
Community Services Manager's Report – July 2007



Information Centre

Visitor Statistics

I have provided Councillors with a graph showing visitor numbers on a monthly basis for the last two years. The statistics gathered from the Information Centre are shown under the following categories: local (Waimate District residents), South Island, North Island, international, and total of all. The total visitor numbers from July 2005 to June 2006 is 8,061, July 2006 to June 2007 is 8,829.

Potential and New Residents Packs

Total potential residents packs distributed for June - 3

Total new resident packs distributed for June - 2

Waimate Calendars 2008

The 2008 Waimate calendar is now available for sale at the Waimate Information Centre. This year we are making it available 2 months earlier than previous years as people have been asking for it as soon as they see other calendars in the market place. The twelve images showcase events and scenery around the Waimate District.

Waimate Postmark

Waimate now has its own New Zealand Post approved Postmark thanks to the enthusiasm and drive of councillor and resident Matt Henderson. To send a letter with the special stamp you need to ask at the Post shop....yet another idea for promoting Waimate.

Meeting with CCT Board

Promotions portfolio councillor Matt Henderson and I attended a meeting in June with the Christchurch & Canterbury tourism board, tourism managers and councillors from all Canterbury districts. Presentations were given on the following:

1. CCT Overview - structure, funding sources and direct market spend
2. CCT's Strategic Plan 2007-2012 encompassing the vision "Christchurch and Canterbury is the preferred destination of choice for visitors
3. Marketing Activity – domestic, international and trade training
4. Conference & incentives activity – delegate data
5. Visitor Centre activity – highlighting sales by product type

Open discussion followed with a number of people voicing their concern that local councils are experiencing increased pressure to fund infrastructure for tourists, for example toilets and visitor centres, and not to be forgotten, roads.

Lets Grow Waimate

This one day seminar organised by Pro-Ject Waimate was held on Saturday 23 June 2007 for the purpose of encouraging innovation and development within our community. Council supported the event by assisting with production of printed material, use of equipment, publicity of the event and representation on the day by His Worship the Mayor, Councillors Gibson and Henderson, and myself as Council representative on Pro-Ject Waimate. The seminar attracted approximately 40 people who listened to a great line-up of motivational speakers including updates on local projects Bushtown and Quinns Arcade.

Library Feasibility Study

Initial research has commenced on the library development project. Councillor Henderson and I are working on the project and we are considering four aspects – physical location, building size, internal layout and services to be provided.

We have visited three libraries, and researched others to observe their physical layout and services they offer.

We are revisiting the three options for the actual building which were first presented to Council in 2004:

1. extend current building
2. relocate to an existing building and refurbish
3. relocate to a new purpose built building.

It is anticipated that this research should be completed to present to council before the end of this year.

Library

Displays & Visits

Tony Morton visited Centennial School and read to the children as part of book week.

New acquisitions have been the focus in the display area over the month of June.

Library Staffing

Linda Halkett has resumed the full time position of Library Assistant. Linda has been working in the library on a casual basis over the last year.

Donations

The Waimate Lions Club kindly donated \$100 for the purchase of library books.

The painting “watching for butterflies” which was donated to the council by Atma Artijn now hangs in the library.

Library Statistics July 06 – June 07

Total Circulation

For the period July 2006 to June 2007 the total circulation figure is 158,520 compared with 160,105 for the same period of the previous year.

Issues

For the period July 2006 to June 2007 the amount of issues were 69,762 compared with 69,613 for the same period of the previous year.

Membership

Last month I reported to Council that the library are in the process of cleaning out unused membership so we do not have accurate total membership figures for comparison, however for the period July 06 – June 07 the library signed up 256 new members, compared with 236 for the same period the previous year.

Meetings Attended

Pro-Ject Waimate – monthly meeting and additional meetings for the Quinns Arcade

I visited St Patrick's School to talk about promoting Waimate

Carolyn Johns
Community Services Manager – 13 July 2007