

Central Hawke's Bay District Council – Report

TO: Services Committee
FROM: Chief Executive
DATE: 8 October 2008
FILE REF: ASS2-2800
SUBJECT: CHB PROMOTIONS INC. ANNUAL REPORT TO 30 JUNE 2009

1.0 SUMMARY

CHB Promotions Inc. has provided Council with its Annual Report to 30 June 2009, as part of the agreement between the two organisations.

The Chairman of CHB Promotions Inc, Jennifer Hancock, and Trudy Kirk Manager of the Information Centre, will present the report.

2.0 RECOMMENDATION

THAT

The CHB Promotions Inc. Annual Report to 30 June 2009 be received.

3.0 STATUTORY IMPLICATIONS

- Local Government Act 2002

4.0 CONSULTATION

- CHB Promotions Inc.
- Chief Executive

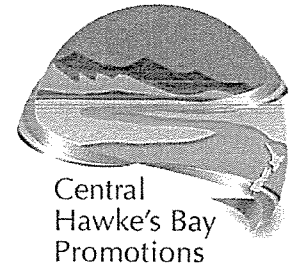
5.0 STRATEGIC LINKS

- LTCCP 2009 - 2019

John Freeman
Chief Executive

CHB Promotions Inc.

Annual Report 2008/2009



CHB Promotions Inc. has pleasure in presenting their annual report to 30 June 2009.

CHB Promotions Inc. underwent a change in leadership at the Annual General meeting in September 2008 when Jennifer Hancock stepped into the role of board chair and Johnny Ormond stepped down. Lisa Metcalfe was voted on to the board at that time and other changes occurred through the year with resignations from Peter Harris , Mary Collins and Barbara Lowe, and co opting Dave Smith and Jenni Tomlins onto the Board .

The new board identified the need to stimulate the interest in the Central Hawke's Bay region to "our own people" by engaging them to rethink the way they promote themselves, seek out opportunities, sell themselves and entice others to relocate to this beautiful area. In the knowledge that for real change to take place, our communities must be prepared for the long haul. For positive change to continue, we all need to share the same goals, so plans become a reality.

Our Business Plan for 2008/2009 year was presented to Council in December 2008, loaded with ideas and projects to get a positive result for the region. We have actively co- opted professional people with real commitment and passion and the skills required to complete a number of the proposed projects in the timeline we outlined.

Membership has increased by 9.8% this year, which in a time of economic recession is very pleasing.

Good relationships have been forged and maintained with the CHB community, CHB business, CHB District Council, Infracon, Centralines, Venture HB, HB Wine Country Tourism Association, HB Maori Tourism, regional i-Sites, all media. We endeavour to ensure our communication lines are open to all contacts we make during the course of business.

Support of the smaller communities happens with continual marketing and promotion through the Visitor Information Centre, the Central Hawke's Bay brochure and website. We recognise that our smaller towns and communities are rich in history and arts and bring large interest to our region. Including them more in the highlights this year was a focus on taking steps to the establishment of a CHB Country Market. Plans are well underway with others, keen to make the Market another successful CHB event. Waipawa is the town of choice and the market will run every Sunday through summer at Madge Hunter Park.

Plans are now in place to begin the first of our 2nd tier brochure projects, these will offer a very unique place on our self-discovery map.

Good relationships with Hawke's Bay Region are paramount and CHB Promotion's manager ensures that excellent relationships are formed with all partnerships through the region. Whether they are public, private or community, collaboratively we can achieve our goals and benefit all.

Venture HB. - regular discussion is held between HB Inc. & CHB Promotions. Collaboration is frequent on regional and local projects. Current discussions include – CHB Economic Development forums, Grow Hawke's Bay, Hawke's Bay Cycleways and regular Rugby World Cup meetings.

HB Wine Country Tourism Assoc. – CHB Promotions Inc. is a financial member and we attend their quarterly sector meetings, have regular communication and support their initiatives. Trudy and her team worked with HBWCTA to bring Wine Country fami into Central Hawke's Bay in April 09.

A coach full of tourism operators from the Hastings/ Napier area thoroughly enjoyed the best of our coastal area – they visited Otane / Chapelwick / Longest place Name / Duke of Edinburgh / Wallingford Homestead / Woburn homestead / Pukeora Estate & Cefyn Gauden's Gallery . A similar fami will take place later in the year through Highway 50 and west side of our district.

Hawke's Bay i- Sites (information centres) – Regular contact and communication is encouraged by all managers.

Business CHB – Waipukurau business group

CHB Promotions chair and manager attend their monthly meetings where possible and have worked with the group on September Chilli Day events that includes media releases, website information, speaking with potential participants, sending out letters and registration forms to stall holders and procuring funding from CNZ for street theatre on the day.

Business Plan Outcomes

CHB Visitor Information Centre:

To staff the Information Centre, over the summer period on Saturday & Sundays. The Board was to consider budget and staffing at December's meeting.

