

17 October 2025

[REDACTED]
Sent via email to [REDACTED]

LG25-0288 - Rates-Based Funding for the Queenstown Promotion Board

Dear [REDACTED],

REQUEST FOR OFFICIAL INFORMATION – PARTIAL RELEASE OF INFORMATION

Thank you for your request for information held by the Queenstown Lakes District Council (QLDC). On 2 October 2025 you requested the following information under the Local Government Official Information and Meetings Act 1987 (LGOIMA):

- 1. I wanted to get an exact date for when the rates-based funding was introduced for DQ [Destination Queenstown], called the Queenstown Promotion Board back then.**
- 2. Could you also please advise whether QLDC holds a council minute, resolution, photo or Gazette notice recording it (1986–1988)?**
- 3. If by any chance you can tell me where I would find a photo of the old Lakes County Council where I assume it was decided, then that would be an amazing bonus.**

QLDC RESPONSE

Partial release of information

In response to your request, we consulted with the QLDC Knowledge Management Team.

- 1. I wanted to get an exact date for when the rates-based funding was introduced for DQ [Destination Queenstown], called the Queenstown Promotion Board back then.**

Please find enclosed an excerpt from the [Full Council Meeting Agenda dated 1 August 1989](#), where the initial proposal for rates-based funding of the Queenstown Promotion Bureau was first presented. The agenda includes both the proposal report and a related newspaper clipping.

Please note that the enclosed link will expire on 16 November 2025, 12:11 PM (UTC+12:00) Auckland, Wellington.

- 2. Could you also please advise whether QLDC holds a council minute, resolution, photo or Gazette notice recording it (1986–1988)?**

Please find attached an excerpt from the [Full Council Meeting held on 12 September 1989](#), which records the corresponding resolution and formalises the Council's decision.

For a related newspaper clipping regarding the proposal for rates-based funding of the Queenstown Promotion Bureau, please refer to our response to item 1 of your request contained in the excerpt from the Full Council Meeting Agenda dated 1 August 1989 (refer pages 10 and 11).

For any additional historical records that may be available, you may wish to contact the New Zealand Gazette Office at gazette@dia.govt.nz.

Please note that the enclosed link will expire on 16 November 2025, 12:11 PM (UTC+12:00) Auckland, Wellington.

Decision to refuse information

- 3. If by any chance you can tell me where I would find a photo of the old Lakes County Council where I assume it was decided, then that would be an amazing bonus.**

We have good reason under section 17(e) of the LGOIMA for refusing the information requested. We consider it is necessary to refuse the requested information on the basis of the following ground:

- Section 17(e) – that the document alleged to contain the information requested does not exist or, despite reasonable efforts to locate it, cannot be found.

Section 17(e) of the LGOIMA clarifies that a local authority is not required to provide information that does not exist or cannot be found despite reasonable efforts. This ensures that the absence of information is not due to negligence but reflects its genuine non-existence.

We understand your interest in this material and have made reasonable efforts to locate the information requested. However, QLDC does not hold any photos of the former Lakes County Council. Accordingly, the requested information cannot be provided. Council recommends contacting Heritage New Zealand at information@heritage.org.nz, and the Lakes District Museum & Gallery at info@museumqueenstown.com for any imagery that may be available.

As a local authority, we are committed to fulfilling our obligation to provide access to information that we hold. However, pursuant to Section 17(e) of the LGOIMA, we are unable to release information that either does not exist or cannot be found despite our reasonable efforts.

Right to review the above decision

Note that you have the right to seek an investigation and review by the Ombudsman of this decision. Information about this process is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

If you wish to discuss this decision with us, please contact Naell.Crosby-Roe@qldc.govt.nz (Director Democracy Services).

We trust that the above information satisfactorily answers your request.

Kind regards,



Democracy Services Team

Corporate Services | Queenstown Lakes District Council

P: +64 3 441 0499

E: informationrequest@qldc.govt.nz

All Communications
To be addressed:
The District Manager
Private Bag
Queenstown
Te. (0294) 27330
FAX 27339



In Reply, Please
Quote Ref. No.

If calling on this
matter, please
ask for:

QUEENSTOWN-LAKES DISTRICT COUNCIL
STANLEY ST • QUEENSTOWN • NEW ZEALAND

TO THE MAYOR AND COUNCILLORS

Notice is hereby given that an Ordinary Meeting of the Queenstown- Lakes District Council will be held in the Council Chambers, Stanley Street, Queenstown, on Tuesday, 1st August 1989, commencing at 4.00 p.m.

A G E N D A

1. Attendance and Apologies
2. Confirmation of Minutes
 - (a) Ordinary Meeting held on 20th June 1989 (Pages 1 to 31)
 - (b) Finance Committee meeting held 20th June 1989 (pages 32 to 39)
 - (c) Committee meetings held 11 July 1989
Corporate Services Committee (pages 40 to 59)
Regulatory Services Committee (pages 60 to 72)
 - (d) Wanaka District Community Council meetings held 7th June and 5th July 1989 (pages 73 to 105)
 - (e) Planning Committee meetings held 27 April, 16 May, 13 June, 14 June 1989 (pages 106 to 167)
3. Matters Arising From the Minutes
4. General Manager's Report
5. Reports
6. Correspondence
7. Matters to be Raised by Mayor
8. General Business
9. Public Forum

Queenstown
25/07/1989

W J Byers
GENERAL MANAGER

QUEENSTOWN-LAKES DISTRICT COUNCIL

Minutes of an ordinary meeting of the Queenstown-Lakes District Council, held in the Council Chambers, Local Government Buildings, Stanley Street, Queenstown, on Tuesday 20th June 1989, commencing at 4.00 p.m.

