

2005/06 DRAFT ANNUAL PLAN SUBMISSION

Submissions close on 13 May 2005

I wish to talk to the main points in my written submission at the hearings.

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Your Submission:

I wish to raise the following points in the draft annual plan.

Events & Festivals (refer page 40)

. Whilst this section relates to Community Services, and there is recognition of economic benefits, there are no performance measures which have any economic development outcomes attached to them (which events & festivals most certainly do provide). This should perhaps be cross referenced in some way to economic development outcomes on page 50.

. Whilst "programme of activities & events in the Square" is proposed with the Cathedral Square Stakeholders Group, there is no mention of other groups such as the Central City Business Group (CECC).

. There is also no mention of the Council's event strategy and how this is intended to drive both community and economic outcomes, some of which may very well occur outside of the Square. An annual calendar of suitable "icon" events which are well resourced and form a significant part of that strategy is required. (The draft plan simply refers to "collating and promoting" rather than a "strategic direction" and "driving" role).

City Promotions & International Relations (refer page 50)

. The performance measure states that "Christchurch is promoted as a City nationally and internationally through campaigns, events, publications, and through participation in Sister City programmes".

I am unaware of any plans for this unit of Council to be responsible for promotion:

- in national campaigns
- in international campaigns

nor is there any measurement of this aspect listed.

Although I would welcome funding to enable Council to "dovetail" with Christchurch & Canterbury Marketing's activity, I suspect this may not be appropriately worded. It probably requires clarification so that it refers primarily to the promotion of the City to the resident population, and to the Council's international relations/Sister City's roles.

Visitor Promotions (refer page 50)

. One of the performance measures listed is "airlines increase their capacity into Christchurch". It would probably be more appropriate for this to read "airlines increase their capacity into Christchurch as a percentage of national capacity (market share gain)".

Convention & Entertainment Venues (refer page 50)

. The economic performance measure is shown as a target of +2% of delegate days.

	<p>Somewhat at odds with this is an economic performance measure of +5% of delegate days for the Convention Bureau (CCM's performance measures under "Visitor Promotions" also on page 50).</p> <p>This implies there is an expectation that the number of delegate days at other venues in the City will increase significantly more than those at the Town Hall, Convention Centre and Westpac Trust Centre.</p> <p>I'm not sure this is really the expectation or intention?</p>
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