



Hastings District Council

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OPEN

A G E N D A

ECONOMIC DEVELOPMENT & URBAN AFFAIRS COMMITTEE MEETING

Meeting Date: **Tuesday, 26 September 2017**

Time: **1.00pm**

Venue: **Council Chamber
Ground Floor
Civic Administration Building
Lyndon Road East
Hastings**

Committee Members	Chair: Councillor Harvey Acting Mayor Hazlehurst Councillors Barber, Dixon, Heaps, Lyons, Nixon (Deputy Chair), O'Keefe, Poulain, Redstone, Travers and Watkins (<i>Quorum = 8</i>)
Officer Responsible	Group Manager: Economic Growth & Organisation Improvement
Committee Secretary	Carolyn Hunt (Ext 5634)

Economic Development & Urban Affairs Committee – Terms of Reference

Fields of Activity

The development of policy and the oversight of operations in the area of the social, economic, cultural and environmental wellbeing and development of the District, including (but not limited to) the following activities:

- Development of the Council's overarching strategies for Environmental Management, Economic Development, Growth Management and Urban Development;
- District development and land use planning (high level strategy)
- Urban design and development (including CBD planning)
- Hastings City Centre Development
- Landmarks Activities
- Parks and Reserves
- Economic & Business Development programmes
- Regional development

Other roles of a strategic overview nature including:

- Oversight of sustainability and climate change projects and partnerships for the delivery of and measuring sustainability performance (including the State of the Environment Reporting jointly with the Planning and Regulatory Committee)
- Other policy development not otherwise provided for

Membership

Chairman appointed by Council

Deputy Chairman appointed by Council

The Mayor

All Councillors

Quorum – 8 members

DELEGATED POWERS

General Delegations

1. Authority to exercise all of Council powers, functions and authorities (except where prohibited by law or otherwise delegated to another committee) in relation to all matters detailed in the Fields of Activity.
2. Authority to re-allocate funding already approved by the Council as part of the Long Term Plan/Annual Plan process, for matters within the Fields of Activity provided that the re-allocation of funds does not increase the overall amount of money committed to the Fields of Activity in the Long Term Plan/Annual Plan.
3. Authority to develop and adopt goals, strategies and policies on behalf of the Council for matters within the Fields of Activity.
4. Responsibility to monitor Long Term Plan/Annual Plan implementation within the Fields of Activity set out above.

Parks, Reserves and Walkways

5. Authority to exercise all of the Council's powers and functions under the Reserves Act 1977 in respect of parks and reserves other than the review of bylaws.
6. Authority to hear submissions under s120 (1)(c) of the Reserves Act 1977 in relation to all reserves or to appoint a commissioner or commissioners to hear submissions and to make a recommendation in respect of those objections or submissions to the Committee.
7. Authority to determine names for or to change the name of, parks and reserves owned or administered by the Council.

8. Where the Council is appointed as the controlling authority of a walkway under the New Zealand Walkways Act 1990, authority to exercise the powers of the controlling authority.

Bylaws

9. Authority to monitor any Council bylaws relating to matters within the Fields of Activity and to recommend any amendments or additions to those bylaws to the Planning and Regulatory Committee for review and consideration.

HASTINGS DISTRICT COUNCIL
ECONOMIC DEVELOPMENT & URBAN AFFAIRS
COMMITTEE MEETING

TUESDAY, 26 SEPTEMBER 2017

VENUE: Council Chamber
Ground Floor
Civic Administration Building
Lyndon Road East
Hastings

TIME: 1.00pm

A G E N D A

1. Apologies and Leave of Absence

Leave of Absence had previously been granted to Councillors Travers and Poulain.

2. Conflict of Interest

Members need to be vigilant to stand aside from decision-making when a conflict arises between their role as a Member of the Council and any private or other external interest they might have. This note is provided as a reminder to Members to scan the agenda and assess their own private interests and identify where they may have a pecuniary or other conflict of interest, or where there may be perceptions of conflict of interest.

If a Member feels they do have a conflict of interest, they should publicly declare that at the start of the relevant item of business and withdraw from participating in the meeting. If a Member thinks they may have a conflict of interest, they can seek advice from the Chief Executive or Executive Advisor/Manager: Office of the Chief Executive (preferably before the meeting).

