

**BEFORE COMMISSIONER ON BEHALF OF
THE CENTRAL OTAGO DISTRICT COUNCIL**

IN THE MATTER of an Proposed Private Plan
Change 13 to the Central Otago
District Plan

BY **RIVER TERRACES
DEVELOPMENTS LIMITED**

Proponent

**EVIDENCE OF JOSIE SPILLANE ON BEHALF OF HIGHLANDS
MOTORSPORT PARK (SUBMITTER 144)**

**GALLAWAY COOK ALLAN
LAWYERS
DUNEDIN**

Solicitor on record: B Irving / DA McLachlan
P O Box 143, Dunedin 9054
Ph: (03) 477 7312
Fax: (03) 477 5564
Email: bridget.irving@gallawaycookallan.co.nz
Email: derek.mclachlan@gallawaycookallan.co.nz

INTRODUCTION

1. My name is Josie Spillane. I am the Chief Operating Officer of Highlands Motorsport Park (Highlands). I am responsible for the overall management of the Highlands business. This includes operational functions as well as being responsible for the commercial success of the business.
2. I have been employed at Highlands since 2013. From 2013 to 2016 I held the position of Business Development Director, since 2016 I have been the COO and now have responsibility for four companies under Tony Quinn's ownership in New Zealand, including a second circuit, Hampton Downs in the Waikato.
3. I have a Bachelor of Commerce from Otago University.

BACKGROUND AND EVOLUTION TO DATE

4. I was not involved in the original resource consent application process. That was managed by the previous owners of Cromwell Motorsport Park Trust Limited ("CMPTL"). Tony Quinn purchased the company with the resource consents already in place in 2012. When Mr Quinn purchased it his vision for the park was to develop a world class tourism facility with elements of racing, vehicle development, testing and promotion. To date all these elements have become a reality with the Park still evolving as new activities and opportunities arise.
5. In 2012 we began construction of the Motorsport Park. This took 12 months to complete. The Park opened for the first time in late March 2013. At that stage we had the Museum operational and were operating two circuit experiences (the Suzuki Swift Your Laps and Porsche Fast Lap). The park has now been operational for just over 6 years. In that time we have gone from strength to strength.
6. We now have 7 circuit activities and have completed development of the control tower building. We also offer driver training opportunities such as our Winter Drive experience which gives members of the public an opportunity to learn how to deal with winter driving conditions from our professional drivers. We have also extensively developed the off track activities. Our Go Kart track opened with 16 karts, we now have 27 karts to keep up with demand. We also have a communication skills based buggy adventure, mini golf, Gasoline Alley, Sculpture Park, wine cave, National Motorsport Museum and café.

7. Filming on and around the track is also on the increase as is the demand to use the track for testing by automotive and tyre manufacturers. We have recently become the training and development base for Paddon Rallysport. The base employs at least 5 full time staff. We have been a stage venue for the Targa Rally and often national car clubs will use us as a stop on their car tours doing a lap of the track and spending time in the museum as well as our other activities.

8. Day to day operation of the park has seen an increase in numbers as the facility becomes recognised as both a domestic and international destination for tourism. The Park is getting busier each year especially in the holiday weekends and school breaks. Our customers are a combination of domestic and international tourists. Winter is also becoming busier as we are an alternative for families when the ski fields are closed. Since 2013 we have been the number one activity in the Cromwell region, on Trip Advisor and while many other businesses have begun since we opened, we still have the number one spot. This is something we are very proud of.

9. Obviously Highlands was also established to hold large Motorsport Racing events. Since operations began we have run or been host to the following events:

| Event | Duration (days/ hours) | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|-------------------------------|------------------------|------|------|------|------|------|------|------|
| Highlands 101 - | 4 days | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| Festival of Speed - | 3 days | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Targa Rally – Stage Host | ½ day | | ✓ | | | | ✓ | |
| Silverfern Rally – Stage Host | ½ day | | ✓ | | | | | |
| MSNZ | 4 days | | ✓ | | | | | ✓ |

| | | | | | | | | |
|-----------------------------|--------------------------|--|--|---|---|---|---|---|
| Summer Championship meeting | | | | | | | | |
| NZ Endurance Championship | Days | | | | | | ✓ | |
| TOYOTA FESTIVAL | 2 Days | | | | ✓ | | ✓ | |
| Highlands Sprint Series | 4 days (throughout year) | | | ✓ | ✓ | Y | ✓ | ✓ |

Table 1: Table summarising the Tier 2 Events held at Highlands. Please note this does not include Tier 2 days that are not events.

10. These events are an integral part of the Highlands operation allowing the track to be recognised as a credible racing venue and promoting it to people who wish to experience a track that is used for real racing. Shane Van Gisbergen (v8 Super car driver), Mark Webber (F1 Champion) rate it as the best motor-racing circuit in the world.
11. The MSNZ Summer Championship and the Festival of Speed are our two biggest events. Each running for 3-4 days. Day one is for practice and qualifying and days 2 and 3 (and sometimes 4) racing. The Summer Championships an International event attracting competitors from all over the world via the Toyota Racing series (TRS). The Festival is a domestic event that has some international participation. Practice is done in sessions with each class getting a chance to get on the track. Qualifying is for the purpose of organising the start grids for racing. The race days see a variety of race structures from short races to a 3hr race. Competitor numbers for the events are typically around 110 for the NZ Summer championships 140 for the Festival. Each team typically gets 8 competitor passes per event which is for their crew.
12. As these events take place during the spring/summer season we have around 35 staff employed and they are supported by around 100 volunteers. Volunteers are often provided by local community groups who use it as a fundraiser. Highlands make a donation to their organisation in exchange for their assistance.

13. Our events are heavily family orientated. We offer free family entertainment throughout the events and all children under 16 can enter at no charge. Events are also seen in a post-production show televised in New Zealand, Australia and further afield.
14. We use the events to promote the region. For example, during events such as the 101 we take a number of Australian drivers on a day of activities around the region. It generally includes activities such as a Helicopter tour, mountain peak golf, jet boating and skydiving. A short video of the drivers participating in these activities is produced and screened in NZ and Australia. This provides some excellent promotion for Highlands and the other adventure activities that are featured, not to mention the region. We have done this for the 5 years of the 101 and are also doing it for the MSNZ Summer Championship meeting for the international drivers..
15. Attached at Appendix 1 is a copy of a Visitor Survey Analysis Report prepared by the Central Otago District Council for one day of the Highlands' 101 held in November 2014. This report provides some insight into the impact that these events have on Cromwell.
16. Highlands is now renowned for being able to attract big crowds. The crowds that attend our key events are second only in size to the Super Car events in Auckland. This has led to Highlands becoming the venue for 2 Championship events (New Zealand Summer Championship and New Zealand Endurance Championship). There are 8 venues vying to hold these events and Highlands is the only venue that has secured both the opening of the MSNZ Summer champs and the grand finale of the NZ Endurance Championship¹.
17. This year a new race category will be launched in New Zealand - Touring Car Racing (TCR). Highlands has been chosen as the launch venue (as part of the Summer Championship). We have been chosen because of our ability to deliver something different that attracts a wider range of spectators. An example of this is our Kamikaze bus. As part of the Highlands 101 in 2017 we teamed up with AJ Hackett Bungy, using their Bungy Bus to take 40 people on laps around the track whilst our fleet of high performance cars ran hot laps. In the bus we had Shane van Gisbergen and Red Bull athlete Mad Mike 'commentating'. This allowed members of the public

¹ That being the NZ Endurance Championship in 2018 and the Summer Championship in 2019. The 'Motorsport year' runs from 1 July – 30 June, although most racing occurs October – April due to weather. The events identified in Table 1 above are based on standard calendar year.

to feel as if they were part of the racing. This initiative was a great success, attracting a lot of news coverage.²

18. Since being identified as the launch venue for TCR, the event promoter has advised that race manufacturers want to utilise the venue in the week leading up to racing for their own promotional events and activities. As a result we have set aside the entire week at Highlands for those activities and are currently working through the logistics of this. This is a demonstration of how events can result in significant spin off benefits for the District and how unpredictable demands on our facility can be.
19. In my view, our ability to attract events is in part because of what we offer at Highlands, but a big part of it is also our location and the wide range of other activities that guests have access to when they come to Central Otago. Neither of these features can be easily replicated.
20. Outside of our main events we hold a variety of other events. In 2014 we were the host for a Special Stage of both the Targa Rally and the Silverfern Rally. Every second year we also host the Toyota Festival which is a celebration for Toyota Car Enthusiasts.
21. We have hosted numerous new vehicle launches. The most notable of these have been the 4 day 2018 Holden Commodore Launch and the launch of the Aston Martin Vulcan. I discuss these in greater detail below.
22. We have also had a couple of filming's here at the facility that have been expected to produce noise levels above the district plan limit. We have accommodated these activities within the consented 16 Tier 2 Days. When this occurs the higher noise levels are typically for short periods. We have also had other opportunities such as manufacturers' testing at the Southern Hemisphere Proving Ground bringing their vehicles to the park for a wider range of testing.
23. Since 2016 we have run a small sprint series. This has involved 4 Tier 2 days. This has proven to be a successful event, and allows people new to the sport, or locals who can't afford to travel the opportunity to race on the Highlands circuit in an affordable way. We don't use the entire circuit for this event, which allows us to charge less and for our competitors it means they can reduce their running costs.

²<https://www.tvnz.co.nz/one-news/sport/motorsport/highlands-park-raceway-unveils-latest-high-adrenalin-attraction>

24. Under our new consent (RM150225) we have the ability to establish a Rally Cross track on the bare land adjacent to the Chaffer Beetle reserve. This would provide an area for off road activities including a proving area for testing and evaluation of vehicles by manufacturers as well as vehicle launches. We have also had interest from local 4x4 clubs who would like to hire this area for training days under controlled conditions. These activities can all be done well within the district plan noise limits as they are non-competition vehicles. We would also like to run Rally Cross events which will be a Tier 2 activity. So far, we have not chosen to develop this part of the track, but it remains a possibility as we continue to evolve our offering.

Tourist Activities

25. As I have set out events are an important element of the Highlands' operations. Using the race track for true motorsport racing helps create a sense of excitement and legitimises the track in the eye of the public. This means that customers want to come to Highlands to have a go on a 'real life race track'. Without the race events our other service offerings would not be as successful, particularly the tourism products. However, it is the other activities, particularly our various tourist/entertainment products that are the real engine room of Highlands. At this point in time these products include:
- (a) Highlands Taxi – up to 4 people taken on 2 laps of the Highlands circuit in a Porsche Cayenne. The first lap allows customers to learn about the track and its features, the other is a hot lap;
 - (b) Fast Laps in the Exotic Sports car (currently a Ferrari, but previously has been a Lamborghini and McLaren), Porsche or V8 Super Car – 1-2-3 laps around the track at pace;
 - (c) U Drive options in a Radical SR3 or Mustang where customers drive themselves. The first 2 laps are instruction laps where a professional driver skills each customer up. From there the customer has 5 laps to test their skills, with our professional driver in the seat beside them;
 - (d) Corporate drive experience – aimed at the Corporate and Incentive market we provide a fleet of Subaru WRX's for a driver experience. It is a skill based activity;
 - (e) Safari Buggy Adventure;

- (f) National Motorsport Museum;
- (g) Mini Golf; and
- (h) Go Carts.

Typically we see 45 – 50% of patrons add an activity to their visit, either they are viewing the museum and add on another experience such as a Taxi Ride or the Go Karts. Or they have come for a specific activity (say the go-karts) and add a ticket to the museum or a track based activity. We have seen a 30% increase in group business year on year.

Highlands GT Club

- 26. The model for that Club has been inspired by American tracks that have a similar club system. It is a like a Golf Club for cars in that you pay a joining fee and annual track fee to gain use of the track. Members have the right use the track on up to 80 days a year. When members arrive on any given day they sign in and are instructed about the track conditions and any additional information they may need. They can then head out and complete as many laps as they wish. Sometimes this will be only a few laps before members retire to the members lounge to relax. Other members will do 20-30 laps in a session. To do this it is not necessary for Members to book a time. They are able to use the circuit on most days – subject to events or private hires.
- 27. The club is not just about driving cars. Each year we hold a members' gala day followed by a black tie dinner – these events can be at Highlands or at other facilities. Outside of the track we run 4x4 events, ski days, international trips, driver training, wine tastings and other activities for members. After we opened members asked for more opportunities to meet and network with each other. To facilitate this we hold 'members days'. Members Days are no different to the day to day members nights other than they are planned so members can catch up. On average these take place once a fortnight. These are in no way a race day as members come and go as they please, are only trying to better their own times on the track and there are no permit requirements. We also offer driver training on these days with our professional drivers.

Vehicle Testing and Filming

- 28. One of the original ideas for the track was to provide a vehicle testing and filming facility. As part of the track construction we developed a purpose built tree lined

section of 'road'³. This allows car companies to film in relative seclusion and without incurring the considerable costs associated with road closures and traffic management. As a result Highlands is becoming an increasingly popular location for filming advertisements. The surrounding trees provide an easily adaptable environment that appears to be just about any location in the world. This allows filming to be done for multiple markets in the one location. Our facilities also complement those available at the Southern Hemisphere Proving Ground ("SHPG") on the Pisa Range.

29. We have hosted static car commercial shoots, and moving productions. Most shoots have upwards of 100 people involved comprising crew, production team and actors. This has flow on effects for the local economy both in terms of employment during these shoots and business generated from crew accommodation and so on. It is a significant industry to bring to the area. One example of the lengths that these shoots can go to – in 2013 a shoot required a 'spring' landscape. To facilitate this the production crew purchased 100's of daffodils and one by one installed them in the grass verge around the section of track. I was not yet employed at Highland's but I understand it was quite a spectacle with a large group of people crawling along the ground sticking daffodils in the ground.
30. Vehicle and tyre testing is another growth area for us. We are continuing to work hard to attract what are mainly international companies to utilise our facilities when they are here over winter testing in the snow. They use the track for cold temperature brake checks, slalom and tyre noise tests. Our irrigated skid pad also provides an opportunity to complete wet brake testing and the off road section of the track allows off road tests to be completed. On a number of occasions manufacturers have brought new vehicles to the park during the night, completed some road testing and then returned back to the SHPG. For obvious reasons the manufacturers are extremely sensitive about privacy when testing and developing new models. The track provides the requisite level of security for them. Once again this activity attracts more people and business to the Cromwell area.

Promotional Events

31. We are continuing to develop the profile of the Park for commercial activities. We have been the launch location for multiple car manufacturers including the likes of Aston Martin, Bentley UK, Peugeot and BMW, Holden, in fact every major

³ Attached at Appendix 2 is a copy of our Track Map

manufacturer selling in the NZ market with the exception of Mercedes (to date at least)

32. I think it is useful to discuss two of the vehicle launches we have held at Highlands to give a sense of the scale and profile that they give us, and the Central Otago District:
- (a) Aston Martin Vulcan: The Vulcan (purchased by our owner Tony Quinn) is one of only 24 worldwide and the only one in the Southern Hemisphere. The launch of the vehicle ran from Thursday-Sunday and received coverage on all of New Zealand's news networks (across TV, radio, web and print platforms) and coverage in Australia and the UK. Aston Martin Australia and UK both contributed to the launch and sent numerous international guests who stayed in the area for it. A video from the launch is available on Aston Martin's YouTube channel⁴.
 - (b) Holden Commodore – Holden used Highlands for the New Zealand dealers and media launch of the 2018 Commodore. The event ran for a week with guests and media staying in both Cromwell and Queenstown.

The value of the profile gained through these types of events and the attention they grab cannot be underestimated.

33. We have secured the rights to promote Scott McLachlan's Book Tour in New Zealand this year. Highlands will host the final event of this tour which will garner both local and international media attention given Scott's profile. We will be utilising this to promote both Highlands and Central Otago.
34. We have also hosted field days showcasing dust suppression and grass growth products. Other commercial promotions have included events associated with the BMW NZ Golf Open. This involved entrants in the Pro-Am being flown to Highland's to compete in a Golf v Rugby v Cricket event. We obtained a resource consent for up to 6 helicopters to land at the site on that day. Sports personalities including Jeff Wilson, Nathan Astle, Andrew Mehrtens, and Shane Warne were in attendance as was a large media contingent to cover the event. A short video was produced as part of the event and screened internationally. We repeated the formula again in 2018

⁴<https://www.youtube.com/watch?v=UyQsUMWcnpw>

with Michael Hendry, Ricky Ponting, Stephen Fleming, Michael Campbell and Haddon Paddon. This event was broadcast to over 80 countries worldwide⁵.

35. Events such as this promote Highlands and the Central Otago District very effectively and to a wide audience. We were chosen by Tom Cruise to thank his team when they were filming Mission Impossible in the region – they hired the circuit for half a day for 18 of their team and participated in all our products!
36. Highlands has also been utilised as the end point for driving tours by Car, Motorhome and Motorcycle Clubs. Often people from these events will stay in Cromwell for at least a night. We have also hosted an all age's triathlon using Loch Ness and the surrounding track area and other 'non-vehicle' related activities. For example during the summer months the local cycle club uses the track for a training session. This provides a safe alternative to the road.
37. This year we have also been confidentially approach by a Fashion Event about the possibility of utilising the Highland's Museum for this event next year. Whilst the details of this are still to be worked out we are really excited about the opportunities to showcase another Central Otago asset in amongst our race cars. We see this as an amazing opportunity to utilise our venue to increase awareness of another iconic Central Otago event and product. This is an example of how new opportunities can crop up, seemingly out of nowhere. We are very concerned that we may be unable to capitalise on these opportunities if our activities are curtailed, or unable to evolve as a result of the proposed River Terraces Development.
38. Finally, we have also been approached by the NZ Sheep Breeders Association for 350 people in 2021 and Rotary District 9980 Conference for 350 in 2022, we provide a world class facility that supports Cromwell being able to attract these large events.

