind or kinds

- When considering a new licence application for a new premise, the District Licensing Committee will have regard to the proximity of that proposed premise to other licensed premise(s) where it considers this relevant.
- Premises holding both an on and off-licence shall ensure there is a separate point of sale and supply for the off licence if a totally separate area or premise is not practical.

### d) Location of premises holding off-licences by reference to proximity to facilities of a particular kind or kinds

- An off-licence will not be issued in respect to any new premise on any site where it directly borders any school, early childcare facility, or place of worship existing at the time the premise is established. “Directly borders” includes across any road from such facility within a 45° arc as shown in figure two.
- Renewal of a licence shall be unaffected simply on the grounds that such a facility later moves to a site which borders an existing licensed premises.
- The District Licensing Committee shall have regard to the proximity of any proposed off licence to a public park or reserve particularly where that park or reserve is within a liquor ban area prescribed by a bylaw.

### e) Further issuing of off-licences in the District

- This policy does not cap the number of off-licence premises or restrict the issue of new licences, provided the other policy criteria are met.

**f) Maximum trading hours for premises holding off-licences**

- No off-licence shall be issued or renewed with hours that exceed the following:
  - Monday to Sunday 7.00am to 10.00pm

**g) Discretionary conditions of off-licences**

- In accordance with sections 116(1) and 117 the District Licensing Committee may impose discretionary conditions in relation to the following matters (in addition to those required by section 116(2)) or any other reasonable condition:
  - Prohibited persons
  - People or kinds of people to be served
  - Kinds of alcohol to be sold
- Example conditions that the District Licensing Committee may impose are given in the *Policy Guidance Document*

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## 5.0 SPECIFIC POLICIES – CLUB-LICENCE

### (a) Introduction

- A club is a body corporate having as its object (or as one of its objects) participating in or promoting a sport or other recreational activity, otherwise than for gain; or is a body corporate whose object is not for gain; or holds permanent club charter.
- Section 21 of the Act states:
 

“On the premises a club-licence is held for, the licensee can sell and supply alcohol to authorised customers (within the meaning of section 60(3)), for consumption there.”

“authorised customer, in relation to premises a club-licence is held for, means a person who—

  - (a) is a member of the club concerned; or
  - (b) is on the premises at the invitation of, and is accompanied by, a member of the club concerned; or
  - (c) is an authorised visitor”

### (b) Location of premises holding club-licences by reference to broad areas

- Licensed club premises should be in close proximity to the sports grounds or other facilities used by the club, if relevant.

### (c) Location of premises holding club-licences by reference to proximity to premises of a particular kind or kinds

- The District Licensing Committee shall have regard to the proximity of any proposed club premises to any other existing premise(s)

### (d) Location of premises holding club-licences by reference to proximity to facilities of a particular kind or kinds

- The District Licensing Committee shall have regard to the proximity of any proposed club premises to any school, early childcare facility, place of worship or residential area.

### (e) Further issuing of club-licences in the District

- This policy does not cap the number of club licence premises or restrict the issue of new licences, provided the other policy criteria are met.

### (f) Maximum trading hours for premises holding club-licences

- The District Licensing Committee will have regard to the days and hours of operation and the type of activities undertaken by the club in setting club hours.
- No club-licence shall be issued or renewed with hours that exceed the following:
  - Monday to Sunday 9.00am to 1.00am the following day (Subject to section 46 of the Act)

**(g) Discretionary conditions of club-licences**

- In accordance with section 110(1) of the Act the District Licensing Committee may impose discretionary conditions regarding the following matters, in addition to those required by section 110(2):
  - Prohibited persons
  - Management of premises
  - People or kinds of people to be served
  - Low and none alcoholic beverages
  - Transport options
  - Exclusion of the public
- Example conditions that the District Licensing Committee may impose are given in the *Policy Guidance Document*

**(h) One-way door restrictions relating to club-licences**

- The District Licensing Committee may impose a one-way door condition on any licence where it believes this is warranted. The one-way door restriction shall not apply any earlier than two hours before the normal closing time of the premises.

## 6.0 SPECIFIC POLICIES - SPECIAL LICENCES

### (a) Introduction

- Special licences allow the sale and consumption of alcohol at events or occasions on premises that are unlicensed, or premises that would be outside their normal licence conditions. They can permit on site or off site sales, and are in force for the date and time of the event only.
- “Event includes an occasion and a gathering, and any of a series of events”.

### (b) Location of premises holding special-licences by reference to broad areas

- The District Licensing Committee may issue a special licence in any area of the District but will consider its proximity to any area where sensitive land use activity may be located, including its proximity to residential areas.

### (c) Location of premises holding special licences by reference to proximity to premises of a particular kind or kinds

- The District Licensing Committee will consider the nature of the event and its proximity to other licensed premises when determining an application for special licence.
- The District Licensing Committee will not issue a special licence for an event where this is prohibited by the Waitomo District Plan or is in breach of a resource consent.

### (d) Location of premises holding special licences by reference to proximity to facilities of a particular kind or kinds

- The District Licensing Committee will consider the appropriateness of issuing a special licence where the proposed premises includes, borders or is in close proximity to, any school, early childcare facility, place of worship or residential area.

### (e) Further issuing of special-licences in the District

- The District Licensing Committee, subject to section 41 of the Act may refuse a special licence or licences where it would be more appropriate for the applicant to apply for an on, off or club licence, or for the variation of an existing licence.
- No more than twenty four (24) events or series of events will be authorised by special licence(s) to a single licensee or applicant in one calendar year.
- A single special licence will not authorise the sale, supply or consumption of alcohol at more than six (6) events or series of events.

### (f) Maximum trading hours for premises holding special licenses

- Special licences for premises that are not otherwise licensed will not be issued beyond 1.00am except in exceptional circumstances as determined by the District Licensing Committee.

- Where the applicant for a special licence already holds an on, off or club licence with the maximum hours permitted for that type of licence under this policy, a special licence with greater hours will only be issued in exceptional circumstances as determined by the District Licensing Committee.

