



PALMERSTON NORTH CITY COUNCIL

AGENDA

**EXTRAORDINARY MANAWATU
DISTRICT/PALMERSTON NORTH
CITY JOINT STRATEGIC PLANNING
COMMITTEE**

12.30PM, WEDNESDAY 23 AUGUST 2017

COUNCIL CHAMBER, FIRST FLOOR,
CIVIC ADMINISTRATION BUILDING
32 THE SQUARE, PALMERSTON NORTH



MEMBERSHIP

Grant Smith (Chairperson)

Helen Worboys (Deputy Chairperson)

PNCC

MDC

Susan Baty

Barbara Cameron

Leonie Hapeta

Shane Casey

Jim Jefferies

Michael Ford

Tangi Utikere

Phil Marsh

Agenda items, if not attached, can be viewed at:

**pncc.govt.nz | Civic Administration Building, 32 The Square
City Library | Ashhurst Community Library | Linton Library**

David Wright

Acting Chief Executive, Palmerston North City Council

Palmerston North City Council

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Private Bag 11034, 32 The Square, Palmerston North



**EXTRAORDINARY MANAWATU DISTRICT/PALMERSTON
NORTH CITY JOINT STRATEGIC PLANNING COMMITTEE
MEETING**

23 August 2017

MEETING NOTICE

Pursuant to Clause 21 of Schedule 7 of the Local Government Act 2002, I hereby requisition an extraordinary meeting of the Manawatu District/Palmerston North City Joint Strategic Planning Committee to be held at 12.30pm on Wednesday, 23 August 2017 in the Council Chamber, first floor, Civic Administration Building, 32 The Square, Palmerston North, to consider the business stated below.



MAYOR

ORDER OF BUSINESS

1. Apologies

2. Notification of Additional Items

Pursuant to Sections 46A(7) and 46A(7A) of the Local Government Official Information and Meetings Act 1987, to receive the Chairperson's explanation that specified item(s), which do not appear on the Agenda of this meeting and/or the meeting to be held with the public excluded, will be discussed.

Any additions in accordance with Section 46A(7) must be approved by resolution with an explanation as to why they cannot be delayed until a future meeting.

Any additions in accordance with Section 46A(7A) may be received or referred to a subsequent meeting for further discussion. No resolution, decision or recommendation can be made in respect of a minor item.

3. Public Comment

To receive comments from members of the public on matters specified on this Agenda or, if time permits, on other Committee matters.

(NOTE: If the Committee wishes to consider or discuss any issue raised that is not specified on the Agenda, other than to receive the comment made or refer it to the Chief Executive, then a resolution will need to be made in accordance with clause 2 above.)

4. Confirmation of Minutes **Page Error! Bookmark not defined.**

"That the minutes of the Manawatu District/Palmerston North City Joint Strategic Planning Committee meeting 21 June 2017 Part I Public be confirmed as a true and correct record."

5. Central Economic Development Agency Limited - Draft Event Framework Page 11

Memorandum, dated 15 August 2017 from the General Manager - City Future, Sheryl Bryant and the General Manager, Community and Strategy, Manawatu District Council, Brent Limmer.

6. Recruitment process for CEDA Directors Page 25

Memorandum, dated 19 July 2017 from the Governance & Support Team Leader, Kyle Whitfield.

7. Exclusion of Public

To be moved:

“That the public be excluded from the following parts of the proceedings of this meeting listed in the table below.

The general subject of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under Section 48(1) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution are as follows:

	General subject of each matter to be considered	Reason for passing this resolution in relation to each matter	Ground(s) under Section 48(1) for passing this resolution
8.	CEDA Board Size and Remuneration	Privacy	s7(2)(a)

This resolution is made in reliance on Section 48(1)(a) of the Local Government Official Information and Meetings Act 1987 and the particular interest or interests protected by Section 6 or Section 7 of that Act which would be prejudiced by the holding of the whole or the relevant part of the proceedings of the meeting in public as stated in the above table.

Also that the persons listed below be permitted to remain after the public has been excluded for the reasons stated.

Acting Chief Executive (David Wright), Chief Financial Officer (Grant Elliott), General Manager, City Enterprises (Ray McIndoe), General Manager, City Future (Sheryl Bryant), Acting General Manager, City Networks (Rob Green), General Manager, Customer Services (Peter Eathorne), General Manager, Libraries and Community Services (Debbie Duncan), Human Resources Manager (Wayne Wilson) and Acting Strategic Communications Manager (Jane McSweeney) because of their knowledge and ability to provide the meeting with advice on matters both from an organisation-wide context (being members of the Council’s Management Team) and also from their specific role within the Council.

Legal Counsel (John Annabell), because of his knowledge and ability to provide the meeting with legal and procedural advice.

Governance and Support Team Leader (Kyle Whitfield) and Committee Administrators (Penny Odell, Carly Chang and Rachel Corser), because of their knowledge and ability to provide the meeting with procedural advice and record the proceedings of the meeting.

[Add Council Officers], because of their knowledge and ability to assist the meeting in speaking to their report and answering questions, noting that such

officer will be present at the meeting only for the item that relate to their respective report.

[Add Third Parties], because of their knowledge and ability to assist the meeting in speaking to their report/s [or other matters as specified] and answering questions, noting that such person/s will be present at the meeting only for the items that relate to their respective report/s [or matters as specified].

