



SPACE TO PLAY



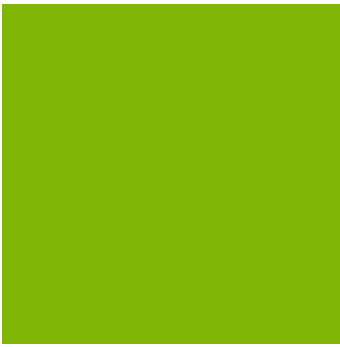
SPACE TO STAY



TO FIND OUT ALL THERE IS TO DO AND SEE IN METHVEN VISIT AMAZINGSPACE.CO.NZ



Mt Hutt Marketing Group's 2014 Season Prospectus



About

Mt Hutt Marketing Group

The Mt Hutt Marketing Group (MHMG) was formed in 1995 and is a co-operative marketing venture comprising of businesses in the Methven and Canterbury region. Membership funds are used to promote the Mt Hutt, Methven, Christchurch & Canterbury region as a year-round destination, with a particular emphasis on the ski market. The group strongly believes that co-operative marketing is a very effective technique for a region full of small to medium size businesses to join together to obtain a significant presence in a large market full of

strong competition. The emphasis of being a member of the MHMG is that the collective spend on marketing as a group, is greater than what anyone can achieve individually. Especially when this marketing spend is then partnered with other monies, to achieve greater penetration within international and domestic campaigns.

The Mt Hutt Marketing Group requires the support of the whole Methven/Mt Hutt region to achieve its goals and targets - to ensure that the marketing activity is increased and the region continues to grow to the benefit of all our businesses.

MHMG Objectives

Vision

- Live the Amazing Space

Mission & Purpose

- A collective body joined together to increase funds for effective marketing
- To create and increase the awareness of Amazing Space
- Convert the awareness to visitation
- Attract high yield visitors for target markets (refer below)

Target Markets

We have three main markets, Domestic, Australia and Other International. (With Internet presence geographic identity is not as crucial as we become more accessible to a wider market). Seasonality focus is to use winter as the platform, growing outwards toward summer.

The type of visitor we need to target is:

- Outdoors oriented person
- Active people
- Families
- Escapers
- Socialises
- Enthusiast (Special Interests)
- Business groups

Why? We've got what these visitors are after:

- We're seen as safe, relaxed and stress free
- The friendliness of our locals and our 'personalities' are appealing
- Choices and space are available in abundance
- Key facilities/activities are close and accessible
- We're authentic in being a 'real' New Zealand destination
- Amazing Space is rural and rustic, yet funky and modern
- Methven's activities and accommodation are of high quality
- Amazing Space is informal and fun

2014 Season's Goals & Targets

- Continue to work closely with national, regional and offshore tourism organisations to leverage up our financial resources into much larger campaigns that we couldn't achieve on our own.
- Grow the family market via the Kids4free campaign both within the Domestic and Australia Markets.
- Continue developing stronger wholesaler relationships: product training, promotional opportunities, travel agent incentives, service and communication training for Methven operators who wish to work with wholesalers, providing a 'point of contact' for the region.
- Constant technological & partnering improvements to the 'Amazing Space' website.
- Co-ordinate members, wholesalers, JV partners and media to promote the amazing space concept via their own marketing activity.
- Promotion of summer in winter months via our captive audience.
- Capture the FIT visitor through the smart use of billboards, brochure distribution, point of sale opportunities, frontline staff training, road signage and Internet technology.



Chair's Message . .

I would like to thank all the MHMG members for their continued support of the group, both financially and with time and effort put in.

2013 has seen the 'Kids 4 Free' campaign go from strength to strength, with Australian and New Zealand families visiting Methven and Mt Hutt to take advantage of the savings. The over-all feeling that I have got from most members is that Christchurch skiers are coming back again but Australian numbers are similar to last season or perhaps slightly down. No real apparent reasons for this - Australian economy, strong Aussie dollar leading them elsewhere?

