

Notice of Meeting:

I hereby give notice that an ordinary meeting of the Economic Development Committee will be held on:

Date: Wednesday 12 March 2025
Time: 10.00 am
Venue: Council Chamber, Dunedin Public Art Gallery, The Octagon, Dunedin

Sandy Graham
Chief Executive Officer

**Economic Development Committee
PUBLIC AGENDA**

MEMBERSHIP

Chairperson	Cr Andrew Whiley	
Deputy Chairperson	Cr Christine Garey	
Members	Cr Bill Acklin	Cr Sophie Barker
	Cr David Benson-Pope	Cr Kevin Gilbert
	Cr Carmen Houlahan	Cr Marie Laufiso
	Cr Cherry Lucas	Cr Mandy Mayhem
	Cr Jim O'Malley	Mayor Jules Radich
	Cr Lee Vandervis	Cr Steve Walker
	Cr Brent Weatherall	

Senior Officer Nicola Morand, Manahautū (General Manager Māori Partnerships and Policy)

Governance Support Officer Jennifer Lapham

Jennifer Lapham
Governance Support Officer

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Note: Reports and recommendations contained in this agenda are not to be considered as Council policy until adopted.

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1 PUBLIC FORUM

1.1 Stephanie Ashton - International Studies

Stephanie Ashton, Deputy Principal, Queens High School will be in attendance to speak on International Studies and Project China.

1.2 Scott Hou- International Studies

Scott Hou, Jiacheng Consulting Company will be in attendance to speak on International Studies and Project China.

2 APOLOGIES

At the close of the agenda no apologies had been received.

3 CONFIRMATION OF AGENDA

Note: Any additions must be approved by resolution with an explanation as to why they cannot be delayed until a future meeting.

DECLARATION OF INTEREST

EXECUTIVE SUMMARY

1. Members are reminded of the need to stand aside from decision-making when a conflict arises between their role as an elected representative and any private or other external interest they might have.
2. Elected members are reminded to update their register of interests as soon as practicable, including amending the register at this meeting if necessary.

RECOMMENDATIONS

That the Committee:

- a) **Notes/Amends** if necessary the Elected Members' Interest Register attached as Attachment A; and
- b) **Confirms/Amends** the proposed management plan for Elected Members' Interests.

Attachments

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Economic Development Committee Interest Register				
5 March 2025				
Councillors are members of all committees				
Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
Mayor Jules Radich	Shareholder	Izon Science Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Taurikura Drive Investments Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Golden Block Developments Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director	Cambridge Terrace Properties Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director/Shareholder	Southern Properties (2007) Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director	Arrenway Drive Investments Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director	Golden Centre Holdings Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director/Shareholder	IBMS Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director/Shareholder	Raft Holdings Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director/Shareholder	Otago Business Coaching Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director	Effectivise Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director	Athol Street Investments Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director/Shareholder	Allandale Trustee Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Aberdeen St No2 Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Road Safety Action Plan	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	100% Shareholder/Director	Panorama Developments Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Hospital Local Advisory Group (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Council of Social Services (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Tertiary Precinct Planning Group (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Tertiary Sector Steering Group (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Member	Dunedin Club	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.	
Member	Local Government New Zealand (Zone 6 Committee) (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.	

Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
	Member	Connecting Dunedin (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Bill Acklin	Shareholder/Director	Dunedin Brokers Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	APRA - AMCOS	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Entertainer	Various functions	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Strath Taieri Community Board (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Casual Employee	Insulmax	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Craigieburn Reserve Committee (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Toitū Otago Settlers Museum Board (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Sophie Barker	Director	Ayrmed Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Various publicly listed companies	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Property Owner	Residential Property Owner - Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Beneficiary	Sans Peur Trust (Larnach Castle)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Mentor	Business Mentors NZ	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Volunteer	Blue Penguins Pukekura	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Vegetable Growers Club	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Chairperson	Dunedin Heritage Fund (Council Appointment)	No conflict Identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Gasworks Museum Trust (Council Appointment)	No conflict Identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Otaru Sister City Society (Council Appointment)	No conflict Identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Hereweka Harbour Cone Trust (Council Appointment)	No conflict Identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Deputy Chair	Dunedin Food and Drink Tourism Story Group	No conflict Identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Te Ao Tūroa Partnership (Council Appointment)	No conflict Identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Connecting Dunedin (Council Appointment)	No conflict Identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Institute of Directors	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.

Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
Cr David Benson-Pope	Owner	Residential Property Ownership in Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee and Beneficiary	Blind Investment Trusts	Duty to Trust may conflict with duties of Council Office	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Yellow-eyed Penguin Trust	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	New Zealand Labour Party	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Heritage Fund (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Public Art Gallery Acquisitions Committee (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Otago Museum Trust Board (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Christine Garey	Trustee	Garey Family Trust - Property Ownership - Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Women of Ōtepoti	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member (alternate)	Grow Dunedin Partnership (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Otago Museum Trust Board (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Sophia Charter (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Chairperson	Study Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Ashburn Hall Charitable Trust Board	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	St Paul's Cathedral Foundation (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Member	Theomin Gallery Management Committee (Olveston) (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.	
Cr Kevin Gilbert	Owner	Gipfel Limited - Bakery	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Schlubert Trust - Residential Property	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Schlup Family Trust	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	BNI	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Business South	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Air New Zealand	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Kevin Gilbert and Esther Gilbert Partnership - Residential Rental Property	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.

Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
	Trustee	Biddies Trust	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Advisors	Ronald McDonald House Supper Club Committee	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Fair Trading Committee (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Local Government New Zealand (Zone 6 Committee) (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member (alternate)	Otago Regional Transport Committee (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Toitū Otago Settlers Museum Board (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Keep Dunedin Beautiful (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Otago Settlers Association (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Saddle Hill Community Board (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Chair	Food Equity and Education Dunedin (FEED) Charitable Trust	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	National Industry Advisors Group Food and Beverage (Workforce Development Council)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Connecting Dunedin (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Carmen Houlahan	Owner	Residential Property - Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Owner	Rental Property - North Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Part Owner	Adobe Group Ltd, Wanaka	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Rotary Club	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Institute of Directors	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Otago Property Investors Association	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Public Art Gallery Society (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Public Art Gallery Acquisitions Committee (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Creative Dunedin Partnership (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	KBCLR Family Trust	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Otago Theatre Trust (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.

Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
Cr Marie Laufiso	Property Owner	Residential Property	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Moray Place Community Building Trust - Trust Owner of Property 111 Moray Place	Duty to Trust may conflict with duties of Council Office	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Otago Mental Health Support Trust	Potential grants applicant which would result in pecuniary interest. Duty to Trust may conflict with duties of Council Office	Do not participate in consideration of grants applications. If the meeting is in public excluded, to leave the room.
	Member	Women of Ōtepoti Recognition Initiative	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Family Member	Staff member a relative	Potential conflict depending on level of staff member involvement	Managed by staff at officer level if a perceived conflict of interest arises.
	Trustee	Corso Ōtepoti Dunedin Trust	Potential grants recipient	Withdraw from discussion and leave the table. If in public excluded leave the room. Seek advice prior to the meeting.
	Dunedin Branch Treasurer	P.A.C.I.F.I.C.A Inc	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Secretary	Dunedin Abrahamiac Interfaith Group (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee and Secretary	Refugee Support Group	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Chairperson	Dunedin Former Refugee Steering Committee (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Chairperson	Social Wellbeing Advisory Group (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	The Ōtepoti Community Builders Charitable Trust	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	District Licensing Committee (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Chairperson	Grants Subcommittee (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.	
Cr Cherry Lucas	Trustee	Otago Farmers Market	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Otago A & P Society	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Henderson Lucas Family Trust - Residential Dunedin Property	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	NZ Institute of Chartered Accountants	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Deputy Chair	Otago Museum Trust Board (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Chinese Garden Advisory Board (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Toitū Otago Settlers Museum Board (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Local Government New Zealand (Zone 6 Committee) (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Member (alternate)	Grow Dunedin Partnership (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.	

Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
	Member	Taieri Airport Trust (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Mosgiel Taieri Community Board (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Te Poāri a Pukekura Partnership (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Mandy Mayhem	Chairperson	Waitati Hall Society Inc	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Chairperson	Blueskin News Committee	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Co-ordinator	Waitati Market	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Co-ordinator	Emergency response group, Blueskin area	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	FENZ Local Advisory Committee for Otago	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Waitati Music Festival Committee	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Blueskin Bay Amenities Society	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Blueskin A & P Society	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Chairperson	Keep Dunedin Beautiful (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Zone Representative and Board Member	Keep New Zealand Beautiful	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Coastal Community Cycleway Network	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	West Harbour Community Board (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Disability Issues Advisory Group (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Former Refugee Steering Committee (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Music Advisory Panel (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Property Owner	Residential Property	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Social Wellbeing Advisory Group (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Jim O'Malley	Owner	Biocentrix Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Owner	Residential Property Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Owner	Ayrmed Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Northern AFC	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.

Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
	Director	Ocho Newco Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Ice Sports Dunedin Incorporated (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Connecting Dunedin (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Hospital Local Advisory Group (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Otago Regional Transport Committee (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Okia Reserve Management Committee (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Tertiary Precinct Planning Group (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Waikouaiti Coast Community Board (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Lee Vandervis	Director	Lee Vandervis, Antonie Alm-Lequeux and Cook Allan Gibson Trustee Company Ltd - Residential Property Ownership - Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director	Bunchy Properties Ltd - Residential Property Ownership - Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Owner	Vandervision Audio and Lighting - Hire, Sales and Service Business	May contract and provide service to DCC	Withdraw from discussion and leave the table. If the meeting is in public excluded leave the room. Seek advice prior to the meeting.
	Member	District Licensing Committee (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Okia Reserve Management Committee (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Steve Walker	Trustee	Dunedin Wildlife Hospital Trust	Potential grants recipient	Withdraw from discussion and leave the table. If the meeting is in public excluded leave the room. Seek advice prior to the meeting.
	Member	Orokonui Ecosanctuary	Potential grants recipient	Withdraw from discussion and leave the table. If the meeting is in public excluded leave the room. Seek advice prior to the meeting.
	Member	Society of Beer Advocates	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	New Zealand Labour Party	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Port Chalmers Historical Society	Potential grants recipient	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Owner	Residential Property - Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Shareholder	Various publicly listed companies	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	NZ Sea Lion Trust	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Edinburgh Sister City Society (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Music Advisory Panel (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.

Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
	Justice of the Peace		No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Predator Free Dunedin	No conflict	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Predator Free Dunedin (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Brent Weatherall	Member	Urban Access	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Owner	Residential Property	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Owner	Business George Street, Dunedin	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Brent Weatherall Jeweller Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Weatherall Trustee Company	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Residential Rental Properties	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Craigieburn Reserve Committee (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Public Art Gallery Society (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
Cr Andrew Whiley	Owner/Operator	Whiley Golf Inc and New Zealand Golf Travel Ltd	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Director/Shareholder 22 May 2017	Estate of Grace Limited	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Trustee	Japek (Family Trust) - Property Ownership - Dunedin	Duties to Trust may conflict with duties of Council Office.	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Otago Golf Club	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin South Rotary Club	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Institute of Directors	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	National Party	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Board Chair	Volunteer South	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	New Zealand PGA (Professional Golf Association)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Chair	Dunedin Community House Executive Committee	Potential grants recipient	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Otago Property Investors Association	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Hereweka Harbour Cone Trust (Council Appointment)	No conflict Identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Otago Peninsula Community Board (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Dunedin Shanghai Association (Sister City Society) (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.

Name	Responsibility (i.e. Chairperson etc)	Declaration of Interests	Nature of Potential Interest	Member's Proposed Management Plan
	Member	Grow Dunedin Partnership (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	NZ Masters Games Trust Board (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Member	Puketai Residential Centre Liaison Committee (Council Appointment)	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.
	Board Member	Dunedin Christmas Charitable Trust	No conflict identified	Seek advice prior to the meeting if actual or perceived conflict of interest arises.

CONFIRMATION OF MINUTES

ECONOMIC DEVELOPMENT COMMITTEE MEETING - 6 DECEMBER 2024

RECOMMENDATIONS

That the Committee:

- a) **Confirms** the public part of the minutes of the Economic Development Committee meeting held on 06 December 2024 as a correct record.

Attachments

	Title	Page
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Economic Development Committee

MINUTES

Minutes of an ordinary meeting of the Economic Development Committee held in the Council Chamber, Dunedin Public Art Gallery, The Octagon, Dunedin on Friday 06 December 2024, commencing at 10.00 am

PRESENT

Chairperson Cr Andrew Whiley

Deputy Chairperson Cr Christine Garey

Members	Cr Bill Acklin	Cr Sophie Barker
	Cr David Benson-Pope	Cr Kevin Gilbert
	Cr Marie Laufiso	Cr Mandy Mayhem
	Cr Jim O'Malley	Cr Brent Weatherall
	Cr Lee Vandervis	Cr Steve Walker

IN ATTENDANCE

Sandy Graham (Chief Executive Officer) Nicola Morand, Manahautū (General Manager Māori Partnerships and Policy), John Christie (Manager Enterprise Dunedin), Fraser Liggett (Economic Development Manager), Sian Sutton (Dunedin Destination Manager), Chanel O'Brien (Business Development Advisor) and Suzanne Jenkins (Finance and Operations Manager)

Governance Support Officer Jennifer Lapham

The Chairperson (Cr Andrew Whiley) welcomed everyone to the meeting. Cr Whiley acknowledged the work of Mr John Christie (Manager, Enterprise Dunedin) following his resignation from Council and outlined some of the events and projects he had been involved with. Cr Whiley wished him well in his new role.

1 PUBLIC FORUM

There was no Public Forum.

2 APOLOGIES

Apologies were received from Cr Brent Weatherall for lateness and Mayor Jules Radich and Crs Carmen Houlahan and Cherry Lucas for absence.

. Moved (Cr Andrew Whiley/Cr Mandy Mayhem):

That the Committee:

Accepts the apologies from Cr Brent Weatherall for lateness and Mayor Jules Radich and Crs Carmen Houlahan and Cherry Lucas for absence.

Motion carried

3 CONFIRMATION OF AGENDA

Moved (Cr Andrew Whiley/Cr Kevin Gilbert):

That the Committee:

Confirms the agenda without addition or alteration.

