

## TOWNS & CITIES NEW ZEALAND 2010 CONFERENCE

### Raising the Bar - A New Decade and New Issues for Town & City Centres

24 - 25 August 2010 - Holiday Inn, 75 Featherston Street, Wellington City Centre

#### CONFERENCE PROGRAMME

Monday 23 August evening get together for an informal meal

#### DAY ONE - TUESDAY 24 AUGUST 2010

08:00am Registration Opens

08:45am David Wilson, Director Public Policy AUT

##### Session 1 - Government Leadership

8:50am Welcome Kerry Prendergast - Mayor, Wellington City Council

09:00am John Hamilton - Director, Civil Defence NZ

Coping with an Emergency: Town Centres and Resilience - The role of local government in emergency management. A role for Town Centres. The benefits for the business community

##### Session 2 - Urban Design/Spatial Planning

9:40am Jan McCredie - Wellington City Council  
The Resilient City

10:20am Morning Tea

10:50am Greg McBride - Harrison Grierson  
Urban Design Toolkit for Mainstreets & BIDs

##### Session 3 - Local Government/Business Partnership

11:30am Peter Robinson - Chair  
Mainstreet Wanganui - A Match Made in Heaven

12:00pm Short Break

12:15pm Hon Rodney Hide

01:00pm Lunch

##### Commercial Property (MC - Connal Townsend, Chief Executive, Property Council NZ)

02:00pm Ian Cassels, Managing Director - The Wellington Company  
What do Property Developers want in a CBD to Ensure Investment? Talk and walk around.

03:30pm Afternoon Tea

4-5:00pm TCNZ Annual General Meeting – Interim Chair  
Presentation of TCNZ Plan to the National Urban Design Protocol  
Greg McBride Harrison Grierson

06:30pm Conference Dinner - The Holiday Inn, Level 2, The Grand Space

## DAY TWO - WEDNESDAY 25 AUGUST 2010

### Tourism - A Geography Lesson - Rugby World Cup

#### Session 1 - Rugby World Cup - Seizing the Opportunity

- 09:00am Leon Grice – Director, NZ 2011 (Rugby World Cup) Office  
Major Events and Activating Communities
- 09:45am Mike Cherrett - Deputy High Commissioner, British High Commission
- 10:15am Morning Tea

#### Session 2 - Infrastructure

- 10:45am Philip O'Neill – MD Media  
Destination Marketing – The New Zealand Case Study
- 11:30am Cameron Brewer - Public Relations on \$1000pa
- 12:00pm Richard Balm, Project Manager National Cycleway  
Linking Communities
- 12:30pm Lunch

#### Session 3 *(Please be prompt back, we will run to programme time. Workshops to be run consecutively)*

- 1:30pm - 2:00pm Workshops - Economic Development Structure
- Karen Remetis - Income streams; Public/Private Sector Relationship
  - Greg McBride/Jan McCredie - Urban Design & Environment
  - Property - Connal Townsend/Ian Cassels
  - Marketing - Philip O'Neill/Cameron Brewer
  - National Cycleway - How to get around New Zealand - Tourism travel and more
  - Improving Business in Town Centres – Mark Boyle Focus Te Puke
- 2.00 - 2.30pm Workshops Repeated
- 2.30 - 3.00pm Workshops Repeated
- 03:00pm Afternoon Tea
- 03:15pm Delegates Questions Reviewed - Plenary Session – Panel Discussion
- 04:30pm Conference Close

## CONFERENCE SPEAKERS



### **Kerry Prendergast - Mayor, Wellington City**

Our cities and towns have become more than where we live, work and play and certainly much more than a collection of static buildings. They have become the key to our future as it's at city and town level that we will effect the changes we need to make to counter the effects of climate change and ensure sustainability. Cities and towns have to change and adapt as we do to ensure they continue give us what we want and need. And it's exciting to be part of a future where new and innovative designs, ideas and functionality come together to create cities and towns that are imminently liveable and dynamic, yet sustainable.