#### **(g) Discretionary conditions of special licences**

- In accordance with sections 146 and 147(1) the District Licensing Committee may impose discretionary conditions regarding the following matters, in addition to those required by section 147(3):
  - Sale and supply to prohibited persons
  - People or kinds of people to be served
  - The kind or kinds of alcohol that may be sold or delivered
  - The provision of food for consumption on the premises
  - The provision of low and non-alcoholic beverages
  - The provision of information relating to transport options
  - Exclusion of the public
  - Restricting the types of containers used for sale or supply
  - The filing of returns
  - Conditions of a kind subject to which a licence may be issued under section 110 (on or club licence) or 116 (off licence)
  - Any reasonable condition not inconsistent with the Act.
- Example conditions that the District Licensing Committee may impose are given in the *Policy Guidance Document*

#### **(h) One-way door restrictions**

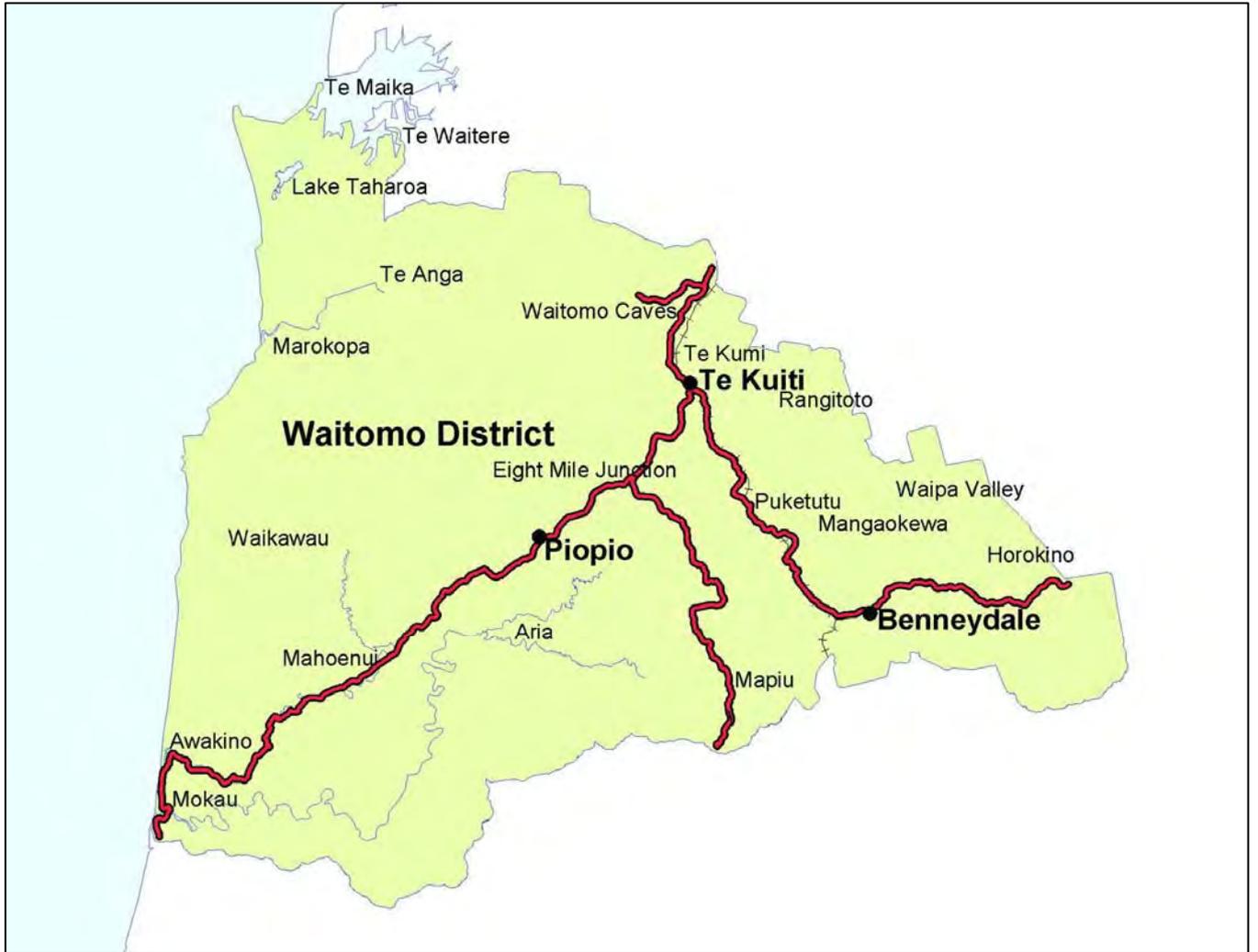
- The licensing committee may impose a one-way door condition on any licence where it believes this is warranted. The one-way door restriction shall not apply any earlier than two hours before the normal closing time of the premises, or in the case of a special licence no earlier than two hours prior to the conclusion of the event.

## 7.0 Temporary Authorities

- All temporary authority applications will be passed to the Police to give them an opportunity to inquire into the application.
- Pursuant to section 136(4)(c) every temporary authority will be subject to a condition that no second or subsequent temporary authorities will be issued in respect to the same premises and licensee unless a full licence application has already been filed, or, in exceptional circumstances, with the prior approval of the Secretary of the Licensing Committee.

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Figure One: Waitomo District



# Policy Guidance Document

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## **Policy Guidance Document – Introduction**

The following pages are designed to assist the District Licensing Committee in determining the different licence and certificate applications that may come before them.

It can be expected that applications will be vetted by Territorial Authority staff when filed to ensure they contain all relevant documents and information as required by the Act.

Every application will be enquired into by the Police and Licensing Inspector, and also the Medical Officer of Health for on, club and special licence applications.

Once complete with all necessary reports and information, applications will be reviewed by the Secretary of the District Licensing Committee who will then determine whether there are valid objections requiring a hearing before the full committee, or whether the applications are unopposed and can be approved by the Chairperson of the Committee alone.

It is expected that unopposed applications will be presented to the Chairperson on a regularly basis, perhaps in a schedule containing all relevant information, recommendations and proposed conditions for approval.