Motion carried

4 DECLARATIONS OF INTEREST

Members were reminded of the need to stand aside from decision-making when a conflict arose between their role as an elected representative and any private or other external interest they might have.

There were no changes to the Elected Members' Interest Register.

Moved (Cr Andrew Whiley/Cr Christine Garey):

That the Committee:

- a) **Notes** the Elected Members' Interest Register; and
- b) **Confirms** the proposed management plan for Elected Members' Interests.

Motion carried (ED/2024/023)

5 CONFIRMATION OF MINUTES

5.1 ECONOMIC DEVELOPMENT COMMITTEE MEETING - 18 SEPTEMBER 2024

Moved (Cr Andrew Whiley/Cr Christine Garey):

That the Committee:

- a) **Confirms** the minutes of the Economic Development Committee meeting held on 18 September 2024 as a correct record.

Motion carried (ED/2024/024)

PART A REPORTS

6 ECONOMIC DEVELOPMENT COMMITTEE FORWARD WORK PROGRAMME

The Manager, Enterprise Dunedin (John Christie), spoke to the report and responded to questions.

Moved (Cr Andrew Whiley/Cr Christine Garey):

That the Committee:

- a) **Notes** the Economic Development Committee forward work programme.

Motion carried (ED/2024/025)

7 ENTERPRISE DUNEDIN ACTIVITY AND TRACKING REPORT - NOVEMBER 2024

The Manager Enterprise Dunedin (John Christie), Economic Development Manager (Fraser Liggett) and Dunedin Destination Manager (Sian Sutton) responded to questions.

Cr Brent Weatherall entered the meeting at 10.09 am.

Moved (Cr Andrew Whiley/Cr Christine Garey):

That the Committee:

Adjourns the meeting.

Motion carried

The meeting adjourned at 10.37 am and reconvened at 10.38 am.

Moved (Cr Andrew Whiley/Cr Christine Garey):

That the Committee:

- a) **Notes** the Enterprise Dunedin Activity and Tracking Report – November 2024.

Motion carried (ED/2024/026)

8 JOBDUN DUNEDIN BUSINESS INTERNSHIP PROGRAMME 2023/24

The Manager, Enterprise Dunedin (John Christie), Economic Development Manager (Fraser Liggett) and Business Development Advisor (Chanel O'Brien) spoke to the report and responded to questions.

Moved (Cr Christine Garey/Cr Kevin Gilbert):

That the Committee:

- a) **Notes** the JobDUN Dunedin Business Internship Programme 2023/24 Report.

Motion carried (ED/2024/027)

9 ŌTEPOTI DUNEDIN DESTINATION MANAGEMENT PLAN - ANNUAL UPDATE

The Manager Enterprise Dunedin (John Christie), Dunedin Destination Manager (Sian Sutton) Finance and Operations Manager (Suzanne Jenkins) spoke to the report and responded to questions.

Moved (Cr Sophie Barker/Cr Kevin Gilbert):

That the Committee:

- a) **Notes** the Ōtepoti Dunedin Destination Management Plan Annual Update Report.

Motion carried (ED/2024/028)

10 REVIEW OF ENTERPRISE DUNEDIN

The Chief Executive Officer (Sandy Graham) spoke to the report and responded to questions.

Moved (Cr Andrew Whiley/Cr Sophie Barker):

That the Committee:

- a) **Notes** the next steps for reviewing the operation of Enterprise Dunedin

Division

The Council voted by division

For: Crs Bill Acklin, Sophie Barker, David Benson-Pope, Kevin Gilbert, Mandy Mayhem, Jim O'Malley, Lee Vandervis, Steve Walker, Brent Weatherall and Andrew Whiley (10).

Against: Crs Christine Garey and Marie Laufiso (2).

Abstained: Nil

The division was declared CARRIED by 10 votes to 2

Motion carried (ED/2024/029)

11 ITEMS FOR CONSIDERATION BY THE CHAIR

There were no items for consideration.

RESOLUTION TO EXCLUDE THE PUBLIC

Moved (Cr Andrew Whiley/Cr Kevin Gilbert):

That the Committee:

Pursuant to the provisions of the Local Government Official Information and Meetings Act 1987, exclude the public from the following part of the proceedings of this meeting namely:

General subject of the matter to be considered	Reasons for passing this resolution in relation to each matter	Ground(s) under section 48(1) for the passing of this resolution	Reason for Confidentiality
C1 Digital Interactive Health (DIH) Update November 2024	S7(2)(h) The withholding of the information is necessary to enable the local authority to carry out, without prejudice or disadvantage, commercial activities.	S48(1)(a) The public conduct of the part of the meeting would be likely to result in the disclosure of information for which good reason for withholding exists under section 7.	

