

28. GLOBAL NETWORK OF GREAT WINE CAPITALS: ATTENDANCE AT ANNUAL GENERAL MEETING

General Manager responsible:	General Manager Human Resources, DDI 941-8444
Officer responsible:	Marketing Manager
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PURPOSE OF REPORT

1. To seek retrospective approval for Councillor Sue Wells to attend the Global Network of Great Wine Capitals (GWC) Annual General Meeting in Bordeaux, France (1-5 November 2009).

EXECUTIVE SUMMARY

2. On 9 October 2009 the GWC informed the Council that Christchurch/Southern New Zealand had been selected as the new New Zealand member of GWC.
3. The first AGM of GWC, since the invitation for Christchurch / Southern New Zealand to join the Network, is in Bordeaux, 1-5 November 2009. GWC requested that the Mayor of Christchurch – ‘The International Gateway City’ of the Southern New Zealand Wine region, attend the AGM and accept the invitation to join the Network.
4. The dates for travel clashed with other activity already scheduled for The Mayor and Deputy Mayor.
5. The GWC advised that, in the absence of The Mayor an elected member of Christchurch was required to accept the invitation to join the Network. The Mayor’s office advised that Councillor Wells would represent the Mayor, in the capacity as a stakeholder’s representative of the Southern New Zealand Wine Region.
6. The other representative of the Southern New Zealand Wine region attending the GWC AGM and conference is Gerard Quinn, Chief Operating Officer, Canterbury Development Corporation.
7. Due to the short period for communicating with GWC; determining requirements for accepting the invitation and discussions amongst stakeholders of the Southern New Zealand Wine region over representation and costs for attendance at the AGM, the deadline for a report to Council for approval of the Travel was missed.

FINANCIAL IMPLICATIONS

Do the Recommendations of this Report Align with 2009-19 LTCCP budgets?

8. Funding for GWC activity in 2009/10 is from the Civic and International Relations budget. Sufficient funding is available within the Civic and International Relations travel budget to cover the travel costs of \$3,000. Accommodation costs and conference registration fees are covered by GWC.

ALIGNMENT WITH LTCCP AND ACTIVITY MANAGEMENT PLANS

9. International Relations Activity Management Plan - maintain and develop strategic city-city programmes.

Do the recommendations of this report support a level of service or project in the 2009-19 LTCCP?

10. Yes. Civic and International Relations, page 143 – the Council promotes cultural links with City to City programmes. These help to attract high-value investment and innovation.

ALIGNMENT WITH STRATEGIES

11. Yes, see International Relations Policy.

Do the recommendations align with the Council's strategies?

12. Yes.

CONSULTATION FULFILMENT

13. Not applicable.

STAFF RECOMMENDATION

That the Council retrospectively approve the attendance of Councillor Sue Wells at the Great Wine Capitals Network Annual General Meeting 1-5 November in Bordeaux, France.

BACKGROUND

14. The Global Network of Great Wine Capitals (GWC) is a network of eight major global cities in both the northern and southern hemispheres which share a key economic and cultural asset – their renowned wine regions. The Global Network exists to encourage wine tourism, education and research and business exchanges and cooperation between its members. The Network also promotes global awareness of its member wine industries and the associated tourism facilities they have available. The Council, together with Canterbury Development Corporation and Christchurch and Canterbury Tourism coordinated an application for membership to the Global Network on behalf of the renowned South Island wine regions of Marlborough, Waipara Valley, Canterbury and Central Otago.
15. Membership of this Network will provide a means to build on the excellent reputation of our wine regions in order to attract more visitors to, and economic interest in, our region - and in Christchurch specifically as the gateway to the Southern New Zealand wine regions. In addition, the Network provides a means to promote internationally the cutting-edge sustainability credentials of the South Island's wine regions – an increasingly important factor as consumers become more conscious of the carbon footprint of goods they buy.
16. Membership of the Network also presents an opportunity for South Island Local Government bodies and industry organisations to work collaboratively on tourism initiatives. This initiative includes Marlborough, Central Otago and Canterbury regions working together.
17. The Southern New Zealand Wine region is yet to formalise a name, structure and budget to manage and implement its participation in the GWC. It is anticipated that a 'wine industry sector group' will be established, with member stakeholders able to leverage their status of the GWC network. Council staff have had initial discussions with Canterbury Development Corporation about taking a lead role and using their sector group model for this.