



Community  
Services Bulletin  
December 2022

## 1. REPORT FROM COMMUNITY STRATEGY MANAGER (Anne Pullar)

### **Ready for Living - Emergency Planning Guide – A guide to Local Emergency Preparedness, Your Hazards and more for Older People**

Ready for Living and Emergency Management Southland launched the 'Emergency Planning Guide – A guide to Local Emergency Preparedness, your Hazards and more for Older People' at the International Day of the Older Persons event Ready for Living held on 1 October, which 120 people attended.

The idea came about due to the increase of extreme weather events and natural disasters worldwide. Due to climate change and scientific predictions that the Alpine Fault will produce a large quake, we can expect more emergency situations more frequently.

Requirements of the older population can be slightly different from the general population. Many older people are staying in their homes longer with reliance on carers, cleaners and meals on wheels. In an emergency these services may not be able to reach their clients, so it's really important for them to be prepared.

The booklet contains reminders about storing enough medication and not waiting until the last minute to get repeats. It also highlights that if you rely on electricity for your heating and cooking, you need to look at having an alternate option such as a fireplace, BBQ or gas stove you can use, as there is the potential for power cuts that could last for a prolonged period. With telecommunication changing from copper lines to fibre, your landline will also not work in a power cut.'

In the past month Kylie Aitken, Ready for Living Co-ordinator has spoken about how to be prepared at Supportlink group, Windsor Village, Senior Citizens, Alzheimers Support group and Hokonui Runanga and will continue to encourage preparedness. Of the 800 booklets printed around 550 have been distributed to the community.

Excellent feedback about the booklet has been received, with many older people starting to prepare things like water and alternate cooking methods.

The booklet is available at several locations in the District including the Gore Library, Mataura Service Centre, Gore Visitors Centre, Connected Eastern Southland. It's also digitally available on the Council's website <https://www.goredc.govt.nz/our-community> or Ready for Living website <https://readyforliving.co.nz/> .

### **Mayoral Taskforce for Jobs**

Work continues under the Closing the Gaps business initiative with the Gore District Council recently signed another contract with Local Government NZ, Mayoral Taskforce for Jobs to support people into employment.

The criteria has been extended and individual employers can now access funding to potentially support someone who is -

- a NEET (Not in Education, Employment or Training); or

- clearly identified as at risk of becoming a NEET; or
- a disabled youth; or
- other youth aged 16-24; or
- a person of any age who is disadvantaged in the labour market and are not able to readily access MSD products and services; or
- living with a disability

In addition –

- it must be a small to medium business

And the employee –

- cannot be on a Work and Income benefit
- must work 30+ hours in
- sustainable, full-time and paid employment

Over the last 2 years we have advertised 1487 jobs on the Closing the Gaps website. Mayoral Task Force for Jobs has supported 111. 41 of these placements have been apprentices.

### **Welcome Packs**

The Gore District Welcome Plan working group has worked with staff to create a Welcome Pack for newcomers to the district. These Welcome Packs aim to ensure newcomers feel a sense of welcome and of belonging in their new home.

The Welcome Pack itself includes a welcome from the mayor, free offers, and information about life in the Gore District.

A number of businesses, schools and Council services have been approached to hand out these packs. These include:

- Bayleys Real Estate
- First National Real Estate
- Harcourts Real Estate
- Ray White Real Estate
- Property Brokers
- Mataura Library
- Mataura School
- Gore Library
- Gore Information Centre
- Longford Kindergarten
- Elsie Street Kindergarten
- Oxford Street Kindergarten
- West Gore School
- East Gore School
- Gore High School
- Community Connection Centre
- St Marys School

- Gore Main School
- St Peters College
- Akoranga Preschool
- Gore Preschool
- Hokonui Runanga
- Kids Hub
- Alliance
- Daiken
- Maitaia Valley Milk

### **Youth Awards**

The Gore District Youth Council are excited to announce the return of the Youth Awards which took place at 7.00pm on 10 December at the St James Theatre. The theme was 'country' and attendees were encouraged to get dressed up for the occasion. The MC was Haydn Jones.

Nominations opened on 5 November and closed on 30 November. A total of 38 were received.

### **Skate Park and Frisbee Golf**

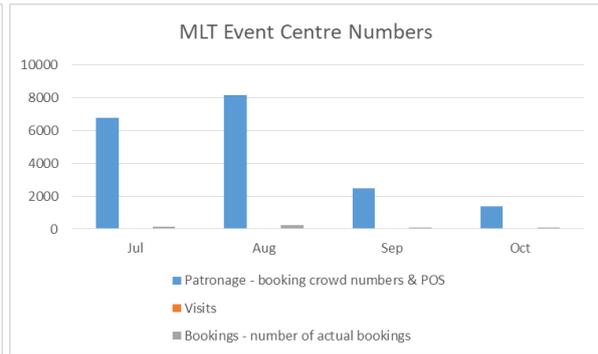
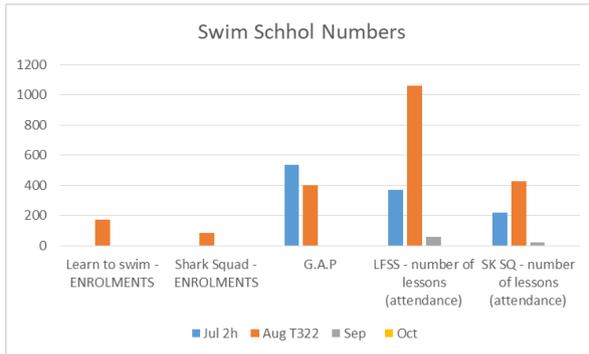
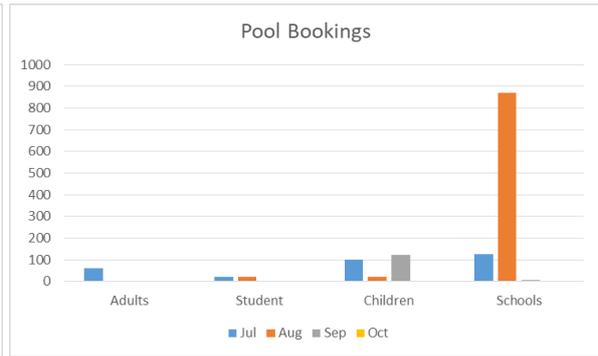
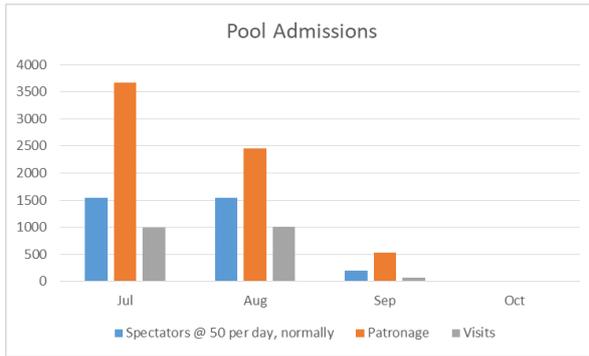
The youth councillors have been collaborating with the Parks and Recreation Manager on a redevelopment of the skate-park on the corner of Mersey and Gorton Streets. This will involve solving a littering issue and making improvements to the fencing and safety of the park. Work on this is due to start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

The youth councillors have been in consultation with a number of stakeholders to establish a new frisbee-golf course in Hamilton Park. There are plans to install a small number of targets in Maitaia and on the park opposite Gore Main School. The youth councillors are currently looking for support from local businesses to help fund the initiative.