### **John Hamilton - Director Civil Defence Emergency Management**

John joined the Royal New Zealand Air Force in 1971 and qualified as a pilot and subsequently flew helicopters in New Zealand and in Australia on exchange with the Royal Australian Air Force. He held command and leadership appointments at all levels of the RNZAF including command of the helicopter squadron, RNZAF Base Ohakea, the RNZAF's Operations Group and culminated with a four year period as Chief of Air Force in the rank of Air Vice-Marshal.

In his current appointment he leads a small team dedicated to facilitating improvements in New Zealand's resilience and its ability to prepare for an emergency and manage the response and recovery activities. In a national emergency he is responsible for the control and co-ordination of the response.

John was made a member of the Royal Victorian Order (MVO) in 1981 in recognition of his service to her Majesty the Queen. He was appointed an Officer of the New Zealand Order of Merit in recognition of his leadership of the joint planning for the initial New Zealand deployment to East Timor, and in 2006 he was promoted to become a Companion of the New Zealand Order of Merit (CNZM) in recognition of his leadership as Chief of Air Force.



### **Jan McCredie - Manager City Strategy & Urban Design, Wellington City Council**

Jan's career builds on her qualifications in architecture, urban design and planning with wide experience in both government and the private sectors.

After returning to Sydney from London she embarked on the challenge of developing the Pymont Point Urban Design Strategy with the City West Development Corporation (now SHFA).

She took up the position of Director of the Urban Design Advisory Service (UDAS) in the NSW State Government in 1999. Here, she was responsible for the implementation of the Premier's Design Quality Programme.

Appointed as Group Manager Urban Design Group at Manukau City Council in 2007 she took on the challenge of developing the Manukau City Centre Spatial Structure Plan [SSP]; The Public Domain Manual; The Wiri SSP; and Manukau Health Impact Assessment; Mangere and Papatoetoe Town Centre Plans and The Residential Apartment Design Guidelines.

Her move to Wellington in September 2009 was predicated on a desire to continue a design based approach to urban change, a strategic approach to urban design and the opportunity to marry this with a more streamlined planning process. Jan has received numerous awards for planning documents, projects and publications including the Australian Urban Design Award for her work on Pymont Point.



### **Greg McBride - Urban Design Manager, Harrison Grierson**

Greg is based at Manukau Branch of Harrison Grierson. A team dedicated to building better places through urban design, utilising qualifications and experience in related disciplines including landscape architecture, planning, surveying and architecture.

Greg has had 16 years producing the built environment, beginning as a registered surveyor in New Zealand before using an extended OE to pursue

an interest in making better places. Greg has been involved in many multidisciplinary and mixed use projects at all stages of the built process, from masterplan sketches on napkins and strategic citywide concepts to topographic surveys and drain laying supervision. He has a proven record in creative and innovative design solutions that are practical and buildable.

## CONFERENCE SPEAKERS



### **Hon Rodney Hide - Minister of Local Government**

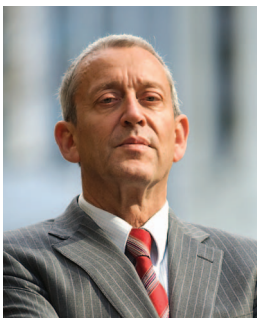
The leader of the ACT Party is also the Member of Parliament for Epsom, Minister of Local Government, Minister of Regulatory Reform and Associate Minister of Commerce.

The founding president of ACT upon its establishment in 1994, Hon Hide has been instrumental in the establishment and evolution of ACT as New Zealand's liberal party. Widely acknowledged as one of the country's most effective politicians, Rodney Hide is a tireless promoter for a free and prosperous New Zealand where the role of government is limited to protecting the rights and freedoms of its citizens.

Hon Hide first gained a degree in Zoology and Botany from the University of Canterbury, before travelling overseas and eventually finding himself in Scotland and worked for some time on oil rigs in the North Sea.

After further travel, Mr Hide returned to New Zealand gaining a degree in resource management from Lincoln University. He then took up a teaching position at Lincoln, first in resource management and later in economics. He also completed his master's degree in economics from Montana State University in record time.

