

THAMES-COROMANDEL DISTRICT COUNCIL INFORMATION CENTRE and i-SITE FUNDING REVIEW



Review Purpose

Thames-Coromandel District Council (TCDC) currently funds Destination Coromandel, four Information Centres and two i-SITES within the district. Elected members requested staff undertake a review of funding of all i-SITES, and Information Centres at the (Long Term Plan (LTP) deliberations meeting 15 May 2018.

Submissions to the 2018-2028 LTP requesting increased total funding of \$60,978 in the below submission points and Analysis

Submission points

- Destination Coromandel seeks additional funds to support the management of the Thames and Whitianga i-SITES.
- An additional \$17,000 for the Whitianga i-site for \$7,370 for rent (previously \$350/annum); \$1,062 rates recovery (previously nil); \$18,426 for living wage.
- An additional \$13,000 for the Thames i-SITE for \$1,000 rates recovery (previously nil) and \$12,974 for living wage.
- Coromandel Town Information Centre has requested an additional \$26,000 per annum. One other submitter supported this funding.
- Pauanui Information Centre has requested an additional \$7,200 per annum. This was supported with a petition with over 200 signatories. The additional funding is to minimise the risks in their operations by introducing successional planning to mitigate losing operational knowledge; to cope with trade fluctuations over the busy months; to train another person to cover the manager's responsibilities.

Current Funding

- All of the information centres and i-SITES are district funded through the Economic Development activity.
- Whitianga i-SITE currently receives Council funding of \$98,000.
- Thames i-SITE currently receives Council funding of \$80,000.
- The previous low rental for the Thames i-SITE was agreed as a temporary measure when the i-SITE moved to the Civic Centre. previously did not fit the criteria for the community group low lease. The additional \$30,000 equates to an extra \$1.30 for every ratepayer.
- Coromandel information centre currently receives \$46,000. The additional \$26,000 would equate to an extra \$1.13 for every ratepayer.
- Pauanui information centre currently receives \$31,935. The Tairua information centre currently receives \$36,913. The Tairua-Pauanui Community Board supports the Pauanui information centre receiving the same amount as the Tairua information centre. The additional \$7,200 would equate to an extra 31 cents for all ratepayers.

The intention of this review is to inform Council of the current financial positions of the information centres, i-SITES and Destination Coromandel and provide a recommendation of options to decide whether an increase in funding is needed.

Background of, i-SITES and Information centres.

Information centres, and i-SITES are an essential service provided to both Coromandel communities and the Coromandel tourism operators. While they play a key role in positively portraying, the Thames-Coromandel district to our local and international visitors and supporting our communities by raising awareness of activities, businesses and services on offer in the local communities, i-SITES and information centres would not be viable if it was not for Council funding support.

i-SITES: TCDC District funding enables the two i-SITES Visitor Information Centres to operate in accordance with the Membership Requirements and Standards of VIN Incorporated (trading as i-SITE New Zealand).

- The Thames-Coromandel District Council made decisions in 2013 and 2014 to transfer the ownership and operations of the district's two major Visitor Information Centres (VIC) located at Thames and Whitianga to management by Destination Coromandel.
- The Whitianga VIC was transferred to DC from 1 July 2014 from the Mercury Bay Business Association and the Thames centre from 1 July 2015 from the Thames i-SITE committee.
- Funding SLA agreements are in place for the Thames i-SITE and Whitianga i-SITE and managed through DC.

Objectives and measures of i-SITES SLA funding agreements.

- a) The Recipient shall operate the Centre 7 days a week (open a minimum of 48hrs per week) between 1 October - 28 February of the following year. From 1 March to 30 September each year the Recipient may determine the hours of operation that best accommodate visitor demand of the local area.
- b) There must be at least one appropriately trained employee operating the Centre at all times during operation.
- c) Provide visitors with local information via multiple mediums (including verbal, electronic or print) to facilitate tourism and generate revenue;
- d) Utilisation of Council information (including provided via Council e-newsletters) to keep up-to-date on current matters and disseminate such information to visitors;
- e) Provide an area to display posters of upcoming events;
- f) Provide booking services for local and district accommodation, attractions, activities, tours and local transport;
- g) Promote the Thames area and the wider Coromandel Peninsula via correspondence, promotional material and other relevant mediums;
- h) Produce local collateral for visitor use.
- i) Maintain and make available a database on facilities within the Thames region for general public use (e.g. halls for hire, wedding venues, conference facilities, social services, sports & recreation groups, places of worship, service and community groups, education providers)
- j) Support and promote any local initiative that will build on the TCDC's vision that "the Coromandel will be the most desirable area of New Zealand in which to live, work and visit
- k) Network with and support other visitor information centres within the region wherever practicable.
- l) Work with Community Boards and local groups to help facilitate events where practicable.

Information Centres :

Information centres in Coromandel, Tairua, Pauanui and Whangamata are managed as contracted services by external parties, but are funded by TCDC via three year SLA funding agreements. They also offset some costs with commissions on bookings, retail sales and external funding.

All the sites have been managed this way for a long period and in the past have experienced financial difficulties requiring Council funds to rectify.

Objectives and measures of Information Centre funding agreements.

