

NORTHLAND REGIONAL COUNCIL

Supporting Information

For meeting to be held in the Council Chamber,
36 Water Street, Whangārei, on Tuesday 21 November 2017,
commencing at 11.00 am

SUPPORTING INFORMATION IN RELATION TO:

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| 7.3 | Investment and Growth Reserve: Feasibility Assessment and Business Case Development – Manea Footprints of Kupe | |
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| 8.3 | Northland Inc. Limited: Interim Report Against Statement of Intent (SOI) – Quarter One of 2017/18 | |
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Navigation Safety Bylaw for Kai Iwi Lakes 2017

Options for five-knot speed limit area



Introduction

This document is the Statement of Proposal¹ for a proposed change to the five-knot speed restriction area in Lake Taharoa within the Navigation Safety Bylaw for Kai Iwi Lakes 2017 (the bylaw). It sets out the options and their respective merits, the legal requirements for changing the bylaw, and how you can have your say.

Taharoa Domain is a 538 hectare recreation reserve vested in Kaipara District Council. The Domain features three lakes: Lake Taharoa, Lake Kai Iwi and Lake Waikare (the Lakes). The Lakes are a popular destination for a range of recreational activities.

The Northland Regional Council approved the bylaw on 24 October 2017. During the consultation on the bylaw, many submitters said they wanted the five-knot speed restriction from the shoreline reduced from 200 metres to 100 metres right around Lake Taharoa. This change cannot be made without further consultation² and council has decided there is sufficient merit in the idea to warrant specific consultation on options for the five-knot speed restriction limit.

The options

Council is consulting on two options for the five-knot speed limit near the shoreline around Lake Taharoa:

1. Status quo - keep it to 200 metres from shore
2. Reduce it to 100 metres from shore

Refer to **Appendix 1** for the proposed wording changes and map for each option.

The proposed wording changes do not alter council's determination³ that a bylaw is the most appropriate way of addressing the issue of safety on the lakes. Please see the Statement of Proposal and Navigation Safety Bylaw for Kai Iwi Lakes www.nrc.govt.nz/lakesbylaw

Potentially there could be a combination of both a 100 metre and 200 metre limit around the lake's shoreline, although council's preference is to keep it simple and for it to be one or the other.

The 200 metre five-knot speed limit is the status quo and has been the case since the expiry of the 'Kai Iwi Lakes Bylaw No.1 2000' in 2010, which had a 100 metre limit. The current Navigation Safety Bylaw for Kai Iwi Lakes 2017 doesn't set a limit – the 200 metre limit is the default limit under Maritime Rules Part 91⁴.

¹ Under the *Local Government Act 2002*, council is required to release a 'Statement of Proposal' when consulting on a change to a bylaw.

² The option sought by submitters wasn't included in the Statement of Proposal' for the Draft Navigation Safety Bylaw for Kai Iwi Lakes'. This option sought requires the approval of the Director of Maritime NZ and they have indicated that they would not approve this option without specific public consultation.

³ Made under Section 155 of the *Local Government Act 2002*.

⁴ The Maritime Rules Part 91 are issued by Maritime New Zealand and are a set of basic navigation standards. They are issued under section 36(t) and (tb) of the *Maritime Transport Act 1994*.

Option 1 - 200 metres

This is the status quo. The arguments in support of keeping the 200 metre limit include:

- The same limit is used in the regional navigational safety bylaw covering the coastal area – and this reduces the potential for confusion
- The occurrence of incidents/accidents between powered vessels and swimmers/non-powered vessels will be lower
- It provides an increased area of the lake where low-speed water based activities can operate without high-speed vessels.

Option 2 - 100 metres

The arguments for a 100 metre limit include:

- It will improve safety for water-skiers and vessel users by:
 - Allowing water skiers into more sheltered waters nearer the shore
 - Decreasing congestion – it would increase the usable space on Lake Taharoa for powered vessels by 50% (from 52 hectares to 98 hectares) and reduce the occurrence of incidents/accidents amongst powered vessel users.

Changing the bylaw

National maritime rules are set by Maritime New Zealand. The *Maritime Transport Act 1994* enables regional councils to make bylaws to provide for local conditions⁵.

The *Local Government Act 2002* sets out the procedure for making and changing bylaws⁶. Because there's likely to be significant public interest in the proposed amendment, council is required to release a Statement of Proposal⁷ and provide people with an opportunity to share their views (in writing and in person)⁸. The next section explains how people can have their say.

If council decides 100 metres is the preferred option, an application will then be made to the Director of Maritime NZ for a 'permanent speed uplift'. This is because the 100 metres is a divergence from the Maritime Rules Part 91 default of 200 metres. If the director does not approve the application, then the default of 200 metre limit will remain in place.

Have your say

A copy of this document is available free from any of the council's offices, or on the council's website: www.nrc.govt.nz/lakesbylaw

The council offices are located at:

- Main Office: 36 Water St, Whangārei | Ph 09 470 1200

⁵ Section 33M.

⁶ Sections 155-157.

⁷ This document is a Statement of Proposal. It sets out the proposed amendments and the reasons for them.

⁸ Section 83, *Local Government Act 2002*

- Ōpua Office: Unit 10, Ōpua Marine Park, Ōpua | Ph 09 402 7516
- Dargaville Office: 42 Hokianga Rd, Dargaville | Ph 09 439 3300
- Kaitiāia Office: 192 Commerce Street, Kaitiāia | Ph 09 408 6600
- Waipapa Office: Shop 9, 12 Klinac Lane, Waipapa | Ph 09 470 1200

Written submissions

Anyone can make a written submission - you can:

- Do it online at www.nrc.govt.nz/lakesbylaw (we encourage online feedback as it reduces our costs for processing the feedback we get)
- Email us at submissions@nrc.govt.nz
- Or mail your submission to: Kai Iwi Lakes bylaw submission, Northland Regional Council, Private Bag 9021, Whangārei Mail Centre, Whangārei 0148.

Your submission should reach the council by 5 p.m. on the 28th February 2018.

Please note, we will not be holding hearings. Instead of hearings we'll be holding a "Have your say" event – see below for details

Kai iwi lakes open day

On Saturday 27 January 2018, there'll be an open day at Lake Taharoa attended by some council staff and councillors. We'll have more details closer to the time at www.nrc.govt.nz/lakesbylaw.

Have your say event

On 22 and/or 23 February 2018 we'll be hosting a "Have your say" event in Dargaville, where you can come and share your views with the councillors who'll be making the decision about which option to proceed with. You'll need to register with us by 31 January 2018 if you'd like to attend this event – email submissions@nrc.govt.nz.

