



# Community Services Bulletin February 2021

## 1. REPORT FROM PARKS AND RECREATION MANAGER (*Ian Soper*)

### **General operations**

Staff are busy with spring-like growth conditions during summer. While there have been enough warm days to allow annual plantings to flourish, the amount of regular rainfall means that growth continues to be rampant, with no sign of growth backing off. Staff are continually juggling the workload between unfavourable weather systems.

Annual bedding schemes are looking very vibrant and in full bloom. The hanging baskets are also doing well, adding a splash of colour in the main streets of Mātaura and Gore.

The majority of gum trees at Henderson Park, Mātaura, have been felled. The mulching of these will occur once the Gore landfill mulching task is complete. This long-awaited work has already had a huge visible impact on neighbours by letting light into adjoining properties to the east of Henderson Park, fronting the state highway.

### **Projects**

- Regional Places and Places Strategy
  - The lead agency, Sport Southland, is in the final review stage. It is hoped to be able to present it to the Council soon.
- Playgrounds
  - Work is currently in the planning stage to implement the Council direction in relation to West Gore playgrounds. There are also planned equipment replacements at Pukerau.
- Predator Free 2050 (PF2050)
  - Ongoing dialogue and meetings are being attended. The new coordinator, Alana Bensemen, commenced her role in December and has already been to Gore for a site visit to areas of interest. Work continues on the Dolamore Park predator plan by staff. When implemented, there will be community input monitoring traps by early childhood groups who already undertake learning programmes at Dolamore Park.
  - A Jobs for Nature project initiative is progressing. It is a collaboration with Hokonui Rūnanga and Forest Hill Landcare to enhance native flora and fauna.
- Civic Administration Building landscaping
  - Staff are underway implementing the new landscape. Public seating has been installed with plants being procured and planted. Irrigation has been installed. Lawns will be relaid. Landscaping in front of the new building will occur first. After that, the side and rear landscaping will commence.
- Trout statue
  - Maintenance work on the trout is being planned to coincide with a suitable window of favourable weather, this summer. It will entail cleaning and re-lacquering the statue.

- Streets Alive
  - Staff are currently planning for the collation and delivery of presentable planted troughs as part of the project. Another aspect is planning possible hard surfacing options through various reserves to create all-weather access, connectivity options.

### **Community interaction**

Interaction with groups, clubs, and organisations over the past month:

- A & P Joint Management Committee, ongoing operational management
- Southland Equestrian Park Trust, consultation
- Southland Rhododendron Group, consultation, and meeting attended
- Gore Garden Club, consultation, and meeting attended
- Pukerau Cemetery Support Group – multiple consultations
- Various sub-contractor contact
- Various sports club interaction
- Regional Sports Trust, Sport Southland, Ongoing dialogue
- Discussion and liaison with various suppliers.

Collegial interaction:

- Recreation Aotearoa (RA) - Otago Southland Branch, consultation and zoom meeting attended
- South Island Park Managers Forum – ongoing collegial dialogue
- New Zealand Park Agencies Managers Group (PAMG), trading as Park Leaders Forum. Governance Group – teleconferences, zoom meetings, and operational input.

### **Non-financial performance measures**

Percentage of community that are satisfied across the range of property and recreation criteria

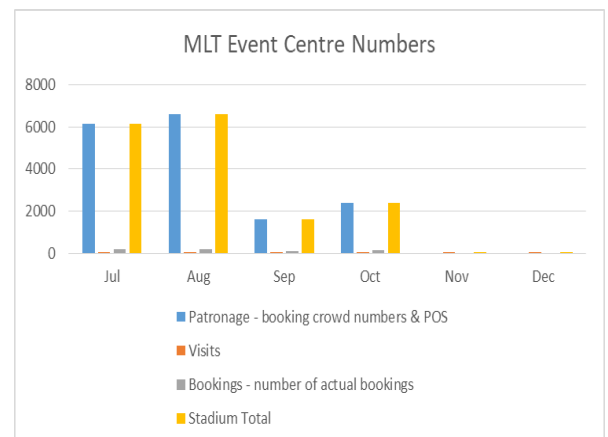
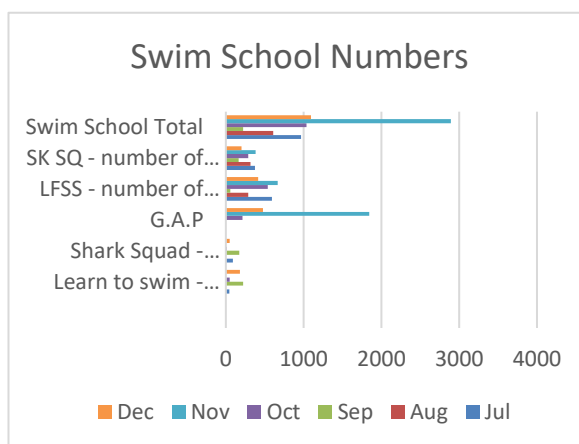
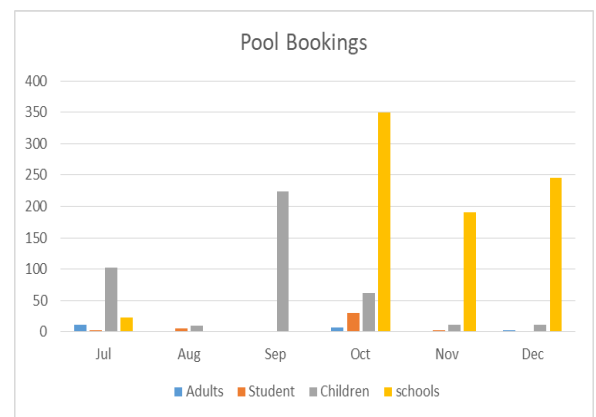
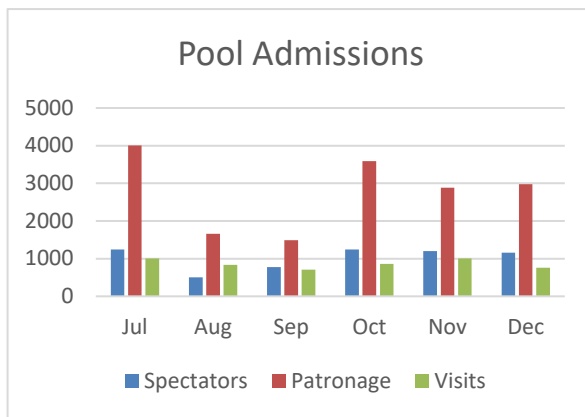


