



Otorohanga District Council

AGENDA

12 March 2013

Members of the Otorohanga District Council

Mr DF Williams (Mayor)
Mr MM Baxter
Mrs S Blackler (Deputy Mayor)
Mr RM Johnson
Mr A Ormsby
Mr KM Phillips
Mrs DM Pilkington
Mr R Prescott

Meeting Secretary: Mr CA Tutty (Governance Supervisor)

OTOROHANGA DISTRICT COUNCIL

12 March 2013

Notice is hereby given that an ordinary meeting of the Otorohanga District Council will be held in the Council Chambers, Maniapoto St, Otorohanga on Tuesday 12 March 2013 commencing at 10.00am.

5 March 2013

DC Clibbery
CHIEF EXECUTIVE

AGENDA

VISITORS ATTENDING THE MEETING

11.30am Waikato Regional Council – J Simmons & Crs S Kneebone, R Rimmington
12.00noon Hamilton & Waikato Tourism – Ms Kiri Goulter

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PRESENT

OPENING PRAYER

IN ATTENDANCE

APOLOGIES

ITEMS TO BE CONSIDERED IN GENERAL BUSINESS

CONFIRMATION OF MINUTES – 19 FEBRUARY 2013

REPORTS

Item 324 KAWHIA COMMUNITY BOARD MINUTES 12 FEBRUARY 2013

**To: His Worship the Mayor and Councillors
 Otorohanga District Council**

From: Governance Supervisor

Date: 12 March 2013

Executive Summary

Minutes of the meeting of the Kawhia Community Board held on 12 February 2013 as circulated.

Staff Recommendation

It is recommended that:

The minutes of the meeting of the Kawhia Community Board held on 12 February 2013 be received.

CA Tutty
GOVERNANCE SUPERVISOR

Item 325 OTOROHANGA COMMUNITY BOARD MINUTES 14 FEBRUARY 2013

**To: His Worship the Mayor and Councillors
 Otorohanga District Council**

From: Governance Supervisor

Date: 12 March 2013

Executive Summary

Minutes of the meetings of the Otorohanga Community Board held on 14 February 2013 as circulated.

Staff Recommendation

It is recommended that:

The minutes of the meetings of the Otorohanga Community Board held on 14 February 2013 be received.

CA Tutty
GOVERNANCE SUPERVISOR

**Item 326 ANIMAL CONTROL OFFICERS REPORT FOR OCTOBER TO
DECEMBER 2012**

**To: His Worship the Mayor & Councillors
Otorohanga District Council**

From: Environmental Services Manager

Date: 12 March 2013

Relevant Community Outcomes

- The Otorohanga District is a safe place to live
 - Ensure services and facilities meet the needs of the Community
 - Recognise the importance of the Districts rural character
-

Executive Summary

A report from the Environmental Services Manager on Dog and Animal Control activities in the District for the period October to December 2012.

Staff Recommendation

It is recommended that:

The Environmental Services Manager's report on Dog and Animal Control for October to December 2012 be received

Report Discussion

	October	November	December
1. No. of Registration Notices issued	7	9	5
2. No. of Property visits for Registration Checks - Rural	21	17	15
3. No. of Property visits for Registration Checks – Urban	53	27	19
4. No. of Property visits for SOS	2	2	1
5. No. of Property visits for Two Dog Permit	1	2	2
6. No. of Complaints – Dogs Actioned	21	25	22
7. No. of Complaints – Stock Actioned	10	5	6
8. No. of Street Patrols Night – Otorohanga	5	5	5
9. No. of Street Patrols Day – Otorohanga/Kawhia	9	7	8
10. No. of Enquiries – Registration/Dog Control/General	27	31	24
11. No. of Dogs Impounded	6	9	3
12. No. of Stock Impounded	-	-	-
13. No. of Written Warnings – Dog Infringement Notices	1	1	-
14. No. of Infringement Notices Issued	1	11	-
15. No. of Verbal Warnings – Dog Control	13	9	24

AR Loe
ENVIRONMENTAL SERVICES MANAGER

Item 327 SALE & SUPPLY OF ALCOHOL ACT 2012

**To: His Worship the Mayor & Councillors
 Otorohanga District Council**

From: Environmental Services Manager

Date: 12 March 2012

Relevant Community Outcomes

- The Otorohanga District is a safe place to live
 - Ensure services and facilities meet the needs of the Community
 - Foster an involved and engaged Community
-

Executive Summary

The purpose of this report is to brief Council on licensing issues which will need consideration following the enactment of the Sale and Supply of Alcohol Act 2012 (The Act).

Staff Recommendation

It is recommended that:

1. The report on the Sale and Supply of Alcohol Act 2012 be received.
2. Council agrees to work collaboratively with Waipa and Waitomo District Councils in the development of a draft Local Alcohol Policy.
3. Council agrees to work collaboratively with Waipa and Waitomo District Councils to develop a list of approved persons to sit on the District Licensing Committee.

Report Discussion

Legislation reforming New Zealand's alcohol laws received royal assent in December 2012 and is now law. While initially known as the Alcohol Reform Bill, it was split into three bills at the committee stage.

The alcohol reform legislation now comprises three Acts:

1. Sale and Supply of Alcohol Act 2012
2. Local Government (Alcohol Reform) Amendment Act 2012
3. Summary Offences (Alcohol Reform) Amendment Act 2012

The new laws replace the Sale of Liquor Act 1989 in stages over the next 12 months. Although many elements of the old legislation are retained, the changes will have a significant impact on the way local authorities administer their licensing functions.

The objectives of the Sale and Supply of Alcohol Act 2012 are stated as;

- The sale, supply and consumption of alcohol should be undertaken safely and responsibly; and
 - The harm caused by excessive or inappropriate consumption of alcohol should be minimised. Harm includes crime, damage, death, disease, disorderly behaviour, illness, injury caused or contributed to directly by the excessive or inappropriate consumption of alcohol and the harm to society generally.
-

The inclusion of harm caused “indirectly” in the Acts objectives is a much lower threshold than the standards established under the former Sale of Liquor Act.

The Key Changes

Alcohol Licensing and Regulatory Authority

The current Liquor Licensing Authority has been replaced as at 18 December 2012 by The Alcohol Regulatory and Licensing Authority (ARLA).

The ARLA will have the same structure as the former Liquor Licensing Authority made up of three District Court Judges and other members as deemed necessary who will consider and determine appeals and any licence applications referred to it from District Licensing Committees.

District Licensing Committees

From 18 December 2013 District Licensing Agencies will cease to exist and will be replaced by new District Licensing Committees (DLCs).

Each committee must have three members, one elected Councillor as chairperson and two “approved persons”. Approved persons must have experience in liquor licensing but not be actively involved in the industry. The Act requires Council either alone or together with other Councils to establish and maintain a list of approved persons to be members of the committee. The committee, once established, will consider and determine:

- Applications for licences and managers certificates
- Applications for temporary authorities
- Variations and renewals of licences

The committee must hear all applications however the chairman will be able to deal with unopposed applications for licences and managers certificates alone. However all applications for temporary authorities must be considered by the full DLC. This means that the DLC is expected to have to meet approximately 6 times a year.

Local Alcohol Policies

Local authorities may adopt a Local Alcohol Policy (LAP). The Act provides a broad discretion in terms of the form and content of a LAP. However a LAP may control:

- The location of licensed premises
- The number of premises in the District or in a certain locality
- Maximum trading hours
- The issue of licences of a particular kind
- One way door restrictions (where people can only exit a premise, not enter after a particular time)

Local authorities wanting to develop a LAP must first develop a draft having regard to the following:

- The objectives and policies of the District Plan
- The number of licences in the District and current opening hours
- Areas where alcohol is prohibited under bylaws
- District demography
- Health indicators for the district residents
- The nature and severity of alcohol related problems in the District.

Once a draft is completed the document must then be dealt with in accordance with the special consultative procedure under the Local Government Act 2002.

Following that process those who make submissions on a LAP will also have the right of appeal to the Alcohol Regulatory and Licensing Authority.

In terms of the new Act LAPs can be individual or territorial authorities can develop a joint policy. LAPs can be developed at any time however a LAP developed in terms of the new Act cannot be formally adopted by Council until 19 December 2013.

All Councillors should note that if a LAP is not adopted the national default trading hours would apply. This would mean that those holding On, or Club Licences could apply to trade from 8.00am to 4.00am the following day.

Licensing Applications

Four types of licences are provided for which are broadly the same as those under the former legislation. These are On Licences, Off Licences, Club Licences and Special Licences. However the Act amends the law on the type of stores eligible for an off licence to strengthen the current approach that dairies and convenience stores are not eligible.

The Act restricts the issue of off licences to licensees of hotels and taverns, specialist sellers of alcohol, alcohol manufacturers, owners of grocery stores and super markets.

In deciding whether a premise falls into the category of "grocery store" the District Licensing Committee must have regard to a statement of the annual sales revenue of the premises, the number and range of items on sale in the shop and its size layout and appearance.

The Act introduces new matters that must be considered in licensing decisions. In particular the Act provides that District Licensing Committees must have regard to whether the amenity and good order of a locality are likely to be reduced by more than a minor extent by the effects of issuing a licence.

The Act includes a number of criteria that must be considered in determining whether amenity and good order might be reduced such as current and future noise levels, nuisance and vandalism.