Progress:

Because of a lack of funding for paid staff, CHB Promotions Inc. advertised for volunteers and was successful in getting 3 wonderful helpers who were rostered to work on Saturday afternoons through the summer months until late Autumn. These same volunteers come in to help with busy times and events. We will continue to identify resources required to open from December to March 9am – 4pm Saturdays and 10am – 2pm Sundays for the coming year.

The Information Centre has also benefitted from voluntary time given by Fergus Watts completing his Duke of Edinburgh awards.

Grow Brochure Profit –

The current update is self funding. We aim to increase advertisers for 2010. Identify limit and value. Distribution plan. Use updated publication as a tool for marketing 2010 update. (Current)

Community Forum & Economic Development Strategy: (current)

A date is to be set early 2009 for a community forum to be run by a skilled facilitator/ co coordinator. Advertise and contact a broad cross section of CHB business owners, residents, students, service providers etc. to participate in the forum.

Progress:

John Wise has been contracted to assist with the facilitation of the district forums. John is a practitioner with many years experience at the leading edge of community economic development. Workshops have been held with representatives from CHB Promotions and CHB District Council and work is well underway, with the 1st of the forums planned to take place in November this year. It is expected that the forums will involve a large amount of our focus for the next six months

Branding and Signage: (current)

We have ideas to grow the signage ideas around the region with individual concepts like the "Vintage Homes of Central Hawke's Bay promotions and many others. This all fits in with our theme of the "Self Discovery" and "Hunting and Gathering" concepts.

We want to develop a branding look that tells people that CHB Promotions Inc is supporting their ideas or event by great visual banners.

Promote Better Awareness of CHB and CHB Promotions.

Stage 1: District and town brands are done

Stage 2: Develop a brief and logo for CHB Promotions Inc. Identify tools to create a better awareness of CHB Promotions involvement in the district. i.e. flags / t-shirts/ banners/ sandwich boards/ brochures / apparel/ business cards/ stationery.

Progress:

- Stationery is complete
- Banners underway
- 1st of family of brochures are being planned
- Product has been produced

Expo's:

To take place May 2009. Showcasing Central Hawke's Bay business focusing around tourism. Possible categories; accommodation / dining/ real estate / exporters / training / beauty.

Progress:

An Expo offers an ideal opportunity to network with similar businesses and showcase themselves to the public. We would also like it to provide and stimulate investment needs in the district.

The Central Hawke's Bay Tourism and Lifestyle Expo is planned for early 2010. The event is to be held at the AW Parsons Stadium.

Ambassadors:

Nominating locals each month, for an ambassador's award. Aim for 20 ambassadors per month / 200 per year. Anyone can nominate an ambassador but must say why. Certificate, badge, report on local paper and radio.

Progress:

The purpose of these awards is to create pride in the communities in which we live in. Given the opportunity, a community will eagerly participate in positive initiatives. CHB Promotions intends to 'revitalise' our locals, we want them to take ownership of the good things that do and can happen in Central Hawke's Bay.

Each month 20 Ambassadors have been named and sent letters and certificates of congratulations. The ambassadors are published in the local paper and talked about on local radio, with all ambassadors and reason for their nomination put onto the Central Hawke's Bay website www.chb.co.nz

This project has been very successful and feedback from recipients tells us that 'pat on the back' and recognition is very much appreciated.

2009 Business & Tourism Awards:

CHB Promotions will host a new event, the CHB Business & Tourism Awards. Invitations will be extended to other groups presenting similar awards to come in under our umbrella. i.e. Rotary Street Awards and Courtesy Awards.

Categories to be decided.

Progress:

We believe this will be another positive step in rewarding businesses that excel and are great ambassadors for doing business in Central Hawkes Bay. The Board has agreed to move this event back to 2010, realising that holding the 'Tourism and Lifestyle Expo' will begin sowing the seed of the benefits an event such as this can have on your business.

Both the Expo and the Business and Tourism Awards are events of huge value to the district and require time and good planning.

Funding :

To identify funding avenues for CHB Promotions large projects, events, capital expenditure.

Consult with an experienced fund raiser to employ for large projects, ensuring that their costs are result driven.

Take ownership of 4 self funding projects / includes Economic profile CHB / Railway Station Building / Promotion through signage / sponsorship (Current)

Consultation:

To promote better awareness of CHB Promotions in the community

Progress:

- Provide networking meetings for members every three months, these will be an updated platform in which to exchange business ideas and will replace the Business After 5 get togethers.
- Improve consultation with the community. Hence planned community forum. Email networking.
- Better understanding as a Board on what the community's needs may be.
- 6 month and annual report to Council
- Calendar of events in local paper and on website.
- Expectation of CHB Promotions Council representative. i.e. Guidelines set by board.
- Consult with other regions on country community growth
- HBWCTA / Venture HB Regional Council/ Napier & Hastings Councils/ Regional i-Sites.

Membership:

To work towards increasing membership

Improve value with a tiered membership – commercial / business / individuals / schools/ arts.

Progress:

Membership 08/09 year increased 9.8%

Waipawa 2010 : (current)

Support plans already in place for years celebrations. CHB Promotions to decide on an initiative that will have a positive impact on the town.

