

I hereby give notice that the Executive Committee Meeting will be held on:

Date: Tuesday, 9 November 2021

Time: 9.00am

Location: Council Chamber ,Third Floor

Office of the Waitaki District Council

20 Thames Street, Oamaru

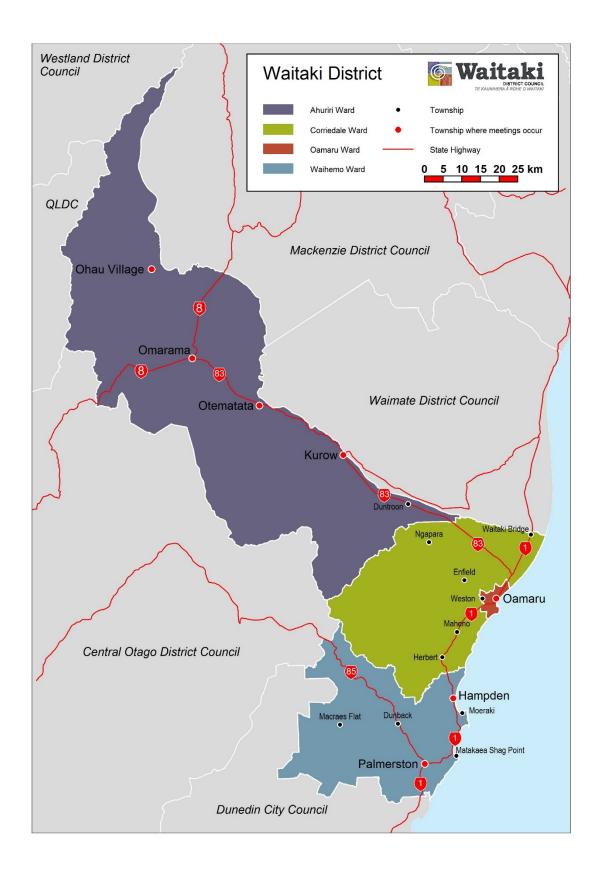
Agenda

Executive Committee Meeting 9 November 2021

Executive Committee Membership

| Mayor Gary Kircher | Chair |
|--------------------------------|-----------------|
| Deputy Mayor Melanie Tavendale | Associate Chair |
| Cr Bill Kingan | Member |
| Cr Ross McRobie | Member |
| Cr Kelli Williams | Member |
| Cr Colin Wollstein | Member |

Alex Parmley Chief Executive









Attractive to new opportunities

Support local businesses

Foster a diverse and resilient economy



Enable safe and healthy communities

Connected, inclusive communities

Promoting a greater voice for Waitaki

Celebration of our community identity

social and cultural QUALITY SERVICES

Robust core infrastructure and services

Community facilities and services we are proud of

environment



Protecting our diverse landscapes and water bodies

Meeting environmental and climate change challenges

STRATEGIC PRIORITIES

Providing highquality core infrastructure and services Determining the best way to deliver 3-waters for the community

Working with the community to respond to COVID-19 challenges Creating a District Plan that is fit for Waitaki's future

Striving towards better Council performance

Driving best value for rates

Ensuring we get core business done while delivering on our strategic priorities and achieving our community outcomes

Engagement with the community and partners

Strategies, plans and partnerships

Long Term Plan and Annual Plan

Our service delivery approach

Monitoring and reporting on our progress



Agenda Items

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- 1 APOLOGIES
- 2 DECLARATIONS OF INTEREST

3 CONFIRMATION OF PREVIOUS MEETING MINUTES

3.1 PUBLIC MINUTES OF THE EXECUTIVE COMMITTEE MEETING HELD ON 7 SEPTEMBER 2021

Author: Ainslee Hooper, Governance and Policy Advisor
Authoriser: Lisa Baillie, People and Culture Group Manager

Attachments: 1. Public Minutes of the Executive Committee Meeting held on 7

September 2021

RECOMMENDATION

That the Executive Committee confirms the Public minutes of the Executive Committee Meeting held on 7 September 2021, as circulated, as a true and correct record of that meeting.