Commencement of the Act

The main provisions of the Act will commence in three stages

From 19 December 2012:

- The Alcohol Regulatory and Licensing Authority replaces the Liquor Licensing Authority. During the first 12 months ARLA will consider all contested licence applications and managers certificates. District Licensing Agencies will continue to consider all uncontested applications.
- LAPs can be prepared but cannot be adopted until after 18 December 2013.
- Before 18 June 2013 applications for new licences or licence renewals will be considered under the Sale of Liquor Act 1989.
- For new licence applications filed before 18 June 2013 only interim licences will be issued. An interim licence will last for no more than one year, the holder will then need to reapply for a new licence under the new Act.
- Before June 2013 new applications or renewals filed for managers certificates will be considered under the old Act.

From 18 June 2013:

- The criteria for licences in the new Act come into effect.
- New applications or renewal applications between 18 June 2013 and 18 December 2013 will be considered under the old Act but using the broader criteria in the new Act.

- New or renewal applications filed for managers certificates (between 18 June 2013 and 18 December 2013) will be considered using the criteria in the old Act.

From 19 December 2013:

- National default trading hours will be applicable:
8.00am – 4.00am On Licences
7.00am – 11.00pm Off Licences
- Local Alcohol Policies can be adopted.
- Existing Liquor Licensing Agencies will be replaced by District Licensing Committees.
- All licence applications will be subject to the new Act.
- All applications for manager's certificates will be subject to the new Act.
- Under the new Act a person must be 20 years or older to be a manager and there will no longer be separate club manager's certificates. All managers will have the same certificate.

Establishing a Local Alcohol Policy and District Licensing Committee

Should Council decide to develop a LAP consideration should be given to developing a joint LAP (with Waipa and Waitomo District Councils) or alternatively working collaboratively to develop separate but aligned policies. A joint LAP would have some advantages including consistency across districts, collaborative research work and possible cost savings.

There are also some disadvantages to the joint approach. The districts involved are quite diverse, the "local" element could be lost and there would be a greater chance of appeals, with appeals in one district hindering the development of the policy for the other parties.

At this stage the preferred option amongst staff from the three Councils involved is for collaborative work between Councils to identify a number of consistent principles and the formation of a combined draft policy.

Each Council would then need to consult extensively with their respective communities in order to ensure that localised alcohol related issues are well understood and that appropriate proactive responses are incorporated into individual policies.

Key stakeholders such as licence holders, Police and health providers will also have to be actively involved in the development of a LAP.

Hopefully when the LAPs have completed the extensive consultation process and are finally adopted the Councils involved in the project will have similar LAPs but amended to reflect the needs and aspirations of the different districts.

The Act requires Council to establish a DLC to commence operations on 18 December 2013. The DLC is formed of one elected Councillor as chairperson and two "approved persons". Approved persons must have experience in liquor licensing but not be involved in the industry. This criteria may well create difficulties at a local level finding people with the appropriate experience to serve on the DLC.

The Act however does allow the list or pool of approved persons to be developed jointly with other Councils. Once again this is an area where a collaborative approach with Waipa and Otorohanga could allow for the development of a pool of approved persons available for all three Councils.

Funding and Costs

The introduction of the new Act is not expected to impose significant additional costs on Council. There will be cost associated with the implementation and adoption of an LAP. Funding for this activity has been included in the budget estimates for 2013/2014.

Under the old Act very few applications were contested and for that reason the DLC is not expected to meet frequently. Uncontested licence applications can be dealt with “on the papers” by the chairperson becoming nothing more than a routine administrative process.

However as mentioned earlier in this business paper, applications for temporary authorities must be considered by the full DLC. It is estimated that the complete DLC may have to meet up to 6 times a year bringing about additional administrative costs of approximately \$10,000pa.

The Ministry of Justice has already signalled that regulations will be developed to put in place a risk based cost recovery system to cover the sale and supply of alcohol so that Councils administrative costs can be adequately recovered. The new fee structure is expected to take effect in mid-2014.

Matters for Consideration

In order to ensure that this work stream proceeds smoothly, staff would appreciate some guidance on the following:

- Does Council want to develop a Local Alcohol Policy?
- If “Yes”, does Council wish to work collaboratively with Waipa and Otorohanga District Councils in the development of a combined draft policy?
- Does Council wish to work collaboratively with Waipa and Otorohanga District Councils to develop a list of “approved persons” to sit on the District Licensing Committee?

AR Loe
ENVIRONMENTAL SERVICES MANAGER

Item 328 RAUKAWA CHARITABLE TRUST BOARD - JOINT MANAGEMENT AGREEMENT

**To: His Worship the Mayor & Councillors
Otorohanga District Council**

From: Environmental Services Manager

Date: 12 March 2013

Relevant Community Outcomes

- Provide for the unique history and culture of the District
 - Manage the natural and physical environment in a sustainable manner
 - Foster an involved and engaged Community
-

Executive Summary

The purpose of this report is to advise Council that the Ngati Tuwharetoa, Ruakawa and Te Arawa River Iwi Waikato River Act 2010 (the Act) requires Council and the Raukawa Charitable Trust Board to convene a joint committee to begin the process of finalising a Joint Management Agreement in respect of that section of Waikato River that lies within Otorohanga District

Staff Recommendation

It is recommended that:

1. The report Raukawa Charitable Trust Board – Joint Management Agreement be received.
2. Otorohanga District Council agrees to enter into a collaborative co-governance model for the establishment of a joint committee with the Raukawa Charitable Trust Board for the purpose of developing and finalising a Joint Management Agreement under s17 of the Ngati Tuwharetoa, Ruakawa and Te Arawa River Iwi Waikato River Act 2010 (the Act). The joint committee will be called the Joint Management Committee.
4. Otorohanga District Council receives the attached draft Terms of Reference, including Standing Orders pending final adoption by the Joint Management Committee.
5. Otorohanga District Council appoints Mayor Dale Williams as its member on the Joint Management Committee.
6. Otorohanga District Council appoints to be confirmed as its alternate member on the Joint Management Committee

Report Discussion

The negotiations for the co-management for the Waikato River has commenced following meetings between staff of Otorohanga District Council and Raukawa Charitable Trust under the provisions of the Ngati Tuwharetoa, Ruakawa and Te Arawa River Iwi Waikato River Act 2010 (the Act).

Section 17 of the Act provides for a Joint Management Agreements (JMA) to be developed between local authorities along the Waikato River and the Raukawa Charitable Trust as part of the co-management arrangements. To assist the implementation of the JMA process, s17

of the Act requires Otorohanga District Council and Raukawa Charitable Trust to convene a joint committee to begin the process for finalising the JMA.

Council has recently approved a JMA with the Maniapoto Maori Trust Board for the Waipa River. This agreement will be ratified at a formal signing on 3 April 2013. The development of the JMA with Raukawa Charitable Trust will vary from the process undertaken with Maniapoto Maori Trust Board.

Firstly the Waikato Regional Council have already signed a JMA with Raukawa Charitable Trust and therefore will not be involved in the process. Regional Council staff took a lead role in the administration and development of the agreement with Maniapoto. In this instance the staff at Raukawa Charitable Trust have been coordinating the negotiations with the five Councils required to enter into JMA's under this Act; Otorohanga District Council, Ruapehu District Council, South Waikato District Council, Taupo District Council, and Waipa District Council.

They are proposing the establishment of a Joint Management Committee with all local authorities (whose boundaries fall within the legislated boundaries provided for in the Act) as a collective and the Raukawa Charitable Trust. This collective of local authorities would satisfy Council's obligation of forming a joint committee and would provide for a holistic and collaborative co-governance model for the JMA.

There has been initial consultation between parties at a staff level with support being expressed for a collaborative model. It is considered that this would provide a number of efficiencies and give a coordinated approach to river co-management within the statutory area.

(a) A Collaborative Joint Committee Model

It is proposed that all the local authorities within the Act's boundaries; Otorohanga District Council, Ruapehu District Council, South Waikato District Council, Taupo District Council, and Waipa District Council, form a collective and establish a joint committee with the Raukawa Charitable Trust. The committee would be called the Joint Management Committee

(b) Membership

It is proposed that the membership for the Joint Committee comprise five members, one from each of the councils and five members from the Raukawa Charitable Trust, with a total of ten members. Therefore each council is required to appoint one member from their respective council and also an alternate to the Joint Committee.

(c) Terms of Reference and Standing Orders

Otorohanga District Council will need to receive the draft Terms of Reference and Standing Orders pending final adoption by the Joint Committee to ensure that its continuing operations and recommendations are consistent with the powers provided by the Act. The Terms of Reference clarify the focus of an organisation and are especially important for any new Committee. The Standing Orders, which form part of the attached Terms of Reference, are rules and standards that govern the organisation and operation of its meetings.

Conclusion

Council is required to formally approve the collaborative joint committee model with the various Councils and the Raukawa Charitable Trust for the purpose of developing and finalising a JMA.

Each of the District Councils will need to appoint one elected member from each Council and also an alternate to the Joint Management Committee.

Upon formal approval of the collaborative joint committee model Council is then requested to receive the draft Terms of Reference and Standing Orders for the Joint Management Committee (attached under separate cover).

AR Loe
ENVIRONMENTAL SERVICES MANAGER

Attachments

- a. Joint Management Terms of Reference

Raukawa Charitable Trust and [TLA] Joint Management Committee Terms of Reference

CONSTITUTION:	Equal numbers of elected members of [TLA] and representatives from the Trustees of the Raukawa Charitable Trust (as nominee of the Raukawa Settlement Trust). The Joint Management Committee will be co-chaired by the parties.
MEETING FREQUENCY:	Not less than twice a year.
MEETING PROCEDURES	In accordance with Joint Management Committee Standing Orders between Raukawa Charitable Trust and [TLA] (Appendix 1).
PURPOSE:	To give effect to the provisions pertaining to a joint management agreement consistent with the Ngati Tuwharetoa, Raukawa, and Te Arawa River Iwi Waikato River Act 2010.