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, or Section 6 or Section 7 or Section 9 of the Official Information Act 1982, as the case may require, which would be prejudiced by the holding of the whole or the relevant part of the proceedings of the meeting in public are as shown above after each item.

Motion carried (ED/2024/030)

The meeting went into non-public at 11.14 pm.

.....
CHAIRPERSON

PART A REPORTS

ECONOMIC DEVELOPMENT COMMITTEE FORWARD WORK PROGRAMME

Department: Civic

EXECUTIVE SUMMARY

- 1 The purpose of this report is to provide a regular update of the Economic Development Committee forward work programme. This shows areas of activity, progress and expected timeframes for decision making across a range of areas of work (Attachment A).
- 2 As this is an administrative report only, there are no options or Summary of Considerations.

RECOMMENDATIONS

That the Committee:

- a) **Notes** the Economic Development Committee forward work programme as shown in Attachment A.

DISCUSSION

- 3 The forward work programme is a regular agenda item which shows areas of activity, progress and expected timeframes for decision making across a range of areas of work.
- 4 As an update report, purple highlights show changes to timeframes. New items added to the schedule will be highlighted in yellow. Items that have been completed or updated are shown as bold.

Signatories

Author:	Jennifer Lapham - Governance Support Officer
Authoriser:	Nicola Morand - Manahautū (General Manager Policy and Partnerships)

Attachments

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ENTERPRISE DUNEDIN ACTIVITY AND TRACKING REPORT - MARCH 2025

Department: Enterprise Dunedin

EXECUTIVE SUMMARY

- 1 Please see attached the Enterprise Dunedin Activity and Tracking Report – March 2025 Update.
- 2 As this is an administrative report, the Summary of Considerations is not required.

RECOMMENDATIONS

That the Committee:

- a) **Notes** the Enterprise Dunedin Activity and Tracking Report – March 2025.

Signatories

Author:	Antony Deaker - Economic Development Team Leader Fraser Liggett - Economic Development Programme Manager Sian Sutton - Dunedin Destination Manager Suzanne Jenkins - Finance and Operations Manager
Authoriser:	Nicola Morand - Manahautū (General Manager Policy and Partnerships)

Attachments

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↓A	Enterprise Dunedin Activity & Tracking Report - March 2025	29
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- a) Political credibility to support agreements or memorandum of understanding (MOU) between Dunedin and China businesses and organisations.
 - b) Assurance to support agreements or MOUs between Dunedin and China businesses and organisations as well as parents considering Dunedin as an option for international education.
 - c) Identification and planning for future opportunities.
 - d) Transactional support for city partners and businesses developing opportunities in China.
- 11 Enterprise Dunedin supports and enables these functions through ongoing communication and engagement with agencies in Shanghai and by supporting businesses, organisations (particularly education providers) and projects from Dunedin.

DISCUSSION

- 12 Covid-19 travel restrictions along with changing personnel at institutions and businesses in China and Dunedin meant that productive relationships needed to be re-established when international borders reopened in 2023.
- 13 These relationships included:
- a) Dunedin and Chinese schools.
 - b) Dunedin's tertiary education institutions and Chinese universities for research and development.
 - c) Student recruitment and joint programme delivery.
 - d) Screen sector partners.
 - e) Tourism agents.
 - f) Business South and various chambers of commerce in China.
 - g) Yu Yuan in Shanghai and Lan Yuan in Dunedin.
- 14 In July 2023, Shanghai Municipal Government, Vice Mayor Hua visited Dunedin for meetings with the Dunedin Mayor, University of Otago, Silver Fern Farms and Lan Yuan (the Chinese Garden in Dunedin). The visit by a high-ranking official signalled the importance of Dunedin to other Shanghai institutions and agencies.
- 15 In 2024 Dunedin hosted 12 delegations from Shanghai and 3 from other cities in China. This was the most inbound delegations in a single year since the beginning of the sister city relationship with Shanghai.
- 16 Highlights from the inbound delegations included:
- a) Signing MOUs for tourism and education cooperation with Shanghai.
 - b) MOU signing between the University of Otago Faculty of Dentistry and Fudan University School of Stomatology (Dentistry).

- c) Performance by an 80-member youth choir from Shanghai at Lan Yuan to celebrate the 30th Anniversary of the Sister City relationship.
- 17 A working delegation led by Cr Whiley and Council staff, with Dunedin schools and Dunedin based education agent Scott Hou visited Shanghai, Qingyuan and Qingdao in September 2024.
- 18 Highlights from this delegation included signing several Sister School MOU and facilitating student recruitment. Plans were confirmed for a mayor-to-mayor meeting, a Dunedin exhibition at Yu Yuan (the Chinese Garden in Shanghai), a film screening and industry networking events in November.
- 19 A Mayoral delegation including Council staff, Otago Polytechnic, University of Otago, Dunedin business representatives and Dunedin Chinese community leaders visited Shanghai and Qingdao in November 2024.



