

Date: Tuesday 27 May 2014
Time: 9.30am
Meeting Room: Local Board Chambers
Venue: Pukekohe Service Centre
82 Manukau Road
Pukekohe

Franklin Local Board

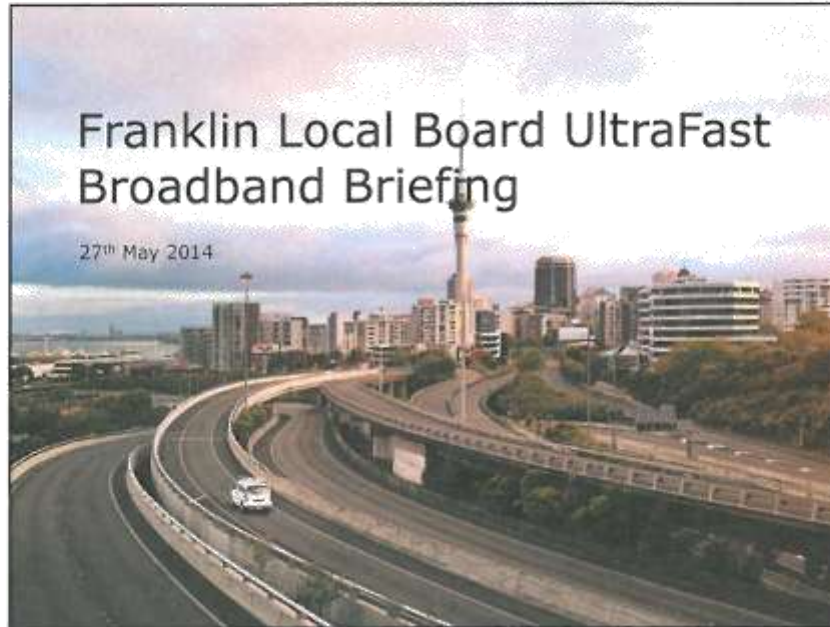
OPEN MINUTE ITEM ATTACHMENTS

ITEM	TABLE OF CONTENTS	PAGE
8.1	Chorus : Ultra Fast Broadband	
	A. Chorus Presentation	3
8.3	Franklin Tourism Group :	
	A. Franklin Tourism Group Presentation	13
	B. Franklin Tourism Group Proposed budget	17

5/28/2014

Item 8.1

Attachment A



We're already in your area

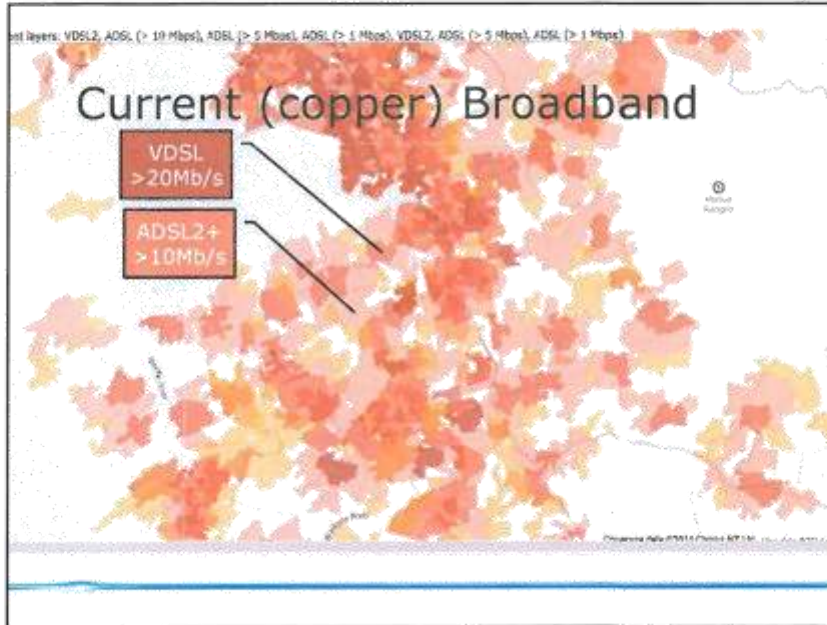
- > Fibre to the Node upgraded the local network for 84% of Kiwis
- > Better broadband to Rural New Zealand
- > Ultra-Fast Broadband to 24 regions

