

11. MONA VALE – PHOTOGRAPHERS - REGISTRATION OF INTEREST

Officer responsible Parks Manager, Craig Oliver	Author Gardens Parks Team Leader – Warwick Scadden
Corporate Plan Output: Botanic Gardens/Mona Vale	

The purpose of this report is to seek approval to call for Registrations of Interest for the taking of photographs at Mona Vale.

An application has been received from Mr Malcolm King of “Digital Magic” to take photographs of members of the public and tourists in Mona Vale, using a novel approach.

DESCRIPTION OF PROPOSAL

In his proposal Mr King writes:

“Mr Frog is a very handsome, gentlemanly character, formerly the proprietor of a popular Old English style family theme park in Albury, Australia.

He has recently moved to Christchurch and as this beautiful city is very much to his liking, he is very keen to stay.

Mr Frog is particularly impressed with Mona Vale, a park so beautiful that he has been inspired to describe it in the most superlative terms. In Mr Frog’s words, Mona Vale is “Frog Heaven”.

He seeks this opportunity to present his case to all concerned with the daily and future operation of the park and to the good citizens of Christchurch,

Mr Frog is seeking permission to take up “residence” in Mona Vale!”

Mr King’s proposal would involve greeting and entertaining visitors to Mona Vale. His previous experience in Australia has proven to be very popular, particular with families and senior citizens. Mr King predicts it would appeal to Japanese visitors.

He envisages his expenses would be met by taking advantage of his ability to attract overseas visitors for the purposes of a holiday photograph, therefore a basic element of his proposal is that Mr Frog would be granted the rights to take and sell photographs in Mona Vale.

Mr King is requesting a trial period of three (3) months to establish whether his vision is sound both in respect of the financial viability, its acceptance and enjoyment by the people of Christchurch.

CURRENT SITUATION AT MONA VALE

At present, a photographer operates at Mona Vale on a casual month by month basis, with a return of 10% of revenue to the Council.

From time to time, there have been requests for a licence to take photographs of visitors at Mona Vale, an indication that there are good opportunities and considerable interest in an operation of this type.

DISCUSSION

It is considered that one photographer based at Mona Vale is sufficient owing to the relatively compact size of this garden park.

The issuing of the licence will not interfere with other photographers contracted to take photographs of wedding parties etc from using the grounds for this purpose.

Because of previous interest shown by others to have a licence for photography at Mona Vale, it is considered that the Council should call for registrations of interest for this concession, culminating in the granting of one licence to one commercial photographer.

- Recommendation:**
1. That registrations of interests be called for a commercial photographer to obtain a licence to take photographs of members of the public and tourists at Mona Vale.
 2. That the process of granting the licence be delegated to the Parks Manager