



Tactical Plan 2007 - 2008

Council Funding  
\$662,047-41 %

Latitude Nelson-2007/2008 Projected Spend

Private Sector Investment  
\$952,100 - 59%

Admin & Management	\$	554,055
Projects & VIN	\$	1,097,215
Total Spend	\$	1,651,270
Projected Loss	\$	-37,123

Identifies and refines

Sustainable Tourism Charter:  
•Nelson/Tasman Sustainable Tourism Charter

Destination Marketing  
(External Communication of Regional Identity)

through

Joint Projects with tourism sector

Meetings & Conferences:  
•Nelson Conference Bureau  
•Conference Collateral  
•Conference Marketing Liaison  
•Advertising & Media  
\$34,000

Images:  
•Displays  
•Images  
\$10,000

Management & Administration  
\$554,055

International Marketing:  
•Trade Training  
•Cruise Marketing  
•TRENZ  
•2005 ITOC Conference  
•Visiting Media  
•Media Releases  
\$65,000

Visitor Information Provision:  
•Manage Nelson Visitor Information Centre  
•Manage Golden Bay Visitor Information Centre  
•Manage grants to regional centres  
\$786,469

Print & Electronic Communications:  
•2008 Visitor Guide  
•2008 Trade Directory  
•Web Site www.NelsonNZ.com  
\$170,246

Events Database:  
•Nelson Tasman Regional Events Database

Domestic Marketing:  
•Generic Ad-hoc Marketing  
•Domestic Campaign  
•WOW Sponsorship  
•Visiting Media  
•Media Releases  
\$18,500

Development Advice, Information Distribution & Industry Liaison:  
•Information Distribution  
•Newsletter  
•Industry Liaison  
•Strategic Planning  
\$9,000

Latitude Nelson Tactical Projects 2007/8

PROJECT Management and Administration

PROJECT MANAGER CEO

SUPPORT All other staff

BUDGET TOTAL \$554,055

<u>COMPONENTS</u>	<u>DESCRIPTION/MEASUREMENT</u>
<b>Six Weekly Board Meetings and Director Liaison</b> (Budget Allocation \$42,000)	<ul style="list-style-type: none"> <li>- Prepare 6 weekly board agenda/minute papers and board report</li> <li>- Liaise with Directors</li> </ul>
<b>Annual Tactical Plan</b> (Budget Allocation Nil)	<ul style="list-style-type: none"> <li>- Prepare annual plan</li> <li>- Seek stakeholder input</li> </ul>
<b>Statement of Intent (SOI)</b> (Budget Allocation Nil)	<ul style="list-style-type: none"> <li>- Develop 2007/2008 draft SOI for shareholder consideration by 28 Feb 2007</li> <li>- SOI approved by shareholders one month after being received</li> <li>- SOI commences 1 July 2007</li> </ul>
<b>Annual Audit</b> (Budget Allocation Nil)	<ul style="list-style-type: none"> <li>- Audit completed to Audit NZ requirements</li> </ul>
<b>Annual Report</b> (Budget Allocation Nil)	<ul style="list-style-type: none"> <li>- Prepare Annual Report for shareholders to comply with statutory requirements</li> <li>- Distribute to interested parties</li> <li>- Complete 6 monthly report by 28 Feb 2008 and distribute to shareholders</li> </ul>
<b>Internal Computer Network</b> (Budget Allocation \$23,843)	<ul style="list-style-type: none"> <li>- Maintain network to operate efficiently and support project work</li> <li>- Manage software &amp; hardware support contracts</li> </ul>
<b>Staff Training &amp; Recruitment</b> (Budget Allocation \$13,000)	<ul style="list-style-type: none"> <li>- Identify areas where staff require up-skilling</li> <li>- Implement staff training as required</li> <li>- Recruitment &amp; retention of staff as per company organisational structure</li> </ul>
<b>Wages &amp; Salaries</b> (Budget allocation \$311,764)	<ul style="list-style-type: none"> <li>- Day to day management of all staff</li> <li>- Annual performance monitoring &amp; review process</li> </ul>
<b>Organisation Overheads</b> (Budget allocation \$163,448)	<ul style="list-style-type: none"> <li>- Provision &amp; management of overheads required to operate the organisation</li> </ul>

