



Rotorua Retail Promotions

*Report to Rotorua District Council on the Three
Month Promotional Contract*

18 July 2007





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INTRODUCTION

The contract funding was \$30,000 plus GST with an initial up-front payment of \$18,500 plus GST and in-part payments based on the achievement of the identified KPIs based on the objectives above.

The Contract was based on the following objectives

- 1: Facilitation of a Pan-Industry retail Forum
- 2: Formation of a Retail Marketing & Promotions advisory Group
- 3: Establishment of an up to date CBD Retailer Database
- 4: Development of a Communications Plan
- 5: Development and implementation of a Feb 07 – June 07 Promotions plan
- 6: Development of a July 07/ June 08 Promotions plan
- 7 Development and Introduction of a Rotorua Visitors Card Promotion
- 8: Development of a plan for a Branding & Story Project for the CBD

This report will cover the achievement of the KPIs, an income and expenditure record for the contract, and a record of the individual promotions undertaken

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1. Facilitation of a Pan-Industry retail Forum

The Forum was convened on Thursday 15 February between 5.30 pm and 7.00 pm in Committee Room of the Rotorua District Council Offices.

A presentation based on the scope of the proposed contract was given by Mark Rawson, General Manager Destination Rotorua Economic Development , Graham Brownrigg Coordinator Retail Rotorua and Roger Gordon Chief Executive Officer Rotorua Chamber of Commerce.

Attendance by representatives of the retail community was disappointing, however, those present did give support for the short-term contract to be offered to the Rotorua Chamber of Commerce.

Several verbal recommendations were made from the floor that were acknowledged by the presenters.

Three retailers present expressed an interest in participating in the Rotorua Retail Promotions Advisory Group. Subsequently, these three , Frank Emerali, Frans Schaeffers and Mark Gould were appointed to the advisory group.

2. Formation of a Retail Marketing & Promotions advisory Group

The retail advisory group was formed on 19 March 2007

It brought together stakeholders from the following:

CCB City Centre retailers – independent operators

CBD City Centre retailers – chain / franchise affiliated

Rotorua Central Retailers

The Streat – entertainment and restaurant precinct

Retailers organisation – Retail Rotorua

Supporting organisations

Destination Rotorua Economic Development

Destination Rotorua Tourism Marketing

Destination Rotorua Event Venues

Destination Rotorua Focus City Manager

Rotorua Chamber of Commerce

The membership of the advisory group is attached to this report as Appendix 1.

The terms of Reference for this advisory group are attached as Appendix 2

The advisory group met on the following occasions

19 March 2007

27 April 2007

24 May 2007

10 July 2007

Minutes of the meetings of 19/3; 27/4 and 10/7 are attached to this report as Appendix 3 (Note – no minutes were written up from the 24 May meeting as the CEO of the Chamber left for annual leave on the following day – however, full support was given to the promotions undertaken and to the funding and coordination of the Young Farmer of the Year promotions over initial two weeks of July – officially outside of the contract period)

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3. Establishment of an up to date CBD Retailer Database

The updating and completion of the provided Retail Rotorua database was completed in July 07.

The original data base contained numerous entries that were incorrect or operations that were no longer in existence. The updating was achieved by employing two casual staff to call on every outlet in the defined area to gain updated contact information.

This has been entered in to a Microsoft Excel spreadsheet. Those on email have also been entered in to a Microsoft Outlook address book. An initial test email was transmitted to check accuracy of the addresses.

There are 480 individual retailers included on the database.

Of those, 135 do not have an email (28%) and 88 have neither email nor fax (18%)

The 18% with neither fax nor email present a challenge to maintain regular communication if a frequent promotional activity plan is undertaken.

The next step, under any future contract, should be to maintain a fax stream directory for the 47 retailers that have no email but do have a fax.

The lack of accuracy of the initial database indicates the necessity of ensuring that the database is checked on an annual basis. The allocation of resource to staff to call on each retailer to check their contact details is the only effective method of achieving this.

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4: Development of a Communications Plan

A requirement of the contract was the allocation of resource to the engagement of a specified coordinator to undertake the planning and coordination of the promotions role.

The selection of the Promotions Coordinator was undertaken by Grant Kilby (then L V Martin), Jean Clark (Whitcoulls) and Roger Gordon (Chamber of Commerce). Cath Weston was appointed and requested the contract to be in the name of Weston International.

The engagement was on a weekly retainer with additional payments related to the achievement of key performance indicators based on the outcomes required from the contract.

A component of the contract with the Promotions Coordinator was for the development of a communications plan. This was submitted and adopted by the advisory group.

A copy of that communications plan is attached as a Appendix 4

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5: Development and implementation of a Feb 07 – June 07 Promotions plan

A component of the contract with the Promotions Coordinator was for the development and implementation of a three month promotions plan for the term of the contract March to June 2007.

This promotions plan was submitted and adopted by the advisory group.

The promotions plan included the following promotions:

- I Amazing School Holiday Race
- Black Belt in Shopping
- Operation Extreme
- Shopping Shuttle – Water Ski Champs
- Operation Moo Cow
- Young Farmers Festival Day
- Shopping Shuttle – Young Farmers
- Restaurant Shuttle trial – Young Farmers

The programme of promotions has been successful with an increasing support from the retail community.

Cath Weston in her role as Promotions Coordinator is gaining considerable support and encouragement from the retail community.

The retail promotions function has gained considerable momentum and it would be a considerable contribution to the re-vitalisation of the CBD for this to continue.

The individual reports of this promotional programme are attached as Appendix 5

The reports include an estimation of the contribution and cash and kind made by the retail community in support of the allocation of seeding funding from the RDC Retail Promotions contract.

6: Development of a July 07/ June 08 Promotions plan

A component of the contract with the Promotions Coordinator was for the development and implementation of a promotions plan for the next year July 2007 – June 2008.

This promotions plan was submitted and adopted by the advisory group.

It is recommended that this promotions plan be the basis for future contract funding from the Rotorua District Council

It is further recommended that the future contract include:

- a. Provision for the funding of the Promotions Coordinator on a full-time basis for the 12 months. This would be in the region of \$60,000
- b. Under-writing of a shopping shuttle to be offered on at least 50 occasions during the year.
- c. Seeding funding for approximately 24 promotional activities throughout the year.
- d. Ongoing management of the currency of the database
- e. Regular communications with the retail community
- f. Establishment of a Retail Promotions Web-site
- g. Development of an annual promotional plan for the subsequent year.
- h. Administration provision.



7. Development and Introduction of a Rotorua Visitors Card Promotion

A component of the contract with the Promotions Coordinator was for the introduction of a Rotorua Visitors Card.

The Visitors card was introduced in July 2007.

The promotion included 20 offers from retailers and was distributed through all Motel Association outlets.

The collateral was a double sided colour A4 including all offers with a tear-off tab, a list of the retailers and further details of their offer and a location map. These were compiled in pads for ease of distribution.

This promotion in its current form will be trialed for two months with the intent of expanding the concept to additional retailers and expanding the distribution through additional accommodation outlets.

8. Development of a plan for a Branding & Story Project for the CBD

After discussion with Grant Kilby on his commencement as General Manager Economic Development it was decided that this was not a priority for the promotional contract. This outcome was deleted from the contract scope.

The \$2,500 included in the initial funding allocation was not claimed making the total contract \$27,500 plus GST

9. Income and Expenditure for the Contract

A copy of the ledger listing for the relevant income and expenditure codes for the retail promotions contract is attached as Appendix 6.

In Summary

<i>Income</i>	\$27,500.00
<i>RR - Coordinators Payment</i>	-\$15,562.06
<i>RR - Advertising & Promotions</i>	-\$2,922.77
<i>RR - Printing and Stationery</i>	-\$4,072.01
<i>RR - Meeting Costs</i>	-\$33.07
<i>RR - Other Expenses</i>	-\$3,960.91
 Surplus (Deficit)	 \$949.18

There are some additional expenses to be confirmed during July that will add slightly to the expenditure.

It is acknowledged that the budget provided by Rotorua District Council is intended as seed funding to encourage participation and support from stakeholders in the retailer community. The individual promotion reports have estimated the stakeholder contribution in cash, kind, and time and compared it to the budget seed fund. The following is a summary of the contributions

Analysis of Seeding Funding	Seeding Budget	Estimated Value of Expenditure	Percentage Value of Stakeholder Contribution
Amazing School Holiday Race	\$725.99	\$8,315.99	1145.47%
Black Belt in Shopping	\$980.99	\$9,220.99	939.97%
Operation Extreme	\$140.00	\$7,752.00	5537.14%
Water Ski Shopping Shuttle	\$1,847.49	\$9,729.50	526.63%
Operation Moo Cow	\$717.20	\$23,782.80	3316.06%
Festival Day	\$152.50	\$12,369.50	8111.15%
Young Farmers Shopping Shuttle	\$1,848.36	\$7,234.67	391.41%
Fenton Street Shopping Dinner Shuttle	\$1,363.89	\$5,015.17	367.71%
	\$7,776.42	\$83,420.62	1072.74%

Appendix 1 – Rotorua Retail Promotions Advisory Group

Rotorua Retail Promotions Advisory Group MEMBERSHIP

	Representation	Outlet	Telephone	Address	City	Email
	CBD Independent Retailers					
1	Mike Lee & Derek Enright	Serious Fun / 1261 Fashion	347 0844 or 3487460	1207 Tutanekai St	Rotorua	M1Kez1@xtra.co.nz
2	Mark Gould	Gould Photographics	348 9121	PO Box 2274	Rotorua	mark@gouldphoto.co.nz
	CBD National Operators					
3	Jean Clark	Whitcoulls Rotorua	3483699	PO Box 804	Rotorua	Jean587@xtra.co.nz
4	Charlene Jeffrey /	Supre	3503000	1252 Tutanekai st	Rotorua	jessicaholiday98@msn.com
	Rotorua Central					
5	Frans Schaeffers	Sounds (RC) & Sounds (CBD)	0274 913 749	1267 Tutanekai St	Rotorua	frans.sounds@xtra.co.nz
6	Grant Kilby	LV Martin	3487077	PO Box 12022	Rotorua	gkilby@lvmartin.co.nz
	The Streat					
7	Tapa Tibble	Seismic Gastrobar	348 2082 021 941 777	PO Box 217	Rotorua	tapa@seismicgastrobar.co.nz
8	Bob MacFarlane	Macs Steakhouse	3479270	1110 Tutanekai St	Rotorua	steakhouse@xtra.co.nz
	Other Retailers					
9	Frank Emerali	MacKenzie Country	349 3734	PO Box 6238	Rotorua	Fax only: 349 4617
10	Graham Brownrigg	Bay Business Systems / Retail Rotorua	021 312 076	PO Box 390	Rotorua	Graham@bbc.co.nz
11	Paul Sanford	Harcourts	348 6136	PO Box 396	Rotorua	paul.sanford@harcourts.co.nz
12	Jeff Anderson	KiwiBikes	025 484 034 348 2929	1128 Hinemoa St	Rotorua	Kiwibikes@xtra.co.nz
	Supporting Membership					
1	Don Gunn	Tourism Marketing	348 0962	Private Bag 3029	Rotorua	don.gunn@rdc.govt.nz
2	Dennis Olliver	City Focus Manager	350 0186	Private Bag 3029	Rotorua	dennis@rdc.govt.nz
3	Emily Pritchard	Events Venues	349 5141 ext 8694 or 027 2498 675	Private Bag 3029	Rotorua	steve.gibling@rdc.govt.nz
4	Chris Heywood	Destination Rotorua Economic Development Unit	348 4199	Private Bag 3029	Rotorua	chris.heywood@rdc.govt.nz
5	Roger Gordon	Chamber of Commerce	349 8355		Rotorua	ceo@rotoruchamber.co.nz

