

# Finance & Corporate Committee Public Agenda

## 21 September 2021

Audio Visual Meeting



Chairperson  
AW Brown

### Members

His Worship the Mayor JB Mylchreest, EM Andree-Wiltens, EH Barnes, LE Brown, PTJ Coles, RDB Gordon, ML Gower, B Koroheke (Te Kāhōhi Representative), SC O'Regan, MJ Pettit, EM Stolwyk, CS St Pierre, BS Thomas, GRP Webber

21 September 2021 01:00 PM - 01:57 PM

Agenda Topic		Presenter	Time	Page
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4.	Confirmation of Order of Meeting	Chairperson	01:03 PM-01:04 PM	5
5.	Confirmation of Minutes	Chairperson	01:04 PM-01:05 PM	6
5.1	Finance & Corporate Committee Minutes - 17 August 2021	Chairperson	01:05 PM-01:06 PM	7
6.	Hamilton and Waikato Tourism Annual Report	Steve Tritt Jason Dawson - CEO of Hamilton and Waikato Tourism	01:06 PM-01:26 PM	21
7.	Waikato Screen Formation Report	Steve Tritt Erin Griffiths and Madelien Scholten from Waikato Screen	01:26 PM-01:56 PM	56
8.	Resolution to Exclude the Public	Chairperson	01:56 PM-01:57 PM	65



## **APOLOGIES**

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## FINANCE AND CORPORATE COMMITTEE AGENDA



### DISCLOSURE OF MEMBERS' INTERESTS

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Members are reminded to declare and stand aside from decision making when a conflict arises between their role as an elected member and any private or other external interest they may have.



## LATE ITEMS

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Items not on the agenda for the meeting require a resolution under section 46A of the Local Government Official Information and Meetings Act 1987 stating the reasons why the item was not on the agenda and why it cannot be dealt with at a subsequent meeting on the basis of a full agenda item. It is important to note that late items can only be dealt with when special circumstances exist and not as a means of avoiding or frustrating the requirements in the Act relating to notice, agendas, agenda format and content.



## CONFIRMATION OF ORDER OF MEETING

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### **Recommendation**

*That the Finance & Corporate Committee confirms the order of the meeting.*



**To:** The Chairperson and Members of the Finance and Corporate Committee

**From:** Governance

**Subject:** **CONFIRMATION OF MINUTES**

**Meeting Date:** 21 September 2021

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## **1 EXECUTIVE SUMMARY**

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To confirm the minutes of the Finance and Corporate meeting held on 17 August 2021.

## **2 RECOMMENDATION**

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*That the open minutes of the Finance and Corporate Committee meeting held on 17 August 2021, having been circulated, be taken as read and confirmed as a true and correct record of that meeting.*

## **3 ATTACHMENTS**

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Finance and Corporate Minutes – 17 August 2021



**Time:** 1.00pm  
**Date:** Tuesday 17 August 2021  
**Venue:** Council Chambers, Waipā District Council, 101 Bank Street, Te Awamutu

## **PRESENT**

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### **Chairperson**

AW Brown

### **Members**

His Worship the Mayor JB Mylchreest (joined the meeting at 1.04pm), EM Andree-Wiltens, EH Barnes, LE Brown, PTJ Coles, RDB Gordon, B Koroheke (Te Kanohi), ML Gower, SC O'Regan, MJ Pettit, EM Stolwyk, CS St Pierre, BS Thomas, GRP Webber

## **1 APOLOGIES**

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### **RESOLVED**

3/21/44

That the apologies be received for His Worship the Mayor JB Mylchreest for lateness.

Councillor Stolwyk / Councillor Lou Brown

## **2 DISCLOSURE OF MEMBERS' INTERESTS**

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Deputy Chief Executive and Group Manager Business Support, Ken Morris, addressed the Committee members in advance of Item 10, 'Representation Review 2021 – Adopting of Initial Proposal' regarding the position in relation to pre-determination. Mr Morris advised (after consultation with a legal advisor) that providing elected members had an open mind regarding the report when entering into discussions and debate today there was no issue.

He also noted there was a very clear process in the legislation providing for the Council to make a determination on its own representation arrangements. There is a control mechanism in place as if there are any objections or appeals to Council's final proposal



the matter goes to the Local Government Commission to make the final decision on the Council's elected member representation.

Councillor Stolwyk declared an interest in Item 8, Mighty River Domain Temporary Liquor Bans for 2021/2022 Season.

### 3 LATE ITEMS

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There were no late items.

### 4 CONFIRMATION OF ORDER OF MEETING

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#### RESOLVED

3/21/45

*That the Finance & Corporate Committee confirms the order of the meeting..*

Councillor Andree-Wiltens /Councillor Lou Brown

### 5 MINUTES OF PREVIOUS MEETING

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#### RESOLVED

3/21/46

*That the open minutes of the Finance and Corporate Committee meeting held on 15 June 2021, having been circulated, be taken as read and confirmed as a true and correct record of that meeting.*

Councillor Gordon/Councillor St Pierre

### 6 HEALTH AND SAFETY 4-MONTH REPORT AUGUST TO NOVEMBER 2018-FEBRUARY 2019; APRIL TO JULY 2021 INCLUSIVE

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Manager Human Resources, Stephanie Shores, and Health and Safety Advisor, Bev Taylor took the 'Health and Safety 4-month report April to July 2021 inclusive' as read and answered questions from the committee members.

Congratulations was given to the team on the great work being undertaken in the health and safety area, particularly the roll out of health and safety practices into the organisational culture and the Men's Health focus initiative.





[Mayor Mylchreest joined the meeting at 1.04pm]

**RESOLVED**

3/21/47

*That the information contained in the 'Health and Safety Four Month Report; April to July 2021 Inclusive' (document 10671727), of Stephanie Shores, Manager Human Resources; and Bev Taylor, Health and Safety Advisor, be received.*

Councillor St Pierre/Councillor O'Regan

## **7 AMENDMENTS TO ELECTED MEMBER EXPENSE AND ALLOWANCE RULES AND PROVISIONS FOR MILEAGE**

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Manager Governance, Jo Gread took the Amendments to Elected Member Expense and Allowance Rules and Provisions for Mileage report as read, and answered questions.

**RESOLVED**

3/21/48

*That the Finance and Corporate Committee –*

- a) Receive the 'Amendment to Elected Member Expense and Allowances Rules and Provisions for Mileage' report (document number 10662356) of Jo Gread, Manager Governance;*
- b) Adopts the amendments to the 'Elected Member Expense and Allowance Rules' shown as red in Appendix 1 of this report (document number 10359819) with all amendments to apply from 17 August 2021, noting that the new allowances payable apply for the financial year starting 1 July 2021;*
- c) Approve the payment of mileage expenses to non-elected members appointed to the Pirongia Ward Committee at the mileage rates allowed under the Local Government Elected Members Determination issued by the Remuneration Authority on completion of an Expense Claim form and any other required documentation; and*
- d) Resolves that mileage claims for travel from any eligible non-elected member must comply with the following criteria:*
  - i. Be in a privately-owned vehicle, and*
  - ii. Be by the most direct route that is reasonable in the circumstances*
  - iii. Be between the non-elected members primary residence and the meeting or event they are required to attend.*

Councillor Thomas/Councillor St Pierre



## 8 MIGHTY RIVER DOMAIN TEMPORARY LIQUOR BANS FOR 2021/2022 SEASON

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Manager Property Services, Bruce Nunn presented his report and advised that liquor bans had been successful in the past to reduce problems due alcohol consumption.

Mr Nunn confirmed there was no change to the 2021/2022 liquor bans from previous years.

Councillor Stolwyk was asked to provide an update and answer questions in her capacity as Lake Karāpiro Site Manager. A discussion was had, and in particular with questions regarding Waka Ama. Te Kanohi Bronwyn Koroheke suggested a partnering approach with Iwi and key sponsors such as Te Wananga o Aotearoa on messaging around the liquor bans.

### RESOLVED

3/21/49

That –

- a) *The 'Mighty River Domain Temporary Liquor Bans for 2021/2022 Season' report (document number 10663601) of Bruce Nunns, Manager Property Services be received; and*
- b) *The Finance and Corporate Committee recommends that Council resolve to specify the Mighty River Domain, Lake Karāpiro (excluding any leased facilities and the Sir Don Rowlands Centre and any other area/s on the Mighty River Domain specifically licensed for the sale or service of alcohol) as subject to temporary liquor bans for certain events, dates and time periods, as listed in Appendix 1 (document number 10663601), pursuant to the Waipa District Public Places Alcohol Control Bylaw 2015 and the Local Government Act 2002.*

Councillor O'Regan/Councillor Coles

## 9 QUARTERLY PROPERTY SERVICES REPORT

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Manager Property Services, Bruce Nunns and Manager Property Services, John Miles took the Quarterly Property Services Report presented their report.

Mr Nunns raised points from the report including the intention to harvest 36 hectares of Pirongia Forest in November 2021, and the issue regarding the change in the District



Plan in 2017, which classified the Pirongia Mountain including the forestry blocks as Outstanding Natural Features Landscape. He indicated that this might jeopardise the timing of the harvest.

Mr Nunns also advised that the upgrade work on the pensioner housing units for compliance with the Healthy Homes legislation had been completed.

Te Kanohi Bronwyn Koroheke suggested Council explore the opportunity for a karakia before demolition.

#### **RESOLVED**

3/21/50

*That the information contained in the 'Quarterly Property Services Report' (document number 10662712), of Bruce Nunns, Manager Property Services, and John Miles, Manager Property Projects, be received.*

Councillor St Pierre/Councillor Thomas

## **10 REPRESENTATION REVIEW 2021 – ADOPTING OF INITIAL PROPOSAL**

Deputy Chief Executive and Group Manager Business Support, Ken Morris, challenged recent media which had suggested secrecy around the Representation Review. He noted the engagement with the Community Boards and that today's public meeting had a comprehensive agenda report and was being live streamed.

Mr Morris showed the committee members two maps identifying options for Community Board areas, map one labelled Rural and Urban (with community boards covering the whole district), which was included in the recommendation in the report. Map 2, "Status quo" equivalent (which was very similar to the current arrangements), which was identified after further investigation as an alternative option. He noted that Map 2 had previously been thought of as not achievable, but was now an option if the Committee decided it wanted to retain community boards in the governance structure.

Mr Morris further noted that in both the Executive Summary and the body of the agenda report there was a context paragraph that expressed the view of Council officers that the initial proposal provided good opportunity to test a governance structure with the community that does not include community boards, while remaining open to alternative means of engaging with localised communities.



Mr Morris then handed over to Governance Manager Jo Gread and Strategic Projects Driver Graham Pollard to take the Committee through the initial proposal for the representation review.

Ms Gread and Mr Pollard answered questions from the committee members. There was discussion on the options for community boards, including whether there should be Councillor appointments to the Boards.

Ms Gread clarified that Council needed to go out with a specific proposal to the community, but the consultation material would include reference to the Finance and Corporate report so that the community could see the other options that Council had considered.

Ms Gread outlined the timeline for the public consultation process.

Amendments were made to the recommendations including selecting the “status quo” equivalent option for the community boards, the change of name from Cambridge and Leamington Ward to Cambridge Ward and the word ‘who’ being changed to ‘which’ throughout the recommendation .

## RESOLVED

3/21/51

*That the Finance and Corporate Committee –*

- a) *Receive the ‘Representation Review 2021 – Adoption of Initial Proposal’ report (document number 10662354) of Jo Gread, Manager Governance;*
- b) *Pursuant to sections 19H and 19J and clauses 1 and 2 of Schedule 1A of the Local Electoral Act 2001 **ADOPTS** the following as its initial proposal for the review of representation arrangements for at least the 2022 triennial election:*
  - i) *Waipa District Council to comprise the Mayor elected at large and 11 councillors elected under the ward system, specifically 10 general ward councillors and one Māori Ward councillor;*
  - ii) *To ensure effective representation of communities of interest, alignment with the boundaries of the current statistical mesh block areas determined by Statistics New Zealand and, as far as practicable, alignment with community boundaries, Waipa District Council be divided into five wards, these being:*

# FINANCE AND CORPORATE COMMITTEE MINUTES



Ward and number of councillors	Communities of interest	Geographic reference
Waipā Māori Ward  One Māori Ward Councillor	Māori electoral population district - wide	The entire district – proposed boundaries of which are shown in Appendix Two
Cambridge Ward Four General Ward Councillors	Urban areas of Cambridge and Leamington	The area within the boundaries identified as the Cambridge Ward in Appendix Three
Te Awamutu and Kihikihi Ward Three General Ward Councillors	Urban areas of Te Awamutu and Kihikihi	The area within the boundaries identified as the Te Awamutu and Kihikihi Ward in Appendix Four
Pirongia and Kakepuku Ward Two General Ward Councillors	The rural areas surrounding the Te Awamutu and Kihikihi Ward which look to Te Awamutu as a service centre	The area within the boundaries identified as the Pirongia and Kakepuku Ward in Appendix Five, with the shared boundary with the Maungatautari Ward being more particularly delineated in Appendix Seven
Maungatautari Ward One General Ward Councillor	The rural areas surrounding the urban ward of Cambridge which look to the town as a service centre	The area within the boundaries identified as the Maungatautari Ward in Appendix Six, with the shared boundary with the Kakepuku and Pirongia Ward being more particularly delineated in Appendix Seven

# FINANCE AND CORPORATE COMMITTEE MINUTES



iii) Confirms the population that each ward member represents (based on the population estimates as at 30 June 2020 as provided by Statistics New Zealand) ensures fair representation of electors noting that:

- a) the population that each general ward councillor represents is within the range of 5,270 +/- 10% (4,743 to 5,797) in compliance with section 19V(2) of the Local Electoral Act 2001; and
- b) the number of Māori Ward members complies with Schedule 1A of the Local Electoral Act 2001.