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

**Admissions to the Gore Multisports complex**

 <b>Facility user numbers and information 2022/2023</b>													
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
<b>Pool days open</b>	31	31	4	0									66
<b>POOL</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Total</b>
Spectators @ 50 per day, normally	1550	1550	200										3300
Patronage	3666	2447	528										6641
Visits	999	1002	76										2077
<b>Sub-Total</b>	<b>6215</b>	<b>4999</b>	<b>804</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>12018</b>
<b>Bookings</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Total</b>
Adults	59												59
Student	22	22											44
Children	102	21	123										246
Schools	126	870	6										1002
<b>Sub-Total</b>	<b>309</b>	<b>913</b>	<b>129</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1351</b>
													0
<b>Pool Total</b>	<b>6524</b>	<b>5912</b>	<b>933</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>13369</b>
<b>SWIM SCHOOL &amp; SK SQ</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Total</b>
<b>Term code counted</b>	<b>2h</b>	<b>T322</b>				<b>T422</b>	<b>4x</b>		<b>T123</b>	<b>1h</b>		<b>T223</b>	
Learn to swim - ENROLMENTS		173											173
Shark Squad - ENROLMENTS		84											84
G.A.P	535	400											935
LFSS - number of lessons (attendance)	372	1060	61										1493
SK SQ - number of lessons (attendance)	220	429	25										674
<b>Swim School Total</b>	<b>1127</b>	<b>1889</b>	<b>86</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3102</b>
													0
<b>Stadium days open</b>													0
<b>STADIUM</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Total</b>
Patronage - booking crowd numbers & POS	6768	8158	2476	1371									18773
Visits	15	32	1										48
Bookings - number of actual bookings	159	217	91	86									553
<b>Stadium Total</b>	<b>6783</b>	<b>8190</b>	<b>2477</b>	<b>1371</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>18821</b>
													0
<b>Pool days open Total</b>	<b>66</b>	<b>Swim School needs to be term and holiday numbers only to avoid double ups</b>											
<b>Stadium days open Total</b>	<b>0</b>	<b>( light green area indicates term roughly so only one lot of numbers here)</b>											



### Current and completed work

- The ventilation and re-roofing project has finally come to an end, with all aspects being completed. The final stage was the instillation of the new ventilation system for the Aquatic Centre plant room and pool hall. We combined the installation of the ventilation system with our spring clean maintenance project to cause the least amount of impact on patrons to the facility. Part of this work also included strengthening of the original structure and improvements as put forward by the original structural engineer who designed the facility.





- The pool has had a major shut down with what we called our spring clean, although we went three weeks longer than anticipated. The amount of work that was achieved is testament to the Gore Multisport team and our local contractors. For a nine week period and tight budget to achieve what we have with the extra challenges and issues that arose over this period of time. The feedback from customers has been amazing with great support for the complex.



- The pathway behind the complex is being realigned after the installation of the ventilation stack. It is being made a little bit wider due to the amount of school use it has. This also means that when we have visiting schools and for the afterhours Ice rink users they have a safer cleaner path which means we have less dirt and grass tracked into our facility.
- We are currently in the process of upgrading our phone system, due to moving to fibre and the new server upgrade we have lost some of the functionality of our old phone system and this means not being able to change our main greeting message. The IT team has been working extremely hard to help with this process.

### Future challenges

- We are at that time of the year where we have team members heading off to University. This means we are currently advertising and in the new year we will

be looking to fill a few spots in the stadium, swim school and pool in a tight labour market. We have had some great help from the Communications and People and Culture teams, with some ideas of how we can get people engaged with the jobs and what we have on offer as an organisation.

- One of the team members we have lost is Mariano, our head coach. It was a hard decision for him to make as he has been so well supported. He enjoyed the area and the team environment in Gore. He has moved to work towards his end goal of coaching at a New Zealand level and this was the perfect opportunity under the current NZ head coach. This role will be hard to fill as there are currently nine businesses looking for assistant and head coaches throughout NZ.

### **Nice to know**

- We currently have six swimmers training and heading to Whanganui next year for Masters. With the coaching programme and succession planning we have had the ability to have Roxy, one of our assistant coaches, pick up the morning coaching sessions for this group and the feedback has been extremely supportive
- One of the items we had huge demand for prior to our spring clean was to get in a tog dryer for swimmers who were heading off to work and school in the morning to help keep their togs and bags dry but to also help with the life of the togs as well. The feedback has been amazing with so many people thanking us for the new tog dryers and other saying what a great idea.



- On 22 December 2022 we are holding an end of year party at the pool from 11:00 am – 3:00 pm. We will have inflatables games, music and spot prizes. For the entry we are looking at helping support our local foodbank by offering entry via a non-perishable food item.

### 3. REPORT FROM DISTRICT ARTS AND HERITAGE CURATOR (Jim Geddes)

#### **Eastern Southland Gallery**

**Exhibitions** (Annual Plan KPI = 10 per annum)

Arts & Heritage Department staff worked on five exhibitions for the September to November period:

- **SIT – Art for Leisure** (Croydon Aviation Heritage Centre)
- **Ewan McDougall: Freed Up In Lockdown** – until 18 September (Eastern Southland Gallery)
- **Marilynn Webb: River, Lake and Fiord** – until 20 November (Eastern Southland Gallery)
- **Trevor Moffitt: Paintings** – until 20 November (Eastern Southland Gallery)
- **Philip Trusttum: Recent Works** – from 27 November (Eastern Southland Gallery)

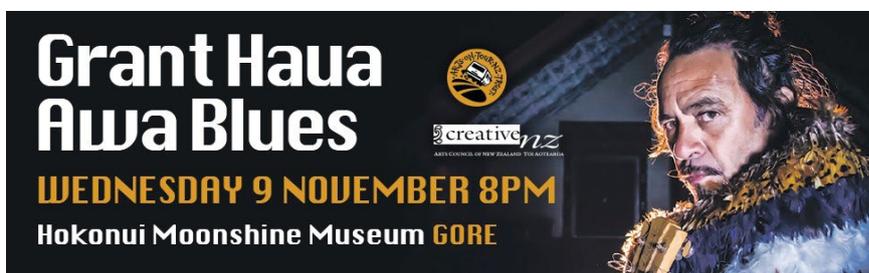


We expect to meet or exceed our KPI target for 2022/23

#### **Precinct events**

**Events** (Annual Plan KPI = 10 per annum)

- **Across The Great Divide** – concert (10 September)
- **Nikau Harp Trio** – concert (4 October)
- **Eric Bogle** – concert (19 October)
- **Grant Haua** – concert (9 November)



We expect to exceed our KPI target for 2022/23.