Appendix 1 – Wording of two options

This section sets out the proposed wording changes to the Navigation Safety Bylaw for Kai Iwi Lakes 2017 and the associated maps for the two options. New text is underlined and deletions are ~~strike through~~. The remainder of the bylaw remains as approved by council on 24 October 2017, and can be found on our website: www.nrc.govt.nz/lakesbylaw

Option 1 - 200 metres

3.3 Speed of vessels

- (1) A person in charge of a vessel must not operate a vessel at a speed exceeding five knots within:
 - (a) 50 metres of any other vessel;
 - (b) 50 metres of any person in the water;
 - (c) 200 metres of any vessel that is exhibiting Flag A;
 - (d) 200 metres of the shore.
- (2) A person in charge of a power-driven vessel must not operate the vessel at a speed exceeding five knots while another person has any portion of his or her body extending over the bow or side of that vessel.
- (3) The provisions of (1) above do not apply to:
 - (a) An emergency response vessel, Harbourmaster vessel, or police vessel if the vessel's duties cannot be performed in compliance with those provisions;
 - (b) A vessel operating in an access lane or a reserved area for the purpose for which the access lane or reserved area was declared.

~~**Advice Note:** A person must not operate any vessel in breach of Maritime Rule 91.6 made under the Maritime Transport Act 1994 — That is:~~

~~— (1) No person may, without reasonable excuse, propel or navigate a vessel (including a vessel towing a person or an object) at a proper speed exceeding five knots within 200 metres of the shore or of any structure.~~

