



ATTACHMENTS MINUTES

Council Meeting

Wednesday, 30 April 2025

Table of Contents

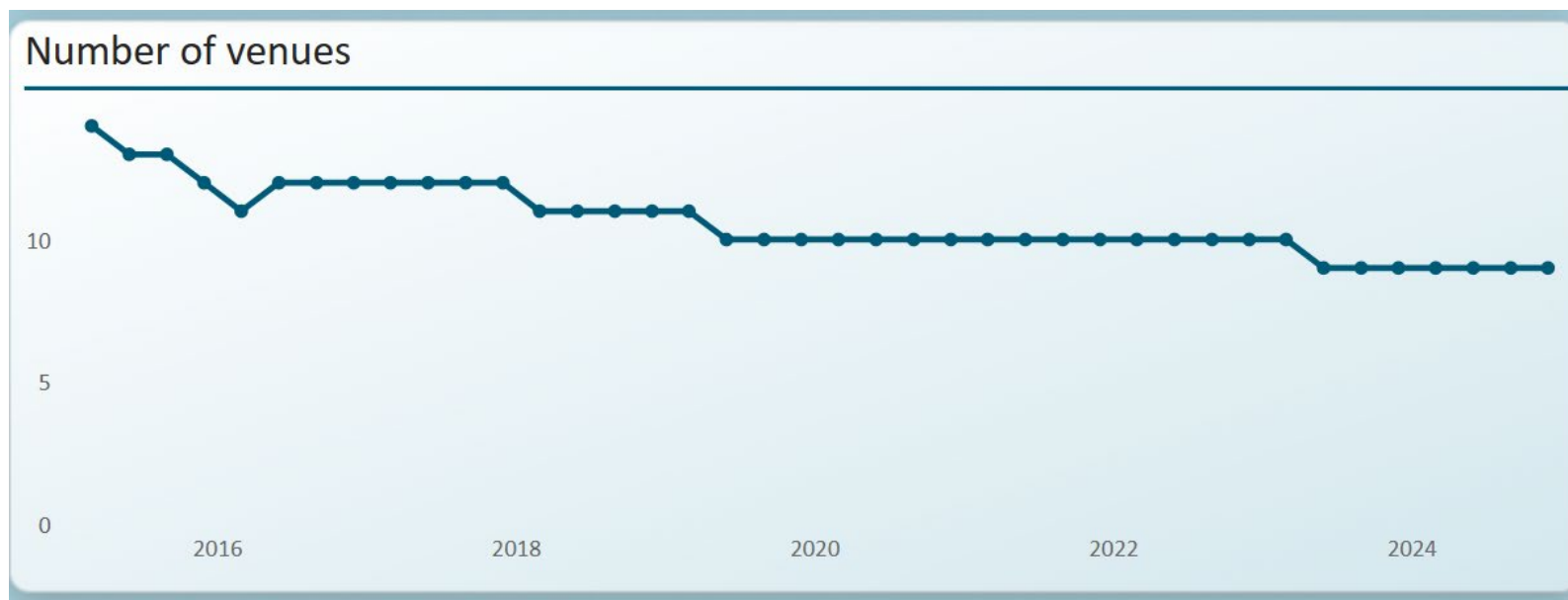
25.7.3	Class 4 Gambling and Board Venue Policy	
	Appendix 1 Presentation from Jarrod True - Gambling Policy	4
	Appendix 2 Presentation from Ben Hodges - Gambling Policy	19
	Appendix 3 Presentation from Charles Egwuba - Gambling Policy	23
25.7.10	Destination Management Update	
	Appendix 1 Presentation on Destination Management.....	27
25.7.17	April 2025 Governance Report	
	Appendix 1 Presentation on Mayor's Taskforce for Jobs.....	42

Introduction

- **Jarrold True – Gaming Machine Association of New Zealand.**
- **We ask Council to:**
 - **Retain the status quo open policy on machine and venue numbers.**
 - **Retain the status quo policy that allows venues to relocate.**
- **There is no new evidence or new concern that has arisen since the policy was last reviewed, that would justify a significant policy change.**

The Current Policy is Working

- **Central Otago gaming venues have declined:**
 - **2015: 14 gaming venues.**
 - **2025: 9 gaming venues.**



The Current Policy is Reasonable

- **The problem gambling rate is very low: 0.2%.**
- **There is no link between gaming machine numbers and problem gambling rates.**
- **In the last 10 years, over 4,500 machines have been removed (a 25% reduction). However, over the same period, the problem gambling rate has remained the same.**

Benefits from Gaming

- **The machines generate extremely valuable funding for local community and sporting groups.**
- **2024: \$1,287,363.00 in local grants.**
- **Plus support for two club venues: Alexandra District Club and Cromwell Town and Country Club.**