AROUND
32,000 km
OF FIBRE CABLE -
AND COUNTING

5/28/2014

Item 8.1

Attachment A



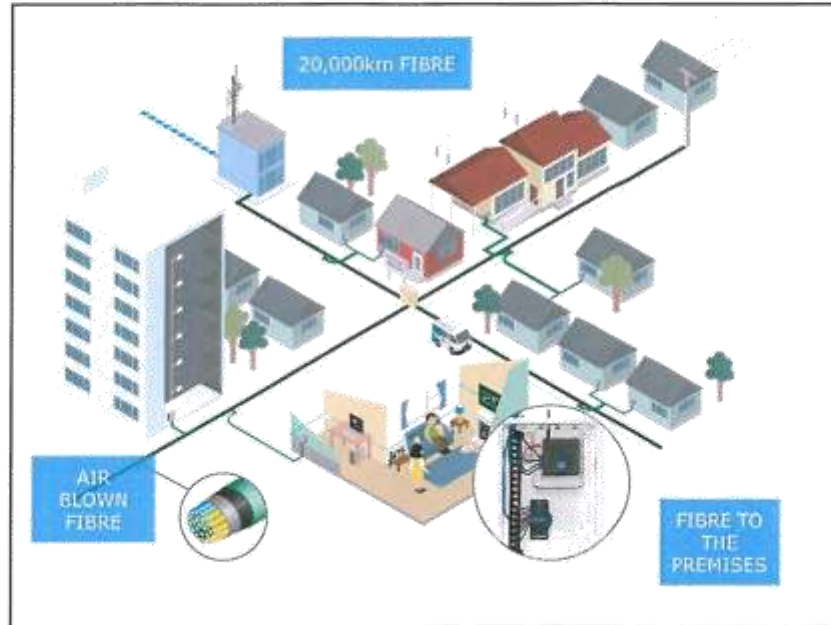
UFB revolutionises broadband

- > UFB is 100Mbps via fibre to 75% of population
- > Chorus partners in 24 regions (total 33)
- > Priority to reach schools, major health facilities and business centres by 2015
- > Delivering fibre to more than 830,900 premises by 2019