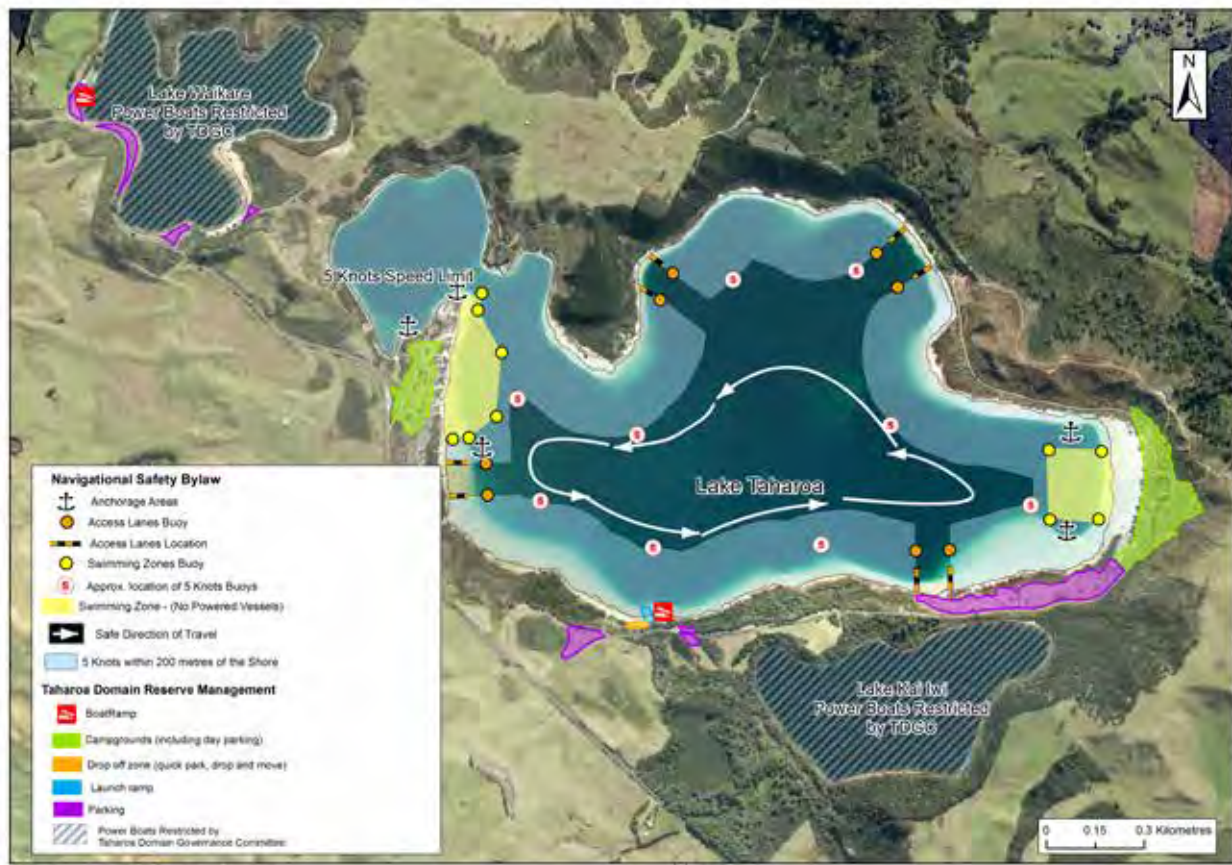


Figure 1: Option 1 - 200 metres

Option 2 - 100 metres

3.3 Speed of vessels

- (1) A person in charge of a vessel must not operate a vessel at a speed exceeding five knots within:
 - (a) 50 metres of any other vessel;
 - (b) 50 metres of any person in the water;
 - (c) 200 metres of any vessel that is exhibiting Flag A;
 - (d) 100 metres of the shore;
- (2) A person in charge of a power-driven vessel must not operate the vessel at a speed exceeding five knots while another person has any portion of his or her body extending over the bow or side of that vessel.
- (3) The provisions of (1) above do not apply to:
 - (a) An emergency response vessel, Harbourmaster vessel, or police vessel if the vessel's duties cannot be performed in compliance with those provisions;
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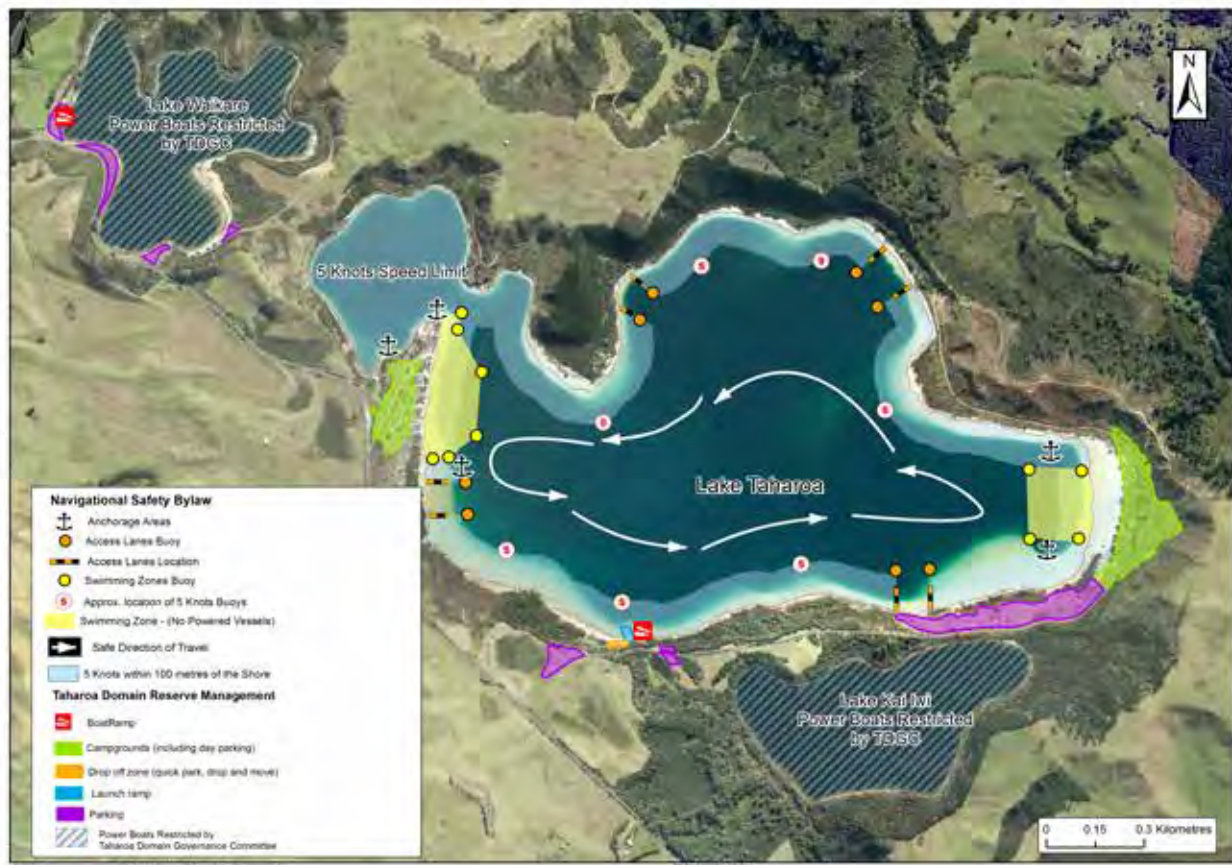


Figure 2: Option 2 - 100 metres

NorthlandInc

Growing Northland's Economy

Kia tupu ai te ōhanga o Te Tai Tokerau

3.0 Investment

3.2 Manea Footprints of Kupe

Subject: Feasibility and Business Case funding application

Report by: Codie McIntyre, Business Analyst

Dated: Oct, 2017

Commercial in Confidence: Sensitive

Recommendation:

Recommend that \$40,000 for feasibility and business case funding be approved for the update and review for The Manea Footprints project.

Background to Project:

What is the overall Project:

The Manea Footprints of Kupe Cultural Centre project has been developed by the Te Hua o te Kawariki Trust to establish a Heritage Centre as a tourism attraction in Opononi that would celebrate the journeys of Kupe. This greenfields experience involves the construction of two buildings; A commercial hub to be built by the Far North Holdings Limited and leased to the Trust, and Manea – Footprints of Kupe Centre. Inside the Heritage centre the stories (footprints) will be told using a combination of guided tours, 4D interactive performances and technology stations. This will be complemented by taonga repatriated from various museums.

This attraction is likely to have a significant impact on the Hokianga district, Northland in particular the twin coast highway tourism routes. There is no doubt that an attraction of this quality will attract visitors looking for authentic stories and experiences. It will provide a complementary experience to existing tourism products in the district, e.g. Footprints Waipoua, as well as a base from which other attractions and supporting businesses and jobs will develop. This kind of stimulus is especially needed in an area where employment, business growth and GDP is fairly unstable due to fluctuations in primary industries.

The project itself is currently at the stage where it needs to move from concept to implementation. In order to progress, there are two critical next steps:

1. Validation of the development plans- quantity surveying, technical review, finalising architectural plans and producing high definition visual images to attract investment
2. Assessments required for the resource consent process- architectural, engineering, and traffic reports and archaeological, cultural, environmental and ecological assessments.

The second step has had \$50,000 committed to it from the Ministry of Business Innovation and Employment and will become available once the proportion has been matched from the region.

Where is it:

Opononi, Hokianga

When will it begin (and end)

The proposed pieces of work will get underway as soon as funding is confirmed. The Trust and partners are currently in the process of applying to Lotteries “Significant Projects Fund,” to cover a proportion of the build costs.

Who are the parties involved (background, experience):

The project is being led by Te Hua o Te Kawariki Trust with support from Shane Lloyd Family Trust and Far North Holdings.

Te Hua o Te Kawariki Trust

Te Hua o Te Kawariki Trust is a charitable Trust registered in 2007 and consists of Kaumatua who represents the four-local marae area encompassing Omapere and Opononi.

- Maraeroa Marae kei Pakanae
- Whakamaharatanga Marae kei Waimamaku
- Te Whakarongotai o Kokohuia Marae
- Te Kaiwaha Marae kei Waiwhatawhata

They represent the ancestral connections to the rich heritage of places, traditions, art work, songs, culture and identity held in the particular local area. On that basis, they have made personal commitments to become involved in establishing a special Maori Museum - Heritage Centre locally.

Shane Lloyd Family Trust

The Shane Lloyd Family Trust operates and manages several local businesses, some which are connected to the Te Hua O Te Kawariki Trust. They are the owners of the Copthorne Hotel

and Resort Hokianga and major shareholder in Kupe Hokianga Number 1 Ltd operating the “Footprints” Cultural Tour of the Waipoua Forest, including Tane Mahuta. The Te Hua O te Kawariki Trust has a mutual partnership with the Lloyd Family Trust to contribute meaningfully to the local community through a Maori cultural Tourism project. Shane Lloyd brings proven management and tourism experience to the project.

On the basis of the trust concept and mutual understanding with the Lloyd Family Trust the project has received critical support and ongoing assistance from regional networks, national bodies and Government agencies to reach this stage of development.

Far North Holdings Limited (FNHL)

FNHL have recently acquired the land where Manea will be located and will build the commercial hub for the project.

