

# LEWERS Glyn

Frankton Community Association

Wakatipu

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## Submitters Comment

please see uploaded submission

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26 April 2017

Mr Jim Boulton ONZM  
Mayor  
Queenstown Lakes District Council  
Private Bag 1954  
Dunedin

Dear Jim Boulton

### **ANNUAL PLAN 2017/18 SUBMISSION ON BEHALF OF THE FRANKTON COMMUNITY ASSOCIATION**

The Queenstown Lakes District Council (QLDC) Annual plan 2017/18 comes at a time where the Frankton Community is adversely feeling the effects of sustained and unprecedented growth. We commend the Council (QLDC) who have made their top two priorities in their proposed Annual plan of; Public Transport and Water Quality. It is obvious from this QLDC statement, that other agencies (ORC) that would otherwise show leadership in these two policy areas is seriously lacking.

Frankton is currently experiencing the adverse effects of this sustained and unprecedented growth. We are a Community cut in half by State Highway Six and home to the Queenstown Airport, we therefore acutely experience the burden of increased growth, in particular traffic movements. Frankton has experienced a 19.5% growth rate in traffic movements in 2015-2016. This is further compounded by the Queenstown Airport passenger growth reported to have increased by 16% for the first half of the FY2016/17 and according to the Queenstown Airports Strategic plan, projected to grow a further 78% by 2025 (1.8M to 3.2M)

We are constantly confronted with congested roads during work hours to a point where residential streets are choked with traffic trying to avoid the congestion.

We note that \$2M is being set aside for the Queenstown Master plan, we are wary of supporting this until assurances are made that any works that are implemented from this study does not remove infrastructure spending in the Frankton area. We also ask that an update be provided on the annual plan 2016/17 \$250,000 allocation of funds for the QLDC "one stop shop" investigation and design work?

The following is our submission for QLDC consideration:

## 1. TRANSPORT

The Frankton Community Association (FCA) commend and support all efforts in realising an affordable fit for purpose public transport system, and are extremely pleased that targeting an effective bus service is a priority. However we feel that dropping the price point will be only half the battle. We note that establishing reliable journey times and increasing patronage will be essential in determining its success. We ask that extra funding allocation be set aside for improving existing QLDC infrastructure that will aid in the use of the bus network. By this we mean establishing and improving pedestrian links to bus stops/stations. We also feel that funding should also be allocated to promote the use of the proposed bus system. We also commend the Council on their ongoing representations at the Otago Southland Regional Transport Committee. We ask that temporary slip lanes be constructed along SH6 and SH6a for buses/taxis only as an interim measure prior to the four lanes project stated for 2020. The reason for this is it will enhance journey times and reliability as well as any money spent will not be wasted as the work can also be used when the four lanes occurs into the future. We also suggest that the trail running parallel with SH6a be sealed or made suitable for road bikes to allow for extra room on SH6a for the provision of bus/taxi slip lanes.

The FCA is pleased that efforts are underway to remove the parking along State Highway Six. However we are concerned that the implementation of the parking removal will occur prior to any implementation of residential parking in Frankton. The idea of residential parking permits were first mooted last year and the Infrastructure Manager was quoted in the Mountain Scene (30 September 2016) saying any plans will be consulted with the FCA before developing any significant changes, we are still waiting..... We ask that this is acted upon urgently and that it covers all of Frankton not select parts.

Just to put it into perspective a few articles of similar problems occurring elsewhere in New Zealand.

<http://www.stuff.co.nz/national/crime/91239737/wellington-tyre-slasher-jailed-for-22-months-claiming-to-be-proud-of-his-actions> Link describing a Wellington tyre-slasher in a bid to stop people parking for free in residential areas near the Wellington airport.

<https://www.odt.co.nz/news/dunedin/cheap-airport-park-turns-out-costly> Link describing cars being pushed into a ditch when parking on the street before the Dunedin Airport.

## 2. WATER QUALITY

If QLDC is serious about water quality, we would request that funding be allocated to retrofit gross pollutant and sediment traps at each major storm water outlet into Lake Wakatipu. The preference would be to start with the storm water outlet at 10 and 20 Shoreline Road, Frankton.

## 3. FRANKTON BEACH – PROJECT FUNDING

We submitted last year on improvements to the amenity value of the Frankton beach area between the existing toilets and Beach Access Road. This area is highly used during the warmer months by locals and visitors, and just recently the staging area for the GODZone finish line. It is a pity that the area does not

provide an amenity that we can be proud of. We are pleased that the toilet block is to be addressed by the coming summer of 2017/2018 but wish to be kept informed as we are concerned of the aesthetic and functionality of an off the shelf proprietary system.

During the year we have had further discussions with the Parks and Recreation team and are pleased with the progress to date on developing the area that could enhance the community's connection and recreational use of the lake. We do not want this momentum to stop. We ask that funding be allocated for the full design of the improvements including landscaping. The FCA is willing to volunteer their time and expertise (both in Civil engineering and Architecture) in developing a plan that we can all be proud off. We would like to see these improvements designed this upcoming 2017/18 Annual Plan period and the project added to the LTP with the aim of implementing works prior to the summer of 2018/19.

#### **4. FRANKTON CAMPING GROUND**

In 2004 Council commenced a review of the camp grounds operating on land under Council control. This led to the formal adoption of the Camp Ground Strategy in August 2006. The Camp Ground Strategy notes that "Council does not believe it is a function of the Council to provide permanent or semi-permanent accommodation on reserve land." Subsequently the Finance and Corporate Committee 24 May 2011 allowed for the extension of licences to private cabin owners to when the lease concludes on 31 August 2018 at the Frankton Camping Ground.

We submit that administrative funds be allocated in this 2017/2018 Annual Plan to notify the owners of licences of their obligations to vacate and remove their structures. We do not want to be confronted by an unseemly mess, both physically at the ground and publically when the lease expires. We also ask for funding to be allocated to initiate public consultation on what is to happen to the Reserve once the private cabins/caravans/structures are removed and the current camp lease expires.

The FCA has submitted on this previously, during the previous 10 year plan consultation period. We have attached it for your information to initiate discussion and would like to see something of this nature implemented for the area within a 5-10 year period.

#### **5. FOOTPATHS AND CYCLE TRAILS**

##### Footpath along Hawthorne Drive.

Please install a footpath that connects the existing footpath at the Remarkables Park roundabout and The Landing along the northern side of Hawthorne Drive and crossing Tex Smith Lane. Currently this area is a grassed road verge, which can be unpleasant to negotiate in winter. We submitted exactly the same thing last year with a response that it was being looked into; we have yet to have any official confirmation of action.

### Bus stop to Marina Drive hairpin.

Please install a footpath from the Marina drive bus stop, north side, to the end of the footpath from the Marina drive hairpin. It seems absurd that at present we have a footpath to nowhere that could easily be connected to an existing bus stop.

## **6. MCBRIDE STREET**

### Pedestrian crossing on McBride Street

Please install a pedestrian crossing on McBride Street so that children travelling to school or the Events Centre (we note that Remarkables Primary School has groups going swimming at the Events Centre throughout most of the year) and trail walkers (who are observed wandering across from the lake in search of the shops etc.) can cross safely. There is a dropped kerb on McBride Street – this might be a good location for a pedestrian crossing. We submitted exactly the same thing last year with a response that it was being looked into; we have yet to have any official confirmation of action.

### Traffic calming devices along McBride Street

We have been informed that McBride Street will be classified as a secondary collector under the national One Network Road Classification (ONRC) in lieu of its current Arterial classification under the transport chapter in the current District Plan. By definition this means the road use is intended for local traffic to access local areas not as a thoroughfare for traffic trying to dodge the mess that is State Highway Six.

We ask that the ONRC status be acted on and that more traffic calming devices are installed. The current speed bump positions are too far apart and detract from the streetscape. We ask that landscaped chicanes be implemented down McBride Street to reduce traffic flow and reinvest some residential amenity to this area.

WE DO NOT WANT A REPOSENSE THAT REFERS TO THE BBC PROCESS; WE GOT THAT GROUPING OF VAGUE WEASEL WORDS LAST YEAR. WE WANT ACTION.

### Traffic interaction McBride Street/Grey Street/SH6

We have been informed that McBride Street – Grey street traffic interaction is being looked at by Council especially the effect of traffic turning out of Grey Street during congested hours (most of the day now). We ask that the FCA is involved in any planning prior to any decision being made. We do not want to be shown the plans after design are 80% complete and tenders have been let, as was the case with BP roundabout Stage 1. We now have to deal with a pedestrian refuge 60m away from the commercial point of interest (humans are lazy, it will not get used as intended) and the left hand turning exit only from McBride street North not taking into account that the Mobil Petrol tanker will now have to travel down McBride street to exit from its own forecourt, if it wants to head east or south.

## 7. LUCAS PLACE

Initiate the 4 lanes of Lucas Place, Council have recommended this as the best strategy long term, and although this has a cost implication this is what should happen, we need to start investing in the long term infrastructure rather than 'cheap fixes'. The pavement has already failed once in places higher chance it will happen again once the Hawthorne Drive is finished. Please confirm if the Western End study commissioned early last year is Council Policy, and if so, when will it go to Council for adoption so we may have our say against it.

At a minimum we would request that an actual effort be made to establish an effective pedestrian link along this stretch of road. At present it is usually obstructed by parked vehicles on the eastern side while others who prefer to walk on the grass verge on the western side have to negotiate the suspended chains.

## 8. SECOND BRIDGE DESIGNATION

Please set aside funds for 2017/18 and expedite the designation of a second bridge over the Kowarau River. With our discussions with NZTA they see this as QLDC driven project. The FCA would like to see some forward planning on the issue.

## 9. BATHHOUSE PLAYGROUND

These funds and construction should be deferred and a full design and holistic design approach with respect to the Queenstown Master plan should be considered. The main reason the Margret Mahy Park in Christchurch was built was to bring families back into the city centre after the earthquakes with a long term goal of making it an intergenerational activity whereby the children of today will bring their children of tomorrow to the city. A similar goal should be set.

## 10. CONCLUSION

Finally, we have attached the response from the then Mayor Vanessa Van Uden from last year's Annual Plan Submission. We ask that if the Council wishes to reply that they do so stating actionable items and dates of implementation rather than vague references to process and business cases.

Yours Sincerely

Glyn Lewers



Glyn Lewers  
Chairman  
Frankton Community Association



**Note:** that the FCA wishes to speak to its submission at the QLDC Annual Plan Hearing.  
Attachments

1. FCA Frankton Camping Ground proposal June 2012
2. Council Response to FCA Annual Plan submission 2016/17.



# Frankton Camping Ground: Alternative Proposal

This proposal is written for the future of the Queenstown community and surrounding subdivisions of the Wakatipu.

## INTRODUCTION

The Frankton camping ground:

Designation number 154: Recreation Reserve (Motor Park)

Legal description: Frankton Motor park, Stewart Street. Sections 8/9, 16/17, Block XXIV part Section 7, and Sections 8, 10, 35, Lot 14

DP 8296 Block XXXI, Lot 1 DP 22500 Frankton Town.

This area encompasses the best part of the shoreline of the Frankton Beach and follows along Lake Avenue to Lower Stewart Street. The area is split into two levels. The entrance to the camping ground is located at street level on Lake Avenue. A rough road leads down to the lake level through the camping ground. The area of the camp is 1.8255 hectares.

This area was vested from the Crown to the Frankton Domain Board to manage and control in 1967. The Local Government restructuring in 1989 cancelled the Domain Board and vested the land in Council to manage and control in 1991, that vesting was upgraded to a simple fee, so effectively Council is thus "owner". The land was vested as **recreation reserve** (i.e. that is the purpose) and that is the current classification pursuant to the Reserves Act .

This proposals aims to offer a management plan for the future of this reserve land so that it benefits everyone. It aims to help guide Council into making the right decisions for the future of generations to come.

## BACKGROUND

A plan is attached to show you the area that is marked as Camping Ground; photos are attached to get you familiar with how it looks today. (fig.1 & fig. 2)

The camping ground provides only minor traditional camping ground needs (canvas camping) and essentially is increasingly meeting the needs for low cost accommodation for tradesmen's and truck drivers. The lessee owns 6 cabins, 3 tourists' flats and 6 on-site movable caravans that are on let on request. While the camp is located at the Lake edge the nature of the building structures essentially make camping the privilege of a few owners of cabins and built in caravans. There are 22 caravans located without permanent consent of QLDC. Council recognises that the removal of the caravans to comply with the existing Council by-law will create significant problems and it is thus suggested that all permanently located caravans be removed from site by 30 Sept 2018 (same time as the cabins are to be removed).

fig. 1



fig. 2





The proposal to date is to close the existing camping ground on 31 August 2018. There is no right of renewal for the existing lease.

The present public area (Domain Park) next to the Lake Wakatipu is widely used all year around for various family and individual leisurely pursuits; dog walking, picnics, water sports, barbecues, walking the elderly, running, para punting practice, frisbee playing, mountain biking etc. There is a small children's playground (fig. 3) allocated by 2 public tennis courts. The front area of the park has a very steep hillside to the lake, this is getting badly eroded in some areas due to the increase of public activity – there is an increasing demand for more flat foreshore land for locals to use for recreational purposes and for car parking.

At the Southern end there is a small toilet block below the new Frankton Primary School. (fig. 4) Willow trees surround the foreshore it is deeper water and is near the Kawarau Historical Bridge and Hilton Development. This area is used primarily for dog walkers, tourists, commuters to town via the walkway.

There is one small toilet block (fig. 5), a cooking shelter and rubbish bins at the flat end of the (North) domain park. This is the only car parking area on the foreshore. The car park is often used for marathon events; finish lines or beginning points. The Frankton Beach, near this car park is the only safe, sunny and shallow swimming area for children and the public at large to enjoy Lake Wakatipu. It is extremely congested already in the long Summer days, what will it be like in 40 years? There is a real shortage of lakeside public space.

There are 5 already commercial camping grounds in Queenstown; Creekside, Authors Point, 12 Mile, Arrowtown, and Queenstown Central.

## PROPOSAL

It is suggested that this reserve land is reverted to its original status for the public to enjoy under the Reserve Act. 1977 ; " **...providing areas for the recreation and sporting activities and the physical welfare and enjoyment of the public, and for the protection of the natural environment and beauty of the countryside, with emphasis on the retention of open spaces and an outdoor recreational activities including recreational tracks in the countryside**".

Plans are attached for Council to view how the land could be enjoyed by all in the future; with more car parking (including a turn around area), wider foreshore walkway for bikers and walkers. More seating provided, cooking shelters, picnic tables, and flying fox with a play area for small children near the lake-front. A botanical garden, for the elderly to enjoy (there are 2 retirement villages in the area with more planned), linking up - via the Frankton walkway with the Gardens in Central Queenstown. It is proposed to utilize the existing amenity block in the camping ground and to keep the kitchen Hall as a function room that could be rented out similar to the Lake Hayes Pavilion.

To fund the project it is suggested that Section 15 (6-8 Lower Stewart Street) owned by Council is sold when the lease runs out (estimated value \$400, 000-\$500,000). At present the section is a storage area for old trailers, boats, disused caravans and used by one person living in a tent for the last 8 years.

In Summary we are not closing the camping ground rather offering a community park as an alternative. There will be short term pain for those few who have had the pleasure of lake side camping but in the future all residents of Queenstown in particular, Lake Hayes Estate, Five Mile and future developments around Frankton will thank the Council for having the vision to create more open space, and safe access onto the Lake for all to enjoy.

As part of the longer term foreshore project the FCA is interested in the future of the Frankton Camping Ground, which is a designated recreation reserve. In the interim (before the camping ground lease expires in 2018), the FCA would like to be involved in any consultation or discussions regarding the Camping Ground Strategy review and in particular, the Frankton Camping Ground.

fig. 3



fig. 4



fig. 5





Date: 11 June 2012 Scale: 1:750 @ A3 Job No:		Job Name: Frankton Camping Ground Redevelopment to Public Park		Plan Name: LAYOUT PLAN Issue: CONCEPT Sheet No: LP 1
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Date: 01 June 2012 Scale: n1s @ A3 Job No:	Job Name: <b>Frankton Camping Ground Redevelopment to Public Park</b>	Plan Name: <b>CONCEPT IMAGES 3</b>	Issue: CONCEPT Sheet No: <b>LP 7</b>
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Job Name:	Frankton Camping Ground Redevelopment to Public Park	Plan Name:	CONCEPT IMAGES 3	Issue:	CONCEPT
Date:	01 June 2012	Scale:	1:100 @ A3	Sheet No:	LP 6
Job No:		Job No:			



Dear Rosalind

## Annual Plan for 2016-17

Thank you for your submission to our 2016-17 Annual Plan, which was one of 771 we received. Councillors took each submission into account when making the critical decisions. These are reflected in the final plan, which we adopted on 30 June. Community consultation is an integral part of the Annual Plan process and I would like to thank you for participating.

We consulted on 5 key issues this year – [click here to read the outcomes.](#)

Council are currently working on a concept plan to improve Frankton Beach, including the car parking and toilet renewal. This plan will be consulted with the Frankton Community Association and when approved by Council will go into implementation in 2017. Budgets identified in the Annual Plan for improvements include a reserves roading improvements budget and a Frankton toilet renewal budget.

Four laning Lucas Place has been investigated and not pursued. Although some measures to reduce speed are likely, the focus of the work (the Western End Study) was on the intersection of Lucas Place and the State Highway. The EAR (Hawthorne Drive) is due for completion by December 2017 and identification of funding is ongoing.

The speed humps on McBride Street are already at the recommended height for speed humps, any higher and they will do more damage to the underside of vehicles. They are already painted with yellow lines that are renewed after each winter. Option for assisting pedestrians to cross McBride Street may be an alternative to an additional speed hump.

The footpath from Real Journeys Hangar to the Airport is principally on airport land - the remaining width between the traffic lanes and the road reserve boundary is about the width of a footpath. Any redevelopment of Lucas Place would likely include the upgrading of the footpaths. Any other work on the footpaths would be associated with the redevelopment of airport land.

The development of the Kawarau River bridge will include an underpass that will direct the existing cycle trail under the bridge and eliminate the need to cross Kawarau Road. To encourage cyclists and walkers, especially children, to use this underpass, the crossing of Southberg Avenue will not be improved otherwise children will be tempted to cross two lanes of constant traffic on Kawarau Road or the large intersection with Humphries Street.


Council will look at the options for pedestrians, cyclists and parking vehicles in the vicinity of Boyes Crescent. The study will include any changes to pedestrian and cyclist movements do to the underpass at the new bridge, and the additional developments at the school.

When Hawthorne Drive was originally designed it was expected that pedestrians would cross at the pedestrian crossing east of Tex Smith Lane and cross back at the Lucas Place roundabout. Through the business case process, Council will consider whether putting in a footpath will be worthwhile compared with the current situation. This process also helps Council prioritise any works against other works across the district.

An investigation of options to improve the safety of children crossing McBride Street, especially around Lake Avenue, is planned for this financial year.

Again I would like to personally thank you for your participation in this process and your valuable input.

Yours sincerely

A handwritten signature in dark ink, reading "Vanessa van Uden". The signature is written in a cursive style with a large initial 'V' and a horizontal line underlining the name.

Vanessa van Uden

Mayor

Queenstown Lakes District Council



## Submitters Comment

1) BBC budgeting targets for both OPEX and CAPEX. Concern regarding the 0 to -5% and 0 to -10% budgeting target. I would expect that an organisation with a project case management system that +3 to -3% target for OPEX and CAPEX would be a more suitable target. The -10% is especially concerning as this indicates the BBC process is not rigorous enough to define expenditure to an accurate degree which also means feasibility studies/project scope have not been accurately defined.

2) Investment in Council. After sustained period of reorganization the Council now finds itself overworked and under resourced. Coupled with the cost of living and accommodation pressures it can be seen that recruitment is going to be testing into the medium term. I suggest that the Council looks long term and establishes a scholarship fund for talented students from Wakatipu and Mt Aspiring colleges for undergraduate studies with a bond period on graduation. The type of graduate/study can be determined by Council under assessment of long term need. the aim would be to have these graduates being leaders within the QLDC and other Local Government agencies.

3) Seismic resilience of existing infrastructure. Funds set aside for a scoping study on the "best bang for buck" retrofitting of existing 3 water infrastructure to increase the probability of main systems functioning post a significant seismic event.

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# LEWIS Gavin

Wakatipu

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## Submitters Comment

Mountain biking has become important in my life and to Queenstown, it is a great opportunity to make this place a world leader in the sport. Attracting more and more people to the resort. More trails and better access will help with this. QTMBC build and maintains some of NZ best mtb trails with no funding. With council funding they could build world class trails.

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# LIECHTI David

Wakatipu

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## Submitters Comment

It would be nice to see the local mountain bike club get some funding. Unfortunately the Queenstown Marathon has pinched the lions share of the available funding money in the last few funding rounds. The Queenstown Marathon is a multi million dollar profit driven company of Auckland based individuals. They have no need for funding. I would like to see QLDC funding going to a local based non profit group such as Queenstown Mountain Bike Club, a very community minded group and worthwhile use of funds.

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## Submitters Comment

I support plans to make housing more affordable. Key to this will be the supply of smaller houses (stepping stone houses) near jobs and transport links. This is how I and many other people got started on the property ladder. I don't support the notion that affordable housing is housing where land is cheaper. Cheaper land normally means less services, less transport links, and greater reliance on private vehicles. Just because the price of the land may be cheaper, doesn't mean the cost of running and operating the house is - transport must be considered when developing more affordable housing options. Also, new housing must respect District Planning Zones - in particular, the Gibbston Character Zone. Queenstown has a unique environment, which brings a diverse range of business - we must protect the vineyards in Gibbston. Dense housing (i.e. less than 5000 sq m sections) in Gibbston within the GCZ can't be allowed. It may look cheaper but it's not over all - for starters it's an 80km round trip to Queenstown to get to work.

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## Submitters Comment

Hi - just to provide some feedback on the public transport section of the proposed plan. As a soon to be resident of Jack's Point with teenage children, I'd be very supportive of a public transport bus service to and from the area. In my view, this will of course help reduce the need for Jack's Point residents to always drive to Frankton/Remarkables Park and Queenstown, and will be a major benefit for teenage children who wish to have some degree of independence. I would also consider there is a strong benefit in reducing the temptation to drive after drinking alcohol as well, given the current limited restaurants etc. in Jack's Point, if the service was to continue into the evening. It would also be a benefit for people using the airport, providing a simple way for some of the Auckland etc. 'commuters' to get to and from the community.

My suggestion would be that an hourly service would be suitable, running from around 7am through to 11pm, preferably running from Jacks Point through to the airport and Remarkables Park and onto Queenstown without the need to change buses anywhere.

Regards

Guy Lloyd

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## Submitters Comment

I strongly disagree with the proposed chlorination of small water supplies, particularly in Arthurs Point where I reside. As a civil engineer who is regularly involved in water supply projects I understand that events such as the Havelock North water contamination represent a serious public health issue. However, I consider the proposed chlorination to be a knee-jerk, butt-covering exercise based on fear rather than actual risk, scientific evidence or sound logic. The specific reasons on which this opinion is based are:

- 1) No evidence of contamination of the Arthurs Point water source has been presented by Council, as such I assume that there is no history of even low level source contamination. This was not the case in Havelock North.
- 2) Notwithstanding the above the potential source contamination is already mitigated by the use of UV disinfection. Again this was not provided in Havelock North
- 3) No information such as a risk assessment quantifying the risk of recontamination within the reticulation network has been provided, nor is there any history of this having occurred in the past that I am aware of. As such I assume that the risk of recontamination is actually very low.
- 4) Notwithstanding the above, if areas of the network are in fact at significant risk of recontamination Council would have a duty to consider all possible alternatives to remove or mitigate the specific risk areas. There is no evidence of this having occurred, instead Council has jumped to the conclusion that chlorination is required simply to protect their position with no rational basis.
- 5) The New Zealand Drinking Water Standards provide for a risk assessment approach to be used and chlorination is not required in all instances in order to comply with these drinking water standards.
- 6) I consider the examples provided of potential cross contamination through leaky pipes or cross connections to be grossly overstated given that the majority of the network consists of high pressure water supply and low/no pressure sewer. The significant pressure differential presents a physical barrier for wastewater entering the water reticulation.

While I generally support the idea of a low cost, regular public transport network I do not consider that it should be fully funded by residential ratepayers and car users through local and/or regional rates. I believe that a significant portion should also be funded by visitor accommodation facilities and commercial ratepayers as their guests, users, customers and employees all stand to benefit significantly also. Furthermore it needs to be remembered that traditional public transport will not suit much of Queenstown's workforce due to things such as variable/irregular working hours and split shifts. As such there is a risk that many workers will not be well served by public transport but will be penalised by increased parking charges.

In addition to the items included in the proposed annual plan I would strongly support Council including funding for the Queenstown Mountain Bike Club to develop trails around the Queenstown area. They already have an impressive record of trail development with minimal funding and I would like to see the trail network continue to grow. The types of trails provided by the club encompass a much broader range than those previously funded by Council through the likes of the Trails Trust.

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# LONG Kate

Wakatipu

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## Submitters Comment

Bus services & waste minimalisation

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# LORENZI Carla

Wakatipu

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## Submitters Comment

I am interested in when the council will be providing water/sewage to the residents of Kingston? I have a block of land on Hampshire Street and I am of the understanding that new land developments in Kingston have been afforded sewage. I live in Australia so i'm not in touch with the area day to day but I've been holding off building on the block as I was told that sewage was in the town planning for the near future - that was 2 years ago. An update on this would be greatly appreciated.

Thank you

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# LUNDGREN Johanna

Wakatipu

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## Submitters Comment

I would love to see funding being put into building more mtb tails around the Wakatipu basin. It is such a big sport in the area and it attracts a big crowd annually. It would also mean a lot to the locals and the young generation growing up, many Queenstown residents are involved in the mountain bike community in the area and I think that maintaining this and contributing to its growth is very important. The Queenstown mtb club is doing a great job with fundraising to build trails but support from the council would obviously help dramatically!

Thank you!

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# LUNDIN David

Wanaka/Upper Clutha

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## Submitters Comment

I would like the council to refrain from the purposed clorination of the luggate water supply. The water in luggate is clean and healthy and does not need anything added to it.

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# MACFARLANE Conor

Wakatipu

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## Submitters Comment

I am shocked to hear that the council doesn't help out the Queenstown Mountain Bike Club with financial support. The amount of people that mountain biking brings into the community would surely warrant some financial support from the council! The club has certain members which devote a lot of time to building, maintaining and behind the scenes work and I have seen a lot of them get burnt out, with some funding this could be avoided and the club could go from strength to strength.

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# MACKAY Jamie

Wakatipu

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## Submitters Comment

Moved here in 2006 for two reasons. Skiing and Mountain Biking. There has been a continued significant investment in skiing infrastructure to cope with increased demand. However, this is unfortunately not the case for Mountain Biking. The existing network of trails are seeing a huge increase in traffic. Many of the trails are falling behind the usual standards. QMTBC makes a sterling effort to maintain these trails and build the occasional new one. They are funded by donations and rely on volunteer work to make this happen. With the increase in popularity of mountain biking and all the financial benefits it brings there is a strong case for QMTBC to receive funding to help maintain and increase the trail network.

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# MACKENZIE Patricia

Wakatipu

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## Submitters Comment

#3 My concern is that the QLDC, in its aim to respond to the challenges currently being faced in the Wakatipu basin, ensures the paramount protection of the Gibbston area, with the integrity of the rural aspect of this district, the embracement of an area which produces world-wide acclaimed pinot noir, and the upholding of the 'Gibbston character zone' which is identified in the District Plan its focus. As a current resident of this area, I have chosen to make this district my home because of what it offered to me and my family: Space, a rural aspect, a picturesque and pristine environment and sizeable areas of land so it would not ever be an area which had a lot of development. I vehemently oppose any possible future subdivisions or down-sizing of section size - this would be based on greed, not a desire to live in this area and call Gibbston home.

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# MACLEOD Gillian

Wakatipu Heritage Trust

Wakatipu

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## Submitters Comment

Arranmore Farm Buildings restoration and re use.

With the successful completion of the restoration of the Arrowtown Gaol, the Wakatipu Heritage Trust has made the restoration and re-use of Arranmore Farm Buildings in Grant Road a priority project.

Comprising timber stables, a timber woolshed, a stone dairy and stone smithy these buildings are owned by the Queenstown Airport Corporation and QLDC. QLDC is a majority shareholder in QAC.

These buildings date from the 1860's and 1870's and have category 2 classification with Heritage NZ.

These buildings are currently being used for storage and are in a neglected state . We are VERY concerned that they will deteriorate further if not restored, resulting in the loss of a significant part of Queenstown's story.

We propose that the buildings be restored and repurposed as a distillery and brewing cluster. This activity would fit with the industrial nature of the zoning and tie in with the original purpose of the woolshed as a grain store for the area. There is precedence for this sort of re use in the redevelopment of other historic buildings in New Zealand.

We believe that there is demand for space of this nature in this location and it has the potential to be both a local and tourist destination that will return councils investment in its heritage.

In order to progress this project we need to engage a range of people to masterplan and scope the cost and feasibility of this exciting project , in particular engineers, restoration architects ,quantity surveyors and potential stakeholders.

We request the sum of \$100,000 be put into the Annual Plan for this project so we can initiate this project as soon as possible.

We would like to speak at the hearing and will provide further supporting documentation.

Regards  
Gillian Macleod

Trustee  
Wakatipu Heritage Trust

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# MACLEOD Ray

Wanaka/Upper Clutha

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## Submitters Comment

Chlorination of the Lake Hawea Water Supply.

I have been associated with Lake Hawea Township for forty-six years and during that time have suffered from short illnesses that I believe could be reasonably be caused by the water supply to the Township. I therefor wish to support the QLDC initiatives with respect to maintaining and improving the the security of the Lake Hawea Water supply with respect to the potential for contamination and consequent health issues. I believe it is a primary responsibility of Council to possess a full array of water treatment tools to ensure it can deliver uncontaminated potable water to the residents of Lake Hawea at all times. This includes chlorination if Council is of the opinion that it is in the best interests of the residents.

Ray Macleod  
105 Capell Avenue  
Lake Hawea

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# MACNICOL Colin

Wakatipu

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## Submitters Comment

I would like to see some upgrading work done on the Village Green on Buckingham Street in Arrowtown.

The grass stage needs to be leveled so it is more user friendly. It has quite a slope on it making it very hard to perform on for groups etc.

The rock wall supporting this stage needs to be raised by about 400mls and back filled and regrassed.

Also I would like to see the ground area in front of this stage also leveled.

I propose a stone wall about 300mls. high running across the full width of the stage area and about 4mtrs. in front of it, back filled to provide a second grassed, level performance area.

This is most obviously needed at Autumn Festival time when a platform is always erected for performances and has to be blocked up with bits of wood, and stones etc. (Not very safe and hardly ever level).

As a musician myself I have performed on Buckingham Green several times and it is difficult.