Rotorua Retail Promotions Advisory Group

Terms of Reference

1. To identify preferred times and events around which promotions may be organized and coordinated.
2. To act as a 'Think Tank' for ideas and concepts of suitable promotions for identified target retail users.
3. To monitor the source and application of funds received for the purpose of retail promotions.
4. To approve, on behalf of the Rotorua Retail Community, all promotional plans and activities for Retail Promotion
5. To approve a Retail Communications Plan that enables effective communication with internal and external stakeholders of the Rotorua Retail Community.
6. To support the Rotorua Retail Coordinator in his / her role in facilitating retail promotions.
7. To receive the report of the Rotorua Retail Promotions Coordinator and monitor the performance of the Coordinator and Chamber of Commerce against the identified KPIs in the Retail Promotional contract with the Rotorua District Council.
8. To consider and recommend the future direction for the administration and facilitation of Retail Rotorua Promotions.

Appendix 3 – Minutes of Rotorua Retail Advisory Group Meetings

ROTORUA RETAIL PROMOTIONS ADVISORY GROUP

19 MARCH 2007

TIME

2.30pm -

PRESENT

Roger Gordon; Cath Weston (Rotorua Retail Promotions Co-ordinator), Bob MacFarlane (Mac's Steakhouse), Don Gunn (Destination Rotorua Marketing - RDC), Franz (Soundz Retail), Chris Heywood (RDC - Economic Development), Gene Clarke (Whitcoulls), Mark Gould (Gould's Photography), Graham Brownrigg (Bay Business Centre).

APOLOGIES

Mike Lee/Derek Enright (Serious Fun and 1261 Fashions), Charlene Geoffrey and Shannon Dufrey?? (Supre), Tapa Tibble (Seismic), Grant Kilbey (LV Martin), Frank Emirali (Mckenzie Country), Geoff Anderson (Kiwibikes), Paul Sandford (Harcourts).

INTRODUCTIONS

All members present introduced themselves.

- § Roger Gordon explained that The Rotorua Chamber is taking on the end of the Contract for Ready to Retail for the last 6 months of the contract.
- § Cath Weston is the new Rotorua Ready to Retail Co-ordinator.
- § Dennis Oliver, Don Gunn will be supporting members, Chris and Steve Gibling, Roger Gordon (communication and support to the committee)

COUNCIL CONTRACT

Roger Gordon outlined that there are a number of KPI's identified within the contract, with payment attached to each. So the whole contract is structured on meeting the KPI's.

KPI'S ARE

- § To Hold pan industry forum
Not as good a turnout as we hoped, Will run another one now that Co'ord now employed.
- § Establishment of Advisory group
- § Establishment of Database (Economic Devl Database (500)
- § Set up a communications plan
- § Establish a Promotions Plan (to June 07)



Suggested six activities between now and then

Begin to form the structure of an 07/08 promotions plan. This contract is purely March through to June. No guarantee of any future contract being issued. Therefore must ensure that this one succeeds, to ensure future funding.

Mark Gould – suggests putting verbal Annual Plan submission process to continue the contract.

RG: will need direction from this group to move forward with this contract.

- § Visitors Card Promotion
- § Branding Storyline for the CBD - Govt Gardens, Lakefront etc...becomes one of the core activities for next year.

Key is to set 6 target promotions between now and end of June 07.

BUDGET

Paper Tabled.

RG spoke to the Budget tabled.

The Chamber will keep every item as a separate component of Chamber's account system, monthly statements brought to this committee.

ELECTION OF CHAIRPERSON

RG Asked that a Retailer be the Chairperson, MG thought it best to wait until the rest of the committee comes.

Suggestions came through that RG, be the chair, he has

All members agreed upon the suggestion of Don Gunn, that because such the contract has such a short timeframe (till June 2007), that RG be interim Chair.

Mark Gould/Don Gunn

That this committee hereby elect RG be interim Chair till June.
Carried.

The Chamber will report to this group and to the Economic Development Unit to update KPI's met on a monthly basis.

TERMS OF REFERENCE

Some discussion regarding number 4 of the Terms of Reference. **To approve, on behalf of the Rotorua Retail Community, all promotional plans and activities for Retail Promotion.**

Cath, asked about the communication process, whether the committee would agree with discussion via email.

ADOPTION OF TERMS OF REFERENCE

BM: Set goals for the promotional plan, based on retail data from say RDC economic development (out of town visitors etc)

RG: that should be the basis on how we structure next year's plan, as we need benchmarks on which we measure performance.

Terms of Reference for the Group next year

§Understanding of data capture
§Clear Goals for Promotion

Don Gunn, stated that Auckland were the highest domestic visitor 58% of all visitors. Although, whether they shop here is another case.

RG utilize Motel association as liaison for Retail Rotorua.

RG: Acknowledge Grant Kilby and Jean Clark who gave up a whole day to undertake the interview process. Four applicants for the position, interesting to see the quality of the people.

Nature of the contract is as Contractor – Contract has been written and signed by the Chamber and by Weston International for the provision of the services as outlined in the contract, based on the KPI's in the contract.

ENERGY EVENTS CENTRE

Paper Tabled.

3,000 person capacity. Average stay length will be greater for conferences as opposed to tourists 1.8 nights. Ie World Water ski racing (2 wks)

Trenz – four days *1700 people

BM – new challenge, pick up on the new EEC align ourselves with the new team. Get schedule of dates and then retailers can plan towards those.

Focus on

Trenz, World, Young Farmer of the Year , Easter, an Autumn promotion

Some discussion re School holidays as opposed to Easter and then Rotary District Conference. Concentrate on Easter Saturday as opposed to Sunday, to keep away from the contention of no Easter trading.

Trenz more for the restaurant trade as opposed to retailers. There are two nights where delegates may be free form conferencing.
Don Gunn explained what Trenz is.

Mon – trade day (morning famil’s around Rotorua)

Tues – 5-7 drinks

Wed – 5-7 drinks, then free afterwards

Thurs (final gala dinner)

Buyers schedules are very tight

RG retailers need to be open when the conferences finishes. Need to get feedback from retailers. RG suggested we stay away from Easter Sunday, don’t mix up this groups

- § Easter School Holiday Promotion (Saturday – to bring people to town) Clowns, Easter Bunny,
- § Two week school holiday thing – see moteliers for outsiders

Amazing Easter Race

CW read through her idea. One major focus – major annual event, something to build on.

Designed to bring in the local and the tourist. Tourists to mingle with locals.

- § Form Teams (similar to the Amazing Race)
- § Every team gets number
- § All teams meet at the Village Green with first clue (different clues)
- § Clues will send them to specific retailers (those retailers may be required to give prize towards the prize pool
- § All clues to tie in with Maori mythical history of Rotorua
- § Easter egg hunt in the village green while adults are out on the Amazing Race.
- § One of the detours could be to make advertising opportunity for the retailers who are taking part.

Discussion

Some concern about the short time frame, plus the lack of spending.

Agreed to trial it in the school holidays with the teenagers first.
School Holidays

Trial it in the school holidays with teenagers.

Big sporting events among the teenagers and school kids, target those as well.

EASTER ON FOCUS SATURDAY PROMOTION

- § Will run for two weeks from Easter Saturday
- § Draw for major prize for those who have shopped in certain retailers.
- § Poster in each store, radio, motels
- § Make the draw at 4.00pm in the afternoon @ City Focus
- § Proof of Purchase
- § Face painting
- § Easter Bunny
- § Easter egg hunt (easter egg poster in the shop somewhere) around city focus for children – code the colours of the eggs?
- § Talent Quest and party for kiddies

EASTER HOLIDAY PROMOTION AS WELL

1st retailer gives away the first voucher pad, that gets stamped. All participants have to make at least 3 purchases (3 different stores) (must be accompanied by receipt).

Get the retailers buy in for a type of trailer full of prizes – variety of prizes (accommodation vouchers, meal vouchers, tourist attractions) make it lots of prizes as opposed to one major prize.

CW will talk to all retailers to gauge their support by way of either voucher, stock or cash.

Will need separate prize concept for tourists.

ACTION

RG will do PDF send to Don Gunn, to distribute to hotel/motel owners as promotion of the Focus on Saturday promotion.

CONFIRMED PROMOTIONS

- § 30 June - 2 weeks of the school holidays (National Secondary School Tournament)
- § Western Heights Multi Sports (1200)
- § No Rotary District Conference
- § Queens Birthday Weekend
- § World Water Ski Champs
- § Young Farmers

(see Roger re the 6 contractual events)

That is the programme for the next three months. Cath will email everyone to seek other ideas.

ACTIONS

- § Flyer to each owner of the retailer outlining the actions for the new committee, with Cath's details and targets of promotions, brief on the promotions in easter, members in each area.
- § Cath to email everyone to gauge ideas.

Meeting of the Rotorua Retail Promotions Advisory Group

27 April
The Business Hub
11.00 am – 12.45 pm

Present: Jean Clark (Whitcoulls), Mike Lee & Derek Enright (Serious Fun and 1261), Mark Gould (Gould Photographics), Bob McFarlane (Macs Steakhouse), Paul Sanford (Harcourts) Cath Weston (Promotions Coordinator), Roger Gordon (Chamber of Commerce), Don Gunn (Tourism Marketing), Peter McLeod (Event Venues) Chris Heywood (Economic Development)

Apologies: Charlene Jeffrey (SuprE), Frans Schaeffers (Sounds), Grant Kilby (LV Martin), Tapa Tibble (Seismic), Frank Emerali (MacKenzie Country), Graham Brownrigg (Retail Rotorua), Jeff Anderson (KiwiBikes)

1. Introductions and welcome.

Roger Gordon welcomed everyone to the meeting. Self introductions of all attending.