What is the potential total investment into the project and potential I&GR investment:

It is likely that funding from the I&GR will be required for the project (estimated to be between \$500k- \$1M). The timing of when the investment will be required is unknown and dependent on the outcomes of these earlier pieces of work.

What are the projects outcomes and how are they consistent with the Investment & Growth Reserve criteria? (High Level (Infometrics), GDP, Jobs, Household Income)

An earlier business case (2010) used data comparison from the Kauri Museum. The Museum is an excellent comparison of the potential of Manea. They are both off the beaten track on the West Coast; they both tell the local story which is the way that Tourism New Zealand say is the future. They have both have strong community support. As a community business the Kauri Museum impact on a remote area is staggering. They employ 30 FTEs and have approximately 100 volunteers that help in a variety of ways. In the 2010 Business Case it was envisaged that Manea, once operational could provide employment for up to 12 FTE's of mixed skill levels and the potential for up to 8 part time positions. It is also likely to generate indirect employment through its need for contractors and support services.

The latest business case (2017) forecasts that patronage should be between 40,000- 60,000 visitors per annum, depending on whether cruise numbers are factored in or not. Under the conservative

model which assumes that patronage numbers will be 41,500 per annum, the project should be able to generate a net operating profit of around \$900k.

Feasibility and Business Case Application:

What part is the feasibility and or business case funding application for:

The funding application is to cover costs related to the validation of the development plans. More specifically, the below will be covered:

| Piece of Work | Funder | Cost |
|---|-------------------------------|-----------------|
| High Definition Visual Images | FNHL | \$6,200 |
| Finalising Architectural Plans | FNHL & I&GR | \$17,500 |
| Quantity Surveying | I&GR | \$10,500 |
| Technical Review | I&GR | \$6,000 |
| Business Plan Financial Review and Update | I&GR | \$7,000 |
| Te Papa & Waitangi Museum Reviews | I&GR | \$3,000 |
| Total | Total | \$50,200 |
| | <i>FNHL Contribution</i> | <i>\$10,200</i> |
| | <i>I &GR Contribution</i> | <i>\$40,000</i> |

Estimate of project costs and timeframes:

The indicated budget is \$40,000 excluding GST and will get underway as soon as funding is confirmed

Admin

What is the current available allocation of feasibility and business case funding?

This would be the third application within the 2017/18 financial year, therefore the potential funding available is \$145,000.

Northland Inc Ltd Statement of Intent 2017/20 KPI Results:

The first quarter has seen good progress to achieving all the KPIs. The Orchard is continuing to perform well with an occupancy rate of 47.29% for the first quarter far exceeding the target of 30%. Although there are no finalised investment proposals we do have a good pipeline and are on track to reach the target. One debt deal was finalised in this quarter with Onyx Capital Ltd. The client has chosen to uplift finance from elsewhere after approval had been confirmed. The Action Plan continues to progress on significant milestones.

Growth in Northland businesses engaged with Northland Inc measured through an increase in:

- Aggregate turnover by 5% per annum:

1. KPI: Aggregate turnover by 5% per annum

Result:

| | 2017/2018 | | 2016/2017 | |
|--------------------------------------|-----------|---------------|-----------|---------------|
| | Q1 | | Q1 | |
| | Companies | Ave/Turnover | Companies | Ave/Turnover |
| Turnover > \$250,000 | 6 | \$ 97,444 | 2 | \$ 223,005 |
| Turnover > \$250,001 < \$1,000,000 | 2 | \$ 313,849 | 3 | \$ 474,667 |
| Turnover > \$1,000,001 < \$5,000,000 | 5 | \$ 2,301,420 | 3 | \$ 2,533,333 |
| Turnover < \$5,000,001 | 2 | \$ 14,250,000 | 3 | \$ 7,025,534 |
| 1st Year Trading - No Data Available | 9 | \$ - | 7 | \$ - |
| Not Yet Trading - No Data Available | 19 | \$ - | 5 | \$ - |
| DNI | 20 | \$ - | 8 | \$ - |
| Total Portfolio | 63 | \$ 16,962,712 | 31 | \$ 10,256,539 |

- 25% of RBP Active companies are research active:

| | |
|--|--|
| 2. KPI: 25% of RBP Active companies are research active | |
| Result: 39.4% of RBP Active companies are research active | |

- The Orchard achieves 30% occupancy rate:
- The Orchard operated at 47.29% occupancy for the quarter containing July, August and September 2017

Generic Investment proposals:

- Development of 2 investment ready proposals:
- Two significant potential infrastructure investments in the pipeline.

Northland Inc Board recommendations made to the NRC Investment and Growth Reserve:

- 1 project for debt or equity funding per annum:
We anticipate a debt deal being presented to the board in the third quarter.

- *1 project for impact investment funding per annum:*
We anticipate an impact investment proposal being presented in the fourth quarter.

Promotion of Maori economic development measured by:

- *2 new projects partnering with Maori on economic development funded and underway:*
Pipeline projects include;
Te Aupouri
Kororipo Basin
Rawhiti 3B2 implementation (phase 2)
- *30 active Maori Businesses in CRM:*
10 Active Businesses identify as Maori for Quarter 1 2017.

Promotion of the region measured by:

- *Partner investment of \$300K per annum in regional promotion activity:*

Industry Investment

Northland Tourism Marketing Products

The Tourism Marketing Products Rate Card for the Northland and BOI Visitor Guide was released and sales started several months later than the previous two years due to a RFP process following the end of the three-year contract with our supplier.

| Publication | Last year (FINAL) | This year (to date) | Target | Delivery | % of target | Comment |
|------------------------------------|-------------------|---------------------|---|---------------|-------------|--|
| Northland and BOI Visitor Guide | \$99,030 | \$67,000 | Originally to \$96,500; revised to \$80,000 (see comment) | November 2017 | 83.75 | Due to the later sales process we are expecting a shortfall vs last year's sales, and predict revenue from the Northland and BOI Visitor Guide to reach around \$80,000. |
| NorthlandNZ.com Paid Listings | \$24,728 | \$24,500 | \$ 24,500 | | 100.93 | |
| Chinese Product Introduction | \$11,250 | \$1,000 | \$11,500 | March 2018 | 8.7 | Rate card not yet in market – some pre-sales. |
| Northland Trade Directory Listings | \$39,714 | 0 | TBA | March 2018 | - | Awaiting brief. In 2017 changing from publication style to online listings. |

- *An Equivalent Advertising Value of \$15M per annum is achieved from destination marketing and media coverage:*
- The published Q1 EAV results to date for International Marketing Programme famils is \$3,404,526. The full EAV report for Q1 will be available half way through the financial year.

