



Community
Services Bulletin
September 2022

1. REPORT FROM PARKS AND RECREATION MANAGER (*Keith McRobie*)

General operations

After an incredibly good Summer and extended warm Autumn we were hit with a very wet Winter. The wet conditions have made it hard to get onto parks but has meant that some development and remedial jobs haven't been finished.

The wet conditions also seem to have coincided with another Covid-19 wave and flu season and like most workplaces, had some impact on our team.

Four staff have recently completed their level 4 Amenity Horticulture training, this is the equivalent of a horticulture apprenticeship. With the completion of these qualifications over 90% of our operations team now have a formal qualification. The training advisor from the Primary ITO will present the staff their certificates in the next few weeks.

Staff training re-certifications have continued with two more staff completing STMS training. The new STMS training is a lot more intensive than previously and is valid for three years. Staff have completed online "Cableways" flying fox training which will allow us to install and maintain the three flying fox units we currently have.

Projects

Planting projects

Council staff have planted 59 trees in various locations around Gore including gaps along upper Hokonui Drive, Railway Esplanade and Hamilton Park, Dolamore Park and the A&P State Highway frontage. Other sites that are in the process of being planted are the Wentworth Street/SH corner garden and the RSA hedge at the Eccles Street end of the town belt.

Work is continuing in the middle of Bannerman Park and we expect to install some low retaining walls and some new plantings of Hostas and Rhododendrons in the next few weeks.

Minor tree contracts

Delta contracting has been back and completed some tree removal work in Gore Cemetery, Beattie Street, Sword Street and North Terrace. It has carried out remedial pruning all along Hamilton Street, in Hamilton Park near the dog park and around the model railway.

Arborists have done some reshaping and form pruning on two protected weeping elms. We are still waiting for Asplundh to complete line clearance work on the Oak trees along Hokonui Drive. Roadside berms need to dry out a little before this work can commence.

Playground

New equipment has been ordered for Hamilton Street, Oxford Street and Hamilton Park. A recycled tunnel and a dog see-saw will be installed at the Hamilton Park dog park area.

Work will begin in the next few weeks on a basketball and netball half court at the Oxford Street playground.

A new flying fox cable, cable brakes and associated equipment has arrived for Dolamore, Tulloch and Oxford Street parks. The installation work will be completed by our own staff with the assistance of a local contractor. We have been informed that the cableways should be inspected by a qualified inspector every year and the cables replaced every 2-3 years.

Dolamore Park

Water tanks have been installed at the kitchen, caretakers shed and house to capture rainwater and provide a more cost effective and reliable drinking water system. A UV treatment system has been installed at each site and drinking fountains at the kitchen and caretakers shed. The previous system had become increasingly unreliable and costly to maintain and the overflow was loading up the top septic tank in a random manner.

In the last two months we have been fortunate to have the services of community services personnel. They have mostly been carrying out track formation and maintenance work on some of the lower tracks.

Community interaction

Interaction with groups, clubs, and organisations over the past months

- Active Southland, consultation, and meeting attended
- Sport NZ, East Gore Neighbourhood Play Systems working group, consultation and meetings attended
- A & P Joint Management Committee meeting attended
- Southland Equestrian Park Trust, AGM and general meeting attended
- Gore Garden Club, meeting attended
- Pukerau Cemetery Support Group – consultation
- Hokonui Rūnanga consultation
- Various sports club interactions
- Discussions and liaison with various sub-contractors and suppliers.

Collegial interaction

- RA - Otago Southland Branch, consultation and attended MS Teams meeting.
- Green Pavlova Parks Conference in Dunedin attended.

2. REPORT FROM DISTRICT ARTS AND HERITAGE CURATOR – JULY TO SEPTEMBER 2022

Eastern Southland Gallery

Exhibitions (Annual Plan KPI = 10 per annum)

Arts and Heritage Department staff worked on three exhibitions for the July to September period:

- **Dee Watson: Southern Scapes** (Croydon Aviation Heritage Centre) – until 4 September
- **Rita Angus: He Ringatoi Hou o Aotearoa – New Zealand Modernist** - 21 May to 17 July (Eastern Southland Gallery)



- **Ewan McDougall: Freed Up In Lockdown** – 23 July to 18 September (Eastern Southland Gallery)



We expect to meet or exceed our KPI target for 2021/22

Precinct events

Events (Annual Plan KPI = 10 per annum)

- **Ewan McDougall Floor Talk** (3 September)
- **Across The Great Divide** – concert (10 September)



Attendances for such events have continued to be at maximum capacity. We expect to exceed our KPI target for 2021/22.

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

We enjoyed a particularly good number of tour and special interest groups during July – especially in light of the Rita Angus exhibition and accompanying programmes. Although over twenty tour parties had to cancel or postpone their planned visits for the first half of this year owing to Covid, there has been a re-surge in interest and already over 30 bookings are in place for spring and summer tours of our facilities. Groups that we have engaged with between 10 July and 10 September have included: ***Gore District Historical Society, Parata Rest Home, Otago Museum, St Marys School, Gore Pakeke Lions Club, Dunedin Public Art Gallery.***

Meetings and representations

Hokonui Runanga, Southland Regional Heritage Committee, Otago Museum, Dunedin Public Art Gallery, NZ Customs Service, Hokonui Fashion Design Awards, Project Ark, Te Papa Tongarewa Museum of New Zealand.

Owing to Covid related restrictions we may only just meet our KPI target for 2021/22.

Maruawai project

Stage One – Hokonui Moonshine Museum Redevelopment (LTP target)

With the functioning components of the Hokonui project now in place (Visitor Centre and distillery wing) and the front doors open to the visiting public, staff members are concentrating on completing the museum’s social history displays and associated fit-out. With significant post-Covid cost escalations across almost the entire floorplan fundraising (plus the securing of grants and donations) will be a major team focus for the remainder of the year. Product availability had been another challenge with delays of up to 6 months for some key items of plant and equipment. However, in recent weeks we have been able to secure reasonably firm quotes for remaining componentry (with some significant cost increases). The excellent work of Heritage Project Officer John Dennison has given display development within the museum a

significant boost, and we are very grateful for the graphic skills of Jacqui Byars. Jacqui has taken many of our interpretive options to another level, and her traditional grounding in fine art and illustration have proved hugely valuable.