5/28/2014

Item 8.1

Attachment A



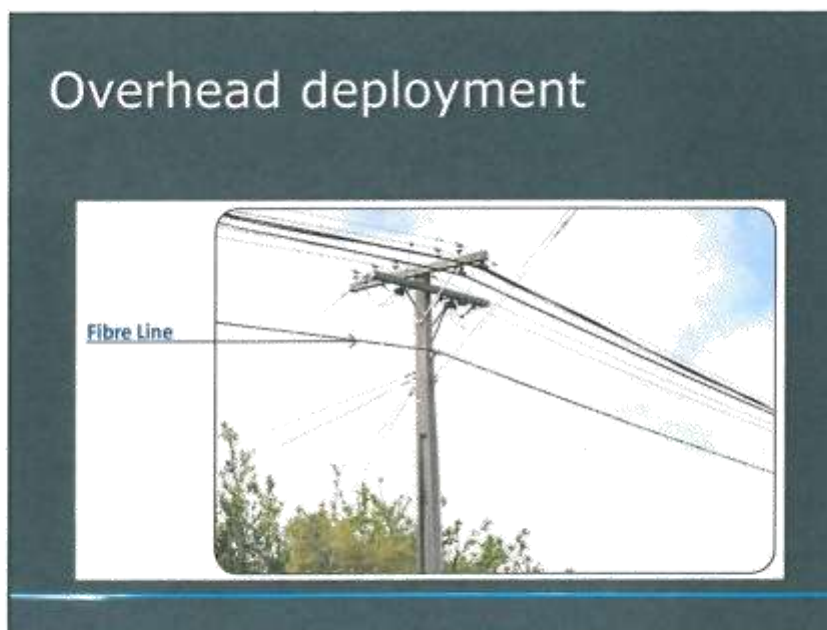
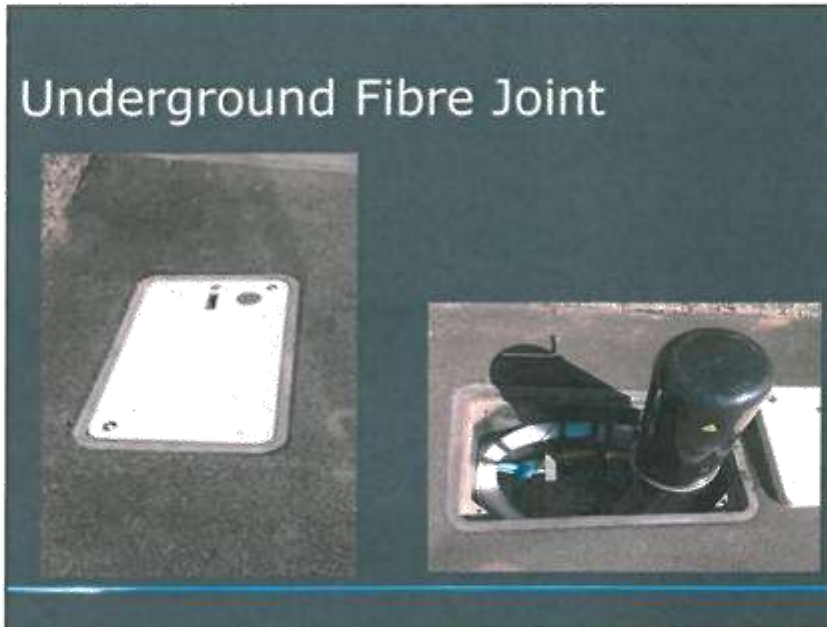
What our build looks like

- > Fibre on the street (feeder) usually underground to cabinet or terminal – normal duct or air blown fibre
- > Fibre to the premise (distribution) underground or aerial
- > Quality reinstatements

The photograph shows a brick-paved sidewalk next to a building entrance with a yellow door frame. A blue line indicates the fibre optic infrastructure running along the sidewalk.