- 10% increase in traffic on our social media channels:

| | 30-Jun-17 | 30-Sep-17 | % growth |
|-----------------|-----------|-----------|----------|
| Total Facebook | 10,548 | 11,651 | 10% |
| Total Instagram | 726 | 920 | 27% |
| Total Twitter | 4,283 | 4,646 | 8% |

- Website traffic growth exceed growth in visitor spend by 10%:
- Visitor spend figures are not yet available for the quarter but the indicative growth rate to August was 10%.

| NORTHLANDNZ.COM | | | | | | |
|------------------|----------------|----------------|----------------|----------------|---------|----------|
| Visitor Sessions | 2013-14 | 2014-15 | 2015-16 | 2016-17 | 2017-18 | % change |
| Quarter 1 | 27,646 | 41,985 | 43,979 | 48,316 | 61,131 | +26.52% |
| Quarter 2 | 42,588 | 63,375 | 54,398 | 62,516 | | |
| Quarter 3 | 49,376 | 67,949 | 62,733 | 66,691 | | |
| Quarter 4 | 38,990 | 54,478 | 46,500 | 97,014 | | |
| TOTAL | 158,600 | 227,787 | 207,600 | 274,537 | | |

- In quarter one the website re-build was started the new site architecture is nearing completion.

Implementation of the Action Plan measured by

- Total value of investment in Action Plan projects: (cumulative):

| I & GR Contribution | Investment from outside the region | Total Project Value | Combined Economic Impact | Combined FTE's |
|---------------------|------------------------------------|---------------------|--------------------------|----------------|
| \$5,303,500 | \$81,290,125* | \$102,342,125 | \$65,736,701 | 301 |

*includes Digital UFB1 and UFB2 investment.

- Project, actions, milestones successfully completed:
- NZTA completed community roadshows on options for upgrading State Highway 1 between Whāngārei and Te Hana to improve safety and journey reliability.
- Government announced \$50m funding for NEETS (youth not in education, employment or training) with Northland identified as one of four regions to benefit.

- The draft Northland Workforce Stocktake and Planning report was completed.
- Establishment of Communities of Learning completed.
- Final report Scoping of Irrigation Scheme Options in Northland received and NRC considering next steps in discussion with Crown Irrigation Investments Ltd.
- Government announced a \$2 million contribution to \$4M of work to improve freshwater quality in Northland including Northland's Dune Lakes.
- Early stage Growth Advisor role established delivering Incubator Services in partnership with Massey ECentre as part of building Innovation Networks.
- The 'Orchard' project won a Commendation Award at Economic Development NZ Awards.
- Up to \$800,000 allocated from Government to the LIDAR project. CAA approval gained and contract signed.
- Te Hiku Sheep and Beef Farming Collective Red Meat Strategy Project Manager appointed for Phase 2 implementation.
- The 3 Year One Clusters are established and underway for Extension 350.
- The Twin Coast Programme Business Case completed and ready for presentation to NZTA Board.
- Pou Herenga Tai Twin Coast Cycle Trail 10-year concept plan completed.
- Kaipara District Council adopted the 2017 Kaipara Walking and Cycling Strategy including making the Kauri Coast Cycleway off road from Dargaville to Donnelly's Crossing via the redundant rail corridor.
- Hihiaua Cultural funding application submitted to Foundation North.
- Northland company McKays won a contract for building the landing station for the Hawaiki submarine cable project.
- \$270 million Government funding into Ultra-Fast Broadband, rural broadband extension and Mobile Black Spot Fund (MBSF).
- UFB2 plus to be rolled out to an additional 19 towns and 2 fringe areas in Northland providing connectivity to 5,500 more Northland households and businesses.
- A further 7,441 households and businesses in Northland will receive new rural broadband coverage.
- 3 state highways in Northland will receive new mobile coverage. Approximately 96kms will be covered across State Highway 1, 12 and 15. New mobile coverage for 13 tourism areas.

| Creative Northland Key Performance Indicators 2016/17 | | | |
|--|--|--|--|
| Creative Northland objective | Outcome | Target or reporting requirement | Reporting |
| Empower and enable Tai Tokerau's creative sector to grow | CN members are supported through practical hands-on workshops to enhance their efforts to grow and support the creative sector | Four workshops held to inform, assist, upskill members in subjects as agreed with them | <p><u>Our Vision Our Voices Projecting Youth Futures in 3D Workshop Series 2016</u></p> <p>Synopsis: A fun and free 2 day workshop for youth aged 12-24. Developing a moving digital mural with the support of projection mapping specialists and product designers to develop an epic installation.</p> <p>Outcomes:</p> <ul style="list-style-type: none"> To Engage youth in the Far North to discuss issues that matter to them, give them a voice, allow them to tell their stories and participate in achieving the long-term sustainable district vision 'He whenua rangatira – a district of prosperity and wellbeing'. Teaching skills in sound, digital and technical application to create a 3D image To create a body of work that captures these conversations and stories that will form the basis for 3D Projection Mapping installations and future touring of the Far North region <p>Workshop 1: Projecting Youth Futures 3D Dates: 6th & 7th September 2016 Kaikohe Registered: 25, Attended: 17</p> <p>Workshop 2: Projecting Youth Futures 3D Dates: 27th & 28th September 2016 Kaitaia Registered: 20, Attended 11</p> <p>Workshop 3: Projecting Youth Futures 3D Dates: 4th & 5th October, Kerikeri Registered: 18: Attended 11</p> <p>Note: Please refer to Projecting Youth Futures Reports by Akau Limited (workshop outcomes) and Mass Company (projection mapping concepts) and YouTube clip prepared by Channel North https://youtu.be/jnJkERj4cmU</p> <ul style="list-style-type: none"> 2017 Workshops – Marketing, Social Media planned for April/May 2017 |