It is noted that while Members can seek advice and discuss these matters, the final decision as to whether a conflict exists rests with the member.

3. Confirmation of Minutes

Minutes of the Economic Development & Urban Affairs Committee Meeting held Tuesday 2 May 2017.
(Previously circulated)

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8.	Extraordinary Business Items	

REPORT TO: ECONOMIC DEVELOPMENT & URBAN AFFAIRS COMMITTEE

MEETING DATE: TUESDAY 26 SEPTEMBER 2017

**FROM: ECONOMIC DEVELOPMENT MANAGER
LEE NEVILLE**

**SUBJECT: ECONOMIC DEVELOPMENT ACTIVITIES FOR THE
QUARTER ENDING 26 SEPTEMBER 2017**

1.0 SUMMARY

- 1.1** This report arises from a request by Councillors to receive a regular update on Economic Development activities.
- 1.2** The Council is required to give effect to the purpose of local government as prescribed by Section 10 of the Local Government Act 2002. That purpose is to meet the current and future needs of communities for good quality local infrastructure, local public services, and performance of regulatory functions in a way that is most cost-effective for households and businesses. Good quality means infrastructure, services and performance that are efficient and effective and appropriate to present and anticipated future circumstances.
- 1.3** The objective of Economic Development activity relevant to the purpose of Local Government is the provision of quality public services which are efficient and cost effective for households and businesses.
- 1.4** This report concludes by recommending that the report of the Economic Development Manager titled "Economic Development Activities for the Quarter Ending 26 September 2017" be received.

2.0 BACKGROUND

- 2.1** The purpose of this report is to provide an update on economic activity for the quarter ending 26th September 2017.
- 2.2** Council Economic Development activity areas focus on:
- Increased inwards investment
 - Support Hastings District and Hawke's Bay business
 - Improved Export opportunities for business
 - Attract the skilled labour resources in demand by business
 - Connect with Education
 - Support businesses in the City Centre and Industrial zones.
 - Hastings District Productivity Project
 - China Cultural
 - Business Hawke's Bay

3.0 CURRENT SITUATION

3.1 Increased Inwards Investment

The Hastings District Council is the lead for activity 6.2 of the Matariki Regional Economic Development Strategy (REDS), to attract business, investment and migrants to Hawke's Bay. A meeting with stakeholders was held and a draft strategic framework is in development.

A skilled migrant support publication which can be used by all employers across the region called 'Our Hawke's Bay' is in development using the Great Things Grow Here (GTGH) Brand Platform.

The Wellington Chamber of Commerce is hosting a business expo in Wellington on 20th and 21st of September. A stand to attract investment and businesses to Hawke's Bay will have personnel from Hastings District Council, Napier City Council and Napier Port in attendance with funding support from Central Hawke's Bay Council (CHBC). The Think Hawke's Bay (THB) brochure material will be distributed.

3.2 Support Businesses

Great Things Grow Here

The GTGH Website visitors increased 26% in August 2017 compared to July 2017, with the time visitors are spending on the GTGH website increasing by 40% in August 2017 compared to July 2017.

The number of brand champions has increased to 230 in August 2017.

3.3 Improved Export Opportunities for Business

Eight Hawke's Bay Wineries took a roadshow supported by Hastings District Council to China in May. Masterclasses and comparative tastings were held at Chengdu, Beijing, Shanghai and Guangzhou events. Hawke's Bay Wine (HBW) distributed China Connect Program materials and GTGH brochures to over 350 opinion leaders who attended the events.

The Hawke's Bay Wineries have received over 20 enquiries about Hawke's Bay wine from Chinese press, media or distributors along with direct orders. HBW has been named a finalist in the Innovation on Export Awards 2017.

Kiwigarden is a family owned marketing company launched in 2013 to market a premium brand of freeze dried natural snack foods for children. Kiwigarden has the licence to market and sell all snack foods produced by Freeze Dried Foods NZ Limited. Kiwigarden procures most raw ingredients from Hawke's Bay.