Several other musicians have also suggested the same improvements be made.

This job need not be expensive and would take very little time.

I would be very happy to discuss it with whoever might be charged with doing the job.

Colin Macnicol

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## Submitters Comment

What is happening in Queenstown is not unique . Simply the world is overpopulated and Governments are too short sighted to properly plan . Take the rates money and run , well the Council have tripped .

You are now knee jerking to Intensive development . Public Transport is a joke . Creating Medium and High Density development areas without Public Transport to service them just creates more traffic and parking problems . Where is a low cost ferry service for the tens of 1000's of additional residents you have zoned to allow in the Jacks Point area not to mention all those at Kelvin Heights ? Imagine the reduction in cars on Frankton road and reduction in City parking demand . No brainer but obviously too hard for QLDC . Do they really think the 20year overdue bridge is going to make a difference to the traffic jams . You can blame Otago Council and yes they are at fault too , but where are the extra millions, from all the development, in Rates being spent certainly not on infrastructure .

Get rid of the free parking along Kawarau Road . It is unsightly for everybody including Tourists and dangerous .

Removing this non regulated parking would lead to a greater use of Public Transport . These people are not going to pay fees to park at the airport but they could catch a bus or shuttle !

A tourist tax is a must . They come here use all the amenities and us the rate payers get slogged with no benefit unless you're a retailer etc., with no benefits and lots of downside . We can't even park in our own town .

Queenstown , unfortunately is turning into a younger version of the Gold Coast AUS . Is that what the Government wants I know I don't . Cynical I know , but take all the Councillors over there for a Junket and see the comparisons . It would be money well spent .

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# MARSHALL Andrew

Wanaka/Upper Clutha

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## Submitters Comment

I am deeply concerned that there is virtually no contribution to the costs of enhanced infrastructure by visitors to the region. Rates paid by accommodation and retail providers simply do not cover these costs. The wear and tear on roading, requirement for water and waste upgrades are not being funded adequately by visitors, or the tourism operators who benefit from tourism. GST is collected from these visitors but goes to central government. Meanwhile increasing pressure is being brought upon ratepayers, in what is already an unaffordable region to live.

I am afraid I don't have a sensible solution. Bed tax? ZQN arrival tax? Rental car levy? Local petrol tax? Diverting local GST to infrastructure projects?

Affordable high quality rental housing will be required to retain workers in the region. I do not think you can rely on the private sector to deliver this (as they currently are not).

Thanks

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# MARSHALL Peter

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## Submitters Comment

My Submission is about the transport and parking in Wanaka.

With one of the most common statements in the town is what about the parking. We are heading to a resident population of 20,000 in the very near future. How will that look?

By building more parks we are not solving any of the compounding problems.

We need to look at a holistic solution that utilises all the modern technology that is here now and will accommodate what is coming as well.

1. Understand and accommodate the ebike and standard bikes. As ebikes weigh up to 24kg they need a robust stand and ability to be secured. Even better power to charge.

In my view 20- 30 bike parks in each town block face and then double that on the lake front.

2. Turn all town parking into max 120 mins. This is the all day parking that currently exists.

3. Create poliferal parking eg Show grounds, Mt Iron, Cardrona valley.

Look at driveless shuttles Eg Singapore. These are on a subscription basis. \$1.00 trip stuff or better free. These rotate round the parks continuously. Once established they could be used for further services.

4. As we move into the future we will have less and less need for carparks as we will be on a subscription basis for our commuting this is with driverless or an uber style of service. We need to look at a 30 year plan and how will this really happen. Picture this a vehicle picks you up and takes you to the supermarket. As you go through the checkout a vehicle is called to pick you up. Carpark needs diminished. Or better still they deliver ( as we can do now )

5. All roading as it gets built is made to accommodate ebikes etc. Unfortunately what is pitched as the commercial hub of the future Three Parks has had no planning in this regard for its access. Just look how Ballentyne road has emerged.

We need a smart look at this lets take the opportunity to get it right.

Peter Marshall

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# MARSHALL Phil

Wakatipu

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## Submitters Comment

I am a keen mountain biker and really enjoy riding the trails that the Queenstown Mountain Biking Club has built over the past 15 years. These trails attract visitors from all over the world, and Queenstown has become a renowned mountain biking destination. Even though the club has built some excellent trails I want them to build more. Considering the spin off benefits to the town in general, and how much the club has achieved on the smell of an oily rag, I think it is only fair that the council financially support for the club in their efforts. I support the club's request for funding to be included in the Annual Plan.

I cannot reiterate enough how fantastic it would be if the QLDC could contribute to QMTBC to help build more Trails. Look at how other councils have contributed to their local Mountain Biking Clubs, this is all voluntary work by dedicated people and this town truly benefits from the efforts of all insundry. We look forward to a positive result going forward

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## Submitters Comment

As a Luggate resident I am concerned with the proposed chlorination of our water.

I feel that the council have not provided enough information on why chlorination is the only way forward in regards to having safe drinking water. Surely consultation is a process in which all the facts, alternatives and risks are offered. What are the alternatives? And what are the risks involved in chlorinating our water? Is chlorination a guarantee that we won't get harmful bacteria in the water supply?

I understand that as our community grows and new connections to the bore are needed there is a risk of contamination to the water supply but how much of a risk? What other options are there at the time of making these new connections? Can a temporary dose of chlorine be sufficient to flush out any harmful bacteria that could potentially occur.

What are the risks in terms of gut health? Yes chlorine kills bad bacteria but it also kills off the healthy bacteria that our guts need for optimum health. Is there also a risk to those with asthma and respiratory issues showering in chlorinated water? It's not just about drinking it but bathing in it too.

Before the council make a decision to chlorinate the water I feel it is only reasonable that they offer facts and data regarding alternatives to keeping our water safe and therefore allowing for a fair and informed decision regarding this important issue.

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# MARTIN Katherine

Wakatipu

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## Submitters Comment

Please see attached letter outlining my feedback.

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28 April 2017

Queenstown Lakes District Council  
10 Gorge Road  
Queenstown 9300

*sent via attachment through QLDC Annual Plan 2017-2018 online submission*

To whom it may concern,

**Re: Feedback to QLDC Annual Plan 2017-2018**

I am a resident of Queenstown, originally from Australia and have lived in Queenstown since June 2015. I was lucky enough to purchase a residential property here and have been a rate payer since November 2015. I welcome the opportunity to submit my feedback to the Queenstown Lakes District Council's 2017-2018 Annual Plan.

I am the Treasurer and Secretary of Anti-Plastic Population (APP), a local Queenstown based not for profit community group whose mission is to provide Queenstown residents with the opportunities to engage in local environmental matters, actioning waste minimisation strategies and education on sustainability. My active participation in APP is because I love and care for our natural environment and want to do what I can to help our local community whilst being pragmatic and realistic about infrastructure and growth challenges.

In response to the Annual Plan, my feedback on some of the topics in the plan is as follows:

**Public Transport**

I fully support QLDC working collaboratively with the ORC to develop a sustainable public transport solution for Queenstown. I think the current proposal, including the \$2 fares is an optimal strategy. Its success will be based on ensuring the service's reliability and frequency.

**Visitor Levy**

I fully support the QLDC investigating options for a visitor levy to help balance our region's high infrastructure requirements with the low rate payer base. There is a comment in the plan that such a levy can only work with the central government's agreement. Whilst I do not understand the reasons why the central government must agree to a local levy, I would like to see QLDC targeting/pressuring the government for further discussions and action.

**Coronet Fir Forest**

I support the proposal to harvest the Coronet forest now, rather than wait until its full maturity and to revegetate this area with natives and install a predator free fence. Note, I will separately submit feedback on this topic per the Coronet Forest Management Plan 2017 proposal.

**Waste Minimisation**

I support the review of waste minimisation plans. Rather than starting this from a zero base, QLDC already has a comprehensive strategy document in place in the Waste Management and Minimisation Plan 2011-2017 that was adopted by Council in December 2011.

([http://www.qldc.govt.nz/assets/OldImages/Final\\_Adopted\\_WMMP\\_161211.pdf](http://www.qldc.govt.nz/assets/OldImages/Final_Adopted_WMMP_161211.pdf))

The full implementation of these strategies as outlined in this already existing and fully ratified plan should be adopted in 2017-2018. This activity should include re-creating the Waste Manager position within the QLDC as soon as possible to focus on implementing the actions and strategies.

In addition to those items specifically identified in the Plan, I propose that QLDC undertakes the following during the 2017-2018 year:

#### **Electronic Invoicing**

The Annual Plan states that the QLDC Finance team generated 10,468 invoices in the 2015-16 year. Whilst I do not know how many of these may already be distributed electronically, since becoming a rate payer I have received my rates notice invoices each quarter as a hard copy sent through the mail. I would like to see electronic invoicing options being offered to rate payers. Not only does this have a positive environmental impact of reduced paper requirements, with each notice sent costing \$1 in postage, there is opportunity for immediate cost savings. These savings could offset the potential capital cost of the electronic invoicing system (on the basis that this system/functionality is not already available). Electronic invoicing should be an option given to rate payers with a target of 50% switch over in the first year.

#### **Littering Management and Fines**

There is a fabulous QLDC sign situated on Frankton Road that states 'Queenstown, too lovely to litter' which of course I completely agree with! This sign also states that fines for littering are strictly enforced. Whilst I am cognisant that waste and rubbish management is a significant issue for QLDC and that the team do a great job of keeping our town's streets as clean as possible, there are sadly many people who do not respect the beauty of our place and who litter. APP have organised regular beach cleans at the Queenstown Bay and Frankton and each time I am shocked and disappointed at how much litter we collect – particularly bottle caps and cigarette butts. I would like to see more active management of littering, particularly at the Queenstown Bay beach with the hope that within a few months, active management and the issuing of fines would be a strong deterrent for people to cease littering.

#### **Queenstown Lakes Region – state of the environment review**

In preparation for the development of the 2018/10 10 year plan, I propose that an independent review is commissioned to provide a comprehensive assessment of the state of our region's natural environment. This assessment should be presented to the QLDC, rate payers and residents as a detailed report with facts and findings included. These findings can be then used by QLDC planners, community groups and interested parties to make recommendations and inclusions in the next 10 year plan, for which I would like to see a strong environmental and sustainability focus. Whilst I am cognisant that it is difficult to plan over a long term horizon, it is vital that we seriously consider and understand our current environmental state.

This state of the environment review should include air quality, water quality, energy efficiency, transport, waste management and minimisation, land usage and biodiversity.

I thank you for your consideration of my feedback and for the opportunity to be involved in the Annual Plan process for 2017 – 2018.

Yours sincerely,



Katherine Martin

# MARTIN Tom

Wakatipu

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## Submitters Comment

Mountain biking , give more money to the QMTBC for trail building . We need support from QLDC for future projects

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# MATHIESON Jessica

Wanaka/Upper Clutha

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## Submitters Comment

CHLORINATION FOR OUR COMMUNITY WATER SUPPLIES: I am seriously concerned about the long-term negative health side effects of entire communities if all water supplies are chlorinated. I would like to see this as an option people can have a say in, or better yet, not enforced at all. I am based in Hawea.

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# MC KEOWN Aaron

Wakatipu

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# MCALLISTER Wesley

Atlas Beer Cafe

Wakatipu

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## Submitters Comment

We speak to mountainbikers daily about their experiences they have had in and around Queenstown, tourists and locals alike. It is because of the Queenstown Mountain Bike Club that there are so many people who come into town and are able to enjoy these bike trails. Our company survives because of the mountain bike community and the locals who support us. We do our best as a company to give back, but they need more than fundraisers to help them. Financial assistance for the QMTBC would be beneficial not only for the club, but Queenstown as a whole. Help maintain and improve Queenstown's roots.

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# MCALLISTER Wesley

Wakatipu

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## Submitters Comment

The points of improvement are all valid. I believe the financial support of local clubs is also important. Queenstown is known as the adventure capital and needs to maintain this if we want to continue to grow. With all of the money going into making more roads and decreasing congestion, I feel some could be spared for the Queenstown Mountain Bike Club. The bike park and surrounding trails are a contributing factor for the significant population growth. It is the locals that now reside and tourist that help this town thrive, and a large percentage of those people are active individuals. This club needs your help to keep these trails in good condition and improve.

Thank you for your time.

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# MCAULEY Joanne

Wakatipu

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# MCCARTHY Carly

Wakatipu

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# MCCARTHY Nicky

Wanaka/Upper Clutha

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## Submitters Comment

I agree that affordable housing solutions are extremely important in our area, we know many families moving out of the area due to unaffordable housing. We find it difficult to attract skilled staff for our business from outside Wanaka due to difficulties finding affordable housing.

Re water chlorination in Lake Hawea, I am opposed to the permanent chlorination of drinking water. Lake Hawea residents have invested in other methods of addressing water quality and these need to be given an opportunity to prove their worth. I understand and support the need for temporary chlorination when water becomes contaminated but past issues of contamination may well have already been addressed with the new bore and systems for managing the water reservoir.

The QLDC has not adequately consulted with the Lake Hawea community regarding permanent water chlorination, more monitoring and consultation needs to occur before such a major and permanent step is taken.

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# MCCAUGHAN Bridget

Wanaka/Upper Clutha

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## Submitters Comment

I am opposed to the chlorination of the Luggate water supply. The council is proposing a solution to a non existent problem and as a ratepayer I don't want my money used for this and will resent the council doing so. Decent monitoring of the water supply would be sufficient. I know in the past 15 years the supply has been chlorinated a couple of times in response to increased bacterial count discovered by monitoring and see no problem with this system continuing. I do not want to be forced to use chlorinated water and if it ends up being as unpalatable and chlorine smelling as the Wanaka water now is I will feel very badly served by this council.

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# MCCUTCHEON Tony

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## Submitters Comment

Hi I have just read thru the 'its time for us to step up'

It all looks good to me except the budget for the upgrade to the queens town playground.

\$680,000 is a ridiculous amount of money to spend on a playground! surely u must be kidding? This is certainly precious money that could b used for the many other more important needs of our community.

Thanks please reply via email

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# MCDONALD Jenny

Wakatipu

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## Submitters Comment

Plans for Glenorchy.

1. No chlorination for the township. Has safe source. Preserve the quality by upgrading parts in question eg deeper bore, Renee old pipes. Look at each town system in its own rights. "One shoe does not fit all."
  2. Traffic in Frankston to main road past airport roundabout is a barrier to locals and visitors to this part of town. Must have widening fast forwarded.
  3. Queenstown/ council must take responsibility for infrastructure for tourist numbers being enticed by their marketing. The township residents of Glenorchy should not have the burden of providing extra toilets/ sanitation system for day visitors from Queenstown tourism businesses. Provide a system for the visitors but leave existing home owners on their present system with upgrades where necessary to meet standards.
  4. Glenorchy does not want to be another Queenstown . People live in Glenorchy for its natural qualities of original nature, clear water, clean surroundings, and sustainable living with a close community life style.
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## Submitters Comment

This is a comment around council vision for the walking track between Stoney Creek and Edgewater.

At present this track is a hugely popular area full of autumn colour with a wide welcoming path for bikes , wheelchairs , groups of people and pushchairs. The Reserve above the track is well used also with picnickers sitting on the edge of the bank looking across the lake. The bank is full when the NY fireworks are on and at times such as when the Wings over Wanaka provide special displays. It is a credit to the council as it works very well as a leisure area.

I am concerned this area is undergoing change with the planting of natives along the track and bank. Before too long the view from ontop of the bank will be of a pittosporum hedge with very narrow windows through to the lake. There will be nowhere to sit as a family and watch the lake activity. The cabbage trees will cast their leaves onto the reserve where the council tractor will have to deal with them. From the track at lake level, the walker's view of the hills will be lost as the green native trees grow. The track width will lessen as at present planting of trees such as the 15m lancewood are planted within 5cm of the walkers.

While the poplars give silviculture difficulties there are other hardy deciduous trees which could be planted so as to keep the beautiful and iconic autumn colour. The poplars themselves can be felled at a certain height if that is a concern. The successful Festival of Colour becomes a little empty when that track is green all year . A compromise maybe to plant native tussocks and small bushes such as hebes.

Native planting are desirable and attractive in many areas of Wanaka however I do believe councilors should walk along from Stoney Creek to Edgewater witness the change that is happening, this is the stretch of track which should be kept colorful with vision and access to the lake as well as the further vista to the hills.

I think in general the native plantings enhance our environment and I appreciate the work carried out by council and volunteers it is just this one area which I think needs serious thought as to its future and how Wanaka wanted to see it look ,not in just ten years time but well into the future.

I am sure the hundreds of photographers daily which I am witnessing taking photos of autumn colour would be very surprised at the desire to change the vista to a area of green only tones.

Thank you

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# McFALL Dave

Wanaka/Upper Clutha

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## Submitters Comment

I do not believe the council should be taking it upon themselves to chlorinate the water at Lake Hawea.

It is wonderful water and since the upgrade there (to my knowledge) have been no outbreaks of E.Coli.

I think the council is running scared in light of the events at Havelock North. Our situation is entirely different regarding recharge water and farming activity.

It was an absolute delight shifting from Wanaka to Lake Hawea some years ago and a part of that joy was the wonderful water here. It can not be underestimated as a measure of well being.

It was my understanding that the upgrade in water supply for Hawea was to continue ozone treatment and not have to buy into a toxic chemical.

Regards Dave McFall

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# MCFARLANE Craig

Wakatipu

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## Submitters Comment

Funding for qtmhc for more and better mountain bike trails and upkeep of existing trails.

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# MCHOLM Amanda

Wanaka/Upper Clutha

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## Submitters Comment

Please see PDF attached. Many thanks.

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## 2017/18 QLDC ANNUAL PLAN SUBMISSIONS.

In our district the boundaries between rural residential and the agricultural sector have been merging for some time. With the dramatic increases to our district's development, our waterways and our environmental management practices are making not only national, but international news as well.

### 1) Happy Water, Happy People.

If our lakes are not usable and are unsightly, if our water is contaminated and our community is suffering, will growth in residential and commercial development, tourism and agriculture continue to thrive? Or will the QLDC be facing an insurmountable clean up in the near future with decreasing rates because of shortsightedness? The answer is clear; we must **effectively manage** our **water catchment** to secure sustainable growth in all sectors. Given this, it would be wise to spend the ratepayer's money on monitoring and fining the catchment contaminators.

To us, drinking water means that you can drink it immediately and safely, straight from the tap and over the course of a lifetime. Chlorine is a disinfectant and is not safe to consume which is why chlorinated water is recommended to stand for 18-24 hours, so that the chlorine can turn into a gas and evaporate. If the QLDC chooses to chlorinate how will this risk be managed? Who will educate and support our community, our children and vulnerable people do this? I haven't heard of anyone with chlorinated water applying this practice and New Zealand's cancer rates are soaring.

If chlorination treatment occurs at source, all water supplied to residencies will contain chlorine, including bathing and gardening water. Chlorine kills gardens. This is NOT drinking water and is a chemical contamination of our bath and garden water. Chlorine is more dangerous absorbed through the skin as it does not pass through the liver. In the instance, where chlorination treatment of water were to occur where does this gas go? Into our lungs? This is of concern especially in small, unventilated spaces that are increasing due to the housing crisis.

In rural areas it is imperative that in the case of civil defense emergency-planning residence can have access to food and clean drinking water. If chlorine treatment is relied upon to deliver clean water and this fails after a disaster, many will be left unprepared thus decreasing community resilience. If, however, it is the residences responsibility to chlorinate then we will "be prepared" and the cost of blanket chlorination can be redirected to mitigating the costs of water monitoring and UV treatment.

As the 2017/18 annual plan draft has identified the chlorination of drinking water as the first option of addressing this challenge, **I write to propose that instead, Chlorine be the last option and the responsibility of the resident.**

This way, the QLDC is both honoring their legal obligations, our community's spiritual and cultural beliefs and the ratepayer's rights to uncontaminated bath and garden water.

**A) PROTECTION** - The National Environmental Standard for Sources of Human Drinking Water (NES-DW) sets requirements for **protecting sources of human drinking water from becoming contaminated. It applies to source water bodies such as lakes, rivers or groundwater aquifers before they are treated.**

Under this NES-DW, regional councils are required to:

- Decline discharge or water permits that are likely to result in community drinking water becoming unsafe for human consumption following existing treatment,
- Be satisfied that permitted activities in regional plans will not result in community drinking water supplies being unsafe for human consumption following treatment,
- Place conditions on relevant resource consents that require notification of drinking water suppliers if significant unintended events occur (e.g., spills) that may adversely affect sources of human drinking water.

Section 69U of the Health Act (2007) requires suppliers to protect the raw water sources of drinking supplies. However, it is up to council staff to decide how proposed activities for consent will affect source water quality. The quality is allowed to be degraded, as long as existing treatment processes are sufficient to cope with the increased burden. **The 'problem' for human health is often perceived to be the treatment, rather than the catchment factors that determine treatment need. Treatment processes hide the true quality of our drinking water.** The NES-DW offers no protection to private sources of drinking water, such as household bores.

Related standards are set by the New Zealand Ministry of Health. The Drinking Water Standards (2005 revised 2008) define the maximum concentrations of contaminants acceptable in safe drinking water and how suppliers are to monitor and report on their supply. Under the Health Act (2007), suppliers must **"take all practicable steps"** to comply with these standards which simply chlorinating, is not.

Specifically, of greatest concern, is the Luggate water source as it is located downwind of the Upper Clutha Transport yard where agri-nutrients containing Cadmium, amongst other chemicals, are dispatched from. My concern is that the wind carries the large plumes of agri-nutrient matter over the surrounding residential properties and to as far as where the water treatment plant is positioned. As of only recently dust control measures have been implemented. Prior to this trucks of fertilizer were driving in and around the community, including past the water bore, without covers and no dust suppression existed at the yard.

**B) TESTING** - Before the addition of chlorine into our drinking water supply, prioritization of testing the source water first for the maximum concentrations of contaminants acceptable in safe drinking water to analyze how much other agricultural byproducts such as cadmium, nitrates, other chemicals and organic matter is entering the water supply before it is treated with chlorine, to do so safely and in a sustainable manner.

The 1970s brought the discovery that chlorine reacts with organic material in water to form byproducts, especially trihalomethanes like chloroform, that are toxic in large amounts (UC Berkeley 1995). The effects of long-term exposure to smaller doses are less certain. After reviewing the evidence, the National Academy of Sciences recommended in 1987 that the U.S. Environmental Protection Agency reduce the maximum allowable level of chlorination byproducts in the drinking water consumed by more than 100 million Americans (Olson 1993).

As a mother of a child whose blood has Cadmium in it, my concern is that his already fragile system maybe overloaded if his drinking water is chlorinated so I deem the prospect of the QLDC choosing to add chlorine to his, and our communities, drinking water without first identifying, isolating and removing the cadmium, as well as any other chemicals from source supply as unsafe, irresponsible and in breach of the Health Act.

I suspect the majority of long-term residence exposed to fertilizers or “Agri-nutrients” are also at risk of being a human toxicology experiment.

Ref. -

[https://books.google.co.nz/books?id=OFEWDSQLfgkC&pg=PA499&lpg=PA499&dq=disinfection+byproducts+of+chlorine+cadmium+chloride&source=bl&ots=GJ0ukS6iP1&sig=4P4tKATdN6XVMi88ZbfTe3b7n5A&hl=en&sa=X&redir\\_esc=y#v=onepage&q=disinfection%20byproducts%20of%20chlorine%20cadmium%20chloride&f=false](https://books.google.co.nz/books?id=OFEWDSQLfgkC&pg=PA499&lpg=PA499&dq=disinfection+byproducts+of+chlorine+cadmium+chloride&source=bl&ots=GJ0ukS6iP1&sig=4P4tKATdN6XVMi88ZbfTe3b7n5A&hl=en&sa=X&redir_esc=y#v=onepage&q=disinfection%20byproducts%20of%20chlorine%20cadmium%20chloride&f=false)

Human Toxicology of Chemical Mixtures.

### 30.3 Hepatotoxic Mixtures – Animal Studies.

Many laboratory animal studies have been carried out on the liver toxicity of halogenated hydrocarbon mixtures, with most of these devoted to the potentiation of carbon tetrachloride hepatotoxicity. Other Studies have included heavy metals, disinfection byproducts, and simulated polluted groundwater. The following reference these studies:

1. Mixtures of the polybrominated biphenyls, PCBs, or hexachlorobenzene and carbon tetrachloride synergistically increase the toxic effects of carbon tetrachloride on the livers of rats.
2. The co-administration of the insecticide chlordane and carbon tetrachloride potentiates the hepatotoxicity of carbon tetrachloride in laboratory animals.

3. Hypoxia potentiates the carbon tetrachloride hepatotoxicity in animals and humans.
4. Trichloroethylene, Tetrachloroethylene, and chloroform potentiate Carbon tetrachloride-induced lipid peroxidation in isolated rat hepatocytes.
5. Methylene chloride is not a hepatotoxic at low levels of exposure; yet, co-administration with carbon tetrachloride significantly potentiates the hepatotoxicity of carbon tetrachloride.
6. Interactive hepatotoxicity was demonstrated by the concurrent administration of mixtures of any two or three of the chlorinated hydrocarbons: Trichloroethylene, tetrachloroethylene, and 1,1,1-Trichloroethane. All binary mixtures as well as the ternary mixture significantly increased hepatotoxicity in vitro on rat hepatocytes as well as in vivo on laboratory rats.
7. Chlordecone potentiates the hepatotoxic effects of chloroform. Studies on laboratory rats showed that administration of only a single dose of chlordecone significantly potentiates chloroform-induced liver injury.
8. Mixtures of Cadmium chloride and Chloroform trigger toxic responses in isolated rat's hepatocytes at concentrations sufficiently low so as not to produce a hepatotoxic response for either chemical alone.
9. Chloroform and dichloroacetic acid are formed as biproducts when drinking water is chlorinated. In a study on laboratory rats, the co-administration of dichloroacetic acid and chloroform was found to greatly increase the liver toxicity of chloroform.
10. In a study carried out by the U.S. National Toxicology Program, laboratory animals were watered with water containing a mixture of 25 common groundwater contaminants at environmentally relevant levels. The chemicals, which induced many lipophiles and hydrophiles, included aromatic hydrocarbons, chlorinated hydrocarbons, and other pollutants. Exposed animals developed inflammatory lesions of the liver that could not be predicted from the known toxic effects of the individual components of the mixture at the levels the animals were exposed to. Table 30.3 lists the chemicals in the mixture that includes Cadmium.

The International Joint Commission on Great Lakes water quality and the American Public Health Association both recommend that use of chlorine in industrial processes be phased out or banned (UC Berkeley 1995). The Clinton Administration says that chlorine should ultimately be eliminated from use as a disinfectant, as well as in the chemical and pharmaceutical industries (Haskett 1995).

**C) FILTRATION FIRST** –Whether UV or Chlorination is used as treatment chemical, inorganic and organic material must be removed for either to be considered safely implemented.

**D) EDUCATION** – Resident concerned about the lack of chlorine can do it themselves;

### **To use household bleach for disinfecting water:**

1. Add two drops of bleach per quart or litre of water.
2. Stir it well.
3. Let the mixture stand before drinking.

To the best of my understanding this leaves the UV treatment as the only current option that meets the regulatory and legal requirements.

## **2) HEALTHY SOIL, HEALTHY PEOPLE.**

My secondary point of this submission is to request that the Luggate Upper Clutha Transport depot be relocated away from the residential area and there be a comprehensive investigation into the health and safety of residents, specifically their water and soil, that share the environment with the Upper Clutha Transport/Agri-nutrient depot and application points around the region with a primary focus on those who are situated closest and have been directly exposed to current and historical debris.

Ref – Phosphate Fertilizers and Human Health.

Application of such fertilizer could lead to a modification of geobiochemical equilibria, which may affect human health adversely. Application of potentially toxic metals into agricultural soils is of great concern because they do not degrade and remain in the soil indefinitely (Barbarick K.A., Ippolito J.A. & Westfall G. (1995). *Journal of environmental quality* 24.

The accumulation of heavy metals in some vegetables after phosphate fertilizer application was studied by Oyedel (2006) Heavy metals in soil accumulation by edible vegetables after phosphate fertilizer application. *Electronic journal of environmental Agricultural food chemistry*. 5(4). They showed that the Cd, Pb, and Hg contents of the soils had significantly increased significantly with the addition of phosphate fertilizer by the 14-60% over the control soil.

Root and shoot accumulation of heavy metals by the plants had also increased after fertilizer application, with Cd and Pb being particularly high. From among the metals, Cd showed the highest transfer ratio from soil to plant tissues.

Ref -

<http://www.sciencedirect.com/science/article/pii/S0048969797002738?via%3Dihub>

Science of the Total Environment

[Volume 208, Issues 1–2](#), 3 December 1997, Pages 123-126

Accumulation of cadmium derived from fertilisers in New Zealand soils.

Accumulation of cadmium was assessed by comparing 58 soil samples archived up to 50 years ago with present-day soils from the same sites. Mean levels of acid-extractable Cd have increased from 0.39 mg kg<sup>-1</sup> to 0.85 mg kg<sup>-1</sup> closely matching the amount of Cd applied in phosphate fertiliser. CaCl<sub>2</sub>-extractable Cd has increased from 0.02 mg kg<sup>-1</sup> to 0.11 mg kg<sup>-1</sup>, a greater percentage increase than for acid-extractable Cd. This may be attributed to added Cd being more mobile than native Cd. Cadmium levels have increased in Allophanic Soils, Brown Soils, Gley Soils, Organic Soils, Oxidic Soils, Pallic Soils, Pumice Soils, and Hydrothermal Recent Soils but not in Fluvial Recent Soils, which appear to have a lower Cd retention capacity.

At the UCT yard there is a stock truck bay that is often filled with liquid that turns very bright green, a potential indicator of the toxic cyanobacteria. There is also a puddle, which has formed from where the trucks enter the site off the main road. It only occasionally fully evaporates and when wet, emits an intense smell much like gas. This is en-route to our local bike track so we cycle past it several times a week and due to the intense nature of the smell we cross the road beforehand to avoid it, however on days when traffic is dense, we can not cross the road and do cycle past, my eyes water and I have dry reached after inhaling the fumes from it. This is not healthy by any means.

Many Luggate residents are keen gardeners, almost all of us. I am aware that the safe amounts of fertilizer ingredients have changed over the years and that other substances have been dispersed from this location and so the dust that is considered to be of low toxicity now, is somewhat different to what has been dispersed over the Luggate community for the past 100 years. For me this prompts the question; Is **the residential soil surrounding the UCT site safe for gardening?**

As a mother of a child who has lived in Luggate, opposite the Upper Clutha Transport yard for the first 9 years of his life and has suffered from a plethora of developmental, social and health issues, including being hyperactive, inattentive and ADHD symptoms, renal/bowel difficulties, runny and blood noses and low immunity symptomatic of an endocrine disruption (pursuing diagnosis) and autoimmune failure. I am extremely concerned at the low toxicity status that the district health board has stipulated applies to the direct exposure that my child has experienced. I have addressed this with the DHB, specifically into if the low-toxicity classification has taken into account that he is a developing human with constant exposure and not a grown adult exposed during work hours, who is classified as of low toxicity exposure under OSH but have had no response as, since emailing, the people involved have left the DHB.