Benefits from Gaming

- **Player entertainment (69.3% of adult New Zealanders gamble at least once a year).**

Relocation Benefits

- **Venues should be free to move to lower deprivation areas or away from residential areas or sensitive sites.**
- **Venues should be free to move to new, modern, smaller premises.**



7







Relocation - Health and Safety

- **It is also fair and reasonable to allow venues to relocate out of:**
 - **Earthquake-prone buildings.**
 - **Dangerous buildings.**
 - **Insanitary buildings.**
- **Prohibiting relocation would not lead to fewer machines, it would simply entrench venues in unsafe and/or undesirable premises.**

The Move to Online Gambling

- Adopting a more restrictive policy is unlikely to reduce problem gambling, but will accelerate the migration to offshore-based online gambling.



12

Online Gambling Spend

- **27% of adults participate in some form of online gambling, with 19% of this group doing so weekly.**
- **The Government has confirmed that online gambling licences will be granted in early 2026.**

Online Casino Gambling

- **Online casino gambling is undesirable.**
- **No local grants.**
- **No local employment.**
- **No harm minimisation regulations/controls.**
- **Large prizes.**
- **Frequent inducements to gamble.**

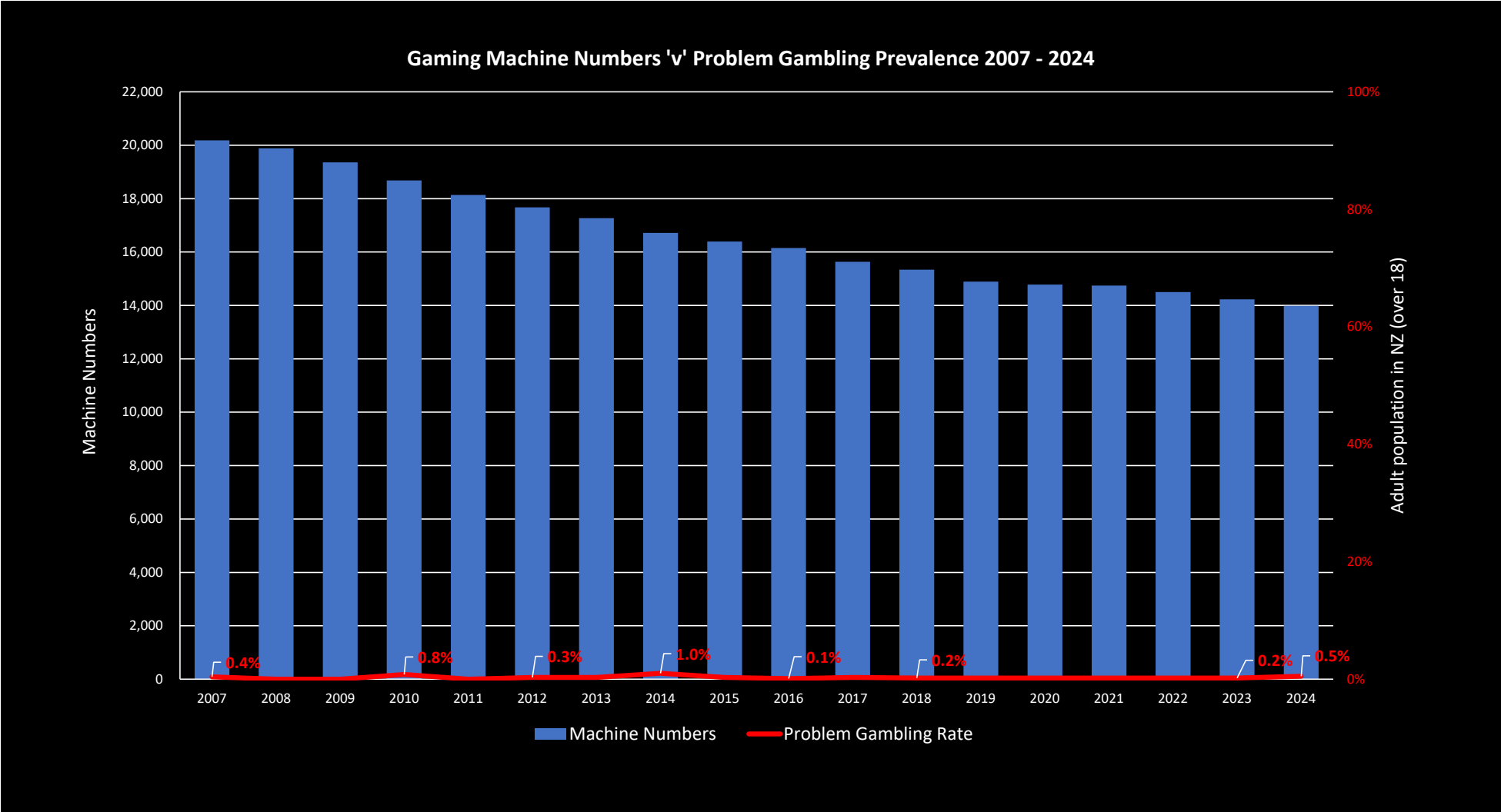
Questions

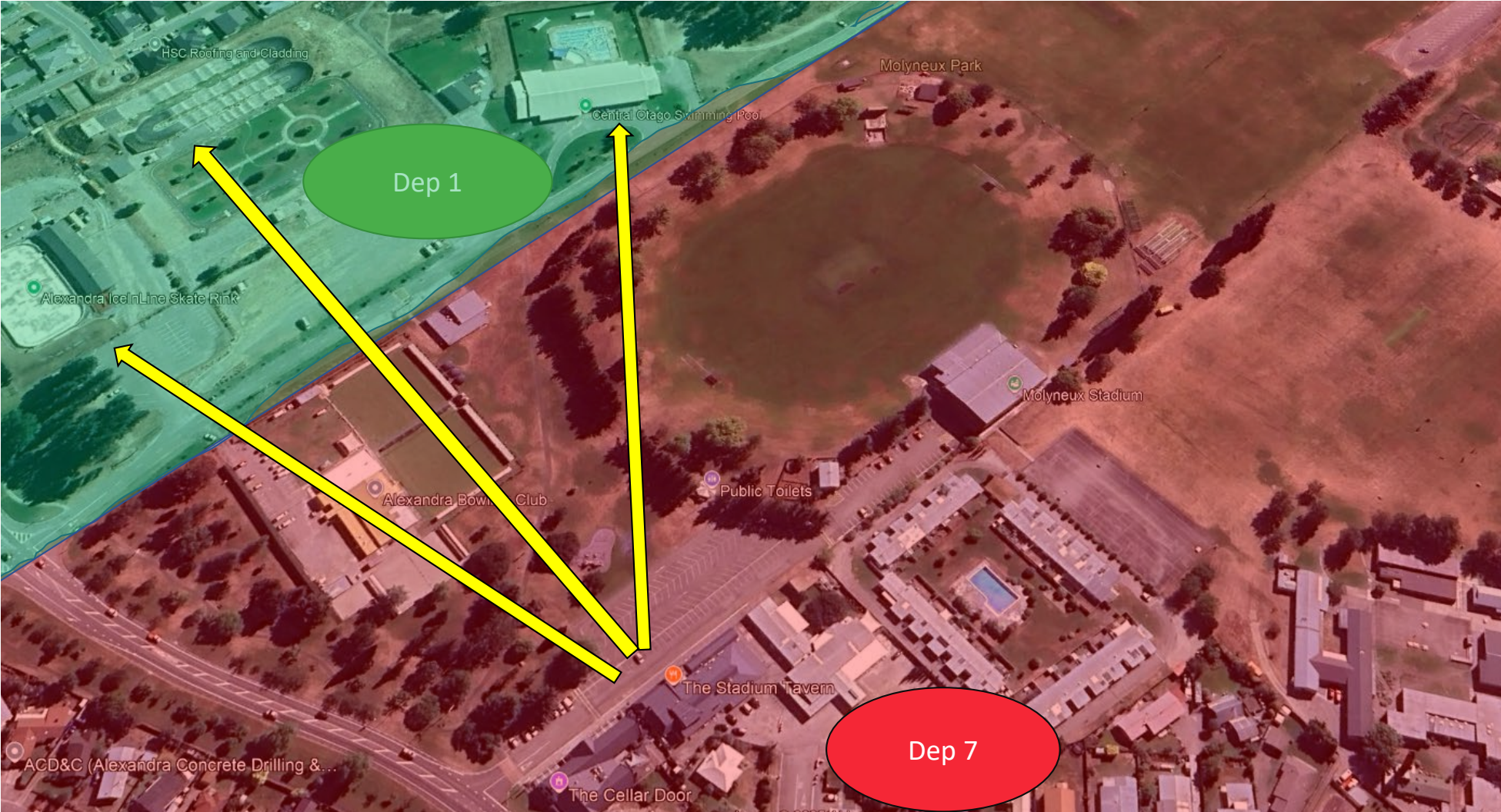
- **Questions welcomed.**

Central Otago District Council Class 4 Policy

Ben Hodges
GM Grants, Marketing, and Communications







Pokie Grant Recipients – Central Otago

Alexandra Blossom Festival

Cromwell College

Molyneux Cricket Club

Maniototo Golf Club

Central Otago A&P Show

Roxburgh Rugby Club

Cromwell Museum Trust

Central Otago Health Services

Ranfurly Bowling Club

Grey Power Central Otago

Cromwell Sports Club

Alexandra Musical Society

Central Otago Riding for the Disabled

Clyde Playcentre

Naseby Development Trust

Millers Flat Baths

nzct
COMMUNITY TRUST



PGF SERVICES
Counselling Advice Support

Class 4 Gambling Policy Review

Dr Charles Egwuba & Paris
Collett
PGF Services
30 April 2024





**Support
adopting
policy**



PGF SERVICES
Counselling Advice Support

Support a sinking lid policy
with no relocations
allowed



Harm from Pokies



- Most harmful form of gambling in Aotearoa New Zealand
- Highly addictive and specifically designed to be very absorbing
- 45% of all clients cite Class 4 gambling as primary mode of harm
- Accounts for nearly 50% of total gambling losses.



