



Community Services Bulletin

October 2023

1. REPORT OF THE DISTRICT ARTS & HERITAGE CURATOR (*Jim Geddes*)

Visual arts initiatives

Exhibition programme

Our major Gallery exhibition for September and October was **Anthony Davies: *Observer & Printmaker***. A graduate of the Royal College of Art London, Davies was also in town to conduct a floor-talk and work with local artists. Artist **Janet de Wagt** presented a very well attended floor talk on 3 September to celebrate the closing of her successful exhibition ***Songs of the Land***.

September and October saw an exhibition by the **Gore Camera Club** at Mandeville, and a heritage themed concert by **Chris Priestley & The Unsung Heroes** at the Hokonui Moonshine Museum.

Māruawai project

Stage One – Hokonui Moonshine Museum redevelopment

Final display fit-out continues within the museum as key components come to hand. Running concurrent to our display development is a fundraising momentum which has successfully garnered more than \$100,000 from community agencies and individuals. This has helped replenish our original display budget that was exhausted by Covid related increases in building and material costs. Exterior development of the building is progressing, and external graphics and signage will soon be applied.

Stage Two – Māruawai Centre development

Progress is pleasing with the redevelopment of premises at 7 Norfolk Street. We now have a fully enclosed building, and we are obviously pleased with the completed interior lining and structural fit-out. All electrical, plumbing, and HVAC service installation is also complete. The main toilet block has been successfully lined, painted, and fitted out, and floor-covering is in place. Planning for the fit-out of internal spaces within the eastern wing of the building is continuing and this process has been assisted greatly by the availability of the neighbouring Win Hamilton Wing and former library building to house back-up working space, auxiliary archive, and research facilities.

Exterior work is progressing and the space adjacent to the Hokonui Moonshine Museum carpark is being made ready for paving, planting, and outdoor furnishing. Structural provision is now in place for the installation of sculptural gates (ex-Observation Point) by Ralph Hotere.

Precinct programmes

Community engagement and education programmes

We have enjoyed a good number of tours, special interest groups, school parties and community organisations over the spring months. Given the requirement for local schools to factor mana whenua history and other local content into the new curriculum, there has been considerable engagement with local educators. To this end there has also been a significant call on the outcomes of our 16-year joint venture local research project with Hokonui Runanga. Key information from this source and the on-going research of Gore District Historical Society have combined to give significant

strength to precinct holdings, and will help resource our Stage Two display scenarios, and our many forthcoming education programmes, studio projects and community interactions.

Sample of community talks, tours and engagements (September- October)

Gallery floor talks (x 2), Community Trust South, Gore High School, Great South, Alexandra Friendship Club, Community Trust South, Gore District Historical Society, Unsung Heroes – Heritage Concert, Moa Tours, Kirra Tours.

Meetings and representations

Hokonui Runanga, Southland Regional Heritage Committee, Great South, Creative NZ, Southland Museum & Art Gallery, Wyndham Museum.

2. REPORT FROM THE LIBRARY MANAGER (Emma Sherie)

New Library Manager

The Gore District libraries has welcomed their new Library Manager. Emma Sherie comes from Westport and has been the Buller District Library Manager for four years. She grew up in Te Anau and is happy to have moved back to Southland and to Gore with her husband Greg.

Emma has enjoyed working in such a professional and well-thought-out new library build. The team have been welcoming and supportive of her. Emma welcomes all staff, Councillors and the public to pop in and see her. She is looking to connect with community members and groups who are looking to use the library space.



Celebrating Gore Library statistics

The Gore Library now has six months of statistics and are happy to be able to report.

- The foot traffic between April – September 2022 to April to September 2023 has increased 21%.
- Issues of books and materials are up 51%.
- Computer usage is up 113%.
- 95 events have happened in the library from April to September 2023 compared to 22 in 2022 over the same period.
- We have had 904 new borrowers sign up since re-opening.
- Rumā Hui, our meeting room, has been booked 78 times.