Fudan University, November 2024.

- 20 Highlights from this delegation included:
- a) An hour-long meeting with Shanghai Mayor Gong. Discussion included joint research and education activity.
 - b) Yu Yuan agreement to provide ongoing support for Lan Yuan.
 - c) Screening Dunedin movie 'Uproar' to an invited audience of 65 representatives from the Shanghai screen sector.
 - d) Visits to ADInstruments, Haier Corporation (Fisher and Paykel) and Scott Technology.
 - e) Otago Polytechnic MOU with Qingdao University of Science and Technology.
 - f) Agreements made with schools in Qingdao.

OUTCOMES

- 21 The civic relationship is the foundation for the work and activities in Shanghai and other cities.

- 22 The 30-year relationship has enabled Dunedin to develop credible deep and enduring partnerships with Shanghai institutions. This along with a track record of delivery in areas such as education, business, and research as well as council staff who understand and can operate in the Chinese system has enabled outcomes which other cities in New Zealand are unable to achieve.
- 23 The Dunedin Mayor had more than an hour-long meeting with the Shanghai Mayor when other visiting leaders are typically given 30 minutes.



- 24 Mayor Radich and Mayor Gong exchanged gifts to acknowledge the 30th Anniversary of the Sister City relationship. Dunedin’s gift, shown in the photograph above, was a hand woven kete by renowned Dunedin weaver Roka Ngarimu-Cameron MNZM.
- 25 The nature of the China system means there is a relationship between civic and business engagement. The recognition which Shanghai offers Dunedin and in particular the mayor is recognised by Chinese businesses dealing with Dunedin businesses. If Dunedin is seen as important to the Mayor of Shanghai, then Dunedin businesses are seen as important to Chinese businesses, and likewise across other sectors.
- 26 In the course of 2024 Dunedin delegations to Yu Yuan and visits by Shanghai officials to Lan Yuan has rebuilt cooperation. As a result, Yu Yuan is providing significant support for maintenance at Lan Yuan. The unique design and construction of Lan Yuan requires specialist advice and heritage manufacturing processes not available in New Zealand.
- 27 The Mayoral visits to the Chinese offices of Dunedin businesses such as ADInstruments and Scott Technology provided valued endorsement for their business activity in China.
- 28 Mr Jason Cushen, Director, Te Whirika (International), University of Otago said, ‘In 2024 University of Otago signed new agreements with Fudan University and Shanghai Jiao Tong University, focusing on research collaboration, as well as student and staff mobility. The sister city relationship between Dunedin and Shanghai is an enabler that provides added political value for the Chinese universities to enter agreements with University of Otago. Being able to act in concert with Dunedin (given the city's status) in a market like Shanghai elevates the university's standing’.

- 29 Since the reopening of international borders the Shanghai Municipal Education Commission has entered an MOU with Enterprise Dunedin for education cooperation. This has enabled:
- a) Dunedin and Chinese schools to renew Sister School agreements.
 - b) An annual student exchange to be renewed.
 - c) Renewed agent activity to recruit international students for study.
- 30 The estimated economic benefit of international student recruitment to Dunedin from China was \$45M NZD in 2024.
- 31 Otago Polytechnic rebuilt their relationship with Shanghai University of Science and Engineering for education cooperation with Fashion Design. Enterprise Dunedin provided extensive support for Otago Polytechnic as their specialist Chinese staff were not appointed until this year.
- 32 The renewal of tourism cooperation through the MOU signed in 2024 is the first step to rebuild a direct flow of visitors from Shanghai. The inaugural Dunedin Chinese Cultural Festival launched in January 2025 is an example of product development to support visitation to Dunedin.
- 33 Cooperation between the screen sectors in Shanghai and Dunedin grew steadily in the period 2017 to 2019 through meetings, screenwriter exchange, film screening and delegation visits.
- 34 In 2024 Enterprise Dunedin and Shanghai Art Film Federation (SAFF) entered a MOU to renew cooperation. This was followed by the Dunedin Mayor presenting to Shanghai screen industry leaders at the screening of the movie 'Uproar'.
- 35 SAFF are intending a business delegation to Dunedin in 2025 which will include meetings with industry, locations showcase, and discussion for development of co-production opportunities between the two cities.

OPTIONS

- 36 There are no options.

NEXT STEPS

- 37 Enterprise Dunedin staff will continue to enable Project China activities over the next 12 months. This will include commencing the process for renewal of the Dunedin Shanghai Sister City agreement, maintaining and growing projects and opportunities in the education, tourism, and screen sectors.
- 38 Inbound delegations are possible from Shanghai Art Film Federation, Shanghai Museum, and Shanghai Municipal Government departments.

Signatories

Author:	Hui Zhang - Project China Co-ordinator Antony Deaker - Economic Development Team Leader
Authoriser:	Fraser Liggett - Economic Development Programme Manager

Attachments

There are no attachments for this report.