**PROJECT**                      **Development Advice, Information Distribution & Industry Liaison**

**PROJECT MANAGER**        CEO

**SUPPORT**                      Executive Assistant

**BUDGET TOTAL**              \$9,000

<b><u>COMPONENTS</u></b>	<b><u>DESCRIPTION/MEASUREMENT</u></b>
<b>Newsletter</b> (Budget allocation \$2,000)	<ul style="list-style-type: none"><li>- Publish monthly and distribute electronically</li><li>- Upload on website</li></ul>
<b>Information Distribution</b> (Budget allocation \$2,000)	<ul style="list-style-type: none"><li>- Respond to national and international requests for information</li></ul>
<b>Industry Liaison</b> (Budget allocation \$5,000)	<ul style="list-style-type: none"><li>- Operate a TNZ/TIANZ tourism workshop to up-skill tourism operators</li><li>- Survey tourism businesses to gather information on training needs for future workshop content</li></ul>
<b>Strategic Planning</b> (Budget Allocation \$Nil)	<ul style="list-style-type: none"><li>- Continue implementation of Nelson Tasman Regional Tourism Strategy</li></ul>

PROJECT                      **Events Database**

PROJECT MANAGER        Executive Assistant

SUPPORT                      CEO

BUDGET TOTAL              \$5,600

<u>COMPONENTS</u>	<u>DESCRIPTION/MEASUREMENT</u>
<b>Events Database</b> (Budget Allocation covered from project income - invoiced to NCC & TDC)	<ul style="list-style-type: none"><li>- Operate the Nelson/Tasman Regional Events Database to annual contract specifications agreed with NCC/TDC</li><li>- Approve new events at least weekly</li><li>- Generate and distribute hard copy reports as required</li><li>- Report on database management to shareholders</li><li>- Report on site traffic to shareholders</li><li>- Liaise with Nelson EDA on continued operation of the database under Latitude Nelson administration</li></ul>

**PROJECT**                      **Print & Electronic Communications** – Production of consumer brochures, trade publication, website

**PROJECT MANAGER**        HR & IT Manager  
**SUPPORT**                        IMM, Executive Assistant, Client Relationship Manager

**BUDGET TOTAL**                \$170,246

<b><u>COMPONENTS</u></b>	<b><u>DESCRIPTION/MEASUREMENT</u></b>
<b>2008 Visitor Guide</b> (Budget allocation \$105,805)	<ul style="list-style-type: none"><li>– Coordinate and produce 130,000 copies</li><li>– Generate profit</li><li>– Distribute locally, nationally &amp; internationally and on request.</li></ul>
<b>2008 Trade Directory</b> (Budget allocation \$37,484)	<ul style="list-style-type: none"><li>– Coordinate and produce 2,000 copies</li><li>– Cover production costs from revenue</li><li>– Distribute internationally through trade contacts, TRENZ and nationally through VIN &amp; IBOs</li></ul>
<b>NelsonNZ.com</b> (Budget allocation \$26,957)	<ul style="list-style-type: none"><li>– Review Stage 1 website operation and refine future needs for content management</li><li>– Ongoing development &amp; operation of website</li><li>– Advertising revenue to cover design, management and administration costs of website</li><li>– Continue to increase our profile on web as per Search Engine Strategy</li></ul>

**PROJECT**                      **Images** - Photography, Scanning, Displays

**PROJECT MANAGER**        International Marketing Manager

**SUPPORT**                        HR & IT Manager, DMM

**BUDGET TOTAL**                \$10,000

<b><u>COMPONENTS</u></b>	<b><u>DESCRIPTION/MEASUREMENT</u></b>
<b>Displays</b> (Budget allocation \$2,000)	– Produce two new display stands for use in trade shows and conferences
<b>Images</b> (Budget allocation \$8,000)	– Manage Nelson Tasman tourism image bank through contract photoshoots and image purchase – Investigate content management of on-line library for all images