94% satisfied

## 2. REPORT FROM AQUATICS SERVICES MANAGER (Martin Mackereth)

### Admissions to the Gore Multisports Complex

Admissions to the GORE MULTISPORTS COMPLEX													
<div>GORE MULTISPORTS COMPLEX</div> <div><div>GORE AQUATIC CENTRE</div><div>MULTI EVENT CENTRE</div><div>ICE SPORTS SOUTHLAND</div></div>			Facility user numbers and information 2020/2021										
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Pool days open	31	31	30	30	30	29							181
POOL	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
Spectators	1240	500	780	1240	1200	1160							6120
Patronage	4008	1661	1489	3589	2884	2979							16610
Visits	1004	832	708	864	1009	759							5176
Sub-Total	6252	2993	2977	5693	5093	4898	0	0	0	0	0	0	27906
Bookings	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
Adults	11	1		7	1	3							23
Student	2	6		30	3								41
Children	103	10	224	62	11	11							421
schools	23			350	190	245							808
Sub-Total	139	17	224	449	205	259	0	0	0	0	0	0	1293
													0
Pool Total	6391	3010	3201	6142	5298	5157	0	0	0	0	0	0	29199
SWIM SCHOOL & SK SQ	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
Term code counted	2h		T320	3h		T420	4h		T121			T221	
Learn to swim - ENROLMENTS	44		222	49		182							497
Shark Squad - ENROLMENTS	89		173	11		50							323
G.A.P				214	1845	477							2536
LFSS - number of lessons (attend	592	289	58	537	668	415							2559
SK SQ - number of lessons (atten	373	318	163	287	381	203							1725
Swim School Total	965	607	221	1038	2894	1095	0	0	0	0	0	0	6820
Stadium days open	31	31	30	31	30	29							182
STADIUM	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
Patronage - booking crowd numbers & POS	6152	6610	1624	2404									16790
Visits	12	9	4	6	25	7							63
Bookings - number of actual bookings	170	205	93	122									590
Stadium Total	6164	6619	1628	2410	25	7	0	0	0	0	0	0	16853
Pool days open Total	181	Swim School needs to be term and holiday numbers only to avoid double ups											
Stadium days open Total	182	( light green area indicates term roughly so only one lot of numbers here)											



### Completed work

- Towards the end of December, the chiller unit was constantly alarming and shutting down. H & H refrigeration and electrical, working together with SetPoint Solutions, identified the issue in one of the module units within the Building Management Systems (BMS) control panel. The system was operating without issue until a power cut triggered a crash in one of the BMS controllers and a further two modules. This work is on-going as we await parts. We also had some issues with a patch of the ice rink getting soft. This was noticed during the last week of November and early December. The issue was resolved through modifications to settings on the chiller and BMS.
- Over the Christmas and New Year period, we took the opportunity to super-chlorinate the pools. This procedure improved Combine Availability Chlorine levels (CAC) in the pool and control algae growth.
- The AHU2 fan that supplies the air to the pool hall had its fan belts replaced due to slipping and reducing the unit's efficiency.
- The high-winds and aging system is causing some issues with the fire alarm beams within the facility.

### Future challenges

- The Building Management System (BMS), is an aging system from the interface to the control panel and has caused frequent issues. We are currently working on the improvement required.

- The beam detectors within the facility are showing signs of failing. It is a very harsh environment and there have been some corrosion issues. We are currently working on improving the air ventilation system to minimise the corrosion.
- The fire alarm panel is another aging system requiring maintenance with the addition of two new technologies hindering performance.
- With the reinstatement of group lessons, the most significant concern we have moving forward is the possibility of COVID Alert Level increases. Any changes will impact how we can operate and would require a quick change in how we deliver lessons.

**Nice to know**

- Shark Squad has had some fantastic meets with personal best times recorded by every swimmer. It is pleasing to know that the Club was in the top three at the last few competitions.
- Customer value: we have received some great comments on social media (Facebook) about our agility to manage the challenges in the recent past. There have also been good comments about how we go above and beyond with understanding the needs of the customers.