SUMMARY OF CONSIDERATIONS

Fit with purpose of Local Government

This decision promotes the economic well-being of communities in the present and for the future.

Fit with strategic framework

	Contributes	Detracts	Not applicable
Social Wellbeing Strategy	<input type="checkbox"/>	<input type="checkbox"/>	✓
Economic Development Strategy	✓	<input type="checkbox"/>	<input type="checkbox"/>
Environment Strategy	<input type="checkbox"/>	<input type="checkbox"/>	✓
Arts and Culture Strategy	<input type="checkbox"/>	<input type="checkbox"/>	✓
3 Waters Strategy	<input type="checkbox"/>	<input type="checkbox"/>	✓
Future Development Strategy	<input type="checkbox"/>	<input type="checkbox"/>	✓
Integrated Transport Strategy	<input type="checkbox"/>	<input type="checkbox"/>	✓
Parks and Recreation Strategy	<input type="checkbox"/>	<input type="checkbox"/>	✓
Other strategic projects/policies/plans	<input type="checkbox"/>	<input type="checkbox"/>	✓

Project China was initiated under the Economic Development Strategy (EDS) as a shared goal of the strategy partners and the project continues to work with the partners to the EDS.

Māori Impact Statement

Mana whenua leads the welcome to significant international guests and are invited to engage with visiting delegations for business discussions.

Sustainability

There are no implications for sustainability.

Zero carbon

Project China may increase city and DCC emissions by use of air travel. At the DCC scale this is as a result of outbound delegations, and at the city scale it is related to increased travel generated by connections and activity that is facilitated by Project China.

DCC takes several actions to reduce the emissions of outbound delegations including managing the number of staff and using public transport such as trains. In 2025 no travel to China is currently planned.

Under the current MOU with Shanghai both cities have shared information and continue consultation regarding best practices in the area of sustainability.

LTP/Annual Plan / Financial Strategy /Infrastructure Strategy

There are no implications.

Financial considerations

There are no financial implications.

Significance

This decision is considered low in terms of the Council’s Significance and Engagement Policy.

Engagement – external

We have engaged with representatives of external partners referenced in this report to ensure accuracy.

IT'S JUST DUNEDIN CAMPAIGN REPORT

Department: Enterprise Dunedin

EXECUTIVE SUMMARY

- 1 The purpose of this report is to provide an update regarding campaign performance to date for the It's Just Dunedin Campaign, developed in 2022 and launched on 12 December 2023 predominantly to the domestic NZ market.
- 2 The report also provides an overview of the next phase of the campaign targeted domestically and to Australia to support the new Jetstar route commencing in June 2025.
- 3 The report asks the Economic Development Committee to consider whether to retain the "It's Just" tagline developed for phase 1 of the domestic campaign or proceed with the logo only.

RECOMMENDATIONS

That the Committee:

- a) **Notes** the "It's Just Dunedin" Campaign Report and next phase of the campaign including creative assets.
- b) **Decides** to retain the "It's Just" tagline or launch phase 2 with the Dunedin logo only.

BACKGROUND

- 4 In June 2022, the Dunedin City Council (DCC) issued a Request for Proposals (RFP) to procure a marketing partner for three campaigns over three years, with an annual budget of \$150,000. The objective was to increase visitation to Dunedin. The RFP set a success metric of at least a 0.3% increase in click-through and engagement on dunedinnz.com.
- 5 After a competitive pitch process, Shotover Creative was selected to design and execute the campaigns. They launched the It's Just Dunedin campaign on 12 December 2023, following Council endorsement. This video-first campaign combined years one and two into a single 12-month initiative.
- 6 During development, Shotover Creative collaborated with Enterprise Dunedin to implement enhanced performance metrics, including engagement, conversion, and public sentiment. The report is attached as **Attachment A**.

DISCUSSION

Campaign Performance

- 7 The campaign has performed positively in the market. However, some local feedback suggests concerns about a perceived self-deprecating tone. This report reviews performance against agreed measures and considers future tagline adjustments, particularly considering the reintroduction of direct international flights.
- 8 The key objectives of the campaign were to:
 - a) Motivate New Zealanders to visit Dunedin, with limited outreach to Australia.
 - b) Raise awareness and change perceptions of Dunedin as a visitor destination.