PRESENT

Councillor W A King (Deputy (Mayor), Councillors G L Bradley, J P Hunt, D G Bradford, K J Sharpe, A J O'Connell, J Faulks, W M Watson, A J Soper, S W Maclean, M A McHugh and M R Duckmanton.

IN ATTENDANCE

Messrs M H M Ross (Manager Corporate Services), C J Walker (District Planning Officer) Miss N K Manley (Administration Officer), J MacKay (Community Development Officer), three members of the news media and eleven members of the public.

APOLOGIES

It was noted that His Worship the Mayor had been granted leave of absence previously.

An apology for non-attendance was received from Councillor W H Caldwell.

On the motion of Councillors Watson and Sharpe it was resolved that the apology be sustained.

INVOCATION

The meeting was opened after the invocation.

CONFIRMATION OF MINUTES

On the motion of Councillors Maclean and McHugh it was resolved that the minutes of the Queenstown-Lakes District Council Ordinary meeting held on 9 May 1989 as circulated be confirmed.

Councillor Bradford advised that comments attributed to him in minute 89/132 were incorrect. The final section of the last paragraph of these minutes should read:

QUEENSTOWN-LAKES DISTRICT COUNCIL

AGENDA STATEMENT

ITEM NO: 6

FOR MEETING OF: 01/08/89

ITEM TITLE: Queenstown Promotion Bureau Rate Based Funding

SUBMITTED BY: General Manager

CONTACT PERSON: W J Byers

SUMMARY EXPLANATION:

The Queenstown Promotion Bureau has delivered the report, the findings of which are attached.

They request that Council makes and strikes a rate to cover the period from October 1 1989 until March 31st, 1990. Thereafter on an annual basis the levy would coincide with Council's rating.

Supplementary information will be distributed prior to the meeting.

APPROVED FOR SUBMITTAL:


GENERAL MANAGER

OFFICER RECOMMENDATION:

I recommend that Council give its approval to this proposal and proceeds with the necessary steps to strike the rate accordingly.



26 July 1989

The General Manager
Queenstown-Lakes District Council
Private Bag
QUEENSTOWN

Dear Sir,

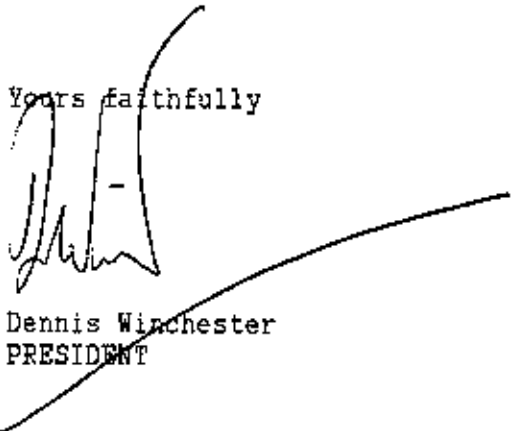
Re: Queenstown Promotion Bureau Rate Based Funding Proposal

We enclose our report on the outcome of our study into this proposal. We believe that it should be seen as a positive move for the business community, and as such, adopted by Council.

We thus request that Council makes and strikes a rate accordingly to cover the period from October 1 1989 until 31 March 1990. By our calculations this will produce approximately \$83516 for the Queenstown Promotion Bureau over that period. Thereafter on an annual basis the levy will raise just over \$180,000 per annum and should be levied by Council to coincide with its rating.

Given Council's approval we will arrange for the appropriate legal documentation to be put in place to cover the Queenstown Promotion Bureau's responsibilities to Council.

Yours faithfully



Dennis Winchester
PRESIDENT

QUEENSTOWN PROMOTION BUREAU

RATE BASED FUNDING PROPOSAL

- * EXECUTIVE SUMMARY
- * THE BACKGROUND
- * THE OBJECTIVE OF THE EXERCISE
- * THE METHOD
- * THE BENEFITS
- * ACCOUNTABILITY
- * APPENDICES
 - ARTICLE IN TRAVEL SCENE
 - ARTICLE IN N.B.R.
 - LETTER EX DEVELOPERS ASSOC'N
 - LETTER EX RETAIL ASSOC'N
 - LETTERS SENT BY QPB TO RATEPAYERS (3)
 - JOB DESCRIPTION - PROFESSIONAL MARKETER

Q.P.B. RATE BASED FUNDING

EXECUTIVE SUMMARY

- A rate of .0006c in the \$ will raise approximately \$167032 for the QPB.
- Of this total amount, approvals from ratepayers representing 84% of the capital base have been received.
- Out of our 542 business ratepaying properties, 63% of these properties agree to the proposal.
- When removing timeshare unit titles and various other sundries, our base total rateable properties number 277.

Agree	175	63%
Disagree	26	9%
Not Returned	<u>76</u>	<u>28%</u>
	277	100%

- The QPB has employed one staff person for a month specifically for this project to try and ensure the maximum possible responses have been collected.

