

Central Hawke's Bay District Council – Report

TO: Services Committee

FROM: Chief Executive

DATE: 11 March 2010

FILE REF:

SUBJECT: JOINT MARKETING VENTURE WITH TARARUA DISTRICT COUNCIL

1.0 SUMMARY

Auckland City holds its annual Home Show in September of each year. Tararua District Council have attended this home show to promote their district to Aucklanders as a life style choice, as a place to live and work. Tararua District Council has offered Central Hawke's Bay District Council the opportunity of a joint venture to promote both districts at the 2010 Auckland Home Show.

With the impact of the three years of drought and the recession effecting CHBDC, the community are asking "what is the Council doing to promote the district and bring new people, new businesses and visitors into the area".

2.0 RECOMMENDATION

THAT

Council attend the Auckland Home Show in September 2010 to promote Central Hawke's Bay as an ideal district to live, is business friendly and a great place visit.

REASON

The objective of the decision will contribute to the following community outcomes:

- *A lifetime of good health and well being*
- *Safe and secure communities*
- *A strong, prosperous and thriving economy*

3.0 BACKGROUND

Auckland City holds its annual Home Show in September of each year. Tararua District Council have attended this home show on and off for the past nine years to promote their district to Aucklanders as a life style choice of a place to live and work without the hussle and bussle of the big city. Tararua District Council has offered Central Hawke's Bay District Council the opportunity of a joint venture to promote both districts on one large stand at the 2010 Auckland Home Show.

Initially TDC attended the show in conjunction with Property Brokers Ltd; but for the last two shows TDC has gone independently. In 2009 TDC District Marketer attended the show on behalf of council, with the aim of promoting the Tararua area as a lifestyle

choice primarily, but also as a place to invest and to visit. The strap line for the campaign was "Lose the pressure. Sacrifice nothing."

The NZ Herald produced and published the 2009 Auckland Home Show Guide. The publication was 32 pages and was inserted into all NZ Heralds on Monday 7 September, as well as being distributed to visitors of the show with an estimated reading population of over 573,000 readers. Tararua included an advert in the pre-show advertising encouraging people to visit the stand and to plant the seed for a lifestyle change.

In 2009 TDC received a lot of complimentary comments from show visitors towards the council for investing in attending the show and "wished their council was promoting their area in such a positive manner".

Over the course of the five days in 2009, 67 packs were distributed to visitors to the stand who expressed a genuine interest in Tararua. These packs contained the following information:

- Resident Attraction Pack
- District Map
- District Visitor Guide
- District Community Guide
- Property Listing Book from Property Brokers
- District Marketers business card

Information was presented to people in a presentation folder and for their ease was put into a Tararua carry bag.

In addition to this, the following branded 'free-bees' were handed out:

- Plaster Dispenser Packs 201
- Mints 189
- Tararua Flag Pens 199

The Yellow Auckland Home Show 2010 is to be held at the ASB Show Grounds in Epsom, Auckland from Wednesday 8 September through to Sunday 12 September.

The hours for the show were as follows:

- Wednesday 8 September 10.00am – 7.00pm
- Thursday 9 September 10.00am – 7.00pm
- Friday 10 September 10.00am – 9.00pm
- Saturday 11 September 10.00am – 9.00pm
- Sunday 12 September 10.00am – 6.00pm

It is proposed that CHBDC and TDC have a combined 7x3 metre stand this year to promote our districts (usually TDC have a 3x3 metre stand). The display itself would see CHBDC at one side of the stand and TDC on the other. The stand needs to display 'difference' in the imagery that captured people's attention and their imagination. TDC have the experience to assist CHBDC in achieving this. The stand is to be sited opposite the Property Brokers Ltd stand which is well situated and in previous years has proved complimentary in the promotion of Tararua District

CHBDC will use district promotional equipment and material available from CHB Promotions. Tararua District Council has offered to help CHBDC create any other documentation we would need for the show at no cost to us other than printing of the material.

CHBDC and TDC would promote their districts separately. Each council providing a staff member to man the stand over the five days of the show will make it easier to set up the stand and provide coverage during show opening hours.

4.0 OPTIONS

Option 1

Council attend the Auckland Home Show in September 2010 to promote Central Hawke's Bay as an ideal district to live, is business friendly and a great place visit.

5.0 STATUTORY IMPLICATIONS

Local Government Act 2002

6.0 CONSULTATION

6.1 External

Tararua District Council

6.2 Internal

Staff
Council

7.0 FINANCIAL

The cost CHBDC of being involved in the Auckland Home Show in a joint venture with Tararua District Council is estimated at \$5,000, based on TDC last years expenditure. Economic Development funding is available in the 2009-2019 LTCCP budget.

John Freeman
Chief Executive