| | | | |
|---|---|--|---|
| | Incorporation of creative arts into the redevelopment of the Twin Coast Discovery project through engagement with Northland Inc. | Provide examples of how creative arts have been incorporated into the Twin Coast Discovery project | <p>The Northland Art Guide is still the best example of how creative arts is incorporated in to the TCD project.</p> <p>However from 1 July to December 2016 when we launched our Website the focus has been on gathering and developing our online directory to identified where in the region are our visual artists, galleries and museums, music, theatre and festivals. The directory has 130 listings and growing and will be the basis for the new directory which will be printed before the end of this financial year. Along with the directory will be a series of creative tourism itineraries as part of the bi-way development. The new Northland Art Guide will be a free publication with a mix of advertorial and itineraries.</p> <p>There is a new product we are developing 'Art Tours' for the TCD which is around electric cars and what you can do off the TCD.</p> |
| Provide leadership and advocacy for Tai Tokerau's creative sector | Stakeholders and partners feel engaged, connected and informed | Provide examples of regular information disseminated to members | <ul style="list-style-type: none"> • Creative Northland Newsletter was fortnightly now weekly due to Website content generation reaching an audience of 1872 per week • http://eepurl.com/crdELP - copy attached also • Website launched with a Creative directory of 130 listings to-date <p>Facebook Stats:</p> <ul style="list-style-type: none"> • Creative Northland: Likes 2,197 (grew by 300 units from July to December 2016) |
| Actively promote Tai Tokerau's creative sector, within Northland, across New Zealand and offshore to encourage business acumen and positive economic growth | The creative sector better understands the principles of financial sustainability, and becomes self-sufficient through increased knowledge and accessing opportunity for growth | Offer two relevant workshops to the sector in 2016/17 | <p>Funding Workshop series 2016</p> <p>Topic: How to be successful when applying for grants</p> <p>Synopsis: Three ½ day free workshops to be delivered in the three localities of Whangarei, Kerikeri and Kataia. With the purpose to support and upskill individuals, community groups and arts organisations to gain tips to be successful when applying for funding.</p> <p>Outcome: To build capacity and capability among our creative sector and other sectors as to the requirements from central and local government agencies when applying for funding.</p> <p>Workshop 1: Whangarei Dates: 11th October Registered: 25, Attended: 24</p> <p>Workshop 2: Kerikeri Dates: 12th October Registered: 25, Attended 21</p> |

| | | | |
|--|---|--|--|
| | | | <p>Workshop 3: Kaitaia Dates 22nd November Registered: 25, Attended: 38 (oversubscribed)</p> <p>Note:</p> <ul style="list-style-type: none"> • Next Funding workshop series February 28th & 1st March 2017 delivered with Strategic Grants again and partners (tbc), Foundation North, Creative New Zealand and Boosted (Crowd funding) • One more funding workshop to be delivered in Kaipara district yet to be confirmed |
| | <p>Purpose and vision of CN is well recognised and understood</p> | <p>Provide examples of strong media coverage of the creative sector in the media</p> | <p>CN continues to keep records of all press clippings from any of our local newspapers Whangarei leader, Advocate, Northland Age. Our regional marketing and comms person checks online each day if there is any reporting outside of the region by the NZ Herald and through Facebook. On average there are up to 50 articles per month promoting the Arts sector within Northland.</p> <p>These are examples of good media coverage about the Creative Sector which Creative Northland has supported, facilitated, brokered or actively participated in.</p> <ul style="list-style-type: none"> • August: Installation of Whangarei SS winning piece, radio, Advocate and Channell North • September: Marketing and promotion through social media for Far North Funding workshops and Projecting Youth Future Workshops • October: Camera Obscura Pledgeme Campaign, Westpac Northland Business Award and Trophies, Mamma Mia Production, Te Hiku Media (Creative Industries) business award winner • November: Kamo Xmas Parade received media coverage through the Advocate, NZME, promotion of Northland Business Awards and advertising in the Advocate, Mamma Mia Production and Te Kopu Pacific Knowledge Centre launch, media and radio interview • December: Otuihau Falls – launch of new Maori cultural performance product with Hatea Trust and Pehiaweri Marae, Advocate, press releases |

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| <p>Build, maintain and sustain key relationships – with existing and potential partners, funders, iwi, the creative sector of Tai Tokerau and the wider community as a whole</p> | <p>Evidence that the organisation applies for funding from other sources and are successful on at least two occasions</p> | <p>Provide examples of applications and report on the results of these applications</p> | <p>Successful applications:</p> <ul style="list-style-type: none"> Foundation North: Our application in May 2016 was approved in August 2016 as a grant of \$80,000. The funds are allocated to standard operational costs, regional marketing, training and development. Oxford Trust: In October umbrellaed the Camera Obscura project for \$25,000 which was successful. CN are administering these funds on behalf of the artists Diana Stoppard, Trish Clark and Felicity Christian <p>Unsuccessful applications</p> <ul style="list-style-type: none"> Creative New Zealand: applied for Arts Grant funding up to \$65k to develop the technical elements of the Projecting Youth Futures 3D projection mapping and the services of Mass Limited. |
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| Creative Northland Key Performance Indicators 1 January 2017 to June 2017 | | | |
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| Creative Northland objective | Outcome | Target or reporting requirement | Reporting |
| Empower and enable Tai Tokerau's creative sector to grow | CN members are supported through practical hands-on workshops to enhance their efforts to grow and support the creative sector | Four workshops held to inform, assist, upskill members in subjects as agreed with them | <p>Tech Week 17 Northland Dates: 11th May During Techweek Northland we hosted two events to inspire and raise awareness of the opportunities and the uptake of technology as an enabler</p> <p><u>Workshop 1: TEDX Talk – A designers guide to innovating together</u> We invited Hans Kim from Mass who is a multidisciplinary designer to talk about innovating through collaboration, by exploring recent projects in robotics, music, lighting and education. He shared insights on how traditional organisational structures stifle innovation; the future of work; and a new attitude towards work life balance.</p> <p><u>Workshop 2: How to wake up early every day</u> Hans Kim's 2hr pop-up workshop provided a simple approach to forming long-term positive habits that could change your life. The focus on self-improvement.</p> <p>Social Media workshops planned for April/May were postponed until survey was completed. May – Social Media survey to a database of 1839 June – Marketing of workshop and contracting of Like Media to deliver workshops in Whangarei and Dargaville based on Survey results. *Social Media workshops to be delivered in August 2017</p> |
| | Incorporation of creative arts into the redevelopment of the Twin Coast Discovery project through engagement with Northland Inc. | Provide examples of how creative arts have been incorporated into the Twin Coast Discovery project | <p>Northland Art Guide 2017 is still the best example of how creative arts is incorporated into the TCD project. The new publication (free) is due for distribution first week of September. The Art Guide is currently in production.</p> <p>Creative Tourism: The promoting of a vibrant and sustainable Creative Community is part of CN's brief. Electric Art Tours is where local regional and international travelers are able to visit Artists, Studios, Galleries, using sustainable clean electric Hire cars. We are developing the business case to promote Arts Tourism within the Whangarei and Northland wide regions. The EV's will carry painted designs from local Northland Artists, including any other partner logos. Our partners Blue Cars and North Power. Scoping is completed. Next phase: Working with Northland Inc to present to Investment Growth Fund.</p> |