<b>Ward</b>	<b>Population Estimate (as at 1 July 2021)</b>	<b>Number of Councillors</b>	<b>Population per Councillor</b>	<b>+/- 10%</b>
Waipā Māori Ward	5,100	1	5,100	N/A
Cambridge Ward	21,300	4	5,325	101%
Te Awamutu and Kihikihi Ward	14,600	3	4867	92.4%
Pirongia and Kakepuku Ward	11,250	2	5,625	106.8%
Maungatautari Ward	5,590	1	5,590	106%

iv) in light of the principle of fair and effective representation for individuals and communities, retains two (2) community boards representing four (4) communities, these being:



# FINANCE AND CORPORATE COMMITTEE MINUTES



Community Board, Subdivisions and number of members	Community	Geographic reference
<p>Cambridge Community Board comprising the Cambridge Subdivision and the Maungatautari Subdivision with the following membership:</p> <p>a) four Elected members from the Cambridge Subdivision</p> <p>b) one elected member from the Maungatautari Subdivision</p> <p>c) one appointed member from the Cambridge General Ward Councillors</p> <p>d) one appointed member from the Maungatautari General Ward Councillor</p>	<p>Cambridge and Leamington urban areas together with the rural areas surrounding the urban ward of Cambridge which look to the town as a service centre.</p>	<p>The Cambridge Subdivision is the area within the boundaries identified as the Cambridge Ward in Appendix Three</p> <p><b>Plus</b></p> <p>The Maungatautari Subdivision is the area within the boundaries identified as the Maungatautari Ward in Appendix Six, with the shared boundary with the Kakepuku and Pirongia Ward being more particularly delineated in Appendix Seven</p>
<p>Te Awamutu and Kihikihi Community Board comprising the Te Awamutu and Kihikihi subdivision and the Kakepuku subdivision with the</p>	<p>Te Awamutu and Kihikihi urban areas together with the existing [2019-2022] Kakepuku ward, comprising</p>	<p>The Te Awamutu and Kihikihi Subdivision is the area within the boundaries identified as the Te Awamutu and Kihikihi Ward in Appendix Four</p>

# FINANCE AND CORPORATE COMMITTEE MINUTES



<p>following membership:</p> <ul style="list-style-type: none"> <li>a) Four elected members from the Te Awamutu and Kihikihi Subdivision</li> <li>b) one elected members from the Kakepuku Subdivision</li> <li>c) one appointed member, from the Te Awamutu and Kihikihi General Ward Councillors</li> <li>d) one appointed member from the Pirongia and Kakepuku General Ward Councillors</li> </ul>	<p>rural areas surrounding the Te Awamutu and Kihikihi Ward which look to Te Awamutu as a service centre</p>	<p><b>Plus</b></p> <p>The Kakepuku Subdivision is the area within the boundaries identified as the Proposed Kakepuku Subdivision in Appendix Ten</p>
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- v) *The population that each elected community board member represents is within the range of +/- 10% in compliance with section 19V(2) of the Local Electoral Act 2001 as set out below:*

<b><i>Subdivision</i></b>	<b><i>Population Estimate (as at 1 July 2021)</i></b>	<b><i>Number of Elected Members</i></b>	<b><i>Population per Elected Member</i></b>	<b><i>+/- 10%</i></b>
<b><i>Cambridge Community Board</i></b>				
Cambridge Subdivision	22,510	4	5,628	99%



# FINANCE AND CORPORATE COMMITTEE MINUTES



Maungatautari Subdivision	5,970	1	5,970	105%
<i>Te Awamutu and Kihikihi Community Board</i>				
Te Awamutu and Kihikihi Subdivision	17,160	4	4,290	100.5%
Kakepuku Subdivision	4,190	1	4,190	98.1%

- c) *In accordance with section 19K(2) of the Local Electoral Act 2001, resolves that the reasons for the proposed changes to the current representation arrangements are:*
- i) *To reflect the establishment of a Māori Ward in accordance with Council's resolution on 19 May 2021;*
  - ii) *To reduce the number of Councillors to better reflect the number of councillors appropriate for a Council of the size of Waipā district;*
  - iii) *To combine the rural wards in response to population growth in the urban areas to ensure that there is a sustainable solution for representation in the future which provides effective and accessible representation to rural communities of interest within the district;*
  - iv) *A minor boundary change to the Cambridge Ward extending the Cambridge urban boundary to Fencourt Road and at Hautapu to accommodate future growth as shown on the map in Appendix Eight;*
  - v) *A minor boundary change to the Te Awamutu and Kihikihi Ward moving the area between Paterangi Road, Ngaroto Road and the railway into the Pirongia and Kakepuku Ward to align with statistical areas as shown on the map in Appendix Nine;*
  - vi) *To adjust the boundaries for the Subdivision for the Cambridge Community Board to align with the new ward boundaries, and*
  - vii) *To add an additional elected member to the Te Awamutu and Kihikihi Subdivision of the Te Awamutu and Kihikihi Community Board in order to be able to maintain the Te Awamutu Community Board in as close to its current*



*form as possible and ensuing compliance with section 19V of the Local Electoral Act 2001, recognising that Pirongia residents are already supported by the Pirongia Ward Committee.*

- d) *Adopts the Waipa District Council's Representation Review 2021 Initial Proposal for consultation, starting 27 August 2021 and closing 29 September 2021 and a public notice is published to that effect, in accordance with the Local Electoral Act 2001, and*
- e) *Delegates to the Deputy Chief Executive approval of the statement of proposal and submission form for consultation with the community on the initial proposal.*

Councillor Pettit / Councillor Stolwyk

Councillor Marcus Gower, Councillor Susan O'Regan and Committee Member Bronwyn Koroheke asked that their votes be recorded against.

## 11 CHANGES TO MĀORI WARD AND CONSTITUENCY PROCESSES SUBMISSION

Governance Manager, Jo Gread presented her report. Ms Gread advised that the submission supported bringing the Māori Ward process in line with the General Ward process with the exception of two points. These were to ensure targeted consultation with iwi and hapu was included in the engagement process, and if there were appeals to the Local Government commission on a Māori Ward issue that the local Government commission had the appropriate expertise in place.

Ms Gread answered questions from the committee members.

Resolution b) was amended to include it being subject to in respect of issue 3b also including support for targeted consultation with people of Māori descent or on the Māori electoral roll.

### RESOLVED

3/21/52

*That the Finance and Corporate Committee –*

- a) *Receive the 'Changes to Māori ward and constituency processes submission' report (document number 10662350) of Jo Gread, Manager Governance; and*
- b) *Approve the 'Response Form – Changes to Māori ward and constituency*



*processes' included as Appendix 1 of this Report (document number 10668847), for submission to the Department of Internal Affairs by 27 August 2021 subject to in respect of issue 3b also including support for targeted consultation with people of Māori descent or on the Māori electoral roll.*

Committee Member Koroheke/Councillor St Pierre

## 12 RESOLUTION TO EXCLUDE THE PUBLIC

### RESOLVED

3/21/53

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

*The general subject of the 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:*

General subject of each matter to be considered	Reason for passing this resolution in relation to each matter	Ground(s) under section 48(1) for the passing of this resolution
13. Confirmation of Public Excluded Minutes 14. Acquisition of Land for Road off Victoria Road Cambridge 15. Land Swap with Road Reserve 16. Acquisition of Land on Western Arterial Designation 17. Acquisition of Land Te Awamutu	Good reason to withhold exists under section 7 Local Government Official Information and Meetings Act 1987	Section 48(1)(a)

# FINANCE AND CORPORATE COMMITTEE MINUTES



*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 Sections 6, 7 or 9 of the Official Information Act 1982, as the case may be, which would be prejudiced by the holding of the whole or relevant part of the proceedings of the meeting in public, are as follows:*

Item No.	Section	Interest
13	Section 7(2)(a)	<i>To protect the privacy of natural persons, including that of deceased natural persons.</i>
13,16	Section 7(2)(b)(ii)	<i>To protect information which if public would unreasonably prejudice the commercial position of the person who supplied or who is the subject of the information.</i>
13	Section 7(2)(c)(i)	<i>To protect information which is subject to an obligation of confidence where the making available of the information would be likely to prejudice the supply of similar information, or information from the same source, where it is in the public interest that such information should continue to be supplied.</i>
13	Section 7(2)(h)	<i>To enable the council to carry out, without prejudice or disadvantage, commercial activities.</i>
13,14,15,17	Section 7(2)(i)	<i>To enable the council to carry on, without prejudice or disadvantage, negotiations (including commercial and industrial negotiations)</i>

Councillor Stolwyk/Councillor Gordon

There being no further business the meeting closed at 2.59pm

## CONFIRMED AS A TRUE AND CORRECT RECORD

CHAIRPERSON:

.....

DATE:

.....



## INFORMATION ONLY

**To:** The Chairperson and Members of the Finance and Corporate Committee

**From:** Business Development Manager

**Subject:** **HAMILTON AND WAIKATO TOURISM ANNUAL REPORT**

**Meeting Date:** 21 September 2021

### 1 EXECUTIVE SUMMARY

This report introduces the Hamilton and Waikato Tourism (HWT) Annual Report to 30 June 2021, which will be presented by HWT CEO, Jason Dawson.

HWT is the region's Regional Tourism Organisation (RTO), whose role is to generate competitive economic benefit through visitor sector strategies focussed on increasing visitor length of stay and spend.

HWT is funded through a public/private partnership with the region's tourism industry and six local authorities including: Hamilton City, Matamata-Piako, Ōtorohanga, Waikato, Waipā, and Waitomo district councils. South Waikato has recently withdrawn from the partnership.

The report notes that annual visitor expenditure for Waipā district increased 14% to year-end June 2021, and was also ahead of visitor spend in the pre-COVID year end June 2019.

For the year ending June 2021, the visitor economy injected \$138 million into Waipā's economy (based on electronic card transactions). This compares with \$118m in year end June 2020 and \$125m in year end June 2019.

The following appendices accompany this report:

- Appendix 1 – Hamilton Waikato Tourism Annual Report to 30 June 2021 to Waipā District Council (document number 10685191)
- Appendix 2 – Hamilton Waikato Tourism Insights September 2021 (document number 10685287)

## 2 RECOMMENDATION

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*That the report titled 'Hamilton and Waikato Tourism Annual Report' of Steve Tritt, Business Development Manager, together with the 'Hamilton Waikato Tourism Annual Report to 30 June 2021 to Waipā District Council' (document number 10685191), and 'Hamilton Waikato Tourism Insights September 2021' (document number 10685287) be received.*

## 3 BACKGROUND

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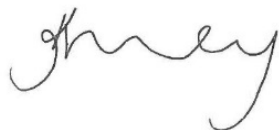
HWT provides six monthly reporting to Council. The Annual Report to 31 June 2021 is attached to this report.

Jason Dawson, Chief Executive of HWT, will be in attendance to speak to his report.



Steve Tritt

**BUSINESS DEVELOPMENT MANAGER**



Kirsty Downey

**MANAGER STRATEGY**



Approved by Ken Morris

**DEPUTY CHIEF EXECUTIVE / GROUP MANAGER BUSINESS SUPPORT**

## APPENDIX 1

Hamilton Waikato Tourism Annual report to Waipa District Council to 30 June 2021 (*document number 10685191*)





## Annual Report to Waipā District Council 1 July 2020 – 30 June 2021

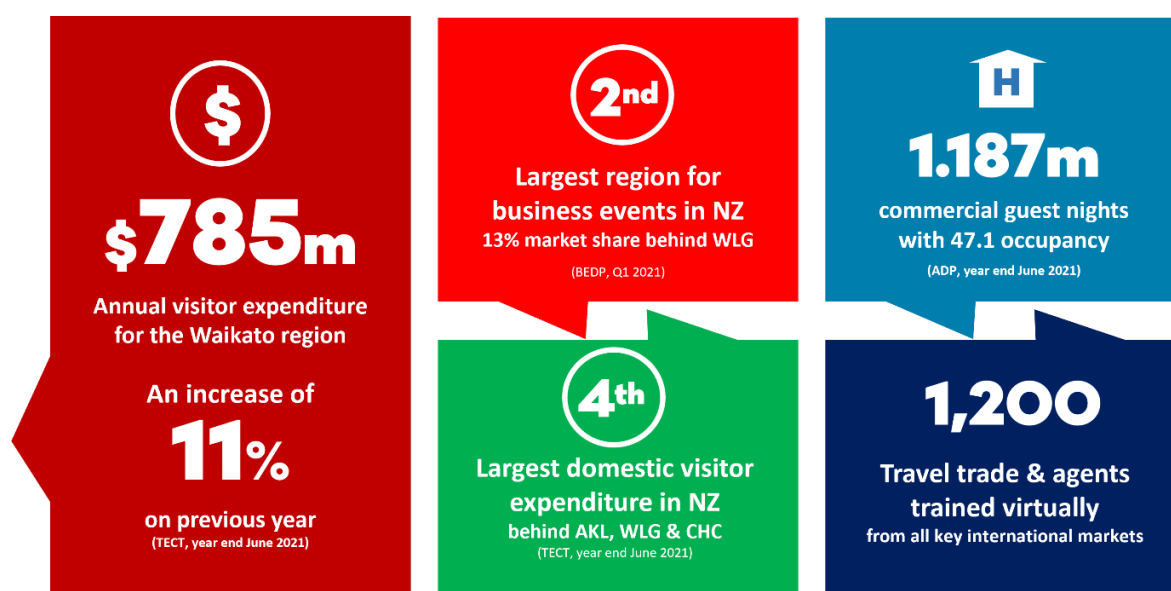
Hamilton & Waikato Tourism (HWT) is the region's Regional Tourism Organisation (RTO) whose role is to generate competitive economic benefit through visitor sector strategies focused on increasing visitor length of stay and spend. It leads destination management, destination marketing, business events & conventions, major event coordination and the Thermal Explorer Regional Events Fund for the region.

Hamilton & Waikato Tourism is a subsidiary company under the Council Controlled Organisation (CCO) of Waikato Regional Airport Limited. It has a commercial board with Annabel Cotton as its Chair.

During the 2020-21 financial year, HWT was funded through a public/private partnership with the region's tourism industry and seven local authorities including Hamilton City and Matamata-Piako, Ōtorohanga, Waikato, Waipā, Waitomo and South Waikato Districts.

From 1 July 2021, Hamilton & Waikato Tourism will no longer be funded by South Waikato District Council to promote and support tourism businesses in South Waikato District. The withdrawal of support follows a decision by the council to cut its \$60,000 annual investment and not renew its three-year funding agreement with Hamilton & Waikato Tourism.

### Key highlights





## Executive summary

Hamilton & Waikato Tourism has been relentless in leading the restart, recovery and reset strategy for Waikato's visitor economy to ensure our sector could move from 'survive' to 'thrive'. From supporting our tourism and event businesses through the long-term impacts of COVID-19, using this time to reset the industry for the future, lobbying for additional Government support and executing multi-channel marketing campaigns targeting the leisure, business and events market in key 'drive and fly' markets, including Australia when the quarantine-free travel opened.

Locals and wider Waikato residents are a key audience for our tourism businesses which make-up a third of their market. We decided to accelerate and enhance our locals campaign through the new 'Mighty Local' platform which included a new 'hot deals' section on our website [waikatoz.com](http://waikatoz.com) to incentivise our residents to explore their own backyard on weekends and school holidays.

We continue to partner with Tourism New Zealand's 'Do Something New, New Zealand' national domestic marketing campaign to successfully drive demand, visitation and expenditure into our region. We also collaborated with a number of other regions to drive visitation and expenditure into Waikato such as our first-ever Auckland partnership and working with our Central North Island regions like Bay of Plenty, Rotorua, Taupo, Ruapehu and Tairāwhiti Gisborne with a 'Get Out More NZ' short-break itineraries. Our geographic location continues to drive our success with 2.6 million people living within a three-hour drive radius of our region.

The long-term economic and social impact for the tourism sector is ongoing. It has been estimated that 42% of New Zealand's visitor economy comes from international tourism and there is an expected gap of \$12.9 billion in visitor expenditure. Tourism is vital to the region's recovery with every \$178,000 of tourism spend creating a job; this equates to 40 international visitors or 480 domestic overnight trips. International visitors spend on average \$232 per day which is over three-times more than local residents at \$74 per day or domestic travellers at \$155 per day.

Compared to 2019-2020, tourism spending has increased 11% for the Waikato tourism region over 2020-2021 achieving \$785 million in visitor expenditure for the year ended June 2021. Although we are seeing increased expenditure and visitation across the region, it is a very different story for the Waitomo District which continues to remain well-below industry averages with double-digit expenditure decreases and visitor numbers over 75% down compared to pre-COVID levels.

The latest figures released by the Business Events Data Programme show the Waikato region secured 13% market share of all New Zealand business events being held in Q1 2021. With 196 business events held in the region during January to March 2021, this placed the Waikato region second in the country behind Wellington at 29% for the number of meetings, conferences and exhibitions held.











Over 17,000 delegates were hosted in the region during this time, equating to a 13% market share of the total number of delegates hosted in the country, third behind Wellington (28%) and Auckland (14%).

Domestic business events delegates have always been an important visitor segment for the region contributing \$480 per day to the economy, double the amount of the leisure visitor. Business events are also a key seed market driving repeat visitation and further economic benefit as delegates will often return for a holiday with their friends or family.

The first round of funding from the Thermal Explorer Regional Events Fund was announced in June 2021 with \$1.6 million allocated to a total of 15 events from the Waikato, Rotorua, Taupō and Ruapehu regions. The selected events are a mixture of new and existing and include business, sport, culture and exhibitions. In total, the events are predicted to attract over 120,000 attendees, with two-thirds being visitors from outside the host region.