PALMERSTON NORTH CITY COUNCIL

Minutes of the Extraordinary Manawatu District/Palmerston North City Joint Strategic Planning Committee Meeting Part I Public, held in the Council Chamber, First Floor, Civic Administration Building, 32 The Square, Palmerston North on 21 June 2017, commencing at 1.00pm.

Members Present: Manawatu District Council

The Mayor (Helen Worboys) and Councillors Barbara Cameron, Shane Casey, Michael Ford and Phil Marsh.

Palmerston North City Council

The Mayor (Grant Smith) and Councillors Susan Baty and Leonie Hapeta.

Non Members: Manawatu District Council

Councillor Steve Bielski.

Palmerston North City Council

Councillors Adrian Broad, Duncan McCann and Bruno Petrenas.

Apologies: Councillors Vaughan Dennison and Tangi Utikere.

8-17 Apologies

Moved Grant Smith, seconded Michael Ford.

The **COMMITTEE RESOLVED**

1. That the Committee receive the apologies.

9-17 Notification of Additional Items

Moved Helen Worboys, seconded Grant Smith.

The **COMMITTEE RESOLVED**

That officers from Manawatu District Council/Palmerston North City Council form a working group on the proposed Feilding to Palmerston North pathway and report back to the Manawatu District/Palmerston North City Joint Strategic Planning Committee meeting in August 2017.

10-17 Confirmation of Minutes

Moved Grant Smith, seconded Phil Marsh.

The **COMMITTEE RESEOLVED**

That the minutes of the Manawatu District/Palmerston North City Joint Strategic Planning Committee meeting of 31 March 2017 Part I Public be confirmed as a true and correct record.

11-17 Presentation - Linda Stewart, CEDA CEO - Agri-Investment Week

Linda Stewart, CEDA CEO and Malcolm Bailey, CEDA Chairperson made a presentation to the Committee regarding the New Zealand Agri-Investment Week.

Linda advised that New Zealand AgriFood Investment Week had been met with overwhelmingly positive support and feedback. More than 90 businesses from across New Zealand collaborated to make the week long programme possible. The event delivered a dedicated programme of agrifood events designed to connect, challenge and grow the agrifood industry. A few highlights from the week included the addition of three new major events, the support received from government, and their success online through social media. 2017 was the second year AgriFood week was held in Palmerston North City and Manawatu and the programme and individual events grew both in quality and quantity. The CEDA team ran and managed a number of events including NZAgInvest presents: Future Leaders, ASB Perspective 2025 and Plate of Origin.

Some of the new events included ASB Innovation Zone and AgTech Hackathon: Manawatu. CEDA was instrumental in the creation of the ASB Innovation Zone, particularly pulling together a two day seminar series, which included practical workshops, panel discussions and the AgTech Hackathon: Manawatu Dragon's Den. CEDA again was key in getting the Hackathon off the ground alongside BCC, Fed Farmers, Microsoft and others, providing essential support through marketing and communications aspects. Other new events that CEDA worked with include Manawatu Chamber of Commerce Agribusiness Networker and NZAgInvest Youth Day.

AgriFood Week generated a high level of media including print, digital, radio and television coverage.

To capitalise on the success of AgriFood Week, CEDA are currently working on a research project that will help shape the future programme as well as help

them identify how New Zealand AgriFood Investment Week can add value to Manawatu and the country's agrifood sector.

Moved Grant Smith, seconded Shane Casey.

The **COMMITTEE RESOLVED**

1. That the Manawatu District/Palmerston North City Joint Strategic Planning Committee receive the presentation for information.

12-17 Central Economic Development Agency - Final Statement of Intent for 2017/18

Memorandum, dated 6 June 2017 from the General Manager, Community and Strategy, Manawatu District Council, Brent Limmer and the General Manager, City Future, Palmerston North City Council, Sheryl Bryant.

In discussion it was suggested that a working group be established with both Councils and Central Economic Development Agency on Events Management report and for a report to come back to the Committee in August 2017.

Moved Grant Smith, seconded Leonie Hapeta.

The **COMMITTEE RESOLVED**

RECOMMENDATIONS TO COMMITTEE

1. That the Central Economic Development Agency Statement of Intent for 2017/18 be agreed.
2. That Central Economic Development Agency's role in events be noted.

Moved Grant Smith, seconded Helen Worboys.

3. That a Working Group with both Councils/Central Economic Development Agency on Events Management report be established, with a report to come back to the August 2017 meeting.

The meeting finished at 1.58pm.

Confirmed 23 August 2017

Chairperson

MEMORANDUM

TO: Manawatu District/Palmerston North City Joint Strategic Planning Committee

MEETING DATE: 23 August 2017

TITLE: Central Economic Development Agency Limited - Draft Event Framework

DATE: 15 August 2017

AUTHOR/S: Sheryl Bryant, General Manager - City Future, City Future
Brent Limmer, General Manager, Community and Strategy, Manawatu District Council, -

RECOMMENDATION(S) TO MANAWATU DISTRICT/PALMERSTON NORTH CITY JOINT STRATEGIC PLANNING COMMITTEE

1. That the Joint Strategic Planning committee endorses the Central Economic Development Agency's Event Framework; and
2. Agrees that the Central Economic Development Agency is primarily responsible for administering the Event Framework.