Community events

39. We have sought out opportunities to contribute to the Cromwell Community. So far this has included holding a Christmas in the Park concert and a free Easter egg hunt. Christmas in the Park is a free community event which involves the local schools and performance groups. After a reasonably small start in 2013 the event grew strongly and is now part of the build up to Christmas festivities in Cromwell. We took a break in 2018 but look forward to returning it to the calendar as a bi-annual event. The

⁵https://www.nzherald.co.nz/sport/news/article.cfm?c_id=4&objectid=12003838 (Please note I have attach a copy of all the articles I refer to in this evidence at Appendix 3.

event typically attracts around 800 people and performers of all ages. The Easter egg hunt is also hugely popular and something that we will continue to do. We also now, host the battle of the year sixes. This involves the Year six classes of Cromwell Primary and Goldfields Primary school coming together for a day's activities at the park including free go-kart rides for everyone as they compete to be the fastest year 6 class of the year.

40. We host Camp Quality every year, where 30 kids and their support people come for a day's activity at Highland's. We include our members who host them in their cars, they participate in go-karts and we give them a day of memories they can keep forever.
41. We support the local Rugby and Hockey clubs with player of the day certificates that include a Free Go-Kart for each player of the day – there are over 600 certificates that we issue each year for this.
42. As a business and a member of the Central Otago community we are always looking for and being approached with new opportunities. Some of them work and some of them don't, what is almost certain however is that there will be things that we haven't thought of yet. The Park needs to be able to continually evolve to adapt to and meet customer demands. The original consent and our current resource consent has provided us with a good platform to allow us a reasonable level of flexibility to do this, but there will inevitably be things that come up that do not fall neatly within the existing conditions. We have significant concerns about the potential for a high density residential development in such close proximity to ultimately curb our existing operations, but also preventing future evolution which will be critical to the ongoing success and viability of Highlands.

HIGHLANDS INNOVATION AND TECHNOLOGY PARK

43. Adjacent to Pit Lane, and accessed off Cemetery Road is the Highlands Innovation and Technology Park. This has involved the development of 70 sections to provide for residential, visitor accommodation and light commercial activities. Whilst there is a residential component it is linked directly to the Park and requires small scale motorsport related commercial activity. Can't find the consent sorry!
44. The development has been highly successful and a number of small businesses have developed in association with or as spin offs from the Park. For example:

- (a) Specialist vehicle upholsters
 - (b) Car detailing
 - (c) Race car equipment sales
 - (d) Race teams including Paddon Rallysport and Touring Car Racing
45. Within the Innovation Park landowners have developed a range of properties. They cannot have living spaces on the ground floor (unless further consents are obtained). The ground floors are predominantly devoted to business space or what we have called 'Man Caves' or 'Garage-mahals'. Many of the properties are also included as part of our serviced apartment offering which allows guests to 'stay and play' at Highlands. These facilities provide accommodation in the lead up and during our race events.
46. Despite the inextricable link between Highlands and the Innovation Park we have had some management challenges where purchaser's expectations have differed from reality. Properties in the Highlands Innovation and Technology Park are subject to an encumbrance that places a range of restrictions and controls on them. This includes a no-complaints obligation with respect to Highlands.
47. Since the Innovation Park has been established it has become clear that not all real estate agents are good at making purchasers aware of the obligations they are subject to, Nor are people overly good at understanding the implication of this in 'real life'. To try and address this I have done two things:
- (a) A letter is provided to the agents to be included in their disclosure documentation specifically highlighting the encumbrance and the key obligations; and
 - (b) Adopted a process of requiring applications from a purchaser (before settlement) to become members of Highlands and in most instances I meet with the new purchasers where I discuss with them the specific terms of the encumbrance and the effects of it on them. Where a meeting is not possible this will be done by telephone.
48. I am very concerned that we will experience similar issues with the covenant at River Terraces. This which effectively transfers the obligation to manage this issue from them to us. It is already a significant commitment in terms of time with only 70

sections. Trying to do the same for 900 sections next door will be completely impractical.

HISTORIC OPERATIONAL ISSUES

49. It is useful to set out the background to the establishment of Highlands as it appears today. As previously mentioned Highlands was not the organisation that sought the original consent to develop the Motorsport Park. The original consent was sought by the Cromwell Motorsport Park Trust. The original application sought to establish and operate the following:
- (a) Vehicle proving and testing facilities;
 - (b) Commercial park (now known as the Highlands innovation and technology park)
 - (c) Driver schools and training facilities
 - (d) Tourist activities
 - (e) Corporate activities including promotions and driving schools;
 - (f) Venue for filming of commercials and films
 - (g) Motorsport.
50. It was proposed to construct the following:
- (a) A 3.7 kilometre sealed track with an overbridge
 - (b) Vehicle and driver testing facilities (e.g. freeze pads, skid pads, hydroplane test areas);
 - (c) Noise mitigation bunds/fences, landscape planting and security fencing;
 - (d) Spectator viewing areas;
 - (e) Parking areas with associated amenity buildings;
 - (f) Sponsors' and advertising signs within the site;
 - (g) Access to both Cemetery Road (Commercial Park and pit) and Sandflat Road (vehicle testing facilities and spectator access).

51. Resource consent was granted by the Council and appealed by some submitters. By the time the matter was heard by the Court the appeal was confined to the Motorsport aspect of the proposal and the number of 'race days' that would be allowed. Cromwell Motorsport Park Trust sought the ability to have up to 28 race days by the 7th year of operation. The Environment Court ultimately determined that 16 race days was appropriate.
52. It would be fair to say that what Highland's ultimately built was a somewhat different 'vision'. Highlands, as it has developed is at its core, a tourist and membership facility. All of the elements of the original consent have been developed, but the tourist activities are the central focus of the facility. The other components such as vehicle testing are secondary.
53. Following the park becoming operational in 2013 a lot of lessons were learnt and a lot of evolution took place. Through 2013 and 2014 we were facing a number of complaints about our operations and whether we were conducting 'race days'. There was significant ambiguity in the consent conditions that created confusion for everybody. This was consuming a considerable amount of time as we responded to the various questions from neighbours and Council as they sought to determine whether we were operating in accordance with the consent conditions. By 2014 it was readily apparent that some of the existing conditions needed to be changed to provide greater clarity for us, the community and the Council.
54. That led us to prepare and file an application for a new consent. Prior to filing the application we undertook some reasonably extensive public consultation including public meetings and drop in days. We used these to discuss what we wanted to achieve and listen to the concerns of residents surrounding us. This helped inform our application and provided us with valuable feedback that we were able to apply to our operations to reduce the effect of our activities.
55. During the consultation we tested the possibility of increasing the number of event days. The feedback from the community on that issue was emphatic. It was clear that any application to increase the number of event days would be met with significant opposition. As a result of that we did not seek any further event days.
56. The new application did include some new elements, such as;
 - (a) Provision for helicopter landings;

- (b) Provision for special interest vehicles during Tier 2 days;
- (c) Greater flexibility for event notification etc; and
- (d) Rally Cross track

57. Following a hearing our new consent was granted. We have since surrendered the relevant parts of the old consent. Since that time we have been able to operate more smoothly. I attribute this in large part to the common understanding that was able to be built between us, the community and the council through the re consenting process. We have also been more proactive in trying to respond to issues raised such as taking steps to tweak specific vehicles to reduce tyre squeal etc. We like to think that over the last few years we have been able to establish a level of trust with the existing community that provides us with a very strong positive social licence to operate. However, this is inevitably something that could be eroded or lost.

COMMERCIAL CONSIDERATIONS

58. Highlands is not just interested in our own commercial success. Mr Quinn would not have spent the money that he has (in the order of \$32 Million to date) on orthodox commercial investment principles. This is very much a passion not just for motor racing but also for the region.

59. However, operationally the business does need to stand on its own two feet. Part of this is being able to develop and evolve the business into the future. We know from our experiences with the old consent and the re consenting process that reverse sensitivity issues and fractious relationships with neighbours are hugely costly both in terms of time and money. The compliance issues and re consenting process cost us in the order of \$750,000. Most of those costs arose due to the complaints from 2-3 landowners. I can only imagine the costs that could be incurred with thousands of residents in such close proximity. For that reason the proposed rezoning is a huge concern to us.

60. The lack of clarity under the old consent led us to decline or abandon some events and commercial opportunities. These decisions were influenced by the complaints that we were responding to at the relevant time and a desire to 'avoiding kicking the hornets' nest'. That is the effect of reverse sensitivity. They are difficult to predict or quantify in advance and they are insidious. They could ultimately suffocate our business. We closed our restaurant on site because of these issues – ultimately

complaints and the constraints imposed on us to address these issues meant that aspect of our business could not operate profitably. Given that we closed it and the building was sold and moved off site. .

61. The proposal by Winton Partners to offer a no complaints covenant is viewed with scepticism by Highlands. We are concerned about having the costs of enforcement transferred to us and with the practicality of actually enforcing a covenant. It seems to me that it will be very difficult for the Council to distinguish between complaints that may be controlled by the covenant and complaints that may fairly relate to breaches. Our previous experience has demonstrated that people perceive noise very differently and it can be difficult for lay people to distinguish between noise that is audible to them and noise that is in breach of a consent condition. This leads to a large number of complaints that inevitably get referred to us to respond to whether fairly or not. The costs in time and money, along with the operational risk of this will be significant.

EXPERIENCES FROM OTHER MOTORSPORT FACILITIES

62. Obviously Highlands discusses these issues with other motorsport venues in New Zealand. It would be fair to say that concerns about reverse sensitivity are a common theme for many of us, and there are a number of examples where this has played out.
63. Ruapuna has recently been forced into an extensive resource management process (establishing a site specific zone) that has resulted in significant constraints on their operations. This was largely due to new people moving into existing dwellings without doing their homework. Historically Ruapuna had almost no controls on their operation giving them a high level of flexibility to operate. They now need to accommodate the following controls:
- (a) No race vehicles on Monday's. They are restricted to road car driver training and events such as running or cycling.
 - (b) Between October – March there must be at least 10 'quiet weekend days' – this has essentially forced the track to close on these days because they are unable to carry out any viable activity within the limits.
 - (c) They must close over the Christmas and New Year period.
 - (d) Drag racing is restricted to 5 days per year.

(e) Activity is restricted to 9am-6pm, except for 5 days per year where activity can continue till 8pm.

64. From my discussions with Ruapuna it is clear that the new restrictions have had a significant impact on their flexibility to accommodate activities. Whilst the overall number of days is not overly problematic, it is the combination of controls that limits their flexibility and thwarts their operation.
65. Similar issues have also arisen for Manfield in Fielding and at the Pukekohe Track.

SPECIFIC RESPONSES TO RTDL EVIDENCE

66. I have reviewed most of the evidence filed on behalf of RTDL. For the most part the expert witnesses engaged by Highland's will respond to that evidence, However, I wish to make some comment in relation to the evidence of Mr Meehan.
67. At paragraph [18] of Mr Meehan's evidence the states that he can secure and develop land development opportunities which are not immediately obvious to other developers. I would suggest that many successful developers have looked at this land for a residential opportunity, and very quickly discredited it due to the nature of the surrounding activities and the poor amenity outcome that will inevitably result. The Council itself rejected this area for residential development when it granted consented to Highlands in 2007. Many of the submissions against the original Cromwell Motorsport Park Trust proposal were on the basis that this area should be kept for residential development. This was not considered viable option because of the existing Speedway. Subsequently. \$32 million dollars has been invested in Highlands. I consider Mr Meehan's criticism of 'Councils' set out in paragraph 26 to be entirely unreasonable in this regard.
68. Considerable time in Mr Meehan's evidence is devoted to discussion of affordable housing. Providing more affordable housing is an admirable goal. However, it is unclear to me whether RTDL have adequately factored in the significant construction cost increases that will arise to enable these properties to achieve the necessary acoustic insulation standards.
69. The failure of the Northlake Kiwibuild programme has been widely publicised and recently it appears that the Government has had to take the remaining unsold Kiwibuild properties off Winton Partner's hands⁶. It is my understanding that the size

⁶ <https://www.thewanakasun.co.nz/news/8602-government-bails-out-northlakes-kiwibuild.html>

and nature of the properties proposed for River Terrace are potentially even smaller than those in Northlake. Therefore it seems likely that they will be equally unattractive, particularly if increased construction costs associated with noise insulation increase prices even further. At paragraph 98 and 99 Mr Meehan's appears to indirectly acknowledge this issue via his veiled ultimatum that River Terraces must be approved now to secure the level of affordable housing he promises.

70. In August 2017 we first meet with Marc Bretherton of Winton Partners to discuss their proposal. At that stage we were willing to see whether we could work together and develop a constructive relationship. We undertook to share our noise logger details with them through our acoustic engineers Marshall Day. We sought to enter into an agreement to facilitate this relationship. Winton Partners presented us with a draft agreement which we revised and amended to better suit our purposes and address our concerns. Considerable time and money was spent preparing a deed of agreement to facilitate this relationship. Following the provision of the our amended agreement there was almost complete radio silence from them, despite several requests from myself and our lawyers, we were simply ignored or fobbed off. This does not bode well for an ongoing relationship and I am concerned that this is an indication of how they will "work" with us in the future. This has been compounded by the significant concerns being expressed by residents of the Northlake Community in Wanaka.⁷ These issues demonstrate the exact issue that we are concerned about in relation to the no-complaints covenant for Highlands. Northlake is a crystal clear example of how these arrangements do not achieve good outcomes for the community.
71. In relation to River Terraces I do not believe they are not acting in good faith, and they have given very little genuine attention to the effects this residential development will have on our business operations. For Mr Meehan to say at paragraph 96 that there is absolutely no downside from this development is either naïve or a clear indication of his complete disregard for the environment that surrounds the land. Nor can he say that he is the one who is taking on the risk. The proposed mitigation package requires Highlands, Speedway and the Orchardists to accept the risk of unhappy residents. We will have to live with that risk long and

⁷ <https://www.odt.co.nz/regions/wanaka/northlake-family-upset-treatment>,
<https://thewanakasun.co.nz/news/6981-northlake-residents-feel-duped-developments.html>
<https://www.rnz.co.nz/news/national/384605/northlake-residents-fear-speaking-out-on-hotel-development>

the consequences after Mr Meehan has finished his work and moved on to something else.

72. Mr Meehan's point in paragraph 74 I feel is more indicative of his intent. For someone who has provided evidence to his experience and success, this seems a very naïve and intentionally simple in his thinking. There are many examples of residential developments significantly constraining motorsport facilities, airports, ports etc. I have discussed some examples earlier in this evidence. We have first-hand experience of this issue from our early years of operation. There are examples from Winton Partner's other developments of how residents can object and constrain new development.
73. This development is my business due to the significant risk that it poses to Highlands. Once again, the proposed development is not solely at Mr Meehan's risk. Through the covenant he is expecting Highlands to accept the risks of disgruntled residents in perpetuity. Given the acoustic advice from Mr Staples we consider this risk to be unacceptable.

CONCLUSION

74. At Highland's we are committed to continuing to develop a world class facility that attracts visitors to Cromwell and Central Otago from around the country and the world. To do this we need certainty and we need scope to evolve over time.
75. We know from experience that even a small number (2-3) of disgruntled neighbours can have a significant impact on our business. We have lived through it. For that reason we do not hold out any hope of being able to live harmoniously with the RTDL proposal. In our view the site is a highly inappropriate location for high density residential development. Long after the developers are gone, Highlands and the potential 3000 residents will be left with the fall out of having highly incompatible activities next door to each other.
76. Mr Meehan discusses his expertise and background (9,18). What I feel Mr Meehan fails to acknowledge is that none of these developments were done beside a motorsport park, speedway and orchard activity. These elements provide many reasons why the land is an inappropriate use for a residential development.
77. My evidence addresses aspects of plan change 13 from my point of view as the affected party. I believe there would be few people in NZ who have the extent of

hands on experience that I do as managing the adverse effects of motorsport noise on residents.

78. From my observation of other Winton Partners Developments it appears that they adopt a fairly aggressive and litigious approach. As a general rule that is not the approach that we take at Highlands. I believe that the success of our business and prosperity of our community depends on good relationships and us retaining a social license to operate. I do not believe that it will be tenable for Highlands to maintain its social license to operate if it is forced to enforce the terms of the no-complaints covenant. Can you imagine how the community will feel about us essentially suing someone's Grandmother because she can't enjoy dead heading her roses? That is simply an untenable position for us.
79. One of the first roles I had when I started at Highlands was to go and meet the neighbourhood that surrounded Highlands. This required me to door knock on every single house that was in the perimeter of Highlands – Bannockburn Road, Pearsons Road, Sandflat Road, State Highway 6. This was a time consuming and at times stressful process. I am well positioned to comment on the effects of Highlands on neighbours, and the emotional toll it takes on some. This experience reinforced for me the importance that we must place on managing our activity and being cognisant of our community. But also, of the significant risk that increased residential density poses for our operation. The more residents we have, the more people we effect and the more difficult it becomes to manage. The difference in scale between the existing residents (including the potential for 18 more sections in the rural residential zone) is orders of magnitude different.
80. I commend Mr Meehan and his team for the vision they have and acknowledge they have had some very successful developments. In this instance however, I believe that they have chosen an entirely inappropriate piece of land for a residential development and regardless of their background and expertise and past successes, precedent shows that Residential, Speedway, Motorsport and horticultural activities don't exist well side by side.

