



Community
Services Bulletin
June
2021

1. REPORT OF THE DISTRICT ARTS & HERITAGE CURATOR *(Jim Geddes)*

Eastern Southland Gallery: Exhibitions (Annual Plan Key Performance Indicator (KPI) = 10 per annum)

- Gore Camera Club exhibition (Croydon Aviation Heritage Centre)
- Combined Southland Artists exhibition (Croydon Aviation Heritage Centre)
- Tony Fomison – Lost in the Dark (Eastern Southland Gallery)
- Johanna Elizabeth Ciao Tong – Movement, Stillness, Silence (Eastern Southland Gallery)
- Elizabeth Thomson – Cellular Memory (Eastern Southland Gallery)
- 100 Women (Maruawai Centre)

We expect to exceed our KPI target for 2020/21

Events (Annual Plan KPI = 10 per annum)

- Concert – Alpaca Social Club
- Heritage Month – five events: Mondays at Maruawai
- Concert – Carnivorous Plant Society
- Old Hokonui – Whiskey and Food Match Event
- Concert – Writers in the Round
- Concert – Jackie Bristow
- Cellular Memory - Official Launch and Floor Talk

Attendances for most events have been well above normal numbers and most are 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 three works collected.

Talks, tours and education programmes (Annual Plan KPI = 50 per annum): A good number of tour groups visiting our facilities between February and April and a regular programme of talks to community groups and schools continues and includes:

- Moatrek Tours (four)
- Ministry of Business, Innovation and Employment (MBIE)
- Heritage NZ
- NZ Community Boards Conference
- St Peter's College
- Otago Museum
- Vice Regal Visit
- Gore Art Group
- Hokonui Radio
- Molesworth Tours
- Golden Age Club
- Terra Nova Tours (three)
- Winton Friendship Group
- Southland Regional Heritage Committee

- Waimumu Arts
- South Island Tours
- 45 South RTO Tour.

We expect to meet our KPI target for 2020/21.

Gallery earthquake strengthening: The project has been completed – awaiting signage and vestibule fit-out.

Maruawai project: Stage one Moonshine Museum redevelopment. A summary of the project timeline is as follows:

February: Win Hamilton Wing collections were relocated and the interior ground floor was stripped. The concrete pad for the distillery wing was poured and structural work commenced.

March: Internal framing and partitioning of the main building was undertaken. Main building re-roofing work and raised exterior parapet was completed.

April: Main structural work for the distillery wing was undertaken. Installation of new fire and security systems commenced and the building was completely re-wired.

May: Interior of the main building and Win Hamilton Wing was fully re-lined. Distillery equipment was commissioned and transported to a holding facility.

June: Interior paint finishes were applied and the fit-out of the food prep area commenced. Wiring and plumbing in the distillery area also commenced in preparation for equipment installation.

Concurrent to this work, a range of off-site display fabrications are underway and the trust is developing additional lines of merchandise in readiness for eventual project launch.

2. REPORT FROM ACTING PARKS AND RECREATION MANAGER (Chris Rutherford)

General operations

The autumn leaves have fallen which has both kept staff busy with leaf collection and also kept me busy fielding requests for trees to be removed/pruned and leaves collected. This is a seasonal issue but a good opportunity for the staff to demonstrate (to the community) their commitment to undertaking prompt and regular leaf collections.

Winter bedding is all planted and establishing well. it's going to be a colourful winter ahead. The temporary Streets Alive planters have added an additional dynamic to the mix for the past weeks both increasing maintenance but also in some cases adding to the general amenity of the district.

Projects

Pukarau Cemetery: The 'friends' of the cemetery have been doing a great job in clearing an overgrown area and getting this planted mainly at their own cost. The Council has provided support in terms of bark mulch and will start to assist with ongoing maintenance in spring. We are taking the opportunity to repair the steel entrance gate and repaint the entrance fence and gate ahead of the planned open day in April 2022. Several other enhancements are being considered/actioned including some tree pruning and removal along with costing a metal road extension to South Street that the 'friends' would like to address to enable vehicle access to be provided to the Catholic area of the cemetery.

Main Street planter boxes: The large wooden planter boxes in the Gore Main Street have been used for advertising Tussock Country (the planting of Tussock Grasses has complimented the theme) and as a result, other community organisations have been approaching the Council about using these boxes as a means of promoting community events. We are accommodating these requests on a trial basis, with several events being planned for the region over the next few months. A standard advertising/information sign is to be used to simplify the process.