1. ISSUE

The purpose of this report is to present the Draft Event Framework prepared by Central Economic Development Agency Limited (CEDA) for consideration. Confirmation of authority for CEDA to administer the Event Framework on behalf of shareholders is sought alongside funding confirmed in accordance with the Event Framework.

2. BACKGROUND

CEDA is a Council Controlled Organisation (CCO) under the Local Government Act 2002 and is jointly owned by the Palmerston North City Council and Manawatu District Council to deliver economic development services to the Manawatu region.

CEDA identifies three service level statements in their 2017-2018 Statement of Intent (SOI) that guide their delivery of economic development services to the region:

PALMERSTON NORTH CITY COUNCIL

1. Support the Growth of Business in the Region to grow Bigger and Better, GDP growth is at or above the National average.
2. Grow and Retain Education and Talent in the Region so Businesses have the Skills to Grow, reducing business perception of staffing as a barrier to growth by 3% over 3 years.
3. Enhance the Brand and Experience of the Region so People who say they are Proud they Live in the Region increases by 3% over 3 years.

Adopted within the CEDA SOI for 2017-2018, enhancing the brand and experience of the region includes the action to work 'collaboratively with Councils to design, develop and establish a regional events and conference model.'

In accordance with the above requirement, the CEDA draft Event Framework is presented to Committee for shareholder consideration.

3. NEXT STEPS

The Committee can either endorse the Event Framework as presented or endorse the Event Framework subject to changes recommended from today's meeting of the Joint Strategic Planning Committee.

CEDA will be responsible for administering regional events in accordance with the endorsed Event Framework.

4. COMPLIANCE AND ADMINISTRATION

Does the Committee have delegated authority to decide?	Yes
Are the decisions significant?	No
If they are significant do they affect land or a body of water?	No
Can this decision only be made through a 10 Year Plan?	No
Does this decision require consultation through the Special Consultative procedure?	No
Is there funding in the current Annual Plan for these actions?	Yes
Are the recommendations inconsistent with any of Council's policies or plans?	No

ATTACHMENTS

1. Events Model [↓](#) 

Sheryl Bryant

Brent Limmer

**General Manager - City
Future**

**General Manager,
Community and Strategy,
Manawatu District Council**

ITEM 5

Event Framework

*Prepared by: Phil Hildred
Version 2*

Event Classification

1. Economic Events

A. Iconic Event

Provides clearly identifiable major economic returns to Manawatu and provides positive national media for the region as a destination. There is a clear record of growth and shows sustainable operating systems i.e. ENZED Superstock Team Champions

B. Major Event

Provides economic returns to Manawatu and creates limited national media coverage for the region as a destination. These are usually regular events with a good support base, but can be a new event that has clear economic returns and/or high national media coverage. This can also include one-off events i.e. Vodafone Warriors pre-season game. Participation/spectators are normally in the thousands of which a large percentage are from outside Palmerston North and Manawatu i.e. National Young Performers Awards,

C. Minor Event

An event that shows signs of development in growth and sustainability. Participation/spectators are normally under one thousand of which a large proportion are from outside the region.

NB: At this stage there is not enough data to state whether this is dollars or numbers criteria

2. Major Business Events

A major business event must have at least one of the following outcomes:

- Produces, at a minimum, greater than 450 delegate nights i.e. 150 delegates x 3 nights = 450 delegate nights; or the equivalent \$150,000 economic impact to the region.
- Creates growth in one of the region's key sectors – Education, Food Science, Agri-Tech, Health and Logistics
- Raises profile of the city and region

2a. Business local events that are currently managed by CEDA that do not fit in the above criteria – i.e.: Manawatu Business Awards and Sort It Careers Expo

3. Community Events

Community events are events held in Palmerston North or Manawatu that attract predominantly locals to their activity i.e. Christmas Parades, Community Concerts, and Food Truck Markets.

4. Sport Event Partnership

The purpose of the Sports Event Partnership Fund is to support operational cost for national sports events hosted in Palmerston North and Manawatu, events that reinforce growth and/or community spirit through the provision of grants.

CEDA events support/partnership

CEDA invests in and/or supports events across two major program groups:

- **Economic Events**
- **Business Events**

Economic Events

CEDA works collaboratively with PNCC, MDC and key partners to identify, attract, develop and promote economic events in Palmerston North and Manawatu that deliver significant economic value against each of the following Key Outcomes:

- Contribute to the region's economy;
- Attracts visitor nights, and/or day trips to Palmerston North and Manawatu; and
- Positively enhance the profile of Palmerston North and Manawatu

CEDA classifies economic events as Iconic, Major or Minor; these can either be a one-off or recurring sport, recreation, entertainment or cultural event that has the potential to deliver significant value against each of the above key outcomes.

For an organisation to apply for economic event investment from CEDA, they must demonstrate their event's ability, or potential ability, to deliver significantly against the above mentioned key outcomes.