If it was only my child, I would be concerned however when speaking to neighbours and other community members it is becoming apparent that the entire community could be significantly affected by their environmental exposure, directly and indirectly, to the large plumes of Agri-nutrient dust that constantly casts fertilizer over our community, waterways and paddocks surrounding the Hawea Flat School, so I feel being extremely concerned is reasonable.

I have watched the plumes of agri-nutrient dust sweep through the school and witnessed children coughing, sneezing and rubbing their eyes.

As the lakes trophic status has been under investigation, I have been looking into this matter further and am now questioning how, if a body of water can be affected by over-fertilization and development by-products can grow into a hypertrophic state then is it not reasonable to think that due to environmental exposure, my child has been over-fertilized and is displaying hypertrophic symptoms including hyperactive behaviours and inattention? Something that is affecting many children within the region. Furthermore, cancer cells are in a "hyper-growing" state and prior to moving into the residence opposite upper Clutha transport the family before us lost their 2-year-old daughter to cancer. Over 15 Luggate residents and UCT workers have suffered and/or died from cancer including John Reid and it seems like there is a spike in incidences in Luggate in the area surrounding Upper Clutha Transport depot.

A neighbour on Reid Ave who suffered from cancer had to sell their home to pay for treatment. The next people, who brought the house shortly after finding out they were pregnant moved in to raise their family but lost their baby weeks from being full-term, was this "blue baby syndrome"? Was this because of the fertilizer nitrate levels in our environment? Considering New Zealand has the 3rd highest stillborn rate in the world, we are the 11th largest consumers of fertilizer and there seems to be little to no research into this area yet this seems to be the justification into not addressing the matter.

Most people suffering, like myself, are not likely to due to the significant psychological and emotional stress experienced during times of healing and grieving. This means they do not have the time, energy or money into campaigning into prompting an investigation the cause of these matters.

I am not a researcher and considering the circumstances, I wish to focus my time, energy and money on supporting my child's health and education. I understand that this is a lengthy submission but I felt it necessary in order to hand this over to the people with the power to make the significant changes required for this matter to be addressed thoroughly so I can spend my time being a Mum please!

I believe if this is addressed in a time-sensitive manner then the community can begin to heal. We are reasonable people who wish to resolve this matter by working with you, our counsel, and as far as I can see, the first step is to get a clear understanding of the true nature of the situation and our environment then agree upon solutions and boundaries between the community and the agricultural industry who shares our environment with us.

Thank you for your time.

**OUR HEALTH IS OUR WEALTH.**





# MCINALLY Pete

Wakatipu

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## Submitters Comment

On page 3 of the Annual Plan brochure one of the solutions for social pressure is to invest in the environment by way of recreation.

I request that Queenstown Mountain Bike Club be considered for financial help for the mountainbike trails that are being built and maintained in the area mainly on a volunteer basis.

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# MCINTOSH Greg and Jill

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## Submitters Comment

We wish to submit against Chlorination of Lake Hawea water supply for the following reasons.

Hawea Community Association Submission to QLDC for the 2017-18 Draft Annual Plan – on sections relating to chlorination of the Lake Hawea town water supply. 25 April 2017

1. The Lake Hawea community is concerned with the inclusion in the draft QLDC Annual Plan of the following statements (page 15) implying chlorination of the township water supply: “We have included \$500,000 in the budget to enable the permanent chlorination of all QLDC community water supplies that don't already have this level of treatment. This includes Arrowtown, Glendhu Bay, Hawea, Arthur's Point, Luggate and Glenorchy. This will provide uniformity of treatment across our district. A significant programme of works will be considered as part of the 10-Year Plan to ensure all our drinking water supplies meet NZ Drinking Water Standards”.

“We will hold community meetings during the consultation period for this annual plan to provide additional opportunities for residents to express their views on this issue. The decision on whether to chlorinate these supplies permanently will be made as part of the adoption of the annual plan at the end of June, when the Council will have considered all feedback”.

2. These statements and associated comments from QLDC members makes permanent chlorination for all these areas sound like a ‘fait accompli’.

3. The Lake Hawea Community through its Hawea Community Association does not want – or see the need for permanent chlorination of the town water supply. Permanent chlorination is not necessary to meet NZ Drinking Water Standards. Any chlorination should be applied only in the event that routine monitoring and testing shows that there has been an E.coli incursion, or demonstrated high risk of incursion and only applied until any incursion is controlled. There was a very clear expression of community opposition to the QLDC permanent chlorination proposal at the January 2017 public meeting.

4. At the January public meeting the Council stated that they would be undertaking a full consultation process with the Lake Hawea community about the chlorination issue before a decision was made. However it now appears that the only opportunity for ‘consultation’ was at the ‘feedback session’ that was held from 5.00 to 6.30pm after the QLDC council meeting at the Lake Hawea Community Centre on Thursday 20th April. This drop-in session was very poorly publicised by the Council – being promoted only as a part of the submission process for community comment on the draft QLDC Annual Plan.

5. We do not regard the 3 minute no reply sessions prior to a QLDC meeting of Councillors as adequate consultation, nor do we regard a one and a half hour question time as adequate consultation – where permanent chlorination was only one of several topics for consideration. We seek true collegial consultation, discussion and deliberation – a full consideration of all of the issues rather than being

told that we will get chlorination whether it is necessary or not. We request that decisions around the process to determine whether permanent chlorination in the Lake Hawea town water system are evidence-based and inclusive of the community. Our hope is that the QLDC can take this approach and defer any decision for permanent chlorination for a year while options are assessed.

6. The community has been engaged over several decades in a joint and collaborative process of developing its town supply water management with QLDC. We have been pleased with the developments over the last 2 years resulting in the new bore field, UV treatment, pumping system and standby generator. This has resulted in the continued supply of improved excellent high quality drinking water – probably amongst the best in the country.

7. Following are some background points of information for consideration to assist a QLDC decision whether to include Lake Hawea water supply permanent chlorination during the process of developing the 2017-18 QLDC Annual Plan.

7.1 The Lake Hawea water supply has been designed to support the community's wish to avoid permanent chlorination of the water. The original scheme was constructed in 1991 with upgrades in 1998, 2003 and 2015.

7.2 The current system comprises:

- o an old intake at the dam (not in use)
- o a new intake through a deep (50m) bore field
- o a UV treatment plant
- o a new chlorination treatment system
- o a new pumping system
- o a stand by generator
- o an old reservoir tank used for extra storage
- o a distribution / reticulation zone currently supplying about 700 residents

7.3 The 2014 Hawea Water Safety Plan was written when the water was taken directly from the lake at the dam and treated by an older UV system. UV is known to be very effective at destroying bacteria, viruses and protozoa. However, particulate matter, suspended solids and/or turbidity can impair effectiveness of UV treatment. The water safety plan identified some measures to be taken, and most of these have been taken.

7.4 To meet the Water Safety Plan, deep (50m) bores have been drilled at the back of Scott's Beach to enable filtering of the water through natural sands and gravels and a new UV plant has been installed. This was to ensure the most effective UV treatment – particularly in that turbidity of the water at the intake point is able to be completely eliminated. It is noted that the bore field is positioned above the level of any possible flooding from the lake and on sloping ground. (Lake Hawea is dam-controlled within strict levels and is designed to breach the coffer dam at Gladstone Gap in higher flood levels.) The bore field is downhill of Scott's Beach wastewater pumping station and rising main. These bores are not currently described as secure. We are told by QLDC that the bore caps need additional work to make them comply with water safety standards. The community requests that this issue addressed as soon as possible by QLDC.

7.5 There has been a regular monitoring programme for water before and after intake at specified locations. E.coli counts dictate when boil water notices are issued and temporary chlorination is undertaken. There has been good engagement with the community to establish effective lines of communication about these measures. We have not been told of any incursion of E. coli since the new system was installed (although testing data just received suggests there has been; see paragraphs 7.10-

7.12); nor has there been any confirmed reported incident of illness resulting from contamination of the Lake Hawea water supply in the last two decades.

7.6 We would like to know if the QLDC has any evidence of illness reported to medical practitioners in Wanaka as a result of water contamination at Lake Hawea; whether there has been any evidence of E.coli in the Lake Hawea town water supply since water started being taken from the new underground water bores and, if so, what were the contamination readings and where were the samples taken? In the absence of such information we have to assume that there have been no incursions.

7.7 The new bore field, UV treatment and pumping system is fully commissioned and operational. This new \$1.5 million upgrade was designed to meet demand for at least 15 years, and to work towards compliance with Drinking Water Standards for NZ. We were informed by Council engineers when the new bore based system was proposed, that the water bore pumps would be able to maintain adequate pressure in the reticulation system without the need to use the old reservoir to maintain a head of pressure. Why then is the reservoir still being used?

7.8 The old intake at the dam is not currently being used, with no plans to bring it into service. It is presently seen as a potential emergency water intake. We understand that it does not meet Drinking Water Standards for NZ. We support the QLDC Mitigation Recommendation that the old intake at the dam be decommissioned, consistent with the QLDC Drinking Water Compliance Response to Havelock Water Supply Contamination Event 2016, or upgraded as an emergency intake point.

7.9 The current prediction is that the bore field will meet expected demand, but if peak daily population demand is at the same time as peak weather demand (high domestic irrigation rate) there is a possibility the supply would need to be supplemented with the lake intake or irrigation/water restrictions put in place. If at any time in the future this old intake system is required to be activated then temporary chlorination can be commenced should E.coli contamination be detected.

7.10 E.coli detections in the past, that have led to temporary chlorination - have been identified as coming from water sourced directly from the lake prior to the new bores being commissioned or possibly from the reservoir. The main incident post bore commissioning was due to a set of "total coliforms" readings measured at the reservoir outlet. This was most likely due to dead possums in the reservoir.

7.11 In August (?) 2016 dead possums were observed in the reservoir. After this incident the tank was drained and cleaned, the overflow pipe was located and a flapper valve fitted to prevent vermin ingress. This event did not appear to be accompanied by water supply chlorination. We suggest that there should be a review of the reservoir management plan, with an opportunity for community input to eliminate the risk of future contamination from this source – assuming there is merit in retaining the reservoir. It is highly likely that dead possums in the reservoir caused the high coliform counts in mid January 2016 shortly after the new bore was commissioned around 24 December 2015. A brief chlorination took place in late April 2016, also likely to have been due to contamination in the reservoir. The most recent chlorination through summer 2017, finishing on March 31 was carried out by QLDC as a precautionary event apparently in the absence of any coliform incursion.

7.12 Reservoir tanks can be a significant contributor to "transgressions" in water safety. They require a regular maintenance programme to reduce any risk of transgression. There are known techniques to minimise risks from reservoirs. Again, we

request that QLDC instigate a review of the Lake Hawea reservoir management plan to effectively manage and mitigate against any contamination to the water supply from this source. Revision of the Lake Hawea reticulation system water quality monitoring data for almost 3 years from 3 January 2014 through to 28 December 2016 suggests that the reservoir may be the source of contamination. Of the 8 sites tested, approximately 50% of total coliform incidents were measured at the Hawea reservoir outlet. The next highest site (Motor Camp Road) had approximately 10% of the positive coliform incidents. Over this 3 year period of data availability, about 80 (9.1%) of the 872 total coliform test results were positive – very few of which also tested positive for E.coli. Of the 872 total coliform tests 23 (2.6%) were positive for E.coli.

7.13 We understand that all QLDC-managed projects that involve water supply pipework enforce disinfection of new pipework and pressure testing as per the Infrastructure Code. Any work on QLDC assets that is not part of a QLDC-managed capital works project requires an approved Application for Connection to Council Services. The conditions of the Application to Connect specify what measures need to be put in place to limit public health risk. Anyone who undertakes unapproved work on council infrastructure is committing an offence under section 225 of the Local Government Act which attracts a penalty of up to \$20,000 plus costs of rectification.

7.14 The current water supply, through the bore field, has not been graded against Drinking Water Standards for NZ. We request that this be done in consultation with the community.

7.15 We understand that the purpose of the public health grading of community water supplies is to “provide a public statement of the extent to which a community drinking water supply achieves and can ensure a consistently safe and wholesome product.” This is determined by the extent to which the supply conforms to Drinking Water Standards for NZ and whether adequate barriers to potential contamination are in place to minimise risk to public health. The grading system has two letters; A to E for the source and treatment factors, and a to e for the distribution zone (reticulation condition, management and water quality). Lake Hawea water supply, serving a community of up to 5000 residents, requires a minimum grading of Cc.

7.16 Water quality monitoring programmes are expected to follow best practice and be compliant with the Drinking Water Standards for NZ. These standards use E.coli as an indicator organism for the potential presence of faecal material (which could include a range of organisms including Campylobacter and Cryptosporidium). Water sampling schedules need to be programmed according to the type of water source and need to include a regime to sample the source, the distribution zone and also any reservoirs. The community requests regular (at least weekly) sampling and testing rather than permanent chlorination. Response to water sampling should be programmed to proactively and quickly deal with any emerging issue through boil water notices, isolation and/or chlorination as a last resort - until such time as the contamination is eliminated.

7.17 Distribution Zones can be protected by installing backflow protection at any high risk properties; by having an authorised water installer scheme, and by strictly enforcing a permit to work system for the reticulation network.

7.18 Current Water Safety Plans are required from Councils, to be approved by the IANZ Accredited Drinking Water Assessor, Public Health South – a division of the Southern District Health Board. These plans must show that all reasonable and practicable steps are being taken to comply with Drinking Water Standards for NZ.

We request that the Hawea Community Association be consulted with by Council in the finalisation of the Water Safety Plan as it concerns the Lake Hawea system.

7.19 We request information from QLDC as to what measures are taken or are able to be taken by the Council to protect the water quality in the Lake Hawea reticulation system, apart from chlorination. If these measures are considered by Council to be inadequate, we request an explanation as to why they are seen as being inadequate. We also request a clear statement from the Council as to the date that the water ceased being taken from the old surface intake on the dam.

7.20 We hear from QLDC about the “risk of contamination” in our water supply. What are these risks? Are they new? Why do they require permanent chlorination?

8. In the letter from the Southern District Health Board to the Council's chief executive Mike Theelen dated 5th September 2016, Dr Reid (the Medical Officer of Health) warns that the Havelock North incident had “clearly altered” the political and public tolerance of failures to ensure drinking water was safe and chlorination may need to be reconsidered. “This may mean that improvement measures identified in water safety plans but not yet implemented may need to be accelerated.”

9. We understand that the catalyst for the proposal to permanently chlorinate the Lake Hawea water supply is this letter from the Southern District Health Board. In our opinion, it seems that the QLDC is biased towards only one part of the advice given by the Southern DHB and Public Health South.

10. We note that Christchurch city does not use chlorination and there is no suggestion to protect the reticulation by chlorination except for where shallow bores are used. That risk has been overcome for now by not using the shallow bores. Other measures are used to protect the reticulation, with chlorination on being used on a temporary basis if there is an E.coli contamination. Has the Council sought information from the Christchurch City Council as to the rationale that they have applied to enable them to make the decision not to permanently chlorinate their water supply - when they have, presumably, received the same communications from their District Health Board following the Havelock North incident.

11. The Lake Hawea community responds to the above information and DHB/QLDC recommendations: There are no statements on the DHB websites referring to a recommendation to chlorinate water in our district, nor does Dr Reid of the DHB, have the power to order councils to chlorinate. In other words, QLDC are considering taking the easy “tick box” route to water safety.

Dr Reid's second recommendation appears to be ignored by QLDC (“This may mean that improvement measures identified in water safety plans but not yet implemented may need to be accelerated.”)

12. If the current infrastructure at Lake Hawea is not yet graded (see QLDC Three Waters Asset Management Plan 2016) or if the system does not comply with NZ Drinking water safety standards ( i.e. the recent upgraded bore at Scott's Beach and the current UV filtration system,) then the community has a right to query why such large sums of money been spent on a system that is still not secure.? Chlorination will not negate the need for monitoring the integrity of the current infrastructure.

13. With reference to the statement made by Mr. Theelen in the QLDC website



media release dated 23 March 2017...

"Mr Theelan said that while Arrowtown and Hawea both had effective UV treatment, that did not guard against contamination entering the network once water left the reservoir. Anytime there is a new connection to the network from a new property, for example, there is a risk that contaminants will enter the supply. Chlorination guards against this, by disinfecting water right through to the tap."

14. This is factually incorrect regarding the risk of contaminants entering the water network via new connections. Current standard practice demands that all new pipes are hyper-chlorinated before connection under supervision from council building inspectors. New pipes are hyper-chlorinated then flushed out onto a UV pad before being connected to the network. Not only is the statement given by Mr Theelen misleading, but there is a lack of knowledge of standards adhered to by the Drainlayer's Association regarding requirements at new sites and pre-pipe treatment.

15. Residents need to be given the option of having un-chlorinated and fully tested water in compliance with NZ Drinking Water Standards 2008, unless there are further unacceptable transgressions based on testing - in which case there would be a short period of chlorination. Based on the assumption that previous contamination of the reservoir has now been exposed and corrected, the community should have confidence that qualified contractors are employed to keep this asset viable. Ministry of Health specifies Compliance as having quality procedures such as taking regular samples but not at the same time of the day or week. (see Drinking Water Standards for NZ Ministry of Health). The community also needs to have access to the test results via the Council's website.

16. We accept that the QLDC (under section 69V of the Health Act) is required to take "all practicable steps to comply with drinking water standards". This does not necessarily mean that permanent chlorination is required to meet these standards.

17. We hope that QLDC is not motivated by fear of litigation in its approach to management of Lake Hawea water quality standards. We, the Hawea community, seek a continuation of the collaborative approach that we have enjoyed in the past with QLDC, and hope that we can proceed with evidence based dialogue supporting our joint decisions as to the best solution to the long term maintenance of Lake Hawea's town water supply.

18. If the (apparent) decision by Council to permanently chlorinate the Lake Hawea water supply is made as a consequence of a 'fear of litigation' should there be an outbreak of illness in the community or in visitors to the community – we request that the Council provides the Hawea Community Association with a copy of all of the legal advice that it has received in connection with this risk.

19. We note that (under section 69Y of the Health Act) QLDC has a "duty to monitor drinking water". Whether or not permanent chlorination is applied, monitoring must continue. We suggest that for Lake Hawea town water supply that the QLDC delay any decision to apply permanent chlorination for a year. In this time, monitoring should continue, and QLDC should seek professional advice so that all alternatives to chlorination could be assessed and all issues resolved in consultation with the Lake Hawea Community Association and members of the Lake Hawea community.

Greg and Jill McIntosh  
Lake Hawea



# MCINTYRE greg

Wakatipu

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## Submitters Comment

More funding for independently built mountain bike single track- (tendered) not Down hill tracks - and not necessarily built by the Queenstown mountain bike club as they only seem to like gravity assisted trails.

No to Chlorinated water in Arrowtown- there is not any clear or real evidence give for the need!

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# MCINTYRE Terryanne

Wakatipu

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## Submitters Comment

Public Transport - I fully support the council in their desire to provide a reliable and affordable public transport system. This, over time, will change the way that we travel in the region, and will help free up the congestion we are currently experiencing.

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# MCKAY Russell

Wakatipu

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## Submitters Comment

very well put together plan - well done! I am worried about how to deal with freedom campers and campervans in general. I think they will start to venture out to jacks point area next. Heavy fines should be imposed for non-abiding campers.

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# MCKENZIE Bruce

Wakatipu

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# MCKEOWN Ian

Wanaka/Upper Clutha

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## Submitters Comment

Water quality in Lake Hawea

we moved here 2 odd years ago one of the main reasons we chose Hawea over Wanaka was better water

we want our boys to have fresh water put of the tap

not sure about the long term effects of chlorine in the water

dont understand the amount of money spent of flitration to date and still chlorine in the water

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## Submitters Comment

Affordable housing - housing affordability is primarily achieved when supply exceeds demand and income levels are sufficient enough to pay the cost. The wages in the QLDC area need to be living wages not minimum wages. If this isn't addressed affordable housing will not be achieved.

Traffic congestion happens as a result of rapid growth and poor management of the roading infrastructure. When a development is sort no development should be green lighted until all impacts that that development will have on the area/region/community are addressed. In essencet roading needs to be addressed first so that once the development goes ahead it will not cause adverse traffic problems to the area/region/community. Trying to fix it after the cause ends up expensive and acts only as a bandaid solution. Build the roads first and avoid traffic lights.

Public transport can become a white elephant. We humans have become very attached to our car and giving it up to use public transport is a hard ask - even if the transport is made cheap to use, we prefer our car over the bus. Consider free park and ride options and frequency of the transport. Don't make the transport a profit centre but rather a cost centre - once you try to make a profit centre people will migrate back to their cars.

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## Submitters Comment

I believe Queenstown Mountain Bike Club should receive significant funding to help support them in continuing the work they've done over the past years to turn Queenstown into a world class mountain bike destination that draws tourists from all corners of the world to ride the trails that have been developed by many hardworking volunteers.

Mountain biking is a huge part of what makes Queenstown what it is today and dedicating funds to the club that built the scene would help to continue the rapid growth of the industry.

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# MCLELLAN Kirsry

Wakatipu

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## Submitters Comment

I oppose chlorination of the chlorination of the Glenorchy water supply.  
What a discusting idea.!

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# MCLENNAN Catherine

Wakatipu

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## Submitters Comment

I oppose the proposed chlorination of the drinking water in Glenorchy. There have been no substantiated evidence given of why this is required and there are no documented cases of contamination of the water. I can't see how the water requires chlorination when there is no evidence of concern for public health caused by water contamination.

Having access to non-chlorinated water was one of the reasons we were so happy to have purchased land and built our house in Glenorchy.

Chris and Catherine McLennan  
6 Pigeon Place, Glenorchy

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# MCLEOD Bruce

Wakatipu

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## Submitters Comment

I am requesting support of the Queenstown Mountainbike Club in the annual plan. The QMTBC have provided a plethora of sensational mountainbike trails in and around Queenstown over the last 15 years. Trails that are internationally renowned, frequently photographed and filmed. Trails that lead to gushing reports and comments being poured like Milford rain into the social media universe. Trails that are promoting our fabulous locale beyond measure (a bit like Milford rain... the beyond measure bit).

And QMTBC has achieved all this on the sniff of an oily rag. Mostly chain oil, but mixed in with a good measure of blood, sweat and tears (the blood bit is metaphorical; our detailed health and safety policy prevents any voluntary bleeding).

Even a comparatively small level of funding, such as \$50K (akin to a slightly raised mole on the posterior of a partially government funded cycle trail) would go a huge way to maintaining the resource the club, and its tirelessly working (but not bleeding) volunteers, has developed.

I understand we (our community) are facing huge pressures in core areas, but while those big battles are being fought we must be careful not to neglect the little things. Little things that all add up to being the bigger reason why we choose to live in this remarkable place.

Bang for buck it's a no-brainer, so come on QLDC, let's see some annual support for QMTBC.

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# MCLEOD Deborah

Arrowtown Swimming Club

Wakatipu

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## Submitters Comment

We would like to be included in this Annual plan, for the upgrade of the Arrowtown Swimming Pool.

As part of the councils long term plan we would like the Pool in Arrowtown to be highly valued by the community, we would like to have more people, more active, more often, using our local pool ensuring that it is a safe, enjoyable place to visit.

Arrowtown Pool, also know as the Memorial swimming baths was built after World War 2 to fit the description of a "Living memorial". The completion of the swimming baths was made possible by a government grant, fundraising by the local community and labour and money provided by Southland and Otago crib owners and was opened in 1957.

If the Arrowtown pool were to be upgraded, the opening season would be extended from its current Dec - Jan to a wider period of Nov - March, therefore be able to be enjoyed by the community over 5 months instead of the current 2 months.

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## Submitters Comment

Housing.

i would like to see rates on VA increase to discourage the change of rental accommodation to VA and in recognition of the higher rates commercial VA has paid over the years to promote the area.

There should also be a public record of VA properties that can be viewed on the QLDC website where neighbours inform QLDC of VA use. This would help with regulation enforcement.

People found not paying the correct rates should be penalised and have it back dated as the current approach is not working and not deterring people. Anyone advertising their property on any website for VA should pay full commercial rates and it is up to them to prove that it was less than 90 days.

Public transport.

a good idea but you need to actively discourage people from taking cars into town and leaving on verges.

Parking costs need to increase from \$2.50 per day to \$40 + per day.

Resident only or short term parking in streets close to town.

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# MCPHERSON Claire

Wakatipu

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## Submitters Comment

I would take this opportunity to strongly oppose permanent chlorination of the Arrowtown water supply.

The community was clear on this some time ago and as a result a new UV filtration system was installed - it has barely had a chance to function before we are proposing to add chlorine. I understand the risk of contamination post UV however this seems to be an infrastructure R&M issue, we dont want compromised pipes regardless of the treatment method.

It has been an unpleasant summer dealing with the (temporary) chlorination and we have not been drinking our tap water but sourcing untreated water elsewhere. It will be a relief when this ceases.

My family and I treasure our UV treated, beautiful, clean and pure water that is one of the major attractions of living in Arrowtown.

I implore the council to leave our water be

Many thanks

Claire

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# MCQUEEN Fiona

Wakatipu

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## Submitters Comment

I am opposed to the proposal to chlorinate the water at Glenorchy.

Water in this region has never had a problem with contamination and as there is no dairying in the area, the Havelock North situation is never likely to arise.

I would prefer that the community maintain vigilance with respect to water quality and if farming effluent begins to impact on water quality this needs to be dealt with at source - before it starts polluting the supply.

I would ask the council to provide public notification of the results of water testing at least every 3 months.

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# MCTAVISH Sandra

Wanaka/Upper Clutha

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## Submitters Comment

Affordable housing/ accommodation problems

Why is the consent to fit a 2. kitchen in a building so expensive in Wanaka (\$15k)?

When it's about \$500 in Cromwell?

I think, It could ease the accommodation problem quite a bit, if consent wasn't so expensive. Besides the money would come in through taxes for renting it out. A lot of businesses are struggling to find workers, not because they are not able to find someone. No because the workers can't find somewhere to live!

Water issues

I can't believe consent was given to a bottling company to harvest our water!

How come the public can't vote for something so important to our future and direct impact on our Enviroment?

How come the dairy industry doesn't need consent to pump millions of liters of water out of our rivers?

And why are we still fighting over chlorinating the water, when so many submissions have been made against it?

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# MCVICAR Rodney

Wakatipu

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## Submitters Comment

Hi there

Just wanted to give some positive feedback to the Mayor's summary of the Draft Annual Plan.

Jim Boulton and his team seem to have identified the key issues facing our region and are set on getting on top of the growth challenges.

Not an enviable task but I feel we are in good hands and wish them well.

Regards

Rodney McVicar

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# MELHOP Scott

Wakatipu

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## Submitters Comment

I would like to see further investment in the mountain biking network of trails around Queenstown. Particularly in the Ben Lomand area. I feel continued development of these trails will create a world class asset for the community and also to attract foreign visitors. I feel this investment is a sustainable investment due to the amazing contributions made by the volunteers at the Queenstown Mountain Bike Club towards maintaining and developing the trail network and as much financial support as possible should be made available to them.

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# MICLOUD Florence

## Plastic Bag Free Wanaka

Wanaka/Upper Clutha

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### Submitters Comment

Plastic Bag Free Wanaka is a group in Wanaka and, along with our counterpart in the Wakatipu basin Anti Plastic Population, we aim at phasing out single use plastic bags and bottles from our district by 2019.

To achieve this goal, we organise community events, sell reusable merchandise (bags, bottles, etc) and promote waste reduction. In the last year, the Plastic Bag Free Wanaka committee has organised a logo competition to incorporate and bring awareness to our community. We raised money via the crowdfunding platform pledgeme, and handmade 220 bags, created entirely on donations of fabric, time and expertise. With these funds, we have purchased branded bags which we sell in local shops. Our aim is that sales of this product will create funds enough to pay a coordinator to manage our ongoing project management. However, the margin to keep our bags affordable is minimal, as we endeavour to keep our project financially sustainable.

We have deployed enormous energy and raised sponsorship money to achieve our goals. As a committee of volunteers we feel we'd be more efficient if we had a reliable source of funding. We feel that our actions align with the Council mission of reducing waste, while also enabling savings on landfill costs, as well as beautifying our region by avoiding litter.

Our submission is as follows:

We believe it would be mutually beneficial if the Council helps groups of volunteers working for the whole community benefit, especially when their objectives also reduce Council costs.

Therefore we are applying for a \$4000 grant for the year which would be split between the 2 groups, and would greatly help with events and promotion.

During the month of Plastic Bag Free July, our Wanaka group will screen a film for our community (costing us \$200). We will also create honey wraps (an alternative to plastic food wrap) in a community workshop. The beeswax will cost \$300, and printing and advertising will add another \$200. We will cover costs with entry fees and sales, but the fees must always be kept at minimum to ensure a broad participation, and to support both our group and our community by sharing the 'waste-free' message. We plan to organise three to four events per year. Therefore, a grant would support our goals hugely and improve our impact, allowing our group to reach more people in the community through increased advertising and reduced fees for participants.

Should we be successful in receiving this grant, we would incorporate the QLDC logo onto our website and our Facebook Page, as well as our promotional posters and brochures (included in each reusable bag sold).

We have applied for a Creative Community grant for the honey wrap workshop and will apply for other grants available.

Our projects receive fantastic support from our community. Our reach is broad and

our facebook page alone has nearly 700 followers and is regularly increasing. We have partnered with the Wanaka Sun and we are proactive in our delivery of updated press releases, photographs of our actions and connecting with locals.

We have demonstrated that our group is dynamic and useful to our community by reducing waste and raising awareness. We are a dedicated and rigorous team, successfully organising events, managing finances -which we can share as required-, and planning for the future.

We are happy to provide an expenditure of allocated funds. And we're happy to answer to any further question and discuss any further opportunities.

We thank you for considering our application and look forward to sharing with you the difference we can make in the quality of life in our district.

# MILLER cynarra

Wakatipu

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## Submitters Comment

Please don't Chlorinate our water.

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# MILLER Dave

Wakatipu

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## Submitters Comment

Arthurs point chlorination:

After hearing about this proposal I was shocked that the council would even consider chlorinating this water supply if you have had town water compared to our water you would not even think this was an option . I for one cannot drink town water and wonder if it is even more than is actually safe. Not only is it disgusting in taste but there is strong research showing the harmful effects of chlorinating water .I am absolutely apposed to ruining our water with chlorine. I have included here some information that a simple google found on the effects of cancer such a s bladder cancer,colon cancer,kidney and liver damage, immune system dysfunction, disorders of the nervous system, hardening of the arteries, and birth defects.

Please read below and do some research this is not the way forward.

