



Community Services Manager's Report – February 2005

Information Centre

Centre Hours

The Information Centre changed from 6 days to 7 days opening from the end of December and will remain open all week until the end of April. I wish to acknowledge the support of our volunteer staff who not only work weekends but cover week days for staff on holiday.

Visitors Numbers

Comparing with same time last year there was a slight increase overall in visitor numbers, variations were mainly in the domestic market with South Island 21% increase and North Island 57% increase.

Special Packs

Numbers of potential and new resident packs distributed have noticeably decreased over the past two months. Three potential residents packs and seven new residents packs were given out.

200 information packs were given for registries of the Waituna Creek School 125th Jubilee, to be held 4-6 February 2005.

Souvenir Sales

We continually work to improve the choice of souvenirs and gifts offered at the Information Centre. I am pleased to report an increase of sales for November of 20% and December of 21%.

The Information Centre assisted with the sale of the Waimate 150th video.

Holiday Activities

Staff collated and promoted a list of special holiday activities for visitors and residents. It was noted that during the first two weeks of January very few special activities were on offer to encourage visitors to extend their stay.

A number of activities were identified and appropriate people approached to see if they were interested in participating. Several activities were offered such as: Guided tour around our town churches, guided tour of the Freemasons building, Belvoir House open days, visit to John Stevens' native reserve, Waihao Marae visits.

Some tours proved more successful than others; however I believe that we should continue this project on an annual basis, providing people in the community are willing to offer their guiding services.

Events

Waimate Strawberry Fare

For one staff member a major portion of the fortnight leading up to this event was spent in organising Strawberry Fare activities such as distribution of flyers, dealing with general enquiries and work on stall site allocations. A meeting has taken place with the Waimate Strawberry Fare committee and this issue was raised, along with the suggestion that most enquiries be redirected to a Strawberry Fare committee member and that an office be set up on Seddon Square one day prior to the event.

The Waimate Strawberry Fare committee were extremely pleased with the day which is still growing in popularity.

Waimate Christmas Lights Spectacular

The Waimate Christmas Lights Spectacular sponsored by Meridian Energy has been running now for 4 years.

There are two parts to the event:

1. "Win a box of Christmas Lights" competition – people in the community have a chance to win lights simply by filling out an entry form and being in the draw. This is a good way of highlighting and advertising the Christmas lights competition.
2. Christmas Lights Competition – people light up their homes, businesses, streets and are then judged under the sections below.

Following a survey conducted earlier in the year the competition was re-structured to catering for the ever increasing number of new entrants. The competition was set up as follows:

Open Section: 1st - \$300, 2nd - \$100, 3rd - \$50, 4th - \$50

Small Display/Window – one prize of lights to the value of \$150

Public Voting - \$50

A new section, the public voting run from 15 – 22 December with 100 entries received. Judging was held the evening of Saturday 18 December, judging being Mayoress Sandra Coles and Meridian Energy representative (and a Waimate District resident) Paul Cain.

As the competition grows (30 entries in the 2004 competition), so to does the workload by organiser Donette Fargher. However she believes the extra effort is well worth it as we continue to receive positive feedback from the community.

South Canterbury Busking Festival

After eight years of organising this event I have handed the responsibility over to Donette Fargher. All is in hand for a fun day of family entertainment.

New to this year's event is the Recyclable and Wearable Design Awards, sponsored by the Whitehorse Recycling Trust and co-ordinated by dressmaker Raelene Bleeker. Thirteen entries have been received which is very pleasing for the first year.

Lynda Ramsay is also capitalising on the large crowd by co-ordinating the Civil Defence Welfare Day in conjunction the festival.

Promotion of the Busking Festival this year has also included the above mentioned events.

Marketing

Media Releases

Prepared and distributed media releases for:

- i) Purchase of the building at 84 Queen Street, Waimate
- ii) Recyclable & Wearable Design Awards
- iii) Special Christmas Holiday Activities

Advertising

We have organised advertising in the following publications:

- i) Otago Daily Times Holiday Guide – January edition
- ii) Family Times, Christchurch – Summer edition

Magazine Publicity

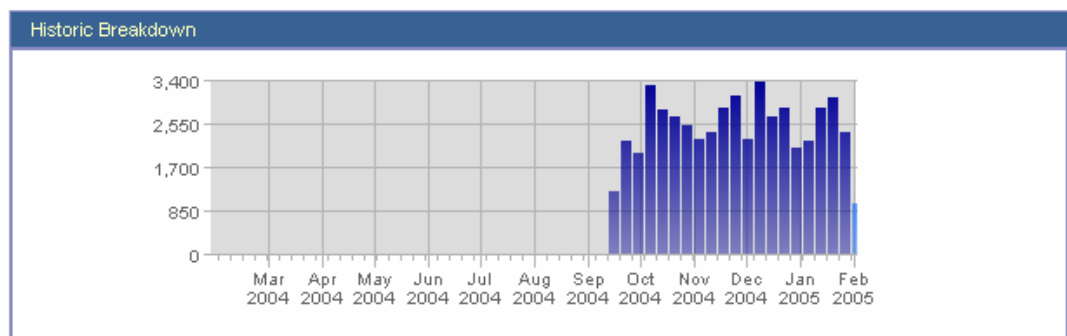
Additional to the 11 page feature in the summer addition of On Holiday Magazine, the Waimate Strawberry Fare featured in the December issues of:

- a) Virgin Blues in-flight magazine “voyeur”
- b) Gekkan NZ – a free monthly magazine in Japanese
- c) North & South Magazine

Web Sites: www.waimate.org.nz; www.waimatedc.govt.nz

Introduced private listings in the real estate section of the web site. Currently two properties are listed.

