



Community Services Manager's Report – February 2006

Information Centre

Special Packs

The following promotional packs were collated and distributed during December & January:

- Waimate Town & Country Club (for an upcoming tournament) – 35
- Waimate Rodeo – Waimate Brochures
- Waimate Town & Country Club (card section) – 26
- Waimate Vintage Car Club (Wally Rally) - 50

Potential Residents Packs

Total packs for December & January - 12

New Residents Packs

Total packs for December & January -19

Visitor Survey

The Information Centre staff continue to seek feedback from visitors, to date 45 survey forms have been completed.

Recognition to Volunteers

Donette organised the annual volunteer morning tea where the three volunteers were thanked for their valuable service. In appreciation for past work and in preparation for the holiday season they were each given a New World gift voucher.

Souvenir Sales

Souvenir and commission sales continue to increase with January 2006 recording an 80% increase on same month last year.

Information Centre Stats

The number of visitors to the information centre has decreased in line with our neighbouring regions, however we believe the volume of enquires coming in via the telephone is unchanged.

Christmas Decorations

Prior to turning on the silo lights an electrician checked that they were safe. Unfortunately we did not prepare for lightening strikes and early in the New Year we lost our complete display.

For Councillors information we budget each year for the replacement of 12 banners, however there is no provision in the budget for replacement lights on the silos.

Marketing

Central South Island Product Directory

We are currently collating information from tourism operators for inclusion in the product directory which is produced annually.

Central South Island Newsletter

Articles and information have been submitted for inclusion in the above quarterly newsletter due for distribution mid March.

New Zealand Travel Guide

I negotiated with the CEO of Travel Media, the company who publish the New Zealand Travel Guide, to improve Waimate's presence. Currently Waimate does not receive a mention at all, but as from the next edition we will be featured along with Timaru as a destination to visit which means editorial, images, and inclusion on the map. Each year 125,000 copies are printed targeting the free independent traveller (FIT) and distributed through information centres, selected campervan and car rental companies, and on domestic Qantas flights.

Family Times

Advertised in the summer edition of the Christchurch and Dunedin Family Times. This newspaper type magazine is distributed towards the end of the school term to families through school children.

Tourism Get-together

The first get-together for the year has been organised for Wednesday evening 22 March 2006 to be held at Kelceys Bush Farmyard Holiday Park. The main topic for discussion is the proposed changes to the 2006/07 budget and what that means for tourism. All councillors are welcome to attend.

Events

Christmas Lights Spectacular

We received another very good response to the Christmas lights competition with twenty one entries, many for the first time. Reports from people who entered said that there were a lot of public driving or walking by to view the lights.

Thanks to the sponsor of this competition Meridian Energy and judges Mayoress Sandra Coles and Meridian Energy representative Paul Cain.

South Canterbury Busking Festival – 5 February 2006

Another well run festival went without any challenges and considering the cold temperature we were pleased to see some 4,000 attend. Stall holders continue to support our event with site numbers increasing to 75 this year. Both Donette and I made a point of asking people

where they came from and we estimate 1/3 local, 1/3 Timaru region, and 1/3 Waitaki region. Buskers gave us feedback that our festival is a talking point overseas and people who perform at our festival are continually suggesting to their colleges that if they have the chance to be part of our festival they should take it.

Meetings

- 1) Strawberry Fare committee debriefing meeting
- 2) Project Waimate committee meeting

Library

Catalogue On-line

The library staff have received excellent feedback from people who are now using the catalogue on-line to reserve books and research titles and authors. Tony is providing advice to those who request it, in particular on how to use the site.

Displays & Demonstrations

- Waimate District Councils permanent collection displayed in the reading room from 23 January 2006
- Queensland Harry display from 28 January 2006

New Staff Member

Council's administration officer and meeting co-ordinator Jamie Halkett has undergone basic training in the library and has replaced Andrew McIntyre as casual library assistant. Jamie is included on the Saturday roster 1:3 and will fill in for staff on leave etc.

Head Librarian

While head librarian Mavis Pirini is taking five weeks annual leave Tony Morton is acting head librarian.

Carolyn Johns
Community Services Manager

14 January 2006