**PROJECT**                      **Domestic Marketing** – Ad-hoc Projects, Joint Marketing, Hosting Media, Specialist Publications/TV Crews, Media Story Placements, Media Releases, Storyline Developments, Advertising

**PROJECT MANAGER**        Domestic Marketing Manager  
**SUPPORT**                      CEO, IMM, Tourism Marketing Assistant

**BUDGET TOTAL**              \$18,500

<b><u>COMPONENTS</u></b>	<b><u>DESCRIPTION/MEASUREMENT</u></b>
<b>Generic Ad-hoc Marketing</b> (Budget allocation \$1,000)	– Undertake generic ad-hoc domestic marketing projects
<b>Domestic Campaign</b> (Budget allocation \$7,500)	– Continue domestic campaign concept focussed on spring period developed in 06 – Secure contra industry investment of \$2,500
<b>WOW Sponsorship</b> (Budget allocation \$6,500)	- Continue sponsorship of WOW awards to support domestic marketing programme
<b>Visiting Media</b> (Budget allocation \$3,500)	– Host 5 domestic media – Secure contra industry investment of \$1,000
<b>Media Releases</b> (Budget allocation Nil)	– Prepare an ongoing programme of media releases throughout the year

**PROJECT**                      **International Marketing** – International Marketing Group, Trade Training, Cruise Marketing, TRENZ, Hosting Media, Specialist Publications/TV Crews, Media Releases

**PROJECT MANAGER**                      International Marketing Manager  
**SUPPORT**                                      CEO, Tourism Marketing Assistant

**BUDGET TOTAL**                      \$65,000

<b><u>COMPONENTS</u></b>	<b><u>DESCRIPTION/MEASUREMENT</u></b>
<b>International Marketing Group</b> (Membership fees cover trade related activity)	<ul style="list-style-type: none"> <li>– Secure the investment of at least 18 members in the group, at a cost of \$2,500 per member</li> <li>– Complete series of one on one IMG meetings with members</li> <li>– Hold quarterly meetings with members</li> <li>– Develop and implement annual International Marketing Programme in conjunction with Destination Marlborough</li> </ul>
<b>Trade Training</b> (Budget allocation \$47,500)	<ul style="list-style-type: none"> <li>– Operate at least two Nelson/Marlborough trade training familiarisation visits in conjunction with Destination Marlborough</li> <li>– Manage all TNZ trade famils visiting Nelson Tasman region</li> <li>– Operate trade training programme component of international marketing programme</li> </ul>
<b>Cruise Marketing</b> (Budget allocation \$6,000)	<ul style="list-style-type: none"> <li>– Invest in Cruise New Zealand marketing group</li> <li>– Coordinate familiarisation visits for cruise executives</li> <li>– Maintain relationships with Cruise New Zealand and relevant IBOs</li> </ul>
<b>TRENZ</b> (Budget allocation \$10,000)	<ul style="list-style-type: none"> <li>– Coordinate regional representation at TRENZ in collaboration with Destination Marlborough. Coordinate theming &amp; support participating Nelson operators</li> </ul>
<b>Visiting Media</b> (Budget allocation \$1,500)	<ul style="list-style-type: none"> <li>– Manage the hosting of international media visits as part of the International Media Programme</li> <li>– Secure contra industry investment of \$46,000</li> </ul>
<b>Media Releases</b> (Budget allocation \$Nil)	<ul style="list-style-type: none"> <li>– Write and/or review at least 3 media releases related to international marketing</li> </ul>