CEDA services for economic events include

- Assisting with creating economic event proposals and pitching material.
- Assisting with marketing support.
- Management and administration of the contestable fund (possibly existing 'Manawatu Events Trust') in partnership with key stakeholders.
- Being the one point of contact to link and give guidance to event organisers to relevant services, products and organisations
- Measurement of economic impact where relevant and possible.
- Ensuring that opportunities to enhance the visitor's experience at an economic event are identified through linking events and collaborating with PNCC, MDC, Palmy Unleashed, Sport Manawatu, venues across the region and others.
- Ensuring event organisers have access to the 'Event Toolkit' for detailed events assistance and are aware of Economic and Business Events in the region over their planned timing of their event. *(The Event Toolbox is currently available on PNCC's website, but would be housed on CEDA's website alongside other relevant event material.)*
- Regional Event Calendar

Business Events

Business Events is a collective term referring to corporate, government and associations meetings, incentive travel, conferences and business exhibitions.

CEDA will support business events that provide significant economic benefits to Palmerston North and Manawatu.

Business events represent one of the highest yielding sectors in New Zealand's visitor economy.

CEDA services for business events include

- Assisting with creating business event proposals and pitching material.
- Managing and administering the events fund that is decided based on set criteria and evaluated through an appropriate panel.
- Being the one point of contact to link and give guidance to business event organisers, connecting them with relevant services, providers, products and organisations.
- Measuring the economic impact of business events based on delegate numbers.

Application and funding process

Economic events

All organisations and/or event managers must go through the application process to be considered for the events fund.

These below questions help all parties to understand the details needed, and to give CEDA, PNCC and MDC; a clear picture of the event before an application is made, and to better direct any event that is not considered an economic event to the appropriate support organisation.

Checklist

- Can you accurately estimate the total number of attendees?
- Can you accurately estimate the number of attendees that will be from outside the Manawatu region?
- Can you estimate the average length of stay of attendees from outside the Manawatu region?
- Can you accurately estimate the daily expenditure of attendees?
- Are you able to provide or forecast economic impact data for this event?
- Are you able to provide event budget detailing revenue and expenditure forecasts?
- Will your event promote Manawatu through mainstream national media?
- Will your event be held permanently in Manawatu?
- Will your event be held anywhere else in New Zealand?
- Are there similar events to yours held around New Zealand?
- Are there similar events to yours held in the North Island?
- Does the event organiser for this event have a successful track record of running events for at least 3 years?
- Does the event have secured income through sponsorships?
- Will your event positively engage the local community and foster pride in Manawatu?
- Has your event in the past undertaken a CEDA Economic Impact Survey?

Applying for the event fund for an economic event

The following information will be required:

1. Location of event and proposed venue
2. The applicant must be able to demonstrate the historical, or estimated, size of the event in:
 - Attendance/participation number showing visitors from outside the region
 - Length of visitors stay in the region
 - Media profile
3. The applicant must be able to demonstrate the capacity of the event to grow.
4. The applicant must present an event budget detailing revenue and expenditure forecasts.

5. The event must have been held at least once previously or, if at the concept stage, planning must be advanced enough to the point where there is significant and demonstrated support for the event from appropriate parties.

6. The application must be completed in full and within the timeframe relevant to the funding round.

Please note: this fund is only for economic events. For community events please contact PNCC or MDC. An online application form will be created, incorporating the full answers to the checklist questions.

Conditions and contract of funding

The applicant must demonstrate how the funds would assist the event development and growth in line with the following outcomes:

- Contribute to the region's economy;
- Attract visitors nights/day visits to the region; and
- Enhance the profile of Palmerston North and Manawatu

The applicant must outline proposed activities that will elevate the event and present specific and measurable outcomes.

The funds may only be used for:

- Marketing costs associated with the event that will increase awareness and visitation
- Strategic plans to address the long term development of the event
- The use of short-term (up to six months) specialised personnel to further develop the event significantly.
- Any other uses may be considered with appropriate justification, and approved by CEDA, PNCC and MDC.

Funds cannot be used for:

- Insurances and legal costs
- Capital or equipment costs
- Prize money
- Full-time employment
- Administration costs

As a conditioning of funding, the event organiser must update CEDA at key milestone points. These key milestones are to be agreed upon prior to funding being signed off. If the milestones are not adequately achieved then CEDA has the right to decline funding and ask for all funding to be returned.

Event funding approval for one year does not give any guarantees of funding in following years, but event organisers may reapply each year.

Event organisers must declare if they are seeking or have received funding from other parties. CEDA may be unable to fund an Economic or Business Event if the event is being funded by PNCC or MDC.

The event organiser must provide the opportunity for CEDA, PNCC and MDC to arrange signage at the event to promote and showcase the region at no advertising cost to CEDA.

The event organiser must agree to participate in a CEDA Economic Impact Survey directly after the event. A detailed outcome report must be submitted upon completion of the event, with key outcomes detailed.

The minimum application amount of funding for an Economic or Business Event is \$10,000 with a maximum amount of \$25,000. From time to time this will be accessed and may move in special circumstances.

Evaluation criteria:

- The financial viability of the event, including the strength of the budget, potential or existing sponsorship and the management and financial skills of the event organiser(s).
- Timing of the event - does the event timing complement other events or attract visitors in off-peak periods.
- Potential of visitors from outside of the Manawatu and the length of stay those potential visitors might have in the region.
- The potential of the event to lift the profile of Manawatu through positive media coverage.
- The strength and extent of the marketing strategy and existing channels and partnerships.
- The potential benefits to the local community including pride of place, and whether the event has evidence of tangible community support.
- The extent to which the funding will assist with the enhancement and development of the event.
- The potential of the event to develop into an event of national significance.
- The extent to which risks have been reasonably identified, minimised and managed.
- The history and reputation of the event organiser.