2. Report on Promotion: Amazing School Holiday Race

Cath Weston presented her analysis and recommendations on the promotion. (copy attached as part of these minutes)

Cath was complimented on what she had achieved in such a short lead-up time.

The following is a summary of the comments and suggestions from various members of the group on this promotion:

- a. Time had been an issue – short notice
- b. Suggest up to 8 weeks lead time for next promo
- c. Potential to increase the number of participating shops – target to increase number of teams in next promo from 10 to 30
- d. Have entry forms also available at participating stores
- e. Extend to schools outside of Rotorua to attract external visitors
- f. Good children / family promotion
- g. Possible to extend to an adult competition on another day
- h. Extend to other school holiday periods

3. Report on Promotion: Black Belt in Shopping

Cath presented her analysis and recommendations on the promotion. (Copy attached as part of these minutes)

Cath was again complimented on what had been achieved in such a short time with this promotion.

The following is a summary of the comments and suggestions from various members of the group

- a. The promotion may have been too complicated for participant shoppers and retailers
- b. Stamping as a concept for shopping promotions may have been overdone
- c. Object for future retail promotions is to get people into CBD and then allow retailers to make the most of the opportunity.
- d. Better to have a big prize rather than a lot of smaller prizes
- e. Make entry simpler – single purchase – single entry
- f. Previous promotion 10 weeks with \$500 prize each week spendable in one store. Entries can be made in each store
- g. For this promotion need cash commitment from retailers, not vouchers, Would need 100 retailers at \$50 to give \$5,000 which would enable 10 weeks with a major prize of \$500 per week.
- h. Entering a partnership with a media player is a possibility

4. Report: Communication Plan

The Communication Plan had been pre-distributed to all advisory group members. All had an opportunity to read prior to the meeting. Don commented (later but in reference to the documents presented) that this was a more professional presentation to support retail promotion than had previously been presented to council. Cath was to be congratulated for her efforts.

The following amendments were recommended by the group:

- a. section 1.3 Add a further bullet point 'Establish financial growth goals.
- b. On first page add a further bullet point to objectives 'Create and active and economically viable environment that will attract new retailers to establish in the CBD'

Motion: That the communication plan including the two amendments be adopted

Moved: Mark Gould
Seconded: Donn Gunn
Carried

5. Report: April 07 – June 07 Promotional Plan

The April 07 – June 07 Promotional Plan had been pre-distributed to all advisory group members. All had an opportunity to read prior to the meeting.

The following amendment was recommended by the group

- a. That the renaming of the group and the adoption of the logo be deferred and referred to the group managing the contract for the period commencing 1 July 07
- b. That reference be made in the Promotional Plan to the degree of work had been committed to the development of the logo. The logo received positive endorsement by the group but it felt that its adoption was appropriate to be considered under the next contract
- c. Concept plan should be re-numbered – Plan 4 to become Plan 3

Motion: That the April 07 – June 07 Promotional Plan including the above amendments be adopted

Moved: Bob MacFarlane

Seconded: Mark Gould

Carried

6. Retail Advisory Group submission to RDC on Annual Plan

Paul Sandford raised the issue of promotional funding by RDC. Roger Gordon provided brief background to the previously annual \$60,000 contract and the \$500,000 allocation over 5 years including the concept of using RDC money as seeding funds to generate greater retailer input.

The group acknowledged the work and time that Cath had been committing and the wish that this continue. It was recognized that there was a need for additional funding.

It was suggested and endorsed by the group that the Advisory Group as a entity put in a submission to the Annual Plan to seek extension to the funding.

All members of the group should put their names to this document.

Roger and Cath agreed to work on this submission and present it before 7 May. It was agreed that Cath should talk to the submission

Motion: That the Rotorua Retail Promotions Advisory group make a submission to the RDC Annual Plan to gain additional funding.

Moved: Paul Sanford

Seconded: Mike Lee

Carried

7. Future Promotion: Operation Extreme

Cath presented the two main activities for the Water Ski Worlds being held in Rotorua during May



Operation Extreme – information attached as part of these minutes.
Group fully endorsed this activity. Cath reported that she had arranged \$6,000 of support with a possible extra \$1,000 and still working on other contacts.

The following suggestions were made:

- a. Keep \$1,500 as main prize but have a number of additional prizes for each competition
- b. Better to Have \$1,500 plus 6 x \$250 than \$1,500, \$1,000, and \$500. More prizes more winners, more participants
- c. Extend window dressing competition by giving points for inside store extension and staff team involvement of theme
- d. Allow Realty Agents opportunity to dress up empty stores and enter window dressing competition on equal basis

Free Shuttle – This promotion received total acclaim from the group. Cath was congratulated for putting this together and gaining Mayoral support for the concept.

The following comments and suggestions were made

- a. This is what we are all about, great move
- b. This should be a pilot and should be extended to every major event
- c. Cost is \$900 inc GST for shuttle for two days over the event

Motion: That this promotion is endorsed

Moved: Mark Gould
Seconded: Derek Enright
Carried (unanimously)

8. Future Promotion: Operation Moo Cow

Cath outlined the activities for the Young Farmers Festival Day being held in Rotorua on 4 July (This event is the June Activity KPI) The organisers have organized events in the CBD that would attract increased foot traffic.

Cath presented Operation Moo Cow – This would be a window dressing competition and hospitality team event similar to the Waterski Champs. (This event is the Autumn Activity KPI)

Motion: That this promotion is endorsed

Moved: Don Gunn
Seconded: Bob MacFarlane
Carried

9. Next Meeting.

Roger Suggested that the next meeting be prior to his going away at the end of May.

The timing of this meeting was preferred by all present.

The date and time of the next meeting is suggested as:

Thursday 24 May at 11.00 am

10. Meeting closed at 12.45pm

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**Rotorua Retail Promotions Advisory Group
Minutes of Meeting held
Tuesday 10 July 2007**

Present:

Mike Lee, Derek Enright, Jean Clark, Frans Schaeffers, Bob MacFarlane, Graham Brownrigg, Paul Sanford, Don Gunn, Emily Pritchard, Chris Heywood, Roger Gordon.

Apologies:

Mark Gould, Grant Kilby, Frank Emerali, Dennis Oliver

1. Report by Cath Weston on the promotions over the Young Farmers Conference

a. Shopping Shuttle

The shopping shuttle transported over 200 people. Over 3000 retail maps were issued. Rawlinson Honda sponsored the shopping shuttle with good commercial response to the business. The dinner bus – a trial venture – was to be sponsored by the Motel Association. However in the end Environment Bay of Plenty picked it up as a trial for a more permanent service. However bad weather affected use. EBOP have suggested future enhancement by the use of a mobile on the bus to advise that people are available to be picked up at their motel. The meeting supported a more permanent service as envisaged by EBOP.

b. Festival Day

This was held in close association with the Young Farmers Organising Committee. The liason with Retail Promotions brought a number of additional activities into town. Some excellent activities resulted e.g. floral arrangements in gumboots; hairdressing sheep. Very good national media coverage. Also preferred advertisers e.g. hairdressing salons benefited from good business. One question was the road closure (south of Focus) when the activity was only for part of the day. Restricted business for some retailers in that section. The road closure for the day was arranged by Young Farmers but it is a valid consideration for future events

c. Operation Moo Cow

Four times the response for the themed window / hospitality competition this time compared with the Operation Extreme for the World Waterski. Reflects the traction that Cath's efforts is getting with the retailers. Estimated in excess of 50 outlets participated with 30 being shortlisted for the finalist selection. Excellent feedback from residents and retailers. Good feedback also received from Victoria Grove for costume hire for outlets to participate in theme. Very good feedback from conferees on

Rotorua as a venue and on the participation of the media partners.
Pollars winner of the retailers shop window; Lewishams for the Hospitality Award. All winners receive a framed certificate.

2. Report from Cath Weston on the Visitors Shopping Card Promotion.

The programmed trial of the Visitors card promotion was commenced. The flyer features offers from 17 businesses / retailers and is being distributed to all members of the Motel Association. There have been a few challenges in the distribution chain with the Motel Association but this has now been sorted out. The flyer was also distributed to the Young Farmers participants. It will also be distributed in new residents packs being compiled by the Immigrants Settlement Coordinator. This trail will run for 8 weeks.

3. Report from Roger Gordon on the Contract KPIs

Roger reported that the current contract had ended on 30 June although the promotions for the Young Farmers conference were to be included in the activity (all the planning and organisation had to be done in June). The following KPI's were included in the contract:

Pan Industry Retail Forum
(minimal attendance . Does need to be repeated in any future contract period.

Achieved

Establishment of the Rotorua Retail Promotions Advisory Group
(Has met monthly throughout the period with good participation of members)

Achieved

Establishment of CBD Retailers Database
(established in Microsoft Excel with an additional Microsoft Outlook email address book.

Achieved

Develop a Communications Plan
Written and adopted by the Advisory Group

Achieved

Develop and Implement an Feb to June Retail Promotions Plan
Seven promotional activities achieved

Achieved

Develop a Promotional plan for July 07 to June 08
(accepted by the Advisory Board)

Achieved

Rotorua Visitors Card Promotion

suggested that Cath should revisit the individual project reports and quantify the contribution of time expenditure by retailers in supporting the promotions.


6. Future Promotions

Kath is to continue to keep actively working in the role of Promotions Coordinator.

Four KPI's will be identified to achieve during that period.

There was discussion on the Wearable Arts Event, planning for the BOP Steamers Game in September and planning for a school holidays event, also in the school holidays.

Cath backgrounded some of the discussions that have already taken place with Central Bay Rugby Union and Reesbys for the Rugby games in Rotorua.



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Appendix 4 – Communications Plan

Note: Some of the formatting have been lost when importing and formatting with a different report template. Some of the appendices have been removed as not relevant to the core process of the communication plan.

ROTORUA RETAILERS COMMUNICATION PLAN

Central Business District

2007/ 2008

Communication activities aim to:

- Build a sustainable base from which to grow the Marketing & Promotions for the Rotorua CBD
- Increasing the Retail Spend
- Increasing the Foot Traffic in the CBD
- Positioning the CBD as a desirable Retail & Leisure location for locals & visitors alike
- Enhancing the CBD linkage with the other key highlights including the Government Gardens, Kuirau Park & the Lake Front.

Prepared by: Weston International Ltd

Contract holder for the Rotorua Retail Promotions Coordinator's position.

