

## Q. FEEDBACK:

The Wanaka lake front traffic closure experiment was fantastic to see how peaceful and fun the lake front zone can be. This should become a feature of our town. Games like volley ball courts and giant chess etc and seating, and picnic tables should be a feature. The outside seating at the cafe's was so relaxing without the stressed out traffic going past. Parking needs to be facilitated around the outside of the zone so families can easily access dinosaur park and lakeside facilities.

The airport in Wanaka must not be developed into an international or jet plane facility. We need the small businesses and the activities like sky diving, maintenance and restoration businesses, and War birds that use the airport at present to continue. We should be developing a light rail system from Cromwell to Wanaka and Queenstown to deliver passengers to the destinations they want to get to without using more road and ruining all our mountain/lake valleys with large scale air port traffic.

Never ending sprawling growth will destroy the attraction of the region. Slow down and manage the growth of tourism and urban development to keep the charm of the region.

We have a wealth of fantastic campgrounds, visitors to the area should use them and pay the fee to use them. We should not be giving away free camping in dusty car parks. Use and thereby fund the beautiful facilities we already have.

Water quality and air quality are vital and a better effort to maintain and protect both is needed. improve enforcement of water and air quality standards.



## Q. FEEDBACK:

Submissions to QLDC Annual Plan

Things I would like to see happen in and around Wanaka..

### 1.Traffic Management

A.Marked bypass to Queenstown via Riverbank Road

B.Roundabout at the junction of Ardmore Street & McDougall Street

C.Roundabout at the junction of Ballentyne Road & Riverbank Road

D.Turning bay at the junction of Beacon Point Road & Plantation Road

### 2.Pedestrian Management

A.Make all raised crossings in Ardmore Street and Helwick Street proper 'zebra' crossings with appropriate signage and white stripes

B.Reinstate closed off entry points to raised crossings in Helwick Street

### 3.Library

A.Install 'drive by' book return box outside library

### 4.Postal

A.Install 'drive by' postal box (as they have in Geraldine)

### 5.Sundry

A.Turn drinking fountain outside Wanaka library around so it faces the right way!





## Q. FEEDBACK:

I completely agree with Doug Champion and his thoughts listed in the 12 April edition of Lakes Weekly as well as his article in the Otago Daily Times. It is time that Destination Queenstown realises that with all of the global attention Queenstown gets especially through social media, current technology, and marketing practices, do we really need DQ to add onto what is already happening without expense. Their current budget is certainly enough to still "reach out" but certainly not any warrant to expand their costs.

I therefore see NO REASON to increase DQ's funding



## Q. FEEDBACK:

Roys Bay is an iconic bay in Lake Wanaka visited by thousands each year. Locals and visitors have easy access to this area and the shoreline has always been a popular spot to picnic, read, play frisbee, laze and meet up with friends before a swim. But for some time now the area has been neglected and the weeds, poplar saplings, lupins, and long grass have taken over, making it very difficult in places to walk from the track to the shore. Both sides of the track, on both sides of Roys Bay need urgent attention - and after meeting with Graeme Davies, who agrees work needs to be done, I hope to see contractors working along the edge of the lake very soon.



## Q. FEEDBACK:

Could you please send the forms to make a submission on our ridiculous rate increases to cover rubbish. We have almost zero waste and do not believe a 13% rate increase to cover other people's inability to reduce rubbish, is offensive, and makes a mockery of moves by the council to reduce waste. I have 3 blue bags left that will last for 2 years.

All garden waste is recycled in the vineyard. I do not need your rubbish bins. We find one difficult enough to get out to the roadside at our age. I realise townies don't have the ability to mulch up, and compose rubbish like we can, but I don't expect to subsidise them either. If you have traceability on the new bins then you can charge per household on the amount each bin weighs. We must have a user paid system, to reduce waste, not a blanket payment, that penalises the people that are making the effort to save the planet from climate change.

Please show some decency, and respect for the rate payer's that pay your wages,.

Joy Baird.



## Q. FEEDBACK:

Please refer to attached submission



## Arthurs Point Community Association Annual Plan Submission 2019-2020

### 1 EDITH CAVELL BRIDGE

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#### Introduction

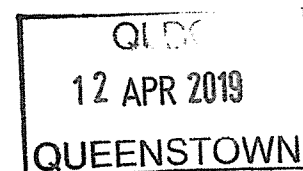
The Arthurs Point Community Association (APCA) would like to see investigations for alternative crossings included in the 2019-2020 annual plan or brought forward in the 10 year plan.

To highlight the main reasons the project should be prioritised;

- No safe pedestrian and cyclist access on the bridge for users of all ages. Presents a major barrier to alternative transport modes for travel to Queenstown
- High level of utilisation by visitors for photography causing safety issues.
- Potential engineering issues that may require earthquake strengthening.
- Provides water source to the Nor-eastern side of Arthurs Point, at present
- Major choke point in the Wakatipu transport network, particularly if there is an incident located elsewhere that diverts traffic.
- Continuing development around the basin and QLDC continuing to promote Malaghan/Gorge Road as an alternative links to Queenstown. Other key bridges users include Arrowtown, Millbrook, Dalefield and SC/LHE. Congestion at peak times with increasingly long wait times. Projected to worsen with population growth.

#### Action

Allow funding for alternative crossing to be investigated in the annual plan. Develop a business case for alternative crossing.







## 2 PEDESTRIAN ACCESS AROUND ARTHURS POINT

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### Introduction

At present there is a lack of pedestrian access for Arthurs Point residents and visitors along Gorge Road and Arthurs Point Road within the Arthurs Point area. We consider this to be a major safety issue given the current speed limits of 70 kmph and the level of foot traffic utilising the main roads. We expect foot traffic to increase due to utilisation of the active travel network.

APCA association is currently undertaking work to the tracks and trails as well as looking at signage to help mitigate some of these factors.

### Suggestion

APCA would encourage QLDC to investigate installing footpaths or a cycleway to both sides of the entirety of the main road in the suburb as soon as possible. Given the scale of this project we suggest the following locations should be prioritised from our anecdotal evidence and resident surveys;

1. Arthurs Point Road – Atley Road track to Packhorse Lane

Build upon work currently being carried out at bus stops, allowing safe pedestrian access from Evening Star side of AP/Bullendale/Residence Du Parc/Nugget Point and Packhorse. This portion of the road has recently been narrowed and now poses a major safety concern for pedestrians and cyclists.



Safer access for visitors to/from their accommodation and to destinations including Onsen Pools and restaurants.

12 APR 2019  
QUEENSTOWN



2. Arthurs Point Road – Post boxes to Edith Cavell Bridge

Primarily utilised to visitors to the area for access from tourist accommodation to Shotover Jet/Go orange and restaurant. Often in large groups.

Pedestrian/cycle access more efficient than existing tracks and trails and can be utilised by prams.



3. Gorge Road – McMillan Road to Bus stop

Allows pedestrian access along a narrow part of the road which is arguably one of the most dangerous for pedestrians / cyclists.

Safe access to bus stops for Old Arthurs Point residents.

Completes a major piece of the puzzle for AP access into the town centre.



Action

Include funding for footpaths in the annual plan. We understand there has been recent significant development contributions made in this location and we would like to see this benefitting the area.

12 APR 2019  
QUEENSTOWN



### 3 PEDESTRIAN ACCESS TO/FROM ARTHURS POINT

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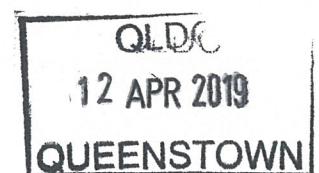
In regard to the current trail from AP to the Town centre we note that the surfacing and drainage are in very poor condition and this deters a number of cyclists from using this facility. We understand that this is currently being assessed as a part of the active travel network. APCA consider that this linkage to town is a key commuter linkage for workers and school children and as such support the improvement of this facility.

Thank you for considering our submission on the Annual Plan. Should you require further information please contact us at the email below.

A representative from the Arthurs Point Community Association committee will be available to be heard at any hearings if requested.

Regards,

Heather Beard & Nigel Lloyd  
on behalf of Arthurs point Community Association





**Q. If you have a pre-prepared submission, you can upload it below. Please note that we can only accept .docx files.**

PDF documents can be emailed to [services@qldc.govt.nz](mailto:services@qldc.govt.nz)

AVA Annual Plan submission 2019.docx - 16 KB



### **Arrowtown Village Association – Submission to Queenstown Lakes District Council Annual Plan – April 2019**

The Arrowtown Village Association (AVA) is a volunteer-run incorporated society that represents the views of residents to local, regional and national government. We take up issues of public interest and work to improve and develop new amenities to meet the needs of the growing and diverse community in Arrowtown.

The following points we raise are directly relevant to the vision of the Shaping our Future Arrowtown (SOF Arrowtown) report. The AVA was selected by Shaping our Future as the Arrowtown group to act as guardians of the SOF Arrowtown final report and utilises the report as the guiding principal of the Arrowtown community and its aspirations. Intensive community input was undertaken to formulate the report which was finalised in 2018.

Since that time other organisations, such as the Arrowtown Promotion and Business Association (APBA), which represents the commercial views of business within Arrowtown and the CBD area rather than the wider representation role of the AVA, have also adopted the SOF report for some of their guidance.

The AVA has an increasing collaboration with the APBA on some items and agrees with aspects of their projects, and vice versa in that the APBA has supported the AVA on some of its work and representations:

- Lighting: the AVA has endorsed the heritage lighting project
- Linking the village with the Mahu Whenua covenant which borders the town is being considered in the "Gateway" project overseen by the APBA. Although progress has slowed this is an exciting project which the AVA looks forward to being a part of

National Tohu Whenua (Landmark) recognition of both the Chinese Historic Village and the Miner's cottages precinct in town has given huge kudos to the importance of the Arrowtown heritage in both Otago and the country as a whole. This further re-iterates the special nature of Arrowtown on a local and international scene and the importance of always working to ensure this is retained.

The AVA requests the following be considered within the annual plan:

The guiding aim of the SOF report is:

*A vibrant, diverse community that is pro-active in managing its future in a way that values and sustainably protects its heritage, character, lifestyle and the natural environment*

- Public Transport: the AVA has canvassed the community and received strong support for the ORBUS service. However, the continued lack of practical recognition by the Otago Regional Council (ORC) to the community desire to remove the present double movement route is frustrating and considered problematic given the special recognition and nature of Arrowtown
  - ***Specifically we request that QLDC takes an active role in encouraging the ORC to understand our community concerns in this area***
- Clean Air: the AVA has a current program of awareness in collaboration with the ORC and encourages QLDC input and advice
- Parks and reserves: on-going maintenance and improvement of reserves is vital to the wellbeing of the community
  - ***Specifically we request timely improvement to the Library Green occurs in the form of grass improvement and aesthetics. A request that \$25,000 annually is allocated.***

- ***Specifically we request urgent remediation/restoration work is completed on the Butlers Green road retaining wall. A request of initially \$50,000 be allocated for council to undertake a heritage report and restoration cost analysis.***
- Environmental work: The AVA sub group of the Arrowtown Wilding Group is making strong progress in the eradication of wilding species and revegetation with desirable, including autumn colour and native, species in the iconic Arrowtown surrounds. We encourage on-going support from QLDC

The AVA respectfully requests that our views are considered in the QLDC Annual Plan as it is finalised.

Noel Beggs  
Chairperson  
Arrowtown Village Association  
April 2019





### Q. COMMUNITY FUNDING GRANT SUBMISSION:

Please ensure your submission details how this investment supports both the Ten Year Plan vision and Vision 2050.

The Head of the Lake Trails Trusts mission is to build walking and cycling trails within and between the communities at the head of the lake to separate riders/walkers from roads for safety, enjoyment, & health of the community as well as visitors to the area.

The trusts key focus is trails that allow children to safely ride/walk to school. Over the medium to long term the trust plans to link the communities at the head of the lake and eventually implement the missing link of the Te Araroa Trail between Queenstown & Greenstone valley via Glenorchy & Kinloch.



## Q. FEEDBACK:

Has there been any consideration for a bicycle pathway from Wanaka to Cardrona  
? For both safety and local business development.



## Q. FEEDBACK:

There are many excellent aspects to the QLDC 2019-2020 annual plan. Our main concern with this consultation is the way the discussion on the Plan, by the Mayor, has been framed: "We've got 5.5 million visitors nights (a year) in the district with 24,000 ratepayers. The numbers simply don't work out". It is clear, by the inclusion of the word "nights", that this is likely to signal just ONE solution. (Do not the visitors stay in the day as well?). This quote dominates the front page of the 2019-20 Annual Plan that has been sent out to the 26,000 ratepayers and clearly illustrates the bias against accommodation providers. In a glossy document of 12 pages, there is only one small paragraph (on page 11) regarding proposed changes to Destination Queenstown Tourism Promotion rate. Of note, a DIFFERENT front cover is displayed on the QLDC website and the link submitters are directed to is INCORRECT.



### Q. COMMUNITY FUNDING GRANT SUBMISSION:

Please ensure your submission details how this investment supports both the Ten Year Plan vision and Vision 2050.

See attached letter with photographs documenting the continued work by QLDC to address this natural hazard area in Glenorchy.

### Q. FEEDBACK:

The annual plan as submitted does not address a major flood risk in the Glenorchy township. Given the scale of damage a failure to the Bible Stream diversion ditch would cause this project should be added to the Community Funding Grants.

Q. If you have a pre-prepared submission, you can upload it below. Please note that we can only accept .docx files.

PDF documents can be emailed to [services@qldc.govt.nz](mailto:services@qldc.govt.nz)

QLDC submission Bible Stream.docx - 14450 KB

THE  
*Headwaters*  
GLENORCHY | NEW ZEALAND

April 11, 2018

Queenstown Lakes District Council  
Freepost 191078  
Private Bag 50072  
Queenstown 9348

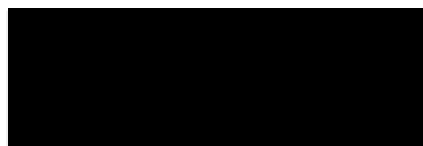
To Council,

**RE: 2019-2020 annual plan comments and funding request for Bible Stream flood diversion ditch reinforcement and maintenance**

In 1999 the Bible Stream flooded the southwest section of Glenorchy during a storm event. Here is a photo looking south from Shiel Street of the water coming into the township:



If another rain event of this type took place today it would most likely flood numerous homes that have been built since 1999 along Shiel St, Old Dairy Close and the Camp Glenorchy site causing several million dollars in flood damage.





During the 1999 flood event Ian Kirkland and others in the community used bulldozer to dig an emergency diversion ditch to take this water into the Buckle Burn drainage to the south.

Unfortunately the ditch that was created at that time, was not engineered properly and hasn't been maintained for over 15 years. I spoke with the former ORC engineer who prepared the Glenorchy natural hazards report and she told me the force and volume of water in 1999 would cause the current diversion ditch to fail.

Repairs to the ditch were then made by the QLDC in the 2018-2019 budget year to the the area where water comes down the hill and hits the ditch at a 90 degree angle. The ditch was reinforced in the section for about 100 metres:



Despite these efforts, the area below the repairs, that runs towards the Buckler Burn drainage, wasn't dug out or strengthened. There is sediment in the ditch currently and I believe that in a major storm event, water would overflow the ditch and flow back down the Bible Stream towards Glenorchy.

A civil engineer would need to determine what work needs to be done, but I would suspect that \$15-20,000 would be required for digger work to remove the sediment in the ditch and install a larger culvert on the south end where a farm road runs over the ditch:



Based on the above information, I would urge the Council to complete the work that it began in last year's plan, to reduce or eliminate the risk of the flood diversion ditch failing and the resulting damage it would cause.

Yours sincerely,

Paul Brainerd  
Director



Sport Otago

Wanaka/Upper Clutha

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**Q.** If you have a pre-prepared submission, you can upload it below. Please note that we can only accept .docx files.

PDF documents can be emailed to [services@qldc.govt.nz](mailto:services@qldc.govt.nz)

Submission to QLDC.docx - 210 KB





INCORPORATING THE REGIONAL OFFICES OF SPORT CENTRAL, SPORT WAITAKI, & SPORT CLUTHA

## Sport Otago Submission to the Queenstown Lakes District Council Annual Plan 2019-2020

1. Sport Otago, the Regional Sports Trust for Otago, appreciates the support provided by the Queenstown Lakes District Council (QLDC) for the services that we provide for the district through Sport Central.