I am unable to be at the meeting due to work commitments otherwise I would be there to voice my opinon! PLEASE LISTEN TO REASON AND READ BELOW ,DO YOUR HOME WORK AND REALISE THAT WE ARE TRYING TO FIGHT CANCER NOT CREATE IT .

Regards

Dave Miller  
Arthurs point home owner

### The Bad of Chlorine in Drinking Water

The bad news is that chlorine treatment does not absolutely ensure that by the time our drinking water comes out of our home faucet it is free of unhealthy microorganisms.

Dangerous bacteria (such as e-coli and coliform) are still found in chlorinated tap water on occasion. When this happens it is primarily due to problems related to the treatment system itself or to the transport of the water to our homes.

Thus, relying on chlorine disinfection alone is a false guarantee that the water from your tap is safe to drink.

Even minimal exposure to these types of bacteria can cause symptoms similar to the flu, such as headaches, diarrhea, cramps, nausea or vomiting.

Thus, I highly recommend a tap water filter at the point-of-use (your water faucet) to ensure adequate filtration of unhealthy micro-organisms, as well as other many other contaminants, that could end up in your drinking water.

### The Ugly Side of Chlorine

The ugly side of drinking chlorinated water has only recently been documented.

And it has to do with the long-term health effects of chlorine and its disinfection by-

products (DBPs).

What the studies have found is that chlorine itself is not the main problem; rather it has to do with what happens when the chlorine mixes with any type of organic matter in the water.

In the 1970s scientists discovered that when chlorine is added to water, it forms Trihalomethanes (THMs), one of which is chloroform. THMs increase the production of free radicals in the body and are highly carcinogenic (cancer causing).

Chlorine and THMS have been linked to various types of cancer, kidney and liver damage, immune system dysfunction, disorders of the nervous system, hardening of the arteries, and birth defects.

### Negative Effects of DBPs and Chlorine

Unfortunately, we are learning the hard way that our attempts to prevent illness by adding chlorine in drinking water has contributed to another problem—the increase of cancer and heart disease. Check out what the experts have to say:

"Cancer risk among people using chlorinated water is as much as 93 percent higher than among those whose water does not contain chlorine," according to the U.S. Council of Environmental Quality.

According to the BreastCancerFund.org, "One common factor among women with breast cancer is that they all have 50 to 60 percent higher levels of these chlorination by-products (THMs) in their fat tissue than women without breast cancer . . ."

"Long-term drinking of chlorinated water appears to increase a person's risk of developing bladder cancer as much as 80 percent," as documented in a study published in the Journal of the National Cancer Institute. Some 45,000 Americans are diagnosed every year with bladder cancer.

"The drinking of chlorinated water has finally been officially linked to an increased incidence of colon cancer. An epidemiologist at Oak Ridge Associated Universities completed a study of colon cancer victims and non-cancer patients and concluded that the drinking of chlorinated water for 15 years or more was conducive to a high rate of colon cancer," according to Health Freedom News, January/February 1987.

But drinking chlorinated water is only half the problem. Bathing and showering in unfiltered tap water is just as bad as drinking it, according to the Journal of Public Health and numerous other scientists and doctors. See "Chlorine in Tap Water - Why Use a Bath and Shower Filter?"

# MILLER Tim

Wakatipu

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## Submitters Comment

Hi there,

I am unsure if this is the correct form for feedback on the Annual plan, but it is the form I have found, so could you please direct it accordingly. I am strongly opposed to the introduction of Chlorine into the Arthurs Point Water scheme. The approach to introduce Chlorine will affect the wonderfully pure and clean water supply we enjoy. I understand there are fears of microscopic contaminants, but is the addition of Chlorine the most appropriate solution or the most cost effective. I for one would like to see more examination of alternate possibilities which don't include altering the pure water with the introduction of chemicals.

yours sincerely,

Tim.

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# MILLIKEN Debbie

Wakatipu

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## Submitters Comment

I am making a submission to strongly object to chlorination of our water in Glenorchy and would also like to comment on the abysmal lack of information that this was even being considered. I would suggest that 90% of our community are totally unaware, as I was, that it was being considered. I understand that there is supposed to be a consultation process but I don't call being given 11th hour notice of a meeting consultation.

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# MOORE Marie

Wakatipu

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## Submitters Comment

I object to the drinking water in Glenorchy being chlorinated. We enjoy our pristine drinking water the way it is now. We have lived in Glenorchy for 13 years and all my children have grown up fit and healthy drinking this water - why change it?

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# MOORE Tony

The Inside Line Ltd

Wakatipu

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## Submitters Comment

The Inside Line Ltd - Local Queenstown Bike Hosts - wish to support the Queenstown Mountain Bike Club in their submission to the Queenstown Lakes District Council for funding.

Over the years the QMTB Club has contributed greatly to the network of Mountainbike Trails that businesses, locals and visitors enjoy.

The volunteer hours put in by the club and committee members is done in a professional way where they contribute their expertise, knowledge, hardwork and passion to enhance facilities that both the community and visitors enjoy.

As they gain more resource and funding, this will enable them to further develop, enhance and maintain tracks in the region.

We fully support their endeavours and wish to see the QLDC also support them in the great work that they do which benefits this region.

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# MOORE Tony

Wakatipu

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## Submitters Comment

I would like to see more support for the Queenstown Mountain Bike Club. They are directly responsible for the growth in cycling and trail access that Queenstown has enjoyed in recent years. I enjoy bikes and the happy healthy community they nurture.

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# MORGAN Michael

Wakatipu

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## Submitters Comment

Chlorinated Water Treatment.

I find the joy of drinking water without chemical additions one of the benefits of choosing to live in Arrowtown. This summer the addition of chlorine marred that enjoyment.

I understand the need to supply safe drinking water and have accepted the reactive chlorination's in the past. I was hopeful that the recently installed UV water treatment plant would allow the water to continue to be safe and chemical free, but the UV process seems to have been discounted as not effective. One reason for this is the problem of potential contamination from downstream sources, like broken pipes and the like.

I would ideally like to see improvement to the UV system to cope with increased volumes along with work being done to ensure the water distribution system is maintained and potential contamination points are identified and repaired. This would eventually see the end to the need for chemical additions. The reasons given for the adoption of chlorination stem from the problems in Havelock North. These have now been identified and if not applicable to our environment and catchment then UV treatment should prevail as the only required purification method.

If widespread chlorination is to be adopted then the offer of subsidised filtration units to consumers should be made to lessen the impact on consumers.

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## Submitters Comment

1. Suggest consideration be given to installing traffic lights at BP roundabout. Roundabouts do not work with uneven high traffic flows which exists at BP due to the 3 main feeder roads. If there were 2 or 4 main feeder roads it would not be an issue. Traffic lights should immediately put a stop to traffic going from Five Mile into Queenstown nearly continuously cutting off traffic from the airport roundabout. Therefore regular 1/2hr delays should be gone. Just like the lights in town have helped regulate traffic they would do the same at BP. Two lanes for the roundabout is unlikely to have a major effect on delays.

2. A new playground at the Bathhouse is a nice idea. However considering all the ratepayers are paying for this including a huge number of young families at Shotover Country, a decent playground in Shotover Country seems well overdue and must take priority before a pretty good existing playground is completely rebuilt. This might be for the subdivision developer to construct and if so Council could assist in fast tracking this for current rate paying families to use. Currently residents need to drive (adding to traffic) in order to visit a playground in Lakes Hayes Estate or elsewhere in the district.

Otherwise annual plan sounds good to me.

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# MORTON Charlotte

Wakatipu

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## Submitters Comment

This submission is being written to you by 2 friends who have lived in Queenstown for 5 years. Veronica is from California in the States and Charlotte is from Somerset in the UK. Veronica works as a nanny and Charlotte is a Hairdresser who has been a New Zealand resident for 3 years. We are both members of Anti Plastic Population and both have a passion for the environment and sustainability. We both love living here in Queenstown and would love to call it home for the foreseeable future. Below are some suggestions on a few issues we feel need to be addressed for our dream of living here forever to remain possible.

Our first topic is the current waste management plan and the role it takes in recycling. Charlotte is from Exmoor national park in the UK. The recycling system in place there involves 4 different bins: Glass, Plastics, Aluminium and Paper/Cardboard. Then 2 additional bins for landfill and garden waste. The bins get collected weekly and each bin is emptied into different compartments in the rubbish lorry. This is an easy system which eliminates the need for sorting at the recycling depot as everything is already separated. We recommend the council investigate other districts and countries' systems involving self sorting for recycling as a solution.

Moving on to accommodation. We are both lucky enough to rent affordable apartments with our partners and don't have to live in shared accommodation. In one particular case, someone we know is living with their partner in a huge shared house. They pay \$350 pw for their room and they live with 18 other people, so there are 20 people in the house. Lets assume that the rent is split evenly and each person pays \$175 pw. That is \$3,500 every week going to that landlord. In another case we know someone who holds the lease of a house and sublets each room at a high cost to cover their own rent, therefore living for free. Another example is a friend of ours who's rent gets increased every 6 months with no improvements to their living conditions. In that particular case, the house had bugs living in the carpets and all the landlord did was provide a rug doctor and expected them to clean the carpets themselves - not eliminating the problem.

It is difficult to watch people we care about being taken advantage of so others can reap the benefits. As a hairdresser, Charlotte speaks to people all day and the general feeling from new arrivals to Queenstown is they can't afford to stay here as rent is too high for the quality of accommodation. We suggest, and would support, a cap on rent increases being introduced. The positive results of this being implemented would be two fold. It would stop landlords taking advantage of the high demand to live here and also would promote Queenstown as a friendly place which respects the transient nature of the town ie low earners here for a short time but working in essential job roles to the tourism industry.

Leading onto our next topic, Public Transport. There are many affordable properties outside of Central Queenstown and Fernhill, but no way other than cars or the over priced bus (\$7.50 one way trip from Arthurs Point into Queenstown) for the transient community to get to and from work as most of the jobs they fulfil are not within walking distance from these properties. We are aware you have 'included \$600,000 in the budget to ramp up the subsidy' and we love it.

We have both provided feedback in support of the \$2 bus idea in the form of the

questionnaire. We would like to reiterate that we fully support and intend to use the buses as long as they are frequent and reliable. This is the only way you will guarantee locals will leave their cars at home.

One way to encourage the everyday 9am-5pm worker to leave their cars at home is to offer an incentive after proof of address and employment in the CBD is provided. It will encourage people to test the the new system to see how effective it can be given that buses are frequent and reliable.

We also love the idea of a non road based public transport such as a gondola or tram/train. This would be a really modern and innovative way for locals and tourists to get around without using cars and would be a good selling point for the tourism industry. It would be beneficial for the council to have an incentive to persuade locals (in particular the 9am-5pm worker) to use such transport. Many people complain about the amount of tourist drivers on the roads but in reality, tourists aren't going to spend \$50-\$100 a day on renting a car to leave the car in their hotel car park or at a park and ride. With this in mind, targeting the local residents and persuading them to leave their cars at home is surely the most pro active way to reduce traffic on the roads. Not to mention an iconic and unique selling point for Queenstown.

With Queenstown now having an almost all year round busy season, seeing tourists arriving throughout each month, we believe a bed tax could work for Queenstown. France charges a tourist tax ranging from €0.20-€4 (depending on what type of accommodation) per person per night and Paris charges an additional 10% on top of these rates. They use this tax to help develop and promote tourism throughout the country. As a rough example, Statistics New Zealand recorded that in 2013, Queenstown had 1.8 million international visitors. Lets average out a tourism tax at \$3 per night per person and lets assume Queenstown added 10% like Paris do. That would be \$4,340,000 to go towards subsidising such things as public transport, parking, town cleanliness and the promotion of tourism. Baring in mind that Queenstown is busier now than 2013 so that figure would have grown from then. Anybody in Queenstown who has a room on Air bnb's council rates go up by 25%. So if this type of short term accommodation is being taxed then why aren't hotels?

Finally, something we feel very passionate about - single use plastic. An easy way to begin eliminating single use plastic is to reduce the amount of plastic bags handed out in Queenstown. We applaud The Warehouse and Pack and Save as they already have a 10c plastic bag levy and it works. England placed a levy on plastic bags in October 2016 and usage dropped by 85% in the first 6 months. From this 5p fee, £29million went from retailers to charities and community groups - again this money was raised in the first 6 months. In November 2016, Californians voted to ban the bag so plastic bags are slowly being phased out. We both feel we are doing our part to help reduce waste by bringing our own bags to the supermarket, refusing straws and using reusable cups for takeaway coffees. It would be great to see the council take steps towards a plastic bag free Queenstown, following the example that Waiheke Island has set. Wouldn't it be a shame if Queenstown became so badly polluted with plastic bags that they were visible in the lake? That would really ruin our picturesque reputation...

We really appreciate the opportunity to give our feedback. It's very refreshing to know that QLDC values our opinions and we hope we have given you some constructive points to think about!

Many Thanks  
Charlotte and Veronica

# MORTON Leeann

Wanaka/Upper Clutha

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## Submitters Comment

Hello. Thank you for this opportunity to comment on the Draft Annual Plan. I am writing to express my family's concern that our drinking water will be permanently chlorinated.

I would like to add my voice of protest to the thousands of Hawea residents who wish for their water to remain chlorine-free, except for those times when contamination is necessary for an actual toxin.

My main points are as follows:

1) The Hawea community majority wants chlorine-free water (petition and meeting votes).

2) The community does not feel "consulted" by Council

3) It is still unclear why the upgraded UV treatment system and water intakes (\$1.5million) are being rejected even though there has been no recorded ecoli outbreak since the upgrade in April last year.

4) Permanent chlorination in Hawea is not necessary to meet NZ Drinking Water Standards (UV water treatment)

5) The community is willing to accept temporary chlorination when/if considered necessary i.e. for outbreaks.

6) Permanent chlorination may mean a slip in 'care' and testing of the lake water quality.

7) Council has suggested concern for contamination throughout reticulation during work on pipes etc but work is fastidious and standards adhered to.

8) Council boldly (and inaccurately) states that chlorine is not harmful, in their 'commonly asked questions' but adding a known 'toxin' to water that is considered some of the best water in NZ, makes no sense.

9) The community voted for a UV water treatment system back in 1987 and paid \$5000/household for that.

There is a long list of, as yet, unanswered questions regarding all aspects of their 'argument'.

As residents and ratepayers I reject the Council's reasons as to why they want to permanently chlorinate.

One of the many reasons people love Hawea is the chlorine-free drinking water! Please have the courage to let local people have control over their water where possible.

Many thanks

Leeann Morton

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## Submitters Comment

### CHLORINATION LUGGATE WATER SUPPLY

I wish to oppose the chlorination of the Luggate Water Supply on the basis that more information on alternatives to this should be made available. It seems from the Annual Plan consultation that chlorination is the only option that council seems to want to utilise. There has to be research that shows what other options are available. The Council need to sort this before making decisions on chlorinating our water - not just to cover themselves and staff from criminal neglect.

The recent survey conducted in Luggate over Anzac weekend shows that people need more investigation and options. The attendance at the Annual Plan discussion evening was overwhelmingly attended by those who are very opposed to chlorination and they may have valid points of issue as well. I left a written comment on chlorination at that meeting.

### LUGGATE HALL

Council need to set aside funds to ensure the immediate reinstatement of our community hall if the further inspection deems that the problem is greater than the initial inspection has shown.

Luggate prefers it's own hall and not funds contributed to Wanaka or elsewhere building/s. We have shown that the hall has great support and is utilised a lot. It needs to be retained in Luggate - either repaired or replaced and needs to be funded so that this happens in the short term. Has not the council depreciated the building over the years and kept the funds for such an event as has now happened?

### ANNUAL PLAN CONSULTATION DOCUMENT

This does not show Luggate as a separate entity for rates (under money matters). We are not part of Wanaka just as Hawea is not but it has a separate chart. Please ensure that Luggate has a rating chart for itself and this is shared with the community.

### LUGGATE SEWERAGE

The Council told the Luggate Park owners (and directors group) that it would consider the takeover of the sewerage ponds once we had reached more than half the sections built upon. This happened sometime ago. Please make this decision soon and take over the plant so that our costs can be hopefully reduced.

Plans say that the sewerage should be piped to Project Pure for both Luggate and Hawea. If you do that then there is the opportunity for the council to ensure that the rest of the Luggate community can join and so spread the costs more evenly.

Particularly as shortly there will be up to more than 150 sections joining the scheme in Luggate Park.

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# MULGREW Bobbie

Wakatipu

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## Submitters Comment

Infrastructure in Glenorchy requires priority due to growth. Town centre planning and public toilets especially, to better cope with the increase in visitors.

The lack of foot paths and pedestrian traffic 'direction' is a safety issue.

Rather than chlorination in the Glenorchy water supply, I would rather potential risks be reduced by looking after/improving the Glenorchy water intake and reticulation system. We need to look after this valuable asset of fresh clean unchlorinated mountain water.

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# MUNRO Craig

Wakatipu

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## Submitters Comment

I am a avid mountain biker and really enjoy riding the trails that the Queenstown Mountain Biking Club has built over the past 15 years. These trails attract visitors from all over the world, and Queenstown has become a renowned mountain biking destination. Even though the club has built some excellent trails I want them to build more. Considering the spin off benefits to the town in general, and how much the club has achieved on the smell of an oily rag, I think it is only fair that the council financially support for the club in their efforts. I support the club's request for funding to be included in the Annual Plan.

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# MUNRO Trudi

Wakatipu

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## Submitters Comment

Please dnt chlorinate ourbeautiful waterhere inGlenorchy its the best freshest water  
EVA and my kids and myself drink it like horses ..Thankyou fr yur time .

SincerelyTrudi

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# MURDEN Penny

Wakatipu

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## Submitters Comment

Support and growth of mountain biking trails in the Wakatipu

Accommodation shortage and extraordinary uncapped cost

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## Submitters Comment

I wish to object to any proposal to include chlorine to the water in the Arthur's Point supply. It is not required and I do not want any of the adverse long term health risks associated with it for myself or my family.

I am confident that the unanimous opinion within the Arthurs Point community is that they do not wish to have this included to what we already have. Before any proposed work is undertaken here I wish for there to be a consultation with Arthurs Point residents to confirm collectively if this is what they actually want as opposed to it being forced on them.

The recent issue in Havelock North was a issue with the source so effective UV would have presumably dealt with that. Also under different circumstances whereby there was closer proximity to more intensive farming of cattle.

It is my understanding that the advice to chlorinate is coming from central government/public health bodies. But due to the point above this is an unnecessary step. I expect council to consider other alternatives to chlorination such as improving security of the network post UV to minimise the risk of recontamination.

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# MURPHY Nicholas

Wakatipu

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## Submitters Comment

Expand and provide funding for the mountain biking and rock climbing clubs in the area to improve participation in outdoor activities

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# MURPHY Rebecca

Wakatipu

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## Submitters Comment

I wish to object to any proposal to include chlorine to the water in the Arthur's Point supply. It is not required and I do not want any of the adverse long term health risks associated with it for myself or my family.

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The recent issue in Havelock North was a issue with the source so effective UV would have presumably dealt with that. Also under different circumstances whereby there was closer proximity to more intensive farming of cattle.

It is my understanding that the advice to chlorinate is coming from central government/public health bodies. But due to the point above this is an unnecessary step. I expect council to consider other alternatives to chlorination such as improving security of the network post UV to minimise the risk of recontamination.

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# MURRAY Kate

## Community Networks Wanaka

Wanaka/Upper Clutha

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### Submitters Comment

Community Networks Wanaka, governed by the Alpine Community Development Trust (ACDT), supports the Queenstown Lakes District Council's plans to create a "Community Services" division and a Community Services General Manager. We look forward to hearing more about what is envisioned. The ACDT and its operating units Community Networks Wanaka and LINK Upper Clutha are well placed to partner with Council in developing the concept, especially to include a holistic view that goes well beyond the physical community assets of our district. It is encouraging that Council's long term outcome is to value community services. This connects well with the ACDT's vision that "Upper Clutha people are able to thrive, not just survive."

Community Networks Wanaka seeks funding from the QLDC for the specific operational expense of our annual rent, \$32,000. It is difficult to obtain operational funding from other sources, and we have appreciated the support from the QLDC in the past in this area.

Our mission is to "Provide a resource hub for social well-being services and community development". Community Networks Wanaka is the only one-stop social and health services hub based in the Upper Clutha. Our services include informing people about the support available to them and enabling them to access these services. We also coordinate community services such as the Foodbank and the Companionship for Older People initiative, and take a lead role in community action initiatives such as the Wanaka Alcohol Group and the Suicide Postvention Group. We are a separate operating unit of the ACDT alongside LINK Upper Clutha, the DIA-supported community development scheme, which is working to connect our community as it grows.

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# MYLES Secretary

Gibbston Community Association

Wakatipu

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## Submitters Comment

We support QLDC and its plans to make our district a more liveable district. We draw your attention to the increasing frustration in Gibbston of what appears to be a disregard of the Gibbston Character Zone as we hear of planned developments in Gibbston. We support development in our part of the district, however, we implore QLDC to ensure controls are rigid regarding the protection of the Gibbston Character Zoning.

On a different note we have met with the past Deputy Mayor and the past councillor for Gibbston, along with members of your parks department regarding our disappointment at the state of the QLDC reserve in Gibbston. The GCA have invested significant community funds in increased planting of the reserve. Following latest discussions with your staff the GCA has now received a quote to improve the reserve fencing and protect it from rabbits by finally completing the fence around of the reserve. The quote we received is \$5,300. The GCA request QLDC make provision for this sum in its 2017/18 Annual Plan so that the fence around the reserve may be completed. We then request the QLDC parks department complete the fencing of the reserve before November 2017.

Kind regards  
GCA

---

# NASCIMENTO Luciano

Wakatipu

---

# NEAL robert

Wakatipu

---

## Submitters Comment

I would like to see more council funding for mountain biking trails that I feel would greatly benefit the people of our town. Funding to qmtbc would be an ideal way to facilitate new trails to enhance our already fantastic trail network in our district.

---

## Submitters Comment

Bus service from Arrowtown to Queenstown needs to include a regular service via Malaghans Rd with one or two stops in Arthurs Point.

Why would anybody with their own vehicle trying to get to Queenstown use the bus which takes forever and goes via Lake Hayes Estate and Frankton; getting stuck in the traffic?

Would also be a lot more attractive to our overseas visitors who could do the loop if desired.

---

# NICHOLS Claire

Wakatipu

---

## Submitters Comment

Need a second bridge crossing of the kawarau river in view of the increased development work on the area.

---

# NICKOLLS Mark

Wakatipu

---

## Submitters Comment

Mountain bike trails, funding to help QTMBC expand their world class trail network,

---

## Submitters Comment

Hello,

Would you kindly note my opposition to permanently chlorinating the Glenorchy water supply.

It is noted that we do not have water borne pathogen health issues in our area and this is primarily due to the water being drawn from under a river that flows from a very low human or animal density region.

1. Studies show that carcinogenic Trihalomethanes (THM) which are a group of four chemicals that are formed along with other disinfection by products when chlorine or other disinfectants used to control microbial contaminants in drinking water react with naturally occurring organic and inorganic matter in water. Ref 1. World health organisation

[http://www.who.int/water\\_sanitation\\_health/dwq/chemicals/THM200605.pdf](http://www.who.int/water_sanitation_health/dwq/chemicals/THM200605.pdf)

The increase in organic matter (lake snow) will increase the risk of THM in the queenstown lakes water which i might add already tastes disgusting particularly in the Fernhill region.

2. The introduction of chlorine had fiscal implications in hastings. Ref 2.

[http://www.nzherald.co.nz/nz/news/article.cfm?c\\_id=1&objectid=11827905](http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=11827905)

Glenorchy does not have a problem currently and I encourage the council to continue to monitor the pathogen levels and only introduce chlorine on a temporary basis if absolutely necessary after advising the locals of its intentions.

It tastes good. It feels good. The risk is low. Lets not introduce another poison to our bodies.

Thanks

Simon Nighy

---



# NIGHY Simon

Wakatipu

---

## Submitters Comment

Re chlorination of ground sourced water supplies.

Current best practice. Sweden.

Current practice in sweden is not to chlorinate ground sourced watert supplies.

Uv light treatment is used and the water quality monitored.

In the stockholm region they have data supporting the differences in health status in groups supplied with and without chlorinated water.

Based on the report below I strongly urge QLDC to follow best practice as now documented.

<http://www.svarog-uv.org/drinking.htm>

Yours sincerely  
Simon Nighy

---

## Submitters Comment

Hi there,

I am writing a submission in support for Queenstown Mountain Bike Club (QTMBC).

I am an active biker in the community that thoroughly enjoys the efforts that they have put into trail building over the past years. No doubt that they attract a vast amount of visitors strongly during the summer season but as an active rider, I do my best to spread the word for the trails to friends, family and strangers to ride and enjoy these trails QTMBC have built in the hope that they will spread word onto their friends to attract more visitors to Queenstown.

Queenstown has a great reputation for being the adventure capital of the world. The ski season has a major role in attracting visitors in a short period. Mountain biking has really kicked off in the last 5 years especially with Skyline Queenstown giving gondola access to Ben Lomond. I know that mountain biking in Queenstown can get a similar reputation on biking than the likes of Whistler. Although we are heading that way anyway.

Ben Lomond is an expanse amount of terrain with endless possibilities for biking. I have bush bashed through a lot of potential, dead tree riddin areas and think that someone could clean it up a bit. Turn it into biking zones?

So I think the QTMBC deserve to have the vote of confidence and monetary support of the Council to continue doing what they are best at and building international standard trails. They've come this far to be shut down. Put our tax payers hard earned money to good use than development.

Thank you  
Kind Regards

Nick Niko

---

# NISBET J I May

Wanaka/Upper Clutha

---

## Submitters Comment

Water supply: Adequate only at this time. What happens when three new subdivisions are connected to this under pressure supply.

Need new water source: Not bore water from underground water table

Underrunners: "Massive underground water supply" within mountains hills.

Research: to be undertaken. Otago University Departments Maps = Geologists = Surveyors

More reservoirs for above water storage

Johns Creek area

Above supply drinking water: this is water sold overseas "bottled"

ORC should be funding this research

Water contamination need to know. Animal. Mineral. Human.

---

# NYBERG Ron

Wakatipu

---

## Submitters Comment

The council needs to realise that many ratepayers have worked long and hard to get a home. Many rate payers are also on minimal wage. Struggling to get ahead. No holidays overseas or flash cars. To believe that the rate payers can fund everything is insane. No one I know has received a 4.5% plus pay increase. Shortly the workers will not be able to live here.

If there are more people coming on holiday to Queenstown then they should be paying for the upgrades to the area we need. Eg roading etc.

With a TOURIST TAX. It is done everywhere else in the world. Three million tourists at \$1.00 extra per night (\$3million dollars for the council). Napier had a departure tax to pay for its airport.

When you go to countries overseas with tourist taxes you pay it without a second thought.

As you know it is going towards ensuring the area has good infrastructure.

I am dead against the subsidised bus fares. The \$2.00 bus fare is never going to work. As you need buses lanes to insure the busses move more quickly. Families are also collecting kids for after school activities etc. Stop wasting our money. We need a new road into Queenstown. Put a toll on the new road for non Queenstownians. Christchurch had a toll on the Lyttelton tunnel. No one complained.

Another white elephant like wanting to build a convention centre that was going to run at a loss. That the rate payers were going to prop up. This defied logic.

The council needs to solve the roading problem correctly not put a bandage on it.

# O'BRIEN Mary

## CCS Disability Action

Wakatipu

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### Submitters Comment

Access to the built environment.

Access to the street scene and public parks etc.

Increasing disability rate as the population ages.

Providing facilities and meeting the requirements of the increasing numbers of tourists with access requirements.

---



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**disability action**  
Including all people

TE HUNGA HAUĀ MAURI MŌ NGĀ TĀNGATA KATOĀ



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**CCS Disability Action**  
**Submission**

**Queenstown Lakes District Council**  
**Annual Plan 2017 - 2018**

SOUTHLAND

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FAX

[www.ccsDisabilityAction.org.nz](http://www.ccsDisabilityAction.org.nz)

## Introduction

CCS Disability Action supports around 3,500 disabled people across New Zealand and has been operating for over 80 years. We have a good knowledge of the lived experience of disability. This along with the advocacy and research that we carry out puts CCS Disability Action in an excellent position to work with Local Authorities to improve access across New Zealand.

We agree that the Council has been bold by proposing \$2 bus fares in the consultation document and believe that the whole community will benefit from cheaper public transport. However to really lead the way in providing public transport services the Council must ensure that the associated infrastructure (bus stops, footpaths) are accessible. Failure to do this will mean that a significant and growing section of the community will be excluded from using public transport and making a contribution to the community.

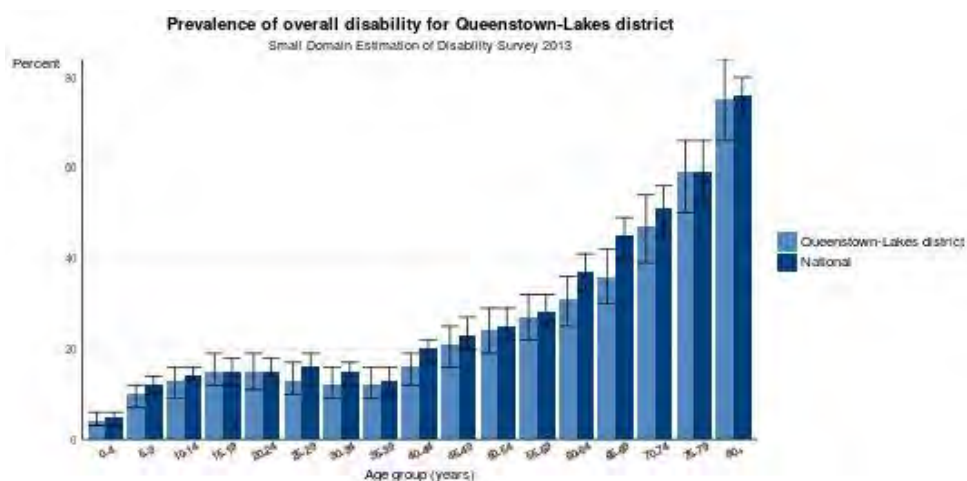


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The Council consultation<sup>i</sup> document states that the population in the district is growing with a 7.1% rise in the population in the last year and that is predicted the area will be a key growth area for the next decade. As well as considering overall population growth, it is imperative that the Council consider the pressure that some subsets of the population will put on services and infrastructure. This includes the proportion of the population with a disability and the increasing demands created by the aging population and visitors who have access needs.

The 2013 New Zealand Disability Survey showed 26% of the Otago Population has a disability<sup>ii</sup> compared with 24% of New Zealand's Population. Using the 2013 disability survey Statistics New Zealand has just released disability estimates for small areas in New Zealand<sup>iii</sup>. The graph below shows the prevalence of overall disability for the Queenstown-Lakes District and national prevalence rates; local and national rates are similar. It is important that the council recognise that disabled people feature in all age groups and that the consequences of disability are considered when planning etc.