Media Exposure of Central Hawke's Bay :

Continue to pursue avenues of positive exposure of Central Hawke's Bay, and CHB Promotions part in that where possible

Other Brochures:

To develop a 2nd tier of CHB brochures to sit alongside the main brochure.

Possibilities are: Heritage & History / Country Pubs / Boutique Shopping / Food & Wine / Relaxation / Hunting & Gathering / Self-discovery / Music & Art / Golf Courses / Mail Order CHB.

Central Hawke's Bay has a diverse amount of activities to interest our visitors. With the assistance of CHB Promotions, business and organisations will be encouraged to be part of this family of brochures depicting the best the district has on offer.

Progress:

Work is underway on costings and design for the first of our 2nd tier of Central Hawke's Bay brochures: Central Hawke's Bay Country Pubs / Boutique Shopping / Heritage and History

Key Result Areas as per CHB Promotions Inc. Performance Agreement with CHB District Council.

KRA 1: Increase Tourism Impact on the Central Hawke's Bay Economy

The CHB Visitor Guide and the CHB website continue to be the two main building blocks in marketing Central Hawke's Bay. At every opportunity we encourage the use of the website as a reference to our district and we are delighted to report that a Google search for a town or aspect of Central Hawke's Bay now brings the site to the top of the search page.

The website is continually updated. Often daily, a business or an event is being added or deleted and information changed. Keeping the site current is time consuming but important when it comes to letting the world know what is happening in our district. The staff put in a large amount of time ensuring contact is made with local groups and event organizers for future events and dates, the main events are also inputted into the Hawke's Bay site www.hawkesbaynz.com.

Brochures are distributed through i-Sites, HB Airport, travelers, local business, it is mailed out to those enquiring about living in CHB.

The District Event signage north and south of the district on Highway 2 is achieving our aim to not only promote events, but to give travelers through the district an ever changing view of the large range of events held here annually.

CHB Promotions markets Waipukurau Rotary's annual Sea Sky & Bush Walk and registers all walkers. We also field enquiries throughout the year and manage the Sea Sky Bush website www.seaskybush.co.nz. This highly successful event, attracts international as well as national walkers into Central Hawke's Bay. The 2009 Walk was a sell out and highly successful.

In the Know Expo 08– War Memorial Conference Centre, Napier – August 2008. This was an opportunity for CHB to present to the public, what one can see and do in Central Hawke's Bay. The Central Hawke's Bay stand at this Expo created a good deal of interest. Created by Jennifer Hancock, Rosie Butler and Trudy Kirk, Central Hawke's Bay looked pretty good.

1500 visitors attended and we were able to inform a large majority of those about our events and attractions. Local speakers were Rod Hanson DOC, on Te Angiangi and Rosheen Parker & Margaret Grey on the CHB Settlers Museum. Many thanks to all and to Vera S who transported the 'cool retro motor scooter' lent to us by Mills Honda.

Lonely Planet Guide: We were pleased to read the positive profile Central Hawke's Bay received in the latest edition of the Lonely Planet. The writer visited our Centre last year and we were able to correct some of his information and introduce him to more of our attractions / website / brochure etc.

Tourism Media spent a day filming in Central Hawke's Bay for Publications such as: Online: flightcentre.com.au, pleasetakemeto.com.

We had a full day's itinerary from the beach to the mountains. The weather wasn't the best, cloud followed us continually. But we did have access to heritage homes, our town buildings, Electra Gallery,

The Stockroom, and good streetscapes – Otane, Waipukurau, Ongaonga. As is the way of things the next day was crisp, the mountains spectacular and not a cloud to be found – and the photographer was on his way north.

CHB in National Magazines

In August **NZ Memories** magazine will be in Hawke's Bay and they will also spend a day in CHB with a full itinerary. This particular publication will be out for the Christmas shoppers Dec – Jan

Trudy has written articles for **NZ Walking** magazine and '**Cape and Bay**' investor – A lifestyle publication similar to Napier Life. She also collaborates with local free lance journalist on possible CHB subjects worthy writing about. Because of our low budget for promotions, when opportunities arise through the media to show off our district, we take them.

We continue to pursue avenues of positive exposure of Central Hawke's Bay, and CHB Promotions part in that where possible.

KRA 2: Promote District Icons and products Nationally and Internationally

The **Central Hawke's Bay brochure** and Central Hawke's Bay website are our two essential products used to promote tourism in Central Hawke's Bay. *Refer to KRA 1 for website information*

An update of the CHB Visitor guide was completed for distribution January 09 . All dining, accommodation, local activities and attractions, plus a small number of retail shops were invited to advertise. The number of pages has been reduced by rewording some areas and only those businesses choosing to pay for space have been included. The brochure has been self funding and has also covered the cost of a smaller DLE 3 fold brochure produced August 2008. The smaller brochure is an easy handout with reference to the Central Hawke's Bay website www.chb.co.nz or www.centralhawkesbay.co.nz

Postcards: New postcards were designed by Trudy and now add to memorabilia available on CHB. Waipukurau (image of the Pukurau) and a fun Longest Place Name koru design, also a beautiful Porangahau images from Sal Criscillo (photographer Te Poho exhibition) with the Longest Place Name.

