

# BOARD MINUTES

**What:** Minutes of a Meeting of Board of Directors of Auckland Tourism Events and Economic Development Limited

**Where:** Spaghetti Junction Meeting Room, Level 7, ATEED Central Office, 139 Quay Street, Auckland

**When:** Friday, 28 June 2013 at 1.00pm

**Directors:** David McConnell  
Norman Thompson  
Franceska Banga  
Andy Higgs  
Vivien Bridgwater

**In Attendance:** Brett O'Riley (Chief Executive)  
David Caselli (General Manager Business Attraction & Investment)  
Sarah Hamilton (Chief Financial Officer)  
Martin Fairweather (General Manager Strategy & Performance)  
Grant Jenkins (Head of Strategic Initiatives)  
Patrick McVeigh (General Manager Economic Growth)  
Rachael Carroll (General Manager Destination & Marketing)  
James Robinson (Manager Operational Strategy & Planning)  
Joshua Ong (Board Secretary)  
Jennie Vickers (Governance Advisor)  
John Aitken (CEO Brisbane Marketing)

## **Public & Media**

**Attendance:** Alex Swney, Heart of the City  
Sarah Johnstone-Smith, Auckland Council

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## **Background**

- A. David McConnell was appointed as Chairperson for the meeting.
- B. It was noted that the quorum (12.9 of the Constitution) is a majority of the directors and there currently being 6 directors, a quorum of directors was present. It was noted that each director had been given proper notice of the meeting.

## **Meeting Business**

### **1. Apologies**

An apology was received from Richard Jeffery.

## **2. Minutes of Meeting held on 30 April 2013**

The Meeting discussed the draft minutes of the meeting held on 30 April 2013 (excluding the confidential items).

**The minutes of the ATEED meeting held on 30 April 2013 be confirmed as a true and correct record once the minutes of the Confidential sections have been accepted.**

**Resolution passed**

## **3. Register of Directors' Interests and Conflicts of Interests Declaration**

A consequential amendment was received Norm Thompson to be noted in the Register of Directors' Interests.

The Chief Executive noted that he is not aware of any ATEED Management or Officers' having any undeclared Conflicts of Interests in relation to any ATEED activities and/or event.

## **4. Chief Executive's Activity Report**

The Report tabled was noted and taken as read.

The Chief Executive presented an overview of the report and highlighted the key activities and events during the previous month and since the report were produced.

In congratulating the team on continuing success in delivery on the ATEED plans, the Board noted the challenge that comes with success, of having further activities and projects coming in and stressing the lean resources of the organisation.

The Chief Executive confirmed that current resources and new arrivals on the team would help with the workload but would come back to the board if stresses on resources started to show.

The board noted the substantial time and money that had been put into the Whenuapai Helicopter project and noted their support of the project finally coming to fruition. The Chief Executive noted that a decision was expected imminently.

The NRL9s project was discussed which had, as expected, been a complex negotiation. The good news being that it had come together and the best deal possible had been secured.

The meeting also noted:

- (i) The value of the Chief Executive scheduling meetings to update Councillor Northey (as Chair of Accountability & Performance (A&P) Committee) in between ATEED's Quarterly Report Presentations to the A&P;
- (ii) The Board acknowledged the good work being done by Patrick McVeigh (GM Economic Growth) and David Caselli (GM Business Attraction & Investment) and their respective teams in progressing towards 6/5/2; and

- (iii) In relation to the TRENZ report, the value of management obtaining feedback from Auckland-based exhibitors to determine the value of the event for them was discussed.

Following the conclusion of discussions, the Board resolved that:

**The Chief Executive's Activity Report be received.**

**Resolution passed**

Action Points

- a. Chief Executive to pass onto Patrick McVeigh (GM Economic Growth) and David Caselli (GM Business Attraction & Investment) and their respective teams in progressing towards 6/5/2.
- b. Chief Executive to schedule meetings to update Councillor Northey (as Chair of Accountability & Performance (A&P) Committee) in between ATEED's Quarterly Report Presentations to the A&P.
- c. Management to consider obtaining feedback from Auckland-based exhibitors to determine the value of the event for them.

**5. Finance Report**

The Finance Report for the 11 months ending 31 May 2013 was noted and taken as read.

Following the conclusion of discussions, the Board resolved that:

**The Finance Report be received.**

**Resolution passed**

**6. ATEED 2013 – 2016 Statement of Intent**

The ATEED 2013 – 2016 Statement of Intent Report for the nine months ending 31 March 2013 was noted and taken as read.

