

ECONOMY GROUP

Contribution to outcomes

Activities within this Group

	Community Outcomes							
	A safe and caring community	A community that respects its environment	A healthy community	A prosperous community	A community with excellent facilities and services	A community that values its living Maori culture	A learning community	A "happening" community
Destination Rotorua Economic Development	✓	✓		✓	✓	✓	✓	
Destination Rotorua Tourism Marketing		✓		✓	✓			✓
Tourism Rotorua Travel and Information	✓	✓			✓			

Overview of Group

Rotorua District has a thriving tourism industry contributing to a strong economy supported by several other sectors. The activities in this group ensure that we maintain and grow the District's prosperity for the benefit of all.

Key Strategic Decisions

- Development and implementation of the Rotorua Economic Development Strategy – BrightEconomy.
- Development and implementation of the Rotorua Employment Skills Project.
- The implementation of Destination Rotorua as a brand.
- Review of the LGNZ Act and implications for the RTO, in terms of targeted rating, revenue focussed business ventures and destination management.
- Development of the Australian market with a view to establishing trans-Tasman direct air services into Rotorua.
- Development and implementation of Retail Strategy.

Summary of Group Net Cost of Service

For the year ending	2005	2006	2006
30 June:	Ten Year Plan	Ten Year Plan	Annual Plan
(thousands)	Budget	Budget	Budget
Destination Rotorua			
Economic Development	541	525	859
Destination Rotorua Tourism Marketing	1,365	1,457	1,657
Tourism Rotorua Travel & Information	366	374	395
Net Cost Of Service	2,272	2,356	2,911

Assets Used in Activity Group

Asset Type (thousands)	Cost	Accumulated Depreciation	Book Value 30 June 2004
Computer Hardware	279	220	59
Computer Software	48	44	4
Furniture & Fittings	52	10	42
Office Equipment	46	32	14
Plant & Machinery	44	8	36
	468	313	155



Destination Rotorua Economic Development

Overall aim of the activity

Destination Rotorua Economic Development actively works alongside the wider Rotorua business and government community (both local and central) with the aim of creating an environment that encourages and stimulates economic growth.

Why we provide the service

Council provides this service as part of its role to provide community leadership and to meet ratepayers' expectations.

Destination Rotorua Economic Development actively works on all levels alongside individuals, businesses, government and key community organisations to stimulate the process of sustaining, attracting and growing business within the Rotorua region.

We encourage economic activity to create an environment that stimulates sound investments, encourages and embraces

economic growth, more employment opportunities, higher incomes and a greater lifestyle quality for residents.

The four main areas of operation for the unit are:

1. Provision of relevant Rotorua economic and business information.
2. Facilitation of business-to-business and business-to-government (local and national) interaction.
3. Marketing of the region as a place to live, work, invest and do business in.
4. Project management of strategic level economic development projects:
 1. Rotorua Economic Development Strategy – BrightEconomy
 2. Rotorua Employment Skills Strategy
 3. Regional film initiative – Film Volcanic
 4. Implementation of Retail Strategy
 5. Infrastructure development particularly industrial land

Service Levels and Performance Targets

Key Result Areas	What We Will Do	How We Will Measure 2005/06
Provision of relevant up to date economic and business development information in a Rotorua context	Facilitate the development, production and dissemination of relevant information on: <ul style="list-style-type: none"> • Rotorua economy • National economy • Global economy • Economic sectors • Business development • Business news • Local support and business networks • Maintain a relevant Rotorua business database 	Monthly information reports produced, disseminated to the Rotorua business database, Council and other key stakeholders. Posted to Economic Development Unit website.
Facilitation of economic development initiatives and activity within the Rotorua region	Facilitate the sustaining and growth of the existing Rotorua business community and the attraction of new business, investment and people through: <ul style="list-style-type: none"> • Responding to inquiries in a timely and professional manner • Interfacing with RDC and Central Government • Access to and the development of business support networks, locally, nationally and internationally. • Access to possible funding mechanisms and resources 	Respond to requests for facilitation 80% within 3 working days, 100% within 10 working days.
Marketing of Rotorua locally, nationally and internationally as a great place to do business, invest, live and work in	Facilitate the development, production and dissemination of relevant up to date marketing material based around the promotion of Rotorua as a destination for: <ul style="list-style-type: none"> • Living, working and playing in • Investing in • Doing business in • Sector specific business development. 	Produce at least 4 generic and 2 sector specific marketing campaigns. Ensure relevance and functionality of the websites.