Kiwigarden has developed a range of natural products to target mothers buying for their children's lunch box. Council provided financial support for Kiwigardens to attend the Shanghai Child Baby Maternity Expo (CBME) in July 2017 to market launch new products, establish new distribution in southern China and confirm orders.

Kiwigarden released a new product range of Honey-Pops. The honey is sourced from Hastings Company Melita. Market response is positive and an

initial order of 30,000 boxes has been placed for delivery over the next 6 months.

Kiwigarden attending Shanghai CBME resulted in a 25% increase in sales orders over forecast and forecast demand from all customers has been increased 50%.

3.4 Attract the Skilled Labour Resources in Demand by Businesses

Council Officers met with Hillmac Electrical Management to discuss attracting skilled labour to Hastings District. A pilot programme will be implemented using the THB and the Our Hawke's Bay brochures.

Discussions are being held with Ministry of Business, Innovation and Employment (MBIE) to identify the path for immigration to Hawke's Bay.

Council is co-funding with Pip Fruit New Zealand (PFNZ) to deliver five Case Studies showcasing the Pip Fruit Sector employment opportunities across the seasons using GTGH and PFNZ channels.

3.5 Connect with Education

Learning Hawke's Bay

The International Project Manager resigned in May 2017 and the contract and funding for the role from Education New Zealand (ENZ) finished in June. The chairman of Learning Hawke's Bay is providing administration support until a new contract with ENZ is negotiated.

Future funding from ENZ will be for projects and Learning Hawke's Bay have provided a Business Plan and Budget to ENZ. The role of International Projects Manager will be funded from membership subscriptions and Councils.

Young Enterprise Scheme

Five teams presented to a panel of three judges during a 'Dragons Den' for prize money in June. The teams have now presented their products at the Farmers Market on Sunday 13th August. The next steps are to submit their annual report to judges followed by an awards ceremony in November.

3.6 Support Businesses in the City Centre and Industrial Zones

Hastings City Vibrancy Plan Progress

Two A1 lockable poster cabinets will be installed in Albert Square and the Mall to promote events. Bookings can be made with Hastings District Council Events Manager.

A public Table Tennis table will be installed in the mall at 100 Heretaunga Street West.

The Icons Project is artist driven while appealing to young people and aims to inspire youth through links to a variety of figures who have done well in various fields and have links to Hastings. The Icons Project has been presented to the Landmarks Trust who support the Icons Project.

The Icons Project part two has eight proposed Icons portraits to be installed in the Hastings City Centre (subject to permissions). The first four portraits of the Icons Project part two are being installed at the following locations:

Cobber Kain-Fighter Pilot	301 Heretaunga Street West
Bruno Lawrence-Musician	129 Heretaunga Street West
Nyree Dawn Porter-Actress	300 Heretaunga Street West
Vern Hanaray-Cyclist	108 Market Street South

Eat Street

City Developers are interested in growing the food offering in Heretaunga Street East and Council officers have presented options for amenity changes to Council workshops.

Apartment Conversion

City Centre Apartment Developers are progressing with the next stage being the completion of marketing brochures to gauge demand for first floor Apartments.

Addressing the provisions for inner city living in Hastings City Centre is a recognised priority, following feedback from a recent Council City Centre workshop. Policy work will be progressed in late 2017.

Food Innovation Hub

A proposal for a Hawke's Bay Food Innovation Hub has been made by local business Tomoana Food Hub at a presentation to food businesses and stakeholders at the Hastings District Council. A Steering Committee was formed and a Discovery Phase project was undertaken by Fresh Perspectives Limited. The report identified that there was a need for a Food Innovation Hub and that the project should proceed to a feasibility study.

The Food Innovation Hub project has been forwarded to the Matariki REDS as a project for potential MBIE funding. The Steering Committee is meeting in September to discuss the options.

3.7 Hastings District Productivity Project

The Hastings District Productivity (HDPP) will be delivered by The Lean Hub with 3 businesses currently engaged in the program of lean initiatives to improve productivity of businesses.

3.8 China Cultural

A delegation of eight representatives from Guilin City visited Hastings District from Guilin on the 27th and 28th of July as part of the Sister City arrangements between Hastings and Guilin. The delegation visited Paritua Winery and other locations of interest.