Insights and Results

- 9 **Performance:** The campaign exceeded set targets compared to Plan D. However, differences in macro-environmental factors (pandemic vs post-pandemic) may have influenced data.
- 10 **Consumer Preferences:** Video content significantly outperformed static assets, informing future content strategies.
- 11 **Perception and Sentiment:**
 - a) Dunedin is well regarded for heritage and architecture.
 - b) Dunedin has a developing reputation for food and drink, though still below competitor averages.
 - c) Wildlife and natural beauty initially ranked lower but showed notable improvement post-campaign.
- 12 **Visitor Consideration:** Using Tracksuit (TRA) which is managed by the research agency, the percentage of New Zealanders considering a Dunedin trip increased by 1% during the campaign, despite a 6% decline in the overall tourism market.
- 13 **International Market Challenges:**
 - a) The rapid restart on international flights limited market research opportunities.
 - b) The campaign leveraged insights from Tourism New Zealand and Angus & Associates.
 - c) Current load factors (as of 13 February 2025) are 28% of capacity, with growing bookings.
 - d) DUD-OOL (Dunedin – Gold Coast) is exceeding expectations, indicating an opportunity to expand Australian market share.
- 14 **Budget Constraints:** The next campaign phase must serve both domestic and Australian market share while adhering to budgetary limits.

Tourism Sector Overview

- 15 Tourism contributes **7.1%** of total filled jobs in Dunedin (~5,000 jobs).
- 16 The sector contributed **\$379 million** to Dunedin's GDP in 2024 (4.5% of total economic output, up from 1.2% in 2000).

- 17 Dunedin’s tourism sector has grown **7.8% annually** since 2000 (compared to 8.6% nationally).
- 18 A 2023 Enterprise Dunedin study projected **2.6 million visitors by 2034**, with March as the peak month.
- 19 A review of this forecast is needed to inform future campaigns and destination management strategies.

Dunedin Brand

- 20 With the Shotover Creative contract now in its final phase, Council may wish to note that the Dunedin brand was last updated in 2010. While still strong, it may be timely to consider a refresh.

OPTIONS

Option One

- 21 Proceed with the campaign but remove “It’s Just” from the logo.

Advantages

- Creates more evergreen content, aligning with Phase 2 visuals.
- Redirects savings from creative work into broader reach, especially in Australia.
- Aligns with the Ōtepoti Dunedin Destination Management Plan (ODDMP) Action 3.1 (defining Dunedin’s unique brand and story).

Disadvantages

- Deviates from Council’s original endorsement on the tagline.

Option Two – Status Quo

- 22 Maintain “It’s Just” campaign tagline.

Advantages

- Maintain campaign consistency.

Disadvantages

- Required new creative assets post-campaign, adding costs.

NEXT STEPS

- 23 Based on the decision regarding “It’s Just” update and launch the campaign accordingly.
- 24 If directed, staff will prepare a Dunedin brand refresh methodology paper for a future Council meeting.

Signatories

Author:	Sian Sutton - Dunedin Destination Manager
Authoriser:	Nicola Morand - Manahautū (General Manager Policy and Partnerships)

Attachments

	Title	Page
↓A	It's Just Dunedin 2024 - Campaign Results and Next Steps	85

SUMMARY OF CONSIDERATIONS

Fit with purpose of Local Government

This decision promotes the social well-being of communities in the present and for the future.
 This decision promotes the economic well-being of communities in the present and for the future.
 This decision promotes the environmental well-being of communities in the present and for the future.
 This decision promotes the cultural well-being of communities in the present and for the future.

Fit with strategic framework

	Contributes	Detracts	Not applicable
Social Wellbeing Strategy	✓	<input type="checkbox"/>	<input type="checkbox"/>
Economic Development Strategy	✓	<input type="checkbox"/>	<input type="checkbox"/>
Environment Strategy	✓	<input type="checkbox"/>	<input type="checkbox"/>
Arts and Culture Strategy	✓	<input type="checkbox"/>	<input type="checkbox"/>
3 Waters Strategy	<input type="checkbox"/>	<input type="checkbox"/>	✓
Future Development Strategy	✓	<input type="checkbox"/>	<input type="checkbox"/>
Integrated Transport Strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks and Recreation Strategy	✓	<input type="checkbox"/>	<input type="checkbox"/>
Other strategic projects/policies/plans	✓	<input type="checkbox"/>	<input type="checkbox"/>

This work contributes to the compelling destination theme in the Economic Development Strategy
 This work contributes to the Otepoti Dunedin Destination Management Plan

Māori Impact Statement

Mana whenua were engaged as part of the development of the It's Just Campaign and the values of Te Taki Haruru will form part of any considerations going forward.

Sustainability

Zero carbon

Tourism growth resulting from proactive campaigning may impact carbon emissions through travel and transport into the future depending on visitor mode of transport. Over-tourism can impact biodiversity and infrastructure without careful planning.

LTP/Annual Plan / Financial Strategy /Infrastructure Strategy

There are no planning or strategic implications.

Financial considerations

Operational budget provision.

Significance

This report is considered a low risk

Engagement – external

Dunedin HOST, DIAL, Dunedin operators, TNZ, MBIE and other destination plan stakeholders and trade and media partners.

Engagement - internal

Corporate communication has occurred with relevant internal stakeholders.

ITEMS FOR CONSIDERATION BY THE CHAIR

Any items for consideration by the Chair