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As the population ages the demand for accessible services will increase, disability increases with age, 59%<sup>i</sup> of the New Zealand Population over the age of 65 has a disability. In addition to this Statistics New Zealand<sup>iv</sup> predicts that the largest growth in the 65+ age group will occur between now and the early 2030's as the baby boomers enter this age group.

As well as an increase in the local population the demand for accessible facilities by local and national tourist will increase. Many tourists with access needs are baby boomers and have the resources and time to travel. Disabled tourists contribution to the Australian Tourism GDP ranged between 11% and 18% of total tourism market in 2003/2004<sup>v</sup>.

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## Submissions

### **Making Public Transport great, cheap and providing a more convenient service**

We fully support the provision of \$2 bus fares. This will benefit many members of the community. However for the bus service to be of benefit to the majority of the community the Council must ensure that not only the buses, but the supporting infrastructure e.g. bus stops, footpaths are accessible i.e. convenient.

The \$2 bus fares will mean that many people who do not currently use public transport (because of the cost) or only use public transport for essential services e.g. to attend medical appointments etc. will have some additional resources to spend in the community.

1. We recommend that the Council work with the Otago Regional Council to ensure that a fully accessible bus service is provided. This means that the bust stops and foot paths leading to the bus stops must be accessible. There is no advantage in having an accessible bus if disabled users are not able to make their way to the bus stop and wait in the shelter of an accessible bus stop

**2. We recommend that the Council consult with the disabled community and access professionals to ensure that accurate information regarding access requirements is gathered.**

As access needs vary, many Councils find that forming a Disability Advisory Group an informative and inexpensive way to gather information about local access concerns. When this information is used in conjunction with advice from access professionals e.g. transport engineers or access advisors with expert access knowledge access can be improved and expensive mistakes and retrofitting can be avoided.

**3. We recommend that the Council systematically measure access needs.**

In response to the lack of information/tools for Councils to use to identify access requirements and plan improvements. CCS Disability Action in cooperation with transport professionals and disabled people has developed tools which Councils have successfully used to identify access needs and develop an achievable access improvement plan. These include.

- a) **Technical street audits.** These audits are done by professionals with specialised technical knowledge and skills and identify the areas where access is poor. We recommend that the Council commit a small percentage of its annual maintenance budget to conducting street audits and using the information gained to plan access improvements as part of its regular maintenance schedule. Some Councils in the North Island have used this process successfully.

b) **Pedestrian street audits.** This involves counting users of visible mobility aides as a subset of the population. This is a very simple process which provides clear information about the people who are able to access the community and also gives an indication of people who are not able to access the community. This process was used in Hamilton<sup>vi</sup> to measure pedestrian traffic before and after an infrastructure up grade at an intersection. This study showed an increase in formal crossing use following the improvements, with an increase in all people crossing from 41% to 51% and an 88% increase in visible mobility aide users.

4. **Car parks.** We recommend that when the Council reviews Car parking or creates new car parks that accessible car parks are included

#### 5. Lakeside play ground

The public playground is one of the most important settings for child development<sup>vii</sup>. Play contributes to children's physical, cognitive, emotional and social development<sup>viii</sup>. Adults, who play with children in playgrounds also benefit from the interaction with the children and the physical activity.

We recommend that some of the new play equipment purchased is accessible i.e. can be used by children with disabilities and that the playground itself is accessible. Many playgrounds have accessible play equipment/areas which cannot be used as fencing, path design etc. prevents children and their families from reaching the play equipment. The Council has a substantial budget for this project and we consider it imperative that the Council consult with the local community regarding this and also with a playground designer who has expertise in designing accessible play grounds. There are examples of accessible play grounds in New Zealand which have been designed by designers with access design knowledge.

### **Conclusion**

Improving access makes sound economic sense, and the demand for accessible facilities is steadily increasing. It is acknowledged that this is a long-term process that requires a financial investment. However the consequences of poor access will only be compounded in the future if action is not taken.

### **We would like to speak to our submission**

**Contact** Mary O'Brien, Moving Around Communities Coordinator, CCS Disability Action Southern Region. [REDACTED]

[REDACTED]



**ccs**  
**disability action**  
Including all people

TE HUNGA HAUĀ MAURI MŌ NGĀ TĀNGATA KATOA

## References

- 
- <sup>i</sup> <http://www.qldc.govt.nz/assets/Uploads/Your-Views/Annual-Plan-2017/QLDC-Annual-Plan-17-Consultation-Doc.pdf>
- <sup>ii</sup> [http://www.stats.govt.nz/browse\\_for\\_stats/health/disabilities/DisabilitySurvey\\_HOTP2013.asp](http://www.stats.govt.nz/browse_for_stats/health/disabilities/DisabilitySurvey_HOTP2013.asp) Accessed - 20.4.17
- <sup>iii</sup> <https://statisticsnz.shinyapps.io/Disability/>
- <sup>iv</sup> [http://www.stats.govt.nz/browse\\_for\\_stats/population/estimates\\_and\\_projections/projections-overview/nat-labour-force-proj.aspx](http://www.stats.govt.nz/browse_for_stats/population/estimates_and_projections/projections-overview/nat-labour-force-proj.aspx) Accessed -20.4.17
- <sup>v</sup> <http://www.accessalliance.org.nz/media.html> Accessed -20.4.17
- <sup>vi</sup> <http://www.itf-oecd.org/sites/default/files/docs/economics-enhancing-accessibility.pdf> Accessed -20.4.17
- <sup>vii</sup> <http://www.ncaonline.org/resources/articles/playground-universaldesign.shtml>
- <sup>viii</sup> [http://www.unicef.org/sowc2013/focus\\_playgrounds/reserves\\_of\\_inclusion.html](http://www.unicef.org/sowc2013/focus_playgrounds/reserves_of_inclusion.html)

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# O'CONNELL Markland

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## Submitters Comment

Hi I travelled from Melbourne to Queenstown last year in April specifically to ride Mountain bikes, I heard good things and could do it fairly cheaply. Its now on my annual holiday list. I've ridden in Whistler, and was very impressed with QT. It is a mind blowing adventure sports capital and should be promoted further as the number 1 destination for all types of mountain biking in the southern hemisphere.

The terrain, elevation, dirt and existing infrastructure make it paradise for a mountain biker. The people, and community around the riding will keep me coming back again and again, and I'll be bringing my friends.

Please support QMTBC's submission to build several connecting trails and descents on QLDC land on Ben Lomond. Opening more up more of Fernhill to mountain biking would be of great attraction to myself and my friends, as mountain bikers, and outdoor enthusiasts to travel from Oz to NZ.

Sincerely  
Markland O'Connell

---



# O'CONNELL Phillipa

Wanaka/Upper Clutha

---

## Submitters Comment

I completely disagree in the chlorination of Hawea water.

It is unnecessary and we do not need or want it. Would 100% rather the risk of a small short outbreak & a short term chlorination but not permanent.

I absolutely disagree & feel the community as a whole doesn't want this.

---



# O'CONNOR Anja

Wanaka/Upper Clutha

---

## Submitters Comment

Encourage active transport as alternative to cars.

More bicycle lanes, open roads are not an option for commuters, eg Luggate, Hawea, even Albert Town. Widen roads such as Riverbank Road to accommodate safe journeys? by bike.

Less carparking downtown and more cycle/walkways.

Buy Sticky Forest as a community green space for generations to come.

Housing, consider co-housing concepts.

---

# O'CONNOR Anja

Wanaka/Upper Clutha

---

## Submitters Comment

Affordable Housing, to look and learn from Aucklands Unitary Plan. Cohousing can be made attractive but needs solid rules underlying it. At present property use rules don't allow this.

---

# OCONNOR Sue

Wakatipu

---

## Submitters Comment

A few comments. Sorry if the following are not directly linked to the plan.

Yes to any solution to the housing crisis. This has to have priority.

Yes to the idea of subsidised bus transport.

Regarding water - I believe we need to impose a charge for the use of water, funding from this could be used for keeping our waterways pure.

I believe at present the Arrowtown swimming pool is a waste of time and money as it is so often too cold to use. All the community would benefit long term if the pool were to be heated, especially as swimming is so important for children.

Any chance of lobbying the Government for a visitor tax? If every overseas visitor paid merely \$10 the revenue would be amazing.

Keep up the great work you do, and thank you for the opportunity to comment.

Sue OConnor  
8 Camp Lane  
Arrowtown.

---

# O'DONNELL Sarah

Destination Queenstown

-

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## Submitters Comment

Please see attached submission

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## SUBMISSION ON QUEENSTOWN LAKES DISTRICT COUNCIL ANNUAL PLAN

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**TO:** Queenstown Lakes District Council  
Private Bag 50072  
Queenstown 9348

**NAME OF SUBMITTER:** Destination Queenstown Inc

[REDACTED]  
[REDACTED]

---

**27 April 2017**

To Whom It May Concern,

**RE: Destination Queenstown submission to QLDC Annual Plan**

Please accept the accompanying document in support of Destination Queenstown's official submission to Queenstown Lakes District Council's Annual Plan. The document is Destination Queenstown's 2017-18 Business Plan, as endorsed by its Strategic Review Board at a meeting held on 26 April 2017. Our submission seeks continued funding for DQ's role of destination tourism marketing, through the targeted tourism promotion levy on commercial rates.

Destination Queenstown has followed a robust process of consultation with our members and community during the development of the business plan. The process is outlined below;

- 1/ The DQ Executive team review current plan and scope out the new plan
- 2/ DQ Board meet with DQ Executive team to discuss overall strategy and top line issues
- 3/ DQ Members and stakeholders are invited to give ideas to contribute to the development of the plan
- 3/ Draft business plan is presented to DQ Board for comment and amendments
- 4/ Draft business plan is presented at the Quarterly Members Update meeting and posted on the DQ website for comment and input by all DQ Members.
- 5/ Draft plan is sent to the Strategic Review Board (SRB) members to review, share with their sector and comment
- 6/ SRB meeting is held to sign off plan and funding level request from QLDC

Destination Queenstown

If more information is required please contact Destination Queenstown CEO Graham Budd on [REDACTED] or contact Destination Queenstown Marketing and Communications Director Sarah O'Donnell (details below).

Yours sincerely,



**Sarah O'Donnell**  
**Marketing and Communications Director**

[REDACTED]  
[REDACTED]  
[REDACTED]

Destination Queenstown



# *Destination Queenstown* **Business Plan FY17–18**



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# VISION AND MISSION

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*Our vision is to position Queenstown as the Southern Hemisphere's premier four season lake and alpine resort*



Our mission is to work with the Queenstown community and the New Zealand tourism industry to facilitate sustainable, year round, visitor growth through responsive and effective marketing communications

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# SITUATION ANALYSIS

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Year-end December 2016 results show a year of growth for Queenstown in both visitor arrivals and expenditure. Commercial guests nights have experienced continued growth with a total of 3,506,750 guest nights at year end Dec 2016\* -- an 8.3% increase on year-end 2015 and exceeding DQ's annual growth target of 4%. This growth was driven primarily from the international visitor market, with international guest nights up 12.3% over year end 2015 to 2,439,350. The domestic market grew by only 0.1% on prior year up to 1,067,395. The static growth in the domestic market will be a core focus for DQ in FY17-18.

Our annual visitor number is an estimated 2.9 million visitors – made up of 1.8 million overnight visitors, and 1.1 million day visitors. The market split for international vs domestic visitors to Queenstown remains steady with international travellers accounting for 70% of all Queenstown visitors, up from 67% in 2015, and domestic visitors accounting for 30% of Queenstown's visitors. Australians continue to make up the largest number of international visitors to Queenstown, followed by China, USA, UK, and Germany. Targeting value over volume was a key theme in FY16-17 and this will continue in FY17-18. Overall visitor expenditure in Queenstown grew significantly at year-end December 2016 with international expenditure up 12.6% to \$2.1 billion. Domestic expenditure also increased 6.8% to \$679 million at year-end December 2016. International expenditure in Queenstown in 2016 was \$1.43 billion, second only to Auckland at a national level.

While Queenstown has enjoyed growth in FY16-17 in both visitation and expenditure, there has been an observable sense of the market slowing toward the end of 2016. There has been a flattening in visitation growth from China and the rate of growth in expenditure has slowed, breaking the five year pattern of exponential growth from this market and greater growth of value over volume. The US market has strengthened in FY16-17 and the recovery and growth of this market has continued the pattern of the previous 12 months. While the domestic market has largely been static, the Australian market continues to be our strongest international market with expenditure up 12% year on year. Increased airline capacity into New Zealand has supported the industry and contributed to growth, and potentially assisted with countering a slightly less favourable exchange rate. DQ will continue to focus on the New Zealand and Australian markets as a priority as well as being active in the key long haul markets via trade channels.

Overall average length of stay in Queenstown decreased in 2016 down from 2.74 nights in 2015 to 2.55 nights. This decrease is potentially linked to an emerging dispersal trend of visitors staying outside of Queenstown and visiting for the day. Work is being undertaken to understand and address this in FY17-18. Looking ahead to FY17-18, the outlook remains reasonably buoyant in terms of visitor arrivals and expenditure. A key focus for DQ will be on maintaining appeal in the domestic market, as well as internationally, and recovering average length of stay. There will also be a focus on stakeholder engagement, both at industry level and also locally, enhancing resident community engagement on key visitor issues, impacts and sentiment (nationally recognised under the theme of Social Licence to Operate) as the industry balances our continuing popularity with Queenstown's capacity to accommodate growth, particularly over peak seasons.

\* Commercial Accommodation Monitor, Statistics New Zealand

# STRATEGIC PRIORITIES 2015-2018

FY17-18 is the final year in DQ's three year 2015-2018 plan. The strategic focus for DQ activity is the completion and delivery of the objectives for each of the eight core priority areas.



# STRATEGIC PRIORITIES FY17-18

For this financial year DQ will have a strong focus on four of the key priority areas to ensure completion of our three year strategic focus and full delivery of the objectives. These areas are; ***brand marketing, high impact initiatives, stakeholder engagement and core business.***





# ORGANISATION OBJECTIVES

## 1. To continue to drive year round demand for Queenstown by;

- maintaining peak seasons
- growing shoulder seasons.

## 2. To grow the value of visitors to Queenstown by;

- positioning Queenstown as an aspirational and accessible destination for travellers of all styles, with consistent key messages that support the brand proposition
- leveraging Queenstown's unique brand and positioning as the Southern Hemisphere's leading four season destination as the basis for growing value ahead of volume
- enhancing visitors understanding of what Queenstown offers to drive increased length of stay and expenditure.

## 2. Lead positive stakeholder communication and engagement including;

- aligning national messaging regarding Queenstown with DQ's objectives/positioning
- enhancing local community and stakeholder relationships.

# EXECUTIVE SUMMARY

**Destination Queenstown (DQ) is the Regional Tourism Organisation (RTO) for the Queenstown area. Our role is to market Queenstown, both domestically and internationally, on behalf of our local business community with the vision of positioning Queenstown as the Southern Hemisphere's premier four season lake and alpine resort.**

The Queenstown region has continued to experience growth over FY16-17. There is an estimated 2.9 million visitors annually to Queenstown and our international reputation has continued to promote growth across the seasons. As New Zealand's premier four season destination we have continued to deliver quality visitor experiences, with a diverse range of world class tourism experiences set against a backdrop of spectacular alpine landscapes. Growth in value over volume has continued in this financial year and this will continue to be a focus for DQ in FY17-18.

DQ has continued to be involved in local destination management issues that impact both the visitor and community experience. At a national level, sector sustainability is a topical issue and DQ is part of a national focus on sustainable tourism growth. This activity is reflected in DQ's FY17-18 plan. Directly we have an increased focus on stakeholder communication with the objective of leading positive stakeholder communication and engagement, aligning national messaging regarding Queenstown with DQ's objectives/positioning and enhancing local community and stakeholder relationships. Indirectly the CEO has been given a mandate from the DQ Board of Directors to spend time focusing on these crucial industry issues and DQ is engaged in influencing these issues both at a local and national level.

FY17-18 is the final year of Destination Queenstown's FY15-18 three year plan and attention is being given to fulfilling the objectives of the eight core priority areas we set out to achieve in 2015. The organisation has three core goals in this financial year which are to continue to drive year round demand for Queenstown by maintaining peak seasons and growing shoulder seasons; to drive value over volume and to enhance our stakeholder engagement and communication.

There will be more emphasis on four of our eight core priority areas; **1) Brand marketing, 2) High Impact initiatives, 3) Stakeholder engagement and 4) Core business.**

DQ will continue the bulk of our core activity under the functional areas of media, campaigning, website, marketing and trade but there will be an increased focus on the Queenstown Convention Bureau (QCB). During FY16-17 DQ undertook a thorough review of the QCB, its strategies and operation, resulting in an increase in allocation of resources and greater investment in sales management and systems and proactive new business development. A key activity in FY17-18 will be the successful delivery of the Amway China incentive program.

Overall DQ will continue to align with and leverage Tourism New Zealand activity where appropriate. TNZ is firmly focused on promoting shoulder season travel as well as significant focus on the premium market. The focus for China will largely be on the premium market, through trade and industry. TIA's

Tourism 2025 framework includes developing market insights, growing sustainable air connections, targeting for value, focus on productivity and enhancing visitor experience. DQ's strategies and activity outlined in this plan demonstrate how DQ is aligned with the industry's framework, as it meets the needs of our members.

The overall goal for the organisation in FY17-18 remains unchanged as we complete the third year of the three year plan, and that is to achieve 6% increase in annual visitor expenditure and 4% growth in the number of visitor guest nights.

Input into the FY17-18 plan has been sought from DQ stakeholders, including external stakeholders, sector representatives, DQ member groups and across DQ's catchment area of Queenstown, Arrowtown, Gibbston, Glenorchy, Kingston and the surrounding environs. Underpinning the FY17-18 plan is the continued organisational focus on achieving optimal efficiency and effectiveness in all DQ activity.

# PERFORMANCE TARGETS

Destination Queenstown's performance is measured annually by the key performance indicators, at a destination level, outlined in the table below. Specific metrics are identified, where possible, in the individual business plans.



MEASURE	DATA SOURCE	FREQUENCY	INDICATOR
1. Visitor volume - numbers - Domestic - International	<ul style="list-style-type: none"> <li>Commercial Accommodation Monitor (CAM)</li> </ul>	<ul style="list-style-type: none"> <li>Monthly</li> <li>Quarterly</li> <li>Annually</li> </ul>	<ol style="list-style-type: none"> <li>Vs. prior year.</li> <li>Vs. national average.</li> <li>Average length of stay</li> </ol>
2. Visitor value - spend	<ul style="list-style-type: none"> <li>Monthly Regional Tourism Estimates (MRTE's)</li> </ul>	<ul style="list-style-type: none"> <li>Monthly</li> <li>Annually</li> </ul>	<ol style="list-style-type: none"> <li>\$ spend growth vs. prior year.</li> <li>\$ spend growth Queenstown vs. national average.</li> </ol>
3. Return on investment	<ul style="list-style-type: none"> <li>DQ expenditure</li> <li>MRTE's</li> </ul>	<ul style="list-style-type: none"> <li>Annually</li> </ul>	<ol style="list-style-type: none"> <li>Ratio of DQ spend : Visitor spend</li> <li>Ratio vs rest of NZ</li> </ol>
4. Satisfaction	<ul style="list-style-type: none"> <li>QLDC residents survey</li> <li>DQ members survey</li> <li>Visitor Satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>Annually</li> </ul>	<ol style="list-style-type: none"> <li>Vs. target satisfaction</li> <li>Vs. prior year</li> <li>8.9/10 Satisfaction score</li> </ol>



# TARGET MARKETS

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DQ's aim is to build visitor demand in target markets to attract higher yielding and longer staying visitors.

The majority of DQ's consumer marketing campaign funds are invested in the NZ and Australian markets, which are Queenstown's largest two markets in terms of both visitation and expenditure, and provide effective return on investment for direct to consumer marketing. Marketing in the long haul markets is conducted through trade and media channels, with our Southern Lakes international marketing alliance and other key partners.

## **1. New Zealand**

Target markets: Auckland, Wellington, Christchurch and the regional drive zone

## **2. Australia**

Target markets: Sydney, Melbourne, Brisbane, Gold Coast.

## **3. Long haul tier one priority markets: US, China, UK and Europe**

## **4. Long Haul tier two priority markets: India, Japan, Singapore and Malaysia.**

## **5. Developing markets: Indonesia and Latin America (Brazil, Chile, and Argentina).**

# LONG HAUL MARKET FRAMEWORK

Destination Queenstown is part of the Southern Lakes International Marketing Alliance (IMA) with Lake Wanaka Tourism and Destination Fiordland. The framework below represents the IMA's approach to reaching the long haul markets, and is largely underpinned by TNZ activity and leverages this through tradeshow and co-ordinated sales opportunities.

	Core Markets		Emerging Markets	
Category	Invest to grow	Maintain	Invest to grow	Research
Framework	Market showing signs of growth	Managing growth to optimise value	Great growth potential due to connectivity to NZ and size of population	Unknown/new markets identified
	Potential to increase trade opportunities in the short to medium term	Ability to deepen awareness and knowledge	Significant industry wide focus has been identified	Exploratory - assessing opportunities for future strategy development
	Foster more focused regional knowledge in market	Maintain and grow existing relationships	Depth of understanding of the market is required to gain 1st hand knowledge	Medium term potential
Markets	USA China, Hong Kong and Singapore (premium)	UK/Europe China Japan & Korea India	Indonesia Latin America (Brazil/Chile/Argentina)	

# MARKETING COMMUNICATIONS FRAMEWORK

The marketing communications framework visually represents the tactical activity that will deliver on the organisation's strategic direction.

	ESCAPE	MAJESTIC	OPEN TO THE WORLD	ENERGY
	The brand pillars and proposition underpin and support the execution of all activity			
<b>Seasonal Proposition</b>	<b>SUMMER</b> Excitement and vibrancy Adventure	<b>AUTUMN</b> Active relaxation and revitalisation	<b>WINTER</b> Ski Heart of the alps (epic) Après ski vibrancy	<b>SPRING</b> Playful A time of year when everything is possible
<b>Target audience personas</b>	Single Adventurers Independent Professionals Reward Seekers	Independent Professionals Reward Seekers	Single Adventurer Independent Professionals	Independent Professionals Single Adventurers
<b>Story platforms</b>	Adventure Landscapes and nature Hiking	Food and wine Wellness Soft Adventure Shopping	Ski Après ski Food and Beverage Adventure	Biking Golf Adventure Ski
<b>Channels</b>	Digital campaigns DQ Media program	High Impact campaign Digital campaign IMP DQ media program	Pre-season and core winter digital campaign DQ media program	High Impact campaign DQ media program IMP
	<b>DQ CONTENT STRATEGY</b> (including social media, website, video and user generated content (UGC))			

## Audience Persona key:

Single Adventurer: *Seeking excitement and personal challenge. Highly social and connected. Age: 15 – 29. Adventure, Discovery, Sociable, Fun, Excitement, Challenge, Energetic.*

Independent Professionals: *Seeking enriching new experiences. Exploring the world before commitments tie them down. Age: 25-40. Enrich, Explore, Grow, Reinvigorate, Self-aware.*

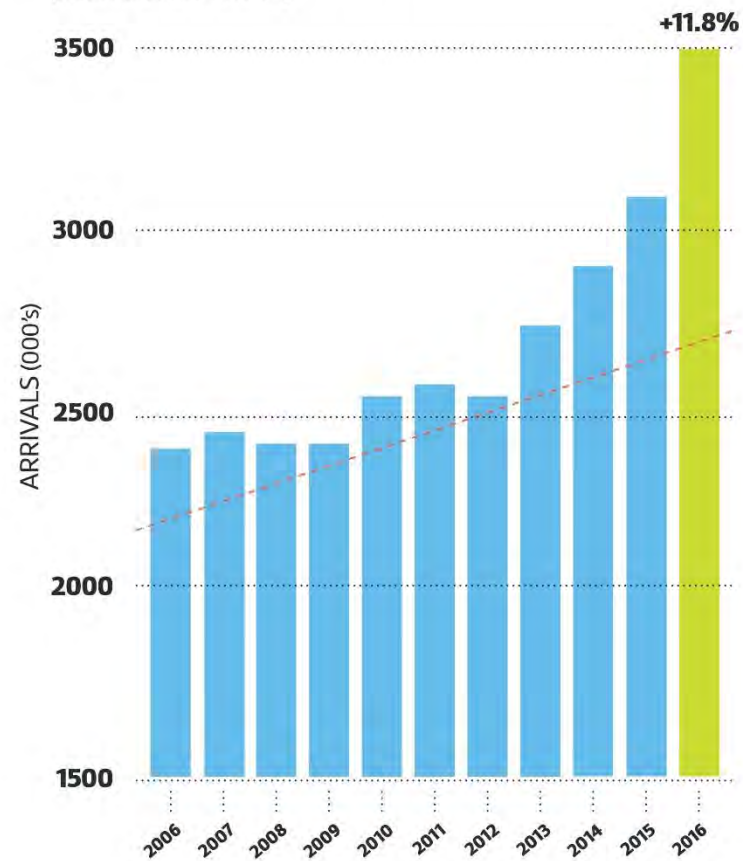
Reward Seekers: *Seeking reward, fulfilment and satisfaction through once-in-a-lifetime experiences. Age: 40-70. Reward, Discover, Fulfil, Comfort, Wellbeing, Active Relaxation.*

# NATIONAL PERFORMANCE

## ANNUAL ARRIVALS INTO NEW ZEALAND

YEAR END DEC 2016

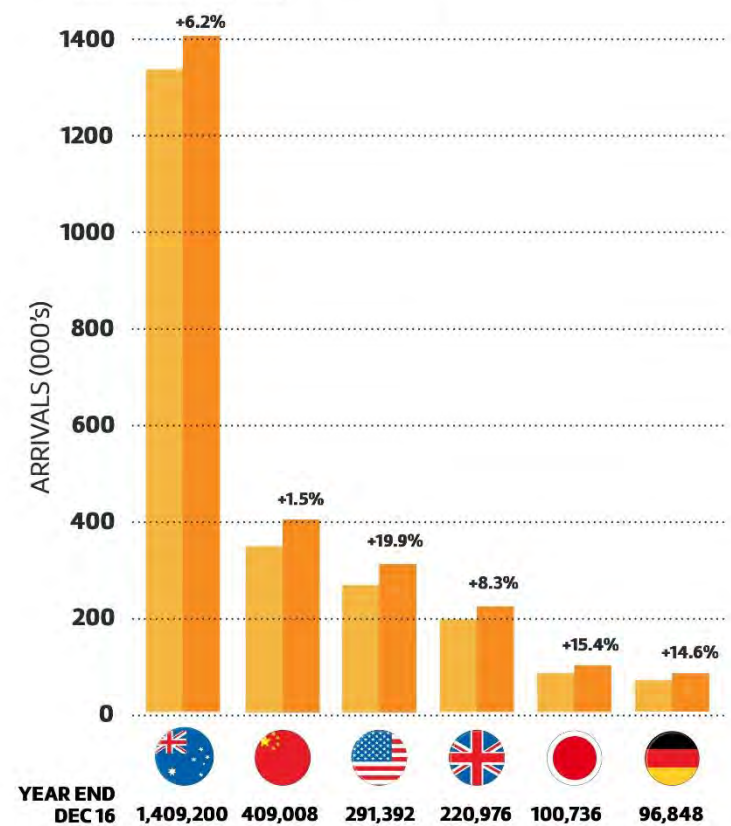
[Source: International Visitor Arrivals]



## INTERNATIONAL MARKET ARRIVALS

YEAR END DEC 2015 vs 2016

[Source: International Visitor Arrivals]

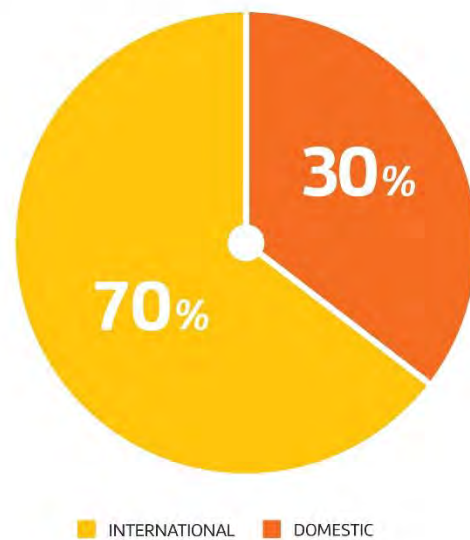


# QUEENSTOWN PERFORMANCE

## QUEENSTOWN GUEST NIGHTS BY ORIGIN

YEAR END DEC 2016

[Source: Commercial Accommodation Monitor]



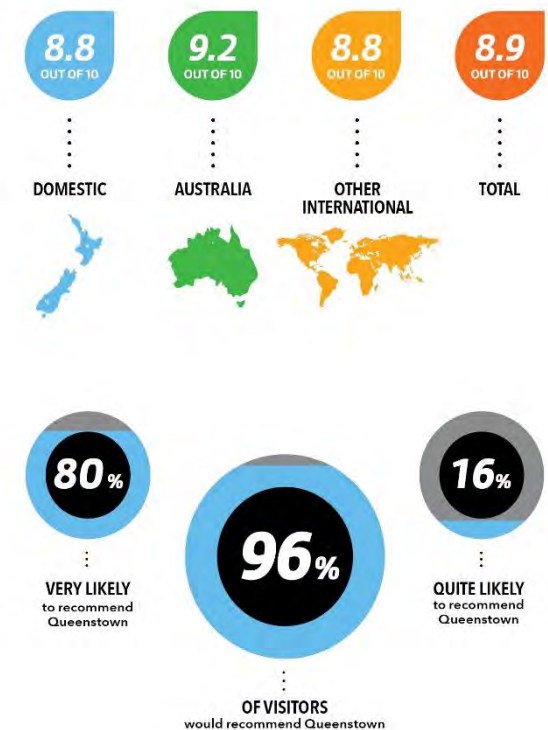
## ANNUAL VISITORS TO QUEENSTOWN



## VISITOR SATISFACTION

YEAR END DEC 2016

[Source: Visitor Insights Programme]

