

## Notice of Meeting:

I hereby give notice that an ordinary meeting of Hamilton City Council will be held on:

**Date:** Monday 23 May 2016  
**Time:** 9:30am  
**Meeting Room:** Committee Room 1  
**Venue:** Municipal Building, Garden Place, Hamilton

Richard Briggs  
Chief Executive

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## Business and Investment Subcommittee OPEN AGENDA

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### Membership

Chairperson Her Worship the Mayor J Hardaker  
Members Cr M Forsyth  
Cr A King  
Cr A O'Leary  
Cr R Pascoe

**Quorum:** Three members

**Meeting Frequency:** Quarterly – or as required

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Becca Brooke  
Committee Advisor

18 May 2016

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www.hamilton.govt.nz

**Terms of Reference:**

- To enhance Hamilton's economic position.
- Promote investment and business attraction opportunities for Hamilton.
- Oversee implementation of the Economic Development Agenda.
- To receive information and provide advice in relation to potential major developments.
- Recommend funding for Hamilton & Waikato Tourism (HWT) and Hamilton Central Business Association (HCBA) and receive six monthly/quarterly and annual reports.
- Develop and recommend to the Strategy and Policy Committee the Central City Transformation Plan.
- Develop and recommend a strategy to optimize use of the Municipal Endowment Fund and the Domain Endowment Fund by 30 March 2014.

**Special Notes:**

- The sub-committee may request expert advice through the Chief Executive when necessary.
- This sub-committee monitors Hamilton Properties Ltd.

**Power to act:**

- Recommend funding for Hamilton & Waikato Tourism (HWT) and Hamilton Central Business Association (HCBA) to the Finance Committee or Council.
- Make operational decisions that are aligned to the outcomes of the Economic Development Agenda.

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**1 Apologies**

**2 Confirmation of Agenda**

The Committee to confirm the agenda.

**3 Declaration of Interest**

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

**Committee:** Business and Investment  
Subcommittee

**Date:** 23 May 2016

**Report Name:** Business and Investment  
Subcommittee - Open Minutes  
- 21 April 2016

**Author:** Becca Brooke

<b>Status</b>	<i>Open</i>
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### Recommendation

That the Subcommittee confirm and adopt as a true and correct record the Open Minutes of the Business and Investment Subcommittee Meeting held on 21 April 2016.

### 1. Attachments

- Attachment 1 - Business and Investment Subcommittee - Open Minutes - 21 April 2016

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## Business and Investment Subcommittee

### OPEN MINUTES

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Minutes of a meeting of the Business and Investment Subcommittee held in Committee Room 1, Municipal Building, Garden Place, Hamilton on Thursday 21 April 2016 at 9:30am.

#### PRESENT

Chairperson	Her Worship the Mayor J Hardaker
Members	Cr M Forsyth Cr A King Cr R Pascoe
In Attendance	Cr M Gallagher  Kelvyn Eglinton – General Manager City Growth
Committee Advisor	Mr B Stringer

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#### 1. Apologies

**Resolved:** (Her Worship the Mayor Hardaker/Cr King)

That the apologies from Councillor O’Leary and Councillor Pascoe (lateness) be received and accepted.

#### 2. Confirmation of Agenda

**Resolved:** (Her Worship the Mayor Hardaker/Cr King)

The Committee to confirm the Agenda.

#### 3. Declarations of Interest

No members of the Committee declared a Conflict of Interest.

#### 4. Business and Investment Subcommittee Open Minutes 10 March 2016

**Resolved:** (Her Worship the Mayors Hardaker/King)

- That the Subcommittee confirm and adopt as a true and correct record the Open Minutes of the Business and Investment Subcommittee Meeting held on 10 March 2016.

#### 5. Business and Investment Subcommittee Action List - Open - 21 April 2016

**Resolved:** (Her Worship the Mayors Hardaker/King)

- That the report be received.

Councillor Pascoe arrived during Item 5 (9:35am) and took part in the voting.

#### 6. Business Improvement District Policy Review

The General Manager City Growth ('GM City Growth') updated the Subcommittee as to the organisations contacted by staff for further feedback in relation to the draft Business Improvement District ('BID') Policy. He highlighted the following in response to questions:

- **Property Council**

- i. The draft BID Policy, as presented to the Subcommittee, had been amended to reflect the Property Council's feedback to align with the strategic and development opportunity to be realised in the central city. The Property Council had confirmed that it was satisfied with content of its comments as presented to the Subcommittee in the staff report.
- ii. Discussions had taken place with the Property Council in relation to its CBD Board proposal. It was noted that the Property Council's concept was feasible under the draft BID Policy provided there was sufficient support from a BID's members. Further development work was to be undertaken by the Property Council on the CBD Board proposition.
- iii. The acting chair of the Hamilton Central Business Association ('HCBA') had offered to work with the Property Council in order to address its concerns with the HCBA; the GM City Growth had indicated to both parties he was available to participate in such discussions.

- **Other Organisations Consulted**

- i. Representatives from the North East Community Trust considered it was too early for a BID to operate in the north-east area of Hamilton; a business association model was possible though.
- ii. Two real estate agency firms, which were represented in the Working Group, did not respond to the invitation to provide further feedback.

- **Clause 9.10**

The draft BID Policy intended that a BID's board and membership would control the BID, not Council. The discretionary power under clause 9.10 of the draft BID Policy for Council to withhold funds from a targeted rate in specified circumstances was approved by the Working Group.

**Resolved:** (Her Worship the Mayors Hardaker/Pascoe)

That:

- a) the report be received; and
- b) the Subcommittee approves the edits in section 1.7 on page 2 in the draft Business Improvement District Policy as attached to the staff report; and
- c) the draft Business Improvement District Policy be recommended to the Strategy and Policy Committee for adoption.

