

Date released: 27 April 2023



Request: OIA-1176

Original LGOIMA Request:

“Could I now have (under the OIA) a copy of the full breakdown of expenses for the Alps 2 Ocean 10 year celebration including the costs of advertising, food, alcohol, travel expenses etc”

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Official LGOIMA Response:

Alps 2 Ocean 10 year anniversary

The 10 year anniversary was determined as a key marketing theme for 2023, and ideas discussed with the Joint Committee at the 25 August Joint Committee meeting. No specific budget was allocated to the anniversary, rather was considered to need to be included in our marketing budget for the year as indicated in the 2022/2023 Marketing Plan. The A2O Marketing and Engagement Plan 2022/23 was circulated to the Alps 2 Ocean Reference Group and Alps 2 Ocean Joint Committee for feedback and formally approved for adoption at the 14 December 2022 Joint Committee meeting.

A separate 10 year anniversary Marketing strategy was then developed.

Opening day anniversary lunch @ Lake Ōhau Lodge

The cost of the food for this lunch was split three ways between our sponsors Cycle Journeys, Meridian Energy and Mount Cook Alpine Salmon. The drinks were donated by Lake Ōhau Lodge.

There was officer time to compile the guest list, acquire speakers and sponsors, make the invitation, email out invitations and manage RSVPs. Approximately 8-10 hours.

Two cars from WDC went up for this event. One of which was going up to Ōhau to meet with a contractor and scope some work on the Trail prior to the lunch.

A2O History document

This was put together to be shared as part of the 10th Anniversary celebrations but was not specifically for the anniversary. As the Trail has been developed, delivered and changed governance structure is it important to maintain a record of the history of the Trail. Most of the founding team of people are no longer involved in the Trail, so it is important to capture in writing as much of the history as possible.

Rob Young was employed to develop a history document. This was then circulated to several the founding committee members for input. The finished document was reviewed by Council staff and uploaded to the A2O website to share with the public. Information in the document will be used for 10th anniversary activities.

A2O History document – researched and prepared by Rob Young

\$2932.50

Marketing costs

10th Anniversary add (double page spread) in the Oamaru Mail - total cost \$798.00 excluding gst.

7 Partner advertisers contributed to this at \$50 each, meaning \$350 was contributed by the partners. Spent from A2O budget therefore was \$448 ex gst.

We are currently spending \$100 towards promoting the ‘share your photo competition’.

Thaka Mandiwona is supporting the marketing of Alps 2 Ocean Cycle Trail and has spent time working to deliver the anniversary marketing strategy as follows.

Task	Cost
A2O artwork preparations briefs etc (anniversary badge, facebook image, newsletter header)	\$425.77
Press Release	\$851.54
A2O Lunch invite	\$212.88
Share your photo competition preparations	\$425.77
Social media posts	\$851.54
A2O thank you note in the newspaper	\$851.54
Google ads update	\$425.77
	\$4,044.79

In conclusion, all spending is within the A2O marketing budget allocation. The 10th Anniversary lunch was fully sponsored by A2O partners, and the other marketing activity is centred on celebrating this milestone, however would have been spend on marketing something else if it was not the 10th anniversary.