This submission seeks your ongoing financial support for the work carried out by Bill Godsall, Greta Mason, and Kelvin (Tiny) Carruthers (Sport Central team). Council's grant does make a difference and allows Sport Otago to leverage additional funding from other sources to support Sport Central.

With the greatest growth in population within New Zealand occurring in the district, this has placed increased demand for services and support on Sport Central. We appreciate the 'vision' of Council in **partnering** with us to increase resource into the Queenstown Lakes District. Conscious of future projected growth within the district, Sport Otago is committed to working with Council to develop a forward focused approach as to how we increase resource into the district to meet increased needs and expectations.

Sport Otago, on behalf of Sport Central, seeks Council's ongoing commitment in vesting \$35,000 (+ GST) into Sport Central by way of its annual grant. A consideration to apply an inflation adjustment to this grant would be appreciated.

2. Sport Otago, having worked closely with Council over 2018-2019 in coordinating the Queenstown Lakes and Central Otago Regional Sport and Recreation Facility Strategy, applaud the Council's commitment through its 10 Year Plan and Annual Plan process in addressing the key findings and pressing needs identified within the Strategy. Sport Otago/Sport Central look forward to working with Council supporting the various initiatives, projects, and plan requirements that flow from the Strategy. Through the work Kelvin Carruthers, based at the Wanaka Recreation Centre, many of the aspects contained in the Strategy will be coordinated and the opportunity to foster greater collaboration and joint projects between play, active recreation, and sporting organisations will increasingly occur.
3. We also commend Council's approach to future proofing its existing facilities and development of comprehensive Master Plans for the Queenstown and Wanaka Event Centres. Having made submissions on these Plans, along with the Town Centre Master Plans, we look forward to the respective outcomes and the potential to engage and further partner with Council on a range of initiatives that meet the needs of its communities and enhance community health and wellbeing.
4. The purchase of land at Three Mile for potential future recreational use is a significant strategic decision that will prove beneficial to Council and its planning for play, active recreation, and sport facilities and amenities into the future.

GETTING PEOPLE ACTIVE IN ASSOCIATION WITH



In addition to this strategic purchase, we would recommend that Council also pursue the potential acquisition of what was the effluent ponds site for Wanaka, off Sir Tim Wallis Drive. This site, adjacent to the Wanaka Recreation Centre would, if environmentally safe, provide space for future open space sports fields, which represent a current demand within the Upper Clutha area and allow for **hubbing** of sports in close proximity to the Wanaka Recreation Centre. Alternatively, the large tract of land at the Hawea Domain be reserved for future development.

5. Sport Otago/Sport Central value the partnership relationship it enjoys with the QLDC. The support provided by Council contributes to the activities of the Sport Central office throughout Central Otago and specifically within the Queenstown Lakes District catchment: from the work of Sport Central in the early childhood area, inclusive of implementing 'Wriggle & Rhyme' across the district's libraries' engagement and delivery into primary schools; work with Central Otago Primary School Sports Association; along with secondary school participation initiatives through NCEA course requirements and a range of competition events; community active recreation events and activities; traffic management and safety planning; facilities planning and support; club and regional sport and recreation capability and capacity building; fostering collaboration and cooperation amongst groups; to provision of a range of forums and workshops to assist and benefit local clubs and organisations; as well as advocacy and submissions on behalf of those in the sector. An example of a workshop is 'Running a Successful Club'; presented in conjunction with Jan Maxwell, QLDC, and Gillian White, Volunteer Central.

Sport Otago/Sport Central thank the Council for its ongoing support of our work, which contributes to the Council's vision of a healthy, active population.



John Brimble  
Chief Executive



## Q. FEEDBACK:

I wish to speak at the Wanaka hearing to address the following funding issues:

- Wanaka green belt
- Wanaka lakefront development
- Wanaka masterplan
- Car parking in Wanaka
- Signage on state highway 6 at Lake Hawea





## Q. FEEDBACK:

1. Tourist tax - yes
2. No more additional plane landings in Queenstown
3. Make a survey in Queenstown about the second most spoken language (Maori, French, German, Mandarin etc.) and use it as a second language.

Kind regards  
Fritz Burgi  
(Living here for 56 years)



### Q. COMMUNITY FUNDING GRANT SUBMISSION:

Please ensure your submission details how this investment supports both the Ten Year Plan vision and Vision 2050.

Please see the attached document regarding a funding request for 2019/20 on behalf of Startup Queenstown Lakes Charitable Trust. The formatting may not be very good as a Microsoft Word file format, so we will also submit as a PDF file to [services@qldc.govt.nz](mailto:services@qldc.govt.nz).

This submission and request for funding is also available for download as a PDF at:

[www.entrepreneurship.co.nz/qldc](http://www.entrepreneurship.co.nz/qldc)

**Q. If you have a pre-prepared submission, you can upload it below. Please note that we can only accept .docx files.**

PDF documents can be emailed to [services@qldc.govt.nz](mailto:services@qldc.govt.nz)

Startup Queenstown Lakes Trust - QLDC 2019-20 Annual Plan Submission.docx - 6784 KB

# **STARTUP**

QUEENSTOWN LAKES

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A CHARITABLE TRUST SERVING THE QUEENSTOWN LAKES COMMUNITY

QLDC 2019/20 Annual Plan Submission  
Submitted 12 April, 2019

Dear Councillors and Staff,

One year ago, a group of entrepreneurs, investors, and community organizers from across the Queenstown Lakes District submitted a joint request of support to build on our momentum to establish a district-wide startup ecosystem.

We sought to put foundations in place to achieve a more diverse economy and create the framework, programmes, and leadership necessary to stimulate the knowledge and innovation community - a priority of the QLDC Economic Development Strategy.

You answered that request with financial support and ongoing encouragement, and we have taken seriously our role to put your investment to work since that time. A few actions include:

- We established an independent board of trustees providing governance with experience in investment, law, tourism, entrepreneurship, and community development.
- We carefully used these funds to deliver programmes and activities that have serviced entrepreneurs and businesses from across the District.
- We have operated more than 60 events that have built key relationships, upskilled entrepreneurs, connected talents together, and engaged individuals living (and visiting) who otherwise were disconnected from the community.
- We have participated in numerous collaborations and planning sessions with local, regional, and national entities to find ways to stretch those dollars to maximize impact and value that will pay dividends in the future as the groundswell of activity takes place.
- We have begun to work with the tourism industry to establish a national footprint in the tourism tech, hospitality tech, and adventure tech space.
- We have started to work more closely with other economic development partners including Film Otago Southland, Study Queenstown, Destination Queenstown in addition to our longer-standing relationships with the Queenstown Chamber of Commerce and Ignite Wanaka Chamber of Commerce to be avoid duplication, leverage resources, and work collectively wherever possible.

We have an ambitious vision to engage and connect with the community to serve aspiring entrepreneurs, founders and their teams, and connect the executives and investors in our community who can help those businesses succeed.

We ask that you continue your support with a two-year commitment of \$390,000 annually so that we can set into motion the next phase of our efforts to build a thriving innovation and knowledge sector.

Yours sincerely,



James Burnes  
Chief Executive, Queenstown



David Wallace  
Trustee & Chairman, Wanaka



Alexa Forbes  
Trustee, Frankton



Luke Taylor  
Trustee, Queenstown



Wayne Hudson  
Trustee, Wanaka



Josie Debenham  
Administrator, Glenorchy

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## Executive Summary

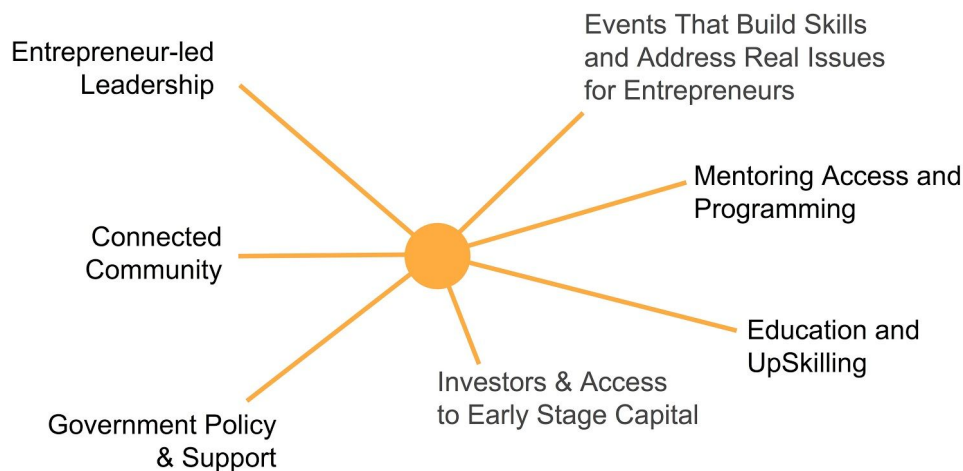
Today, we have an over-reliance on the tourism and construction sectors, with below-average wages and low productivity across the region. Investing in the *economic infrastructure* necessary to establish our knowledge and innovation sectors, will help QLDC achieve economic diversity, boost high-value jobs, and create a more productive and robust economy.

Startup Queenstown Lakes Charitable Trust was formed to address that gap, working alongside QLDC's Economic Development team to create a place that makes our community an amazing place to live, work, play, and launch big ideas with a national and global impact.

We are playing a long-game, that requires an investment that pays dividends over time. Research has shown that knowledge and innovation-centric startup communities do not appear overnight or by luck. They require 1) leadership by entrepreneurs for the long-haul, 2) a connected community that is welcoming to a wide variety of participants, and 3) continual and purposeful high-value activities and programmes that engage the entire ecosystem.

Startup Queenstown Lakes Board of Trustees proudly submits this update to our initial proposal having fulfilled the deliverables details in the Memorandum of Understanding we entered into with QLDC in the 2018/19 financial year.

We ask that you now engage in a 2-year commitment that will enable us to expand on current successes and implement multi-year programmes so that we can work more long-term in our projects with confidence to unlock third-party dollars and support. This will enable us to look further ahead and set into motion programmes and investments that require a multi-year outlook. We are working daily to create:



Current activities are generating traction; new initiatives will further:

- activate entrepreneurs, investors and executives across the district who are already here,
- accelerate existing businesses who have proven traction and high-growth potential, and
- attract seasoned entrepreneurs to land in our District to launch their next big opportunity.



In 2018/19 we laid the groundwork for building a connected community. In 2019/20 we will complete the work necessary to reach Stage 2 startup ecosystem (see page 21) and continue our investment in activities that get us reach Stage 3 by the end of 2023 that we hope to yield:

# 100

*Knowledge / innovation  
sector companies*

# 500

*High-paying  
full-time jobs*

# 50

*Million dollars of investment  
or acquisition capital.*

As an entrepreneur-led community, we can achieve this alone but at a much slower pace than is possible with QLDC's support. Your funding and involvement is a critical stimulus that unlocks other parties to provide services in-kind, match funding, and engage in corporate partnerships so that we can move faster and smarter. With QLDC's support, we can generate the outcomes that might otherwise occur over 20+ years in 5 years or less.

Startup Queenstown Lakes asks QLDC to allocate for 2019/20 Financial Year a sum of \$390,000 that will be used to implement our programmes and execute on the vision we have set forth. We ask that an amount of \$390,000 be set aside for 2020/21 Financial Year which will provide the runway of funding to finalize the foundational programmes, maximize community involvement, and unlock Central Government and private funding resources to create a sustainable enterprise.

At this full funding level, we expect to be able to match, nearly every dollar for dollar, your investment. (If we receive less funding, we will forgo actioning some key projects and the third-party dollars associated with them.)

We believe it is critical that QLDC's investment in economic infrastructure receive the same priority of investment as our physical infrastructure. Both have been under-resourced for far too long.

QLDC has put forth significant budgetary allocations to projects in the 10 year plan for physical infrastructure. Please don't repeat the underinvestment in roads, bridges, and waterways with your investment in our economy.

**Our future needs a productive and sustainable economy, and this has to be planned for and invested in, just as roads and water infrastructure are important. The scale of dollars invested in economic diversification beyond tourism will pay exponential returns decades from now.**

The work we are doing at Startup Queenstown Lakes isn't just creating opportunities for our current workforce, but giving our children and future residents opportunities to earn good wages in this beautiful place we call home.

- End Executive Summary -

## Who is Startup Queenstown Lakes?

We are a charitable trust established to bring together entrepreneurs, investors, changemakers, and citizens in an effort to address the need for economic diversity and resilience, via a strong entrepreneurial ecosystem made up of knowledge and innovative sector businesses.

We are a catalyst and champion for the startup, innovation, and technology community. We know that knowledge and innovation sector startups are a critical element to this region to achieve economic diversity, enhance productivity and strengthen the resilience of our communities.

Our work so far confirms that this can be done by leveraging the district's core strengths in adventure tourism, our natural environment, and the destination brand that QLDC, Destination Queenstown, Lake Wanaka Tourism and Arrowtown Promotion and Business Association have invested in over the past decade and beyond.

*Investing in a startup ecosystem is a multiplier for a community. It will not only provide jobs, better wages and roles requiring high skills, but create rewarding opportunities for future generations.*

We use best practices and proven models from national and globally recognised ecosystems to execute our vision that includes:

- Connecting our community and drawing out the many professionals working independently to leverage the collective expertise of our residents and make collaboration a cultural norm.
- Building upskilling / training programs to help entrepreneurs of all levels execute at a higher level.
- Capitalizing on our reputation as a vibrant and fun place to live, work, and play, so that we can attract and retain the best talent to establish their next big idea here.
- Building national and international programming that raises the profile of the Queenstown Lakes District within the global startup community to increase high-impact opportunities.
- Building the capacity of entrepreneurs seeking to deliver positive social and environmental outcomes.
- Leverage our destination status to attract people to our District and New Zealand, playing to our strengths with a long-term mindset on their impact socially and economically.

### Leading A Unified Startup Ecosystem For The District

Startup Queenstown Lakes has unified previously fragmented startup initiatives under one umbrella so that resources are working collectively toward the same outcomes. This reduces administrative overhead and ensures a cohesive, coordinated execution of programming to achieve the intended objectives.

We are led by James Burnes, a founding committee member and now Chief Executive of the organization, who has a passion to build our local community, develop and oversee our programmes, and to establish a national position for the District as an ideal place to live and build new ventures.



The formation of Startup Queenstown Lakes has simplified and reduced future ‘competing’ and ‘sidetracked’ proposals for QLDC in this space. We offer QLDC with a singular, accountable organisation to work with in this space - using consistent metrics and performance evaluations that enable QLDC’s economic development manager and leadership a consistent, reliable deliverable with complete transparency.

## Board of Trustees and Governance

Today, Startup Queenstown Lakes’ board of trustees is made up entirely of volunteer community stakeholders and changemakers, many of whom will be familiar to QLDC:

**David Wallace,**

Wanaka, is managing director of **Armillary Private Capital**, a specialist investment banking, funds management, financial training and advisory firm. He has a background in investment banking, equities research and corporate treasury, with more than 20 years experience working in the private capital markets in New Zealand. He is chairman of the trustees.



**Luke Taylor,**

Queenstown, is General Manager for **Go Orange**, the most dynamic adventure tourism business in the district with offerings in Kayaking, Cruising, Rafting and Jet Boating. Previously he was Country Manager for local tech firm Magic Memories and Operations Manager for Real Journeys. Luke is a veteran of the New Zealand Navy.



**Alexa Forbes,**

Frankton, is an elected **Queenstown Lakes District Councillor** and a lecturer and researcher in Leadership for Change programmes at **Otago Polytechnic**. Her research is focused on two exponential curves – technological and environmental. She will help guide SQL towards wider community benefit. Alexa is an appointed Councillor representative for the trust.



**Wayne Hudson,** Wanaka,

is a legal consultant with over 35 years experience as a commercial and corporate lawyer, having been a partner in **Bell Gully** and **Hudson Gavin Martin**. In the last 20 years Wayne has focused on the technology business sector, advising on the commercialisation of technology and intellectual property, the sale and purchase of technology businesses, capital raising, structuring start-up companies and dealing with shareholder issues.



As we look ahead, our governing body will continue to look for ways to achieve more engagement with and guidance from other economic development groups.

We are pleased to receive input and regular participation from **Peter Harris**, QLDC Economic Development Manager, and are intent to increase our consultation with the Queenstown Chamber of Commerce, Ignite Wanaka Chamber of Commerce, Destination Queenstown, Lake Wanaka Tourism, Study Queenstown, and Film Otago Southland who are each serving in broader economic development roles for our community.