**Councillor King dissenting**

## 7. General Manager's Report

The GM City Growth updated the Subcommittee, and responded to questions on, the following matters in relation to the proposed regional Business Hub:

- **Project Plan**  
A project plan had been submitted to the Ministry of Business, Innovation and Employment ('MBIE') for approval.
- **Project Manager**  
Discussions had taken place with some key stakeholders to propose possible candidates for the Project Manager role; the GM City Growth would work with a small team as part of the appointment process.
- **Council Resources**  
While possible, it had yet to be determined whether Council staff or premises would be used by the proposed Business Hub; this would be an issue for the Project Manager and his/her team to consider as part of the feasibility work. It was acknowledged that it would make sense for the Hub to be close to Council.
- **Costs**  
MBIE would meet costs in relation to the Business Hub project, other than Council staff time. If established, the allocation of costs between project partners for the Business Hub had yet to be determined.

**Resolved:** (Her Worship the Mayors Hardaker/Forsyth)

That the report be received.

## 8. Resolution to Exclude the Public

**Resolved:** (Her Worship the Mayors Hardaker/Forsyth)

### Section 48, Local Government Official Information and Meetings Act 1987

The following motion is submitted for consideration:

That the public be excluded from the following parts of the proceedings of this meeting, namely consideration of the public excluded agenda.

The general subject of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under section 48(1) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution follows.

General subject of each matter to be considered	Reasons for passing this resolution in relation to each matter	Ground(s) under section 48(1) for the passing of this resolution
C1. Business and Investment Subcommittee Public Excluded Minutes 10 March 2016	) Good reason to withhold information exists under Section 7 Local Government Official Information and Meetings Act 1987	Section 48(1)(a)
C2. Business and Investment Subcommittee Action List - Public Excluded - 21 April 2016	)	
C3. Arts Post Land Update		
C4. Sonning Carpark Land - Development Site Update		

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 which would be prejudiced by the holding of the whole or relevant part of the proceedings of the meeting in public, as follows:

Item C1.	to prevent the disclosure or use of official information for improper gain or improper advantage	Section 7 (2) (j)
Item C2.	to prevent the disclosure or use of official information for improper gain or improper advantage	Section 7 (2) (j)
Item C3.	to enable Council to carry out commercial activities without disadvantage	Section 7 (2) (h)
Item C4.	to enable Council to carry out commercial activities without disadvantage	Section 7 (2) (h)

**The Meeting moved into Public Excluded session from 10:09am to 10:16am.**

**The Meeting was declared Closed at 10:16am.**

**Committee:** Business and Investment  
Subcommittee

**Date:** 23 May 2016

**Report Name:** Business and Investment  
Subcommittee - Open Action  
List - 23 May 2016

**Author:** Becca Brooke

<b>Status</b>	<i>Open</i>
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### Recommendation

That the Report be received.

### 1. Attachments

- Attachment 1 - Business and Investment Subcommittee - Open Action List - 23 May 2016

**BUSINESS & INVESTMENT SUBCOMMITTEE****Action List - 2013-16****OPEN**

Ref.	Meeting Date	GM Responsible	Action	DUE DATE for reporting back	Status (relative to due by date)	Notes
6	13/05/2015 Item 9	GM City Growth	Municipal Endowment Fund Investment Policy and Freeholding Council Domain and Municipal Endowment Leases Policy.	21-Apr-16	In progress	An update was presented at a Subcommittee workshop on 10 March 2016. PWC draft report received and a further workshop followed the 21 April 2016 Subcommittee meeting.  Briefing to Elected Members on 17 May 2016, followed by a report to the 23 May B&I Subcommittee Meeting.
12	10/03/2016 Item 7	GM City Growth	<b>Draft BID Policy</b>  Staff report to the Subcommittee to consider the Property Council's CBD Board and how it would relate to the operation of BID association in the central city.	21-Apr-16	In progress	Awaiting feedback and have offered assistance if required.  Delayed whilst Property Council develop detail. Met and discussed HCC requirements on 8 April 2016.
13	21/04/2016 Item 7	GM City Growth	Staff to update Subcommittee as to discussions between HCBA and Property Council.	23-May-16	In progress	
14	21/04/2016 Item 7	GM City Growth	Draft BID Policy recommended to Strategy and Policy Committee for adoption.	07-Jun-16	In progress	Staff to present the Subcommittee's recommendation, following S&P meeting on 3 May 2016 to the 26 May 2016 Council meeting.



**Committee:** Business and Investment  
Subcommittee

**Date:** 23 May 2016

**Report Name:** Hamilton and Waikato Tourism  
- Six Monthly Report July to  
December 2015

**Author:** Sean Murray

<b>Report Status</b>	<i>Open</i>
<b>Strategy, Policy or Plan context</b>	<i>Hamilton Plan, Economic Development Agenda, Central City Transformation Plan(CCTP)</i>
<b>Financial status</b>	<i>A funding commitment to this organisation has been approved by Council for a three year period commencing 2015-16 at \$585k per annum.</i>
<b>Assessment of significance</b>	<i>Having regard to the decision making provisions in the LGA 2002 and Councils Significance Policy, a decision in accordance with the recommendations is not considered to have a high degree of significance</i>

## 1. Purpose of the Report

- This report introduces a six monthly report from Hamilton and Waikato Tourism (HWT) for the period July to December 2015.

## 3. Executive Summary

- The report is provided as a condition of the HWT's service level agreement with Council. Council supports HWT along with other partner Councils. HWT's activity for Council is very closely aligned to our own direction in promoting business and event tourism in Hamilton.
- The Subcommittee is reminded that Council's annual funding of HWT is \$585,000 within a total contribution pool of \$1,215,000 from participating Councils in the Waikato detailed as follows:

Council	Annual Funding
Hamilton City Council	\$585,000
Waipa District Council	\$150,000
Waikato District Council	\$150,000
Matamata-Piako District Council	\$150,000
Otorohanga District Council	\$ 60,000
South Waikato District Council	\$ 60,000
Waitomo District Council	\$ 60,000
<b>Total</b>	<b>\$1,215,000</b>

- Kiri Goulter (Chief Executive) will be in attendance at the Subcommittee meeting and will talk to the report and will provide an update on the status of the search process for a new Chief Executive. Kiri finishes with HWT at the end of June 2016.