3.9 Business Hawke's Bay and Business Hub

Through a joint Request for Proposal process with Callaghan Innovation to deliver business start-up programs in Hawke's Bay, SODA Inc. were selected by Callaghan as the successful regional partners. The joint implementation process is currently in development.

Business Hawke's Bay attended the Fieldays 2017 with other regional partners including Hastings District Council, Napier City Council and Central Hawke's Bay District Council to establish contact with local agri-businesses who were attending and to develop a regional proposition for 2018.

Hawke's Bay Business Hub focus has been the collaborative co-design of the Business Hub Strategy and Action Plan (2017-2019). The key action theme across eight streams of work is Connect, Collaborate and Community.



4.0 RECOMMENDATIONS AND REASONS

- A) That the report of the Economic Development Manager titled "Economic Development Activities for the Quarter Ending 26 September 2017" dated 26/09/2017 be received.

With the reasons for this decision being that the objective of the decision will contribute to meeting the current and future needs of communities in a way that is most cost-effective for households and business.

REPORT TO: ECONOMIC DEVELOPMENT & URBAN AFFAIRS COMMITTEE

MEETING DATE: TUESDAY 26 SEPTEMBER 2017

FROM: PROJECT MANAGER - STRATEGIC SAM FAULKNER

SUBJECT: STATUS UPDATE ON URBAN DEVELOPMENT

1.0 SUMMARY

- 1.1 The purpose of this report is to update the Council on progress made to help enable new residential and industrial land to be brought to the market for development.
- 1.2 This report seeks to highlight current growth areas, the number of potential housing units and industrial sites within these identified growth areas, the estimated timeframes to bring each area to the market, and the importance of applying a strategic managed approach. Reference is also made to medium density housing and the current policy around this.
- 1.3 The Council is required to give effect to the purpose of local government as prescribed by Section 10 of the Local Government Act 2002. That purpose is to meet the current and future needs of communities for good quality local infrastructure, local public services, and performance of regulatory functions in a way that is most cost-effective for households and businesses. Good quality means infrastructure, services and performance that are efficient and effective and appropriate to present and anticipated future circumstances.
- 1.4 This report concludes by recommending that the report be received.

2.0 BACKGROUND

- 2.1 The Heretaunga Plains Urban Development Strategy (HPUDS) 2010 was established to plan and allow for residential and industrial growth in Hawkes Bay. This strategy is a collaborative approach by the Hastings District Council, Napier City Council and Hawke's Bay Regional Council towards managing urban growth on the Plains from 2015 to 2045.
- 2.2 A review of the Strategy has been reported back in March 2017. A HPUDS workshop occurred on May 2017 and provided Council with a recap, overview and update.
- 2.3 The HPUDS Review recommendations have now been adopted.
- 2.4 In May 2017 Council officers provided a residential land update report to the Economic Development and Urban Affairs Committee. This report updates the Committee on progress.

3.0 CURRENT SITUATION

Residential – Greenfield Activity Summary

- 3.1 As at June 2017 the number of existing vacant lots within the existing growth areas of Arataki, Lyndhurst Stage 1 and Northwood is 37. The current building consents issued or in process for these is 14.

Table 1. Arataki, Northwood, and Lyndhurst Stage 1 and Lyndhurst Stage 1 Remaining Capacity

30-Jun-2017 Area	Unbuilt Lot Capacity March	New Lots Created this Quarter	Building Starts (Foundation Inspections)	Balance lots Unbuilt	BC Issued/In Process	Remaining Lot Capacity	Lots yet to be Created	Total Remaining Capacity	Plus Consents not started
Arataki	15	0	3	12	3	9	28	37	40
Lyndhurst Stage 1	7	6	2	11	0	11	16	27	27
Lyndhurst Lifestyle Village	-4*	4	2	-2*	7	-9	42	33	40
Lyndhurst Stage 2	0	3	0	3	0	3	267	270	270
Northwood	15	0	4	11	4	7	79	86	90
Howard Street	0	0	0	0	0	0	260	260	260
Iona	0	0	0	0	0	0	210	210	210
Total	33	13	11	35	14	21	902	923	937

*The Lifestyle Village is a unit title development. A lot is created only once to building has been completed, hence negative entries.