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

We have enjoyed a particularly good number of tour and special interest groups over the spring months. Although more than 20 tour parties had to cancel or postpone their

planned visits for the first half of this year owing to Covid, there has been a renewed interest and already over 30 bookings are in place for summer tours of our facilities. Groups that we have engaged with between September and November have included:

***Gore Vintage Car Club, Gore Pakeke Lions Club, Otago Museum Tu Unua Hui (x 4), Gore District Historical Society, Moatrek Tours (x 5), Rural Women NZ, Kirra Tours (x 5), Flexi Tours (x 2), MV Tours (x 2), NZ Rhododendron Conference, Parata Rest Home, Gore Host Lions Club, NZ Master Builders Federation, St Marys School, East Gore School, Matura Primary School, Pukerau School, West Gore School, Longford Intermediate.***

#### **Meetings and representations**

***Hokonui Runanga, Southland Regional Heritage Committee, Otago Museum, Creative NZ, Ministry for Culture & Heritage, Project Ark, Te Papa Tongarewa Museum of New Zealand, Southland Museum & Art Gallery.***

We expect to meet our KPI target for 2022/23.

#### **Māruawai 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) is a major team focus for the remainder of the year. Product availability has been another challenge with delays of up to 6 months for some key items of plant and equipment. However in recent months 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*

Fundraising towards this final fit-out is continuing and we were delighted to receive confirmation of a **\$40,000** display grant from **Community Trust South** and a very welcome donation of **\$25,000** from the **Gore Pakeke Lions Club**. Staff members continue to work with other funding bodies on behalf of the trust and await the outcome of those initiatives.

### **Stage Two – Māruawai Centre development (LTP target)**

We are very pleased that planning for this project has reached an exciting and critical point. Since the Council's LTP Special Consultative Procedure in 2007 and the subsequent generous investment in the acquisition of this building by Community Trust South and Maitaha 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 tenders have been confirmed, and work on site has begun. Project designers have been careful to utilize all suitable aspects of the building's existing structure and maximise the opportunities offered by the current open plan format. Given the existing premises at 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 pleased to see the vast majority of tendered work going to local firms.

We remain very grateful for the generous **\$919,000** contribution from **Provincial Growth Fund** and an equally generous grant of **\$250,000** from **Community Trust South** 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.



*Cleared interior at 7 Norfolk Street*

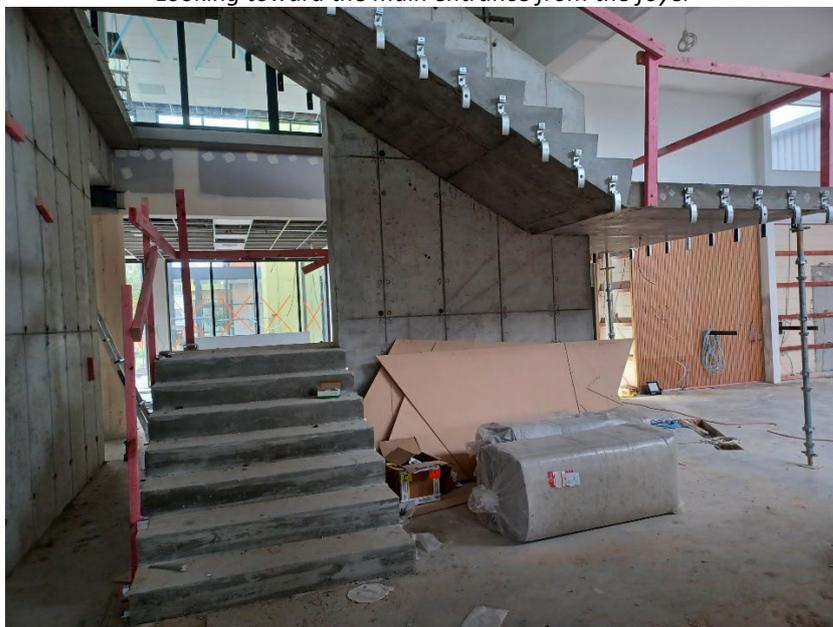
#### 4. REPORT FROM THE LIBRARY MANAGER (*Lorraine Weston-Webb*)

##### **New building**

Council elected members and staff were invited to attend a site visit in September. Many commented about how spacious the library is, but it should be remembered that the bookshelves and furniture are yet to be set up. Nevertheless, there will be lots of spaces for people to study, read and relax, and the newly refurbished building will be attractive. Here are some photos of recent interior developments.



*Looking toward the main entrance from the foyer*



*The new interior stairwell*



*Entrance to the teen area, ground floor*

The move to the new IT server room was completed without incident on 26 November. The Signal Construction Manager reports that most work will be completed by Christmas as planned. A few jobs will need to be completed in January due to delayed delivery of materials, but this should not interfere with the library move, planned from 9 January-10 February 2023. The date of opening to the public will be confirmed closer to the time - all going well it will be 13 February.

Hokonui Rūnanga artists are working on a design to be applied to opaque frosting for the interior glass walls on the first floor, complemented by coloured panels on the wall above the internal staircase. It is envisaged there will be an interpretive panel explaining the meaning behind the artwork.

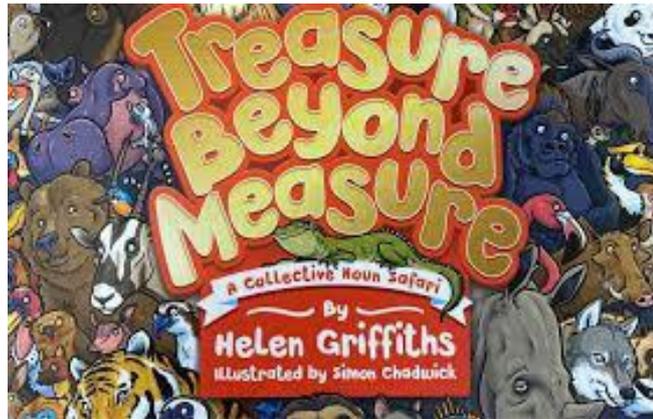
The Council's Ready for Living Coordinator has helped keep focus on the new building being as age-friendly as possible, with the help of the Age-Friendly Action Plan and Toolkit resources.