Q.P.B. RATE BASED FUNDING

THE BACKGROUND

It is clear to current Board members of the Queenstown Promotion Bureau that the voluntary nature of the Bureau makes it difficult to:-

1. Promote effectively;
2. Fund appropriately;
3. Administer to the standard we would like.

Consequently, in November and December 1988 the QPB investigated the possibility of seeing whether the new capital based rating system adopted by Council, could be utilised for the benefit of increasing the funding base of the QPB.

The problem currently is that a minority of businesses in the town (35%) contribute financially to the town's only united marketing body. And yet all those businesses benefit at times such as now when the effects of the QPB's Winter Festival are in the bank.

As a result of our investigations, it was made clear to us that, if we could convince a majority of the business ratepayers that this is what they wanted, Council would then consider the proposal.

Q.P.B. RATE BASED FUNDING

THE OBJECTIVE

To put in place a secure ongoing funding base for the organisation of Queenstown's future promotional activity.

THE METHOD

To include as a special rate, an amount to be levied across the 2.5 and 3 times rating differentials. Thus Council would collect from these business ratepayers a promotion levy which would be handed over to the QPB each quarter.

The mechanics of this system have in broad terms been cleared by the Audit Department and the Department of Internal Affairs.

THE BENEFITS

- * Professional marketing of Queenstown
- * Professional management of the Bureau
- * Increased promotional activity
- * Secure ongoing funding of the Bureau
- * More \$\$\$ being spent in Queenstown

ACCOUNTABILITY

- The annual budget for the QPB would be approved in advance by Council's Finance Committee.
- A minimum of one Councillor at any time would sit on the Board of the QPB.
- Monthly accounts would be submitted to Council.
- An audited set of annual accounts also would be similarly made available at year end.
- An agreement covering such points would be drawn up between Q.L.D.C. and QPB.

ACCOMMODATORS / REGIONAL ROUNDUP

Lodge revamp



Robert Gordon — Marlborough has great tourist and conference potential!

□ The 54-room Blenheim San Country Lodge has new owners: John Gray and Roger Gordon formerly of Rotorua, and Robert Gordon, who is the new manager.

Robert Gordon, formerly manager at the Parkwood Lodge, Havelock North, says the new management will mean several restyling moves. A realistic rooms rate structure has been introduced with the "rack rate" set at \$98 for a single or twin-bedded room.

"The Blenheim Country Lodge will place a major emphasis on the fresh produce and fine wines from Marlborough. The menu and wine list have been revised and upgraded to reflect this," he says.

The lodge has targeted the conference market, capitalising on its close proximity to Wellington, just 25 minutes flying time away, its relaxed setting and the hotel's versatile conference facilities which can cater for business meetings or major gatherings.

"Attractive packages are being formulated and will be incorporated in a new conference pack as well as a new brochure," says Mr Gordon.

There is a licensed restaurant which caters dine-and-dance on weekends, a bar, and a heated swimming pool.

Robert Gordon says Marlborough is a region of great tourist and conference potential. Its close proximity to the capital city gives it an ideal location while Blenheim is situated in the heart of wine country and on the doorstep of the Marlborough Sounds.

Luxury hotel for National Park?

□ Former Mount Cook Group public affairs manager Ted Beckett has come out in support of a call for a luxury hotel to be built in Abel Tasman National Park.

He agreed with a suggestion by Tourist Industry Federation chief executive Tony Staniford that the park should be open to sophisticated tourists.

"It would not be the beginning of growth that would spread its tentacles throughout the park.

"A hotel in the park, provided it was done with taste, could well become one of New Zealand's greatest resorts. A lot of national parks throughout the world have big hotels."

He said that if a resort hotel was built it would be an enclave. When it came to conservation a common sense approach had to be taken.

Pipiriki Lodge

□ A proposed 26-lodge tourist complex two kilometres south of Pipiriki on the Wanganui River has been shelved another year.

Watworth Holdings Ltd spokesperson Philip Glading says the project is deferred due to the industry downturn and unrealistic levels of interest and foreign exchange rates.

The company has permission to build the lodges and provide 40 caravan-campervan sites, a swimming pool, spa pools, dining rooms and lounge areas on the 54 hectare freehold site.

Parkroyal sold

□ New Zealand's first Parkroyal, in Wellington's Oriental Bay, has been sold for an undisclosed sum. New owners are not yet known, either.

Magnum Corporation executive director Jim Veitch says the property will continue as a hotel but under a new name. The Parkroyal was built by developer Ron Evans and opened by the then Prime Minister Robert Muldoon in 1982. Mr Evans sold the 70-room hotel before it was finished to Travelodge New Zealand.

Meanwhile the capital's new Parkroyal, being built for the Kupe Group on the old central Post Office site, should be open in March.

New funding base for Queenstown?

□ The Queenstown Promotion Bureau is about to move into a new era of funding which should put the organisation on a more professional footing, give it a \$200,000 budget and enable it to employ a full time marketer.

Board members Carol Braddock and Mike Ross have been working on a new funding initiative and their proposal for a special promotion rate on all commercial properties went down well when it was put to the business community.