Scope of Activity

1. The Joint Management Committee will commence the process to develop a Joint Management Agreement that will give effect to the provisions pertaining to a Joint Management Agreement under the Ngati Tuwharetoa, Raukawa, and Te Arawa River Iwi Waikato River Act 2010 (The Act), and in carrying out the following duties and functions and exercising the following powers, in the Resource Management Act 1991:
 - (a) Monitoring and enforcement activities, as specified under section 47 of the Act;
 - (b) Preparation, review, change, or variation of a Resource Management Act 1991 planning document, under section 48 of the Act; and
 - (c) Duties, functions, or powers under Part 6 of the Resource Management Act 1991 in relation to applications for resource consents, under section 49 of the Act.
2. In addition the Joint Management Agreement will provide for the inclusion of:
 - (a) Processes relating to where customary activities could be carried out by the iwi without the need for a statutory authorisation from the local authority (section 45);
 - (b) In particular, whether customary activities could be provided for as permitted activities in relevant regional plans or district plans; and
 - (c) Any other duties, functions or powers the Trust and the Council agree on as stipulated in section 54 of the Act.
3. The Joint Management Committee shall undertake the role as a reference group in respect to the development of the Joint Management Agreement and pursuant to these terms of reference.
4. Final approval for a Joint Management Agreement will be the responsibility of the respective governance boards of the Trust and the Council upon recommendation of the Joint Management Committee.
5. The relevant provisions of the Act are provided in Appendix 2.
6. A template for a Joint Management Agreement as provided for in the Deed of Settlement is attached as Appendix 3.

Membership of Board

The Joint Management Committee will comprise:

- a) Four (4) members appointed by Raukawa Charitable Trust to represent the interests of the Trust;
- b) Four (4) members from [TLA] to represent the interests of the [TLA];
- c) The Joint Management Committee is to be chaired jointly, the chairs to be known as Co-Chairpersons. Raukawa Charitable Trust is to nominate one of the four members appointed by them as a Co-Chairperson and [TLA] to nominate one of the members appointed by them as a Co-Chairperson
- d) The Trust and Council may also each nominate a Deputy Co-Chairperson or alternate who may stand in for the Co-Chairperson as required.

Principles for reaching resolutions

The process for reaching decisions will be through:

- a) The highest level of good faith engagement and in the spirit of cooperation;
- b) Consensus decision-making as a general rule and members are to endeavour, at all times, to reach a consensus on the matters to be discussed and decided on by the Joint Management Committee.

Meetings of Joint Management Committee

The Joint Management Committee is to meet no less than twice a year

- a) The meetings are to be hosted by Raukawa Charitable Trust and [TLA] on an alternating basis;
- b) The Co-Chairpersons, in conjunction with the joint secretariats, will select the dates for meetings. They will present the dates to Members, who will confirm the dates subject to their availability;
- c) Members will receive prior written notice of each meeting, delivered either by hand, post, facsimile or other written or electronic mail message;
- d) At least one of the appointed Co-Chairpersons is to preside at each meeting (the Co-Chairperson may nominate a deputy or alternate).

Communication

Communications with the media and the wider public will be in accordance with an agreed communications protocol (to be developed).

Appendix 1

JOINT MANAGEMENT COMMITTEE STANDING ORDERS
BETWEEN
RAUKAWA CHARITABLE TRUST AND [TLA]

Standing Orders

Coverage: Initial meeting(s) between the Raukawa Charitable Trust (the Trust) and [TLA] (the Council) for the purpose of preparing and later reviewing the Joint Management Agreement to be prepared pursuant to section 50 of the Ngati Tuwharetoa, Raukawa, and Te Arawa River Iwi Waikato River Act 2010.

Purpose: To provide a specific meeting protocol and structure that will jointly provide for the differing statutory reporting and information needs of an Incorporated Society (the Trust) and a public body (the Council). The Standing Orders give clarity as to what is expected of the members within the meeting, and the protocols governing the recording of minutes, release of information subsequently and any reporting on it to the respective organisations.

Reasons for preparing Standing Orders:

The Standing Orders governing meetings of the [TLA], including joint meetings under the Local Government Act 2002, are not relevant in these circumstances. The Ngati Tuwharetoa, Raukawa, and Te Arawa River Iwi Waikato River Act 2010 (the Act) provides for the exemption of Schedule 7 of the Local Government Act 2002 when carrying out the duties and functions under the Joint Management Agreement and when exercising powers under sections 47, 48 and 49 of the Act. The Joint Management Committee wishes to continue this exemption and have therefore developed and agreed on a unique set of Standing Orders.

The Raukawa Charitable Trust acknowledges that the [TLA] has responsibilities under the Local Government Official Information and Meetings Act 1987.

The parties will exhibit the highest level of good faith engagement and decision-making through consensus.

It is to be noted that the Joint Management Committee does not make binding directives and its notices of motion are recommendations only to the two organisations.

1.0 Interpretation and definitions

Appointments to the Joint Management Committee are made in accordance with the legislation governing each of the organisations.

Chairperson refers to the Chair of the meeting as confirmed at each meeting. Chairing duties within each meeting are considered interchangeable depending on the type of agenda and the collective wish of the members. The host Chairperson will initially convene the meeting, however may relinquish the Chair for all or part of the substantive meeting. Meetings may be jointly chaired.

Co-Chairperson refers to the member selected by each organisation to represent their organisation as leader of the delegation to the Joint Management Committee, and able to act as Chairperson depending on the venue of the meeting (refer to Clause 2.1(c) of the Terms of Reference).

Committee support means the staff support provided from either or both organisations and can include observers as well as those who directly support the joint meetings through such services as secretarial works, recording of minutes and preparing agendas and meeting reports.

Deputy Co-Chairperson refers to the member selected by each organisation; who would stand in for the Co-Chairperson in the event of the Co-Chairperson not being available.

Excluded means those parts of a meeting, or records of those parts, that are agreed by the meetings, or the Co-Chairpersons (jointly, before or after the meeting) to be excluded from public view, either permanently or temporarily. Exclusion is to occur for one or more of the following reasons that reflect the needs of both organisations. See also 'public excluded':

- a. particular information is considered by the Joint Management Committee or the Co-Chairpersons to be commercially sensitive or its release prior to a specified date would unduly affect the viability of a venture;

- b. the release of the information or discussion in a public forum would affect the privacy of a person;
- c. the release of information or public viewing would likely affect 'legal privilege' and/or, potentially the quality of present or future advice received from a legal practitioner;
- d. the release of information or public viewing could constrain the ability of supporting staff, observers and Joint Management Committee members to freely discuss an issue or make a recommendation on an agenda item;
- e. particular information is considered to be culturally sensitive in that it relates to sensitive aspects of mātauranga Māori; and/or
- f. release of a draft document and/or public viewing of a discussion or record of a discussion are considered to be premature at that stage, and finalisation or adoption or recommendation by the Committee or the Co-Chairpersons (jointly) is still considered necessary before it is considered fit for wider release.

Member is a person appointed to the Joint Management Committee by either the Raukawa Charitable Trust or the [TLA].

Membership is to be made up of an equal number of members appointed by each of the Raukawa Charitable Trust and the [TLA] respectively.

Minutes means the record of the meeting separately or jointly prepared by the organisations forming the Joint Management Committee. The minutes are then provided to both the Raukawa Charitable Trust and the [TLA] for confirmation. The minutes will be made available to the public with the exception of public excluded items.

Observers are those persons who in the opinion of the Joint Management Committee may or should attend because they have an *ex officio* reason to attend because of their position; eg, [TLA] Councillors or trustees of the Raukawa Charitable Trust, or those that in the opinion of the Joint Management Committee may potentially contribute to discussion of one or more agenda items. Observers, at the discretion of the Co-Chairpersons may be permitted to speak, however they do not have voting rights and are not part of the Joint Management Committee.

Quorum is made up of a Co-Chairperson or deputy from each organisation, and no less than one other appointed members from each organisation.

Quotations from legislation in reports and minutes are to be shown in quotation marks and referenced (when preparing minutes for ratification by the Co-Chairpersons and/or public release this can occur following the meetings).

Voting members include only those members appointed to the Joint Management Committee by the Raukawa Charitable Trust and the [TLA] and present at the meeting.

Voting and decision-making requires consensus and members are to endeavour, at all times, to reach a consensus. Where the Co-Chairpersons deem that consensus cannot be reached, the Joint Management Committee can use the threshold of 75% of the members present and voting as a means to determine consensus.

Workshop is an informal meeting convened to present, gather and assesses information. Any recommendations from a workshop will require consideration and/or approval by the Joint Management Committee. Standing Orders do not apply at workshops.

2.0 Application of Standing Orders

These Standing Orders shall apply to all meetings of the Joint Management Committee. These Standing Orders shall also apply, so far as applicable, to publicly excluded sessions.

3.0 Committee

The committee is a Joint Management Committee that includes an equal number of members appointed from both the Raukawa Charitable Trust and the [TLA].

4.0 Membership

The membership ongoing shall consist of **four** representatives from each organisation.

5.0 Suspension of Standing Orders

The Joint Management Committee may temporarily suspend the Standing Orders.