John Dennison working on Temperance displays

Stage Two – Maruawai Centre development (LTP target)

We are very pleased that planning for this project has reached an exciting and critical point. Since Council's LTP Special Consultative Procedure of 2007 and the subsequent generous investment in the acquisition of this building by Community Trust South and Mataura Licensing Trust in 2008, project partners have been waiting with anticipation for the commencement of physical redevelopment.

All the fundamental aspects of the structural redesign and physical redevelopment of the building at 7 Norfolk Street have reached the juncture where tender documents have now been circulated within the local construction sector. Project designers have been careful to utilise all suitable aspects of the building's existing structure and maximise the opportunities offered by the current open plan format. Given the existing premises comprise *'two buildings joined together'* we have formulated environmental and mechanical service options to suit major spaces with varying internal cladding and ceiling heights.

We are very grateful for the generous \$919,000 contribution from Provincial Growth Fund and an equally generous grant of \$250,000 from Community Trust Southland towards development costs. These have jointly provided a stable foundation for further project funding initiatives. Concurrent fund-raising and display development is continuing to be the primary focus of the Arts & Heritage team going forward.

3. REPORT FROM COMMUNITY STRATEGY

Youth Council

The Gore District Youth Council is excited to announce the return of the Youth Awards which will take place on December 10 at the St James Theatre. The theme will be 'country' and attendees are encouraged to get dressed up for the occasion.

The youth councillors have been collaborating with the Parks and Recreation Manager on a redevelopment of the skate-park on the corner of Mersey and Gorton Streets. This will involve solving a littering issue and making improvements to the fencing and safety of the park.

The youth councilors are also in consultation with a number of stakeholders to establish a new frisbee-golf course in Hamilton Park.

Welcome Pack

As part of the work outlined in the new Gore District Welcome Plan the working group has been collaborating to create a Welcome Pack for newcomers to the district. This work aims to ensure newcomers feel a sense of welcome and of belonging in their new home.

The welcome pack itself will include a welcome from the Mayor, free offers and information about life in the Gore District.



A number of places are being asked to distribute the Welcome Pack to newcomers, including, churches, schools and real estate agents in addition to Council services including the information centre and the library.

Neighbourhood Support Eastern Southland

The Neighbourhood Support Eastern Southland programme brings neighbourhoods together to create safe, resilient and connected communities. The programme is coordinated by CNT and works alongside New Zealand Police and other partners to equip neighbourhoods to improve safety, be prepared for emergencies, and support one another.

The scheme reports 60 households have signed up to receive notifications during an emergency or alerts relevant to their area.

Several local interest groups have been spoken to about Neighbourhood Support with the support of Gore Police who have incorporated Scam awareness presentations. The scheme also works closely with local Police, utilising crime prevention and safety tips and messaging. They actively door knock with on duty constables to gain member households, which has proven to be invaluable in constructing positive relationship building and holding informal conversations about concerns in their area.

International Older Persons Day

Ready for Living will be hosting an afternoon tea for International Older Persons Day and doing promotion in the media. The official day is 1 October but we will celebrate over the week.



JOIN US

For an afternoon
of connections,
guest speakers &
refreshments!

YOU'RE INVITED TO

Celebrate International Older Persons Day!

Where: Gore RSA Function Room

When: Friday 30 September | **Time:** 1:30pm

Guest speakers:

- Sharon Adler - Health of Older People Portfolio Manager Southern
- Karl Metzler - CEO Gore Health

Be among the *first* to receive the Gore District
Emergency Planning Guide for older people!

Kylie Ready for Living Coordinator | **Ph** 021 198 0480

www.readyforliving.co.nz



**GO
READY
FOR
LIVING**

4. REPORT FROM LIBRARY MANAGER

New building

The Signal Construction Manager reports that all plumbing, electrical, security and fire services are now in place. Wool insulation has been installed and internal linings are progressing well, with plasterers and painters onsite. External cladding systems are near completion. The lift will be installed, when parts that have been delayed, are received.

RFID

The library team has tagged much of the Gore collection with Radio Frequency Identification (RFID) tags. When the Gore books are completed, the tagging project will move to Mataura Library.

COVID

The rate of sickness stayed high during the winter months with most staff having had COVID and other seasonal illness, resulting in a high rate of absences. However, the libraries have been able to stay open throughout.

New Zealand Libraries Partnership Programme

As previously reported Gore Library's application for Transition and Hardship final funding was approved, allowing for a further 12 month subscription to Press Reader and Niche Academy. Recruitment for a fixed term Library Assistant with responsibility for developing local history library resources is in progress.

Library software hosting

The library's Liberty software has been shifted from the Council server to being hosted in the cloud by the provider SoftLink. This has freed up the Council IT team from the high maintenance that was required. It also means that service is uninterrupted by down time.