Principal: **Cath Weston**

Foreword

*Koi te kai a te Rangatira, he korero
Talk is the sustenance of a Chief*

*This emphasises the importance of people communicating with
one another*

Building partnerships with the community in the Central Business District is a key element in the effective management of the resources of this retail area. Communications, both providing information and listening to community views (environmental scanning), is a critical part of developing these trusting relationships. The Central Business District is an organisation that is prepared to listen, negotiate and change.

This plan sets out how Central Business District will communicate with all relative stakeholders in the Bay of Plenty from 2007 to 2008. Communication practices will aim for mutual understanding and two way communication.

To achieve maximum gain from communication practices, Central Business District needs to include communication plans in strategic as well as operational planning. Relationships with target sectors in the community will be enhanced when negotiated communication elements are included early in project planning. Such involvement will help target audiences, set goals and identify methods of achieving project objectives. Plans, promotions, publications and other activities where public relations are relevant, are examples of where communication planning should be involved.

This One Year communication plan sets out:

- What the Central Business District wants to achieve in its relationships with all the major stakeholders in Rotorua.
- Methods of reaching those goals
- Measurement devices for deciding whether the goals have been achieved.

Put simply

- Where do we want to go?
- How will we get there?

- How will we know when we have got there?

Mission Statement

All communication activities should help achieve the Mission Statement.

To position the CBD as a desirable Retail & Leisure location for locals & visitors, linking the lakefront, Kuirau park and Government Gardens increasing foot traffic in the CBD and ultimately retail spend

Importance of Public Relations

- “It is no longer good enough just to have a quality product – you have to tell people about it.”
- Public Relations is defined by the Public Relations Institute of New Zealand as “The deliberate, planned and sustained effort to establish and maintain mutual understanding and excellent communications between an organisation and its publics”.
- “Public Relations is good performance, publicly appreciated.”

The Communications Section aims to build on the ‘good performance’ of Central Business District by making it ‘publicly appreciated’.

- Well-conducted public relations will help The Central Business District in its role increasing foot traffic in the CBD and ultimately increase the retail spend.

Retail-Driven Public Relations

One of the most effective, and least expensive, sources of promoting Central Business District is the Retailers..

To achieve a sound Retailers drive, public relations culture, The Central Business District should:

- Have Retailers and Stakeholders who show respect for everyone under any circumstances
- Be committed to fostering goodwill amongst Retailers and all CBD Stakeholders
- Empower all Retailers and CBD Stakeholders with appropriate facts
- Listen carefully for feedback, suggestions and attitudes

- Encourage Retailers and CBD Stakeholders to be visible and involved in their communities
- Urge Retailers and CBD Stakeholders to commit to the highest quality

The Communications Section

Comprises:

- Rotorua Retail Promotions Coordinator – who manages The Central Business District internal and external public relations and reports to the Rotorua Retail promotions Advisory Group.

Retailers and CBD Stakeholders are integral parts of The Central Business District communication practices. The way each Retailers or CBD Stakeholder communicates affects community relationships.

The Communications Plan Strategic Plan

- (i) The advisory board and the promotions coordinator are ... committed to participatory democracy and consultation – to share information, discussing its work, listening to and having regard to the views of the Retailers and all CBD Stakeholders.”

Environmental Scanning

An important task of the Communications Section is to determine what people are saying and thinking about The Central Business District. This provides baseline information so that appropriate communication practices can be implemented.

The communication section gathers information and collects data by

- monitoring regional newspapers and radio stations
- receiving feedback on community concerns from Retailers and CBD Stakeholders
- participating in community networks
- inviting feedback in Business publications
- commissioning professional surveys of public attitudes and perceptions

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Informational Objectives

These are designed primarily to expose audiences to information and increase awareness.

- Increase understanding and awareness of The Central Business District functions and activities
- Keep Retailers or CBD Stakeholders informed of The Central Business District activities and promotions

Motivational Objectives

These aim to change attitudes and influence behaviour. While they are more difficult to achieve they are easier to measure.

- Increase the level of Retailers and CBD Stakeholders participation in decision making
- Increase Retailers or CBD Stakeholders satisfaction with The Central Business District performance

2001 Census Statistics

New Zealand Census was held on Tuesday 6th March 2001. This document presents the Census results for the Rotorua District, sourced directly from Statistics New Zealand.

- The Rotorua District has a population of 64,473. Rotorua's total population remained relatively unchanged over the period 1996 to 2001.
- The Rotorua District had a relatively high rate of population turnover during the period 1996 to 2001. Including migration, births and deaths, there has been a turnover of around one-third of Rotorua's population during this period. This rate of turnover is characteristic of the Bay of Plenty Region as a whole.
- Rotorua has a youthful population profile compared with other parts of New Zealand, but the District population is gradually growing older. The median age of Rotorua residents is currently 33.0 years compared with 34.8 years for New Zealand as a whole.
- The number of Rotorua residents in the European ethnic group fell from 43,836 in 1991 to 43,497 in 2001.
- 35.6% of Rotorua residents are in the Māori ethnic group compared with 14.7% for New Zealand as a whole. This proportion is projected to continue increasing in the future. This is reflected in the fact that 56.2% of under-15 year-olds in Rotorua are of Māori descent.
- Only 4.1% (2,469) of Rotorua residents are in the Pacific Islands ethnic group compared

with 6.5% nationally, but the overall number of Pacific Islands people in Rotorua has increased substantially since 1991.

- Only 3.2% (1,947) of Rotorua residents are in the Asian ethnic group compared with 6.6% for New Zealand overall, but the number of Asian residents in Rotorua has more than doubled in the past decade.
- 30.6% of people aged 15 and over in the Rotorua District have a tertiary qualification compared with 32.2% for New Zealand as a whole. In comparison, only 23.3% of Māori in the Rotorua District have a tertiary qualification.
- Formal educational attainment is improving. The percentage of people aged 15 and over

in the Rotorua District with a formal academic qualification has risen from 59.3% in 1996 to 68.9% in 2001. However, this is still lower than the figure of 72.4% for New Zealand as a whole. Also, only 57.5% of Māori and 58.4% of Pacific Islands working-age people in the Rotorua District have a formal academic qualification.

- There has been a substantial increase in the percentage of Rotorua working-age people who have a high school qualification (only), rising from 30.3% in 1996 to 38.3% in 2001.
- iv Rotorua District Demographic Profile 2002*

- The percentage of Rotorua workers employed (both full-time and part-time) has increased over the past decade, while the percentage of working-age people “not in the labour force” has fallen. Part-time employment is highest in the 15-24 age group.
- The Census night unemployment rate for the Rotorua District has fallen from 12.9% in 1991 to 8.9% in 2001, but remains higher than the national average rate of 7.5%. The unemployment rate for Māori in the Rotorua District as at Census night 2001 was 17.3% compared with 16.8% for all Māori in New Zealand.
- The most significant industries in the Rotorua District in terms of employment include retail trade (13.2% of the workforce), manufacturing (13.1%), property and business services (9.5%), health and community services (9.4%), and agriculture, forestry and fishing (9.0%).
- 8.7% of the local workforce are employed in Rotorua’s accommodation, cafés and restaurants sector compared to only 4.9% for New Zealand as a whole.
- In real terms (1999 dollars), median personal income in the Rotorua District increased from \$15,512 in 1991 to \$17,776 in 2001. This is on a par with the national median income. The comparative 2001 median income (in 1999 dollars) for Māori in the Rotorua District is \$14,176.
- Only 9.6% of people aged 15 years and over in the Rotorua District have an annual personal income of more than \$50,000, compared with 11.5% for New Zealand as a whole. Only 4.2% of Māori in the Rotorua District have a personal income of more than \$50,000 a year.
- 47.6% of Rotorua residents aged 15 and over are legally married.
- 61.0% of Rotorua residents aged 15 and over have a partner (i.e. including both legal and *de facto* marital status).
- 18.7% of Māori aged 15 years and over in the Rotorua District are in a *de facto* partnership, compared with 15.9% of Pacific Islands residents, 12.2% of residents in the European ethnic group, and 6.0% of residents in the Asian ethnic group.

- The average number of household members in the Rotorua District has fallen from 2.90 in 1991 to 2.83 in 2001, but remains above the national average of 2.73 people per household.
- The percentage of one-person households in the Rotorua District has increased from 17.3% in 1991 to 21.9% in 2001.
- The proportion of sole-parent families in the Rotorua District has risen slightly from 23.3% in 1991 to 24.2% in 2001. The figure for New Zealand as a whole in 2001 is 18.9%.
- The number of occupied dwellings in the Rotorua District has increased from 20,823 in 1991 to 22,767 in 2001.

Rotorua District Demographic Profile 2002 v

- In 1991, 73.6% of Rotorua District households owned their own home compared with 73.8% for New Zealand overall. In 2001, only 66.1% of Rotorua District households owned their own home compared with 67.8% for New Zealand as a whole.
- In real terms (1999 dollars), the average weekly rent in the Rotorua District has increased from \$118 in 1991 to \$145 in 2001. The average weekly rent for New Zealand as a whole over this period increased from \$133 to \$167 (in 1999 dollars).
- 10.3% of Rotorua dwellings in 2001 had no motor vehicle compared with 13.0% in 1991. The proportion of Rotorua dwellings with no vehicle remains slightly above the national average.
- The percentage of dwellings in the Rotorua District with two or more vehicles has risen from 38.9% in 1991 to 48.1% in 2001.
- The proportion of households in the Rotorua District with access to a telephone has risen from 91.4% in 1996 to 94.0% in 2001. The comparable 2001 figure for New Zealand as a whole is 96.3%.
- 32.6% of households in the Rotorua District have access to the Internet compared with 37.4% for all of New Zealand.
- 5.9% of households in the Rotorua District have no access to telecommunications systems of any kind, compared with 3.6% for New Zealand as a whole.
- 2.1% of Rotorua dwellings are “high occupancy” compared with 1.8% for New Zealand overall.
- There are considerable variations between Census results for different suburbs and neighbourhoods throughout the Rotorua District.

Strategies

Communication strategies will:

- Provide clear, relevant and up-to-date information appropriate to the target audiences
- Develop creative, innovative approaches to exposing The Central Business District messages and profile

- Develop efficient, open, honest and effective relationships with the media
- Promote courteousness and efficiency in dealings with all stakeholders, retailers and the general public
- Develop two-way communication with target audiences
- Develop a friendly, efficient communications team to coordinate the communications functions for The Central Business District

Key Messages and Themes

- Mission Statement *“To position the CBD as a desirable Retail & Leisure location for locals & visitors, linking the lakefront, Kuirau park and Government Gardens increasing foot traffic in the CBD and ultimately retail spend”*
- The Central Business District ‘s slogan “The CBD is the place to be” (yet to be tabled).
- The Central Business District work practices and promotions aim to develop these elements in its branded reputation:
 - an efficient, well-equipped organisation that uses modern technology to promote sustainable management of The Central Business District.
 - Exhibits *leadership* in marketing & promotions management in The Central Business District
 - Values retail and stakeholders for their views and information and treats them courteously and respectfully
 - Communicates directly, courteously and with clear language to external audiences
 - Relevant and easily accessible from all areas in Rotorua

Branding Guidelines

A successful brand will give The Central Business District character and personality. It will let people know what to expect.