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| Provide leadership and advocacy for Tai Tokerau's creative sector | Stakeholders and partners feel engaged, connected and informed | Provide examples of regular information disseminated to members | <ul style="list-style-type: none"> Creative Northland Newsletter is now weekly due to website content generation. We reach an audience of 1912 per week. Regular Surveys to gain feedback on projects i.e. Art Guide as an example <p>Facebook Stats Creative Northlands FB page was at 2, 196 on Feb and has increased to 2411 (grown by 300 units since 1 Feb)</p> |
| Actively promote Tai Tokerau's creative sector, within Northland, across New Zealand and offshore to encourage business acumen and positive economic growth | The creative sector better understands the principles of financial sustainability, and becomes self-sufficient through increased knowledge and accessing opportunity for growth | Offer two relevant workshops to the sector in 2016/17 | <p>Funding Workshop series 2017 The final of our funding workshops held in Kaitia to provide the next steps of how to write the applications and provide examples with the experts. Outcome: Present how to build a boosted campaign following 4 Steps. A drop in for Foundation North to talk with their key stakeholders. Practical assistance from Strategic Grants as to how to respond to a funding application.</p> <p>Workshop 4: 2 Day Funding Workshop (advance) Topic: How to be successful when applying for grant-funds Dates: Tuesday 28th February and Wednesday 1st March Location: Te Ahu Centre, Kaitia Attendance: 45 people over two days Presenters: Strategic Grants, Foundation North and Boosted NZ (Crowdfunding)</p> <p>Note: *Funding Workshop in the Kaipara region will occur late November 2017.</p> |
| | Purpose and vision of CN is well recognised and understood | Provide examples of strong media coverage of the creative sector in the media | <p>CN continues to keep records of all press clippings from any of our local newspapers Whangarei Leader, Advocate and Northland Age. Our Regional Marketing and Comms team scan NZ Herald, online portals such as Stuff, NewsHub and others for any Northland news. Facebook and twitter being key portals for latest news updates. Within six months we are now seeing on average up to 60 articles per month that are presenting, promoting some form of creativity in Northland. This includes new technologies, multimedia and creative services.</p> <p>These are examples of good media coverage about the Creative sector which Creative Northland has supported, brokered, facilitated or actively participated in.</p> <p>January: ArtBeat 2017, 21 year's celebration. Otuihau Falls Cultural Performance: NZ Herald, Channel North, Northern Advocate, Whangarei Leader, NZME channels and local radio Ngati Hine FM, Tautok FM, Te Hiku Media, Savvy Magazine. FB stats were high with a reach of 40,542 from 4 Jan to 31 Jan.</p> <p>February: Recollective Theatre Company with their show deVine on tour.</p> |

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| | | | <p>Whangarei (oneonesix), Kerikeri (Turner centre), Kaitaia (Te Ahu). Marketing social media strategy to dovetail with their marketing through FB, Instagram, and Twitter.</p> <p>March: Collaborationz: Social Media campaign FB, Instagram, Twitter. Press releases, radio interviews.</p> <p>April: Whangarei Heads Art Trail, Fibre Art Expo Waipu, Lions Tour and Upsurge Festival Kerikeri. Press releases, radio interviews, Savvy publications in the Northern Advocate</p> <p>May: Lions Tour preparation, Fan Trail Zone with the Rugby Fans painted by 3 local schools great coverage in the Northern Advocate. Shutter Room Regional Photographic Competition.</p> <p>June: Matariki Whanau Day joint delivery with WDC. Press releases, Te Hiku Media, Local Radio, All Northland new papers.</p> <p>These area continues to grow. We have carried out the usual social media sharing, website, event listing and news items/newsletter inclusion and poster distribution in our carousels and sometimes printing of posters and flyers for the likes of The Butter Factory, Northland Youth Theatre, Whangarei Art Museum, Geoff Wilson, The Turner Centre (Kerikeri), Village Arts (Kohukohu), Dargaville Arts Association, Mangawhai Arts, Kings Theatre Creative (kawakawa) and Te Ahu (Kaitaia)</p> |
| Build, maintain and sustain key relationships – with existing and potential partners, funders, iwi, the creative sector of Tai Tokerau and the wider community as a whole | Evidence that the organisation applies for funding from other sources and are successful on at least two occasions | Provide examples of applications and report on the results of these applications | <p>Successful Applications</p> <p>The following funding was applied for Northland Youth Summit Arts Festival 2017 to be held on 6th & 7th September. Approval of funding was received before the end of June 2017 financial year.</p> <ul style="list-style-type: none"> • Far North District Council BOI/Whangaroa Community Board Transport costs for youth to attend youth summit in Dargaville only. \$2103.00. Asked to reapply for 3D travelling costs. • Far North District Council Te Hiku Community Board Transport costs for youth and travelling of 3D exhibition \$6887.78 • Far North District Council Kaikohe/Hokianga Community Board Transport costs for youth to attend youth summit in Dargaville and travelling of 3D exhibition. \$3,109 • Creative New Zealand \$20,000 to support the development of the arts festival component of 5 genres and expertise. • NorthTec – key educational sponsor \$2,000 • Kaipara District Council operational grant - \$2,000 (first time to receive funds for a project) |



To: Northland Regional Council, Finance Committee
From: Hinurewa te Hau (Hinū)
General Manager
Date: 30 September 2017
Re: Six Monthly Report: 1 January to 30th June 2017

Executive Summary

The purpose of this report is to provide an update on Creative Northland's KPI's issued by the Northland Regional Council as part of the partnerships terms and conditions.

Creative Northland have an established Business Plan for 2016-2017, inclusive of six key measures to build creative capital for the Northland Region. The measures below reveal what else we are doing alongside our KPIs which are reflected in our achievements detailed in the report.

1. Creatively engaged youth and families

Events enable us to engage with the community.