StoryWalk®

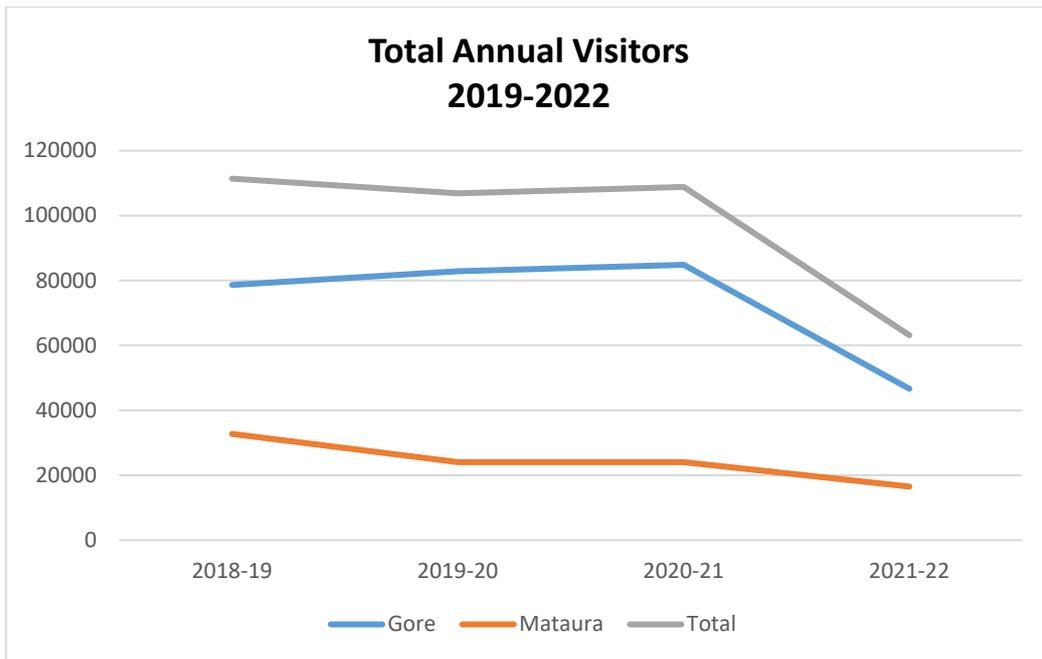
The latest StoryWalk® is 'I whakaaro noa au...' a book about animals in both Te Reo Māori and English. Words and illustrations are by Kay Mortimer, who grew up in Gore. Children can walk and read the story, including doing the activities provided and going into a draw for a signed copy of the book. People also have the option to listen to the story in both languages, recorded by local Māori tutor Whaea Jaki Eales, using the Metaverse AR (augmented reality) app as they walk. People can scan the QR codes at the start of the StoryWalk® to enjoy this bonus feature.



Usage trends

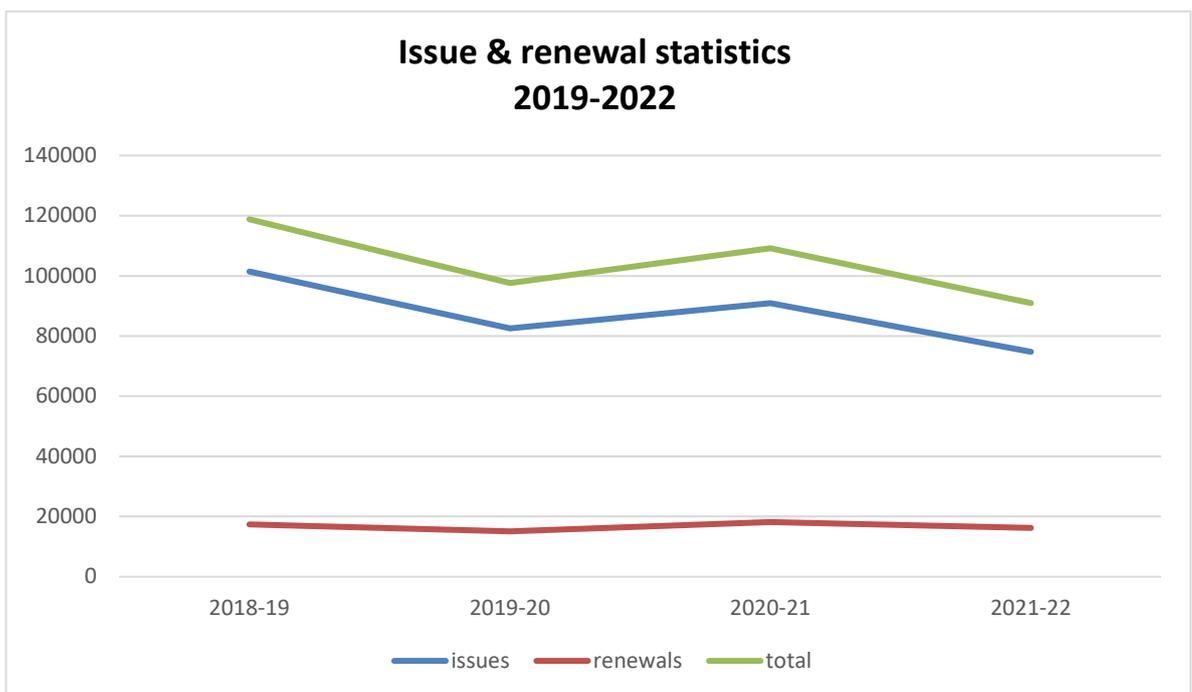
Statistics indicate a sharp reduction in visitor numbers and borrowing. This is understandable considering reduced opening hours prior to and during the COVID pandemic. Please see the following graphs with four years of annual statistics, accompanied by notes about the trends these indicate.

While we can't predict the future it would be reasonable to assume that visitor numbers and book issues will show an increase when the library moves into the new building.



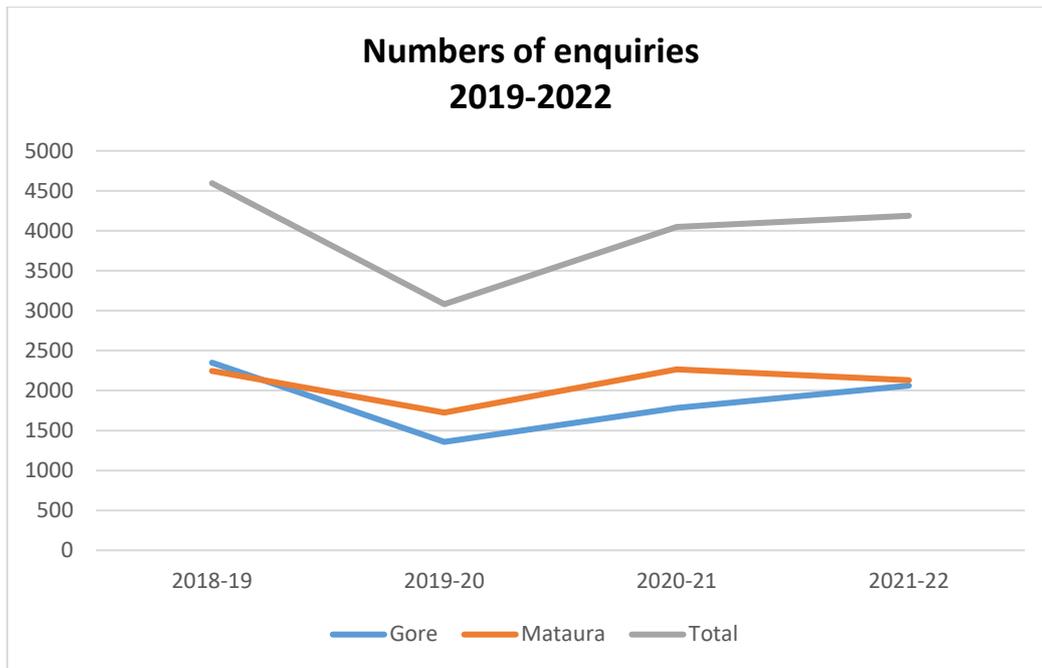
Visitors	Gore	Mataura	Total
2018-19	78,649	32,747	111,396
2019-20	82,903	24,000	106,903
2020-21	84,849	24,031	108,880
2021-22	46,642	16,522	63,164

