



Shaping our Future Annual General Meeting Minutes

Thursday 1 November 2018, 5.30pm

Supper Room, Queenstown Memorial Centre

1. Welcome from the Chair (Alastair Porter)
2. Welcome to the Mayor, Councilors and members
3. Apologies - Cath Gilmore, Simon Hayes, John Cushen, Mandy Bell, Michael Laws, Andrew Galwith, John Cushen, Megan Williams, Shaun Gilbertson, Julie Perry, Lisa Nielson, Ann Lockhart, John Glover, Ross McRobie, Kathy Dedo, Mark Williams
Motion to accept apologies Alastair Porter, 2nd Guy Hughes – all agreed
4. Minutes of the 2017 AGM – minutes of the last meeting. Any discussion points?
5. Motion to accept the minutes of the 2017 AGM - Guy Hughes, 2nd AJ Mason – all agreed
6. Panel Discussion – “The Future of Tourism in the Queenstown Lakes District”. Panel members Trent Yeo, Mark Morrison, Matt Hollyer and Jim Boulton each shared their views for five minutes each.

Trent Yeo -

- It is a fast changing world – block chain, technology, transport, one thing that won't change is our need for community.
- Travel is one of the most fulfilling things that we can do and it is important to work out a way that is respectful, that helps people, helps economies and helps communities.
- Suggested thinking about tourism businesses in a new way – as a person – would you like that person, how do they behave, would you hang out with them, be friends with them? Would they be a good neighbor, husband, father community citizen?
- Business are understanding more and more that they need to be receptive. We should travel with an awareness of gaining something for ourselves, but also giving something back.

Mark Morrison –

- We have an opportunity in this district and we need to take advantage of it. Even five years ago people wanted more visitors, 25years ago there were no opportunities for our youth to stay in the district. In 10 years we may want more people to visit.
- Acknowledge the views of those who want to “close the gates”
- The recent TIA sustainability charter – Business, community and visitors all need to be happy.
- We need to be able to take advantage of the opportunities but not at the expense of our community, we need better infrastructure, we need to get some of the money being spent in our region. The pinch points are there but can be managed with investment.

- We need to start collaborating, working together with common views and channeling that support in positive ways. Including supporting Jim in putting pressure on the government to assist with the infrastructure needed to make sure the area remains the Crown Jewel for New Zealand.
- The Crown Jewel could disappear, now is our opportunity to make a change for future generations so that our children and grandchildren can look back and say ‘wow they really did it well’
- Acronym “Perfect Environment for New Innovative Solutions”

Matt Hollyer

- Our future is based on not just the customers but the people who work in tourism businesses.
- Canyon Swing now has 35 staff. They have the growth and confidence to be able to employ staff on year-round contracts, more confidence to know they can keep them.
- The employees then have confidence that they can stay in the district build a career. They are good people who like contributing (instead of 4 months).
- Previously tourism was the stop gap job and then you went off and got a ‘real job’ – now it is the real job.
- We can attract and keep these people in the future, they will have a crack at a business in the future. They are having fun. Being able to harness and keep talented people here and have a community that supports that is a great future. Success is having three generations of a family living here, that want to be here.

Jim Boulton –

- Supports well earning jobs, encouraging our students to want to come back and providing a career pathway to encourage them back.
- 25k ratepayers cannot pay for the infrastructure for 6m bed nights – will keep on pushing for acknowledgement and funding to support the area to provide the right infrastructure.
- Tourism is quickly changing. 5, 10 or even 20 years ago the idea that we need to control visitor numbers would have been laughable. “Over Tourism” is a new term.
- Previous role as Deputy Chairman of the NZ Tourism Board the goal was to get 1 million visitors to NZ, then 2, then 3..... It was concerned about numbers, not necessarily quality.
- Need to get better value out of our visitors, with developing 3rd world countries we are creating mass tourism, eg China.
- We need to smartly manage our resources, we need to start thinking about how we can manage “Over Tourism” eg Milford, how do we spread the load, take cars off the road? Timed departures from Te Anau to manage numbers?
- Some people say no more growth. No growth would mean no new investment, instead lower rate of growth in terms of numbers but higher in spend.
- Beyond 2050 – hope for the district it will be a collective view and identify the values of the future. We will take it to the community, once it is agreed, we then need to make sure it remains true.

- Our problems are ones that many places would give their eye teeth to have, they are positive problems, we need to manage them in a way that makes sure the district remains a desirable place to live.

Question: Alexa Forbes – we talked about growth and future of tourism, nothing about climate change or carbon and how that will impact tourism.

If you envisage growth – on its graph what happens at the top? What does thriving without growth mean?

- Trent – Climate Change / Carbon – we need to front foot the issues, more discussion around domestic visitors, we are a long haul destination, we would benefit from a move to a “slow travel”, create opportunities for them to give back eg riparian planting, soil degradation, opportunities predator 2050. Is a large challenge – we need to make it meaningful. The growth isn’t just tourism, it’s also our impact. Tourism has a role to play in telling the stories.
- Jim – we need to look at the sustainability of people having rental cars, how can we reduce our impact, need to look at Mass transit away from petrol and diesel.
- Matt – opportunity for our people to grow and develop as well.