5/28/2014

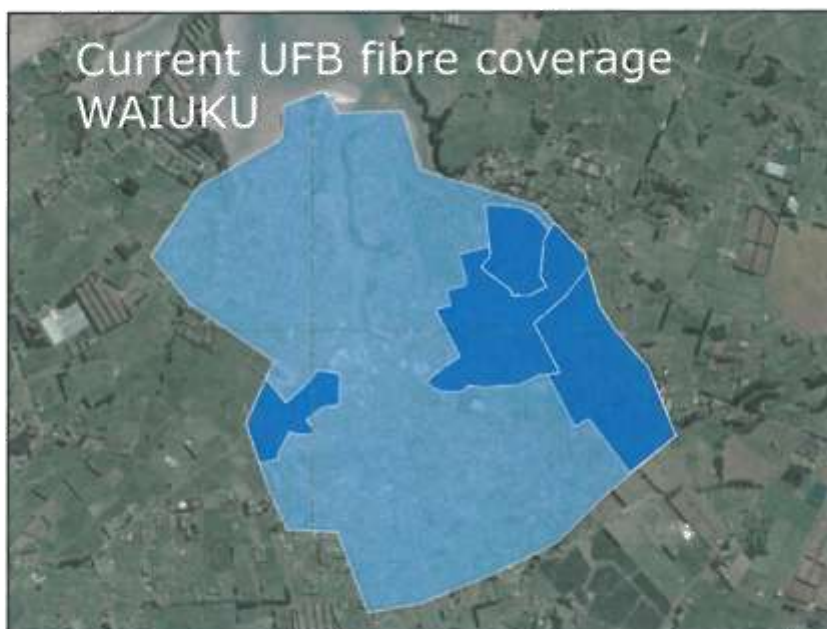
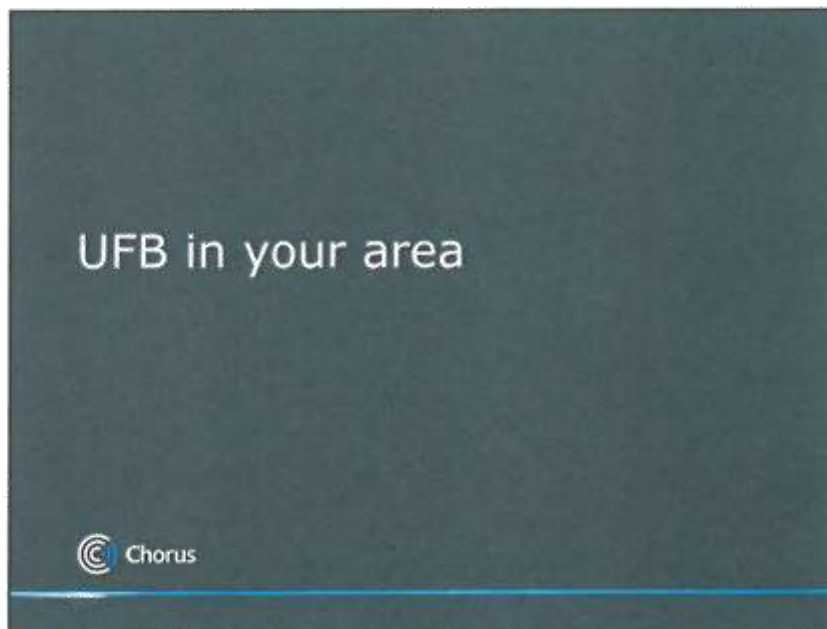
Item 8.1
Attachment A