The downward visitor number trends since 2020-21 were less marked at Mataura Library and Service Centre than at Gore Library.



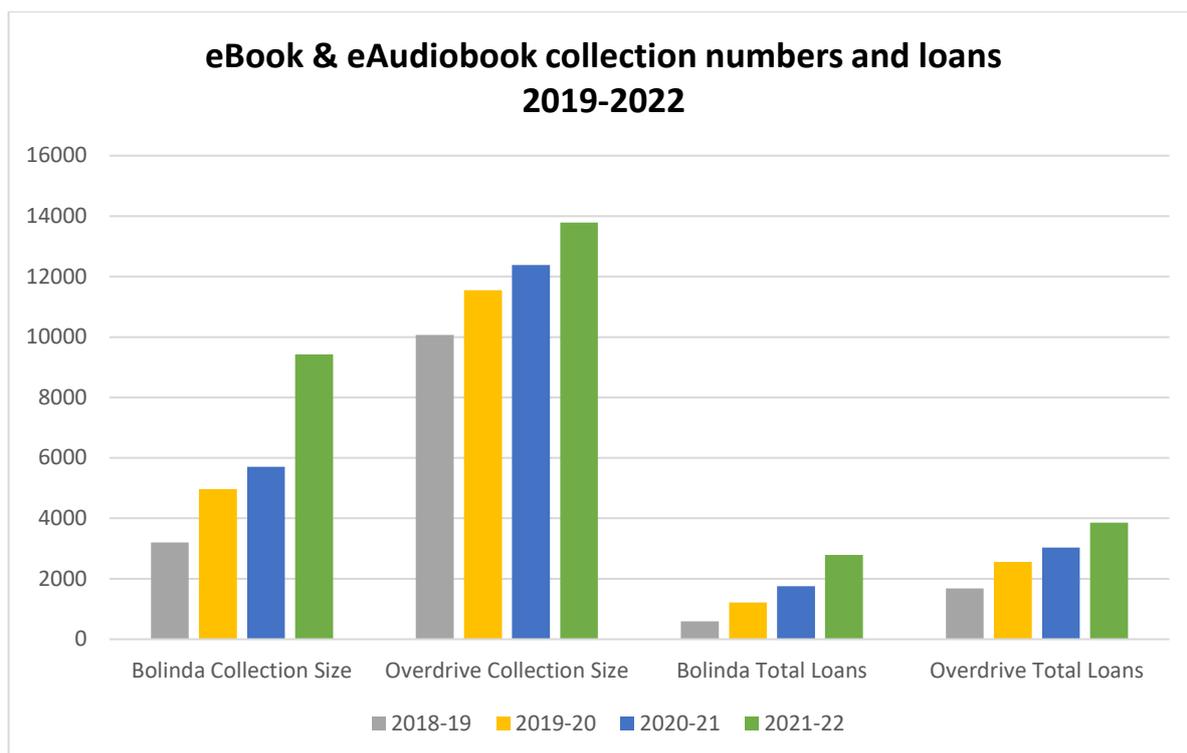
	2018-19	2019-20	2020-21	2021-22
Issues	101,451	82,522	90,980	74,767
Renewals	17,357	15,074	18,166	16,193
Total	118,808	97,596	109,146	90,960

Decreased book borrowing numbers corresponded to COVID lockdown when the libraries closed, and reduced library opening hours during COVID infections peak.



Enquiries	2018-19	2019-20	2020-21	2021-22
Gore	2,349	1,357	1,782	2,060
Mataura	2,246	1,724	2,265	2,128
Total	4,595	3,081	4,047	4,188

While enquires initially plunged in 2019 due to COVID lockdown, they gradually increased in 2020. In 2021-22 they picked up well in Gore, while in Mataura they decreased slightly.