UNCONFIRMED MINUTES

OF THE EXECUTIVE COMMITTEE MEETING HELD VIA ZOOM VIDEO-CONFERENCE

HOSTED BY THE WAITAKI DISTRICT COUNCIL, OAMARU ON TUESDAY, 7 SEPTEMBER 2021 AT 10.45AM

PRESENT: Mayor Gary Kircher (Chair), Deputy Mayor Melanie Tavendale (Deputy Chair),

Cr Bill Kingan, Cr Ross McRobie, Cr Kelli Williams, and Cr Colin Wollstein

IN ATTENDANCE: Cr Jim Hopkins

Cr Guy Percival

Alex Parmley (Chief Executive)

Ainslee Hooper (Governance and Policy Advisor)

IN ATTENDANCE FOR SPECIFIC AGENDA ITEMS (5.3):

Paul Hope (Finance and Corporate Development Group Manager)

Richard Maher (Finance and Corporate Development Operations Manager)

MEETING OPEN

The Chair declared the meeting open at 10.45am.

1 APOLOGIES

There were no apologies.

2 DECLARATIONS OF INTEREST

There were no declarations of interest.

3 CONFIRMATION OF PREVIOUS MEETING MINUTES

3.1 PUBLIC MINUTES OF THE EXECUTIVE COMMITTEE MEETING HELD ON 3 AUGUST 2021

RESOLVED EC 2021/017

Moved: Deputy Mayor Melanie Tavendale

Seconded: Cr Ross McRobie

That the Executive Committee confirms the Public Minutes of the Executive Committee Meeting held on 3 August 2021, as circulated, as a true and correct record of that meeting.

CARRIED

3.2 PUBLIC MINUTES OF THE EXECUTIVE COMMITTEE MEETING HELD ON 17 AUGUST 2021

RESOLVED EC 2021/018

Moved: Deputy Mayor Melanie Tavendale

Seconded: Cr Colin Wollstein

That the Executive Committee confirms the Public Minutes of the Executive Committee Meeting held on 17 August 2021, as circulated, as a true and correct record of that meeting.

CARRIED

4 RESOLUTION TO EXCLUDE THE PUBLIC

RESOLVED EC 2021/019

Moved: Cr Ross McRobie Seconded: Cr Bill Kingan

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

The general subject matter 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 of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution are as follows:

| General subject of each matter to be considered | Reason for passing this resolution in relation to each matter | Ground(s) under section 48 for the passing of this resolution |
|---|---|--|
| 5.1 - 2021 Council Controlled Organisations' Directorship Review - Process Decisions PE | s7(2)(a) - the withholding of the information is necessary to protect the privacy of natural persons, including that of deceased natural persons s7(2)(i) - the withholding of the information is necessary to enable Council to carry on, without prejudice or disadvantage, negotiations (including commercial and industrial negotiations) | s48(1)(a)(i) - the public conduct of the relevant part of the proceedings of the meeting would be likely to result in the disclosure of information for which good reason for withholding would exist under section 6 or section 7 |
| 5.2 - Council Controlled Organisations' Remuneration Review 2020 PE | s7(2)(a) - the withholding of the information is necessary to protect the privacy of natural persons, including that of deceased natural persons s7(2)(i) - the withholding of the information is necessary to enable Council to carry on, without prejudice or disadvantage, negotiations (including commercial and industrial negotiations) | s48(1)(a)(i) - the public conduct of the relevant part of the proceedings of the meeting would be likely to result in the disclosure of information for which good reason for withholding would exist under section 6 or section 7 |

| 5.3 - SSF Economic Resilience Fund Application 026 – NZAA PE | s7(2)(a) - the withholding of the information is necessary to protect the privacy of natural persons, including that of deceased natural persons s7(2)(b)(ii) - the withholding of the information is necessary to protect information where the making available of the information would be likely unreasonably to prejudice the commercial position of the person who supplied or who is the subject of the information | s48(1)(a)(i) - the public conduct of the relevant part of the proceedings of the meeting would be likely to result in the disclosure of information for which good reason for withholding would exist under section 6 or section 7 |
|--|--|--|
| | s7(2)(i) - the withholding of the information is necessary to enable Council to carry on, without prejudice or disadvantage, negotiations | |

(including commercial and industrial negotiations)

CARRIED

5 PUBLIC EXCLUDED SECTION

The Public Excluded Minutes apply to this section of the meeting.