Josie Spillane
Chief Operating Officer, Highlands Motorsport Park

DATE: 16 May 2019

APPENDIX 1 – Visitor Survey Analysis Report



Visitor Survey Analysis Report



Contents

| | |
|---|-----------|
| Background | 2 |
| Executive Summary | 3 |
| Introduction | 4 |
| Data | 5 |
| Observed Data | 6 |
| Surveyed Data | 7 |
| Question 1. Pass Type | 7 |
| Question 2. Age | 10 |
| Question 3 & 4. Are you part of a group? What are their ages? | 10 |
| Question 5 & 6. Are you visiting Cromwell or do you live here? Where are you from? | 12 |
| Question 7 & 8. Where did you stay last night, where will you stay tonight? | 14 |
| Type of accommodation and visitor origin | 18 |
| Type of accommodation and visitor age | 19 |
| Question 9. How long do you expect your total time in Cromwell to be for this occasion? | 20 |
| Expenditure | 21 |
| Question 10. How many people does your spending cover? | 21 |
| Question 11. What is your best estimate of your spend today? | 21 |
| Estimated spend by visitor origin | 22 |
| Spend by place of stay | 23 |
| Spend behaviour by group size | 23 |
| Spend per age group | 24 |
| Spend inside and outside the park | 24 |
| Economic Impact | 24 |
| General Feedback | 27 |
| Question 12 & 13. Are you planning to attend any other Highlands Motorsport events, if so which events? | 27 |
| Question 14 & 15. How would you rate Highlands on a scale of 1-10? What needs to be done? | 27 |
| Question 16 & 17. How would you rate Cromwell as a place to visit? What needs to be done? | 27 |
| Summary | 29 |
| Trends | 29 |

Appendices

| | |
|------------|--|
| Appendix 1 | Survey questionnaire. |
| Appendix 2 | List of future Highlands Motorsport Park events people plan to attend. |
| Appendix 3 | General comments regarding Highlands Motorsport Park. |
| Appendix 4 | General comments regarding Cromwell. |

Background

This report provides analysis of visitor behaviours and spending patterns, and evaluates the economic impact of one day of the Highlands 101 event on the Cromwell community.

Highlands 101 was a weekend race event at Highlands Motorsport Park in Cromwell. The Highlands Motorsport Park is a major facility that has the potential to make a large contribution to the Central Otago economy. It is acknowledged that events are only part of the overall economic contribution of Highlands Motorsport Park, but the events bring people into the region that may not have otherwise come during that time.

This report presents the findings from a visitor survey at the event on Saturday 8th November 2014. The report describes the survey sample, and presents the analysis of findings in tables, charts and through discussion in the body of the report.

Executive Summary

460 surveys were undertaken at an event attended by approximately 10,000 people at Highlands Motorsport Park on Saturday 8th November 2014. Survey takers conducted face to face interviews with random attendees, in public areas inside the event.

Over 50% of people surveyed were from the Otago region. 40% of people surveyed were over 50 years of age, 36% were aged between 30 and 50 years.

50% of visitors from Australia stayed in Cromwell, almost 50% stayed in Queenstown (and 1 person stayed in Wanaka).

Visitors staying in Cromwell had the highest average spend per person (\$249), followed by visitors staying in Queenstown (\$231) and then visitors staying in Wanaka (\$201).

Most visitors from Australia and Auckland stayed in hotels. Most visitors from Dunedin, Canterbury, and Southland stayed with family and friends and had a night at home.

The average spend per person was highest for individuals (\$295) than for visitors in a group.

43.2% of the total spend per person represented by the survey, was inside the event.

The economic impact on the Central Otago District of the 10,000 people who were at the 2014 Highlands 101 event on Saturday 8 November 2014 is presented below.

| Impact Summary | Direct | Total |
|--------------------|-------------|-------------------|
| Output | \$1,568,536 | \$2,385,90 |
| GDP | \$706,882 | \$1,105,62 |
| Employment (FTE's) | 20.8 | 26.7 |

To summarise:

- Total expenditure was over 1.5 million dollars.
- The total GDP impact of the event was approximately seven hundred thousand dollars.
- Directly and indirectly, the event created the equivalent of 26 full time jobs.

Introduction

Approximately 10,000 people attended the event on Saturday 8th November 2014. 8 Central Otago District Council staff and 11 volunteers surveyed attendees at the event.

Survey takers conducted face to face interviews with random attendees, in public areas inside the event.

People were asked 17 questions about their demographic, whether they were part of a group, an estimate of their expenditure, where they were staying and the duration of their stay, their impressions of Cromwell and of the Highlands Motorsport Park.

A copy of the questionnaire is attached as Appendix 1.

Data

461 surveys were completed of which 460 were usable.

Surveys were completed between 1000 and 1500 hours on Saturday 8th November 2014, at public locations over the full area of the facility. The breakdown of times when surveys were completed is presented in Figure 1 below.

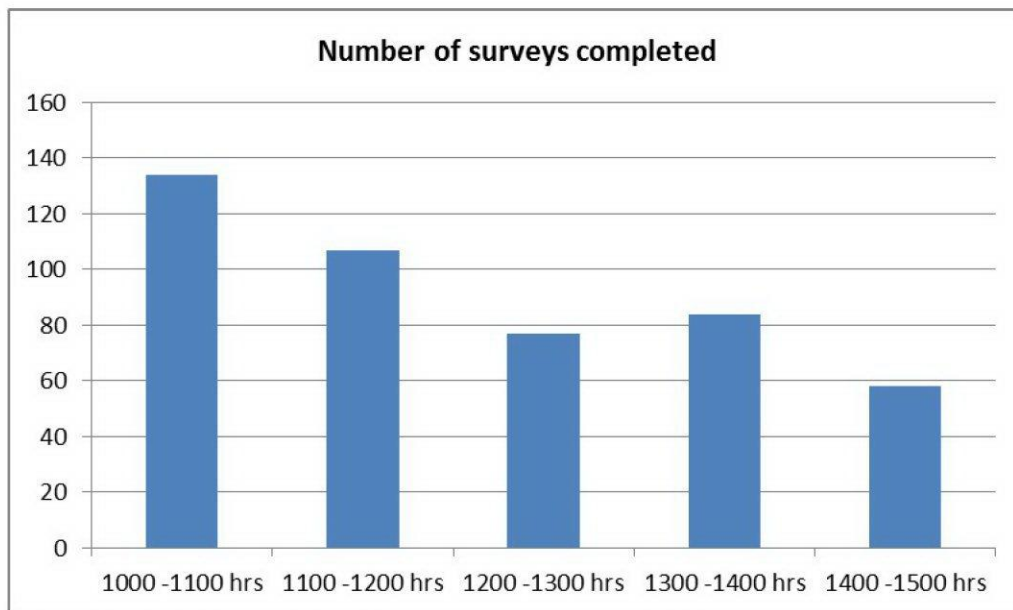


Figure 1. Breakdown of time when surveys were completed.

The largest number of surveys were completed between 10am and 11am. The smallest number of surveys were completed between 2pm and 3pm. Those surveyed later on in the day may have had a better estimate of their expenditure for the day.

Observed Data

Gender

Of the 460 usable surveys, 119 were completed by women and 302 by men; 39 surveys did not state gender.

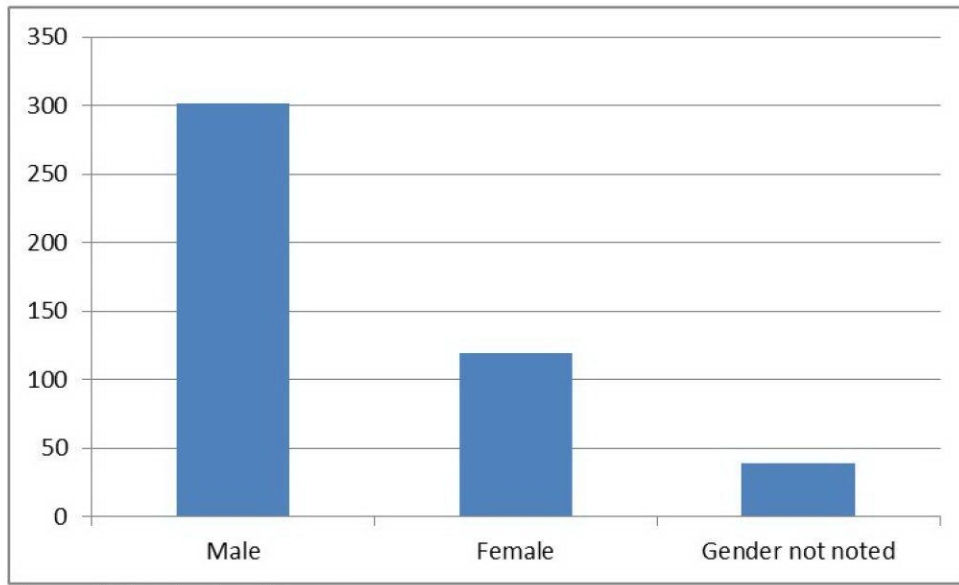


Figure 2. Gender breakdown

Surveyed Data

Question 1. Pass Type

The most popular type of ticket purchased was the gate ticket for the Saturday (167 people) as presented in Figure 3 below. The next most popular ticket type was pre purchased multiple entry and pre purchase multi tickets (133 people). Gate purchase multi tickets were the least popular. Reasons given for 'other' types of ticket are presented in Figure 4 below.



Figure 3. Type of entry ticket purchased by people surveyed

| Number of people | Other entry ticket types | Number of people | Other entry ticket types |
|------------------|--------------------------|------------------|--------------------------|
| 9 | Free passes | 1 | Guest |
| 5 | Gift | 1 | Mixed |
| 5 | Competitors | 1 | Official |
| 3 | Won tickets | 1 | Stall holder |
| 2 | Corporate passes | 1 | Volunteer |
| 2 | Invited Guest | 1 | Interviewing |
| 2 | Race Team | 1 | Media |
| 2 | Staff | 1 | Sponsored |
| | | 1 | Member |

Figure 4. Reason for 'Other' type of entry ticket

| Type of Ticket | Dunedin | Central Otago | Queenstown | Rest of Otago | Southland | Canterbury | Other SI | Auckland | Other NI | Australia | Other Overseas | Grand Total |
|------------------------|---------|---------------|------------|---------------|-----------|------------|----------|----------|----------|-----------|----------------|-------------|
| Pre purchase multi | 29 | 14 | 10 | 7 | 10 | 35 | 5 | 11 | 7 | 5 | 0 | 133 |
| Pre purchase Saturday | 21 | 27 | 13 | 1 | 14 | 11 | 0 | 2 | 0 | 0 | 0 | 89 |
| Gate purchase multi | 5 | 2 | 2 | 2 | 5 | 6 | 1 | 3 | 0 | 2 | 0 | 28 |
| Gate purchase Saturday | 34 | 34 | 30 | 7 | 25 | 19 | 2 | 2 | 8 | 4 | 2 | 167 |
| Other | 6 | 11 | 5 | 0 | 4 | 5 | 0 | 2 | 1 | 5 | 0 | 39 |

Figure 5. Visitor origin and ticket type

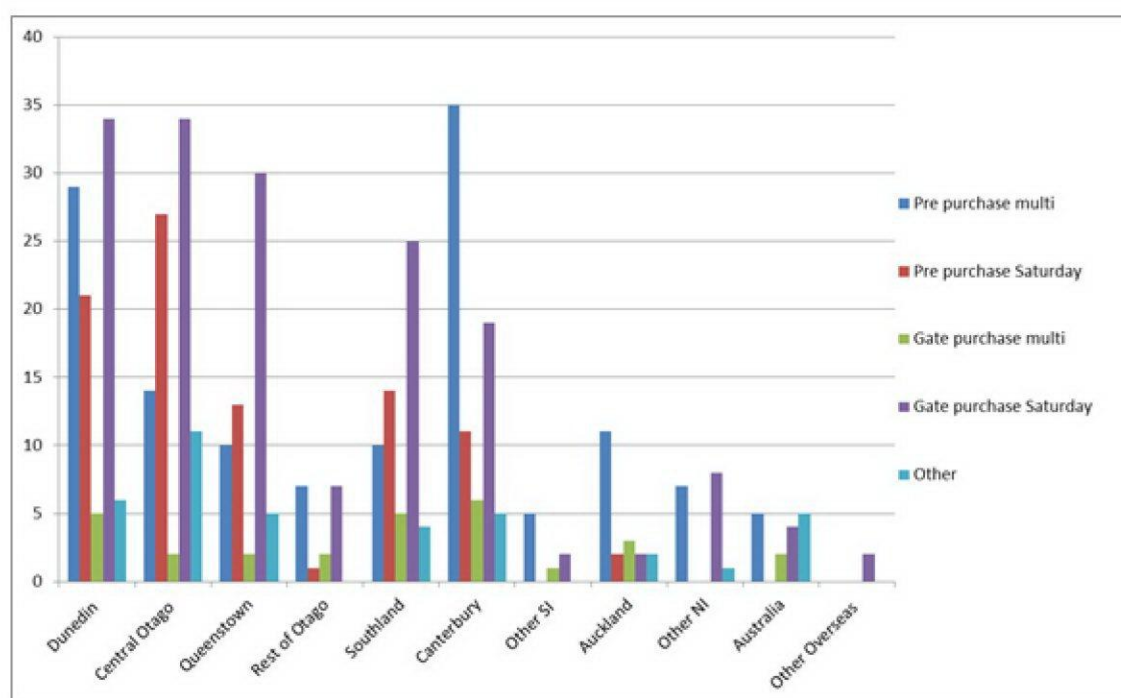


Figure 6. Graph of visitor origin and ticket type

The type of entry ticket people purchased, broken down by visitors' origin, is presented in Figures 5 and 6 above.

The majority of people from Otago, Central Otago and Southland purchased a ticket at the gate for Saturday.

The majority of people who travelled from Canterbury, Auckland, and other North Island pre purchased multi-day tickets for the weekend.

There was a split of people visiting from Australia pre purchasing tickets and purchasing gate tickets. Almost half the visitors from Australia had other categories of tickets.

The two overseas visitors purchased gate tickets – looking at these data entries it is considered one of the two other overseas visitors was backpacking around, and the other was possibly from overseas but living here.

Question 2. Age

| Age group | Number of people surveyed in this age group | |
|--------------|---|-------------|
| <16 yrs | 0 | 0% |
| 16-30 yrs | 50 | 11% |
| 30-50 yrs | 167 | 36% |
| 50+ yrs | 243 | 53% |
| Total | 460 | 100% |

Figure 7. Age breakdown

53% of visitors surveyed were in the 50+ age group, and 36% were aged 30-50 years old. No under 16's were surveyed, but were represented by the survey, as presented below.

Question 3 & 4. Are you part of a group? What are their ages?

People were asked if they were in a group and if so how many people were in that group. Figure 11 below presents the number of respondents who were either visiting on their own or as part of a group. The estimated family groups are those who had at least one under 16 year old with them.

| Group size | Number of groups | <i>Estimated number of family groups</i> |
|---------------------|------------------|--|
| Individuals | 109 | |
| Group of 2 | 157 | 9 |
| Group of 3 | 62 | 18 |
| Group of 4 | 66 | 26 |
| Group of 5 | 22 | 3 |
| Group of 6 | 22 | 11 |
| Group of 7 | 4 | 4 |
| Group of 8 | 4 | 1 |
| Group of 9 | 2 | 1 |
| Group of 10 or more | 12 | 6 |

Figure 8. Group sizes, and number of groups

109 people, 23% of the visitors surveyed, were attending the event on their own.

157 people, 34% of the visitors surveyed were part of a group of two people, of which only 9 had an under 16 year old as the other party.

Just 17% of the people surveyed had under 16 year old(s) with them and were estimated to be part of a family group,

Figure 9 below presents the total number of people in each age group, represented by the survey.

30-50 year olds and 50+ year olds are the biggest proportions of the survey sample, making up 36% and 40% of the number of people represented.