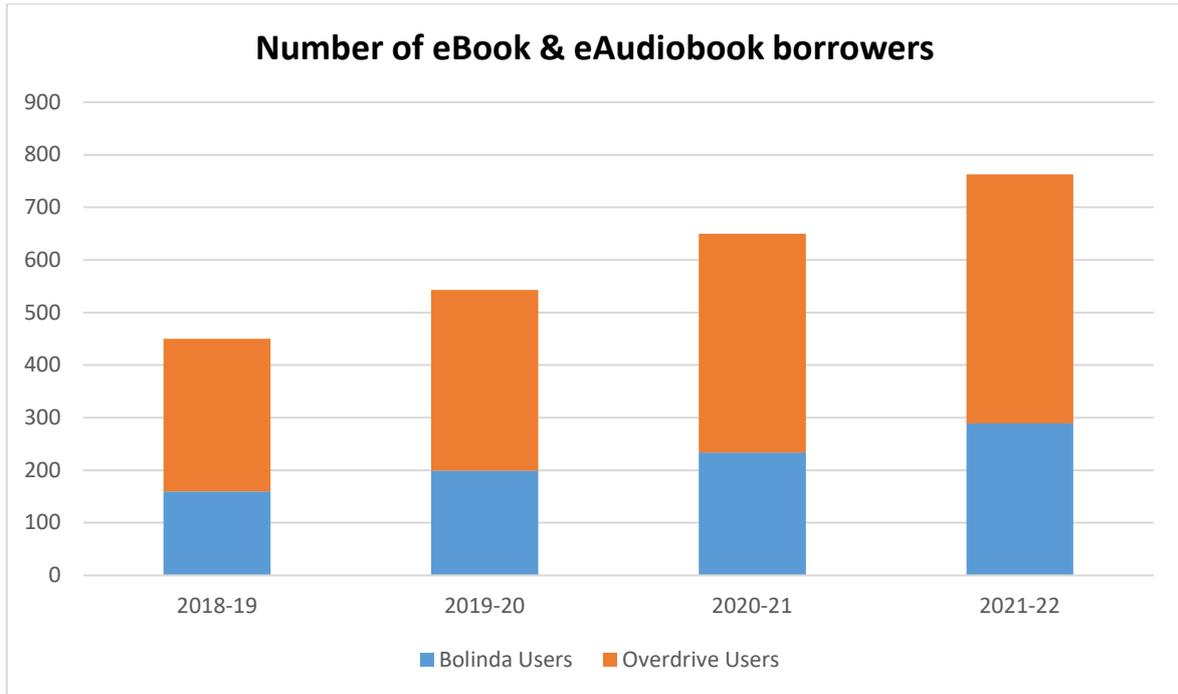


	2018-19	2019-20	2020-21	2021-22
Bolinda collection size	3207	4965	5703	9429
OverDrive collection size	10070	11547	12384	13786
Bolinda total loans	588	1211	1751	2791
OverDrive total loans	1682	2556	3030	3857

As well as Gore Library increasing content during COVID lockdown, the larger libraries of the Bolinda SouthLib consortium have generously extended access to new items to the smaller libraries over the last four years. This provides a much wider selection for Gore readers and listeners. The increase in loans is mainly attributable to the effects of library closures during COVID, the growing comfort of readers to engage with online reading, and the wider range of resources.

Bolinda BorrowBox has mainly eAudio with growing numbers of eBooks. The Bolinda consortium libraries comprise Dunedin, Waitaki, Clutha, Queenstown-Lakes, Central Otago, Southland, Invercargill, and Gore

OverDrive is a consortium of 17 South Island libraries and provides mainly eBooks, with a growing number of eAudiobooks.



	2018-19	2019-20	2020-21	2021-22
Number of Gore Bolinda borrowers	160	199	234	289
Numbers of Gore Overdrive borrowers	290	344	416	474

As mentioned above the increase in the number of people using eBooks and eAudio is attributable to library closures during COVID, the growing comfort of readers to engage with online reading/listening, and the wider range of resources.

Santa Parade & Christmas Carnival

Float applications are now open for the 2022 Santa Parade. A traffic management plan has been created and will be sent to Waka Kotahi for consideration. The route will remain the same as in previous years.

Last year we had planned to hold a Christmas Carnival in Irk Street rather than our traditional Christmas in the Park. Following complications around planning a street festival, and the overwhelmingly successful turnout to Kahui Whetu in the Gore Gardens, we have decided to go back to the original venue, while keeping the new Christmas Carnival theme.

6. REPORT FROM THE COMMUNICATIONS/MARKETING TEAM (Sonia Gerken/Kaitlyn Wright)

Purpose

The purpose of this report is to outline the community engagement and communications projects, and the reach the Council is having across its communications channels.

Projects

In recent months the communications team has been leading four digital projects that span corporate and marketing channels. These are:

GoreNZ website

A project team, led by the digital communications specialist, has been migrating the existing GoreNZ website onto a new content management system, as well as updating existing and creating new content.

The website is being repositioned as not only a platform to promote the Gore District as a place to visit and live, but also a site with stories that instil pride among locals. The website has pages about:

- Our People – such as Jenny Mitchell and small business owners,
- Our Places – a look at the past and present of all our towns, and
- Our Stories – the things that make up our DNA such as Sgt Dan and the Hokonui Hills

There is also an expanded section on fly fishing and Gore’s title as the world capital of brown trout fishing. The Council has claimed several website domain names relevant to its brown trout status, thus securing its position online.

The website will go live sometime in September. It will evolve over time as more stories, attractions and District information is added.



BrandKit

Coinciding with the launch of GoreNZ, will be the launch of the Council's public image library images.gorenz.com. The image library is a one stop shop for photos and brand logos. Many of the photos are available for royalty free use by our stakeholders and partners, such as Great South, as well as the public. There are also photos only accessible by staff.

Online bookings

Work has begun on introducing online booking forms for

- Cemeteries
- Dolamore Park
- New Gore Library
- New James Cumming Community Centre rooms
- MLT Event Centre
- Matura Community Centre

The Datacom online booking system is used by a number of councils around New Zealand.

The customer portal allows people to search a venue, see its availability, view photos of the venue, book any resources they need and create an account to manage all their bookings. There is also an administration portal where staff can confirm and manage bookings in a central location.

Consultation

Draft District Plan

The Council's launched its draft District Plan feedback hub on 10 August. In three weeks, the hub, on our Let's Talk platform, had received 708 visits, with an average of 98 visits per day.

While there have only been three feedback forms submitted to date, there have been 961 downloads from the site. The most popular downloads are the full draft plan (56), Gore zones (41) and heritage register (40). Feedback is open until 21 September.