The Longest Place Name t-shirts designed and made specifically for the Information Centre, continue to sell very well and more often than not end up in a suitcase or package travelling to other countries.

Fun stubbie & drink bottle holders were designed and ordered through the College Young Enterprise Group . *Central Hawke's Bay towns and I Love Waipuk*

I Love Waipuk t-shirts are now on sale, designed by ex local lad Thom McKenzie.

A combined work group made up of Ann Strong from Council, Hilary Pedersen and Trudy gathered a large amount of statistics and information on unique and interesting features on Waipukurau and entered **the North & South magazine Top town's competition**. This competition singled out towns rather than districts, and Waipukurau was picked from the 'long list' of contenders for the 2008 Top

Town competition. Although Waipukurau was not one of the winners, the North & South writer did give it a special mention that wasn't printed.

CHB Promotions had a stand at **CHB The Festival 08** over 4 days. Having a presence at events such as this and the Expo in Napier previously, is a very worthwhile way of promoting CHB. We have been able to discuss upcoming events, talk to people about the good things our district has to offer, and hand out our brochures. Feedback on the district has been positive and successful events such as The Festival, Sea Sky & Bush Walk, Opera at Oruawharo, Tikokino Gardens, theatre productions, Cold Duck Rally and many others contribute towards the awareness of our district nationally and internationally.

Hawke's Bay Arts Trail – six local artists and galleries feature in this regional brochure and website. Gives local art more exposure regionally, nationally and internationally.

KRA 3: Prepare and Distribute Niche Business Tourism Information, including Publications, a

Website and Brochures

As referred to on KRA's 1 - 2.

To develop a 2nd tier of CHB brochures to sit alongside the main brochure.

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KRA 4: Promote the development of new business Opportunities within Central Hawke's Bay

Community Forum & Economic Development Strategy: As part of CHB Promotions business plan for the year work began in partnership with the CHB District Council to develop a series of forums in the community. **Titled:** *Central Hawke's Bay – Owning Our Future*
'Building Prosperous Communities for our Grandchildren'

The project is about creating a wealthy society (economy, environment, social)
Our plan has been to design a platform to enable pro active change in our communities, where we are able to assist each group in their creation of a direction for their town's future.

The outcome will be the implementation of a strategy for the future that will provide direction and guidance. The strategy will allow potential for growth and expansion in the Central Hawke's Bay community now and into the future.

John Wise is assisting CHB Promotions and Council representatives with the facilitation of the project.

Economic development strategies provide practical tools for community action and a Central Hawke's Bay profile will be an essential tool for those interested in investing in the district.

The Central Hawke's Bay brochure and website provides generic promotional material, for those interested in purchasing businesses or investing in Central Hawke's Bay. These products are part of a district-wide image and identification process, and to date work very well.

A **Lifestyle and Tourism Expo** offers an ideal opportunity to network with similar businesses and showcase business focused around tourism. We see this project providing and stimulating investment needs in the district . To be held march 2010.

We **encourage new business owners** in Central Hawke's Bay to become members of CHB Promotions Inc.. We also put businesses onto the CHB website with contact details and website links if available.

KRA 5: Supply an Annual Business Plan clearly outlining the Strategies to achieve these Key Results
Business Plan was presented December 2008. 2010 Business Plan will be presented December 2009

Attached Financial Statement for 2008/2009.

CHB Promotions financial performance is very pleasing with an annual surplus of \$13613, an increase of 65.8% on the previous year.

- Income on commission increased significantly with a 16.5% improvement on travel sales and an excellent result with ticket sales and registrations on some of the district's key events i.e. Sea Sky & Bush Walk , Opera @ Oruawharo.
- The updated district brochure was self funding with advertising income \$15025. Brochure expenses of \$15598 includes \$2000 for a small 3 fold brochure printed in August 2008.
- Lions foundation funding in Other Income contributed towards installation of a heat pump in the Information Centre.

KRA 6: Deliver Service in an Equitable and Professional Manner within the Central Hawkes Bay Area.

We have introduced an Ambassador system like no other and will by the end of 2009 have at least 200 recognised, informed people, selling alongside us and enjoying the journey of promoting and doing things "*Country Style*".

The staff employed by CHB Promotions Inc. and our volunteers are a vital cog in the wheel of our organisation. They are support for the manager by assisting with current information on events,

updating on our district and regional website, contacting members and business by email, phone or mail. Their roles are integrated into the day to day running of the promotional side of the organisation.

An example of the supportive role they play, is the recent initiative by our organisation to establish the **CHB Beautification Trust**. The trust is dedicated to resolving the graffiti issues in the Central Hawkes Bay community and is now well underway. The CHB Visitor Information Centre is the central point of call for all reports on graffiti. Calls are logged by the information officers and monthly reports issued to Council, and other clients.

To staff the Information Centre, over the summer period on Saturday & Sundays. The Information Centre was opened with extended hours on Saturdays over summer with the assistance of three volunteers. However more volunteers are required if the Centre is to be opened Sundays also and it has proved difficult to get people with the required skills to give up their weekends on a regular basis.