The system is made possible because the Queenstown Lakes District Council has adopted a differential rating scheme which makes it simple to apply a special rate to one sector.

Mr Ross says there are just over 530 rateable properties in this category which will net the Bureau \$200,000 — a vast improvement on this year's meagre \$60,000 budget.

The problem has been the small number of members — just 136 — and the amount of voluntary work a handful of people have been faced with.

"We're burned out," says Mr Ross. "We don't want to have to write a marketing plan when we finish a day's work. Those days are over."

Ms Braddock made it clear the board was "sick" of holding "bonfires and parties" to get enough funds together to carry out essential promotional work.

The message to the tourist operators was loud and clear. Either support the new rate or expect the Bureau's activities to go even further down the tube.

Subject to the council's consent — and their refusal is unlikely — the new rate will go into place in September and a professional marketer will be appointed as soon as possible.

It's envisaged that he or she will spend half their time outside of Queenstown, mainly in Australia.

There are some businesses in the resort who don't pay rates but the Bureau plans to bill them on a membership basis so that everyone pays rather than just some.

The system seems a lot more equitable with the higher valued properties paying more than the smaller ones and everyone who benefits from the visitor industry paying their bit.

Certainly the increased finances will give the Bureau a lot more confidence when it goes out to chase its share of the tourist market.

For attention of Michael Russ

NBR, Thursday, June 6, 1989

ussie TV e face

or the losses under current
ructures in a standard recession
ed at least one forced sale of a
ected this year.
om is the price the television
for goodwill when they bought

all three should wipe off \$A1
their accounts listed as goodwill.
a chairman Warren Jones has
ne of the major channels will
because of the huge financial

e that Bond's Channel nine —
quiry over the fitness of the
old a licence — is in the safest

l continues to out-rate the
commercial stations, the
roadcasting Corporation and the
casting Service channels month

are: "TV companies are not
efficient cash flow to finance
g commitments — only the
was in such a position in

Sheep flocks raise dust

By ANNA DAY
NBR Sydney Bureau
AUSTRALIAN farmers are
growing too many sheep.

The Australian Wool Cor-
poration says the near-record
flock sizes are causing prob-
lems of land erosion and
will cause price slumps
because of oversupply.

By the end of the year
Australia is expected to have
167 million sheep, or almost
12 sheep by person.

That should produce about
1017 million kilograms of
wool — the largest ever clip
coming on top of two good
seasons.

The corporation's general
manager Bob Richardson
says the growth in wool sup-
ply will force the Wool Cor-
poration to buy up to 500,000
bales of Australian wool in
the next season to support
prices.

Queenstown plans levy as tourism shot-in-arm

By CHRIS RENNIE

QUEENSTOWN looks set to
give the country's regional
tourism scene a shock with a
radical proposal to beef up its
promotion bureau's funding.

In what is a tourism protec-
tion first, the Queenstown-
Lakes District council pro-
poses striking a special, perma-
nent rate among its 530
Queenstown business rate-
payers on August 1.

It's proposed to raise
\$200,000 for the Queenstown
Promotion Bureau by levying
\$6 per \$10,000 of capital
value (or .0006c per \$1).

The money will be handed
over to the QPB every year
with no strings attached apart
from accountability, accord-
ing to Queenstown Mayor
John Davies.

"Councils are no good run-
ning promotion bureaux. You
need to leave it to experts.
They know the market to be
targeted and how, not the
council," Davies said yester-
day.

The town's bold tax-
deductible move parallels a
recent \$250,000 commitment
by the Rotorua District
Council to establish a profes-
sionally staffed tourist pro-
motion body.

It's to be funded from a
council grant however.

"Up to now, it's been a
few who've been paying to
run the bureau," said Davies,
who's personally backing the
proposed levy.

"If the restaurateur, airline
and the hotel is a member of
the bureau, then invariably
the builder or plumber isn't.
Yet all their work came out of
tourism."

The council had told the

majority decision out of
Queenstown's business
ratepayers, then the levy
would be implemented.

Davies said this had been
achieved.

"I want to see a good
marketing organisation. I've
never seen one in the local
body sector anywhere in New
Zealand.

"The QPB has been run on
a shoestring and it's done a
damn good job, but it's never
had the funds. Now it's up to
them to employ an expert."

Elsewhere in the country
it's bleak reading as similar
bodies go belly-up or con-
tinue to beg for meagre money
to combat the tourism drop-
off.

Notable is Auckland,
where the main gateway city's
funds-starved promotion and
publicity machine has ground
to a halt.

Once the council has ap-
proved the levy, advertising
will begin throughout New
Zealand and Australia for a
\$50,000-\$60,000 a year
marketing professional to
manage the bureau.

The position will include a
secure contract and a
guarantee of annual funding.

Such use of ratepayers'
money to make grants to
fund various kinds of promo-
tion bodies and activities isn't
new.

But raising a specific "pro-
mo tax" by rating and han-
dling the money over on a vir-
tual no strings attached basis
is new.

