

## 27. ORCHARD ROAD – SISTER CITY FLAGS

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Corporate Plan Output: Welcome to Christchurch Signage	

The purpose of this report is to seek the support of the Board for using the Orchard Road roundabout banner pole sites as Sister City flag poles.

### BACKGROUND

In 1995, the Board worked with City Promotions and Christchurch International Airport (CIAL) to erect banner poles and Welcome to Christchurch signage between the airport and the northern end of Memorial Avenue.

The project consisted of three parts:

- A Welcome to Christchurch Sign
- Six banner poles installed within the Orchard Road roundabout
- Three banner poles installed either side of the Russley Road / Memorial Avenue roundabout

The project was joint-funded by the Christchurch City Council through City Promotions, the Fendalton/Waimairi Community Board and CIAL. The purpose of the installations was to provide an enthusiastic and colourful welcome to the city at the main tourism gateway. The regular banner programme changes are managed by the City Promotions Team and are timed in line with the city wide change over of seasonal and event banners. Many visitors to the city have commented on the banners and on the very attractive entrance way into the city.

### SISTER CITY PROMOTION

Members of the Sister City Committees have commented that it would be beneficial to have a Sister City flag display in the city to acknowledge the relationships we have established with cities off shore. A venue for such a display has been discussed and it was felt there was a secondary benefit in having such a display near the airport.

A significant display of flags would provide more local awareness of the international relationships. In addition, acknowledgment of the sister city national flags at the gateway to Christchurch, the main tourism gateway, would prove a welcoming gesture to visitors coming to Christchurch for the first time. It is envisaged that a sign would be installed noting the significance of the flag display.

### CHRISTCHURCH INTERNATIONAL AIRPORT LIMITED

The concept of having a Sister Cities flag display at the Orchard Road roundabout has been discussed with the Marketing Manager of Christchurch International Airport Limited who has indicated CIAL's support for the project on the understanding there are no cost implications to them. Similarly there are no cost implications for the Board.

- Recommendations:**
1. That the Board agree that the present use of the Orchard Road roundabout banner poles be exchanged for flag poles and that the Sister City national flags be flown year round from the site.
  2. That a suitable sign be erected within the roundabout to acknowledge the significance of the flags.

**Chairman's Recommendation:** That the foregoing recommendations be adopted.