

Minutes – Open Agenda

- What:** Minutes of a Meeting of Board of Directors
- Where:** Reception Lounge, Level 2, Auckland Town Hall
- When:** Friday 29 July 2011, 9.00am
- Who attended:** David McConnell (Chair)
John Law
Norm Thompson
Franceska Banga
Richard Jeffery
Vivien Bridgwater
- Apologies:** Peter Drummond (Deputy Chair)
- In Attendance:** Michael Redman (Chief Executive)
Grant Jenkins (Manager Communications & Marketing)
Rachael Dacy (Manager, Destination) for item 6
John Avery (Director, RFA) for item 6
John Brockies (CE, RFA) for item 6
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Background

- A. David McConnell has been appointed as Chairperson and acted in this capacity for the meeting.
- B. It was noted that a quorum of directors was present and that each director had been given proper notice of the meeting, agenda and draft recommendations pertaining to agenda items.

General Business

David McConnell declared the meeting open at 9.05am.

Agenda Items & Resolutions

1. Apologies

Received from Peter Drummond.

2. June Minutes:

- (i) In relation to the recommendations within the report around the minutes of the June meeting, the Board resolved that:

- a) **The Open minutes of the ATEED meeting held on 24 June 2011 to be confirmed as a true and correct record.**

Moved: John Law
Seconded: Norm Thompson
Vote: Carried unanimously

3. Register of Directors Interests:

- (i) Amendments were received from David McConnell and Vivien Bridgwater.

4. Chief Executive Activity Report:

- (i) Franceska Banga asked for clarification on the need for 16 September Extra-ordinary meeting and whether this could be replaced by a smaller meeting / teleconference based on delegation for Annual Report approval from the full Board.
- (ii) Grant Jenkins to check on the need for public meetings, as required by legislation and whether adoption of the Annual Report is one of those meetings.
- (iii) In relation to the recommendations within the report around the Chief Executive Activity report, the Board resolved that:

The report be received.

Moved: Richard Jeffery
Seconded: Franceska Banga
Vote: Carried unanimously

Action Point:

Grant Jenkins to check on the need for public meetings, as required by legislation and whether adoption of the Annual Report is one of those meetings.

5. Full Year Accounts – NZ Food Innovation (Manukau) Ltd

- (i) The Chair raised a question regarding reporting cycle of NZFIM to the ATEED Board especially in relation to forward revenue projections. Chair and Chief Executive are meeting with NZFIM next week on funding SOI and operating requirements.
- (ii) Clyde Rogers to check with NZFIM regarding change of name to NZFI Auckland.
- (iii) Grant Jenkins to check re obligations in respect of the MED \$4.032 million grant and accountability with respect to use of that funding for capital works.
- (iv) Grant Jenkins to check regarding format of the P&L to explicitly separate operating expenditure from capital expenditure performance.

- (v) In relation to the recommendations within the report around the Full Year Accounts – NZ Food Innovation (Manukau) Ltd report, the Board resolved that:
 - a) **The report be received.**
 - b) **The Board receives for information the unaudited management accounts of NZFIM for the year ending 30 June 2011.**
- Moved:** Richard Jeffery
Seconded: Franceska Banga
Vote: Carried unanimously

6. Joint ATEED / RFA Report:

- (i) The Chair welcomed John Brockies, Chief Executive of Regional Facilities Auckland and John Avery, Director, Regional Facilities Auckland.
- (ii) John Brockies presented to the meeting.
- (iii) The Chief Executive invited Rachael Dacy to comment on the joint working relationship with RFA.
- (iv) The Chief Executive handed to Directors an amended set of report recommendations, based on RFA Board deliberations.
- (v) Urgent need for similar discussions between ATEED / RFA and WDA was noted.
- (vi) The Board noted that there was potential for the development of shows/entertainment content here in Auckland. Seed funding could assist with this – for creative or production development; and this idea could be considered by the A Team.
- (i) In relation to the recommendations within the report around the Joint ATEED / RFA report, the Boards of Auckland Tourism, Events and Economic Development and Regional Facilities Auckland resolved to:
 - a) **Note ATEED’s development of a Visitor Plan for Auckland.**
 - b) **Agree that ATEED and RFA will collaborate in the development of the visitor plan and will also play a crucial role in facilitating the delivery of its outputs.**
 - c) **Agree that, where possible and appropriate, events and activities in RFA and RFA+ venues are incorporated into ATEED domestic marketing activity, noting that such activity is unlikely to commence until post RWC 2011.**
 - d) **Acknowledge the positive collaboration through the RWC 2011 visitor experience marketing programme and agree to explore a similar ongoing collaborative relationship and approach to future marketing activity.**
 - e) **Agree that a single consumer facing major events calendar that meets both ATEED and RFA objectives is required and that work be advanced immediately with the intent to launch/enhance by the end of this calendar year.**
 - f) **Agree to explore the feasibility for one back of house event calendar / database that meets both ATEED and RFA objectives.**
 - g) **Note that ATEED may provide direct cash investment and/or marketing support to attract and support events/shows in RFA or RFA+ venues that meet the threshold outcomes contained within the Major Events Strategy.**

- h) **Agree that, where appropriate, ATEED and RFA will jointly bid to secure major events that meet both parties' objectives.**
- i) **Note that, as an outcome of the Major Events Strategy, ATEED will establish a Major Events A-Team (strategic and tactical levels) to manage Auckland's major events approach and calendar and that RFA will be invited as a member of these forums.**
- j) **Agree that ATEED lead the feasibility review of the Auckland Arts Festival moving to an annual event.**
- k) **Agree that ATEED and RFA work together to develop and agree a pricing policy for use of RFA facilities for major events supported by ATEED.**
- l) **Note that ATEED has prioritised MICE leadership through increased resource and will complete a strategic review of the Auckland Convention Bureau model, strategy and operations by end of the 2011 calendar year. Note that RFA has an existing sales and marketing team of 20 people that is already cross selling RFA venues, has two major independent hotel clients and has a significant technical services team, AV equipment and a large pool of experienced casual staff.**
- m) **Agree that, where possible and appropriate, ATEED and RFA work together to bid for and secure MICE activity, noting that ATEED's role enhances, rather than replaces, the core sales and marketing function of RFA for their venues.**
- n) **Agree that there is rationale for RFA, ATEED and by invitation, Auckland Transport, to provide support to retain and maximise the benefits of Auckland's premier sporting franchises and major regional facilities.**
- o) **Agree that to maximise benefits to Auckland that CCOs (ATEED and RFA in the first instance) should take an 'Auckland Inc' approach to supporting Auckland's premier franchises where a single 'sponsorship contract' is developed that includes all Auckland Inc support and derives commensurate benefits for Auckland and its CCOs in return.**
- p) **Note that RFA will participate in discussions with Waterfront Auckland and Auckland Council regarding the future of Queen's Wharf and its facilities post RWC 2011.**
- q) **Note that ATEED will support the activation of Queen's Wharf through the proactive attraction of event activity to the site and its facilities.**
- r) **Note that ATEED will work with Waterfront Auckland to support the fit-out of Shed 10 as an interim cruise terminal.**
- s) **Agree that a meeting be held with senior staff of the three CCO's (WA, RFA, and ATEED) to explore the complimentary roles of each organisation and that this form the basis of a report to the three boards.**

Moved: John Law
Seconded: Vivien Bridgwater
Vote: Carried unanimously

The Chairperson declared the open meeting closed at 10.48am.

SIGNED by the Chairperson as an accurate record of the meeting:

Chairman

Date