

Report No:	RFN11-06-05
File No:	C797
Date:	
Information Only – no decision required	

REPORT SUMMARY

Report to: Communications Subcommittee
Meeting Date: 7 June 2011
Subject: A & P Show Review RFN11-06-05
Report Author: Chris Choat – Communications Adviser

EXECUTIVE SUMMARY

The Council presence at the District's A & P shows was revised for the 2010/11 year with the Council only having a presence at the four 'majors' – Richmond, Motueka, Murchison and Takaka. The rationale for this decision was predominantly based on cost and the shared audience across the District's shows.

Other initiatives included that the displays at the individual shows were focused on events of interest and significance to the local area in addition to general information regarding the services provided by the Council.

RECOMMENDATION

That the report be received.

DRAFT RESOLUTION

THAT the Communications Subcommittee receives the A & P Show Review report RFN11-06-05.

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1. Introduction

The Council presence at the District's A & P shows was revised for the 2010/11 year with the Council only having a presence at the four 'majors' – Richmond, Motueka, Murchison and Takaka. The rationale for this decision was predominantly based on cost and the shared audience across the District's shows.

Other initiatives included that the displays at the individual shows were focused on events of interest and significance to the local area in addition to general information regarding the services provided by the Council.

For the first time the Council tent was staffed by Council staff and where possible those directly related to the initiatives displayed.

2. Local Initiatives Displayed

Location specific material/information relevant was on display:

- Nelson/Richmond – Waimea Estuary, Richmond Resource Recovery Centre, Richmond CBD project, list of civil works taking place around Richmond over the next six months and amalgamation information (on request)
- Motueka – list of works taking place in and around Motueka over the next six months (water, infrastructure), youth events in Motueka over the summer and amalgamation information (on request)
- Takaka – Water reticulation, outstanding natural features display, flood recovery work and rural assistance information, list of civil works taking place in Golden Bay over the next six months and amalgamation information (on request)
- Murchison - Flood recovery work and rural assistance information, list of civil works taking place in Murchison over the next six months, Murchison Service Centre questionnaire and amalgamation information (on request)

3. Presence

Council's display in 2009/10 was completely revamped to be more visual and welcoming, encouraging individuals to stop, chat and find out more about Council's services and functions. The same display was used for the 2010/11 shows. Copies of Council's residents and visitors summer guide 'Hummin' in Tasman' were handed out along with branded balloons (which always prove a huge hit with families and children) and branded sun cream to help promote sun safety.

There was a 'Tasman Collection' display at each show promoting Council's various publications (including Walk and Bike Tasman, A place to live and Lifestyle for all seasons) with titles for sale.

4. Value

Overall there was a lot of good feedback received from visitors to Council's stand. The A & P shows do require some effort to make them work but it is regarded as worthwhile to ensure that Council has a presence and is seen to be supporting the communities around the District during 'their' events.

For the 2011/12 season it is suggested that Council attends the same four shows as in 2010/11 and uses a similar stand format as for the last two years. Information displayed should continue to be 'localised' with at least one member of Council staff present for the duration of each event along with the local Councillors.

The A & P shows are seen as a valuable medium for people to discuss issues, individual and District-wide, with staff and with the attending Councillors. They are often seen as a valuable opportunity for semi-formal meetings involving local stakeholders to take place.

While relatively inexpensive (approximately \$6k in time, resources and production) the shows provide a valuable forum and presence within the host communities. It is a discussion to be had whether the Council maintains the four show presence or extends beyond them.

5. RECOMMENDATION

That the report be received.

6. DRAFT RESOLUTION

THAT the Communications Subcommittee receives the A & P Show Review report RFN11-06-05.