**Item 6**

**7. Recommendation from Management**

That the Report be received.

**8. Attachments**

- 9. Attachment 1 - Regional report July to December 2015 - Hamilton and Waikato Tourism
- 10. Attachment 2 - Hamilton City report July to December 2015 - Hamilton and Waikato Tourism

**Signatory**

Authoriser	Sean Murray, Executive Director H3 and Events
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# **Hamilton & Waikato** TOURISM

Hamilton & Waikato Tourism Limited  
July – December Report to Councils  
31 December 2015

## RESULTS AT A GLANCE

<p align="center"><b>Commercial Accommodation Guest Nights</b>  <b>Grow commercial guest nights in line with national trend</b>          Result: New Zealand – Year End Dec 4.7 %          Result: Hamilton &amp; Waikato – Year End Dec 8.4 %</p>	↑
<p align="center"><b>Growth in Convention Sector</b>  <b>Grow market share of total delegate days to 10%</b>          July – Dec Result 7%</p>	↓
<p align="center"><b>Growth in Visitor Expenditure-Domestic</b>  <b>Maintain (at least) visitor expenditure levels within national trend</b>  <b>Result (same period previous year)</b>          Domestic – increased 0.5 points (index)</p>	↑
<p align="center"><b>Growth in Visitor Expenditure-International</b>  <b>Maintain (at least) visitor expenditure levels within national trend</b>  <b>Result (same period previous year)</b>          Increased 16 points (index)</p>	↑
<p align="center"><b>Growth in Website Traffic</b>  <b>Target 30%</b>          July – Dec Result 45%</p>	↑
<p align="center"><b>Industry Contributions</b>  <b>Target \$400,000</b>          July – Dec Result \$320,000</p>	↑

## Executive Summary

Visitors to our region continue to provide a valuable contribution to the region's economy. Having secured additional funding from partner councils, a key focus over the first six month period of 15-16 has been "gearing up" to deliver new and expanded activity. The majority of extra funding has been allocated to domestic promotions, product development and research. A new development role has been created and a Tourism Opportunities Plan has commenced which will identify opportunities for new and existing visitor product development and investment over the next five years. A Tourism Options Report for Sanctuary Mountain Maungatautari has also been undertaken and is nearing completion.

Hamilton & Waikato Tourism participated in another successful partnership campaign in Australia with Tourism New Zealand (TNZ) and five neighbouring upper North Island regions. HWT's \$50,000 investment was significantly leveraged through the \$1.4m campaign which achieved an excellent return on investment.

In July HWT completed its full website re development and undertook another Explore Your Own Backyard promotion focussed on outdoor family activities and cycling. A new "Arts" video has been added to the suite of digital assets, four international conference bids have been won and the region has been selected to host the annual Conventions & Incentives NZ (CINZ) conference in August.

Four staff changes have occurred after what has been a stable staffing period since HWT's establishment in 2011. HWT director Anna Bounds left the board in August after four years and Mark Morgan, CEO of Hamilton Airport was appointed in December.

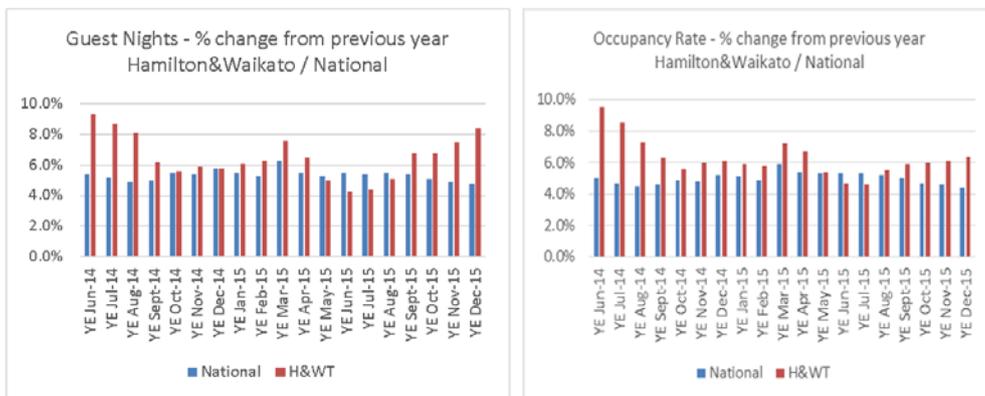
New Zealand's tourism industry is experiencing exceptional growth with visitor arrivals and expenditure at its highest level ever. International visitor arrivals for the year ending December 2015 totalled to 3.13 million, up 9.6%. Growth has come from all markets with Australia up 6% (1,318,000), China up 34% (345,000), USA up 10 % (240,000), UK up 3% (200,000), Japan up 7% (86,000) and Germany up 8% (84,000). In December 15 tourism exceeded dairy for export earnings.

Annual data released nationally in November (YE March 15, MBIE) showed the region's visitor expenditure was \$1.23b, a 7% increase on the previous year. International visitors contributed \$230m, up 19% on the previous year (YE March, MBIE) and domestic visitors \$1b, up 4.5%.

The Hamilton & Waikato region has a strong period of growth with international expenditure indices well above the national trend and domestic in line with national trend.

The region's guest nights continue to perform well up 8.4% on the previous year, well above the national result at 4.7%.

Challenges going forward include ensuring the industry is well placed to cope with visitor growth and attracting investment into the parts of the sector to enhance the region's current product offerings to meet future demand and expectations. While the region is performing well, it is important that we continue to work collaboratively as a region to position ourselves as an attractive place to visit in order to grow visitor numbers and spend. We are operating in highly competitive markets, both nationally and internationally, and therefore our collaboration enables each partners' contribution to be leveraged to greater effect which couldn't be achieved operating individually.