Its is expected that the reporting Licensing Inspector will comment on all the criteria that the Committee will need to have regard to, and may make recommendations on discretionary conditions. These will be reviewed by the Secretary of the Committee, and licences and decisions drafted accordingly.

Once applications have been approved by either the full committee or the Chairperson as relevant, the licences and decisions will be amended, and signed and sealed by the Secretary of the Committee before being issued.

## Part 1 – On, Off and Club Licences

The District Licensing Committee must have regard to the following criteria when considering an application for an on, off, or club licence and may prescribe reasonable conditions on any licence relating to these and other matters as they consider appropriate.

### (a) Standard of application

- The licensing Committee will only accept those applications that have been properly completed by the applicant or their agent, and include all supporting documentation to the satisfaction of the Committee Secretary.

### (b) Timeframes

- Applications must be filed within the statutory timeframes dictated by the Act unless authorised otherwise by the District Licensing Committee.

### (c) Object of the Act

- The District Licensing Committee shall have regard to whether the issue or renewal of a licence in any case is likely to result in an increase in alcohol related harm.

### (d) The suitability of the applicant

- The District Licensing Committee must have regard to an applicant's suitability when considering an application. This may include (but is not limited to):
  - An applicant demonstrating that they have sufficient industry and business knowledge so as to operate any premises appropriately and in accordance with the Act.
  - The amount of experience and in particular recent experience an applicant may have.
  - Consideration of the number, nature, severity, pertinence or relativity of an applicants convictions, if any.

### (e) Local Alcohol Policies

- The District Licensing Committee shall have regard to the Waitomo District Local Alcohol Policy 2013 when considering any application.

### (f) Days and hours

- The District Licensing Committee shall have regard to the proposed trading hours when considering the issue or renewal of a licence, and any hours prescribed in the Waitomo District Local Alcohol Policy 2013.

### (g) Design and layout

- The District Licensing Committee must have regard to the design and layout of any proposed premise(s). This may include (but is not limited to):
  - Whether premises are designed with reference to the "*Guidelines for Crime Prevention through Environmental Design (CPTED) for licensed premises*" (ALAC 2012).
  - Where any applicant proposes to include any public place (e.g. out door dining area, pavement chairs and tables) as part of a licensed premise, the application shall be accompanied by written approval from Waitomo District Council authorising the use of that public area.
  - Conditions relating to an outdoor dining area being used only by person(s) on the premises for the purposes of dining.

**(h) Sale of goods other than alcohol**

- The District Licensing Committee shall have regard to goods sold by the premises other than alcohol, low alcohol refreshments, non-alcohol refreshments and food when considering a licence application, and may set reasonable conditions.

**(i) Provision of other services**

- The District Licensing Committee shall have regard to any services provided by the premises other than those directly related to the sale of alcohol, low alcohol refreshments, non-alcohol refreshments and food when considering a licence application.

**(j) Reduction of good amenity**

- When considering a licence application the District Licensing Committee shall have regard to whether, in its opinion, the amenity and good order of the locality is likely to be reduced, to more than a minor extent by the issue of the licence, or whether the amenity and good order of the locality are already so badly affected that they would be unaffected by grant of the licence, but nevertheless it is not desirable to issue any further licences.
- In forming a view as to the amenity and good order of the locality the Committee must have regard to noise levels, nuisance, vandalism, the number of existing licences, and nearby land uses, and may set reasonable conditions.
- In the case of renewals the District Licensing Committee shall have regard to whether, in its opinion, the amenity and good order of the locality would increase if the licence was not renewed.

**(k) Systems staff and training**

- When considering a licence application or renewal the District Licensing Committee must give regard to, and be satisfied that, the applicant has appropriate systems, staff and training in order to comply with the law.
- This may include (but is not limited to) consideration of:
  - The number and experience of appointed managers.
  - The number and experience of staff, including Crowd Controllers.
  - Systems the applicant has in place to ensure compliance with the Act.
  - What on-going training staff and managers receive.

**(l) Other issues raised by reporting agencies**

- When considering a licence or renewal application the District Licensing Committee must have regard to any matter raised by the Police, Medical Officer of Health or a Licensing Inspector in a report made under section 103 of the Act.
- Where the District Licensing Committee, or its Secretary, has cause to believe an application may be of interest to another government agency, or it needs to confirm information contained within that application, it may forward a copy of that application to the other agency. Examples may include (but are not limited to) forwarding a copy of an application to the Department of Internal Affairs in relation to gaming, or to the New Zealand Fire Service for confirmation of fire safety or evacuation scheme status.

- The District Licensing Committee should consider any public objection that meets the requirements of the Act.

#### (m) Provisions of the District Plan

- No licence, including a special licence, will be issued where the associated activity is in breach of the Resource Management Act 1991, the Waitomo District Plan or a resource consent.

#### (n) One-way door policies

- Subject to section 111 The District Licensing Committee can issue or renew a licence with a condition that it is subject to a one-way door restriction and the day or days and periods when the restriction applies.

#### (o) Other considerations on renewal (section 131)

- In the case of licence renewal applications, the manner in which the applicant has sold, (or as the case may be sold and supplied) displayed, advertised or promoted alcohol.

#### (p) Compulsory Conditions

- Section 51 of the Act requires the holders of on and club-licences to have a reasonable range of **non-alcoholic** drinks available at reasonable prices at all times when the premises are open for the sale of alcohol.
- Section 52 of the Act requires the holders of on and club-licences to have a reasonable range of **low-alcoholic** drinks available at reasonable prices at all times when the premises are open for the sale of alcohol.
- Section 53 of the Act requires the holders of on and club-licences to have a reasonable range of **food** available at reasonable prices, within a reasonable time of being ordered, and in portions suitable for a single customer, at all times when the premises are open for the sale of alcohol.
- The District Licensing Committee **must** impose conditions pursuant to the following sections and issues:
  - **Section 110(2)** – every **club-licence** or **on-licence** must have conditions relating to:
    - Days and hours during which alcohol can be sold or supplied
    - The fees payable for the licence concerned
    - Detailing the places on the premises where drinking water is to be freely available to customers.
  - **Section 112** – every **supermarket** or **grocery store** licence shall have a condition:
    - Describing one area within the premises as a permitted area for the display and promotion of alcohol;
  - **Section 116(2)** – every **off-licence** must have conditions relating to:
    - Days and hours during which alcohol may be sold or delivered;
    - The required licensing fees;
    - Places where drinking water is to be freely available to customers when alcohol is being supplied as a free sample.