## Performance targets

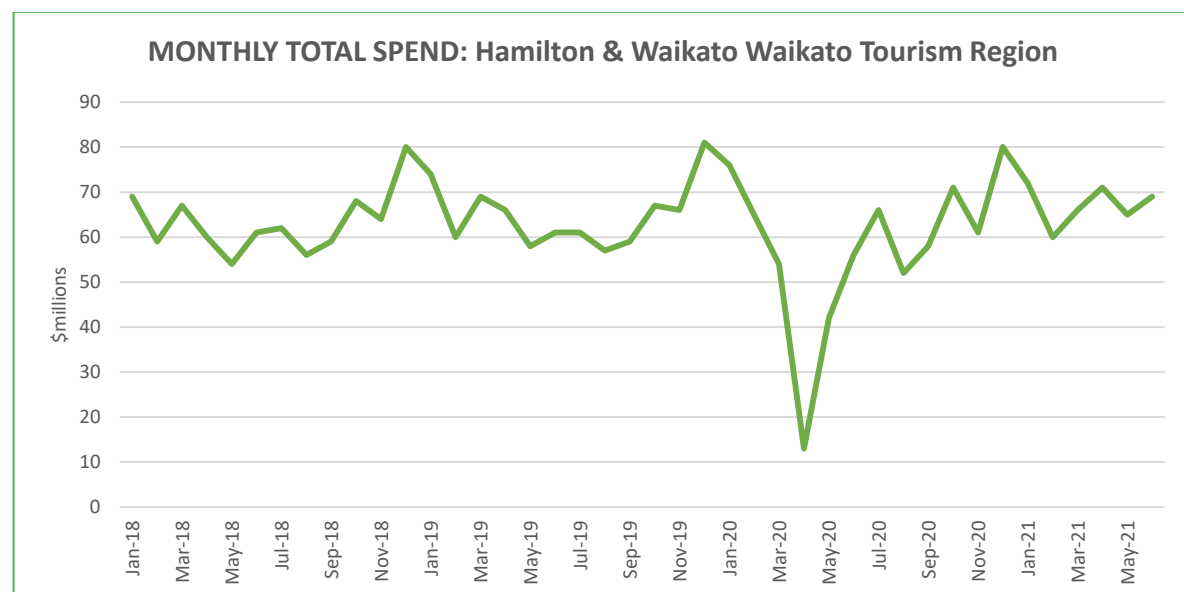
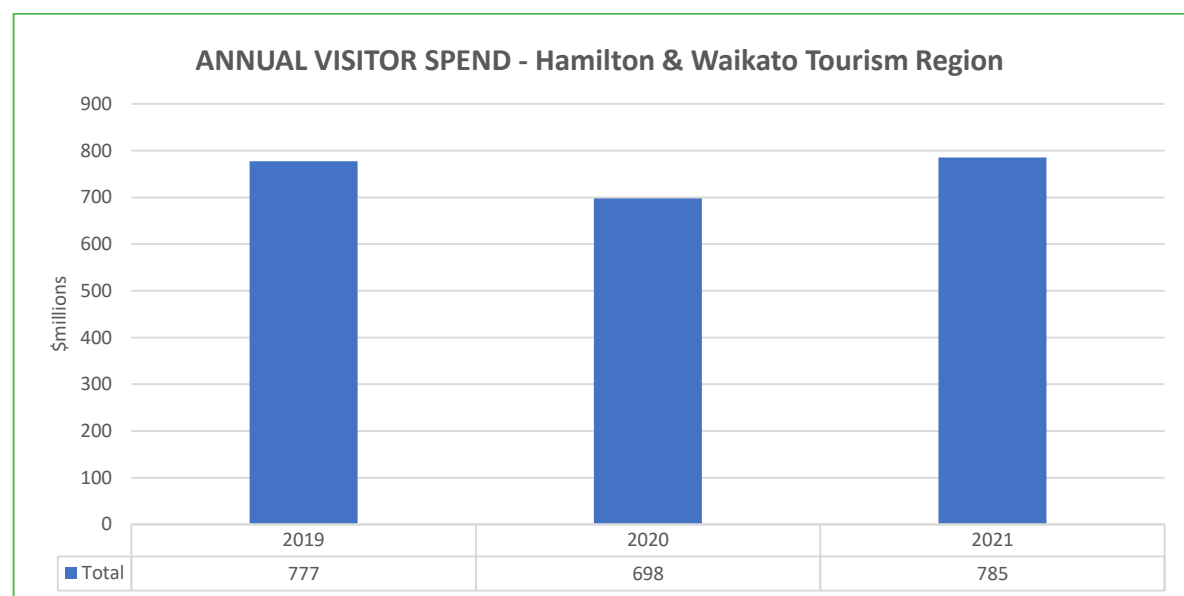
Given the restart journey for the visitor economy post-COVID, Hamilton & Waikato Tourism (HWT) revised five performance targets which are set in the 'Schedule of Services for Local Government 2020-2021'. The results are provided below.

Measure	Result
 <b>Visitor nights</b> 0% increase of total visitor nights' vs national compared to 2019-20	 <b>1.187m</b> guest nights <small>(Accommodation Data Programme, Year ending June 2021)</small>
 <b>Visitor spend</b> 0% increase in visitor spend across the region compared to 2019-20	 <b>11%</b> up on previous year <b>\$785million</b> annual expenditure <small>(MBIE; TECT; Year ending June 2021)</small>
 <b>Conventions, incentives &amp; business events</b> Rebuild & restore market share of total business events to 5%	 <b>13%</b> market share of business events hosted within NZ Second behind Wellington <small>(Business Events Data Programme Q1 2021)</small>
 <b>Industry investment</b> \$100,000 of industry contribution towards marketing activities & campaigns	 <b>\$160,000</b> domestic campaigns, famil in-kind contributions & visitor guide sales <small>(As at 30 June 2021)</small>
 <b>Media &amp; travel trade</b> 10 media outlets hosted + 50 travel trade trained or hosted	 <div> <b>23</b> media outlets hosted           <b>12</b> agents hosted           <b>1200</b> agents trained         </div> <small>(As at 30 June 2021)</small>

## Visitor statistics and expenditure

The Ministry of Business, Innovation and Employment (MBIE) have discontinued the Monthly Regional Tourism Estimates (MRTes) as they were becoming unreliable within the Covid-19 environment. They have replaced the data with an interim data set capturing electronic card transactions. The key difference is that this data does not make any estimates for online or cash spending. This interim data set provides some district level information but is more limited than the older MRTes. MBIE have provided three years of TECT data for comparisons.

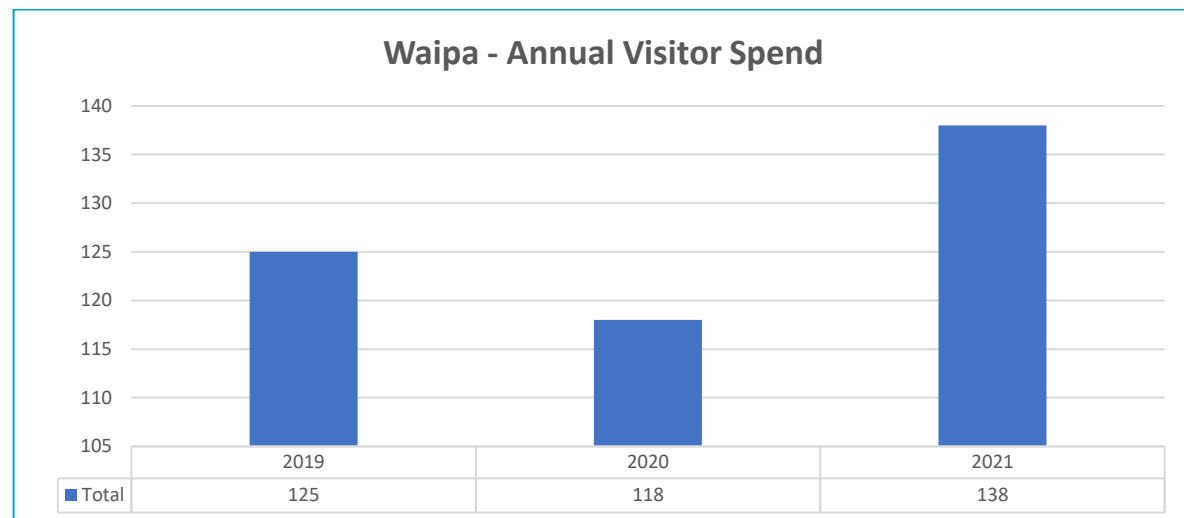
Compared to 2020, tourism spending has increased 11% for the Waikato RTO region for the year ended June 2021.



Source: Tourism Electronic Card Transactions, MBIE (June 2021)

## Visitor expenditure in Waipā District

Annual visitor expenditure for Waipā district increased 14% to year end June 2021. For the year ending June 2021, the visitor economy injected \$138 million into Waipā's economy (based on electronic card transactions).

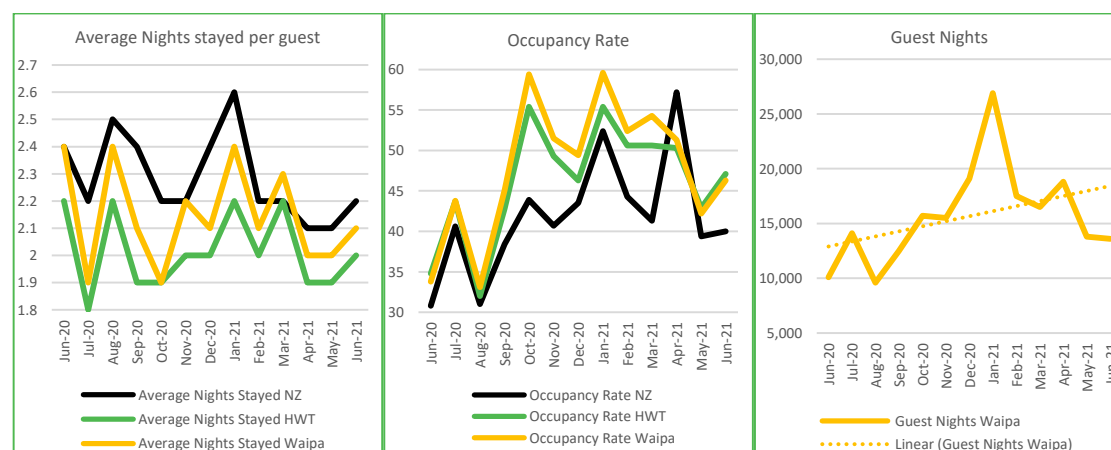


Source: Tourism Electronic Card Transactions, MBIE (June 2021)

## Commercial accommodation in Waipā District

The new national 'bed nights' measurement tool, the Accommodation Data Programme (ADP) began providing monthly measurements from June 2020.

Waipā district has 23 commercial accommodation providers contributing data into this programme (unlike the old Commercial Accommodation Monitor, this is not a legal requirement). The occupancy rate for Waipā accommodation providers in June 2021 was 46.3%. In comparison, the Waikato region achieved 47.1% and the national occupancy was 40%. People stayed an average of 2.1 nights per visit/stay. This resulted in 13,600 guest nights in June 2021. For the 12 months up to and including June 2021, Waipā achieved 193,600 guest nights.

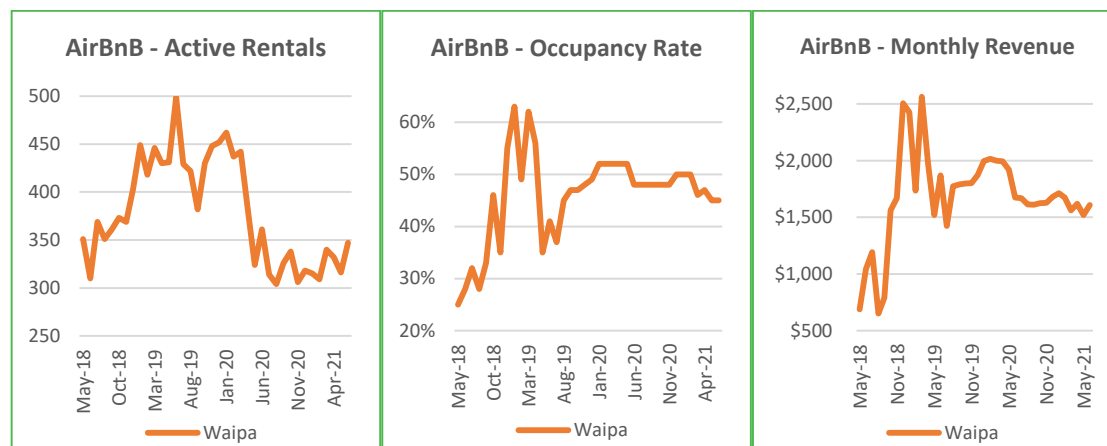


Source: Accommodation Data Plan, MBIE (June 2021)

## Non-commercial accommodation in Waipā District

Waipā district also had 347 properties listed on AirBnB during June 2021 as alternative accommodation to the traditional commercial offerings. This has decreased from 361 listings (down 14) in June 2020.

These properties experienced 46% occupancy during June 2021. For the 12 months May 2020 to June 2021, the average occupancy rate for AirBnB properties in Waipā was 48%.



Source: AirDNA (June 2021)

## Trade & leisure marketing

### Domestic marketing

#### External domestic markets: Open for Exploration Campaign

Our domestic marketing campaign, 'Open for Exploration', ran from June to August targeting the key drive markets for the Waikato (Auckland, Bay of Plenty, Rotorua, Taupo and Taranaki).

This campaign ran across Facebook, Instagram, Google Display & Search, YouTube and digital placements with NZ Herald, the campaign was designed to complement the 'Do something new, New Zealand' national campaign by encouraging visitors to see new things in familiar places, while also exploring the known and unknown adventures of the Waikato. The campaign creative included user generated content (UGC) imagery, videos featuring our tourism operators welcoming visitors back and the 'Do Something New NZ' device.

#### External & internal domestic markets: school holiday promotions

Given the environment and the importance of the September 2020 school holidays for operators after lockdown, HWT undertook a specific digital 'school holidays' campaign. The campaign targeted drive markets as well as Waikato residents to promote travel to and within the Waikato and channels included social media advertising and e-DMs.

## **Hot Deals platform**

HWT launched a free, user-generated platform designed to showcase operators' latest promotions, experiences, deals and information to HWT's consumer audience while optimising their Google My Business (GMB) posts at the same time.

The platform integrates a wide variety of Waikato businesses – from activities and accommodation to tour operators, as well as retail and hospitality providers. Businesses are able to upload their own offer, experience, deal or upcoming event through the platform and the information displays on waikatoz.com as well as their Google business listing. HWT understands this to be the first platform in NZ that allows for this to happen, providing time and process-efficiencies for operators across the two channels.

## **External domestic markets: Summer 'It's just magic!' campaign**

Our Summer inspiration campaign 'It's just magic,' targeting key drive markets inspiring them to visit the Mighty Waikato as part of their summer travel plans, was live from 18 November to 14 December. Like the rest of New Zealand, we have never had to promote the region to domestic visitors over the summer period as our tourism operators are normally busy with international visitors.

The Summer campaign was primarily video-led and focused on highlighting personal experiences of previous visitors to the region. We know the Waikato is well placed for a short break, so this campaign targeted this type of travel rather than the traditional week-long breaks taken over the summer period.

## **Internal domestic market: Christmas Campaign - Gift Guide**

Our annual Christmas Gift Guide campaign launched into the local Waikato market on 30 November and concluded on 21 December. With the theme of 'Give the gift of Magic' the campaign encouraged Waikato residents to gift experiences from local tourism businesses or tickets to upcoming local events. This campaign targeted the internal domestic market for the Waikato through Facebook and Google adverts and advertising in local newspapers including the Cambridge Edition, Hamilton Press, Matamata Chronicle and Waikato Times.

## **Internal domestic market: Summer 'It's just magic!' Campaign**

The Summer "Explore Your Own Backyard" campaign used the same personal concept as the external summer campaign with video pieces from locals who had visited and loved Waikato various attractions. Aimed to encourage locals who weren't travelling out of the Waikato during this time to explore the region over the festive holiday season, this campaign launched in late December and ran through January. The online campaign featured domestic operator partners and the region's natural assets such as walks, waterfalls, beaches and cycleways as well as summer events and school holiday activities.

## **'Get Out More NZ' Domestic Campaign – Central North Island collective**

For the first time, HWT partnered with our neighbouring regions Bay of Plenty, Rotorua, Taupo, Ruapehu and Tairāwhiti Gisborne in the domestic market. Targeting drive markets through online and print channels, the first phase of the 'Get out More NZ' campaign ran from September until mid-December with the second phase running from late March until late May 2021. The collective produced a lift-out print magazine as part of the second phase which was distributed via the Dominion Post, Waikato Times, The Press (Christchurch),

Taranaki Daily News, Manawatu Standard and Sunday Star Times. A total of 99,800 copies were distributed.