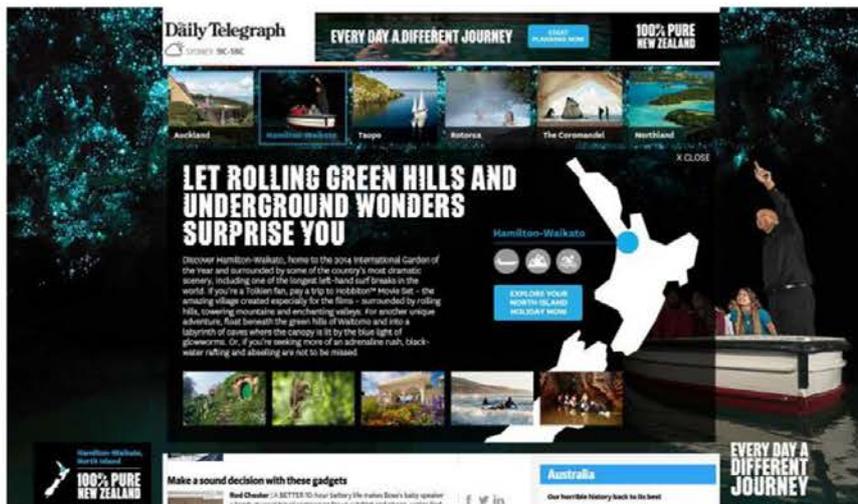
Source: Commercial Accommodation Monitor (MBIE/Stats NZ) December 2015

### International Marketing

- In July – August, Hamilton & Waikato Tourism participated for a fifth year in a \$1.4m marketing campaign into Australia in partnership with Tourism New Zealand and the upper North Island regions of Northland, Auckland, Rotorua, Taupo and Coromandel. Results for the campaign were strong with a ROI of 24:1.
- HWT has continued its participation in the Explore Central North Island collective (eight RTO regions) and has undertaken trade training missions in Australia and the USA in partnership with Tourism New Zealand and our international marketing alliance partner regions of Rotorua, Taupo and Ruapehu.
- HWT is a member of the Cycling and Mountain Biking Marketing Network (eight RTO regions) focussed on promoting cycling and mountain biking experiences in the central north island. A key focus for the group over the last six months has been the development of a digital portal, [www.RideNZ.co](http://www.RideNZ.co) which is due to be launched in February 16.
- Tourism New Zealand's new global marketing campaign "Every day a different journey" was released in May 15. The H&W region is well placed to benefit from the

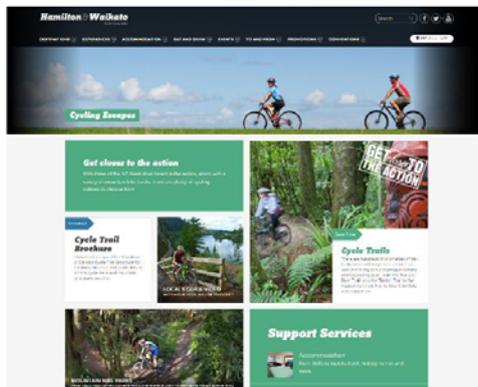
campaign positioning. "Middle-earth" and film tourism will remain a key part of TNZ's work going forward.

- HWT has trained over 500 travel trade representatives during the 6 month period and has continued to host various international travel trade faml groups and media outlets in the region, including Indonesia's Net TV with over 22 million viewers.



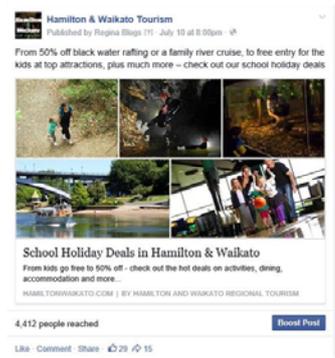
**Domestic Marketing**

- Additional budget has been allocated to domestic campaign activity enabling greater market reach and frequency.
- HWT's "Explore Your Own Backyard" campaign in July focused on outdoor family activities, and the November Short Escapes campaign targeted external markets focussing on cycling, summer events and activities.
- HWT's website redevelopment was completed, with the new site launching in early July.
- Support was provided to the UCI Track Cycling World Cup with HWT promoting the event through digital channels and supporting the media and team engagement programmes.
- A new arts focussed video has been added to HWT's Insider's Guide series of vignettes.
- Promotional activity targeting New Zealand's Chinese community, particularly in Auckland, has continued.
- Marketing support has been provided to Kiwi Regional Airlines.
- The annual Official Regional Visitor Guide was once again published in December with strong support from industry.
- Research is underway to better understand the region's domestic visitors' motivations and travel behaviour. This will guide promotional and development activities.



Hamilton & Waikato @HamiltonWaikato Nov 26  
Find epic summer adventures in #HamiltonWaikato with top events, attractions & more goo.g00.gTMMw2Kt





**Convention Bureau**

- Industry investment in the Convention Bureau has remained solid as business events are an important part of the region's visitor proposition. 52 businesses are partnering with the Bureau this year.
- Enquiries through the Bureau continue to be steady with 90 enquiries received and 21 domestic and 4 international conferences secured during the period.
- HWT welcomed Amanda Graham as Convention Bureau Manager in October and Emma Edhouse as Convention Bureau Coordinator in January 16.
- The Bureau hosted its annual national mega famil over three days in November with 14 high calibre conference buyers experiencing the region's business events offering.
- HWT bid for and won the rights to host the 2016 annual Conference and Incentives of New Zealand (CINZ) conference in the region in August 16.
- The region's market share of delegate days has decreased to 7% YE Dec. Data indicates the region hosted the same number of events, however there were less delegates attending these events. Improvements were seen in the conference category and in the number of international delegates attending events.

**November Mega Famil:**



**Product Development**

- The additional funding that HWT received from its local government partners has enabled the organisation to widen its scope to focus on supporting the development of new and existing visitor experiences and investment.