Hon Hide entered Parliament in 1996 as an ACT list MP and worked his way up to become the Leader of ACT in 2004. In 2005 he won the Electorate Seat of Epsom and in 2008 held the seat with a 56% majority (12,882 votes).



### **Ian Cassels - Managing Director, The Wellington Company**

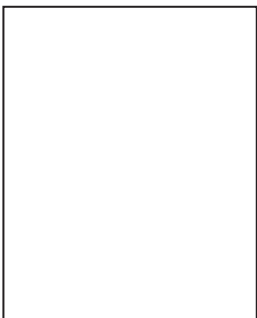
The Wellington Company has been re-creating and developing property's in Wellington for the last 20 years. The company's driving focus has been on developing Wellington property into aesthetically pleasing and valuable combinations of office, retail, car parking and residential apartments – offering these spaces for lease, sale or investment. Continuing on with the theme of 'driving forward vibrant development's in the Capital's repertoire' is the new 'Willis Central' five-green-star rated building, specifically designed for Telecom NZ to house some 1700 employees in 19,000 of the available 26,000 available square metres to be operational from mid- 2011.

Having already revitalised a disused cinema complex in the heart of Wellington's CBD to be the new home of The Department of Conservation, this award winning property was rated the 9th greenest building in the world. Ian believes that the business of Wellington is "office" and that the city is a highly productive and effective place for many businesses. "Through some sensible changes to its rating system, direct air connection(s) to Asia and a concerted effort by Wellington City Council and the business community, Wellington is completely capable of becoming a prosperous and sustainable jewel in this part of the world."



### **Leon Grice - Director, New Zealand 2011 Office**

The New Zealand 2011 Office was established to coordinate the New Zealand Government's leverage and legacy programme for RWC 2011 and includes a comprehensive business engagement programme and nationwide festival. Leon is a successful entrepreneur, and has been involved in a number of start-up businesses including twenty4media, a world-leading out-of-home television company. He has previously worked in public affairs and communications and was a founding director of public relations company, Busby, Ramshaw, Grice Ltd.



### **Mike Cherrett - Deputy High Commissioner, British High Commission**

Mike Cherrett studied mechanical engineering at university before joining the Royal Aircraft Establishment in Farnborough (RAE) in 1986. He spent the next 11 years here as the UK government privatised its defence research infrastructure. He gained an industry-based PhD in 1994 from Imperial College and was awarded the Royal Aeronautical Society's Sir Roy Feddon award for his contribution to propulsion research that year.

Mike's work in the aerospace industry in Europe and the US, led him to be seconded to the FCO's Embassy in Seoul in 1997 to set up a business unit to promote high-tech trade and investment between UK and South Korea. This unit became a model for others in the FCO network.

Joining the FCO in Seoul, Mike returned to London in 2001. In Africa Directorate he led the Great Lakes team, where he worked on conflict resolution initiatives associated with the Democratic Republic of Congo, Rwanda and Burundi.

In 2003 he took up a programme director role in a major FCO business change programme. He led the roll out of an £100m Oracle ERP system to 180 posts around the FCO network, and drove a wide-ranging business change agenda, working with leading management consultants in the UK. In September 2006 he was posted to New Zealand, where spent 2 months seconded to the New Zealand Ministry of Foreign Affairs and Trade, before becoming Deputy High Commissioner in December.

## CONFERENCE SPEAKERS



### **Cameron Brewer - Chief Executive, Newmarket Business Association**

For three years Cameron Brewer ran his own small business 'Inside Otago' - a community newspaper he founded and published. After selling the Dunedin-based business in 1998, he moved to Wellington where he worked as a writer in the previous National Government's parliamentary research unit. He then worked for two years in the political office of former Prime Minister Rt Hon Dame Jenny Shipley. Cameron has also been a press secretary to Auckland City Mayor Hon John Banks and Act leader Rodney Hide. The Massey University history and sociology graduate grew up on a sheep farm near Hawera in South Taranaki. In 2001 he left Wellington for Auckland to work in corporate communications.

Cameron believes his experiences in local and central government, his background in communications, and his stint as a tertiary student president, have all been good training for his current role. Without doubt over the past five years Newmarket has become the highest profile business association in the country.

