



TOURISM PROPOSAL

To the Howick Local Board



2016

JUNE 9, 2017

HOWICK TOURISM INCORPORATED
P O Box 38105, Howick

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STATEMENT OF CONFIDENTIALITY AND NON-DISCLOSURE

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BY ACCEPTANCE OF THIS DOCUMENT, THE RECIPIENT AGREES TO BE BOUND BY THE
AFOREMENTIONED STATEMENT

EXECUTIVE SUMMARY

Howick has an opportunity to exploit and promote its historic and colonial heritage, arts and culture and the natural beauty of its coastal environment to grow its visitor economy.

The incorporation has a proven track record and experienced members on its committee who working with the support of ATEED, enables, Howick Tourism Inc., (HTI) to become an invaluable partner in the tourism market. We look forward to forming a mutually rewarding relationship with the Howick Local Board.

The proposal is to allow Howick Tourism Inc., to collaborate within the existing Local Board support entities but having exclusive rights to develop the tourism aspects of the region. Adopting this relationship will ensure the Howick Business Association (BID) can dedicate its resources to the Howick Village business centre and that Howick Tourism Inc., assisted by ATEED and the Tourism industry will dedicate its resources to developing the tourism opportunities for the wider Howick area and cross boundary initiatives.

Howick Tourism Inc. will appoint a coordinator under the management of Howick Tourism Inc. to

- Commission a New Zealand Tourism Research Institute (NZTRI) research to determine an accurate picture and baseline of Howick Ward tourism and visitors.
- The NZTRI models have been successfully applied to Franklin and Matakana tourism regions
- The NZTRI recommendations will form the basis of the strategic plan

The coordinator will implement the plan to maximise relationships with stakeholders, influencers and providers, develop marketing materials as appropriate and collaborate with local and wider region providers to ensure maximum sustainable impact

On a successful application Howick Tourism Inc. will complete:

- Establish the steering group
- Funding agreement between ATEED and Howick Tourism Inc.
- Appoint the Research partner to Research the environs to establish a baseline and evidence of visitor activity and expectations
- Recruit a suitable contractor for the part time marketing co-ordinator position
- Re-cut the financial forecasts accordingly but retain the grant values as proposed
- Establish the marketing platform of digital and other materials as needed
- Monitor Outcomes

1. HOWICK TOURISM INCORPORATED BACKGROUND

25 September 2013 Howick Tourism Incorporated was founded as an Incorporated Society (hereafter referred to as “The Society”). The Society currently has over 88 tourist operators on its database who are currently delivering services to the tourism market.

Mission Statement:

To capture and create local tourism opportunities within New Zealand’s strongest and most rapidly growing business sector that lay the foundation for sustained promotion and visitation to the wider Howick community

Objective:

To facilitate and develop tourism and associated industries and services within the Society’s Howick based boundaries, including but not limited to.

- To compliment the retail and commercial business associations activities by applying dedicated resources to the surrounding tourism sector
- Coordinate networking amongst members to develop synergistic business opportunities
- Facilitate members to form clusters to jointly promote their activities.
- Market the Howick area as a preferred destination for local, national and international tourists
- Provide tourism information
- Provide education on tourism services and activities
- Advocate on behalf of its members
- To include the Pohutukawa Coast, Howick Coastline, Marine Life, Future Cycles Trails, the Historic Village, Half Moon Bay Marina and other areas of historic significance to both Iwi and pioneers alike
- Create a sustainable scalable structure that can deliver results over the longer term

Region of Interest:

- The primary area of interest and activity of the Society shall be the Howick Ward of Auckland Council.
- The boundaries are considered ‘soft’ and the Society may accept members from outside this area if deemed appropriate.
- The Society may operate and conduct activities, whether inside the Region of Interest or elsewhere, to promote the purposes and interests of the Region of Interest.

Legal structure:

The name of the society shall be Howick Tourism Incorporated. The registered office of the Society shall be Howick Historical Village, Bells Road, Pakuranga or any such other place as the Society may from time to time determine. As stated in the Constitution page 2, please see attached Appendix 1.