A brand is a singular idea or concept that you own inside the mind of the prospect, client or customer. The Central Business District is the brand

name (*Referred to as such until a possible changed based on the new Branding and story Project plan due out by June 2007). The process of branding is the glue that holds the organisation's promotional functions together. A successful branding programme is based on the concept of singularity. Through branding, The Central Business District aims to increase the number of people in the Bay of Plenty who know about the organisation and what it does and who view it positively.

Branding Guidelines for The Central Business District

- (i) Consistently promote the correct brand name "The Central Business District" with retailers, Stakeholders, media and the public.
- (ii) Delineate clearly what we do. Distinguish ourselves from District Council & the Chamber of Commerce through advertising and promotion.
- (iii) All advertisements should be consistent and use the logo and slogan correctly.
- (iv) Build quality into products and services provided by The Central Business District and narrow the organisation's focus to a clear vision.
- (v) Develop The Central Business District brand through concentrating on core functions.
- (vi) In promotion and advertising, use The Central Business District as the primary name.
- (vii) Use The Central Business District brand consistently over an extended period of time. Support the image in every communication element in every application – graphic design, brochures, speeches, special events, advertising etc.
- (viii) The Central Business District needs a passionate, committed brand champion. The Rotorua retail promotions coordinator will champion the brand wherever possible but may delegate some functions to the Retail Promotions Advisory Group.

Increase understanding and awareness of The Central Business District functions and activities

- Use the promotions coordinator's internet site www.trustcite.co.nz/TC604489 to create a dynamic, up to date

information site (temporary site set up to be tabled at next board meeting)

- Develop an email contact list and use electronic mail to keep target audiences up to date (to be completed by the Chamber of Commerce)
- Use internal and external desktop publishing services to create professional newsletters, reports, brochures and Powerpoint presentations.
- Keep up-to-date mailing lists for “movers and shakers”
- Maintain an up-to-date media contact list
- Provide contact details for key Central Business District Retailers and All Stakeholders
- Provide regular, well-formatted news releases on a variety of subjects
- Produce a CBD Life newsletter four times a year for “movers and shakers” The Advisory Group and other prominent affiliates
- Advertise The Central Business District functions and activities with coordinated messages through radio, newspapers, cinema, special publications
- Erect ‘CBD’ signs at each of the three main entrances to the Rotorua
- Produce targeted flyers explaining The Central Business District Brand and Story plan
- Integrate communications plans into strategic decision making
- Support and foster the Branding and Story plan*

Educate target audiences on the importance of The Central Business District Branding and Story Project plan*

- Use the promotions coordinator’s internet site www.trustcite.co.nz/TC604489 to create a dynamic, up to date information site

- Develop an email contact list and use electronic mail to keep target audiences up to date
- Use internal and external desktop publishing services to create professional newsletters, reports, brochures and Powerpoint presentations.
- Provide regular, well-formatted news releases on a variety of subjects
- Produce the CBD Life newsletter four times a year for “movers and shakers”
- Advertise The Central Business District promotions, functions and activities with coordinated messages through radio, newspapers, cinema, special publications
- Work with other sections to produce specific plans and reports in clear readable language following detailed communication plans
- Integrate communications plans into strategic decision making

Keep all Stakeholders informed of The Central Business District planned Promotions

- Develop an email contact list and use electronic mail to keep target audiences up to date (to be completed by the Chamber of Commerce)
- Produce a regular newsletter (CBD Life) of items from the Promotions Advisory Group to keep all stakeholders up to date
- Organise and manage twelve-monthly meetings with the Promotions Advisory Group
- Work in with Council and Travel Organisations to help develop Cross Promotional Ideas
- Scan the region’s newspapers and clip items of The Central Business District interest for Promotions Advisory Group and Retailers

Increase the levels of Retail participation in The Central Business District decision-making

- Produce specific plans and reports in clear readable language following detailed communication plans

- Implement the Brand and Story Project education strategy*

Increase the Retailers and stakeholders satisfaction with The Central Business District performance

- Produce Flyers and brochures on specific Promotions
- Produce the CBD Life newsletter 4 times a year
- Produce specific plans and reports in clear readable language following detailed communication plans
- Integrate communications plans into strategic decision making
- Develop a seamless communications network to provide efficient public awareness

Evaluation Methods

A communication audit will be carried out annually and its results reported to Promotions Advisory Group.

How overall objectives with their special tactics will be measured is set out below.

Increase Understanding and Awareness of The Central Business District’s functions and activities

Tactic	Evaluation Method
Internet Site	New site to be developed and on-line by September 2007
Email Contact List	List number of electronic contracts made with target individuals and groups
Desktop Publishing Services	List names and numbers of newsletters, reports, brochures etc prepared
Movers & Shakers List	Update list annually and record number of individuals/groups on the list
Media Contact List	Record numbers on media contacts list updated annually. Record number of media information requests.

Tactic	Evaluation Method
Retail details for media	Report of updated list sent annually to media contacts
News releases	<ul style="list-style-type: none"> • Record number of media releases • Report produced on media uptake survey
Fact Sheets on Promotions	Record number produced
CBD Life	List dates and distribution numbers for 4 issues
Advertisements	Record number of advertisements and media used
CBD Signs	Report on location and construction of signs when erected
Flyers	Record numbers and topics of material produced for each Promotion
Strategic Planning	Record names and nature of projects where communication strategies were incorporated
CBD Promotions	<ul style="list-style-type: none"> • Report progress • Summarise

Keep Retailers and all key Stakeholders informed of The Central Business District work in the community

Tactic	Evaluation Method
Electronic Mail	Record number and subject of electronic mail messages
CBD Life	Record publication dates
Newspaper Clippings	<ul style="list-style-type: none"> • Report on process used and number of clippings • Annual Advisory Group survey on process used and usefulness of news clippings

Tactic	Evaluation Method
General	<ul style="list-style-type: none"> • Annual Advisory Group surveys of communication effectiveness • Report steps taken to promote the work of the communication section

Increase Retailers and all key Stakeholders satisfaction with The Central Business District performance

Tactic	Evaluation Method
Provisions of information	Record topics and numbers of brochures, fact sheets, publications etc distributed
Seamless Communication	Report on process
General	Attitudes and perceptions survey
Strategic alliances	Survey of key stakeholders

Best Practice

It is neither practical nor economically viable to accurately evaluate all communication activities. In these instances, best practice options will be used ie activities will be chosen according to:

- Communication theory
- Previous experience
- Informal evaluations

ROTORUA RETAILERS PROMOTIONS PLAN

Central Business District

Amazing School Holiday's Race 14th April

Promotion activities aim to:

Build a sustainable base from which to grow the Marketing & Promotions for the Rotorua CBD

Increasing the Retail Spend – bring Families into the CBD more foot traffic.

The Promotion:

Families & children enter Teams to take on the Amazing School Holidays Race...
Similar format to – “The Amazing Race” & “The Treasure Hunt”.

All teams will be given a starting point & clue to lead them to the next clue...
The entire race encapsulates the Length of Tutanekai Street & side streets.
Following are examples of a Clues & a Side Track...

CLUE: Enter the STREAT with your hands in the air & find where “the house is full of bull”....

ANSWER: The Steak House

SIDE TRACK:

Focus is what you need in Rotorua city... Your entire team needs to wind up for this
ANSWER: The Haka [the team performs the Hake on stage at City focus]

Every Clue will relate to the Central Business District & History of Rotorua.
All Side Tracks are performed on the Stage at City Focus.

Retrieval of the Clues are from select Retail Store within the CBD.

Minimum of 4 players per team — maximum of 10 players per team & 1 Team Captain.
Only the Captain can enter the venues to retrieve the teams next Clue.

The Finale will take place in the City Focus with a Major Prize Giving for
1st, 2nd & 3rd prizes Plus Best Dressed Team & Side Track Prizes

Promotion of event:

Radio Advertising with Radio Works prior to the event.

Daily Post & the Review will publish the Entry Form prior the event.

On the 14th April Radio Works Rotorua offers to provide one of their professional hosts to act as the MC for the activities as part of The Amazing Race.
They will provide on-stage assistance ensuring everything goes off without a hitch.

Use this day as an extra platform to remind the Public of the Black Belt Shopping Competition.

Pride Program:

The first hour of the race includes a clue that must be collected from a Policeman.
Up until midday Teams may only ask a Policeman for direction or help.
This is the beginning of lifting the Police profile again within Rotorua.
Being a Family event this is the perfect opportunity to start this program with the Police.
A subtle way to visual remind people that Rotorua has a safety element, locals & tourists alike.
Due to the timing the Rotorua Police are only able to give us One Bobby – it is a start & they are more than prepared to continue to support this program for future events.

Measuring Success

Count entries forms & team numbers to gauge exactly how many people participated.
Do a head count before start of the race, in the middle & at the prize giving.

Casual Rates

Budget:	\$1000.00	
Newspaper Adds	\$ 200.00	\$1900.00
Radio Advertising	\$ 500.00	\$3890.00
Entry Box	\$ 5.99	\$ 5.99
Costume Bunny	\$ 20.00	\$ 20.00
Local TV Interview/ads	FREE	\$1500.00
Prizes	FREE	\$ 1000.00estimate
Total	\$ 725.99	\$8315.99

Left over Budget \$274.01

RATIO \$1.00 = \$11.45

Prepared by: Weston International Ltd

Contract holder for the Rotorua Retail Promotions Coordinator position.

Principal: **Cath Weston**



Doing a Haka with the Easter Bunny at the Amazing Race

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ROTORUA RETAILERS PROMOTIONS PLAN

Central Business District

Black Belt Shopping Competition 7th April – 21st April

Promotion activities aim to:

Build a sustainable base from which to grow the Marketing & Promotions for the Rotorua CBD

Increasing the Retail Spend

The Promotion:

All shoppers receive an Envelope containing a Map of the CBD & a List of all participating businesses involved.

Four stamps are required from four different participating businesses plus all four “proof of purchases” must be sealed in the envelope when all sales are completed.

All customers may complete as many envelopes, as many times as they like within the two weeks.

All purchases are a minimum of \$10.00 per stamp.

The prizes are drawn at the end of the two weeks & will be provided by the participating retailers.