## The 5 Stages of a Startup Ecosystem

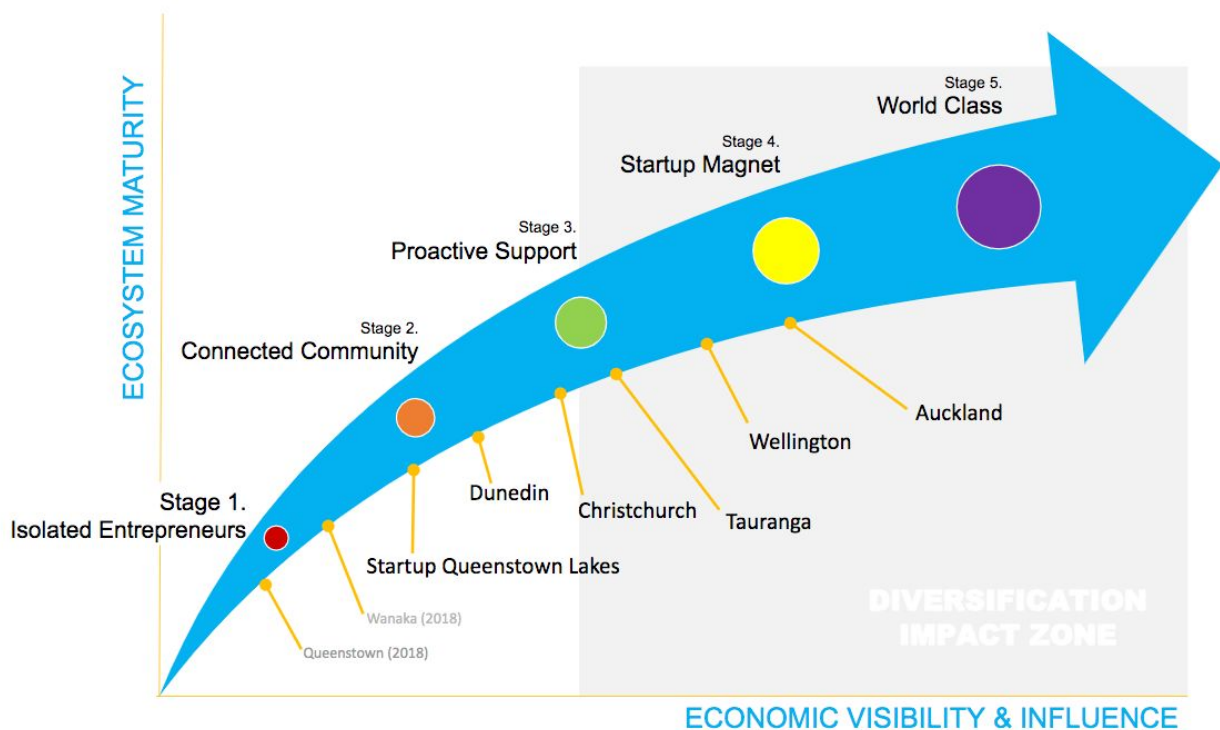
New Zealand has a relatively young startup ecosystem. It was only in 2001 that the University of Auckland launched the first incubator program, The Icehouse, and started dedicating resources to support the knowledge-based and innovation sectors.

The stages of a startup ecosystem relate to a progressive effect on economic outcomes. As the startup communities become more organised and larger in scale, a tipping point is reached where the impact becomes visible in the overall economy.

	Entrepreneur Benefits	QLD Benefits	NZ & Global Impact
STAGE 1 <b>Isolated Entrepreneurs</b>	My business relies on my personal contacts for support	Startups grow or flounder despite lack of support	QLD region used as a location for leisure travel. Little or no interaction with high net worth, high skilled or serial entrepreneurs who pass through.
STAGE 2 <b>Connected Community</b>	I know who I can go to for help. I feel part of a community of entrepreneurs and supporters. I have opportunities to upskill	Startups are connected to existing support. An awareness amongst most of community about where to talk to each other. Collaboration opportunities are active.	Some opportunities are taken for travellers to meet with, speak, mentor or make contacts to invest now or in the future. Possible return visits or more focussed view on returning with a plan for stronger economic engagement in the region.
STAGE 3 <b>Proactive Support</b>	Experienced business people with intensive coaching is available I get matched up with relevant investors, professionals and mentors	Ambitious businesses supported to grow, export and employ high value people. Opportunities exist for local people to drive scalable businesses from the QLD. Local kids grow up with family partaking in a diverse range of industries. Social Enterprises begin to unravel the largest regional challenges.	Many opportunities exist for interaction of transients. Network capacity increased for locals and transients. Possible dedicated work/travel arrangements made. Conferences, events, incubators and coworking spaces create 'designed serendipity'.
STAGE 4 <b>Startup Magnet</b>	This district is the best place in NZ to start a business. Talent and investors approach me. Entrepreneurs are moving here. I am plugged into national and international networks	District attracts entrepreneurs, investors and talent and grows new industry niches. Local stars of startups exist. Self determination of sector or industry is common. Technology transfer opportunities exist all whilst leveraging the marketing and lifestyle opportunities.	Active travel to the District to partake in short term, medium term and repeat high value business. Start-up ecosystem component talent/people move projects, teams or whole businesses to the District to lever the known culture and community of business. Events, conferences and activity begins here and spreads to other places.

<p>STAGE 5 <b>World Class</b></p>	<p>This district is one of the best places in the world to start a business</p> <p>The district has the highest levels of support across the support spectrum.</p> <p>There is no other place that I would want to start a business</p>	<p>The District creates world firsts and innovations in various industry/sector niches.</p> <p>Sector niches are carved out based on our natural advantages.</p> <p>Every opportunity exists here as in most other places for young and creative minded business startups.</p>	<p>Known globally for a place or innovation, start-ups and high growth business.</p> <p>Educational and business opportunity travel will flock to our region in search of opportunity, replication of our community values.</p>
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When we began our efforts the District was, at best, Stage 1. Wanaka had surpassed Queenstown with better community coordination and assistance from the investment QLDC has made in the CUBE in previous 2.5 years (\$250,000). Today, our efforts have enabled us to approach Stage 2 - a considerable accomplishment considering the short time-frame we've existed.

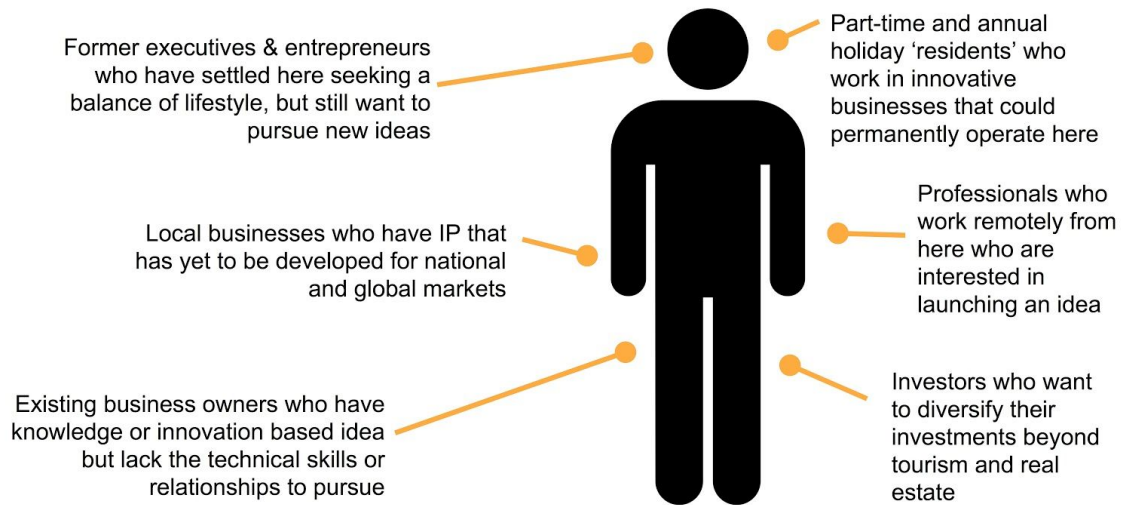


It is not good enough that we simply 'catch-up' Queenstown to Wanaka and settle for Stage 2. We must set our eyes on the economic outcomes associated with Stage 3. That means we will have:

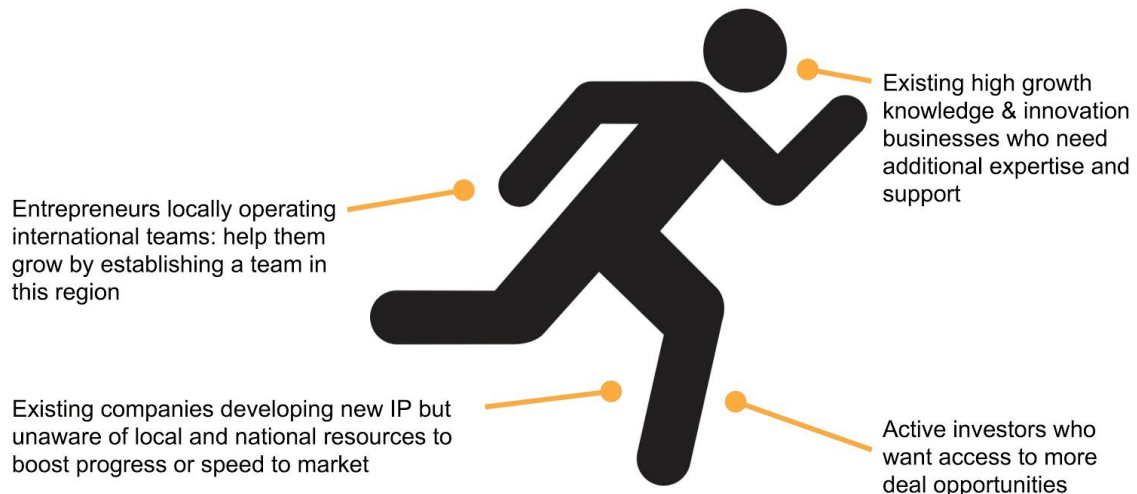
- Ambitious businesses have the proper support to grow
- More companies are exporting goods, services, and IP outside the region
- There are more opportunities to employ high value/skilled people.
- Opportunities exist for local people to launch scalable businesses
- Local kids grow up with family partaking in a diverse range of industries outside of tourism and construction
- Social Enterprises begin to unravel the largest regional challenges.
- We begin to attract talent from other markets who seek to build within this community

We have urgency to reach Stage 3, so that our economy and residents will begin to see noticeable effect and begin to enter the "diversification impact zone" where knowledge-based and innovation-based sectors become a measurable, recognized contribution to the economy.

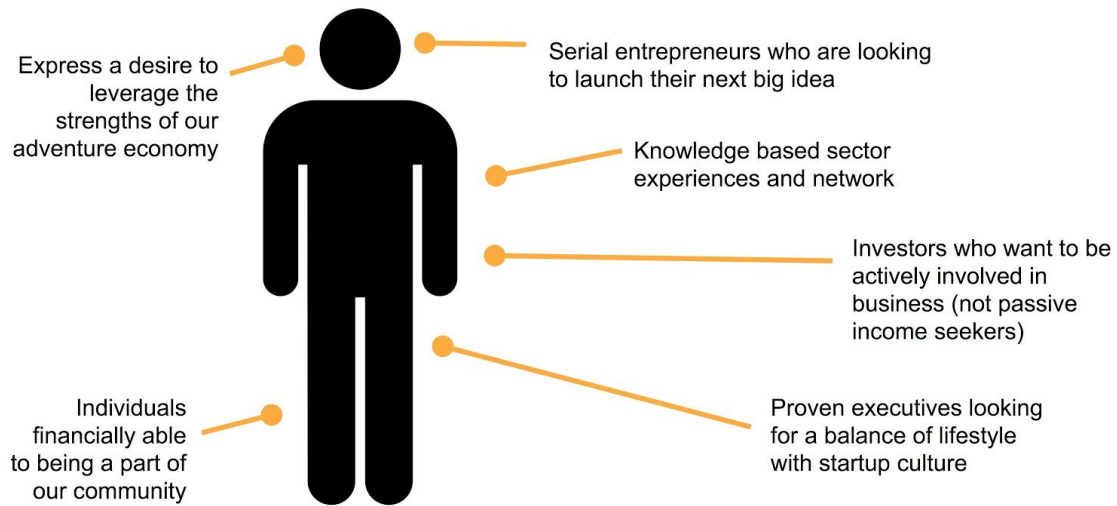
## Who do we want to activate?



## Who do we want to accelerate?



## Who do we want to attract?



## 2018/19 Expectations and Results

Post confirmation of funding from QLDC, a Trust Deed was generated and a Charitable Trust was formed, called Startup Queenstown Lakes Charitable Trust. The Trust (2714451) was incorporated on 17 August, 2018 and had three Formation Trustees, who were part of the original SQL decision-making group;

- Anthony James (AJ) Mason
- Trent Yeo
- Gemma Zust

The formation trustees led the organization while an independently appointed committee vetted our Initial Trustees. While that process was underway, we entered into an agreement regarding initial seed funding to keep the momentum of the organization going forward:

### Initial agreement with QLDC - October 2018

1. Establishment of new governance processes to meet the needs of the trustees including appointing a chairperson, agenda, minuting and accountability processes.
2. Continuation of events and business coaching in both Wanaka and Queenstown through to the end of December plus feedback about participants and the benefit they have received from these.
3. Briefing of new trustees so they understand the needs of Wanaka and Queenstown entrepreneur community, current activities and outcomes, QLDC expectations, and any history that could help or hinder future SQL efforts. This would include written briefings but also meetings/presentations with key stakeholders (incl establishment trustees, Click Ltd, existing contractors, startup businesses).
4. Support to develop a clear plan for 2019 including activities, measures of success, resources needed, and sources of funding. This would include which events SQL will drive, and criteria about how events that request SQL support/resources will be prioritised.
5. Propose an MOU with QLDC for 2019 with clear outcomes and reporting.

The budgeted use of this funding includes both a) activities that have been run to date being one quarter of CLiCK funding for incubation plus those set out in Item 2 with are supported by Josie Debenham carrying out administration/organisation and one person paid to run the business basics workshops; and b) new activities (including those set out in items 1,3, 4 and 5) which we have allocated hours and will contract appropriate individuals to carry out on a project by project basis.

After an independent trustee recruitment process and due diligence was completed, three trustees accepted their appointment (Wallace, Taylor, and Hudson).



Around the same time, we took responsibility for The CUBE, an initiative for small business and entrepreneurship based in Wanaka and managed by Ignite Wanaka Chamber of Commerce.

This new board of trustees was later joined by Councillor Alexa Forbes following a formal appointment by QLDC. The new trustees then entered into a Memorandum of Understanding with QLDC. This new MOU was intended to set out specific deliverables and outcomes expected by QLDC in the first operating year, which ends 30 June, 2019.

## MOU between QLDC and the Trust

(4 January, 2019) Startup Queenstown Lakes Charitable Trust (SQL) and Queenstown Lakes District Council (QLDC) extend our Memorandum of Understanding for operating in fiscal year 2018/19.

### Background

SQL is the organizer and catalyst for the region's startup and entrepreneur ecosystem, providing training, relationship management, and business advisory services. SQL funds, in partnership with Creative HQ via Callaghan Innovation, the CLICK Incubator. More recently, SQL took ownership of The CUBE, previously overseen by Ignite Wanaka. SQL works closely with QLDC's economic development team and the region's chambers of commerce to develop a more diverse economy and improve our productivity.

SQL has been designated funds through QLDC's annual plan and received funding through a previous MOU that required, among many things, to establish an independent Board of Trustees, deliver programming and training to area entrepreneurs, and deliver incubator services to high-potential startups. SQL has delivered on these line items and is extending this relationship through the end of the current fiscal period.

The total funding and KPIs were agreed to on June 30, 2018. SQL has received \$70,000 thus far to operate programs.

In addition to oversight through reporting and frequent communication to QLDC's Economic Development Manager, SQL has allocated a Board of Trustees position to QLDC to appoint a councillor or other representative. That Trustee position has been tentatively filled by Alexa Forbes, pending formal QLDC processes for the appointment.

### KPIs and reporting

While the end goal is new business growth and well paid jobs, we must be realistic about the ability to measure this and recognize that SQL is in launch phase.