**(q) Discretionary conditions:**

A District Licensing Committee may attach **any reasonable condition** to any licence or renewal. The following do not restrict the Committee's ability to attach any other condition not here stated.

- The following are discretionary conditions that the District Licensing Committee may impose on an **on-licence**:
  - The premises are designated as [supervised or restricted] pursuant to section 119(2) of the Act
  - That noise from the premises must comply with the relevant District Plan rule, or resource consent condition.
  - The maximum occupancy for the premises must be calculated, and displayed alongside the copy of the licence.
  - The calculated maximum occupancy shall not be exceeded.
  - An Alcohol Management Plan shall be developed within two months of the issue of this licence and be reviewed annually.
  - The licensee shall maintain an incident book to allow staff to record incidents or issues of concern. The book shall be available to Police or Licensing Inspectors on request.
  - A licensed Crowd Controller or Controllers, or certificated employee or employees of a Crowd Controller pursuant to the Private Security Personnel and Private Investigators Act 2010, shall be engaged [at specified times e.g. when one-way door restriction is in place]
  - Only a person on the premises for the purposes of dining is permitted to consume alcohol in an outdoor dining area. The definition in section 47(3)(b) shall be applied to determine if a person is on premises to dine.
  
- The following are discretionary conditions that the District Licensing Committee may impose on an **off-licence**:
  - The premises are designated as [supervised or restricted] pursuant to section 119(2) of the Act
  - An Alcohol Management Plan shall be developed within two months of the issue of this licence and be reviewed annually.
  - The licensee shall maintain an incident book to allow staff to record incidents or issues of concern. The book shall be available to Police or Licensing Inspectors on request.
  - Alcohol related signage or advertising shall not cover an area of more than 50% of the external area of any side of the premises.
  - The licensee shall not sell any 'herbal cannabis' or similar product.
  - There shall be no "single serve" off-sales e.g. individual "stubbies" or "RTD" products in one or less than one standard drink portions.
  
- The following are discretionary conditions that the District Licensing Committee may impose on an **Club-licence**:
  - The premises are designated as [supervised or restricted] pursuant to section 119(2) of the Act
  - That noise from the premises must comply with the relevant District Plan rule, or resource consent condition.
  - The maximum occupancy for the premises must be calculated, and displayed alongside the copy of the licence.
  - The calculated maximum occupancy shall not be exceeded.
  - An Alcohol Management Plan shall be developed within two months of the issue of this licence and be reviewed annually.

- The licensee shall maintain an incident book to allow staff to record incidents or issues of concern. The book shall be available to Police or Licensing Inspectors on request.
- A licensed Crowd Controller or Controllers, or certificated employee or employees of a Crowd Controller pursuant to the Private Security Personnel and Private Investigators Act 2010, shall be engaged [at specified times e.g. when one-way door restriction is in place]
- Only a person on the premises for the purposes of dining is permitted to consume alcohol in an outdoor dining area. The definition in section 47(3)(b) shall be applied to determine if a person is on premises to dine.

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## Part Two: Special licences

The District Licensing Committee must have regard to the following criteria when considering an application for a special licence and may prescribe reasonable conditions on any licence relating to these and other matters as they consider appropriate.

### a) Standard of application

- The licensing Committee will only accept those applications that have been properly completed by the applicant or their agent, and include all supporting documentation to the satisfaction of the Committee Secretary.

### b) Timeframes

- Applications must be filed within the statutory timeframes dictated by the Act unless authorised otherwise by the District Licensing Committee.

### c) Object of the Act

- The District Licensing Committee shall have regard to whether the issue or renewal of a licence in any case is likely to result in an increase in alcohol related harm.

### d) The nature of the event for which the licence is sought and in particular:

- Whether the applicant proposes to sell goods other than alcohol, low alcoholic refreshments, non-alcohol refreshments and food;
- Whether the applicant proposes to engage in services other than those directly related to the sale of alcohol, low alcoholic refreshments, non-alcohol refreshments and food;

### e) The suitability of the applicant

- The District Licensing Committee must have regard to an applicant's suitability when considering an application. This may include (but is not limited to):
  - An applicant demonstrating that they have sufficient industry and business knowledge so as to operate any premises appropriately and in accordance with the Act.
  - The amount of experience and in particular recent experience an applicant may have.
  - Consideration of the number, nature, severity, pertinence or relativity of an applicants convictions, if any.

### f) Local Alcohol Policy

- The District Licensing Committee shall have regard to the Waitomo District Local Alcohol Policy 2013 when considering any application.

### g) Reduction of good amenity

- When considering a licence application the District Licensing Committee shall have regard to whether, in its opinion, the amenity and good order of the locality is likely to be reduced, to more than a minor extent by the issue of the licence.
- In forming a view as to the amenity and good order of the locality the Committee must have regard to noise levels, nuisance, vandalism, the number of existing licences, and nearby land uses, and may set reasonable conditions.

**h) Days and hours**

- The District Licensing Committee shall have regard to the proposed trading hours when considering the issue of a licence, and any hours prescribed in the Waitomo District Local Alcohol Policy 2013.

**i) Design and layout**

- The District Licensing Committee must have regard to the design and layout of any proposed premise(s). This may include (but is not limited to):
  - Whether premises are designed with reference to the "*Guidelines for Crime Prevention through Environmental Design (CPTED) for licensed premises*"(ALAC 2012).
  - Where any applicant proposes to include any public place (e.g. out door dining area, pavement chairs and tables) as part of a licenced premise, the application shall be accompanied by a Public Places Bylaw permit or any other requirement to authorise use of that public area.
  - Conditions relating to only a person on the premises for the purposes of dining being permitted to consume alcohol in an outdoor dining area.