- 3.2 While limited capacity remains in Arataki and Lyndhurst Stage 1 the Northwood residential area on the north eastern fringe of Hastings has approximately 4.5 hectares of land left to develop for housing. Approximately 79 potential lots at Northwood are yet to be developed.
- 3.3 The main developer of the Northwood subdivision has indicated that they anticipate their remaining 57 residential sections within Stage 8 may be released to the market for sale in two phases, commencing with Stage 8B (28 sections) from Dec 2017 and Stage 8C (29 sections) from April 2018.
- 3.4 Eleven lots remain unbuilt on in Lyndhurst Stage 1 areas. A further 20 lots are in the resource consent process.
- 3.5 Indications from the building industry show a buoyant market where there is still a steady demand for residential properties.
- 3.6 There has been no material change in the market trends since the last report in May 2017.

4.0 RESIDENTIAL GROWTH AREA STATUS UPDATE

- 4.1 The following section of this report provides a brief update on progress being made on new growth areas.
- 4.2 The future residential areas identified and prioritised for future growth are; Lyndhurst Stage 2, Howard Street, Iona. The estimated potential residential yield from these subdivisions is 740.
- 4.3 There is also interest in the release of the wider Brookvale area (which was not in HPUDS 2010 but was recommended in HPUDS 2016), which provided it proves to be feasible, would substitute for the originally planned Arakaki Extension.

Lyndhurst Stage 2

- 4.4 Easement corridor negotiations are completed and the services installations along Lyndhurst Road are tentatively scheduled to begin in November 2017.
- 4.5 A land owner has lodged a resource consent to subdivide 44 lots (over 3 stages). Earthworks for Stage 1 of this subdivision are under construction.
- 4.6 A number of additional landowners have signalled their intentions to develop in the short term and officers are in active dialogue about future developments.

Howard Street

- 4.7 On 23 March 2017 Council adopted a Commissioners report on the proposed rezoning of the Howard Street area. The rezoning is subject to one appeal to the Environment Court at this time.
- 4.8 Construction of infrastructure is yet to commence, with estimates being that construction will commence within the next 2 years. It is possible that development of this land may proceed sooner than the Council anticipated by means of resource consent.

Iona

- 4.9 The Iona area has been brought forward for development to account for the removal of the Arataki extension in the short term.
- 4.10 Appeals to the Environment Court have also been lodged on this land. As a result Council has established a Working Group with the Appeal Parties to assist in drafting a structure plan that would result in a high quality development acceptable to all involved.
- 4.11 The Council has applied to the Minister for the Environment for a direction to adopt the Streamlined Planning Process for the Structure Plan and rezoning for Iona. Best estimates are that a final decision from the Minister will be received around mid-2018.

Brookvale Area

- 4.12 The Brookvale Area has been identified as part of the 2016 HPUDS Review as a growth area to substitute for the loss of the Arataki Extension area originally proposed in HPUDS and to cater for a more positive outlook in HPUDS 2017. The Brookvale Area has potential for development in the short to medium term.
- 4.13 Developer interest in the Brookvale area is building, and officers are in dialogue with potential developers. Now that the HPUDS 2016 recommendations have been adopted. Council will need to decide when Brookvale (alongside other Greenfield areas) should be prioritised for development as part of the 2018-2028 LTP development.

Flaxmere

- 4.14 In addition to the future growth areas outlined in this report, there is a Workshop scheduled for the 26 September 2017 focussed on West Flaxmere development aspirations. It is intended that a separate report on this matter will be presented to Council later in 2017.

Growth Planning

- 4.15 Table 2 below summaries the expected yield and timings for further growth planning for these areas.

Table 2. Future Greenfield Areas and Estimated Yield

Area	Estimated Unbuilt Lot Capacity	Estimated Subdivision Commencement
Lyndhurst Stage 2 (lodged)	44	Current Earthworks
Lyndhurst Stage 2	226	2018*
Howard	260	2018**
Iona	210	tbc**
Brookvale (including Romanes)	~575	tbc
Total	~1315	

* Timing is dependent on landowner timeframes

**Timing is dependent on appeals process

- 4.16 The estimated subdivision commencement indicates when the landowner may begin physical works such as beginning earthworks and transportation of soil.