Lodging applications

All applications must be lodged online and before the deadline of 30 June each year

All applications will also require the following to be submitted:

- Copies of past collateral i.e. brochures, posters, programs
- Letters of support
- Proof of past media coverage and summary of reach
- Photos of past events
- Any other relevant information or material

CEDA, PNCC and MDC reserve the rights to amend or alter these guidelines from time to time at their absolute discretion.

Business Events

The Business Events Fund and support is for business events that:

- Produces, at minimum, greater than 450 delegate nights i.e. 150 delegates x 3 nights = 450 delegate nights; or the equivalent of \$150,000 economic impact to the region. Based on PNCC delegate per day spend of \$330.

- Creates growth in one of the region's key sectors
- Raises profile of the city and region

The fund is for use at the bidding stage to make a contribution towards costs where the region is proposing that the organisation host their national or international business event in Palmerston North and Manawatu.

This fund is not a contestable fund and is separate to the Economic Event fund. The Business Events Fund is managed by CEDA who will decide appropriate distribution. The distribution of the bid fund will be offered to organisations that are being proposed by CEDA to host their national business event here.

CEDA will consider each business events viability for support and funding based on the above criteria and will have the discretion of a fund up to \$20,000 in total, per year.

Responsible Organisations

<u>Type of event:</u>	<u>Organisation responsible:</u>
Economic Events	CEDA
Major Business Events	CEDA
Community Events	PNCC / MDC
Sport Event Partnership	Sport Manawatu

The deciding panel for all Economic and Business Events funding will consist of two representatives from CEDA, one representative from PNCC and one representative from MDC.

Note: Although events are classified and responsibility is directed to different organisations it is important that there is strong collaboration between all above mentioned organisations to help complement where opportunities arise.

Events Online User Journey

Need assistance/support for your event in Palmerston North and Manawatu?

YES

Do you expect most people attending to come from Palmerston North and Manawatu?

NO

Read CEDAs Economic Events information and complete checklist

What next

You will be contacted by CEDA to either complete an online application or directed to appropriate assistance

YES

Read Community Events information and complete checklist

What next

Depending on the results from your checklist, you will be either requested to complete an online application form or directed to the appropriate contact or organisation for assistance

(this would be either PNCC or MDC if it is a Community Event or CEDA if it is an Economic Event)

Monitoring and Reporting

Currently the option for monitoring an economic event is by a survey system, this works well when there is a large database held by the organiser. With some events without ticketing or without a database this monitoring is not possible. Significant investment would be required to develop a monitoring system that would be able to cover a broader range of events.

Summary of Current events measured:

National Young Performers Awards (Regent on Broadway) – OCT 2016

Estimated economic impact on the region: \$742,000

Competitors 620 / supporters 974

- 93% were from outside the Manawatu
- 80% stayed in commercial accommodation
- Average daily spend was \$167 per person
- Average stay was 3 nights

MG Classic (Manfeild) – NOV 2016

Estimated economic impact on the region: \$474,000

(not including 1000 spectators due to lack of database)

Competitors 250 / Support crew 750 / 1000 spectators

- 88% were from outside the Manawatu
- 52% stayed in commercial accommodation
- Average daily spend was \$197 per person
- Average stay was 2.4 nights

Machinery Specialists NZ Stockcar Champs (CET Arena) – JAN 2017

Estimated economic impact on the region: \$656,913

Competitors = 125 / Crew and Spectators = 6000

- 48% were from outside the Manawatu
- 23% stayed in commercial accommodation
- Average daily spend was \$133 per person
- Average stay was 1.68 nights

D1NZ National Drifting Championships (Manfeild) – JAN 2017

Estimated economic impact on the region: \$218,000

(not including 3000+ spectators due to lack of database)

Competitors 70 / Support crew 350 / Spectators 3000+

- 97% were from outside the Manawatu
- 73% stayed in commercial accommodation
- Average daily spend was \$192 per person
- Average stay was 2.7 nights

ENZED Superstock Team Champs (CET Arena) – FEB 2017

Estimated economic impact on the region: \$3,764,934

135 competitors + 14,000 spectators/support crew

- 69% were from outside the Manawatu
- 28% stayed in commercial accommodation
- Average daily spend was \$161 per person
- Average stay was 2.39 nights

NZ Grand Prix (Manfeild) – FEB 2017

Estimated economic impact on the region: \$1,172,925

166 competitors + 1045 support crew + 5,649 spectators

- 44% spectators were from outside the Manawatu
- 99% of competitors/crew were from outside the Manawatu
- 30% of spectators stayed in commercial accommodation
- 93% of competitors stayed in commercial accommodation
- Average daily spend of spectators was \$106 per person
- Average daily spend of competitors/crew was \$177 per person
- Average stay for spectators was 2.39 nights
- Average stay for competitors/crew was 2.79 nights