### **RFID**

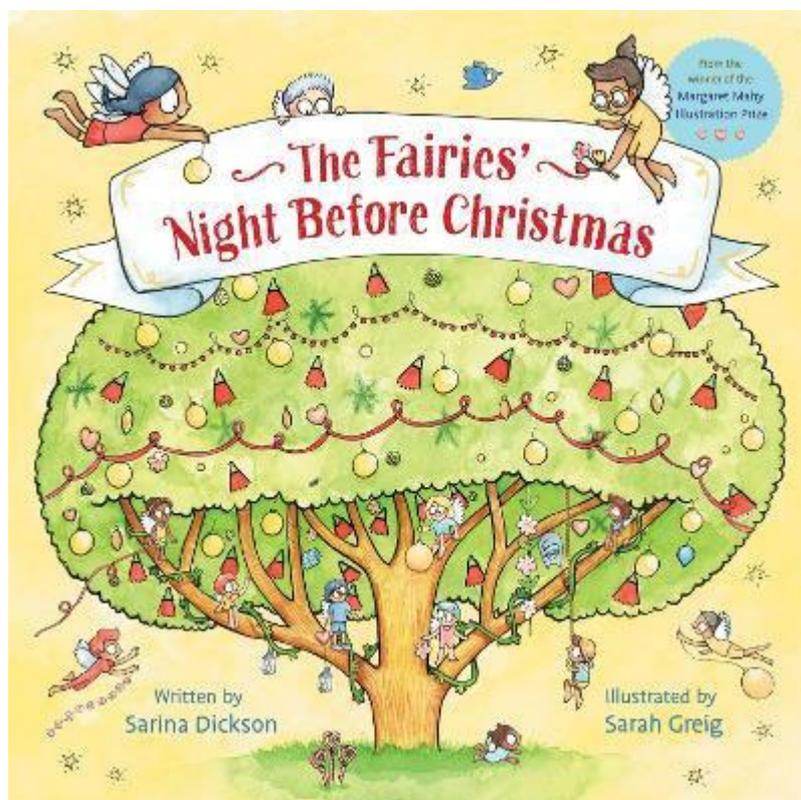
The library team has nearly completed tagging all lending collections at both libraries with Radio Frequency Identification (RFID) tags, with just the stack items remaining. The RFID hardware will be installed the first week of February, after which staff will receive training.

### **StoryWalk®**

The October StoryWalk® was a conservation story *Treasure beyond measure* by Taranaki author Helen Griffiths.



The December StoryWalk® is *The fairies night before Christmas* by New Zealanders Sarina Dickson and Sarah Greig. Children can walk the now familiar StoryWalk® trail, reading the story and doing the scavenger hunt as they go.



### **Deano Yipadee**

The library hosted a visit from Deano Yipadee in October at the Calvin Church, with 150 children and 80 adults enjoying the event. Originally from Mosgiel, Deano is now an international children's author and performer. His performances are interactive and fun, and his music is intended to promote positive thinking and self-confidence among children.



### **Reading Revolution – Shared Reading Group**

A librarian reads a short story or poem aloud in a small group then all the participants talk about it. This programme gives people the opportunity to connect with others in a meaningful way, lifts the mood and improves wellbeing.



*Photo credits: thereadingrevolution.org*

### **Justices of the Peace**

JP Wednesday evening sessions restarted in October, and a team member gave a presentation to the Genealogist Society in September and the Gore Women's Club in October

### **Climate Change and COP27**

A display was held with new books and articles about climate change to align with COP27, the United Nations Climate Change conference, held in Sharm El Sheikh, Egypt.

**COVID measures ended in September**

People were able to stop wearing face masks and other restrictions such as vaccine mandates ended. However, by the end of November case numbers were on the rise and some library visitors became cautious again, especially if trying to protect themselves or other vulnerable household members.

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

### **General operations**

We are slowly getting on top of the spring growth with almost weekly rain events. The weather has impacted on our vegetation spray programme and has made it tricky trying to get everywhere tidy for the festive season.

Currently we have a full staff complement and have the additional help of 4 students over the summer months. Two of our new staff have signed up with the Primary ITO to complete Amenity Horticulture training.

### **Projects**

#### **Parks asset management**

We have engaged a surveying student for the summer months to collect and input current Parks asset data into the new ARCGis system. The last time this work was carried out was in 2017 and there were issues with the integrity and accuracy of some of the asset information. The intention is for this data to be checked and updated on an annual basis going forward.

The next phase of this process will see the information being used to develop Parks Asset Management Plans and for the mature trees to have tree risk assessments completed and stored in the system.

#### **Minor tree contracts**

A three person arborist team from Delta contracting have been continuing with tree removal and remedial pruning work all over the district. They will be back in January and already have a full week's work programmed.

Asplundh arborists have been working down the town side of Hokonui Drive completing line and carriageway clearance work. This work has been delayed for many years and is very much required with branches hanging over powerlines. It is intended to finish the town side works this year and then carry out the same works on the river side of Hokonui Drive next financial year. It should be noted that the trees in next year's work programme generally won't require as much work.

#### **Playgrounds**

New equipment will be arriving for Dolamore Park, Hamilton Park, Hamilton Street Playground and Oxford street playgrounds. The East Gore playground items were identified as part of the Neighborhood Play Systems initiative in conjunction with the East Gore Community and Active Southland. The installation of a new basketball half court and netball shooting circle will be completed in the next week at the Oxford Street site.

Upgraded flying fox cable, cable brakes and associated equipment has arrived for Dolamore, Tulloch and Oxford Street Parks. The installation work will hopefully be completed before Christmas.

### **Dolamore Park**

Septic tanks have been replaced at the top and lower toilets. The existing tanks had started to cause problems and had required regular clean outs over the last two camping season. Both of the new tanks have a full warning system so will make future management easier for the Park Caretaker.

The Hokonui Mountain bike club and Community Service workers have been carrying out track surfacing work on the new lower Water race Track and connecting tracks. This work has only been possible in the last 6 weeks since it has dried out.