**j) Systems staff and training**

- When considering a licence application the District Licensing Committee must give regard to, and be satisfied that, the applicant has appropriate systems, staff and training in order to comply with the law.
- This may include (but is not limited to) consideration of:
  - The number and experience of appointed managers.
  - The number and experience of staff, including Crowd Controllers.
  - Systems the applicant has in place to ensure compliance with the Act.

**k) Any areas of the premises the applicant proposes to be designated as restricted or supervised.**

- Supervised areas – minors can be on the premises only if accompanied by their parent or legal guardian.
- Restricted areas – no minors permitted.

**l) Any steps the applicant proposes to take to ensure that requirements not to serve prohibited persons are observed.**

- Prohibited persons include minors and intoxicated persons.
- Steps could include signage, use of security, certificated managers etc.

**m) The applicants proposals relating to:**

- Sale and supply of non-alcoholic drinks and food;
- The sale and supply of low-alcoholic drinks;
- The provision of help or information about alternative forms of transport from the premises.

**n) Other issues raised by reporting agencies**

- When considering a licence application the District Licensing Committee must have regard to any matter raised by the Police, Medical Officer of Health or a Licensing Inspector in a report made under section 141 of the Act.

- Where the District Licensing Committee, or its Secretary, has cause to believe an application may be of interest to another government agency, or it needs to confirm information contained within that application, it may forward a copy of that application to the other agency. Examples may include (but are not limited to) forwarding a copy of an application to the Department of Internal Affairs in relation to gaming, or to the New Zealand Fire Service for confirmation of fire safety or evacuation scheme status.

#### o) Provisions of the District Plan

- No licence, including a special licence, will be issued where the associated activity is in breach of the Resource Management Act 1991, the Waitomo District Plan or a resource consent.

#### p) Large Scale Events

- The District Licensing Committee will have regard to the size (in terms of area) of a site or premises, the expected patronage and any other matter it considers relevant in determining what is a “large scale event” pursuant to section 143 of the Act.
- Applicants for special licences for large scale events may be required to submit with their application an alcohol management plan with reference to the *Guidelines for Managing of Alcohol at Large Events* (ALAC 2010).
- This should cover event management, security, public health and monitoring of the event.

#### q) Management of Special Licences

- The District Licensing Committee may require the appointment of a certificated manager as a condition of any special licence, particularly where the event is open to the general public.
- The District Licensing Committee should require the appointment of at least one certificated manager as a condition for any special licence issued in respect to a large scale event.

#### r) Display of licence

- A special licence and its conditions should be on display in a prominent position within the site or premises at all times during an event to which it relates.

#### s) Compulsory Conditions

- Pursuant to section 147(3) the District Licensing Committee must ensure a special licence is issued subject to conditions relating to:
  - The days and hours during which alcohol may be sold or delivered;
  - Stating the place or places water must be available on the premises

#### t) Discretionary conditions:

A District Licensing Committee may attach **any reasonable condition** to any special licence pursuant to sections 146 and 147 of the Act. The following examples do not restrict the Committee’s ability to attach any other condition not here stated.

- The premises are designated as [supervised or restricted] pursuant to section 119(2) of the Act

- Alcohol is to be sold only to invited guests
- Alcohol is only to be sold to ticket holders
- A certificated manager must be on duty at all times
- There is to be no sale of alcohol to the general public
- Only [specified types] of alcohol are to be sold or supplied
- Substantial food must be available at all times alcohol is sold or supplied.
- Low and non-alcoholic beverages must be available at all times alcohol is being sold or supplied.
- That noise from the premises must comply with the relevant District Plan rule, or resource consent condition.
- The maximum occupancy for the premises must be calculated, and displayed alongside the copy of the licence.
- The calculated maximum occupancy shall not be exceeded.
- A one-way door restriction shall apply during specified hours.
- An Alcohol Management Plan shall be developed for the event or series of events concerned.
- The licensee shall maintain an incident book to allow staff to record incidents or issues of concern. The book shall be available to Police or Licensing Inspectors on request.
- A licensed Crowd Controller or Controllers, or certificated employee or employees of a Crowd Controller pursuant to the Private Security Personnel and Private Investigators Act 2010, shall be engaged [at specified times e.g. when one-way door restriction is in place]
- Only a person on the premises for the purposes of dining is permitted to consume alcohol in an outdoor dining area. The definition in section 47(3)(b) shall be applied to determine if a person is on premises to dine.
- Alcohol related signage or advertising shall not cover an area of more than 50% of the external area of any side of the premises.
- The licensee shall not sell any 'herbal cannabis' or similar product.
- There shall be no "single serve" off-sales e.g. individual "stubbies" or "RTD" products in one or less than one standard drink portions.
- information relating to transport options must be available and displayed at all times
- Alcohol will not be supplied in glass bottles
- A return must be provided to the District Licensing Committee within one month of the event, declaring the proceeds made from the sale of alcohol
- Conditions of a kind subject to which a licence may be issued under section 110 (on or club licence) or 116 (off licence)

### Part Three: Managers Certificates

The District Licensing Committee must have regard to the following criteria when considering an application for a manager's certificate:

**(A) The applicants suitability to be a manager**

- This may include an applicant demonstrating that they have sufficient industry and business knowledge so as to operate any premises appropriately and in accordance with the Act.

**(B) Any convictions recorded against the applicant**

- Consideration of the number, nature, severity, pertinence or relativity of an applicants convictions, if any, and whether the applicant was honest in declaring them.

**(C) Any experience and in particular recent experience the applicant has controlling licensed premises**

- The amount of experience, and in particular recent experience an applicant may have, particularly on the premises they propose to manage.
- In the past the general expectation has been a minimum of six (6) months experience on licensed premises.

**D) Relevant training undertaken by the applicant and evidence that they hold the prescribed qualification**

- A prescribed qualification will be detailed under regulations pursuant to the parent Act.

**(E) Any matters dealt with in a report made under section 220**

- Any matters raised by the Police or a Licensing Inspection following their enquiring into an application.