Below are statistics on visits to the site



Meetings

- i) Project Waimate “Lets Grow Waimate” planning meetings
- ii) Jan Francis (CEO Mayors’ Taskforce for Jobs) & The Mayor – overview of Mayors’ Taskforce for Jobs
- iii) Waimate Strawberry Fare Debriefing

- iv) Project Waimate After 5 Christmas Function
- v) WINZ – Work Subsidies
- vi) Recyclable & Wearable Design Awards – Raelene Bleeker & Nanette Wright
- vii) Kaikoura, Hurunui & Waimakariri District Council CEO & Staff
- viii) Project Waimate – future projects

Community Development

“Lets Grow Waimate”

The Waimate District Council is working jointly with Project Waimate. We are offering business and community people the opportunity to listen to high caliber speakers who will be delivering messages on innovation and development.

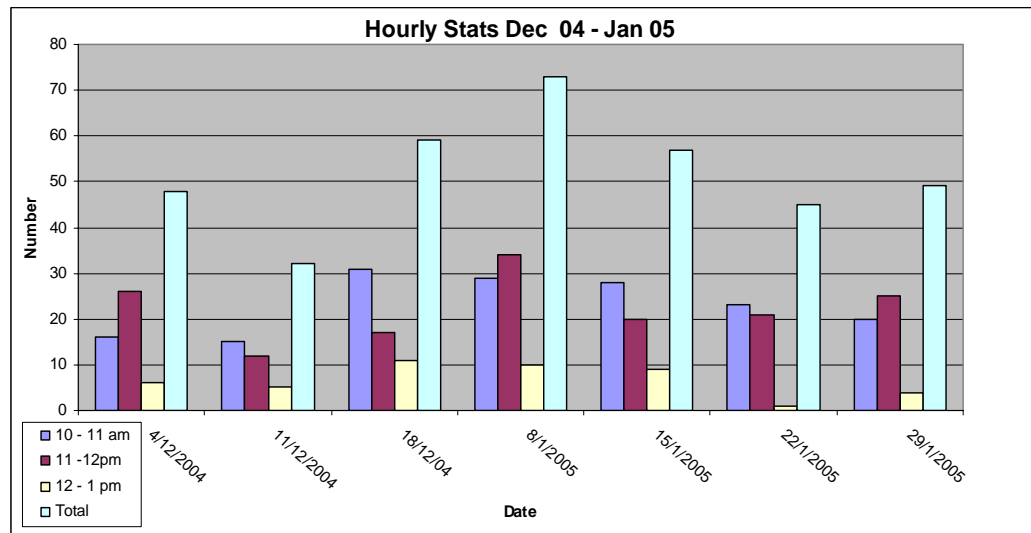
Advertising has commenced for this one day seminar which is to be held on Saturday 12 March 2005.

Detailed information and a registration form are attached and I encourage all Councilors to attend and support the day

Library

Library Saturday Opening

The library is still being well supported on Saturdays. A chart below provides December & January statistics on the number of people entering the library and the time of day.



Carolyn Johns
Community Services Manager – 31 January 2005

Lets Grow Waimate

Encouraging Innovation and Development

The old saying goes there's no such thing as a free lunch – join in this free economic development day and your lunch is included.

10 am to 4 pm, 12 March 2005
Knox Church Hall
Waimate

Registration forms are available from
Westside Gifts, Waimate Information Centre,
www.waimate.org.nz
Email – projectwaimate@xtra.co.nz
or phone Sheryl on 689 2859

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Come along and listen to speakers covering such diverse areas as

- **Ranfurly a success story** - a small rural town, struggling with lack of jobs has developed an Art Deco theme which has seen many buildings in the area renovated and a popular festival brings thousands of people to the district.
- **Community/DOC partnerships** – Central Otago Rail Trail is a leading example of successful partnerships
- **New crops** – Work by Crop and Food Research has highlighted a range of new crops with potential in our district.
- **Alternative energy systems** – Whispertech recently won a major contract to supply home power units in Europe
- **Wealth from waste** – business opportunities from recycling – Ashburton Wastebusters started with 2 volunteers and now employees over 20 people – find out more about creating businesses from waste.
- **New technologies** - making business easier in rural communities
- And many more speakers

Please note the final programme for the day may be subject to change.

Lets Grow Waimate

Encouraging Innovation and Development

10 am to 4 pm, 12 March 2005

Knox Church Hall
Waimate

Registration form

Name

Business/Organisation Name (if applicable)

Address

Phone Number

Email

Please tick the following box if you do not agree to your name being included on the participant list

Registration forms can be left at Westside Gifts or the Information Centre or posted to
Pro-Ject Waimate,
Box 22,
Waimate.

Although there is no charge for attending the day we would appreciate you registering early to allow for catering. Registrations close on 4 March.

Further details are available from Sheryl 689 2859