www.pgfnz.org/tla



pgf@pgfnz.org



[@pgfnz](https://twitter.com/pgfnz)



[fb.com/pgfnz](https://facebook.com/pgfnz)



Thank you.



The Strategies (the building blocks)



Based on CODC's partnership with Kāi Tahu and the journey we have shared in the development of this DMP, rather than develop a singular strategy that highlights the relationship with mana whenua, we have embedded the values and thinking across all strategies.

The 50 year plan: Future States

10 Year plan: Strategies

12 month plan: Activations

Domestic Market Insights

- Two out of three (69%) New Zealanders have travelled in New Zealand in the past 12 months, with 7% of domestic travellers visiting Central Otago. This percentage has declined from the 10% recorded in 2022.

- The majority of Central Otago's current visitors (63%) come from the South Island, with Canterbury being the largest domestic market. However, when asked about future travel intentions, the North Island's share of prospective visitors increases to 53%.

- 32% of New Zealand travellers who intend to travel domestically in the next 12 months say they intend to visit Central Otago

- Central Otago attracts a broad range of domestic visitors, with a demographic skew to 60-69 years compared to the wider domestic travel market.

The primary barrier to visiting Central Otago is having no specific reason to visit.

- Central Otago's current Net Promoter Score (NPS) is +16, slightly above the regional benchmark of -8. For recent domestic visitors, however, the NPS increases to +48, well above the regional benchmark of +12, reflecting a positive visitor experience.

Australian Market Insights

- 8% of Australians who travelled to New Zealand in the past 12 months visited Central Otago on their trip. This is an increase from an 6% share in the previous two years. However, only 3% of Australian travellers stayed overnight in Central Otago.

- While Central Otago attracts a broad range of Australian visitors, there is a notable skew towards visitors from New South Wales.

- 28% of Australian travellers have never heard of Central Otago. 39% of Australian travellers are aware of Central Otago but are unsure of what to do there, pointing to an opportunity to educate this market.

- When thinking of Central Otago (for those with awareness of the region), beautiful scenery, mountains, and wine are top-of-mind for Australian travellers.

- Three in five (63%) Australian travellers planning to visit New Zealand in the next 12 months, say that they intend to visit Central Otago. This is a significantly higher proportion than in previous years.

- The profile of prospective Australian visitors to Central Otago skews younger (20-39 years) compared to the total market.

In Central Otago the tourism sector employed an average of 1,585 people in Central Otago District in 2024.

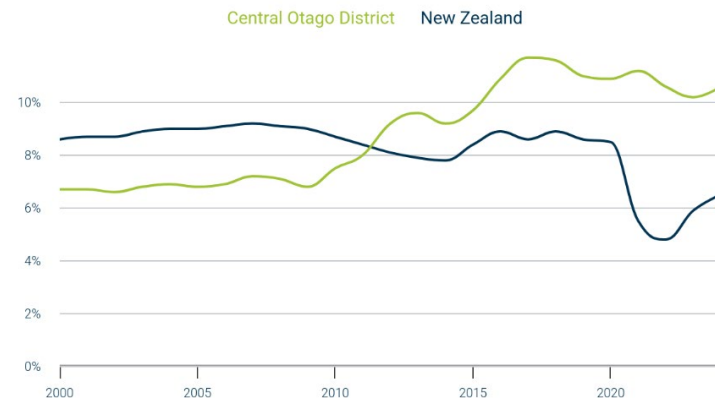
This amounts to 10.6% of Central Otago District's total employment and employment in the tourism sector increased by 6.4% in 2024, compared with an increase of 13.5% in New Zealand.

Across Central Otago visitors to the district spent a total of \$285.9m in 2024 (YE March 2024). Spending was up by 1.4% compared with the previous year. By comparison spending increased by 5.5% in New Zealand.

International visitors contributed 18.1% in Central Otago District in 2024, while domestic visitors contributed 81.9%.