Question: Rachel Moore (to Jim Boulton) goal for 2-4% growth in your article. How can we achieve that?

Jim – there is no quick answer or one solution, it may have to be price.

Question: John Dumble – We have been talking about extracting more money from each Tourist. 4/5 years ago DQ suggested that we do this but nothing happened. The idea of diversification has been around for some time.

Jim – fully supportive of widening the economic base. It has been around for a long time - DQ 1983 – first suggested. Need to find a balance and maybe lift the game in this area. We need to think regionally and work with our neighbors.

Matt – DQ have been trying, it’s a long game and around the messaging, educating the trade eg stay 4 days, getting the airlines on board.

Trent – need to be cautious about thinking about tourists as walking wallets, they also bring opportunities for them to learn, us to learn, how do we engage them eg people who spend time here every year, smart people, have skills, thoughts that could benefit our committee.

A discussion around how this could happen, example Bhutan model – looking at international examples and curation for the right type of person, volunteer programmes, woofing, what intelligence transfers could happen? Needs to be respect on both sides.

Question: Bryan Wrighton – to Jim Boulton – where are we at with getting a bed tax / visitor levy?

Jim – believes most people believe that we need some type of levy. He has been working on this with the previous and new government, at the moment with Phil Twyford and will continue to work on it for the district.

Question: Ailsa Cain – You all mentioned social cohesion. How do you think tourism in the future is going to continue adding to it and how is that going to impact the natural environment.

Mark – Visitor levy money needs to go into Infrastructure and into the environment.

Matt – many companies are doing this privately eg Southern Discoveries, RJ. Canyon Swing pays to DOC but that money is going into a large pot – they would like it to be used locally, have desire to help eg planting, staff time.

Question: Guy Hughes – supportive of levy and contribution. How are we going to have tangible benefits from tourism to the people who live here?

Jim – it won't be socially spread but have flow on effects for all members of our community.

7. Presentation of Annual Report and update (Chair Alastair Porter)

- Full presentation available [here](#)
- Annual Report available [here](#)
- High levels of engagement this year with Water, Frankton and Lake Hayes Estate / Shotover Country forums. Continuing to work on new ways to engage, including opening channels for youth engagement.
- Thanked QLDC for funding support allowing SoF to remain independent.

Motion to accept the Financial Report AJ Mason, 2nd Barry Bruce – all agreed.

Motion to adopt the Chairs report – Maree Baker-Galloway, 2nd AJ Mason – all agreed.

8. Nominations: Five nominations were received for five places on the Shaping our Future Board. Nominees were: Alastair Porter, Reece Gibson, Guy Hughes, Maree Baker-Galloway and Shaun Gilbertson.

- Alastair acknowledged the support and invaluable contribution of Kathy Dedo and Esther Whitehead, both have been board members since 2015.

Motion to approve the nominations to the board, moved AJ Mason, 2nd Michael Sly – all agreed

9. General Business

- Rachel Moore – commended SoF on the work they are doing for the tourism industry. Asked if SoF felt the work they were doing is being recognised, eg 2050 - is the information being feed into the process?

Alastair Porter response: SoF have good representation as part of the process with Board Member Michael Sly as part of the team and Alastair Porter having taken part in the workshops as well.

- Rachel – host communities are important, there may be some confusion in the community as to what processes they should be engaged in.

Alastair Porter – SoF are happy to offer the services – but this particular case is a QLDC process.

Guy Hughes – agree that it needs proper and non rushed consultation.

- Trent – I understand the process and with the taskforces being community lead, how do make sure that the questions are raised eg resilience, climate change if they are not raised in the forum as people aren't aware of them.

Alastair Porter – we are working on this with our informed community strategy to help educate people within our community.

- Ailsa Cain – what is the profile of our community. Who are we profiling for ie who will be the community in 50 years?
- Peter Harris– how are you dealing with making sure you get a good cross section.

Alastair – it is challenging like any consultation and we are continuing to look at different ways eg Lake Hayes, they didn't attend the forum but did respond online.

Marie Day – looking at profiling the communities from the quality of life survey.

- AJ Mason - key strength of SoF platform is encouraging that face to face discussion, online options have limitations around actually having that discussion.

John Dumble thanked Alastair and the Board.

Meeting Closed

Attendees: Alastair Porter, Guy Hughes, Reece Gibson, AJ Mason, Barry Bruce, Matthew Day, Michael Sly, Maree Baker-Galloway, Jim Boulton, Matt Hollyer, Mark Morrison, Trent Yeo, Alexa Forbes, John MacDonald, Chris Ehmann, Jay Cassells, Jewel Cassells, Jen Andrews, John Dumble, Laura Wrighton, Bryan Wrighton, Marion Borrell, Noel Beggs, Rachael Moore, Susan Rowley, Ben Chapman, Marie Day, John Schuitemaker, Penny Clark, Paula Denton, Ailsa Cain, Gabrielle Tabron, Peter Harris, Gabriella Steven, Anita Golden