6.0 Amendment of Standing Orders

After the adoption of the first Standing Orders the Joint Management Committee may adopt, amend or alter Standing Orders.

7.0 Co-Chairpersons to preside at meetings

Either of the Co-Chairpersons may preside at a meeting and they may be regarded as interchangeable throughout the meeting, although the presumption is that the host Co-Chairperson will initially convene the meeting.

8.0 The Agenda

The Joint Management Committee shall adopt an agenda, which shall normally apply at meetings. The business shall be considered in the order it appears on the agenda, unless the meeting determines otherwise.

9.0 Media

As a general principle media are allowed to be present during the public open sections of a Joint Management Committee meeting.

10.0 Workshops

Standing Orders will not apply at workshops. Recommendations from workshops in the first instance shall be considered and or approved at the following Joint Management Committee.

11.0 Business at meetings

Only business on the agenda shall be transacted at any meeting unless the Co-Chairpersons or presiding Chairperson determine any business to be extraordinary or urgent. This shall be ratified by consensus of the members.

12.0 Time limit at meetings

Unless pursuant to a motion to extend the meeting, no meeting shall sit beyond 6 hours at a time (although meetings may be adjourned and reconvened), or extend later than 10pm. Any business on the agenda not dealt with shall be listed for attention at the next meeting.

13.0 Apologies and leave of absence

The presiding Chairperson may receive apologies at the beginning of the meeting and grant leave of absence to any member upon application by the member. Apologies, any leave of absence, as well as the arrival and departure times of members shall be recorded in the minutes.

14.0 Minutes of proceedings

The Joint Management Committee shall cause minutes of all its proceedings to be kept and the minutes of proceedings to be duly entered and authenticated by the Co-Chairpersons or their nominee(s). And shall be *prima facie* evidence of proceedings. Only the minute secretary shall make a digital recording of the discussion at the Joint Management Committee meetings, unless permission has been given by the Co-Chairpersons.

15.0 Deputations received by the Joint Management Committee

- a. Deputations may be presented to the Joint Management Committee providing that an outline of the presentation has been received and approved by the Co-Chairpersons before the meeting.
- b. The Co-Chairpersons may request a delay or changes to be made to the presentation to avoid repetition, nuisance, or to answer specific questions. The Co-Chairpersons may also agree to give the presentation priority on the agenda.
- c. The Co-Chairpersons or the meeting Chairperson may restrict the numbers of those speaking to a presentation. Unless otherwise determined by the meeting all speakers shall be limited to the times provided for in an agenda.

16.0 Procedural motions (1)

Any member who has not spoken may move a procedural motion to terminate or adjourn debate. These motions may include the following:

- a. That the meeting be adjourned to the next meeting, unless an alternative time and place is set; or
- b. That the item of business being discussed be adjourned to a time and place to be stated; or
- c. That the motion under debate be now put (a closure motion); or
- d. That the meeting proceed to the next item of business and suspend the item until the end of the other business; or
- e. That the item of business being discussed does lie on the table and not be further discussed at the meeting; or
- f. That the item of business be referred back to each organisation, a committee, or a joint working party for further work and/or discussion.

17.0 Procedural motions (2)

- a. Procedural motions to terminate or adjourn debate take precedence over all other motions, other than points of order, and shall if seconded, be subject to an immediate vote.
- b. All procedural motions shall be determined by consensus of those present and voting. If consensus cannot be reached procedural motions shall be determined by the majority of those present and voting.
- c. If lost, another procedural motion to terminate or adjourn may not be moved within 45 minutes of the lost motion.
- d. Notwithstanding the statement in 18(c), a motion to terminate or adjourn may be made at any time if there are no further speakers to the debate.
- e. When an amendment to a motion is under debate, a closure motion relates to the amendment and to the motion. If a closure motion is carried, the mover of the motion then under debate is entitled to a right of reply and then the motion or amendment under debate shall be put.

18.0 Returning to adjourned items

- a. The debate on the adjourned items of business shall be resumed with the mover of such adjournment being entitled to speak first in the resumed debate.
- b. Adjourned items shall be given higher priority in the next meeting, providing they are positioned to fit alongside related topics.
- c. Remaining business still to be transacted shall be postponed to the next meeting when a motion to adjourn a meeting as a whole is carried.

- d. Any item referred back or to a working party, committee or for further work shall be considered at the next meeting.

19.0 The right of a Co-Chairperson to direct

The Chairperson presiding over the meeting may refuse a notice of motion, or direct that it be amended and re-put if it contains:

- a. Disrespectful or offensive language or statements considered to be frivolous and vexatious; or
- b. Is beyond the powers and scope of the Joint Management Committee, and unrelated to the topics being dealt with; or
- c. Contains ambiguity, or a statement of opinion that by its phrasing cannot be part of a motion or effective resolution or recommendation.

20.0 Repeating procedural motions

- a. When a subject has been canvassed and a motion is not carried a repeat motion moved at the next meeting will require consensus. In the event that consensus is not reached the vote of a majority of members present and voting to be placed on the agenda.
- b. Unless determined by the meeting as a whole, when a notice of motion has been approved by the Committee, and in the opinion of the Co-Chairpersons, a further motion is presented to the same or similar effect, that second motion shall not be put.

21.0 Procedure for moving, seconding and proposing a motion for debate

- a. All motions shall have a mover and a seconder.
- b. Once moved and seconded and proposed by the presiding Chairperson for debate they cannot be withdrawn without the consensus of the members.
- c. A motion to which an amendment has been moved and seconded cannot be withdrawn until the amendment is first withdrawn or lost.
- d. When a motion has been seconded and proposed by the presiding Chairperson for discussion, an amendment may be moved and seconded by any member who has not yet spoken. All members may however speak to amendments moved and seconded by other members.
- e. A presiding Chairperson may require the mover of a motion or amendment to submit it in writing.
- f. Amendments that are proposed but not seconded shall not be placed in the minutes.
- g. No further amendments shall be proposed until any earlier amendment is disposed of; although members may give notice to the presiding Chairperson they intend to do so
- h. If an amendment is lost another amendment may then be proposed by any member who has previously spoken to the motion.
- i. When an amendment is carried, the motion as amended becomes the substantive motion, and any member, other than previous movers and seconders in the debate, may then propose a further amendment.
- j. Unless determined by consensus of those voting and present a proposed amendment must be relevant to the motion under discussion and not be similar in effect to an amendment that was previously lost, unless determined
- k. No amendment is allowed, which if carried, would negate the substantive motion.
- l. The presiding Chairperson may, immediately prior to a vote request that the motion in question be restated.

- m. Once the presiding Chairperson has put the motion to a vote no member can then speak to the motion.

22.0 Revoking or altering a motion

- a. All or part of a resolution or recommendation that has been passed at a meeting, may be revoked or altered as follows –
 - i. the notice of motion shall be written out and supplied to the Committee support staff and shall set out;
 - ii. the part of the resolution or recommendation proposed to be revoked;
 - iii. the meeting date when it was passed;
 - iv. the wording of any substitute motion (if any).
- b. If, during the course of the meeting, fresh facts or information are received concerning a matter already subject to a resolution or recommendation, the resolution or recommendation may be revoked or altered by the consent of at least a 75% vote of those members present and voting.
- c. On a recommendation contained in a report by a Co-Chairperson or deputy, or the report of any working group, committee or delegated group, the members may revoke all or part of any previous resolution or recommendation, provided that written notification of such recommendation shall have been given to the Co-Chairpersons or their deputies and the members within the appropriate notice period.
- d. With respect to (c) above the appropriate notice period is no less than 2 working days prior to the meeting.

23.0 Rules of debate

- a. A member may second a motion or amendment without speaking to it, reserving the right to speak later in any debate.
- b. In speaking to any motion or amendment, members shall confine their remarks strictly to the motion or amendment and as far as is feasible not be repetitious.
- c. If three speakers have spoken in support of a motion or amendment, the presiding Chairperson may call for a speaker to the contrary. If no such speaker is forthcoming the Chairperson may then call for the motion or amendment to be put.
- d. Speakers shall indicate whether they are in support or opposition or neutral in respect of the motion or amendment.
- e. Where any member objects to a statement they may request the presiding Chairperson to record their opposition to the statement(s) in the minutes, providing the objection is made immediately following the speaker whose words gave rise to the objection and not after others have spoken.
- f. Members may not read speeches, except with the permission of the presiding Chairperson, but may use notes or visual aids if these are relevant and considered to improve the debate.
- g. In speaking in debate no member may cast aspersions on a motion that has been passed except by a notice of motion to amend or revoke the resolution or recommendation – see Section 27 of these Standing Orders.

24.0 Debate time limits

- a. The following time limits shall apply unless extended by determination of the members present and voting:
 - i. Movers of motions when speaking to the motion – 10 minutes

- ii. Movers of motions, when exercising their right of reply – 5 minutes
- iii. Other members – 5 minutes
- b. Subject to any right of reply, a speaker may not speak more than once to a motion.
- c. Members may request the presiding Chairperson to restate the motion for their information at any time during the debate.

25.0 Right of Reply

- a. The mover of an original motion shall have right of reply. After the mover has commenced such a reply, or has initiated the wish to forgo this right, or having spoken to an amendment to the motion no other speaker shall speak on the motion.
- b. Movers in reply shall not introduce any new matters for debate.
- c. Where no amendment has been moved, the mover may reply at the conclusion of the discussion on the motion.
- d. If there is an amendment, the mover of the original motion may make such reply at the conclusion of the debate on such amendment, and this reply shall exhaust the right of reply. The mover may however, take part in the discussion of any subsequent amendments.