If all goes well,
Queenstown should quickly
become the model for the
kind of marketing profes-
sionalism being pleaded for

INVESTMENT THIS MONTH

FOR

JUNE 1989 \$5.00

SPECIAL:
RETIREMENT
PLANNING

PERFORMANCE
GUIDES:

- COMPANIES
- MANAGED FUNDS

PICKING
WINNERS
FROM THE
RETURN

Wakatipu Development Association

21 JUL 1989



20 July 1989

Mrs Hilary Finnie
Queenstown Promotion Bureau
P O Box 353
QUEENSTOWN

By fax 27-441

At the executive meeting of this Association on 19th June 1989 the following resolution was passed.

"That the Wakatipu Development Association endorses the Queenstown Promotion Bureau's proposals for its funding by way of special levy on rates."

Yours faithfully,

A handwritten signature in dark ink, appearing to read 'B.A. Boivin', written over a horizontal line.

B.A. Boivin
Secretary

P.O. Box 377 Queenstown

Queenstown Retail Association

Queenstown Promotion Bureau

20th July, 1989

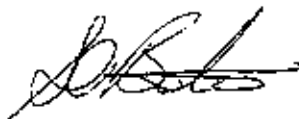
Dear Board Members

At a recent meeting of the Queenstown Retail Association, discussion was held regarding your new funding initiative recently announced.

As a result of this discussion it was decided that a letter of support be forwarded. Our committee and, we believe, a high percentage of retailers are excited by the prospect of having a guaranteed funding base, which will enable you to actively promote Queenstown to prospective visitors.

The Queenstown Retail Association fully support this major step forward for the bureau and wish you every success in securing a new funding base.

Yours sincerely



S.A. Bateman
President



letter sent to non members

HELP SECURE
QUEENSTOWN'S FUTURE

19th June, 1989

Dear Business Ratepayer,

No doubt you've already heard about the Queenstown Promotion Bureau's new fund raising initiative. We are now trying to contact all those businesses who, to the best of our knowledge, were unable to attend our public meetings held on 1st June, 1989.

At that meeting, we proposed to put the Q.P.B. on a more professional footing by employing a qualified person to market Queenstown full time and to run the Bureau along with Hilary, Lois and two office staff.

To maintain a level of funding which allows for this professional management, these funds must be provided by us as naturally as rates are paid. We propose that that is exactly what happens.

The proposal is for Council to collect, on the Bureau's behalf, a special rate based on capital value across the 2.5 and 3 times rating differential. Payment would be made on a quarterly basis with your rates and the levy (.0006 of capital value) would be shown separately on the rates demand. In many cases the levy will be less than the current membership fees paid to the Bureau.

This way, everyone contributes to the cost of promoting Queenstown with the result that we all share the benefits.

We now seek your support. Do you believe that active professional promotion of Queenstown is vital to our future?

If so, please sign our form enclosed so we can take this proposal to Council with a clear mandate from the business ratepayers.

Please return the enclosed form to us before 3rd July, 1989.

Yours faithfully,

Dennis Winchester,
PRESIDENT



15th June, 1989

Dear Q.P.B. Member,

Unfortunately you weren't at our 'New Funding Initiative' meetings last week. We now need your support. Current funding shows that of our projected memberships of \$60,000 we have only collected \$35,000. By August, cash flow projection shows that we are going to be seriously short of money.

We have proposed to public meetings last week and by letter and phone this week, that a special rate be struck across the 2.5 and 3 times rating differential base at the rate of .0006 in the dollar, i.e. \$6.00 per \$10,000.

Before we can take this submission to Council, we need a majority support from within this rating base. You, as members who are serious about the promotion of Queenstown, must realize the predicament we are in.

Please sign below that you support our submission on this basis to Council and please return this letter to us urgently in the stamped self addressed envelope provided, by the 3rd July, 1989.

Yours sincerely,

Dennis Winchester,
PRESIDENT

*letter sent to QPB
members.*

Signed.....



13th June, 1989

Thank you for attending our meeting on Thursday 1st June, 1989
or responding to our telephone call on Friday 2nd June, 1989

Your support and signature have been noted by the Bureau and we
understand that you represent rateable property or
business.

To confirm what we discussed at the meeting and by phone, we wish
to submit to Council that they collect, on our behalf, a special
rate of .0006 of capital value, to fund the Bureau.

The Bureau will now be in a stronger position to take this
submission to Council and once again, we thank you for your support.

Yours faithfully,

Dennis Winchester,
PRESIDENT

*Letter Sent to
Businesses that
Attended the Public
Meetings.*



Marketing Director

Full-time Executive Position - Job Description

Responsibilities

1. Overall control and direction of all promotional activity run by Queenstown.
2. To create, co-ordinate and manage events and the timetable for the same.
3. Establishment of a research data base for the resort, in liaison with Peat Marwick.
4. To establish and co-ordinate joint marketing initiatives
e.g. Winter Marketing
Ansett Offpeak Promotion
5. Direction of Bureau staff.
6. To report regularly to the Queenstown Promotion Bureau Board.
7. To represent Queenstown outside of town.

Salary Package

Estimated at \$60,000 plus benefits, including motor vehicle.
Total annual cost, \$75,000

Experience Required

The individual sought would be a seasoned marketer, probably ex Auckland, with experience in handling large corporates, their people and their politics.

The individual would also be a powerful communicator and motivator, and would have had experience in dealing with advertising agencies and P.R. firms.

The most important ingredient is that this person would create more and more marketing activity featuring Queenstown - media activity which Queenstown doesn't have to pay for. e.g. Dominion Breweries advertising for Winter Festival.

