

**8. DESTINATION CHRISTCHURCH –  
APPOINTMENT OF DIRECTORS**

RR 8363

<b>Officer responsible</b> Accounting Services Manager	<b>Author</b> Ian Hay
Corporate Plan Output: Economic Development	

The purpose of this report is to identify the Council nominees for the three positions identified on the new Destination Christchurch Board as part of the strategic plan adopted by the Council in July.

As part of the move to a more business-like approach to the marketing of Christchurch and to meet the ongoing challenges of the visitor industry a strategic plan was prepared by the CTC and adopted by the Council at the July meeting.

The resolution adopted by the Council appointed two trustees who would in turn appoint an additional two from outside the Council and together they would select the new Board of Destination Christchurch. This is a similar process to that currently used for the CDC appointments.

The make-up of the new board is as follows:

- 3 representatives from industry
- 3 high profile business people
- 3 Council nominees

When appointing the Council nominees it is important to ensure we select appropriate people to achieve the broader objectives of better co-ordination and direction of the visitor industry, the marketing of Christchurch and to ensure synergies are maintained and enhanced. We also need to ensure the appropriate profile and balance of skills on the board is achieved to drive the initiatives for the benefit of our community. The following four people are suggested as nominees:

The Chairman of CDC, as the Council’s principal economic development and employment agency.

The Chairman of the Strategy and Resources Committee, as the Chairman of the committee with responsibility for the Council long term strategy.

The Mayor, who would give a high profile to the board.

The Chairman of Christchurch International Airport Company. This being the Council owned entity with the most stake in a successful visitor industry.

**Recommendation:** That the Council forward the above four nominees to the trustees as the Council nominations for the three positions on the Destination Christchurch Board.

(Note: Councillor Wright abstained from the discussion and voting on this clause.)