The Board is currently discussing other options. Employment is not one of the options as we cannot fund more hours,

CHB Promotions is grateful for the assistance given to us by **Council for the installation of more reliable backup systems** at the Information Centre. Council recognised the value of information gathered by the district's marketing organisation and the need to ensure it is retained and that our systems work efficiently.

Tally of visitors through the Information Centre were 8009, at the 30 June 2009. An increase of 6.9% on the previous years figures. This is a reserved estimate, but gives an overall look throughout the year.

Our team at the Information Centre ensure that all visitors receive a warm welcome and good information on events plus things to see and do while visiting.

Employment agreements were completed and job descriptions re written.
Employee Performance Appraisals were conducted

Key results for the Year:

\$2000 was received from **the Lion foundation**, toward the cost of a heat pump in the Information Centre. Heating this area with a heat pump is far more efficient economically and has made life a lot more pleasant for staff and visitors.

The manager attended **VIN (Visitor Information Network) Conference 2008**, in Auckland. This annual conference is for i-site managers, staff and councils. It was 2 years since we had attended a VIN Conference and was a reminder on the value of touching base with others working in the same field and keeping up to date with what they are doing. CHB Visitor Information Centre misses out by not being a full member and an official i-Site. The resources available to full members are endless and the networking keeps everyone on the same page. VIN Inc. has only a handful of affiliated memberships now (we are one).

Volunteers: After trialling a number of possible volunteers, we have three excellent helpers and others who are happy to be called on for special events

Xmas Parade: The 2008 CHB Community Xmas Parade, took place early in December. We couldn't conduct the parade without the support of Infracon who give their time and expertise with Traffic Management. We appreciate CHB District Council waiving some of the road closure cost. And have wonderful support each year from Pakeke lions and others on traffic warden duty.

Another successful parade with a good number of participants. Sadly our annual Father Xmas, Roger Bronte died earlier this year. Roger will be missed at our future parades.

CHB Beautification Trust (aka Graffiti Trust) The trust was incorporated and bank accounts setup. Funding was received from CHB District Council to manage graffiti on community assets. Free 'grey paint' was received from Resene for distribution to locals fighting vandalism of their properties.

Letters offering advice and possible assistance are sent out to property owners when graffiti is spotted and reported.

Xmas on the Course: Held December 2008. This event has all the makings of a regular annual event held at the Waipukurau Racecourse. Everyone gave their time and assistance, from artists to lighting, staging, and of course the Jockey Club. It is hoped that this event will take place again in 2009, with the support of an enthusiastic group it can present as a slicker and more professional event.

Sea Sky & Bush Walk 2009: CHB Promotions once again assisted the Waipukurau Rotary Club with the marketing and registrations of walkers for this key event in Hawkes Bay. Record numbers attended and the success of the event is reflected in the 2008/09 financial statement .

Many local events have been ticketed through the CHB Visitor Information Centre, they include;

Sea Sky & Bush Walk

Opera at Oruawharo

Ukelele Orchestra concert at Aramoana woolshed

Lady Killers Concert

The Mad Butcher

NZ Ballet Tutus on Tour

Your Place Waipukurau – with Jim Mora – National Radio

Trudy worked with Jim Mora’s production team and found three worthy local personalities to tell their story to NZ on why they live in Waipukurau.

Funding Creative communities NZ – CHB Promotions were successful with an application for funding of street theatre at Waipukurau Chilli Street Day to be held September 2009.

CHB Ambassadors was launched February 09. 20 Central Hawkes Bay ambassadors are named every month. 200 is the goal by January 2010.

Council Information Day April 09– We were part of this Council initiative over two days at the Memorial Hall in Waipukurau

Establishment of a local CHB Country Market is underway. CHB Promotions has been instrumental in the planning of this ‘Country Themed’ market to begin from Labour Weekend through to early April 2010. Consultation with the public has been positive and an enthusiastic working group has been formed by a group of volunteers to provide the opportunity for the CHB community to gain access to locally grown, locally produced and locally crafted food and handcrafts. It also allows the growers, producers and craftsmen opportunity to make contact with local consumers.

The establishment of a market will encourage buying and selling within the community contributing to a healthy local economy and will encourage a relaxed family friendly community atmosphere which everyone can enjoy.

Stallholders will be encouraged to enter into the “Country Theme” by using baskets and wooden crates where possible. The organisers will produce themed market umbrellas and long calico aprons for stall holders with their particular product stencilled across front i.e. BAKER - FLOWERS – GARDENER etc.

Steam Train / The Festival / The Great Chilli Street Day. Discussions between CHB Promotions, Business CHB and The Festival committee saw a joining of forces and ideas to make the Saturday of The Festival weekend bigger than ever.

Although the Steam Train was cancelled in August through lack of sales in the Manawatu, the enthusiasm and hard work being put in by all sectors of the community is heartening.

MYOB accounting package was purchased during the year and has simplified our reporting and accounting processes.