Civic building landscaping: The new landscape planting around the building is now completed and starting to establish. The area around the James Cumming Wing has been cleared of vegetation ahead of the building renovations. Topsoil has been removed from the site and will be reused and replaced as part of the final landscaping of the finished building.

Cemetery/Bannerman Park trees: Arborists are currently being invited to offer proposals for undertaking some deferred maintenance of trees in the cemeteries and Bannerman Park. In the Gore cemetery, several very large and mature Conifer trees are growing in/over old grave sites which we are looking to gradually remove over a period of time. The cemetery is well provided for with trees so the amenity impact will be minimal. Charlton Park cemetery has several dead and poor condition Cherry trees that are to be removed and replaced where appropriate. A few other trees in very close proximity to graves that are in poor condition will also be removed during the winter months.

Main Street, Gore (SH1): There are two semi-mature trees on the corner of Irk and Main Streets (SH1) both of which are impacting on overhead power wires and blocking the sightline to directional signage. Waka Kotahi (NZTA) has previously raised this issue with the Council. Reluctantly, we have had to agree that one of the trees will be removed and the other pruned to correct the situation.

We are planning to undertake a review of the remaining trees (mainly Dawn Redwoods) in Main Street as there is some infrastructure damage evident along with a few incidents of people tripping around lifting kerbs/tree roots. The plan is to develop a discussion document that will likely look at options for progressively replacing the trees with other species that are less susceptible to causing damage to kerbs. There will no doubt be community interest in this discussion which we are planning to embrace going forward.

Collegial interaction

- Regional Sports Trust meetings around LTP submissions, play strategy approaches and Southland Regional Spaces and Places.
- Green Pavlova (Recreation Aotearoa) was attended by two staff who have shared their positive experiences and learnings for this two-day industry gathering.

3. REPORT FROM THE NEWCOMERS NETWORK COORDINATOR (Mark McCann)

Ongoing work

- In the last bulletin, we identified a lack of newcomers who held leadership positions within the business and not-for-profit sectors. Due to this, a regional/local initiative called the 'Southland Newcomer Leadership Scholarship' was established utilising the 'Migrant Participation Fund'. The project involved the creation of a contestable fund where newcomers could apply to access funding enabling them to participate in the Southland Chamber of Commerce's Leadership Academy. Since then, two newcomers from the Gore District have graduated from the course held in Edendale. We maintained contact with them throughout the course and were given extremely positive feedback about the value of the workshops they attended. Another two local newcomers will be provided with the opportunity to attend the course scheduled in Gore this coming September.
- We are working with the Streets Alive initiative to create a 'Welcome Trail' which involves erecting signs through the Gore Gardens bearing flags from each of the countries represented by newcomers to the District. The signs will also bear the word 'welcome' in the countries native language as well as fun and challenging questions for students and families to think about and research. Work is being carried out to provide schools with lesson plans encouraging the use of trails as educational opportunities.
- Ongoing collaboration with Welcoming Communities representatives from Great South, Invercargill City and Southland District Councils has seen the formation of a 'regional advisory group' continue working on creating a new three-year Welcome Plan. Advisory Groups have been formed to support this process. These groups will provide opportunities for newcomers and community stakeholders to have a voice in the Plan's creation. Stakeholders will also provide strategic planning advice.
- We regularly upload relevant events to the NZ Newcomers Network website, informing newcomers of events, activities and opportunities.
- We have connected newcomers with relevant organisations to support them with finding employment, obtaining legal advice, establishing connections and easing their sense of isolation, thus providing them with a sense of belonging in their new home.

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 Networking Trust, Women's Refuge, Gore High School, St Peter's College, Blue Mountain College, Menzies College, St James Theatre and MLT Event Centre.

Events

We have supported and promoted several events organised by The International Connect Group. Events included Sri Lankan New Year and the Lunar (Chinese) New Year.

We have also been celebrating the cultural diversity of the Council itself by hosting multi-cultural morning teas to celebrate events like Iranian New Year, Sri Lankan New Year and Holi.