5/28/2014

Item 8.1

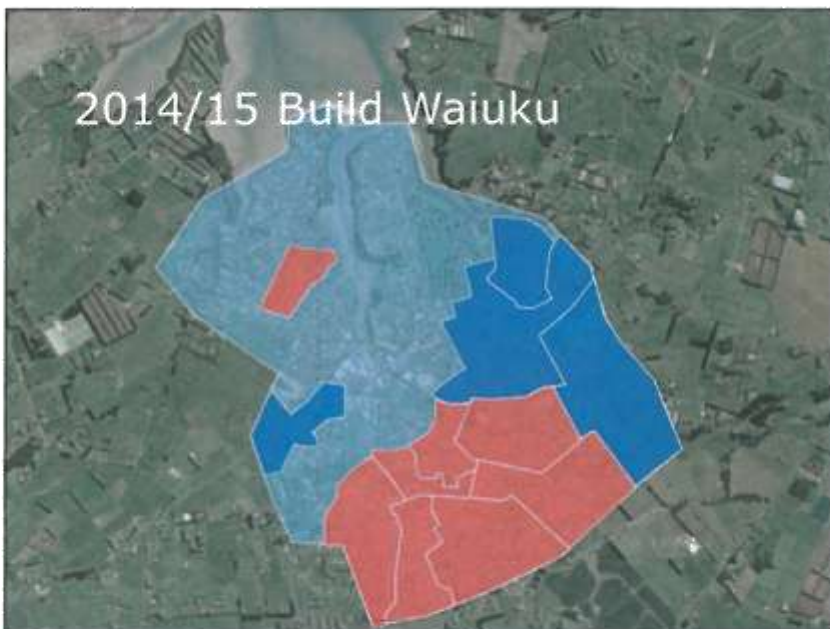
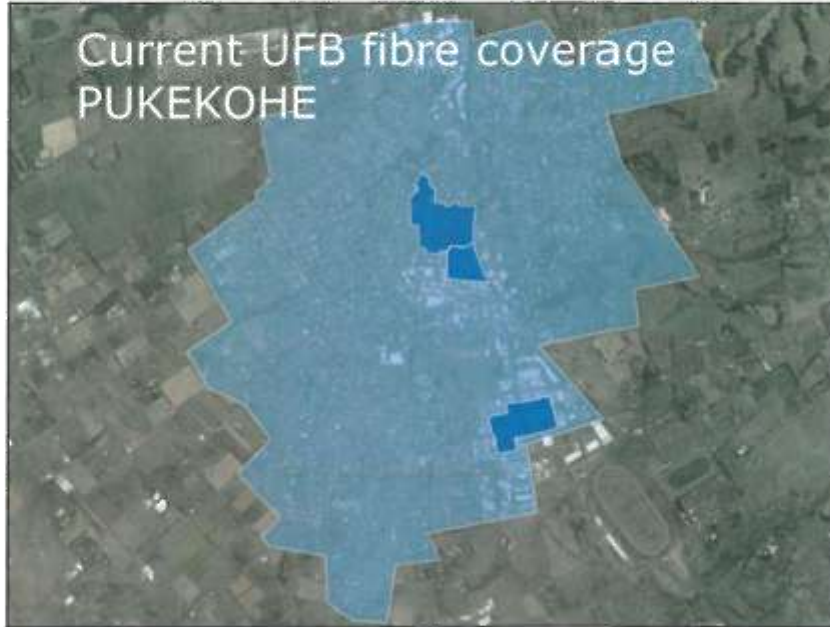
Attachment A



