

7. DESTINATION CHRISTCHURCH, CANTERBURY, NEW ZEALAND CHARITABLE TRUST

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Corporate Plan Output: Economic Development - Visitor Marketing	

The purpose of this report is to seek appointment of two Council representatives as trustees to enable a review of the Board of Christchurch and Canterbury Marketing Limited in association with the company chairman. The confirmation of trustee appointments was not undertaken as part of the Council process following the last election.

BACKGROUND

In July 1998 the Council resolved to adopt the strategic plan promulgated by the Canterbury Tourism Council to form a revitalised visitor marketing organisation for Christchurch and Canterbury. The Council also adopted a recommendation that a charitable trust be formed which would own the company established to operate the visitor marketing business previously operated by Canterbury Tourism Council as an incorporated society. The model proposed was the same model used for the Canterbury Development Corporation which ensures a partnership approach to the visitor marketing activities with the private sector.

During September/October 1998 a charitable trust "Destination Christchurch, Canterbury, New Zealand" was set up and under which a new company was established (originally Canterbury Tourism Council Limited but renamed Christchurch and Canterbury Marketing Limited). A chief executive was appointed and the process of transfer of the assets from Canterbury Tourism Council was initiated. A new board was appointed by the trust for an initial term expiring on 30 June 2000 as provided for under the constitution of the company. The intention was to review the make up of the appointed board at this time to ensure the objectives outlined in the Strategic Plan were being met.

INFORMATION

As with the Canterbury Development Corporation Trust document the Destination Christchurch Trust deed allows for the Council to appoint two trustees who in turn appoint two trustees from the wider visitor sector. Nominations for the sector trustees were received from the industry and taken into account during the selection process. The initial trustees were the Mayor, Garry Moore, and Councillor Ron Wright from the Council and Peter Yeoman and Jeanette Elliot from the visitor industry.

Duties of the Trustees are not time consuming as the objectives of the Trust are delivered and achieved through the company. Their role is to make appointments to the directorate of the company and to review the performance of the Directors in achieving the aim of the Trust.

The Trust deed developed provided for the first trustees to be appointed for an initial term expiring 30 October 1998 to enable the founding directors of the company to be appointed with subsequent appointments as trustees to be for a three year period to coincide with the Council election cycle. The re-appointment of existing/new Trustees was not made at the time other Boards/Trust appointments were made by the Council in February 1999. As stated earlier in the report the constitution of Christchurch and Canterbury Marketing Limited provides for an initial review of the board make up on 30 June 2000 with subsequent appointments to be made on a normal three yearly rotation cycle as is usual with other company appointments.

I have held preliminary discussions with the company Chairman, Graham Heenan who is preparing for the meeting with the trustees once they are confirmed.

- Recommendation:**
1. That the Council appoint two trustees to the Destination Christchurch, Canterbury, New Zealand Trust to enable the process of director and company review to proceed, as provided for in the constitution of Christchurch and Canterbury Marketing Limited.
 2. That Councillors Anderton and James be appointed as trustees to the Destination Christchurch, Canterbury, New Zealand Trust.