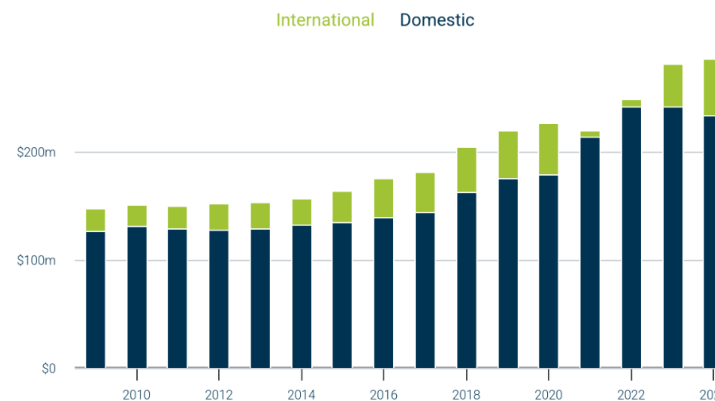
Tourism sector employment proportion of total employment

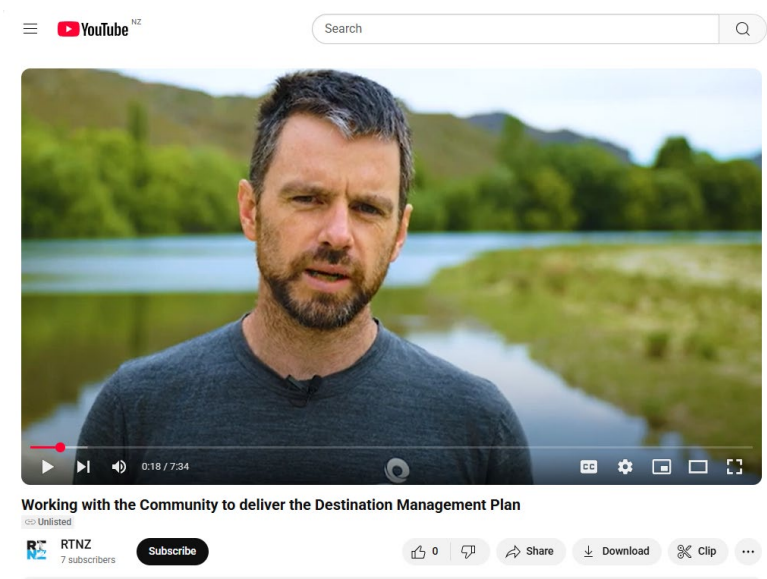
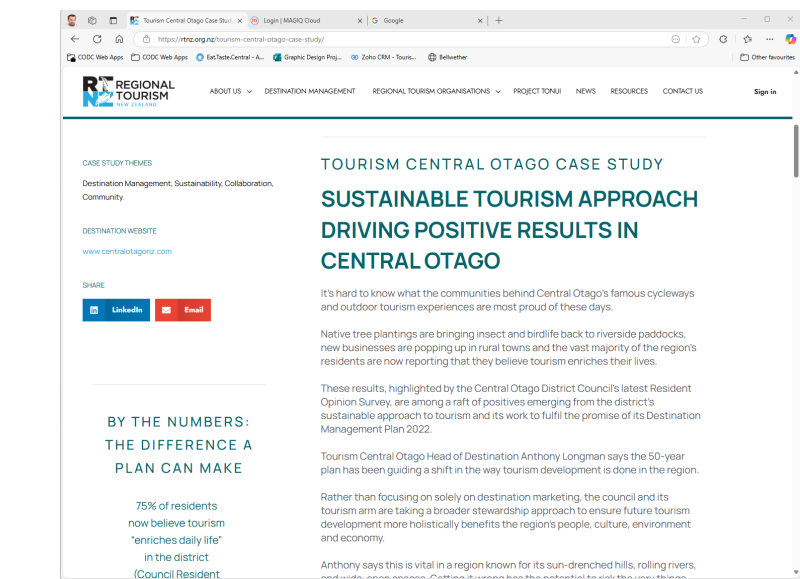
% of total filled jobs, March years



Composition of tourism expenditure

March years, current prices





Take your pick

Eat, drink, repeat in the heart of the south.

STORY ALEXIA SANTAMARIA



IT'S EASY TO assume Central Otago's culinary treasures begin and end with Queenstown's chic eateries and buzzy bars. But wind your way down the Kawarau Gorge, and you soon see that's not the case. While this corner of Te Waipounamu is rightly celebrated for its world-class pinot, it also boasts an excellent food scene, ranging from markets to swanky cellar door restaurants to charming gold rush-era pub eateries. You'll find plenty of great kai, often in unexpected places.

NEW ARRIVALS

Last year brought some brilliant new openings. Ever-popular Wooling Tree unveiled a wonderful tasting room in Cromwell, and with it, a spacious indoor-outdoor eatery. Already a hit with locals, it has a diverse seasonal menu of crowd-

pleasing platters and international flavours. Hot tip: the chef is a former chocolatier; don't miss the house cheesecake topped with local cherries if it's on the menu.