NZ PGA Golf Championship (Manawatu Golf Club) – FEB/MAR 2017

Spectator response to survey too low to be valid

Report shows significant media coverage and other benefits

NZ Rural Games – MAR 2017

Spectator response to survey too low to be valid

Report shows significant media coverage and other benefits

Sir Gordon Tietjens 7s Tournament (SRI) – MAR 2017

Estimated total economic impact on the Manawatu (too low for 2018) \$ 25,183

NZ Secondary School Volleyball Championship – MAR 2017

Waiting on results (combined with Sport Manawatu)

Trans-Tasman Canoe Polo Championship – APR 2017

Total estimated economic impact of this event (too low for 2018) \$118,734

Tru-Test Beef Expo (Manfeild) – MAY 2017

Estimated total economic impact on the Manawatu \$764,657

- 80% - came from outside Manawatu
- 50% - stayed in commercial accommodation (Motel & Hotel)
- \$209.61 - average daily spend per person
- 3.04 nights - average nights stayed (by visitors)

Please note these are only summaries of the full reports. CEDA has reviewed other regions, similar to our size, around the country to ensure our measuring systems are similar.

Event Name	Event Classification	Media & Attendee Information
ENZED Superstock Team Championship	Iconic	National media coverage/very large number of visitors from outside the region/proven year on year and measured
AgriFood Investment Week (including CD Field Days)	Major (potential iconic)	National media coverage/large number of visitors from outside the region
National Secondary School Kapa Haka Competition	Major	National media coverage/large number of visitors from outside region
NZ Rural Games	Major/Community	National and local media/great community numbers, low visitors from outside region (potential to grow)
Gold Cup Festival	Unknown/Community	Local media/good community numbers, unsure of visitors from outside region, needs to be measured (potential to grow)
NZ Grand Prix	Major/Community (potential iconic)	National media coverage/good community numbers with increasing numbers of visitors from outside the region/ proven and measured (potential to grow)
NZ National Young Farmers Awards Final	Major	National media coverage/ large number of visitors from outside the region
National Young Performers Awards	Major	Large number of visitors from outside the region/proven and measured
Tru-Test Beef Expo	Major	Large number of visitors from outside the region/proven and measured

MEMORANDUM

TO: Manawatu District/Palmerston North City Joint Strategic Planning Committee

MEETING DATE: 23 August 2017

TITLE: Recruitment process for CEDA Directors

DATE: 19 July 2017

AUTHOR/S: Kyle Whitfield, Governance & Support Team Leader, City Corporate

RECOMMENDATION(S) TO MANAWATU DISTRICT/PALMERSTON NORTH CITY JOINT STRATEGIC PLANNING COMMITTEE

1. That a recruitment process commence as per the 'CEDA Appointment of Directors Policy' to appoint directors onto the CEDA board.

1. ISSUE

Under the 'Central Economic Development Agency Appointment of Directors Policy' each director shall be appointed by the Manawatu District/Palmerston North City Joint Strategic Planning Committee (Joint Committee) for terms of up to three years, and for a maximum period of nine consecutive years.

The following directors terms are due to end in November 2017. They are both eligible to re-apply:

Ms Lucy Griffiths

Mr Blair O'Keeffe

2. BACKGROUND

Appointments are staged so that approximately one-third of the board is rotated each year. Staggering appointments to the board ensure there is an appropriate level of institutional knowledge retained on the board, which in turn provides for continuity in the management of CEDA.

Once a vacancy has been established, the Council responsible for administering an appointment will work with a director recruitment consultant to manage the advertising and administration for seeking applications and arranging Electoral College meetings.

The Electoral College will be formed and shall comprise of six members, three from Palmerston North City Council including the Mayor, and three from Manawatu District Council including the Mayor. The Electoral College's role is to make recommendations to the Shareholders concerning the appointment of Directors to the CEDA board. Currently the Electoral College involves the following members:

Palmerston North City Council

Mayor Grant Smith
Cr Jim Jefferies
Cr Adrian Broad

Manawatu District Council

Mayor Helen Worboys
Cr Alison Short
Cr Shane Casey

The Electoral College will identify the skills, knowledge and experience required for the position/s with the assistance of a director recruitment consultant. This may involve discussions with the Chair and consideration of the results of board performance reviews and composition on the board.

The Joint Committee will appoint directors jointly on the recommendation of the Electoral College (including any reconsidered recommendations', and taking into account the CEDA board skill set).

It is up to the Palmerston North City Council (PNCC) Governance and Support Team to administer this appointment process as the Chair of the Joint Committee is the Mayor of PNCC

3. NEXT STEPS

Commence the recruitment process as per the 'CEDA Appointment of Directors Policy'.

Re-established the Electoral College.

ATTACHMENTS

1. CEDA Director Recruitment Policy  

Kyle Whitfield
Governance & Support
Team Leader



PALMERSTON NORTH CITY COUNCIL

ITEM 6



Central Economic Development Agency Limited

Appointment of Directors Policy

Adopted 10 August 2016

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1. INTRODUCTION

1.1 Purpose of Policy

This policy sets out an objective and transparent process for:

- a) The identification and consideration of the skills, knowledge, and experience required of directors of the Central Economic Development Agency Limited (CEDA);
- b) The appointment of directors of the CEDA Board; and
- c) The remuneration of directors of the CEDA Board.

