

West Coast Regional Council news

SEPTEMBER 2016

WEST COAST NEW ZEALAND UNTAMED NATURAL WILDERNESS

The New Zealand tourism industry is forecast to boom from \$9.6B to \$16.1B by 2022. Tourism West Coast (TWC) plans to capitalise on that growth says TWC CEO Jim Little. "We are developing a plan to lift tourist expenditure from the current spend of \$417M to reach the magic mark of \$1B by 2025. At the same time, job numbers in the industry will rise from the current 2018 to over 3,000, making tourism the biggest employer on the West Coast."

The plan includes creating new tourist icons and attractions. One of the initiatives, possibly the biggest, is to get the West Coast brand correctly aligned to the products and services that make the region unique and different from the likes of Rotorua, Queenstown and Wanaka. The old branding "West Coast of the Southern Alps" did a very good job of establishing the West Coast of the South Island as New Zealand's West Coast tourist destination. However, it did not describe the experiences you could expect, or the type of attractions you might see.

After extensive work with Air NZ, Tourism NZ and consultation with in excess of 100 people from Karamea to Haast, the

new branding "Untamed Natural Wilderness" was born. When used in conjunction with outstanding photography it clearly shows the type of experiences you can expect as a visitor to the region.

The brand was researched with domestic and international inbound tour operators. The response was overwhelmingly positive in describing the West Coast as a unique and diverse destination, enabling you to get away from city and urban environments, and into a place where you can refresh your soul and talk and met the real New Zealand culture, heritage and people.

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WEST COAST NEW ZEALAND

UNTAMED NATURAL WILDERNESS

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Local business owners are also picking up quickly on the branding. Durham Havill of Aratuna Freighters Ltd, has enthusiastically endorsed the branding by applying the signage and logo to his trucks which traverse the West and East Coasts of the South Island. The first of the newly logoed vehicles will be the refrigerated truck that travels daily to Christchurch.

To make Coasters aware of the facts about tourism in the region, TWC has developed a fact book. Updated regularly, it can be viewed at www.westcoast.co.nz/about/statistics/



New Regional Council CEO

The West Coast Regional Council has appointed Mike Meehan as its new Chief Executive. Mike started with the Regional Council in 2004 as a Compliance Officer before becoming team leader of the group in 2008. In 2010, he was promoted to Planning and Operations Group Manager.

“There is a lot currently happening on the West Coast” said Mike. “I’m excited at the opportunities arising from the work underway with the Local Government Commission and the Regional Growth Study.” He said he was looking forward to the challenges that went hand-in-hand with being such a unique region.

“I believe the key to our success is our strong experienced team and we will continue to work hard on behalf of our communities.”

Vespex Wasp Bait Approved User Evening



Vespex wasp bait is a relatively new product capable of providing cost effective wasp control over large areas. It is a protein based bait that is unattractive to bees, and is very low risk to birds, pets, and people. Unlike other Wasp poisons, Vespex doesn't require the user to locate wasp nests in order to destroy them. Instead wasps gather the bait from bait stations and share it around the nest quickly destroying the whole colony.

As the bait contains an ecotoxin, there are controls in place around its use to ensure it doesn't pose a risk to the environment. To ensure these controls are understood and implemented correctly, users are required to sit an Approved Users test and register with the supplier before they are able to purchase the bait. Council is offering an opportunity for anyone interested in using Vespex to attend an information evening and sit their Approved User test.

The information evening will be held in late October/early November and a small charge of \$58 + GST will apply to register with the supplier. Numbers will be limited to 15.

Anyone wishing to attend should register their interest with Cam Doake at the Council on (03) 769 9322 or camerond@wrc.govt.nz

VESPEX[®]
WASP BAIT TECHNOLOGY

Regional Plan Progress Update

Several of our planning documents are currently being reviewed. Check out their progress below:

Regional Policy Statement	Staff are completing the Recommending Report on the Proposed RPS. Hearings are anticipated to be held in November/December with decisions to be released in March 2017.
Regional Coastal Plan	The further submission period closed in July. Staff are now working on the Recommending Report. Hearings are likely to be held in the first half of 2017.
Regional Land and Water – Plan Change 1	Plan Change 1 was notified on 22 August with submissions due by 16 September 2016. A further submission period is likely to be notified later this year.
Regional Pest Management Strategy	The draft Strategy is nearing completion and will be notified for public consultation later this month.