### 3. REPORT FROM THE EVENTS COORDINATOR (Mishel Kaaplan)

#### **Purpose**

This report provides an overview of community event activities from December 2020 to mid-January 2021.

#### **Events**

The Santa Parade and Christmas in the Park were held on Sunday 13 December and overall were a success, despite the cold weather. The parade had fantastic community support with over 40 participants. Four local businesses, never approached before about the opportunity to be sponsors, came on-board and contributed float category prizes. They were Mataura Butchery, Tulloch Transport, Sheddan Plumbing and NRG Health & Fitness.

The Gore public garden was full with the addition of Christmas markets. This was done as a trial with mixed results. Stallholders with more expensive items were quiet. However, those with average to lower priced items had good sales.

Many attended the parade but didn't proceed to the park. Following an investigation, the common theme coming from the community was, years ago they did not enjoy Christmas in the Park and have never been back since.

For 2021 I'd like to 'bring the party to the people' to help dispel peoples' perceptions. If people are not giving the event another go, then we need to bring it to them and provide the opportunity to see it's different.

While planning is still in its formative stages, options being considered include setting up a street party atmosphere either in Main Street where people are already gathered for the Santa parade or Irk Street. Retailers and hospitality can take advantage of the location change to open their doors and support both events.

#### **Future events**

Planning is well underway for the On the Fly Mataura River Festival. On the Fly was held in 2019, but postponed for 2020 due to a vacancy with the event coordinator position. From a newcomer's perspective, there's a noticeable gap in the celebration of the river and fishing. Arguably our most well-known icon is the trout statue, but there is very little to bring life to the trout and the river. With that in mind, the intention with On the Fly is to expand and grow it over the next couple of years to a premium destination event.



This year the focus is increasing attendance. Once we can say it's an event attended by approximately 500 people, we start getting the attention of the bigger players wanting to be included, perhaps even sponsoring it.

So this year there is a strong celebrity drawcard with Masterchef winner Brett McGregor coming from Auckland to do cooking demonstrations with trout and salmon.

Internationally recognised and local guides will give casting group demonstrations and have a go opportunities with the crowd. Both large well known NZ businesses and our local sports shops are represented, donating first class prizes to the event. The soon to be announced major prize is valued at \$1,100. Support from local clubs has meant we can showcase fly tying

and run plenty of children's activities. It is hoped our District's hospitality providers will get involved in the lead up to the event and promote On the Fly to their customers.

The Council is having its first foray into Parks Week from 6-14 March. Parks Week is a nationwide event initiated by Recreation Aotearoa and its focus is encouraging people to utilise their local parks.

At the time of writing, the plan is to launch Parks Week at Children's Day on 7 March. Throughout the week we will be encouraging our community to visit all our parks by running a daily quest through Facebook and Antenno. Parks Week will culminate with an event at either Hamilton Park or Bannerman Park and Gore Gardens.



#### 4. REPORT FROM THE LIBRARY MANAGER (*Lorraine Weston-Webb*)

##### **Gore Library building**

On Tuesday, 1 December 2020 a virtual tour of the proposed redevelopment of the Gore Library and Community Spaces was presented to the public at the SBS St James theatre. Following the presentation, the opportunity for public 'conversation' was launched via the Let's Talk - Kōrero Mai Gore District platform with paper forms also available. Feedback (please see below) was collated, summarised and provided to the architects.

##### **The New Zealand Libraries Partnership Programme (NZLPP) in response to the COVID-19 pandemic**

A fixed term position provided through the partnership was filled in December. This is fully funded until June 2022. In addition to working within the library team, the position supports the Gore community in three focus areas:

- Digital inclusion, supporting and assisting job seekers and learners;
- Community engagement, supporting community recovery; and
- Reading for pleasure, supporting wellbeing

##### **Summer at the libraries**

Gore Library was open throughout the Christmas and New Year period, except for the statutory days. It was a busy time and locals expressed appreciation for the library being open. Being at the same location as the Council Office, during the Council's shut down period, library staff were able to assist and advise people making enquiries.

Elfred, the Gore Library elf was once again up to night time naughtiness in the month preceding Christmas. Photos of his antics were shared on Facebook and within the library, to the delight of younger readers, this resulted in a lot of online and in-library fun conversations.

The Children's summer reading programme has been well-subscribed with 153 registered readers in Gore and 41 in Mātaura. A variety of ways for the children to engage with the library team included; presenting their reading log, verbal reporting, participating in the creation of a space-themed collage, story times, crafts sessions, activity station and scavenger hunts.

As well as our local library-based summer reading challenge, young readers were invited to participate in a national online SPCA reading challenge, organised jointly by Read NZ Te Pou Muramura and SPCA at <https://reading-challenge.org.nz/>. It is pleasing to know a Gore youngster is currently in the lead for one of the competition sections.

Reading challenges requiring a variety of prescribed genres have been on offer for teens and adults. These keen readers have been handing in their completed forms ahead of the prize draws due at the end of January.

Dozens of boxes of books have been sold during the summer used book sale, with revenue of \$650.00 to date.

### **Mataura Library and Service Centre**

I'm very pleased to report there has not been a repeat of major threatening incidents at Mataura Library this period. Some minor incidents, such as fizzy drinks thrown at the windows and entrance, have resulted in some of the young children involved being encouraged to help with the cleanup.