6 RESOLUTION TO RETURN TO THE PUBLIC MEETING

RESOLVED EC 2021/029

Moved: Deputy Mayor Melanie Tavendale

Seconded: Cr Ross McRobie

That the Executive Committee resumes in open meeting and decisions made in the public excluded session are confirmed and made public as and when required and considered.

CARRIED

7 RELEASE OF PUBLIC EXCLUDED INFORMATION

In accordance with Waitaki District Council Standing Orders, and pursuant to resolutions in the public excluded session of the meeting, the Executive Committee decided not to release any previously public excluded information under this agenda item in the Public Minutes of this meeting.

8 MEETING CLOSE

There being no further business, the Chair declared the meeting closed, at 11.26am.

TO BE CONFIRMED at the Executive Committee Meeting to be held on Tuesday, 9 November 2021.



4 MEMORANDUM REPORTS

4.1 ECONOMIC DEVELOPMENT AND COMMUNICATIONS UPDATE

Author: Melanie Jones, Business Attraction and Recovery Manager

Authoriser: Alex Parmley, Chief Executive

RECOMMENDATION

That the Executive Committee receives and notes the information.

PURPOSE

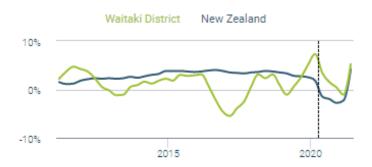
The purpose of this Economic Development Update is to keep the Executive Committee informed of economic development matters and activities within Council.

OVERVIEW

The most current official economic performance figures are for the year ending June 2021. This Situation and Outlook section presents the position as of June 2021.

Waitaki's economy grew 5.2% over the year to June 2021, according to Infometrics provisional GDP estimates. This growth was ahead of the national growth rate of 4.2% (the previous year includes the lockdown-affected June 2020 quarter).





Waitaki's diversified economy continues to fare well through the pandemic, given the solid performance of the agriculture sector, and the flow-on effect into primary sector-related engineering and manufacturing businesses. The dairy sector is robust and Fonterra's high forecast farmgate milk price range underpins continued global demand for New Zealand milk relative to supply. New Zealand's agricultural commodities have been performing strongly, bolstering export earnings. Global prices for New Zealand commodities are up strongly year on year.



However, the closure of the international border is causing supply chain issues and skills shortages across sectors which will threaten growth this year. Hospitality, accommodation, primary sector and retail industries are also heavily reliant on migrant workers either on a work or student visa and are exposed today.

Consumer spending in Waitaki has grown ahead of the national trend, up 9.4% over the year to June 2021 and district car registrations continue to outperform the national trend (+27.4% versus 2.5%). June 2021 quarter spending was 10.9% higher than 2019, buoyed by strong tourism spending and population growth. Health enrolments, indicative of population growth, grew 0.5% in Waitaki over the year to June 2021.

Employment

Employment for Waitaki residents has increased by 1.0% (vs -0.1% nationally), led by growth in agriculture, manufacturing and construction. The number of Job Seeker Support recipients has been decreasing over this period, down from 789 in August 2020 to 693 at the end of June 2021. The annual average unemployment rate in the Waitaki district was 4% in June 2021, up from 3.4% 12 months earlier.

Construction

Residential building consents are growing steadily, up 7.3% over the year to June 2021, and with a near-record 39 new dwellings consented in the June 2021 quarter. Non-residential consents are holding up at a solid level, buoyed by consents for commercial accommodation. Commercial vehicle registrations are strong at +9.5% above the national average, indicating that Waitaki businesses are relatively confident about their futures.

Housing

Waitaki's housing market remains strong, spurred on by low interest rates and renewed interest in property investment nationally. As sales outstrip listings, a lack of supply is contributing to pushing up prices further. Higher mortgage rates and regulation changes targeting property investors may contribute to helping to slow the house price growth.

Buyer interest from all locations nationally across residential, commercial and land purchases continue. This is reflective of national trends – urban dwellers seeking to move to rural locations for a better lifestyle, affordability considerations, and remote working preferences.

Waitaki's house values appreciated by a comparatively modest 16.9% over the year to June 2021, while the national average was 27.3%. Waitaki's housing remains highly affordable by comparison, with an average value of \$428,748 in the June 2021 quarter, compared to \$664,560 in Dunedin and \$922,421 nationally.