The above statistics show that we are an increasingly busy place. Foot traffic is up and when customers are here, they are doing much more such as using the computers and checking out more material. Computers are being well used and this creates a lot of work for staff as they support customers with technical issues, printing and

photocopying. Rūma Hui is being well used and staff have taken on keeping the room clean and tidy between use.

Events are well attended and there has been a large increase because of the current funded role which ceases next year in May. This current fixed term FTE is working on community engagement activities. Without them based on the above statistics staff will be very stretched to continue that volume of events and activities.



Study time

Gore Library is seeing a dramatic uplift in teenagers using the space to study for exams. The separate teen space has been popular. Teenagers have also taken the opportunity to utilise the many different spaces around the building to study.

Keeping kids safe around dogs



Aligning with Thursday's child safety 'Clued for Kids Eastern' initiated by Police and local schools. Matura library climbed on board in support by offering its amazing collection of children's books about how to read doggie body language and signs of canine behaviour. A little incentivising went a long way with 'be dog smart' lollipops

offered to young borrowers being issued dog books or DVD's. Kudos to our dog control officer Suzy who took part in the initiative, and generously provided the lolly-licks. This is a great display of Council and community organisation partnering together.

3. REPORT FROM PARKS AND RECREATION MANAGER (*Keith McRobie*)

The last month has been busy with maintenance activities, in particular mowing. We have had some disruption with staff. A long-standing staff member of 33 years left us to take up an adult apprenticeship in engineering. His replacement has recently started. On a less favourable front one of the cemetery staff has been off work since September with a broken wrist (a non-work accident) and one of the garden staff is off work as a result of complications from a spider bite.

Update on some of the ongoing and future projects:

Gore Gardens

The gardens team worked hard to get the site ready for the Rhododendron Festival which was a great success partly due to the perfect day. The crew are now focusing on the summer bedding change over which should be completed in the next few weeks.

Playgrounds and structures

The half courts at Sword Street and Oxford Street playgrounds will have full colour court markings installed on them in mid to late November. The Oxford Street court surface colours were chosen by East Gore School senior pupils and the Sword Street surface colours were chosen by the Youth Council.

New playground equipment will be installed at Ingram Place in Matakura later in the month. We are still awaiting delivery of the Dolamore Park (Supernova spinner) and Eccles Street (single bucket spinner).

Bannerman Park

Excavation work has been undertaken in the upper park in preparation of the tree hut play unit. A new play stilt fixture will be installed next to the new track and should fit well into this natural site.

The large open slope below Mitre Street has been prepared and sown out, ready for summer.

There is still some more drainage work to be completed and material pulled out of the creek this month. Once completed the last planting works will be completed. This planting will mostly be transplanted and new rhododendrons to fit in with the surrounding plantings.

Tulloch Park Stage 2 development

We are currently finalising details for the supply and local install of the new toilet/change and utility room building. We have updated quotes and details from the two NZ based suppliers, one based in Auckland and one in Gisborne. The lead time is around three months from placing the order.

Last week the court surface was sealed with a coating of asphalt hot mix. The basketball nets and backboards are now in transit, and it is expected that Plexipave will be on site in the next two weeks to apply surface marking. The court surface will be in Mataura hockey and rugby colours and was voted unanimously by the community support group.

Community engagement

We have been actively engaging with various groups, clubs, and organizations, including attending consultations, workshops, and meetings. We have met with the East Gore NPS group, Gore Garden Club, Southland Rhododendron Group, Active Southland and Predator Free Southland.

4. REPORT FROM THE EVENTS COORDINATOR (Jessica Swan)

Hokonui Culture Feast

The 2023 Hokonui Culture Feast saw a substantial increase in attendance, with an estimated 1,200 people joining us at the Gore Town and Country Club on the night. We spread the event through the Mackay room, stadium, and outside car park to stay within venue capacity limitations.