Projects and initiatives

- In the last bulletin, a reference was made about the idea of providing English lessons for local newcomers. Since then, 'English Language Partners' who are based in Invercargill had shown its willingness to support this. Currently, only online lessons are offered. However, there was motivation to offer group lessons depending on the level of interest received. To date, a moderate level of response for attending these lessons with a more conversational emphasis, has been received. Instead, newcomers are voicing more interest in completing IELTS (The International English Language Testing System) lessons to support their residency applications. Currently, we are exploring the possibility of supporting this need locally. Lessons would be held at the REAP offices in Gore.
- REAP had made us aware of an exciting opportunity where funding can be used to support speakers of foreign languages (including Pacific and Asian) to teach the local community. Since then, we have found someone to teach Mandarin within the community.
- We had engaged with REAP regarding driving lessons for newcomers to help them gain their NZ licence. REAP is supportive of this initiative and the Invercargill City Southland District and Gore District Councils are about to apply for funding through the Ethnic Communities Development Fund to enable this service.
- We intend to participate in Project Crimson, a nationwide initiative where newcomers create a 'Welcome Forest' by planting trees and 'laying down roots'.
- We have been supporting the new Gore Badminton Club recently established by newcomers. Several, international students from both St Peter's College and Gore High School are now attending lessons.

Other news

We are aiming to educate the local community about the cultural diversity of the district through local media. Hokonui Radio has offered to support this and The Ensign regularly attends events held by the International Connect Group.

Promotion of the service and programmes will be carried out at future local events through the distribution of pamphlets. Pamphlets will also be provided to schools with whom we have recently created connections with and churches to act as a conduit to disseminate the information.

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

Library relocation

The library closed from 17 April through to 5 May for the relocation to the temporary site at Encounter New Life Church on Jacob Street. The library and office spaces were set up rapidly due to careful layout planning and staff/local contractor experience. The information technology modifications and setup were delayed due to issues with hardware components delivery.

The main auditorium holds all the books, service desk (much reduced in size), children's area, public computers and some seating. The picture book bins are on the low stage with a temporary protective barrier and with access from the children's area. The foyer has newspapers, reading tables, new books display and magazines. A small room off the auditorium is used mainly for children's activities, however, could also be used for quiet study. The librarians' offices are situated in three rooms off the foyer/entrance vestibule.

The Church remains active in separate, non-leased areas of the building, where services including mass, pastoral services and art hub sessions are provided. The Church elders have been accommodating and the sharing relationship has been entirely positive.

The temporary premises meet the needs of the community. All the collections are available onsite and the normally expected amenities such as after-hours returns, heating, parking and toilet facilities are provided. Wi-Fi is available onsite, albeit reduced from 24/7 to Monday – Saturday daytime. Signage at the Hokonui Drive – Jacob Street intersection has been installed.

A large proportion of regular users are frequenting the library, as well as a noticeable increase of new users. This could be attributed to the location at the northern end of town attracting people who regularly utilise Hokonui Drive. This has highlighted that the nearby location of the library occasionally impacts those who use it. It is hoped that when people find out what the library has on offer, they will continue to use the facilities after the final move in 2022.

The Gore Library visitor count for May 2021 was high with an average of 358 Monday-Friday and 145 on Saturday. Although these numbers indicate a normal level of business, unfortunately, comparisons with May 2020 and 2019 are not possible for various reasons such as the Covid-19 closure in 2020 and the relocation from Norfolk Street to the James Cumming Wing in 2019.

The Mātaura Library was busier than usual with several Gore residents visiting during the Gore Library relocation closure.

Regular duties of staff were put on hold during the relocation and have seen the first month in the temporary location being spent catching up, bringing new books into the collections and planning new activities and events.

Mataura Library and children's activities

The relocation coincided with the April school holidays and the Gore Library was unable to offer its usual school holiday programme. However, the Mataura Library hosted an exciting eco-forest themed programme which proved very popular. Since the Gore Library has reopened, Story Time has been popular and families are enjoying the children's area.



The New Zealand Libraries Partnership Programme (NZLPP)