1. Alignment - demonstration of alignment with QLDC's published and evolving Economic Development (ED) strategy and broader efforts. This includes collaboration on events, facilitation of presenting to ED guests, and participation in ED initiatives.

2. Participation - demand for 'hands-on' programmes and attendance at more social/information events including meet-ups, workshops, clinics, and mentoring.
3. Contribution - Volunteer efforts and third-party support to match or extend QLDC funding to maximize impact through speakers, mentors, additional funding, or in-kind resources.
4. Satisfaction - feedback from participants about the value of the information and contacts gained or outcomes achieved as well as feedback from key stakeholders (e.g. investor groups, government business support agencies, chamber of commerce, etc.).
5. Exposure - of the district regionally and nationally for the entrepreneurial activity and maturation - uptake of stories through print, broadcast, digital and social media.
6. Administration - maintaining timely agenda and minutes, financial record keeping, and communication of purpose and progress to stakeholders and the development of a common CRM to track startups and participants in the ecosystem.

#### **Operational details**

A payment of \$132,000 representing the remaining funds designated for SQL through the QLDC annual plan process (\$220,000 in total) will be paid to SQL after signing of this MOU and the supply of a Purchase Order.

QLDC will receive recognition of the funding/support throughout SQL programs, activities, and events. Access to financials and financial reports about SQL expenses and incomes will be provided to QLDC upon request in a timely manner.

This MOU covers 1 January, 2019, through 30 June, 2019.

## Reporting on MOU Deliverables

The following deliverables are expected to be delivered by 30 June, 2019:

Item	Status	A few examples
1. Alignment - demonstration of alignment with QLDC's published and evolving Economic Development (ED) strategy and broader efforts. This includes collaboration on events, facilitation of presenting to ED guests, and participation in ED initiatives.	Delivered.	<ul style="list-style-type: none"> <li>Met weekly with ED Manager to review and action programmes, priorities and opportunities</li> <li>Collaborated in execution of Tourism Challenges Forum to help drive opportunities in Tourism Tech and related innovations</li> <li>Participation in monthly strategy alignment meetings with Study Queenstown, Film Otago Southland and ED team</li> <li>Host numerous ED contacts to encourage visitors and guests to conduct business in the District.</li> <li>Act as a community cheerleader and proponent through content and events at the local, regional, and national level</li> </ul>
2. Participation - demand for 'hands-on' programmes and attendance at more social/information events including meet-ups, workshops, clinics, and mentoring.	Delivered.	<ul style="list-style-type: none"> <li>So far 290 individuals have participated in programmes, clinics, and activities from most communities in our district including Arrowtown, Hawea, Wanaka, Queenstown, Glenorchy, Frankton and others.</li> <li>We have grown our online community to more than 2,000 individuals through our numerous online pages and groups</li> </ul>
3. Contribution - Volunteer efforts and third-party support to match or extend QLDC funding to maximize impact through speakers, mentors, additional funding, or in-kind resources.	Delivered.	<ul style="list-style-type: none"> <li>More than 400 volunteer hours given</li> <li>\$38,000 in matched funding from Callaghan Innovation for the CLICK incubator (July to Dec 2018)</li> <li>In-kind services valued at more \$18,000.</li> </ul>
4. Satisfaction - feedback from participants about the value of the information and contacts gained or outcomes achieved as well as feedback from key stakeholders (e.g. investor groups, government business support agencies, chamber of commerce, etc.).	Delivered. More activity continuing.	<ul style="list-style-type: none"> <li>We have maintained event surveys following each workshop programme to gauge feedback with a 90%+ rating.</li> <li>We are implementing a net promoter score survey before the end of the fiscal year with a comprehensive survey that will help us tweak programming in the future.</li> <li>We have numerous examples of collecting, and acting on, community feedback about our programmes and have continuously tested ideas and options to meet community input.</li> </ul>

5. Exposure - of the district regionally and nationally for the entrepreneurial activity and maturation - uptake of stories through print, broadcast, digital and social media.	Delivered.	<ul style="list-style-type: none"> <li>• Our activities and initiatives have appeared in both local, regional, and national media</li> <li>• We are participating in national startup initiatives and gaining awareness and traction as a destination for this community</li> <li>• Presenting, mentoring, and representing the district in programmes for Callaghan Innovation, NZTE, and others.</li> </ul>
6. Administration - maintaining timely agenda and minutes, financial record keeping, and communication of purpose and progress to stakeholders and the development of a common CRM to track startups and participants in the ecosystem.	Partially delivered. All to be complete by end of year..	<ul style="list-style-type: none"> <li>• All agendas, board meeting minutes, and documentation are centrally archived and available for review.</li> <li>• All financial records are recorded with auditable recordkeeping at QLDC's request.</li> <li>• We have secured in kind recipients of accounting services from Afflect O'Meara and are now using Xero for account administration to provide easier access to reports and data.</li> <li>• We have a centralized database of participant in our programmes and are in the process of rolling out a central database to include mentors, investors, and stakeholders.</li> </ul>

*All data associated with these MOU deliverables is available upon request by QLDC for review.*

## 2018/19 Year In Review

Overall, we are punching above our weight. We are now on the radar of the Startup ecosystem nationally. Leaders inside NZTE, Callaghan, MBIE, and Immigration NZ see Startup Queenstown Lakes as a contributor to the community and a serious, capable deliverer of services to the community.

We are engaged with, or continuing to develop opportunities with, numerous national entities:



We are extremely proud of the work that has been done year-to-date, but also acknowledge there is room for improvement and further engagement within the community.

A quick review of programmes in 2018/19 include:



*Richard Liew, Publisher of NZ Entrepreneur Magazine, interviews Kate Campbell of Arrowtown, who's leading the Remote Economy Research Project during a recent Entrepreneur Coffee Jam at Prime Restaurant in Queenstown.*

Monthly **Entrepreneur Coffee Jam** social meetups in both Queenstown and Wanaka. The monthly events feature three local entrepreneurs or ecosystem participants, who share their stories and lessons learned along the way.

Events in Queenstown are now averaging 35 per month and Wanaka 20, with new faces attending and great relationships coming from each.

Each month we are hosting two early-stage training programmes based on **CUBE** programming for first-time entrepreneurs to build their skills. The sessions are designed to help residents think through business ideas before they invest too much time and money in an unvalidated idea.

Taking place in Queenstown and Wanaka, the sessions are free for attendees and attendance is capped to 5 to allow for personal one-on-one attention with a business advisor.

**Business Model Canvas** is a three hour session that helps participants put their ideas down on paper.

**Business Basics** addresses the first 90 days of testing a new idea and tricks and tips to avoid making costly mistakes.



*Jason Watkins conducts a Business Basics workshop at Fluid marketing agency in Queenstown.*



*Ben Chapman, founder of Tourism 360, participates in a Startup Advice Clinic at Provisions of Arrowtown.*

For some entrepreneurs, both experienced and new, one-on-one **Startup Advice Clinics** are a more effective means of helping them talk through issues they need help overcoming.

Set up as 30 minute clinics with a business advisor, the entrepreneurs can cover a wide arrange of topics regarding sales, marketing, distribution, supply chain, finances, and market fit.

Many participants attend numerous sessions and find this one-on-one mentoring incredibly helpful to moving their idea forward.

As part of our efforts to collaborate with other startup ecosystems in New Zealand, we hosted our second annual **Startup Weekend Dunedin Road Trip**, taking 6 participants to this 54-hour entrepreneur experience.

Participants from Wanaka, Arrowtown, Queenstown, and Alexandra took a van provided in kind by **Go Orange** to Dunedin where participants learned the Lean Startup methodology of fail fast, market validation, and quick prototyping and pitching. The crew gained some new skills and had a great time.

We have announced our own **Startup Weekend Queenstown Lakes** event, to be hosted 18-20 October, 2019 at the Queenstown Memorial Centre.



*Gus Wood of Arrowtown pitches an idea at the kickoff of Startup Weekend Dunedin at Otago Polytechnic.*



*James Burnes moderates the Q&A session following the Happy Hour Lecture given by Anderson Lloyd solicitors Laura McPhail and Ania Lang (speaking) at Yonder in Queenstown.*

We recently debuted an education series after work **Happy Hour Lectures** and had our first targeted topic session, *Top 5 Legal Mistakes of Startups*, which was presented by local law firm **Anderson Lloyd**.

Niche education sessions are a vital part of the mix, and is an excellent way to give local experts and businesses a forum to deliver content to the startup community.



Among our strategic decisions has been recognizing the importance of leveraging our destination status and identifying ways to compliment and gain value from our tourism strength.

To that end, Startup Queenstown Lakes has put a focus into building a tourism tech, hospitality tech, and adventure tech industry. This aligns with efforts by the QLDC economic development team.



We kicked off the initiative by building buy-in and ensuring that local tourism operators are aware of our efforts and can take advantage of activities whenever possible was important.

To that end, we hosted our first **Tourism Tech & Innovation Briefing** in February. More than 50 operators were in attendance at events. The forum, which included a road trip through Cromwell to Wanaka, provided insights on national and local programmes, invited participation by the operator's staff, and created a basis for ensuring we were talking with this dominant local industry.

In March, we hosted a **Tourism Challenges Forum**, which provided us an opportunity to discuss with nearly 40 operators from across the District the issues facing their business.

We sought to identify potential problems that could be seeded within the startup, innovation, and tech community.

Before the end of this fiscal year we will debut some initial projects that will address problems identified by tourism leadership.



*Nearly 40 tourism operators from across the District gathered at Camp Glenorchy deep dive into problems that could be solved by innovators and startups.*

## A Space to Collaborate

When we originally submitted our proposal, NZ coworking space creator Biz Dojo had indicated they were going to launch a 1700 square meter space at Five Mile that promised to serve as a startup community hub. Unfortunately that initiative was cancelled after the parent organization had financial management issues.

The interest in launching a space for startups and innovators to come together to work has continued to build. Wanaka-based **The Engine Room** has had such demand for their co-working space, they have expanded to a second location. **The Cell** in Wanaka and **Fluid Sharespace** in Queenstown continue to have good demand, With the **Hanger** in Arthur's Point staying busy as well, though it will close soon for a new property development. In the past few weeks another space has launched, **iMeet**, which promised further options for entrepreneurs to work on their ventures.

To that end, we are pleased to be launching on 1 May, **The Prospector: A Collaboration Space for Founders, Investors, and Innovators**. This 90-day pop-up space will enable us to test market demand for a dedicated innovation and collaboration space that combines flexible work space, startup team activities, training programmes, and support made possible by the generous in kind support of **Queenstown Resort College**.

The Prospector will be used to test various payment, membership, and services models that we will then provide to the market to use to create a long-term permanent space.

During the May through July trial, the space will be the home for the Startup Queenstown Lakes team, most programming we conduct, and will be utilized to provide founders and teams a place to work on their big idea.

## Building an Investor Community

In May 2019 we kick off a new investor community network through a series of invite-only meetups designed to give potential seed, angel and growth round investors a place to connect, share deal flow, and learn from each other.

The monthly meet-ups will feature a seasoned investor sharing war stories followed by a professional discussing key investor upskilling topics like term sheets, due diligence, etc.

We are excited to kick off this community development programme and begin to create the community necessary to fund future ventures that emerge as we grow the groundswell of activity in the District.



## 2019/20 Goals And Objectives

All eyes are set on getting the Queenstown Lakes District startup ecosystem to Stage 2 by the end of calendar year 2019, so that through the remainder of our 2019/20 fiscal year, we can be working on executing the programmes that will get us to Stage 3 where economic activity really begins to flourish.

This timetable is achievable with your full support to our funding request set out in this submission.

We have the leadership, we have a plan, and we simply need your funding to unlock other resources, in kind services, matching grants, and corporate involvement to make it happen.

### Stage 2 Ecosystem: What is left to be done?

<p>STAGE 2</p> <p><b>Connected Community</b></p>	<ul style="list-style-type: none"> <li>• I know who I can go to for help.</li> <li>• I feel part of a community of entrepreneurs and supporters.</li> <li>• I have opportunities to upskill</li> </ul>	<p>Startups are connected to existing support. An awareness amongst most of community about where to talk to each other. Collaboration opportunities are active.</p>	<p>Some opportunities are taken for travellers to meet with, speak, mentor or make contacts to invest now or in the future. Possible return visits or more focussed view on returning with a plan for stronger economic engagement in the region.</p>
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**Mentorship Programme.** We have not yet invested in developing a formalized mentorship and advisory network that makes it easy for both mentors, and mentees, to connect. We plan to use the original CUBE mentorship programme as a baseline of offering, with expanded capability. We will:

1. Create a more formal level of accountability between the mentor and mentee
2. Integrate some form of tracking/accountability that helps us evaluate the effectiveness of the programme
3. Create more options for mentors to contribute time (both through ad-hoc relationships and formally scheduled timelines)
4. Make it easier to use technology for mentors and mentees to connect and stay accountable to each other.
5. Make it easy for an aspiring entrepreneur to get access to advice and move forward on their journey.

**Investor Community.** In May 2019 we will kick off the investor community building activities with a monthly meet-up. In 2019/20 fiscal year that effort will accelerate as we work collaboratively with InvestSouth and Startup Dunedin to build a regional series of events, upskilling workshops, and investor networks.

**Visitor Engagement.** We have millions of visitors passing through our District, but no forum to engage and connect with potential founders, technologists, innovators, and investors who might want to engage with our market.

The launch of our pop-up collaboration space will be the first test to see if we can engage with and attract visitors to explore economic opportunities in our District. As we continue to test and experiment with engagement opportunities, we will continue to work on ways to make it easy for visitors to discover and participate in programmes that may spark them to get involved.

**Entrepreneur Upskilling.** Today we offer a variety of workshops, clinics, advice sessions, and lectures that are more targeted to first time entrepreneurs. In 2019/20 we will expand our courses to include the Co.Starters 9-week cohort programme.

We have also recognized that there are many executives and experienced entrepreneurs, directors, and shareholders who live in our District full or part time that also need support and engagement that may stimulate them to participate. In 2019/20 there will be an expansion of activities specifically catering to these individuals, in collaboration with QLDC Economic Development team, to inspire those individuals to build and grow their remote teams here in the District.

## Stage 3 Ecosystem: Setting the Stage

We need to become a gateway for enquiry, be present for those that need assistance, and begin to build a national profile. While 2018/19 was about setting up the ecosystem Infrastructure, 2019/20 will be about creating high profile, magnet activities recognized throughout New Zealand.

Becoming a Stage 3 region will take an external measure. What does the world think of us? Is there written articles about the startup community here? Will there be success stories that are known outside New Zealand? Queenstown Lakes needs to attract attention from the world if we are to achieve Global Recognition and Attraction status.

2019/20 Dialed In Programming	2020/21 National Profile Activity	2021/22 Global Recognition & Attraction
Increased participation across the community	Entrepreneur Sabbatical Programme Trial	Global Conference on the 'Adventure Economy'
Effective mentorship community and network	Seed Capital Fund Established	Entrepreneur in Residence Program
Investor Network & Education Training	Tourism Tech Accelerator and Incubator Programme	Entrepreneur Sabbatical Programme
Startup Weekend	Dedicated collaboration & innovation space	Angel Capital Fund Established
National Tourism Tech Expo	NZ Investor Visa Association Annual Meeting	Thought leadership at global events

We have prepared a breakdown of our core activities to help QLDC understand the chart above. We can provide more in-depth detail on each initiative upon request.

It is important to note that each year acts as a building block for the following year and ultimately, represents the foundation of our plan on what programmes and initiatives must exist in order to achieve a Stage 3 ecosystem.

We are not proposing a smorgasbord of activities, where we can simply pick our favourites from the list and expect the same result. The amount of designated and matching funding from QLDC, combined with the funds procured from third-parties will determine the actual pace of our plan. We are dependent on the ability to recruit the right staff/team/vendors to execute various initiatives.

## A national profile conference

As part of our work to 'own' the tourism/hospitality/adventure tech space, we have announced a two day conference, to take place at Queenstown Memorial Centre. **Tourism Tech Expo 2019** will bring together founders, investors, and operators to learn about new and emerging technology and build relationships to seed future growth.



The Expo is tied to our support of the **Lightning Lab Tourism Accelerator**, a 3-month programme operated by Creative HQ to spark new tourism businesses. Teams that complete the accelerator will be pitching their ideas at the Expo, while also giving companies from across New Zealand, Australia, and the U.S. a chance to demonstrate their capabilities.

The event has drawn expressions of interest that we are confident will make this programme a keystone effort of our Tourism Tech initiative.