Figure 10 graphs the number of people in each group surveyed, and the number of people represented by the survey.

| Age group | Total people represented in survey in this age group | % of total people represented by survey |
|--------------|--|---|
| <16 yrs | 155 | 12% |
| 16-30 yrs | 174 | 13% |
| 30-50 yrs | 481 | 36% |
| 50+ yrs | 522 | 40% |
| Total | 1,332 | 100% |

Figure 9. Age groups of people represented by the survey

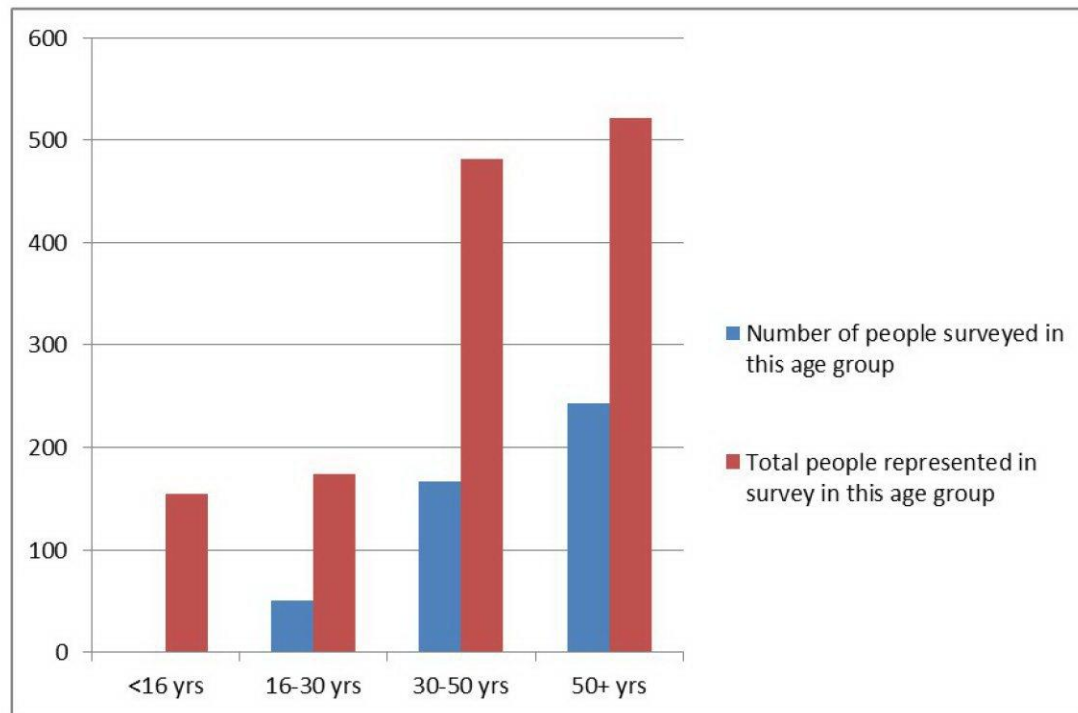


Figure 10. Age breakdown

Question 5 & 6. Are you visiting Cromwell or do you live here? Where are you from?

People were asked whether they were local or a visitor to Cromwell. Figure 11 below presents this breakdown. 61 people surveyed were from Cromwell and 399 were visitors (this includes Central Otago residents living outside of Cromwell).

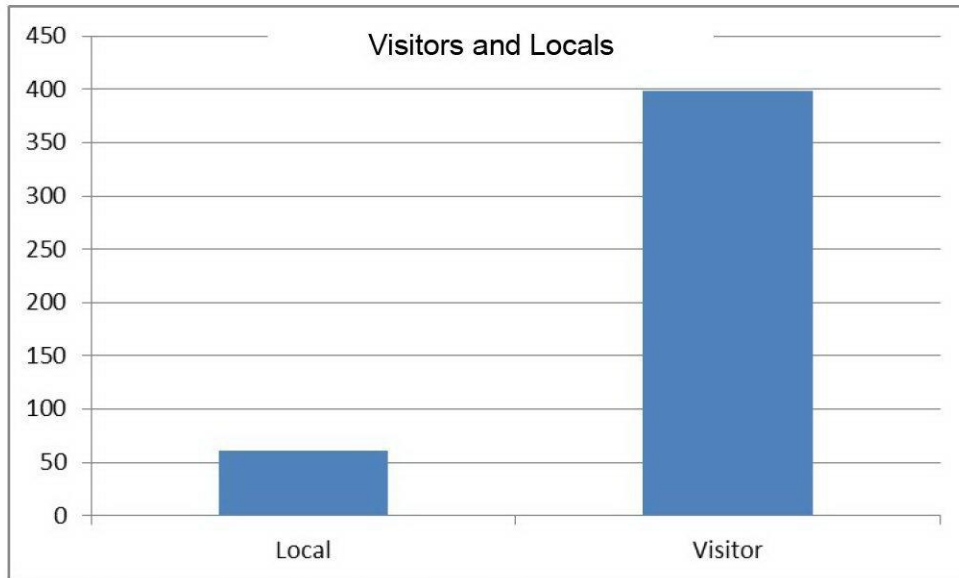


Figure 11. Cromwell locals and visitor numbers

Figure 12 below presents the number of people surveyed from Central Otago and those who visited from elsewhere. 89 people were from Central Otago and 371 from elsewhere.

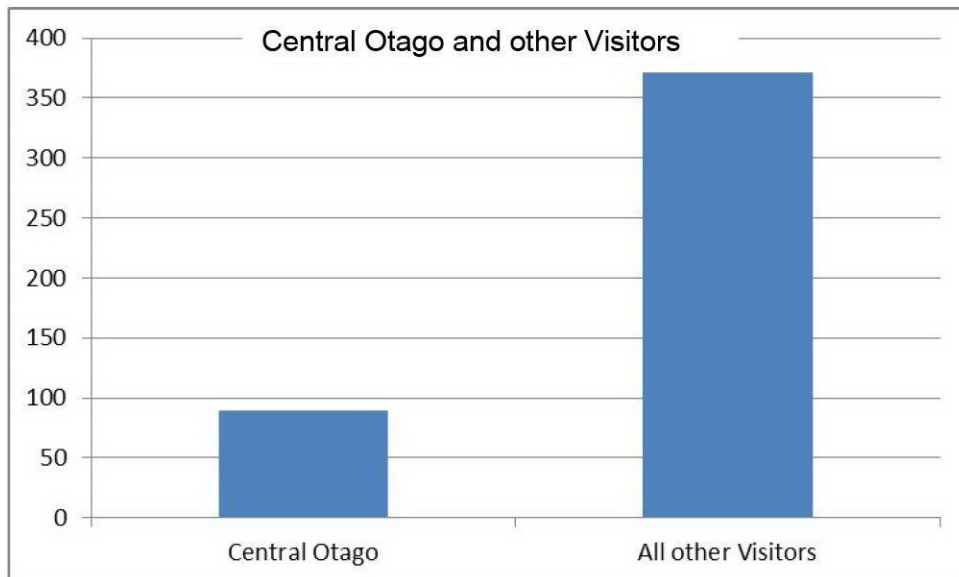


Figure 12. Central Otago and other visitor numbers

Visitors' origin is presented in Figures 13 and Figure 14 below.

Over half of people surveyed were from the Otago region.

Visitors from Australia and Auckland represent 6% and 5% of the survey; other overseas visitors represent '0%' of the survey. It was considered from the data entries that 1 of these 2 visitors was backpacking and the other one was possibly living nearby but from overseas.

| | Dunedin | Central Otago | Canterbury | Southland | Queenstown Lakes | Australia | Auckland | Other NI | Rest of Otago | Other SI | Other Overseas | Grand Total |
|--|------------|---------------|------------|------------|------------------|-----------|-----------|-----------|---------------|-----------|----------------|-------------|
| Geographic representation | 22% | 18% | 17% | 13% | 12% | 6% | 5% | 4% | 3% | 1% | 0% | 100% |
| Number of people represented by survey | 289 | 235 | 228 | 175 | 154 | 74 | 71 | 50 | 36 | 19 | 3 | 1334 |
| Number of people surveyed | 95 | 89 | 77 | 59 | 61 | 16 | 20 | 16 | 17 | 8 | 2 | 460 |

Figure 13. Visitor origin

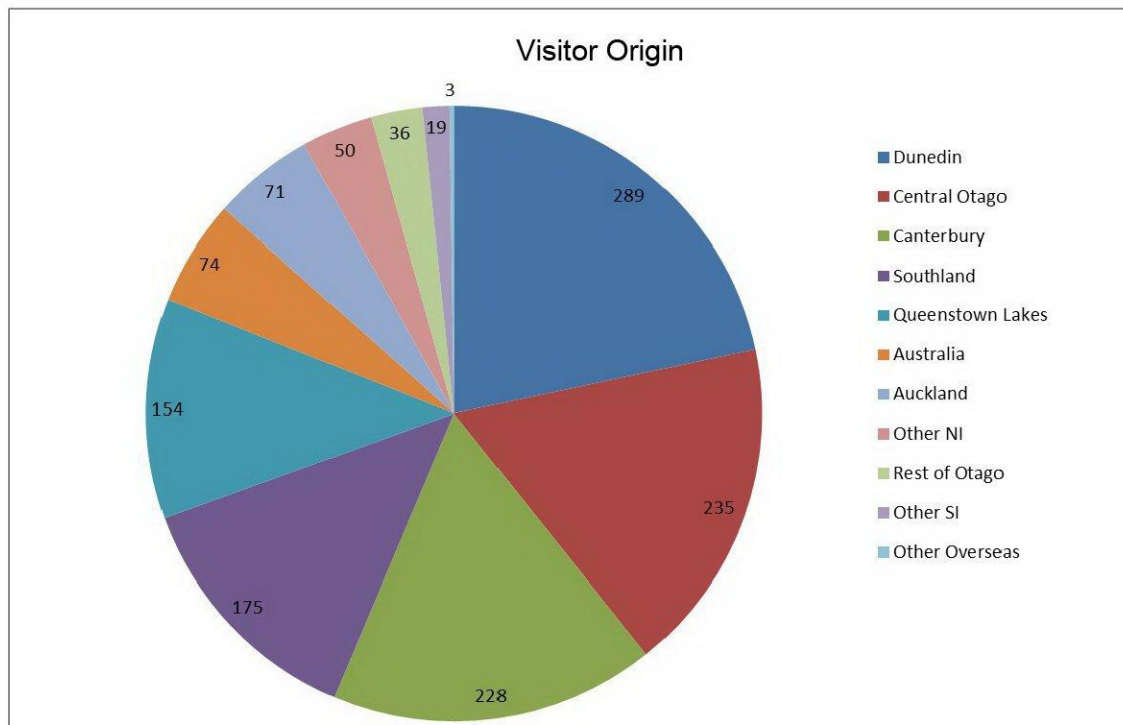


Figure 14. Chart of visitor origin

Question 7 & 8. Where did you stay last night, where will you stay tonight?

People were asked where they stayed (the previous night) on the Friday, and also on the Saturday night. They were asked what kind of accommodation they were using, and how many days they planned to spend in Cromwell.

Figure 15 below presents data relating to visitors who stayed in Cromwell township.

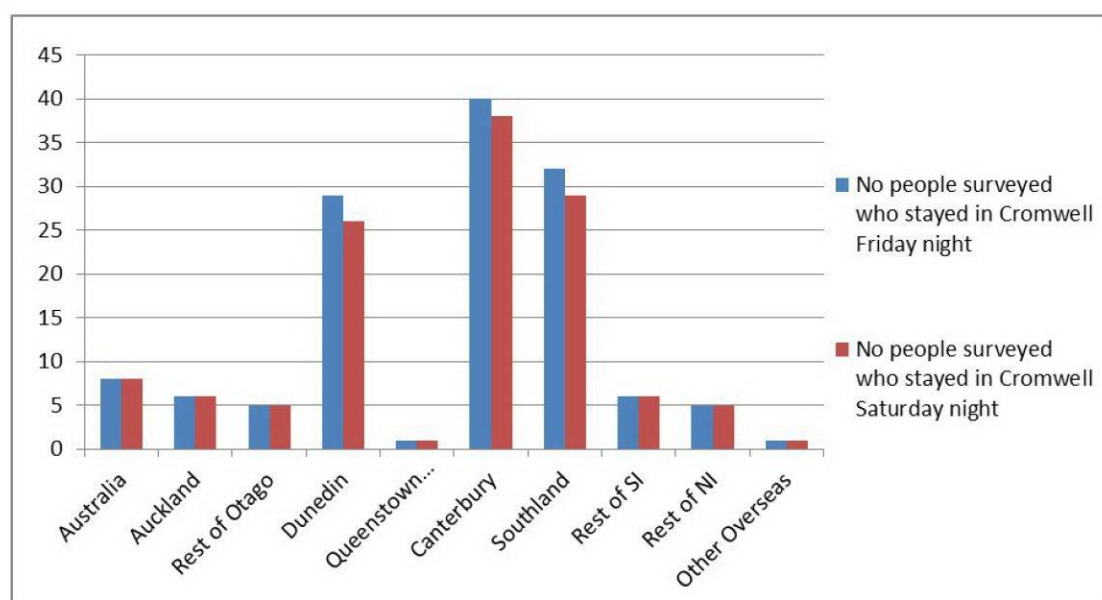


Figure 15. Number of visitors (by visitor origin) that stayed in Cromwell township

Figure 16 below presents the number of days people stayed in Cromwell township, broken down by visitor origin. Figure 17 below presents the same data graphically.

| Visitor Origin | More than 3 days in Cromwell | 3 days in Cromwell | 2 days in Cromwell | 1 day in Cromwell |
|------------------|------------------------------|--------------------|--------------------|-------------------|
| Australia | 5 | 1 | 2 | 0 |
| Auckland | 3 | 0 | 3 | 0 |
| Rest of Otago | 0 | 3 | 2 | 0 |
| Dunedin | 5 | 8 | 12 | 1 |
| Queenstown Lakes | 0 | 0 | 1 | 0 |
| Canterbury | 0 | 10 | 14 | 0 |
| Southland | 3 | 7 | 19 | 0 |
| Rest of SI | 3 | 2 | 1 | 0 |
| Rest of NI | 2 | 2 | 1 | 0 |
| Other Overseas | 0 | 0 | 1 | 0 |

Figure 16. Length of stay in Cromwell (number of people by visitor origin)

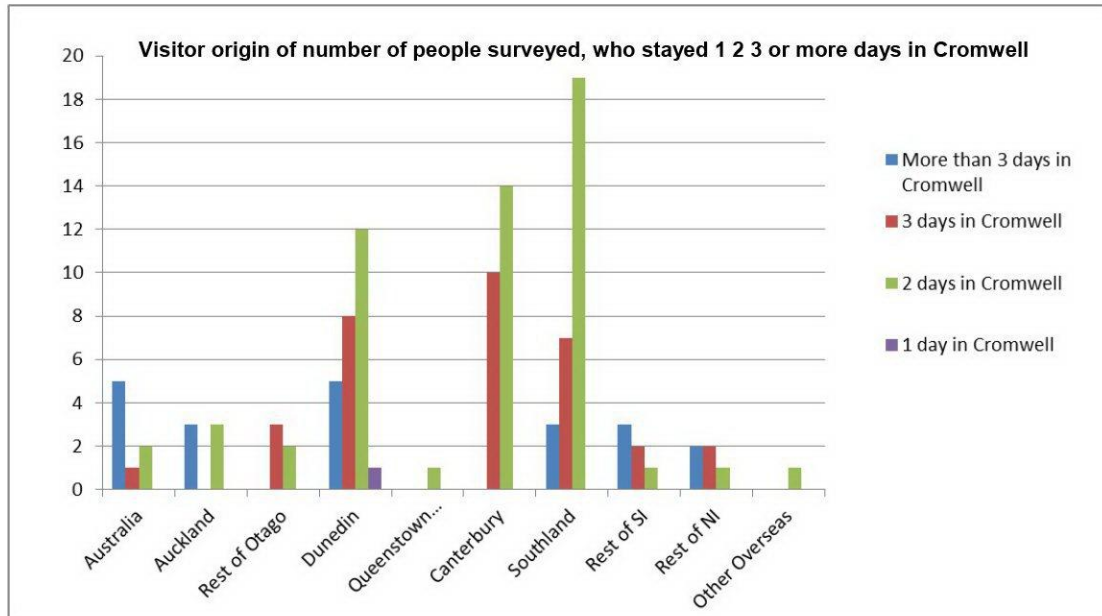


Figure 17. Length of stay in Cromwell (number of people by visitor origin)

The majority of visitors from Dunedin, Canterbury and Southland stayed in Cromwell for 2 days.

The majority of visitors from Australia stayed for more than 3 days. Visitors from Auckland either stayed for more than 3 days, or for 2 days.

Visitors also stayed in townships other than Cromwell; Figure 18 below presents where people stayed. Data is broken down by visitor origin (excluding visitors from Central Otago, Queenstown, and rest of Otago, but including Dunedin). People stayed at least one night in these townships.

| Visitor Origin | Number of people surveyed that stayed in various townships (for at least one night) | | | | |
|--------------------|---|------------|----------|-------|---|
| | Wanaka | Queenstown | Cromwell | Other | Comments |
| Australia | 1 | 7 | 8 | | |
| Auckland | 4 | 6 | 6 | 4 | Other: Arrowtown (1), Clyde (3) |
| Other North Island | 4 | 6 | 6 | | |
| Dunedin | 5 | 2 | 30 | 54 | Other: Dunedin (28), Alexandra (10), Clyde (7), Bannockburn (3), Tarras, Millers Flat, Omakau, Roxburgh, Waipiata |
| Canterbury | 13 | 9 | 40 | 14 | Other: Canterbury (12), Alexandra, Arrowtown |
| Southland | 1 | 1 | 32 | 24 | Other: Southland (14), Alexandra (5), Arrowtown (2), Cadrona, Frankton, Clyde. |

Figure 18. Which townships visitors (by visitor origin) stayed in, for at least one night

50% of visitors from Australia stayed in Cromwell, almost 50% stayed in Queenstown (and 1 person stayed in Wanaka). This may be for ease of staying nearer the airport,

or a demand for more variety of hotel accommodation that Cromwell could not meet, or other visitor experiences.