- a) The Recipient shall operate the Centre 7 days a week (open a minimum of 48hrs per week) between 1 October - 28 February the following year. From 1 March to 30 September each year the Recipient may determine the hours of operation that best accommodate visitor demand of the local area;
- b) There must be at least one appropriately trained employee operating the Centre at all times during operation;
- c) Provide visitors with local information via multiple mediums (including verbal, electronic or print) to facilitate tourism and generate revenue into the region.
- d) Utilisation of Council information (including provided via Council e-newsletters) to keep up-to-date on current matters and disseminate such information to visitors;
- e) Provide an area to display posters of upcoming events;
- f) Provide booking services for local, district and regional accommodation, attractions, activities, tours and local transport;
- g) Promote the Coromandel area and the wider Coromandel Peninsula via correspondence, promotional material and other relevant mediums;
- h) Produce local collateral;
- i) Maintain and make available a database on facilities within the Coromandel region for general public use (e.g. halls for hire, wedding venues, conference facilities, social services, sports & recreation groups, places of worship, service and community groups, education providers);
- j) Support and promote any local initiative that will build on the TCDC's vision that "the Coromandel will be the most desirable area of New Zealand in which to live, work and visit";
- k) Network with and support other visitor information centers within the region, wherever practicable.
- l) Work with Community Boards and local groups to help facilitate events where practicable.
- m) Work with Destination Coromandel to facilitate growth within the region, wherever practicable.
- n) Record and report on foot traffic, both domestic and international, into the Centre.

Please add relevant metrics that may be available to your Centre

Key points - Current management and lease information 2018/2019

	Run by	Funded	Situated
I-SITEs Whitianga and Thames District Funded	Managed by RTO Destination Coromandel (Board appointed jointly by TCDC and HDC)	Funded by TCDC via Destination Coromandel Some trading and retail income	Both lease buildings from TCDC. Thames - The Thames i-SITE has a lease with TCDC for premises at 200 Mary Street, Thames (Civic Centre). This lease is shared between Destination Coromandel marketing and the Thames i-SITE. Whitianga The Whitianga i-SITE has a lease with TCDC for premises at 66 Albert Street, Whitianga.
Information Centres Coromandel Pauanui Tairua Whangamata District funded Some Community Board Grant funding	Managed by Community organisations. Coromandel - Thrive Coromandel Trust Pauanui - Pauanui Business Association Tairua - Tairua Information and Community Services Society Inc Whangamata - Enterprise Whangamata Inc	Majority of funding comes from TCDC. Some trading and retail income, varied depending on location and management. Other funding streams sourced or being sourced.	Coromandel - CILT, 74 Kapanga Road, Coromandel Pauanui - TCDC building, 21-23 Centre way Pauanui. Tairua - TCDC Library premises, 2 Manaia Road, Tairua Whangamata - TCDC building, 616 Port Road, Whangamata

Challenges and opportunities:

Our information's centres and i-SITES provide an essential service to our communities and the wider Coromandel visitor market sometimes in a challenging commercial environment with an expectation of on-going Council support and funding for normal operations, and for Council to step in when financial challenges arise.

Some areas are showing an increase in foot traffic/visitor numbers into the centre's, but a decrease in bookings and commissions. While this is challenging to Managers it is an opportunity to work on how to capture more of the booking market. Visitors are looking for advice, information, a real person to talk to who will help define their visit goals, but will then go out the door, think about the information and book from their phones.

1– I-sites

Challenges:

The increase expected in minimum wages by 2020 is expected to impact on budgets for staff at the two i-SITES.

Sourcing external revenue to cover already low overheads.

The expectation of decreasing costs to run the i-SITES is not realistic.

Current SLA objectives and Measures, Clause A) and B) can be confusing and impeding to centres and i-SITES

o) The Recipient shall operate the Centre 7 days a week (open a minimum of 48hrs per week) between 1 October - 28 February the following year. From 1 March to 30 September each year the Recipient may determine the hours of operation that best accommodate visitor demand of the local area;

p) There must be at least one appropriately trained employee operating the Centre at all times during operation;

Opportunities:

Review and amend SLA clauses A) and B) as above to give more management of staff and opening hours to each individual i-SITE.

I-SITES are run as part of i-SITE NZ (VINZ) with the benefit of NZQA training for staff. Can i-SITES help with training for information centre staff in a support role.

Training staff in sales conversion techniques.

I-SITES have access to national information and commercial knowledge this could be shared with information centres.

Interaction with information centres to support/promote marketing and product development is an opportunity.

Look at successful i-SITES ie: Gold centre Waihi. A new business model may be found to suit.

Community services and community businesses can be promoted further to access the absentee owner market for business services.

Expertise and excellence in customer services, and visitor industry support can be driven and become a recognisable strength for the Coromandel

Able to offer support Civil Defence events, will help visitor and local community safety in adverse events.

2 – Info centres.

Challenges:

The increase expected in minimum wages by 2020 is expected to impact on budgets for staff at the four information centres.

The expectation of decreasing costs to run the information centres is not realistic.

Limited ability to hire more than one permanent staff member.

Little or no staff NZQA tourism training is available or affordable.

Reliance on volunteers can be inconsistent and a drain on the current full time employees.

The ability to identify opportunities and act on these drivers within the tourism market is very limited.