As part of our collaborative activity, the group exhibited at the 2020 Motorhome & Caravan Show as well as at Fieldays 2021. Using a life-size viewmaster and the theme of ‘view something new’ as the hook, the aim was to raise awareness and drive preference for holidays in the Central North Island.

### **Love This, Love That Campaign – Auckland JV**

For the first time, we partnered with Auckland RTO on a joint campaign to encourage residents to enjoy experiences in their extended backyard. The campaign launched on 22 March and ran through until late April. Based on the familiar expression ‘love thy neighbour’, the campaign targeted Auckland and Waikato residents and was designed to encourage travel around the two regions during autumn by showcasing activities and attractions across five themes – nature, active breaks, family, relaxation and wellness, and food. We also worked with Urban List to create articles that tie into campaign theme.

### **External & internal domestic markets: Easter & School Holidays Campaign**

We launched a digital campaign at the end of March to target local and travellers over the Easter break and April school holidays period. This campaign was targeting both Waikato residents, and those within a drive distance of the region encouraging travel to and around the region during autumn by showcasing activities and attractions on offer via digital ads. This phase of domestic marketing activity ran until late-April across Facebook in various ad formats.

### **Kids Cycling Guide**

Cycling continues to be a key special interest topic for both local and domestic visitors to the region. HWT worked with influencer and travel guide creator Outdoor Kid to create a “Family-Friendly Guide to Cycle Trails in the Waikato”. The guide features rides such as Te Awa - The Great NZ River Ride.

### **Internal domestic market: Mighty Locals Campaign**

To continue the ‘Mighty Local’ message we developed during lockdown in 2020, we launched a digital campaign to encourage local residents to continue to explore their own backyard, and to share great Waikato experiences with visiting family and friends from NZ or Australia. This campaign launched in early May and ran until late June, running across Google Display Network and Facebook.

### **Tourism New Zealand - Urban Experiences Campaign**

As a region with a main metro, we worked with Tourism New Zealand and the other four main cities across the country (Auckland, Wellington, Christchurch and Dunedin) on an ‘Urban Experiences’ campaign to encourage city visitation through short breaks and holidays. The first phase of the campaign launched mid-October using the content platform Neat Places and showcased each city through five local experts’ guides of their favourite things.

The second phase of this campaign went live mid-January until the end of February 2021, again partnering with Neat Places to create more bespoke guides for each city. The

Hamilton guide was distributed to all i-SITES in the region and Hamilton Airport. Billboard advertising at Hamilton Airport was also introduced in February. Hamilton was Tourism New Zealand's top performing city for the Urban Leisure campaign with a referral rate of 36%.

### **Tourism New Zealand - summer campaign**

Tourism New Zealand worked with Regional Tourism Organisations (RTOs) across the country to develop the content for their summer campaign. The production crew visited the Waikato during early October filming in three locations to showcase different ways to 'do something new' in the region over summer. Surfing in Raglan was a key feature of the creative, as well as visiting Hamilton Gardens and kayaking with Lake District Adventures. This campaign launched into market late November to play off the back of their 'firework' song launch in early November in which the region also features.

### **Content Creators Project**

HWT worked with Tourism New Zealand and social media agency Socialites on a content creation project. The programme matched micro-influencers around New Zealand with operators in each region who needed assistance with creating visual content for their social media channel. The content created by the influencers can be used by the operators, HWT and Tourism New Zealand as well.

Tourism New Zealand funded five influencers per region and HWT funded an additional four to enable the region to access a total of nine content creation pieces. The project also included some workshops and resourcing to lift capability and upskill operators in their own social media content creation and utilisation as well.

### **Regional Events**

HWT supported regional events throughout the year by profiling them in campaign activity, on social media and with coverage on [waikatoz.com](http://waikatoz.com). Events are an important driver for domestic visitation as well as local expenditure, and post-COVID they provide great reasons for repeat visitation to a region. The events section of [waikatoz.com](http://waikatoz.com) has ranked amongst the most visited sections of the site illustrating that the interest and demand for events remains high.

### **Summer Events**

A specific 'Waikato Summer Events Guide' campaign launched mid-January and concluded mid-February after running for four weeks. This campaign targeted Waikato residents and key drive markets including Auckland, Taranaki, Bay of Plenty and Manawatu. Ads targeting these markets ran on Google and Facebook as well as a print version distributed as an insert (117,000 copies) in the Bay of Plenty Times, Cambridge Edition, Hamilton Press, Manawatu Standard, Taranaki Daily News, Piako Post and Waikato Times.

### **Fieldnights Campaign**

In support of Fieldays we implemented our annual 'Fieldnights' campaign. This campaign is designed to encourage exhibitors and visitors who are in the region for Fieldays to explore more while they are here, whether that be on tourism experiences or dining out at local eateries. This small campaign launched the first week of June and ran until the conclusion of the Fieldays event on 18 June.



## **The Apprentice Aotearoa**

HWT partnered with Great Southern Television and Hamilton City Council on a task challenge for episode three of The Apprentice Aotearoa. Classics Museum and Hamilton Gardens were featured, plus Mayor Paula Southgate and HWT CE Jason Dawson were panel judges.

## **Matariki Events Campaign**

A new initiative this year was the creation of a specific 'Waikato Matariki Events' campaign which launched in early June and will conclude at the end of July to coincide with Matariki from 11 June – 31 July. Supporting the Matariki Ki Waikato festival, this campaign is targeting Waikato residents encouraging them to participate in events happening across the region to celebrate the Māori New Year. This campaign ran across digital channels and included 84,000 printed copies of an events guide which was distributed through the Waikato Times, Hamilton Press and Cambridge Edition in June.

## **Annual Visitor Guide**

50,000 copies of the 2021 Official Regional Visitor Guide were distributed in late December 2020. This is a reduced number from the 2020 distribution due to the impacts of COVID-19 and international borders being closed. The guides have proven popular as NZers travel through their own backyard, with national distribution through i-SITEs and airports, displays at visitor attractions, used at trade shows, and conference delegate packs. This guide remains a cost-neutral project with discounted advertising sales (out of recognition of the impact of COVID on industry) funding the production and distribution of the guide.

## **Media**

Post-lockdown, we have had a successful year for domestic travel media coverage with a number of media pitches, famils and hosting. Domestic media platforms and publications are content hungry and we have leveraged this opportunity. Coverage includes content in:

- Kia Ora magazine
- NZ Herald Travel Supplements
- NZ House & Garden
- Cuisine magazine
- NewsHub
- Good magazine
- AA Directions
- MindFood
- Coverage across the Stuff network in print and online

HWT undertook a content partnership with Cuisine magazine for their January edition. This partnership included an eight-page feature on the region's F&B offering by editor Kelli Brett, plus a regional map of foodie hot spots, a Waikato eatery being showcased in their five-page bar bites article and a four-page recipe feature with guest chef Martin Bosley showcasing Waikato produce and products.

## **Virtual International Media Marketplace Australia**

HWT attended the Virtual International Media Marketplace event on 5 -6 May. The AU/NZ media focused event highlighted trends and changes in the media industry and featured a series of speaker sessions including; Australia industry insights, how to collaborate with media and consumer behaviours in 2021.

The 'marketplace' is an exhibition-style event that brings top Australian and New Zealand travel journalists and freelancers together for a series of 16 x 15min appointments. We are currently working through media opportunities that have resulted from the event in collaboration with our neighbouring regions. HWT attended the event alongside other regions from the ECNI collective, to showcase not only each of the individual regions but also highlight the collective offering in the Central North Island.

## International marketing

While no physical training or sales activity with international travel trade has been possible (on or offshore), we have continued to undertake virtual trade training and promotional activities throughout the year. This resulted in over 1,200 travel sellers (wholesalers, product managers, frontlines OTAs, home-based agents) across the globe being trained on the Waikato.

### Webinars

- **TNZ North America – Relaxation & Romance webinar:** 180 agents from around North America tuned in for the NZ Relaxation & Romance webinar which featured a live cross to Waikato and the Hamilton Gardens along with five other destinations around the country.
- **TNZ Australia Virtual Famil:** This the first 'virtual famil' activation where six regions across New Zealand were selected as part of a Relaxation & Romance themed event. For Waikato, we featured Zealong Tea Estate where HWT and a representative from Zealong toured the plantation and took part in a tea tasting together.
- **TNZ UK/Europe – Wildlife webinar:** The Waikato was selected to be the only RTO to present to 140 travel sellers around the UK/Europe in TNZ's Wildlife webinar. HWT presented on the wildlife experiences available in the Waikato including Sanctuary Mountain Maungatautari and trade-ready experiences that showcase glowworms such as Waitomo operators and Lake District Adventures.
- **Explore Central North Island webinars:** HWT took part in two ECNI webinars for the NZ and AU markets in early December – the first being a Thermal Explorer Highway overview/update and the second being a dedicated Waikato webinar. For the dedicated webinar HWT provided a regional overview and we invited a selection of trade-ready operators to provide updates on their businesses through live crosses so viewers could see and hear what was happening in real time and provided an interactive element.
- **TNZ South East Asia Virtual Road Trip:** HWT took part in the TNZ South East Asia Virtual Road Trip series by contributing to two webinars based on the products available in the Waikato. The first of the webinars was on the 3rd of March and attracted 119 agents. This webinar featured highlights and videos from Hobbiton Movie Set and Sanctuary Mountain Maungatautari along with a regional introduction about further products in the Waikato. The second webinar was on the 17th of March and attracted 118 agents. This webinar was livestreamed from The Henley in Cambridge, and also featured highlights and videos from Hamilton Gardens and Discover Waitomo's Ruakuri Cave.
- **TNZ Korea Webinar:** HWT also took part in a webinar with TNZ Korea. This was on 31 of March and attracted 74 agents. The key product that was featured was Hamilton Gardens as the webinar was livestreamed and hosted from the gardens. There was

also a regional introduction about the other key trade products available in the region.

- **TNZ Japan Webinar:** HWT hosted a webinar in early May with TNZ Japan. The 253 attendees joined HWT, TNZ and Hobbiton Movie Set for the webinar which was livestreamed from Hobbiton Movie Set. While showcasing the Green Dragon Inn and The Millhouse on Set, HWT also provided an introduction to the region and highlighted other key trade products available.
- **Southern World Trade Training:** 2 x 2 ½ hour one-on-one virtual training session. 48 agents and Southern World team (NZ IBO and USA based wholesaler). Live chat and presentation to update and train agents on the regional offerings and updates.
- **TNZ Australia Virtual Trade Show:** Online event with over 200 Australian and NZ retail and wholesale agents. Virtual stand, live chat and PPT presentation sessions, plus a 6-minute mainstage video.
- **ANZCRO Webinar:** Part of a wider JV initiative with ANZCRO – webinar session to train agents and support ANZCRO in promotion of the region and the development of Waikato packages. This webinar went live to 77 Australian agents – and the full 137 registrations received the link to watch again or share. A new Waikato blog page on ANZCRO site was also created. The webinar featured a regional 101, product updates, and a live cross and virtual tours with Hobbiton Movie Set and THL/Ruakuri Cave, as well as a virtual tour of Hamilton Gardens. This was presented from Hidden Lake Hotel in Cambridge.
- **ECNI Kiwi Trade Chat:** Virtual Trade Show – one-on-one online appointments with 34 Product Managers from NZ and Australia as part of the ECNI Group trade training programme. Discussions, queries and regional power point presentation featuring key products and product updates.

### **Accor Famil**

We hosted an Accor-organised famil in November with 12 key Inbound Tour Operators (ITOs). During the visit, we showcased Zealong Tea Estate and Good George Brewery, including their tours and experiences. The itinerary included Novotel Tainui Hamilton to view the new executive rooms and we presented on what the wider region has to offer. As a result, several of the ITOs have reached out about follow-up opportunities and itinerary creation for their NZ-based clients and international clients when borders open.

### **JV campaign with Flight Centre NZ**

HWT partnered with Flight Centre NZ in December on a week-long content promotion through Flight Centre's brands (Flight Centre, Travel Associates and Travel Managers) and retail stores. The campaign was delivered through GDN and Facebook advertising and as well e-DMs and in-store billboards.

### **TRENZ**

The tourism industry's largest international buying and selling event TRENZ did not happen due to the continued international border closure.

Instead, TRENZ Hui was held in May where 750+ people from across the industry came together for two days of strategy sessions and industry workshops. While it wasn't like the traditional 'selling' trade show, it was an opportunity to connect on a large scale and plan for the future of the sector.

## Marketing activity for Waipā District

A summary of specific trade and leisure marketing for Waipā district is detailed below.

Target market	Campaign or activity	Waipā experiences profiled
<b>Media – domestic &amp; international famils</b>	Media hosting and famils profiling Waipā District: <ul style="list-style-type: none"> <li>• Good Magazine famil</li> <li>• NewsHub famil</li> <li>• Bare Kiwi</li> <li>• Cuisine Magazine famil</li> <li>• NZ Herald famil</li> <li>• Growing up without borders</li> <li>• Kia Ora Magazine</li> </ul>	Sanctuary Mountain Maungatautari, Hidden Lake Hotel, The Henley, Cambridge Top 10, Takapoto Estate, Alpha St Kitchen, Pony, Alpino Cambridge, Monavale Blueberries, Culinary Cambridge, Te Ara Wai, Te Awamutu Space Centre, Cambridge Farmers Market, Cambridge Township, Te Awa River Ride, Shopping in Cambridge, Good Union, Koi, The Tree Church
<b>Media - domestic</b>	Waipā District was profiled as part of regional promotions in the following publications: <ul style="list-style-type: none"> <li>• NZ Herald Travel Supplements</li> <li>• AA Directions</li> <li>• NZME 'Eat your way around Cambridge'</li> <li>• Stuff.co.nz</li> <li>• NZ House &amp; Garden</li> <li>• AA Cycling &amp; Walking Guides</li> <li>• MindFood</li> <li>• Woman Magazine</li> <li>• Family Times</li> <li>• Good Magazine</li> <li>• Hamilton Press</li> </ul>	What the Food, Sanctuary Mountain Maungatautari, Punnet, Fill Good, Alpino, Boatshed Café, Bellefield Butter, Cambridge Farmers Market, Gourmet Delicious, Alpha Street Kitchen, Hidden Lake Hotel, The Bikery, Wholly Cow, Te Awa – The Great NZ River Ride, The Henley, Wholly Cow, Koi, The Tree Church, Takapoto Estate, Alpha St Kitchen, Pony, Alpino Cambridge, Monavale Blueberries, Culinary Cambridge, Te Ara Wai
<b>Travel Trade – webinars</b>	International trade training webinars: <ul style="list-style-type: none"> <li>• TNZ SEA Virtual Road Trip</li> <li>• TNZ SEA Virtual Road Trip</li> <li>• TNZ Korea</li> <li>• TNZ Japan</li> <li>• ANZCRO Waikato</li> <li>• TNZ Virtual Expo</li> <li>• Southern World Virtual Trade Training Event</li> </ul>	Trade-ready products: Sanctuary Mountain Maungatautari, The Henley, Hidden Lake Hotel, Destination Cambridge's Rural Experiences, Rural Tours (farm tours & farm stays)