**Table 1 : Analysis of Submission – draft Local Alcohol Policy**

Sub No	Submitter	Topics	Comment
1	Waikato/Bay of Plenty Division of Cancer Society of NZ	<p>The Society suggests that closing hours for hotels and taverns are re-examined in favour of earlier closing times.</p> <p>Restricting off-licence trading hours will reduce alcohol consumption and harm overall.</p> <p>The Society suggests further measures to reduce alcohol related signage.</p> <p>In relation to sports clubs and special licences the Society requests Council to consider the influence of alcohol upon children and youth present at clubs or events.</p>	<p>It is recommended that no changes be made to licensing hours. The hours in the draft policy are the same as the hours contained in the Waipa and Otorohanga LAPs.</p> <p>It is recommended that 4(f) of the LAP should be amended to include the following:</p> <p><i>"No off-licence shall be issued or renewed in respect to a supermarket premise with trading hours that exceed the following (subject to section 48): Monday to Sunday 7.00am to 10.00pm"</i></p> <p><i>"No off-licence shall be issued or renewed in respect to any other premise, excluding supermarkets, with trading hours that exceed the following (subject to section 48): Monday to Sunday 9.00am to 10.00pm"</i></p> <p>This slightly reduces trading hours and is consistent with the provisions contained in the Waipa and Otorohanga LAPs.</p> <p>No change required. The policy guidance document will guide the licensing committee in the control of signage.</p> <p>No change required. The LAP guidance document allows controls to be applied.</p>
2	Progressive Enterprises Limited	<p>Progressive Enterprises seeks the following changes:</p> <ul style="list-style-type: none"> <li>• Maximum closing hours for supermarkets and grocery stores should be 11.00m</li> <li>• The proposed controls over proximity of off licensed premises to other premises or facilities should not apply to supermarkets and grocery stores.</li> </ul>	<p>Comments are noted but no changes to the LAP are considered necessary.</p>

Sub No	Submitter	Topics	Comment
		<ul style="list-style-type: none"> <li>• The proposed controls over the locations of off licensed premises in relation to facilities of a certain type should not apply to the supermarkets and grocery stores.</li> <li>• The inclusion of additional objectives that ensure the LAP does not duplicate regulatory controls associated with resource consent and building consents processes.</li> <li>• Supermarkets and grocery stores should have different licensed hours to bottle stores.</li> </ul>	Allowed for by amending 4(f) of the LAP.
3	Foodstuffs North Island Limited	<p>Foodstuffs is concerned that clause 4.0(d) could prevent an off-licence being issued to a premises next to a sensitive location. As the LAP is currently worded this could impact on existing businesses. Foodstuffs suggest the following amendment to 4.0(d) of the LAP          "An off-licence will not be issued in respect of any premises <u>not currently licensed</u> where <u>the site</u> directly borders..."</p> <p>Foodstuffs is concerned that proximity restrictions in the LAP in relation to sensitive locations could restrict the operation of the new supermarket proposed for Te Kuiti.</p>	<p>The intent of clause 4.0(d) is to cover new premises. The suggested amendment to 4.0(d) would be appropriate:</p> <p>"An off-licence will not be issued in respect of any premises <u>not</u> currently licensed where, <u>the site</u> directly borders..."</p> <p>It is recommended that clause 4.0(d) could be further amended to read:</p> <p><u>"existing at the time the premise is established unless it can be demonstrated to the reasonable satisfaction of the District Licensing Committee that the hours, signage or operation of the premises as they relate to alcohol sales will have no impact on those facilities.</u></p> <p>With these amendments clause 4.0(d) would be redrafted as follows:</p> <p><i>"An off-licence will not be issued in respect of any premises not currently licensed where the site directly borders any school, early childcare facility or place of worship existing at the time the premises are established or when resource consent is applied for (whichever is earliest), unless it can be demonstrated to the reasonable satisfaction of the District Licensing Committee that the hours, signage or</i></p>

Sub No	Submitter	Topics	Comment
			<i>operation of the premises, as they relate to alcohol sales, will not have a material impact on those facilities. "Directly borders" includes across any road from such facility as shown in figure one."</i>
4	Liquorland Limited	<p>Liquorland Limited does not support proximity restrictions for off-licences. Each application should be treated on its merits.</p> <p>Liquorland believes that the maximum default hours of 7.00am – 11.00pm are appropriate for off-licences.</p>	Comments are noted. No changes to the LAP are considered necessary.
5	Mr A Mudaliar	Mr Mudaliar is of the view that no further liquor outlets are required in Piopio.	Comments are noted. No changes to the LAP are considered necessary.

Sub No	Submitter	Topics	Comment
6	Peter and Sandra Jones	<p>For reasons of clarification the LAP needs to contain a definition of new premises.</p> <p>Hours for on-licences should be extended 7.00am – 2.00am the following day.</p> <p>Mr and Mrs Jones believe the hours for outdoor dining are too restrictive with a 10.00pm closure.</p> <p>A mandatory one way door restriction is not necessary. It should only be imposed as a discretionary condition.</p> <p>A one way door restriction may be applied to club-licences on Thursday, Friday and Saturday nights with a closing time later than midnight.</p> <p>There is concern that some special licence events do not have certified managers on duty.</p> <p>Mr and Mrs Jones are concerned that the LAP appears to favour clubs.</p>	<p>The submission is supported. The following definition could be included in the LAP:</p> <p><i>“New Premises (including on-licence, off-licence and/or club-licence) means any premises which has not been subject to a current liquor licence in the 12 months prior to the application shall be considered as being a new premise for the first time.”</i></p> <p>Comments are noted. No changes recommended. Hours in the LAP are consistent with those of Waipa and Otorohanga.</p> <p>The submission is supported. Clause 3(f) of the ALP should be amended in the following manner:</p> <p><i>“Any outdoor dining area will not have hours that exceed 9.00am to <u>11.00pm</u>”.</i></p> <p>These hours are consistent with the Waipa LAP.</p> <p>Other submitters support the one way door restriction and a similar restriction is contained in the Waipa and Otorohanga LAPs. No changes recommended.</p> <p>The current wording of the LAP allows one way door restrictions to be imposed on club-licences. No changes recommended.</p> <p>Comments are noted. When it is considered necessary Council will ensure that certified managers are in attendance at functions.</p> <p>The provisions in the Waipa, Otorohanga and Waitomo LAPs all deal with clubs in a consistent manner. No changes required.</p>
7	Dimac Limited	DIMAC Limited believes for clarification purposes a definition is required for new premises.	Comments are noted. It is recommended that a definition for new premises be included in the LAP. (see submission 6)