**New Gore Library and community space redevelopment:** summary of public feedback received 2-17 December 2020.

#### **1) Community Centre**

- a) Privacy eg curtains, partly frosted windows
- b) Floor carpet for Yoga and similar floor-work sessions
- c) Door to Library not wanted – keep these areas separate
- d) Sound carrying through to the different areas - soft furnishings to absorb sounds?
- e) Acoustics – will the community space(s) have acoustic panelling?
- f) Lighting and heating able to be controlled by the user group
- g) Lockable storage areas
- h) Indoor bowls floor area to be satisfactory
- i) Combined/communal access to the kitchen and toilet facilities
- j) Kitchen
  - i) large enough to meet the needs of 120 people
  - ii) Kitchen outside door suitable for caterers
  - iii) consultation on kitchen/catering requirements
- k) Loss of lecture theatre which was good for recitals and performances
- l) Prefer larger hall space

#### **2) Library**

- a) Spaces for people with sensory disorders
- b) Relaxing space for adults (not only children) on north facing side
- c) Soft and heated flooring in children's story time area, not carpet tiles on concrete which is too hard and cold for crawling and toppling toddlers
- d) Seating suitable for the elderly
- e) Local artist to be commissioned to paint murals on the wall by the staircase, and the walls above children's/teen areas
- f) Maker space rooms and equipment eg sewing machines similar to other modern libraries

#### **3) Heating**

- a) Will the large glass windows mean heating is a problem during Gore's cold winter months?

#### **4) Glass walls**

- a) Strengthened for safety; also partly frosted/made visible for safety
- b) Children's hand prints will make glass unsightly

**5) Parking**

- a) Safe parking and better visibility when exiting car parks eg speed bumps and/or pedestrianised street
- b) Family-friendly parking
- c) Mobility scooter parking
- d) Enough parking for all the groups/people expected to use the facility

## 5. REPORT FROM THE COMMUNICATIONS/MARKETING MANAGER (*Sonia Gerken*)

For many people, welcoming in 2021 hopefully signalled a year without the dramas and challenges of 2020. However, heavy rainfall throughout the lower South Island made for an exciting start to the New Year with widespread flooding and road closures.

The Council has developed trusted channels of communication, which proved valuable when putting out notifications those first few days. As has been the case in the past, there was a spike in Antenno downloads. Gore District now has 1640 downloads of the app – this represents 27% of our rating units.

### **Crisis Communications Award**

Emergency Management Southland's public information management team's response during the February floods, of which the Council was a key contributor, has earned national recognition.

It has won the 2020 EMPA New Zealand award for excellence in response, which was quite an achievement given the other events of 2020.

EMPA is an Australasia crisis communications organisation and hosts annual emergency communications conferences in Australia and New Zealand.

The Council nominated former Hokonui Radio host Luke Howden in the media category in recognition for the role he played during the floods. It was pleasing to see Luke receive a personal commendation.

### **Projects**

This year will continue to see a strong focus on community engagement.

### **Gore A & P Show**

The Council will have a presence at this year's show, as it provides an ideal opportunity to talk with our community. The site will have:

- Examples of some of the Streets Alive trials, namely around courtesy crossings
- Waste minimisation information and giveaways (in conjunction with WasteNet)
- Raising awareness of the 10-Year-Plan and District Plan review
- Closing the Gaps information
- Event promotion – On the Fly
- Gore Visitor Centre merchandise and District promotion
- Emergency Management Southland

Councillors are welcome to come and spend some time on the site during the day.

## Streets Alive

This project is about to enter the trials delivery phase, which is going to require significant engagement on multiple levels. At the time of writing, some initiatives were still being finalised.

On 20 January, the team held a good session with about 50 Gore businesses and property owners. The workshop, in the foyer of the St James Theatre, was about looking at opportunities for Irk Street and considering community feedback to come up with a variety of innovations that will successful deliver for business owners, their customers, residents and visitors.

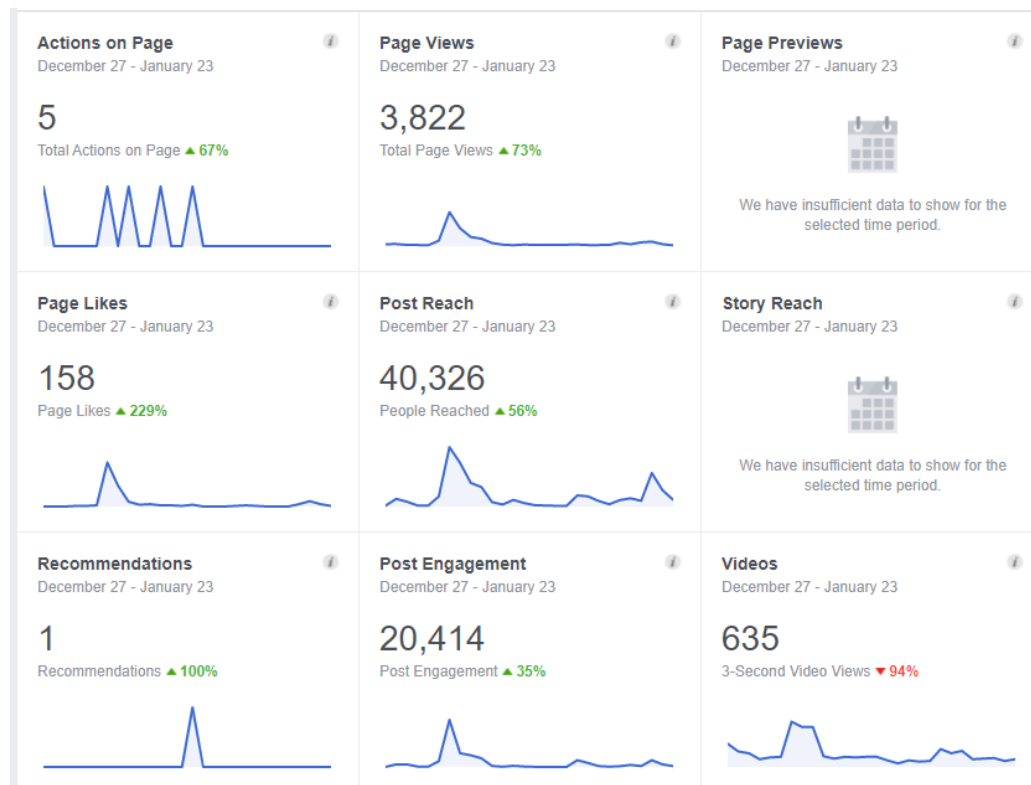
## New Gore Library and community spaces