Manager's Invites

Officially opening of the Otane Arts Exhibition.

Official opening Rosie O'Grady's Bar at the Tavistock Hotel

Invitation to talk at Pakeke Centre – over 60's

Invitation to talk at Paul Hunter Centre

NZ Walking magazine – Trudy wrote two articles with beautiful images on the Sea Sky & Bush Walk 2009

North & South - December article 2008 on a **Weekend in Central Hawke's Bay** . CHB Promotions and HB Inc. hosted a North & South journalist in February 2008 and accommodated her at Hinerangi homestead. She enjoyed an evening of Opera at Oruawharo , visited local artists and walked the Longest Place Name, Sunrise Track & Sea Sky & Bush walk.

North & South's Top Small Town Competition. Waipukurau was entered. Trudy worked with Hilary and Ann Strong from Council on the content.

Cuisine magazine – At Cuisine's request Trudy and Rosie Butler compiled information and beautiful images on our eating places, plus food producers including artisan products and events and places of special interest around Central Hawke's Bay. Discussion with their editor was very promising and she was impressed and amazed with what happens in our district. However the work didn't result in a publication. With the establishment of a 'themed' country market coming up and more on offer every year we will approach again in the future.

- Because of the work we did on food producers we now have an up to date database that has been sent out to the local cafes for contacts on seasonal produce. The database is also growing as new food producers establish themselves in our district.

Central Hawke's Bay Famil with HB Wine Country Tourism Association. (as referred pg.)

The famil stirred up interest amongst Napier and Hastings tour operators, with a number of them revisiting the area afterwards.

We continue to receive good feedback about the day and look forward to organising the next one.

CHB Promotions works consistently to improve and consolidate our standing in the region and further afield, with the resources we have available. The support of our district and our Council is imperative, and we appreciate your interest and participation shown throughout the year.

**Trudy Kirk
Manager**

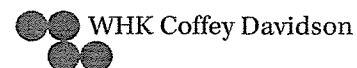


Central
Hawke's Bay
Promotions

Central Hawke's Bay Promotions Inc

Annual Report
For the Year ended 30 June 2009

CENTRAL HAWKE'S BAY PROMOTIONS INC



Annual Report Contents

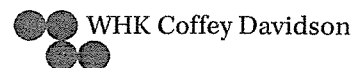
For The Year Ended 30 June 2009

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The attached Notes and Auditors' Report form an integral part of these financial statements.

Total Financial Solutions

CENTRAL HAWKE'S BAY PROMOTIONS INC

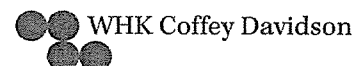


Incorporated Society Directory

As At 30 June 2009

Business Location	Railway Esplanade Waipukurau
Registered Office	Railway Esplanade Waipukurau
Accountants	WHK Coffey Davidson 127 Ruataniwha Street Waipukurau
Bankers	ANZ National Bank of NZ Limited Waipukurau
IRD Number	084-116-982
Incorporation Number	1245282

CENTRAL HAWKE'S BAY PROMOTIONS INC



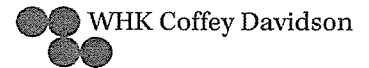
Statement Of Financial Performance

For The Year Ended 30 June 2009

	Notes	2009 \$	2008 \$
Trading Account			
Income			
Travel Sales		88,890	76,250
Product Sales		7,293	10,672
Event Bookings - Sea Sky Bush		59,598	33,610
Event Bookings - Opera Oruawharo		20,372	8,053
Event Bookings - Festival Market Day		-	1,126
Event Bookings - Other Events		14,817	1,040
Christmas Parade		350	850
Christmas Concert		635	-
Accommodation & Tour Bookings		4,590	2,832
Subscriptions		7,081	6,444
Promotions - District Brochure		15,025	-
Promotions - Brochure Display		2,200	2,500
Promotions - Signage		-	2,000
Total Income		220,852	145,378
Cost of Goods Sold			
Opening Stock		7,245	7,392
Closing Stock		14,279	7,245
Total Cost of Goods Sold		(7,034)	147
Direct Expenses			
Travel Purchases		81,029	68,240
Product Purchases		5,507	9,404
Event Bookings - Sea Sky Bush		53,739	30,143
Event Bookings - Opera Oruawharo		18,260	7,421
Event Bookings - Festival Market Day		-	1,088
Event Bookings - Other Events		14,345	967
Accommodation & Tour Bookings		4,997	1,974
Christmas Parade		870	1,181
Christmas Concert		176	-
Seminars		-	71
Business After Five		-	147
Promotions - District Brochure		15,598	-
Promotions - Signage		460	3,899
Total Direct Expenses		194,981	124,536
Gross Surplus		32,905	20,694
		14.9%	14.2%

The attached Notes and Auditors' Report form an integral part of these financial statements.