Pest control work has commenced in conjunction with the Hokonui Rūnanga and the Hokonui Mountain Bike and Tramping Clubs. We have 10 Auto-traps and a number of the older style box traps in place. The trap catch data will be input onto the Trap NZ website and will help provide a picture of the true pest problem for Dolamore Park and the adjoining Croydon Bush.

### **Bannerman Park**

There has been significant work undertaken in the lower part of Bannerman Park with new drop-down entrance bollards and a retaining wall installed at the Martin Street entrance.

The hosta collection area has had new retaining walls, boundary fence, drainage, track surface and plantings installed. The work should be completed pre-Christmas and will be open for the public to enjoy. We have been advised that the collection is of national significance so will continue to work on improving and enhancing this area.

### **Culling Terrace walkway**

Work has begun on pest tree and creeper removal on the Culling Terrace walkway. This work is being mostly carried out by a specialist contractor with a tree dismantling excavator. The intention is to open up the lower and upper areas so that we can access most of the track with either 4WD Ute or quad bike. This will make future maintenance a whole lot easier. In the next planting season we will plant native revegetation species in the areas that have been opened up.

We have had great feedback from neighbours and track users as they have been waiting a long time for redevelopment to happen.

### **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
- Southland Rhododendron Group attendance at conference field day
- Pukerau Cemetery Support Group – consultation and attendance at commemorative celebrations

- Hokonui Rūnanga consultation
- Various sports club interactions
- Discussions and liaison with various sub-contractors and suppliers.

**Collegial interaction**

- RA - Otago Southland Branch, AGM and general meeting in Gore

## 6. REPORT FROM THE EVENTS COORDINATOR (Jessica Swan)

### Purpose

This report provides an overview of the events activities for September, October and November.

### Hokonui Culture Feast

We held the Hokonui Culture Feast in early October at the Gore Town and Country Stadium. Initially, we had planned to extend the venue into three spaces, including the Stadium, Mackay Room and outdoor area. Alternative arrangements had to be made swiftly when a large amount of unexpected snow prevented us from operating the outdoor space and caused some vendors and performers to cancel their attendance.

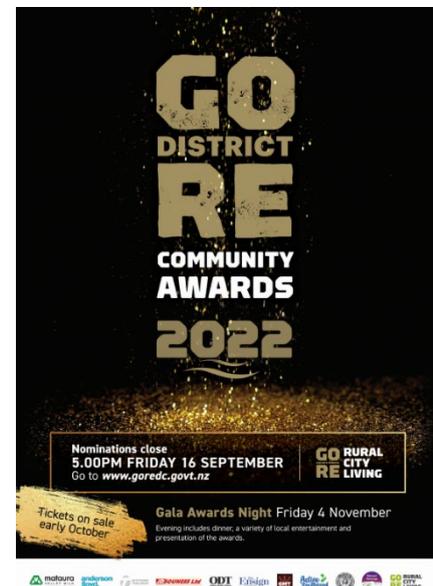
Our two major performing groups came through to fill in the gaps, ensuring our audience had entertainment throughout the night. We still had a great turnout despite the weather and our food vendors seemed very pleased at the end of the event.



### Gore District Community Awards

On Friday 4 November we held the Gore District Community Awards. Overall, we had 37 nominations across nine award categories and two recipients of the Civic Award. Jonathan Usher was the MC, with performances from Gore High School Kapa Haka, Tussock Country, Jodie and Mila from Flame Entertainment and Gore Musical Theatre. We received no nominations for our Environment Award, so we removed it from our line-up and the naming sponsor agreed to transfer support to the Business Excellence Award instead.

Of the 500 tickets available, we sold over 450 – including complimentary ones for sponsors and nominees. We had excellent support from Council staff and volunteers from Gore High School, who managed the food and beverage side of the event. It was an incredibly successful night, with lots of excellent feedback received.



## Santa Parade and Christmas Carnival

Set for Sunday 11 December, the Santa Parade and Christmas Carnival look to go off with a bang. The Facebook event page has had over 1,000 responses to date, which has far surpassed any Facebook event we have ever created in the past. This year we are revamping our Christmas in Park, with a new carnival theme designed with entertainment, play and food in mind.

The same weekend our event is on, a travelling fair will be set up in the Gore Main Reserve. We have approached them to work together for the day, providing them free ground hire in return for making access to their bouncy castle free for children during our event.



We have changed our traditional concert format with lots of short performances to a main stage with three title acts, taking between 30 – 45 minutes each. This format will hopefully prove to be both engaging and entertaining for adults and children alike.

With all new kids entertainment activities and an excellent response from food vendors, plus a great turnout of Santa Parade registrations, it should be a fun day.



## November to December 2022 Quarterly Report for Gore Visitor Centre (GVC)

There has been a noticeable increase in tourist numbers presenting at the visitor centre. Large majority of international visitors are Australian.

Kirra tours began a weekly Monday booking in October for a mini tour of the Moonshine Museum with Jim. This results in good sales in the visitor centre and is booked to continue weekly into February.

Bus tickets sales are increasing as people book for Christmas travel; Sept = 20, Oct =15, Nov=26. Previous quarter: 21 (June), 11 (July) and 16 (August).

In October GVC sold tickets for the Community Awards on behalf of the Events team. This equated to 344 sales which in turn skews the October revenue figures. Similarly, November sales numbers are driven by the sales of Southland Monopoly which was exclusively available in Gore at GVC. The Monopoly returned a 10% profit.

Both have had a positive effect by increasing the awareness of where GVC is located and the product offering plus resulted in additional sales other than the intended purchase.

Bottles of moonshine and the moonshine chocolates continue as the top sellers with steady increases on sales since the last quarter driven by the regular tour and increased tourist numbers.

