

---

**MINUTES**

**FRIDAY 25 SEPTEMBER 2009**

**9.15AM**

**Committee Room One  
Ground Floor, Council Offices  
101 Wakefield Street  
Wellington**

---

**PRESENT:**

Mayor Prendergast  
Councillor Coughlan  
Councillor Foster  
Councillor Ritchie  
Alan Isaac

**APOLOGIES:**

James Ogden

013/09FM **CHAIRING OF THE MEETING**  
(1215/52/02/IM)

**In the absence of Mr Ogden as Chair, Mayor Prendergast nominated Mr Isaac to chair the meeting. The nomination was seconded by Councillor Coughlan and accepted unanimously by the Subcommittee.**

014/09FM **APOLOGIES**  
(1215/52/02/IM)

**RESOLVED:**

*THAT the Council Controlled Organisation Performance Subcommittee:*

- 1. Accept apologies for absence from James Ogden.*

015/09FM **CONFLICT OF INTEREST DECLARATIONS**  
(1215/52/02/IM)

**NOTED:**

There were no conflicts of interest declared.

016/09FM **PUBLIC PARTICIPATION**  
(1215/52/02/IM)

**NOTED:**

There was no public participation.

017/09FM **MINUTES FOR CONFIRMATION**  
(1215/52/02/IM)

**RESOLVED:**

*THAT the Council Controlled Organisation Performance Subcommittee:*

- 1. Approve the minutes of the meeting held on Friday 19 June 2009 be taken as read and confirmed as an accurate record of that meeting.*

018/09FM **UPDATE ON CURRENT ISSUES**  
(1215/52/02/IM)

(REPORT 1)

**NOTED:**

1. Helen Rogers, Financial Controller, updated the Subcommittee on the purpose of this additional meeting. The Subcommittee's intention is to meet with each of the Council Controlled Organisations at least once a year. This has not been possible due to full agendas and time constraints. This additional meeting was therefore necessary to catch up on the presentations from Council Controlled Organisations. A written report was prepared by officers to accompany the presentations (Report 2 on the agenda) that highlighted the challenges, and updated the Subcommittee on various projects.

(Councillor Foster joined the meeting at 9.25am.)

**NOTED:**

1. Paul Collins and David Gray addressed the Subcommittee on behalf of the Wellington Regional Stadium Trust. The Trust has secured the naming rights for Westpac Stadium for the next ten years. They are moving closer to Westpac style branding, and away from the yellow and black. There are also plans for new signage. Five pool games and one quarter final have been announced for the Rugby World Cup 2011. The Trust has been working very well the Regional Coordinating Committee. Risk Management has been addressed through a major review in 2009. There are plans for regular reviews of the Risk Management Plan and an intended upgrade to the Business Continuity Plan. In terms of asset management, the ongoing problems with cladding have been addressed and the Trust is working closely with the contractors, under warranty, to fix the roof. It was noted that scheduling is an ongoing challenge. This is best maintained through constant contact with stadium users. There is going to be a six week renovation period for the Turf. However, the Turf is in very good condition due to a number of mini upgrades. It is critical that there is reinvestment in the Stadium. Improvements to the Stadium will mean visitors have a great experience and want to come back. This is what makes the Stadium internationally competitive. Mr Collins noted the seamless relationship between the Stadium and the Council. Mayor Prendergast and Wellington City Council Chief Executive Garry Poole were credited for their commitment and leadership. Mr Collins said the relationship between the Stadium and the Council had flourished under Mayor Prendergast.
2. David Perks and Glenys Coughlan addressed the Subcommittee on behalf of Positively Wellington Tourism (PWT). The economic climate has been advantageous for PWT. The visitor numbers to Wellington are not driven solely by tourism. There is also a constant flow of visitors to Wellington for business and political purposes. The "Spoil Yourself" campaign has been very successful and has provided an avenue for moving forward with the brand. The website has been incredibly successful and has led to advertising on other internet based sites such as Twitter and Facebook. PWT is also utilising the domestic campaign to drive B level events. They worked with Grow Wellington on the "Wellington on a Plate" campaign and are looking to extend this in years to come. Research is also underway to ensure the correct approach is being taken in the Australian market. Planning is underway for the Rugby World Cup 2011, especially in relation to hotels and targeting hotels when there are no rugby games scheduled.

There has also been discussion around unifying attractions around Wellington, specifically a “hop on, hop off” type of bus service.

(The meeting adjourned at 10.36am for morning tea.)

(The meeting reconvened at 10.59am. Mayor Prendergast, Councillors Coughlan, Foster and Ritchie, and Alan Isaac were present when the meeting reconvened.)