CENTRAL HAWKE'S BAY PROMOTIONS INC



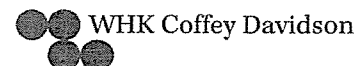
Statement Of Financial Performance

For The Year Ended 30 June 2009

	Notes	2009 \$	2008 \$
Gross Surplus		32,905	20,695
Gross Surplus		32,905	20,695
Expenses			
Accountancy Fees		2,045	2,044
Accident Compensation Levy		490	436
Advertising		3,056	2,580
Ambassadors		120	-
Bank & Eftpos Charges		1,700	1,383
Cleaning & Laundry		428	424
Computer Consumables		446	808
Conference & Famils		1,306	1,742
Brochures		125	416
Depreciation as per Schedule		2,631	2,938
Lighting & Heating		2,020	2,639
Freight and Cartage		5	-
General Expenses		372	916
Insurance		956	874
Office Expenses		978	-
Printing, Stamps & Stationery		2,329	2,221
Promotions		554	-
Rents		5,500	5,500
Repairs & Maintenance		1,007	768
Subscriptions		1,088	1,101
Telephone & Tolls		4,277	4,879
Travel		1,577	1,300
Wages & Salaries		102,337	93,758
Website		236	-
Total Expenses		135,583	126,727
Net Operating Deficit		(102,678)	(106,032)
Other Income			
Rent Received		1,654	1,653
Interest Received - ANZ Bank Ltd		1,734	2,090
CHB District Council Grant		110,525	110,500
Lions Foundation Funding		1,778	-
Sundry Income		600	-
Total Other Income		116,291	114,243
Net Surplus		13,613	8,211

The attached Notes and Auditors' Report form an integral part of these financial statements.

CENTRAL HAWKE'S BAY PROMOTIONS INC



Statement Of Financial Position

As at 30 June 2009

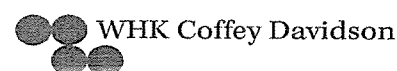
	Notes	2009 \$	2008 \$
Current Assets			
Cash on Hand		78	140
Till Float		140	-
Cash at Bank		10,721	5,452
ANZ Serious Saver		2	2
ANZ Online Call Account		22,351	22,764
Accounts Receivable		1,744	28
GST Receivable		186	523
Stock on Hand		14,279	7,245
Total Current Assets		49,500	36,154
Non Current Assets			
Fixed Assets	2	8,366	7,330
Total Non-Current Assets		8,366	7,330
Total Assets		57,866	43,484
Current Liabilities			
Accounts Payable		10,589	9,820
Total Current Liabilities		10,589	9,820
Net Assets		47,277	33,664
Equity			
Retained Surplus	4	47,277	33,664
Total Equity		47,277	33,664

 Chairperson

 Date

The attached Notes and Auditors' Report form an integral part of these financial statements.

CENTRAL HAWKE'S BAY PROMOTIONS INC



Schedule of Fixed Assets and Depreciation

As at 30 June 2009

	% Private Date Use	Original Cost	Opening Accum Depn	Opening WDV	Additions Disposals	Gain/Loss on Disposal	Capital Profit	Rate	Deprn	Closing WDV
Plant & Equipment										
Lighting Sculpture		475	228	247	-	-	-	12.5% DV	31	216
Vacuum Cleaner		89	85	4	-	-	-	60.0% DV	2	2
Website		6,415	4,538	1,877	-	-	-	33.0% DV	619	1,258
Display Screens		1,573	362	1,211	-	-	-	11.4% DV	138	1,073
Outside Light		635	294	341	-	-	-	21.6% DV	74	267
Total Plant & Equipment		9,187	5,507	3,680	-	-	-		864	2,816
Office Equipment										
Office Equipment		204	199	5	-	-	-	33.0% DV	2	3
Shelving		397	266	131	-	-	-	11.4% DV	15	116
Wiring		595	588	7	-	-	-	39.6% DV	3	4
Fridge		356	332	24	-	-	-	26.4% DV	6	18
Photocopier		2,500	2,469	31	-	-	-	39.6% DV	12	19
Counter		1,662	1,085	577	-	-	-	11.4% DV	66	511
Aluminium Screens		391	275	116	-	-	-	14.4% DV	17	99
Computer Gateway		1,817	1,805	12	-	-	-	48.0% DV	6	6
Scanner Canon FB		221	219	2	-	-	-	48.0% DV	1	1
Chair(*2)		71	71	-	-	-	-	71.0% DV	-	-
Samsung Microwave		204	192	12	-	-	-	31.2% DV	4	8
Office Carpet		466	456	10	-	-	-	39.6% DV	4	6
Corner Desk		516	358	158	-	-	-	14.4% DV	23	135
Alarm Panic Button		295	249	46	-	-	-	26.4% DV	12	34
Computer & Printer		1,999	1,948	51	-	-	-	48.0% DV	24	27
HP Laserjet 1300 Printer		689	628	61	-	-	-	39.6% DV	24	37
Nokia Cellphone		222	219	3	-	-	-	60.0% DV	2	1
4 ADSL Router Ports		484	433	51	-	-	-	39.6% DV	20	31
Banner Brackets		677	300	377	-	-	-	11.4% DV	43	334
Wooden Bookcase & Drawers		140	77	63	-	-	-	18.0% DV	11	52
AMD XP 2800 Computer & Flat Screen		1,836	1,619	217	-	-	-	48.0% DV	104	113
5 Shelf Metal Display Rack		235	110	125	-	-	-	18.0% DV	22	103
Uniden Phone		179	168	11	-	-	-	60.0% DV	7	4
Storage Shelves		622	166	456	-	-	-	11.4% DV	52	404
Inspiron 9400 Notebook & Case		2,211	1,107	1,104	-	-	-	48.0% DV	530	574
Heat Pump	Sep 08	-	-	-	3,111	-	-	24.0% DV	620	2,491
MYOB Accounting Software	Feb 09	-	-	-	556	-	-	60.0% DV	137	419
Total Office Equipment		18,989	15,339	3,650	3,667	-	-		1,767	5,550
TOTAL FIXED ASSETS		28,176	20,846	7,330	3,667	-	-		2,631	8,366

