

Report No:	RFN11-09-03
File No:	
Date:	16 September 2011
<b>Decision Required</b>	

## REPORT SUMMARY

**Report to:** Communications Subcommittee  
**Meeting Date:** 27 September 2011  
**Report Author:** Chris Choat, Communications Adviser  
**Subject:** **A&P Show Council Presence**

### EXECUTIVE SUMMARY

This report is in response to discussion regarding the Council's presence at local A&P shows at the recent workshop discussing discretionary spending.

### RECOMMENDATION/S

That the Communications Subcommittee receives this report and adopts the draft resolution in the report.

### DRAFT RESOLUTION

**THAT the Communications Subcommittee:**

- 1 Receives the A&P Show Council Presence Report RFN11-09-03; and**
- 2 Supports the Council having a presence at the four 'major' A&P shows in the District this season (2011/12).**
- 3 Notes that the Council is not planning to have corporate stands at the A&P shows from 2012/13 onwards.**

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## 1. PURPOSE

- 1.1 The purpose of this report is to inform the Subcommittee's discussion on whether the Council should have a presence at local A&P shows in 2011/2012 following the recent workshop discussing discretionary spending where Councillors requested that funding for A&P show presence is not included in the Long Term Plan 2012-2022.
- 1.2 The Council over the last two years has reduced its presence from seven to four shows throughout the District. The discretionary spending workshop questioned the need for future attendance at any of the shows. The preferred option was to provide Councillors, who normally attend as part of their role, information on initiatives or activities within the area that they can distribute at the shows.
- 1.3 Within the workshop Councillors also questioned the need for the Council to have a presence at this year's four shows. The matter was referred to the Communication Subcommittee for further discussion and a decision.
- 1.4 To withdraw from these shows would be detrimental to the Council's reputation within the current environment for two reasons; the sites have already been booked and the Council is receiving a large number of requests for information surrounding the amalgamation debate and the A&P shows could be used to help provide information to the public this year.

## 2. DISCUSSION

- 2.1 As part of the current LTP process Councillors reviewed a number of discretionary activities funded by the Council. One of the activities reviewed was the Council's presence at the District's A&P shows held from November through to March every year.

- 2.2 The Councillors have indicated that they do not want a Council presence at the four shows for the 2012/13 season and beyond and have questioned the Council's presence at the corresponding shows within the 2011/12 season.
- 2.3 The Council has historically had a staffed 'corporate' presence at seven A&P shows throughout the District. For the 2010/11 show season this presence was focused on the four major shows – Richmond, Motueka, Murchison and Takaka.
- 2.4 The decision to cut the Council's presence from seven to four shows was made on a cost basis with anecdotal evidence that the visitors to the three shows being missed were on average able to be captured at the larger shows.
- 2.5 The 'corporate' presence was often in addition to specific displays at locales ie biosecurity in Golden Bay and Richmond town centre redevelopment in Richmond. These Council attendances are funded from separate budgets.
- 2.6 The funding for the "corporate" stalls was almost entirely general rates from the communications budget. A small number of promotional books are sold, however, the funds generated do not go any way to financially supporting the Council's presence.
- 2.7 The Council's presence is somewhat vexed with many expecting the Council having a presence; a) to support the show itself and b) as part of their role to be at events within the District.
- 2.8 The presence does provide the opportunity for the residents to ask questions, gather explanations, discuss issues and for the Council to introduce and/or consult on projects of importance to the local community.
- 2.9 A number of Councillors have remarked some personal visibility at the shows is part of their role in that residents often take the opportunity to discuss issues with them in an informal manner. There has been, however, a number of comments as to whether or not the Council tent aids them in this role.

### **3. THE 2011/2012 A & P SHOW SEASON**

- 3.1 It is accepted that the Council will not plan for a presence from the 2012/13 season on, however, as to the question of not being present for the 2011/12 season there are a number of reasons why the current arrangement should continue.

- 3.2 The Council's presence at the shows provides a place where people can ask questions, discuss issues and make contact with their local representatives and Council officers.
- 3.3 This year is dominated by the current amalgamation debate. Within the current timetable the hearing of submissions regarding the draft plan will have been completed, however, it is unlikely the Local Government Commission will have finished contemplating the submissions let alone completed their final report before the pre-Christmas shows. In this time many residents, as they have throughout the process, will look to the Council as a source of information. This combined with the knowledge that the supporters of the proposal will more than likely have a presence it is appropriate for the Council to be there as well.

#### **4. SIGNIFICANCE**

- 4.1 This is not a significant decision according to the Council's Significance Policy.

#### **5. RECOMMENDATION/S**

- 5.1 That the Communications Subcommittee receives this report and adopts the draft resolution in the report.

#### **6. DRAFT RESOLUTION**

**THAT the Communications Subcommittee:**

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Communications Adviser

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