Key Result Areas	What We Will Do	How We Will Measure 2005/06
Project Management of strategic economic development projects that enhance the capability of the region's economy	Project manage the implementation of the Rotorua Employment Skills Strategy.	Facilitate Year One of the Rotorua Cluster Development Project. Report on the progress of the strategy by 30 June.
	Facilitate the development of the capability of the Maori business community within Rotorua	Provide support for the Te Arawa Economic Forum and Te Arawa Economic Development.
	Project manage the development of the Rotorua Economic Development Strategy - BrightEconomy	Facilitate implementation of at least one of the elements identified in the strategy.
	Project manage and facilitate the implementation of the Rotorua CBD Retail Strategy	Monitoring of the delivery of the Ready 2 Retail, retail promotion contract. Monitor the implementation of at least one strategy outcome over and above the Ready 2 Retail contract.
	Project manage Rotorua's contribution to the regional film initiative – Film Volcanic	Monitor the delivery of the Film Volcanic business plan through financial contributions and attendance at 90% of the management committee meetings.
	To provide support to the Radi Centre initiative	Attend 90% of all board meetings
	Project manage and facilitate the provision of suitable industrial land in the Rotorua District.	Provide support for the development of industrial land projects within the Rotorua District

Budget for 2005/06

For the year ending 30 June: (thousands)	2005 Ten Year Plan Budget	2006 Ten Year Plan Budget	2006 Annual Plan Budget
Operations			
Expenses	641	625	1,019
Revenue	100	100	160
Net Cost	541	525	859
Capital			
Renewals			
General	5	3	8
Total Capital	5	3	8

Activity Highlights for 2005/06

- Facilitating the implementation of the BrightEconomy Strategy:
 - Establishment of BrightEconomy Advisory Board
 - Monitoring of strategy implementation
 - Hosting of Rotorua Economic Forum
- Establishment of the following five employment skills clusters:
 - Health and other social services
 - Professional and business services
 - Wholesale and retail
 - Personal, government, communications, recreation and media
- The implementation of the domestic and international elements of the marketing strategy.

Destination Rotorua Tourism Marketing

Overall aim of the activity

A visitor sector that is making a maximum contribution to Rotorua's economic, social, cultural and environmental well-being by continually improving and promoting Rotorua to new and repeat visitors as an exciting, vibrant and high quality destination.

carried out across the areas of international, domestic, retail and event marketing, as well as conference and incentive promotion.

An emerging function of this department is supporting the development of new product and infrastructure as well as the management of growing the visitor industry and therefore contributing toward the Rotorua District Council 'Growth Strategy' and prioritised 'Community Outcomes'.

Why we provide the service

The primary function of this department is focussed on promotional activity through the tourism industry networks, specifically targeting trade, media and consumer. This is