In other words, as a direct result of employing this person, Queenstown would generate more self-funding promotions, in excess of the cost of his or her employment.

To make this happen, the Queenstown Promotion Bureau needs the funds to underwrite such an appointment, and the costs associated with it.

RECEIVED
26 JUL 1989
Local Government Office
Queenstown

General Manager	
Corp Services Manager	
Reg Services Manager	
District Treasurer	

J. J. Enright
Allen
1/8

J. J. ENRIGHT.

25/7/89

P O Box 434.
Ph (0294)27555.
Ph (0294)26021.

QUEENSTOWN.
NEW ZEALAND.

Queenstown Lakes Council,
PB.
Queenstown.

QUEENSTOWN PROMOTION BUREAU.

I understand the Queenstown Promotion Bureau has requested the Council to apply a rate which will be used to fund the Bureau's activities.

Please be assured that, should this occur, the legality of the move will be immediately questioned.

Council has to understand that Local businessmen will refuse to pay this levy, on the grounds that Council does not have the right to levy for private organisations. Furthermore, it must not be involved with funding organisations in which its staff are involved.

That section of the community that does not have a direct involvement in the activities of the QPB are clear that if the organisation were known to be of adequate benefit to the Community, then coercive taxation would be unnecessary. QPB has not proven to the business community that it is worthy of support, and it is for this reason that funding has been inadequate.

The QPB, and the QLC, should be aware that this proposal is generating substantial antagonism, and will bring difficulties to both.

If the QPB is to address the central difficulty, it is not a matter of inadequacy of funding, it is an inadequacy of conviction, within the Community, that they have, or have demonstrated, an ability to do what is expected of them. The organisation, since its inception as a brain-child of David Bradford, would appear to have been, by its own admission, relatively unsuccessful; the proposal substantiates this while initiating further doubts.

It will not be right for Council to accede to the QPB lobby for mandatory funding.

Yours faithfully,

J. J. Enright
J. J. Enright.

QUEENSTOWN-LAKES DISTRICT COUNCIL
AGENDA STATEMENT

ITEM NO: 3
FOR MEETING OF: 12/09/89

ITEM TITLE: Queenstown Promotion Resource Marketing Separate Rate

SUBMITTED BY: Manager Financial Services

CONTACT PERSON: E A McPhail

SUMMARY EXPLANATION:

Council is now required to confirm the resolution passed on the 1st day of August 1989 to make and levy the Queenstown Promotion Resource Marketing Special Rate.

In terms of the agreement to be signed between Council and Macalister Todd Phillips, the Queenstown Promotion Bureau undertakes to provide to the Council a list of objectives, details of activities to be undertaken and a copy of its operating budget. This information, along with the proposed agreement has now been received from the Bureau and is provided.

APPROVED FOR SUBMITTAL: _____


GENERAL MANAGER

OFFICER RECOMMENDATION:

That Council resolved this 12th day of September 1989 that the resolution passed on the 1st day of August 1989 to make and levy the Queenstown Promotion Resource Marketing Separate Rate of 0.000338 cents in the dollar on the Rateable Capital Value of all properties as detailed in the appendix be confirmed.

That the agreement between the Council and the Queenstown Promotion Bureau be accepted subject to approved by Council's solicitors.

QUEENSTOWN-LAKES DISTRICT COUNCILQUEENSTOWN PROMOTION RESOURCE MARKETING SEPARATE RATE

Public Notice, pursuant to the provisions of Section 110 of the Rating Powers Act 1988, is given by the Queenstown-Lakes District Council that it intends to make and levy a separate Rate to be known as the "Queenstown Promotion Resource Marketing Separate Rate".

The purpose for making and levying such a rate is to enable the Queenstown-Lakes District Council to make grants and/or advances to the Board of Control of the Queenstown Promotion Bureau (an organisation which has as its fundamental aims the general advancement and development of the Queenstown area) which will benefit the District of the Queenstown-Lakes District Council generally; and further to make grants and/or advances to enable the Queenstown Promotion Bureau to fully inform, promote and advise the public generally and tourist specifically on the Queenstown area. This power of advancement and/or grant being given to the Queenstown-Lakes District Council by Section 602(b) of the Local Government Act 1974.

1. The Queenstown-Lakes District Council is a Territorial Authority pursuant to the definition of such an Authority as set out in the Rating Powers Act 1988.
2. The purpose of the Separate Rate is for the maintenance, support and development of the Queenstown Promotion Bureau which is a Promotional and Resource Marketing Organisation for the Lake Wakatipu area.
3. The provision and operation of such a Bureau is of particular benefit to the Commercial, Retail and Tourist servicing sectors in the greater Queenstown area.

The Queenstown-Lakes District Council HEREBY RESOLVES this 12th day of September 1989 that the resolution passed by way of Special Order on the 1st day of August 1989 to make and levy the Queenstown Promotion Resource Marketing Separate Rate for the six months commencing 1st October and ending 31st March 1990.