- A new Development Manager position has been created to lead this activity and Nicola Greenwell joined the HWT team in November 2015.
- A key project this year is the development of a "Tourism Opportunities Plan" (TOP) which will identify opportunities to enhance the region's current visitor experiences as well as identify new visitor product development and investment opportunities. The TOP project, which commenced in December 2015, is due to be completed in May 2016 and will guide HWT's work in this area over the next five years. The first round of consultation will take place throughout the region in February 2016 and an online survey will also be developed to enable stakeholders, operators and interested parties to provide input into the process.
- HWT partnered with Maungatautari Ecological Island Trust, Department of Conservation, Waipa District Council and Waikato Regional Council to undertake a "Tourism Options Report" for Sanctuary Mountain Maungatautari. The report is due to be completed in March 2016.
- HWT applied to the WEL Energy Trust economic development fund for support for HWT's strategic plan and development activities. HWT was successful in securing a \$100,000 grant in December 2015.
- HWT hosted the Tourism Industry Association "Summit" in the region in July 15 and held an industry update event for tourism operators and wider stakeholders in December 15.

#### **Next Six Months**

- Further domestic marketing campaigns will be implemented including the summer Explore Your Own Backyard (late Dec-January), summer Short Escapes (February – March), Fieldnights, (May-June) and the winter Explore Your Own Backyard (June-July) as well as the ongoing campaign activity targeting New Zealand's Chinese community.
- A domestic research project will be undertaken to enable greater understanding of the region's target markets in terms of travel patterns and demographics, and help inform marketing activities going forward. Planning for a refresh of domestic campaign activity will also take place during this period based on the research findings.
- HWT will participate in various travel trade and convention sector shows including TRENZ (International Trade, Rotorua, May), Explore Show (International Trade, Auckland, April), Convene (Business Events, Auckland, April) and MEETINGS (International/National Business Events, Auckland, June).
- HWT will undertake its business planning for 2016-17 (January).
- The Tourism Opportunities Plan will be completed in May 2016.

- The Convention Bureau will undertake a series of Waikato-based buyer famils in May.
- HWT will host its annual H&W Tourism Update – 6 April 2016.
- HWT will finalise its health & safety policy and processes pertaining to the new regulations (March - April 2016).
- Six month reporting and presentations to councils will take place between March and May.

Kiri Goulter  
CE  
February 2016

## Key Activity Update – Hamilton

Domestic Summer Short Escapes January - March 2016

- HWT's largest domestic promotion for the year designed to encourage consumers in external domestic markets (drive and fly) to take a short summer break in the region, with a focus on outdoor activities, summer events and partner operator experiences.
- HWT partnered with Hamilton City Council on specific promotional activity for the Hamilton Garden Arts Festival (HGAF) and Balloons Over Waikato Festival (BOW).
- The campaign consisted of both online and offline activity including google display advertising, search advertising, social media activity, e-newsletters, print, broadcast and radio activations.
- Brought key media 'influencers' into the region to spread the word and raise awareness of what's on offer and positively influence perceptions about Hamilton in a wider visitor-related sense.
- Murray Lindsay from Coast FM's Drive Programme (260,000+ listeners) attended HGAF at beginning of the festival to then talk about it on air with the aim of boosting ticket sales and positively influencing listeners about the festival and city.
- A week-long campaign on Coast FM in the lead up to the festival with promotional trailers, announcer ad-libs and a competition element for listeners to win a weekend away at Hamilton Gardens Arts Festival including accommodation, dining, activities and festival tickets for two.
- TVOne Breakfast Weather - BOW 'Sam the Weatherman' live broadcasting (Friday) to raise national awareness of the festival ahead of the nightglow on the Saturday night.
- HWT worked with MediaWorks to bring key breakfast show DJs from BOP and Rotorua to Hamilton during BOW. The DJs attended BOW as well as undertaking visitor activities while here – their experiences were then promoted via their radio shows as well as through blogs/social media posts/vignettes.

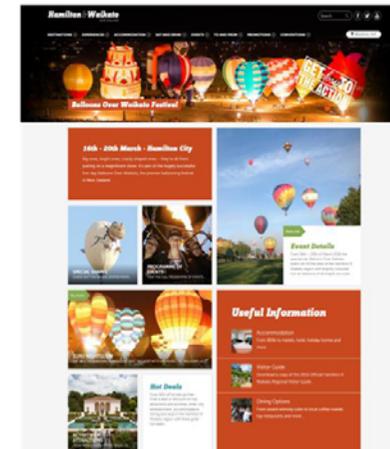
Top level results:

Online:

- Impressions: 5.1 m
- Clicks: 37,673
- Pageviews: 52,514 (across 4 landing pages)

Offline:

- TVOne – Breakfast coverage of BOW
- NZ Herald Weekend – Summer Events Guide, circ 323,000
- New Zealand Herald Travel Magazine editorial content, circ 280,000+
- Feature interview in Canvas Magazine with HGAF's David Helfgott, circ 347,000
- The Breeze – nationwide radio breakfast show coverage, 260,000+ listeners
- The Hits – Tauranga and Rotorua radio breakfast show coverage



**Hamilton & Waikato**  
TOURISM



# Key Activities – Hamilton



## NZ Escape Series

- HWT are participating in a new domestic 10 episode domestic TV series – with one episode focused on the Hamilton & Waikato region.
- Filmed by 2Tui Productions with Air New Zealand as the principle sponsors the show will air on Channel One from mid-2016, with a large PR and social media campaign behind it. Further profile opportunities include Air NZ inflight entertainment coverage on inbound international flights and through TVNZ's 'on demand'.
- Each episode covers three days and two nights in a region with 'celebrity couple' arriving in to the region with Air NZ, accommodation (semi-aspirational properties), visitor activities, dining options and 'hidden gems'.
- Attractions were covered in the episode including Hobbiton Movie Set, Black Water Rafting, Hamilton Gardens, Waikato River Trails, Sarnia Park and SkyCity Hamilton's Co-Op Dining precinct. Air NZ's involvement also means that Hamilton Airport is profiled.