Sub No	Submitter	Topics	Comment
		<p>There is concern that trading hours commencing at 9.00am for on-licences is too restrictive. It is submitted that trading should commence at 7.00am.</p> <p>A mandatory one way door restriction is not necessary. It should be imposed a a discretionary condition.</p> <p>Clubs appear to be favoured by not having a mandatory one way restriction.</p>	<p>The Waipa LAP has been amended to allow cafes and restaurants with on-licences to commence trading at 7.00am. It is recommended that clause 3.0(f) be amended to read:</p> <p><i>"No on-licence shall be issued or renewed in respect of any restaurant or café premises with hours that exceed the following (subject to sections 46 and 47 of the Act) – Monday to Sunday 7.00am to 1.00am the following day."</i></p> <p>Comments are noted. No change required. (see submission 6)</p> <p>Comments are noted. No change required. see submission 6)</p>
8	New Zealand Police	<p>Police advocate for on-licence hours to be 9.00am – 1.00am the following day, off-licences 9.00am – 9.00pm.</p> <p>Police support the introduction of policies relating to proximity and density of off-licence alcohol outlets.</p>	<p>Comments are noted. No changes to hours recommended. Hours in the draft LAP are generally consistent with Waipa and Otorohanga.</p> <p>Comments are noted. No changes to the Lap recommended. The policy guidance document addresses these matters.</p>
9	Maniapoto Family Violence Intervention Network	<p>The Network submits that maximum trading hours should be reduced to 9.00am – 1.00am the following day.</p>	<p>It is recommended that there should be no change to trading hours.</p>
10	Waikato District Health Board	<p>Population Health supports reducing trading hours for on-licences:  10.00am – 10.00pm Sunday to Thursday  10.00am – 1.00am the following day Friday and Saturday  Off-licences:  9.00am – 9.00pm</p> <p>A cap should be placed on the number of off-licences in the district.</p>	<p>It is recommended that there be no change to trading hours.</p> <p>Comments are noted, however no change to the LAP is considered necessary.</p>

Sub No	Submitter	Topics	Comment
		Population Health submits that more stringent visual impact limitations on signage should be applied near schools.	This issue is addressed in the policies discretionary conditions. No changes to the LAP are considered necessary.
11	NZ Retailers Association Inc	<p>The Association submits that off-licences should not be limited to certain zones. Applications should be considered on a case by case basis.</p> <p>The default trading hours for off-licences should apply: 7.00am – 11.00pm</p>	<p>The submission is noted. It is recommended that no change be made to the LAP.</p> <p>Comments are noted. See submission 1 for recommended licensing hours for off-licences.</p>
12	Waitomo District Youth Council	<p>The LAP should allow an increase in the number of licensed restaurants, hotels, taverns, bars and night clubs.</p> <p>Off-licences should not be permitted with 250m of sensitive locations.</p> <p>Licensing hours should be reduced:  Off-licences 4.00pm – 10.00pm  Licensed supermarkets 12.00pm – 9.00pm  On-licences 12.00pm – 1.00am</p>	<p>Comments are noted. It is recommended that no changes be made to the LAP.</p> <p>No changes recommended. The policy currently has proximity controls in place near sensitive locations.</p> <p>It is recommended that no changes be made to licensing hours.</p>
13	Alcohol Healthwatch	<p>Alcohol Healthwatch submits that there should be a cap on all licensed premises in the district and a sinking lid policy in high risk areas.</p> <p>Trading hours for on-licences to be reduced to 10.00am – 12.00am with one way door restrictions applied 2 hours before closing.</p> <p>Discretionary conditions should be strengthened to control patron behaviour.</p> <p>Where new off-licences are to be established, property owners within 100m should be advised of the proposal.</p> <p>Trading hours for off-licences to be reduced to 10.00am – 9.00pm.</p> <p>Discretionary conditions should place further controls on advertising for off-licences.</p>	<p>Comments are noted. No change to the Lap is considered necessary.</p> <p>It is recommended that no change be made to trading hours.</p> <p>No change recommended. Discretionary conditions allow for control of patrons.</p> <p>Comments are noted. No change to the LAP is considered necessary.</p> <p>Comments are noted. See submission 1 for recommended licensing hours for off-licences.</p> <p>No change is considered necessary. Discretionary conditions are already in place to control advertising.</p>

Sub No	Submitter	Topics	Comment
		<p>Trading hours for club-licences to be reduced to 10.00am – 12.00am.</p> <p>No more than 12 events should be authorised by a special licence to a single licensee.</p>	<p>It is recommended that no change be made to trading hours.</p> <p>Comments are noted. No change to the Lap is considered necessary.</p>
<p><b>14</b> <b>15</b></p>	<p>Supper Liquor Holdings Limited The Mill Retail Holdings Limited</p>	<p>It is submitted that a definition is required for new licence.</p> <p>Clause 4.0(b) of the Lap requires clarification to ensure it specifically covers new licensed premises which have been previously unlicensed.</p> <p>Clause 4.0(c) of the LA is ambiguous and provides no guidance for applicants.</p> <p>Clause 4.0(d) requires clarification to ensure that it covers new licensed premises which have been previously unlicensed.</p> <p>It is submitted that the discretionary condition relating to “single serves” off sales is ambiguous.</p>	<p>This matter has been addressed in submission 6.</p> <p>This matter has been addressed in submission 6.</p> <p>No change recommended. The clause allows Council to consider density issues.</p> <p>This matter has been addressed in submission 6.</p> <p>Comments are noted. No change to the Lap is considered necessary.</p>
<p><b>16</b></p>	<p>Caves Motor Inn and Panorama Motor Inn</p>	<p>The submitter objects to the reduced on-licence trading hours.</p>	<p>Comments are noted. No changes recommended. Hours in the Lap are consistent with those for Otorohanga and Waipa.</p>
<p><b>17</b></p>	<p>Health Promotion Agency</p>	<p>The Agency submits that when dealing with proximity issues in the Lap more specific criteria should be established.</p>	<p>Comments are noted. No change to the LAP is considered necessary.</p>
<p><b>18</b></p>	<p>Cloudy Ngatai</p>	<p>Mrs Ngatai suggests that off-licences trading hours should be limited with 9.00am being opening time.</p> <p>Te Kuiti does not require further licensed premises and off-licences should be reduced.</p> <p>The LAP should provide further controls of liquor advertising.</p>	<p>Comments are noted. It is proposed to amend off-licence trading hours (see submission 1).</p> <p>Comments are noted. No change to the LAP is considered necessary.</p> <p>Discretionary conditions allow control of advertising.</p>
<p><b>19</b></p>	<p>Hospitality NZ</p>	<p>Hospitality NZ submits that a definition for new premises is required in the LAP.</p>	<p>This matter has been addressed. (see submission 6)</p>

