

May 2016 Programme Managers report

TO	Economic Development Committee
FROM	Ben Dunbar-Smith - Economic Development Programme Manager
DATE	1 May 2016
SUBJECT	Programme Manager's report

1 Purpose of Report

This report is to update the Economic Development Committee on a number of projects which the Programme Manager has been working on in the April/May period.

2 Background:

A number of work programmes that have been advanced during this period, including:

A) WW1 Forests: With the coming of the winter planting season, work has got underway in selecting contractors to install the approximately 6000 trees that comprise Stage 2 of the WW1 Forests. This follows on from the 3195 trees which were planted in Stage 1 of the forests at sites in each of the Community Board areas, with commemorative plantings at Whangamata, Paunau, Tairua, Cathedral Cove, Coromandel and Thames.

The Request for Proposal went out in April to 13 parties for Stage 2 of the WW1 Forest for the supply and install of trees. Three bids were received, and after evaluation there were two successful tenderers. Whenuakite company Land and Tree Works won the tender for completing the Cathedral Cove (Gallipoli), Stella Evered (The Somme), and the Passchendaele Forests, and Smart Environmental won the tender for the completion of the Sinai-Palestine Forest at Tangitarori Lane in Pauanui. Work on planting the Stage 2 forests will commence over the May-to-September period, with 1300 trees to complete the Gallipoli Forest at Cathedral Cove, 440 trees to complete the Sinai-Palestine Forest at Pauanui, and 2300 trees to be planted at the Stella Evered Memorial Park to commemorate the Battle of the Somme. Work on planting the Passchendaele Forest at the new Mercury Bay cemetery (1500 trees) will commence after the cemetery's road works and final design are completed - which may mean the work occurs in the 2017 planting season.

Anzac Promotions: Promotion of WW1 tree sales occurred over the Anzac Weekend. This included promotions at key RSAs (such as Whangamata, where up to 62 trees have been sold at the Le Quesnoy Forest), and promotional flyers were handed out at other RSAs after the ceremonies, as well as posters and promotional material on display at TCDC offices.

In addition, there was coverage in Council advertisements in the newspapers, as well as promoting the forests in recent media releases. In order to provide wider promotion across the rest of the country, TCDC staff initiated a mail-out to all RSAs in New Zealand with a poster and flyers seeking support for the project.

To date approximately 117 donations have been received from the general public. In addition funds for the project have been boosted by a donation from the Barker's Menswear, who have committed to sponsoring \$25,000 for 1000 trees. Barkers have also been displaying WW1 Memorial Forest posters at their 30 stores, and also providing an email newsletter to their extensive nationwide database encouraging people to donate to the forest project. The Barker's 1000 trees will be planted in the Gallipoli Forest at Cathedral Cove.

B) Improved cellphone coverage in Kaureranga Valley: The Minister of Communications Amy Adams officially opened the new Vodafone tower in April which provides enhanced coverage to the Kaureranga Valley and surrounding areas. The tower, which is powered by solar panels, two 600 watt wind turbines and a diesel generator for backup, is the first RBI off-grid cellphone tower in the North Island. The project had been consented for several years, but was stalled due to the high costs of getting mains power to the site.



Vodafone's Wholesale Director, Steve Rieger specifically thanked TCDC for their support during the project, and noted that the Economic Development Committee's \$7500 funding towards the project was recognised as an important way of demonstrating the Council's commitment to the partnership.

He commented that Vodafone was pleased to be able to launch an off-grid site which provided important telecommunications infrastructure, yet remained in keeping within the environmental ethos of the Coromandel community.

The Vodafone tower is important for the cellphone coverage it provides to the visitors attending the Department of Conservation visitors centre, which is one of the most highly trafficked attractions in the Thames area. In addition the RBI site will improve broadband and mobile phone coverage to households and businesses in the Kopu and Hikuai area, as well as across the Kaureranga Valley through to Thames.

To check on whether the improved coverage reaches a specific property, the Vodafone website www.vodafone.co.nz/network/coverage allows customers to put their address, and check out 3g and 4 G coverage. Note that in some cases coverage can be improved for 4G

with the addition of an aerial.

C) Arts Strategy: The draft Arts Strategy is currently undergoing engagement with Community Boards, and it is proposed to bring the finalised draft Strategy back to full Council for consideration on 29th June 2016.

The idea for developing an Arts Strategy arose from a workshop of arts groups which was held in March 2015. Approximately 70 reps from arts communities attended from around the Peninsula, and more than 40 submissions were received to the Long-Term Plan urging development of a district-wide Arts Strategy. Following this process, the Economic Development Committee approved \$12,000 in the 2014-15 year for the development of a draft strategy.