Promotion of event:

On the 7th April 6 costumed characters will dance around the CBD giving out balloons & competition flyers. Envelopes will be delivered to Participating Stores.

Radio Advertising 3 days leading up to the event & the 2 weeks of the promotion with More FM.

More FM will include the Stores names involved within promotion .

Pride Program:

My idea of a Pride Program which will be driven by More FM starting with:

A Window Dressing Competition to win Service Directory Messages announcing how proud Rotorua is of the "Winners of the Best Window in Rotorua & how we must all go along to see it". These adds will run for the entire school holidays in conjunction with Black Belt. Inject pride back into the owners who win. Renew a sense of pride within the local community to see the CBD looking sharp. Encourage a better shopping vibe for locals & tourists alike. Create a Village atmosphere.

Measuring Success

Counting Entries from the completed envelopes & adding total retail dollar spent from entries.

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ROTORUA RETAILERS PROMOTIONS

Black Belt Shopping Competition 7th April – 21st

Analysis

Although only a small buy in from Retailers initially of a minimum prize voucher value of \$25.00, this promotion managed to capture the attention of 58 Retailers who in turn offered upwards of 150 vouchers. This promotion was an effective tool for me to introduce myself in my new role. I managed to talk with all 58 retailers at least twice at length sometimes more.

Of the 1500 envelopes printed – 9 were completed by the public only 6 were correctly done.

There was no public buy into this kind of promotion.

Recommendations

The action required from the public needs to be less complicated. The action required from the retailers & their staff also needs to be less complicated.

More time will be required to plan & execute a Competition like this.

Ultimately this style of promotion does not capture the imagination of the public. I would recommend that we concentrate on promotions that do.

Amazing School Holiday's Race 14th April

Analysis

A Very successful. The Race kept the public in town from 10:30am – 2:30 pm. Feed back was excellent. Some public asked for race packs after the race had finished to complete in their own time!

Great event, inspiring family fun & community spirit.

10 teams involved with around 90 – 100 plus public in the City Focus for the Start & Prize Giving. The event encouraged foot traffic to circulate the whole inner City.

Parents & Children had only great things to say & wanted to sign up for the next one.

Recommendations

Absolutely needs to be done again on a larger scale with more time to encourage more teams. Could also be arranged for a separate "business house" event...Have already had an interest regarding this.

Budget:	\$1000.00	
Prizes donated by 58 retailers	\$ 00.00	\$ 2700.00
6 Costumes from Victoria Grove	\$ 100.00	\$ 300.00
Balloon Pump Hire	\$ 20.00	\$ 20.00
Envelope Stuffing	\$ 75.00	\$ 75.00
6 Staff to wear costumes 2 hrs	\$ 180.00 [@\$30.00]	
	\$ 180.00	
Newspaper Adds	\$ 200.00	\$1900.00
Radio Advertising	\$ 400.00	\$3500.00
Entry Box	\$ 5.99	\$ 5.99
Envelopes Printed	FREE	\$ 400.00
Envelopes	FREE	\$ 90.00
Balloons	FREE	\$ 50.00
Total	\$980.99	\$ 9220.99

Budget left over \$19.01

RATIO \$1.00 = \$9.40

Prepared by: Weston International Ltd

Contract holder for the Rotorua Retail Promotions Coordinator position.

Principal: Cath Weston

Copy of Envelope

Black Belt Shopping Contest



Fill in entry form & place form & receipts as proof of purchase
in this Envelope then return to City Focus by Saturday 21st April 12 noon

PRINTED BY BRYCE PRINTERS

Stake holders involved...

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ROTORUA RETAILERS PROMOTIONS PLAN

Central Business District

Operation Extreme World Water Ski Champs

The Promotion:

Dress the City in readiness for the World Water Ski Champs 2007.
The Top teams from Window Dressing & Hospitality can win advertising in Radio Newspaper and Marketing! Each business will be Awarded points on Extreme Creative Concepts & Extreme Execution of Creative Concepts.

Promotion of event:

Having the following prizes sponsored certain helped attract willing participants for the promotion... Window Dressing Team & Hospitality Team Total Prize Value \$2000.00 Each,

Window Dressing Team & Hospitality Team Total Prize Value \$750.00 Each

Radio Advertising with Radio Works & Classic Hits & their sales teams became approached their clients with entry forms.

Newspaper Advertising with The Daily Post & The Review with their sales teams approached their clients with entry forms.

Promotion Coordinator approached stakeholders with entry forms plus Email & Snail mail. All finalists and winners received a framed award to display in their business.

Measuring Success:

Mothers day fell in the middle of this promotion which back tracked some key businesses participating. Some redid their windows for the last week. 18 Finalists were photographed for the judging panel.

The businesses that did participate enjoyed their involvement are excited about Operation Moo Cow.

Those who were unable to enter this time are also excited about Operation Moo Cow.

Operation Extreme Break Down

Budget:	\$1000.00	Casual Rates	
Prizes from Media	\$ 00.00	\$ 5500.00	
Radio / Newspaper Advertising	\$ 00.00	\$ 200.00	
Light Lunch for Judges	\$ 48.00	\$ 60.00	
Frames for Awards	\$ 36.00	\$ 36.00	
Calligraphy Pen for Awards	\$ 6.00	\$ 6.00	
Cheesecake Factory	\$ 50.00	\$ 50.00	
Average Expenditure for			
Window Dressing Retail	\$ 00.00	\$ 700.00	
14 @ \$50.00 estimate			
Dressing Staff Hospitality	\$ 00.00	\$ 200.00	
4 @ \$50.00 estimate			
ICONZ dinner favours	\$ 00.00	\$ 1000.00	
100 meal estimate @ \$10			
Total	\$ 140.00	\$ 7752.00	

Carry over Budget \$ 860.00

RATIO \$1.00 = \$55.37

Prepared by: Weston International Ltd

Contract holder for the Rotorua Retail Promotions Coordinator position.

Principal: **Cath Weston**



Mike Steiner Interior Design Supreme Award Winner for the Window Dressing Retail Section



Iconz Café Supreme Award winner for the Hospitality Section

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ROTORUA RETAILERS PROMOTIONS PLAN

Central Business District

Free Shopping Shuttle World Water Ski Champs

The Promotion:

A Free Shopping Shuttle to Circle the CBD every 20 minutes on the Prime race days for the World Water Ski Champs. This would distribute potential shoppers from the Lake Front in between races to the CBD with time for them to be returned for the next race. Increasing foot traffic in the CBD & ultimately increasing the retail spend.

Promotion of event:

Radio Advertising with Radio Works & Classic Hits & their sales teams became creative with selling adds tagged with the shuttle to the businesses that were on the Shuttle Route..

Newspaper Advertising with The Daily Post & The Review with their sales teams became creative with selling adds tagged with the shuttle to the businesses that were on the Shuttle Route.

A special mention to the Rotorua Review who published a two page route of the map paid for by advertisers that were on the Shuttle Route. Also they donated 300 issues of this to go in the 300 race packs for the World Water Ski Champs.

The Chamber of Commerce Map was transformed with a Stylish sticker that advertised the Free Shopping Shuttle & Shuttle route. This was delivered to many businesses around the CBD, the Rotorua Police, distributed to several Motels, handed out during both race days at the Lake Front & within the CBD. It was also included within the 300 race packs for participants.

A Pirate Character with a bull horn was used both shuttle days to add more pizzazz, promote & encourage spectators at the Ski Champs & in town shoppers to take advantage of the Shuttle.

The Free Shopping Shuttle was decorated with a large red sticker professionally made & donated by PhotoArts plus they also sponsored two large core flute bus signs one for the lake front & one for the Central Mall. More FM & Classic Hits had a presence on the Shuttle on each day, giving away sweets & magazines. A commentary was given to passengers regarding city centre shopping – mini adds for the retailers.

Pride Program:

The Rotorua Police were invited to use the Shuttle Service both race days to have a positive presence on the shuttle, at the lake front & within the CBD also enabling them to move around the City freely.

I contacted Te Puia, Agrodome & Paradise Valley Springs to contribute 300 brochures & discounts

for the 300 race packs which they all eagerly provided.

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Measuring Success:

Even though both days were sunny & beautiful, over both day over 400 people used the Free Shopping Shuttle.
Many Comments & free cups of coffee later from Stakeholders & shoppers alike loved the idea & believed it should be a regular occurrence.

Casual Rates

Seed money \$1000.00

RDC sponsorship \$ 900.00

Shuttle hire 2 days + driver	\$ 900.00	\$3000.00	
Newspaper Adds	\$ 0.00	\$2000.00	estimate
Radio Advertising	\$ 0.00	\$1000.00	estimate
2000 CBD Maps	\$ 0.00	\$ 500.00	estimate
Photo Arts Shuttle Art	\$ 00.00	\$ 600.00	
Photo Arts Shuttle Stop Signs	\$ 0.00	\$ 900.00	
2000 Stickers	\$ 520.87	\$1000.00	
Sticker Application	\$ 110.00	\$ 110.00	
Pirate 14 hours @ \$15	\$ 210.00	\$ 210.00	
Bull Horn Hire	\$ 64.12	\$ 125.00	
Pirate Costume	\$ 42.50	\$ 84.50	
Prizes given on Shuttle	\$ 00.00	\$ 200.00	estimate
Total	\$ 1847.49	\$9729.50	

Carry over Budget \$52.51

RATIO \$1.00 = \$5.26

Prepared by: Weston International Ltd

Contract holder for the Rotorua Retail Promotions Coordinator position.

Principal: **Cath Weston**





ROTORUA RETAILERS PROMOTIONS PLAN

Central Business District

Operation Moo Cow

4 – 6 July 07

The Promotion: Operation Moo Cow was an excellent success. 200 Promotional Packs supplied by the National Bank Young Farmer Contest were distributed through out the CBD.

They included Balloons, stickers, flyers, coaster & a cute Stress Cow. This was a major success with stakeholders giving them the opportunity to fully support an event in a professional way.

Again the Media supported Operation Moo Cow with another load of Fantastic advertising prizes.

Promotion of event:

Having the following prizes sponsored certain helped attract willing participants for the promotion...Window Dressing Team & Hospitality Team Total Prize Value \$2000.00 Each,

Window Dressing Team & Hospitality Team Total Prize Value \$750.00 Each

Radio Advertising with Radio Works & Classic Hits & their sales teams became approached their clients with special Moo Cow Special offers.

Newspaper Advertising with The Daily Post & The Review with their sales teams approached their clients with special Moo Cow special offers.

All finalists and winners will receive a framed award to display in their business.

Measuring Success:

The response to this promotion was so great that I only entered finalists who had done additional extras to their business outside of the promotional packs supplied.

There were 30 Finalists to choose from in the Judging which was a very close race as the participants had done an amazing job.