The Board:

Chairperson

Howick Historical Village Charmaine Chapman

Treasurer

Te Tuhi Cherry Tawhai

Secretary

TBC TBC

Board Members

Tourism Community

Auto Rentals Direct	Wendy Witheridge
Uxbridge Culture & Arts	Vicki Bowers
Whitford Bird Gardens	Dave Nicholson
Howick Historical Village	Ros Warren
Music Point Trust	Shirley Warren

Stakeholders

Local Board	TBC
Local Board	TBC
ATEED	TBC
Advisory Role	Des Topp

2. STRATEGY

New visitor growth to Howick by:

- Develop a branding awareness campaign for the region.
- Deliver a local marketing campaign and develop Howick advocates.
- Raise the tourism profile of the area and support tourism partnerships.
- Leverage the distinct strengths of the wider Howick's tourist attraction locations
- Skill development through workshops ensuring operators have access to best practice.
- Benchmark other Auckland regional tourism attraction programmes, especially Matakana and Waiheke
- Linking Howick back into the central and Orakei Coast line and to Waiheke to attract and encourage visitor movements through the Howick Ward.
- Presenting a seamless transport route that includes the Historic Village and highlights Howick town centre, continuing along the Pohutukawa Coast to include Hunua, Clevedon, and sightseeing attractions along including beaches, the many pioneer villages, archaic and historic sites, arts, crafts and sports
- To position Howick as a new highlight on the coastal route to and from Auckland.

Role of Coordinator

The Howick Tourism Inc., will appoint a coordinator specifically for the role to develop and provide excellent marketing and communications of tourism attractions in Howick. The role will be part time beginning at 10 hours per week for the first year and increasing on achieving agreed milestones to 15 hours per week in year two and 20 hours in year 3 or as soon as a self-funding optimum has been achieved. The structure and management of the operation can be modelled on other successful cluster forming initiatives such as those in Matakana and Waiheke.

The Howick Tourism Inc., will appoint and manage the Coordinator with the primary role of substantially increasing and perfecting Howick Tourism brand awareness by:

- Local Board Plan undertakings:
 - Action 1
 - Develop partnership and support corporative opportunities to advocate for improved visitor transport connections within the wider Howick area.
 - Action 2
 - Undertake comprehensive research on the visitors to Howick to better understand their demographics and needs and to identify product gaps.
 - Action 3
 - Seek partnership opportunities and resources to promote Howick a visitor destination.

- Howick Tourism Inc., undertakings
 - Prepare a market activity and sales plan to develop tourism over the greater Howick Ward area
 - Develop a subscription/sponsorship financial model to secure monthly revenue
 - Develop a suitable collaboration with Matakana, Hunua and Waiheke tourism groups
 - Develop a collaborative business relationship with the Howick Business Association
 - Lead the design and implementation of all digital and other forms of collateral
 - Lead the program design and development of tourism attraction products and opportunities
 - Manage the attractiveness and timeliness of the web site and its downstream products
 - Report quarterly to the Howick Local board on market and financial performance
 - Prepare any future applications for funds in the appropriate and timely manor

Deliverables

In the course of this project, deliver Howick Tourism brand awareness by:

- Website
- Facebook page
- Promotional video, benchmark the Hibiscus and Bays recent promotion for budget and design direction to determine budget and timelines. Use a suitable logo and buy line to create Signage for advertising Howick Tourism and its location whilst being inclusive of the Howick retail village
- Employing a Marketing/Tourism Coordinator, paid position for up to 10 hours per week
- Email address/s
 - Society
 - For information
 - To ensure connectivity to www.aucklandnz.com and other relevant sites

3. NEEDS VS OPPORTUNITIES

The following table shows how the Societies needs have been taken into consideration when formulating opportunities:

Needs	Opportunities	Deliverables
1. Collateral	The Society can be portrayed as a professional group/body that can be trusted to meet their obligations especially when approaching businesses and other groups for sponsorship or membership fees.	Regular newsletters and correspondence Signage as available Advertising e.g. online and print media Develop coupons/packages
2. Website	Reach local, national and international visitors. Clearly identify locations using embedded maps and hyperlinks Benchmark Matakana Coast	Tourist operators have a platform to advertise their product.
3. Facebook	Developing the Howick Region proposition through relatively cheap advertising.	Facebook page boosts via paid advertising. Promote events in Howick
4. Marketing Coordinator	Paid annual Contract position to coordinate Howick Ward umbrella tourism & deliverables.	Co-ordinate the following: Identification and Development of promotional activities Regular Facebook updates, Advertising Website updates Newsletters to operators Event planning Social media development Reporting and surveys
5. Promotional Video – if required	Promoting Howick Region to Aucklanders and to international visitors. A professional video that can be played at cinemas at pre-screening times as well as on the website and other social media platforms to promote Howick activities. Benchmark Hibiscus and Bays promotion in this space	Aerial footage that showcases the beautiful coastline, walkways, golf courses, fishing, kayaking, swimming, arts and cultural centre's, as well as the Town Centre's, tourism businesses, accommodation providers and markets of Howick. Specific measurable in promoting the rich colonial and cultural heritage attractions.
6. Work with tourism businesses and local Business Association's	To network and inform businesses on what has planned and prepared as well as to pitch for their businesses and sponsorship	Tourism businesses will join HTI.

4. IMPLEMENTATION PLAN

Scheduling - Timeline

Initiation of the plan follows contracting a Howick Local Board grant. It is then possible to proceed with the digital marketing campaign which will enable developing the Howick Tourism region. We expect all processes to be up and running within the next six months. A proposed schedule is summarized in the table below.

Activity ID	Activity	Start Date	End Date
1.	Secure domain name	July 2017	Aug 2017
2.	Secure email address	July 2017	Completed
3.	Develop Digital Platform (Website, Facebook)	July 2017	Oct 2017
4.	Scope Visitor Demographic research (Big Data)	Aug 2017	Sept 2017
5.	Street Signage	Oct 2017	Nov 2017
6.	Part time marketing/Tourism Coordinator	Sep 2017 latest	1 year contract

Testing & Evaluation

Testing phases should debut when the funding has been approved and a marketing administrator has been hired. Testing and Evaluation will ensure the statistics from online media and campaigns are regularly gathered and reported on a monthly basis to monitor engagement.

Performance metrics

The following metrics should be used to measure the success and progress of the project over three years.

- Set goals and requirements
 - Behavior based
 - Increased attendance at Tourism open meetings
 - Number of website/Facebook visitors, length of stay, depth of navigation, number of clicks
 - Support and co-operation from local businesses
 - Change in visitor behavior patterns
 - Activities will also monitor behavioral changes identified on www.aucklandnz.com
 - Brand variables
 - Visitor satisfaction level
 - Visitor's impression of brand/product
 - Brand awareness/recognition levels
 - Customer loyalty levels/paid membership subscriptions

5. GRANT REQUEST

Howick Tourism Inc., have prepared the costs and budgets based on the successful application for the Grant to the society by the Howick Local Board. The activities of the trust will be complimentary to those of the Howick Business Association funded in part by the Auckland Council BID's program. The grant is intended to seed fund Howick Tourism Inc., in the first year at a reducing value over time to ensure the organization becomes a long term and influential player in the attraction and market development of tourism in the region. The grant will also enable and encourage collaboration between interested parties in the sector.

Costs covered by the grant

	Year 1 (2017 Application)	Year 2 (2018 Application)	Year 3 (2019 Application)
Grant	+\$50,000.00	+\$15,000.00	+\$ 5,000.00
Toward PA/Coordinator	- \$20,000.00	- \$15,000.00	- \$ 5,000.00
Toward Marketing/Research	- \$30,000.00		
<hr/>			
Total Grant Spend	- \$50,000.00	- \$15,000.00	- \$ 5,000.00

Note the research costs and staff costs are variable but indicative at this time.

To ensure a degree of risk taking and viability that over three years is less reliant on the Local Board community Howick Tourism Inc., will develop a suitable annual membership fee during year one onwards and from year two will develop a sponsorship income base. This will ensure that the grants requirement reduces on a sinking lid model to zero over three years.

This will mitigate risk during the formative period of the trust as it builds resources and knowledge before implementing income and marketing programmes that work towards self-sufficiency. See the following cash flow assumptions as an example.