The final plan should be available soon. Once this is finalised, work will begin on ensuring people know what's going to happen to their library during the construction phase.

**10-Year-Plan:** The Council will be going to its residents for its triennial conversation about the aspirations and challenges ahead of us for the next 10 years.

## Facebook overview

The Council now has 7,278 followers.



## **6. REPORT FROM THE NEWCOMERS NETWORK COORDINATOR (Mark McCann)**

### **Project brief**

We have followed a six-month project plan which included:

- Engagement with community/faith leaders, local iwi and organisations.
- Completed an assessment of current community scene.
- Distributed a newcomer's survey, met with, listened and discussed the needs, barriers, aspirations and goals of newcomers.
- Engagement with the Hokonui Rūnanga.
- Formation of the new 'Gore District Welcoming Communities Advisory Group'.
- Designing a new 'Welcome Plan' for 2021 to 2023.
- Utilisation of the 'Migrant Participation Fund' to establish a regional/local initiative called the 'Southland Newcomer Leadership Project'. We have identified a lack of newcomers who hold leadership positions within the business and not-for-profit sectors. The project involves the creation of a contestable fund where newcomers can apply to access funding to enable them to participate in the Southland Chamber of Commerce's Leadership Academy.

### **Other work**

- Developing the new 'Welcoming Communities' landing page for the Gore District Council website.
- Collaboration with 'Welcoming Communities' representatives from Great South, Invercargill City Council and Southland District Council to form a 'regional advisory group', to continue relevant work on the current Southland Welcome Plan.
- Engagement with Great South to create a 'Migrant Work Expo' in Gore as part of its service delivery.
- Continued attendance at the Southland Multicultural Council advisory group meetings to establish connections with the Southland wide community and faith leaders.
- Development of a 'Welcome Booklet' which will form the core of a 'Welcome Pack' to be presented to newcomers in the future.
- Uploading relevant events to the NZ Newcomers Network website to inform newcomers of upcoming events/activities/opportunities.
- Monitored and maintained dedicated email address to provide a personal point of contact for newcomers.
- Connected newcomers with relevant organisations to support them find employment, legal advice, establish connections and to ease their sense of isolation.

### **Community engagement**

We have engaged with the following organisations:

Hokonui Rūnanga, Sport Southland, Community and faith leaders, Great South, Southland Multicultural Council, Invercargill City Council, The International Connect Group, Southland District Council, REAP, New Zealand Newcomers Network,

Community Connections Centre, Welcoming Communities NZ, Community Network Trust and Women's Refuge.

## Events

We have supported and promoted the local International Connect Group. This is a vibrant group of people from all around the world who are keen to welcome locals to their monthly events. We invited the group to participate in the recent Santa Parade as a way of celebrating the cultural diversity of the district. They also held an end of year Christmas party which we supported.

## Promotion and media coverage



Members of the International Connect Group wave to the crowd at the Gore Santa Parade and Christmas in the Park, photo featured in Stuff on 13 December 2020.

**2 NEWS**  
The Ensign, December 2, 2020

### Christmas with an international flavour

International Connect Group members enjoy an end of year Christmas celebration at the Gore Baptist Church on Sunday.

Newcomers Network co-ordinator Mark McCann said a great time was had by about 40 people from all over the world and New Zealand.

"A shared lunch was followed by various multicultural performances, ethnic dance lessons and games," Mr McCann said.

The multi-generational group was started so newcomers to the area could come together and share their stories, experiences, have fun together and feel a sense of belonging in their new community.

"The group also welcomes local people to come along and meet some awesome people and learn about different cultures."

"It is all about inclusion." If anyone would like to join the group they could check out the group's Facebook page. They could also join the group at the Gore Santa Parade on December 13.

"We will be dressing up in national costumes, playing music from around the world and dancing in the streets of Gore."

PHOTO: SUPPLIED

### Christmas gesture

€ 22.12.20

St Peter's College pupils Depp (14) and Dada (13) Chantaraviroj, of Thailand, hold the gift bags given to them by the Gore District Council.

