

6. **CHRISTCHURCH & CANTERBURY MARKETING LIMITED – FUNDING FROM CCHL FOR THE PROMOTION OF THE SOUTH ISLAND & SPECIFICALLY CANTERBURY**

Officer responsible Company Secretary, CCHL	Author Bob Lineham
Corporate Plan Output: Trading Activity Monitoring	

The purpose of this report is to seek Council approval of an extension of the CCHL funding to Christchurch & Canterbury Marketing Ltd for the South Island marketing initiative for a further three year period to 30 June 2004. The initial Fund was for \$750,000 to be provided over a three year period up to 30 June 2001.

Graham Heenan (Chairman) and Darryll Park (CEO) recently met with the Board of CCHL and discussed progress to date with initiatives underway or in operation. The fund was set up to develop growth in inbound tourism, especially in the long haul and emerging markets, to enhance the prosperity of Christchurch International Airport Limited and Christchurch City, and to be the catalyst for collective marketing of the South Island.

Information provided to the Board proved that the fund has delivered significant growth in South Island tourism with benefit to the Airport Company and the local economy. The CCHL Board agrees that it is important to continue this funding for a further three years so that several projects may be completed and to consolidate the markets gained. This fund is to be used specifically for marketing initiatives to promote the South Island and Christchurch. Regular reports on targets with key performance measures are to be provided to CCHL.

A seminar for all Councillors regarding Christchurch & Canterbury Marketing's (CCM) core funding was held on 13 December 2000. The possibility of additional funding was discussed at the seminar and support from Councillors present was positive. CCHL now seeks formal Council approval.

Recommendation: That the Council approve the additional funding from CCHL to CCM for a further three year period until 30 June 2004.