Target market	Campaign or activity	Waipā experiences profiled
<b>Travel Trade – Explore Central North Island Alliance</b>	<p>HWT are part of the Central North Island RTO alliance known as ‘Explore Central North Island’ which includes the two touring routes – The Thermal Explorer Highway and the Pacific Coast Highway. Trade training webinars Jul-Dec:</p> <ul style="list-style-type: none"> <li>• Thermal Explorer highlights</li> <li>• Waikato region update</li> <li>• ECNI 'Kiwi Chat' virtual trade expo</li> </ul>	<p>Trade-ready products:</p> <p>Sanctuary Mountain Maungatautari, The Henley, Hidden Lake Hotel, Destination Cambridge’s Rural Experiences, Rural Tours (farm tours &amp; farm stays)</p>
<b>Domestic consumer -Local, Hamilton &amp; Waikato</b>	<ul style="list-style-type: none"> <li>• School Holidays – Sept 2020</li> <li>• Hot Deals – Oct 2020 &amp; Jan 2021</li> <li>• Christmas Gift Guide – Dec 2020</li> <li>• Locals – It’s just magic! – Dec 2020 – Jan 2021</li> <li>• Get Out More NZ – phase one and two</li> <li>• Christmas Gift Guide – Dec 2020</li> <li>• Summer Events – Jan – Feb 2021</li> <li>• Easter &amp; School Holidays – April 2021</li> <li>• Kids Cycling Guide – Apr – May 2021</li> <li>• Mighty Locals – May – June 2021</li> <li>• Fieldnights – June 2021</li> <li>• Matariki Events – June – July 2021</li> </ul>	<p>Sanctuary Mountain Maungatautari, Hidden Lake Hotel, The Henley, Te Awa – The Great NZ River Ride, Te Awamutu Museum, Festival One, Te Ara Wai, Ride Cycling Festival, Gallagher Bike Skills Park, Hoops &amp; Scoops.</p>
<b>Domestic consumer - External Drive &amp; Fly Markets</b>	<ul style="list-style-type: none"> <li>• Open for Exploration Campaign – July - August 2020</li> <li>• School Holidays – Sept 2020</li> <li>• Hot Deals – Oct 2020 &amp; Jan 2021</li> <li>• It’s just magic! – Nov – Dec 2020</li> <li>• Summer Events – Jan – Feb 2021</li> <li>• Easter &amp; School Holidays – April 2021</li> <li>• Kids Cycling Guide – Apr – May 2021</li> <li>• Love This, Love That Auckland Campaign</li> <li>• Fieldnights – June 2021</li> </ul>	<p>Sanctuary Mountain Maungatautari, CamJet, Hidden Lake Hotel, The Henley, Festival One, Te Ara Wai, Te Awa – The Great NZ River Ride, CamJet, Ride Cycling Festival</p>

Target market	Campaign or activity	Waipā experiences profiled
<b>Domestic consumer – Chinese New Zealanders</b>	Ongoing campaign activity has continued through our Weibo social media channel, blogs, forums etc	The Sculpture Park at Waitakaruru Arboretum, Kakepuku Mountain, Pirongia, Cambridge, Te Awamutu, Lake Te Koo Utu, Sanctuary Mountain Maungatautari, Lake Serpentine, Lake Ngaroto, Lake Karapiro, Maungakawa Scenic Reserve, Gallagher Bike Skills Park, GelatAmore, Monavale Blueberries, Yarndley's Bush, Hoops & Scoops, Kaniwhaniwha Caves, Pirongia Forest park, Karapiro Berry Box, Hidden Lake Hotel.
<b>Domestic &amp; International consumer and trade</b>	<p>2021 Hamilton &amp; Waikato Regional Visitor Guide</p> <p>Guide to Waikato Walking Trails</p> <p>Kids Cycling Guide</p> <p>Guide to Waikato Cycle Trails</p>	<p>Waipā district and towns profiled in 'Regional Highlights', 'Cambridge' and 'Te Awamutu' sections. Waipā district-based tourism operators have advertised in their respective sections.</p> <p>Maungakawa Scenic Reserve, Cambridge, Maungakawa Loop Walk, Sanctuary Mountain Maungatautari, Te Awamutu</p> <p>Te Awa River Ride: Avantidrome to Cambridge, Sanctuary Mountain Maungatautari, Gaslight Theatre, GelatAmore, Paddock café, Gallagher Bike Skills Park, The Bikery Café</p> <p>Avantidrome, Gallagher Bike Skills Park, Bike NZ and Triathlon NZ, Te Awa - The Great New Zealand River Ride, Cambridge, Lake Karapiro, Te Miro Mountain Bike Park, Te Miro Mountain Bike Club.</p>

Target market	Campaign or activity	Waipā experiences profiled
<b>Domestic &amp; international consumer, travel trade and media</b>	Quarterly e-newsletters are distributed to our consumer, trade and media databases	Cambridge, Te Awamutu i-SITE, Motorhome, Caravan & Leisure Show Mystery Creek, Alpino Cambridge, Alpha St Kitchen, Paddock, Sanctuary Mountain Maungatautari, Lake Karapiro, Te Awamutu Annual Craft Fair, Te Awa – The Great NZ River Ride, Te Ara Wai Journeys, The Henley, Lake District Adventures, The Sculpture Park At Waitakaruru Arboretum, Hidden Lake Hotel, Ride NZ Cycling Festival, The Henley, Taste of Italy, Hamilton Airport, Waipa Business Network Awards.
<b>Domestic &amp; International consumer</b>	Waikato profiled through HWT's website and various social profiles including Facebook, Instagram, Twitter & YouTube.	<p>Lake Te Koo Utu, Kakepuku, Mountain, NZMCA Motorhome, Caravan &amp; Leisure show - Mystery Creek, Cambridge, Te Awamutu, Pirongia, Jet Park Hotel, The Sculpture Park at Waitakaruru Arboretum, Te Ara Wai Journeys, Lake Ngaroto, Pirongia Trail Run, Te Awa - The Great NZ River Ride, Te Awamutu Christmas Parade, Kaniwhaniwha Caves, Sanctuary Mountain Maungatautari, Christmas on the Maunga, Cambridge Christmas Parade, Peter Pan Gaslight Theatre, Lake Karapiro, Pirongia Forest Park, National Track Series Round, Lake District Adventures, Spring Challenge Women's Adventure Race, Te Awamutu Museum, Fieldays Online 2020, Henley High Tea</p> <p>Fieldays 2021, Matariki Dish Challenge, Duets Gaslight Theatre, NZCT New Zealand Canoe Sprint Championship, Mighty River Domain, Monavale Blueberries, Feast Waikato 2021, Iron Fist 10 - Fight Night - Don Rowlands Centre, Cambridge Cycling Festival, Easter events, Rotary Runway Run, Taste of Italy, GelatAmore, Karapiro Berry Box, Kiwigrass Festival, RIDE NZ's Cycling Festival, Te Wānanga o Aotearoa National Sprint Championships, Maungakawa Scenic Reserve, Street Kai on the Marae, Festival One 2021, Yarndley's Bush, What The Food, Modernism - The New Look of Architecture in Te Awamutu, St Andrew's Anglican Church.</p>

## Conferences, incentives & business events

### Conference leads and rehousing

During the 2020-21 financial year, Business Events Waikato managed 18 leads, four bid document requests and 50 referrals as well as some basic assist requests such as supplying regional imagery. Our business events team successfully relocated 16 business events after Jet Park Hotel Hamilton Airport became a designated Managed Isolation Facility earlier in the year and we were able to re-house most of the events within the Waikato.

We are fortunate the Waikato is predominantly a domestic conference destination and easy to get to from key markets. Our marketing activity is focused on multi-day association and the corporate conference market.

Unfortunately, three of our largest commercial accommodation providers are now unavailable as they are Managed Isolation Facilities which has impacted on the conference market, significantly reducing our offer for larger multi-day association conferences. Hosting some of these conferences is now very challenging due to limited accommodation availability.

In addition to our limited commercial accommodation inventory, the biggest threat to the conference market is uncertainty. Event organisers cannot confidently book conference venues and accommodation, plus they are afraid of the force majeure clauses in contracts. Currently venues are experiencing short lead-in times which brings its own challenges.

### Business Events Waikato Showcase

The Business Events Waikato Showcase scheduled for 24<sup>th</sup> September 2020 had to be cancelled due to the change in COVID-19 alert levels. The business events team have rebooked this event to be held on 23<sup>rd</sup> September 2021 (pending alert level change). The target market for this event will be local organisers, meeting planners, EAs and PAs based within driving distance of the Waikato. We will predominantly target corporates who organise one day meetings through to multi-day conferences and events.

### Convention Bureau activity

Summary of specific conference marketing activity (1 July 2020 to 31 June 2021)

Activity	Detail
Enquiries	86 enquiries managed
Buyers Hosted	<ul style="list-style-type: none"> <li>• International Hobbit Day - 5 Waikato PCOs</li> <li>• Pre BE:Reconnected dinner – 6 hosted buyers</li> <li>• Bespoke famils – 4 local buyer famils hosted</li> <li>• Wellington Soiree – 50 buyers, co-hosted with 6 BE partners</li> <li>• Pre-MEETINGS dinner – 7 buyers, co-hosted with three BE partners</li> <li>• Local buyer famils – 6 postponed March 2022</li> <li>• Mega Famil – 1 postponed until Nov 2021</li> </ul>



<b>Trade Shows &amp; Event Attendance</b>	<ul style="list-style-type: none"> <li>• AuSAE LINC – shared site with Dunedin business events</li> <li>• BE:Reconnected – BEIA</li> <li>• Office &amp; PA Show – shared site with Hobbiton™ Movie Set</li> <li>• Association X + Business Exchange</li> <li>• MEETINGS – Australasian trade show in Auckland</li> <li>• AuSAE Networking Lunch, Auckland</li> <li>• AuSAE BA4, Auckland</li> <li>• AAPNZ Waikato annual breakfast – Abby Camp represented</li> <li>• AAPNZ BA5s throughout the year</li> </ul>
<b>BE partner activity</b>	<ul style="list-style-type: none"> <li>• BEW partner zoom</li> <li>• Reunite Industry Dinner</li> <li>• Christmas partner breakfast</li> <li>• BEW sustainability breakfast</li> <li>• Hobbiton event</li> <li>• Gold partner catch ups</li> <li>• HWT Symposium</li> </ul>
<b>Campaigns &amp; advertising</b>	<ul style="list-style-type: none"> <li>• WBN quarterly advertorial</li> <li>• Pre-MEETINGS LinkedIn campaign</li> <li>• Preview Mag advertorial (pre-MEETINGS magazine)</li> <li>• Meetings Newz advertising</li> <li>• BEW Directory</li> <li>• www.meetwaikato.com</li> <li>• HWT Industry Newsletter – BE inclusion</li> <li>• Locals LinkedIn campaign</li> <li>• Mighty Waikato Campaign – phase 1 July, phase 2 Dec 2020</li> </ul>
<b>Waipā District BE partners</b>	<p>Jet Park Hotel, Mystery Creek Events Centre, Avantidrome, Cambridge Raceway, The Henley, Lakeview Lodge, Sir Don Rowlands Centre, Vilagrad Winery, Camjet, Helicorp, Outshine, Sanctuary Lodge Maungatautari, Sanctuary Mountain, SBI Productions, Hidden Lake Hotel</p>

## Restart, recover & reset the visitor economy

Hamilton & Waikato Tourism has been instrumental in leading the restart, recovery and reset of the regional tourism and events sector. The impacts of the COVID-19 pandemic were swift and severe for the entire visitor economy which includes tourism businesses, activities and attractions, accommodation providers, retail and hospitality, transport operators, conferences and business events, major events and venues, education institutions, plus the many suppliers who partner with the sector.

There are a number of key initiatives underway to support the rebuild and reset of Waikato's tourism sector.

### Strategic Tourism Assets Protection Programme (STAPP)

The \$230m Strategic Tourism Assets Protection Programme (STAPP) was announced in the Government's budget in May 2020 to protect the assets in the tourism landscape that form the core of our essential tourism offerings to ensure their survival through the disruption caused by COVID-19. Grants and loans were allocated to tourism businesses, Inbound Tour Operators and Regional Tourism Organisations.

#### TOURISM BUSINESSES

130 tourism businesses received a total of \$261m in support comprised of a mix of grants and loans. The Waikato region were successful with initial funding support provided to the following tourism businesses:

- Discover Waitomo: up to \$4m over two years (year one will be a grant and year two will be a loan if required)
- Ōtorohanga Kiwi House: \$500,000
- Waitomo Adventures: \$500,000
- Spellbound Glowworm and Cave Tour, Waitomo: 401,440
- Caveworld Waitomo: \$290,000

#### REGIONAL TOURISM ORGANISATIONS

Hamilton & Waikato Tourism successfully applied for a maximum of \$700,000 to address the significant shortfall in industry investment. The criteria for applying for the grant was to retain existing local government investment.

The financial support could only be used to enhance work from the Aotearoa New Zealand Government Tourism Strategy in the following three priority areas:

1. domestic marketing;
2. industry capability; and
3. adopting a destination management approach.

Out of the 27 programmes of work we successfully received funding under the three tagged areas listed above, 11 were collaboration projects with other regions which border the Waikato.

Specific STAPP projects we have either completed or will be finalised by December 2021 for Waipā District include:

- Developing a locals Ambassador programme to train frontline staff in the history, stories of people and place of Waipā District, plus exceptional customer service - ***underway***
- Review and refresh of touring routes (collaboration project with Visit Ruapehu and Destination Rotorua) - ***underway***
- Co-curate and development of food tourism experiences, including itineraries, marketing initiatives and product development (collaboration project with Destination Rotorua) – ***complete and action plan developed***
- Domestic marketing to build demand and attract visitation to the district, including event promotion and a joint Auckland drive market campaign with Auckland Unlimited (previously ATEED) - ***completed***
- Participation in the national and Central North Island domestic marketing campaigns driving visitation into the district - ***completed***
- Regional tourism marketing advisory services for tourism businesses - ***underway***
- Launching a regenerative tourism leadership programme to enhance sustainability initiatives for tourism operators - ***completed***

All other projects from participation with Tourism New Zealand’s national domestic marketing campaign, partnerships with AA Traveller and the NZ Motor Caravan Association through to procurement of visitor travel data, will benefit the city and wider region as well.

## **Tourism Communities: Support, Recovery and Reset Plan**

In addition to the \$20.2 million in grants that was allocated to RTOs through the Strategic Tourism Assets Protection Programme (STAPP) by the Government in 2020/2021, the \$26 million Tourism Communities: Support, Recovery and Re-set Plan was announced in May for RTOs to manage, plan, promote, and market tourism activities in their regions. This funding is for the 2021/2022 financial year.

As a medium-large RTOs with a local government contribution of \$1 million to \$3 million, HWT are eligible to receive up to \$1 million.

This funding support is available for a programme of activity across three categories and appropriately scaled to the RTO’s needs, priorities and agreed investment plan;

1. **Destination Management & Planning**
2. **Industry Capacity Building and Product Development**
  - Engaging specialist support to assist with planning, industry capability building and product development;
  - To provide capacity to implement the work programme across the three categories;
  - RTO capability building including participation in MBIE-RTNZ forums and events; and
  - Feasibility and business case development (please specify the specific opportunities).

### 3. Domestic and International Marketing

- Tactical domestic marketing activity including creative development, enhancing digital platforms, media buying, and PR activity;
- Tactical international marketing activity that complements Tourism New Zealand's marketing activities including creative development, enhancing digital platforms, media buying, and PR activity;
- Event and business event promotion (eg. promotion of venues, events, marketing);

This work must be completed by using RTO staff, or by external capability.

On 17<sup>th</sup> August 2021, Minister of Tourism, Hon Stuart Nash, visited the Waikato and announced our Reset Investment Plan application was successful and we will receive \$1 million to undertake the activities listed above and implement the new regional Destination Management Plan.

## Adopting a destination management approach for Waikato

Destination management brings together different stakeholders to achieve the common goal of developing a well-managed, sustainable visitor destination. It is an ongoing process that requires destinations to plan for the future and considers the social, economic, cultural and environmental risks and opportunities.

Adopting a destination management approach enables communities and destinations to respond to changing conditions and determine the type of tourism they would like to have and the benefits they would like to receive, taking an active role in managing these.

Destination management requires a holistic and integrated approach with three interdependent components:

1. **Visitor Experience:** the Waikato's experience offering, including activities, attractions, supporting infrastructure, services and amenities.
2. **Marketing and Promotion:** the destination's marketing and promotional activity, creating demand and enabling the destination to be competitive, productive and sustainable.
3. **Resource Management:** the region's strategy, policy and regulatory frameworks, Te Tiriti o Waitangi, co-governance arrangements, organisational structures and the investments that support the destination.

We have successfully managed to attract funding from the Ministry for Business, Innovation and Employment to undertake this work. After the first round of stakeholder consultation, a Draft Waikato Destination Management Plan will be released for a second round shortly.