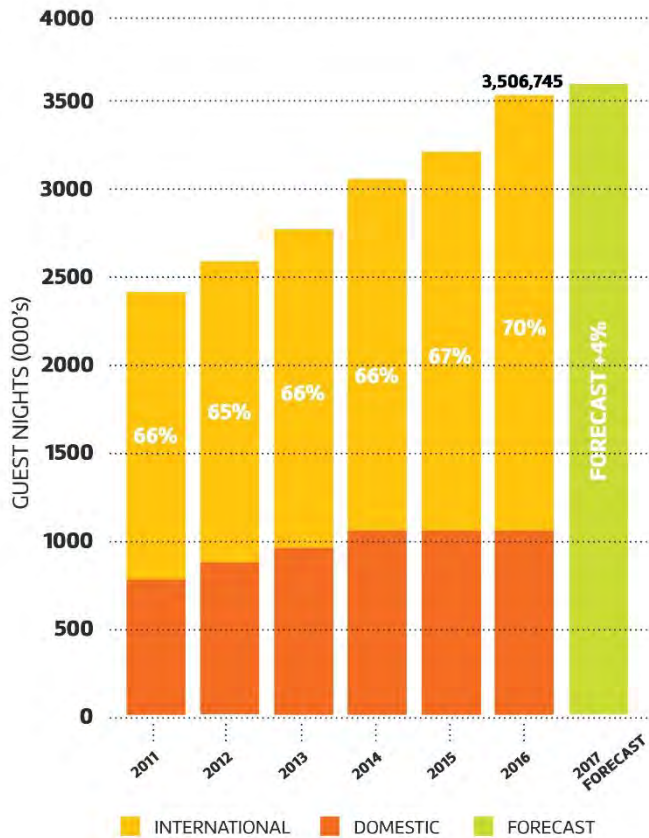


# QUEENSTOWN PERFORMANCE

## QUEENSTOWN COMMERCIAL GUEST NIGHTS

YEAR END DEC 2016

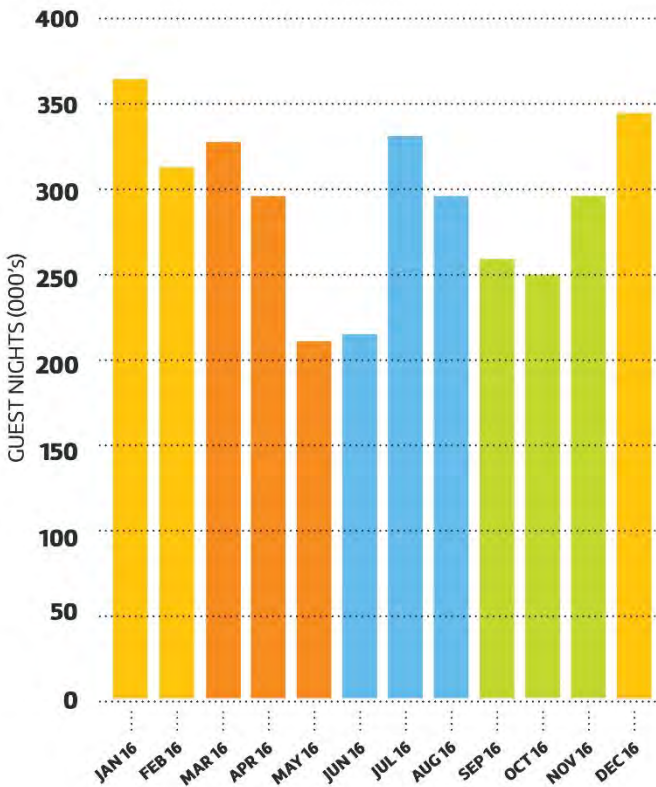
[Source: Commercial Accommodation Monitor]



## QUEENSTOWN GUEST NIGHTS BY MONTH

YEAR END DEC 2016

[Source: Commercial Accommodation Monitor]



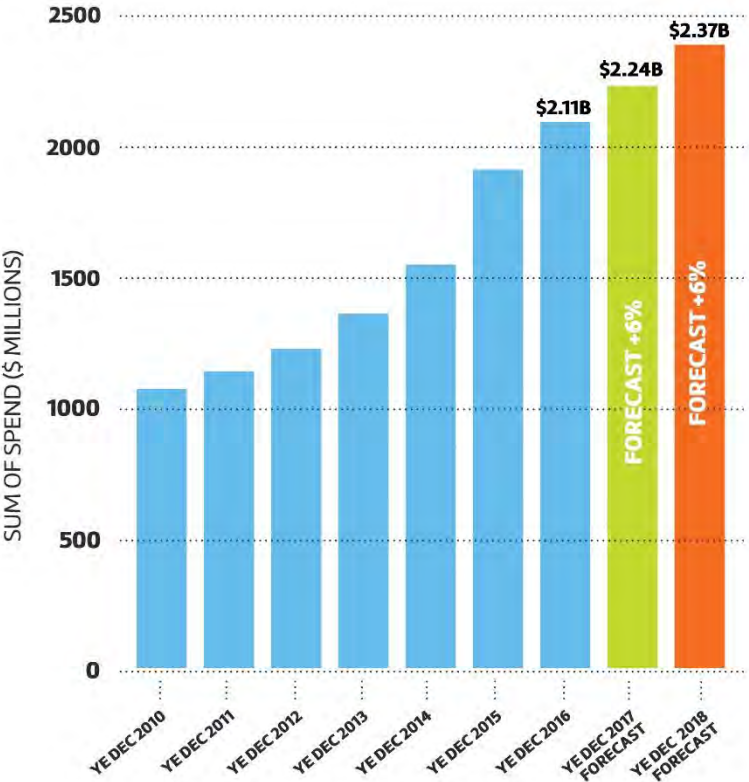


# QUEENSTOWN PERFORMANCE

## QUEENSTOWN TOURISM EXPENDITURE

YEAR END DEC 2010 – YEAR END DEC 2018 FORECAST

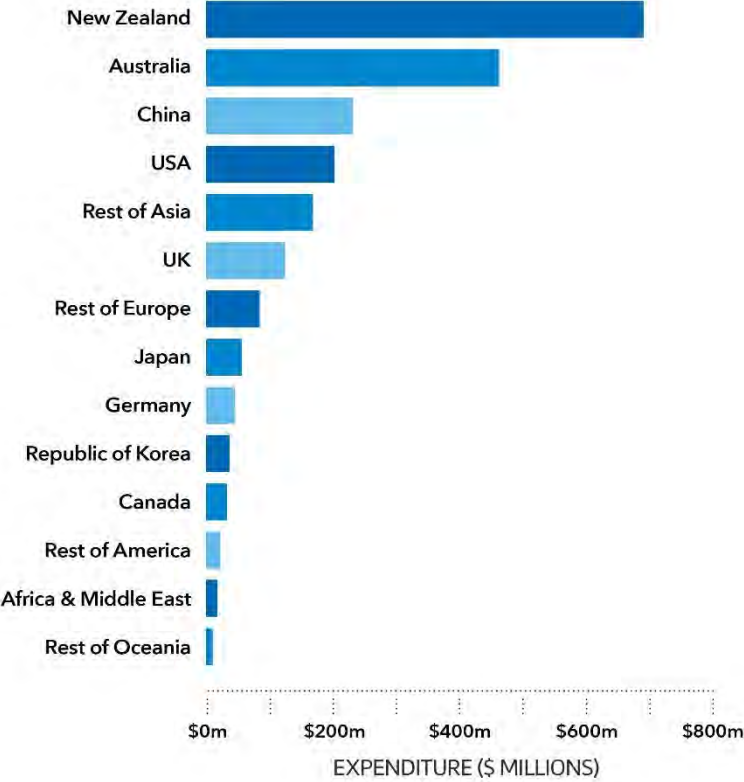
[Source: Monthly Regional Tourism Estimates]



## QUEENSTOWN TOURISM EXPENDITURE BY COUNTRY OF ORIGIN

YEAR END DEC 2016

[Source: Monthly Regional Tourism Estimates]

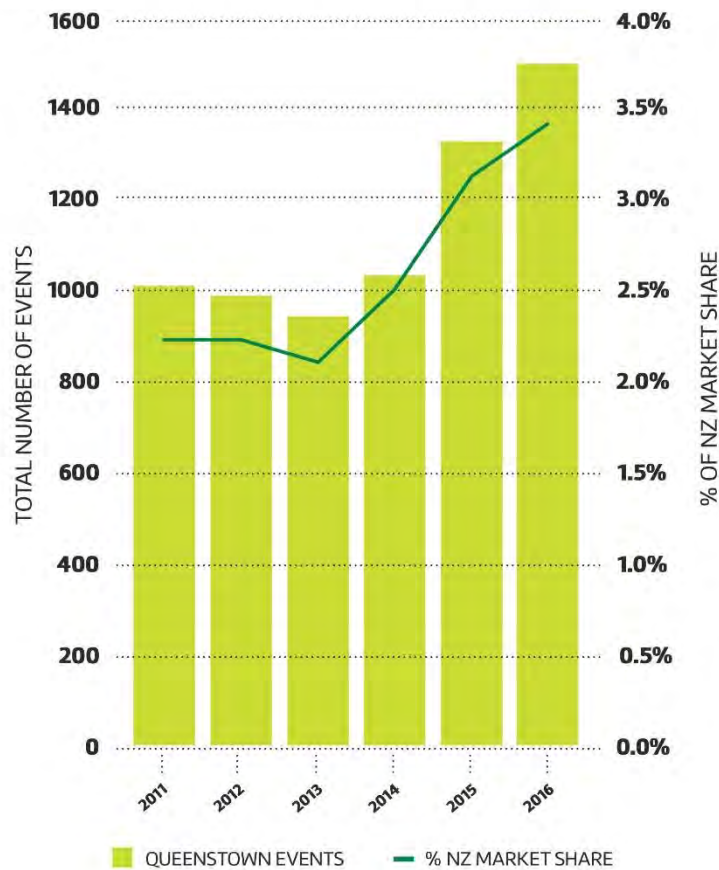


# QUEENSTOWN C&I PERFORMANCE

## QUEENSTOWN C&I GROWTH

YEAR END DEC 2011 – YEAR END DEC 2016

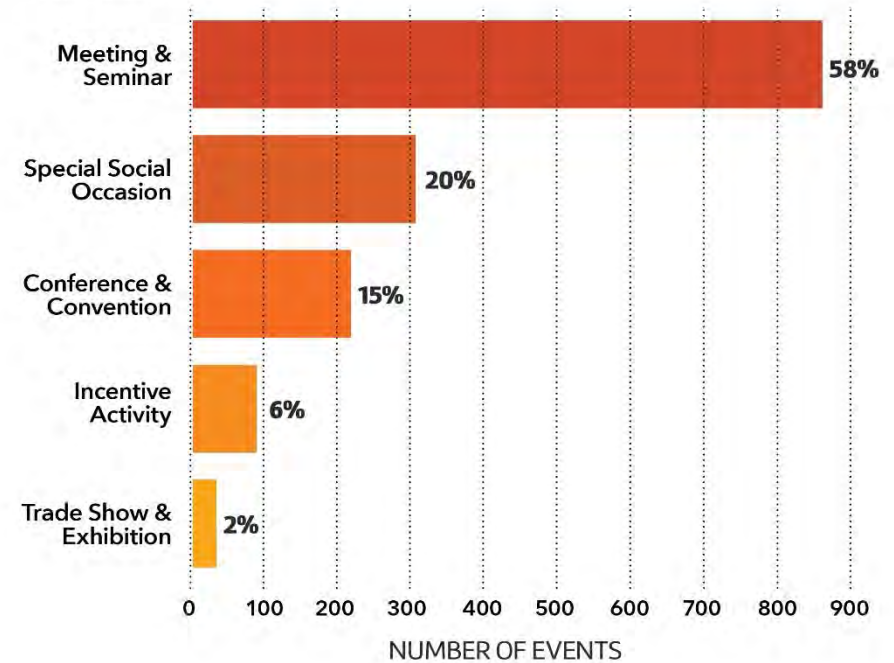
[Source: Convention Activity Survey]



## QUEENSTOWN EVENTS BY TYPE

YEAR END DEC 2016

[Source: Convention Activity Survey]



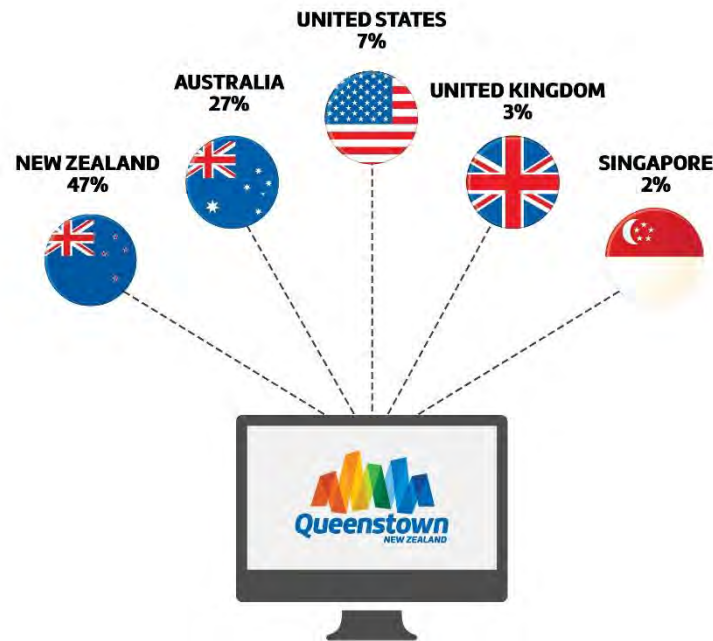


# DESTINATION QUEENSTOWN ONLINE METRICS YE DEC 16

## TOTAL VISITS TO queenstownNZ.nz

DESTINATION QUEENSTOWN WEBSITE METRICS  
YEAR END DEC 2016

[Source: Google Analytics]



TOTAL ANNUAL VISITS TO queenstownNZ.NZ  
**1.63 Million**

## SOCIAL MEDIA CHANNELS

YEAR END DEC 2016



**203,000**  
LIKES



**85,300**  
FOLLOWERS



**1,152,900**  
VIEWS



**7,340**  
FOLLOWERS

# BUSINESS PLANS

	DQ Consumer and Trade page 21
	Queenstown Convention Bureau page 37
	Queenstown Winter Festival page 42
	Study Queenstown page 44

# DQ CONSUMER & TRADE PLAN FY17-18

## Priority Area: Brand Marketing

### OBJECTIVES

- Position Queenstown as New Zealand's leading four season visitor destination.
- Utilise Queenstown's four brand pillars to communicate our unique proposition.
- Showcase Queenstown positively using marketing communications activity to shape the perception of Queenstown.

Strategy	Activity	Delivered by	Outcome or KPI
Leverage our brand pillars to create reasons to visit, with particular focus on the 'Open to the World' pillar.	<ul style="list-style-type: none"> <li>Portray the vibrancy and energy of Queenstown as a positive reason to visit by developing messaging and sharing content that demonstrates the mix of the vibrant downtown with the space, freedom and authenticity of a visit to Queenstown.</li> <li>Utilise DQ media programme and PR strategy to deliver content that reinforces our brand pillars.</li> </ul>	Marketing Media	<ul style="list-style-type: none"> <li>Grow online engagement by channel by 2% over FY16-17</li> <li>Benchmark video performance by channel and grow by 5%</li> <li>Grow overall propensity to visit consideration by 2% per quarter, measured by the Visitor Perception Survey</li> </ul>
Develop a content strategy to shape our brand proposition on our digital channels	<ul style="list-style-type: none"> <li>Deliver an 'always on' digital content strategy that tells the brand story and shapes positive destination reputation (SEM, videos, FB posts, blogs, itineraries, Instagram stories).</li> <li>Deliver a schedule of activity that builds the brand story and highlight reasons to visit through targeted digital 'pulse' activity throughout the year.</li> <li>Utilise photos on social media and Instagram Stories that show our place "right here, right now." Create themes and curate content from DQ assets and third parties to showcase this.</li> </ul>	Marketing Media	<ul style="list-style-type: none"> <li>Grow online engagement by channel by 2% over FY16-17</li> <li>Grow volume of traffic to site from social channels by 5%</li> <li>Retain the 'vibrant &amp; exciting' attribute as the leading attribute associated with Queenstown (measured by Visitor Perception Survey)</li> </ul>

Enhance our web presence to further build Queenstown's brand proposition and positively shape the perception of our destination.	<ul style="list-style-type: none"> <li>• Continue to improve usability of the website by monitoring user experience and refining functionalities.</li> <li>• Maintain our position as the leading source of visitor information on Queenstown.</li> <li>• Explore translation requirements for website.</li> <li>• Act as key referral source to our members' websites.</li> <li>• Leverage Youtube and other social media channels to drive website visitation.</li> </ul>	Marketing	<ul style="list-style-type: none"> <li>• Web metrics: improve bounce rate by 4% year on year</li> <li>• Improve overall visitation to the website by 5%</li> <li>• Grow volume of traffic to site from YouTube</li> </ul>
Build the brand story and continue to drive the brand positioning.	<ul style="list-style-type: none"> <li>• Deliver a new promo video for trade and C&amp;I</li> <li>• Explore the creation of a destination brand video that can be utilised across multiple channels.</li> <li>• Audit image library and identify gaps. Undertake photo shoots to meet identified needs by Q4.</li> <li>• Create and capture content throughout the year that can be used in the year ahead.</li> </ul>	Marketing	<ul style="list-style-type: none"> <li>• Motivate travel to Queenstown in shoulder seasons, with target of 4% average volume growth across the year</li> </ul>

## Priority Area: High Impact Initiatives

### OBJECTIVES

- Deliver high impact campaigns that drive visitation in the targeted shoulder seasons.
- Reinforce the year-round appeal of Queenstown by maintaining positive messaging around visiting in peak season.
- Continue to build the unique proposition for each of Queenstown's four seasons.

Strategy	Activity	Delivered by	Outcome or KPI
Deliver a domestic campaign targeting travel in May/June	<ul style="list-style-type: none"> <li>Deliver a high impact, integrated campaign in target domestic markets that inspires and motivates travel to Queenstown, driving visitation in May and June.</li> </ul>	Marketing Media Comms	<ul style="list-style-type: none"> <li>Increase domestic guest nights in May and June by 4%, measured by the CAM</li> </ul>
Deliver an Australian campaign targeting travel in September and October	<ul style="list-style-type: none"> <li>Deliver a high impact, integrated campaign in East Coast Australia that drives visitation in September (ski shoulder and promotes Queenstown as a leading ski destination).</li> <li>Leverage consumer campaign activity in Australia through trade channels.</li> <li>Leverage the 2017 Winter Games to reinforce our spring ski proposition. Explore branding opportunities.</li> </ul>	Consumer Media Comms Trade	<ul style="list-style-type: none"> <li>Increase international guest nights in September by 4%, measured by the CAM</li> </ul>
Deliver a campaign that protects and maintains our core winter proposition, targeting domestic and Australian visitors	<ul style="list-style-type: none"> <li>Deliver high impact, targeted, integrated core winter campaign to defend Queenstown's premier winter positioning.</li> <li>Ensure focus on both domestic and Australian markets for core winter activity, including early bird.</li> <li>Gain TNZ investment for core winter campaign.</li> </ul>	Marketing	<ul style="list-style-type: none"> <li>Grow Australian ski arrivals by 4% over 2016 as measured by the IVS</li> </ul>
Deliver a schedule of tightly targeted activity to support all four seasons	<ul style="list-style-type: none"> <li>Use the DQ media program to support the summer proposition</li> <li>Proactively maintain Queenstown as a top of mind destination. year-round to enable us to inspire and motivate potential visitors through content strategy and pulse activity.</li> </ul>	Comms Marketing Media	<ul style="list-style-type: none"> <li>Increased web visitation by 5%</li> <li>Drive targeted traffic from pulse campaign activity to key website landing pages</li> </ul>

	<ul style="list-style-type: none"> <li>Explore opportunities to collaborate with airline partners to amplify DQ marketing initiatives in key markets.</li> </ul>		
Leverage Queenstown Winter Festival	<ul style="list-style-type: none"> <li>Leverage Winter Festival as a primary DQ winter marketing activation.</li> <li>Investigate a potential Winter Festival trade incentive program out of East Coast Australia.</li> <li>Utilise Winter Festival as a social influencer platform, work in partnership with the WF team on a Social Media Day event.</li> <li>Work with the Winter Festival media team to develop a media strategy for Winter Festival, targeting both domestic and Australian media coverage.</li> <li>Utilise Winter Festival to announce the arrival of winter season and attract shoulder season visitation.</li> </ul>	Trade Media Consumer	<ul style="list-style-type: none"> <li>Create awareness of the winter festival and reasons to visit in domestic media and Australian social media channels</li> <li>Grow visitation in June by 4%</li> </ul>
Reactive Media Opportunities	<ul style="list-style-type: none"> <li>Manage media team resources to respond to media and PR opportunities when results will be far reaching and will deliver an excellent return on investment.</li> </ul>	Media	<ul style="list-style-type: none"> <li>Deliver media results with strong ROI</li> </ul>

## Priority Area: Stakeholder Engagement

### OBJECTIVES

- Lead positive stakeholder communication and engagement including aligning national messaging regarding Queenstown with DQ's objectives and positioning.
- Enhance member, community and stakeholder relationships and engagement.
- Increase community understanding on key visitor issues and enhance sentiment toward the industry.
- Continue to build a positive Queenstown brand image through effective destination reputation management.

Strategy	Activity	Delivered by	Outcome or KPI
Review DQ's approach to member communications to grow member engagement.	<ul style="list-style-type: none"> <li>Refresh member communications and opportunities to engage with DQ.</li> <li>Review member update format, ensuring we undertake at least four updates a year.</li> <li>Consider introducing new initiatives such as DQ open days, functional area updates or a more interactive, informal member communication. Explore a news feed on members' area.</li> <li>Deliver a programme of member educational workshops and facilitate training for members to better service particular markets (China FIT, Social media, Halal tourism).</li> <li>Produce Fortnightly Remarks industry newsletter.</li> <li>Facilitate quarterly new member briefings.</li> <li>Engage with members on a one-to-one basis to assist with information, contacts, insights and understanding.</li> <li>Undertake an annual membership communication survey, evaluating DQ's communication with its membership.</li> <li>Undertake an annual membership satisfaction survey, to evaluate the organisation's performance and assess member needs and expectation.</li> </ul>	Comms Trade Marketing	<ul style="list-style-type: none"> <li>Grow the 'very-informed' segment measurement from 53% to 60% as measured by the annual communications survey</li> <li>Grow overall member satisfaction from 85% to 87% in 2017</li> <li>Share survey performance measures with the membership</li> </ul>

Address negative messaging regarding Queenstown at a national level and enhance stakeholder communication	<ul style="list-style-type: none"> <li>• Develop a toolkit of key messages that address key issues and present messages that align with Queenstown's objectives.</li> <li>• Develop strong national media relationships.</li> <li>• Emphasise the key role Queenstown plays in motivating international visitation to NZ.</li> <li>• DQ to be an active voice in representing tourism at local government and national government level.</li> <li>• Initiate relevant communications on key industry issues.</li> <li>• Attend industry forums.</li> </ul>	Comms Media Trade	<ul style="list-style-type: none"> <li>• Reduction in negative messaging around capacity, pricing, traffic and congestion issues in Queenstown</li> </ul>
Maintain and encourage Queenstown resident community recognition and support for the tourism industry	<ul style="list-style-type: none"> <li>• Engage in destination management issues that directly affect community sentiment to the visitor sector.</li> <li>• Produce Quarterly Remarks community update.</li> <li>• Reinforce the value of tourism to Queenstown among the local community by developing a set of key messages and facts (and statistics where available) that demonstrates this.</li> <li>• Maintain availability for media comment on appropriate issues.</li> </ul>	CEO Comms	<ul style="list-style-type: none"> <li>• Secure positive community sentiment toward tourism, DQ and our visitors</li> <li>• Give tourism input on key issues</li> <li>• Deliver Quarterly Remarks community communication</li> <li>• Respond within deadline to media inquiries</li> </ul>
Destination Reputation Management	<ul style="list-style-type: none"> <li>• Develop and implement destination messages in line with our brand, consciously developing the language/stats/value/capacity messages we use.</li> <li>• Continue to work with key local agencies on a co-ordinated strategic approach to destination reputation management.</li> <li>• Continue to leverage DQ's leadership position as a successful and dynamic organisation for tourism insights, comment, facilitation and hosting.</li> </ul>	Comms Media	<ul style="list-style-type: none"> <li>• Maintain positive messaging and brand sentiment toward Queenstown.</li> </ul>
Deliver a programme of effective industry Communication	<ul style="list-style-type: none"> <li>• Undertake analysis on DQ's trade communication with the travel trade.</li> <li>• Provide relevant updates and information to travel trade via newsletters, sales calls, tradeshow and online training tools.</li> </ul>	Trade	<ul style="list-style-type: none"> <li>• Timely, relevant and consistent communications, segmented where appropriate.</li> </ul>



	<ul style="list-style-type: none"> <li>• Investigate Chinese translations of newsletters.</li> <li>• Communicate details of DQ campaigns to relevant in-market travel trade and media in order to leverage and support the initiatives.</li> </ul>		
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## Priority Area: Core Business

### OBJECTIVES

- Positively influence the travel trade and wider industry to shape the perception of Queenstown and address the barriers to selling Queenstown.
- Position Queenstown as the Southern Hemisphere's premier four season lake and alpine resort to build sustainable year round demand.
- Continue to grow value ahead of visitor volume.
- Align sales activity to markets with propensity to travel in our targeted shoulder seasons.

Strategy	Activity	Delivered by	Outcome or KPI
Deliver market development initiatives to shape the perception of Queenstown	<ul style="list-style-type: none"> <li>Develop key messages around reality not perception of Queenstown capacity and pricing in the trade channels.</li> <li>Communicate/reinforce these messages through trade communication (newsletters) and sales calls.</li> </ul>	Trade	<ul style="list-style-type: none"> <li>Recover average length of stay to 2.7 nights</li> <li>Grow expenditure from key markets by 6%</li> </ul>
Target specific long haul markets that have the propensity to travel in shoulder season	<ul style="list-style-type: none"> <li>Align with TNZ activity in key markets.</li> <li>Develop messaging to align Queenstown's shoulder season proposition and tailor that messaging to target markets.</li> </ul>	Trade	<ul style="list-style-type: none"> <li>Attend Kiwilink India and SEA with IMA</li> <li>Host trade and media famils from these markets</li> <li>Key messages at TRENZ</li> </ul>
Develop and articulate Queenstown's premium proposition in select markets to drive value	<ul style="list-style-type: none"> <li>Research and understand the premium markets in Singapore, Hong Kong, China and North America to better understand how Queenstown's premium proposition can drive value.</li> <li>Leverage TNZ premium activities in these markets.</li> </ul>	Trade Marketing Comms	<ul style="list-style-type: none"> <li>Support TNZ premium famils</li> </ul>
Increase the value of the visitor stay in Queenstown and influence travel trade to recover average length of stay in Queenstown	<ul style="list-style-type: none"> <li>Undertake sales calls in NZ to Inbound Tour Operators (ITO), Product Managers and Reservation Agents in Auckland and Christchurch or Wellington and TNZ trade team.</li> <li>Attend annual RTONZ IBO training days.</li> </ul>	Trade	<ul style="list-style-type: none"> <li>Meet with key NZ ITO's and trade partners quarterly</li> <li>Complete two appointment streams at TRENZ</li> </ul>

	<ul style="list-style-type: none"> <li>• Attend TRENZ in conjunction with Southern Lakes.</li> <li>• Develop key messages for the trade around reasons to visit, stay longer and spend more in Queenstown.</li> </ul>		<ul style="list-style-type: none"> <li>• Improve travel trade knowledge of Queenstown</li> <li>• Increase of 6% in visitor expenditure at YE 2018.</li> <li>• Recover length of stay to 2.7 nights at calendar year end.</li> </ul>
Enhance awareness and knowledge of reasons to travel to Queenstown within the Australian market	<ul style="list-style-type: none"> <li>• Educate key travel trade partners by delivering an innovative 'Queenstown week' bringing them to Queenstown to experience the destination, famil product and participate in a program of workshops and events that also benefit our members.</li> <li>• Undertake sales calls and training to wholesalers, airlines, TNZ in East Coast Australia.</li> <li>• Research and understand how to capture the Asian – Australian market.</li> <li>• DQ will work with airlines and airports on connectivity and capacity for trans-Tasman routes.</li> <li>• Attend Market Insights event.</li> </ul>	Trade Media Marketing	<ul style="list-style-type: none"> <li>• Bring Australian trade and C&amp;I partners to Queenstown for "Queenstown Week" and run a program of workshops for members</li> <li>• Maintain Australian arrivals as Queenstown's largest and most valuable visitor market</li> <li>• Complete in-market sales activities in Australia</li> </ul>
Leverage the NZ Open in Queenstown	<ul style="list-style-type: none"> <li>• Use NZ Golf Open as a platform to raise awareness of Queenstown in the premium China/Hong Kong/Singapore markets via a premium hosting opportunity</li> <li>• Increase awareness of Queenstown as a premium destination</li> </ul>	Trade	<ul style="list-style-type: none"> <li>• Foster relationship building with key premium travel trade</li> </ul>
Increase awareness of Queenstown in long haul markets, via Southern Lakes IMA, specifically promoting shoulder season travel, via trade channels	<ul style="list-style-type: none"> <li>• Attend the following as either DQ or Southern Lakes as agreed: Kiwilink SEA, India, Japan/Korea, Europe; an independent sales trip to North America and China.</li> <li>• Reinforce our key messages in China market via PKP, OTP</li> <li>• Attend Mountain Travel Symposium as DQ</li> </ul>	Trade	<ul style="list-style-type: none"> <li>• Complete in-market sales trips as required</li> </ul>
Famil Programs	<ul style="list-style-type: none"> <li>• Work with DQ's key partners (TNZ, TRENZ, airports, airlines, wholesalers and ITOs) to deliver a trade famil program that targets our specified markets.</li> </ul>	Trade	<ul style="list-style-type: none"> <li>• Support and host famil activity</li> </ul>

Insights	<ul style="list-style-type: none"> <li>• Provide insights on arrivals, guest nights and expenditure trends for both Queenstown and the national picture and ensure this is available easily.</li> <li>• Monitor the impact of offshore activity and effect on growth from key markets, sharing knowledge and feedback on key markets and activity with our members.</li> <li>• Respond to external data and insights inquiries.</li> </ul>	Trade Marketing	<ul style="list-style-type: none"> <li>• Assist with and influence strategic decision for DQ and members through provision and analysis of key data</li> </ul>
Research	<ul style="list-style-type: none"> <li>• Undertake a research piece in the domestic market to understand perceptions around Queenstown and motivation and barriers to travel.</li> <li>• Continue the Visitor Experience and Perception research programs with Angus and Associates, enhance use of the Get Smart analytics tool.</li> <li>• Utilise big data to effectively inform DQ activity.</li> <li>• Investigate using Market View to establish ongoing details of and insights into visitor expenditure by segment, market and individually.</li> </ul>	Marketing	<ul style="list-style-type: none"> <li>• Deliver valuable market insights to guide activity</li> </ul>
International Media Program	<ul style="list-style-type: none"> <li>• Secure inspiring and engaging media coverage which promotes our region's key messages and range of experiences to different audiences via Tourism NZ's International Media Programme (IMP).</li> <li>• Communicate DQ's media decision making framework regarding evaluation of IMP opportunities.</li> <li>• Drive media opportunities through media pitching, broadcast media opportunities and film/video (e.g. supply of DQ footage).</li> <li>• Secure media coverage that effectively communicates our region's key messages and range of experiences.</li> <li>• Attend TNZ IMP updates.</li> </ul>	Media Comms	<ul style="list-style-type: none"> <li>• Effectively secure and manage media opportunities which contribute toward the positioning of Queenstown and drive growth in key markets</li> <li>• Ensure members are aware of Mytnz media results portal</li> </ul>
Deliver an organisational communications plan	<ul style="list-style-type: none"> <li>• Update DQ's communications strategy and the market-specific key messages in line with strategic priorities.</li> </ul>	Comms Media	<ul style="list-style-type: none"> <li>• Continue to improve the quality of DQ's media database</li> </ul>

	<ul style="list-style-type: none"> <li>• Press releases – Generate short lead coverage via relevant and newsworthy press releases.</li> <li>• Editorial/content –write and supply editorial to media highlighting key reasons to visit Queenstown.</li> <li>• Drive media relations through building and strengthening relationships with media outlets, responding to media enquiries and maintaining and improving local, national and international databases.</li> <li>• Manage DQ’s organisational plans and communications; Annual Report, Business Plan, Communications Plan and Crisis Management Plan.</li> <li>• Maintain confidence and support for DQ through proactive communications and transparency of processes.</li> </ul>		<ul style="list-style-type: none"> <li>• Achieve pick up across a minimum of three targeted media outlets per release</li> <li>• Complete organisational documentation within allocated timeframe and achieving ratification where necessary (Business Plan, Annual Plan, Communications Plan)</li> </ul>
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## Priority Area: World Class Destination Outputs

### OBJECTIVES

- Ensure all DQ activity represents our world class destination.
- Benchmark DQ initiatives against appropriate best practice examples.