Turn enquiries to bookings within the information centre.

Current SLA objectives and Measures, Clause A) and B) can be confusing and can hinder operations of centres and i-SITES

q) The Recipient shall operate the Centre 7 days a week (open a minimum of 48hrs per week) between 1 October - 28 February the following year. From 1 March to 30 September each year the Recipient may determine the hours of operation that best accommodate visitor demand of the local area;

r) There must be at least one appropriately trained employee operating the Centre at all times during operation

Opportunities:

Review and amend SLA clauses A) and B) as above to give more management of staff and opening hours to each individual information centre.

To become a member of i-SITE NZ to utilise services on offer.

Training staff in sales conversion techniques.

Collaboration with district i-sites and regional i-sites to grow our package offers.

Opportunities to work on business drivers and how to action new directions for growth.

(One such idea already being researched and undertaken by Tairua is to provide business services for new business entrants to the tourism industry. This could result in small business hubs for each community providing marketing expertise in the digital arena (often a mine field for new businesses).

Community services and community businesses can be promoted further to access the absentee owner market for services.

Expertise and excellence in customer services, and visitor industry support can be driven and become a recognisable strength for the Coromandel.

Interaction with DC to support marketing and product development can be strengthened.

OK let's do this



Funding

Current situation:

- As part of its ten year planning cycle Council adopts a Long Term Plan (LTP) every three years on 1 July. The LTP contains budgets for the Information Centres, and i-SITEs. See below LTP funding table.
- The amount of funding for the 2019-2020 and 2020-2021 years has been set in the LTP but will be subject to Council approval of status quo or changes as per the LTP Deliberation requested by Council 15 May 2018.
- Payments are made to the Recipients in three equal instalments on the following dates of each funding year of the agreements and on receipt of a valid invoice: 1 July, 1 November and 1 March.

2018/2021 LTP funding ¹

	2018/2019	2019/2020	2020/2021
Thames i-SITE	80,000	80,000	80,000
Whitianga i-SITE	98,000	98,000	98,000
Coromandel	47,288	48,254	49,266
Tairua	36,628	37,376	38,159
Pauanui	32,092	32,748	33,435
Whangamata	54,715	55,833	57,004

¹ Data sourced from the Thames-Coromandel District council Long Term Plan Budget.

Snap shot of historical Thames-Coromandel District council funding since 2014/15:

- CPI % is used at 1.13% which is the average inflation from BERL.
- Funding movement for information centres has been minimal since 2014/15.
- I-SITE funding has reduced between 14/15 and 17/18.

	14/15	15/16	16/17	17/18	18/19 as per LTP	Totals
i-Site Whitianga	\$120,000	\$100,000	\$90,000	\$90,000	\$98,000	\$498,000
i-Site Thames	\$89,350	\$90,000	\$80,000	\$80,000	\$80,000	\$419,350
Coromandel Information Centre	\$48,300	\$46,000	\$46,000	\$46,000	\$47,288	\$233,588
Whangamata Information Centre	\$65,550	\$51,275	\$52,225	\$53,225	\$54,715	\$276,990
Tairua Information Centre	\$34,500	\$34,867	\$35,513	\$36,913	\$36,628	\$178,421
Pauanui Information Centre	\$24,150	\$30,765	\$31,335	\$31,935	\$32,092	\$150,277
Totals	\$381,850	\$352,907	\$335,073	\$338,073	\$348,723	\$1,756,626

Figure 1: TCDC funding income since 2014/15

Total Income derived from all sources since 2014/2015:

Total income has been derived from other sources including retail sales, commissions, membership and other sourced external funding avenues

Incomes have remained at a consistent level since 2014/15, with minimal or no growth