One of the most interesting openings – well, reopenings – is Penny Black, still under original ownership but now headed up by chefs Steven Sepsy and Ben Norfolk (ex-Aosta and The Bunker). These friends are clearly having the time of their lives reinventing nostalgic Kiwi flavours, such as the cheese roll pikelet – crumbed, deep-fried, and served with kimchi, yoghurt and a poached egg – it's not like any cheese roll your aunty from Southland ever made. Other highlights include duck sausage rolls, scampi eclairs – think the bougiest slider ever – and "goodbye pork and pāua pie". Fun food, cooked with serious skill.

The opening of The Finery has delighted



1. Cloudy Bay Shed view, Cromwell. 2. Penny Black Auckland Island scampi eclair.

Alexandra locals with its modern interior full of greenery, standout pendant lights and pops of neon, as well as its casual menu featuring perennial favourites such as calamari, pork belly and karage chicken. It has lots of different pockets within the large venue, including a moody whisky bar for those after a dram. Nearby, rustic newcomer Station Brewing serves hearty fare like loaded fries and brisket sandwiches with their fantastic ales, hazys and pilsners making it a family-friendly go-to.

FRESH TAKES

Jackson Orchard has added new temptations to its fruit and veggie shop (and now artisan food stockist). The cute She Bakes caravan offers sweet treats; Kitchen Window dishes up vibrant buddha bowls and wraps in the same kitchen they make their award-winning preserves; Cookie Space serves ice-cream sandwiches – and outside you'll find coffee and real-fruit ice cream. The Cork and Cap, formerly the Pisa Range Estate tasting room, now showcases wines from eight different vineyards, all pairing immaculately with their tasty platters if you're after a lighter bite.

CELLAR DOOR DREAMING

A winery lunch seems appropriate in these parts, and Carrick, The Cloudy Bay Shed, and Mt Difficulty all deliver, with jaw-dropping views to accompany first-rate food. The Cloudy Bay Shed's elegant, light-filled space with show-stopping artwork overlooks the lake to Pisa Range – and is the kind of place where a quick bite soon becomes a whole afternoon. Locals love Mt Difficulty's 360-degree views of Bannockburn's dramatic rugged rock and thyme landscape and there are few better places to put the world to rights than at a table outside over a loaded platter, or their famous dukkah-crusted lamb shoulder, with plenty of garlic flatbread for mopping up.

Carrick's breathtaking views over Lake Dunstan seem to make their exceptional food taste even better. Local ingredients are prepared skilfully with plenty of creative flavour injections (oysters come with Carrick rosé mignonette and rhubarb gel, and Nadia Lim's Royalburn Station lamb loin is chargrilled and served with caponata, labneh and chilli crisp). For something more casual, there's a pizza caravan outside too.

ALWAYS A GOOD TIME

It's not all about wineries. Another must-visit is The Packing Shed where the gardens are gorgeous, the blooms are



3. The Finery in Alexandra. 4. The Cork and Cap, Cromwell. 5. Buddha bowls at Kitchen Window, Jackson Orchards. 6. Station Brewing. 7. Mt Difficulty view.



The kind of place where
a quick bite soon becomes a
whole afternoon.






New flavours in Central Otago: the latest food openings you must try

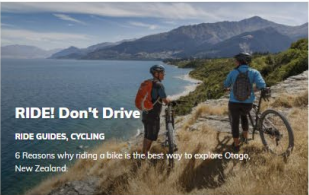
SPONSORED

There's never been a better time to eat your way through Central Otago – the only problem is fitting all into one visit.






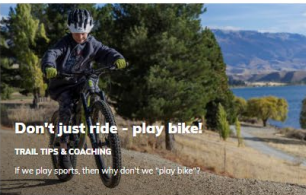
In Pictures - The Shotover Gorge Trail
CYCLING, QUEENSTOWN TRAILS, PHOTOGRAPHY & VIDEO
Images of the new Kīmi-ākau | Shotover Gorge Trail in Queenstown




RIDE! Don't Drive
RIDE GUIDES, CYCLING
6 Reasons why riding a bike is the best way to explore Otago, New Zealand




A Dedicated Farmer of Fashion
COMMUNITY & ENVIRONMENT, PHOTOGRAPHY & VIDEO, OTAGO CENTRAL HILL TRAIL
A new book and a 2-year exhibition in Dunedin celebrate the life of Eden Hale




Don't just ride - play bike!
TRAIL TIPS & COACHING
If we play sports, then why don't we 'play bike'?