St Peter's College international homestay co-ordinator Nikki Cunningham said the pupils were not able to return home because of the Covid-19 situation.

"It's a very thoughtful way for the students to feel a sense of support and belonging in Gore over the Christmas period, especially since they can't see their families these holidays."

Dada said she missed home but it was a "really nice" gift to get.

Depp said he was "excited about the vouchers".

Businesses which contributed towards the gift bags included the St James Theatre, Subway, the ice rink and Pizza Hut.

PHOTO: VALU MAK

Local businesses were approached to gift vouchers/passes to the international students based at St Peter's College. This was done to provide them with a sense of



belonging during the summer holidays as they were not able to return to their families over the period due to COVID restrictions. Articles featured in Ensign on 2 December and 22 December 2020. Thank you to SBS St James Theatre, Subway, Ice Sports Southland and Pizza Hut for their support.



Promotion of the Newcomers Network and Welcoming Communities along with a profile of the new coordinator. Article featured in Ensign.

## Projects and initiatives

Projects and initiatives include:

- Revisiting local English lesson concept.
- Exploring the concept of providing driving lessons to obtain NZ drivers licence.
- Supporting newcomers in work placement programmes.
- Building cultural diversity awareness within the local community and the wider District through local media channels.
- Distribution of pamphlets at future events to promote the service and programmes. These will also be provided to schools and churches to act as a conduit to disseminate the information.
- We are aiming to become part of a new nationwide project in creating a 'Welcome Forest' where newcomers can plant trees and 'lay down roots' as part of an initiative called Project Crimson.
- Supporting the newcomers recently established Gore Badminton Club.



## 7. REPORT FROM THE ARTS AND HERITAGE CURATOR *(Jim Geddes)*

### **Eastern Southland Gallery**

Exhibitions (Annual Plan KPI = 10 per annum)

- Indigo Artists Collective Exhibition (Croydon Aviation Heritage Centre)
- Jim Cooper – The Cellophane Circus (Maruawai Centre)
- Long Hee Lee – A Songless Land - an installation by Sue Cooke (Eastern Southland Gallery)

The usual Gallery programme was suspended from April 2019 onwards so that earthquake strengthening work on the former Carnegie Library wing could proceed. Our two temporary exhibition spaces have been operating since 31 October 2019.

Significant national exhibitions are scheduled for 2021 and include joint venture projects with Te Papa. We expect to meet our KPI target for 2020/21.

Events (Annual Plan KPI = 10 per annum)

- Long Hee Lee – official launch (1 December 2020)
- Sue Cooke – Printmaking Workshops for primary schools (2 and 3 December 2020)
- Sue Cooke – after school printmaking workshops (2 and 3 December 2020)
- Sue Cooke – Two Day adult printmaking workshop (5 and 6 December 2020)
- Long Hee Lee – artist floor talk (5 December 2020)
- Ingrid Culliford – flute recital (31 January 2021)

Attendances for most events have been well above normal numbers, with arts centre based events reaching maximum capacity. We expect to exceed our KPI target for 2020/21.

### **External loans from Gallery permanent collection**

Christchurch Art Gallery/Dunedin Public Art Gallery have collected three works collected.

### **Talks, tours and education programmes (Annual Plan KPI = 50 per annum)**

The unexpected global crisis COVID-19, heavily impacted this programme, with several talks and tours being cancelled. However, an increase in new bookings enabled the programme to resume from August 2020. Which included:

- West Gore School
- Southland Regional Heritage Committee
- Three Moatrek Tours
- Ministry for Business, Innovation and Employment
- Premier House tour party
- Queenstown Architects group.

The pandemic also caused a decline in international tour parties, with ongoing travel restrictions continuing to hinder numbers. Due to this, we do not expect to meet KPI targets for 2020/21 financial year.

**Gallery earthquake strengthening:** The project has been completed – final signage to be installed and finishing touches to John Money Wing display. The Gallery has been able to run its office out of the refurbished space from 1 November 2020.

**Maruawai project**

Stage One: Moonshine Museum redevelopment. Project timeline as follows:

**December**

Contractors commenced on-site work 30 November 2020. The distillery equipment is scheduled to be fully commissioned off-site in late January. Product providers continue to produce lines of merchandise in anticipation of the facility becoming operational.

**January**

Ground preparation, boxing, pouring of foundations and floor for the new distillery wing have been completed. Most of the Win Hamilton Wing displays have been dismantled and objects packed away for storage in the Maruawai Centre. In preparation for removal and replacement of the main roof, temporary protection has been put in place for the fixed displays within the Hokonui Moonshine Museum.