The Judging was no slam dunk as the quality of windows was so excellent the Choice for the Winners was difficult but they finally made a decision.

Feedback from the Young Farmer contest were excellent. They thought Rotorua as a city & a community really went the extra mile & they felt very welcome.

The employees involved raised their games & really enjoyed having something different to focus on.

Employers were very happy they had participated based on that fact alone. Most businesses have told me that supporting the event increased their foot traffic & interested in their business three fold.

Overall the "Operations" are working to unite the CBD & encourage the fun festive attitude & visual look.

Operation MOO Cow Prize lists 29th June to the 7th July

Window Dressing Team - Best Creative Rural Window MENS WEAR

POLLARDS

2 x Show Tickets for Young Farmers Value \$ 40.00

More FM Radio Advertising Value \$ 250.00

EGO HAIR SALON

Classic Hits Radio Advertising Value \$ 250.00

WEBBS/SOLEOUTLET

Daily Post Advertising Value \$ 250.00 **GRACE**

Window Dressing Team - Best Farm Animal Window KIDS

LITTLE MONKEY

2 x Show Tickets for Young Farmers Contest Value \$ 40.00

More FM Radio Advertising Value \$ 250.00

MCKENZIE

COUNTRY

Classic Hits Radio Advertising Value \$ 250.00

LIVING COLOUR

Daily Post Advertising Value \$ 250.00 **FINNS**

Elite Award

2 x Show & Ball tickets plus a Contest kit which includes a sports bag.

POLLARDS MENS WEAR

Swandri Cap, Shirt and rugby shorts. Value \$265
 Rotorua Review 1/4 Page Add Value \$400
 Daily Post Free Colour Value \$250.00

Hospitality Team Best Dressed Theme – Young Farmers Rural
LEWISHAMS

More FM Radio Advertising Value \$ 250.00 FREO'S
 Classic Hits Radio Advertising Value \$ 250.00 SEISMIC GASTRO
 BAR
 SIROCCOS

Best Specials & Beverages Theme - Young Farmers Rural **SESIMIC**
GASTRO BAR

More FM Radio Advertising Value \$ 250.00
 Classic Hits Radio Advertising Value \$ 250.00 FREO'S

Elite Award

2 x Show & Ball tickets plus a Contest kit which includes a sports bag,
LEWISHAMS

Swandri Cap, Shirt and rugby shorts. Value \$ 265
 Rotorua Review 1/4 Page Add Value \$ 400
 Daily Post Free Colour with any Add Published Value from \$ 250

Operation moo cow 10 highly commended prize list

Daily Post Free Colour with any Add Published Value from \$ 250 **RW**
 GRACE
 Daily Post Free Colour with any Add Published Value from \$ 250 **FAW**
 MCKENZIE COUNTRY
 Daily Post Free Colour with any Add Published Value from \$ 250 **RW**
 EGO'S
 Daily Post Free Colour with any Add Published Value from \$ 250 **BD**
 SIROCCO'S
 Rotorua Review Free Colour with Any add Published Value from \$ 120
RW WEBBS/SOLEOUTLET
 Rotorua Review Free Colour with Any add Published Value from \$ 120
FAW LIVING COLOUR
 Rotorua Review Free Colour with Any add Published Value from \$ 120

FAW FINNS

Rotorua Review Free Colour with Any add Published Value from \$ 120

BSB FREO'S

Double pass Show Tickets for Young Farmer Contest Value \$ 40 **BDT**

SESIMIC GASTRO BAR

Double pass Show Tickets for Young Farmer Contest Value \$ 40 **BDT**

FREO

Operation MOO COW Break Down

Budget:	\$1000.00	Casual Rates	
Prizes for Winners	\$ 00.00	\$ 6000.00	
Cake for Judges	\$ 27.50	\$ 27.50	
Frames for Awards	\$ 60.00	\$ 60.00	
Thankyou treats for media	\$ 195.30	\$ 195.30	
Radio Advertising	\$ 00.00	\$ 250.00	estimate
Newspaper Advertising	\$ 00.00	\$ 250.00	estimate
Young Farmers Promo Packs	\$ 00.00	\$ 10,000.00	estimate
Average Expenditure for			
Window Dressing Retail	\$ 00.00	\$ 5000.00	
100 @ \$50.00 estimate			
Dressing Staff Hospitality	\$ 00.00	\$ 2000.00	
20 @ \$100.00estimate			
Total	\$ 282.80	\$ 23,782.80	

Carry over Budget \$ 717.20

RATIO \$1 = \$84.10

Prepared by: Weston International Ltd

Contract holder for the Rotorua Retail Promotions Coordinator position.

Principal: **Cath Weston**



Pollards Menswear Winner of Best Rural Window & Winner of Elite Award



Little Monkey Kids Winner for Best Farm Animal Window



McKenzie Country Highly Commended for Best Farm Animal Window

ROTORUA RETAILERS PROMOTIONS PLAN

Central Business District

Festival Day in the City Focus

4 July 2007

On 4th July 2007 there was a Festival Day I have put together for the launch of the National Bank Young Farmers Contest.

This ran from 11am – 2pm & included an amazing array of entertainment:

Festival Day 4th July at City Focus Tuntanekai Street

- 11.00am to 1.00pm Continuous Gumboot throwing Competition.
Five finalists in each of the 3 sections (Female, Male and Child (5-15yrs) to be announced at 1.15pm
- 11.00am Sheep Shearing Demo Auction - Prize for the winner Dog & Ducks Demo Huntaway barking Demo Lamb Feeding for Kids Prize for the winner
- 11.30am Sheep Shearing Demo Auction (only if have suitable crowd) Prize for the winner Dog & Ducks Demo Huntaway barking Demo Lamb Feeding for Kids Prize for the winner
- 12.00pm to 1.00pm Young Farmers Competition Task to Complete for points towards the Final.

- 1.00pm Sheep Hair Dressing Competition to commence Sheep Shearing Demo Auction Prize for the winner Dog & Ducks Demo Huntaway barking Demo Lamb Feeding for Kids Prize for the winner
- 1.15pm Announce winners of Gumboot Throwing
- 1.30pm Gumboot Throwing Grand Final Sheep Hair Dressing - Winner to be announced Prize for the winner Sheep Shearing Demo Auction Prize for the winner Dog & Ducks Demo Huntaway barking Demo Lamb Feeding for Kids Prize for the Winner.

All in all a very busy Promotion!!

The Promotion:

Create a Spectacular in the City Focus to Attract a large number of spectators to the City Focus to increase foot traffic in the CBD & ultimately increasing the retail spend. Also to create awareness for the Young Farmer Contest in town.

Promotion of event:

Radio Advertising was free with Radio Works & they did a fantastic job of promoting this event including their top 2 announcers & equipment on had the whole time. Excellent effort.

Newspaper Advertising The Review with their sales teams became creative with selling adds tagged with the shuttle to the businesses that were on the Shuttle Route.

A Cowboy Character with a bull horn was used to create more pizzazz, & promote & encourage spectators to come into the City focus for the Festival.

Measuring Success:

This event was fantastic. The Agrodome were amazing a definitely drew the crowd. The Young Farmer event was equally great. Special mention to Living Colour Florist Nina, who provided all the flowers for one of the tasks which got an excellent mention & Colour photo in the NZ Herald the following day a ¼ page. The Rotorua Review also had Front Page Colour Photo & Story for the Best Dressed Sheep competition & on Page 7 a colour photo & story about the Gumboot throwing Contest!

Dennis Oliver said is had been along time since he has had stakeholders at his door positively commenting on an event & claiming their takings were up because of it. At least 500 people would have been there. The atmosphere was electric for the entire hour the Young Farmer tasks were acted out. The hour Before & after were still busy around 100 involved in the Agrodome activities.

I would like to include the Agrodome in upcoming events down the track if it fits into the event definitely. Very Professional to work with.

Casual Rates

Seeding money Budget		\$1000.00
Agrodome show	\$ 00.00	\$ 3500.00 estimate
Young Farmers Show	\$ 00.00	\$ 2500.00 estimate
Living Colour Florist	\$ 00.00	\$ 600.00 estimate
Newspaper Adds	\$ 0.00	\$ 1500.00 estimate
Radio Advertising	\$ 0.00	\$ 2500.00 estimate
CowBoy @ \$15 for 4 hours	\$ 60.00	\$ 60.00
Bull Horn Hire	\$ 50.00	\$ 125.00
CowBoy Costume	\$ 42.50	\$ 84.50
Prizes given Day	\$ 00.00	\$ 1500.00
Total	\$ 152.50	\$12369.50 estimate

Carry over Budget \$847.50

RATION \$1.00 = \$81.11

Prepared by: Weston International Ltd

Contract holder for the Rotorua Retail Promotions Coordinator position.

Principal: **Cath Weston**



Gumboot Throwing Competition



The Winning Sheep!!



Floral Arrangement in a Gumboot!



Shearing show with the Agrodome

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ROTORUA RETAILERS PROMOTIONS PLAN

Central Business District

Free CBD Shopping Shuttle Young Farmer Contest

Free Day & Night Fenton Street Shuttle

The Promotion:

A Free Shopping Shuttle for the CBD sponsored by Rowlinson Honda & a Free Fenton Street Shuttle sponsored by MANZ Motel Association of New Zealand & Environment BOP both to run Friday 6th July 2007. Both these shuttles will do well to circulate the spectators & participants around the CBD plus the added bonus of the MANZ shuttle bringing their Clients directly to the event & to the CBD.

A Free Shopping Shuttle to Circle the CBD every 20 minutes on the Practical day for the Young Farmer Contest. This would distribute potential shoppers from the Lake Front in between

The Young Farmer event to the CBD.

Increasing foot traffic in the CBD & ultimately increasing the retail spend.

Promotion of event:

Radio Advertising More FM & their sales teams became creative with selling adds tagged with the shuttle to the businesses that were on the Shuttle Route..

Newspaper Advertising with The Daily Post & The Review with their sales teams became creative with selling adds tagged with the shuttle to the businesses that were on the Shuttle Route.

A special mention to the Rotorua Review who published another two page route of the map paid for by advertisers that were on the Shuttle Route. Also they donated 250 issues of this to go in the 250 Registration packs for the Young Farmer Contest.

The Chamber of Commerce Map was transformed with a Stylish sticker that advertised the Free Shopping Shuttle & Shuttle route. This was delivered to many businesses around the CBD, the Rotorua Police, Motels, Hotels & handed out during The Young Farmer Event at the Lake Front & within the CBD. It was also included within the 250 registration packs for participants. 3000 where made.

A Cowboy Character with a bull horn was used both shuttle days to add more pizzazz, promote & encourage spectators & locals to take advantage of the Shuttle.