## Hamilton & Waikato Summer Events

Head to the Hamilton & Waikato region this summer for an incredible lineup of events. With state-of-the-art venues and wide open spaces to enjoy through playgrounds, many international sporting matches, New Zealand's premier golfing event, 50th Anniversary of the Bay of Plenty, and a multitude of seasonal experiences, coming to inspiration to identify a hub for events is not difficult. And this summer's lineup is no exception. Enjoy the splendour of 10 jam-packed days of performance and activities for all ages at the Hamilton Gardens Arts Festival, challenge yourself with a triathlon event, watch a full-on horse race at a prestigious sports venue in the region, wonder what the White Team (Other) the Championship is all about with the annual Turfgrassman's Party for the best, most fun events in the Great NZ Food Show and Food Festival, which showcases the best of what's produced, vine and beer from around the region with the latest dishes and wines. Get your food and family and take a short escape to the Hamilton & Waikato region to check out all of these top events for the summer.

<b>NEW ZEALAND CYCLE CLASSIC</b> HAMILTON   20 FEBRUARY	<b>BRYLUN PERRY CLASSIC</b> HAMILTON   26 FEBRUARY
<b>HAMILTON GARDENS ARTS FESTIVAL</b> HAMILTON   19-20 FEBRUARY	<b>FEAST WAIKATO</b> HAMILTON   20 FEBRUARY
<b>HAMILTON FRINGE FESTIVAL</b> HAMILTON   9-12 MARCH	<b>BALLOONS OVER WAIKATO</b> HAMILTON   10-20 MARCH
<b>50th ANNIVERSARY OF THE BAY OF PLENTY</b> HAMILTON   19 MARCH	<b>TOMBURA WHAKAREHUA REGATTA</b> HAMILTON   10-19 MARCH
<b>KORORUA REGATTA</b> HAMILTON   19 MARCH	<b>WHATELY REGATTA</b> HAMILTON   20 MARCH
<b>THE GREAT NZ FOOD SHOW</b> HAMILTON   30 APRIL - 1 MAY	<b>THE GENERATOR</b> WAIKATO RIVER TRAILS   9 APRIL

For more information on attractions, accommodation and hot deals visit [www.hamiltonwaikato.com](http://www.hamiltonwaikato.com)



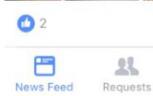
**Hamilton & Waikato**  
TOURISM

# Key Activities – Hamilton



**The Hits Rotorua** added 5 new photos.  
3 hrs · Ohaupo, New Zealand · 🌐

PAUL UPDATE... been a really busy day checking out Hamilton! Finally sitting down at Balloons Over Waikato ready for Zuru Nightglow. Tell you more on Monday! #hamilton #tourismwaikato



**16th - 20th March - Hamilton City**

**Event Details**

**Useful Information**

**Red Deals**

**More Information**



**Summer Events**

**Activities & Attractions**

**Top attractions**

**Don't Miss**

**Things to see and do**

**Life is best enjoyed up close**



## THIS MUCH I KNOW ... David Helfgott

**BEFORE COMING ON STAGE MY RITUAL** is to relax in the dressing room and think about the music, warm my hands and have a cup of tea.

**THE ONE QUESTION I WOULD ASK** Karatimiev about one of the passages in the Mopshon Waltz No.3 and I thank him for filling my life with such beautiful music.

**I FIND TRANQUILITY, CALM FROM THE NOISE** where I am blessed to live, which is in the country at the foot of the mountains, in a very beautiful garden.

**IF I WERE A WORD** I would be music. There is a single piece of music that expresses what I'm feeling right now, it's Rachmaninov Third Piano Concerto, as I am working on it at this moment.

**MUSIC TRANSCENDS WORDS**, because music goes beyond words and touches the soul.

**I WOULD GO TO THE ENDS OF THE EARTH** to hear (please) Arthur Schnitzi.

**I PRAY TO** creation and creativity.

**THE SINGLE QUALITY** I most admire in a person is loving gentleness.

**I WILL TELL YOU** a little-known fact about me. I get joy playing with the local Hastings Youth Orchestra and conductor Ann Phelan. 🎹

DAVID HELFGOTT 'ONCE LIFEWIRE' IS THE FILM GIVE STARRING GEFREY BUSH PLAYS AT THE HAMILTON GARDEN ARTS FESTIVAL, FEBRUARY 19-20 ON SATURDAY / FEBRUARY 22 FOR MORE ON THE FESTIVAL, SEE HGAF.CO.NZ

**Waikato / Hamilton**

**BALLOONS OVER WAIKATO** March 16-20, Hamilton, balloonsoverwaikato.co.nz

More than 130,000 people tilt their heads to the sky at Hamilton's annual Balloons Over Waikato event. The festival puts on a truly colourful show, sending pilots and their balloons from all over the world, as well as spectators from near and far. A festival favourite is the Night Glow, where an array of balloons scatter across the Waikato University campus grounds and light up to the beat of music, creating a glistening light extravaganza. One of this year's highly anticipated "named" balloons is Ebeharitako Pea-Nut, an elephant-shaped balloon.

**Taupo**

Earlier this Taupo's newest festival, featuring the picturesque lake. Music is a major part of the festival, with musicians and bands, including Canadian band Flood the Stone (below), performing in and around cafes and restaurants throughout the city. The family-friendly festival combines art and music, creating a positive atmosphere that includes a children's art exhibition, a family fun day and church services during the weekend.