26.0 Members right to speak

- a. Members may speak to any matter, motion, amendment, or upon a point of order arising out of debate.
- b. Notwithstanding the right of reply members may make a personal explanation with the permission of the presiding Chairperson, but such matters may not be debated.
- c. With the permission of the presiding Chairperson, an explanation, of some material part of the previous speech, may be given by a member who has already spoken, but a new matter may not be introduced.

27.0 Conduct of meetings and Points of Order

- a. Any member may be called upon to speak to a point of order upon any purported breach of these Standing Orders and the member previously speaking shall be seated and stop speaking.
- b. The member raising the point of order shall concisely state the subject matter of the point of order.
- c. No point of order shall be raised except with the permission of the presiding Chairperson.
- d. Where two or more members rise to speak, the presiding Chairperson shall decide on their speaking order of priority.
- e. Providing that a person raising the point of order to terminate or adjourn the debate; or raising a point of order that includes a request for a time extension for the previous speaker; or make a point of explanation; shall have precedence.
- f. The following are recognised as subjects for points of order:
 - i. Discussion of a question not on the floor; or
 - ii. Use of offensive or malicious language; or
 - iii. The breach of any Standing Order; or
 - iv. Apparent or actual misrepresentation by members of the Joint Management Committee; or
 - v. Factual corrections of reports and other written and verbal material concerning agenda items;
 - vi. Objection to the wording in minutes or agendas

- vii. A request to record reservations as to the above in the minutes
- g. The presiding Chairperson shall decide on Points of Order after providing reasonable opportunity for members to speak to the Point of Order, providing the comment is not considered repetitious, frivolous or vexatious.
- h. When the presiding Co-Chairperson rises during a debate any member speaking or offering to speak shall be seated and members silent to allow the Co-Chairperson to speak.

28.0 Questions to the Presiding Chairperson

- a. Any member may put a question to the presiding Chairperson to be discussed at the meeting, or through the Chairperson to any officer of either organization concerning any matter relevant to the agenda item.
- b. Where feasible the question should be asked of the presiding Chairperson or the supporting staff prior to the meeting.
- c. If the information is not provided at the next meeting, or where information was requested prior and is not satisfactory or requires clarifying then the member may raise the matter by way of a further question in the meeting, provided that the presiding Chairperson can refer that question to the appropriate officer supporting the meetings.
- d. Where appropriate such questions shall be in writing and handed to the presiding Chairperson prior to the commencement of the meeting or form part of the briefing material attached to the agenda.
- e. If the answer to the meeting cannot be given at the meeting it shall, at the discretion of the presiding Chairperson, be placed on the agenda of the next meeting or be supplied to members as a written briefing report.
- f. Questions and answers shall be provided as concisely as possible in the circumstances and technical material provided as an appendix or referred to in the reply to allow the member or members to request it if they consider it to be important.

29.0 Questions to officers during debate

- a. In the course of debate, any member may, at the presiding Chairpersons discretion, ask any question of the relevant officer on any matter under debate.
- b. Such questions shall be directed through the presiding Chairperson.

Item 329 WAIKATO REGIONAL COUNCIL ANNUAL UPDATE PRESENTATION

**To: His Worship the Mayor & Councillors
 Otorohanga District Council**

From: Chief Executive

Date: 12 March 2013

Relevant Community Outcomes

- Ensure services and facilities meet the needs of the Community
 - Provide for the unique history and culture of the District
 - Promote the local economy and opportunities for sustainable economic development
 - Manage the natural and physical environment in a sustainable manner
 - Protect the special character of our harbours and their catchments
 - Recognise the importance of the Districts rural character
-

Executive Summary

Representatives of Waikato Regional Council, Crs Stu Kneebone & Russ Rimmington & General Manager John Simmons, will attend the meeting to present their annual update to Councils.

Staff Recommendation

It is recommended that:

The Waikato Regional Council Annual Update presentation be received.

Report Discussion

The presentation will include information regarding the delivery of Council's flagship goals through core activities, work on local community projects and a summary of the consultation topics and rating outcomes from their 2013/14 Draft Annual Plan. The Annual Plan consultation runs from 12 March to 12 April.

DC Clibbery
CHIEF EXECUTIVE

Item 330 HAMILTON & WAIKATO TOURISM PRESENTATION

**To: His Worship the Mayor & Councillors
 Otorohanga District Council**

From: Chief Executive

Date: 12 March 2013

Relevant Community Outcomes

- Ensure services and facilities meet the needs of the Community
 - Promote the local economy and opportunities for sustainable economic development
 - Foster an involved and engaged Community
 - Recognise the importance of the Districts rural character
-

Executive Summary

Ms Kiri Goulter, Hamilton & Waikato Tourism Chief Executive, will attend the meeting and present the six month report to December 2012.

Staff Recommendation

It is recommended that:

The Hamilton & Waikato Tourism's six monthly report to December 2012 be received.

Report Discussion

Ms Goulter will present the statistics from Hamilton & Waikato Tourism.

DC Clibbery
CHIEF EXECUTIVE

Attachments

- b. Report to Councils – July to December 2012

Hamilton & Waikato Tourism
Report to Councils – July to December 2012
February 2013

Executive Summary

The first six months of the year's activity has had a heavy focus on the release of the first Hobbit movie "An Unexpected Journey" and the international and domestic marketing opportunities this presented the region, with one of New Zealand's key tourism experiences, Hobbiton Movie Set located near Matamata.

Tourism New Zealand's global marketing campaign 100% PURE Middle-earth, launched in August and provided Hamilton & Waikato with a unique and unprecedented opportunity to leverage the international and domestic exposure generated with the Wellington premiere and release of the movie in December.

As a result HWT hosted a number of international trade and media in the last six months, and have focussed our campaign activity in Australia and domestically on maximising the opportunity to leverage and profile a range of visitor experiences in the region. HWT's partnership with Tourism New Zealand has further strengthened as the region has become a key inclusion in their activities.

Strong support from the industry has continued through partnership investment in both domestic and Australian campaigns and the production of the 2013 Regional Visitor Guide in December.

The Convention Bureau has kicked off another year with good support from the industry and an increase in partners and activities to be undertaken throughout the year. Enquiries remain steady and the general awareness of the region as an attractive destination for conferences and business events continues to improve.

While the region's guest nights have had a bumpy few months they are continuing to perform above the national figures as market and economic conditions remain challenging for all. A new data set was released in November which tracks visitor expenditure at a regional level through electronic card transactions. This is a welcome addition and will provide the region with the ability to more effectively monitor activity and trends.

A key highlight rounding out the 2012 year end was the opportunity to partner with New Zealand Historic Places Trust to host the Waikato War story and resources on our regional tourism website Hamiltonwaikato.com.

At a time when cost-effectiveness and shared services are key drivers for local government, HWT wishes to acknowledge the Councils' for their collective foresight and joint commitment to regional tourism. HWT can be considered as one of the leading national examples of how partnerships and collaboration across councils can be successfully achieved.

HWT appreciates local government's support and will continue to provide leadership and deliver value to industry, funders and the community by promoting our region as a great place to visit and live.

1.0 Key Performance Indicators July – Dec 2012

Guest Nights (Commercial Accommodation Monitor, Stats NZ)

Target: Growth in market share 3.40% to 3.50%

Result: 3.50%

Convention Bureau (Convention Activity Survey, MBIE)

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

Result: CAS data not available until late Feb 2013

Website Traffic (Google Analytics)

Target: 15% increase in visits to hamiltonwaikato.com

Result: 58% growth on July – Dec 2011

Industry Contribution

Target: \$300,000

Result: \$ \$265,000 (to Dec)

2.0 Key Visitor Statistics (Statistics NZ)

International Visitor Arrivals (Year Ending December 2012 Stats NZ)		
International Arrivals to NZ: 2,564,618 -36,826 -1.4%		
Australia	1,155,792	0%
China	197,024	35%
UK	189,648	-18%
USA	177,680	-4%
Japan	72,080	5%

There were 2.565 million visitor arrivals to New Zealand in the December 2012 year. This was down 1 per cent from the December 2011 year (2.601 million), which was boosted by visitor arrivals for the Rugby World Cup. However, the 2012 figure was up 2 per cent when compared with the December 2010 year.

Annual visitor arrivals from China were up 35 per cent (51,500) from the December 2011 year. This was due to an overall increase in total international outbound travel from China in recent years.

The increase from China was countered by fewer visitor arrivals from the United Kingdom (down 40,700), due to the global economic downturn. There were also fewer visitor arrivals from France (down 11,700) and South Africa (down 10,600), following increases the previous year during the Rugby World Cup.

Although there was little change in total visitor arrivals for the year, there were large changes in the purpose of visits. Holidaymakers decreased 49,800 when compared with the December 2011 year. In contrast, travellers visiting friends and relatives increased by 22,900. New Zealanders living in Australia made up most of the increase in arrivals for visiting friends and relatives.

Total spend by international arrivals has decreased six per cent for the year ending December 2012, with total spend of \$5.42 billion. The drop in visitor spend is a result of the

change in visitor mix and the impact of increased spend in 2011 by visitors attending the Rugby World Cup.