020/09FM **ORDER OF BUSINESS**  
(1215/52/02/IM)

**RESOLVED:**

*THAT the Council Controlled Organisation Performance Subcommittee:*

1. *Consider the agenda as follows:  
Report 3: Forward Programme  
Report 2 (continued): Progress Report*

021/09FM **FORWARD PROGRAMME**

Report of Council Controlled Organisation Team.  
(1215/52/02/IM)

(REPORT 3)

**Moved Councillor Coughlan, seconded Councillor Ritchie the substantive motion, amended as follows:**

- Add the Museums Trust presentation to the December meeting.
- Move the St James Theatre presentation to the first meeting in 2010.

**The substantive motion was put and declared CARRIED.**

**RESOLVED:**

*THAT the Council Controlled Organisations Performance Subcommittee:*

1. *Receive the information.*
2. *Agree to the forward programme attached to this report **as amended**.*

**NOTED:**

1. The resolutions differed from the resolutions in the officer’s report as follows:

The Subcommittee added the words in **bold**.

**NOTED:**

3. Nancy McIntosh-Ward and Peter Allport addressed the Subcommittee on behalf of Karori Wildlife Sanctuary Trust (KWS). KWS have been awarded a Qualmark Eniro Gold award and are the only New Zealand wildlife sanctuary to be included in the New Rough Guide's Clean Breaks guide. In terms of Governance, a new trust deed has been signed. Wet weather is generally no longer a problem for construction of the Visitor and Education Centre. It is expected this will be completed in March 2010. The Board has been focusing on the Business Case. Different estimates of visitor numbers have been evaluated by Positively Wellington Tourism and an independent assessment based on 2008 market research. KWS considered that the estimates from Positively Wellington Tourism are conservative and the Trust are working on the numbers from the independent assessment. They recognise the sensitivity in pricing for the local market and are planning to address this through membership and discount offers. There will not be a consistent cheaper fare for local residents. Generally, a blanket discount does not offer an incentive to visit. People are more likely to visit in larger numbers when there are discount days for locals. KWS noted the proposed marketing strategy will not be contracted out to Positively Wellington Tourism, but it was agreed that it is important that the marketing strategies are aligned. They have also made a commitment to transport as this is major barrier to attendance. Collaboration with other entities and attractions was viewed as a positive step.

(Councillor Foster left the meeting at 11.47am.)

(Mayor Prendergast left the meeting at 11.56am.)

(Councillor Ritchie left the meeting at 11.57am.)

(Councillor Ritchie returned to the meeting at 11.59am.)

4. Karen Fifield and Denise Church addressed the Subcommittee on behalf of Wellington Zoo Trust (the Zoo). It was firstly noted that the Zoo had won the Sustainable Business of the Year award for the Central and Southern region. The Zoo were the Supreme winners and also won the Not for Profit section. The Zoo's current Strategic Plan is structured around six key strategic elements of outcome. The first of these is to provide innovative, unique and personal experiences. Large capital projects provide a platform for all aspects of the Zoo to develop on. They give leverage to change the culture of the Zoo and incite excitement among the staff and public. There are also a number of smaller projects currently being undertaken. The Amazing Animals in Live Theatre and contact animal programmes have been very successful. The second of the strategic elements is to lead and

participate in conservation. A Conservation Strategy and Committee has been developed. Other conservation highlights have been the visit and approval from Dr Jane Goddall in relation to the Chimp House, the support for international conservation programmes, the breeding success of the Skink and working with children on ecology. The strategic element of financial sustainability has been successful with a clean audit and sound financial result. The Zoo has successfully secured community funding for the Nest project. The Board is keeps a close eye on pricing and is aware that the Zoo must remain accessible to Wellingtonians. A lot of research is done around pricing sensitivity. This research led the decision not to put prices up at this stage. Another strategic element is valued and motivated staff. This is an area where the Zoo excels, with high employee satisfaction. Industry leadership has also proven to be a successful strategic element. Community support and participation is the sixth, and final, strategic element. Here, the Zoo has established a successful Zoo Ambassadors programme, exceeded volunteer hours, established Big Bite Club, and build strong partnerships and media relations.

**Moved Councillor Ritchie, seconded Councillor Coughlan the substantive motion, amended as follows:**

**New recommendation 2:**

2. Recommend that the Strategy and Policy Committee notes that officers were asked to follow up on the presentation from Karori Wildlife Sanctuary Trust in relation to:
  - a. the responsibility for marketing, and
  - b. the pricing strategies adopted.

**The substantive motion, as amended, was put and declared CARRIED.**

**RESOLVED AND RECOMMENDED TO THE STRATEGY AND POLICY COMMITTEE:**

*THAT the Council Controlled Organisation:*

1. *Receive the information.*
2. *Recommend that the Strategy and Policy Committee notes that officers were asked to follow up on the presentation from Karori Wildlife Sanctuary Trust in relation to:*
  - a. *the responsibility for marketing, and*
  - b. *the pricing strategies adopted.*

**NOTED:**

The resolutions differed from the recommendations in the officer's report as follows:

1. The Subcommittee added the words in **bold**.

The meeting concluded at 1.00pm.

Confirmed: \_\_\_\_\_  
Chair  
/ /