Digital statistics

Website

Statistics for the Council's website over July/August were:

- Users: 15,000 (*an increase of 21.5%*). Of that, 41.80% used their mobile phone to access the site, 55.80% used their desktop, and 2.40% used a tablet.
- Page views: 61,119
- Top three pages: Property search, Gore Aquatic Centre and Vote Murihiku Southland 2022
- MyGore accounts: 461

Antenno

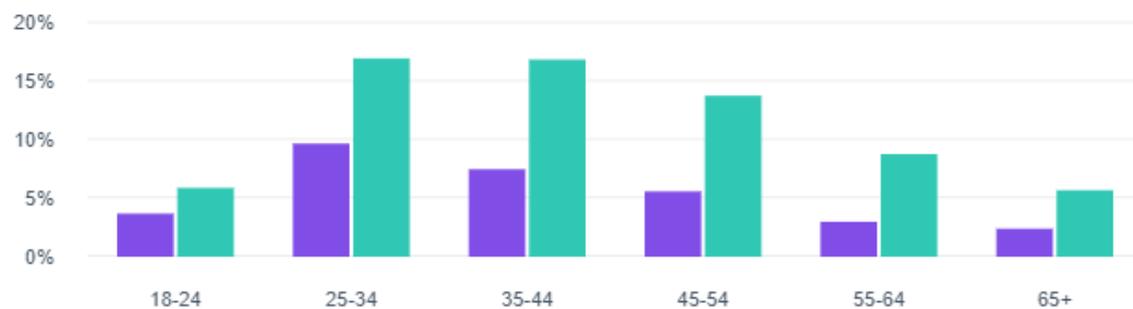
Subscribers: 2,425, an increase of 85 since the last period. This is 40.2% of our rating database, meaning GoreDC retains its place as the leading Council in New Zealand for downloads of Antenno.

Facebook

GoreDC currently has 8,122 followers, a break-down of the demographics of these followers as attached:

Age and gender

Men 31.90%
Women 68.10%



GoreDC continues to have a good reach across social media. Below is the figure for the period July/August:



*Please note, Page Reach only allows users to examine the last 28-day period, so the July/August Facebook Reach can be compared to **24,521** and Instagram's **80** (May/June).*

Throughout July/August, the communications team have also restarted Flashback Friday, an old tradition that's been given a few years rest. Followers love it, with great social interaction to end each week:

	Friday Flashback 📷 Elephants grazing in Gore outside Fleming's Creamoata Mill – who would'...	Boost post	26 August 2022 at 12:17	6,684 People reached
	Friday Flashback! 📷 Do you recognise this iconic building from 1909...? Hint: it's currently ho...	Boost post	19 August 2022 at 11:08	4,684 People reached
	Friday Flashback! 📷 Check out this Mersey Street comparison, with the top image from 1910. ...	Boost post	12 August 2022 at 11:08	8,481 People reached
	Friday Flashback! 📷 Talk about a royal welcome 😊 Queen Elizabeth II arrives for lunch at H&...	Boost post	5 August 2022 at 10:04	9,380 People reached
	Friday Flashback 📷 Here's a north-facing Main Street comparison, taken roughly 112 years ap...	Boost post	29 July 2022 at 11:09	7,548 People reached
	Friday Flashback! 📷 Check out this aerial shot of East Gore in its infancy, can anyone guess th...	Boost post	22 July 2022 at 10:57	4,837 People reached

Instagram

Over July/August we have been publishing organic content for the GoreDC Instagram account @goredistrictcouncil, utilising the ability to post cross-social under Meta's Business Suite. We currently have **144** followers, **which is an increase of 20 from the previous period**. While still a low follower count, the engagement, including Instagram Page Reach above, seems to still be notable:

	Have a business in mind that epitomises Business Excellence in our District? Know a local sporti...	Boost post	3 August 2022 at 13:30	45 People reached
	An innovative natural wool blend insulation project is well underway in the new Gore Library a...	Boost post	2 August 2022 at 09:59	41 People reached
	HEAVY TRAFFIC BYPASS TEMPORARY CLOSURE 🚧🚧 River Street, between Medway and Mers...	Boost post	1 August 2022 at 11:00	41 People reached
	Friday Flashback 📷 Here's a north-facing Main Street comparison, taken roughly 112 years ap...	Boost post	29 July 2022 at 11:09	40 People reached
	Do you have lots of great ideas? Do you want to make a change for your community? Are you ...	Boost post	28 July 2022 at 11:00	31 People reached
	Heads up 📣 dog registrations are due by close of business Friday 5 August. 48% of our dogs ...	Boost post	27 July 2022 at 13:00	71 People reached
	Sorry to be the bearer of bad news on a Monday, but the poop fairy doesn't exist 🐾 Unfortun...	Boost post	25 July 2022 at 15:00	44 People reached

We have now begun to establish ourselves with enough followers for users to see this as another way to get in touch with the Council for any concerns, queries or feedback which is great.

June – August 2022 Quarterly Report for Gore Visitor Centre

Bus ticket sales remain steady: 21 (June), 11 (July) and 16 (August)

Estimated 50% of customers are here for travel or information and the other 50% are wanting to see the Moonshine Museum.

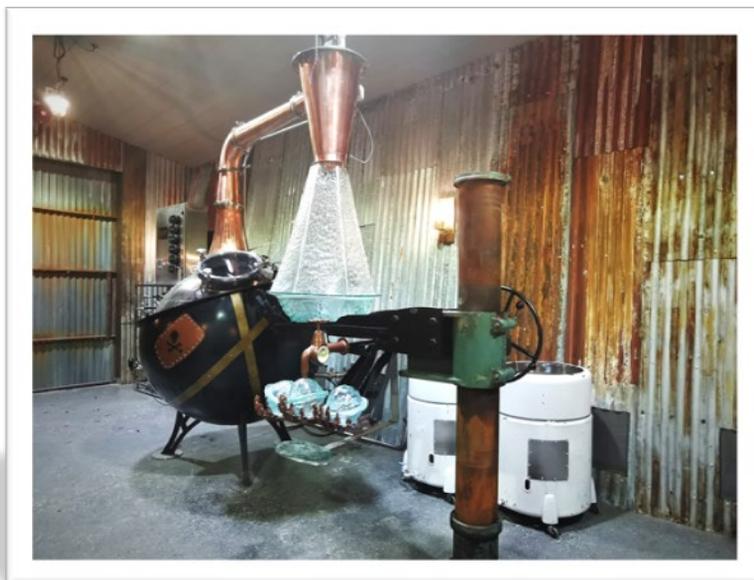
Visitors seeking the Moonshine Museum are told it is under redevelopment and shown the still itself in place and told of the stories to encourage them to return when it is fully open.

Saturday opening from 10am – 2pm began on July 30th. August is showing a minor increase in visitors.

The majority of visitors in will make a purchase while visiting.