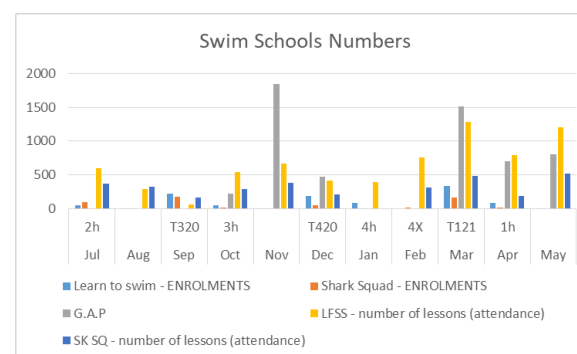
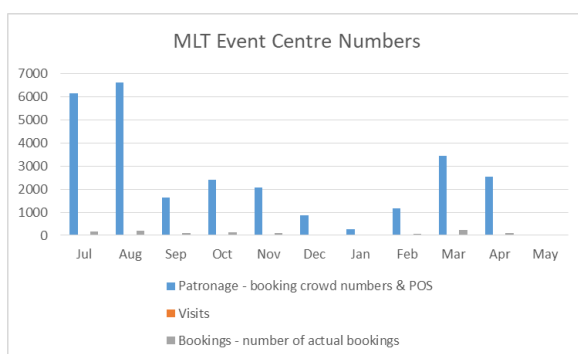
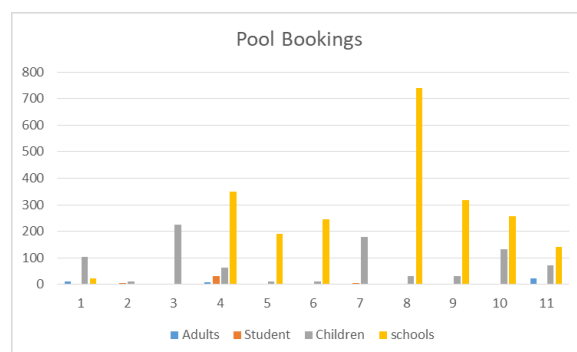
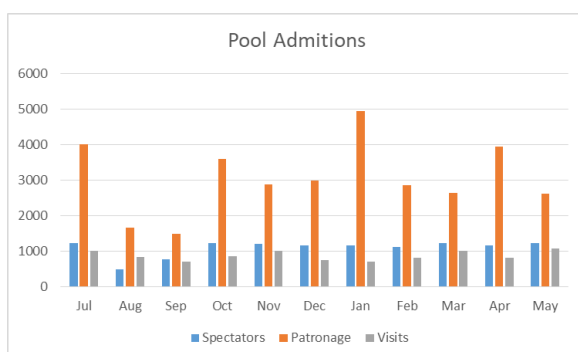
The partnership has provided the following:

- Acquired and processed family games before establishing game sessions within the libraries.
- Planned and prepared a StoryWalk – currently awaiting more details.
- Attended an NZLPP one day Hui in Wellington, the aim was to meet and discuss the partnership role with other libraries in similar positions throughout New Zealand.
- Presented to the Hokonui Focus Group with the Library Manager.
- Acquired and set up new digital equipment for use in programmes.

5. REPORT FROM AQUATIC SERVICES MANAGER (*Martin Mackereth*)

Admissions to the Gore Multisports complex

[illegible]



Completed work

- The transition of schools through the new water safety programme, GAP (Gore Aquatics Programme), has been completed. So far, the feedback from parents and teachers has been positive, and ideas for improvements and changes to the programme for Term 4 have been received.
- The iron over the main Stadium has been completely replaced and the contractors are working on the finishing touches to the flashings, aprons and installing the new gutters. All the new safety harness attachment points have been installed on both the MLT Event Centre roof and the Gore Aquatic Centre roof. The next step is the replacement of the clear light through the middle of the MLT Event centre. This project is part of the shovel ready funding package.
- Thanks to help from the Council's roading team, ramps have been installed to help cars manoeuvre into the overflow parking during the winter sports season. The feedback received from facility users has been positive. Noticeably, the pressure on parking during peak times on Saturday and Sunday has eased.
- We have completed the backwash on the main pool and leisure pool filters. This work is part of the three-month cycle of filtration system maintenance and is conducted outside of operating hours to minimise disruption on pool users. The maintenance team commence work at 8.00pm and typically complete the work by 3.00am.
- New attachment points have been installed into the wooden floor for Pickleball. This includes a new net system that provides a higher quality experience and allows the complex to run official games onsite.

Changes to the over flow parking area



Future challenges

- Currently, the Shovel Ready project is facing challenges with completing outside work due to weather, and delays are being experienced with receiving some parts (such as fastenings). Delayed parts include a fan unit necessary for the ventilation system upgrade. Contractors are working hard to implement plans so that there is minimal impact on the facility.
- The Building Management System (BMS) upgrade is also experiencing delays on products arriving from overseas. Setpoint staff together with the Council's IT team continue to communicate and work together with the products they have on hand. As a result, a completion date has not been confirmed.
- The fire system upgrade has also been delayed due to delivery of parts from overseas. Compliance for the upgrade has been received and the design has been completed. Installation and testing will commence once the parts arrive.
- There has been continued growth within the swim school and squads. This demonstrates a need for expansion and presents two challenges - with instructor recruitment and secondly, pool space. Currently, staff are working through options to cater for all pool users as well as optimising the available pool space.