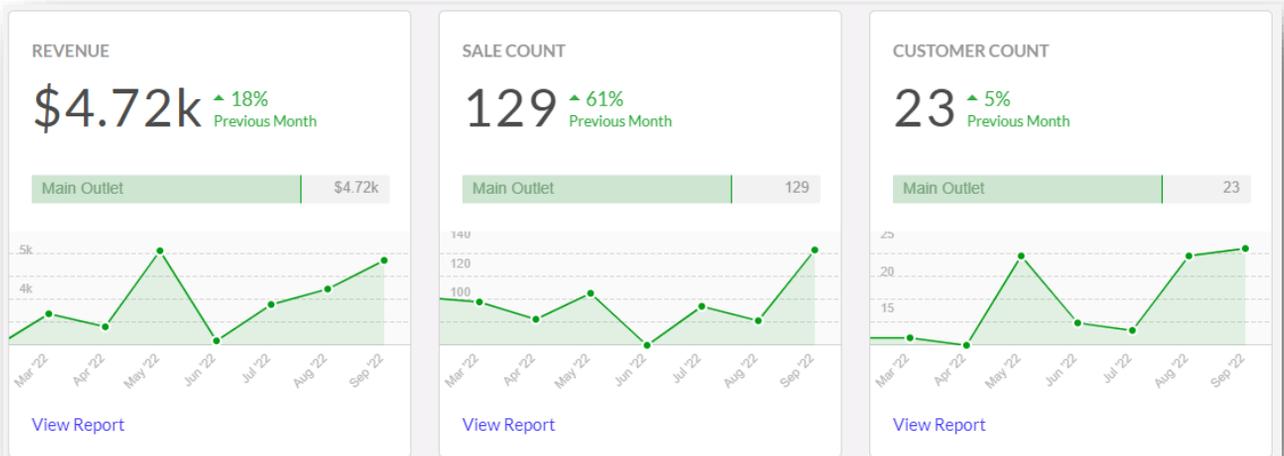
GVC is promoting buying uniquely local and encouraging people to consider Christmas gifts for friends and family that reflect local product.

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



S E P

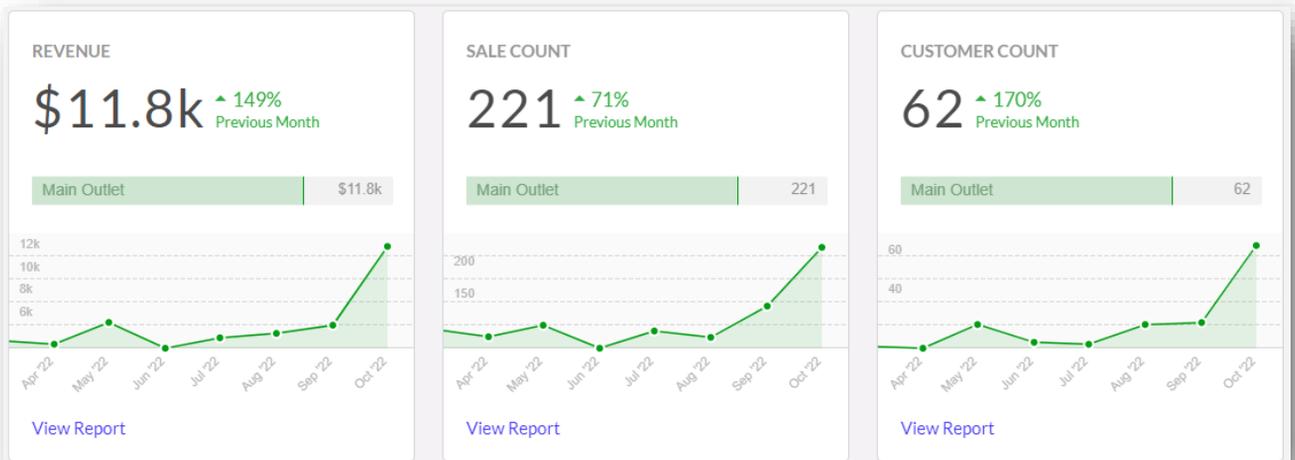
Customer count = individual customers who made a purchase from GVC



Information derived from POS reporting function

O C T

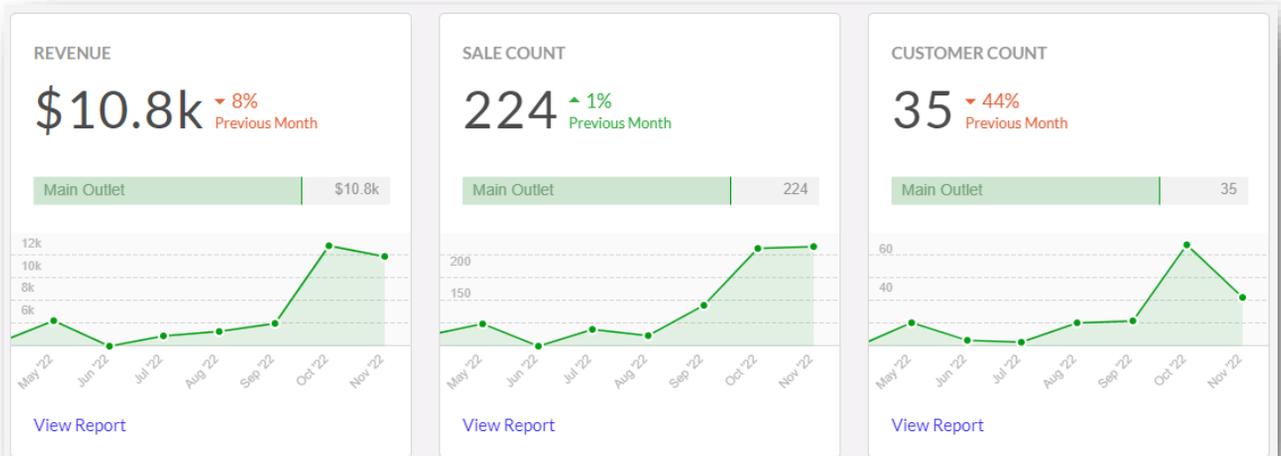
Customer count = individual customers who made a purchase from GVC