For further information on any of our planning documents, contact one of our planning staff at 03 768 0466, or email info@wcr.govt.nz

UPDATE



Civil defence teams were in action when a fake tsunami struck coastal communities at the end of August.

A simulated earthquake in the Kermadec Trench, about 800 kilometres northeast of New Zealand, generated a major tsunami during Exercise Tangaroa, which affected the whole country. Regional emergency management teams received an alert from the Pacific Tsunami warning Centre in Hawaii on August 31, and each team organised warnings, welfare centres and long-term recovery procedures.

The goal of the exercise was to test how prepared New Zealand, and the West Coast, is for a national tsunami emergency. There was an evaluation component too so each team could identify areas for improvement.

Throughout the West Coast, businesses



and schools participated through exercising their evacuation procedures, identifying where they would go and how long it would take them to get out of the inundation area. This was a great success.

For Exercise Tangaroa, advanced technology could more accurately model the effect of a tsunami, giving response teams a more realistic idea of what they would be dealing with. This is particularly useful with many of our communities located along the coastline.

In brief...

Highly Commended

Council received a 'highly commended' in the Environmental Impact category at the recent Local Government EXCELLENCE Awards for its work in the Lake Brunner catchment.

The 'Poo Pump' Predictor

Council has developed a dairy farm effluent tool that uses rainfall and climate data to help inform farmers in the Lake Brunner catchment area when it is appropriate to irrigate. This will help farmers manage their dairy effluent in a high rainfall environment.

Domestic Effluent System Annual Consent Fees

The resource consent annual administration fee for domestic effluent systems will be waived from 2016/17 onwards following a decision by the Council at its meeting on 9 August 2016.

Changes to Gravel Extraction Fees

Following further consultation with gravel extraction companies, the gravel extraction fees have been altered. More information on these can be found on Council's website www.wcr.govt.nz

Mobile Inspections

New mobile devices, and a big effort in back end systems, means Council's monitoring and compliance teams are now able to use tablets in the field to make their jobs faster. By standardising the inputs and automating the flow of collected information into other systems staff will now spend much less time doing administrative jobs at a desk and have more time for core business.

PAYING RATES



Pay it Online

Want to pay your rates online? You can pay any West Coast Regional Rates invoice using our online service if you have a Visa or Mastercard.



For full details – as well as application charges, check out our website www.wcrc.govt.nz and click on the 'pay it' tab.



Direct Debit Rate Payments

Council also offers the Direct Debit option for the payment of rates. This option means that your rates are paid on time ensuring that late payment is a thing of the past. An information sheet on how to set up a direct debit, and a direct debit form, are included with the newsletter.

Alternatively, check out our website www.wcrc.govt.nz and click on the 'pay it' tab.

Twitter Flood Alert Service



The Council is now offering flood alerts via Twitter. The rivers linked to provide this information are: Karamea, Mokihinui, Buller, Grey, Hokitika and Waiho. The flood alerts are another tool that will share updates with the public when a river goes through its alarm levels. This information does not replace the data currently provided on the Council's website or other flood warning procedures already in place.

To register to receive a Twitter flood alert visit www.wcrc.govt.nz/floodalerts



From left to right: Denise, Frances and Toni

Meet the Team

If you make a call, or come into our office, Denise, Toni or Frances are likely to be your first point of contact with your enquiry.

Denise has been with Council for 22 years in the front line reception role. Toni's key role is issuing the rates invoices for Council and helping ratepayers with these, and Frances manages the accounts receivables.

Council staff are here to help, so if you do have a query, or need assistance with rates or other matters, pick up the phone or come and see us.

Local Government Elections

West Coaster's need to make their vote count in the upcoming local council elections if they want to influence how their regions are led and governed.



Voting papers for district and regional councils will be posted out to eligible voters from 16 September and must be posted or hand delivered in time to reach their local council's electoral officer by 12 noon on October 8.

Local Government New Zealand Chief Executive, Malcolm Alexander says they are very keen to get voter turnout above 50 per cent in 2016. "That means reversing a downward trend, but we believe New Zealanders simply need some gentle reminders about the importance of participating in the democratic process at both local and national levels."

Research has shown that a large

proportion of people who do not vote intend to do so but are simply too busy or forget.

"I would encourage people to vote as soon as possible after receiving your voting papers in the post," said Mr Alexander. "Don't put them to one side or stick them to the fridge where they will get covered up by other stuff. Sit down and fill them in as soon as you can, then post them back."

"By voting you can make a real difference and give your support to those candidates who have the values and policies to strengthen local economies and revitalise our communities."



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