## Community Events

Events are key to any entrepreneurial ecosystem in that they provide attendees/participants with exposure to new thinking, aspirational speakers and content and interactions with like minded people and networking opportunities. Events will be generated/delivered in house and in conjunction with 3rd parties who have events applicable to the needs of the entrepreneur community. These will include regular Coffee Jams, Meet-ups, Entrepreneur Speaker Series, and out of district event generated activities focused on upskilling and developing the probability of success for all participants.

## Office of Entrepreneurship

This is the front door to Startup Queenstown Lakes presence to the community. Both a literal destination and a conceptual office, we have positioned this office based on the success of Advance Queensland's Office of the Chief Entrepreneur.

This office will lead the day-to-day operations of Startup Queenstown Lakes. It plays a vital role in building and promoting the importance and contribution of entrepreneurship and investment in our district.

- support the development of the startup ecosystem by working with incubators, accelerators and investors
- connect with city and rural entrepreneurs and investors to encourage and foster district-wide entrepreneurship
- showcase Queenstown Lake startup and entrepreneurial talent to local, national and international audiences
- stimulate and attract local, national and international investment and venture capital to Queenstown Lakes district
- support local entrepreneurs, startups, and small businesses across the District by connecting them with the right opportunities, people, places, and spaces to help them grow, scale, and create jobs.
- Acting as the executive department, reporting to the board of trustees and stakeholders.

## **Investor Network & Education Training**

The foundation for a District wide investor network is in place as the CUBE has 15 potential investors from the District in its network and undoubtedly there are many more interested parties to be recruited. In tandem with investor network development it is integral that SQL is offering support to ensure potential investees are 'investment ready'. The level of such support is dependent on the capability of individual investee's, but this is an important element of development as entrepreneurs may seek investment from within and out of District and investment readiness is critical to success in the pursuit of investment.

## **Entrepreneur Sabbatical Program**

One of the key attributes of our community is our sense of place. It is not only a draw for leisure tourism but also for repeat visitation and professional getaways. We plan to combine forces with the RTO's to provide an unrivalled work experience - the Entrepreneur Sabbatical Programme. Combining remote work, work retreat and designed local community interactions we hope to create a lifelong fan of our region and open doors to our entrepreneurial ecosystem. Two way interchange is key to the programming and ultimately its success. We choose an open system with invitations such as this creating easy relationship wins.

## **Co.Starters Training Programs**

Co.Starters is a nine-week cohort based program that equips entrepreneurs with the insights, relationships and tools needed to turn ideas into action and turn a passion into a sustainable and thriving endeavour. The programme is suitable for aspiring and seasoned entrepreneurs looking to launch a new product or service. There have been three Co.Starters cohorts (27 participants) held in Wanaka. The content of the program has given these attendees the tools to assess the viability of their proposition. While the majority of graduates have gone on to establish an enterprise, in some cases a participant has assessed their proposition and determined that it is not commercially viable. Whatever the ultimate determination the program allows participants to make these assessments through robust analysis and consideration.

## Tourism Tech Accelerator

Tourism is fundamental to our region. It is significantly our point of difference. We have one of the largest diversities of experiences in a small area of any place in the world. Added to that is an international mix and four season destination that most regions aspire to.

We will seek to collaborate with the Lightning Lab Tourism Accelerator further, by connecting local expertise and investment with those projects.

## Startup Weekend

A global programme originating from Techstars (world renown accelerators) in one of the Startup hubs of the world, Boulder, USA. In just 54 hours, you will experience the highs, lows, fun, and pressure that make up life at a startup. As you learn how to create a real company, you'll meet the very best mentors, investors, co-founders, and sponsors who are ready to help you get started.

Our Startup Weekend Roadtrip has now operated twice, and we expect this to continue, along with trips to other markets. Taking delegations of talent to other regional and national events help to build awareness of our talent pool and to identify and recruit potential talent to discover Queenstown as the best place to launch a big idea.

On 18-20 October, We will host our own Startup Weekend at the Queenstown Memorial Centre. We have already sold out 15% of tickets and expect a strong demand of excitement for the programme and a key opportunity to get engagement with more businesses locally as a training and development tool for their current and future leaders to upskill using lean startup methodology.

## Global Conference on the 'Adventure Economy'

Building upon our reputation of adventurousness is a great place to begin theming for an event where we would like to add ventures to our spectrum of business. It represents a milestone for our region to be able to springboard our global visibility in tourism to high value startup opportunities. It would be built for our community to gain from the global movers and shakers their stories and lessons from their own community perspective. Lasting new relationships can be built with people and organisations internationally.

We are launching the Tourism Tech Expo in August 2019. The Global Conference on the Adventure Economy may be a separate event, or be the evolution of this tech expo and showcase depending on market demand and interest.

## Entrepreneur in Residence Program

Queenstown Lakes District is a destination for seasoned executives and entrepreneurs for extended holidays and even residence following an exit to find a positive work/life balance. Our EiR programs will be designed to connect these long-term visitors and new residents who arrive in New Zealand to make Queenstown Lakes District their destination of choice.

We seek to provide a clear, effective program that enables existing startups based in the District with these seasoned executives in part-time, consulting/working roles that enable these executives to provide leadership in the high-growth companies while they also pursue their own ideas and opportunities.

Developing our EiR program will also support our position to attract the support of The Edmund Hillary Foundation. Their global fellowship program is bringing change makers from around the world to New Zealand. The foundation has shown strong interest in using Queenstown as a base for its Edmund Hillary Fellows who are international entrepreneurs and changemakers who work on NZ projects under an impact visa.

## **Seed and Angel Capital Funds**

Our District has the highest concentration of Investor Visas in the country per capita. These investors are generally unengaged in our local region, putting their dollars into passive investments like real estate or low-risk, traditional business sectors. We seek to develop investment channels that allow them to locally engage with each other - and develop investment activity based from here that can impact local and national startups.

In either case, we will collaborate with local investors, existing angel investment groups and the co-funding initiative that is provided by the Seed Co-investment Fund (held by New Zealand Venture Investment Fund) to develop programs that raise the skills of current potential investors, establish vehicles that make it easy for them to participate in fundraising rounds of knowledge and innovation startups, and ultimately build a profile for investment in our district.

Further, we are now working with New Zealand Immigration to help foster a community of Investor Visa holders to build an investment community. It is our hope to be a landing pad for new investors, and to support this emerging group through annual events and programmes.

## **Thought leadership at global events**

Queenstown is a well known destination with Australia and New Zealand, but generally speaking lacks specific brand recognition within North America, Europe, and Asia. Those continents really only see “New Zealand” as the destination and not specific places within it. This is not a fault of any RTO, but the reality of NZ’s reputation and brand at a global level.

As such, when investors in these outside markets refer to any Kiwi-startup, whether it be Xero, Vend, or local companies like Wherewolf and First Table (who are both now expanding overseas), they are all known as “New Zealand startups” and not “Wellington Startups”, “Auckland Startups”, etc.

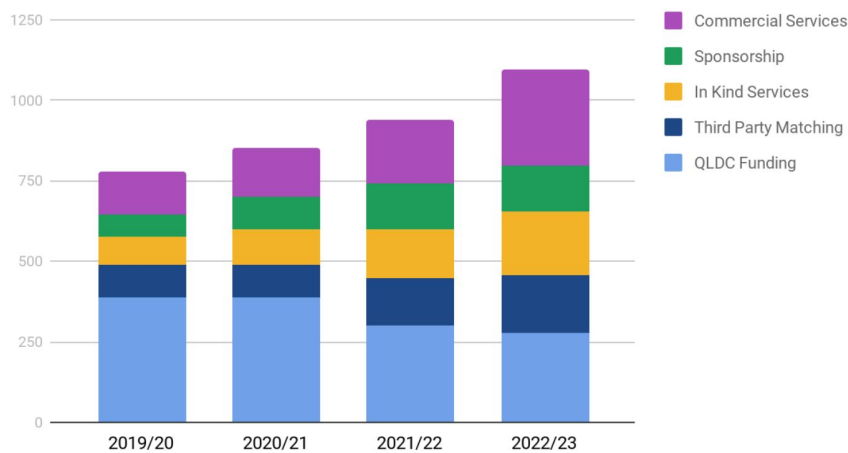
Because of our unique position as an adventure tourism destination, and capitalising on the “Adventure Capital of the World” brand that QLDC has made possible, Startup Queenstown Lakes will be presenting at targeted events in the tourism, innovation, and technology spaces. This might include events nationally New Frontiers, Webstock, TechWeek or OS/OS or a multitude of others internationally.

## Funding Model Matches QLDC Investment

Startup Queenstown Lakes is looking to rely on multiple funding sources to execute our plan. QLDC will be providing the foundation of funding, but we will not rely on district sourced investment alone.

There are numerous programs available through Callaghan Innovation, NZTE, MBIE, and other entities that provide matching grants to our own investment in targeted programs at a local, regional, and national level. Every dollar invested by QLDC is expected to have a matched dollar by a third party in 2019/20 and beyond.

Next 4 Years Funding



Broken down our goal is to use QLDC investment in two fashions. First as a catalyst to kick-start our programs into gear and second as a tool to stimulate matching funds. From each year after launch, it is proposed that the percentage of dollars from QLDC to sustain Startup Queenstown Lakes will decrease from 66% in 2018 to less and less each year as we activate more third party dollars, in-kind services, sponsorship, and commercial service fees.

## QLDC Request Summary

It is our expressed desire to develop our programs to stimulate regional and national programs, not just local. As a result, we desire to tap into funding sources that would rely on QLDC to match funds, bringing more value for each dollar invested.

	2019/20	2020/21	2021/22	2022/23
QLDC Designated Funds	\$390,000	\$390,000	\$300,000	\$280,000
QLDC% of Total Budget*	50.1%	45.9%	31.9%	25.6%
Third Party Sources	\$388,000	\$460,000	\$640,000	\$815,000
<b>Total Budget</b>	<b>\$778,000</b>	<b>\$850,000</b>	<b>\$940,000</b>	<b>\$1,095,000</b>



## Questions or feedback?

We understand the challenges that QLDC is facing this year and the significant plans for economic investment. Above all, we are residents committed to helping QLDC move forward with a serious, focused plan to address our limited economic diversity, poor wages, and low productivity. Like other economic development organisations, including the chambers and regional tourism operators, we are all on the same team.

We look forward to finding the balance between aspirations and reality - and ensuring that our economic infrastructure is not left in the proverbial dust in the 2018/19 and 10-year plan.

### **Primary Contact:**

James Burnes





Q. FEEDBACK:

72  
As a society and economy, we are moving to digital-first services and delivery model. It is important that the Council is looking at emerging technologies that will provide transformative and disruptive impact in advance of the adoption of the next 10-year annual plan.

It is not enough to have a few Council staff members and contractors responsible for operational IT tasks and strategy to do this. They likely lack the time, bandwidth, or practical expertise to investigate, pursue, and set a vision for the impact that leading-edge software, Internet-of-Things, big data, machine learning, artificial intelligence, encryption, and blockchain (among others) can play in providing more cost-effective government services.

We are fortunate to have an incredible array of futurists, digital visionaries, and technology executives living in the Wakatipu/Upper Clutha who understand what is coming and would provide an incredible sounding board to ensure investments are being made that ultimately reduce reliance on human capital to do tasks best completed by machines (therefore reducing staffing expenses over the long-haul) and improving speed of services (better ratepayer service through a reduction of red tape or slow human response) to make it easier to do business in the district.

I urge the Council to form a digital futures advisory panel and working group to serve as a community-driven advisory board that enables Councillors and executive leadership to evaluate existing IT investment and make informed decisions about future investments and opportunities.

This will have a positive impact for innovators, entrepreneurs, and businesses who want to build or grow their business to invest here.

This is further important as Central Government works forward with their digital team to set up more effective systems, that we are at the leading edge of leveraging these initiatives, and that we have a voice in Central Government that reflects the unique needs of our District as an International destination center.

I encourage the Council to assign a budget of at least \$30,000 to enable this workgroup to be formed and initiative effort in the 2019/20 financial year so that they can be delivering recommendations and options for consideration in time for the next 10-year plan process - and be an ongoing voice for technology and digital mindsets within the governance, services, and operations teams inside our government.

These funds will cover costs to hold workshops, programmes, and fund the preparation of reports and prototypes that educate the community and Council about where investment needs to be made.

Further, I believe this working group should be independently managed, perhaps forming as an independent trust, with a Councilor representative in addition to Council's chief IT/Tech leader, to ensure the independence of recommendations they provide to not favor any particular vendor, service provider, or Council staff preference. It is my opinion that the model Startup Queenstown Lakes Charitable Trust is using to work alongside QLDC's economic development team is a potential model of operation.

Note: This is submitted on my behalf as a community resident and is independent of my role as Chief Executive of Startup Queenstown Lakes Charitable Trust.



## Q. FEEDBACK:

Please refer to attached submission



## Bob Burnett Architecture submission to the Queenstown Lakes District Council 2019-2020 Annual Plan

### Employment of an Eco Design Advisor

We would like to encourage the QLDC to employ an Eco Design Advisor (EDA).

Working within councils, EDAs advise local residents (homeowners / builders / designers) on how to design, build, and upgrade homes to be warm, dry, healthy, and also be energy and water efficient. An EDA at QLDC could also lead residential action in support of the Council's zero waste ambitions, promote & support solutions to climate change. An EDA could also collaborate with the Superhome Movement that was launched in Christchurch in 2015 and is now expanding to other regions and developing as a national organisation.

The Eco Design Advisor network has access to specialists, design tools, assessment methods and building material information. They provide a free consultation.

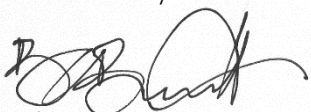
Unbiased, EDA advocates for creating healthier buildings, improving energy, water and material use, minimising waste, and reducing the environmental impact of buildings. An Eco Design Advisor will help your ratepayers to:

- design better: a warm, dry, healthy and efficient home
- reduce their environmental impact
- save money on build & energy bills
- increase their home's resale value
- understand their options and how to ask for what you want
- take advantage of local programs

The Eco Design Advisor in Christchurch is a qualified NZGBC Homestar Assessor and offers regular workshops or presentations for the building industry and community groups.

Advice is available for homeowners, home designers, builders and industry professionals. Architects and architectural designers can earn 10 CPD points for a two-hour consultation with an Eco Design Advisor. The Christchurch Eco Design advisor collaborates with the Superhome Movement to organize and run the Superhome Tours and associated Spotlight workshops. During the tours three times as many residents book consultations. The Superhome movement's activities and events provide open source sharing of new design ideas, technologies, and building techniques by connecting leading experts with homeowners, designers, builders, industry, researchers, education providers, government and local government and stakeholders, to collaborate towards achieving higher building standards for all New Zealand homes. The goal of the movement is to raise standards so that all new homes are healthier and more energy efficient, while also promoting environmental, economic, and socially sustainable practices.

Yours sincerely



Bob Burnett

Director – Bob Burnett Architecture limited

Superhome Movement Founder, Quakestar Cofounder, Homestar Assessor, License Building Practitioner, Lifemark accredited partner, Members of Architectural Designers NZ since 2000,





**Q.** If you have a pre-prepared submission, you can upload it below. Please note that we can only accept .docx files.

PDF documents can be emailed to [services@qldc.govt.nz](mailto:services@qldc.govt.nz)

EDA submission to QLDC for EDA.docx - 38 KB



April 2019

### **Eco Design Advisor Network submission to the Queenstown Lakes District Council 2019-2020 Annual Plan**

We encourage the QLDC to employ an Eco Design Advisor (EDA) to support Queenstown Lakes residents to design, build and upgrade their homes to be warm, dry, healthy, and efficient. An EDA at QLDC could lead residential action in support of the Council's zero waste ambitions and promote actions which individuals can take at home in support of climate change (building above the minimum, insulation/curtains and draught stopping to keep heat in, efficient heating, effective moisture management strategies, efficient use of potable water and minimisation of construction waste).

---

#### **Why Eco Design Advisors?**

Eco Design Advisors are experts in the field of home performance advice with a robust knowledge base which draws on the latest New Zealand and overseas research. Working in councils, they advise local residents on how to design, build, and upgrade homes to be warm, dry, healthy, and energy and water efficient. Eco Design Advisors review house plans, assess existing homes providing an personalised upgrade plan for homeowners, tenants/landlords to follow, and provide advice on how to effectively and more cheaply operate a home. Research has shown that one-to-one consultations and individualised advice from an independent organisation is an effective way to provide residents with access to information and motivate them to make changes to their homes. Councils provide considerable value to ratepayers in offering this free service, as well as upgrading local housing stock, improving housing affordability (through reduced operating costs) and housing-related health outcomes for residents, and reducing residential demand on local infrastructure (e.g. water). With the advisors being part of the EDA network it allows them to regularly meet, undertake training, attend industry conferences and share resources with each other to keep abreast of industry trends and latest research.