5.0 MEDIUM DENSITY HOUSING – STATUS UPDATE

- 5.1 The Hastings District Plan identifies City Living Zones as areas to accommodate medium density housing at densities of more than 250m² and less than 350m² gross area of land per unit.
- 5.2 The purpose of the City Living Zone is to encourage for a more compact form of residential development.
- 5.3 These zoned areas are located in close proximity to Mahora shopping centre, Cornwall Park, and around local shops on Heretaunga Street East and the open space of Queen's Square.
- 5.4 Due to the compact nature of such housing it is important that the housing is located in appropriate areas and is of high quality and design. For these reasons, rules about design, layout, size and location of comprehensive residential developments are incorporated into the Plan.
- 5.5 There has however, traditionally been a preference for Greenfield developments and an increased land supply over the last 10-15 years has resulted in less market attention on medium density developments.
- 5.6 A report presenting the Medium Density Strategy to encourage more compact housing developments is planned to be brought to Council in November.

6.0 INDUSTRIAL – STATUS UPDATE

Irongate Industrial Zone

Installation of Infrastructure

- 6.1 Physical works to install the main water and waste-water services for the Irongate Industrial Zone is now complete. A small extension along Maraekakaho Road and a corridor to provide service connection to the north

being the only exception. Services along Irongate Road are now operative and available for connection.

- 6.2 Commencement of the Irongate Road cul-de-sac works are scheduled to commence in the last quarter of 2017 and are expected to be completed before the 2017 Christmas shut down period.

Variation Process and Development Contributions (DC)

- 6.3 Officers are currently working through the Appeal to the Irongate Zone Variation, with a view of resolving matters over the next 1 to 3 months. Officers continue to work through the program of contacting and meeting with stakeholders individually to gather development intelligence. The intelligence collected relates to appetite for upfront / early Development Contributions (DC) payments, which will be used to inform the assumptions in the Council DC Policy. Amendments to DC Policy assumptions are conditional on District Plan Appeal points being resolved.

Industrial Activity Market Trends

- 6.4 There remains high demand for general industrial land, with interest in Irongate and Omahu Road anticipated to remain strong for the foreseeable future. Enabling industrial development in the Irongate and Omahu Zones remains a top priority for Council. Council is investing significant effort into helping this happen.

Omahu Industrial Zone

Variation Process and Development Contributions (DC)

- 6.5 The general industrial zoning of this land now has full effect and is beyond legal challenge as of 29 August 2017. Upfront payments of DC's from some land owners has enabled council to adjust its assumptions that underpin the DC calculation. The DC policy will be revised at the next opportunity to reflect these changes.

Stormwater Consent

- 6.6 Hawke's Bay Regional Council have approved Hastings District Council's Storm Water Discharge Consent to allow stormwater to be disposed of throughout the Zone.
- 6.7 If landowners wish to construct, and subsequently discharge into the Storm Water Infiltration Basin, they will need to apply to Hastings District Council as the 'requiring authority'.

Schedule of Works for the Installation of Infrastructure

- 6.8 Physical work will be undertaken in three stages. Staging of physical work has been prioritised to align to land owners development plans.
- 6.9 Stage 1 of physical work is scheduled to begin in November and will take 6-7 months to complete. It involves laying the water supply pipes and waste water solution in the corridor generally located between Jarvis Road and Raupare Road.

- 6.10 Stage 2 and 3 are in the design phase. Construction timeframes are yet to be confirmed.

Industrial Activity Market Trends

- 6.11 Similarly to 6.4 there remains high demand for general industrial land, with interest in Irongate and Omahu Road anticipated to remain strong for the foreseeable future. Enabling industrial development in the Irongate and Omahu Zones remains a top priority for Council. Council is investing significant effort into helping this happen.

7.0 SIGNIFICANCE AND ENGAGEMENT

- 7.1 This report does not trigger Council's Significance and Engagement Policy and no consultation is required.

8.0 RECOMMENDATIONS AND REASONS

- A) That the report of the Project Manager - Strategic titled "Status Update on Urban Development" dated 26/09/2017 be received.