5/28/2014

Item 8.1

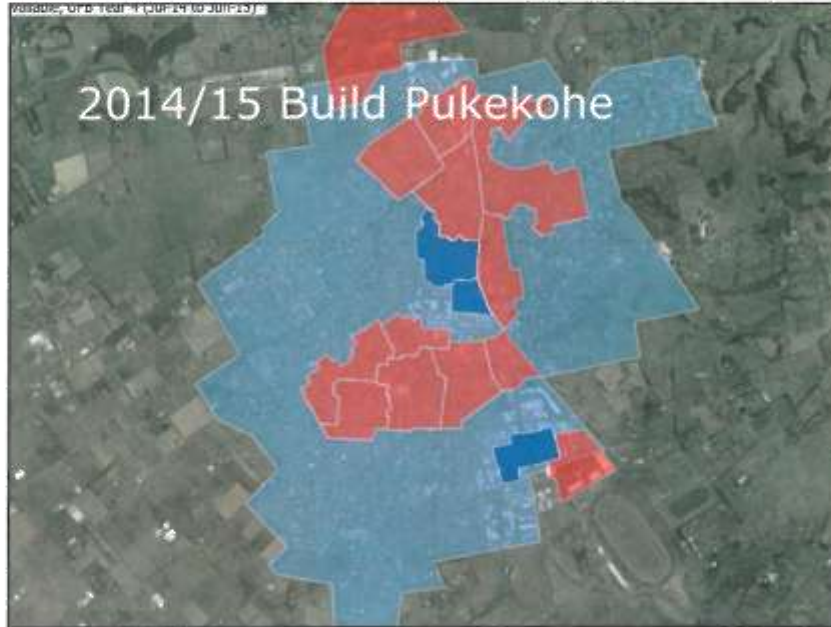
Attachment A



5/28/2014


Item 8.1

Attachment A



What you will see on the street

Work area signage



START: Mar 2014
FINISH: May 2014


We're installing the ultra-fast broadband network

For questions? Call us on **0800 342 733**

Downer **Chorus**

We've nearly finished our work bringing fibre to your area

We're still tidying up, thanks for your patience



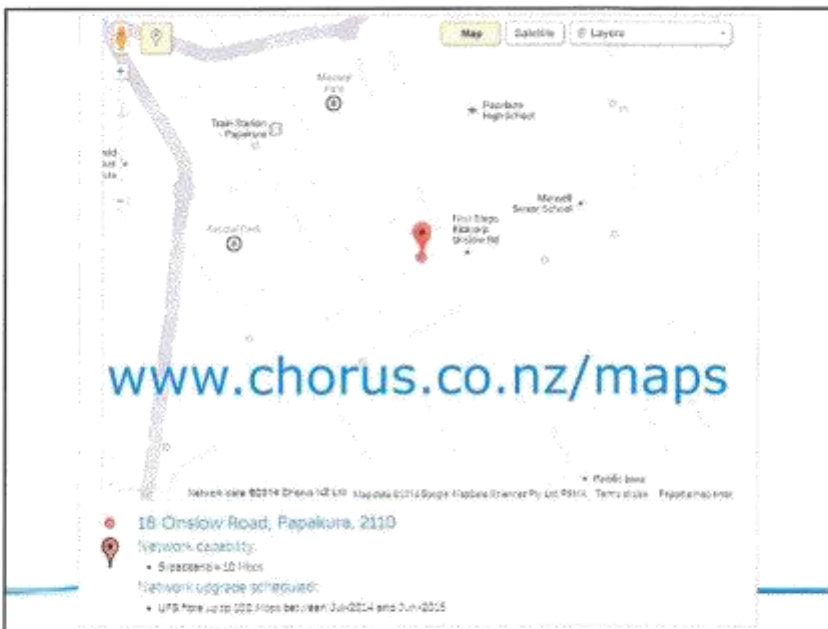
FOR GENERAL ENQUIRIES
0800 342 733

Downer **Chorus**

5/28/2014

Item 8.1

Attachment A



5/28/2014

Item 8.1

Attachment A

Graffiti


FOR CHORUS CONTACT MANAGEMENT, CONTACT US ON 0800 222 638
www.chorus.co.nz

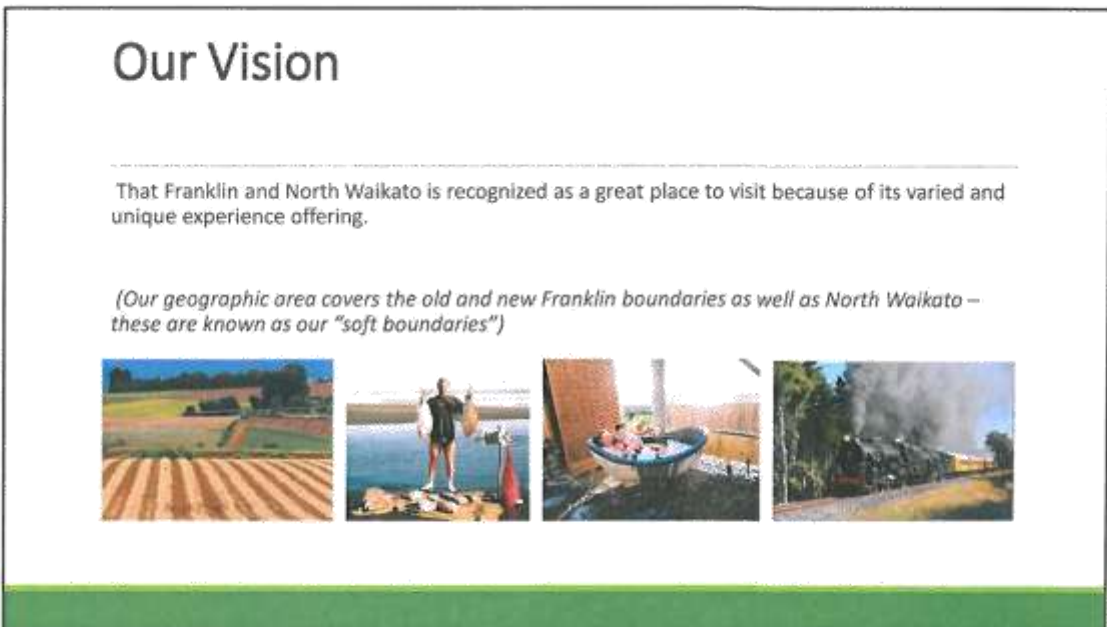
- > Chorus contact details for the public to report graffiti.
- > We will arrange for graffiti to be removed as soon as possible