Air NZ Kia Ora Magazine

**Hamilton & Waikato**  
TOURISM



## Tourism Opportunities Plan

- Commenced Dec 2015, completion June 2016
- Extensive consultation, workshops, focus groups & interviews across the region Feb-March

The objectives of the Tourism Opportunities Plan:

- review and confirm the region's visitor proposition including different parts of the region
- provide recommendations for the development of visitor experiences and infrastructure to support and enhance the tourism proposition
- provide investment recommendations and priorities to guide local government planning and resources, and private sector investment

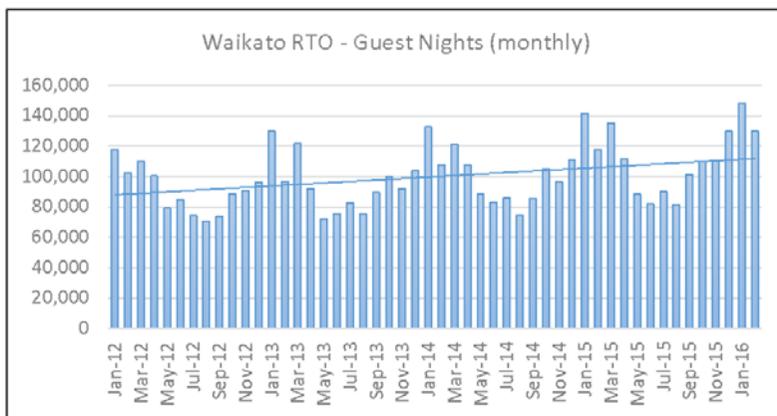
### Vision

*“The mighty Waikato River is the lifeblood of a region that embraces visitors, is recognised for its manaakitanga, and is alive with people enjoying authentic experiences, journeys and vibrant communities”*

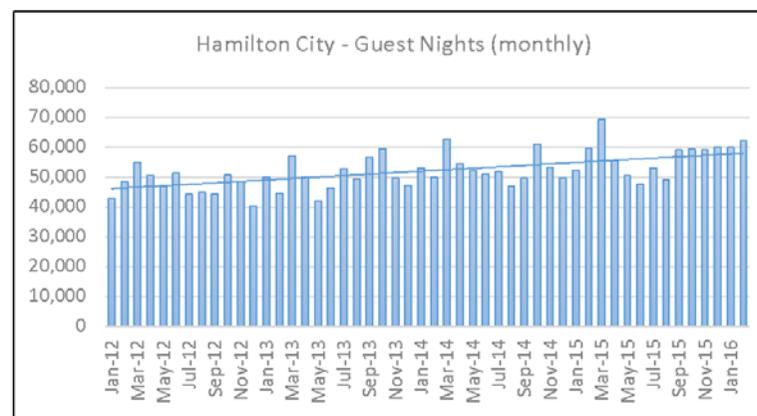
*“Remarkable journeys through classic New Zealand”*

*Game changers, icons, emerging experiences, new opportunities*

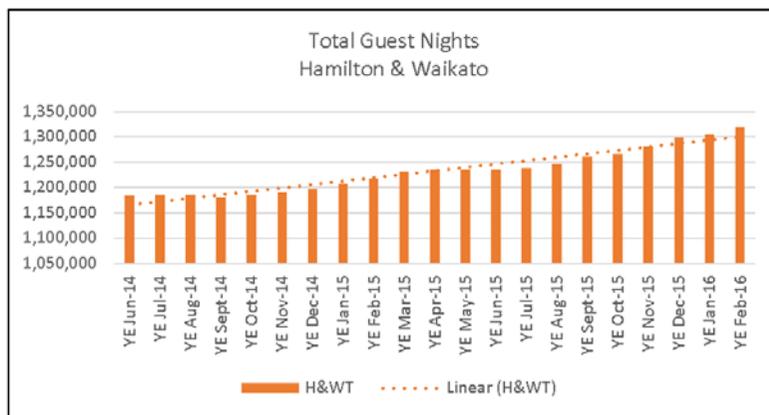




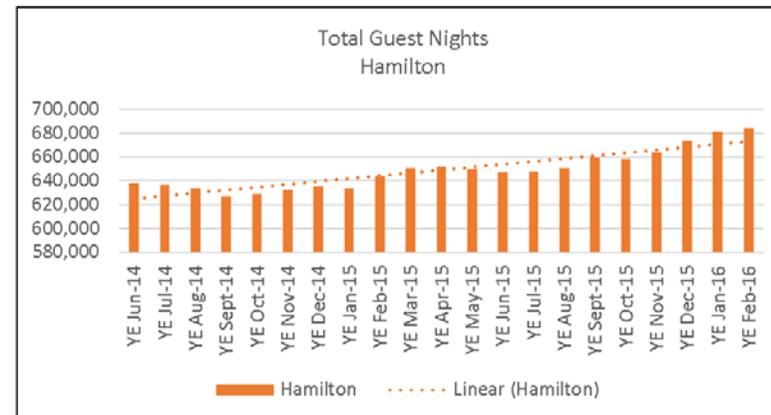
Commercial Accommodation Monitor MBIE Feb 2016  
 Hamilton & Waikato – Feb 129,785 +10.4%  
 International 42,596 +21.4%  
 Domestic 88,190 +5.8%



Commercial Accommodation Monitor MBIE Feb 2016  
 Hamilton 62,063 +4%

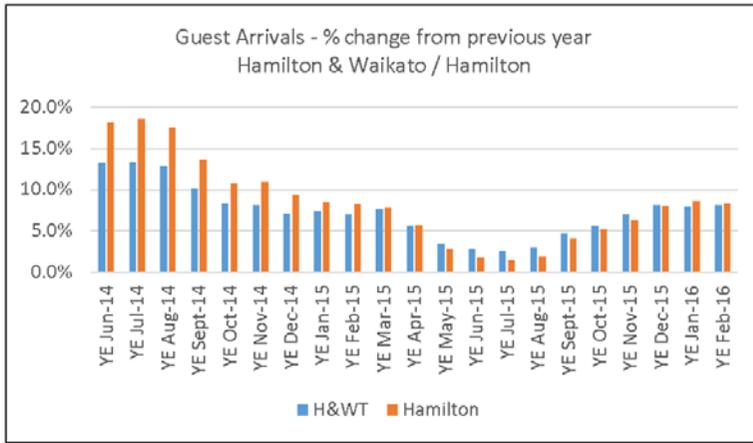


Commercial Accommodation Monitor MBIE Feb 2016  
 Hamilton & Waikato – YE Feb 1,318,249 +8.3%  
 International 338,151 +21.8%  
 Domestic 980,098 +4.3%

