



Community Services Manager's Report – May 2008

Information Centre

Waimate Promotional Packs

- Potential residents packs distributed for April – 6
- New resident packs distributed for April – 9

Marketing

AA Guides

AA Tourism Services produce a number of popular publications including accommodation guides, regional travel guides and the most recent initiative 101 must-do's for kiwis. We will continue to promote Waimate with an eighth page advertisement in their travel guides and a page on the AA website which links to Australian Auto Clubs. These guides are distributed through Information Centres, in motor homes, campervans and rental cars through the following companies: Maui, Britz, Back Packer, Apollo, Kea, Jucy, United, Adventure, Xplore More, Avis, Budget, Hertz, Thrifty, About New Zealand, Go, Omega.

Central South Island Product Directory

This product directory holds information on tourism businesses from throughout the Central South Island region. The information is indexed into the following categories: accommodation, activities and attractions, transport and tours, food and beverages, venues, event managers, caterers, hire companies, rental cars. It is also indexed by location so that a tour company can view all that is to offer in any one town. In the past the directory has been produced in book form and on DVD, however this year it will be in DVD format only. We have been working with Mandy from Central South Island Tourism to update the Waimate content ready for TRENZ in May.

Signage

Nosh Information Sign – It is time to update the information on this sign which was erected in 2002. The sign is similar to the St Andrews and Glenavy information signs with two variations, one it has a light under the roof for evening viewing and secondly it displays tourism business advertising. We have sent letters out to existing advertisers and are reviewing the general text and information.

Glenavy Information Sign – the new sign has now been erected in Keane Park and it has already drawn interest from travellers. This sign enhances the work undertaken by the Keane Park Group and we thank Mr Smith for offering to keep an eye on it for us.

Map

We are currently upgrading the sign map on the Queen Street footpath Waimate between the BNZ and Kolourcare. A new frame is being built to bolt onto the existing posts and our GIS Officer will produce an updated indexed town map to place inside.

Website – www.waimatedc.govt.nz

Website Assessment

Early in 2008 the Association of Local Government Information Management (ALGIM) commissioned a major survey of Council websites throughout New Zealand to assess sites from both a technical and content perspective. Some of the areas the assessors looked at were homepage content, download time, navigation, contact information, content and images.

Eighty five Regional, City and District Council websites were assessed and then ranked. I was extremely pleased with Waimate District Councils website ranking of 49. To give a different perspective we ranked 7th out of 26 of rural Councils. Environment Canterbury 55th, Waitaki District Council 58th, MacKenzie District Council 68th and Timaru District Council ranked 69th.

Website Content & Marketing

We continue to update the information on our website for both the Council and the Waimate site. Job vacancies within the District are loaded onto the site as they are advertised (at least once a week) and the business listing was recently revised.

We have been advertising the many functions of the site with a banner advert on the front page of the Waimate Advertiser. Each publication highlights something new, for example,

View www.waimate.org.nz

For local employment

View www.waimatedc.govt.nz

For minutes of Council meetings

Library

April is always an interesting time in the Library as days are getting cooler and people are settling down to reading more books. The school holidays always presents an opportunity to show-case the treasures we hold to the people of Waimate who might not normally access the library. These holidays we had a number of events, themes, displays and competitions to do just that.

Displays

Anzac Display – an exceptional informative display containing special local content was viewed by library users. This year we worked with the museum to borrow some of their war memorabilia for the display including a tin helmet, gas mask, water bottle, an officer's cap and of extra special interest a bedspread sewn as a fund raiser by local people for the Red Cross during World War 2.

A selection of war related DVD's was also on display alongside the screening of The War Collection.

School Holiday Programme

Three special children's activities were organized during the April school holidays:

Story Time: Four story time sessions were held over the two weeks, each for an hour. Three to four books were read and then children made craft items connected with the story theme of that day. Attendance averaged 20 children per session plus a number of parents. A member of the public kindly donated materials for the activities.

Design a Hat: Children were given the opportunity to design their own hat with 15 to 20 entries generated.

Colouring Sheets: A selection of colouring sheets with felt crayons were available in the library for the children to use at their leisure.

Carolyn Johns
Community Services Manager – 12 May 2008