For more information, visit [www.ecodesignadvisor.org.nz](http://www.ecodesignadvisor.org.nz) or contact Lisa Burrough the Eco Design Advisor at the Dunedin City Council.

## Q. FEEDBACK:

79

Please note that I have ticked Wakatipu as the area I am a resident but I am from Dunedin representing the Eco Design Advisors Network.



## Q. FEEDBACK:

My submission is that:

- funding for Destination Queenstown should be reduced, not increased. There are more tourists / visitors than we can cope with at the moment.

- ban all freedom camping. Freedom campers are a drain on our resources and infrastructure and do not contribute anything towards the costs - they are 'freeloaders'. There is talk of a 'bed tax' and so on, but freedom campers pay nothing and would probably not be captured by a bed tax. They clog up our roads, car parks, and put rubbish each week in our recycling bin. They foul our beautiful landscapes with toilet waste, teeth cleaning and washing water. They wash their hair and bodies in our beautiful lakes and rivers. They don't obey the 'responsible camping' rules. I just don't see why we allow this? If freedom camping was banned, I am sure someone would provide a place on a commercial basis for these self contained campers, who don't need any facilities as they have their own, to park up for the night. And if not, would it be so terrible for them to pay for their holiday? I don't think so.

- I have very little rubbish, and I am very unlikely to fill the proposed three bins (except the recycling bin which I already have at my rural residential address). I do not see how having three bins will contribute to reducing waste in the district. The majority of my rubbish now is the plastic packaging that comes with almost everything that I buy. If QLDC was serious about helping to reduce waste, this waste stream should be targeted. I understand that supermarkets will start to collect soft plastics again, but for me this is a long way from home. It would be much easier to recycle it in my recycling bin.



## Q. FEEDBACK:

please see attached

## SUBMISSION ON DQ FUNDING - DRAFT ANNUAL PLAN 2019-2020 REVISION

Destination Queenstown is asking the Council for an increase of funding to the tune of \$900,000 per year, which would bring their total tax-payer funding to a huge \$4.5 million p.a.

What we have to ask ourselves - is this request justified when money is desperately needed to update and repair the vital infrastructure of our town?

We are already bursting at the seams yet DQ still wants more money to go out and promote and attract more visitors - how can we cope?

Queenstown needs to offer a quality experience for our visitors and will not be able to do so, if we cannot provide the necessities such as clean water, modern sewage, roads, transport and better public facilities.

This week Air NZ announced 5 new flights a week from Korea and intend to increase flights from Taipei and Chicago, all commencing this year, without any help from Destination Queenstown.

In the intervening years since DQ was created there has been a digital marketing revolution.

All major companies in Queenstown i.e. AJ Hackett, Real Journeys, Shotover Jet, NZ Ski.com, accommodation providers and airlines etc have their own marketing departments and websites, along with social media and data gathering.

Queenstown is firmly on the world map and because of the world-wide meteoric rise in people travelling and the connectivity of the internet - tourism numbers will continue to grow without any additional marketing.

Every company with a tourist component and a website can easily access data through Google Analytics – they do not need DQ to do this for them.

On-line booking systems such as Booking.com, Air BNB, Hotel.com, etc are the first stop for people seeking accommodation. Instagram, Facebook and other social media are sending out the story. These social platforms are doing the marketing for Queenstown and very successfully.

In all my years as an accommodation provider, not one booking came through the DQ website.

Destination Queenstown is riding on the coat-tails of a worldwide rise in tourism and the successful marketing of our own companies, and much of the work of DQ is a duplication of what is already being done.

While I still think there is a place for DQ, their role needs to be seriously re-evaluated.

Technology and the changes in marketing practises have overtaken them and there needs to be a review about their efficiency and approach.

The big issue however is that our infrastructure can't cope with the numbers we have right now. We have water quality issues, transport issues, an airport wanting to expand and that expansion is being rejected by the community..... Why exactly do we need more tourists just now?

Remember, Queenstown is extremely important to New Zealand's economy and that the Government and Tourism Board are also promoting NZ'S Crown Jewel.



Currently DQ has a small army of approximately 16 staff and are paying rent of over \$100,000 p.a. in the CBD. I suggest that DQ should be re-structured and put 'in house' with Council with strict Key Performance Indicators in place. Combining them with the Events and Economic Strategy Departments would make sense.

DQ has done a great job in the past, however, times have changed dramatically since their inception. DQ needs to be paused while the QLDC addresses water, sewage, footpaths, public transport and other necessities for our community; and their roll needs to be seriously re-evaluated so that they are not working in isolation away from the community.

The Community recently rejected the airport expansion plans at Frankton, perhaps this also reflects a community desire for capping tourism?

Doug Champion

Ex DQ Board Member, motelier and Commercial Ratepayer.



## Q. FEEDBACK:

The width of streets in new subdivisions.

I think there is a need for the regulations regarding the width of streets in subdivisions to be looked at.

In particular the width, there is inadequate room for parking of cars on both sides of the streets. With the number of cars that are likely to be associated to each house in 15 - 20 years from now. The weekends will see streets blocked to access of emergency services.

There maybe the need for a residential sections to provide car parking space for two cars. If the roads remain as narrow as they are , I feel there should be no road side parking at all.

High rise apartments.

The area from Bowen St to Hamilton Rd and then Brecon St to the end of Thompson St should be zoned so that there can be high rise apartments built right across that area, these buildings should be allowed to go as high as practical for the purpose of residential dwellings. Higher than the trees beyond if need be.

This would require the removal of the height restriction for building in the district. It is time for development to go up rather than out.



## Q. FEEDBACK:

As a long time resident and ratepayer for over 30 years I, like many who chose to live in this amazing environment, have valued our number and variety of reserves. With a resident population in the 80's of only 2000 people in Wanaka they served and continue to serve as a valued attraction to both residents and visitors alike.

Given our parks and reserves inherent value, it makes clear sense that as we witness unprecedented growth of the area ( in excess of 12,000 people in 2019) the importance and value of those reserves becomes increasingly even more crucial to both residents and visitors.

Additionally, one would assume that proportionately the 6 fold + increase in rateable base would ensure that reserves would be afforded sufficient funding to be adequately maintained.

Indeed I'm encouraged to note the following from the Draft Parks Strategy Review

"Our Parks Strategy was last reviewed in 2002. The Queenstown Lakes District is fortunate to have a variety of open space and reserve areas that play a vital role in making this area a great place to work and play. Increased population and visitor numbers can put pressure on the use of the land as more people want to use and enjoy these areas. That's why development and protection of our parks and reserves, and improvements to the quality of them is important"

Sadly I have noticed a general decline in the maintenance of Wanaka's reserves. By way of example this was particularly evident on Sargood Reserve that adjoins my property in Sargood Drive, culminating in a complaint to council in the spring 2018 I was made aware at the time that council had new contractors. It was quite clear they struggled to understand how to deal with early spring growth. I do note the resulting maintenance has improved

Furthermore, I was informed that an increase in a rateable base doesn't translate to a higher maintenance budget. As a ratepayer I do not accept that.

Given massive increases in both resident and tourist numbers to Wanaka then each individual reserves importance and maintenance becomes even more critical to the ongoing social and economic well being of our resident population

Efficient, cost effective and adequate maintenance of all of our parks and reserves has to be given a higher priority by this council.



**Q.** If you have a pre-prepared submission, you can upload it below. Please note that we can only accept .docx files.

PDF documents can be emailed to [services@qldc.govt.nz](mailto:services@qldc.govt.nz)

QMTBC Annual Plan Submission 2019-20.docx - 32 KB

## Queenstown Mountain Bike Club 2019/2020 Annual Plan Submission

Queenstown Mountain Bike Club (QMTBC) builds and maintains mountain bike trails in the Wakatipu Basin, runs races and social events and, through our new Junior Subcommittee, offers training programmes to young riders. The club has over 800 paying members, and many more locals and visitors using the club's trails.

At the council's request QMTBC has worked with TRC to produce a study of the economic impact of QMTBC's trails in Queenstown. This report found that QMTBC's trails produce \$25.12 million income for the region. The club has also produced a strategy document which has been updated and included with this submission.

For the past two years QMTBC has received \$20,000 funding from the council. This has been an enormous help to the club, and has allowed us to increase our maintenance budget to \$40,000. This has enabled the club to keep up with increased usage of our trails and undertake long term fixes to problem sections of trail where appropriate, decreasing long term maintenance costs.

**QMTBC requests that QLDC please continue this funding (\$20,000 for maintenance) in the 2019/2020 Annual Plan.**

**In addition we are requesting \$18,000 to employ somebody in a part time administrative position.**

The club has been run on an entirely volunteer basis and familial and work commitments have forced several committee members stand down from their roles for the next membership year. The person employed in this role would be the initial point of contact for the club (currently email to [REDACTED] goes to all committee members) and help with all activities carried out by committee members. This would drastically ease the burden on volunteer committee members, avoiding burnout, and allowing a greater focus on achieving the club's goals.

Thankyou for considering our submission to this year's annual plan, and I look forward to hearing from you.

Yours sincerely

Nick Coleman  
(outgoing) Secretary, Queenstown Mountain Bike Club



# Queenstown Mountain Bike Club

## 2018 to 2028 Strategic Plan

Consultation Document

Updated March 2019

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## Background

The Queenstown Mountain Bike Club (QMTBC) was formed in 2003. In the early years the club had a small but active membership of around 100 people. These early years saw the mountain bikers of Queenstown coming together to establish a strong group of riders with a keen interest in trail development and advocating for mountain biking in the area.

By 2004 the club was already gaining international attention for its trail network including the then, ahead of it's time "Dream Track".

The establishment of the 7 Mile Recreation Area trail network, commonly known as 7 Mile was the club's first trail network. The trail network catered to a wide cross section of riders of all skill levels. The area was the cornerstone of mountain biking in Queenstown and saw the beginning of the club forming a close working relationship with the Department of Conservation as the development of these trails was a departure from the un-sanctioned trail development which was occurring in the area.

The trail network grew and with it local businesses began to profit from the increased interest, and mountain bike tourism that the trails brought along.

The QMTBC continued to grow and in 2010 the opening of the Skyline Gondola to bikes saw the development of further trails and businesses associated with mountain biking.

In 2011 QMTBC started volunteer digs on Wednesday nights with the construction of the B.O.B (Built on Beer) trail. Wednesday Night Digs have since become an institution, with 10 to 15 people turning up to work on trails each week. It is not uncommon for visitors to turn up the day they get off the plane in Queenstown, keen to get involved in the local riding community.

In 2012 QMTBC built what is now considered one of NZ's most famous mountain bike trails, Rude Rock on Coronet Peak. This trail has featured in lots of mountain biking related media and served to cement our reputation as a riding destination internationally.

Mountain biking is a favourite recreational activity of many local people and is an increasingly important part of the town's identity. Queenstown has become a popular destination for pro riders to spend their northern hemisphere off-season, which has greatly enhanced our reputation as a riding destination. Queenstown now has an arguably higher profile than destinations such as Nelson and Rotorua that have much larger trail networks.

With funding provided by QLDC the club engaged TRC Tourism to undertake an economic impact study of mountain biking in the district. This study was completed in 2017 and found that:

- a total of \$64.95 million is spent by mountain bike trail users each year
- 297.2 direct jobs are generated as a result of spending by mountain bike trail users
- 38.1 indirect jobs are generated as a result of employee expenditure by those working in jobs servicing the trails visitors

- the trails generate a total of \$25.12 million in income for the Queenstown region annually.
- Of the total spend of \$64.95 million, \$60.12 million is spent by visitors to the region. This equates to approximately 2.8% of total tourism spend in the region.

Additionally the study interviewed visiting trail users about their satisfaction levels and found that demand was greatest for more intermediate to advanced trails.

## Mountain Biking in Queenstown

The club has a small yet excellent trail network. We have trails in diverse ecosystems, from high country tussock, to beech forest, mixed native bush, and exotic conifer forest. On a global level the trail network is small. MTB destinations of a similar or even lower profile than Queenstown have much more extensive trail networks.

What Queenstown doesn't have in size, it makes up for in quality.

The network broadly consists of the following:

### 7 Mile Scenic Reserve (7 Mile)

Accessed from either Wilson Bay or 7 Mile car park, this area provides for a wide cross section of abilities. The network is relatively small but is a favourite of many local riders. Open year round, it provides great riding in any weather due to the forest canopy provided by the thirsty conifer trees in the reserve.

### Jardine's Park

QMTBC has two beginner level cross country loops and a pump track at Kelvin Heights. This park is enjoyed by families with young children and people new to the sport, however the trails are not heavily utilised. The lack of use is largely due to the out of the way location for many families. A planned ferry service may cause an increase in use of this facility.

### Fernhill and Ben Lomond

The management of the Fernhill Loop was undertaken by the QMTBC in 2012. This was in response to the landowners abandoning the trail. The club saw the trail as a community asset needing protection and management. The trail is now the centrepiece of a wider network allowing riders a long and sustained riding opportunity direct from downtown Queenstown.

This area currently caters to intermediate and above skilled riders, and trails in this area have been described as some of the best in the world.

Using the gondola to avoid the first 450 vertical meters of climbing allows for 'good value' rides, where you still do a reasonable amount of climbing, but are rewarded with an even longer descent for your efforts.

## Ben Lomond Recreational Reserve

QMTBC has been involved in the development of trails within the bounds of the Skyline Bike Park. These trails are accessible by either pedal or by gondola uplift during the operational season. The trails built by the club in the park have been aimed at riders at high skill levels and appeal to riders coming to Queenstown for specifically that style of trail. Currently QMTBC is wrapping up development on an 18 month project to build an intermediate singletrack trail around the perimeter of the bike park.

## Coronet Peak

The Rude Rock trail was a major enhancement to the existing trails on Coronet Peak. This trail has been a boon to the town with riders from overseas and around NZ travelled far and wide to experience this trail. Catering to all but the most beginner rider, the trail is celebrated by all who ride it. A bucket list trail.

Options from Rude Rock include a descent down to the historic Skippers Pack Track, allowing riders to stop off and investigate old miners huts and relics. The Skippers Pack Track along with Zoot track that descends from Skipper Saddle have been popular with mountain bikers since the 1990s.

Additionally, a link trail from Coronet Peak to Arrowtown has been established. "Corotown" riders usually finish their day with a cold beer and hearty meal in one of Arrowtown's fine pubs. Two descents built by NZSki in the mid 2000's, the imaginatively named Coronet DH and Coronet XC, remain popular, particularly the XC track which can be ridden in either direction.

## Gorge Road Jump Park

First established in 2010, Gorge Road Jump Park is one of the world's best.

Catering to those who want a little more air under their wheels, riders have no end of options from learning to jump to 'pro' lines for experts only.

Featured in films and media since its inception, "Gorge" had become a jumping mecca for riders.

All the trails, their locations and styles are part of what makes mountain biking in Queenstown so iconic. The trail networks entice riders from around the world to come ride, shop, eat and play in our town to the tune of \$60 million each year.

## Why do we need more trails?

As discussed above we have a relatively small trail network, albeit one with some very good riding. While not as important as quality, it is key to have a good quantity of trails. People don't want to ride the same trails over and over again. Mountain bikers are always looking for a new trail to master, a new view to behold or a new perspective on familiar territory. This

is especially true of mountain bikers who are traveling to ride, visitors are unlikely to return to ride the same trails again when they could go elsewhere to ride all new trails.

As mountain biking in the region continues to grow in popularity, more trails are needed to spread riders out to allow a sense of solitude. This is particularly important of longer back country trails.

Queenstown has world class mountain biking descents and famous jumps that attract bikers from around the world, but is lacking when it comes to some types of riding.

Globally, cross country (XC) has been the most popular mountain biking discipline<sup>1</sup>. XC riding is less about long descents and more about undulating terrain with speed coming from pedalling, not gravity and Queenstown has little of this type of riding.

There are no multi-day adventure rides in our region. This type of riding is a major attraction for people who travel to ride and there are many possible routes in our region that would make for excellent multi-day adventure rides.