# VISITOR INSIGHTS REPORT



**Gore**  
**Visitor Centre**



WAIMUMU HOKONUI HILLS  
WENDON VALLEY OTAMITA  
**GORE** WAIKANA  
OTIKERAMA NORTH CANTON

FERNDAL CHARLTON  
LEMMING TARAIA  
WAITANE EAST CHATTON  
GREENVALE ARTHURTON  
WILLOWBANK MAITLAND  
**MANDEVILLE**  
CROYDON MCNAB WHITE RIG  
KNAPDALE MERINO DOWNS  
TE TIPUA  
FUTURAU **WAIKAKA**  
KAIWERA CHATTON



Tourism/Gore Visitor Centre Senior Consultant Renatta Hardy

## SUMMARY

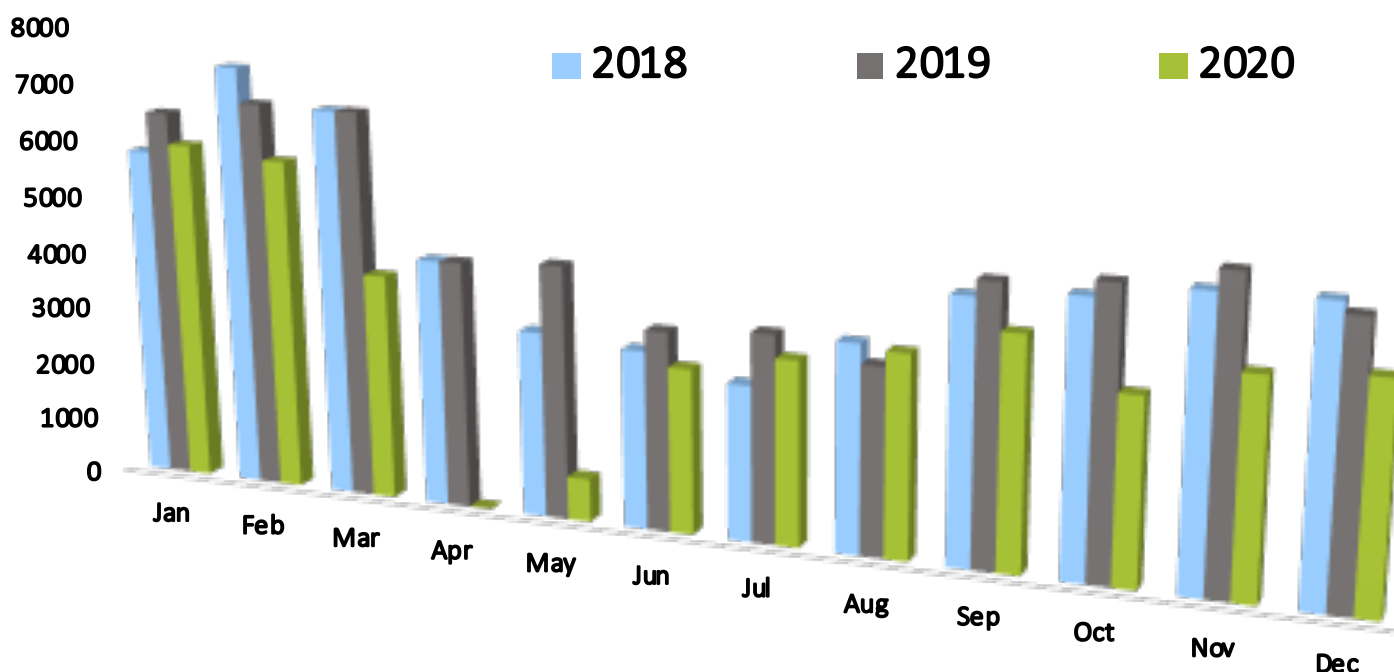
'Heart of  
Southland'

- With the trans-Tasman travel bubble still postponed, preserving continuity by being ready and flexible is essential. We continue to maintain crucial relationships with tour operators inquiring about Gore and our tourism products, and are seeing a positive impact of the 'Do something New Zealand' campaign in the last two months.
- We will experience more changes this year. However, maintaining a good quality offering for our key domestic visitors is and being ready for upcoming opportunities as our border opens are important.

## VISITOR CENTRE STATS

- For the period January 2020 to Dec 2020 the total number of visitors was **40,454**, which is down **30.68%** on the same period last year. The comparison for the months excluding lockdown months April & May, 2019 to 2020, is down by only **20.1%** (49,706 down to 39,710).

### Gore Visitor Centre Visitor Numbers (Jan-Dec) month-on-month Comparison



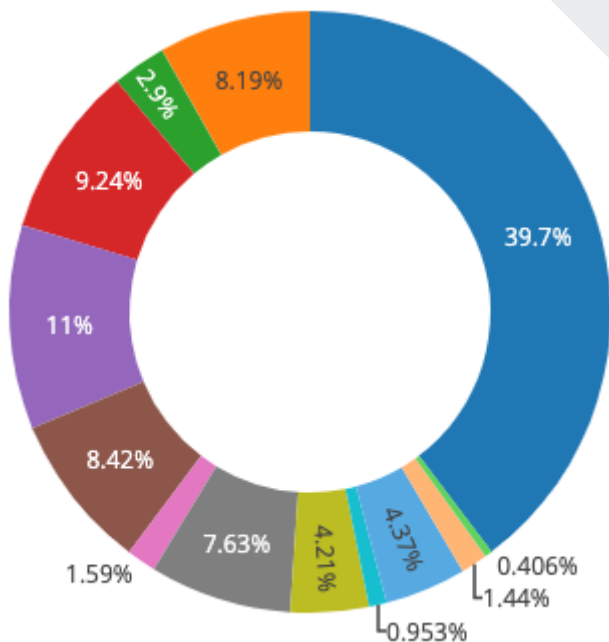
## SALES (Jan - Dec 2020/2019)

- The centre's gross income for the **Jan - Dec 2020** was **\$81,764**, which is down **43.6%** on the same period last year.
- We have an increase in **worldwide online sales** of Hokonui Moonshine product being shipped to France. This is likely as a result of a French film crew documentary about Gore and Hokonui Moonshine history).