6. BUDGET

The following cash flow forecast is based on establishing the activity with a Grant from the Howick Local Board. This will establish the resources (people and systems) to develop a subscription base model going forward with reducing assistance on the Howick Local Board. It is envisaged that in the second financial year the hours of the coordinator can be increased as operation settles in to no profit no loss. Grants align to achieving early stage milestones against a sinking lid funding model from the Howick Local Board.

Forecasts for the establishment of the Howick Tourism Inc.

		2017-2018												2017-18
		July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Opening Balance		\$ -	\$ -	\$ 4,850	\$ 7,959	\$ 6,012	\$ 7,221	\$ 10,374	\$ 13,527	\$ 11,952	\$ 10,555	\$ 9,164	\$ 8,317	
Income				0	0	5	5	5	10	15	25	30	40	
Subscriptions @	\$20 Mnth	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ 100	\$ 100	\$ 200	\$ 300	\$ 500	\$ 600	\$ 800	\$ 2,700
Grant	\$50,000	\$ -	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 5,000	\$ 5,000						\$ 50,000
Sponsorship										\$ 250		\$ 500		\$ 750
Outgoings		\$ -	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,100	\$ 5,100	\$ 5,100	\$ 200	\$ 550	\$ 500	\$ 1,100	\$ 800	\$ 53,450
10 PA/Coordinator			4.43	4.43	4.29	4.43	4.29	4.43	4.43	4.00	4.43	4.29	4.43	52
Hours per week @	\$40 Hour	\$ -	\$ -	\$ 1,716	\$ 1,772	\$ 1,716	\$ 1,772	\$ 1,772	\$ 1,600	\$ 1,772	\$ 1,716	\$ 1,772	\$ 1,716	\$ 17,324
Research			\$ 5,000	\$ 5,000	\$ 5,000									\$ 15,000
Production/Digital/Collateral					\$ 5,000	\$ 7,000								\$ 12,000
General Expenses		\$ -	\$ 150	\$ 175	\$ 175	\$ 175	\$ 175	\$ 175	\$ 175	\$ 175	\$ 175	\$ 175	\$ 175	\$ 1,900
		\$ -	\$ 5,150	\$ 6,891	\$ 11,947	\$ 8,891	\$ 1,947	\$ 1,947	\$ 1,775	\$ 1,947	\$ 1,891	\$ 1,947	\$ 1,891	\$ 46,224
Closing Balance		\$ -	\$ 4,850	\$ 7,959	\$ 6,012	\$ 7,221	\$ 10,374	\$ 13,527	\$ 11,952	\$ 10,555	\$ 9,164	\$ 8,317	\$ 7,226	

		2018-2019												2018-19
Forecast		July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Opening Balance		\$ 7,226	\$ 6,818	\$ 9,260	\$ 4,011	\$ 7,678	\$ 8,179	\$ 7,096	\$ 4,513	\$ 3,938	\$ 5,105	\$ 4,356	\$ 5,773	
Income		50	50	60	60	70	70	70	80	80	80	90	90	
Subscriptions @	\$25 Mnth	\$ 1,250	\$ 1,250	\$ 1,500	\$ 1,500	\$ 1,750	\$ 1,750	\$ 1,750	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,250	\$ 2,250	\$ 21,250
Grant	\$15,000		\$ 10,000	\$ 5,000										\$ 15,000
Sponsorship		\$ 1,000		\$ 1,000		\$ 1,500		\$ 1,500		\$ 2,000		\$ 2,000		\$ 9,000
Outgoings		\$ 2,250	\$ 11,250	\$ 2,500	\$ 6,500	\$ 3,250	\$ 1,750	\$ 3,250	\$ 2,000	\$ 4,000	\$ 2,000	\$ 4,250	\$ 2,250	\$ 45,250
15 PA/Coordinator			4.43	4.43	4.29	4.43	4.29	4.43	4.43	4.00	4.43	4.29	4.43	52
Hours per week @	\$40 Hour	\$ 2,658	\$ 2,658	\$ 2,574	\$ 2,658	\$ 2,574	\$ 2,658	\$ 2,658	\$ 2,400	\$ 2,658	\$ 2,574	\$ 2,658	\$ 2,574	\$ 31,302
Research			\$ 5,000	\$ 5,000										\$ 10,000
Production/Digital/Collateral			\$ 1,000				\$ 3,000		\$ -					\$ 4,000
General Expenses		\$ -	\$ 150	\$ 175	\$ 175	\$ 175	\$ 175	\$ 175	\$ 175	\$ 175	\$ 175	\$ 175	\$ 175	\$ 1,900
		\$ 2,658	\$ 8,808	\$ 7,749	\$ 2,833	\$ 2,749	\$ 2,833	\$ 5,833	\$ 2,575	\$ 2,833	\$ 2,749	\$ 2,833	\$ 2,749	\$ 47,202
Closing Balance		\$ 6,818	\$ 9,260	\$ 4,011	\$ 7,678	\$ 8,179	\$ 7,096	\$ 4,513	\$ 3,938	\$ 5,105	\$ 4,356	\$ 5,773	\$ 5,274	

