

24. 6. 98

**REPORT BY THE CHAIRMAN  
OF THE COMMUNITY SERVICES COMMITTEE**

**11. CANTERBURY TOURISM COUNCIL (CTC)  
STRATEGIC PLAN AND COUNCIL CTC RELATIONSHIP**

RR 7488

Members will recall that at the 14 April 1998 meeting of the Strategy and Resources Committee it was resolved that a sub-committee consisting of Councillors Garry Moore, Pat Harrow, Margaret Murray, Alister James and Ron Wright be appointed to consider, and discuss with the CTC, their proposed new Strategic Plan which was formulated early this year (previously circulated).

A meeting of the Sub-Committee was held on 22 May 1998 and a seminar for all Councillors on 12 June 1998. Representatives of the CTC Board together with their Chief Executive Officer attended both meetings and the proposed structure, Strategic Plan and other issues relating to the Christchurch City Council festival and events marketing and city promotion were also discussed.

The consensus of the seminar was supportive of the new commercial direction proposed by the CTC which would see a move away from its present status as an incorporated society to a limited liability company with its own board of directors. The name proposed for the new organisation is "Destination Christchurch" and the revised Strategic Plan envisages that it would also have a function in events marketing.

It is felt, however, that additional time is required to consider this matter and in particular some further possible options.

As the CTC is due to meet with its membership on 25 June 1998 it is important that the Council provide to it some indication of its support, or otherwise, for this proposed new structure.

**Recommendation:** That the Council indicate its support in principle to a more commercial direction and structure for the CTC. However, it believes that the marketing of Christchurch as a brand needs an integrated model involving functions performed by the CTC, parts of the CCC and those of the commercial sector. The Council therefore requires more time to consider this matter with the commercial sector and as a consequence would request that the CTC withhold the appointment of a new CEO in the interim.

**CONSIDERED THIS 24TH DAY OF JUNE 1998**

**MAYOR**