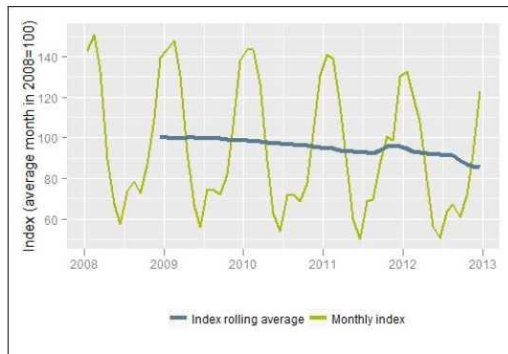
2.2 Regional Tourism Indicators (Ministry of Business Innovation and Employment)

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

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

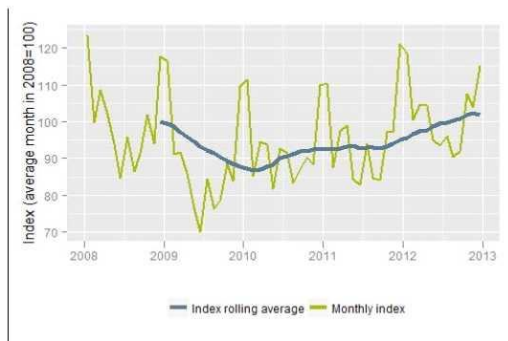
The first phase of the indicators was released in November 2012. They will be provided on a monthly basis and are best used to identify change over time.

National Data - International Visitor Expenditure



December 2012 shows a continued trend of overall declining spend in international tourism. For the 12 months to December 2012, the total international index is 85, meaning a 15 per cent decline since 2008. This corroborates a similar decline over this period seen in the International Visitor Survey.

National Data – Domestic Visitor Expenditure



The December domestic tourism results show a levelling out of spending with the index holding constant at 102 for the last three months.

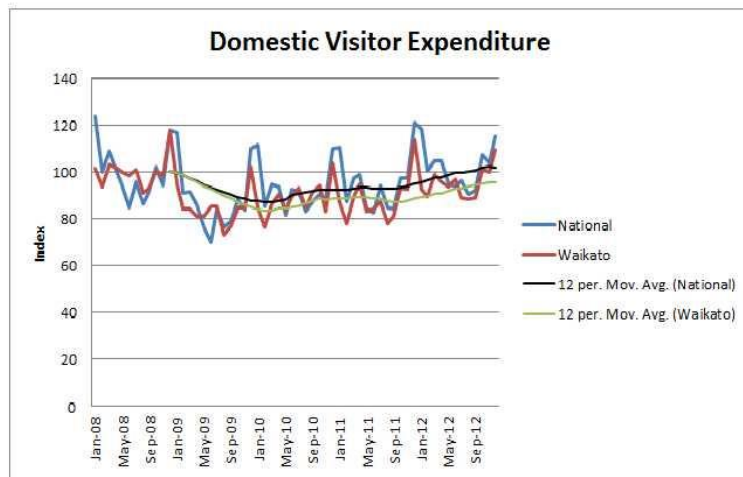
2.3 Waikato Region Indicators (preliminary data)

The first stage of regional data has been released for international and domestic visitor expenditure. Further data will be released over the next six months which will enable regions to segment by local authority and type of expenditure i.e. accommodation, retail.

International Expenditure January to December 2012

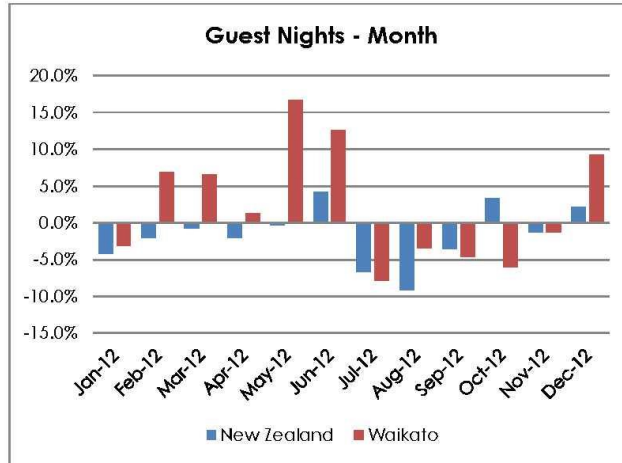


The Hamilton & Waikato region has been following the national trend in declining international spend, however is performing above the national average. September and October shows a spike in spending due to RWC 2011.



The region is slightly below the national average in domestic spend, however has also experienced modest growth since 2010.

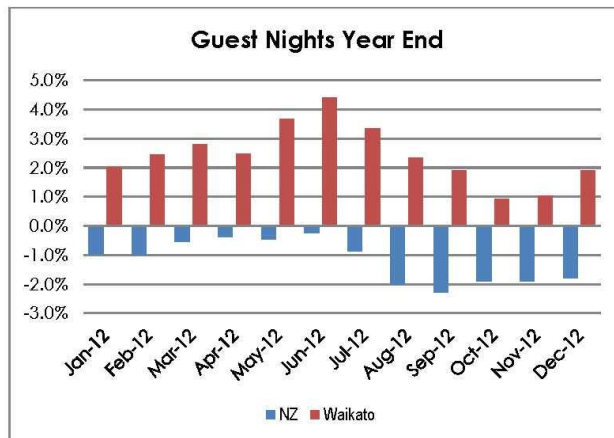
2.4 Commercial Accommodation Monitor (Stats NZ) Hamilton & Waikato Region



December 2012

- Guest nights up 9.3 % to 96,294
- International guest nights down 3.7% to 25,015
- Domestic guest nights up 14.8% to 71,279
- NZ total guest nights were up 2.2%, international down 4.5%, domestic up 1.4%

Hamilton & Waikato Region - Year End



December Year End 2012

- Guest nights up 1.9 % to 1,088,706
- International guest nights down 0.4% 229,264
- Domestic guest nights up 2.6% to 859,443
- NZ total guest nights YE Dec down 1.8%

3.0 International Marketing - Australia

Australia remains a key market for the region as it is our largest international visitor segment and has a strong visiting friends and relatives (VFR) component. HWT's

5

campaign activity in Australia is primarily undertaken as part of the Upper North Island group of region in partnership with Tourism New Zealand.

4.1 Australian Campaign – Tour the North Island

Hamilton & Waikato Tourism participated in a \$1.9m consumer marketing campaign along the eastern seaboard of Australia during September and October in partnership with Tourism New Zealand and the upper North Island regions of Northland, Auckland, Rotorua and Taupo. Other key partners were Qantas, Flight Centre and ANZCRO (wholesaler).

The campaign concept was directly aligned to TNZ's global campaign, leveraging off The Hobbit movies and the campaign creative included high impact outdoor placements (billboards), online display advertising and trade channels through Flight Centre and ANZCRO. The airline partner was Qantas.

Regional investment in the campaign by HWT and operator partners including THL, Waitomo Adventures, Hobbiton Movie Set and SkyCity Hamilton was \$70k.

Campaign Top Line Results:

- The campaign successfully drove significant perception shifts building the North Island as a destination in its own right
- Qantas: 74m impressions, 40,027 clicks to Qantas
- Flight Centre: 114m impressions, 20,350 visits to NZ.com
- Qantas 5-10% increase in bookings into Auckland vs same period 2011
- Flight Centre: overall increase in sales 70%, room nights 94%, passenger numbers 94%
- Flight Centre: Regional bookings increased by over 50%, HW sales 87%



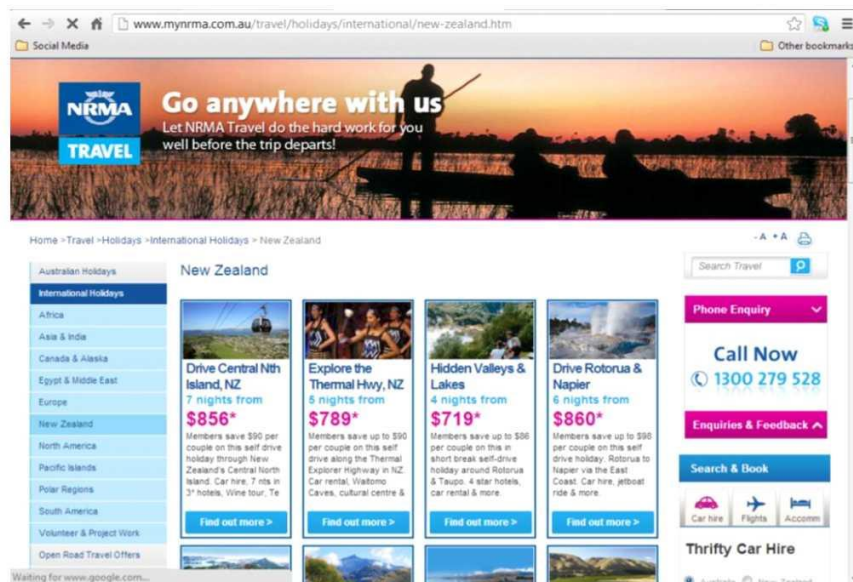
4.0 International Marketing – Long Haul

4.1 Explore Central North Island (ECNI)

HWT once again is participating in the central north island collective of RTOs - Explore Central North Island. As part of this collective HWT partnered with Rotorua and attended a Tourism New Zealand product update event in the UK in October. The theme of the event was based around The Hobbit, walking and cycling and Maori culture. The event

comprised of sales appointments with 58 travel wholesaler product managers from UK/Europe based companies.

The collective launched a campaign with Australian retail travel provider NRMA (similar to NZ's AA) in December which will run through to February promoting self-drive touring holidays through the central North Island. The promotional messages will be sent to NRMA's extensive driving-focused database through e-newsletters and feature on their holiday section of the NRMA website.