Martin Fairweather and James Robinson updated the Board on non-financial performance measures that were agreed since the report was prepared, including:

- (i) 1.1 – Number of managed business activities through Regional Business Partner activity: 360 for 2013/14;
- (ii) 1.2 – Number of mentor matches through local offices: 1,150 for 2013/14;
- (iii) 1.3 – Value of Grants: Targets to be set by Callaghan Innovation;
- (iv) 4.2 – Number of economic initiatives with Maori: ATEED is currently measuring the baseline as there are currently no targets within the Long Term Plan.

The Board members all had suggestions and ideas to improve the usability of the document as well as suggesting a number of refining amendments to the SOI, including:

- (i) Enable Business Growth in Sectors of Comparative Advantage (Page 43): Amend the statement to acknowledge the number of sectors ATEED is involved in;
- (ii) Delivering Business Growth and Competitiveness (Page 47): Amend first point to read “Delivering local business events and networking functions”;
- (iii) Expenditure against Maori Outcomes (Page 60): Include reference to a Maori Tourism trade event.

A note was made of all the detailed suggestions for management to incorporate.

The Board welcomed the comments from Alex Swney who attended the meeting to provide feedback on behalf of Heart of the City. His comments provided a useful “customer” perspective on the document and suggestions were considered and accepted as possible which will be reflected in the final SOI.

Following the conclusion of discussions and clarifying questions, the Board resolved that:

- 1. The Board approve the Statement of Intent for the period 1 July 2013 to 30 June 2016 (in the form attached to the Paper to the Board dated 21 June 2013) subject to final minor changes from the Board Meeting or public feedback which are approved by the CE; and**
- 2. The Final Statement of Intent be published in accordance with the statutory requirements.**

**Resolution passed**

## **7. Business Growth & Competitiveness Framework**

The Business Growth & Competitiveness Framework Report was noted and taken as read.

Patrick McVeigh emphasised that the document produced was a framework only, but one, which would underpin all the work of ATEED, in developing, plans around economic growth.

The Board expressed their delight at this piece of work, which provides a lens through which all of ATEED’s strategic economic development opportunities could be viewed.

It was noted that with Steve Armitage the new GM of Corporate Relations coming on board, the narrative around ATEED’s economic development role would emerge and develop.

Following conclusion of the discussions, the Board resolved that:

- 1. The Board approve the Business Growth & Competitiveness framework as set out in the Paper to the Board (entitled Business Growth & Competitiveness framework dated 21 June 2013), as the contextual framework within which ATEED’s economic growth activities will be managed;**
- 2. Approve the engagement and communications with key partners and stakeholders to deliver the framework; and**
- 3. That management report back progress with the initiatives to the Board, through the CE’s Monthly Activity Report or specific papers as required.**

**Resolution passed**

## **8. ATEED Food & Beverage Growth and Competitiveness Plan**

The ATEED Food & Beverage Growth and Competitiveness Plan was noted and taken as read.

It was noted that the Food and Beverage Growth and Competitiveness Plan was the first plan sitting under the Business Growth & Competitiveness Framework and reflected the priority placed on the Food and Beverage sector in Auckland's economic development.

Following conclusion of the discussions, the Board resolved that:

**The Board approve the ATEED Food & Beverage Growth and Competitiveness Plan as set out in the Paper to the Board (entitled ATEED Food & Beverage Growth and Competitiveness Plan dated 21 June 2013):**

- a. Within the context of the wider framework;**
- b. As a basis for engagement and dialogue with stakeholders and industry; and**
- c. As ATEED's programme of activity to be discussed, approved and implemented by ATEED and key partners.**

**Resolution passed**

## **9. Update on Progress Against KPIs Of Visitor Plan & Major Events Strategy**

Rachael Carroll gave the Board a presentation updating ATEED's progress against its respective KPIs in the Visitor Plan and Major Events Strategy.

The Board requested for the Chief Executive to pass on to Rachael and her Major Events team on the good work done in progressing towards achieving ATEED's KPIs in the Visitor Plan and Major Events Strategy.

## **Meeting with the Chairs of the Local Boards**

Assid Corban (Henderson-Massey) attended the meeting break in his capacity as Chair's Alternate of the Henderson-Massey Local Board.

The positive message received was how much the Local Board valued and appreciated the proactive efforts made by ATEED to engage with Local Boards, understand their priorities and work with them.

**10. Closing the Meeting to the Public**

**It was resolved to exclude the public from the remainder of the meeting in accordance with paragraph 12.3 of the Company's constitution.**

**Resolution passed**

Resolutions in relation to the discussions around confidential items are recorded in the confidential section of these minutes and are not publicly available.

The Chairperson declared the open section of the meeting closed at 2.20pm.

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

\_\_\_\_\_  
Chairman

\_\_\_\_\_  
Date