However, housing and rental affordability both deteriorated on average between June 2020 and June 2021. A housing strategy has been drafted in partnership with Te Rūnaka o Mōeraki, the Ministry of Social Development (MSD), Stronger Waitaki and key stakeholders in the community to address these growing issues.



Visitor economy

The tourism industry experienced a strong domestic visitor surge after lockdown in 2020. Waitaki benefitted strongly as New Zealanders, unable to travel abroad, explored their own backyard. Total tourism expenditure was approximately \$100 million in the Waitaki district in the year to June 2021 (up from \$90m a year ago). Total tourism expenditure increased by 11.1% in the year to June 2021 (compared to an increase of 5.4% in New Zealand). However, in the last six months, this visitor uplift has been mainly restricted to public holiday periods.

Consumer Spending

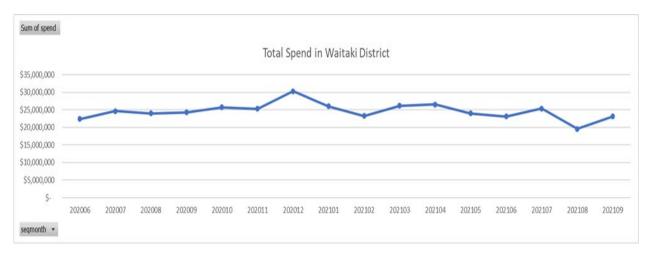
Electronic card consumer spending in the Waitaki district, as measured by Marketview, increased by 18.83% in the year ending September 2021 to \$216.96m compared to the previous year. 72% (\$16.6m) of the spend in the month of September was from Waitaki locals and was flat year on year. As expected, spend from Aucklanders was down 76% versus the same period last year.

In the graphs below, the green line is 2019 (a pre-COVID-19 baseline), the black line is 2020 (a COVID-19 year), and the blue line is 2021 (current conditions). To get back to pre-COVID patterns, the green line and the blue line would meet.

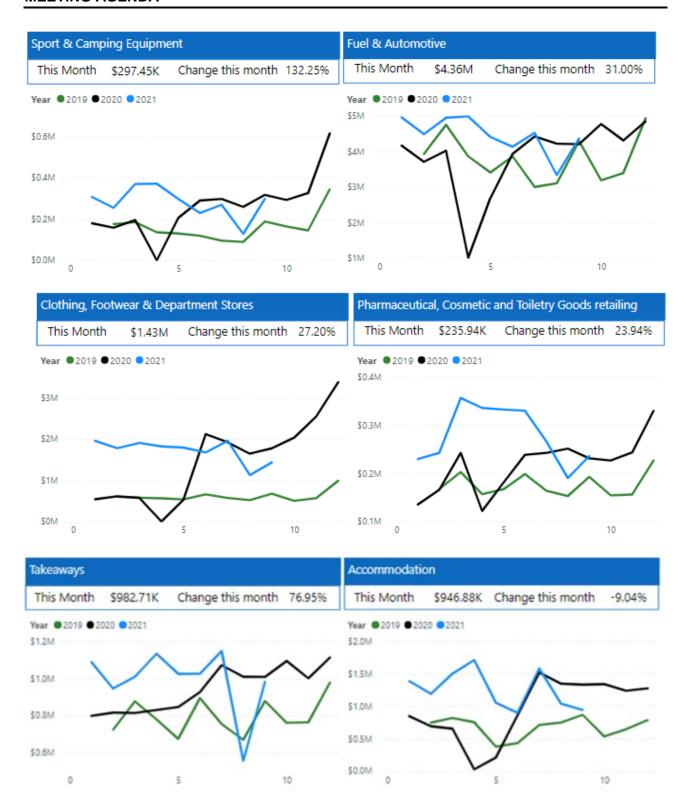
The store types which are currently below baseline pre-COVID spend are Accommodation, and Clothing, Footwear and Department stores, All Other as well as Food and Beverage.

Roughly on par with 2019 are Sports and Camping Equipment, Pharmaceuticals, Cosmetic and Toiletry Goods Retailing.

Above the 2019 baseline are Fuel and Automotive, Groceries and Liquor, Home Retailing, Pharmaceutical, Cosmetic and Toiletry Goods Retailing.