Due to its popularity a re-print of the Explore Central North Island consumer map was done in December to be distributed at trade shows and wholesaler channels.

4.2 International Travel Trade

The international travel trade are an important focus of HWT's activity as they (retail travel agents, wholesalers, and inbound tour operators) influence consumers' travel to our region. This activity is carried out in partnership with Tourism New Zealand with 90% of trade famil visits being coordinated through TNZ. Travel trade work with tourism operators who are active in the international market and willing to pay up to 30% commission.

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

- MLT Vacations, USA
- Chantelle Foran, Princess Cruises
- Korean Product Managers Famil
- TravelSavers USA Famil
- Japan Regional Agents Famil

4.3 Visiting Media Programme – International (General)

HWT works closely with Tourism New Zealand (TNZ) as part of their international media programme. TNZ's Global Marketing Campaign 100% PURE Middle-earth was released in August 2012 and is heavily focussed on leveraging the release of The Hobbit movies. As a result there has been a lot of interest in the Hamilton & Waikato region and in particular Hobbiton Movie Set and Waitomo Caves due to its close relationship to the storyline. HWT

has taken this opportunity to further leverage this hosting media across a cross section of products and experiences.

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

- Mezamashi Doyoubi TV Crew Japan, audience of 8,500,000 - Hobbiton, Movie Set Waitomo Glowworm Caves
- Caroline Morse, Smarter Travel, Audience of 3,583,489+ - Waitomo Caves
- Aaron Carotta, Catch and Cook series two Choice TV - Tuakau Hotel, Sweettree Honey North Waikato, Whitebaiter Clinton Brock
- Rebecca Nicholson, The Guardian Readership, 214,203 - Hobbiton Movie Set Tour, Piwiwiwi Raglan, Solscape, Raglan Bone Carving Studio, Raglan Scenic Tours, Karioi Lodge, Lost World Waitomo
- Ian Robertson, Toronto Sun readership 6,713,111 (12 publications) - Zealong Tea, Hobbiton Movie Set Tour, Sarnia Park
- Claire Fitzsimons, Daily Mirror, Audience of 1,100,000 - Hobbiton Movie Set Tour, Sarnia Park, Waitomo Caves
- Charlotte Ward, ivillage.co.uk, 1,500,000 unique users per month - Hobbiton Movie Set Tour, Sarnia Park, Waitomo Caves
- Dream Job, Arrival Magazine 30,000+ weekly reach (social media) - Ruakuri Cave, Waitomo Glowworm Caves Visitor Centre, Waitomo Top Ten Holiday Park, Huhu café, Maungatautari guided walk, Te Aroha Mineral Spas, Hamilton Gardens Guided Tour, Ibis Tainui Hamilton, Rebo Restaurant, CamJet, Hobbiton Movie Set, Zealong Tea Estate
- Michael Kaminer, New York Daily News Print circ 579,000 and 9,000,000 UVP - Hobbiton Movie Set, Kamahi Cottage
- Stories Beat Stuff, Culture Kaboom TNZ Global Youth Campaign - Bike2Bay Tour of Raglan township, Raglan Surfing School, Karioi Lodge, Waitomo Glowworm Caves, Black Labyrinth, Kiwipaka Waitomo, Pa Harakeke – Eco-cultural Tour
- Shelley Huang, Chinese Herald, circ of 10,000 & skykiwi.com 60,000 daily IP visits - Waitomo Glowworm Caves, Ruakuri Cave, Hobbiton Movie Set Tour, Olde Berry Farm, Alpha Lavenders

4.4 The Hobbit

Movie Premiere - International Media

The premiere of The Hobbit took place in Wellington on the 28th of November with HWT hosting a number of media groups pre and post the premiere. Hobbiton Movie Set was also the location for a special VIP media-only event for the day after the premiere at which 200 international media conducted interviews with the cast and the Prime Minister officially opened the Green Dragon Inn.

Key media that HWT hosted over this period included:

- Caroline Iggulden, The Sun, daily circulation of 3,000,000 Article to coincide with release of The Hobbit: An Unexpected Journey -Hobbiton Movie Set
- Indian press trip, two commissions with total circ of 2,310,000 - Waitomo Glowworm Caves, Hobbiton Movie Set
- Karen Edwards, Huntington Post, circ 5,900,000, Hobbiton Movie Set, Matamata farmstay
- Malaysian Airlines, three commissions with total circ of 745,000 - Waitomo Caves Visitor Centre, Ruakuri Cave Trip, Hobbiton Movie Set
- Michael Behrendt, WELT, three commissions with total circ of 497,294 (with 5,970,000 online circ) - Hobbiton Movie Set
- Travelcom Taiwan, circ of 45,000 Hobbiton Movie Set, Waitomo Glowworm Caves, Waitomo Top Ten Holiday Park
- French Broadcast, circ 4,000,000, Sarnia Park Boutique, Spellbound Tour, Waitomo General Store
- Japanese Broadcast, Novotel Tainui Hamilton, Ruakuri Cave, Hobbiton Movie Set

- International Post Premiere Media Group (13 pax) - Black Labyrinth, Ruakuri Cave tour, Waitomo Caves Visitor Centre, Broadway Motel, Matamata Street party
- Sunrise Australia, Nov 12, Abseil Inn, Waitomo Top Ten Holiday Park, Chestnut Lane Cottage, Broadway Motel, Hobbiton Movie Set, Ruakuri Cave

As part of Tourism New Zealand's global campaign they developed an online Middle - earth story book profiling key locations / attractions. The Hamilton & Waikato region featured prominently with locations and activities including Hobbiton Movie Set, Waitomo Caves, Raglan, Maungatautari Ecological Island, Waikato River Trails and Te Aroha Mineral Spas.



Industry Event

HWT partnered with Hobbiton Movie Set to jointly host an industry event on 11 December at Hobbiton Movie Set to celebrate the opening of the Green Dragon Inn with the tourism industry. Around 150 key inbound travel trade representatives from across NZ and tourism businesses from the central North Island attended the event.

Australian Hobbit Leveraging Campaign

HWT participated in a small campaign with Tourism New Zealand, Destination Rotorua, Air New Zealand and a couple of key Hobbit-related activity operators to leverage the launch of 'The Hobbit' on December 26th in Australia. The campaign entailed cinema and online advertising and Hobbit themed deals to attract holiday visitors to the Hamilton & Waikato and Rotorua regions. The campaign ran from late December to late January.

5.0 Domestic Marketing

5.1 Explore Your Own Backyard

The second part of HWT's domestic campaign began in May and ran through until September. Titled 'Explore Your Own Backyard,' the campaign focused on local residents to increase their knowledge of the range of things to see and do in the region as well to inspire pride in our place.

The final 'what's on' weekly events guide sponsorship on MORE FM concluded in October. HWT also worked with the Sunday Star Times on their summer supplement, providing editorial and advertising focused on the cycling trails including the Waikato River Trials, Hauraki Rail Trail and Pureora Timber Trail.



5.2 Movie Magic

To leverage off the 'Hobbit' hype gripping the nation in December, HWT ran an Explore Movie Magic in Your Own Backyard campaign targeted at local residents to raise awareness of the region's prominence in the movies and instil local pride. The campaign entailed newspaper advertising, radio promotion, a billboard in Hood St, Hamilton and a competition to win tickets to Hobbiton Movie Set and Waitomo Caves through facebook and hamiltonwaikato.com.

Results from the campaign:

Competition entries - website and facebook combined:

- 2202 Entries = 2152 legit entries
- 1430 Hamilton & Waikato Entries
- 707 Domestic Entries (outside of HW)
- 14 International Entries

Facebook:

- 24,643 Actions (likes, comments, shares)
- 3,636 Likes

Website:

- Explore Your Own Backyard page - 951 views from 18 Nov – 20 Dec
- Just over 500 of the entries came through the website

Database acquisition:

- 2,152 sign-ups



5.3 GrabOne – Regional Take-Over

HWT worked with GrabOne in October to undertake a 'regional take-over' which consisted of two days of promotion of Hamilton & Waikato operator deals on GrabOne's website and to their database of 500,000+.

Results:

- Total number of deals offered: 18
- Total number of deals sold: 2,088
- Regional take up on deals: Waikato 50.6%, Auckland 27.3%, Rotorua 9.1%
Tauranga 7.8%, Hawkes Bay 5.2%
- Total revenue generated, gross sales: \$43,725



5.4 Domestic Media Visits

HWT hosted the following media in the region from July – December:

- Aaron Carotta, Bucket Wish Choice TV NZ freeview & skyTV - Hamilton Gardens, Lost World, Smith & McKenzie Chophouse
- Elisabeth Easter, Weekend Herald, circ 585,000 - Out in The Styx, Maungatautari – Sirocco Experience, The Red Kitchen
- Dionne Christian, NZ Herald - Pirongia Mangakara nature Walk, guided, Pirongia Clydesdales, Horse drawn village tour, Kanihwanuiha Caves walk, guided, Pirongia Clydesdales B&B accommodation, Pirongia Annual Craft Day
- Elisabeth Easter, NZ Herald - Port Waikato Top Ten Holiday Park, Nikau Caves
- Colin Hogg, APN Network - Quest on Ward, Agricultural Heritage Museum, Good George Brewing, Waikato River walks, Hamilton Gardens, Hamilton Zoo
- Alexia Santamaria, NZ Herald - Candyland, The Verandah Café, Hamilton Lake Domain playground, Hamilton Miniature Railway
- Sophie Barclay, Element Magazine Circulation of 170,704 - Maungatautari, guided day trip and Phil Brown guided night walk, Out in the Styx, Alpha Lavenders, Viands Bakery, Zealong Tea, Te Aroha Mineral Spa
- Alexia Santamaria, NZ Herald - Hamilton Farmers Market, Monavale Blueberries, Parana Park, The Potters Children's Garden

5.5 Regional Visitor Guide 2013

The second annual regional visitor guide was produced in December with 100,000 copies printed and distributed through i-SITES throughout New Zealand and key locations in the upper and central north Island through the Jasons distribution network.