There was an even split of visitors from Auckland staying in Cromwell and Queenstown (6 in each), and 4 each in Wanaka and other places – Arrowtown and Clyde.

Other North Island visitors were split evenly between staying in Cromwell and Queenstown (6 in each), and 4 in Wanaka.

The majority of visitors from Canterbury and Southland stayed in Cromwell. The majority of Dunedin visitors spent a night at home or in other places.

Question 8. What sort of accommodation are you using?

The data presented in Figure 19 below is the number of people who stayed in Cromwell township for 1, 2, 3 or more nights. The data is broken down by the type of accommodation used. Figure 20 is a graphic presentation of the same information.

| Type of accommodation | Number of people who stayed | | | |
|-----------------------|-----------------------------|--------------------|--------------------|-------------------|
| | > 3 days in Cromwell | 3 days in Cromwell | 2 days in Cromwell | 1 day in Cromwell |
| Rental | 2 | 0 | 2 | 0 |
| Motel | 3 | 9 | 10 | 1 |
| Hotel | 1 | 0 | 3 | 0 |
| Holiday Home | 7 | 2 | 7 | 0 |
| Friends and family | 12 | 11 | 21 | 0 |
| Freedom camping | 2 | 4 | 5 | 0 |
| Camping ground | 4 | 6 | 6 | 0 |
| B&B | 2 | 1 | 2 | 0 |

Figure 19. Type of accommodation used by people who stayed 1, 2, 3 or more days in Cromwell township

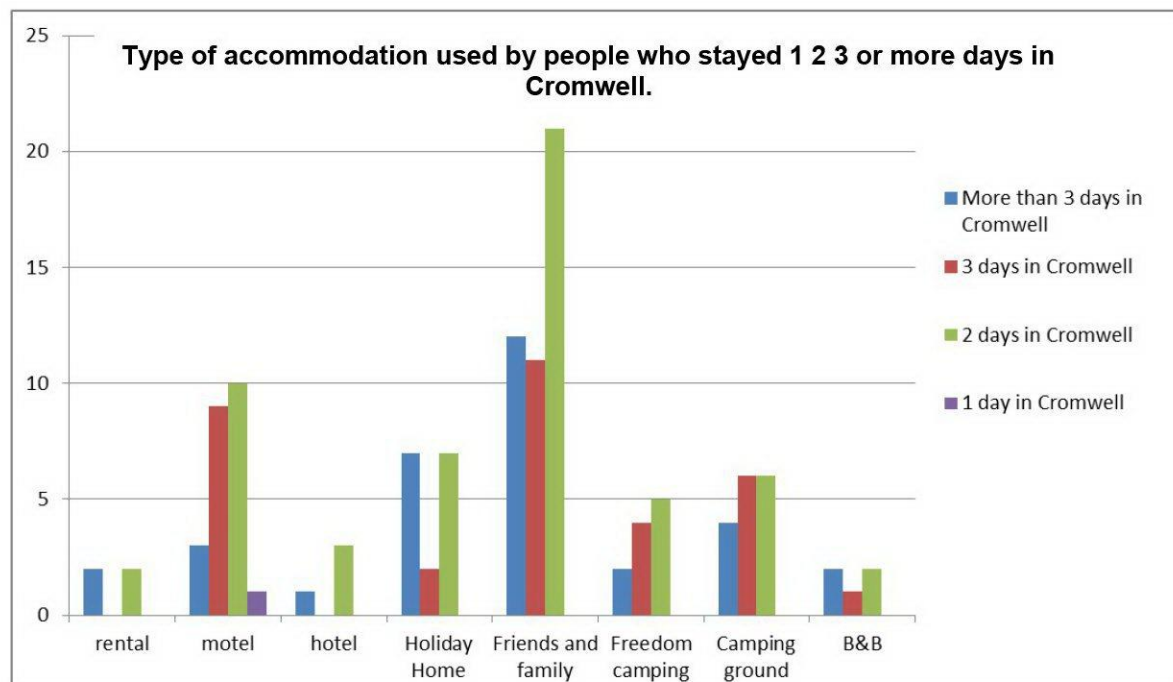


Figure 20. Type of accommodation used by people who stayed 1, 2, 3 or more days in Cromwell

The largest numbers of people staying any number of nights in Cromwell were staying with family and friends.

The smallest numbers of people staying any number of nights in Cromwell were staying in rentals and hotels. The survey did not discover the demand for rentals or hotel or other types of accommodation, it is possible the demand was higher but could not be met.

Type of accommodation and visitor origin

| Visitor origin | Accommodation type (number of people surveyed) | | | | | | | | |
|----------------|--|-------|-------|--------------|------------------|-----------------|-------------|-----|----------------------------|
| | Rental | Motel | Hotel | Holiday home | Friends & Family | Freedom Camping | Camp ground | B&B | Other |
| Australia | 2 | 2 | 6 | 2 | 2 | 0 | 1 | 0 | |
| Auckland | 3 | 3 | 5 | 2 | 2 | 0 | 0 | 2 | Millbrook resort (1) |
| Other NI | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | Timeshare (1) |
| Dunedin | 1 | 7 | 2 | 12 | 22 | 5 | 4 | 1 | Home (7) Backpacker (1) |
| Canterbury | 3 | 14 | 1 | 8 | 19 | 3 | 9 | 3 | Home (3) |
| Southland | 1 | 6 | 0 | 5 | 17 | 1 | 8 | 0 | Home (4) |
| Other SI | 0 | 3 | 0 | 0 | 2 | 1 | 2 | 0 | |

Figure 21. Type of accommodation used across various townships, by visitor origin.

Figure 21 above presents the type of accommodation used for at least one night, used across all townships not just Cromwell. Data is broken down by visitor origin (excluding visitors from Central Otago, Queenstown, and rest of Otago, but including Dunedin).

Everyone from Australia, Auckland, Other NI, and Other SI stayed at least 2 nights in the same type of accommodation.

The highest number of visitors from Australia (6) and Auckland (5) stayed in hotels.

The highest number of Dunedin visitors (22), Canterbury (19), and Southland (17) visitors, stayed with family and friends.

Type of accommodation and visitor age

| Visitor Age | Number of people who spent at least one night in following type of accommodation | | | | | | | | | |
|-------------|--|-------|-------|--------------|------------------|-----------------|----------------|-----|-------|---------------------|
| | Rental | Motel | Hotel | Holiday Home | Friends & Family | Freedom Camping | Camping Ground | B&B | Other | |
| 16-30 | 3 | 4 | 1 | 5 | 5 | 2 | 5 | 0 | 20 | Home, 1 Backpacker |
| 30-50 | 7 | 15 | 13 | 15 | 25 | 2 | 10 | 4 | 57 | Home |
| >50 | 1 | 24 | 8 | 21 | 54 | 11 | 12 | 4 | 70 | 65 of which at home |

Figure 22 . Type of accommodation used by people, by visitor age group.

The highest number of 16-30 year olds (20), 30-50 year olds (57), and 50+ year olds (65) stayed at home for at least one night.

The next highest number of 30-50 year olds (25), and 50+ year olds (54), stayed with friends and family.

50+ year olds were the largest group of freedom campers.

30-50 year olds were the largest group of hotel users.

Question 9. How long do you expect your total time in Cromwell to be for this occasion?

People were asked how long their total time in Cromwell would be. People that were staying in Queenstown, Wanaka or other locations answered this question, as well as people staying in Cromwell accommodation.

| Total days expect to stay in Cromwell | Number of respondents | Number of people represented by this question |
|---------------------------------------|-----------------------|---|
| Less than 1 day | 62 | 129 |
| 1 day | 108 | 260 |
| 2 days | 134 | 299 |
| 3 days | 51 | 114 |
| More than 3 days | 43 | 102 |
| No data entered | 62 | 117 |
| Totals | 460 | 1021 |

Figure 23. Total length of stay 'in Cromwell' by all visitors

In Figure 23 above, groups of 6+ were counted as groups of 6, therefore the total number of people represented by the question is lower than the total represented by the survey (1332).

The largest numbers of visitors expected to stay for 1 or 2 days.

| Respondents' age group | Number of days expect to stay in Cromwell (number of respondents) | | | | |
|------------------------|---|-------|--------|--------|----------|
| | < 1 day | 1 day | 2 days | 3 days | > 3 days |
| 16-30 | 7 | 9 | 20 | 2 | 4 |
| 30-50 | 30 | 41 | 39 | 21 | 16 |
| >50 | 25 | 58 | 75 | 28 | 23 |

Figure 24. Expected length of stay in Cromwell by respondents' age group

Figure 24 above presents the expected length of stay in Cromwell, by respondents' age groups.

The largest number of 16-30 year olds (20), and 50+ year olds (75) expected to stay 2 days. The largest number of 30-50 year olds (41 and 39) expected to stay 1 or 2 days.

Expenditure

Question 10. How many people does your spending cover?

This section presents total expenditure cited by those questioned in the course of the survey on Saturday 8 November and assumes that the estimates cited are for the total number of people represented by the survey. Therefore this section should underestimate rather than overestimate the amount of expenditure per person represented by the survey.

Question 11. What is your best estimate of your spend today?

The total estimated expenditure of various items is presented in Figure 25 below. Figure 26 presents the same information graphically.

| Item of expenditure | Estimated total |
|--|-----------------|
| Entry tickets | 56,621 |
| Entertainment/activities/attractions | 9,445 |
| Accommodation | 29,234 |
| Travel (petrol, vehicle hire, bus tickets etc) | 44,061 |
| Food & beverage inside Highlands Motorsport Park | 17,875 |
| Retail spending inside Highlands Motorsport Park | 8,635 |
| Food & beverage outside Highlands Motorsport Park | 30,934 |
| Retail spending outside Highlands Motorsport Park | 7,140 |
| Miscellaneous/any other spending not covered here | 3,970 |
| Total | 207,915 |

Figure 25. Total estimated expenditure by item

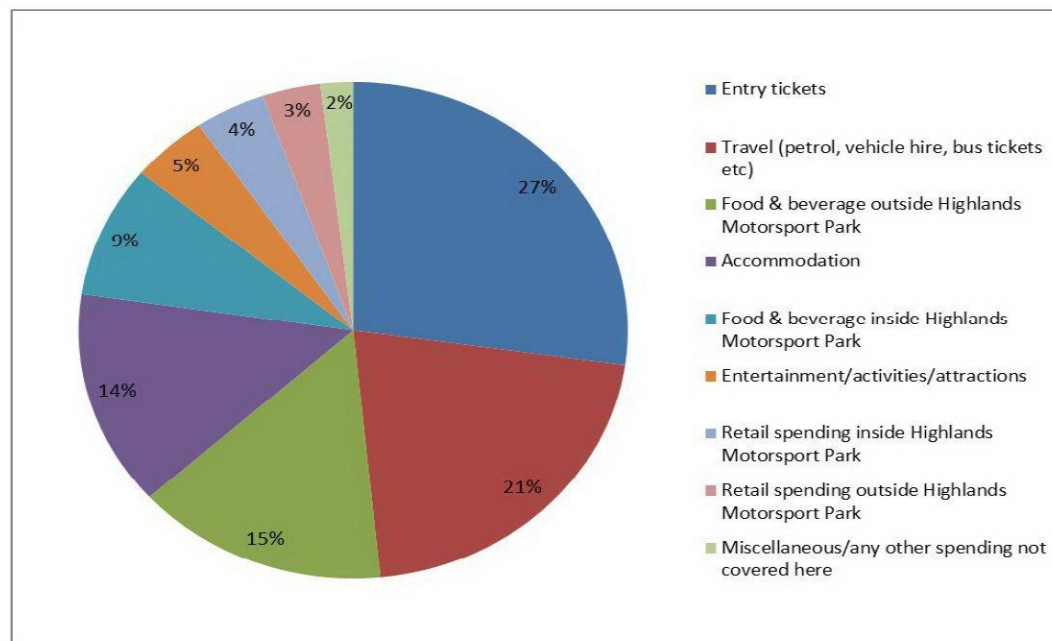


Figure 26. Chart of total estimated expenditure by item

The largest item of expenditure was on entry tickets, the second largest was travel.

Interestingly more money was spent on food and beverage outside of the event than on accommodation, this is reflected in the high numbers of people that stayed with family and friends. It is unclear whether this expenditure was in a supermarket or in local restaurants and cafes.

Estimated spend by visitor origin

Table 27 below presents the average spend per person surveyed (the amount cited divided by number of people cited in group). Average spend per person is considered more useful than total expenditure by visitor origin, given the difference in numbers of visitors from, for example Dunedin (289) and Other Overseas (3).

The average spend per person for entry tickets was highest for Other SI visitors (\$89), followed by Canterbury visitors (\$77). Australian visitors averaged \$18 spend on entry tickets; this figure is not a realistic ticket price, but rather it reflects the number of Australian visitors who had guest or other entry ticket types already paid for.

Visitors from Auckland spent more on accommodation (average \$103 per person) than other visitors.

There was more variance between spend on food and beverage and on retail outside of the park than inside. Visitors from Auckland and Australia spent the most on food outside the park; Central Otago and Queenstown Lakes visitors spent the least.

Other SI visitors spent the most on retail outside the park, visitors from Australia, Auckland and Other NI spent similar amounts. Other Overseas and Queenstown Lakes visitors spent nothing on retail outside the park, Otago and Central Otago visitors spent very little.

| Item of expenditure | Visitor origin | | | | | | | | | | |
|---------------------------------------|----------------|----------------|--------------|--------------|--------------|--------------|--------------|------------------|---------------|---------------|--------------|
| | Australia | Other Overseas | Auckland | Other NI | Canterbury | Southland | Dunedin | Queenstown Lakes | Central Otago | Rest of Otago | Other SI |
| Entry ticket | 18 | 70 | 72 | 56 | 77 | 55 | 59 | 51 | 53 | 72 | 89 |
| Entertainment | 12 | 0 | 22 | 2 | 19 | 7 | 10 | 11 | 3 | 7 | 19 |
| Accommodation | 71 | 17 | 103 | 58 | 50 | 20 | 12 | 1 | 0 | 16 | 63 |
| Travel | 124 | 0 | 139 | 88 | 56 | 31 | 30 | 14 | 4 | 36 | 100 |
| Food Inside Park | 13 | 10 | 22 | 21 | 23 | 15 | 19 | 17 | 16 | 22 | 19 |
| Retail Inside Park | 9 | 7 | 13 | 10 | 14 | 8 | 8 | 5 | 3 | 9 | 23 |
| Food Outside Park | 68 | 18 | 75 | 54 | 44 | 25 | 18 | 4 | 3 | 22 | 41 |
| Retail Outside Park | 21 | 0 | 18 | 18 | 10 | 8 | 4 | 0 | 1 | 2 | 55 |
| Total average spend per person | \$336 | \$121 | \$464 | \$307 | \$293 | \$169 | \$161 | \$103 | \$84 | \$186 | \$408 |

Figure 27. Average spend per person (average spend of the total people represented by survey)

Spend by place of stay

Figure 28 below presents the total estimated spend and the average spend per person by place of stay. The total estimated spend of visitors staying in Cromwell was higher than those staying in Queenstown or Wanaka. Visitors staying in Cromwell also had the highest average spend per person (\$249), followed by visitors staying in Queenstown (\$231) and then visitors staying in Wanaka (\$201).

| Item of expenditure | Place of stay for at least one night | | |
|--|--------------------------------------|-----------------|-----------------|
| | Cromwell | Queenstown | Wanaka |
| Entry Ticket | 30,992 | 8,586 | 8,524 |
| Entertainment | 6,775 | 2,175 | 1,030 |
| Accommodation | 16,906 | 7,998 | 4,150 |
| Travel | 20,941 | 14,069 | 5,580 |
| F&B (inside) | 9,880 | 3,100 | 2,484 |
| Retail (inside) | 5,295 | 1,210 | 1,810 |
| F&B (outside) | 17,455 | 7,395 | 3,890 |
| Retail (outside) | 3,980 | 3,290 | 700 |
| Total spend by visitors | \$112,224 | \$47,823 | \$28,168 |
| Average spend per person represented by survey | \$249 | \$231 | \$201 |

Figure 28. Total estimated spend and average spend per person by place of stay

Spend behaviour by group size

The total estimated spend, and average spend per person, broken down by group size, is presented in Figure 29 below. The average spend per person was highest for individuals (\$295) than for visitors in any group size. Second highest average spend was for visitors in groups of two (\$262). The lowest average spend was for visitors in groups of 8 (\$30) and groups of 7 (\$95), these were considerably lower than average spends for members of other group sizes.

| Item of expenditure | Group size and estimated expenditure by groups | | | | | | | | | |
|---|--|-----------------|-----------------|-----------------|-----------------|-----------------|----------------|--------------|----------------|-----------------|
| | Individual | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 or more |
| Entry Ticket | 10,949 | 22,289 | 10,523 | 17,922 | 3,175 | 8,028 | 1,096 | 387 | 1,130 | 2,830 |
| Entertainment | 815 | 3,210 | 2,410 | 2,075 | 500 | 2,680 | 50 | 0 | 100 | 1,075 |
| Accommodation | 4,209 | 13,364 | 3,977 | 4,322 | 2,700 | 3,160 | 500 | 138 | 200 | 3,250 |
| Travel | 7,483 | 18,664 | 7,285 | 6,780 | 7,900 | 4,190 | 400 | 220 | 700 | 2,729 |
| F&B (inside) | 3,525 | 7,285 | 3,340 | 4,285 | 2,185 | 2,355 | 160 | 120 | 300 | 1,190 |
| Retail (inside) | 1,525 | 3,385 | 1,925 | 2,945 | 150 | 730 | 60 | 60 | 100 | 630 |
| F&B (outside) | 2,750 | 10,881 | 5,730 | 5,485 | 3,450 | 3,800 | 400 | 30 | 850 | 2,300 |
| Retail (outside) | 852 | 3,080 | 1,270 | 1,950 | 1,580 | 300 | 0 | 0 | 50 | 850 |
| Total estimated expenditure | \$32,108 | \$82,160 | \$36,463 | \$45,768 | \$21,645 | \$25,249 | \$2,673 | \$963 | \$3,439 | \$14,854 |
| Average spend per person represented by | \$295 | \$262 | \$196 | \$173 | \$197 | \$191 | \$95 | \$30 | \$191 | \$124 |

| | | | | | | | | | | |
|--------|--|--|--|--|--|--|--|--|--|--|
| survey | | | | | | | | | | |
|--------|--|--|--|--|--|--|--|--|--|--|

Figure 29. Total estimated spend & average spend per person by group size.