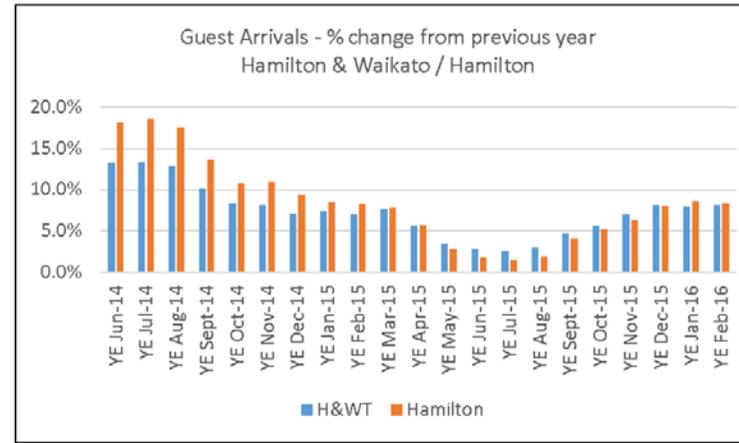


Commercial Accommodation Monitor MBIE Feb 2016  
 Hamilton YE Feb 683, 935 +6.2%





Commercial Accommodation Monitor MBIE Feb 2016  
Hamilton & Waikato Total arrivals 729,851 +8.2%  
Hamilton City 372,161 +8.4%



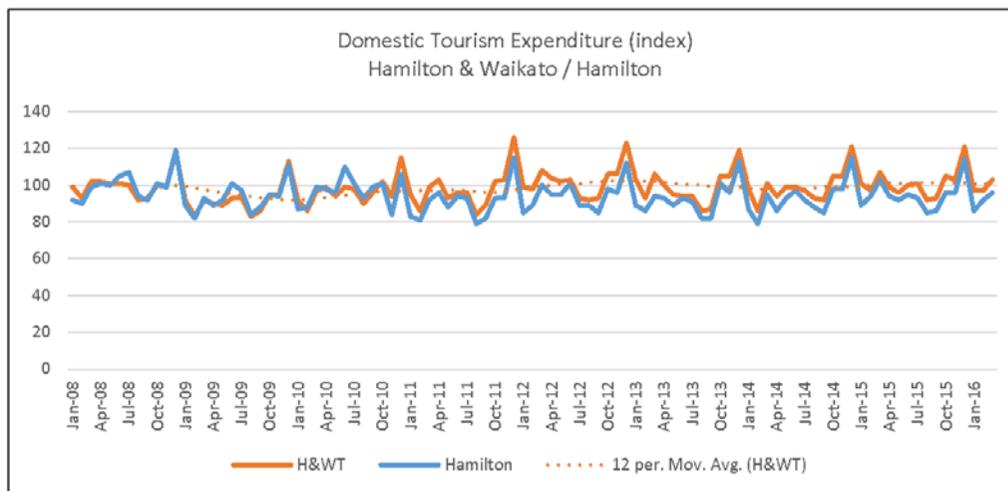
Commercial Accommodation Monitor MBIE Feb 2016  
Hamilton & Waikato Occupancy rate 52.5% +6.4%  
Hamilton City 57.6% +5.2%



Regional Tourism Indicators  
International MBIE March 16

- HW 188 points /average 145 points
- HC 132 points /average 116 points
- NZ 153 points / average 118 points





Regional Tourism Indicators

Domestic MBIE March 16

- HW 103 points /average 104 points
- HC 96 points /average 93 points
- NZ 118 points / average points 114

Notes

- Total visitor spend HW - \$1.23b, Hamilton \$606m. Retailers generate \$702m and F&B \$167m, accommodation \$63m and other tourism products \$112m (MBIE YE March 2015)
- Hamilton is seeing steady growth in commercial guest nights, arrivals and occupancy rates and is tracking in line with regional performance. Hamilton generates 52% of the region's commercial nights
- Hamilton is less seasonal than other parts of the region
- 62% of the region's domestic visitors are visiting friends and relatives (VFR) +3%. AA Traveller/Fresh Info Co.
- It is estimated there are an estimated 180 other providers in Hamilton (Air BnB, Holiday Homes to Rent)
- Hamilton's domestic visitor expenditure is in line with the regional trend though slightly softer. Both the region and city are performing below the national trend
- Hamilton's international visitor expenditure is below the regional trend due to the strong performance of MPDC & Waitomo districts, however is in line with the national trend average



**Committee:** Business and Investment  
Subcommittee

**Date:** 23 May 2016

**Report Name:** LATE REPORT - Municipal  
Endowment Policy

**Author:** Becca Brooke

<b>Status</b>	<i>Open</i>
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Municipal Endowment Policy Report to be circulated under separate cover prior to the Business and Investment Subcommittee Meeting on 23 May 2016.

## Resolution to Exclude the Public

### Section 48, Local Government Official Information and Meetings Act 1987

The following motion is submitted for consideration:

That the public be excluded from the following parts of the proceedings of this meeting, namely consideration of the public excluded agenda.

The general subject of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under section 48(1) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution follows.

General subject of each matter to be considered	Reasons for passing this resolution in relation to each matter	Ground(s) under section 48(1) for the passing of this resolution
C1. Business and Investment Subcommittee - Public Excluded Minutes - 21 April 2016	) Good reason to withhold information exists under Section 7 Local Government Official Information and Meetings Act 1987	Section 48(1)(a)
C2. Business and Investment Subcommittee - Public Excluded Action List - 23 May 2016	)	

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 which would be prejudiced by the holding of the whole or relevant part of the proceedings of the meeting in public, as follows:

Item C1.	to prevent the disclosure or use of official information for improper gain or improper advantage	Section 7 (2) (j)
Item C2.	to prevent the disclosure or use of official information for improper gain or improper advantage	Section 7 (2) (j)