Strategy	Activity	Delivered by	Outcome or KPI
Utilise industry insights and resources to align and enable our stakeholders	<ul style="list-style-type: none"> <li>Utilise accessible data to more regularly share insights with our membership, including inclusion in Fortnightly Remarks, in a timely and consistent manner.</li> <li>Share the VIP brand perception and visitor satisfaction results on a quarterly basis.</li> <li>Explore opportunities to share industry expertise to further enable our membership in relation to marketing communication and trade activity e.g. program of regular workshops and sharing DQ experiences.</li> </ul>	Marketing Trade	<ul style="list-style-type: none"> <li>Regular educational workshops for our members on key industry and marketing topics.</li> </ul>
Deliver relevant organic social media content	<ul style="list-style-type: none"> <li>Utilise our social media channels to support our brand positioning as well as ensuring it remains the authoritative voice of Queenstown.</li> <li>Maintaining consistent posting across all channels.</li> <li>Leverage events and opportunities that will drive visitation to Queenstown.</li> <li>Leverage visiting celebrities, media and influencers to showcase Queenstown as an inspirational destination.</li> <li>Leverage UGC via our own social channels to amplify the positive experiences of our visitors and help build our brand story in an authentic and organic way.</li> </ul>	Media	<ul style="list-style-type: none"> <li>Maintain engagement on organic posts between 8 – 10%</li> <li>Grow Instagram fan base to 120,000 followers by 30 June 2018</li> <li>Grow Facebook fan base to 300,000 by June 30 June 2018</li> </ul>

Review and refresh collateral	<ul style="list-style-type: none"> <li>• Printing and distribution of DLE</li> <li>• Ongoing maintenance of core collateral including DLE, media packs, corporate gifts and event signage.</li> </ul>	Marketing Trade	<ul style="list-style-type: none"> <li>• Deliver compelling consumer collateral for both DQ and our key tourism partners.</li> </ul>
Competitive Insight	<ul style="list-style-type: none"> <li>• Undertake ongoing benchmarking and competitive analysis against identified world-class destinations and best practice activity.</li> <li>• Gather insights and intelligence on both a domestic and world-wide scale and share across the team.</li> </ul>	Trade Marketing	<ul style="list-style-type: none"> <li>• Provide relevant insights to assist in shaping marketing outputs and share with members</li> </ul>

## Priority Area: Regional Leadership

### OBJECTIVES

- Strengthen Queenstown's proposition as the gateway to the lower South Island.
- Match market opportunities with regional partnerships and initiatives.
- Maintain DQ's reputation as the respected and authoritative voice on tourism matters in the wider southern lakes region.

Strategy	Activity	Delivered by	Outcome or KPI
Position Queenstown as the place from which to explore the lower South	<ul style="list-style-type: none"> <li>Develop the proposition from a visitor perspective.</li> <li>Leverage Queenstown Airport Corporation's positioning of Queenstown as the gateway to Southern New Zealand.</li> <li>Engage with adjacent regions regarding the lower South Island regional proposition and competitive landscape.</li> <li>Utilise insights to understand visitor flows through the region and use of the airport.</li> </ul>	Comms Marketing	<ul style="list-style-type: none"> <li>Establish a regional proposition that is supported by the wider region</li> <li>Macro region competitive position established</li> </ul>
Regional Partnerships	<ul style="list-style-type: none"> <li>Work collaboratively with other RTOs where the opportunity aligns and benefits Queenstown members and reinforce the link between Queenstown's success and the positive flow on effect on neighbouring regions.</li> <li>Participate and leverage Queenstown's involvement in the Southern Scenic Route.</li> <li>SOUTH partnership.</li> </ul>	Trade Consumer Media	<ul style="list-style-type: none"> <li>Explore regional market initiatives</li> <li>Leverage SOUTH and SSR to showcase Queenstown domestically and internationally</li> </ul>
IMA	<ul style="list-style-type: none"> <li>Take a clear position on Southern Lakes and where and when the SL IMA strategic framework applies.</li> <li>Identify representation at key trade events through the agreed long haul market strategy.</li> </ul>	Trade	<ul style="list-style-type: none"> <li>Attend relevant trade events and in market activity</li> </ul>



## Priority Area: Key Partnerships

### OBJECTIVES

- Develop deeper relationships with select partners to achieve greater marketing reach.
- Leverage third party relationships and opportunities to drive visitor demand for a Queenstown holiday.

Strategy	Activity	Delivered by	Outcome or KPI
Engage with key NZ international airports and major airlines	<ul style="list-style-type: none"> <li>Build relationships with airlines and airports and support their sales efforts and initiatives, including key messaging and collateral.</li> </ul>	Trade	<ul style="list-style-type: none"> <li>Ensure major airlines are regularly informed of DQ consumer and trade activity</li> </ul>
Retain SkiTMN equity under DQ direction	<ul style="list-style-type: none"> <li>Move Skiandride.nz into DQ guardianship and continue to deliver a portal that represents ski in the Southern lakes region in a unified way</li> </ul>	Marketing	<ul style="list-style-type: none"> <li>Maintain current web metrics</li> </ul>
Collective marketing and representation	<ul style="list-style-type: none"> <li>Leverage membership of TECNZ, TIA and RTONZ for information sharing and relationship development.</li> <li>Leverage Queenstown's key international partnerships and brand association opportunities effectively, including sister city relationships and the Mountain Collective.</li> <li>Build and maintain relationships with MBIE, government departments, political parties and Statistics NZ.</li> </ul>	Trade CEO	<ul style="list-style-type: none"> <li>DQ attendance at key trade and industry events/forums</li> </ul>
Enhance community partnerships	<ul style="list-style-type: none"> <li>Work closely with QLDC, community agencies, the Events Office and industry organisations to determine our approach to collective positioning of Queenstown.</li> <li>Work with Chamber of Commerce to leverage both the Hangzhou and Aspen sister city relationships.</li> </ul>	Comms Trade	<ul style="list-style-type: none"> <li>Maintain good communication with partner agencies</li> </ul>
Continue to leverage and build positive relationships with Tourism New Zealand	<ul style="list-style-type: none"> <li>Maximise opportunities with TNZ across all channels and markets to expand reach and ensure key Queenstown messages achieve cut through.</li> </ul>	Trade Consumer Media	<ul style="list-style-type: none"> <li>Grow Queenstown's appeal across a broad range of visitors</li> </ul>

## Priority Area 8: Organisation

### OBJECTIVES

- Be a motivated, high performing team that works collaboratively both internally and externally.
- Allocate resources effectively to achieve best possible return on investment and value to our members.
- Have a nimble, commercial approach in the way we operate.

Strategy	Activity	Delivered by	Outcome or KPI
Continue to foster optimal organisational culture	<ul style="list-style-type: none"> <li>Recognise each team member's contribution to the success of DQ.</li> <li>Maintain adaptable approach to opportunities.</li> <li>Cross functional collaboration on key activity and projects.</li> </ul>	All	<ul style="list-style-type: none"> <li>Introduce team engagement survey by Q1 FY17-18</li> </ul>
Be appropriately resourced and motivated team	<ul style="list-style-type: none"> <li>Undertake a key skills and competencies review to develop and deliver targeted training and development.</li> <li>Allocate resources to support priority strategies.</li> <li>Retain and nurture support of the organisation and our unique funding mechanism.</li> </ul>	All	<ul style="list-style-type: none"> <li>Undertake annual reviews and introduce personal development plans in Q1 FY17-18</li> </ul>
Workplace Health and Safety	<ul style="list-style-type: none"> <li>Embed the DQ Health and Safety Policy across the organisation.</li> <li>Ensure that everyone involved or associated with organising, booking or hosting famils fulfils their health and safety responsibilities.</li> <li>Undertake a health and safety training needs assessment and deliver relevant training as required.</li> </ul>	All	<ul style="list-style-type: none"> <li>Zero harm incidents</li> <li>Annual Health and Safety plan review</li> <li>Hold Health and Safety committee meetings quarterly</li> <li>Embed Health and Safety continuous management and review system</li> </ul>
Review organisational IT platforms	<ul style="list-style-type: none"> <li>Embed new CRM system into organisation fully.</li> <li>Review DQ's digital asset management infrastructure.</li> <li>Review and refresh the organisations computer hardware.</li> </ul>	All	<ul style="list-style-type: none"> <li>Ensure CRM being used fully</li> <li>Source cost efficient and best practice solutions</li> </ul>

# QUEENSTOWN CONVENTION BUREAU PLAN FY17-18

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## INTRODUCTION

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The Queenstown Convention Bureau is a division of Destination Queenstown. The role of the Bureau (QCB) is to undertake a broad range of marketing and sales initiatives to promote Queenstown as a preferred conference and incentive destination. Often referred to as 'business events' this sector of the market can include corporate conferences and meetings, association conventions, exhibitions and incentive programmes.

The C&I sector of the visitor market has been dealing with, and adapting to, rapid growth in New Zealand's overall tourism numbers and this has created some new dynamics around high demand for accommodation and venues. Traditional 'shoulder season' profiles now look different and leisure business is displacing conference and meetings business in some cases. Because of the overall higher spend propensity of business event delegates, this can have an overall negative impact on destination expenditure.

While this is the current situation, we know that there are variables each year which may change dramatically, so it's the core role of the QCB to continue to grow future demand and build a pipeline of opportunity for our member businesses. To that end we will remain focussed on this outcome and will continue to provide support and facilitation of business prospects through famil visits and site inspections for qualified clients.

## STRATEGIES AND OUTCOMES

During 2016 a thorough review of the strategies, operations and resources of the QCB was undertaken, this included internal and independent consultant reviews. In the 2017-18 year a significant increase in focus and investment is planned with increased resources and capabilities, proactive marketing and sales strategies and sales process management and reporting systems that will result in greater demand and conversion of leads and opportunities.

Outlined below are some specific strategies and action plans to address some of the many opportunities we have to implement the findings and other learnings from the work undertaken in 2016. This is a very full but achievable programme of work for the Bureau and wider DQ team.

## OBJECTIVES

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- Position Queenstown as a preferred destination of choice for small to medium conferences and meetings
- Position and grow Queenstown's credentials and demand as a world class incentive destination in target markets of USA and China (SE Asia)
- Grow Queenstown's share of domestic and Australian conference, convention and meeting events and delegate days
- Develop clear strategies to target appropriate association business
- Invest in data driven sales lead and reporting systems to increase active lead pipeline and member referrals
- Establish and implement measurable KPIs

Strategy	Activity	Delivered by	Outcome or KPI
Positioning and C&I focussed destination marketing	<ul style="list-style-type: none"> <li>• Develop a clear competitive proposition for Queenstown as a business events destination that builds on our overall brand proposition but with distinct and compelling BE credentials.</li> <li>• Consider supporting messages, collateral development and other awareness building promotion for each target market and sub sector (conference, meetings, conventions, incentives etc) and relevant for our target markets of NZ, Australia, USA and China/SEA.</li> <li>• Review C&amp;I and Bureau content on DQ website as key referral platform. Review all links and URLs.</li> <li>• Implement monthly reporting of website traffic to C&amp;I and Bureau content.</li> <li>• Continue to build image and video assets for promotional use.</li> </ul>	QCB Marketing Comms	<ul style="list-style-type: none"> <li>• Clear positioning statement and underlying messages finalised by end Q1</li> <li>• Advertising and promotion plan agreed by end Q1</li> <li>• Motivating and informative website content and clear lead and enquiry links</li> <li>• Grow C&amp;I content web traffic by 20% by year end</li> </ul>
Establish measurable and relevant KPI's and ROI measures for the QCB	<ul style="list-style-type: none"> <li>• Consolidate a standard suite of available key market insights, reports and research to understand trends and inform QCB strategies. Identify knowledge gaps and commission research if required.</li> <li>• Review and confirm the role of the QCB in motivating and delivering leads to member businesses and establish KPIs against this.</li> <li>• Investigate best practice Bureaux KPIs and differentiate QCB measures from overall destination KPIs. Establish reporting for both as appropriate.</li> </ul>	QCB	<ul style="list-style-type: none"> <li>• Standard reporting suite established on market insights</li> <li>• KPI's agreed for lead generation, referrals fully implemented by Q2</li> <li>• Lead and sales process reporting for internal management use and members is established by Q1</li> </ul>
USA and China/SEA market opportunities. Focus on Incentive but also consider dual destination large conference business	<ul style="list-style-type: none"> <li>• Continue attendance at IMEX USA and CIBTM China.</li> <li>• Strong relationships with TNZ Business Events, CINZ and other Bureaux.</li> <li>• Build relationships in Auckland with the NZICC and Bureau for dual destination pitch opportunities.</li> </ul>	CEO QCB	<ul style="list-style-type: none"> <li>• Events attended and new lead targets (TBC) achieved</li> <li>• Set target for bids generated and leads converted with new QCB director</li> </ul>
Domestic business development programme	<ul style="list-style-type: none"> <li>• Domestic sales call plan developed to target both PCOs and direct clients.</li> <li>• Host famils and site inspections.</li> </ul>	QCB	<ul style="list-style-type: none"> <li>• Targeted sales calls completed</li> </ul>

	<ul style="list-style-type: none"> <li>• Attend appropriate industry forums and events.</li> <li>• Host a domestic famil event in Queenstown for qualified leads – around April/May 2018.</li> <li>• Build a communications plan to counter perception barriers to considering Queenstown.</li> </ul>		<ul style="list-style-type: none"> <li>• Awareness and consideration for Queenstown improves (TBC)</li> <li>• Member and participant feedback and leads (number tbc) generated</li> </ul>
Continue emphasis on Australian conference and meetings business	<ul style="list-style-type: none"> <li>• Identify from insights and analysis target corporate sectors and businesses and establish a marketing and sales plan. <ul style="list-style-type: none"> <li>○ Focus on new business pipeline</li> </ul> </li> <li>• Maintain key relationships and advocacy with PCOs and other influencers and organisers.</li> <li>• Attend key trade shows as appropriate to each opportunity. In some cases leveraging off an event may be more effective.</li> <li>• Initiate and hold a 'Queenstown week' in Queenstown</li> </ul>	QCB  QCB DQ	<ul style="list-style-type: none"> <li>• Establish sales plan and call cycle with clear targets and KPIs in Q1 FY17-18</li> <li>• Build pipeline of qualified future business</li> <li>• Successful hosted event in Queenstown November 2017</li> </ul>
AMWAY China 2018	<ul style="list-style-type: none"> <li>• Facilitate and provide resources as required to work with Tourism NZ and contracted businesses.</li> <li>• Support members to deliver an outstanding programme to ensure our reputation and credentials for future incentive programmes is cemented.</li> <li>• Collaborate with TNZ on next large incentive opportunity</li> </ul>	QCB	<ul style="list-style-type: none"> <li>• Successful execution of programme and AMWAY satisfaction</li> <li>• Recommendations for future business achieved from case study success</li> </ul>
Proactive sales lead management	<ul style="list-style-type: none"> <li>• Develop clear sector targeting plans for domestic and Australian PCO and corporate direct business.</li> </ul>	QCB	<ul style="list-style-type: none"> <li>• Segments and plans completed by end Q2</li> </ul>
Responsive enquiry and lead facilitation process	<ul style="list-style-type: none"> <li>• Review all existing processes as part of implementing new sales and CRM system.</li> <li>• Implement proactive 'upsell' initiatives for pre and post or ancillary business.</li> </ul>	QCB	<ul style="list-style-type: none"> <li>• Ongoing as CRM is introduced</li> <li>• Build portfolio of suggested 'add ons' relevant to client</li> </ul>
Investment in sales and CRM systems to support database	<ul style="list-style-type: none"> <li>• Purchase or lease best practice and proven system to fully support sales and leads as part of overall DQ investment in new</li> </ul>	DQ QCB	<ul style="list-style-type: none"> <li>• Successful implementation and data migration by end Q2</li> </ul>

building and lead pipeline management	<p>system. CRM and communications/newsletters targeted and supported.</p> <ul style="list-style-type: none"> <li>• Invest in purchase or accessing (in partnership with industry) appropriate event databases.</li> <li>• Allocate resources to mine and assess opportunities that fit our destination profile and credentials.</li> </ul>		
Active ambassador and advocates programme	<ul style="list-style-type: none"> <li>• Develop an appropriate strategy for a Queenstown regional ambassador programme.</li> <li>• Start identifying potential candidates for consideration</li> </ul>	QCB	<ul style="list-style-type: none"> <li>• Strategy completed Q3</li> <li>• Implementation commenced in Q4</li> </ul>
Regional industry linkage and programme development	<ul style="list-style-type: none"> <li>• Develop a lower SI regional engagement strategy to embrace industry influencers which we may not have locally. Overlap but distinct from ambassador strategy.</li> </ul>	QCB	<ul style="list-style-type: none"> <li>• Strategy completed Q3</li> <li>• Implementation commenced in Q4</li> </ul>
Enhance industry relationships, engagement and reputation	<ul style="list-style-type: none"> <li>• Establish local industry advisory group to assist and help develop QCB strategies.</li> <li>• Establish and hold quarterly C&amp;I member forums.</li> <li>• Engage fully and participate in industry wide initiatives including NZ Convention Bureaux group, CINZ, Tourism NZ B E etc.</li> <li>• Build relationships with industry partners and influencers.</li> <li>• Media and communications plan developed to support.</li> </ul>	QCB Comms	<ul style="list-style-type: none"> <li>• Established groups and meeting schedules within Q1</li> <li>• Publish calendar for industry and members</li> </ul>
Convention centre and sector advocacy	<ul style="list-style-type: none"> <li>• Maintain a strong advocacy and voice for the building of a Queenstown convention venue/centre to grow our capability and support sustainable future growth in the sector.</li> <li>• Maintain strong advocacy locally and nationally for the benefits and value of C&amp;I business in Queenstown</li> </ul>	CEO QCB	<ul style="list-style-type: none"> <li>• Fully engaged with QLDC, community and Government</li> </ul>
Appropriate QCB skills and resources	<ul style="list-style-type: none"> <li>• Position scopes and roles for QCB are appropriate to our member and client requirements and benchmark favourably against other leading Bureaux.</li> <li>• Team skills and capabilities have appropriate strategic and operational balance.</li> <li>• Budget resources are increased over prior years to achieve desired outcomes in business plan.</li> </ul>	CEO QCB Marketing Comms Media Admin	<ul style="list-style-type: none"> <li>• Successful implementation of business plan to achieve desired outcomes</li> <li>• Member and industry partners highly satisfied with performance and engagement with QCB</li> </ul>

	<ul style="list-style-type: none"> <li>Active support for QCB activity is embedded across other DQ functions.</li> </ul>		
Product Directory	<ul style="list-style-type: none"> <li>Undertake a review of the DQ Product Directory with recommendations for enhancement of the online and print versions.</li> </ul>	C&I Trade	<ul style="list-style-type: none"> <li>Deliver an enhanced tool for trade and C&amp;I</li> </ul>

# QUEENSTOWN WINTER FESTIVAL PLAN

## VISION

To produce an annual winter festival that delights attendees and reinforces Queenstown's position as the premier four season lake and alpine resort in the Southern Hemisphere.

## MISSION

To design, deliver and promote a sustainable annual Festival which is embraced by the local community, creates a world class visitor experience, and announces the start of the Queenstown winter ski and holiday season.

Objective	Activity	Delivered by	Outcome or KPI
Attract overnight visitors to Queenstown at least a week prior to the traditional peak of school holidays stimulating business activity	<ul style="list-style-type: none"><li>• Deliver Winter Festival in the late June period</li><li>• Work with the travel trade in Australia on initiatives to promote QWF.</li><li>• Deliver a programme of marketing and media that creates awareness and motivates bookings from the domestic market.</li></ul>	QWF	<ul style="list-style-type: none"><li>• Increase overnight visitation to Queenstown prior to NZ school holidays, as measured by Qrious data</li></ul>
Announce to domestic and Australian audiences, through marketing, media and PR coverage, that the Queenstown winter ski season has started	<ul style="list-style-type: none"><li>• Deliver a media and marketing programme that engages domestic media and delivers media coverage ahead, during and after festival.</li><li>• Include events on the programme that generate media attention and social amplification.</li><li>• Deliver coverage across all channels, including broadcast, radio and print.</li></ul>	QWF DQ Media and Communications	<ul style="list-style-type: none"><li>• Secure \$2million in ASR value across all media channels</li><li>• Grow Facebook engagement/reach by 10% across four days of festival (compared to first four of 2016)</li></ul>
Stimulate ski and winter holiday bookings for August and September	<ul style="list-style-type: none"><li>• Work with the trade in Australia on travel agent initiatives.</li><li>• Work in partnership with DQ marketing to utilise Winter Festival as a hook to promote ski/winter.</li></ul>	QWF DQ Marketing	<ul style="list-style-type: none"><li>• Grow Australian ski arrivals as measured by the IVS</li></ul>



Engage the support of the local community (residents and seasonal community) to attend and participate in events, generating the energy and vibrancy of a successful Festival	<ul style="list-style-type: none"> <li>• Deliver a dynamic programme with a range of ticketed and free events that appeal to our target demographics.</li> <li>• Deliver a local marketing program to reach the Queenstown community using the website, social media channels, local radio, mail drop, eDM.</li> </ul>	QWF	<ul style="list-style-type: none"> <li>• Increase Friends of Festival Subscription by 10%</li> <li>• Increase website traffic for the months of April, May and June by 10% compared with 2016</li> <li>• Increase entries into festival events over prior year</li> </ul>
Reflect the essence and diversity of Queenstown	<ul style="list-style-type: none"> <li>• Build a programme that reflects the vibrancy of Queenstown and appeals to a diverse audiences</li> <li>• Engage with the local community to showcase the essence of Queenstown through food, performance and participation opportunities.</li> </ul>	QWF	<ul style="list-style-type: none"> <li>• Ensure food stalls include a minimum of seven ethnic options during Carnival event</li> <li>• Book a range of local talent alongside out of region performers</li> </ul>
<p>Achieve key financial and business objectives while satisfying all key stakeholders:</p> <ul style="list-style-type: none"> <li>➤ Festival visitors</li> <li>➤ Destination Queenstown</li> <li>➤ Sponsors, supporters and industry partners</li> <li>➤ QLDC and other funding organisations</li> <li>➤ Queenstown businesses</li> <li>➤ Residents and community groups</li> </ul>	<ul style="list-style-type: none"> <li>• Build and maintain strong relationships with stakeholders</li> <li>• Provide opportunities for the local community to engage with and participate in the festival programme.</li> <li>• Provide opportunities for sponsors to leverage the Festival and activate during the event.</li> </ul>	QWF	<ul style="list-style-type: none"> <li>• Deliver economic benefit to the region during the early winter season</li> <li>• Ensure consumer survey results record a 70% good or very good rating</li> <li>• Deliver a break even result</li> </ul>

# STUDY QUEENSTOWN PLAN

## OBJECTIVES

- Students from New Zealand and around the world choose to study at Queenstown's premium institutions attracted by quality education, unique experiences, fantastic student support, and outstanding career opportunities.
- Student growth numbers contribute to the overall Queenstown economy and local community by providing a greater base of well-educated, desirable graduates, many of whom will choose to remain in the resort providing a high quality labour cohort.
- Be a destination of choice for executive education across the Asia-Pacific region by delivering high quality executive education courses.

## BROAD OUTCOMES

- Build strong relationships in key markets with agents, government representatives and institutions.
- Diversify the Queenstown product offering by working with new and existing institutions to help facilitate new high-quality programmes and courses that complement and enhance the existing products being offered.
- Grow the number of FTE international students across all institutions to 1500 by 2020.
- Enhance the student experience when students are in Queenstown in order to maximise the positive benefits of studying in Queenstown.

Strategy	Activity	Delivered by	Outcome or KPI
Deliver an international campaign across key markets to promote and grow the international education proposition for Queenstown	<ul style="list-style-type: none"><li>• South America Campaign; targeting the key markets of Chile, Brazil, and Colombia. Attend EDU Fair and agent seminars in 5 major cities.</li><li>• Study Queenstown China Mission; Attendance at ENZ fairs and agent seminars. Delivering a SQ promotional event.</li><li>• Europe Campaign; targeting the key Queenstown demographic markets of Germany, France, Italy, Scandinavia, and Switzerland.</li><li>• Japan/Korea Campaign; targeting the former key markets for Queenstown from Asia. Attending ENZ fairs and agent seminars.</li></ul>	SQ Marketing	<ul style="list-style-type: none"><li>• Grow total student numbers by at least 30% annually (compounding)</li><li>• Deliver compelling collateral for DQ/Queenstown and key education stakeholders</li><li>• Meet with at least 40 agents from each key target market when in-country.</li></ul>

	<ul style="list-style-type: none"> <li>• Attendance at ANZA.</li> <li>• Develop and utilise key collateral to showcase Study Queenstown (prospectus, translated flyers, website, video, banners, gifts, USBs, posters).</li> </ul>		<ul style="list-style-type: none"> <li>• Provide SQ members with all leads from ANZA and campaign events via excel</li> <li>• Keep all collateral current with correct information</li> </ul>
Utilise industry insights and resources to align and enable our stakeholders	<ul style="list-style-type: none"> <li>• Attendance at the New Zealand International Education Conference in Auckland – representation and liaison.</li> <li>• Attendance at the ENZ regional representative meetings – held throughout the country 4 times per year, for all regional reps to attend and share information and knowledge.</li> <li>• Work with ENZ to obtain current and relevant market intelligence for regions/sectors that SQ has a focus for.</li> <li>• Keep current with media monitors and other media intelligence sources to ascertain market behaviours and trends.</li> </ul>	SQ	<ul style="list-style-type: none"> <li>• Provide SQ members with all new information and updates within 2 weeks of attendance at meetings</li> <li>• Disseminate all presentations and relevant media articles within 2 weeks of receiving them</li> </ul>
Showcase Queenstown as a world class destination to our education trade and government channels	<ul style="list-style-type: none"> <li>• Familiarisation groups to Queenstown - where Study Queenstown showcases the educational offerings, and visits accommodation options, and leisure/restaurant offerings.</li> <li>• Build an Agent Newsletter (based on the DQ Quarterly Remarks newsletter template) and keep agents and key contacts updated with SQ news and happenings.</li> <li>• Look for opportunities to regularly showcase international education positives in Queenstown to ensure the local community supports the initiative and is aware of the positive benefits increasing international student numbers bring.</li> </ul>	SQ Comms	<ul style="list-style-type: none"> <li>• Provide full itineraries and post-famil briefing notes to all institutions</li> <li>• Institutions invited to present at most famils</li> <li>• Famil participants post visit survey to ascertain effectiveness</li> <li>• Deliver Agents' quarterly newsletter on time</li> </ul>
Facilitate new product development across institutions to enhance and complement the existing Queenstown portfolio offering	<ul style="list-style-type: none"> <li>• Build an intelligence profile of existing course delivery, and where opportunities and new developments exist (including looking at what other regions and countries offer).</li> <li>• Work with the SQ members to identify potential gaps in the market, and how to provide courses to meet these needs.</li> <li>• Develop a business case for executive education delivery in Queenstown - and working with stakeholders to build a proposal with an identified key delivery partner - have a robust 1-2 year implementation plan.</li> </ul>	SQ Members	<ul style="list-style-type: none"> <li>• Up-to-date database of courses available in Queenstown</li> <li>• Executive Education business case presented to stakeholders</li> </ul>

	<ul style="list-style-type: none"> <li>• Seek to bring other institutions onto the Study Queenstown group (both existing Queenstown institutions who are non-members and new institutions to the Queenstown market).</li> </ul>		
Facilitate the provision of enhanced student experience so they gain maximum benefit from studying in Queenstown	<ul style="list-style-type: none"> <li>• Continue to ensure the current activity provider is meeting the needs of all institutions and their students.</li> <li>• Examine current options for communicating with students that other regions/countries are offering – including apps, portals.</li> <li>• Work with other regions (e.g. Auckland and Christchurch) to explore ways to create a student friendly user experience on arrival to both NZ and Queenstown.</li> </ul>	SQ Members	<ul style="list-style-type: none"> <li>• Activity provider report to SQ members 6 monthly</li> <li>• Student satisfaction survey developed to ascertain degrees of satisfaction</li> <li>• 50% uptake in students participating in activities</li> </ul>
Ensure all Queenstown institutions have robust quality assurance processes in place that adhere to the guiding principles of Study Queenstown, and that all institutions adhere to the NZQA Code of Practice	<ul style="list-style-type: none"> <li>• Manage and coordinate SQ Advisory Group meetings in conjunction with the Chair and present the group with all required information to make informed decisions.</li> <li>• Develop a quality assurance system for the Study Queenstown group to ensure quality and compliance are monitored and reported on. SQ therefore becomes the focal point for ensuring all member institutions meet the required standards.</li> <li>• Develop a QA document to support this initiative based on the values, quality standards and professional conduct requirements outlined in the SQ Application Form.</li> <li>• Assist in the coordination of shared resources and understanding related to the code of practice for international students. Disseminate any current changes to the code, and be the point of contact for those seeking advice and information.</li> </ul>	SQ	<ul style="list-style-type: none"> <li>• 6 Study Queenstown advisory group meetings held per year</li> <li>• QA draft framework presented to members</li> <li>• A Code of Practice resource library as a reference point for institutions</li> </ul>