Spend per age group

It is difficult to ascertain spend per age group as spend was estimated for the whole group represented by the survey. However the general observation is that there was more spend per groups of higher age groups. This matches observations that older groups from overseas generally spent more than local groups surveyed.

Spend inside and outside the park

Total expenditure per person represented by the survey has been broken down into expenditure inside and outside the park. **This excludes the \$3,970 miscellaneous item of expenditure, as it could not be determined where this was spent.**

- \$150,930.81 was spent outside the event
- \$114,779.16 was spent inside the event

43.2% of the total spend per person represented by the survey, was inside the event.

Figure 30 below presents the breakdown by visitor group regarding spend inside and outside the event.

| | Australia | Other Overseas | Auckland | Other NI | Canterbury | Southland | Dunedin | Queenstown Lakes | Central Otago | Rest of Otago | Other SI |
|-----------------------|-----------|----------------|----------|----------|------------|-----------|---------|------------------|---------------|---------------|----------|
| % spent inside venue | 12% | 71% | 23% | 28% | 39% | 46% | 54% | 76% | 87% | 55% | 32% |
| % spent outside venue | 88% | 29% | 77% | 72% | 61% | 54% | 46% | 24% | 13% | 45% | 68% |

Figure 30. Percentage of visitor spending inside and outside the venue

Economic Impact

This section considers the dollar-value impact on the local community of one day's attendance at the Highlands 101 event. There are three types of impact – direct impact, indirect impact and induced impact.

The direct impact measures the direct or actual revenues generated by the event including the local spending by participants throughout the community.

The indirect impact represents additional input purchases made by local businesses as a result of the direct impact. For example tourists purchase meals in local restaurants that prompt local restaurant owners to purchase more inputs from suppliers and hire more workers.

The induced impact is created when local business owners, suppliers and employees spend the additional income that they earned as a result of the direct and indirect impacts.

The indirect and induced impacts replicate throughout the local economy, creating a multiplicative effect. Hence the total impact is a multiple of the direct effect. This multiple impact always takes a value greater than one and represents the sum of the direct, indirect and induced impacts.

Multipliers used by Central Otago District Council are dated 2004 and are considered by BERL to be accurate.

| Total Visitors | 10,000 | Output Multiplier | GPD Factor | GDP Multiplier | Employment factor | Employment Multiplier |
|-----------------------|--------------------|-------------------|------------|----------------|-------------------|-----------------------|
| Accommodation | \$268,919 | 1.49 | 0.55 | 1.45 | 14.5 | 1.18 |
| Restaurants & cafes | \$455,076 | 1.5 | 0.44 | 1.45 | 14.4 | 1.2 |
| Retail | \$160,976 | 1.51 | 0.53 | 1.53 | 14.1 | 1.21 |
| Recreation & Culture | \$683,565 | 1.55 | 0.40 | 1.72 | 11.8 | 1.42 |
| Total Expenditure | \$1,568,536 | | | | | |

Figure 31. Total estimated expenditure and multipliers.

Figure 31 above presents the estimated total expenditure by the 10,000 people who attended the event on the Saturday, broken down per spend item. The table also sets out the multipliers for gross domestic product (GDP) and full time equivalent jobs created (FTE), in order to assess the total (direct and indirect) impact assessment. The GDP measures the value of economic activity within a place.

| | Direct Output | Total Output | Direct GDP | Total GDP | Direct FTE's | Total FTE's |
|----------------------|--------------------|--------------------|------------------|--------------------|--------------|-------------|
| Accommodation | \$268,919 | \$400,689.19 | \$147,905 | \$214,463 | 3.9 | 4.6 |
| Restaurants & cafes | \$455,076 | \$682,614 | \$200,234 | \$290,339 | 6.6 | 7.9 |
| Retail | \$160,976 | \$243,074 | \$85,317 | \$130,535 | 2.3 | 2.7 |
| Recreation & Culture | \$683,565 | \$1,059,525 | \$273,426 | \$470,292 | 8.1 | 11.5 |
| | \$1,568,536 | \$2,385,902 | \$706,882 | \$1,105,629 | 20.8 | 26.7 |

Figure 32. Direct and indirect impacts of Highlands 101

Figure 32 above presents the direct and total impacts of the event, summarised in Figure 33 below.

| Impact Summary | Direct | Total |
|-----------------------|--------------------|-------------------|
| Output | \$1,568,536 | \$2,385,90 |
| GDP | \$706,882 | \$1,105,62 |

| | | |
|---------------------------|-------------|-------------|
| Employment (FTE's) | 20.8 | 26.7 |
|---------------------------|-------------|-------------|

Figure 33. Summary of total impact of Highlands 101

The economic impact on the Central Otago District of one day of the 2014 Highlands 101 event is summarised in Figure 33 above. This is based on 10,000 people attending the event. To summarise:

- Total expenditure was over 1.5 million dollars.
- The total GDP impact of the event was approximately seven hundred thousand dollars.
- Directly and indirectly, the event created the equivalent of 26 full time jobs.

General Feedback

Question 12 & 13. Are you planning to attend any other Highlands Motorsport events, if so which events?

People were asked what other events they would attend. Of 460 people surveyed, 374 were attending other Highlands Motorsport events. A full list is included as Appendix 2.

Question 14 & 15. How would you rate Highlands on a scale of 1-10? What needs to be done?

Figure 34 below presents the score people gave Highlands Motorsport Park. Over half the respondents scored the Park 10/10.

| Number of people surveyed | Score for HMP |
|---------------------------|---------------|
| 213 | 10/10 |
| 31 | 9/10 |
| 85 | 8/10 |
| 21 | 7/10 |
| 2 | 6/10 |
| 5 | 5/10 |
| 2 | 4/10 |

Figure 34. Score out of 10 for Highlands Motorsport Park

General comments regarding the Motorsport Park are included as Appendix 3; while there were specific ideas for improvement around stands, screens, and seating the comments overall were very positive.

“Been to other racing venues, it’s up there” “Want other big events here, facilities are good enough”

Question 16 & 17. How would you rate Cromwell as a place to visit? What needs to be done?

Figure 35 below presents the score people gave Cromwell. Approximately a quarter of respondents scored Cromwell 10/10, over half of respondents scored Cromwell 8/10 or higher.

| Number of people surveyed | Score for Cromwell |
|---------------------------|--------------------|
| 114 | 10/10 |
| 63 | 9/10 |
| 116 | 8/10 |
| 67 | 7/10 |
| 26 | 6/10 |
| 14 | 5/10 |
| 4 | 4/10 |
| 2 | 3/10 |

Figure 35. Score out of 10 for Cromwell

General comments made regards Cromwell are listed in Appendix 4; many respondents said Cromwell was a lovely place to visit but that the town centre particularly the Mall was run down and in need of improvement. Many respondents had not visited Cromwell, but had only visited the Highlands Motorsport Park. Comments included that more retail, accommodation and cafes / restaurants would improve Cromwell.

“Spending time at Highlands not in town. Restaurants - need more and better. Wine is good”

“More retail. Not enough restaurants, friendly people”

Summary

It is difficult to ascertain whether peoples' spending was within Central Otago or not given the spread of the some of the accommodation. Many Canterbury and Southland visitors stayed at home one of the nights and may have made trip related spend on route to Central Otago; many overseas visitors stayed in Queenstown and may have made trip related spend in Queenstown.

Trends

The largest numbers of people staying any number of nights in Cromwell were staying with family and friends.

The smallest numbers of people staying any number of nights in Cromwell were staying in rentals and hotels. The survey did not discover the demand for rentals or hotel or other types of accommodation, it is possible the demand was higher but could not be met.

In any township - the highest number of visitors from Australia (6) and Auckland (5) stayed in hotels.

In any township the highest number of Dunedin visitors (22), Canterbury (19), and Southland (17) visitors, stayed with family and friends.

The highest number of 16-30 year olds (20), 30-50 year olds (57), and 50+ year olds (65) stayed at home for at least one night. The next highest number of 30-50 year olds (25), and 50+ year olds (54), stayed with friends and family.

50+ year olds were the largest group of freedom campers.

30-50 year olds were the largest group of hotel users.

Visitors from Auckland spent more on accommodation (average \$103 per person) than other visitors.

There was more variance between spend on food and beverage and on retail outside of the park than inside. Visitors from Auckland and Australia spent the most on food outside the park; Central Otago and Queenstown Lakes visitors spent the least.

Other SI visitors spent the most on retail outside the park, visitors from Australia, Auckland and Other NI spent similar amounts. Other Overseas and Queenstown Lakes visitors spent nothing on retail outside the park, Otago and Central Otago visitors spent very little.

Visitors staying in Cromwell had the highest average spend per person (\$249), followed by visitors staying in Queenstown (\$231) and then visitors staying in Wanaka (\$201).

The average spend per person was highest for individuals (\$295) than for visitors in any group size. Second highest average spend was for visitors in groups of two (\$262). The lowest average spend was for visitors in groups of 8 (\$30) and groups of 7 (\$95).

APPENDIX 1

Highlands Motorsport Park Economic Impact Survey Questionnaire

Saturday 8 November 2014

Time:

Gender (circle):
M F

Hello,

I am conducting a survey for the Central Otago District Council and Highlands Motorsport Park to find out the economic importance of today's event. We'd also like feedback to help make it a better event, if we can. Would you be able to spend five minutes to answer a few questions?

1. Pass Type: **Pre-purchase** **OR** **Gate purchase**
 Saturday only Saturday only
 Multi-day Multi-day

2. Age: 16 – 30 30 – 50 50+

3. If you are part of a group (e.g. family or friends), how many in the group?

4. What are their ages? <16 16 – 30 30 – 50
 50+(enter number of people in each age bracket)

5. Are you visiting Cromwell or do you live here? Visitor
 Local

Local, go to Question 10

6. Where are you from?

7. Where did you / will you stay:

| Location | Last Night (Friday) | Tonight (Saturday) |
|-----------------|----------------------------|---------------------------|
| Cromwell | <input type="checkbox"/> | <input type="checkbox"/> |
| Queenstown | <input type="checkbox"/> | <input type="checkbox"/> |
| Wanaka | <input type="checkbox"/> | <input type="checkbox"/> |
| Other (specify) | _____ | _____ |

8. What sort of accommodation are you using? (tick a box for each night)

| | Hotel | Motel | B&B | Backpacker | Camping Ground | Freedom Camping | Rental | Holiday home | Friends / Family | Other (specify) |
|------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-----------------|
| Last night | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | _____ |
| Tonight | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | _____ |

9. How long do you expect your total time in Cromwell will be for this occasion?

Less than one day 1 day 2 days 3 days More than 3 days

Question 10

For the following questions we want to know the average spend per person per day here, and what they spend it on.

- If you are here as a member of a group (e.g. family or friends) where one person is paying for most of the food/petrol/accommodation etc. please try to give us your estimation of the total expenditure of your group.
- If you are here on your own or are a member of a group where each person is responsible for their own expenditure please give us your estimation of your own spending only.

10. How many people does your spending cover?

One Two Three Four Five Six or more

11. Based on your previous answer, what is your **best estimate** of your spend today

| | Estimated total (\$) |
|--|----------------------|
| Entry tickets | |
| Entertainment/activities/attractions | |
| Accommodation | |
| Travel (petrol, vehicle hire, bus tickets etc.) | |
| Food and beverage <u>inside</u> the Highlands Motorsport Park | |
| Retail spending <u>inside</u> the Highlands Motorsport Park | |
| Food and beverage <u>outside</u> the Highlands Motorsport Park | |

| | |
|--|----------|
| Retail spending <u>outside</u> the Highlands Motorsport Park | |
| Miscellaneous/any other spending not covered here (please specify) | |
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |

Finally we have a few questions about Highlands 101 and your experience in Cromwell.

12. Are you planning to attend any other Highlands Motorsport Park events?

Yes No Maybe

13. If so, which events? _____

14. On a scale of 1 to 10 how would you rate the Highlands 101? (circle)

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

15. To make it 10 what needs to be done? _____

16. On a scale of 1 to 10 how would you rate Cromwell as a place to visit? (circle)

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

17. To make it 10 what needs to be done? _____

APPENDIX 2

| Future events people plan to attend: | |
|---|---|
| Number of people | Other Highlands Motorsport Park event |
| 29 | 101 |
| 10 | ? |
| | 101 and February |
| 2 | 101 - Not sure what else is coming up |
| 4 | 101 & January |
| | 101 and Easter Classic |
| 9 | 101 and others if possible |
| 3 | 101 Next year |
| | 101 on an annual basis |
| | 101, Cromwell Club Days and others |
| 2 | 101, February event |
| | 101, Historic |
| | 101, Hot Laps, Go Carts |
| | 101, Members days, all race meetings |
| | 101, Rally Sprint and others |
| | 101, Targa and others |
| | 2 a year |
| | 2nd time here |
| | 4 times - museum 1 x month |
| 58 | All |
| 20 | Any / Any and all / Anything / As much as possible / As they happen |
| | Any husband racing in |
| | Any motorsport services events booked |
| | Been to all, meet Tony Quinn |
| | Car club |
| | Cardrona Hill Climb, Race to the Sky, Rally cross |
| | Christmas event |
| | Classic Cars, Festival of Speed, Hill Climb |
| | Classic Cars, Festival of Speed, Hill Climb |
| | Classic, 101, Easter |
| 4 | Classics in January |
| | Corporate Tent next years 101 |
| 8 | Don't know |
| 3 | Easter |
| | Easter and others |
| 2 | Easter, 101 |
| | Easter/Classic Cars |
| 4 | Every event |
| | Everything, V8 Supercars |

| | |
|----|---|
| | February - Go carts |
| 4 | Festival of Speed |
| | From Email |
| | Get newsletter by email then decide. |
| 2 | Go carting, buggies |
| 2 | GT Series, Highland |
| | Haven't decided yet |
| | Hill climb |
| 12 | January |
| | January - Aussie Super |
| | January - Highland Classic |
| 2 | January & Easter |
| | January Event & next year's 101 |
| | January Festival of Speed |
| | January/Race to the Sky/Festival of Speed |
| | Lots |
| 2 | Love it here |
| | Mad Mike |
| | Major meetings, go carts |
| | Maybe an annual visit |
| | Maybe Classics |
| | Member |
| 4 | Most events |
| 6 | Muscle Cars |
| | Museum |
| | Need to advise of others |
| 6 | Next event |
| 14 | Next year |
| 38 | Not decided |
| | On membership list |
| | Other race meetings |
| 5 | Pick & Choose |
| | Possibly 101 |
| | Race to the Sky |
| | Race to the sky or classic V8s |
| 2 | Racing |
| | Racing in Festival of Speed |
| | Rallycross, GT supercars |
| | Soon |
| | Super Cars - Classics |
| | Super Tourers, 101, V8 Tourers |
| | Targa |
| | The good ones |
| | Touring cars |
| 4 | V 8's |
| | V8 Super Tourers or Summer Series |

| | |
|----|-----------------------------------|
| | V8's and Classics |
| 2 | V8's and next years 101 |
| | V8's, Classics, GT's |
| | V8's, Historic, 101 |
| | V8's, whatever, whenever |
| | We are motor racing people |
| 18 | What ever, whatever is next |
| | Will bring more friends next time |

