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# Community Services Manager's Report – February 2009

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## Information Centre

### Waimate Promotional Packs

- Potential resident packs distributed for: December/January - 8
- New resident packs distributed for: December/January - 5

I have listed below data for the previous 4 years. These figures collated by the Information Centre are based on packs given to people.

Annual Comparisons:	2005	2006	2007	2008
	59	103	90	50
	79	100	86	72

### Visitor Numbers

Over the Christmas period (December/January) visitor numbers were slightly down on last year.

The figures below show number of visitors into the Information Centre and do not include telephone and email enquiries.

Annual Comparisons:	Dec/Jan	2006/07	2007/08	2008/09
<b>Local</b>		842	857	731
<b>South Island</b>		775	777	610
<b>North Island</b>		248	141	184
<b>Overseas</b>		<u>380</u>	<u>324</u>	<u>336</u>
<b>Total</b>		<b>2245</b>	<b>2099</b>	<b>1861</b>

At the end of this report I have included a graph showing number of the visitors to the Information Centre for the previous three years.

### Souvenirs

The amount of souvenir sales has declined this Christmas period and is evident in the figures below:

Dec 05/Jan 06	6555.08	Dec 06/Jan 07	8230.44
Dec 07/Jan 08	9629.25	Dec 08/Jan 09	7167.87

## Volunteers

A 'thank you' morning tea was held prior to Christmas for the Information Centre volunteers. I wish to acknowledge the work of Bobbie Laurie, Pat Robinson and David Holmes who give their time to ensure the centre is open weekends and public holidays, as well as filling in when staff are on leave.

## Information Centre Members

The annual Information Centre membership commences November each year. The cost of \$100 allows display of brochures, an A4 poster display and discounted advertising rates on local marketing publications. Three new businesses joined this year:

High Street Gallery @ 117 High Street, Waimate

Jacksons Retreat – West Coast

The Hermitage Group – Mt Cook

## Familiarisation Tour of the Region

We are working again with the Oamaru 'I' site to arrange a familiarisation tour of the region for information centre staff. The date for the Waimate area is Monday 23 March with Waitaki on the 24 & 25 March. This is an opportunity to promote our attractions to new staff members so that they are better informed and can encourage visitors our way.

## Marketing

### Christchurch & Canterbury Tourism Meeting

Waimate will be hosting the next Christchurch & Canterbury Tourism/District Tourism Operators meeting at the end of February. The meeting will be held at Te Kiteroa and participants have been offered a tour around our local attractions.

### Otago Daily Times Holiday Guide

As with previous years we advertised in this holiday guide. The guide which came out mid November and the end of December was distributed as an insert in the Otago Daily Times, with copies sent to Information Centres throughout the lower South Island.

## Communications

### Newsline

For the December issue of Newsline it was decided to publish in the Courier newspaper only and not print flyers for insertion in the Waimate Advertiser. To save costs and allow for additional publicity such as submissions etc we intend to continue placing our newsline in the Courier only on a two monthly basis. We will continue to regularly place advertisements and articles in the Advertiser.

## Website

Our service contract for website hosting with Intergen is currently under review. Support options are being offered, and charges are to be based on a number of factors including traffic usage, data backup service, server space used to store files and documents, content management licence etc.

With the ever increasing popularity of websites we need to ensure our site has up to date useful content.

At the end of this report I have included an article from Local Government Online Chair, Rod Titcombe, titled 'Comment on eGovt and GoForms'

## Library

### Strawberry Fare Book Sale

On the Strawberry Fare day of Saturday 13 December staff from the library set up their book sale outside the building. This initiative was hugely successful with customers queuing to grab a bargain. A total of \$600 was collected in the 3 hours.

### Christmas in the Library

Christmas seems so distant now but anyone who visited the library to collect their Christmas reading would have experienced a bright and vibrant Christmas atmosphere. Santa visited on the 22<sup>nd</sup> and 23<sup>rd</sup> December and children were entertained with story reading and carol singing. One of our Communications Team members photographed the visits and forwarded photos and captions onto the Timaru Herald and Oamaru Mail, with the result the Oamaru Mail carried a front page article and photo on Christmas Eve.



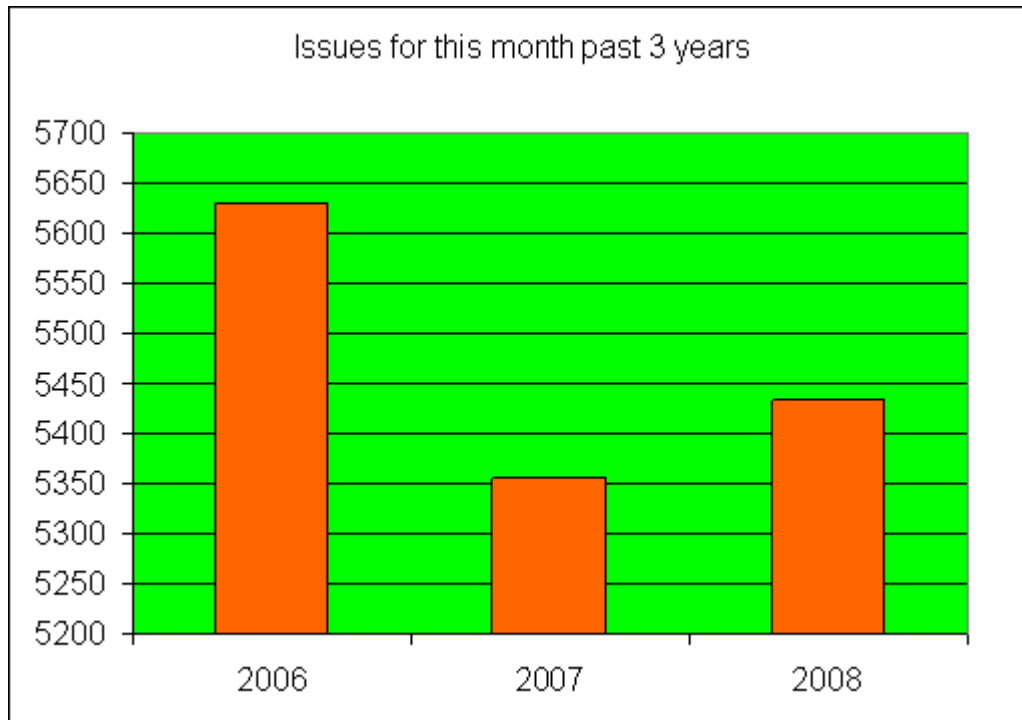
### Bequests

Over the years we have been very fortunate that people have bequeathed money to our library. Recently we received a cheque from the estate of the late Isobel Dempsey with the request that the money be applied in the children's area. The estate of Margaret Beattie also left an amount to be used for the purposes of purchasing books. I will report back to Councillors and the relevant solicitors dealing with the estates when purchases have been made.

## Issues

Senior Librarian Tony Morton is pleased to announce that the numbers of library issues increased in 2008 compared with 2007. This figure is for the issue of items being borrowed and taken out of the library and does not include people using the internal library services such as use of computers and reading of newspapers etc.

Note: 2006 was exceptional high due to the snow of June 06.



**Carolyn Johns**  
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