

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 Wednesday 12 March 2025, commencing at 10.00 am.

PRESENT

Chairperson Cr Andrew Whiley
Deputy Chairperson Cr Christine Garey

Members

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| Cr Bill Acklin | Cr Sophie Barker |
| Cr David Benson-Pope | Cr Kevin Gilbert |
| Cr Carmen Houlahan | Cr Cherry Lucas |
| Cr Jim O'Malley | Mayor Jules Radich |
| Cr Lee Vandervis | Cr Steve Walker |
| Cr Brent Weatherall | |

IN ATTENDANCE

Robert West (General Manager Corporate Services), Nicola Morand (Manahautū, General Manager Policy & Partnerships); Sian Sutton (Dunedin Destination Manager); Fraser Liggett (Economic Development Manager); Anthony Deaker (Economic Development Team Leader); Hayden Parsons (Digital Content Co-ordinator Enterprise Dunedin); Suzanne Jenkins (Finance and Operations Manager); James Perry (Managing Director, Shotover Creative); Jason McKay Williams (Head of Digital & Marketing, Shotover Creative)

Governance Support Officer Lauren Riddle

1 PUBLIC FORUM

1.1 Stephanie Ashton - International Studies

Stephanie Ashton, Deputy Principal, Queens High School spoke to a presentation on International Studies and Project China. She spoke on the importance and value of the Shanghai and Dunedin's Sister City relationship for international students whether short or long term stay in Dunedin, and that Dunedin needed to be competitive with other cities in New Zealand to attract international students.

Ms Ashton responded to questions.

1.2 Scott Hou- International Studies

Scott Hou, advised that his company, Jiacheng Consulting Company was a Dunedin based firm specialising in education services and tourism, including supporting short and long term international students to Dunedin.

Mr Hou spoke to a video presentation detailing the close partnership with Dunedin schools (and with the support of the Dunedin City Council). He advised the importance of the support of the DCC supported the Chinese Government's confidence to allow student to come to Dunedin to study.

Moved (Cr Andrew Whiley/Cr Cherry Lucas):

That the Committee:

Extend Public Forum beyond 30 minutes.

Motion carried.

Mr Hou responded to questions from the Elected Members.

Stephanie Ashton introduced Liz Gold the Director of International Studies at Bayfield High School spoke.

Mrs Gold spoke of the school environment and connection with local students and the importance of these relationships and that focus of all host schools was to work together to provide the best opportunities for the visiting students.

1.3 Liz Gold Director of International Studies at Bayfield High School

Liz Gold spoke of the school environment and connection with local students and the importance of these relationships and that focus of all host schools was to work together to provide the best opportunities for the visiting students. She confirmed it was difficult to currently find enough host families that were part of the school community.

2 APOLOGIES

Apologies were received from Cr Marie Laufiso and Cr Mandy Mayhem.

Moved (Cr Andrew Whiley/Cr Cherry Lucas):

That the Committee:

Accepts the apologies from Cr Marie Laufiso and Cr Mandy Mayhem for absence.

Motion carried

3 CONFIRMATION OF AGENDA

Moved (Cr Andrew Whiley/Cr Christine Garey):

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 updates advised.

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

5 CONFIRMATION OF MINUTES

5.1 ECONOMIC DEVELOPMENT COMMITTEE MEETING - 6 DECEMBER 2024

Moved (Cr Andrew Whiley/Cr Christine Garey):

That the Committee:

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

Motion carried (ED/2025/001)

PART A REPORTS

6 ECONOMIC DEVELOPMENT COMMITTEE FORWARD WORK PROGRAMME

The Economic Development Committee forward work programme report provided an update on areas of activity, progress and expected timeframes for decision making across a range of areas of work.

Nicola Morand (Manahautū – General Manager Policy and Partnerships) and Fraser Liggett (Economic Development Manager) spoke to report 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/2025/002)

7 ENTERPRISE DUNEDIN ACTIVITY AND TRACKING REPORT - MARCH 2025

Sian Sutton (Dunedin Destination Manager), Fraser Liggett (Economic Development Programme Manager), Anthony Deaker (Economic Development Team Leader) and Suzanne Jenkins (Finance and Operations Manager) spoke to the Enterprise Dunedin Activity and Tracking Report – March 2025 Update report and responded to questions.

Cr Garey assumed the Chair in the absence for Cr Whiley.

Cr Andrew Whiley left the meeting at 12:11 p.m. and returned to the meeting at 12:13 p.m.

Cr Whiley resumed the Chair.

Moved (Cr Andrew Whiley/Cr Christine Garey):

That the Committee:

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

Motion carried (ED/2025/003)

8 PROJECT CHINA UPDATE

The Enterprise Dunedin report provided an update on Project China activity in 2024. The report highlighted outcomes in education, civic, tourism, business, and screen sector cooperation.

Fraser Liggett (Economic Development Programme Manager), Anthony Deaker (Economic Development Team Leader) and Hui Zhang (Project China Co-ordinator) responded to questions of the report.

Cr Kevin Gilbert left the meeting at 12:37 p.m. and returned at 12:40 p.m.

Cr Sophie Barker left the meeting at 12:38 p.m. and returned to the meeting at 12:43 p.m.

Moved (Cr Andrew Whiley/Cr Christine Garey):

That the Committee:

- a) **Notes** the Project China Update report.

Motion carried (ED/2025/004)

9 IT'S JUST DUNEDIN CAMPAIGN REPORT

The Enterprise Dunedin report provided an update regarding campaign performance to date for the “It’s Just Dunedin” Campaign, which was developed in 2022 and launched on 12 December 2023, predominantly to the domestic New Zealand market.

The report sought the Committee’s consideration as to whether to retain the “It’s Just” tagline developed for phase 1 of the domestic campaign or proceed with the logo only for phase 2 of the campaign.

Sian Sutton (Dunedin Destination Manager) introduced Shotover Creative’s Managing Director, James Perry and Head of Digital & Marketing, Jason McKay who spoke to a marketing presentation of the “It’s Just Dunedin” campaign to the meeting.

Sian Sutton (Dunedin Destination Manager), Hayden Parsons (Digital Content Co-ordinator – Enterprise Dunedin) and the Shotover Creative’s representatives spoke to the report and responded to questions.

Cr Bill Acklin left the meeting at 12:58 p.m.

Moved (Cr Andrew Whiley/Cr Brent Weatherall):

That the Committee:

Adjourn the meeting adjourn for five minutes.

Carried

The meeting adjourned at 12:59 p.m. for the opening and adjournment of the Finance and Council Controlled Organisations Committee meeting.

The meeting resumed at 1:01 p.m. with continued questions on the report.

Cr Bill Acklin returned to the meeting at 01:06 p.m.

Moved (Cr Andrew Whiley/Cr Steve Walker):

That the Committee:

Adjourn the meeting until 2:05p.m.

Motion carried

The meeting adjourned at 1:35 p.m. and resumed at 2:05 p.m. with apologies from Cr Bill Acklin and Cr Kevin Gilbert. The meeting resumed in debate.

Moved (Cr Andrew Whiley/Cr Brent Weatherall):

That the Committee:

- a) **Notes** the “It’s Just Dunedin” Campaign Report and the next phase of the campaign including creative assets.
- b) **Agrees** to remove the “It’s Just” tagline
- c) **Agrees** to phase 2 of the campaign to proceed with the Dunedin logo only.

Motion carried (ED/2025/005)

10 ITEMS FOR CONSIDERATION BY THE CHAIR

There were no item for consideration by the Chair.

The meeting concluded at 2:30 p.m.

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CHAIRPERSON