

SLA REPORT	TO	Pam Balt	<input checked="" type="checkbox"/>	<i>For Information</i>
	FROM	ENTERPRISE WHANGAMATA INC Manager: David Smith	<input type="checkbox"/>	<i>For Approval</i>
	DATE	31/03/2017	<input type="checkbox"/>	<i>For Action</i>
	SUBJECT	SLA Report	<input type="checkbox"/>	<i>For Recommendation</i>

This report is for the period ending 28 February 2017

Report Requirements;

1. Comment on the services provided as detailed in Objectives and Measures (clause 3.3) of the Service Level Agreement; and
2. Comment on the current or anticipated issues which the centre considers may impact on the delivery of outputs delivered or outcomes achieved.

1. Comment on services provided

Objectives and Measures (cl 3.3)	Comments
<p>Operating hours</p> <p>Centre to operate 7 days per week. (Open a minimum of 48hrs per week) between 1 October - 28 February the following year. From 1 March to 30 September each year the Recipient may determine the hours of operation that best accommodate visitor demand;</p>	<p>The centre is and has been open 7 days a week throughout the past reporting period and we have been available to the public from 9.30am – 5.00pm weekdays and 9.30am – 3.30pm weekends and public holidays (excluding Christmas Day). We will look to reduce hours after Beach Hop as the foot count has dropped dramatically since school holidays finished.</p>
<p>Staff</p> <p>Ensure at least one appropriately trained employee is operating the centre at all times.</p>	<p>2 paid staff run our centre, manager, assistant manager and volunteers, there is always a paid staff member onsite. We have had a full complement of volunteers during the summer holiday season and they have enjoyed the busier times. Some will now start to take some time away and head offshore for their annual holidays. We are currently seeking to recruit volunteers. More training and up skilling is ongoing.</p>
<p>Information Sharing</p> <p>1. Provide visitors with local information via multiple mediums (including verbal, electronic or print) to facilitate tourism and generate revenue;</p>	<p>Our centre offers various forms of information booklets, flyers and promotional material. All staff have access to the internet and use it to research and locate information for customers. Staff are encouraged to build rapport with customers and to establish their needs and ways of encouraging them to stay in the area and use the services and facilities.</p>

<p>2. Utilisation of Council information (including provided via Council e-newsletters) to keep up-to-date on current matters and disseminate such information to visitors;</p>	<p>Volunteers are encouraged to utilise the Council’s website for any Council related queries they have. Alternatively, they are aware of and automatically call customer services if there are questions they are not able to answer.</p> <p>E-newsletters and any council related matters are also available in hard copy for our volunteers to be aware of.</p>
<p>Local Events</p> <p>Centres must provide an area to display posters of upcoming local events and information</p>	<p>We have a magnificent 24/7 display area in our office, and our visitors compliment us on being able to find out what is on and happening in the area, with ease. Our centre also has TV screen displaying events and information to the public outside of operating hours. Our notice board outside is also used to display event posters and information. Events calendars are kept up to date on both the website and town App</p>
<p>Booking Services</p> <p>Provide booking services for local and district accommodation, attractions activities, tours and local transport</p>	<p>We provide an online booking service for various accommodation options and attractions, locally and nationally. We also provide a facility for Intercity Bookings and Go Kiwi Shuttle for the Peninsula and beyond. IBIS booking system simplifies this. Staff are encouraged to continually up skill in these areas. We are also continuously building new relationships with new tourism providers.</p> <p>We have done a number of famils particularly for accommodation in the build up to summer. We have some more activity famils in the pipeline now visitor numbers are decreasing.</p>
<p>Promote Local Area</p> <p>1. Promote the Whangamata area and the wider Coromandel Peninsula via correspondence, promotional material and other relevant mediums;</p> <p>2. Maintain and make available a database on facilities within the area for general public use (e.g. halls for hire, wedding</p>	<p>Our business association and wider community are participating in a town app. This allows for anybody who has the application downloaded to receive notices and messages from various businesses. It offers a targeted marketing approach and is proving to be a unique and successful messaging medium. The town app communicates with customers from anywhere in town, the country or the world.</p> <p>We have information available on all local facilities and these include halls, wedding venues, sports and recreational groups, community groups, educational</p>

<p>venues, conference facilities, social services, sports & recreation groups, places of worship, service and community groups, education providers);</p>	<p>providers. Staff are able to inform and direct visitors and residents in the right direction.</p>
<p>General</p> <p>1. Support and promote any local initiative that will build on the TCDC's vision that "the Coromandel will be the most desirable area of New Zealand in which to live, work and visit"</p> <p>2. Network with and support other visitor information centres within the region wherever practicable</p>	<p>All of our volunteers are passionate about the town we live in and believe that the Coromandel <i>is</i> "GOOD FOR YOUR SOUL", hence they promote this with enthusiasm. We have all made extra effort to keep visitors in town and Coromandel Peninsular.</p> <p>Our three local Information Centres (Whangamata Tairua and Pauanui) have quarterly meetings where we share our ideas and report on wins and losses. We also communicate with each other as and when we need to.</p> <p>Manager and staff try to visit three other areas/ information centres or tourism sites per year.</p>

3. Anticipated Risks & Issues

That Council Funding must continue in present form after 2017 in order for our operation to continue

4. Any Other Issues

- We do have a couple of volunteer with health issues so will need to actively seek to recruit more volunteers for the Information Centre ready for summer.
- We had a large number of international visitors pre-Christmas, predominantly from Europe and in the 18-30 age bracket. The families were around over the holiday period. The next wave of international visitors is arriving, these are predominantly in the 65+ age group and British and European.

5.

Reporting 1 October 2016 to 28 February 2017

Monthly footfalls:

- October 2016 - 1396
- November 2016 - 2929
- December 2016 – 6875
- January 2017 – 10143
- February 2017 - 5127

Telephone Enquiries:

- October 2016 – in: 185 out: 46
- November 2016 – in: 163 out: 60
- December 2016 – in: 211 out: 231
- January 2017 – in: 300 out: 86
- February 2017 – in: 187 out: 91

International Visitors:

- October 2016 – 115
- November 2016 - 568
- December 2016 – 755
- January 2017 – 847
- February 2017 – 701