Service Levels and Performance Targets

Key Result Areas	What We Will Do	How We Will Measure 2005/06
Creating awareness of Rotorua as New Zealand's premier visitor destination to international agents, airlines, inbound agents, media, industry and visitors.	Produce a bi-annual Rotorua tourism product and information update newsletter for the inbound industry.	2 newsletters produced (In Essence)
	Produce the Rotorua Visitors Guide.	160,000 printed.
	Attend international consumer travel shows, trade missions and sales missions.	10 attended.
	Co-ordinate the visits of international travel agents.	10 Tourism Rotorua visits co-ordinated.
	Attend the annual Tourism NZ Roadshow.	Attendance completed.
Maximising Rotorua's domestic and international exposure in all media and communications channels.	Co-ordinate the visits of international media to Rotorua in accordance with Tourism NZ's international media plan.	40 visits co-ordinated
	Prepare and distribute industry newsletters for local tourism industry.	10 Tourism bullet reports prepared and distributed.
	Produce the "It's On" event publication and website.	3 per year.
	Host media visits to Rotorua for the purposes of media exposure by year end.	10 media visits completed
	Facilitating and encouraging events to develop and expand in Rotorua as a means of expanding visitor arrivals to Rotorua.	Provide general marketing support and guidance to major event prospects.
Enhancing and promoting Rotorua's market position as a conference and incentive destination.	Produce the Rotorua Trade and Convention Planner.	3,000 printed.
	Attend international/ convention meeting shows during programmed year.	3 attended.
Communication of marketing activities to local industry to communicate/maximise marketing impact.	Conduct industry forums.	2 forums per year.

Key Result Areas	What We Will Do	How We Will Measure 2005/06
Facilitating and encouraging conferences and conventions to develop and expand in Rotorua as a means of expanding visitor arrivals to Rotorua.	Produce assistance/bids for conferences during programmed year.	30 domestic bids produced. 3 international bids produced.
Conducting market research into Rotorua visitor patterns that provide the basis for ongoing decision marketing.	Obtain and analyse monthly visitor arrival statistics for both the domestic and international markets.	12 analyses completed.
Providing a robust measurement of key result areas involving Tourism Rotorua Marketing.	Review present performance measures to better reflect progress being made across growing: <ul style="list-style-type: none"> • Visitor numbers • Visitor length of stay • Visitor expenditure impact on Rotorua economy	1 analysis per year.
Provision of a variety of written and visual materials to assist in all marketing areas within Destination Rotorua Tourism Rotorua.	Update and reprint motivational destinations brochure within budget.	Completed upgrade process of visual material within budget.
	Ensure update and relevant maintenance is carried out on the official Rotorua website on at least a monthly basis.	12 monthly updates of site and ongoing review of website capabilities.

Budget for 2005/06

For the year ending	2005	2006	2006
30 June:	Ten Year Plan	Ten Year Plan	Annual Plan
(thousands)	Budget	Budget	Budget
Operations			
Expenses	1,825	2,037	2,399
Revenue	460	580	742
Net Cost	<u>1,365</u>	<u>1,457</u>	<u>1,657</u>
Capital			
Renewals			
General	31	13	17
Total Capital	<u>31</u>	<u>13</u>	<u>17</u>

Activity Highlights for 2005/06

- New marketing structure – developing a strong marketing team with increased emphasis on communications, stakeholder relationships and increasing visitor numbers from key market segments of conference and incentive, domestic, events and international.
- Australian market – investigate the establishment of an in-market presence to better promote Rotorua as a short break destination.
- Rotorua Sustainable Tourism Charter – successfully manage the joint venture industry partnership with the objective of providing a better service to existing members and developing new membership.

Tourism Rotorua Travel and Information

Overall aim of the activity

First contact for information and bookings of things to see and do around Rotorua and the rest of New Zealand.

Why we provide the service

Council undertakes this activity to meet community expectations and support other activities.

The Tourism Rotorua Travel Office operates 364 days a year and employs 14 fulltime and one part-time staff.

The office is active not only in information provision but also offers a comprehensive domestic travel reservation service available to local residents and visitors. Commercial returns are earned through commissions on sightseeing and travel sales.

Service Levels and Performance Targets

Key Result Areas	What We Will Do	How We Will Measure 2005/06
Maintaining the highest level of customer service within a fixed budget.	Operate a seven day information and ticketing centre within general rates requirement.	Within general rates.
	Carry out a counter customer study over Christmas/New Year period.	94% visitor satisfaction

Budget for 2005/06

For the year ending 30 June: (thousands)	2005 Ten Year Plan Budget	2006 Ten Year Plan Budget	2006 Annual Plan Budget
Operations			
Expenses	1,255	1,263	1,454
Revenue	889	889	1,059
Net Cost	366	374	395
Capital			
Renewals			
General	48	51	68
Total Capital	48	51	68