The value of attending the Australian snow shows was realised in 2012, when money from Recover Canterbury was allocated to pay the cost of attending the Brisbane, Melbourne & Sydney shows. Following on from this the committee saw fit to allocate funds for the site fees for the shows in 2013 and plans to do the same in 2014. We would also like to thank Terrace Downs for their contribution of \$5000 towards the Snow Show costs.

Virginia Mangin
MHMG Chairperson

2013 Mt Hutt Marketing Group Members

Level A

Mt Hutt Ski Area

Level B

Christchurch & Canterbury Tourism
Christchurch International Airport
Experience Mid Canterbury

Level 1

Rental Cars New Zealand

Level 2

Methven Travel
Terrace Downs

Level 3

Abisko Lodge
Beluga Luxury Lodge
Big Al's Snowsports
Brinkley Resort
Cedar Chalets
Gunyah Country Estate
Methven Four square Supermarket
Methven Heliski
Methven i-SITE Visitor Centre
Methven Resort

Level 3 continued...

Mt Hutt Helicopters
Pudding Hill Lodge
Ski Time Lodge,
Skydivingnz.com
Snowman Shuttles
The Blue Pub
The Brown Pub

Level 4

Alpine Sports
Amazing Space Golf Tours
Aqua Japanese Restaurant
Arabica Licensed Café
Café 131
Central Apartments
Last Post Cafe
Methven Golf Club
Methven Hammer Hardware
Methven Heritage Centre
Methven Motels & Apartments
Methven Motor Services
Methven Pharmacy
Pegasus Rental Cars
Pinedale Lodge & Apartments

Industry Update . . .

Christchurch International Airport Ltd

"In recent months, passenger volumes have begun to show some resilience, with many markets returning to growth. With additional capacity from new Kapiti Coast services and new frequencies over summer with the Air New Zealand Night Rider service, coupled with additional peak hour services by Jetstar, domestic growth is expected to continue. What's more pleasing is that new international capacity arriving from Air New Zealand with its new service between Christchurch and Perth (announced in April) commencing in December and from Singapore Airlines over summer adding 10 return flights on peak days and 22 charter flights from Japan – each of which will break records for the South Island – all bode well for an exciting 12 months ahead.

In addition to this, the economic stimulus from the re-building of Canterbury will underpin new demand levels that will stimulate new levels of growth. What's important from here on in is that we encourage more people to use their passport at Christchurch Airport – use their passport first and last at Christchurch – don't fly domestically elsewhere in New Zealand to then pull out your passport. We must prove there is a demand for more international connectivity here – by each of us using our home to depart and arrive from first".

Matthew Findlay
General Manager - Aeronautical Business Development

Christchurch & Canterbury Tourism

"While there is still a long road ahead for full recovery in the post-earthquake situation there have been some positive shifts over the past twelve months as numbers continue to bounce back. International Guest Nights in Christchurch were up +13%, Canterbury was up +10% and International Credit Card transactions in Canterbury were up +5%.

Christchurch & Canterbury Tourism believe that Methven and Mt Hutt play an important part in this process with their contribution to appealing to those visitors who want to visit Canterbury during the winter season. While overall the numbers are beginning to track in a positive manner the winter season remains one of the biggest opportunities to attract both international and domestic visitors.

Christchurch & Canterbury Tourism continues to undertake a broad range of work stream to attract, hold and satisfy both domestic and international visitors in our city and the region. We are also committing to continue the positive relationship with the Mt Hutt Marketing Group to ensure that tourism operators in the region are well represented."

Rowan Townsend
Marketing Manager



Benefits & Costs

2014 Season



Becoming a member has a variety of tangible and intangible benefits. The ongoing annual collective marketing of the Methven/Mt Hutt region to increase long term awareness of our region and its facilities is by far the greatest benefit to members of this group. Collective funds from this group are distributed by the committee into current marketing initiatives, often partnering with organisations such as Christchurch International Airport, Christchurch & Canterbury Tourism, Ski TMN, Experience Mid Canterbury and Tourism New Zealand.