An Arts consultant was engaged who undertook research with key groups and developed a draft outline document. The consultant held public workshops in each Community Board area, and developed a series of draft Community Aspirations, and also added a number of case studies. Feedback in the document indicated that:

- the community wanted a hand-up, not a hand-out
- a closer working relationship with council
- a better process for coordination and promotion of the arts Peninsula-wide,
- a desire for more art in public places
- activities for youth and art education
- the development of a Peninsula art trail.

TCDC staff have now created a Summary Document in draft form, which is being taken out by Cr Diane Connors to consult with each Community Board as part of their round of workshops.

One of the key proposals involves the establishment of an advisory group or arts board to work with Council and Community Boards to monitor the implementation, outcomes and continued development of the strategy. It is proposed that the Advisory Board will comprise one Council representative, and arts representatives by ward areas, including iwi.

The Arts Board will meet regularly in each community board area in rotation.

The draft Arts Strategy identifies Council's role to be primarily be as a partner, not as the funder. To achieve the strategic aim of arts engagement, it is proposed that both public and private resources will be explored.

Another key proposal involves the arts groups within each community turning community aspirations into Action Plans in conjunction with their Community Board. The creation of Action Plans for each area will identify specific assets and resources and prioritise ideas, improvements and initiatives as well as identify how they can be implemented.

Once Community Boards have had a chance to discuss the document through the workshop process, the draft Strategy will come back to formal Community Board meetings for ratification. On 29th June, TCDC's strategic planning team under Scott Sommerville will take the completed document to Council for consideration for adoption as an Arts Strategy

D) Kopu Business Park marketing: In order to boost the marketing and promotion for the Kopu industrial and retail area, the existing sign on the western side of the bridge is being raised up by 2 metres so that it is more visible for motorists coming from the Auckland/Hamilton area. The aim of the sign, which advertises the "Kopu Business Park - industrial and retail" is to give motorists advance warning of the left turn into Kopu past the bridge, and thereby the improve traffic flows through the area. It is intended the sign will be completed by the end of May. This promotional work will be complimented by advertising in Auckland-based business magazines to encourage industrial and light-to-medium

commercial businesses to relocate their operations to the Kopu area, which sits within easy distance of the three main markets of Auckland, Hamilton and Tauranga.

In addition, work is underway by the Thames Area Office to look at installing a public toilet at Kopu as part of an upgrade of the services available in the area.

A Volunteer and Business Careers Expo is being held at the Thames Civic Centre on Friday 10 June to showcase vocational pathways for youth, and also to promote volunteering. The purpose of the one-day expo is to highlight the vocational pathways available to youth, and to provide an insight into what careers are available in the area.

Some 600 students from Thames High School will be attending along with other schools from around the Thames area, as well as Industry Training Organisations. This event follows on from the Future Action Network (FAN) youth employment presentation held at the Toyota plant last year. Instead of a traditional careers expo, the focus is to try and make the event more interactive for those attending, with businesses invited to bring along items that show the relevance of their business, such as tools and equipment, as opposed to just leaflets.

A marketing campaign is underway to encourage businesses to attend the expo, and showcase the types of careers which they can offer to youth. Businesses are invited to provide a Powerpoint about their business and contribute interactive displays, as well as having the opportunity to talk to the gathering. Sponsorship of a space at the Expo ranges from \$50-\$300, and businesses can also join with others to represent their industry. In addition, the Expo will host a 'Jobs Board', where employers can post employment opportunities and have immediate interaction with prospective youth employees. Any business interested in taking part in the Expo can contact the TCDC's Thames Community Development Officer Marlene Perry, or one of the co-organisers Sean Hayes from Smart Environmental.

Along with the Business Careers Expo, the event at the Civic Centre will host a Volunteer Expo, in conjunction with the Coromandel Youth Collective, the Thames Community House, Volunteer Waikato, TCDC and the Ministry of Youth Development. This will provide a chance for volunteer groups to promote the opportunities for youth to volunteer for service activities, which can form an important pathway towards skills-development and future employment.

3 Suggested Resolution(s)

That the Economic Development Committee:

1. Receives the Economic Development Programme Manager's report dated 1 May 2016.

References-Tabled/Agenda Attachments

Attachment A - Draft Arts Strategy Summary booklet

[TCDC Arts Strategy summary booklet.pdf](#)