		2019-2020												2019-20
Forecast		July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Opening Balance		\$ 5,274	\$ 6,530	\$ 4,236	\$ 4,029	\$ 3,310	\$ 5,703	\$ 5,284	\$ 4,865	\$ 4,790	\$ 6,371	\$ 6,064	\$ 8,945	
Income		60	80	80	100	100	110	110	110	110	110	120	130	
Subscriptions @	\$30 Mnth	\$ 1,800	\$ 2,400	\$ 2,400	\$ 3,000	\$ 3,000	\$ 3,300	\$ 3,300	\$ 3,300	\$ 3,300	\$ 3,300	\$ 3,600	\$ 3,900	\$ 36,600
Grant	\$5,000		\$ 5,000	\$ -										\$ 5,000
Sponsorship		\$ 3,000		\$ 3,000		\$ 3,000		\$ 3,000		\$ 3,000		\$ 3,000		\$ 18,000
Outgoings		\$ 4,800	\$ 7,400	\$ 5,400	\$ 3,000	\$ 6,000	\$ 3,300	\$ 6,300	\$ 3,300	\$ 6,300	\$ 3,300	\$ 6,600	\$ 3,900	\$ 59,600
20 PA/Coordinator			4.43	4.43	4.29	4.43	4.29	4.43	4.43	4.00	4.43	4.29	4.43	52
Hours per week @	\$40 Hour	\$ 3,544	\$ 3,544	\$ 3,432	\$ 3,544	\$ 3,432	\$ 3,544	\$ 3,544	\$ 3,200	\$ 3,544	\$ 3,432	\$ 3,544	\$ 3,432	\$ 41,736
Research			\$ 5,000	\$ 2,000										\$ 7,000
Production/Digital/Collateral			\$ 1,000				\$ 3,000		\$ 1,000					\$ 5,000
General Expenses		\$ -	\$ 150	\$ 175	\$ 175	\$ 175	\$ 175	\$ 175	\$ 175	\$ 175	\$ 175	\$ 175	\$ 175	\$ 1,900
		\$ 3,544	\$ 9,694	\$ 5,607	\$ 3,719	\$ 3,607	\$ 3,719	\$ 6,719	\$ 3,375	\$ 4,719	\$ 3,607	\$ 3,719	\$ 3,607	\$ 55,636
Closing Balance		\$ 6,530	\$ 4,236	\$ 4,029	\$ 3,310	\$ 5,703	\$ 5,284	\$ 4,865	\$ 4,790	\$ 6,371	\$ 6,064	\$ 8,945	\$ 9,238	

7. CONCLUSION

Howick Tourism Incorporated is confident that this proposed branding/tourism strategy will see tourism operators working together to provide a better visitor experience and for Howick to be a preferred destination for international and local visitors. We sincerely hope that the Howick Local Board will consider us as a long-term partner in support of the Local Board Plan and allow us to enter into a mutually beneficial relationship. We are available to answer any questions you may have and look forward to discussing this opportunity further.

After reviewing this document, the following steps should be performed in order to come to a final agreement.

- Submission of questions/suggestions
- Counter proposal or approval by the Howick Local Board
- Negotiation of fees, terms, clauses and conditions

We declare this offer to be binding and free of errors or omissions. Due diligence has been performed in order to ensure compliance with your requirements and particular situation.

Thank you for your interest.

Sincerely,

Charmaine Chapman
Chairperson
Howick Tourism Incorporated