# TOURISM DISTRICT INSIGHTS YE OCTOBER 2020 MRTE'S

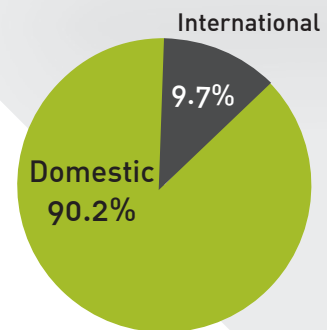
- International visitor spend down **13.7%** to \$7 million
- Domestic visitor spend down **8.3%** to \$62 million
- Total spend down **8.9%** to \$68 million



## Top 5 International Markets

1. Australia (down 12.9%)
2. USA (down 27.7%)
3. UK (down 20.2%)
4. Germany (up 3.04%)
5. China (down 63.6%)

## Visitor market YE Oct 2020



## MARKETVIEW INSIGHTS

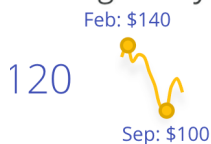
Latest October 2020 data, from Marketview Visitor Electronic Spend data reported by Great South, shows that **Southland RTO** was up **14.9%** to **\$17.3 million**, on the same time as last year. The increase for Southland RTO is related to Invercargill spend increase related to current CBD development and an increase in out-of-town subcontractors.

## AIRDNA MarketMinder

### ■ Short-Term Rental Data & Analytics January 2021

There are **38 active** rentals in the Gore District for January 2021. Rental growth for last quarter is 14%. AirBnB occupancy data for November shows that Gore was down by 33% and overall Southland down by 24%.

#### Average Daily Rate



#### Occupancy Rate



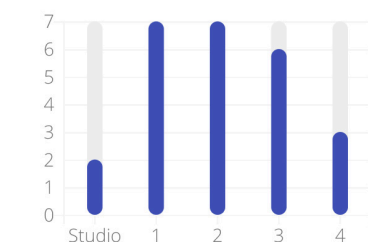
#### Monthly Revenue



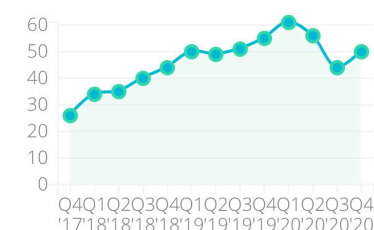
#### Rental Channel



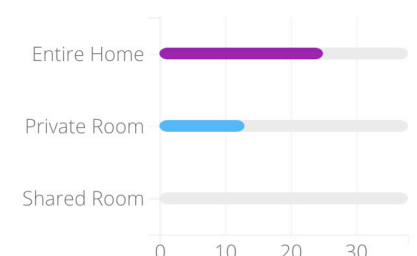
#### Rental Size



#### Rental Growth



#### Rental Type



# VISITOR FEEDBACK/MEDIA ARTICLES

GORE VISITOR CENTRE

4.5  tripadvisor®

4.5  Google



**Cat**

Local Guide · 143 reviews · 148 photos

★★★★★ 3 weeks ago

We sat outside in the wee park place and took photos



**Saniya Wadham**

Local Guide · 48 reviews · 102 photos

★★★★★ 5 days ago

Unusual items on display

GORE VISITOR CENTRE



Certificate of Excellence

4.5  tripadvisor®



**Fforde** wrote a review Dec 2020

📍 Manchester, United Kingdom · 392 contributions · 117 helpful votes



**Helpful, friendly staff - very knowledgeable.**

Exceptionally helpful and friendly staff, who wished to ensure I knew options for Gore and my future travel through Southland without being too pushy. A good stop for free AA maps. Newly built building, airy and bright. There is a wooden tent for children to play in, lots of...

[Read more](#) ▼

**Date of experience:** December 2020

## MEDIA ARTICLES/MEDIA

Great article in nzherald.co.nz travel section. Mike Puru, Eugenie Sage and Six60 on their hometown attractions - Akaroa to Invercargill.



Welcome to Gore: capital of capitals. Photo / NZPocketGuide

### Mike Puru - Gore

#### What makes Gore unique?

Being the Capital of Capitals: capital of brown trout fishing, capital of country music and also it's a farming community who really look after each other.

#### What's the first place you'd recommend to a visitor?

The Eastern Southland Gallery which features 60 Ralph Hotere works as well as 400 works from the John Money collection.

#### Where is the best secret spot only locals know?

Dolamore Park, just on the outskirts of Gore. It's a beautiful 95-hectare scenic spot for walking, playing, riding or just having a picnic while native birds flit alongside you.

#### Where is the best place to see the sunrise?

The top of the Hokonui Hills on Grants Knob? It's quite the hike but well worth it. Failing that, the top of Broughton St offers a great view of the sun rising over Gore from your car.

#### Best place to buy an icecream?

The Gore Night and Day do the best icecreams.

#### What's your favourite memory of Gore?

Seeing Freddy Fender sing live at the Gold Guitar Awards. I had no idea who he was but I loved it and always think of Gore when I hear Wasted Days and Wasted Nights.

**Mike Puru is a host on The Hits Drive Show with Stacey Morrison and Anika Moa, weekdays from 4pm. thehits.co.nz**