

2007/08 DRAFT ANNUAL PLAN AND 2007 AMENDMENTS TO THE LTCCP 2006-16 SUBMISSION

Submissions close on 11 May 2007

I do NOT wish to present my submission at the hearing, and ask that this written submission be considered.

Are you completing this submission: For yourself

If you are representing, how many people do you represent?

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Date: 11/5/2007

Your Submission:

COUNCIL TO CONSIDER:

"In 2017, Christchurch is the leading destination for both domestic and international visitors in New Zealand. Visitors are drawn by our Garden City identity, unique stories, culture, landscape and world-class facilities. We are the world's gateway to the South Island and New Zealand. Our visitor industry is a vibrant and robust sector that provides a sustainable flow of benefits for residents and businesses."

Strategy Goals:

1. Develop Christchurch into a priority destination for all VISITORS
2. Build a prosperous and enduring visitor INDUSTRY
3. Ensure visitors continue to benefit our COMMUNITIES
4. Protect and enhance our natural and built ENVIRONMENT
5. Lead the development of tourism in the SOUTH ISLAND

What this means for Christchurch (and Canterbury) is a strong dedicated strategic approach from Christchurch City Council, endorsing the importance of the our region as a visitor destination and providing direction and inclusion for issues such as: Marketing, Hard Infrastructure, Soft Infrastructure and the Visitor Experience as they relate to the visitor industry over the next 10 years.

ACTION TO BE TAKEN:
An increase in 'visitor promotions' funding, with \$0.9million of this additional expenditure being allocated to the 'Be There' and What's On' marketing campaigns designed to attract both domestic and international (Australian) visitors to Christchurch.

WHY SHOULD THIS BE DONE:

To ensuring our Visitor Destination receives real long-term investment from City Council allowing for sustained campaign marketing in both of our largest markets, Domestic and Australia.

Which principles and/or provisions of the Draft Amended Development Contributions Policy (DCP) do you support and why?

Which principles and/or provisions of the Draft Amended DCP do you oppose and why?	
What exactly do you want the Council to do about the Draft Amended DCP?	
Any other remarks/comments:	