While it will be good to broaden the type of riding available around Queenstown, it's important that we continue to build on our strengths. We have fantastic mountainous terrain with great views and our very best trails will always be those that take advantage of both of these.

Our existing network is also disconnected. The main riding areas of 7 Mile, Ben Lomond and Coronet Peak are situated on islands of public land in a sea of leasehold. By cooperating with land owners these areas could be connected by relatively short trails. Connecting trails offer very good 'bang for your buck' as they instantly enable much longer rides than the distance they cover. Connecting the disparate parts of our network will give a sense of cohesion across the network.

One possible measure of success would be having a trail network capable of hosting a two day Enduro World Series event. The EWS is a global race series that showcases some of the best riding locations around the world. EWS races consist of one or two days of enduro style racing where competitors are timed on technical descending special stages and ride between them on untimed liaison stages. The type of tracks used in the EWS are the kind that Queenstown excels at, but we would need several more long expert level descents to hold such an event. For a two day EWS event the *minimum* total special stage time for the fastest rider is 40 minutes<sup>2</sup>, so we would need 8 descents that the fastest riders in the world would need more than 5 minutes to get down at a minimum.

High profile amateur events such as the Trans NZ Enduro showcase our area to some extent, but the EWS is another level in terms of both audience and the trails required.

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<sup>1</sup> Secondary Research –Mountain Biking Market Profiles, IMBA Canada 2010, Retrieved 19/3/2018  
[http://webcache.googleusercontent.com/search?q=cache:aD\\_RW4tsRwAJ:www.imbacanada.com/sites/default/files/Mountain-Biking\\_Market-Profiles.pdf+&cd=16&hl=en&ct=clnk&gl=nz](http://webcache.googleusercontent.com/search?q=cache:aD_RW4tsRwAJ:www.imbacanada.com/sites/default/files/Mountain-Biking_Market-Profiles.pdf+&cd=16&hl=en&ct=clnk&gl=nz)

<sup>2</sup> Enduro World Series Rule Book - Race Format, Retrieved 19/5/2018  
<http://www.enduroworldseries.com/rule-book/>

## Challenges

The QMTBC faces several challenges over the next few years. As Queenstown's population grows and visitor numbers increase, QMTBC, like many in our community, have to cope with the increase in demand for our services - in our case - trails. In addition to this (not unwelcome) pressure to expand, we expect to encounter some specific threats to the progress of mountain biking development in Queenstown.

### 7 Mile Scenic Reserve - Wilding Pine Control

As noted earlier, the 7 Mile Scenic Reserve is a cornerstone of many rides for locals and visitors alike.

The trails are located in a mixture of exotic and native forest.

The land is managed by the Department of Conservation. As part of the battle against wilding pine seeding DoC has decided that the pine trees need to be removed, thus removing a seed source.

This logging will cause damage to trails, remove the 'rideable in all weather' nature of the network and create erosion issues.

The loss of amenity will have numerous problems:

1. Loss of trail network
2. Loss of economy for mountain bike related businesses in town; rental, retail, tours, etc
3. Increased usage of other trails, creating maintenance issues.

QMTBC has been in discussions with DoC to establish some protocols around the process and timeframes for this work.

QMTBC hopes this process will be staged and carried out over the course of 5-10 years.

This will allow the club time to build new trails, repair damaged trails and establish new plantings.

There is a great deal of work for the club in this. The cost of trail reinstatement and re-build is difficult to estimate. Budgets to rebuild the trail network to its current size and quality could extend to \$500,000. The manner in which the logging is carried out will largely dictate the final cost of the project.

A possible silver lining to the logging of these trees could be the opportunity to build an Upper 7 Mile zone if the upper section of the reserve is logged, and the lower section felled at a later date, or only thinned. The amenity of the area will be greatly increased as native bush is established, although it will be decades before a beech canopy can develop to provide the wet weather riding we have today.



## Gorge Road - License to Occupy Expiry.

QMTBC has a license to occupy at the Gorge Road site. This license came to an end in February 2018. QLDC has granted a new license for a year, expiring in April 2019, this may have an additional year extension depending on QLDC infrastructure requirements.

QMTBC sees the jump park as a vital asset to the club and the community and it is an important facility for athlete development in many disciplines. To this end the club is looking for new locations.

Once a new location is established, the club will need to build new jumps, install the sprinkler system and arrange any fencing/ planting etc. This all leads to high costs for relocation.

QMTBC hopes to obtain funding assistance from QLDC for this work.

Estimates for the rebuild of the park are around \$100,000.

## Maintenance

An increasing mountain bike population with a limited trail network leads to a higher concentration of traffic on trails, increasing wear and tear. High levels of traffic are needed before wear and tear becomes a major factor in trail maintenance. Overuse has become a problem of some of our most popular trails, with corrugations known as braking bumps becoming a common problem. Spreading riders out over a greater number of trails would alleviate this.

Maintenance is still required on less heavily trafficked trails, but mostly consists of just clearing deadfall, trimming vegetation, and addressing drainage issues where they arise.

This summer QMTBC engaged a contractor to be available for maintenance without a separate contract for each piece of work. This approach worked well, and we hope to extend our budget for this in the near future.

Where possible the club has chosen long term fixes to problem sections of trail. This approach can be expensive in the short term, but even in the short term gives a better experience to trail users, and saves money in the long term.

Examples of these long term fixes include the rerouting of the 'Face Melter' straight on Rude Rock. This notorious section of the trail was prone to braking bumps, the rerouted section of trail has more corners, extending the length of the trail, and will not suffer from braking bumps. Another example is a boggy section of Beeched As that was altered to include large grade reversals so there is no flat area for water to pool. Not only is this once boggy section now dry and firm, but the new swoopy section of trail is also more fun to ride.

We have found that new trails typically need more maintenance in the first few years, but become more resilient to traffic and weather after a few years of settling in.

For our current network of trails an annual maintenance budget of \$40,000 is sufficient. We would expect this to grow somewhat as we add more trails to the network, but expect the average cost per metre to decrease as our network grows.

## Land Access

Getting permission to build trails along with obtaining the funding to do so is the primary challenge the club faces. While it can take a long time, both QLDC and DoC are generally supportive of the club building trails on public land. However, the majority of the hills and mountains around the basin are leasehold land, and this means getting permission for trails is entirely dependent on the lease holder. This can be frustrating when all that stands between linking up disparate riding areas is seemingly unproductive leasehold land that the club cannot get permission to build a trail on.

QMTBC feel we have been left out of tenure review discussions in the past. In particular we are disappointed that the proposed Moonlight Trail through Mt Crichton\ Station will not be open to bikes. In the future QMTBC intends to seek the support of QLDC and agencies such as DoC and the Walking Access Commission should any land in the basin come up for tenure review.

QMTBC can improve its relationship with land managers by promptly following through with obligations like providing GPS coordinates of final trails and evidence of revegetation when required, and addressing issues such as rider/walker conflict when they arise.

## E-Bikes

E-bikes are rapidly growing in popularity, this presents benefits and challenges for the mountain biking community.

E-bikes extend the ability to participate in mountain biking to those who would not otherwise be able to. Any car or public transport journey replaced by a bike ride is a good thing, and e-bikers may be more likely to do so than traditional cyclists. E-bikes allow longer rides for the same effort as traditional mountain bikes, and can make unclimbable trails climbable.

This new- found climbing ability may encourage some riders to take shortcuts resulting in braiding of climbing trails. Promotion of trail etiquette and signs asking riders to "keep singletrack single" may be required to counter this.

Many traditional mountain bikers view e-bikes as cheating and oppose their use on trails, the QMTBC committee does not support this view and believe our trails should be open to all.

The increase in trails ridden in the same amount of time, combined with more power resulting in increased loss of traction on climbs, means that the maintenance burden per rider will be greater for e-bikes. As numbers of e-bikes increase QMTBC may look at raising the membership fees for e-bikers to cover this cost.

As the proportion of e-bikes increases demand will grow for longer, more physically demanding rides with more elevation gain/loss. Building more long rides will be important for Queenstown to remain a premier MTB destination in the future.

## Impacts of Mountain Biking

As mountain biking increases in popularity care must be taken to manage the impacts. QMTBC can play a role in educating riders about trail etiquette, promoting respect for trails and other trail users. There are certain areas in the trail network that have the potential to be conflict hotspots that are popular with both walkers and bikers.

One such area is Upper Missing Link where the mountain bike trail crosses the Ben Lomond Track. Some walkers walk up the bike track, and some bikers don't slow down for walkers. In this specific case, missing signage needs to be replaced. Signage to inform riders as they leave Queenstown Bike Park that a change in mentality is required when riding trails outside the bike park could also be effective. QMTBC can continue to promote rider etiquette on our website and social media.

QMTBC could also do more to promote the idea that is important to keep to the trail to avoid braiding and widening of the trail.

## Avenues for Funding

QMTBC is a volunteer organisation with no employees. Eight committee members with jobs and families perform all administrative functions of the club. While the club does as much as it can with volunteer labour and donated or discounted equipment and materials, building and maintaining a world class trail network does cost money. The club has the following existing and potential avenues for raising money.

### Memberships

Current annual membership prices are \$40 for adults, \$25 for juniors, \$80 for families - 2 adults, 2 juniors.

Membership goals: To increase memberships to 1000+ and maintain this level each year.

To achieve this the committee need to continue to educate local mountain bikers on the important work QMTBC does building and maintaining trails.

Introduce a membership mobile app - simplify process for members to join and renew their membership. This would significantly reduce administrative burden from volunteers.

Youth and High School subcommittees to drive membership for the next generation of riders.

### Merchandise

QMTBC raises a significant proportion of our revenue through the sale of merchandise. This has the added benefit of acting as advertising for the club to hopefully drive memberships as well.

- In local bike shops we sell trail maps and stickers to locals and visitors.

- T-shirts, caps, sweatshirts and riding apparel, sold internationally via our online store and locally in bike shops.
- We also sell merchandise specifically related to certain fundraisers. Examples of this are the Through the Loop merchandise and the upcoming t-shirts to fundraise for Upper Rude Rock.

## Registering as a Charity

The Central Lakes Trust has large grants available to charities. QMTBC has begun the process of registering as a charity by changing the constitution of our society to better reflect what we do as a club and this will become our charitable purpose when we register. CLT makes grants in the region of \$100,000 and this would be an appropriate source of funding for larger scale projects like Remarkables Ridge.

**UPDATE: 31/3/2019**

QMTBC has now successfully registered as a charity.

## Events

In 2017 the club invested in an automated timing system. This has made it much easier to run races and the club has been able to organise several successful events this summer on short notice. We are re-negotiating our license agreement with DOC to include a provision for running events without requiring further permission. This will further simplify event organisation and lead to more events. Additionally the timing system has been rented to other event organisers for \$500 per day.

Atlas Beer Cafe continue to run biannual fundraising parties on behalf of the club. These have typically each raised 5 figure sums for the club. Atlas have obtained resource consent to continue to hold these parties until at least 2021 and intend to do so indefinitely.

## Sponsorship and Donations

We have donation boxes in bike shops, at trail side, and at the airport so departing visitors can unburden themselves of New Zealand currency. After registering as a charity donations will become tax deductible.

Currently local businesses sponsor us in return for advertising on maps and signs. There is the potential to expand sponsorship of trails to increase funds raised.

## Crowdfunding Campaigns

Crowdfunding is an unexplored avenue for funding for QMTBC. Nelson Mountain Bike Club has run successful campaigns and were forthcoming with advice for us. NMTBC had a big social media push led by a high profile local athlete, Queenstown has no shortage of high profile riders as members and attracts many international athletes for their off season so we are well positioned for this. They also suggested we choose a trail that appeals to a wide

range of users and is an exciting prospect. The Upper Rude Rock project is a good candidate for this.

We will however need to be careful not to exhaust the public's goodwill and will probably only be able to run such a campaign every year or even two, so this will not be a solution for every trail.

## QLDC Funding

QMTBC is likely the largest sports club in Queenstown with close to 1000 paying members. As we have established there is a massive economic benefit to mountain biking in Queenstown, and as the Adventure Capital of the world we believe it is the town's best interest to support the club financially. QMTBC already works closely with the council for land access and is appealing to the council to help with funds to maintain our network and for funding to build more facilities on council land.

## The Future

### Goals

Queenstown Mountain Bike Club has identified the following strategic goals to guide development of mountain biking in Queenstown.

1. Build on our strengths to expand our trail network that already attracts all levels of riders from around the world.
2. Broaden our network to cater to all mountain biking disciplines to engage a greater portion of the local community.
3. Connect our riding areas into a cohesive trail network to reduce the need for vehicle trips to access trails and facilitate longer rides.
4. Provide facilities capable of hosting international events and suitable for use by professional athletes across the major disciplines of mountain biking.

### Strategies

The following strategies have been devised to help us achieve the above goals.

1. Extend existing high quality descents.

Queenstown has some excellent descents, some of which have become internationally renowned, many of these have the potential to be made longer. It is preferable to make an existing trail longer than to build a similar separate trail of the same length. Potential candidates for extension are Rude Rock, Salmon Run and many of the trails at 7 Mile.

*Goals contributed to 1, 2.*

2. Make use of infrastructure to provide more 'good value' rides.

Like much of Europe but unlike much of New Zealand, we are lucky to have high mountain roads and gondola infrastructure. This allows us to create rides that have more descending than climbing, this also creates opportunities for businesses to provide shuttle services between either end of trails. QMTBC should aim to build trails that begin in areas such as Coronet Peak, Remarkables, Ben Lomond and the Crown Range and end on the valley floor.

*Goals contributed to 1.*

3. Make use of terrain and views unique to Queenstown.

We have mountains and scenic vistas, this is what makes Queenstown such a good place for mountain bike trails. We should take advantage of this! One obvious yet untapped trail location is Remarkables and the most famous ridge in Queenstown.

*Goals contributed to 1, 2.*

4. Link existing trails to allow them to be ridden as part of longer rides or included in smaller loops.

Linking up existing existing trails is the most efficient way to build longer rides. Connecting our different riding area will create a feeling of cohesion across the network.

*Goals contributed to 1, 2, 3.*

5. Continue to provide a steady stream of new technical trails so riders constantly have a new challenge to master.

Mastering a new trail is one of the most satisfying experiences for mountain bikers. Regularly introducing new technical trails is important for the development of improving riders. More of these types of trails will be required to hold an EWS event, and fresh trails would be required past this point for Queenstown to become a regular stop.

*Goals contributed to 1, 4.*

6. Use the many water races around the district to form the backbone of a longer distance network.

In many parts of the world the majority of mountain bike trails are made up of ancient disused walking tracks that have been reclaimed for use by mountain bikers. While we don't have ancient walking trails, we do have many disused water races. These can be easily reclaimed for use as mountain bike trails, that cover large horizontal distances. Many of these are situated appropriately for linking our riding areas.

*Goals contributed to 2, 3.*

7. Build unique trails with a distinct flavour.

Flow trails in particular can fall into the trap of being quite similar to each other, this is particularly true in open terrain. Thought needs to be given to how to make each trail of this type unique to avoid building the same trail over and over again.

*Goals contributed to 1, 2.*

8. Continue to provide and expand world class dirt jump and freeride facilities catering to riders ranging from beginners to professional athletes.

A large part of Queenstown reputation as a mountain bike destination comes from professional athletes showcasing areas like Gorge Road Jump Park and the Dream Track. It is important to the club that we continue to provide world class facilities such as these.

*Goals contributed to 1, 4.*

**9. Maintain existing trails to a high standard, opting for permanent fixes over temporary repairs.**

While permanent fixes to maintenance issues are more expensive initially, they reduce long term maintenance cost, and improve the experiences of trail users.

*Goals contributed to 1, 2, 4.*

**10. Work with partner organisations, such as the Queenstown Trails Trust, to secure funding and land access.**

The Queenstown Trails Trust has a lot of experience negotiating access with landowners and raising funds for large projects. QMTBC should cooperate with the QTT whenever our interests align.

*Goals contributed to 1, 2, 3, 4.*

## Future Trail Development

This section outlines QMTBC's vision for mountain bike trail development in Queenstown for the next ten years. The proposed trails are just that, proposed. Permission has not been sought for the majority of these trails and we are not guaranteed to obtain permission for all of them.

### 7 Mile

Two upcoming events will spur further trail development at 7 Mile, the felling of conifer trees, and the construction of a trail extending the Sunshine Bay Track to 7 Mile or possibly even the 12 Mile Delta.

