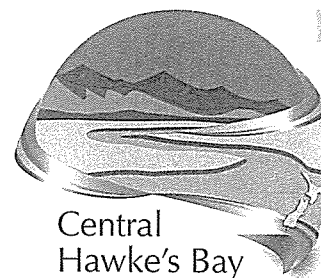


## CHB Promotions Inc.

### 6 Month Report 2009/2010



Central  
Hawke's Bay  
Promotions

PO Box 333  
Waipukurau 4242  
Phone: 06 858 6488  
[www.centralhawkesbay.co.nz](http://www.centralhawkesbay.co.nz)

CHB Promotions Inc. has pleasure in presenting their six month report to 31 December 2009.

The organisation underwent board changes at the Annual General meeting in September 2009 with Junette Sanderson of Waipawa and Trudy Ashford from Porangahau voted on to the board at that time.

Present Board members are Jennifer Hancock (Chair) Dave Smith, Vera Smith, Junette Sanderson, Trudy Ashford, Lisa Metcalfe (resigned December 09) and Maitland Manning our council representative.

The current Boards combined skills and wisdom are embraced by the organisation as we continue to actively work on creating further awareness of Central Hawkes Bay District regionally and nationally.

To achieve this we ensure we are represented or in regular contact with tourism and economic development groups in the wider Hawkes Bay region.

i.e. Venture HB, Wine Country Tourism Association, CHB community, CHB business, CHB District Council, Infracon, Centralines, , HB Maori Tourism, regional i-Sites, and all media.

This communication is particularly valuable and necessary in our aim to be a visible part of the Hawkes Bay region. It also enables us to offer operators inclusion in more tourism and marketing opportunities regionally.

The **Annual General Meeting** held in September had the added stimulus of a guest speaker. John Wise spoke to the meeting on "CHB – Owing our Future", a series of town forums he will help facilitate through 2010.

The launch of the **Community Economic Development Forums "Central Hawke's Bay – Owing Our Future"** is our most serious and exciting project currently. This project has been passionately pushed along by Trudy, Lisa and Dave Smith to ensure we have projected outcomes for the future, that will give the right mix of business/tourism/community developments and providers, to meet our growing region.

We are hugely appreciative of Council's partnership in this project and look forward to the 1<sup>st</sup> forum in Ongaonga in February 2010.

An outcome from the Annual General Meeting was that **annual membership** is now levied in two tiers for the current year– Business subscription \$50 + GST Non Business subscription \$25 + GST. This has lifted our income stream on previous years although the number of members has declined, which is expected and has been built into our forecasts.

The manager and Board members have attended Hawke's Bay & national business networking gatherings and conferences, once again to learn and seek out contacts for use in promoting our own back yard. However we can't get to all invited networking but we select ones that will benefit us directly and where we feel we can reiterate our position in the overall tourism play... Be reassured CHB is well represented at these levels.

We continued with the **Central Hawke's Bay Ambassadors Project** until December 09, and reached our goal of **200 outstanding local people** who received recognition and a big thank you for going that extra mile in their communities. The project was well received by the community and reaction from the recipients of the awards was wonderful.

At the Hawke's Bay Tourism Conference in September we very pleased to see that "**our concept**" (the **CHB Ambassadors Program where we embrace family friends and whanau to sell our region**) is where NZ Tourism saw the greater benefit and value in marketing an audience. It is exciting to note, we had been active in this role the whole year and stimulated the market before the major players.

**CHB Country Market** opened in October at Madge Hunter Park, Waipawa. This initiative has had support from CHB Promotions and research showed it was a market wanted by the district. This weekly market is reliant on support by the growers and local shoppers, the support of which at times is questionable. CHB Promotions continues to support the market that will continue until late summer.

**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:-** Venture HB CEO Janet Takarangi has attended some of our design meetings and a representative will attend the first of the forums.

**Rugby World Cup meetings:-** Rugby World Cup has large opportunities for our region & businesses both in transport & accommodation sectors with 30 000 visitors

projected into HB during September and October of that year ... that means serious business for CHB if we step up to the challenge.

**Hawke's Bay Cycleways:-** As you will be aware the Cycleways project objective is to create jobs whilst creating a long-term national asset, both for New Zealanders and to enhance our reputation as a premium tourist destination.

The project had to show

1. economic benefits to region
2. sustainability as maintenance and upkeep is regional responsibility
3. showcase the landscape, our heritage, iconic
4. Appeal to a wide variety of users (not mountain bikers)

Trudy, along with John Armstrong representing Waipukurau Rotary Club, attended the initial meetings in Napier, when it was hoped a cycleway could be established from Havelock North to Waipawa. The Rotary Clubs in Hawke's Bay pulled away from this project when the concept of creating a circuit from Napier to Waipawa was proving to be extremely difficult (land ownership issues etc.) and very expensive.