With the reasons for this decision being that enabling the supply of greenfield residential and industrial sections to meeting the current and future market demand contributes to meeting the current and future needs of communities for good quality local infrastructure and local public services by applying robust project and program management process.

Attachments:

There are no attachments for this report.

REPORT TO: ECONOMIC DEVELOPMENT & URBAN AFFAIRS COMMITTEE

MEETING DATE: TUESDAY 26 SEPTEMBER 2017

**FROM: MARKETING & COMMUNICATIONS MANAGER
JANE MACKAY**

SUBJECT: MARKETING COMMUNICATIONS UPDATE

1.0 SUMMARY

- 1.1 The purpose of this report is to provide an update on the delivery of Marketing Communications Services.

This request arises from a directive from the EGOI Group Manager to report to the Economic Development and Urban Affairs Committee.

The Council is required to give effect to the purpose of local government as prescribed by Section 10 of the Local Government Act 2002. That purpose is to meet the current and future needs of communities for good quality local infrastructure, local public services, and performance of regulatory functions in a way that is most cost-effective for households and businesses. Good quality means infrastructure, services and performance that are efficient and effective and appropriate to present and anticipated future circumstances.

- 1.2 This report concludes by recommending this report be received from the Marketing Communications Manager.

2.0 BACKGROUND

- 2.1 The Marketing Communications service was externally reviewed in late 2015 and resulted in a recommendation for this service to be repositioned as an internal agency business model delivering marketing communications services across Council programmes, services and facilities.
- 2.2 In May 2016 the Marketing Communications Manager was appointed to imbed the restructure and reposition the delivery of these services.
- 2.3 A full complement of staff is now in place and the service is engaged across most business areas of council. The team consists of 7.5 FTEs including the Event Manager. In addition there is an i-SITE Manager and team.
- 2.4 The recent 17A Local Government Act Review has been completed. The Review recommended the status quo in terms of delivery with a continuing emphasis on service improvement.
- 2.5 Attached as **Appendix A** is a summary of the strategic objectives and simple business plan which have been agreed with the Group Manager.

3.0 CURRENT SITUATION

4.0 Key Deliverables 1 June – 1 September 2017:

- 4.1 Over this three month period Marketing Communications have engaged and delivered work across 48 business areas within Council. This represents a significant increase in client engagement compared to the pre restructure period and has significantly reduced engagement of these services externally and the related costs to Council.

There has been 206 marketing communications campaigns projects delivered across the 48 business areas engaged with. This includes approximately 220 graphic design jobs.

Appendix B summarises digital activity and results achieved. This activity highlights the growth in engagement and the increasing importance of these tools. The new HDC website solution project is on track with the new HDC website estimated to go live in late October/early November. HDC have adopted the shared service solution designed and managed by NCC which WDC, HBRC and CHB also support.

Fifty four media releases have been written and distributed to local and national media. High publication achievement continues particularly across local media including print and radio with estimated 95% publication rate.

Over the past 12 months 88 events have been supported by Council either through either a combination of funding and in kind support. In addition to formal event support, all events are actively promoted through Council channels.

5.0 RECOMMENDATIONS AND REASONS

- A) **That the report of the Marketing & Communications Manager titled “Marketing Communications Update” dated 26/09/2017 be received.**

With the reason for this decision being that effective and efficient delivery of marketing and communications services contributes to meeting the current and future needs of communities in a way that is cost effective for households and business

Attachments:

- | | | |
|---|---|---------------|
| 1 | Appendix A Copy of Marketing Communications Strategic Framework Summary August 2017 Final | CG-14-3-00031 |
| 2 | Appendix B 0500917-HDC-MarketingAndComms-DigitalHighlights-V1 | CG-14-3-00032 |