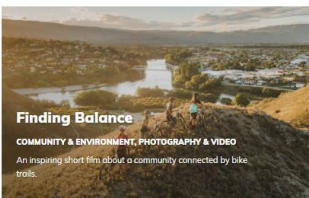
The Open Road
RIDE GUIDES, CYCLING, TRAIL TOWNS
The best campgrounds for exploring Otago's cycle trails




Discover the Great Rides of Otago
RIDE GUIDES, TRAIL TIPS & COACHING, CYCLING
A practical guide to help plan your next Otago cycling holiday



Backcountry Biking in the Lindis
CYCLING, RIDE GUIDES
A challenging 83km MTB ride through iconic Central Otago high-country



Finding Balance
COMMUNITY & ENVIRONMENT, PHOTOGRAPHY & VIDEO
An inspiring short film about a community connected by bike trails



Tips for Summer Riding
TRAIL TIPS & COACHING, RIDE GUIDES, CYCLING
Tips for summer cycling on the Otago trails

April 29 2025

Stuff

NZ NEWS / WORLD NEWS / QUIZZES / LIFE & STYLE / SPORT

Otago's cycle trails: Your gateway to world-class wineries and craft breweries

BRAND CONTENT

ADVERTISEMENT BY TRAILHUB.CO.NZ

November 29, 2024 · 11:55am

Share

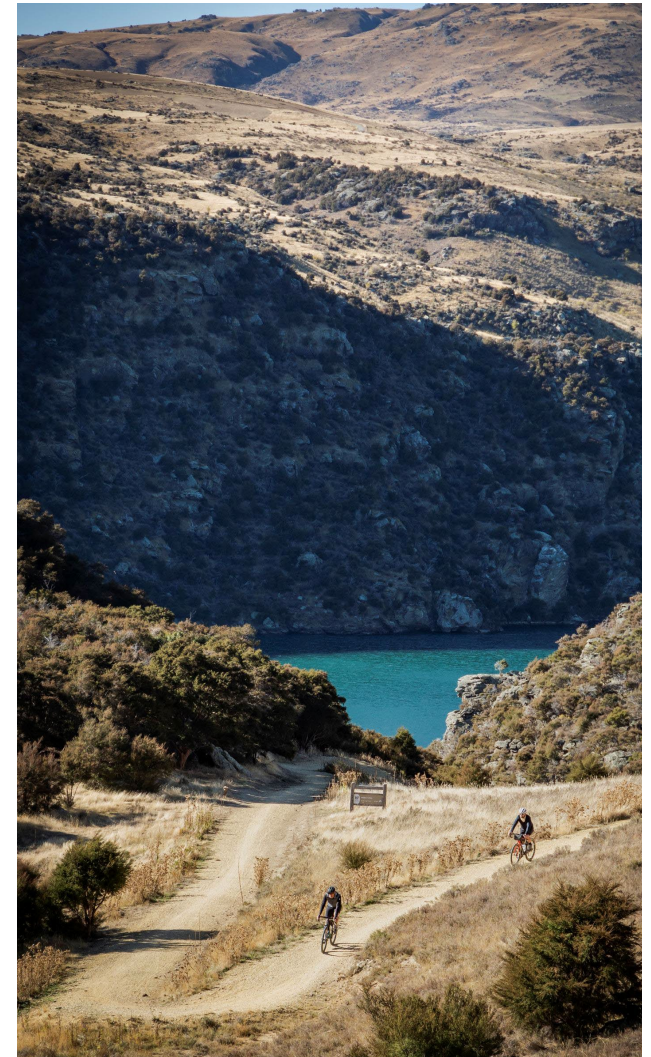
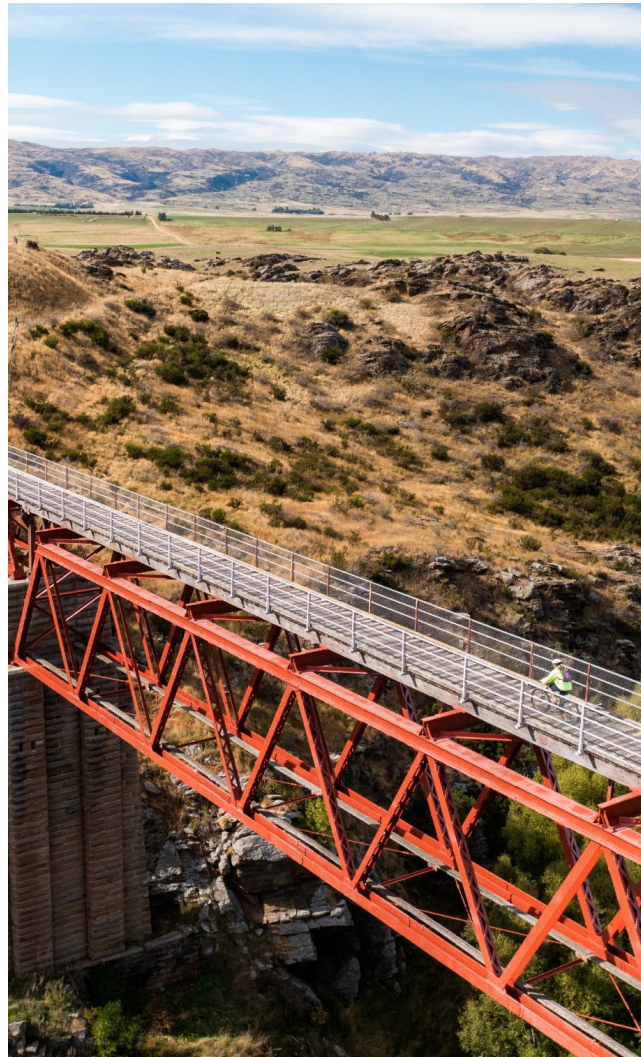