Sub No	Submitter	Topics	Comment
		<p>Maximum trading hours commencing at 9.00am for on-licences is too restrictive. In some cases trading should be able to commence at 7.00am.</p> <p>The hours for outdoor dining are too restrictive with 10.00pm closing.</p> <p>A mandatory one way door restriction is not necessary. It should only be imposed as a discretionary condition.</p> <p>Clubs should have a similar discretionary condition for one way door restrictions.</p> <p>There is concern that some special licence events do not have certified managers on duty.</p> <p>Hospitality NZ is concerned that the Lap appears to favour clubs.</p>	<p>This matter has been addressed. (see submission 7)</p> <p>This matter has been addressed. (see submission 6)</p> <p>No change recommended. (see submission 6)</p> <p>No change recommended. (see submission 6)</p> <p>Comments are noted. When it is considered necessary Council will ensure that certified managers are in attendance at functions.</p> <p>Comments are noted. The provision in the Waipa, Otorohanga and Waitomo LAPs all deal with clubs in a consistent manner. No changes recommended.</p>
<b>20</b>	Bart Hoera	<p>Mr Hoera submits that the one way door policy for on and club licences should be discretionary.</p> <p>A definition is required for new premises.</p>	<p>Comments are noted. (see submission 6)</p> <p>Comment is noted. (see submission 6)</p>
<b>21</b>	Hilary Karaitiana	<p>Mrs Karaitiana submits that hours for on-licences should be reduced Sunday to Wednesday 10.00pm closing time, Thursday to Saturday 1.00am closing time.</p>	<p>It is recommended that no changes be made to licensing hours. The hours in the draft policy are the same as the hours contained in the Otorohanga and Waipa LAPs.</p>
<b>21</b>	Hilary Karaitiana	<p>A cap should be applied to off-licences.</p> <p>Off-licence hours should be reduced to 10.00am to 9.00pm.</p> <p>Club-licence hours should be reduced to:  Sunday to Wednesday 11.00pm closing time  Thursday to Saturday 1.00am closing time</p> <p>No more than 10 events should be authorised by a special licence to a single licensee.</p>	<p>Comments are noted. No change to the LAP is considered necessary.</p> <p>Comments are noted. It is proposed to amend licence trading hours (see submission 1).</p> <p>It is recommended that no changes be made to club-licence hours.</p> <p>Comment is noted. No change to the LAP is considered necessary.</p>

Document No: 315281

File No: 037/043

**Report To: Council****Meeting Date:** 24 September 2013**Subject: Motion to Exclude the Public for the Consideration of Council Business****Purpose of Report**

- 1.1 The purpose of this business paper is to enable the Council to consider whether or not the public should be excluded from the consideration of Council business.

**Commentary**

- 2.1 Section 48 of the Local Government Official Information and Meetings Act 1987 gives Council the right by resolution to exclude the public from the whole or any part of the proceedings of any meeting only on one or more of the grounds contained within that Section.

**Suggested Resolutions**

- 1 The public be excluded from the following part of the proceedings of this meeting.
- 2 Council agree the following staff, having relevant knowledge, remain in attendance to assist Council with its decision making:  
...
- 3 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:

<b>General Subject of each matter to be considered</b>	<b>Reason for passing this resolution in relation to each matter</b>	<b>Section 48(1) grounds for this resolution</b>
1. Request for Review of Additional SUIPs charged on 54 Te Kumi Road, Te Kuiti	7(2)(i) Enable any local authority holding the information to carry on, without prejudice or disadvantage, negotiations (including commercial and industrial negotiations)	48(1)(a)

General Subject of each matter to be considered	Reason for passing this resolution in relation to each matter	Section 48(1) grounds for this resolution
2. Land Acquisition – Gribbon Road	7(2)(i) Enable any local authority holding the information to carry on, without prejudice or disadvantage, negotiations (including commercial and industrial negotiations)	48(1)(a)
3. Land Acquisition – Mangaotaki Road	7(2)(i) Enable any local authority holding the information to carry on, without prejudice or disadvantage, negotiations (including commercial and industrial negotiations)	48(1)(a)
4. Progress Report: Rural Halls	7(2)(i) Enable any local authority holding the information to carry on, without prejudice or disadvantage, negotiations (including commercial and industrial negotiations)	48(1)(a)
5. Progress Report: Mayoral Forum Work Streams and Regional Shared Service Initiatives	7(2)(i) Enable any local authority holding the information to carry on, without prejudice or disadvantage, negotiations (including commercial and industrial negotiations)	48(1)(a)

This resolution is made in reliance on Section 48(1)(a) of the Local Government Official Information and Meetings Act 1987 and the particular interest or interests protected by Section 6 or Section 7 of that Act or Section 6, Section 7 or Section 9 of the Official Information Act 1982 as the case may require are listed above.



MICHELLE HIGGIE  
**EXECUTIVE ASSISTANT**