In total, we had:

- 632 responses through the Facebook event
- 16 indoor food stalls
- 6 outdoor food trucks
- 5 'other' vendors
- 3 children's activities
- 11 performances
- 1 fundraising group

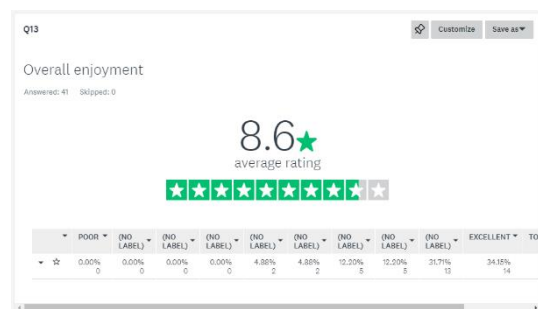


After the event we sent out a Survey Monkey feedback form to the vendors and performers via email and the public through Facebook. Overall we had 41 responses, which is the best response we've had for a post-event survey since starting them earlier this year.

The survey gave us some key statistics to present our event funders post-event, as well as valuable feedback for planning 2024.

Key figures were:

- Average overall enjoyment 8.6/10.
- 73.53% heard about the event on social media.
- Attendee location: 65.85% Gore District, 17.07% Southland, 9.76% Clutha and 7.32% 'Other'.
- 58.54% attended the event with their family.
- 46.34% stayed the duration of the event.
- 51.35% identified they would like to see a bigger event venue and more food options.
- Average score of meeting attendee expectations: 85/100.
- Average score/likelihood of attending again next year: 87/100.



Needing a bigger venue was identified by our team as a potential issue for 2024, so the feedback gained from the survey has been valuable in confirming that. Several respondents took the time to write more detailed comments for us in relation to this, with a couple of examples included below.

“It needs to be in a bigger venue. It is well supported by the community but we had to leave as it was too busy with two small children. Also more seating would be fantastic as we could not sit to eat. Otherwise it was amazing.”

“Having a family with young kids one being in a pram I found it was too packed and hard to get around so ended up leaving and eating elsewhere. So many people in the space was a bit overwhelming. Long lines and wait times for food didn't help. Shame to not try any food but still a great event.”

With this in mind, we have decided to move the Hokonui Culture Feast to the MLT Event Centre in 2024. The venue is much bigger, allowing more room for people to move about, try different foods and for us to create more seating areas.

5. REPORT FROM THE DIGITAL COMMUNICATIONS SPECIALIST

This report outlines our digital communications engagement and projects, and the reach the Council is having across its online channels.

Digital Statistics – Corporate

Website

Total www.goredc.govt.nz website users during October.



Wednesday 11 October had the highest number of daily website users – 745.

We can estimate the number of website visits was higher, given one user can visit multiple times.

The top three most popular pages for September:

1. Property search
2. Cemetery records search
3. Agendas and minutes

What our audience used to access our website:

- 49.6% mobile
- 47.9% desktop
- 2.5% tablet

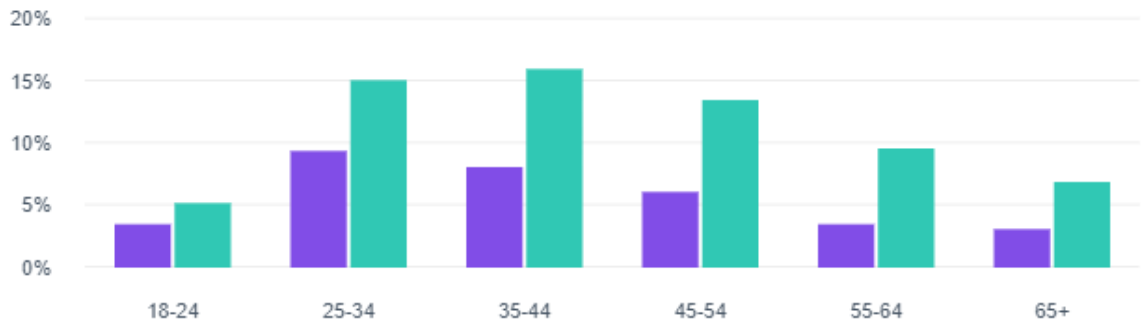
MyGore accounts: **866**

Antenno - subscribers – **2,678**, which is 40% of our rating database.