Nice to know

- Mariano Nani was the head coach for the Southland Swimming team that travelled to the New Zealand Long Course Championships in Dunedin. The team had three swimmers from the shark squad compete as part of the Southland team. The squad achieved fantastic results with two silver medals and multiple qualifying times for the upcoming Short Course Championships.
- We are liaising with both the badminton and cricket clubs who are interested in working from the MLT Event Centre. The badminton club is looking at the

possibility of hosting a year-round programme whilst the cricket club is looking at implementing a 'kick into the season' programme.

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

Events

The Council's event/visitor centre team successfully delivered one of the cornerstone events of the inaugural Tussock Country music festival – the Freeze Ya Bits Off Busking competition.

There were a record eight schools competing on the Thursday, then 27 buskers over the Friday and Saturday afternoon auditions. The final at the Thomas Green proved a huge success.

With the recent resignation of our Events Coordinator, we are currently recruiting for a replacement. At the time of writing, it was hoped to carry out interviews before the end of June.

Projects

In the coming months, several projects are requiring multi-level community engagement and/or maintaining good public awareness. They are:

Gore Library and Community Space redevelopment

With work starting on the revamp of the James Cumming Wing, there is benefit in the Council ensuring people know what's happening in the library and community space.

Streets Alive

The community engagement phase of this resource hungry project continues as the trials are rolled in. There were a number of surveys carried out in a bid to gather as much information from a cross-section of the community. The surveys included a follow-up to the survey carried out when the trials were launched and a telephone survey of residents in the streets pocket parks were trialled.

All the data, feedback and an analysis will be presented to councillors as soon as it can be collated.

Gore District Plan review

This is a major undertaking, likely to be launched mid-year and spanning several months. Community engagement will again have a digital-first approach. However, we will also need to carry out face-to-face conversations across the District.

Digital engagement

Facebook

The Council's social media reach continues to grow. The GoreDC Facebook page has 7,581 followers (this means GoreDC posts will appear on their personal Facebook feed). This re-

enforces anecdotal evidence people are using Facebook as one of their main platforms for gaining information about what's happening at the Council.

Engagement levels are also strong. Our most popular posts over the last couple of months have been about a lost Jack Russell, the auction of surplus office furniture and Streets Alive.

YouTube

The livestreaming of Council meetings continues to be popular with residents and staff. We are averaging about 130 views each meeting, although the 10-Year-Plan hearing was viewed 313 times in a week.

Let's Talk

This is proving a popular engagement platform, with 1048 people subscribing in 10 months. It re-enforces the Council's digital first approach, with other community engagement methods in a supporting role. The number of online submissions/feedback the Council has received for public facing projects such as Streets Alive and the 10-Year-Plan has far outweighed the more traditional methods.

It is heartening the Council is much more accessible to its community. However, with that comes an expectation the Council will listen to its ratepayers.

Antenno

We have almost 1700 downloads of our app to date. The Council seems to have developed quite a reputation for its successful use of Antenno. We are frequently contacted by councils considering rolling out the app or wanting to improve their residents' use of it. We have also been invited to be part of a discussion panel at a virtual conference in September, organised by the Public Sector Network, to talk about how Antenno has helped our residents.

VISITOR INSIGHTS REPORT



Gore
Visitor Centre



WAIMUMU HOKONUI HILLS
WENDON VALLEY OTAMITA
GORE WAIKANA
OTIKERAMA NORTH CANTON
FERNDALE CHARLTON
ELEMING TARAIA **MATAURA**
WAITANE EAST CHATTON
GREENVALE ARTHURTON
WILLOWBANK MAITLAND
MANDEVILLE
CROYDON MCNAB WHITERIG
KNAPDALE MERINO DOWNS
TE TIPUA **WAIKAKA**
FUTURAU **KAIWERA CHATTON**

Tourism/Gore Visitor Centre Senior Consultant Renatta Hardy

SUMMARY

■ A month into the trans-Tasman bubble-free travel, Gore has had a number of Australian visitors. With the Tussock Country Music Festival at the end of May and early June, businesses around the town were bursting with positivity, confidence and it felt like things are going back to normal.