1.2 Manawatu District/Palmerston North City Joint Strategic Planning Committee

In relation to CEDA, the Joint Strategic Planning Committee (Joint Committee) has the following functions, powers, and duties under the Local Government Act 2002 and/or the Companies Act 1993:

- a) To adopt a policy that sets out the process for the identification, appointment and remuneration of directors;
- b) To appoint and remove a person or persons to be directors of CEDA;
- c) To approve the remuneration to be paid to directors of CEDA;
- d) To undertake performance monitoring of CEDA, as per section 65 of the Local Government Act.
- e) To agree with the Statement of Intent of CEDA or, if the Joint Committee does not agree, to take all practical steps to require a Statement of Intent to be modified, as per section 65 of the Local Government Act 2002.
- f) Receive the half yearly report of CEDA; and
- g) Receive the Annual Report of CEDA.

1.3 Amendment or Replacement of Policy

The Manawatu District and Palmerston North City Joint Committee may, from time to time, amend or replace this policy. In doing so, the Joint Committee will consult with CEDA.

1.4 Exceptions of Policy

There may be circumstances in which adherence to this policy is not appropriate. Should the Joint Committee decide not to comply with any provision, the decision should be recorded by way of resolution (which should also include the reason for deviation from the policy).

2. DIRECTOR SKILLS

2.1 Range and Quality Skills

In appointing directors, the Joint Committee will be seeking persons with relevant skills and an ability to make a significant contribution to the successful operation of CEDA. Directors must be located in New Zealand. The need for balance between new and existing directors, who have first-hand knowledge of and experience in the activities of CEDA, will also be considered.

The range and quality of skills will vary from one position to another. The appropriate skills will be determined by the members of the Electoral College in consultation with CEDA so as to meet the performance needs of CEDA.

2.2 General Skills

The Joint Committee in appointing any person to be a director of CEDA will consider the following skills existing in that director or elsewhere on the CEDA board:

- Proven track record in economic development;
- Major event, tourism, visitor or destination marketing experience;
- Experience conducting business internationally;
- Strong financial knowledge;
- Communication and marketing skills;
- Proven track record conducting business;
- The ability to interface between the private sector, iwi and local government; and
- Any other skills that the Joint Committee consider appropriate to the business of CEDA.

Successful board members will include:

- Impeccable ethics and integrity;
- Strong communicators;
- Natural leaders with the ability to take people with them; and
- Clear and creative thinkers.

3. APPOINTMENT AND REMOVAL OF DIRECTORS

3.1 Number of Directors

The CEDA Board shall consist of a minimum of five (5) and a maximum of seven (7) directors.

3.2 Appointment

Directors shall be appointed by the Joint Committee for terms of up to three (3) years, and for a maximum period of nine (9) consecutive years.

3.3 Electoral College

- a) The Electoral College shall comprise of six (6) members, three (3) appointed by PNCC, one of which should be the Mayor, and three (3) appointed by MDC, one of which should be the Mayor.
- b) PNCC and MDC may remove and replace their appointees to the Electoral College at any time by giving notice in writing to the appointee in question and notice in writing to the Joint Committee.
- c) PNCC and MDC agree to appoint persons to the Electoral College in a timely manner to ensure that at all times an operative Electoral College is in place and provide all necessary assistance including administrative assistance and facilities in order to ensure the Electoral College can effectively undertake its role.
- d) The voting of the Electoral College shall be by way of majority and decisions of the Electoral College may not be made unless all members of the Electoral College are present at a meeting either in person or electronically (sight or sound).
- e) The Electoral College's role is to make recommendations to the Shareholders concerning the appointment of Directors to the CEDA board. The Electoral College may also be used as the conduit between the Shareholders and the Directors in circumstances when it is necessary or desirable to formulate a co-ordinated approach for matters affecting the Company.

3.4 Appointment of Directors

- a) The Joint Committee will appoint directors jointly on the recommendation of the Electoral College (including any reconsidered recommendation, and taking into account the CEDA board skills sets).
- b) Where a recommendation has been received from the Electoral College with respect to the appointment of directors, and that recommendation is not accepted by the Joint Committee, the Joint Committee may ask the Electoral College to provide a further recommendation.

3.5 Staggering Appointments

Appointments will be staggered so that approximately one-third of the board is rotated each year. Staggering appointments to the board ensures there is an appropriate level of institutional knowledge retained on the board, which in turn provides for continuity in the management of CEDA.

3.6 Administration of Appointments

PNCC and MDC shall administer appointments alternatively. PNCC shall administer appointments for the period when it is chairing the Joint Committee. MDC shall administer appointments for the period when it is chairing the Joint Committee.

3.7 Appointments

Once a vacancy has been established, the Council responsible for administering an appointment will work with a director recruitment consultant to manage the advertising and administration for seeking applications and arranging Electoral College meetings and any relevant administration work around this.

The Electoral College will identify the skills, knowledge and experience required for the position with the assistance of a director recruitment consultant. This may involve discussions with the Chair and consideration of the results of board performance reviews and composition on the board.

Applicants may be sought through a combination of the following search methods: advertising of the position, nominations from the mayor, councillors. In addition, a director recruitment search and checking the availability of candidates, will form part of the appointment process.

A complete list of applicants will be compiled, usually with the assistance of a director recruitment consultant.