## Major and regional events

Hamilton & Waikato Tourism know that hosting major and business events are crucial to lead the economic and social recovery of the Waikato region. Tourism New Zealand research indicates that up to one-third of domestic travel is primarily driven by people looking to participate in events.

Post-COVID, the national funding made available has enabled us to activate our Regional Major Events Strategy.

### Regional Events Fund – Thermal Explorer Highway

The four regions of the Thermal Explorer Highway collective including Waikato, Rotorua, Taupō and Ruapehu were approved \$3.75 million for regional events by Tourism Minister Stuart Nash on 18 December 2020.

The Regional Tourism Organisations (RTOs) from Waikato, Rotorua, Taupō and Ruapehu, alongside their council partners, worked together on developing a collaborative regional events investment plan for the next 2-3 years to drive additional domestic visitation into their regions.

Hamilton & Waikato Tourism were selected as the Lead Entity for the Regional Events Fund across the four regions. We see the collaboration between Waikato, Rotorua, Taupō and Ruapehu will lead to a strong and compelling event proposition for our four regions, who also partnered together for the Domestic Events Fund.

The bulk of the \$3.75 million fund will be used to create a contestable fund with successful events being supported over a three-year period. The focus will be on the development of iconic or anchor events, with a mix of new and expansion of existing events. Another portion of the funding will be used to run capability building workshops and training for event organisers and suppliers, plus develop or update existing regional event strategies; with the remainder to cover administration, legal and event measurement.

The first round of funding from the Thermal Explorer Regional Events Fund was announced in June 2021 with \$1.6 million allocated to a total of 15 events from the Waikato, Rotorua, Taupō and Ruapehu regions. The selected events are a mixture of new and existing and include business, sport, culture and exhibitions. In total, the events are predicted to attract over 120,000 attendees, with two-thirds being visitors from outside the host region. The second round for the Contestable Fund will open in February 2022.

## Industry support

The Kirikiriroa-Hamilton Ambassador workshops continue to be offered monthly and we now have trained 221 people.

We continue to coordinate the Event Venues and Crowded Spaces Forum, with the latest meeting held in May 2021. This forum is an opportunity for venues to share intelligence, emergency services to update venues, plus changes to health, safety and risk mitigation, including COVID-19 actions. The next meeting will be held in October 2021.

## Regional Business Partner Network

The Government provided funding for subsidised business advice services under the COVID Business Recovery Programme. In the Waikato region, this was delivered through the Regional Business Partner (RBP) programme with Te Waka. Hamilton & Waikato Tourism were sub-contracted to Te Waka for three months to provide advice and support for tourism businesses. In total, 77 tourism businesses were supported through the RBP programme.

## Establishment of Waikato Screen

The Waikato Regional Council has decided to allocate one of its first grants from the Regional Development Fund to Hamilton & Waikato Tourism. Over the next three financial years, \$575,000 will be granted to HWT to establish a Waikato Film Office – to be called ‘Waikato Screen’.

Waikato Screen will be established as a separate entity and be co-located with HWT for the next three years. HWT will then contract Waikato Screen to undertake the role of a Regional Film Office including marketing activities to showcase Waikato as a desirable screen destination. They will also work alongside prospective filmmakers to facilitate their needs from film permits through to post-production, creating sustainable employment opportunities within Waikato.

## Conclusion

As we continue to lead the rebuilding and reimagining of our tourism industry post-COVID, our key focus areas for the coming six months include:

- continue to work with our industry to stimulate domestic demand throughout the winter/spring season;
- support tourism businesses through delivery of free industry capability building training;
- undertake a second round of consultation for the Draft Waikato Destination Management Plan;
- investigate, review and enhance existing and new touring routes around the region and across borders;
- accelerate sales, marketing and trade activity in the business events sector to maintain market share;
- support the development of large-scale commercial accommodation to increase average length of stay;
- assist new visitor experience development across the region;
- lead round two of the Regional Events Fund for Waikato, Rotorua, Ruapehu and Taupō;
- complete the additional 27 programmes of work funded under STAPP to boost our economic and social recovery;
- continue to lobby and advocate for the tourism sector with Government; and
- establishment of a Regional Film Office to be called ‘Waikato Screen’.

On behalf of the board and management of Hamilton & Waikato Tourism, we would like to sincerely thank Waipā District Council, our local government partners and the industry for their continued support, especially as we continue to work our way through the long-term impacts of COVID-19. Your proactive and supportive approach managing the impacts of COVID-19 has been greatly appreciated by the tourism sector and our community.

**Jason Dawson**

Chief Executive

Hamilton & Waikato Tourism

September 2021

## APPENDIX 2

Hamilton Waikato Tourism Insights September 2021 (*document number 10685287*)





Where magic runs deep

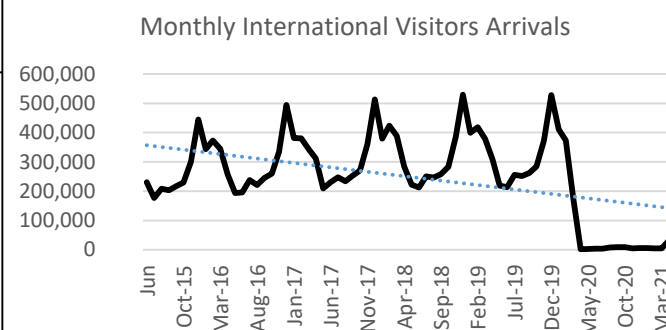
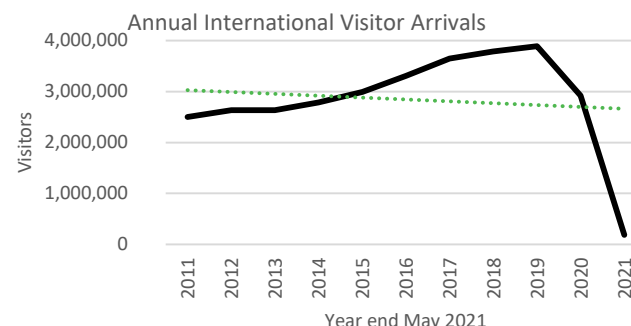
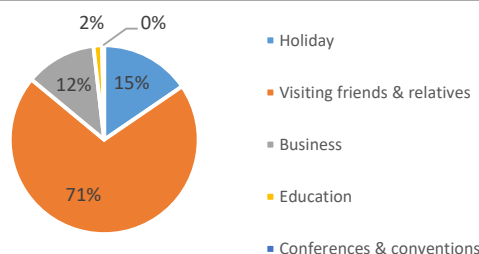
# Visitor statistics & insights

September 2021

## National Stats - International Visitor Arrivals

MBIE: International Visitor Arrivals (YE June 2021)

<b>Visitor #s</b>	<b>186,385</b>	<b>-93.6%</b> change
Australia	140,388	<b>-88.0%</b> change
USA	7,487	<b>-96.2%</b> change
China	6,626	<b>-97.7%</b> change
UK	3,100	<b>-70.5%</b> change
Germany	2,297	<b>-99.1%</b> change
Japan	1,536	<b>-91.7%</b> change
Holiday	23,668	<b>-98.4%</b> change
VFR	108,009	<b>-87.2%</b> change
Business	18,636	<b>-92.5%</b> change
Education	2,249	<b>-95.8%</b> change
Conference	545	<b>-99.1%</b> change
Other	33,278	



## National Stats - Tourism Electronic Card Transactions

MBIE: Tourism Electronic Card Transactions (YE July 2021)

<b>Total</b>	<b>\$ 12,151</b>	<b>5.5%</b> change
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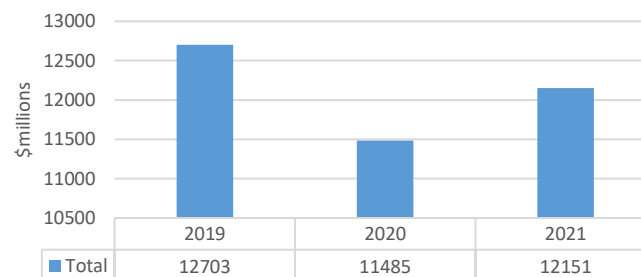
(NOTE: Visitor spend all 'millions)

NOTE: MBIE have changed method of reporting visitor expenditure. This is now based on **electronic card transactions ONLY**. There is no longer any estimates to include online/cash payments.

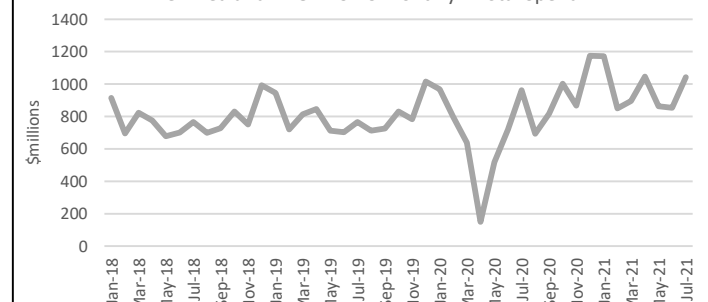
NOTE: MBIE have advised the TECT data does not correctly reflect International spend, therefore reporting on TOTAL or DOMESTIC spend only

[MBIE TECT Data](#)

Tourism Electronic Card Transactions:  
National - Visitor Spend



Tourism Electronic Card Transactions:  
New Zealand - DOMESTIC Monthly x Total Spend


[waikatonz.com](http://waikatonz.com)

# Visitor statistics & insights

September 2021

## How we compare

### Visitor Spend

Waikato visitor spend increased by 11%

NZ visitor spend increased by 5%

Monthly Visitor Spend

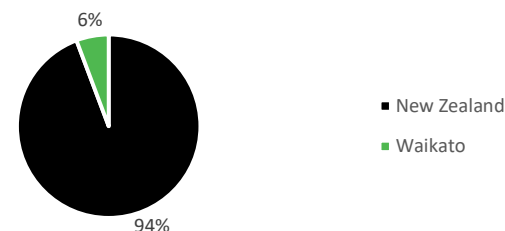
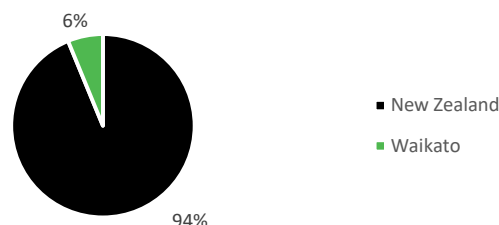
Annual Visitor Spend

5th behind Auckland, Christchurch, Wellington and Queenstown

4th behind Auckland, Christchurch and Wellington

Waikato share of NZ visitor expenditure  
Month: July 2021

Waikato share of NZ visitor expenditure  
Year End: July 2021

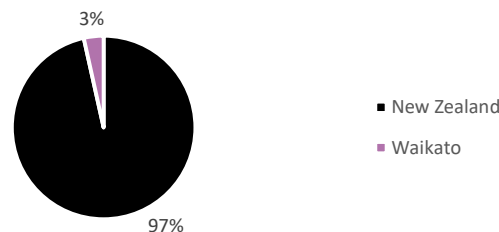


MBIE: Tourism Electronic Card Transactions (YE June 2021)

### Guest Nights

9th behind Auckland, Canterbury, Queenstown, Wellington, Taupo, Rotorua, Northland and BOP

Waikato share of NZ guest nights  
Month: July 2021



Accommodation Data Programme (July 2021)

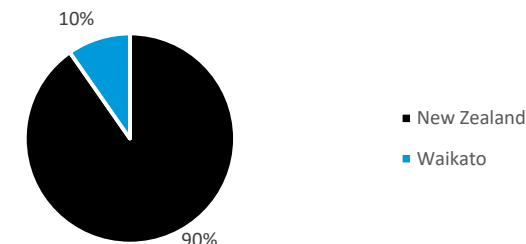
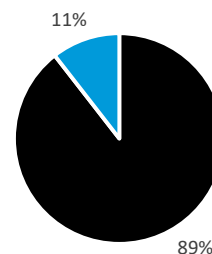
### Business Events

2nd behind Wellington

3rd behind Wellington and Auckland

Waikato share of NZ business events  
2nd Quarter 2021

Waikato share of NZ delegates attending Events  
2nd Quarter 2021



Business Events Data Programme (Q2 2021)



Where magic runs deep

# Visitor statistics & insights

September 2021

## Regional Stats - Tourism Electronic Card Transactions

MBIE: Tourism Electronic Card Transactions (YE July 2021)

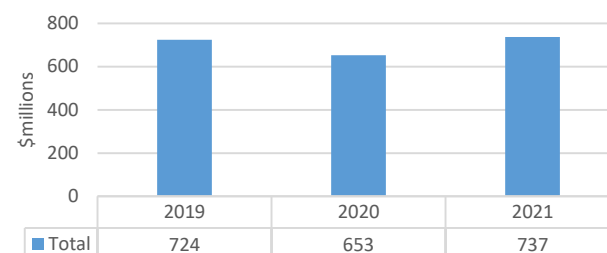
**Total** \$ 737 **11.4%** change

(NOTE: Visitor spend all 'millions)

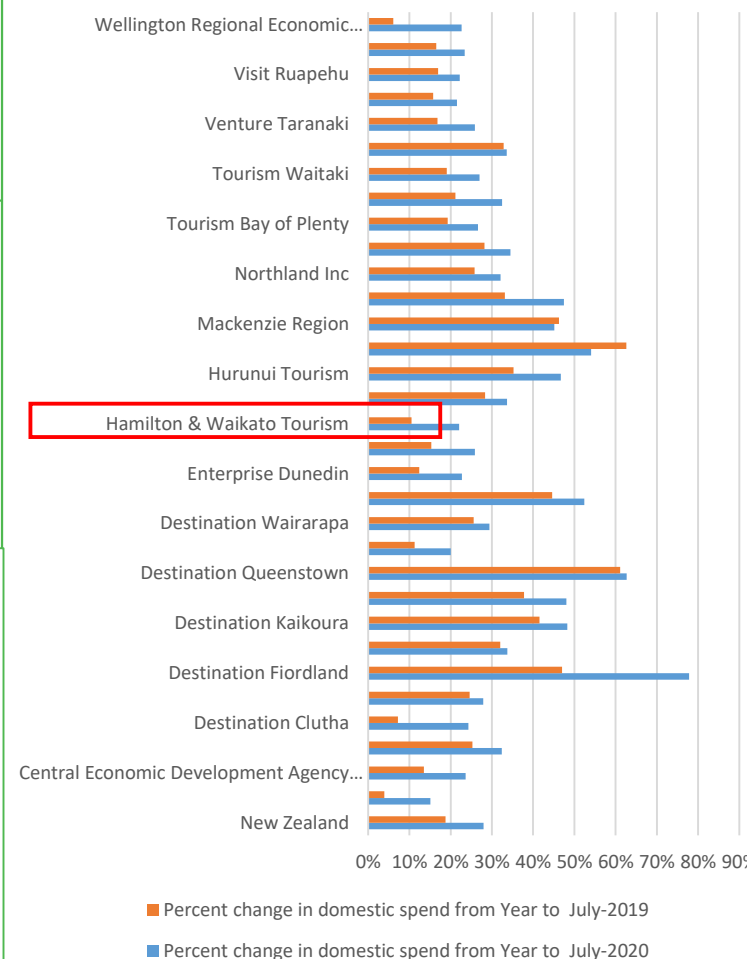
NOTE: MBIE have changed method of reporting visitor expenditure. This is now based on **electronic card transactions ONLY**. There is no longer any estimates to include online/cash payments. [MBIE TECT Data](#)

NOTE: MBIE have advised the TECT data does not correctly reflect International spend, therefore reporting on TOTAL or DOMESTIC spend only

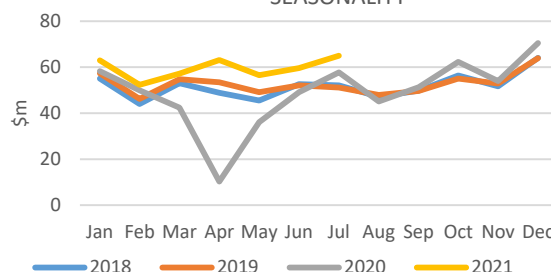
Tourism Electronic Card Transactions:  
Hamilton & Waikato Tourism - Visitor Spend