The following information is given as required by the provisions of the Rating Powers Act 1988:

(a) The above Queenstown Promotion Resource Marketing Special Rate becomes due and payable by two instalments on:-

<u>Due Date</u>	<u>Last Day for Payment (10% Penalty Date)</u>
6th October 1989	Friday 24th November 1989
12th January 1990	Friday 23rd February 1990

- (b) The Queenstown Promotion Resource Marketing Separate Rate is inclusive of Goods and Services Tax as determined by the Goods and Services Act 1985 and its Amendments and being in force at the time of making such a separate rate.
- (c) Pursuant to Section 16 of the Rating Powers Act 1988 a Queenstown Promotion Resource Marketing Separate Rate of 0.000338 cents in the dollar will be struck on the Rateable Capital Value of all rateable property within the Queenstown-Lakes District (excluding the Wanaka District Community area) within the valuation rolls of 29070, 29091, 29092, 29100, 29110, 29130 and 29200 and with the following land use codes:

<u>Property Group</u>	<u>Land Use Codes</u>
1. Accommodation - Flats	92
2. Accommodation - Hotels (Lic)	94
3. Accommodation - Other	93,95,96
4. Commercial	06,08,60,61,62,63,64,65,66,67,68,69,80, 81,82,83,84,85,86,87,88,89
5. Community	42,45,47,48,49
6. Industrial	02,07,20,21,22,23,24,25,26,27,28,29,70, 71,72,73,74,75,76,77,78,79
7. Recreation	50,51,52,53,54,55,56,57,58,59
8. Transport	03,30,31,32,33,34,35,36,37,38,39
9. Other	00,05,98

- (d) The Valuation Roll and Rates records for the District of the Queenstown-Lakes District Council are available for inspection at the public offices of the Queenstown-Lakes District Council, namely Stanley Street Queenstown and 71 Brownston Street, Wanaka.
- (e) In terms of Section 132 of the Rating Powers Act 1988 and its Amendments, a penalty of ten percent will be added to all unpaid Queenstown Promotion Market Resource Service Separate Rate rates which remain unpaid after the last date for payment of each instalment as detailed in paragraph (a) hereof..
- (f) All payments of the Queenstown Promotion Resource Marketing Separate Rate are to be made at the Public Office of Queenstown-Lakes District Council as above stated.

Dated at Queenstown this 12th day of September 1989

E M McPhail
DISTRICT TREASURER

EM042am



7 September, 1989

The General Manager
Queenstown-Lakes District Council
Private Bag
QUEENSTOWN

Dear Sir,

Re: Rate Based Promotional Levy

As a further submission to our previous proposal, we enclose

- * Operating Budget for 6 months ending 31 March 1990
- * Key Activities for 6 months ending 31 March 1990
- * Primary Objectives of the Queenstown Promotion Bureau

As requested, we also enclose a draft contract between the Queenstown Promotion Bureau and Queenstown-Lakes District Council.

We trust that these will assist Council with its considerations.

Yours faithfully,

Dennis Winchester
Dennis Winchester
PRESIDENT

QUEENSTOWN PROMOTION BUREAU

Proposed Budget to March, 1990

	OCT	NOV	DEC	JAN	FEB	MARCH	TOTAL
RECEIPTS							
Grants							
Membership - Direct				3000	3000		6000
Interest							
Memberships ex Rate Base		45000			45000		90000
Management Fees - COTCI	971	971	971	971	971	971	5826
TOTAL INCOME	971	45971	971	3971	48971	971	101826
EXPENSES							
Accountancy	200	200	200	200	1700	200	2700
Advertising & Promotion			250			250	500
Bank Fees	20	20	20	20	20	20	120
Computer Costs					833	837	1670
Conferences & Meetings	100	100	100	100	100	100	600
Ent/Hospitality	800	100	250		500	500	2150
Freight/Postage	350	200	200	200	200	200	1350
General	30	30	30	30	30	30	180
Insurance					300		300
Interest	400	100	200	200		50	950
Legal			1500				1500
Repairs & Maintenance	20	20	20	20	20		120
Research & Library		150				150	300
Salaries	5667	5667	5667	5667	5667	5667	34002
Salary - Mktg Director				15000	6250	6250	27500
Salary - Secretary					2087	2087	4174
Stationery/Photocopying	350	350	350	350	350	350	2100
Subscriptions					400		400
Telecommunications	600	600	600	600	1200	1200	4800
Travel & Vehicle					500	500	1000
TOTAL EXPENSES	8537	7537	9387	22387	20157	18411	86416
NET OPERATING INCOME	-7566	38434	-8416	-18416	28814	-17440	15410



KEY ACTIVITIES FOR THE QUEENSTOWN PROMOTION BUREAU

For the 6 months ending 31 March 1990

1. Analyse existing office and staff structure with agency appointed to assist with this review. Commence discussion with agency to formulate job description and job search for marketing professional.
2. Secure contractual arrangement for Winter Festival, 1990.
3. Provide local liaison and assistance to media for The Grand Traverse.
4. Set in place winter marketing organisational structure and plan marketing strategies for 1990
5. Co-ordinate events for The Great Queenstown Goldrush (summer festivities), late January.
6. Co-ordinate support and strategies for 1990 Offpeak and/or shoulder promotion.
7. Plan 1990 Promotional Calendar
8. Review Constitution to take into account global membership, transitional stage and possible change in financial year.
9. Review Event Management
10. Prepare annual accounts and budgets for 1990/1991