Persistent graffiti managed with community morals


Thank you





THE MARKET

DOMESTIC DRIVE MARKET
FRIENDS/FAMILY/RELATIVES
DOMESTIC HOLIDAYS/EVENTS
INTERNATIONAL F.I.T.



DOMESTIC IN REACH MARKETS

Defined as those:

- Located geographically within 1.5 hours of the Pukekohe CBD. These markets can easily enjoy day experiences and as they are domestic, generally have their own transport and have some familiarity of the FTG area.
- Many are looking for unique and authentic experiences and opportunities to interact with their surroundings rather than simply observing them.
- Capitalising on events in the region, and encouraging longer stays and diversity of experiences.
- Working with RTOs to attract international F.I.T.s to experience "Franklin" as part of their stay.

Our Progress

- Creation of a formal Board, Constitution and Incorporation of the society
- Development of a membership within operator network
- Regular newsletters and networking events for operators
- Participation in ATEED events at the V8 supercars events
- Liason with ATEED, Hamilton Waikato Tourism and Waikato District Council
- Participation in cluster meetings with similar groups in the greater Auckland area
- Developing a database of both operators and consumers
- Leveraging resources with mutually beneficial providers such as "Franklin Country" and "Franklin Heritage"

THE MARKET

Reception of what is
struggles to put together with
Wright to build our brand,
Events, Attractions, facilities



THE NEXT STEPS

- ◆ Further development of membership
- ◆ Funding
- ◆ Brand development and awareness
- ◆ Group marketing strategy
- ◆ Operator education
- ◆ Operator co-operation and packaging

Objectives

- Build awareness of the FTG experience offering.
- Build demand for the FTG experience offering.


Franklin Local Board

- ◆ Information sharing
 - creating strong working relationships between local authorities and business
 - providing feedback from the coal-face (what are the operators experiencing)
- ◆ Networking
 - The chance to see and experience much of what Franklin has to offer (we are sure you will be surprised how much there is)
- ◆ Seed funding support
 - helping us create a sustainable initiative (handout)

Item 8.3

Attachment A

HOW LUCKY
WE ARE



Thank you for listening

QUESTIONS?????????

FRANKLIN TOURISM GROUP DEVELOPMENT BUDGET

TOTAL FUNDING REQUIRED			\$10,000.00
Marketing & Administration Resource			
E-newsletters			
Event management			
Operator follow up			
Membership communications			
Registrations			
20 hours per month @ \$23 per hour	\$460.00		
10 months of the year		\$4,600.00	
Networking events			
Notices \$250 x 4	\$1,000.00		
July - F & B	\$350.00		
September - F & B	\$350.00		
November - F & B	\$350.00		
April - F & B	\$350.00	\$2,400.00	
Signage			
Pull up sign	\$250.00		
Pull up sign	\$250.00		
Brochure stand	\$250.00		
Brochure stand	\$250.00		
Marquee banner	\$350.00	\$1,350.00	
Web Audit			
Assess exiting sites and ability to support groups needs & report			
20 hours @ \$30 per hour	\$600.00	\$600.00	
Branding			
Name procurement		\$1,050.00	
Logo design			
Facebook creation			