

Kaunihera | Council

Ngā Tāpiritanga – Mēneti | Attachments – Minutes

Attachments – Minutes of a meeting of an ordinary meeting of Matamata-Piako District Council held in the Council Chambers, 35 Kenrick Street, TE AROHA on 26 Mar 2025 at 09:00.

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Note: *The attachments contained within this document are for consideration and should not be construed as Council policy unless and until adopted. Should Councillors require further information relating to any reports, please contact the relevant manager, Chairperson or Deputy Chairperson.*



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Waikato**

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Matamata Piako District Council

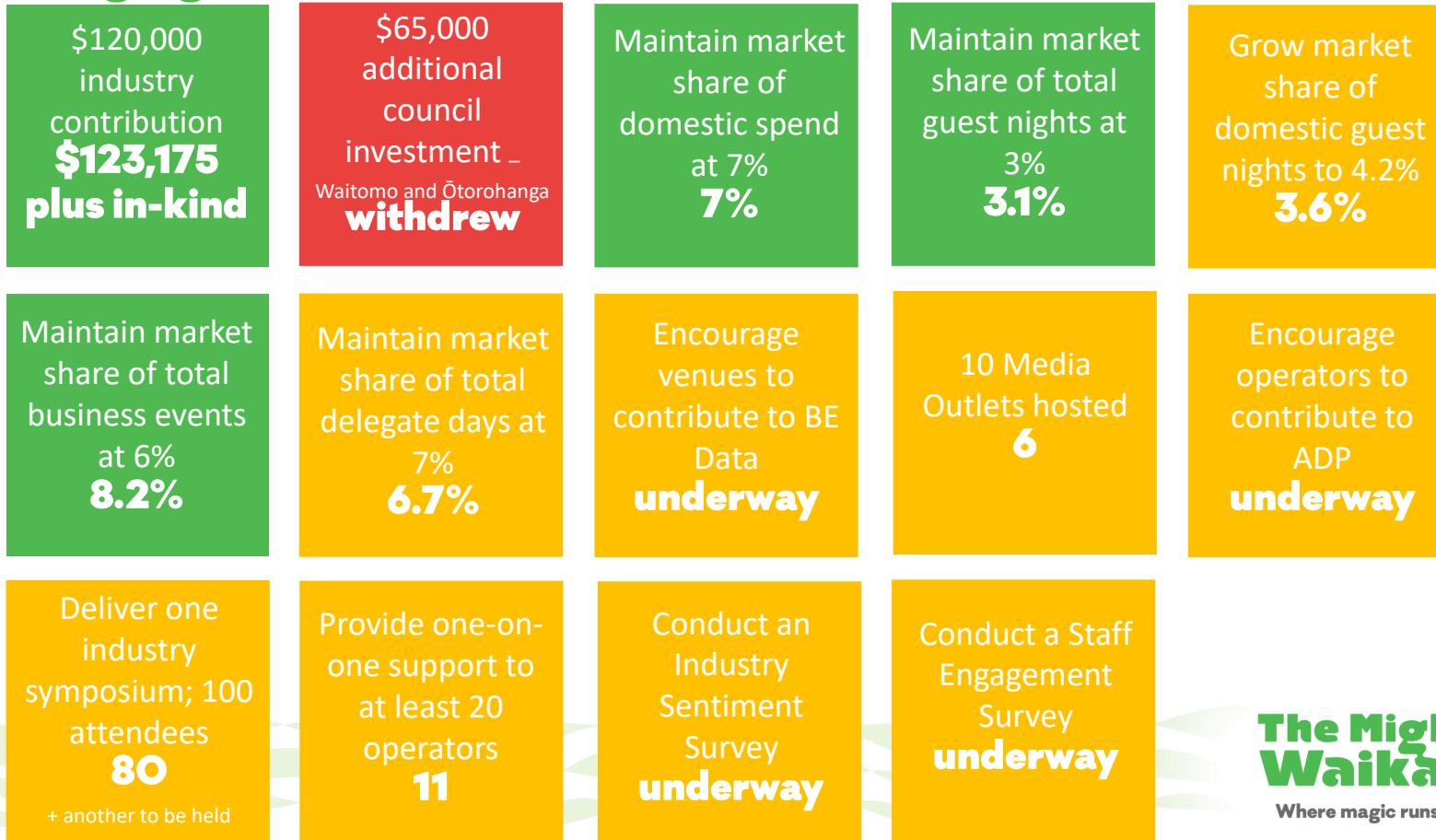
Six-month update – July to December 2024

**Hamilton
& Waikato**

Tourism

Reporting against Schedule of Services

(Jul-Dec 2024)



Get Lost – Hobbiton Movie Set



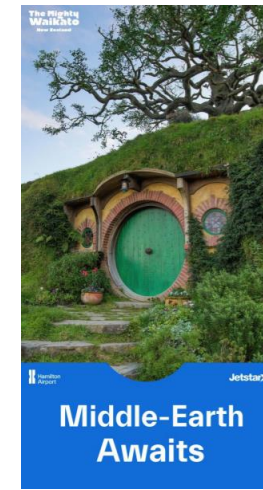
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Focus on
Australia



**The Mighty
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Australian billboards



3,220,389 impressions per week x six months
= **77,289,336** impressions in Gold Coast,
Brisbane and Sydney

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Australian activations

AIME Melbourne

9-12 February 2025

Australasia Incentive Meeting and Events exhibition; in conjunction with Tourism New Zealand and Hobbiton Movie Set



IMM Sydney

13-14 February 2025

International travel media marketplace; appointments with travel writers interested in our region