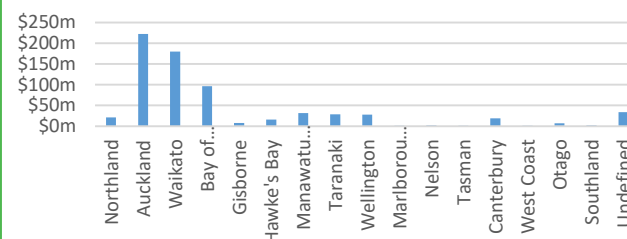
Tourism Electronic Card Transactions  
% Increase/Decrease  
DOMESTIC spend  
Year ended July 2021



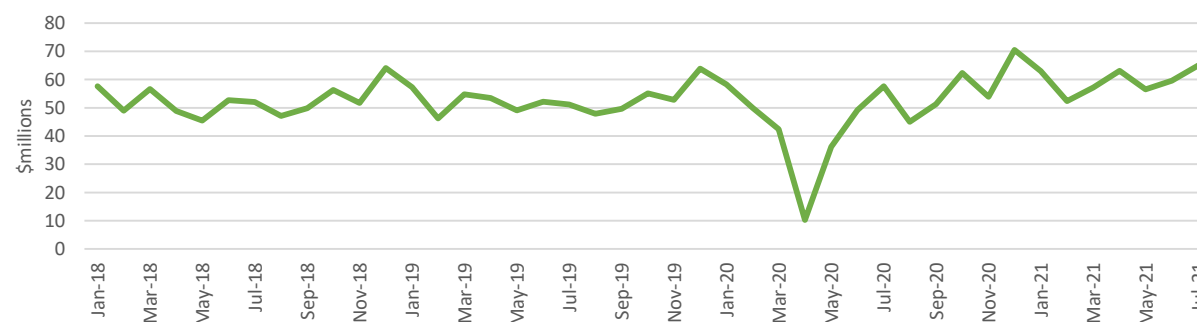
Tourism Electronic Card Transactions:  
SEASONALITY



Tourism Electronic Card Transactions:  
Waikato - Domestic spend (YE July 2021)



Tourism Electronic Card Transactions:  
Waikato Tourism - DOMESTIC Monthly x Total Spend



# Visitor statistics & insights

September 2021

Business Event Data Programme

Business Events Data Programme (Q2 2021)

[www.bedata.nz](http://www.bedata.nz)

**11%** market share of all NZ events

## 403 Events hosted in the mighty Waikato:

- 339 single day events
- 64 multi day events (43 events 2 days, 9 events 3 days, 13 events 5+ days)
- 242 meetings; 59 conferences; 3 expos; 96 'other'
- 313 events for 30-100pax; 63 events for 101-250pax; 25 events for 251-1000pax

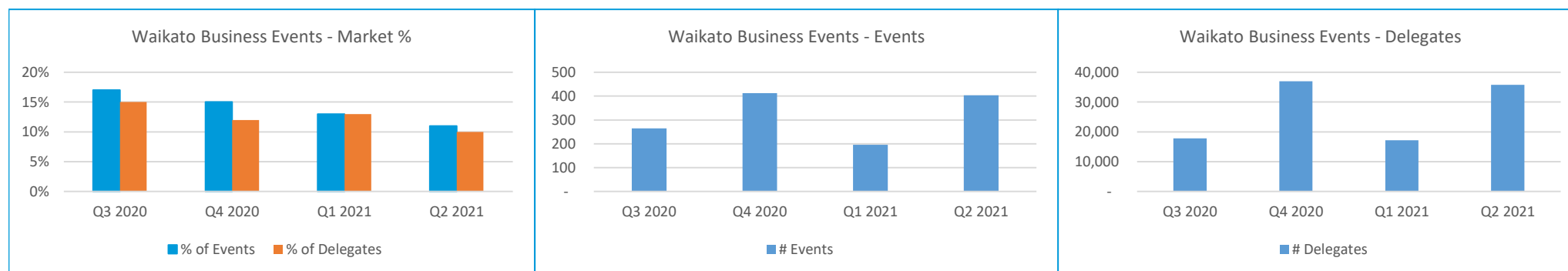
**10%** market share of delegates

## 35,763 Delegates hosted in the Waikato:

- 29,154 attended Single Day events
- 6,609 attended Multi Day events

## 46,546 Delegate Days

19,591 delegates were from outside of the region



# Visitor statistics & insights

September 2021

## Region Population count - mean number of people at noon each day

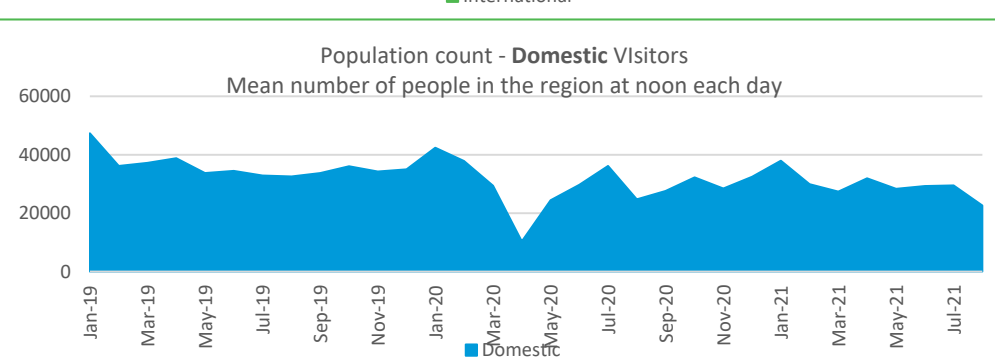
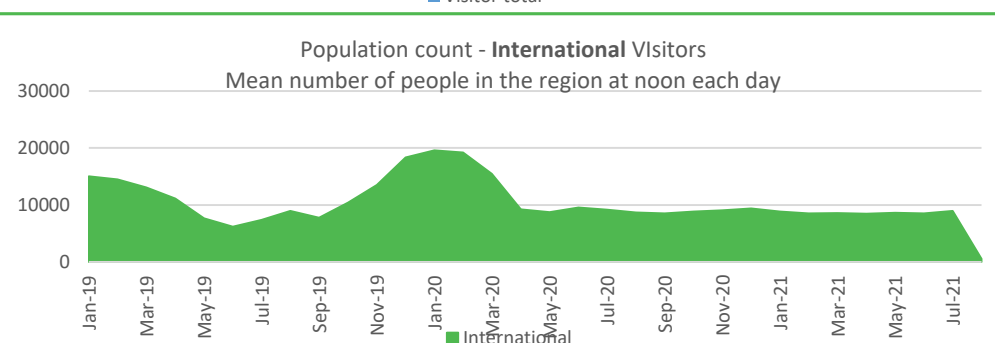
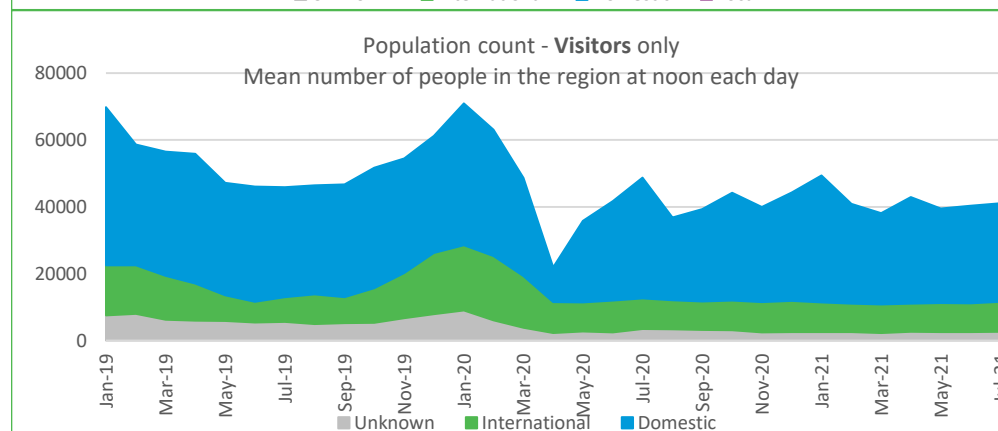
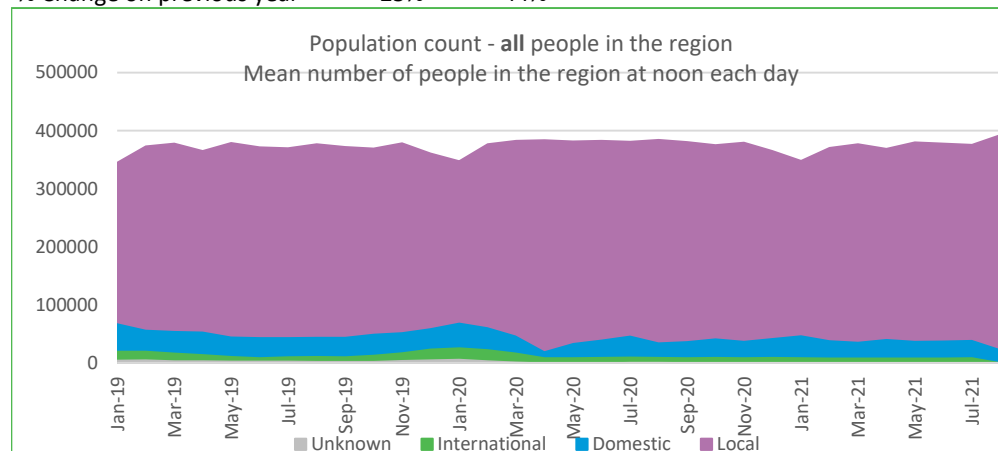
Data Ventures (August 2021)

Mean number of visitors at noon each day of the month:

### August DAILY

2019	2020	2021
45,854	36,782	25,472

% Change on previous year      -25%      -44%



[www.tourismnz.dataventures.nz](http://www.tourismnz.dataventures.nz)

waikatonz.com

# Visitor statistics & insights

September 2021

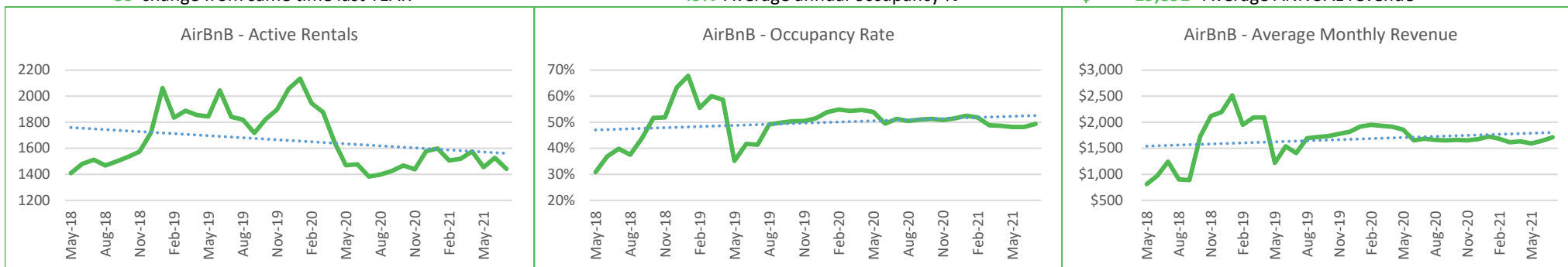
## AirBnB Regional Overview

AirDNA (July 2021)

1442 Properties listed  
-85 change from previous MONTH  
59 change from same time last YEAR

49% Occupancy Rate  
-2% change from previous YEAR  
49% Average annual occupancy %

\$ 1,713 Average MONTHLY revenue  
\$ 28 change from same time last YEAR  
\$ 19,891 Average ANNUAL revenue



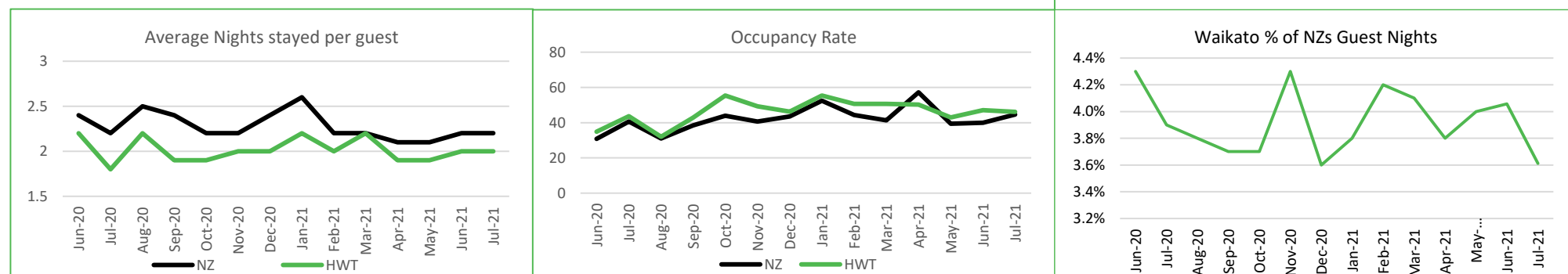
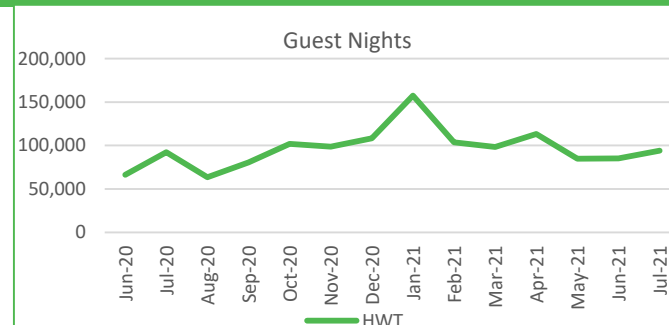
## Regional Stats - Accommodation Data Programme - Visitor Nights

Accommodation Data Programme (July 2021)

**Waikato**  
138 Establishments registered with ADP  
4.8% Waikato RTO as percentage of NZ  
93,900 Guest Nights  
3.6% Waikato RTO as percentage of NZ  
2 Average nights stayed  
46.1% Occupancy %

**New Zealand**  
2904  
2,600,000  
2.2  
44.6%

[www.accommodationdata.nz](http://www.accommodationdata.nz)



waikatonz.com



Where magic runs deep

# Visitor statistics & insights

September 2021

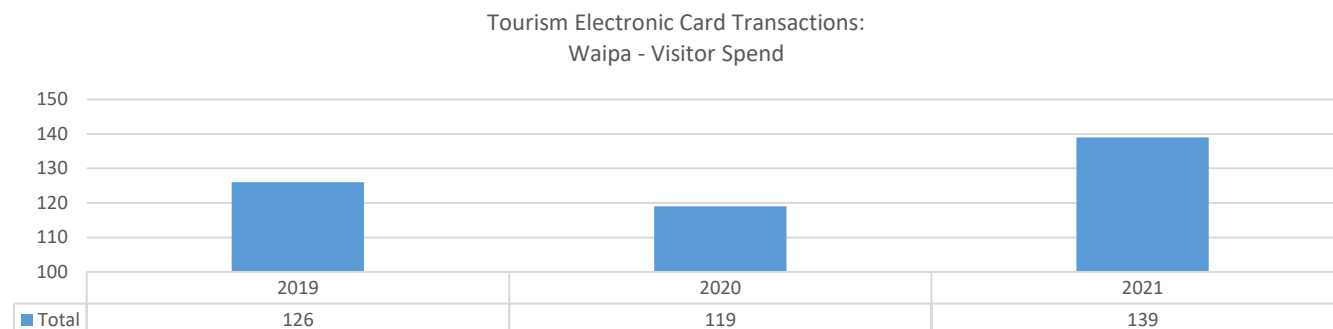
## District Stats - Waipa - Tourism Electronic Card Transactions

MBIE: Tourism Electronic Card Transactions (YE July 2021)

<b>Total</b>	\$ 139	14.4% change
<b>Comparison</b>	HWT change	11.4% ('millions)
	NZ change	5.5%