Information derived from POS reporting function

N O V

Customer count = individual customers who made a purchase from GVC



Information derived from POS reporting function

# SEP-OCT-NOV\* COMPARISON

September

REVENUE

\$4.72k ▲ 18%  
Previous Month

SALE COUNT

129 ▲ 61%  
Previous Month

CUSTOMER COUNT

23 ▲ 5%  
Previous Month

October

REVENUE

\$11.8k ▲ 149%  
Previous Month

SALE COUNT

221 ▲ 71%  
Previous Month

CUSTOMER COUNT

62 ▲ 170%  
Previous Month

November

REVENUE

\$10.8k ▼ 8%  
Previous Month

SALE COUNT

224 ▲ 1%  
Previous Month

CUSTOMER COUNT

35 ▼ 44%  
Previous Month

## REPORT FROM THE COMMUNICATIONS/MARKETING TEAM (Sonia Gerken & Kaitlyn Wright)

### Purpose

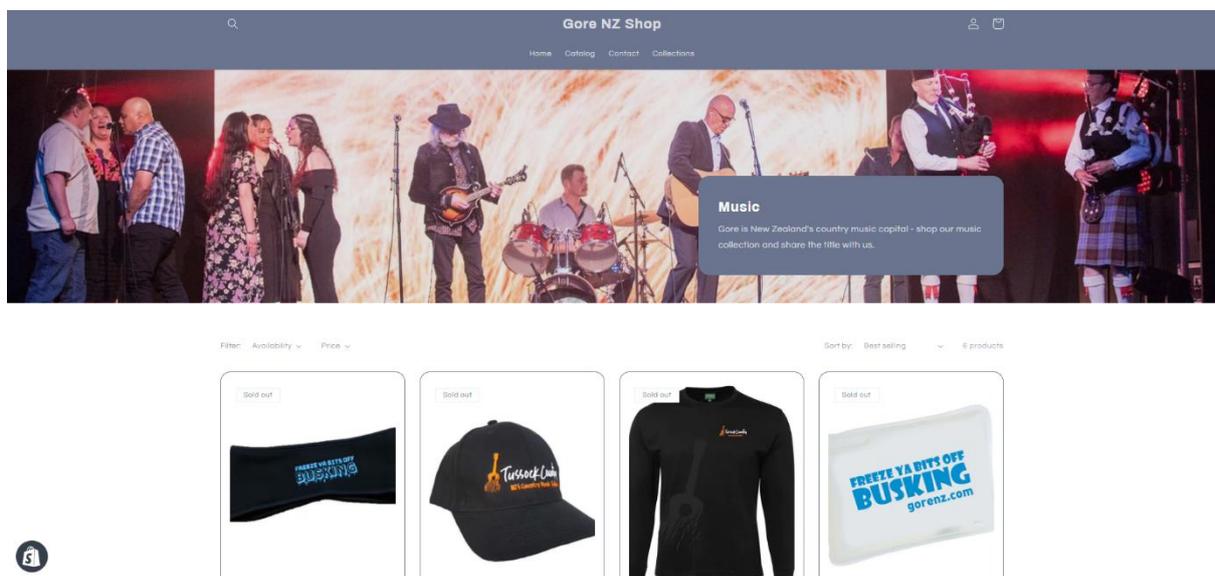
The purpose of this report is to outline the community engagement and communications projects, and the reach the Council is having across its communications channels.

### Projects

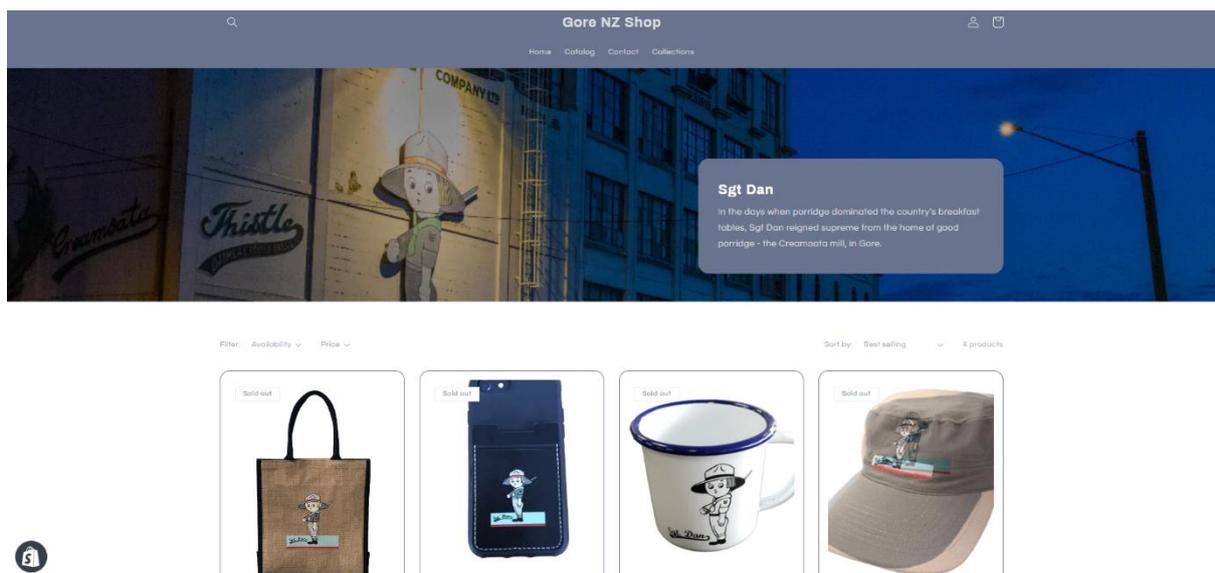
In recent months the communications team has been leading two digital projects that span corporate and marketing channels. These are:

#### Gore Visitor Centre / Gore NZ Shop Website

The visitor centre has been operating an outdated website storefront that will appreciate a much-needed refresh. The project, led by the digital communications specialist, is on track to be ready for customers in the new year.



Each collection page shares a story that showcases the fabric of who we are.



This new look website looks to accentuate the 'why' you should take a piece of Gore away with you (or come back for more online!).

The website will also reflect the newly refurbished tourism precinct once the Maruawai Centre and Hokonui Moonshine Museum reopen. The area will have a great online resource and opportunity to attract repeat purchases/customers.

### Online Booking Forms

The communications team has continued work on the following online booking forms:

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

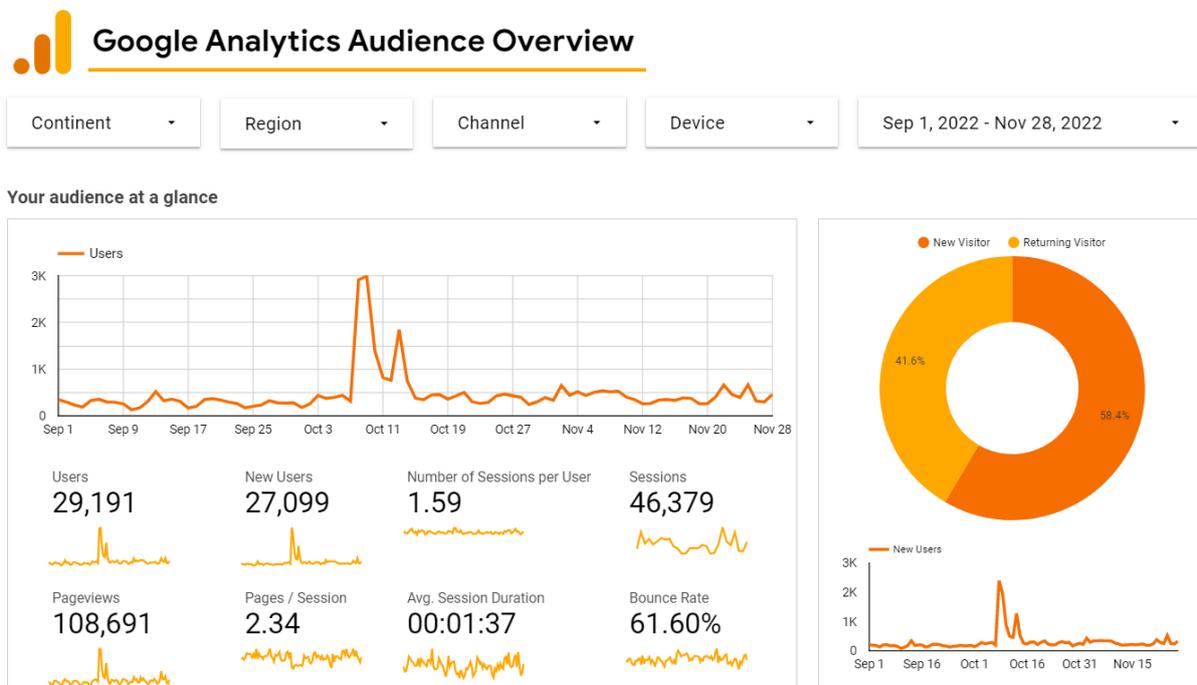
To date, we are gearing up to launch the first two by the end of 2022, including internal staff operational training. The third and fourth are in process and look to be running in the new year.