**PROJECT**                      **Research** – Market Research Projects & Commercial Accommodation Monitor

**PROJECT MANAGER**        CEO  
**SUPPORT**                      Executive Assistant

**BUDGET TOTAL**              \$4,000

<b><u>COMPONENTS</u></b>	<b><u>DESCRIPTION/MEASUREMENT</u></b>
<b>Commercial Accommodation Monitor</b> (Budget allocation \$2,000)	– Subscribe to monthly monitor – Disseminate & report on results to local database including media – Upload monitor on website
<b>Market Research Projects</b> (Budget allocation \$2,000)	– Contract the completion or assist the production of at least one market research project each year. Use tertiary institutions to coordinate where appropriate

**PROJECT**

**Meetings and Conferences**

**PROJECT MANAGER**

Domestic Marketing Manager

**BUDGET**

\$34,000

<b><u>COMPONENTS</u></b>	<b><u>DESCRIPTION/MEASUREMENT</u></b>
<b>Nelson Convention Bureau</b>	– Maintain operation of Nelson Convention Bureau
<b>Membership</b> (Budget allocation \$Nil)	– Secure and maintain on-going investment of \$45,000 from the private sector – Maintain knowledge of Nelson Tasman conference product – Encourage members to invest in increasing their profile within the conference market – Disseminate sales leads to members as appropriate
<b>Conference Collateral</b> (Budget allocation \$5,990)	– Develop and manage production of conference collateral including planner, delegate pack and website
<b>Conference Market Liaison</b> (Budget allocation \$19,510)	– Undertake a programme of proactive sales calls in main centres – Manage the planning for and exhibiting at trade shows and other events – Plan and operate a familiarisation programme – Maintain relationships with industry organisations
<b>Advertising and Media</b> (Budget allocation \$8,500)	– Develop and undertake annual advertising plan including client e-newsletter – Develop conference media relationships and maintain editorial profile within key publications/websites

PROJECT Sustainable Tourism Charter

PROJECT MANAGER Sustainable Tourism Assessor

BUDGET \$55,967

<u>COMPONENTS</u>	<u>DESCRIPTION/MEASUREMENT</u>
<b>Nelson/Tasman Sustainable Tourism Charter (Government funded)</b>	<ul style="list-style-type: none"><li>- Charter membership of 30 businesses by 1 November 2007</li><li>- Carry out Sustainability Assessments for all charter members and assist businesses to create Action &amp; Monitoring Plans</li><li>- Conduct annual review of progress towards Action Plans and Monitoring</li><li>- Organise regional workshops to promote charter</li><li>- Deliver electronic newsletter quarterly</li><li>- Ensure charter website pages are a complete toolkit for charter members and other interested parties regarding sustainable tourism</li><li>- Pass on the learnings from the charter process to councils</li><li>- Identify pathways (including funding) for sustainable tourism charter to continue beyond November 2007</li></ul>

**PROJECT**

**Visitor Information Centres** – implement shareholders policy on visitor information centre management and funding. Own and operate Nelson and Golden Bay, partly fund other centres as directed by shareholders

**PROJECT MANAGER**

Commercial Manager

**SUPPORT**

CEO, Supervisors Nelson & Golden Bay Visitor Information Centre, Accounting Technician

**BUDGET**

Revenue \$587,500 Expenses \$786,469

<b><u>COMPONENTS</u></b>	<b><u>DESCRIPTION/MEASUREMENT</u></b>
<b>Manage Nelson Visitor Information Centre</b> (Net Budget allocation \$533,026)	<ul style="list-style-type: none"><li>– Manage the Centre at budgeted cost</li><li>– Manage to VIN standards</li></ul>
<b>Manage Golden Bay Visitor Information Centre</b> (Net Budget allocation \$168,443)	<ul style="list-style-type: none"><li>– Manage the Centre at budgeted cost</li><li>– Manage to VIN standards</li></ul>
<b>Manage grants to Motueka, Richmond &amp; Murchison Centres</b> (Budget allocation \$85,000)	<ul style="list-style-type: none"><li>– Provide grants as directed by shareholders</li><li>– Review agreement covering standards of information provision</li></ul>