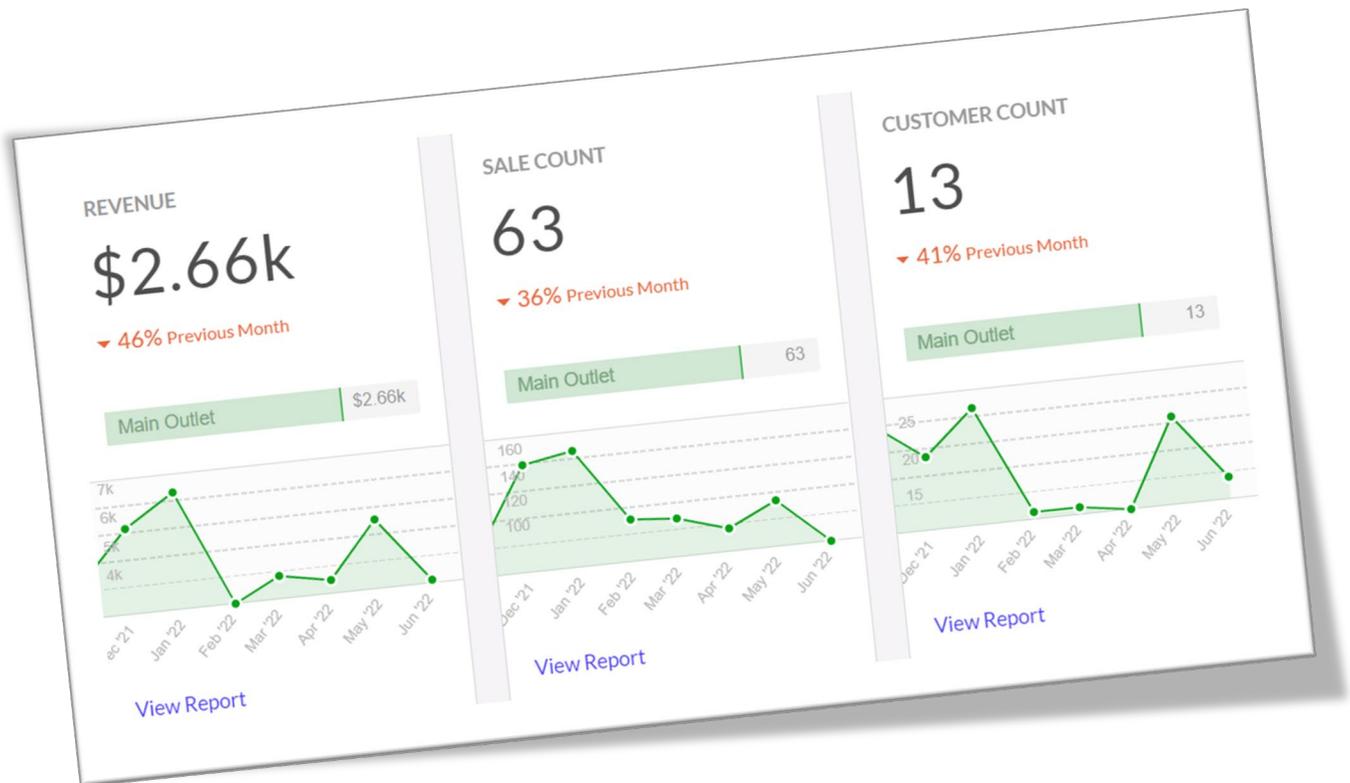
The team have been calling and visiting accommodation providers to update databases, supply brochures and discuss their needs. This has been well received.

Comments from visitors are consistently positive about the offering, the building itself and the experience with staff.



J U N E

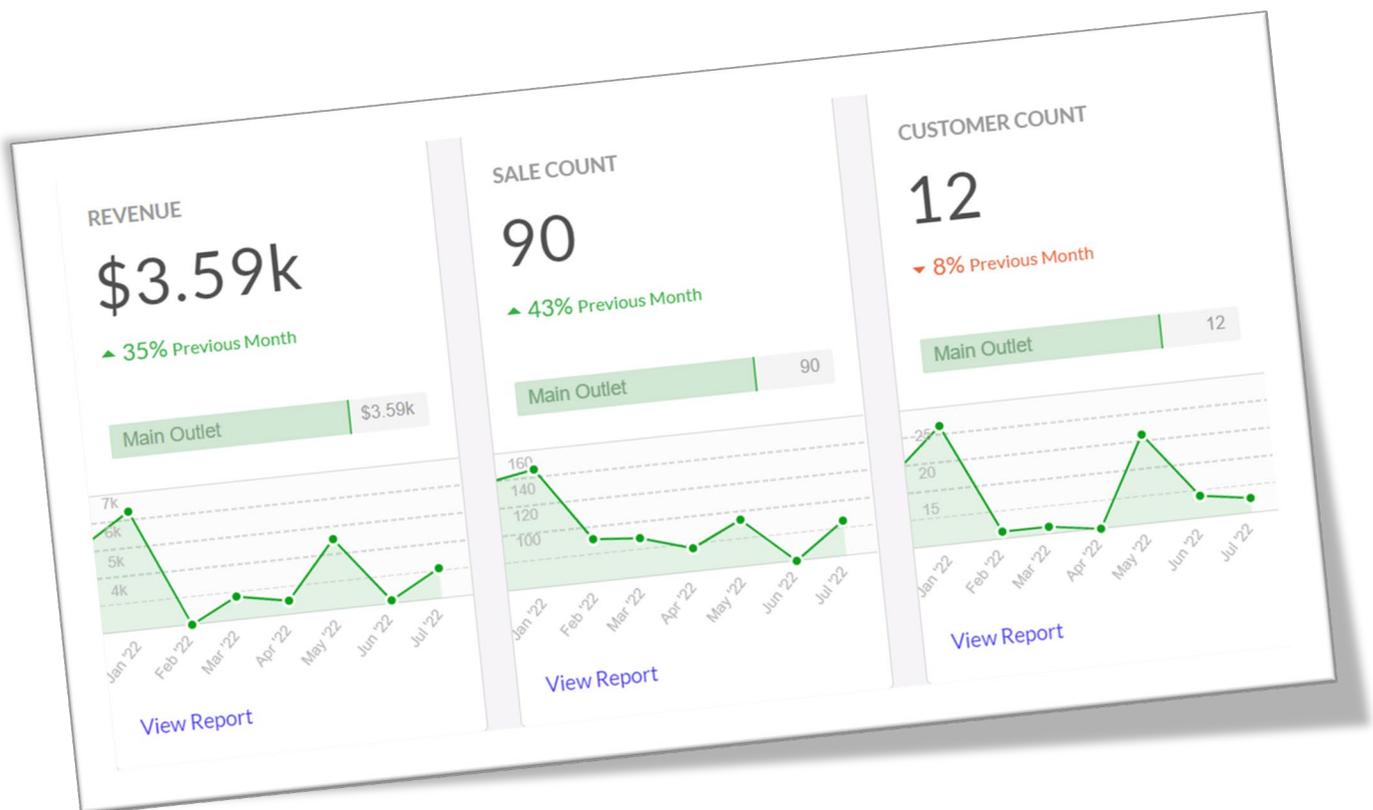
Customer count = individual customers who made a purchase from GVC