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.

### Digital Statistics

#### Website

Statistics for the Council’s website over the last quarter were:



The top three most popular pages were:

- Vote Murihiku 2022 Election Results

- Property Search
- Council Meeting Agenda & Minutes

Traffic source to access our website:

- 45.9% of visitors used their desktop
- 50.5% of visitors used their mobile and,
- 3.6% of people used their tablet

MyGore accounts: 543 (an increase of 82 since the last period).

### Antenno

Subscribers: **2,380**. This is **35.7%** of our rating database, meaning GoreDC retains its place as the leading Council in New Zealand for downloads of Antenno.

### Facebook

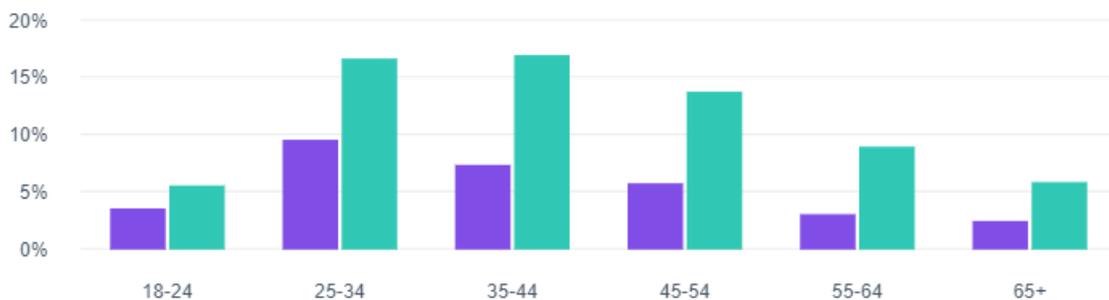
GoreDC currently has **8,328** followers (an increase of 206 since the last period). A break-down of the demographics of these followers as attached:

## Audience

8,328 Facebook followers

### Age and gender

- Men 32.10%
- Women 67.90%



GoreDC continues to have a good reach across social media:

Facebook Page reach ⓘ

44,162 ↑ 18.3%



Instagram reach ⓘ

188 ↑ 25.3%



*Please note, Page Reach only allows users to examine the last 28-day period.*

It's been an eventful time on social media over the past three months across a range of topics. The top three organic social posts from GoreDC are as follows:

1. Weather condition updates that affected roads throughout the District,
2. Our icon Sgt Dan getting a facelift, and
3. A not-so-typical voting post referencing an early 2000's teen movie.

 UPDATE @ 8:05am: River Road between Heaps Road and SH93 (Old c... Gore District Council	11.4K People reached	1.5K Post engagements
 Gore's iconic Sgt Dan and Thistle are getting a well-overdue facelift ... Gore District Council	16.1K People reached	1.3K Post engagements
 You can't sit with us 🍷 Gore is up there leading the way around New... Gore District Council	11.2K People reached	1.3K Post engagements

Lots of testing and trials aiding our creative content ideas and platform decisions going forward.

## Instagram

Over the last three months 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 **189** followers, **which is an increase of 45 from the previous period**. While still a low follower count, the engagement, including Instagram Page Reach above, seems to still be notable:

 How amazing are the photos from the 2022 Gore District Community Awards? 📸 They are all free to view and downl... goredistrictcouncil	Boost post	...	100 People reached
 Bet you thought all the awards were over... 🏆 Nominations for the 2022 Gore District Youth Awards are now open! T... goredistrictcouncil	Boost post	...	52 People reached
 In celebration of the Pukerau Cemetery's recent upgrade, an unveiling is happening tomorrow at 1:00pm at the ceme... goredistrictcouncil	Boost post	...	60 People reached
 Friday Flashback! 📺 Have you popped out to Mandeville during Summer for its Steam Train Running Days? Well – th... goredistrictcouncil	Boost post	...	59 People reached
 Gore will be a hub of activity this weekend 🎉 Not only is it the Gore District Community Awards tomorrow – but this... goredistrictcouncil	Boost post	...	53 People reached
 If you're planning to celebrate Guy Fawkes this Saturday, please be considerate of your neighbours and their pets 🐾... goredistrictcouncil	Boost post	...	64 People reached
 Gore District mayor-elect Ben Bell will become New Zealand's youngest ever mayor when he is sworn in next Wednes... goredistrictcouncil	Boost post	...	115 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.

## Consultation

The Council has carried out two consultations since the last bulletin. These were:

### ***Draft District Plan Feedback***

This was the first time the Council used the new Hub feature on its Let's Talk engagement platform. This allowed centralized management of all the pages associated with the District Plan Review – all 22 of them.

Uploading all the content for these pages, creating graphics and linking to documents/images/maps was a huge task.

Most of the engagement was through Let's Talk, although there were drop-in sessions organised by The Property Group. Feedback was open from late August to 30 September. Some of the data from the Hub show:

- Page views in September – 5,085
- Total number of visitors – 2,200
- Maximum visitors a day – 98
- Document downloads – 2,730

- Number of submissions – 39 from 28 contributors
- Top three FAQs based on views – historic heritage, residential zones and rural zones

***Power Farming Holdings Ltd resource consent application***

The resource consent applications from Power Farming Holdings to establish a farm machinery business in south Gore, and fell two monkey puzzle trees attracted:

- Total number of visitors – 275
- Document downloads – 318
- Number of submissions – eight from seven contributors

It is worth noting that Let's Talk Kōrero Mai now has 1223 subscribers the Council has contact directly when it undertakes any community engagement.