

HSBA Chairmans report June 2017

This year has been one fought with challenges within the Hanmer business community, with the November 2016 earthquake and the March 2017 fires. But it proved resilience within the community and help strengthen bonds.

It has been a challenging year for the committee with the extra workload these natural disasters presented. There was quite a large post-quake response, with communications on support channels. A huge amount of work went into advocacy working with HT, HC, HSTPS and MBIE on a post-quake strategy and funding. Big thanks to Graham Abbot for work that he did to secure this funding for the marketing which has made a big difference in bringing the various markets back to Hanmer. The HSBA, in conjunction with the HSTPS also contributed financially to cleaning up the accommodation provider's database in a post-quake email-out.

Over and on top of the response work that was done some other initiatives were.

Hanmer Springs New Zealand's Alpine Spa Villages brand had been cemented with the new road side billboards on state highway seven, big thanks to Shane Cundy for sticking his neck out and getting these completed so quickly.

The "visithanmersprings" website has been reskinned with a fresh new look.

HT have been using this brand extensively, the HT will cover this later this evening.

The facebook page has been ticking along with 12870 likes, it has lost some momentum and we will be looking at incorporating this workload within the secretary role.

HSBA has been working closely with the HSCB to update for current town flag system to a more professional and less labour intensive system. This is currently.....

Also submission was made on behalf of its members for the 5 year draft strategy for HT in April this year.

Some goals for the coming year will be.

- Creating an ongoing 2 year strategy for the HSBA
- Working on our key relationships going forward, with HT and HSTPS to develop the region as a destination for the future.
- Advocacy on behalf of our members, examples being to submit to council on Easter trading and freedom camping issues.
- Working closely with HT to make the "visithanmersprings" website more sales focused.

Christian Chester

Chair - HSBA