Facebook - GoreDC currently has **10,434** followers. A breakdown of the demographics of these followers as attached:

Age and gender

Men 33.70%
Women 66.30%



Below are the top three organic social posts from GoreDC in October:

	Gore's Response to Auckland Mayor Wayne Brown Thurs, 5 Oct	Post reach 200,884	Engagement 22,557
	KFC drive thru too long for your liking? Why not drive through some of our stunning nationally renowned gardens instead 🍷 Next Wednesday (25 Oct), our Ready for Living coordinator Kylie has organised another slow 'drive-through' of the Gore gardens and Bannerman Park 🚗 It's the perfect outing for those who cant walk long distances... Wed, 18 Oct	Post reach 50,931	Engagement 2,550
	#FridayFlashback to a Santa Parade from the 1950's 🎅 Yep, that's Santa riding down Gore's Main Street on a real elephant! 🐘 While we don't expect any floats quite so larger-than-life this year, registrations are now open 🙌 https://bit.ly/santaparaderegistration Make sure your club, group, school, organisation or business is part of the fun... Fri, 20 Oct	Post reach 40,763	Engagement 4,234

In collaboration with the Mayor and Hokonui Haulage Ltd, the communications team whipped up a tongue-in-cheek response video to the Auckland Mayor saying he didn't know where Gore was.


The team saw this as a great opportunity to highlight the Gore District to visitors while having a bit of fun to increase the engagement with our channel.

GO RE Gore District Council
Published by Kaitlyn Wright · 5 October · 🌐

On Tuesday [Mayor Wayne Brown](#) had a bit to say about Gore on The AM Show.

Well, in true [Gore NZ](#) fashion... we have quite a lot to say back 🍷

Massive thanks to [Hokonui Haulage LTD](#) for the tour and time, legends!



200,884
Accounts Centre accounts reached ⓘ
0% from boosted posts

200,894 organic 0 paid

22,557
Post engagements ⓘ

2,999 reactions	406 comments
2,213 on post	0 on post
785 on shares	0 on shares
299 shares	18,877 clicks
0 on post	0 photo clicks
0 on shares	8 link clicks
	0 clicks to play
	18,869 other clicks

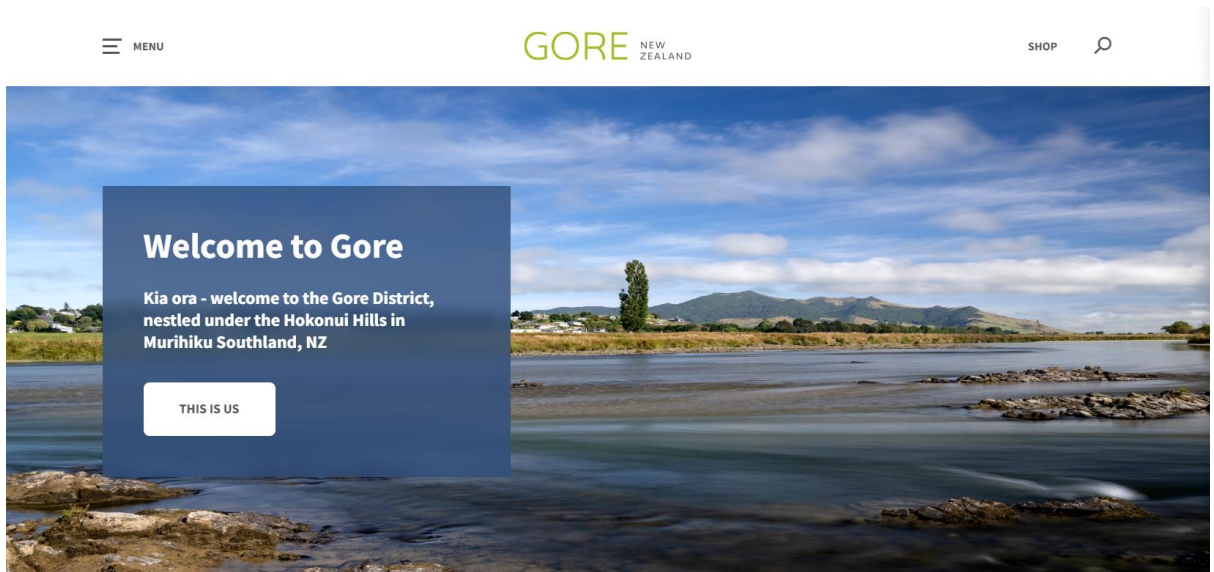
The video was also picked up by local and national news. It was the lead item on the Southland Times, Otago Daily Times and Newshub websites.