**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. Discussion is underway on the Sustainable Tourism Advisors STAR project aims to help embrace environmentally sustainable practices within business, which can also help us become more economically sustainable. For instance, benefiting from potential energy cost-savings, and to encourage social sustainability through community engagement.

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

**Business CHB** – Waipukurau business group

The CHB Promotions team continue to support and encourage Waipukurau main street events. Their Chilli Day in September was the most successful yet, our organisation assisted with mail outs, Cook Off teams and organised and found funding for a **street theatre group** to participate on the day. The Free Lunch troupe performed with a roaming caveman, human statues and stilt walker.

## **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.

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. This is a great website and is well used by locals wanting information on events so they can position their event well.

Central Hawke's Bay's key events are also inputted into the Hawke's Bay site [www.hawkesbaynz.com](http://www.hawkesbaynz.com) .

Brochures are distributed through i-Sites, HB Airport, travellers, local business, they are 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 those travelling through the district an ever changing view of the large range of events held here annually. **This is well used and we often run out of space for those wishing to promote their event here.**

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](http://www.seaskybush.co.nz) . This highly successful event, attracts international as well as national walkers into Central Hawke's Bay. The 2010 Walk is currently being organised for March.

**Lonely Planet Guide:** The positive profile Central Hawke's Bay received in the latest edition of the Lonely Planet, has seen international travellers visit the Information Centre because of that write up. Californian visitors " *We decided 200kms ago that we would come this way to check out the friendliest Information Centre in NZ*".

CHB Promotions sponsored the **Waipawa 150 years posters, flyers and district signage**. We have also ensured that our website is up to date and newsletters, calendar of events and local radio are aware.

**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*

### **CHB Product designed and sold by CHB Promotions**

Longest Place Name T-shirts and postcards

Postcards Waipukurau / CHB images

Stubbie and drink bottle holders : I Love Waipuk / Central Hawkes Bay Towns

T Shirts I love Waipuk (Thom McKenzie)

**Forest of Memories – Pukeora.** Trudy assisted Waipukurau Rotary with a beautiful brochure for the arboretum, this has been long overdue and it will sit alongside other district brochures.

## **KRA 3: Prepare and Distribute Niche Business Tourism Information, including Publications, a Website and Brochures**

As referred to on KRA's 1 - 2.

Central Hawke's Bay Jingle – A toe tapping sing along jingle for Central Hawke's Bay has been composed by the Radio Network . This is a good value for money proposal that is instantly recognised as CHB content, it's catchy and a great way to promote our district. The music / tune is generic and is used by local businesses also, while we use it to promote local events (not business events).

Event organisations contribute to the cost to cover the larger part of cost and it is excellent value. While at the same time it is immediately recognisable as a CHB event. Taking Central Hawke's Bay events and business further afield.

Listen out for it ?

*Why Waipukurau ??*

*Why Waipawa ?*

*Why not drop in on your way*

*For the shops and sights and country delights*

*Of Central Hawkes Bay?*

Trudy writes editorial for media on Central Hawke's Bay and makes the most of all opportunities.

**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 2009 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'

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.

**KRA 5: Supply an Annual Business Plan clearly outlining the Strategies to achieve these Key Results**

*2010 Business Plan is attached*

**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 by the end of 2009 had 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.

We appreciate Council's recognition of 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.

Up until 30 December 09 numbers visiting the Visitor Information Centre showed an **increase of 600** compared to the previous year and as was predicted a **noticeable difference in an increase of New Zealanders discovering NZ.**

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.

Information Officer, Karen Wilson has received her level 3 Certificate from ATTTO and has only two papers left to complete her Level 4.

**CHB Promotions Inc. Annual Budget 2009/ 2010**

<b>Income</b>	<b>2008/2009 Budget</b>	<b>2008/2009 Actual</b>	<b>Budget 2009/2010</b>
CHBDC Grant	110500	110525	110525
Travel Sales:	80000	88890	85000
Brochure Advertising	15000	15025	15000
Bookings (other than travel)			
Events	50000	95772	55000
Accommodation / Tours	3000	4590	3000
Subscriptions	6500	7081	8500
Grants	2000	1778	
Other Income (Product Sales)	10000	10093	8000
Railway Station Income	1655	1654	3254
Interest ANZ	2000	1734	2000
	<b>280655</b>	<b>337142</b>	<b>290279</b>
<b>Expenditure</b>			
Ticket Purchases	71950	81029	76755
Bookings:            Event	46000	87390	50000
Accommodation / tours	2700	4997	2500
Product purchase	6000	5507	3500
Bank & Eftpos charges	1400	1700	1700
Meetings / Conference/Trainin	2000	2883	3000
Postage & Stationery	2500	2329	2500
Electricity / phone / internet	7500	6533	6500
Rent	5500	5500	5500
Insurance	1000	956	1400
Subscriptions	1000	1088	1250
Repairs & Maintenance	2000	1007	2000
Salaries	105000	102337	105000
Accountancy Fees	1800	2045	1800
ACC	450	490	560
Advertising Info Centre	2000	3056	4000
General Expenses	3500	3028	3000
<i>CBD Promotions</i>	4500	5353	5000
<i>District Promotion (Tourism M</i>	4500	5353	5000
<i>District Business Developmen</i>	4500	5353	5000
Depreciation		2631	
	<b>275800</b>	<b>330565</b>	<b>285965</b>
<b>Surplus</b>	<b>4855</b>	<b>6577</b>	<b>4314</b>

- \* The CHB brochure cost plus promotional advertising is shared CBD / District Promotions / Ec Dev.
- \* Railway Station Income includes four months (March - June 30th) additional rental of room at the end of the Station
- \* This budget does not include all events on the Business Plan. Those events are reliant on sponsorship or will be self funding.