The attached Notes and Auditors' Report form an integral part of these financial statements.

Total Financial Solutions

Notes to the Financial Statements

For the Year Ended 30 June 2009

1 Statement of Accounting Policies

Reporting Entity

CHB Promotions Incorporated qualifies as an exempt entity under the Financial Reporting Act 1993.

Statutory Base

The financial statements are prepared in accordance with the Financial Reporting Order 1994.

Measurement Base

The measurement base adopted is historical cost.

Differential Reporting

The Incorporated Society is a qualifying entity within the framework for differential reporting. The Incorporated Society qualifies on the basis that it is not publicly accountable and the entity is not large. The Incorporated Society has taken advantage of all available differential reporting concessions.

The following accounting policies which materially affect the measurement of financial performance and the financial position have been applied.

Valuation of Fixed Assets

Fixed Assets are recorded at cost, less accumulated depreciation.

Depreciation

Depreciation is charged to the Statement of Financial Performance at the same rate as is allowed by the Income Tax Act 2007 over the estimated useful lives of each part of an item of property, plant and equipment.

The method and rates applied are as follows:

Asset Class	Method	Rate
Plant & Equipment	Diminishing Value	11.4 - 60.0%
Office Equipment	Diminishing Value	11.4 - 71.0%

Trade and Other Receivables

Accounts Receivable are recorded at expected realisable value.

Goods and Services Tax (GST)

All revenue and expense transactions are recorded net of GST. Where applicable, all assets and liabilities have been stated net of GST with the exception of receivables and payables which are stated inclusive of GST.

Inventory

Inventories are valued at the lower of cost and net realisable value.

Changes in Accounting Policies

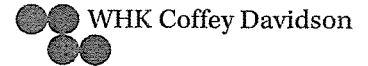
There have been no changes in accounting policies. All policies have been applied on a basis consistent with those used in previous years.

2 Fixed Assets

	2009	2008
	\$	\$
Plant & Equipment		
At Cost	9,187	9,187
Less Accumulated Depreciation	6,371	5,507
	2,816	3,680

Total Financial Solutions

CENTRAL HAWKE'S BAY PROMOTIONS INC



Notes to the Financial Statements

For the Year Ended 30 June 2009

Office Equipment		
At Cost	22,656	18,989
Less Accumulated Depreciation	17,106	15,339
	5,550	3,650
Total Fixed Assets	8,366	7,330

3 Depreciation	2009	2008
	\$	\$
Plant & Equipment	864	1,215
Office Equipment	1,767	1,723
Total Depreciation	2,631	2,938

4 Retained Earnings	2009	2008
	\$	\$
Opening Balance	33,664	25,453
Net Surplus	13,613	8,211
Closing Balance	47,277	33,664

5 Capital Commitments

No capital commitments have been contracted for or provided for at balance date (2008:Nil).

6 Contingent Liabilities

There were no contingent liabilities at balance date (2008:Nil).

Compilation Report

For the Year ended 30 June 2009

Compilation Report to the Directors of Central Hawke's Bay Promotions Inc

Scope

On the basis of information provided by you we have compiled, in accordance with Service Engagement Standard No. 2: Compilation of Financial Information and relevant professional standards and ethical requirements issued by the Council of the New Zealand Institute of Chartered Accountants, the financial statements of Central Hawke's Bay Promotions Inc for the year ending 30 June 2009 as set out on pages 1 to 8, which have been prepared in accordance with the financial reporting framework described in Note 1 to the financial statements.

Responsibilities

You are solely responsible for the information contained in the financial statements and have determined that the financial reporting framework used is appropriate to meet your needs and for the purpose that the financial statements were prepared.

The financial statements were prepared exclusively for your benefit. We do not accept responsibility to any other person for the contents of the financial statements.

Disclaimer of Liability

As mentioned earlier in our report, we have compiled the financial information based on information provided to us which has not been subject to an audit or review engagement. Accordingly, neither I nor any of my employees accept any responsibility for the reliability, accuracy or completeness of the compiled financial information nor do we accept any liability of any kind whatsoever, including liability by reason of negligence, to any person for losses incurred as a result of placing reliance on the compiled financial information.

WHK Coffey Davidson

Waipukurau

2009