



## **NOTICE OF MEETING**

**Notice is hereby given of a Meeting of the  
Child, Youth and Family Friendly Sub-Committee  
to be held in the Council Chamber,  
First Floor, Civic Administration Building,  
101 Esk Street, Invercargill on  
Monday 17 July 2017 at 4.00 pm**

Cr D J Ludlow  
Cr A H Crackett  
R Amundsen  
P Ereckson  
B McDermott  
A McSorley  
A Knowles  
G Crombie  
G Pope  
R Thwaites  
R McNeill  
H Muhl

**EIRWEN HARRIS-MITCHELL  
MANAGER, SECRETARIAL SERVICES**

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The next meeting is scheduled to be held 28 August 2017.

**MINUTES OF A MEETING OF THE CHILD, YOUTH AND FAMILY FRIENDLY  
SUBCOMMITTEE HELD IN THE COUNCIL CHAMBER, FIRST FLOOR, CIVIC  
ADMINISTRATION BUILDING, 101 ESK STREET, INVERCARGILL ON TUESDAY 6 JUNE  
2017 AT 4.00 PM**

**PRESENT:** Cr D J Ludlow  
Cr A H Crackett  
N Burdon  
P Ereckson  
A McSoriley  
G Pope  
R McNeill  
H Muhl  
G Pope (from 4.13 pm)

**IN ATTENDANCE:** M Napper – Manager Community Development  
G Crawford – Community Development Officer  
A Robertson – Communications Advisor  
L Kuresa – Governance Officer

**1. APOLOGIES**

A Knowles, R Amundsen, B McDermott, R Thwaites and G Pope for lateness.

Moved P Ereckson, seconded Cr Crackett and **RESOLVED** that the apologies be accepted.

**2. WELCOME**

Cr Ludlow welcomed everyone to the meeting. He informed the meeting that Nathan Burdon from Sport Southland was in attendance on behalf of Brendon McDermott.

**3. MINUTES OF THE MEETING HELD ON 13 MARCH 2017**

Moved Cr Ludlow seconded P Ereckson and **RESOLVED** that the minutes be accepted as a true and correct record.

**4. MATTERS ARISING**

**4.1 Membership**

M Napper introduced two new members to the Sub-Committee, R McNeill and H Muhl who were the Youth Council representatives.

**Note:** G Pope joined the meeting at 4.13 pm.

5. **GENERAL BUSINESS**

The report had been circulated and the Committee went through it together.

5.1 **101 Activities**

A short clip "Friendly 101 List" was shown to the Committee. The Committee discussed it and Ms Crawford said that a lot of positive feedback had been received about the short clip. She said that there had been two queries around the list that had now been corrected.

P Ereckson said that their agency had been using the list regularly for their clients. It had been accepted well and highly valued for the people who had been using it.

Cr Crackett said that it would be good to have more video clips to increase exposure of the list and after discussions, it was agreed that due to resources and the time that went into it, that it was better to have a video every season plus using photos to promote the list.

5.2 **Brand Update**

Cr Ludlow asked for an update on the Polyfest 2017 and ILT Kidzone events and G Crawford said that these two events had completed the branding criteria and resources including flags would be delivered to the events closer to the time. She also updated the Committee on the Smokefree event held last week saying everything went well.

M Napper said that it had been a busy time and Ms Crawford had been working hard getting the brand out there. She is promoting it with a lot of enthusiasm.

6. **URGENT BUSINESS**

Nil.

7. **NEXT MEETING**

The next meeting is scheduled to be held on Monday 17 July 2017 at 4.00 pm.

There being no further business the meeting closed at 4.36 pm.

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**TO: THE CHILD YOUTH AND FAMILY FRIENDLY  
SUB-COMMITTEE**

**FROM: M NAPPER, COMMUNITY DEVELOPMENT MANAGER**

**MEETING DATE: MONDAY 17 JULY 2017**

The promotion and development of the use of the brand continues across the city.

**Report Prepared by:** Mary Napper – Community Development Manager and Gemma Crawford – Community Development Officer

## **BRAND UPDATE**

Between 1 July 2016 and 30 June 2017 there were three businesses branded: Number 10, Ryding2Health and East Road Pets. Six events were branded plus two run by branded organizations: Kiwi Christmas at Library, Splash Palace Holiday Programme, Barnardos Fun Day, Try-Whanau Bluff, Awarua Whanau Services Smokefree Hikoi, Children's Day and Surf2City.

Since 1 July 2017, we have branded the Matariki Festival, Polyfest 2017 and all Family Friendly events held at the Public Library.

Promotional advertisements have been placed in the Southland Express – the seniors check list and the launch of the 101 list in the Children's Day focus pages. Chipmunks have used the branding in a promotion in the Southland Express and East Road Pets often have advertising in the print media and continue to use the Friendly logo on this.

Facebook Promotion: A Facebook competition for 2 tickets to the ILT Kidzone Festival on Saturday 15<sup>th</sup> July was held. Entrants had to like the Friendly Invercargill page and tell us what being family friendly meant to them. There were 35 official entries

Branded items: More wristbands have been ordered in toddler and adult size and additional balloons. Clear friendly stickers have been printed in house ready for use on posters and signs etc.

New branded items include four new flags, ready for new businesses, drink bottles and UFO Flyers. Examples of these items will be available at the meeting.

A review process has begun of those organisations and services which were branded over a year ago. This provides the opportunity for new staff at the business to be updated, successes to be identified and suggestions for how the brand can better support them to be discussed. One review has been undertaken and this opportunity proved to be very useful.

## **INVERCARGILL CITY GUIDE**

Two pages have been purchased in the Invercargill City Guide to promote the brand and the 101 fun and family friendly activities. This publication is available to visitors and others at the I-site, accommodation providers and in fact all over the city and elsewhere. A copy of the pages are printed below.

### **Locals Activity Challenge**

- **Visit the animal reserve and aviary at Queens park**  
Can you spot the Kaka?
- **Ride the hydroslide at Splash Palace**
- **Head to East Road Pets & visit the animals and reptile house**
- **Make a sandcastle at Oreti Beach**  
Complete with a moat!
- **Enjoy the array of playground equipment at Russell Square in South City**
- **Grab a bite to eat at the local Farmers market on Sunday morning**  
Take a stroll through Otepuni gardens across the road
- **Pop out to Bluff and explore the museums and galleries**
- **Count the Tuatara in the Tuatarium at the Southland Museum and Art Gallery**  
Can you stay as still as Henry?

### **Locals photo challenge**

- **Capture the Elegance of Anderson Park House**  
Can you find the Whare Whakairo behind the house?
- **The Water Tower**  
Can you fit it in the palm of your hand?
- **Selfie with an infamous Southland cheese roll**
- **Photograph the Southland Night Sky**  
See if you're lucky enough to spot an Aurora
- **Find directions at the Stirling Point Signpost in Bluff**
- **Meet the rider of the "World's Fastest Indian" at Farmlands**  
Can you find his three bikes around town?
- **Shelter under the Don Street umbrella**

**WORKSHOP**

A workshop was held on Monday June 6 2017.

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