- Art Beat 2017
- Creative Northland (CN) Delivered 4 Community events in partnership with Whangarei District Council (WDC), Community Stakeholders and art practitioners
 - Shutter Room Collective – Sense of Place Photo Exhibition/Murals
Competition: 1 April to 30th April. Judging 3rd May. Exhibition: 12th May to 17th June.
People's Choice Award: May to end of June
 - Fan Trail – from Cameron Street to the Town Basin to Matau a Pohe Bridge - coordinating the creation of 56 "Fans" with 9 schools in the district to go up on the Fan Trail.
 - Pe-Match entertainment – DHL Lions NZ Series 2017 Buskers Festival - mini busker's festival and free face painting at the Town Basin from 2:30pm - 5:30pm for rugby fans and families alike on the day of the DHL NZ Lions Series 2017 game at Toll Stadium.
 - **Matariki Whanau Day Festival – in partnership with WDC, Ngati Hau** (host hapu)
This is a free community event targeted at Family with a focus on community agencies, free activities for our tamariki, stage entertainment, and delicious kiwi kai



2. Ensuring we have a creative workforce and provide work opportunities for creative professionals

- Our Summer/Winter Internship programme continues.
- We have a paid intern who has been with us since April.
Projects: Pop-up concert for Hundertwasser Art Centre with Wairau Maori Art Gallery, Northland Youth Summit 2017, Whangarei Sculpture Symposium 2018.



- Mai Internship programme with Creative New Zealand and Toi Maori.

We are one of 3 host organisation's selected through the country to have a Toi Maori Mai Arts intern for 5 months.

Projects: Maori Theatre Development, Visual Arts, Return of Maori storylines to their origins.

Example: Bonefeeder:

In 1902 the ship SS Ventnor left Wellington to carry the remains of hundreds of miners back to their native China. It never made it, colliding with a rock and eventually sinking near Hokianga Harbour in Northland. The loss of these remains was a source of absolute heartbreak for the New Zealand Chinese community as, without returning home to their families, the spirits of the deceased could never truly rest, becoming eternally restless and hungry ghosts. It was rumoured that many of the remains had washed ashore and been buried by the local Māori tribes. In this newly commissioned opera for the Auckland Arts Festival a young Chinese New Zealander travels to Northland to search for the bones of his ancestor that were lost in this tragedy. With an alternately poignant, mysterious and chuckle-inducing libretto penned by playwright Renee Liang (author of the source play) and music by New Zealand composer Gareth Farr, *The Bone Feeder* is a thought-provoking deliberation on the history, culture and the nature of belonging.

3. Developing positive social norms around creativity

- Northland Youth Summit and Arts Festival 2017
- 3D Travelling Exhibition to 42 communities in Northland.

4. Providing local support for artists and arts organisations

- We provide marketing support for events, social media activity and print flyers
- We have regular funding clinics – one on one sessions with individual artists
- We are umbrelling organisation's with their grants if they have no entity structures
- We provide letters of support for projects to our local arts organisations
- We attend events, and where possible and can sponsor activity such as print media material, venue fee's, boost a post on Facebook, and equipment for Health and Safety around events.

5. Creating public policies that foster creativity and community engagement and

- Reviewing the Tapapa Toi Arts and Cultural Strategy 2007

- Preparing Expression of Interest to engage consultant to work with CN
- Preparing for community consultation and stakeholder engagement February –April 2018
- Presentation Creative Sector Strategy June 2018
- Key partners: Foundation North, Northland Inc and NRC

6. Making sure that there are visible signs of creativity in our communities.

- Reyburn House to discuss how we can help promote their exhibitions and support their workshops
- One Tree Point art Exhibition bringing to life art and crafts through interactive participation
- Interschool Talent Quest – offered advice on putting their event together, promoting it and also getting sponsorship and better deals for their event in August at ASB Stadium
- Mangawhai Artist Gallery supporting their Stingray project
- Te Marie Aue – sculpture to be donated to Russell from Sculpture Symposium

On behalf of the Creative Northland Board and our team, we are most grateful for your continued operational support.

E noho oro mai

A handwritten signature in blue ink, appearing to read 'H. Hau', followed by a long horizontal flourish.

Hinurewa te Hau
General Manager

NORTHLAND REGIONAL COUNCIL INVESTMENT SUBCOMMITTEE

Minutes of the extraordinary meeting of the Investment Subcommittee
held at Northland Regional Council, 36 Water Street, Whangarei
on 24 October 2017 commencing at 4.00pm

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| Present: | Councillor John Bain (Chair) Councillor David Sinclair Councillor Penny Smart Councillor Bill Shepherd Mr Geoff Copstick |
| In Attendance | Malcolm Nicolson, Chief Executive Officer Dave Tams, Group Manager Corporate Excellence Simon Crabb, Finance Manager Christine Angell, PA Corporate Excellence |
| Apologies: | Nil |

Open Meeting

The Chairman declared the meeting open at 4:00pm.

Externally Managed Funds: Performance for the quarter ending 30 September 2017 (Item 3.1) ID: A995865

Moved (Bain/Shepherd)

1. That the report 'Externally Managed Funds: Performance for the quarter ending 30 September 2017' by Simon Crabb, Finance Manager, and dated 24 October 2017, be received.

Carried

Summary of discussion

The committee referred to Jonathan Eriksen's report attached to the agenda. Discussion is summarised as follows:

- Managed investment funds are underperforming at a base level.
- Subcommittee in current structure are unable to respond quickly enough to mitigate market changes.
- For investments more control internally and day to day management by senior management coupled with expertise of external agencies would allow ability to move more quickly.
- Auditors to be appraised of decision to delegate more to management and their opinion sought.

Following discussion the subcommittee provided advice on the following next steps:

- Change this group from Investment Subcommittee to Investment Working Party.
- Policies and delegation levels to be updated, increased delegation levels to management.
- Council must always be in a position to repay any loans.
- Define 'railway lines' to guide management decisions.
- Internal senior management to manage funds on a day to day operational basis in conjunction with advice from external experts.
- Lift SIPO levels:
 - Move everything to 50/50
 - Set targets on underlying performance
 - CIF 6.7%
 - PRF 7.1%
 - IIF 6.5%
- Eriksen to continue to provide advice on managed funds.
- Review of whole portfolio by an independent party.
- Treasury Management Policy to cover all investments.
- Monitor risk – report back to subcommittee.
- Properties being sold – funds going on Term Deposit 90-180 days prior to investment allocation.

ACTION (Dave/Simon):

1. Draft new wording for policies and circulate to subcommittee.
2. Check with Auditors.
3. Draft paper to council with recommendations for approval (work with Geoff and auditors).
4. Report back to subcommittee
 - risk rate vs return
 - draft delegations to management
 - reporting formula
 - Terms of Reference for Investment Working Party (to include property and forestry investments).

Hedging

- Wording around hedging to be finalised.
- Decision required – Do we carry Forex on all diversified income assets in AUD?

ACTION (Geoff/Simon):

1. Draft Hedging Policy.
2. Draft up parameters of hedging and circulate – buy/sell levels.

Conclusion

The meeting concluded at 4.15pm.