■ This year the Gore Visitor Centre was the event hub for the Tussock Country Festival, which ran over nine days of activities. The team successfully delivered Freeze Ya Bits Off Busking, with 27 buskers taking part and a record eight schools. Anecdotally, Gore accommodation providers had only a few available beds. For Tussock Country organisers, the majority of events were sold-out.

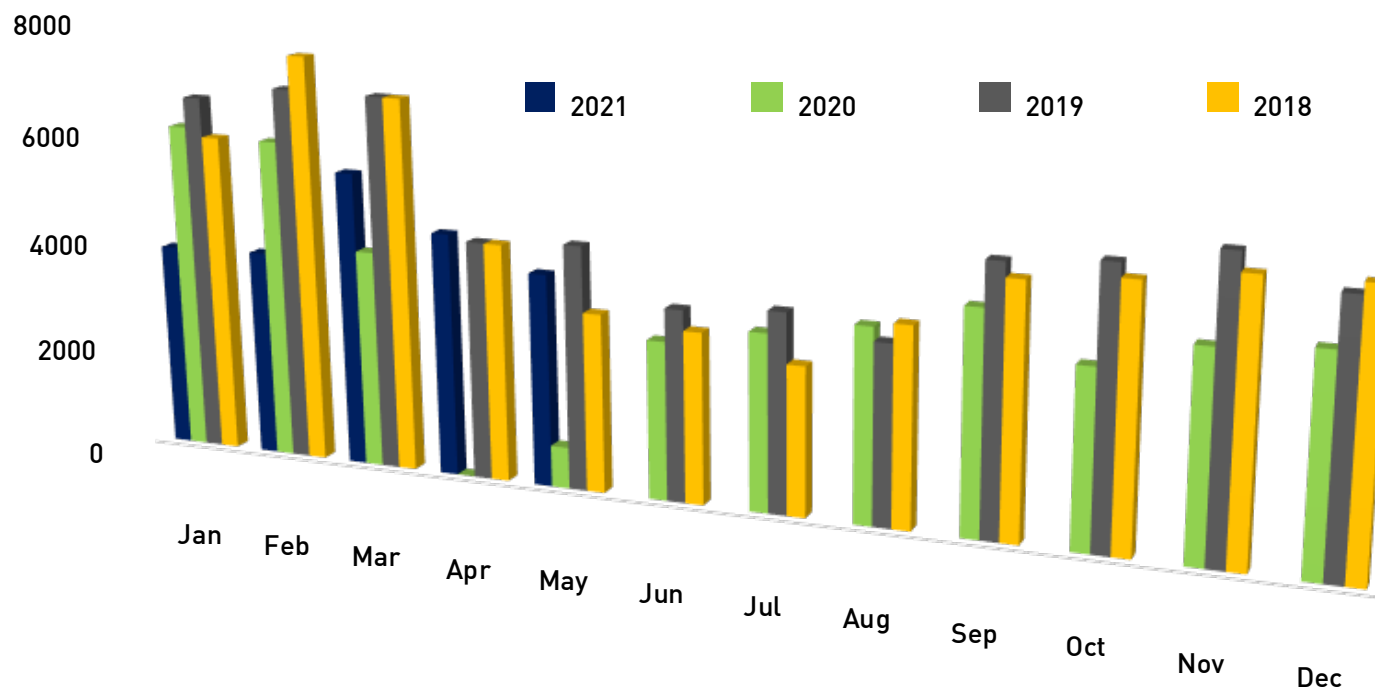
'Heart of Southland'

VISITOR CENTRE STATS

■ For the period January 2021 to May 2021, the total number of visitors was **20,903**, which is up **↑ 28%** on the same period last year and down **↓ 27%** on the same period in 2019.

| | PERIOD 6 MONTHS | | | PERIOD 12 MONTHS | |
|---|-------------------|---------------------|--------------------|---------------------|---------------------|
| | Jan 19 to May19 | Jan-May20 | Jan-May21 | Jun19-May20 | Jun20-May21 |
| Income GST inclusive | \$70,820 | \$42,770 | \$42,195 | \$118,326 | \$77,696 |
| Income % ▼ ▲ change same period in previous year | 0% ● | -40% ▼ | -1% ▼ | -14% ▼ | -34% ▼ |
| Visitor numbers | 28,555 | 16,359 | 20,903 | 46,164 | 44,998 |
| Visitor % ▼ ▲ change same period in previous year | 5% ▲ | -43% ▼ | 28% ▲ | -19% ▼ | -3% ▼ |

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



SALES (Jan - May 2020/2021)

■ The centre's gross income for the **Jan - 10 June 2021** was **\$42,195**, which is down only **↓ 1%** on the same period last year and **↓ 40%** on the same period in 2019.