Instagram - @goredistrictcouncil has 423 followers.

We've been able to grow this following using the ability to post content cross social under Meta's Business Suite which helps with economising time when monitoring multiple platforms.

YouTube - @GoreDC has **530** subscribers.

Digital statistics – tourism Website



The top three most popular pages in September on www.gorenz.com were:

1. Gore Rhododendron Festival event listing
2. Events Calendar
3. Tulip Day event listing

It is great to see our community using our tourism website to find exciting local events and recreational activities to do in our patch as opposed to going elsewhere.

Facebook

GoreNZ currently has **4,384** followers.

Here is some of our top performing content from September:

	Gore's own Hokonui Culture Feast was showcased to NZ on Breakfast this morning! 🍷 Come along to the Gore Town & Country Club at 5:30pm tonight (Friday 13 Oct) to celebrate international music, food and performances 🍷 Entry is FREE but purchases from food vendors are cash only so make sure you come prepared. If you missed the interview with Seni...	Post reach 4,616	Engagement 897
	The annual Southland Rhododendron Festival is back for its 29th year 🌸 Come along to the Gore gardens this Sunday (29 October) and enjoy a variety of flowers, food stalls, craft stalls and entertainment These rhododendrons were captured at Dolamore Park last year by GoreNZ follower Terri 📷 Why not make a weekend out of it - visit our website...	Post reach 3,834	Engagement 479
	Laid-back moments along the Mataura River at Gore 🏞️ You can read the stories of our District, including the significance of the Mataura River, at our website 📄 www.gorenz.com/our-stories	Post reach 3,211	Engagement 358

Instagram

GoreNZ currently has **1,405** followers.



6. REPORT FROM SENIOR COMMUNICATIONS ADVISOR

Communications and Engagement Strategy

Work is underway on a new Communication and Engagement Strategy. This is a large task, which we will be breaking down into several small pieces that must be put together first. The first stage of this has been a brand audit.

When looking at our Gore brand and sub-brands, we discovered inconsistent use of the brand across the organisation. To ensure consistent and professional use of the brand, a new graphic design policy has been created to be rolled out this month. This will ensure that future applications of our brands will not only meet high standards but will have the same look and feel. This is slowly being rolled out, and we will be focusing on all new content and old content when it comes up for renewal.

We have also discovered that one of our brand fonts does not allow for the use of macrons – so we have been investigating and trialling a new font which we hope to start rolling out this month. This is extremely important as our communications and engagement strategy will need to look at our use of Te Reo and how to better implement it in our communications.

Library marketing (JPs, Reading Revolution, Storytimes, Summer Reading challenge)

As a part of the brand work, we have been building close ties with the library to help support them with design and marketing. We have created a new marketing and communications strategy for their digital screens and have been working with the team to get photos for their social media, website ad for future Library communications.

Email marketing – signatures

We have been working on a schedule of marketing for our outbound emails. The bottom of our emails provides valuable space for us to communicate with stakeholders and the public.



Tulloch Park redevelopment

Our Tulloch Park Redevelopment Let's Talk Page went live and was promoted on social media, radio and in chinwag. We have also placed the concept designs in the Maitua Library.

Council Chit Chat

In October, we began our new segment on Hokonui Radio named “Council Chit Chat”. Every 2 weeks, we are arranging for our positive stories to be told on the radio – to both build better connections with the Hokonui team and our community. Last month Keith McRobie was kind enough to be our Council guest twice as we featured the work happening at Tulloch Park as well as the drive-thru event at the Gore Gardens.



Council photos

With the election Cr Andy Fraser, it was time to get a photo of our elected members, which was done by a local photographer in October. This is the first photo in a series we will take of all elected members for the Long-Term Plan document.