The Electoral College, with assistance from a recruitment consultant, will screen the list to ensure that the candidates / applicants have the required core competencies as well as the specific skills and expertise required for the position. The screening will prepare a recommended short list of applicants for consideration.

The Electoral College will select the candidates for interview from the recommended short-list and interviews will be undertaken by the full Electoral College.

The Electoral College will assess candidates against the required skills, knowledge and experience and may take into account other factors such as:

- the demographic and geographic diversity of the board
- board dynamics and stakeholder relationships
- the capacity of applicants to attend regular board meetings and fulfil the other requirements of the directorship
- succession planning.

The Electoral College will recommend its preferred candidates to the Joint Committee for approval.

3.8 Reappointment

CEDA is requested to advise the Joint Committee of the impending expiry of a director's term. Such advice shall be provided no later than three (3) months before the date of expiry of a director's term in office.

The Joint Committee will then notify both MDC and PNCC Chief Executives in receipt of the above advice. The Chief Executive of the Council responsible for the administration of appointments will set in train the process for calling for applications to fill the vacancy unless exceptional circumstances apply. Exceptional circumstances include such things as when CEDA is in the midst of a major project where continuity of the existing directors is accepted by the Joint Committee as a critical factor for the success of the project.

All director vacancies for CEDA are to be advertised unless exceptional circumstances apply.

- a) In the event that a retiring director is available to be considered for reappointment, in addition to receiving that director's application, the Chief Executive will seek advice from CEDA as to whether the following criteria are being met:
 - i. That an appropriate contribution has been made by the retiring director to the effective governance of CEDA;
 - ii. That the relevant skills of the retiring director fit the skill-set required by CEDA; and
 - iii. That the organisation is meeting the agreed requirements of the current Shareholders Agreement.
- b) In obtaining information on these criteria, the Chief Executive will seek advice from the Chairperson of CEDA, or if the Chairperson is the person being considered for reappointment, from the Deputy Chairperson of CEDA or other person appointed by the governing body of CEDA.
- c) The Chief Executive shall report to the Electoral College on these criteria in relation to a retiring director.
- d) The Joint Committee may reappoint a person without following the full appointment procedure if the term of reappointment to CEDA is for six months or less.

Board members should not be given any expectation that they will be offered a subsequent term of office.

3.9 Removal

A director of CEDA may be removed from office by notice from the Joint Committee at any time.

3.10 Local Government Act

Any appointment or removal of a director must, at all times, comply with the Local Government Act 2002.

3.11 Vacation of Office

A Director vacates office if any of the following occurs:

- a) The Director resigns by notice in writing to the Chairperson of the Joint Committee. The notice is to be effective when it is received by the relevant parties or at a later time specified in the notice;
- b) The director is removed from office in accordance with clause 3.7;
- c) The director becomes disqualified from being a Director pursuant to section 151 of the Companies Act 1993;
- d) The director dies;
- e) The director fails to attend three (3) consecutive meetings of the board without leave of the other directors.

3.12 Appointment of Directors by the Board

Where a director vacates office, the continuing directors may, with the written consent of the Joint Committee, appoint any other qualified person to hold office as a director in that director's place until a replacement director is appointed by the Joint Committee.

3.13 Chairperson

The Chairperson of the board shall be appointed from the members of the board by the Joint Committee. If the Joint Committee appointed Chairperson is not present at any meetings then the members present can appoint a Chairperson for that meeting.

3.14 Eligibility for Appointment

Appointment of Councillors

Under this policy, no councillors may be appointed to the board.

Appointment of Council Officers

Under this policy, council officers are ineligible to serve as a director on the board.

Any board member applying for employment with either council should resign from the board immediately following an offer of appointment.

Appointment of CEDA Executives to CEDA board

Board members should be independent from management and should not hold executive positions in CEDA.

In the event that that a board decides that one of its members should fill a vacancy in the executive team, the board member must first resign from their position on the board.

Other Exclusions

Immediate family members, of elected members, of the chief executive, and of second tier managers of either Council are also prohibited from serving as board members of CEDA.

4. REMUNERATION AND OTHER BENEFITS OF DIRECTORS

Board members' fees will compensate board members fully for their normal contribution to the board, including attending board and Committee meetings, meeting preparation, stakeholder management and any other agreed tasks.

Board members' fees will reflect the element of public service in serving on the board of a CCO and will accordingly be set at level for comparable public sector entities.

To ensure transparency, fees will be set by the Joint Committee for the board members and Chair, rather than allocating a pool to be distributed by the board. Fees are to be met from CEDA's own resources.

4.1 Fee Setting

Board members' remuneration will be reviewed once per triennium following council elections. A full review will be conducted and will include benchmarking against comparative entities. The review will consider market movement and the final decision on board members' remuneration will be made by a resolution of the Joint Committee. Fees will be set taking into consideration the following:

- a) the size and scale of CEDA (e.g. turnover, value of assets, number of employees)
- b) complexity and scope of operations (e.g. complexity of issues, level of guidance for decision-making, relationship management responsibilities)
- c) accountability (e.g. scale of market risk, public interest and profile, potential risk to director reputation, and other key risks)
- d) skills - the type of expertise and specialisation needed.

Special considerations may also be included in setting fees, such as a temporary increase in workload for the board, or difficulties in recruiting particular skills.