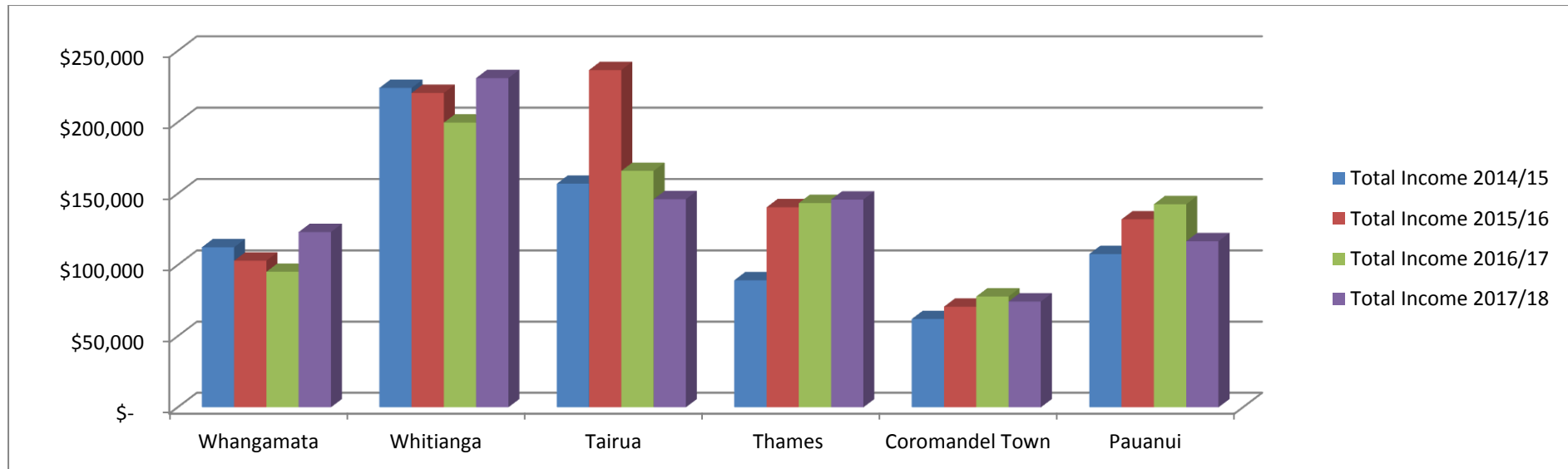


Figure 2: Total income from all sources since 2014/15 financial year.

Other funding Income sourced since 2014/2015:

Other funding sources include:

- Sky City
- Trust Waikato
- Donations - from any source classified as a donation not a grant.
- Other - consists of un-named sponsorship.
- Other Grants and Funding - consist of WRC, other TCDC community board grants and events grants.
- Funding from other sources can be dependent on the writing ability of applicants and type of entity managing the information centre.
- Community board grants allow for \$45,751 since 2014, (included in the below graph)

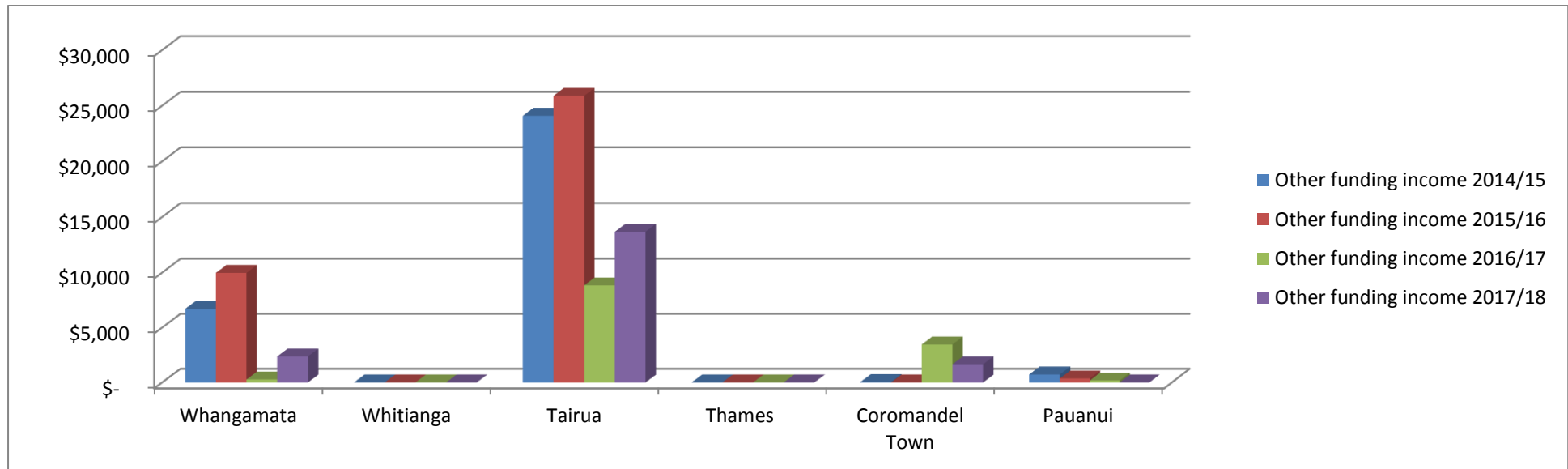


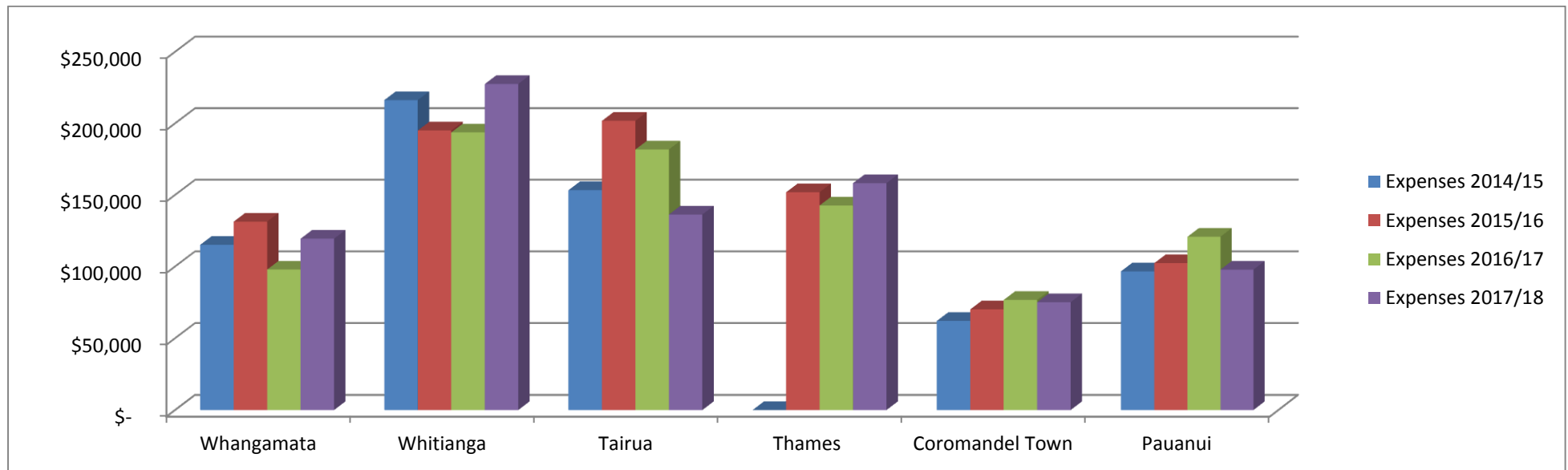
Figure 3: Other funding Income sourced since 2015