THIS AGREEMENT is made this day of
1989

BETWEEN QUEENSTOWN-LAKES DISTRICT COUNCIL a Body
Corporate of Queenstown (hereinafter referred
to as 'The Council') of the one part

A N D QUEENSTOWN PROMOTION BUREAU INCORPORATED a duly
incorporated society having its registered
office in Queenstown (hereinafter referred to
as 'The Bureau') of the other part

WHEREAS

- A. The Bureau has as its fundamental aims and objectives
the general advancement and development of Queenstown
and its immediate environs;
- B. The QUEENSTOWN-LAKES DISTRICT COUNCIL is a Territorial
Authority pursuant to the definition of such an
Authority as set out in the Rating Powers Act 1988;
- C. The Council is desirous of making financial grants and
or advances to the Bureau for the purposes of;
 - (a) Benefiting the District of the QUEENSTOWN-LAKES
DISTRICT COUNCIL generally and;
 - (b) To enable the Bureau to promote domestic and
international tourism so as to increase overall
number of visitors to the region on the
Queenstown area;
- D. The powers to grant or advance sums is intrusted to
the Council pursuant to Section 602(b) of the Local

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Government Act 1974;

- E. The Council has pursuant to powers vested in it by the Rating Powers Act 1988 advertised its intention to levy a separate rate to be known as "The Queenstown Promotion Resource Marketing Separate Rate" (hereinafter referred to as "The Rate")
- F. Pursuant to Section 16 of the Rating Powers Act 1988 a rate of 0.000338 cents in the dollar will be struck on the rateable capital value of all rateable property within the Queenstown Lakes District (excluding the Arrowtown and Wanaka Promotional area) within the valuation rolls of 29070, 29091, 29092, 29100, 29110, 29130 and 29200
- G. The Council will hold an ordinary meeting at 4.00pm on Tuesday the 12th day of September 1989 to make and levy the rate for the six month period commencing the 1st day of October 1989 and ending the 31st day of March 1990. Thereafter the rate will be struck on a minimum of 0.0006 cents in the dollar as an annual charge;

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NOW THIS AGREEMENT WITNESSETH that in consideration of the Council levying this rate it is hereby specially agreed as follows;

1. THAT the granting or advancing of any funds to the Bureau by the Council which have been raised by the rate shall be exclusive of any other contribution both financial or otherwise made or allocated to the Bureau by the Council at any time;

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2. THAT the Bureau agrees and undertakes to provide to the Council no later than the 31st day of March of each year the following:

- (a) A list of the objectives of the Bureau;
- (b) Details as to the nature and scope of activities to be undertaken by the Bureau in any forthcoming year;
- (c) A copy of its operating budget for the forthcoming year;
- (d) Copies of the Audited Accounts for the preceeding financial year (it being hereby acknowledged that the Bureau's financial year is from the 1 January to the 31 December in any given year);
- (e) A full report as to the summary of operations of the Bureau in the preceeding year;

3. THE Council agrees to advance to the Bureau the total amount received pursuant to the rate which sum will be deemed to be inclusive of Goods and Services Tax as determined by the Goods and Services Tax Act 1985 and any amendments being inforce at the time of making the rate within seven (7) days of the date deemed to be the due date for payment of the said rate;

4. WHERE an owner of any property which is subject to the rate has issued a formal objection to the valuation of his property to Valuation New Zealand and such objection is successful it is acknowledged

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that the Council will be required to make a refund to that owner of the excess in rates previously charged and paid. In such circumstances it is agreed that any such refund shall be debited against the next contribution that the Council makes to the Bureau from funds raised pursuant to the rate;

5. THE Bureau undertakes to continue to actively promote membership of the Bureau to the owners of any commercial activity or entity who for any reason would not have been required to pay the rate;

6. THIS Agreement is subject to and conditional upon the Council levying the rate at its meeting of the 12th day of September 1989 and upon the Council levying the rate in any subsequent financial year;

IN WITNESS WHEREOF these presents have been executed the day and year first hereinbefore written.

The Common Seal of
QUEENSTOWN-LAKES DISTRICT COUNCIL
was hereto affixed in the
presence of:

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The Common Seal of
QUEENSTOWN PROMOTION BUREAU
INCORPORATED
was hereto affixed in the
presence of:



THE PRIMARY OBJECTIVES OF THE QUEENSTOWN PROMOTION BUREAU

1. To co-ordinate the promotion of the Queenstown, Arrowtown and Wakatipu basin region as a tourist destination.
2. To increase the number of international and domestic tourists, and to encourage them to spend more money and stay longer in our region.
3. To increasingly develop the region as a recognised conference destination, to promote the hosting of more meetings, conventions, seminars and events, and to encourage the development of facilities to cater for such expansion.
4. To encourage the development of tourism infrastructure within the region.
5. To develop a greater awareness and knowledge within the Queenstown regional community of the importance of travel and tourism to our region, and to seek financial and other support from the community to meet the objectives of the Bureau.

These objectives are achieved by:

- * producing and distributing brochures and videos
- * co-ordinating displays at travel shows and trade fairs
- * organising educational familiarisations for travel industry personnel
- * assisting travel agents and writers who visit Queenstown
- * encouraging increased visitor numbers and publicity by organising festivals and events in Queenstown
- * co-ordinating co-operative advertising campaigns via established media outlets