*Note Income calculated from 1 Jan 2021 to 10 June 2021 to include Tussock Country Music Festival

GORE DISTRICT TOURISM INSIGHTS YE APRIL 2021

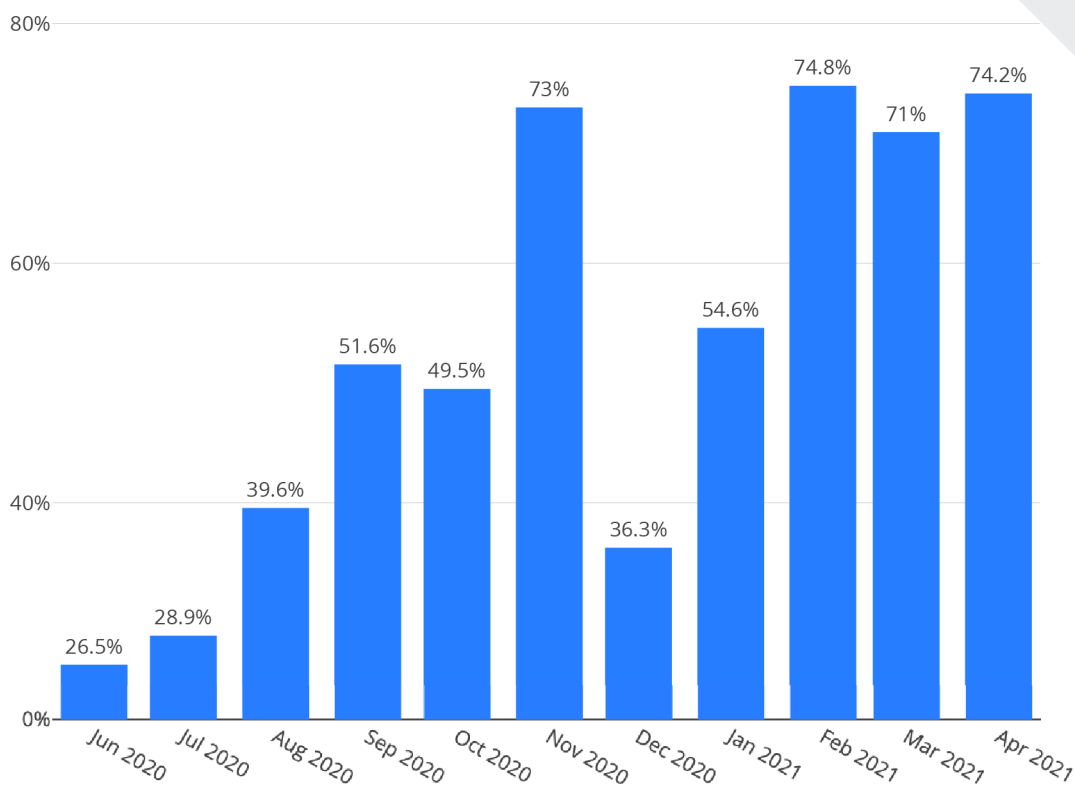
TOURISM ELECTRONIC CARD TRANSACTIONS (TECTs)

- Total visitor spend up ↑ **9.4%** to \$73 million
- Accommodation services spend down ↓ **5%** to \$5 million
- Cultural, recreational, and gambling services spend down ↓ **16.8%** to \$0.490 million
- Food and beverage serving services spend up ↑ **15.3%** to \$9 million
- Retail sales - other spend up ↑ **28.7%** to \$19 million
- Retail sales - alcohol, food, and beverages spend up ↑ **3%** to \$25 million
- Retail sales - fuel and other automotive products spend up ↑ **4.9%** to \$13 million
- Other passenger transport spend down ↓ **96%** to \$0.0346 million
- Other tourism products spend up ↑ **11.3%** to \$4 million

The Tourism Electronic Card Transactions (TECTs) data is provided by Marketview.