Wine tasting along Felton Road Bannockburn - Te Kano Winery
GEOFF MARKS









Moving forwards the key marketing and Destination Management projects are:

Otago Trails Marketing Group
Southern Way & Central Otago Touring Route

A World of Flavour - positioning Central Otago as grower, producer and home of premium quality food and wine experiences

Travel Trade and Industry Development
Central Otago Business Events

Digital promotions and consumer activations that encourage off-peak visitation and leverage Tourism New Zealand activity.

Facilitate and encourage investment in tourism and related assets across the region; including development of business or investment cases as required.

Visitor & Community Inspiration – In person and digital through enhancements to key platforms including centralotagonz.com, the online visual library and enhanced physical and digital wayfinding tools.

Continue to support and highlight key community and council led projects including:

Kamoanahaehae River Side Park, Naseby Dark Skies application, Eden Hore Central Otago Visitor Experience developments and Cycle Trail extensions.

Facilitate initial actions in the #EventfulCentral Event Development Framework including:

support for the attraction and development of key regional events. Noting opportunities such as dark skies (solar eclipse), Regional Food & Wine offerings and trails networks





Mayors Taskforce For Jobs

Supporting youth into employment



MINISTRY OF SOCIAL
DEVELOPMENT
TE MANATU WHAKAHIAITO ORA

What is the Mayors Taskforce For Jobs?

*A nationwide network of New Zealand's Mayors,
working together towards the vision of all young people
16-24 engaged in employment, education or training*

a partnership



**MINISTRY OF SOCIAL
DEVELOPMENT**
TE MANATŪ WHAKAHIATO ORA

Our Journey



Feb 2024
Pilot
Programme



Aug 2024
Secured
Funding until
June 2025



Mar 2025
Submitted
application for
further 12
months



MTFJ in CODC



Tamah Alley
Mayor



Peter Kelly
Chief Executive



Dylan Rushbrook
General Manager Community Vision



Nick Lanham
Economic Development Manager



Craig Gilchrist

Collaboration with:

- ✓ Communications
- ✓ Community Engagement
- ✓ Community Development
- ✓ Community Experience
- ✓ Welcoming Communities
- ✓ People & Culture
- ✓ Tourism / Destination



MTFJ Advisory Committee

Regular huis



**MINISTRY OF SOCIAL
DEVELOPMENT**
TE MANATŪ WHAKAHIATO ORA

**Plus frequent liaising
with local schools**





Support for Jobseekers

- CV & interview prep.
- Application assistance
- Work placement
- Work gear
- Training / licensing
- Pastoral support



Support for Employers

- Finding suitable staff
- Ongoing support once jobseeker employed
- Contribution towards induction costs

Success to date

19 into permanent / full time employment

15 into casual / seasonal / fixed term

12 currently supporting



Barriers overcome

- ✓ Confidence
- ✓ “Work-readiness”
- ✓ Finding opportunities
- ✓ Drivers licenses
- ✓ CV writing / job applications
- ✓ Work clothing & gear

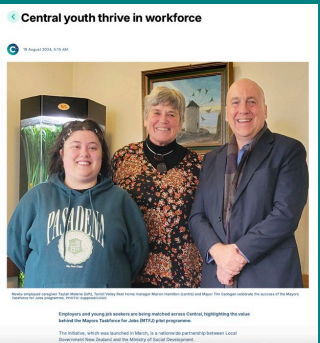
Our mahi



New skills



In the media



In the media



Training on the job



Forklift Training



Pathways Breakfast



A&P Shows



Community Collaboration



Happy employee

How can you help?

Spread the word!

- ✓ Community groups
- ✓ Employers
- ✓ Rangatahi
- ✓ Parents / caregivers
- ✓ Grandparents



Queries?



MTFJ
MAYORS TASKFORCE FOR JOBS



**MINISTRY OF SOCIAL
DEVELOPMENT**
TE MANATŪ WHAKAHIATO ORA

Contact Craig

e: mtfj@codc.govt.nz

t: 022 621 5739



www.codc.govt.nz/services/economic-development/mayors-taskforce-for-jobs