6.0 Digital Marketing – Hamiltonwaikato.com

Hamiltonwaikato.com is the main platform for the RTO's marketing and promotional activities. We have seen large increases in website traffic over the year due to a combination of Search Engine Optimisation, and domestic and international marketing campaigns. Over the last six months, the following enhancements were made to the site;

- Operator listings pages including enhanced new design features and increased content. New content includes enriched articles, videos, campaign pages and deals.
- Campaign page design and build: Specific landing pages have been developed for both our domestic and Australian marketing campaigns. Each landing page had a unique URL and provided different content and images to match the messaging that was in each campaign.

6.1 Waikato War Project

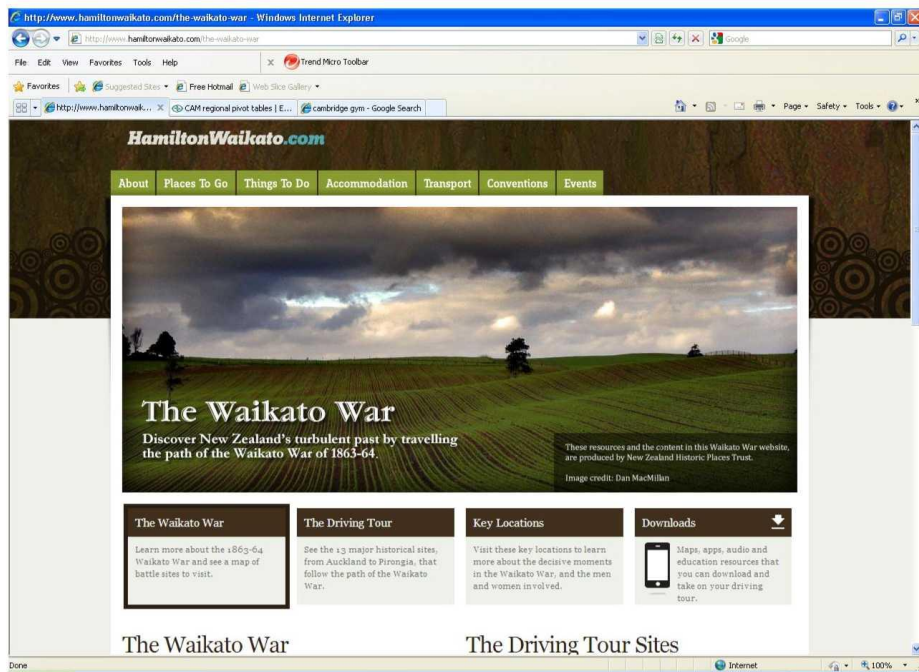
The Waikato War experience is an exciting new product development that takes visitors on a unique journey through the historic battle-sites of the Waikato War.

New Zealand Historic Places Trust, in conjunction with local hapu Nga Muka created the heritage storytelling product to bring the landscapes of the Waikato region to life.

The experience begins online at www.thewaikatowar.co.nz, with an overview of the war and key people, sites and events, and access to many downloadable resources. These include mobile apps that provide GPS linked maps, and an audio narrated guide for each location. The site also features a high-quality, downloadable education kit that teachers can use to take school trips through the region. On the battle-sites themselves, illustrated signage provides 3D imagery of what the sites would have looked like in the 1860s, and invites visitors to stand at key spots and see the actual action that was taking place under their feet.

HWT are partnering with New Zealand Historic Places Trust and are hosting the Waikato War website and resources as part of hamiltonwaikato.com.

The project was successfully launched in mid-January and HWT will continue to support and promote the product and encourage visitors to engage with these key stories as part of their visit to our region.



7.0 Convention Bureau

The 2012-13 year has started well for the Convention Bureau with 52 partners providing \$108,400 income for marketing activities for the year.

7.1 Hosting

The Bureau has been busy hosting a number of clients in the region over the last six months onsite with inspections and familiarisations.

This has included the following Tourism New Zealand-lead international buyer famils:

- TNZ Indonesian MICE Famil (9 buyers)
- TNZ Chinese MICE Famil (9 buyers)
- TNZ Thai MICE Famil (5 buyers)

11 domestic business event planners have also been hosted in the region over the last six months, with outcomes pending but looking positive.

Tourism New Zealand has increased their focus on the Business Tourism sector this year, employing a dedicated resource to bid on behalf of the country for international conferences and incentive trips. The Convention Bureau hosted the Tourism New Zealand Business Events Bid Manager in November to showcase what the region has to offer as part of these international bids process. During this time the Convention Bureau facilitated a CB partners' update and networking session with TNZ's Business Events Bid Manager's as the guest speaker.

7.2 Enquiries and bid activity

Enquiries have been steady for the Bureau with particularly good interest in July, August, September and November.

- Number of leads July – December – 29*
- Leads won – 8, estimated value \$237,000**
- Leads pending – 11, estimated value \$1.6m
- General assistance queries - 10

*Note

* Does not include some enquiries that are in the initial stages of planning.

**Value only includes estimate for portion of each lead handled by HWT and does not show the full economic benefit of each enquiry and/or to the region.

The Convention Activity Survey coordinated by the Ministry of Business, Innovation and Employment has been under review with quarterly data due for release in late February 2013. Due to this, HWT is unable to report on delegate days from July 2012. The last data set from year-end June 2012 showed the region had an 8% share of delegate days, the 3rd highest amount behind Auckland and Wellington.

7.3 Regional Profile

The region has been profiled in two key business tourism publications from a conferencing and incentive perspective. In addition to the editorial, HWT advertised alongside individual MICE sector businesses to showcase the breath of venues, properties, services and experiences on offer in the region.

- 12 page feature in the July / August edition of Meeting Newz
- 14 page feature in NZ Corporate Traveller publication

7.4 Convention Planner 2013 & Advertising

In November the 2013 Convention Planner was produced with 1,000 copies printed and distributed to key association, government and corporate business event planners.



8.0 Product & Industry Development

Support has been provided to a range of tourism operators to discuss product development and marketing opportunities.

In addition, the following key activities have been undertaken:

- Held Tourism Symposium at Novotel in October, attended by 140 tourism operators and stakeholders
- Held two Tourism After Five functions for industry (Waipa, North Waikato), providing update on HWT activities and market conditions
- Supported concept development for the development of O-Raakau Heritage Centre in partnership with Waipa District Council and O-Raakau Heritage Society (NZTE/HWT)
- Supported progress to enable the hosting of Historic Places Trust Waikato Wars project/story on hamiltonwaikato.com to be launched Jan 2013
- Continued discussions between KiwiRail re retaining an additional Waikato stop as part of their new Northern Explorer Experience. Otorohanga was added to the itinerary in December
- On-going assistance to Te Awa the Great NZ River Ride – development of signage / interpretation component

9.0. Stakeholder Relationships

- Provided six month report and presentation to Councils for year end June 2012
- Preparation of three year Service Level Agreement
- Assisted regional i-SITEs with bid for 2013 i-SITE conference. Region was successful
- CEO holds position of Trustee of Regional Tourism Organisations of New Zealand
- Industry representative for RTONZ at Tourism Industry Association Market Intelligence & presentation to Local Government Select Committee
- Tourism Advisory Group meeting held December

Kiri Goulter
CEO
1 February 2013

Item 331 ODC MATTERS REFERRED FROM 19 FEBRUARY 2013

**To: His Worship the Mayor & Councillors
 Otorohanga District Council**

From: Governance Supervisor

Date: 12 March 2013

Executive Summary

1. ENGINEERING MANAGER

19 February 2013

- i. To prepare material for communication to the Otorohanga Community in respect of managing a potential flooding event.

2. ENVIRONMENTAL SERVICES MANAGER

29 January 2013

- i. To prepare a report on the number of Building Consents issued for the quarterly period.

19 February 2013

- ii. To prepare a further report on proposals to improve the earthquake prone building system for presentation at the next Council meeting on 12 March 2013 and the forthcoming Otorohanga and Kawhia Community Board meetings.

3. ROADING MANAGER

19 February 2013

- i. To look at a very smooth 'off camber' section of Otewa Road outside Gavin Lupton's property.

CA Tutty

GOVERNANCE SUPERVISOR

GENERAL

MOTION TO EXCLUDE THE PUBLIC

Item 332 **OBJECTION TO MENACING DOG CLASSIFICATION CONFIDENTIAL**

Reason for Confidentiality

	Grounds	Reason
	Section 48(1) of the Local Government Official Information and Meetings Act 1987, which permits the meeting to be closed to the public for business relating to the following grounds: -	Subject to sections 6, 8 and 17 of the Local Government Official Information Act 1987, the withholding of the information is necessary to:
“OBJECTION TO MENANCING DOG CLASSIFICATION” CONFIDENTIAL	48(1a) That the public conduct of the whole or the relevant part of the proceedings of the meeting would be likely to result in the disclosure of information for which good reason for withholding would exist.	7(2a) Protect the privacy of natural persons, including that of deceased natural persons.