The 2014 seasons additional benefits have been set, recognizing the different level of investment from members.

Benefits	Level 1	Level 2	Level 3	Level 4
Management Representative on MHMG Committee				
Voting rights & representation on committee determined by level of participation	Four Elected members form across levels 1-4 Level A – 2 Representatives per business Level B – 1 Representative per business			
Time Payment Option				
Membership can be paid in four time payments	Yes – Available	Yes – Available	Yes – Available	No
Kids4Free				
Inclusion on the kids4free.co.nz page Listing Content & Order determined by level	Yes – Available	Yes – Available	Yes – Available	Yes – Available
Kids4free collateral (Stickers, posters) <i>Providing you are offering a relevant deal for this campaign</i>	Yes – Available	Yes - Available	Yes – Available	Yes - Available
www.amazingspace.co.nz - Product Listing on Methven’s official website				
Listing Content & Order determined by level	Enhanced Listing: 5000 characters, image slideshow, google map, social media links, contact details*, pricing	Enhanced Listing: 5000 characters, image slideshow, google map, social media links, contact details*, pricing	Enhanced Listing: 5000 characters, image slideshow, google map, social media links, contact details*, pricing	Enhanced Listing: 5000 characters, image slideshow, google map, social media links, contact details*, pricing
Online bookings are exclusive to members and subject to your negotiations with Bookit,	Online booking option Up to 5 multiple product listings available	Online booking option Up to 3 multiple product listings available	Online booking option	
www.amazingspace.co.nz - Slideshow Advertising				
Inclusion in homepage & internal pages (right column) advertising	Two month period	One month period	Two week period	One week period
www.amazingspace.co.nz - Product Feature				
Home page promotion	3 opportunities: one week period	2 opportunities: one week period	1 opportunity: one week period	
www.amazingspace.co.nz - Other Promotion				
Website and social media promotion	Specials, news, Events and Jobs	Specials, news, Events and Jobs	Specials, news, Events and Jobs	Specials, news, Events and Jobs

Benefits & Costs

2014 Season

Benefits	Level 1	Level 2	Level 3	Level 4
Marketing Campaign Opportunities				
Exposure in 2014 Joint Venture campaigns	Yes – Subject to the outcome of negotiations with selected tourism campaigns such as the Australian targeted SkiTMN campaign; Christchurch & Canterbury Tourism Seasonal Campaigns; Christchurch International Airport Campaigns; NZSki Campaigns Experience Mid Canterbury Joint Ventures; and others that arise			No
Media Hosting Opportunities				
Regular opportunities to partner with Media and PR campaigns	Yes – Level of investment in the group will prioritise opportunity. Media Hosting and PR campaigns will also be allocated to products appropriate to the Media and campaign storylines and outcomes as requested by the visiting agencies.			No
Regular Newsletters and Networking Opportunities				
Regular updates via Newsletter and Social Networking	Yes – All members			
NZSki Resort Guide				
Amazing Space Branded Advert	Yes – All MHMG members have the potential to benefit via the call to action visit amazingspace.co.nz			
www.nzski.com website				
Amazing Space adverts on nzski’s website with direct messaging to our Amazing Space site.	Yes – All MHMG members have the potential to benefit via the click through option to Methven’s website amazingspace.co.nz			
NZ Superpass Guide / Website Listing				
Produced by NZski Ltd	Yes – Opportunity by negotiation with NZski Ltd			No
Direct (email) Marketing				
To NZSki Ltd Database	3 opportunites	2 opportunities	1 opportunity	No
Brochure Display on Mountain				
At Mt Hutt – Guest Services	Yes	Yes	Yes	No
Trade Display / Shows				
Shows attended are at the discretion of MHMG committee	Yes	Yes	Yes	Yes
Season Pass Offers				
Fulltime staff who arrive after the cut off date for season passes have the option to purchase a pass. NB: A late fee charge applies	Full Mountain pass, early bird rate plus \$100, Mid week pass plus \$50	Full Mountain pass, early bird rate plus \$100, Mid week pass plus \$50	Full Mountain pass, early bird rate plus \$100, Mid week pass plus \$50	No

* Contact details include physical address, phone, fax, email and website address links

Please note: Participation in all categories is for single business listing only. Multiple listing discounts are at the discretion of the business offering the benefit and are subject to negotiation.