# FY17-18 INDICATIVE BUDGET

	FULL YR BUDGET 2017/18	2017 FULL YR FORECAST at MAR 2017	FULL YR BUDGET 2016/17
<b>Income</b>			
Targeted tourism levy collected by QLDC	3,491,275	3,389,587	3,389,587
Study Queenstown funding/income	108,000	-	-
Misc Income	10,000	134,151	105,000
<b>Total Income</b>	<b>3,609,275</b>	<b>3,523,738</b>	<b>3,494,587</b>
<b>Operational Costs</b>			
Accident Compensation	2,445	2,180	3,500
Accountancy Fee	51,000	51,000	51,000
Audit Fees	11,500	11,950	11,500
Bank Fees and Interest	2,800	2,392	2,800
Chairman's Fees	7,500	7,500	7,500
Depreciation	37,673	41,216	42,500
Operational Expenses	1,444,186	1,379,302	1,270,787
<b>Total Operational Costs</b>	<b>1,557,105</b>	<b>1,495,540</b>	<b>1,389,587</b>
<b>Direct Marketing Functions</b>			
Priority 1: Brand Positioning	505,000	450,698	625,000
Priority 2: High Impact Initiatives	550,000	794,059	610,000
Priority 3: World class destination outputs	135,000	43,452	50,000
Priority 4: Regional Leadership	20,000	58,128	45,000
Priority 5: Key Partnerships	20,000	98,393	135,000

Priority 6: Stakeholder engagement	85,000	81,154	85,000
Priority 7: Core Business			
Trade	200,000	196,425	200,000
Conference and Incentive	335,000	164,309	220,000
Study Queenstown	97,304	54,650	30,000
Other Core Business	104,866	86,930	105,000
<b>Total Priority 7: Core Business</b>	<b>737,170</b>	<b>502,314</b>	<b>555,000</b>
<b>Total Direct Marketing</b>	<b>2,052,170</b>	<b>2,028,198</b>	<b>2,105,000</b>
<b>NET SURPLUS/DEFICIT</b>	<b>0</b>	<b>0</b>	<b>-</b>
<b>SUMMARY</b>			
<b>Income</b>	<b>3,609,275</b>	<b>3,523,738</b>	<b>3,494,587</b>
<b>Operational Costs</b>	<b>(1,557,105)</b>	<b>(1,495,540)</b>	<b>(1,389,587)</b>
	<b>2,052,170</b>	<b>2,028,198</b>	<b>2,105,000</b>
<b>Direct Marketing</b>			
<b>Priority 1: Brand Positioning</b>	<b>(505,000)</b>	<b>(450,698)</b>	<b>(625,000)</b>
<b>Priority 2: High Impact Initiatives</b>	<b>(550,000)</b>	<b>(794,059)</b>	<b>(610,000)</b>
<b>Priority 3: World class destination outputs</b>	<b>(135,000)</b>	<b>(43,452)</b>	<b>(50,000)</b>
<b>Priority 4: Regional Leadership</b>	<b>(20,000)</b>	<b>(58,128)</b>	<b>(45,000)</b>
<b>Priority 5: Key Partnerships</b>	<b>(20,000)</b>	<b>(98,393)</b>	<b>(135,000)</b>
<b>Priority 6: Stakeholder engagement</b>	<b>(85,000)</b>	<b>(81,154)</b>	<b>(85,000)</b>
<b>Priority 7: Core Business</b>	<b>(737,170)</b>	<b>(502,314)</b>	<b>(555,000)</b>
	<b>(2,052,170)</b>	<b>(2,028,198)</b>	<b>(2,105,000)</b>
<b>Net Surplus/Deficit</b>	<b>0</b>	<b>0</b>	<b>-</b>

# GLOSSARY OF TERMS

DQ	Destination Queenstown	TRENZ	Tourism Rendezvous New Zealand (New Zealand's largest travel trade show, owned by TIA)
TNZ	Tourism New Zealand	TEC	Tourism Export Council of New Zealand
RTO	Regional Tourism Organisation	IMA	International Marketing Alliance (Destination Queenstown is grouped with Lake Wanaka Tourism and Destination Fiordland)
QCB	Queenstown Convention Bureau	SRB	Strategic Review Board
IMP	International Media Programme (Tourism New Zealand)	QLDC	Queenstown Lakes District Council
CINZ	Conference Incentives New Zealand	DEO	District Events Office (Shaping Our Future-driven events body)
AIME	AsiaPacific Incentives and Meetings Expo	QAC	Queenstown Airport Corporation
PCO	Professional Conference Organisers	AIAL	Auckland International Airport Ltd
MICE	Meetings, Incentives, Conventions and Exhibitions	CIAL	Christchurch International Airport Ltd
MED	Ministry of Economic Development	UGC	User Generated Content
TIA	Tourism Industry Association of New Zealand	C&I	Conference and Incentive

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# ABOUT DESTINATION QUEENSTOWN

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**Destination Queenstown** is the Regional Tourism Organisation formed as a membership organisation in 1985 to promote Queenstown as the Southern Hemisphere's premier four season lake and alpine resort. DQ is the single, neutral tourism contact point for the resort.

Funding for the organisation is provided through a levy on the commercial and accommodation rate which is collected by the Queenstown Lakes District Council and remitted to DQ.

Members of DQ are those businesses which contribute to the commercial and accommodation rates of QLDC. Membership of DQ is also available for some through payment of a subscription fee for those businesses which may not contribute to the commercial rates but still wish to have access to the benefits of membership.

As an incorporated society, DQ is governed by an annually-elected sector represented Board of Directors. The DQ Board meets regularly to ensure the objectives and strategic goals are being achieved by the executive staff of DQ.

The Strategic Review Board, which encompasses sector representatives from across all Queenstown business sectors, meets at least once a year to review the DQ Business Plan in order to ensure DQ maintains a broad market and community focus.



# OLLEY Amelia

Wanaka/Upper Clutha

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## Submitters Comment

I oppose the chlorination of Luggate town water supply! One of the deciding factors to build and make a home here in Luggate, was there is beautiful clean drinking water chlorine free. It is crucial that water of this quality is protected by keeping it pure, as it is precious in today's times!

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# OLLEY Joshua

Wanaka/Upper Clutha

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## Submitters Comment

I am opposed to the addition of chlorine to our Luggate water supply, I feel we have water that is in need of protection from impurities and chemicals, as we have some of the best water in the world we need to be proud to protect its purity for all to enjoy, as we have for many years, we can do it and the peoples wish is for this to be done money is a second to clean healthy water i feel.

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# OOI Charles

Wakatipu

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## Submitters Comment

As a resident of Glenorchy I object to the proposal to chlorinate the water. Recent gastro incidents in other NZ districts have been the result of bad practices with infrastructure. Too much has been set up in NZ with the decision based on its cost rather than core values of 'how will it effect the community in ?? years time, how will it handle a natural disaster like a fault rupture, how is it going to affect the local environment and our 100% pure imagine (Glenorchy especially so) If you are not dealing With the issues that lead to requiring chlorination then you are not future proofing your infrastructure & it's a bit a joke really when other countries are being leaders in new innovative techniques and put so much stock in protecting pristine natural resources like mountain fresh water, we seem to be happy to just follow old ways and look the other way to its wider ramifications.

The cost to the individual to install and service carbon filters for removal of chlorine from the water in the home is high.

There are other solutions and they are not even being discussed.

North Vancouver opted for ozone treatment of its water coming directly from the mountains behind. Silver ion treatment is also accepted by Many administrations internationally as acceptable treatment.

It's the end users that pay for it - it's the end users that should decide.

Being a unique community in a pristine environment with a small population we are perfect for implementing, developing & monitoring alternative solutions.

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## Submitters Comment

Hello,

My name is Lucas Parkinson, I am a world class chef and son of the renowned Dr. Peter Parkinson P.H.D and author of Smash Asthma.

My concern is the chlorination of the water supply of my new home in Luggage, We moved from Queenstown to build a home in Luggage specifically for the clean water here.

We have had it privately tested and it is extremely clean and safe for human consumption, however chlorine on the other hand is about as unsafe for humans as you can get.

Coming from a family history the once governed New Zealand and a family net worth well into the hundreds of millions its fair to say I have a bit of power backing me and at age 29 Im not afraid to use it, this is not a threat but a warning that I will become extremely unhappy if you poison my clean water supply with chlorine.

I have done extensive personal study on the effects chlorine has on humans via university archives, internet and personal talks with physicians.

There is safer alternatives to chlorine, yes they are more costly but in an area where the average house is 1 million dollars and rates are high don't we deserve it?

do you (Jim Boulton & QLDC) want to be responsible for the continued spread of unhealthy and unsustainable systems???

I have written a few quotes below from notable sources regarding the negative effects of chlorine

"We are quite convinced, based on this study, that there is an association between cancer and chlorinated water."

- Medical College Of Wisconsin, Senior Research Team

"One common factor among women with breast cancer is that they all have 50-60% higher levels of these chlorination by-products (THMs) in their fat tissue than women without breast cancer..."

- BreastCancerFund.org

"A long, hot shower can be dangerous. The toxic chemicals are inhaled in high concentrations."

- "Is Your Water Safe – The Dangerous State of Your Water!", US News & World Report, 29 July 1991

"Drinking tap water that is chlorinated is hazardous, if not deadly to your health."

- US Council of Environmental Quality

"Ironically, even the Chlorine widely used to disinfect water produces Carcinogenic traces. Studies indicate the suspect chemicals can also be inhaled and absorbed through the skin during showering and bathing."

- U. S. News & World Report - 29 July 1991, Is your Water Safe - The Dangerous State of

## Your Water

"On one hand, chlorination has freed civilization from the constant dangers of waterborne epidemics. On the other hand, in the mid-70's, scientists discovered that chlorine could create carcinogens in water. Eighty per cent of the population drinks chlorinated water. There was a higher incidence of cancer of the oesophagus, rectum, breast and larynx and of Hodgkins Disease among those drinking chlorinated surface water. Volatile Organics can evaporate from water in a shower or bath. Conservative calculations indicate that inhalation exposures can be as significant as exposure to drinking the water, that is one can be exposed to as much by inhalation during a shower as by drinking 2 litres of water a day. People who shower frequently could be exposed through ingestion, inhalation and/or dermal absorption."

- "Bottom Line", Dr John Andelman PhD, August 1987

"The cell is immortal. It is merely the fluid (water) in which it floats that degenerates. Renew this fluid at intervals, give the cells what they require for nutrition, and as far as we know, the pulsation of life may go on forever."

- Nobel Prize Winner, Dr. Alexis Carrel after keeping the cells of a chicken heart alive for 34 years

"Studies indicate the suspect chemicals can also be inhaled and absorbed through the skin during showering and bathing. Ironically, even the chlorine widely used to disinfect water produces carcinogenic traces. Though 7 out of 10 Americans drink chlorinated water, its safety over the long term is uncertain. Drinking chlorinated water may as much as double the risk of Bladder Cancer, which strikes 40,000 people a year."

- Ian Anderson, New Scientist, 18 September 1986

Please do the study yourselves and ask "Am I a good honest human if I let this happen, do really care about the region that has selected me to lead them?"

All of this because havelock north residents got a tummy ache once??

seems a bit far fetched to me

sincerely

Lucas Parkinson

## Submitters Comment

I'm writing to you as a concerned resident of Lake Hawea in regards of chlorinating water in our community. We have a historic opportunity here to keep our water UV treated which would immensely benefit not only the environment but the health of our people living here. I don't wish to go through lengthy discussions about its environmental impact but would rather like to submit that giving chlorine to an iodine deficient population is beyond irresponsible.

We live in a time where toxic load of chemicals on our bodies is much worse than most people even realise so adding a 'safe amount' of chemical to water is ridiculous - it even reacts with other matter in the water! I don't know whether or not this fact has been considered but chlorine displaces iodine in the thyroid gland preventing it from successfully synthesizing Thyroxine (T4) which is vitally important to our hormonal, reproductive and immune health in every possible aspect. This pushes unaware residents into hypothyroid states if not contributing to the development of actual hypothyroidism and autoimmune thyroid disease.

You can not disagree that we have a huge iodine deficiency problem in this country and iodised salt is not the solution nor does it provide enough iodine for full body sufficiency. The only thing it prevents is a visible goitre, nothing else. People are running on bare minimum of the raw material that thyroid hormone is made of (iodine) and you are proposing to put a halogen into our water systems that will compete for a place on iodine receptors on pretty much every cell of our body. Who does this make sense to?

I feel so privileged to live here and don't have to worry about my health. Lake Hawea is a small community and just from that angle I see no reason why we need to chlorinate our water - even Christchurch doesn't. The reason everybody panicked is because a possum somehow got into our water and spread E.Coli through our waterways. Unless you wish to have a more sick, tired and unproductive population surely the solution to the problem is trying to prevent THAT from happening rather than chlorination?

We all know that the UV irradiation successfully inactivates campylobacter, cryptosporidia, giardia, blastocystis, dientamoeba, viruses and molds. That is all we ask for and we already have it. If the worry is in those pathogens being unaffected by irradiation due to them being encapsulated into organic matter (say decomposing flesh) then the solution to that is a pre-filter! Not chlorine.

If this will be implemented in the future I fear that fluoridation is not out of the question either.

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# PARKER Matthew

Wakatipu

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## Submitters Comment

I would like to see a limitation put on further building consents, especially for new subdivisions. We need to intensify the existing developed areas not continue to allow more open space to be carved up for houses. Reducing building consents would be one way to slow growth down to a more manageable level. No-one wants to see the Wakatipu area turned into a massive suburban sprawl.

I would also like to see the mountain bike trail network expanded and I think it is appropriate to put some council contribution towards this. Mountain biking is becoming more and more popular and is bringing a lot of people to the area for tourism, we could have a world-class network of trails here with more investment and planning.

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## Submitters Comment

Re: Chlorination of Lake Hawea drinking water.

- The Hawea community majority wants chlorine-free water (petition and meeting votes).
- The community does not feel "consulted" by Council
- As residents and ratepayers we reject the Council's reasons as to why they want to permanently chlorinate.
- It is still unclear why the upgraded UV treatment system and water intakes (\$1.5million) are being rejected even though there has been no recorded ecoli outbreak since the upgrade in April last year.
- Permanent chlorination in Hawea is not necessary to meet NZ Drinking Water Standards (UV water treatment)
- Council boldly (and inaccurately) states that chlorine is not harmful, in their 'commonly asked questions' but adding a known 'toxin' to water that is considered some of the best water in NZ, makes no sense.
- The community voted for a UV water treatment system back in 1987 and paid \$5000/household for that.
- The Hawea Community Association has prepared a document outlining to Council our stand on the Chlorination of Hawea water.
- Re point 8. In the letter from the Southern District Health Board to the Council's chief executive Mike Theelen dated 5th September 2016, Dr Reid (the Medical Officer of Health) warns that the Havelock North incident had "clearly altered" the political and public tolerance of failures to ensure drinking water was safe and chlorination may need to be reconsidered. "This may mean that improvement measures identified in water safety plans but not yet implemented may need to be accelerated."

It is as a reaction to the above statement the QLDC responds.

The worrying symptoms of which are discussions across the region on Council proposals and the public opposition to chlorinate our drinking water.

The disorder is in our lack of attention to the vital resource that we need to protect, which is our rivers, lakes and drinking water.

Rather than reacting by the easy tick the box option of H<sub>2</sub>O chlorination at Lake Hawea, which is in effect sticking a unsatisfactory plaster over a symptom of increased human impact on our privileged 'clean green' environment.

I would argue that QLDC has an opportunity here to really focus on leading by example for the long term in all areas, including sustainable tourism and sustainable farming practices.

- I have reviewed the statements detailed in the submission made by the Hawea Community Association Inc to the Council about the Lake Hawea chlorination matter and agree that there should be a full review by Council of Hawea water safety and there be inclusive and adequate consultation with the Hawea community.
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# PATTERSON Sue

Arrowtown Charitable Trust

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## Submitters Comment

Please see attached submission

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Arrowtown Charitable Trust



Queenstown

28 April 2017

QLDC

[annualplan@qldc.govt](mailto:annualplan@qldc.govt)

### **Annual Plan 2017-18 Submission**

The Arrowtown Charitable Trust seeks that the QLDC:

- Adopts the Arrowtown Lighting Plan in its 10 year plan as the Arrowtown Standard for lighting.
- Provides \$57000 towards upgrading of lighting on council properties, sculpture, four trees, Buckingham Green, and three further street lights in Buckingham Street  
*Note: The total lighting project budget for above and non-council properties is \$149,700 with the ACT meeting the non-council property upgrade at \$65,700.*
- In 2016-17 the council committed \$27000 which is being used for the upgrade of lighting for the council properties: The 3 council owned Miner's Cottages, a Light and pole on the Library Corner. This work will be complete by 30 June 2017.
- The council is adopting the Arrowtown Lighting Plan in its 10 year plan as the Arrowtown Standard for lighting with the assurance that the old HID lamp technology is replaced with modern LED fittings. The Lighting Masterplan complies with the new QLDC Lighting Standards. This adoption will be complete by 30 June 2017,

The lighting proposed will mean substantially lower running costs than at present and the lights proposed are durable and of good quality.

Local electricians and electrical engineers have volunteered their time to investigate the viability of the proposed lighting plan and have confirmed that the ducting upgrade carried out by QLDC will fully support the lighting infrastructure. This means that limited additional infrastructure or engineering is required to proceed with the proposed lighting.

The funding that the Trust is seeking through the annual plan is the cost of purchasing the light heads for four street lamps and components for the buildings and areas owned by the Council. (/Hall/Some landmark trees on Reserves and public sculptures).

All other lighting is to be funded by the owners of the buildings being lit, with the cost of installation and infrastructure being met by the Arrowtown community in the form of local business sponsorship and charitable trust grants.

Sue Patterson (ACT Administrator)

# **Arrowtown Heritage Lighting**

## **Business Plan**

### **2017**



# Executive Summary

The Arrowtown Charitable Trust's purpose is:

*“To protect and preserve the historical and natural environment of Arrowtown for the interest and enjoyment of current and future generations.”*

The Trust's major project for 2017-18 is to implement a lighting plan to:

- Improve night time safety;
- Improve street lighting by replacing the current lighting with cost-effective modern lighting which meets council luminaire requirements;
- Enhance the night time visitor experience with the aim of increasing visitor numbers and assisting with Arrowtown's economic goals.

The QLDC Southern Lights Report, 2006, states:

*“Arrowtown Town Centre – due to the heritage nature of the street a master lighting plan is required... to deliver an effective and subtle lighting scheme that enhances the night time experience of visitors.”*

The Arrowtown Charitable Trust is ensuring the Master Plan is updated to reflect the QLDC's recently adopted Southern Light Strategy and Southern Light Technical Specification including a progressive upgrade from HID to new LED technology.



# Key Objectives

The Lighting Masterplan for Arrowtown is a complete lighting solution. It is a cost effective way to create a unique and emotive nightscape that encourages visitors to explore the town in the evening and visit the restaurants, cinema, shops and bars in safety.

The aim is to create:

- Landscape lighting: highlight selected trees and natural features adding another layer of creative and ambient lighting to the nightscape - features subtly illuminated;
- Highlighting certain features and heritage buildings throughout the street, rather than lighting every building. A blanket approach to lighting every building, could feel like a film set and be too “gimmicky”;
- Accenting selected historic buildings and architectural features creates a subtle backdrop viewed from both the street and inside cafes and restaurants;
- An overall ambient level of light provides a feeling of safety and a sense of a special environment;
- A memorable backdrop for visitors both on the street and from various viewpoints around the town will add value to the night time experience of Arrowtown and encourage return visits and positive feedback;
- The street lighting will meet the local QLDC lighting standards yet retain an “olde worlde” character with warm white light sources and low glare luminaires. Subtle warm white light sources will capture the beauty of the natural elements without causing glare and unwanted light pollution.



*The bronze sculpture in Owen Marshall Park is a feature that would respond well to illumination*

# Infrastructure and proposed design

The proposed Lighting Plan with technical specifications is attached.

- **New traditional style street lantern:** A new lantern in a traditional style is a simple solution and allows for easy lighting calculations with no need for a prototype. Supplier warranties would ensure any faults or problems with the fittings are easily rectified however, compatibility with existing light poles would need to be established. We have chosen a robust fitting that has glare control and a downward light output. Finishes and components.



- **Landscape & features:** The landscape lighting includes the highlighting of selected trees, Buckingham Green, the bronze sculptures and the water wheel. We feel this will add another layer of creative lighting to the nightscape and pick up some interesting features as visitors explore the town.
- **Event lighting infrastructure:** With a new lighting design we believe there will be increased evening visitors which may open the door to more night time events taking place like music events, outdoor dinners, a night market or even a lantern festival. To ensure there are plenty of opportunities for event lighting infrastructure, we have made notes of suggested locations for power feeds on the plans. This will give plenty of options for temporary event lighting to be set up at various locations around Buckingham Street where night-time events may take place.



*An example of event lighting from the  
New Plymouth Festival of Light*



# Recommendations for the existing lighting

- Initially replace the three existing lamps on poles in the Miners' Cottages block and add a new pole and lamp outside the library for safety lighting meeting new light level and QLDC requirements.



- Provide a register of current lighting locations on the buildings in Buckingham Street;
- Suggest improvements to building owners so that the existing lighting in Buckingham Street ties in with the new lighting design.
- Develop a strategy for future lighting additions by building owners to ensure the character of Arrowtown is not lost with modern light fittings and a mishmash of colour temperatures.
- Event lighting - Suggestions for additions to electrical infrastructure for temporary event lighting to give greater flexibility for locations and types of events to be held at night.

Consultation with QLDC will determine the exact light level we will need to adhere to at street level for safe transition for cars and pedestrians.

# SWOT Analysis

Marketing Strategy: 700,000+ visitors a year.

## Strengths

- One of NZ's oldest European towns, formed in 1862, Arrowtown is 152 years old.
- Arrowtown is a shining example of an historic/heritage town in a natural environment which can be promoted for the benefit of current and future generations, educational groups, residents and visitors.
- The town boasts 50 – 70 listed buildings from gold rush to late gold rush period in the Arrowtown Historic Zone and Arrowtown Residential Historic Zone.
- Arrowtown promotes high standards in architecture, landscape, management, building and town planning.



*Brick and schist features that are thoughtfully illuminated  
will increase Arrowtown's night time appeal*

## Weaknesses

- Safety issues with poor light levels in existing lighting will be alleviated with addition of new lights and better light levels.
- Existing lights are more expensive to run than proposed modern replacements
- Presently night lighting is becoming a “mish-mash” of styles and design and this project would provide an historic consistency

## Opportunities

- Commercial bulkheads look out of place. Appropriate redevelopment to ensure heritage buildings in the historic town are maintained while allowing for modern use.
- Future Proofing. Reduce degradation of heritage buildings due to inappropriate lighting. A set of criteria should be established to ensure the integrity of the Lighting Masterplan is maintained.
- Replacing inefficient lights with LED will reduce energy usage.
- A set of criteria for specific light fitting styles in historic Arrowtown would be established and specified so that future lighting installed by building and business owners along Buckingham Street are in keeping with the overall vision for Arrowtown.
- Existing light fittings are broken and in disrepair. A scheduled and recorded maintenance programme replacing broken and patched existing lights with new lights will reduce

ongoing maintenance, saving longer term costs. Bulbs will be cheaper and it will be cheaper to replace refurbished poles. Better long term impact.

- Controlling glare and light pollution to the night sky can be defined in terms of light fitting style and placement. The lighting plan will expand out into in the residential part of Arrowtown to meet the community needs for appropriate lighting directing light down to avoid night sky pollution. *We need to communicate to AVA with our plans.*
- Meet the requirements of the QLDC document ‘Southern Light Strategy’ and the Southern Light Technical Specification as discussed with the QLDC Lighting Technical Advisor in April 2017
- Criteria include:
  - Direct light downwards where possible and control upward light with glare shields and baffles
  - Over lighting must be avoided - use the correct amount of light for the task and accepted standards. Warm light sources.
  - Unnecessary night-time lighting such as decorative floodlighting, merchandising lighting & signage should be switched off at 11pm
  - Keep glare to a minimum energy efficient LED and fluorescent light with progressive replacement of old HID fittings
  - Evenly spaced arrangement of lighting for consistent lighting and luminaire levels
  - Maintain existing poles if they are in good condition.
  - All new LEDs should have dimmable drivers and be CMS ready as per the QLDC Light Strategy part Two.
- Sources within the 2700K - 3050K range should be retro-fitted into existing fittings to create a warm light effect and also reduce energy and maintenance costs, controlling glare and light pollution, not over-lighting, consistent colour temperature and avoiding a ‘Disneyland lighting effect’ in Arrowtown.
- The new heritage sympathetic lighting will generate and increase in evening visitors – income opportunities for businesses.
- Opportunity to extend heritage lighting throughout Arrowtown Historic CBD including pedestrian linkages which are presently poorly lit.

## Threats

- Safety - several main street black points are dangerous with inadequate lighting causing a danger to pedestrians on uneven surfaces when crossing the road.
- Danger of the town looking like a “film set” or “Disneyland” with garish and unsuitable lighting.



*Artist's impression of lighting for the Miners' Cottages*

# Action Plan

## Stage 1

### **A QLDC Annual Plan April 2016**

- i. Finish the adoption of Arrowtown Heritage Lighting Plan in the QLDC 10 year plan by 30 June 2017.
- ii. Finalist the work undertaken from \$27,000 2016-17 funding from council to establish a new light and pole outside the Library including new, upgrade the lighting on the three council-owned miner's cottages. June 2017
- iii. Source council funds to provide all other heritage lights for council-owned properties, replace the lamps (fit existing poles) on the three existing Miners' Cottages Street lights, three historic trees and Owen Marshall Park sculpture. June 2017

### **B Business Owner Lighting Upgrades and Sourcing Funding**

- i. Have identified and communicated with business owners and are working with APL toward finishing the 2016-17 council funded work by 30 June 2017 on council buildings and new library street light. .
- ii. Register current lighting locations on the buildings in Buckingham Street. Done May 2016
- iii. Suggest improvements to building owners so that existing lighting in Buckingham Street ties in with the new lighting design. Done May 2016
- iv. Property owners to provide total cost of improvements. Have written support from property owners of key properties. Business owners to pay for ongoing power (minimal cost).

## **Stage 2: Detailed Design: Final detailed proposals by August 2017**

**Stage 3: Site Observation:** Project management, procurement, supply, overview, commissioning and fine tuning. By September 2017

**Stage 4: Unveiling:** Lighting celebration promoted through council contacts, members of public and school children. By April 2018 (Arrowtown Autumn Festival)

**April 2017 Submission to QLDC:**

**The Arrowtown Charitable Trust seeks that the QLDC:**

- Adopts the Arrowtown Lighting Plan in its 10 year plan as the Arrowtown Standard for lighting.
- Provides \$57000 towards upgrading of lighting on council properties, sculpture, four trees, Buckingham Green, and three further street lights in Buckingham Street  
*Note: The total lighting project budget for above and non-council properties is \$149,700 with the ACT meeting the non-council property upgrade at \$65,700.*
- In 2016-17 the council committed \$27000 which is being used for the upgrade of lighting for the council properties: The 3 council owned Miner's Cottages, a Light and pole on the Library Corner. This work will be complete by 30 June 2017.
- The council is adopting the Arrowtown Lighting Plan in its 10 year plan as the Arrowtown Standard for lighting with the assurance that the old HID lamp technology is replaced with modern LED fittings. The Lighting Masterplan complies with the new QLDC Lighting Standards. This adoption will be complete by 30 June 2017.

The lighting proposed will mean substantially lower running costs than at present and the lights proposed are durable and of good quality.

Local electricians and electrical engineers have volunteered their time to investigate the viability of the proposed lighting plan and have confirmed that the ducting upgrade carried out by QLDC will fully support the lighting infrastructure. This means that limited additional infrastructure or engineering is required to proceed with the proposed lighting.

The funding that the Trust is seeking through the annual plan is the cost of purchasing the light heads for four street lamps and components for the buildings and areas owned by the Council. (/Hall/Some landmark trees on Reserves and public sculptures).

All other lighting is to be funded by the owners of the buildings being lit, with the cost of installation and infrastructure being met by the Arrowtown community in the form of local business sponsorship and charitable trust grants.

# PAVER Russell

Wakatipu

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## Submitters Comment

The development of Mountain Bike trails in the area.

I would love to see the continued development of mountain bike trails in the Queenstown district, with the huge amount of Tourists and Residents that this draws to the area it only makes sense that it receives some council funding.

Mountain biking is environmentally low impact, great fun for all ages/abilities and promotes the outdoor kiwi lifestyle that tourists and locals search for. And as i'm sure you as aware mountain biking is fast becoming one of Queenstowns and NewZealands biggest activities during the summer months bringing a huge amount of tourists throughout the summer. The economic impact of these tourists is essential to keep all aspects (Accommodation, Restaurants, Services and Leisure) of this town thriving as we see today.

I have spent my whole life mountain biking and visiting various resorts around the world, Queenstown has the potential to become the best Mountain bike resort in the world and it would be a shame to see this potential go to waste without proper funding from the council.

Thanks for your time,  
Russell Paver

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# PAVLOU Kosta

Wakatipu

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## Submitters Comment

I really like that water quality concerns have made much a major part of the annual plan. The environment is what has attracted so many people to this town and it would make me feel really good knowing that the condition of our water, air, and our ecosystems are being monitored.

I also feel that a huge amount of the revenue that Queenstown sees is due to the massive numbers of mountain bikers which flock to the amazing trails which have been tirelessly crafted by volunteers over the years. If the Queenstown Mountain Biking Club could receive some funding to aide in the creation of additional trails it would be a great opportunity to attract even more revenue from national & international riders whilst also preventing environmental damage due to outsiders building improperly built trails or riding on walking tracks or other reserves.

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# PEARSON Hilary

Wakatipu

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## Submitters Comment

Funding for the upkeep of the local mountain bike tracks and trials, along with development of further trails for all abilities and ages.

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# PEARSON-IRVIN Rachel

Wanaka/Upper Clutha

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## Submitters Comment

I would like to urge the council to discontinue with any plans to permanently chlorinate the water at Lake Hawea. The long term accumulation of it in our bodies has not been fully researched and therefore it cannot be considered a safe practise. It tastes and smells revolting.

Instead more emphasis on keeping the water clean in the first place is crucial including the provision of toilets and signage, especially for the ever increasing number of tourists. Also much stricter fines and penalties should be placed on industries/individuals responsible for any water pollution/contamination, including farms, campgrounds, construction industry etc.

The end users should not be penalised for the irresponsibility of the polluters.

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# PEAT Fiona

Wakatipu

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## Submitters Comment

I love the idea of the new bus system and making it cheaper! I would definitely use the bus more if the cost was lower. I've also had friends who work in town say they would use the bus to commute if the cost came down.

Also love the new simplified routes!

But I do think that the peak time services need to more frequent. 1/2 gaps does not work for commuters and therefore doesn't solve that traffic issue.

And they need to run later! With more people staying further out of town a reliable and cost effective bus service would be well used.

It would be fantastic if Queenstown could have a international standard of bus service to match all our other wonderful international features.

Thanks!

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