APPENDIX 3

| General comments on Highlands Motorsport Park |
|---|
| TV Screens, Leader Pole |
| Too soon to tell for event |
| Facilities, too soon to tell for event |
| Lower spectator costs |
| Grandstands and soft seating |
| Not enough for kids |
| A big screen to see what's happening at the back |
| Campervans on site? Complete the facilities. Embankment stand excellent |
| Love it |
| Best Portaloos ever!!! Out of town collection for online multiday pass was difficult. Ticket direct didn't know price of ticket at the gate and museum staff at Highlands didn't know price of a 2 day pass |
| Been to Pukekohe, Levels, Ruapuna, this is much better. Need a big screen to see what's happening in other parts of the course |
| Shade/sunblock stations (not allowed to bring umbrellas). Big screen to see cars down the back. Like the informal relaxed atmosphere. Amazing staff, helpful |
| More shaded areas - It's a bit rough to pay for Museum to get a weekend pass, you don't get the option |
| Excellent |
| A few more stands. Big Screens, more food stands. Go Cart side |
| More races |
| Better cars, scoreboard, was confusing last year. Speaker is better than last year |
| Big screen TV showing replays of passes/crashes |
| Good to see maturity in the grounds, more shelter |
| Big screen - An update of leading position so if you go to the loo you know the position of the vehicle |
| Website is good but when you google for Highlands, it doesn't tell times of races or type of cars |
| Trees bigger/parking better this year |
| Better seating organisation, permanent toilets, if they charged less we would be here 2 days |
| More seating |
| Great place, haybales good seating. Big screen would be handy |
| More drifting/ Classic Cars |
| More Shade |
| More stalls. Liked the lunchtime entertainment |
| Babysitters |
| Picnic Tables |
| ATM Cash Machine needed |
| Less surveys |
| Big Screens |
| Fantastic venue |
| Great Venue |
| Cute guys |
| Score standings board |
| Bring in V8's and Formula 5000 |

| |
|---|
| More food and beer stalls |
| Formula 1 |
| Eftpos Machine |
| 11 |
| The track is great, could use big screens |
| Too much commentary |
| Nothing more needed. We enjoy our time here, a fantastic experience for our family |
| Cost is high for pensioners - Gold Card Discount? |
| Better viewing. - Chairs and tables |
| Weather |
| Different cars: Audi/Ferrari/Bentley. Continue to support the small local races. Vintage/mix |
| Too much walking, golf carts? Would like to get into the pits. Membership - Silver Club? |
| Seated grandstand - Access to internal track - Lots of grid girls |
| Trim the grasses |
| TV Screens would be great |
| Smooth timings. Went Long. Speakers cutting out for 5 seconds |
| Keep freedom of access pit lanes - Jurassic Park - Keeps on improving - Open track day? |
| Display and sound better than last year |
| Toilet block, not plastic boxes |
| Not sure |
| Grandstand, More food facilities, Screens and Scoreboard |
| Great from a kids and family aspect. Last year was disappointed that couldn't use the café in the motorsport museum. Would like somewhere to have coffee with under 5's |
| Way better than last year - Information board |
| Bring in V8's run like Clipsal or Bathurst - camping package |
| More fresh fruit, healthy food, yoghurt etc. Bring in Superbikes |
| More Seating |
| Would like to go to the pits |
| Transport carts to get around if not great at walking |
| Been to a lot of events, unreal view in comparison to other venues |
| It's good they've thought about kids this year |
| Allow museum entry as part of the ticket. Shaded, tiered seating. Big screen in middle of the track |
| Grandstand |
| Get rid of top row of tussocks or grandstand |
| Seen quite a few, nothing much, adding more all the time |
| 11 - Large Screens |
| Eftpos near food, nice toilets, bigger TV Screen |
| Great facility. Entry cost is double any other to attend |
| More shade, trees growing though |
| Free programmes, more grandstand seating, more info in getting around the viewing areas |
| More stands with seating |
| Keep organisation going well |
| Entry prices a little high |
| Support classes this time were a little weak compared to previous year (2013) |
| Ticket advertised for prepurchase at Champions of the World on website Not available |
| Hopefully the PA system will be better this year |
| Cost, Museum should be included in entry ticket |
| More seating |
| Not enough races, more types of cars |

| |
|--|
| Been to other racing venues, it's "Up there" |
| More things for female partners who get bored with racing |
| Not able to compare it as not been here before |
| V8 supercars |
| More events |
| 1st Class |
| Singlets to buy instead of Polo Shirts. More shade/trees |
| No food or coffee - public viewing east bank |
| 11 - Keep up the good weather, sound was better than last year |
| Sound system and commentary |
| More stalls/choices - ATM machine |
| Great facilities, programme looks good |
| Even higher, can only build on it |
| Keep doing what you're doing |
| Not sure but not a 10 |
| More free transports |
| Expensive |
| More racing classes |
| Improvement |
| Love it. More sun, more knowledge of what is on. The free bus is amazing |
| Shelter from wind, rain and sun. Toilets too small for adults with young children |
| Haven't seen it yet |
| Want other big events here, facilities are good enough |
| More public seating |
| Loving it. Speakers keep cutting out |
| Speakers too loud, feel like your competing |
| Better sound system and some shade |
| Sound System |
| More Drifting |
| Awesome facility. Wanted to look at the Pits but couldn't get in. |
| Great |
| Just missed out on \$20 offer for go carts - sign was misleading |
| TV Screens everywhere |
| Pensioners Passes |
| More shade and seating |
| Can anyone bring Classic Car to do a lap at anytime? The more muscle cars the better, avoid easter |
| Time Management - lots of effort for small window of lunchtime entertainment |
| Seats. Terraced seats at viewing points |
| Muscle cars, Slalom |
| Eftpos wasn't working |
| |
| Fab |
| Nice Landscaping, great venue, close to town, boys love the racing |
| Too early to tell |
| Thought there would be an Fol?? commentary like last year |
| More Race Categories |
| Big screen to show the cars. What happens if it rains. More shade |
| It's such an asset for Cromwell and surrounding area |
| Needs more than 101 cars. V8's Formula 5000 |

| |
|---|
| Would be nice to view/walk the entire circuit |
| It's fantastic |
| Advertise Friday for the locals |
| Drag strip would be good |
| More mobility challenged help |
| Practise Day not good - no programmes and not spectator friendly |
| Great for Cromwell |
| It would be cool if there was some access to seat belt X for individuals with severe disabilities |
| Entry Prices |
| "Promo girls" Booze too expensive |
| Ticket prices compared to Hampton downs |
| Not portaloos for ladies |
| Grandstand seating, large screen and replays |
| World class track |
| Tent in front of terrace blocking the view, minor but impacts |
| Keep adding new attraction |
| Museum should be part of the ticket price |
| Fantastic |
| More child friendly seating/shaded areas |
| Great Place |
| Excellent |
| Bus is great, umbrellas should be allowed |
| Can't really say, not a 10 giving person |
| No Pit access. Would like Friday access to cars |
| Shade |
| Send Race Info earlier so accommodation planning can be organised |
| Camping on Site! (got moved twice) |
| Quad bikes/pedestrians separate lanes. Saw a 10 year old driving a quad bike |
| Better food in pit hospitality |
| More food stalls, variety. Not much for female partners with the males focussed on racing. Stalls for females |
| More female activities |
| Seating, Shade umbrellas |
| More seating, but aware it is early days |
| Make the apartments cheaper so I can afford one |
| Haybales to sit on a great idea - more seating like this |
| Nothing |
| Big Screens |
| Big screen for view of rest of track/trees. Grass area terraced for camp chairs |
| More racing on the Saturday |
| Because its not finished. Cheaper entry, Family passes |
| Child minders (staffed child care area) |
| Not advertised. Big screen. |
| Big Screen |
| Big Screens |
| Nothing |
| Some shade would be great |
| Not Sure |
| Big Screen TV |

| |
|--|
| Good product |
| Timing board, big screen |
| I rate it 11 |
| Still too new |
| Beer tent over on silverfern area |
| Improved sound since last year |
| More info on prices- big difference between buying tickets online and gate sales |
| "Go in Cars" |
| Don't know |
| No, all pretty good |
| More shade for families - Big Screen |
| Poor vehicle recovery, breaks in traffic too long |
| Don't know |
| In comparison to formula 1 needs V8 |
| Cheaper Entry |
| Not a perfect 10, but happy |
| Facilities, too soon to tell for event |
| Love it |
| Nothing noticeable, could be 10, only just arrived |
| More food vendors at different locations |
| More racing. Changed format. More racing on Sat. Change Start Procedure |
| Big V8s, grandstand |
| Always improving |
| Score Board |
| Big Screen so you can see other corners |
| Shade cloth and seating for pregnant ladies |
| Radio commentary, more classes of cars |
| More races |
| Seating |
| Screen, embankment seating, grandstand |
| Big Screen |
| Big screen with times etc and view of forest |
| Disappointed by Practise Day |
| Being able to walk all the way around the park without needing the bus |
| Don't know yet haven't had a look around |
| Information Board. Announcements unclear to show standings. Facilities good except toilets |
| Permanent toilets |
| No wind |
| Hard to improve on Tony Quinns |
| More toilets - too early to tell |
| Friday entry \$20 via museum. Very poor internet info. Impossible to know what the field consisted of. GT3 coverage OK. Driver info has a bearing on attendance! |
| More V8 car racing, show & shine classic shows |
| V8 Supercars |
| Not a 10. Ability to buy a DVD of the event - part of online ticket purchase. Maybe a shuttle service. Large screens are good |
| Shade cloths |
| Good but too soon to tell for race day |
| Hard to see everything - spread out a bit |

| |
|---|
| Sunscreen & shade cloth |
| More buses around park or going in opposite directions |
| Too early to tell |
| Allow local members a race day for car club |
| Screen to see more track and forest area, more shade, admission cheaper |
| Apart from the cost, quite steep |
| Steinlager |
| Commentary |
| Ticket price good for a days entertainment |
| Classy |
| Great family atmosphere |
| Walk right around the track |
| Free options to experience real racing. Computer game access - interactive racing games |
| Grandstand and big screen |
| Signage around the park. Ticket price should include the museum |
| Really good |
| To be able to see the whole track |
| Seating |
| Big Fast races |
| Drifting between races - bike stunts in between racing? |
| Formula 1 or any world class event, when finished |

APPENDIX 4

| General comments regarding Cromwell |
|--|
| Lots of wineries, quiet |
| Needs more and different accommodation |
| Market Old Cromwell more and better signage |
| Needs more and different accommodation |
| Shopping area needs to be greatly improved |
| Cromwell Mall pretty demoralising, half the shops are closed down. Expensive shopping |
| More shops and pubs (disappointing in Mall) |
| It's not as commercialised as Wanaka, keep it that way |
| Have a holiday house in Wanaka. Highlands will make Cromwell |
| Presumptuous question - belongs to the people who live here - Lovely place to be |
| Too far to get to the shops, you have to drive off the main road |
| Mall stinks. Revolting and gloomy - bowl it down and start again - make a lovely green area. Shops on one side only. |
| Love Cromwell |
| Rose garden outside Jones Fruitstall needs to be sign posted as they are beautiful |
| There are friendly people, keep it that way |
| Nothing specific |
| More retail. Not enough restaurants, friendly people |
| No fast food, KFC McDonalds etc |
| Never been |
| Have only visited Motorsport Park, not Cromwell |
| Don't go into Cromwell centre a lot, stay at Pisa Moorings in friend's house |
| Good the way it is |
| Great Service centre. Shopping fragmented |
| Good |
| Love C.O. From Tarras |
| Live and work here |
| Ongoing improvements |
| Live Here |
| More variety of shops for participants families. So they spend \$ in town |
| Drop the Mall |
| Mall needs to be smartened up |
| More accommodation |
| Live in Queenstown |
| Everybody should visit |
| Live in Wanaka |
| Reduce the price of beer |
| More restaurants and accommodation |
| OK |
| Turn the Mall inside out |
| Live in Wanaka so don't think about staying in Cromwell |
| Already love it |
| Cromwell is improving |
| More accommodation for Motorsport people who are big spenders |
| Generally pass through |

| |
|--|
| Live here |
| Cromwell is a lovely place to visit and stay. Whole family love coming here. Keep up the weather |
| A lot of empty shops |
| Hub of Central Otago. World Class Facility |
| I'd move here tomorrow |
| Accommodation |
| More accommodation |
| Wee bit expensive but better than Queenstown |
| Finish the Mall upgrade. Continue doing up Old Cromwell |
| Better shops, more shade sails |
| Have a cinema |
| More cafes, longer opening hours - more things for little kids to do activities wise. |
| Highlights like fireworks amazing thankyou. More kids activities would be great but we loved it |
| Accommodation |
| More sunshine:) |
| Not sure |
| Retail disjointed |
| Just passed through |
| Under commercialised |
| Intend to move to Cromwell because of Highlands |
| Closer to Christchurch! |
| Well travelled, got everything |
| It's too expensive, No Comment |
| Fast Food outlets, or 24 hour garage |
| Shopping Centre run-down (wife reported) |
| Don't really go to shops. |
| Better accommodation/restaurants, more activities |
| Haven't visited, staying in Wanaka |
| just pass through |
| Open the Mall, Playground in Mall like Twizel |
| Very good |
| Unsure what is missing, nice place to visit but couldn't say it's a 10 |
| Better link between the Mall and the State Highway. More attractive urban design. |
| No promotion of Cromwell |
| More local support needed from businesses. Need cafes to be open to cater for demand |
| Reasonable priced accommodation |
| Few more restaurants |
| More accommodation and facilities |
| Mall is always dead |
| Mall should be improved |
| General upgrade but it appears to be occurring |
| Like the Old Town |
| Okay town. Shops open longer during the day would be good |
| Unsure, maybe a theatre |
| New shopping area |
| No reason to stop - food disappointing, no places |
| Good the way it is |
| Improve the shopping Mall |

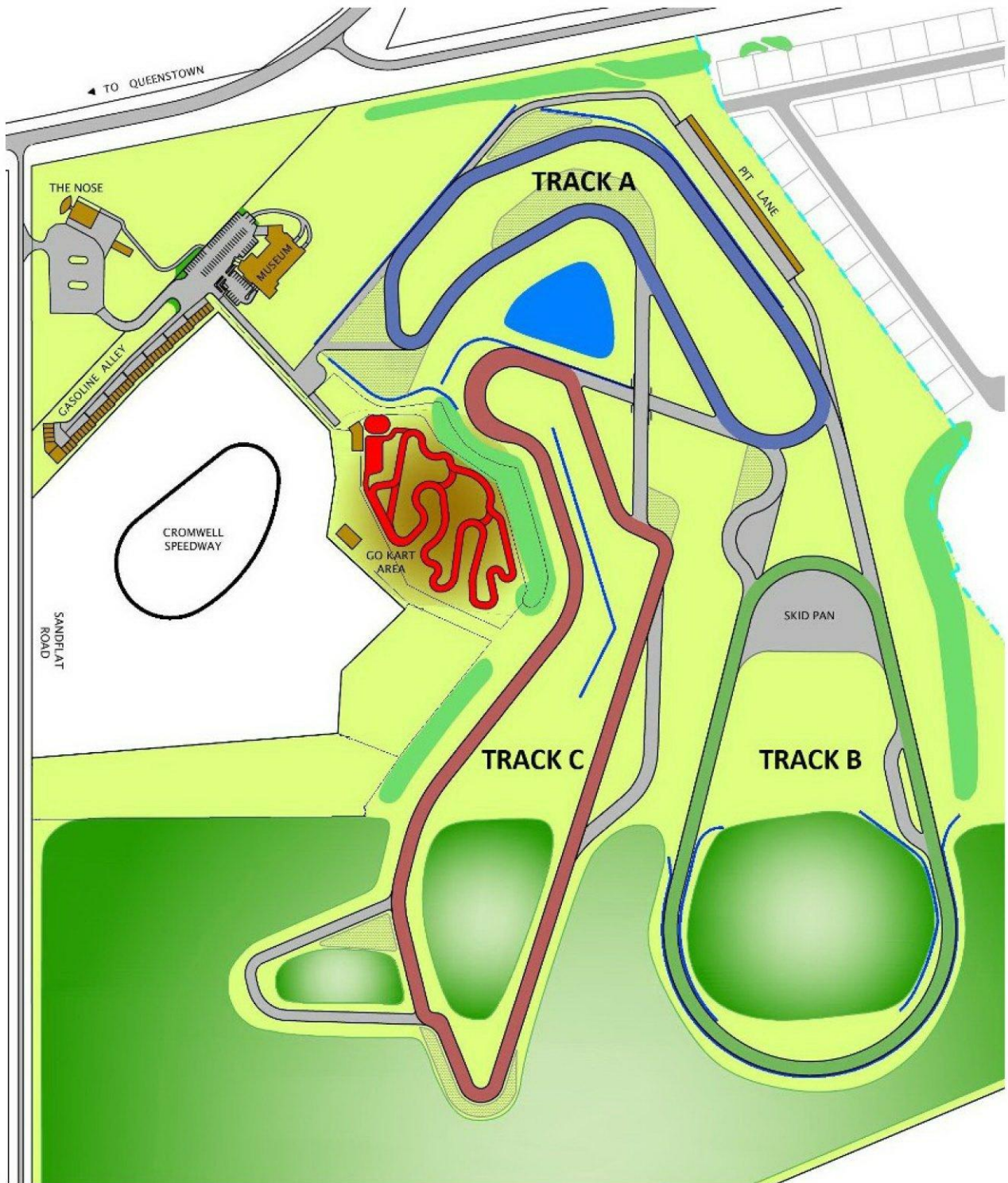
| |
|---|
| More variety, some good shops but often closed when Highlands finishes |
| Live here and love it |
| Need an airport. Gateway into Mall to open it up! 4WDing could be promoted more |
| Nice town, cute, not many things to do around Cromwell |
| Not much to do with children |
| More retail |
| Mall is funny/disjointed |
| Love coming to Cromwell |
| 8 to visit, score 2 to live here |
| Great set up because of racing |
| Taxi or bus service |
| No much here |
| Old Cromwell not marketed or signposted enough |
| On previous visits accommodation has been poor and expensive |
| First time in Cromwell, too early to tell |
| Haven't spent time in Cromwell, just at the track |
| More accommodation |
| Great food, fireworks were cool. Great accommodation |
| Don't change it |
| Sign posting of event and to Motorsport Park |
| Haven't spent much time there |
| More restaurants/shops |
| More meetings needed. |
| Very quiet, no night life |
| Only visit for the motorsport |
| Just pass through as close to home |
| Prefer Alexandra |
| Wind |
| More toilets |
| Don't often stop, only at Nichols Garden Centre |
| Great place |
| Wet weather facilities |
| N.W. closes too soon |
| Nice already |
| Badly placed town |
| Don't know |
| We come here a lot, nice place to stay |
| Love it, would live here if could |
| Warmer in the winter |
| Close to home, more affordable than Queenstown. Natural |
| Live here |
| Love Cromwell |
| Great |
| Always visit |
| Advertising, signage, promotions |
| Like Cromwell the way it is |
| Opportunity for more accommodation especially in disabled area as we ended up having to stay in Arrowtown |
| Don't know |