The Free Shopping Shuttle was decorated with a large red sticker professionally made by PhotoArts plus they also sponsored 4 large core flute bus signs one for the lake front & one for the Central Mall.

Pride Program:

The Rotorua Police were invited to use the Shuttle Service both race days to have a positive presence on the shuttle, at the lake front & within the CBD also enabling them to move around the City freely.

Measuring Success:

The CBD Shuttle moved over 200 people around the CBD area. This service is proving to be a favourite. Reesby agree that the installation of a bull horn so the driver can announce the bus service within town possible addition to the service in order to create more flow.

The Fenton Street Shuttle moved around 30 in total.

After the rain began to fall this service proved to be futile as people were not willing to stand in the rain waiting for a free shuttle.

Many Comments later from Stakeholders & shoppers alike loved the idea & still believed it should be a regular occurrence.

This shuttle has excellent potential. This first run has shown what needs to be implemented for this type of service to work. After speaking with the team at Reesbys we have figured the following:

1. A Dedicated Cell phone so the Motels & Hotels can contact the Driver to pick up guests at their receptions. Especially when it is raining or dark so they stay safe & dry.
2. More time to implement the concept to the Motels, Hotels & CBD Stakeholders.
3. Reduce costs by eliminating Bus Wrap & reducing hours to a Friday Night from 6pm – 9pm to include late night shopping with the Dinner Shuttle concept.

⋮

Budget Seed Funding	\$1000.00	
Rowlinson Honda	\$ 562.50	
Total budget to use	\$ 1562.50	

Shuttle hire	\$ 600.00	\$ 1000.00
Newspaper Adds	\$ 0.00	\$ 1200.00 estimate
Radio Advertising	\$ 0.00	\$ 200.00 estimate
1500 CBD Maps	\$ 0.00	\$ 750.00 estimate
Photo Arts Shuttle Art	\$ 263.25	\$ 600.00
Photo Arts Shuttle Stop Signs	\$ 0.00	\$ 900.00
Flag Shuttle Stop Sign reusable	\$ 450.00	\$ 1600.00
1500 Stickers	\$ 309.94	\$ 600.00
Having Stickers Applied	\$ 115.17	\$ 115.17
Cowboy 4 hours @ \$15	\$ 60.00	\$ 60.00
Bull Horn Hire	\$ 50.00	\$ 125.00
Cowboy Costume	\$ 00.00	\$ 84.50
Total	\$1848.36	\$ 7234.67

over Budget \$285.86

RATIO \$1.00 = \$3.92

The reason for the overspend is I have had two Generic CBD Shuttle Stop signs made that can be used every time which almost eliminates that cost for future CBD Shuttles.

We were only charged \$450 for both flags which would normally cost \$1600.00.

We now will only be charged a nominal amount for the rental of the hardware that is required for the flags.

FENTON STREET SHUTTLE **Budget \$00.00 seeding money**

MANZ contribution \$1125.00

ENVIRONMENT BOP topped up extra hours directly to Reesby

Buy in from Environment BOP		\$ 600.00
Shuttle hire	\$ 600.00	\$ 1000.00
Newspaper Adds	\$ 0.00	\$ 1200.00 estimate
Radio Advertising	\$ 0.00	\$ 500.00 estimate
1500 CBD Maps	\$ 0.00	\$ 750.00 estimate
Photo Arts Shuttle Art Wrap	\$ 263.25	\$ 600.00
1500 Stickers	\$ 309.94	\$ 600.00
Having Stickers Applied	\$ 115.17	\$ 115.17
Bull Horn Hire	\$ 50.00	\$ 125.00
Cake for MANZ meeting	\$ 25.00	\$ 25.00
Total	\$1363.89	\$5015.17 estimate

Over Budget \$123.19

RATIO \$1.00 = \$3.67

The reason for the overspend was I upped the printing for the stickers Maps by 1500.

This service will not need the CBD map to have a printed sticker in the future

Just the original Chamber of Commerce map will be adequate.

I do believe this service will need a list of Shops & Restaurants to arm the passengers as they depart for their Friday Night in Rotorua.

The list of shops will be those who intend to stay open later on the Friday.

Prepared by: Weston International Ltd

Contract holder for the Rotorua Retail Promotions Coordinator position.

Principal: **Cath Weston**



Appendix 6 – Financial Ledger Listing

Retail Promotions Contract						
Income and Expenditure						
1/04/2007 To 18/07/2007						
Svc	Date	Memo	Expenses	Revenue	Net Activity	
Retail Contract for Promotion Revenue						
SJ	1/03/2007	Sale, Rotorua District Council		\$18,500.00		
SJ	30/04/2007	Sale, Rotorua District Council		\$4,500.00		
SJ	18/07/2007	Sale, Rotorua District Council		\$4,500.00		
Expenses						\$27,500.00
RR - Coordinators Payment						
	\$0.00					
PJ	23/03/2007	Purchase, Weston International Ltd	\$500.00			
PJ	23/03/2007	Purchase, Weston International Ltd	\$500.00			
CD	2/04/2007	Weston International Ltd	\$500.00			
CD	1/04/2007	Weston International Ltd	\$500.00			
CD	1/04/2007	Weston International Ltd	\$2,000.00			
FJ	1/04/2007	Purchase, Weston International Ltd	\$500.00			
CD	23/04/2007	Cath Weston	\$500.00			
CD	30/04/2007	Cath Weston	\$500.00			
CD	7/05/2007	Weston International Ltd	\$500.00			
CD	14/05/2007	Weston International Ltd	\$1,500.00			
PJ	1/05/2007	Purchase, Weston International Ltd	\$52.50			
CD	21/05/2007	Weston International Ltd	\$499.56			
CD	2/05/2007	Weston International Ltd	\$1,000.00			
PJ	2/05/2007	Purchase, Weston International Ltd	\$500.00			
CD	5/06/2007	Weston International Ltd	\$500.00			
CD	11/06/2007	Weston International Ltd	\$500.00			
CD	1/06/2007	Weston International Ltd	\$500.00			
CD	25/06/2007	Weston International Ltd	\$2,000.00			
PJ	30/06/2007	Purchase, Weston International Ltd	\$500.00			
CD	02/07/2007	Weston International Ltd	\$500.00			
CD	09/07/2007	Weston International Ltd	\$500.00			
CD	1/07/2007	Weston International Ltd				(\$15,562.06)
RR - Advertising & Promotions			\$436.00			
PJ	1/03/2007	Purchase, The Daily Post	\$436.00			
PJ	3/03/2007	Purchase, The Daily Post	\$100.00			
PJ	1/04/2007	Purchase, The Daily Post	\$50.00			
PJ	3/04/2007	Purchase, The Daily Post	\$106.67			
PJ	5/04/2007	Purchase, Victoria Grove Costume Hire	\$50.00			
PJ	1/04/2007	Purchase, The Daily Post	\$125.55			
CD	2/04/2007	Tanzara Te Whare	\$177.77			
PJ	3/04/2007	Purchase, Rotorua Review	\$45.00			
PJ	3/04/2007	Purchase, Spectrum Business Manage	\$733.00			
PJ	3/04/2007	Purchase, The RadioWorks Rotorua	\$37.78			
PJ	1/05/2007	Purchase, Victoria Grove Costume Hire	\$57.00			
PJ	31/05/2007	Purchase, Audio Visual Techniques	\$468.00			
PJ	30/06/2007	Purchase, Photobase NZ Ltd	\$400.00			
PJ	30/06/2007	Purchase, Photobase NZ Ltd	\$1,200.00			
PJ	12/07/2006	Purchase, Rotorua				
SJ	12/07/2007	Sale, Rowlinson Honda		\$500.00		
SJ	12/07/2007	Sale, MANZ (Motel Association of New Zealand)		\$1,000.00		
RR - Printing and Stationery			\$213.26			
PJ	23/03/2007	Purchase, Weston International Ltd	\$33.60			
PJ	4/04/2007	Purchase, OfficeMax Rotorua	\$55.00			
PJ	1/04/2007	Purchase, Quality Furniture Mart	\$736.26			
PJ	2/04/2007	Purchase, Fuji Xerox New Zealand Ltd	\$108.00			
PJ	27/04/2007	Purchase, Copies Etcetera	\$48.20			
PJ	1/05/2007	Purchase, OfficeMax Rotorua	\$105.00			
PJ	1/05/2007	Purchase, Quality Furniture Mart	\$463.00			
PJ	14/05/2007	Purchase, Duffield Bryce Printers	\$198.15			
PJ	1/05/2007	Purchase, Weston International Ltd	\$582.00			
PJ	2/06/2007	Purchase, Duffield Bryce Printers	\$204.75			
PJ	30/06/2007	Purchase, Quality Furniture Mart	\$1,336.77			
CJ	20/06/2007	Purchase, Weston International Ltd				(\$4,072.01)
RR - Meeting Costs			\$23.07			
PJ	12/06/2007	Purchase, Weston International Ltd				(\$23.07)
RR - Other Expenses			\$500.00			
GJ	1/04/2007	To Journalise administration charge for	\$500.00			
GJ	3/04/2007	To Journalise administration charge for	\$45.00			
CD	1/05/2007	K Corbett	\$60.00			
CD	1/05/2007	Rob Scowen	\$181.51			
PJ	1/05/2007	Purchase, Weston International Ltd	\$45.00			
CD	1/05/2007	Rachel Lee	\$75.00			
CD	24/05/2007	S Lewis	\$210.00			
CD	24/05/2007	Rob Scowen	\$17.78			
PJ	2/05/2007	Purchase, Iconz Cafe Ltd	\$44.44			
PJ	2/05/2007	Purchase, Iconz Cafe Ltd	\$44.44			
PJ	2/05/2007	Purchase, Iconz Cafe Ltd	\$44.44			
PJ	2/05/2007	Purchase, Iconz Cafe Ltd	\$26.67			
PJ	2/05/2007	Purchase, Iconz Cafe Ltd	\$500.00			
GJ	31/05/2007	To Journalise administration charge for	\$168.00			
CD	31/05/2007	J Toia	\$161.00			
CD	31/05/2007	J Noone	\$168.00			
CD	31/05/2007	K Hapi	\$181.00			
CD	1/06/2007	T Oerand	\$126.00			
CD	6/06/2007	A Markham	\$500.00			
GJ	30/06/2007	To Journalise administration charge for	\$251.74			
PJ	30/06/2007	Purchase, Weston International Ltd	\$100.89			
PJ	30/06/2007	Purchase, Weston International Ltd	\$30.00			
CD	21/06/2007	Moanata Karaitiana				(\$3,960.91)
Contract surplus / (deficit)						\$959.18