Total Operational costs since 2014/2015:

Includes staff wages and expenses.

Operational costs have remained consistent since 2014/15

Decreasing costs further is unrealistic for financial viability.



Employment is the majority of costs in all centres.

Staffing costs since 2015: full time/part time/volunteers:

Staffing is the decision of the managing local organisation with reference to the clause in the funding agreement under Objectives and Measures (cl 3.3)

b) There must be at least one appropriately trained employee operating the Centre at all times during operation.

- There has been confusion on what an appropriately trained employee is and if that person needs to be a paid employee.
- One information center interpreted this clause as having to have two paid full time staff to ensure coverage of hours over the contracted period. The result was an increase of \$20k average in staffing costs year on year compared to other centers since the 2014/15 year.
- Coromandel Town has one permanent manager and one part time staff member.
- Tairua and Pauanui both have one permanent manager..
- I-SITEs - Whitianga has 1 x 0.8 (4 days) team leader 3 x permanent part time and 2 casual staff and Thames have 1 x 0.2 (1 day) team leader, 2 permanent part-time and 2 casual.
- The full time Team Leader manages both the Thames and Whitianga i-SITEs; the role is 35 hours per week and costed 80% to Whitianga and 20% to Thames.
- The average wage (without confidential information) sits in the minimum wage range.
- Succession planning is an issue when trying to retain younger staff.
- The new living wage in 2018 is currently \$20.55 per hour – an increase of .75c from 2017. The minimum wage in 2018 is currently \$16.50 per hour and is set to rise to \$20 in 2021. I-SITEs have vocalised a move towards the living wage to engage and secure committed staff.

1: Staff employment costs - included are ACC, kiwi saver, sub-contractor and staff costs (i.e. paid volunteers over summer)

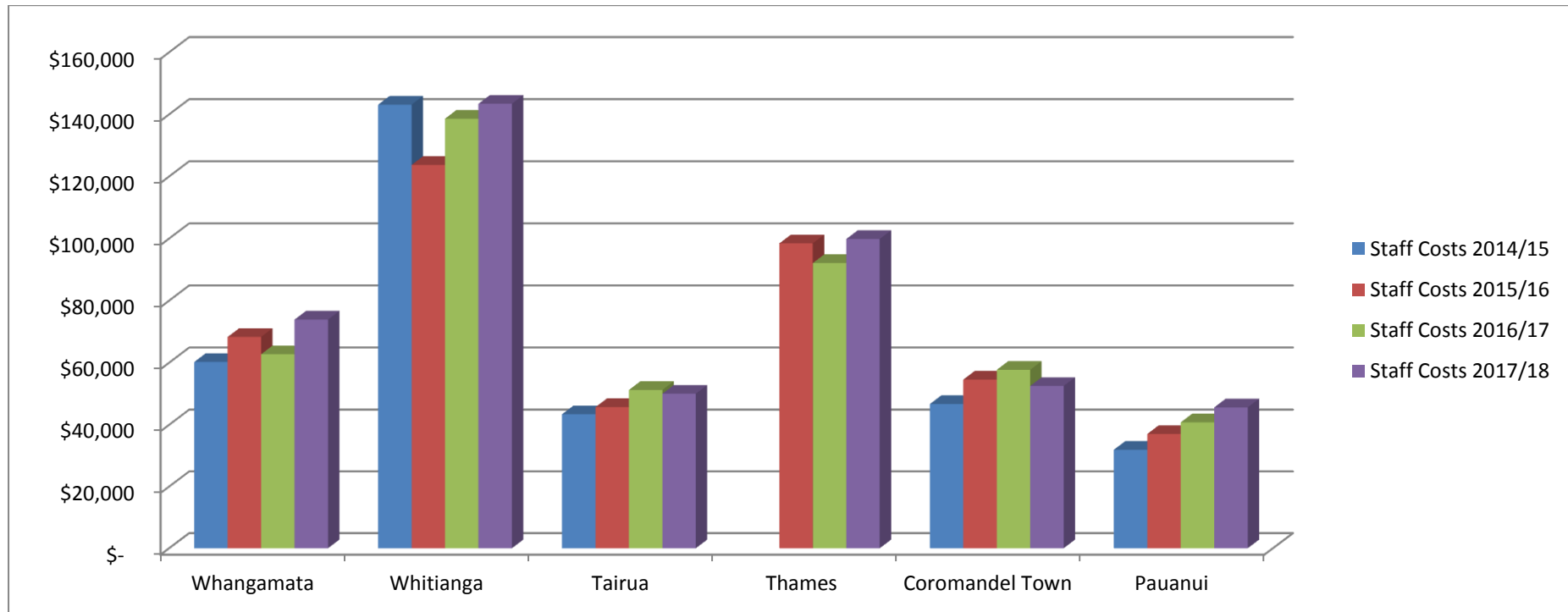


Figure 4: Total employment costs

2: Volunteer Staff:

- Volunteer staff are critical to the operation of the Information Centres.
- The average age of volunteers in some locations is 75.
- Volunteers are often very well educated and come from top management positions upon retirement.
- To move volunteer staff to paid staff, wages levels need addressing and further funding is required.
- Volunteers are often not available over the busy Christmas period as they have their own commitments.
- Tairua sources external funding to have paid volunteers over the holiday period. This is not always guaranteed.
- Large numbers of volunteers are needed to keep roster rotations going.
- Time taken to train volunteers can be demanding on the paid staff member/manager reducing time required to work on business directions.
- Young people are not attracted to volunteering as they are looking for permanent career options.
- Tourism training (internships) may be a solution as long as the Centres can supervise their NZQA credit training (at least 40 credits per year)

	15/16	16/17	17/18	18/19
Whitianga i-SITEs	Nil	Nil	Nil	Nil
Thames i-SITEs	Nil	Nil	Nil	Nil
Coromandel	4-8 varies on season	4-8 varies on season	4-8 varies on season	4-8 varies on season
Whangamata	10-15 varies on season	10-15 varies on season	10-15 varies on season	10-15 varies on season
Tairua	10-15 varies on season	10-15 varies on season	10-15 varies on season	10-15 varies on season
Pauanui	14 varies on season	14 varies on season	14 varies on season	14 varies on season

Figure 5: Volunteer staff numbers

Leases/Rentals and Rates if applicable:

Lease and Rental information has been sourced back to 2015. The figures below are per annum.

1: Leases / Rentals ²

The Thames i-SITE is currently paying commercial rent. However the Thames Community Board passed the below resolution on the 1st of October 2018 to reduce rents, and an outcome is waiting on a Council resolution at the October 30 2018 meeting.

The Board recommends to Council to approve a right of renewal of lease between the Thames-Coromandel District Council and Destination Coromandel Trust for a further term of three years, effective 1 July 2018 to 30 June 2021; and, recommends to Council to approve the annual rent to decrease from \$18,800.00 plus GST per annum to \$350.00 plus GST per annum, in accordance with the Lease and Licences to Occupy Policy, effective from 1 July 2018.

Whitianga i-SITE, Pauanui, Tairua and Whangamata Information Centres are charged rent of \$350.00 per annum as per the TCDC Leases and licenses to Occupy Policy, all being classified as Category B - Community Organisations.

The policy states for Category B. *All groups under this category must be an incorporated society, a club, or a registered charity.*

Coromandel Information Centre leases their premises off CILT and their rent includes, power, rates, insurance and water.

	Current Lease holder	15/16	16/17	17/18	18/19
Whitianga i-SITE	TCDC	350	350	350	350
Thames i-SITE	TCDC	8,783	10,800	10,800	10,800
Coromandel	CILT includes, power, rates, Ins, water	5,280	5,280	5,720	5,720
Whangamata	TCDC	350	350	350	350
Tairua – received \$6000 rent relief from the Pauanui/Tairua community board 15/16.	TCDC	17,881	16,000	16,000	350
Pauanui	TCDC	350	350	350	350

Figure 6: Lease and or rental rates paid

² Data sourced from Thames-Coromandel District council records and centre supplied financial reports
TCDC Review of i-SITEs and Information Centres

2: Rates³

Rates historically have not been charged to the information centres, and i-SITEs.

Whitianga i-SITE will be charged rates from 2019/20 as per the Mercury Bay Community Board Leasing Policy for Community Organisations resolution on 7 March 2018.

Thames, Whangamata, Tairua and Pauanui, will not be on charged rates as per the resolutions by TPCB and WCB and TCB.

Coromandel Information Centre has their rates included as part of their rent payment to CILT.

	15/16	16/17	17/18	18/19	19/20
Whitianga i-SITE	Nil Rates Council premises	Nil Rates Council premises	Nil Rates Council premises	Nil Rates Council premises	Confirmed by Community Board rates to be charged
Thames i-SITE	2,445.00 previous premise ½ year	Not Charged	Not Charged	Not Charged	Nil rates to be charged
Coromandel	Included in Lease	Included in Lease	Included in Lease	Included in Lease	Included in Lease with CILT
Whangamata	Nil Rates Council premises	Nil Rates Council premises	Nil Rates Council premises	Nil Rates Council premises	Nil Rates to be charged.
Tairua	Nil	Nil	Nil	Nil Rates Council premises	Nil Rates to be charged.
Pauanui	Nil	Nil	Nil	Nil Rates Council premises	Nil Rates to be charged.

Figure 7: Rates paid or not paid

Reporting:

³ Data supplied by Thames-Coromandel District Council records.