Information derived from POS reporting function

J U L Y

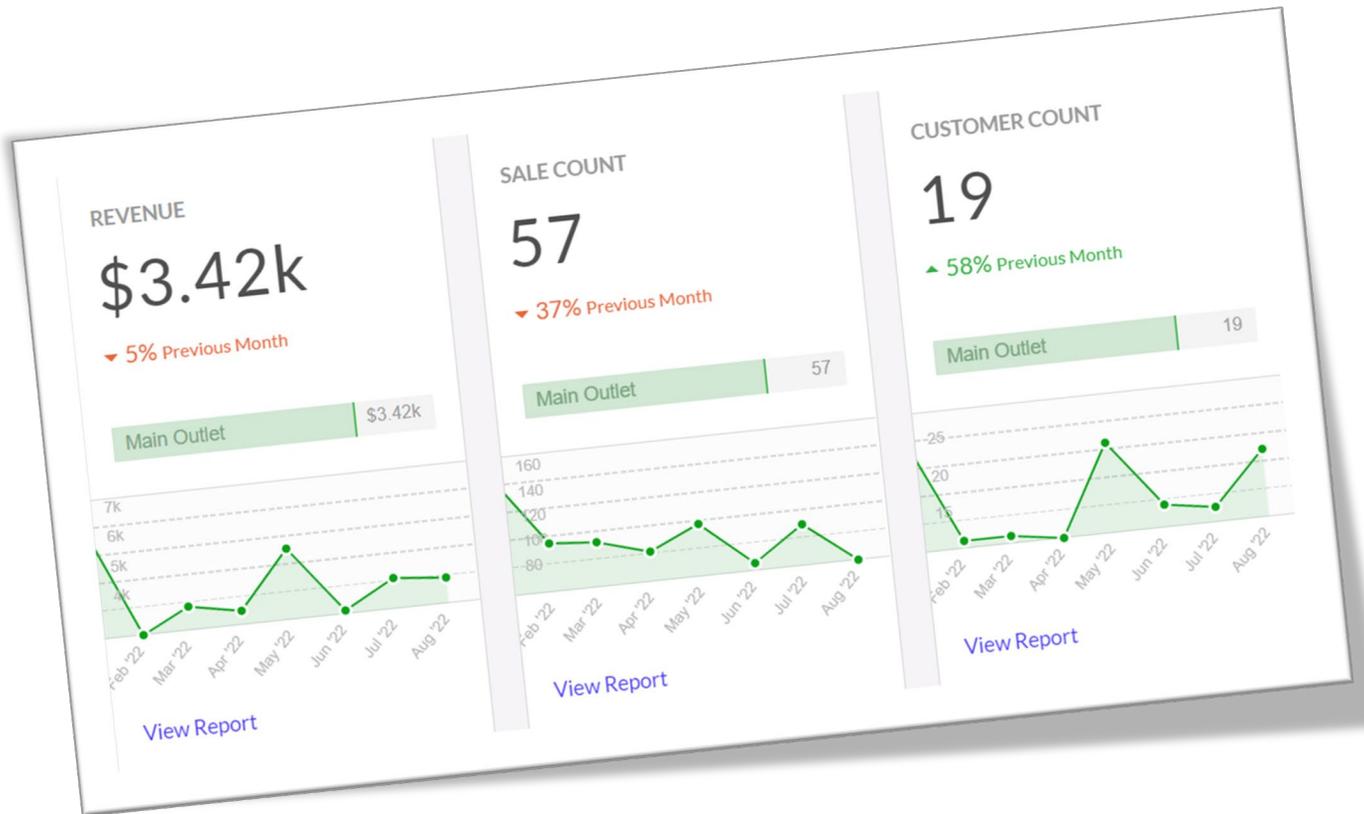
Customer count = individual customers who made a purchase from GVC



Information derived from POS reporting function

A U G

Customer count = individual customers who made a purchase from GVC



Information derived from POS reporting function

JUN-JUL-AUG* COMPARISON

June

REVENUE

\$2.66k

▼ 46% Previous Month

SALE COUNT

63

▼ 36% Previous Month

CUSTOMER COUNT

13

▼ 41% Previous Month

July

REVENUE

\$3.59k

▲ 35% Previous Month

SALE COUNT

90

▲ 43% Previous Month

CUSTOMER COUNT

12

▼ 8% Previous Month

August

REVENUE

\$3.42k

▼ 5% Previous Month

SALE COUNT

57

▼ 37% Previous Month

CUSTOMER COUNT

19

▲ 58% Previous Month

*August as at 25th of month

From: Sheila Naidoo-Munsamy <Sheila.Naidoo@spark.co.nz>
 Sent: Monday, 8 August 2022 8:19 am
 To: Gore Visitor Centre Info <GoreVisitorCentreInfo@goredc.govt.nz>
 Subject: Tippler

Hi Jane,

Thanks for being such a beautiful person.
 Sorry I sent this to the wrong address, but heres the pic with Tippler now lol
 Take care.

Sheila and Vasu

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