2017_2018

Team	Marketing Communications, Events and i-SITES 2017/2018			
Team Scope	Marketing Communications provide a full marketing communications service across Council facilities, programs and services ensuring all communications and marketing activities are expertly delivered to our community; The events strategy is actively and expertly implemented; i-Sites promote Hastings District to attract visitors who visit more often and stay longer			
Council Mission	Working with our people towards a progressive and proud community			
EGOI Strategy	More Business, More Visible, More Effective & Efficient			
Team Strategy	Delivering innovation and excellence in marketing communications solutions across all Council facilities, programmes and services; Implementing a robust and innovative Events strategy: i-SITES deliver high quality advice and information to visitors enhancing visitor experience.			
Work Streams	Marketing Communications Services across Council	Other Focuses	i-SITES	Events
LTP Objectives	Enabling Council Services, programmes and Facilities to deliver excellence to help Council meet the current and future needs of Hastings District Community for good quality local infrastructure, local public services and performance of regulatory functions.			
Work Stream Strategy/goal	Continuously improving delivery of marketing communications services via a client centric delivery model	Focus areas are continually improved through expert delivery	i-SITE review is completed, approved by Executive/Council and recommended changes are implemented	Events strategy is expertly delivered
Deliverables	High quality, timely and highly effective marketing communications expertise as required across every council facility, service and programme.	Media management; Brand guardianship; Civic Pride; Crisis Communications [emergency and incident communications]; Internal communications; website project, Vibrancy Plan; My Hastings; and other projects as required.	i-SITES review is completed and the future delivery model focuses on delivering high standards of advice and information to visitors, marketing the district and regions offerings so as to attract more visitors, who stay longer and come back again.	Make it easy for events in our district to flourish; attract and facilitate great new events to the district and region; help develop existing events to make them more successful and sustainable; deliver key civic events to our communities; and to fully leverage events to promote Hastings District HHOHB.
Measures	Client feedback satisfaction after each service delivery is completed with a 80% or more satisfaction rate: social media and website analytics demonstrate strong engagement and growth.	Delivery of each focus project within set timeframes achieving the desired outcomes and objectives.	Numbers of visitors who visit the i-SITES; numbers of operators and providers who support the i-SITES; satisfaction surveys and customer feedback.	Numbers of events supported; feedback from event partners; number of visitors attending events; Event support is expertly documented including setting of KPIs.

August 2017 v1



DIGITAL HIGHLIGHTS

FACEBOOK

The Team manages 14 Council Facebook Pages



TOP PERFORMERS

 10,000 FOLLOWERS	 19,500 FOLLOWERS	 46% AUDIENCE GROWTH	 15% AUDIENCE GROWTH
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HASTINGS DISTRICT COUNCIL FACEBOOK PAGE

OUR AUDIENCE

WE'VE REACHED 10,000 FOLLOWERS AND 10,000 LIKES!	5.7% GROWTH OVER THE LAST THREE MONTHS	32,710 ENGAGEMENTS (LIKES, COMMENTS, SHARES)
71% FEMALE	29% MALE	50% LIVE IN HASTINGS DISTRICT
		25-34 YEARS MOST POPULAR AGE GROUP

OUR POSTS

POST REACHED **1,269,540** INDIVIDUAL FACEBOOK USERS

POST IMPRESSIONS (TOTAL NUMBER OF TIMES OUR POSTS HAVE SHOWN IN SOMEONE'S NEWSFEED)
4,832,629

WHAT WE'RE POSTING:

- #hastingsproud - promoting Civic Pride
- Event promotions
- Council consultations
- Council project updates
- Promotion of council facilities
- Emergency messages
- Educational posts - what council does



MARKETING & COMMUNICATIONS





DIGITAL HIGHLIGHTS

WEBSITE

HASTINGS DISTRICT COUNCIL WEBSITE

Manage or oversee 10 council websites

OUR AUDIENCE



56,854
VISITORS
DAILY AVERAGE OF 580

116,897
SESSIONS
DAILY AVERAGE OF 1192

356,712
PAGE VIEWS
DAILY AVERAGE OF 3639

50%
OF OUR AUDIENCE
LIVE IN HAWKE'S BAY



PROPERTY • RATES • DOG REGISTRATIONS • REFUSE TRANSFER STATIONS • DISTRICT PLAN

MAILCHIMP

44 e-newsletters sent in the last three months



WHAT WE'RE SENDING:

- Council project updates
- Event invitations
- Facilities newsletters
- What's on in the school holidays newsletter
- Other important council messages

57% OUR AVERAGE OPEN RATE

26.3% GOVERNMENT AVERAGE



MARKETING & COMMUNICATIONS