| |
|---|
| More accommodation |
| Haven't gone into town |
| More accommodation eg motels |
| OK |
| Nice place to visit, wouldn't want to live here |
| Love it, more work on the Mall to attract people in. Current work is an improvement |
| More rubbish bins in public areas eg. Greenways. Better street lighting |
| Too windy |
| Alright sort of a place |
| Nice Place |
| More to do at night |
| Fun town |
| It is good to be proud |
| Freedom parking |
| Nice but not enough activities like Wanaka & Queenstown |
| In and out for racing - no accommodation |
| Best golf course and mini golf |
| Turn the wind down |
| Camping spots |
| Shopping Centre is disappointing, no one there |
| Sometimes run out of food. Needs more accommodation |
| More Buzz |
| Spread the word - advertise more our hidden gems eg Shuicings Walk, Bannockburn |
| Wind |
| Cool shops |
| Stop the wind |
| A few more wineries to visit - too crowded |
| More car racing |
| Spending time at Highlands not in town. Restaurants - need more and better. Wine is good. |
| Don't know |
| Needs a bit more oomph in town centre |
| Live here |
| Nothing really, it's a great place |
| More people |
| Attractive shopping area |
| More people |
| Capitalise on natural beauty |
| Nothing |
| More eateries. The Mall is wrong |
| Used to camp here, love it |
| Really love coming here and plan to bring children and grandchildren |
| Fine the way it is |
| Better retail, more attractive |
| It's a bit soul-less |
| Only 2 pubs. Bannockburn closing at 10pm - loved the option of the courtesy coach |
| Too new |
| More eateries |
| Nice people live here, not so keen on the climate! |
| Shopping area not very inviting. Has improved |

| |
|--|
| More accommodation |
| Restructure retail sector - always looks dead |
| Better accommodation, disabilities accommodated |
| Great as it is improving slowly |
| "Improving" good to have an activity in Cromwell that families can go to |
| Keen to move here. Drag race cars. Everything all right |
| Not visited often enough to compare or rate as 10 |
| Don't know, just passing through |
| Good weather |
| Love it |
| Visit lots |
| Not visited Cromwell, can't comment |
| Can't comment, not staying here |
| Rent boats, kayaks etc. Make more use of Lake Dunstan |
| Fill up the Mall "Lost it's Vibe" |
| Lacking something but not sure what. Bit fragmented, shopping in one area |
| Shops open more - retail especially to cater for visitors - no restaurants open after the event last year. This is based on experience in 2013 |
| Make getting here easier by public transport |
| More attractions |
| Delightful as it is |
| Happy the way it is |
| Haven't really visited |
| New Mall |
| More restaurants |
| Live here |
| Remember it's a tourist town. Instructions how to get to places instead of "I don't know" |
| Not sure |
| Too early to tell |
| More shopping |
| It is what it is |
| Haven't really experienced it all yet, but will visit tonight |
| More shops |
| Less wind |
| Nothing in town, got petrol |
| No time spent here |
| No wind |
| New Mall |
| Pull down the Mall |
| Another supermarket |
| Live here |
| Parking in town when it's busy |
| Like the way it is |
| Dead |
| The Mall needs to go. It's like a maze, shopping not continuous |
| Not staying here, can't comment |
| I'd like some work here this summer cherry picking. Would make it a 10 for me. |
| Refugee from Christchurch |
| Not spending time in Cromwell |

| |
|--|
| Shopping disappointing last time, females like to shop |
| Alright as is - come in summer |
| Haven't been there, can't rate |
| Nothing |
| More of what's happening |
| More people |
| Kids love the skate park. Facilities eg Pharmacy |

APPENDIX 2 – Track Map



APPENDIX 3 – Articles referred to in Evidence.

Golf: Pro-am hopes swap clubs for cars at New Zealand Open

28 Feb, 2018 7:04pm

3 minutes to read



L-R Ricky Ponting, Michael Hendry, Stephen Fleming, Hayden Paddon and Michael Campbell as part of Paddon's Hyundai Challenge at Highlands Park. Photo: photosport.nz

NZ Herald



Fast cars and young stars of the future attracted the interest of golfers in Queenstown today, building up to this week's New Zealand Open.

Defending champion Michael Hendry, cricketers Stephen Fleming and Ricky Ponting, along with former US Open winner Michael Campbell, donned race suits and helmets to compete in the Hyundai Challenge at the Highlands Motorsport Park in Cromwell.

They were up against the clock in a Hyundai i30N, combined with their best lap time in a Highlands Kart, all under the eye of World Rally Championship driver Hayden Paddon.

Competitive streaks came to the fore with combined times of 1.4s between the fastest and slowest of the four.

[View more photos](#)

Hendry took out top spot from Pongtong by 0.05s, despite blowing a tyre and taking out cones on his Hyundai lap.

"There was a lot of carnage there," he said, only admitting to some experience on race and kart tracks after he'd won.

"This is one of the best tracks in the country, if not the world, and all I wanted to do was not make myself look like an idiot."

Paddon played pace man on the celebrity laps, admitting he was "not entirely comfortable".

"I haven't sat in the passenger seat for about 10 years, so you all scared the s**t out of me," he joked.

Back in Queenstown, Ryan Fox and his Dad, former All Black Grant, had a rousing reception when they visited 600 students at Remarkables Primary School.

The pair fielded questions from students asking what inspired them to achieve their goals, why Ryan chose golf instead of rugby and top preparation tips for tournaments and matches.

"I've always dreamed of being a sportsman, and after playing rugby and cricket since a young age, I started tournament golf when I was 18," Ryan told the students.

"It's a chase for perfection as you don't always have the perfect shot or play the game perfectly.

"I'm feeling confident for the Open this weekend. You've just got to go out there and believe you can do it."

Wrapping up the meet and greet, Grant shared some wisdom.

"Not everyone can become the number one sports star, so if you look in the mirror and know you've tried your hardest, that's all that matters."

The New Zealand Open begins on Thursday with a round alternately at Millbrook Resort and The Hills before a cut to the top 60 players plus ties to contest the final two rounds at Millbrook.

Government bails out Northlake's KiwiBuild



MP Jacqui Dean at 43 and 45 Glen Dene Crescent

During question time in Parliament last week, Minister for Housing Phil Twyford confirmed under question by National's Housing spokesperson Judith Collins that the government has bailed out Winton, the developer behind Northlake, by buying the unsold KiwiBuild houses that failed to sell as part of their underwriting scheme. Winton has already removed the properties from their website—the houses are now the government's problem.

Despite this district almost breaking at the seams with acute accommodation shortages, the failure of Northlake's KiwiBuild has come as no surprise to some. Opinions from a variety of commentators have said they were overpriced and not fit-for-purpose for families. At 76sqm, the footprint was the same as an inner city apartment in Auckland, but KiwiBuild apartments in central Auckland are selling for around \$200k less than Wanaka.

Jacqui Dean, MP for Waitaki says, "I believe the houses failed to sell because they were far too expensive for Wanaka families and were clearly not fit for purpose. The homes do not have garages, a necessity for family storage and are very small, with little outside space for children, a vegetable garden or a clothes line.

"I also note in the cabinet papers released to me that prior to the KiwiBuild project proceeding, interest from Wanaka homebuyers was remarkably low. In Hamilton the KiwiBuild project had 4850 people register interest, in Queenstown 2854, but in Wanaka just 139 – and yet the government still decided to proceed in signing an agreement with developers to build 211 homes there and to underwrite the deal."

Dean recently visited one of the two-bedroom properties at 43 Glen Dene Crescent and says she was shocked and dismayed that the government could ever imagine this house was suitable for a family.

"The Wanaka KiwiBuild homes are an example of taxpayers paying the price for a lazy government. Housing Minister Phil Twyford clearly did not do the research and check whether these homes would meet the needs of the market, or indeed whether there was interest from people in buying the properties. His laziness has meant taxpayers are now footing the bill for homes that no one wants. What's worse, there are another 200 homes being built and even more taxpayer money will be put at risk."

So what happens now? "There's no telling what government will do with these KiwiBuild properties next. If these homes are sold cheaper than what they were originally marketed for, then the taxpayer will be losing out again, as it will be taxpayer money that is subsidizing these homes for KiwiBuild buyers. The only person winning in that kind of scenario will be the developer, not young families in the Upper Clutha."

Dean says she is well aware of the low salaries in Wanaka and the difficulty for low-income families to enter one of the most expensive districts in the country.

"It is clear the KiwiBuild model is not working in Wanaka. There are ten houses built, and only six have sold, despite the homes being on the market for a number of months now. If the government had built homes that met the needs of Wanaka families and at the right price, then those homes would have sold. It's clear the Minister has really missed the mark in the type of homes built and the cost of these homes.

"The homes were marketed as 'living the Wanaka lifestyle in an architecturally designed and affordable KiwiBuild home.' This sadly shows how out-of-touch the government was, because for the many families desperate for their own home, lifestyle and architecture have very little to do with putting a roof over their heads."

The failure of KiwiBuild in Northlake raises concern over the 400 houses planned for the Hawea Special Housing Area. The SHA received support from Queenstown Lakes Community Housing Trust (QLCHT) due to the high number of people waiting for home on their books. Julie Scott, CEO of QLCHT believes Northlake's KiwiBuild and Universal Development's SHA should not be

put in the same category. Like Dean, Scott believes the price point for Northlake was too high and also said "It would appear [Northlake's] price does not support the underlying value."

Scott continues, "The proposed entry-level pricing for Hawea SHA homes was significantly less than the Northlake KiwiBuild homes. [Also] when QLCHT receives and develops the 40 sections from the Hawea SHA, these will not be sold at market value. They will be sold either under our new assisted ownership programme, Secure Home, or retained in perpetuity as affordable rentals. The nearly 600 households on our waiting list cannot afford to purchase a \$650,000 property on their own."

Dean also believes the proposed Hawea SHA has significant differences from KiwiBuild: "I am also very impressed with a pioneering new pilot scheme, Secure Home. This scheme aims to address housing affordability in the district by allowing people to purchase a house through a 100-year lease arrangement, with the Trust retaining ownership of the land in perpetuity. This may be a more affordable option and one that could work well in Wanaka. However, the government's KiwiBuild scheme is destined to continue to falter."

Winton could not be reached for comment.

<https://www.thewanakasun.co.nz/news/8602-government-bails-out-northlakes-kiwibuild.html>

Tuesday, 10 July 2018

Northlake family upset by treatment

By Mark Price

 6650  34 

Regions > Wanaka

3 Comments



The main entrance to Northlake. PHOTO: MARK PRICE

A family living in Wanaka's new Northlake subdivision say they feel more like tenants than the owners of the house they paid for.

"You buy a property because you don't want to be living in a rental and then you still feel like you've got a landlord," a member of the family told the *Otago Daily Times*.

The family did not want to be identified for fear their criticism might upset the developers, Chris and Michaela Meehan.

The family was considering selling their house because living in the burgeoning subdivision had not met their expectations.

There have been rumblings of discontent at Northlake over amenities the developer has suggested could be provided but have not been, and over a plan change that will increase the amount of commercial activity.

A meeting of residents is understood to have been organised for later this week.

Six residents who made submissions to the plan change hearing, withdrew them after receiving letters from the developers' lawyers.

Under Northlake's sale and purchase agreement's "no objection" clause, buyers of sections agree they "will not object to or lodge any submission against any planning proposal".

Other parts of the agreement require a buyer to "promptly give its unqualified" written approval to any planning application.

The family spoken to by the *ODT* admitted to being "naive" in not realising the extent to which the developer could make changes, and be "able to take out things that had already been put in".

"You don't imagine a tennis court that has already been built is going to be removed."

They had other issues too.

A tent they erected in their large section over summer attracted a letter from the developers' lawyer requesting it be removed.

And another letter required them to upgrade their landscaping.

"They tried to tell us the grass on our hill was longer than regulation ... which was not the case.

"But again, they communicated that through legal means - a letter from the lawyer - which is so intimidating."

Dust and noise from the continued development had been problematic, as well.

"When our houses were all covered in dust and the noise was unbearable, the modus operandi from the Northlake developers was just not to respond."

It had all added up to Northlake not being the relaxed village-like location they hoped it would be.

"If you look at it in the beginning designs, you saw a nice little community hub with a swimming pool, a couple of tennis courts, a small shop, a little cafe.

"It was all very village-y and quite quaint.

"And now you've got a big supermarket going in, no swimming pool, no community gathering area, one tennis court that is now supposedly being removed and a much larger amount of retail space."

Developer Chris Meehan, when approached by the *ODT* on Friday, said: "I've got no comment. I don't talk to the newspaper, as you know."

mark.price@odt.co.nz

Northlake residents feel duped by developments



DANIELLE BUTLER

newsdesk@thewanakasun.co.nz

A public backlash over ongoing developments at Wanaka's Northlake subdivision has called into question the responsibility of both developers and council to its residents.

A large number of Northlake residents have come together to express their objections to promised amenities not being provided in the subdivision.

Several have expressed anger at the lack of community hub and swimming pool, which were shown in the subdivision's original plans, among rumours that its tennis court is to be removed.

A plan change in March to provide space for a supermarket and retirement village sparked opposition from residents earlier in the year.

One said, "Any major changes to the original Northlake proposal should require a resource consent amendment. How can they put a tennis court in and then rip it out again to allow for more houses instead?"

"Next developers will promise community facilities as a marketing

tool and to ensure a granted application and never put them in. I think council has very much a control obligation here."

Councillor Quentin Smith agreed, saying on social media that council should have a role in defending the zone as consented and its subsequent structure plan.

He added that it was being looked at but this was not confirmed by Queenstown Lakes District Council (QLDC).

Senior communications advisor for QLDC Rebecca Pitts said that there was no live application from Northlake to remove its tennis court.

"From a resource management perspective, they are within their rights to apply to alter the delivery of community facilities through the resource consents process," Rebecca said.

"As with any other application, QLDC will need to make a determination as to the adverse effects of the proposal and it may need to be publicly notified."

Tuesday, 10 July 2018

Northlake family upset by treatment

By Mark Price (/author/Mark%20Price)

6650

34

[Regions \(/regions\)](#) > [Wanaka \(/regions/wanaka\)](#) > [Regions/wanaka/northlake-family-upset-treatment#comments](#)

The main entrance to Northlake. PHOTO: MARK PRICE

A family living in Wanaka's new Northlake subdivision say they feel more like tenants than the owners of the house they paid for.

"You buy a property because you don't want to be living in a rental and then you still feel like you've got a landlord," a member of the family told the *Otago Daily Times*.

The family did not want to be identified for fear their criticism might upset the developers, Chris and Michaela Meehan.

The family was considering selling their house because living in the burgeoning subdivision had not met their expectations.

There have been rumblings of discontent at Northlake over amenities the developer has suggested could be provided but have not been, and over a plan change that will increase the amount of commercial activity.

A meeting of residents is understood to have been organised for later this week.

Six residents who made submissions to the plan change hearing, withdrew them after receiving letters from the developers' lawyers.

Under Northlake's sale and purchase agreement's "no objection" clause, buyers of sections agree they "will not object to or lodge any submission against any planning proposal".

Other parts of the agreement require a buyer to "promptly give its unqualified" written approval to any planning application.

The family spoken to by the *ODT* admitted to being "naive" in not realising the extent to which the developer could make changes, and be "able to take out things that had already been put in".

"You don't imagine a tennis court that has already been built is going to be removed."

They had other issues too.

A tent they erected in their large section over summer attracted a letter from the developers' lawyer requesting it be removed.

And another letter required them to upgrade their landscaping.

"They tried to tell us the grass on our hill was longer than regulation ... which was not the case.

"But again, they communicated that through legal means - a letter from the lawyer - which is so intimidating."

Dust and noise from the continued development had been problematic, as well.

"When our houses were all covered in dust and the noise was unbearable, the modus operandi from the Northlake developers was just not to respond."

It had all added up to Northlake not being the relaxed village-like location they hoped it would be.

"If you look at it in the beginning designs, you saw a nice little community hub with a swimming pool, a couple of tennis courts, a small shop, a little cafe.

"It was all very village-y and quite quaint.

"And now you've got a big supermarket going in, no swimming pool, no community gathering area, one tennis court that is now supposedly being removed and a much larger amount of retail space."

Developer Chris Meehan, when approached by the *ODT* on Friday, said: "I've got no comment. I don't talk to the newspaper, as you know."

mark.price@odt.co.nz (<mailto:mark.price@odt.co.nz>)

6650**34**

3 (</regions/wanaka/northlake-family-upset-treatment#comments>)

RELATED STORIES