1: Reporting - Information centres (Whangamata, Coromandel, Tairua and Pauanui) 2015-2018

The Information Centres provide reports to the Council's Representative on the performance of the centre as per the objectives and measure and reporting requirements of the current signed SLA funding agreement. Reports are then given to the Area Managers for submitting to each respective community Board.

The Information Centres shall provide the reports on the below dates.

Reporting Periods

- | | |
|---------------------------|----------------------------------|
| 1 July to 31 October | - Report required by 20 November |
| 1 November to 28 February | - Report required by 20 March |
| 1 March to 30 June | - Report required by 20 July |

2: Reporting - i-SITES (Thames and Whitianga) 2018-2021

The i-SITES, provide reports to the Council's Representative via Destination Coromandel on the performance of the centre as per the Objectives and measure and reporting requirements of the current signed SLA funding agreement. Reports are then given to the Area Managers for submitting to each respective community Board.

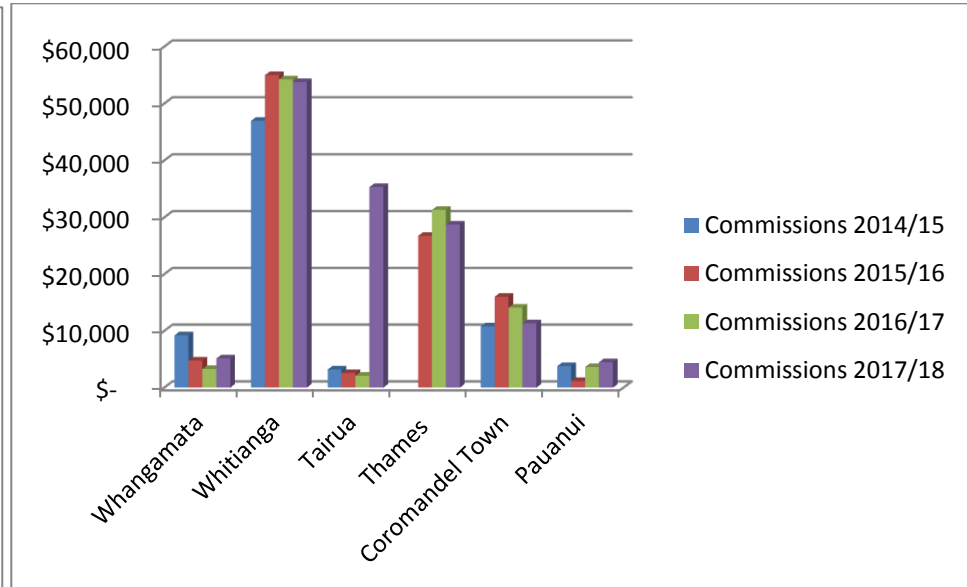
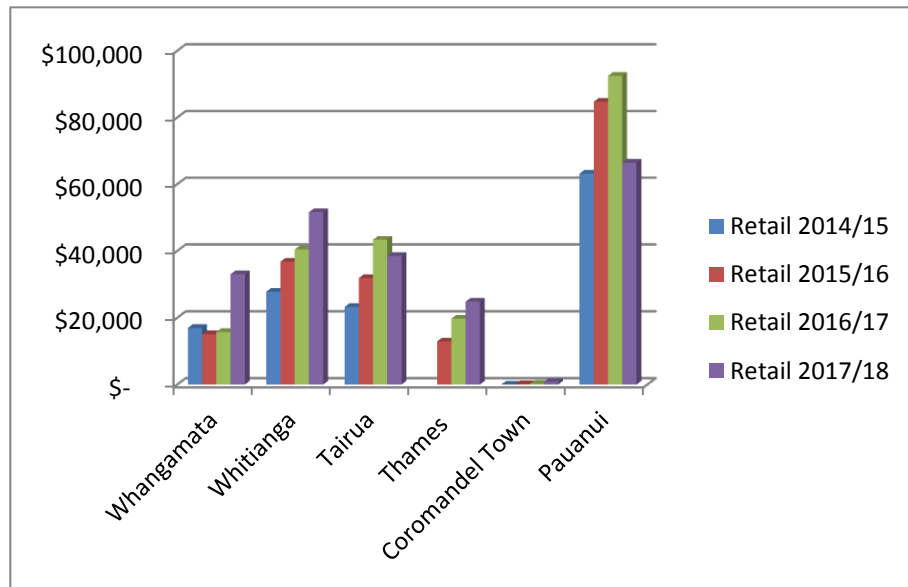
The i-SITES shall provide the reports on the below dates.