NOTE: MBIE have changed method of reporting visitor expenditure. This is now based on **electronic card transactions ONLY**. There is no longer any estimates to include online/cash payments. [MBIE TECT Data](#)

NOTE: MBIE have advised the TECT data does not correctly reflect International spend, therefore reporting on TOTAL spend only



## District Stats - Waipa - Population Information

Regional Economic Activity Web Tool

57,800 Population Estimate (2020)

\$ 111,700 Average Household Income (2020)

## District Stats - Waipa - AirBnB

AirDNA (July 2021)

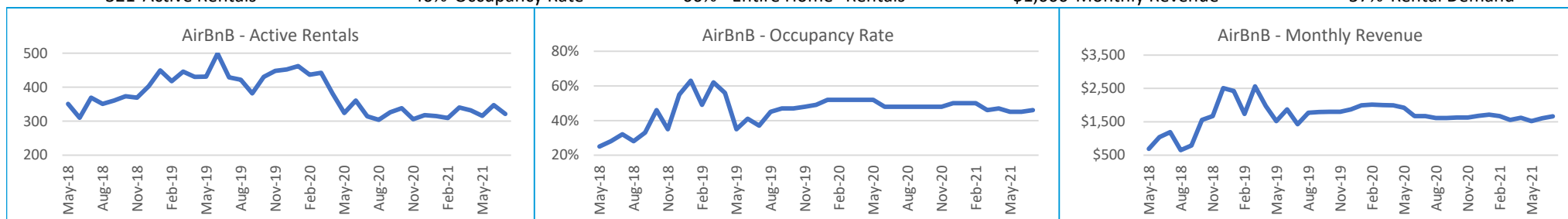
321 Active Rentals

46% Occupancy Rate

66% "Entire Home" Rentals

\$1,666 Monthly Revenue

57% Rental Demand



## District Stats - Waipa - Accommodation Data Programme - Visitor Nights

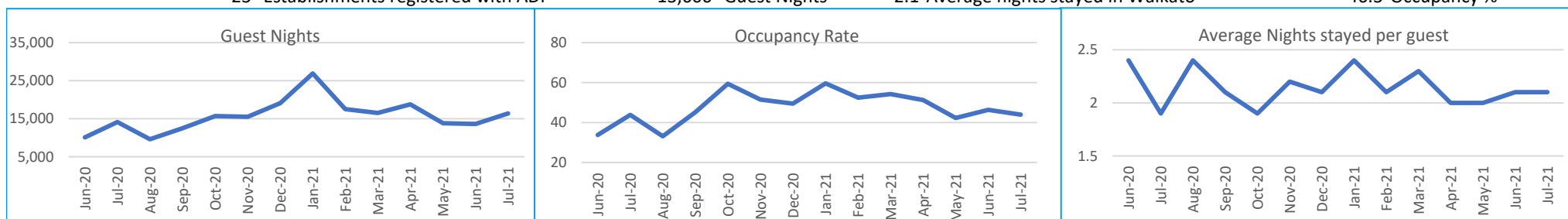
Accommodation Data Programme (July 2021)

23 Establishments registered with ADP

13,600 Guest Nights

2.1 Average nights stayed in Waikato

46.3 Occupancy %



waikatonz.com

# FINANCE AND CORPORATE COMMITTEE REPORT



## INFORMATION ONLY

**To:** The Chairperson and Members of the Finance and Corporate Committee

**From:** Business Development Manager

**Subject:** **WAIKATO SCREEN FORMATION REPORT**

**Meeting Date:** 21 September 2021

## 1 EXECUTIVE SUMMARY

This report introduces elected members to the newly formed organisation, Waikato Screen, which will be the Regional Film Office for the Waikato region, excluding Taupo and Coromandel which have their own organisations.

A presentation will be delivered by Waikato Screen staff members Erin Griffiths and Madelien Scholten.

The establishment of Waikato Screen as a regional film office has been supported by funding from WEL Trust and recently by the Waikato Regional Council from the Economic Development Fund.

Waikato Screen's existing strategic partners are Waikato Regional Council, Hamilton & Waikato Tourism (Waikato RTO), Creative Waikato, Hamilton Central Business Association, Te Waka and Waikato Film Hub. Waikato Screen is now seeking to work more closely with local councils.

Waikato Screen made a submission to Waipā District Council through the 2021-31 Long Term Plan public submission process. A copy of that submission is attached to this report as Appendix 1.

As a local film office, Waikato Screen facilitates the relationship between the international film industry, the government and the local community. Key goals are to improve communication, stimulate economic development, secure film opportunities, support and promote talent in the Waikato region.

Waikato Screen assists with the A-Z in film, from film location scouting, facilitation, film permitting, film crew and service provision, advocacy and liaison with local government.

The following appendix accompanies this report:



- Appendix 1 – LTP 2021 - 2031 Submission by Madelien Scholten on behalf of Waikato Screen (document number 10600004)

## 2 RECOMMENDATION

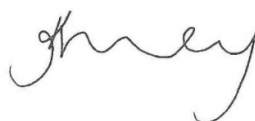
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*That the report titled 'Waikato Screen Formation Report' of Steve Tritt, Business Development Manager,' (document number 10643878) be received,*



Steve Tritt

**BUSINESS DEVELOPMENT MANAGER**



Kirsty Downey

**MANAGER STRATEGY**



Approved by Ken Morris

**DEPUTY CHIEF EXECUTIVE / GROUP MANAGER BUSINESS SUPPORT**

## APPENDIX 1

LTP 2021 - 2031 Submission by Madelien Scholten on behalf of Waikato Screen  
(document number 10600004)



## *Regional Film Office Proposal*

### The Opportunity

Waikato and its districts are missing out on multi-million dollar spend by the film industry in NZ. Location shooting is worth millions paid in wages and services to local suppliers.

The screen sector spent in our Mighty Waikato is 170 million, whilst the spend in New Zealand is 3.5 Billion. We want to triple our multimillion-dollar film economy in our region over the next 10 years.

We want to establish a Regional Film Office (RFO) in Waikato that will attract screen opportunities, grow jobs and businesses, retain our highly skilled crew, and profile our stunning region to the world of film. We want our Mighty Waikato to become known as the heart of NZ Screen productions. This is a burgeoning sector in NZ and post covid international opportunities are spilling over. Auckland and Wellington are overflowing with work.

### What is a Regional Film Office?

Regional Film Offices (RFOs) represent New Zealand and their regions to the international film sector.

They play an integral part in getting film into the region. When international productions choose New Zealand, Regional Film Offices (RFO) work together to ensure the best support and location(s) are provided to overseas companies. Without such arrangements we do not benefit from these productions and miss out on valuable industry spend because Waikato is one of the few remaining regions without a RFO.

Broadly speaking, RFO's carry out activities in partnership with other stakeholders to:

- *Attraction*

We market our regional locations to the film world, attract film, TV commercials, music videos, and series, which provide economic benefit for our region,

- *Facilitation*

We ensure productions enjoy a seamless, speedy, and successful interface with the regions agencies: local and central govt, local iwi, local providers and businesses.

Resource consents and permitting is an especially important aspect within the facilitation category since local districts often have unique and different permitting processes.

- *Advocacy*

We advocate for the industry by managing the relationship between the screen sector, government, community, and others impacted or benefited by its activity. We ensure that businesses in our area are used to their full potential (rather than importing workforce from outside areas i.e. Auckland & Wellington, which is the current practice)

Waikato Screen will successfully facilitate the relationship between the screen sector, government, community, and others impacted or benefited by its activity. These include Territorial Authorities, government agencies (e.g. DOC, NZTA), Iwi and other landowners.

Waikato Screen engages and liaises with the New Zealand Film Commission (NZFC), a crown entity helping grow and support New Zealand's film industry. They work closely with other RFO's under the umbrella of the Regional Film Office New Zealand association (RFONZ) to ensure our region is successful in attracting and promoting the region to the international film industry.

A region without a RFO does not have a presence at the table and no point of contact within the industry, resulting in productions seeking filming elsewhere.

The regions that are enjoying the benefits of a flourishing film industry include; Venture Taranaki, Film BOP, Film Otago, Dunedin Film, Screen Canterbury and Eastern Screen Alliance, Screen Auckland and Screen Wellington.

Waikato is currently one of the only remaining regions that does not have a RFO.

## Introduction to Waikato Screen

Waikato Screen is currently recognized as the Regional Film Office for the Waikato by RFONZ (Regional Film Office NZ), the NZ Film Commission and the Film Industry itself. Waikato Screen is a contributing member to the RFONZ monthly Zoom meetings, MOU's with the NZFC and RFONZ annual forums. Waikato Screen is also the region's point of contact for the NZ Film Commission. Waikato Screen receives approximately two enquiries a month via NZFC and the industry from producers or location scouts looking to shoot TVC's, music videos, TV series and feature films.

Until Waikato Screen is fully funded it can only generate a small amount of traction.

Waikato Screen Advisory board established in 2018 consists of: Amanda Hema (Te Waka), Kiri Goulter (Te Waka), Jeremy Mayall (Creative Waikato), Jason Dawson (Tourism Waikato), Rebecca Evans (Tourism Waikato), Vanessa Williams (Hamilton Central Business Association)

Hamilton & Waikato Tourism have signed a letter of intend to become the governance structure for Waikato Screen. Waikato Screen has applied for funding from Waikato Regional Council and have engaged Harkness Henry to establish a legal framework and MoU to manage future relationships. In the interim Waikato Screen is operating under the auspices of Hamilton Waikato Tourism as described in the attached letter from HWT.

Paige Larianova (a local film maker) has been operating the Regional Film Office for Waikato out of her own pocket since 2018. Larianova works in the film industry and has over the many years of her career generated extensive knowledge and contacts. In 2018, Larianova saw how much the Waikato Region was missing out and set up Waikato Screen on a voluntary basis and as a temporary solution, with the view to become a funded film office, so the Waikato would not continue to miss out on film opportunities.

In 2020, Madelien Scholten and Erin Griffiths joined Larianova on a voluntary part-time basis, also with the aim to establish funding for Waikato Screen. Madelien has worked in London and Amsterdam as an Art Director in Advertising and has knowledge and contacts within the international industry. Erin Griffiths has a background in sales, marketing and client consultation and has extensive knowledge of the Mighty Waikato.

RFO's are required to be fully independent regional groups and are not permitted to on-charge services to industry participants.

## Waikato Screen Outcomes

- Creative Talent Development Program to place paid interns on set.
- Collating database of local crew for inbound productions.
- Industry networking events & social media site feeding news to the industry.
- Film Industry Survey to capture wants and needs of industry.
- Provide recces (visit potential locations) with international location managers & scouts and producers for potential Waikato based films.

## Our plan

To secure funding to establish Waikato Screen as Waikato's Regional Film Office and enable the narrative that Waikato is the heart of screen productions in NZ.

Waikato Screen would work with our partners (listed previously), to not only show them the most stunning and varied locations in the country, but to grow our economy, our profile, create jobs and opportunities for our people and to tell our stories with film as the narrative.

## Waikato Screen Management

The Regional Film Office would be overseen by Larianova with a set number of hours per week with overall governance by Hamilton Waikato Tourism. We are tapping into the strengths and resources of Scholten and Griffiths to create a set of film-oriented marketing collaterals, a new website, and locations reel/crew database allowing us to compete on the world stage and show Waikato Screen is 'open for business'.

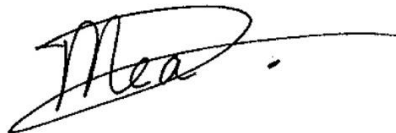
## Respectful request of Waipa District Council

That council acknowledge the partners who have established Waikato Screen, to be the Regional Film Office for Waikato.

That council support and endorse the ongoing operation of Waikato Screen, to be the Regional Film Office for Waikato.

That the relationship between Waikato Screen and council is managed by the Business Development Manager.

Signed on behalf of Screen Waikato by



**Madelien Scholten**



**Erin Griffiths**

## **Recent Productions in the Waikato Region**

### **South Waikato**

Disney+ production (Tokoroa), Currently shooting 2021

Pete's Dragon, (Tokoroa), 2016

Yogi Bear (South Waikato) 2009

### **Coromandel**

20th Century Fox production (Coromandel) currently shooting 2021

Falling In Love, Netflix (Coromandel) 2019

Hunt for the Wilder people (Coromandel) , 2016

The Chronicles of Narnia (Coromandel) 2004

TV: Macklemore 'Can't hold us' song video (Cathedral Cove) 2013

TV: Tiki Taane 'Summer Time' song video (Coromandel)

TV: The Black Seeds 'So True' song video (Coromandel) 2004

### **Raglan**

TV: Mitch James 'Old News' song video (Raglan) 2018

### **Hamilton**

Daffodils (Hamilton) 2018

### **North Waikato**

Crouching Tiger, Hidden Dragon (North Waikato) c.1999

### **Taupo**

Without a Paddle (Waikato River, Huka Falls, and Taupo) 2004

### **Matamata / Waitomo**

TV Commercial Budweiser Super Bowl commercial (Piopio, Waitomo) 2017

The Lord of the Rings (Matamata, Waitomo, Waikato districts) 1999

The Hobbit (Matamata, Waitomo, Waikato districts) 2010



10 February 2021

Esmae McKenzie-Norton  
Manager - Strategy  
Waikato Regional Council  
Private Bag 3038  
Waikato Mail Centre  
HAMILTON 3240

Tena koe Esmae

### **LETTER OF INTENT – WAIKATO SCREEN**

Hamilton & Waikato Tourism (HWT) fully supports the establishment of Waikato Screen to help benefit the emerging film industry within our region.

To assist in the successful establishment of Waikato Screen, Hamilton & Waikato Tourism are willing to offer co-location, shared services (finance, IT, HR, etc) and marketing support during the start-up phase for this organisation. We offer a similar role for the Government-funded Thermal Explorer Regional Events Fund as we operate as Lead Entity for the four regions of Waikato, Rotorua, Ruapehu and Taupo. The budget is completed ring-fenced with delegated authority for the only contracted employee of the sub-regional fund. We will operate as Lead Entity for the next 3-4 years.

Aligning Waikato Screen with Hamilton & Waikato Tourism also makes good business sense, as we both operate similar marketing and stakeholder management channels in our specific sectors – film, tourism, business events and major events. Co-location and collaboration with the two organisations will allow knowledge sharing around marketing, reporting and funding advice, pitching and bid preparation, events and trade shows, and stakeholder management.

Feel free to contact me should you require any further information.

Ngaa mihi

A handwritten signature in black ink, appearing to read 'JD', written over a light blue horizontal line.

**Jason Dawson**  
Chief Executive  
Hamilton & Waikato Tourism





**To:** The Chairperson and Members of the Finance and Corporate Committee

**From:** Governance

**Subject:** **RESOLUTION TO EXCLUDE THE PUBLIC**

**Meeting Date:** 21 September 2021

## 1 RECOMMENDATION

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

*The general subject of the 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>Ground(s) under section 48(1) for the passing of this resolution</b>
9. Confirmation of Public Excluded minutes – 17 August 2021 10. Maungatatautari Ecological Island Trust Quarterly Report 11. Variation of Lease of Airspace over Road to Fonterra Limited 12. Waipā Networks Trust Triennial Election of Trustees	<i>Good reason to withhold exists under section 7 Local Government Official Information and Meetings Act 1987</i>	<i>Section 48(1)(a)</i>

*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 Sections 6, 7 or 9 of the Official Information Act 1982, as the case may be, which would be prejudiced by the holding of the whole or relevant part of the proceedings of the meeting in public, are as follows:*

<b>Item No.</b>	<b>Section</b>	<b>Interest</b>
12	Section 7(2)(a)	<i>The withholding of the information is necessary to protect the privacy of natural persons, including that of deceased natural persons.</i>

9,11	Section 7(2)(i)	<i>To enable the council to carry on, without prejudice or disadvantage, negotiations (including commercial and industrial negotiations)</i>
9,10	Section 7(2)(b)(ii)	<i>To protect information which if public would unreasonably prejudice the commercial position of the person who supplied or who is the subject of the information.</i>
12	Section 7(2)(j)	<i>The withholding of the information is necessary to prevent the disclosure or use of official information for improper gain or improper advantage.</i>