Cameron will speak about how it is possible to do effective "Public relations on a \$1000 pa". As a former journalist, political press secretary, and public relations consultant, he will give practical tips on how to get stories into the mainstream media on a weekly basis as he does. He will also demonstrate how PR, if done right, can dramatically lift the perceived performance of an organisation.



### **Karen Remetis - Principal, Town Centre Development Group (TCDG)**

Karen has eighteen years in local economic development has facilitated over 100 public workshops and is known for results in city centre economic improvement and tourism. Karen has worked with towns and cities in NZ with up to 1500 businesses at one time to gain a shared vision and strategy and has many references for her work. Karen's business, Town Centre Development Group has operated successfully for over 20 years.

Karen has served as a Director on the Board of the International Downtown Association, Washington DC and is contributing author to Business Improvement Districts 2nd Ed. published by the Urban Land Institute, Washington DC. Work includes regional tourism strategies (King Country); research, development and implementation of the highly successful Counties/Manukau Sporthorse Industry Cluster. Inter-regional labour market development for the Thoroughbred sector (Waikato). Karen is currently undertaking a national survey of town and city centres to effect greater BID and Mainstreet engagement in risk reduction and emergency management.



### **Connal Townsend - Chief Executive, Property Council New Zealand**

Property Council New Zealand is a not for profit organisation, well recognised for its strong links with industry stakeholders representing New Zealand's commercial, industrial, retail, property funds and multi unit residential property owners. Property Council represents all the forms of commercial property and property investment in New Zealand. Property Council actively involves itself with central, local and other government associated bodies, promoting the views, goals and ideas of its members.

Property Council New Zealand works proactively with central and local government to ensure that our cities are great places to live in, business friendly, and provide world class employment opportunities. Secondly it seeks to demonstrate that commercial property is a desirable investment option for New Zealanders. Thirdly it strives for a flexible, low cost legal framework for conducting property business in our country.

# TOWNS AND CITIES CONFERENCE 2010 REGISTRATION FORM

## ▶ EVENT DETAIL

Dates Tuesday 24 - Wednesday 25 August 2010  
Venue Holiday Inn, 75 Featherston Street, Wellington City Centre

## ▶ REGISTRATION (Please print, complete and then email to [karen@towncentredevelopment.co.nz](mailto:karen@towncentredevelopment.co.nz))

Booking Contact \_\_\_\_\_  
Company \_\_\_\_\_  
Email \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Attendee Name 1 \_\_\_\_\_  
Attendee Name 2 \_\_\_\_\_  
Attendee Name 3 \_\_\_\_\_  
Attendee Name 4 \_\_\_\_\_

## ▶ REGISTRATION FEES (Please tick or enter number of attendees attending)

TCNZ Members Earlybird	(Before Wednesday 30 June)	\$560.00 incl GST	<input type="checkbox"/>
Earlybird	(Before Wednesday 30 June)	\$660.00 incl GST	<input type="checkbox"/>
Standard Registration	(After Wednesday 30 June)	\$760.00 incl GST	<input type="checkbox"/>
Inserts into Conference Satchels		\$300.00 incl GST	<input type="checkbox"/>

## ▶ ACCOMMODATION

The Holiday Inn has recently been refurbished and has a heated swimming pool and spa – bring your togs!

**Rate:** \$155.00 incl GST per night king/double/twin. Book prior to Friday 23 July 2010.

**PH:** 04 498 3765 **EM:** [groups@holidayinnwellington.co.nz](mailto:groups@holidayinnwellington.co.nz) and quote for **TOW**.

## ▶ PAYMENT

Cheque  Send cheques to Towns and Cities NZ, P O Box 16075, Sandringham 1351 Auckland  
Direct Debit  Bank Account: Kiwibank - Towns & Cities NZ - 38 9007 0468205 01 (Ref - Conference 2010)  
GST number: 99 174 293

## ▶ MEMBERSHIP

YES PLEASE! Send me information on membership with Towns & Cities NZ!

Email \_\_\_\_\_