Reporting Periods

- | | |
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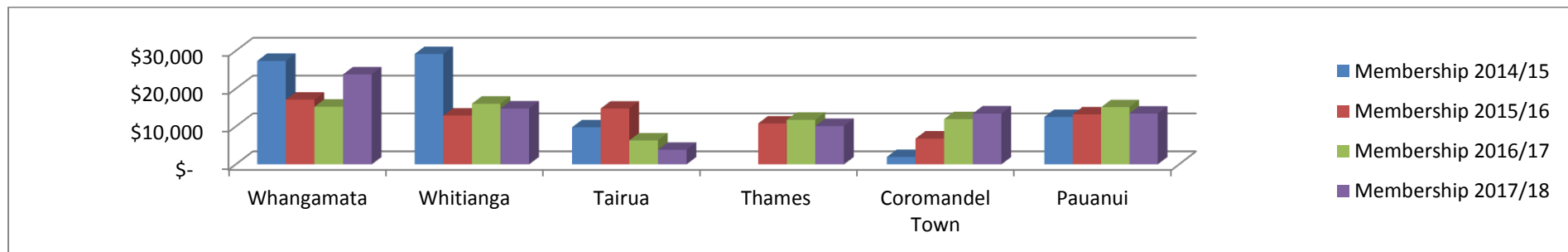
Retail, Commission and Membership Income snapshot:

Extra income derived from Retail, Commissions and Membership assist cover wages and operational costs. Further growth of these income streams could be identified with Management time available to work on the businesses.



Retail Income:

Commission income:



Membership Income:

Visitors per resident population:

Coromandel Peninsula Census 2016 = 29,000 people	1	2	3
Township	People	Visitors	Visitors per permanent residents
Coromandel Town	1,476	27,614	18.7
Pauanui	741	21,862	29.5
Tairua	1,277	45,511	35.6
Whangamata	3,555	50,310	14.2
Whitianga	4,960	61,000	12.3
Thames	6,756	33,700	5.0
10,235 permanent persons that live outside of townships.	18,765	239,997	115

1. Data of township populations only
2. Visitors, visiting an information centre or an i-SITES only *(supplied by information centres and i-SITES)*
3. Number of visitors per person for that township



Coromandel Town

- This Information Centre provides significant support to charitable and other community organisations based in the Upper Coromandel Peninsula.
- At a minimum, typically one to two of these organisations' activities and events are promoted each week.
- They work closely alongside of and with community events.
- Collaboration with tourist attractions such as the Coromandel School of mines and Historical society are occurring,
- Very community focused.
- Commissionable ticket sales from some operators are being achieved
- Website and face book is well utilised.

Pauanui Information Centre

- Work closely with all groups and organisations by promoting all their activities/events. Taking in library books when library is closed.
- Selling tickets for events (usually with no commission) including information regarding K2, Surf to Firth, and promote all activities happening in and around the Paradise Coast – Whangamata and Tairua
- Taking in subscriptions (coastguard, neighbourhood watch, fireworks, ratepayers association, Pauanui/Tairua trail, fire Brigade, Menz Shed, Focus Group, Genealogy etc)., and all things Experience Pauanui undertake.
- Undertaking bookings for local groups outings

Tairua Information Centre

- Supports all local events – hub of community
- Supports local business: advertising through the tourist industry, Air BnB, Activities, etc.
- Tairua is often the first and last stop for people on travelling the Eastern Seaboard
- Hall bookings
- Small community – big on history and destination heritage
- Has a business friendly focus

- Big picture Tairua Information Centre want to build a new building \$70,000 in front of the Camping Ground and take on managing the Camping Ground and be self sufficient

Whangamata Information Centre

- Supports all local events and those in the surrounding areas – hub of community
- 50,310 in foot traffic over last year
- 5,006 of which were international visitors
- 2,183 in phone calls – inward
- 990 in phone calls – outward

Thames i-SITE

- Attends Thames Business A5 meetings
- More foot traffic and locals coming in since Thames took on the Dry Cleaning Agency collection and distribution point
- Phone calls/e-mails not counted in stats as interaction
- Souvenir shop, Zee Zee Merino sales
- Tourism bookings, ticketing agency for Event-finda, Intercity, Interislander, Kiwi Rail, 360 Discovery and Fullers
- Community Notice Board
- Local advertising about events and activities and brochure display

Whitianga i-SITE

- Attends Whitianga BA 5 meetings
- Attends regional Cluster Meetings – four times a year
- Attends I-SITE Conference
- Town Upgrade Meetings (Whitianga) – again not sure what this means?
- Whitianga i-SITE will be conducting a ‘pick it up now’ campaign as part of Keep NZ Beautiful (15th September)
- Articles in the Informer
- Re-vitalising and introducing ‘cluster’ meetings for Information Centres – 1st meeting set for 11th October in Whitianga
- Phone calls/e-mails not counted in stats as interaction
- Tourism bookings, ticketing agency for Eventfinda, Intercity, Interislander, Kiwi Rail, 360 Discovery and Fullers
- Community Notice Board
- Local advertising – signage, brochures and digital video

- **Community Civil Defence**

- i-SITEs and Information Centres have mentioned that they support the community during civil defence, storm and road closure events; passing on TCDC information, keeping an eye on Facebook conversations, answering the phones and helping visitors who may be stranded for a few day, due to road closures. Whitianga cited that it took one full time employee away from any other visitor information work 'just answering the phone calls'.
- More conversations are required with Civil Defence and Information Centres to include all Information Centres in Civil Defence Training. We understand that TCDC staff at i-SITEs may have completed training but not Information Centres – this may be an opportunity to help Civil Defence and the Welfare Groups in various townships to have trained staff.
- This is definitely an opportunity for Civil Defence staff to check on whether all i-SITEs and Information Centres have up to date information on Civil Defence practice in the area (posters and give away kits).