ACCOMMODATION DATA PROGRAMME (ADP) APRIL 2021

OCCUPANCY RATE FOR ALL ACCOMMODATION TYPES



- Percentage of stay unit capacity available 52.9%
- Occupancy rate 74.2%
- Total guest nights 3.6K
- Guest arrivals 1.7K
- Average guests per stay unit night 1.8
- Average nights stayed per guest 2.1

VISITOR FEEDBACK/MEDIA ARTICLES

GORE VISITOR CENTRE

4.5 ★★★★★ Google



Mel Langman

Local Guide · 41 reviews · 25 photos

★★★★★ 3 days ago

NEW



Colin Schwieters

Local Guide · 1 review

★★★★★ 2 weeks ago

NEW



Merv Keegan

Local Guide · 47 reviews

★★★★★ a week ago

NEW



Stephanie Brown

27 reviews · 32 photos

★★★★★ 2 weeks ago

NEW

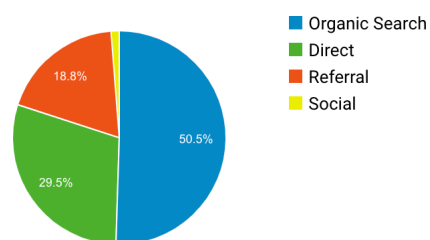
Very informative isite

GORE VISITOR CENTRE ANALYTICS

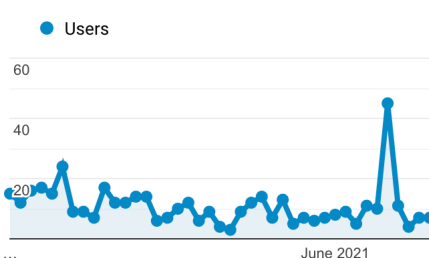
How do we acquire users? New vs returning visitors and demographics

■ The centre's majority of online users come via organic search, from gorenz.com, southlandnz.com, gore.shoplocal.nz and others, with 85.5% new visitors and 14.5% returning visitors. The online users are female-69.6% and male-30.4%, with the majority of users being 55 years and older.

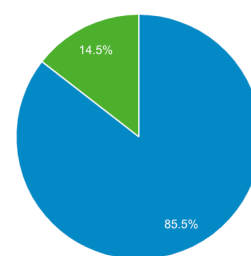
Top Channels



Users

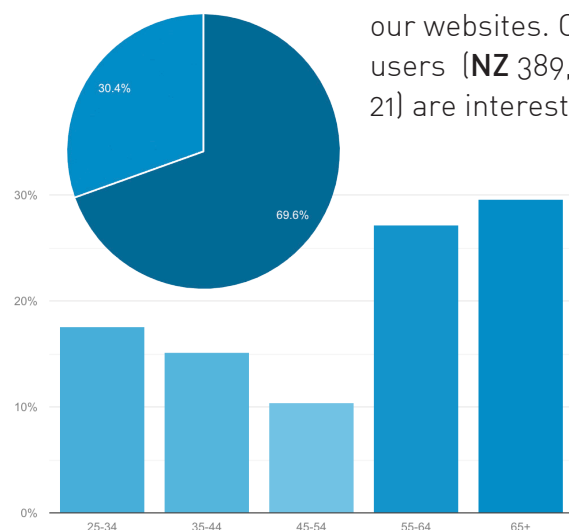


■ New Visitor ■ Returning Visitor



Organic Search - 50.5% coming or have been in the District or Southland region and looking for us and are problem-aware, we provide the solution (product or information). **Direct 29.5%** and **Referral 18.8%** (total of **48.3%**) - our users are fully aware of our GoreNZ brand and know what we do.

■ female ■ male



It is critical to understand how our visitors online are searching and using our websites. Our latest Google analytics are saying that majority of our users (NZ 389, Canada 50, United States 11, Australia 9, Rest of the World 21) are interested in and are part of the following categories:

GoreNZ Shop (Gore Visitor Centre)

- Shoppers/Value Shoppers,
- Apparel & Accessories/Women's Apparel,
- Food & Dining/Cooking Enthusiasts

Website gorenz.com

- Lifestyles & Hobbies/Outdoor Enthusiasts,
- Travel/Trips by Destination/Trips to New Zealand,
- Travel/Hotels & Accommodations

GORE VISITOR CENTRE



4.5 ○○○○○○ tripadvisor®