SUPPORT AND STIMULUS FUND (SSF)

No new applications have been submitted to the SSF since May 2021. Most SSF projects have been completed. Council resolved (WDC 2021/120) at its 10 August 2021 to close the Support and Stimulus Fund and unallocated funds from it were returned to the Disaster Fund.

A pilot user group of local businesses, including Waitaki District Council, Waitaki Whitestone Geopark and Tourism Waitaki, is developing the most effective ways to use the collateral developed in the Virtual Waitaki project as a promotional tool for the district. Stunning 360-degree imagery of the district is being integrated into their websites ahead of a broader launch to local businesses and agencies.

The Waitaki Neat Places campaign finishes in December and a review of key learnings will be shared with key stakeholders.

TOURISM INFRASTRUCTURE FUND (TIF)

Council received \$505k funding from the TIF for three projects:

- Carpark, viewing area and signage and toilets at Elephant Rocks
- Resealing of the carpark by the Ōamaru Blue Penguin Colony
- Duntroon road safety measures near the new public toilet site.

Work is now underway on these projects including landowner engagement. All projects are due to be completed by the end of 2022.

DESTINATION MANAGEMENT

The Waitaki Destination Management Plan is being led by Tourism Waitaki (TW). Phase One of the project was completed at the end of September 2021, with a Strategic Framework approved by the Governance Group chaired by Mayor Gary Kircher. Phase Two sees the development of a Destination Management Plan which will include feasibility studies for lead investment opportunities. This work is due to be completed by the end of June 2022 and will run in parallel to the review of Economic Development and Tourism in the Waitaki district requested by Council (see separate agenda item paper). Representatives from Tourism Waitaki and the Destination Management Governance and Working Groups will be involved in both projects to ensure any interdependencies are effectively managed.

EVENTS ECONOMY

Tourism Waitaki (TW) has received \$183,000 funding from the Government's Regional Events Fund to drive out-of-region visitation and economic benefit to help compensate for some of the shortfall created by the lack of international visitors. Applications for funding are open until 14 November and notification has been shared on Council's social media and newsletters to encourage potential event organisers to participate. Community feedback through the Destination Management Plan confirmed the importance of events in driving out-of-town visitation and adding vibrancy to the district.

The Economic Development (ED) and Communications team supported the Ōamaru Opera House and other stakeholders to effectively integrate the Meet the Maker Creative Waitaki Studio Tour into this year's Waitaki Arts Festival Programme. Support included programme and collateral design, evaluation surveys, PR and media liaison. Despite lockdown restrictions, the event was able to go ahead and initial feedback from both the Makers and visitors has been highly positive. Key highlights for visitors were meeting the makers and hearing their stories, seeing the variety of local talent and meeting artists and makers they did not know about. Makers enjoyed meeting and talking to people, sharing their story and selling their work. While the majority of visitors were from Waitaki, people also came from Dunedin, Christchurch, Timaru and Waimate for the event. Social media and the Waitaki Arts Festival brochures were key in driving awareness. A full review of the Festival and Meet the Maker programme is underway, and results will be shared once available.

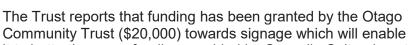


This was a truly collaborative project involving staff from Council's key cultural assets, the ED/Communications team as well as locals. It is hoped learnings from this initiative can inform future ways of working for events and community initiatives to unlock growth for the district.

An Events page and calendar is now part of the Council website, to encourage the community to list and share their events more widely.

WAITAKI WHITESTONE GEOPARK UPDATE

The Waitaki Whitestone Geopark Trust, with the new chair Councillor Ross McRobie, has begun socialising its new educational-focused strategy with the wider community. A Geopark Roadshow across the district will share the strategy and seeks to understand what stories and projects are most important to the community. The first group was held in October in Kurow, with further groups planned in Ōamaru, Palmerston and Ōmārama by the end of November. A new logo has been co-designed with iwi.





it to better leverage funding provided by Council. Cultural content is now being developed.

A Geopark Beach Clean Up was organised on 31 October as part of Keep New Zealand Beautiful's annual Clean Up week. Over 30 people participated and picked through bushes and dunes for anything that did not belong there. The event was about raising awareness around pollution and becoming kaitiaki of this area. Further beach clean ups will be explored over the summer.

The Geopark team is working with the new team at the Visitor Centre in Whitestone City to support displays in this area and promote the stories of our whenua.