As stated in the challenges section above, ideally the top section of trees on the north side of the reserve will be felled first. This will allow an extension of the climbing trail to open up approximately another 80m vertical of trail. This will allow the three major flow trails (Kachong, Gravitron, and Jack be Nimble) on the north side of the reserve to be extended. These three trails have unique character (fast and flowy, lots of switchback berms, lots of jumps) and that would be continued in their extensions. There will also be space for two to three new trails in this area.

A trail extending the Sunshine Bay Track to 7 Mile would either require the DOC track climb to be made easier or a trail around the edge of the lake to Wilson's Bay, either way returning from lake level at the eastern end of the riding area would be made easier. There is unused



space at the east end of the reserve and there is potential to build trails from the new high point down to the lake, as well as extending existing trails down to this level.

Having a bike track from town to 7 Mile would mean the many tourists who rent bikes and ride out to 7 Mile would not have to do so on a busy, windy road, and many locals would chose to ride out this way rather than driving their cars.

There is also potential for a dedicated descent in the same gully as the Gold Digger trail. This would make for a nicely contained loop, and separate climbing and descending riders.

## Fernhill Bike Park

The QMTBC has been in discussion with QDLC regarding the area of land above the Wynyard Bike Park (WBP) and the native bush around the head of the One Mile Creek. This area has the Fernhill Loop Track running through it.

The Fernhill Loop (FHL) above WBP is steep and unsuitable for a dual use trail. QMTBC is looking at solutions to provide a suitable place to route a climb (uphill) trail as an alternative to this part of the FHL and to connect the other climbs we have in the area. The Fernhill Loop will remain in place for walkers. QMTBC propose to provide alternative descents to separate walkers and riders on this steep section.

There are no trails close to town with the easy climbs and multiple descent options that make riding areas like 7 Mile so popular. The FBP is an ideal location to provide a great set of trails that satisfies this demand for riders who are short on time and/or lack access to transport to go further afield.

QMTBC proposes a set of six to ten descents to cater to riders of all skill levels. This includes a number of unsanctioned trails in this area that the club plans to legitimise and adopt the maintenance of. The club also proposes a new climbing trail to access these descents without relying on the gondola or the steep access road, and two to three linking climbs between existing trails.

A trail network of this range would cost approximately \$150,000 to establish and an ongoing cost of \$5,000 per annum to maintain. The club has a dedicated and enthusiastic group of volunteers, who would work on construction of some trails in this area.

## Ben Lomond, Bowen Peak and Beyond

Beyond Fernhill Bike Park, trail development on these hills so close to town will continue. This hill is not only central to Queenstown, but is centrally located between 7 Mile and Coronet Peak.

With cooperation from the landowner we could link into Gold Digger via a trail traversing across Fernhill. In the other direction we could link from Ben Lomond to the Moonlight Track via a waterrace above Gorge Rd. This would not only complete the loop around Bowen Peak, but also go a long way to linking the Ben Lomond trails to Coronet Peak. The linking to Coronet Peak would be completed by a trail from the Edith Cavell bridge linking into Atley Terrace Track.

Trails down Horne Creek and Five Mile Creek would be descents worthy of becoming EWS stages.

## Coronet Peak

QMTBC currently has a hugely successful trail that runs above the Coronet Peak Road from the base buildings to the Skipper Road turn off. "Rude Rock" is an internationally renowned trail with hundreds of riders a week. This trail alone is a drawcard for many visiting riders.

QMTBC proposes to extend this trail such that it would start at the top of the GreenGates chairlift and take a route at the western extremity of the DoC Coronet Recreation Reserve to join the existing "Rude Rock" start. This trail would be built by the same contractor to ensure continuity.

While we would expect the same number of people to ride this trail, the need to pedal to the top would mean that each rider would do fewer laps than they typically do when shuttling Rude Rock so we would much lower maintenance costs for this trail, and a potential reduction in traffic on the existing portion of Rude Rock as well.

QMTBC is working with the Queenstown Trails Trust to gain permission through the QEII Covenant land on Coronet Peak Station for a dedicated down trail from below Rude Rock to the bottom of Dan O'Connell's track. With these trails we would have a descent from the top of Coronet Peak to the valley floor, this ride would be a major attraction for mountain bikers coming to Queenstown.

## Coronet Forest

QLDC is planning the early harvest of Coronet Forest to remove it as a seed source of wilding pines. After harvesting the plan is for walking, equestrian and mountain bike trails to be created providing a recreation resource for a large range of users.

The ridge that Coronet Forest rises to, is about 300m above the valley floor and is about 3km long. This area is large enough for a large number of trails to exist without interfering with each other. Unlike our other riding areas that have evolved over time, this would be an opportunity to plan a trail network from scratch.

The key trails the club sees forming the initial network here would be:

- An easy climbing trail from either Allen Reid Road or the Flight Park to the highest point on the eastern end of the ridge. At an easy climbing grade this would be about 5 km long.
- A two way trail from Bush Creek Saddle to the top of the above climbing trail. This would be good ridgeline trail in its own right, but also serve as an important link between Slip Saddle, Bush Creek, and the Around Coronet trails to the new Coronet Forest trails. This trail would cover some difficult terrain and may require some directional sections to get the best result.

- A selection of flow and technical descents. Grade 3 and 4 flow descents and grade 4, 5 and 6 hand built technical descents. It will be important for the flow trails in particular to have their own distinct character.
- An XCO style loop. Our trail network is lacking when it comes to cross country trails. A World Cup level XC loop would help to address this. This could fit at the lower eastern end of the forest and would be about a 5 km loop with a total of 200m climbing.

As the replanted bush grows more trails could be added in the long term to keep the riding fresh.

The time frame for logging of Coronet Forest is unclear but the Coronet Forest Revegetation Proposal prepared for QLDC shows the harvesting phase lasting for two and a half years so it is probably at least 3 years before trail construction can begin.

Coronet Forest would become a major feature in the Queenstown trail network. We would expect it would cost \$500,000 to establish the above trails and around \$10,000 to \$15,000 a year to maintain them.

## Remarkables

The Remarkables are currently underutilised for mountain biking, with the only trails being a pair of DH trails on the lower flanks and an ok descent from Ben Cruachan to Coal Pit Saddle, typically accessed by helicopter. There is huge potential for trails on our most prominent and recognisable mountain. There is the potential for extremely 'good value' rides using the highest road in the district to gain elevation, climbing for possibly another 400m elevation before descending to near lake level.

QMTBC proposes a small number of very high quality trails on the Remarkables, with a descent down Queenstown's most famous ridge an obvious priority! We also have plans for an XC loop and a rebuild of the existing descent from Ben Cruachan.

Ultimately we would like to see a multi-day ride from to Garston with huts and believe this would be a boon to other user groups such as walkers, ski tourers and climbers. This trail could also serve as *raison d'être* for the proposed Remarkables National Park.

## Our Partners

### Kelly McGarry Foundation

The Kelly McGarry Foundation (KMF) was set up in the memory of Kelly McGarry, a professional freeride mountain biker who died on Ben Lomond in 2016. The KMF organise the annual McGazza Fest around the anniversary of Kelly's passing. This celebration of Kelly's life involves bike related events for all abilities of riders.

KMF is also working towards establishing an overnight mountain biking descent that will be accessed by helicopter and include a hut for overnight use. QMTBC supports KMF in this goal.

QMTBC has also worked closely with the Kelly McGarry Foundation, holding joint fundraisers and events.

## Queenstown Trails Trust

While previous Queenstown Trails Trust (QTT) projects have been important to cycling infrastructure, they have been of little interest in terms of recreational mountain biking. Two upcoming QTT projects are of great interest to QMTBC and our members.

### Around Coronet Trail

This trail, currently under construction, will not only be an excellent full day cross country ride in its own right, it will also work as a connecting trail between the bottom of Rude Rock and Bush Creek Saddle. With future trail development in Coronet Forest this trail will be an increasingly important link between the two sides of Coronet Peak. It may also serve as a catalyst for further trail development on the lower flanks of Coronet Peak, such as the proposed Lower Rude Rock Trail.

### Sunshine Bay to 7 Mile

Currently the only way to ride from Queenstown to the intermediate level trails at 7 Mile is along the busy Glenorchy Road. With 7 Mile being a particularly popular destination for inexperienced tourists, who rent bikes and don't have a vehicle to transport them, we believe it is only a matter of time before there is a serious incident on this route. A Sunshine Bay to 7 Mile track would eliminate this risk. If built as recreational single track this trail would encourage riders to ride their bikes to 7 Mile eliminating more car journeys.

## Top of the Lake Trust

The newly formed Top of the Lake Trust aims to build recreational trails around Glenorchy with a long term goal of building a trail from Skippers to Glenorchy to link a missing section of Te Araroa, the New Zealand trail. QMTBC fully supports the Top of the Lake Trust in this endeavour.

## Project Timeline

The timing of logging of Coronet Forest and 7 Mile, along with a possible Gorge Road Jump Park relocation mean there is a lot of uncertainty past the next couple of years. Please see appendix 1 for detail on our planned trails.

## Years 1 to 2

### Fernhill Bike Park

In the next two years we plan to build a significant part of Fernhill Bike Park.

The trails we are adding here will offer good bang for buck as we will have connected trails to form loops that can be ridden in many ways. These trails are easily accessible from central Queenstown with or without use of the gondola. This will leave us well positioned to expand this trail network east into Horne Creek and towards Arthurs Point, and west across Fernhill toward Gold Digger and 7 Mile.

#### **UPDATE: 31/3/2019**

In the past year QMTBC has completed a re-route of the lower part of the Fernhill Loop and constructed an intermediate jump trail in the area above Wynyard Jump Park. Club volunteers have also extended a single track descent to give advanced riders the option to bypass the jumps when returning to town from the Fernhill Loop and Salmon Run trails. Currently volunteers are working on extending Missing Link to the originally planned finishing point on the Fernhill Loop.

### Coronet Peak: Peak To Valley Floor

In its current state Rude Rock has become world famous. Upper Rude Rock will more than double the trails length and pass through even more scenic terrain. The climb to get to the top of this trail will ensure that it remains a special ride and not something you can bang out ten laps of in a day with a shuttle vehicle. Combined with other projects this will create a descent from the top of Coronet Peak to the valley floor below.

#### **UPDATE: 31/3/2019**

QMTBC has agreed to work with NZSki to build upper Rude Rock. This trail will be mostly funded by NZSki with the club paying for links at either end to link into Rude Rock and existing DH track. Permission is currently being sought from DOC and this trail is planned to be complete for 2019/2020 summer season.

QMTBC has also been in discussion with the Queenstown Trails Trust and the management of Coronet Peak Station to build a lower Rude Rock trail linking into the climbing only trail Dan O'Connell's track. These talks are promising and hope to be able to make an announcement in the future.

### Remarkables Ridge: a New Iconic Trail

This trail will be by far the longest single trail that QMTBC has built and will possibly be the largest vertical descent in the country. The climb will provide a much needed link for summer sightseers from Lake Alta to the Shadow Basin Lookout. This scenic trail will likely become world famous overnight.

#### **UPDATE: 31/3/2019**

QMTBC has met with DOC to discuss this project and the process involved in changing the Conservation Management Strategy required for this project to go ahead. This project has not progressed any further than this.

## Years 3 to 10

If this trail building programme can be completed in the next decade, mountain biking in Queenstown will be permanently changed for the better.

In this period we are likely to see large scale felling of wilding pines at 7 Mile, and harvesting of Coronet Forest. These two locations will likely be the focus of our efforts for significant periods during this time and once we are done, will be great riding centers for riders of a wide range of ability.

Gorge Road Jump Park will likely need to be relocated in this time frame as well, which will be a major expense with little net benefit to the club. It will be exciting to see something new that matches the awe inspiring dirt sculptures that make up the current Gorge Road Jump Park.

With the proposed trail development around Ben Lomand and Coronet Peak/Forest we will be in a good position to host a 2 day EWS race with a day of racing focused around each of these locations.

Multiple descent options from high on the Remarkables will mean a wide cross section of riders will be able to enjoy some epic descents down our most recognisable mountain.

Cross country riders will be better catered for with a long day ride around Bowen Peak beginning right in town. A world cup level XCO course at Coronet Forest will be a major benefit to racers, professional, aspiring professional and amateur. A 20 km loop located on The Remarkables will offer a unique ride at altitude in a location that is unlike any other riding in the country.

If and when it is completed a Remarkables to Garston trail will be one of the great rides of the world. This trail and the associated infrastructure will be a boost to many recreational groups, not just bikers. This trail will seem an obvious idea in hindsight, but there is a lot of work ahead to make it happen.



# COMMUNITY ASSOCIATION Kelvin Peninsula

Kelvin Peninsula Community Association

Wakatipu

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## Q. FEEDBACK:

KPCA welcomes the alternative funding proposal and referendum as a means for easing the burden of infrastructure investment on ratepayers. It supports Council's commitment to zero waste and the acknowledgement that we need to act now regarding Climate Change. Council leadership is crucial to encourage the necessary changes of behaviour, particularly over reduction in use of fossil fuels and carbon emissions.

Wakatipu Way to Go is an excellent start in seeking to achieve connected public transport solutions. Kelvin Peninsula poses particular challenges given the journey time for buses. A reliable and frequent Water Ferry Service is an attractive alternative with real comparative advantages for KP residents.

KPCA opposes the proposed 25% increase in Destination Queenstown's levy. Any targeted tourism promotion will, if successful, simply add pressure of passenger numbers on Queenstown Airport. Given the widespread opposition to any increase in aircraft movements, that is both unwise and unacceptable to KPCA residents and ratepayers.





## Q. FEEDBACK:

As a Wanaka home owner I get annoyed at the spend on things primarily for the tourists, which I will hardly if at all use. To me they should be paying not me! I am talking about parking, rubbish bins etc. to cater for the bulging tourist population. Yes they are good to have around but we need to extract more money from them to cover some of the infrastructure that is required for their needs. Thanks, Tim Cookson.



# COOLMAN Helga & Ed<sup>120</sup>

Haus Helga

Wakatipu

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## Q. FEEDBACK:

We do not want funding for DQ as they never sent the motels B&B's a booking from their old website. We had to pay for 8 years and NEVER got one booking just like Doug Champion and more B&B owners. Please refer to Lakes Bulletin front page # 695 for the 15th of April.

Thank you, Helga Coolman



Mr

Wakatipu

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## Q. FEEDBACK:

Our household uses one 60l blue rubbish bag every 2 to 3 weeks. The \$4.10 cost is visible as we buy the bags. Giving every house a 140l bin that is prepaid is increasing the cost of living here even more, and will encourage more rubbish to the landfill, not less.



### Q. FEEDBACK:

Dear Queenstown Lakes District Council,  
Please find attached a pdf of a submission on your Annual Plan.  
We wish you well with your consultation,  
Nga mihi nui,  
Vicki  
Co-manager - Wellington based





# Home Performance Advisor™

Empowering New Zealanders with informed advice to help create warm, healthy homes

**April 2019**

## **Submission to the Queenstown Lakes 2019-2020 Annual Plan**

### **Home Performance Advisor Training Programme (HPA)**

The Home Performance Advisor Training Programme encourages the Queenstown Lakes District Council to employ an Eco Design Advisor to support Queenstown Lakes residents to design, build and upgrade their homes to be warm, dry, healthy, and efficient. An EDA at QLDC could lead residential action in support of the Council's zero waste ambitions and promote actions which individuals can take at home in support of climate change (insulation/curtains and draught stopping to keep heat in, efficient heating, effective moisture management strategies, efficient use of potable water and minimisation of construction waste).

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#### **Supporting Information:**

Eco Design Advisors are experts in the field of home performance advice with a robust knowledge base which draws on the latest New Zealand and overseas research. Working in councils, they advise local residents on how to design, build, and upgrade homes to be warm, dry, healthy, and more energy and water efficient. Eco Design Advisors review house plans, assess existing homes providing an personalised upgrade plan for homeowners, tenants/landlords to follow, and provide advice on how to effectively and more cheaply operate a home. Research has shown that one-to-one consultations and individualised advice is an effective way to provide residents with access to information and motivate them to make changes to their homes. Councils provide considerable value to ratepayers in offering this free service, as well as upgrading local housing stock, improving housing affordability (through reduced operating costs) and housing-related health outcomes for residents, and reducing residential demand on local infrastructure (e.g. water).

For more information, visit [www.ecodesignadvisor.org.nz](http://www.ecodesignadvisor.org.nz)