Sunrise TV

10 March 2025

Australian Sunrise TV broadcasting live from the mighty Waikato

Includes 7 live crosses

Organised in conjunction with Tourism New Zealand

RTO/IBO day

18-19 March 2025

All Regional Tourism Organisations meeting with Auckland based In Bound Travel Operators

Organised by Regional Tourism NZ



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Australian activations

<p>eXplore</p> <p>29-30 April 2025</p> <p>Trade show for central North Island trade ready operators selling to In Bound Travel Operators</p> <p>Partnership with Rotorua, Taupō, Bay of Plenty, Ruapehu, Coromandel, Tairāwhiti and Hawkes' Bay</p>	<p>TRENZ Rotorua</p> <p>6-8 May 2025</p> <p>Major travel trade show for New Zealand, showcasing trade ready product to NZ and international IBOs and wholesalers</p> <p>Event organised by Tourism Industry Aotearoa</p>	<p>Nau Mai North</p> <p>1-3 September 2025</p> <p>Taking North Island to Australia!</p> <p>All North Island based RTOs along with travel ready operators. Showcase being held in Melbourne and Sydney</p> <p>Event organised by collaboration of North Island RTOs</p>	<p>Regional Famils</p> <p>Range of activity</p> <p>Connected to TRENZ, MEETINGS, in augural flights, etc</p>
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Regional Tourism Boost Fund



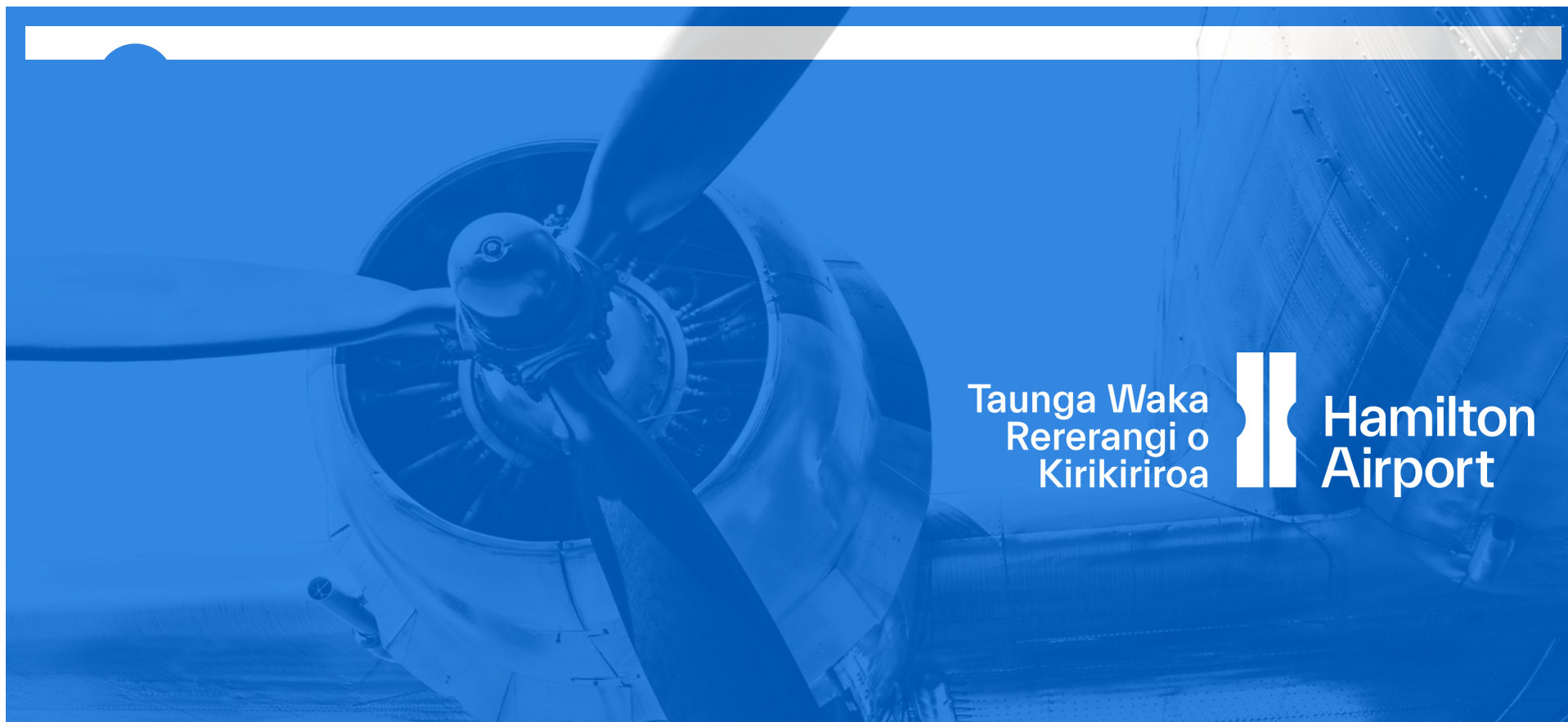
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Kia kaha

Find out more:

waikatoz.com



Council Meeting

26 March 2025

A pivotal time for the Group

**WRAL
Group
transition**

**Scheduled
aviation
strategy**

**General
aviation
strategy**

**Property
strategy**

**RTO
role**

**4.5 star
rated
hotel**



How we're performing

(Against the 2025 Statement of Intent)

PERFORMANCE

- ✔ People
- ✔ Energy reduction/Sustainability
- ✔ CAA compliance & certification
- ✔ International workstreams
- ✔ Precinct North

FINANCIAL

- ✔ Shareholder value
- ✔ Profitability
- ✔ Diversification
- ✔ Debt and banking covenants



Financial update