COMMUNICATIONS TEAM UPDATE

The communications team continues to ensure local residents, ratepayers and businesses are kept informed about local and national issues.

Latest work includes:

- Supplying ongoing community and business information relating to the COVID-19 pandemic
- COVID Vaccination promotion #90percentbysummer Waitaki campaign collateral, Super Saturday support and pop-up clinic promotion
- Three Waters campaign
- Labour Weekend Loch Laird Liquor Ban communications and promotion
- Shakeout national earthquake drill and tsunami hikoi
- Ōamaru Spatial Plan Consultation support including collateral and promotional
- Waitaki Indoor Sports and Events Centre location consultation
- Long Term Plan and Forrester Heights media releases
- Annual Report summary document design
- Preparation of Waitaki Heritage Fund materials for launch of a new funding round
- Support for the Alps 2 Ocean (A2O) website

Work continues to showcase our community and assets. Recent work includes:

- Promotion of National Multicultural Day
- Promotion of Community Grants and Waitaki Citizens Awards
- Promotion of Waitaki Free Wi-Fi extension for Ōamaru North, Hampden and Otematata.
- Waitaki Arts Festival programme design, marketing collateral and promotion support.
- Waste minimisation campaign collateral
- Waitaki Meet the Maker branding, programme and marketing collateral. Production of a series of videos highlighting local artisans. Event and promotion support.
- Working with the Roading team to promote its school project and the Severn Street memorial oak lights
- Virtual Waitaki community launch.

Future work will include:

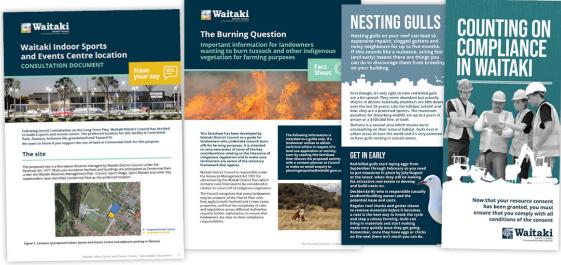
- Light up the tree Ōamaru Christmas Event providing design, promotion and event support
- Communications around the Government's COVID traffic light system and how it will work in Waitaki and in Council facilities.
- New Year's Eve Party in the Gardens providing design, promotion and event support
- Public Communications for Christmas paperwork/application deadlines and shut-down hours for all facilities
- Next phase of the website optimisation of online forms.

A review of the Communications Strategy and Plan is underway to align goals and deliverables for 2022 and ensure the most effective and efficient use of our resources.

Sample outputs from the Communications team are provided on the following pages.





































5 RESOLUTION TO EXCLUDE THE PUBLIC

RECOMMENDATION

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

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| General subject of each matter to be considered | Reason for passing this resolution in relation to each matter | Ground(s) under section 48 for the passing of this resolution |
|--|--|--|
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| | s7(2)(i) - the withholding of the information is necessary to enable Council to carry on, without prejudice or disadvantage, negotiations (including commercial and industrial negotiations) | |
| 6.2 - Economic Development and Tourism Strategy and Review Proposal PE | s7(2)(a) - the withholding of the information is necessary to protect the privacy of natural persons, including that of deceased natural persons | s48(1)(a)(i) - the public conduct of the relevant part of the proceedings of the meeting would be likely to result in the disclosure of information for which good reason for withholding would exist under section 6 or section 7 |
| | s7(2)(i) - the withholding of the information is necessary to enable Council to carry on, without prejudice or disadvantage, negotiations (including commercial and industrial negotiations) | |
| | s7(2)(j) - the withholding of the information is necessary to prevent the disclosure or use of official information for improper gain or improper advantage | |

6 PUBLIC EXCLUDED SECTION

7 RESOLUTION TO RETURN TO THE PUBLIC MEETING

RECOMMENDATION

That the Executive Committee resumes in open meeting and decisions made in public excluded session are confirmed and made public as and when required and considered.

8 RELEASE OF PUBLIC EXCLUDED INFORMATION

In accordance with Waitaki District Council Standing Orders, and pursuant to resolutions in the public excluded session of the meeting, any previously public excluded information that the Executive Committee decides to release will be included under this agenda item in the Public Minutes of this meeting.

9 MEETING CLOSE