## Central Hawkes Bay Promotions Inc.

Railway Esplanade

PO Box 333

Waipukurau

## Profit &amp; Loss [Cash]

July 2009 through December 2009

18/01/2010

4:22:07 PM

INCOME		
TRAVEL SALES		
Intercity	\$28,755.58	
Bay Express	\$1,055.28	
Interislander	\$6,540.46	
Bluebridge	\$4,329.78	
Tranzscenic	\$2,112.00	
PRODUCT SALES		
LPN T-Shirts	\$1,044.44	
I Love Ypuk T Shirts	\$444.45	
DOC	\$275.56	
Oruawharo Teas	\$66.23	
Kiwimaps	\$105.79	
Cards and Postcards	\$359.14	
Stubbz	\$64.00	
Other Product Sales	\$757.60	
Suspense	\$24.70	
OTHER SALES		
Accommodation	\$405.33	
OTHER INCOME		
EVENT INCOME		
Christmas Parade	\$288.89	
Sea Sky Bush Walk	\$2,538.67	
Lady Killers	\$3,866.66	
WETA Debate	\$2,746.66	
Opera @ Oruawharo	\$1,720.00	
CHB- The Christmas Party	\$1,803.19	
Booking Fee	\$37.33	
CHB Country Market	\$266.67	
Steam Train - Takapau	\$119.96	
Steam Train - Palmerston North	(\$0.01)	
Other Events	\$1,404.45	
PROMOTIONS INCOME		
Brochure Display	\$1,150.00	
District Brochure	\$1,200.00	
Subscriptions	\$8,252.49	
Website	\$300.00	
ADVERTISING		
Radio	\$100.00	
General Advertising	\$262.77	
Total ADVERTISING	\$362.77	
Total INCOME		<u>\$72,398.07</u>
Cost Of Sales		
Total Cost Of Sales		<u>\$0.00</u>
Gross Profit		<u>\$72,398.07</u>
EXPENSES		
Accountancy Fees	\$1,800.00	
Accident Compensation Levy	\$556.23	
ADVERTISING		
Radio	\$748.00	
Ambassadors	\$950.12	
General Advertising	\$1,869.66	
Total ADVERTISING	\$3,567.78	
Bank and Eftpos Charges	\$315.05	
Eftpos Lease	\$353.70	
Computer Consumables	\$683.44	
Conferences and Famils	\$2,294.26	
Cleaning and Laundry	\$213.55	

Central Hawkes Bay Promotions Inc.

Profit & Loss [Cash]

July 2009 through December 2009

18/01/2010  
4:22:07 PM

Lighting and Heating	\$1,235.56	
Printing, Stamps & Stationery	\$1,501.93	
Promotions	\$881.34	
Ambassadors	\$1,038.00	
Economic Development	\$119.47	
Office/ Staff expenses	\$587.49	
Rent	\$2,749.98	
Repairs and Maintenance	\$903.99	
Subscriptions	\$733.67	
Telephone & Internet	\$1,840.71	
Travel	\$1,017.05	
Signs	\$101.96	
Wages & Salaries	\$56,785.12	
TRAVEL EXPENSES		
Intercity	\$24,225.81	
Bay Express	\$743.11	
Interislander	\$5,142.40	
Bluebridge	\$3,612.00	
Tranzscenic	\$2,133.60	
PRODUCT PURCHASES		
LPN T-Shirts	\$640.00	
Kiwimaps	\$38.34	
Cards and Postcards	\$333.48	
Other Product Purchases	\$216.95	
Accommodation	\$479.20	
EVENT EXPENSES		
Christmas Parade	\$934.94	
The Lady Killers	\$3,818.49	
WETA Debate	\$2,581.87	
CHB - The Christmas party	\$1,293.78	
Steam Train	\$1,667.30	
CHB Country Market	\$570.53	
Other Event Expenses	\$2,081.45	
Total EXPENSES		<u>\$129,793.53</u>
Operating Profit		<u>(\$57,395.46)</u>
Other Income		
Rent Received	\$826.68	
Interest Received	\$372.76	
CHB District Council Grant	\$55,250.00	
Funding	\$1,860.00	
Total Other Income		<u>\$58,309.44</u>
Net Profit (Loss)		<u>\$913.98</u>