Key Examples of MHMG Activity

The following two pages highlight examples of marketing activity completed in previous years, by the current committee to promote the Methven/Mt Hutt region. Note: all other marketing activity will be highlighted at the Annual General Meeting in October.



Kids 4 Free

An initiative to create a strong awareness of a new targeted stand-alone proposition for Methven which targeted families and focused on Domestic (Canterbury and Wellington) and AU markets. Activity was aligned with NZSki, TNZ, CIAL, CCT and Experience Mid Canterbury to ensure maximum return on investment and fluid roll-out of activity.

Leveraged off existing relationships with industry partners and wholesalers to ensure maximum exposure and in turn build stronger industry relationships. A number of different channels were used to achieve this including, online and print advertising, airport billboards, wholesale campaigns, Australia Snow Shows, media and agent press releases, member stickers and internet technology, with the call to action being kids4free.co.nz.

Website – www.amazingspace.co.nz

There has been many new developments with online media and moving into 2014 the committee is focused on developing Methven/Mt Hutt online presence even further and continue the marketing benefits with pushing business via amazingspace.co.nz. Moving forward MHMG will continue to have Amazing Space website/adverts on other key websites with direct messaging/links to amazingspace.co.nz. With this we feel will provide members with better exposure in the online environment.

Australian Snow Shows

Attendance at the three primary winter "Snow Shows" in Brisbane, Sydney and Melbourne, marketing and promoting Methven/Mt Hutt as a winter ski destination using "Kids 4 Free" as the driving campaign to work the industry connections and key travel agents to raise awareness. A database of visitors and industry contacts was established and ongoing electronic marketing sent.

NZSki

Payment to NZSki Ltd to advertise Mt Hutt Marketing Group members in the Mt Hutt Resort Guide and on www.nzski.com

CIAL Met Service Campaign

Joint Venture campaign with CIAL, offering amazing space mini break including flights.

Key Examples of MHMG Activity Continued...



Ski Tourism Marketing Network (SkiTMN)

Contributed to SkiTMN, a collective of major ski areas, Regional Tourism organisations and marketing groups, collectively marketing NZ skiing & snowboarding to the Australian's. A Print and online campaign, which directed enquiries to the ski page of newzealandski.co.nz (a gateway to New Zealand's premier ski resorts and regions) then linked to amazingspace.co.nz. The campaign consisted of TV Commercial; print, newspapers in the Australian Market.

Frontline Staff Famil

Hosted national frontline staff here in Methven on a famil. An opportunity for MHMG Members to network with key frontline staff throughout NZ to educate them on their product was given. MHMG members kindly supported the promotion with contributions of product and prizes.

Salmon Tales

Continued to lease promotional wall display within the Salmon Tales complex at Rakaia. Amazing Space branding and plasma screen promotes the Methven/Mt Hutt region.

Tourism Publications

Amazing space and/or kids4free adverts were included in the following brochures; Chill, Tranz Scenic onboard magazine, Whyte Waters Christchurch & Canterbury Accommodation Compendium, Experience Mid Canterbury's Official Visitor Guide, NZtoday magazine, and itag

Canterbury A&P Show

A booth was taken at the Canterbury A&P Show, which was a prime opportunity to promote Methven packages to the Christchurch market. Competition forms were given out to attendees to go online and enter to win a weekend break in Methven.

Membership Support

Informal get togethers were held to obtain member feedback and suggestions throughout the year on projects and campaigns. Product updates by individual operators were also given to keep members informed of developments within the region



Constitution



1. The Mt Hutt Marketing Group (MHMG) is a co-operative marketing venture comprising businesses in Methven, Ashburton, Rakaia, Christchurch, and other districts, with the objective of increasing visitor numbers and spend of skiers visiting Mt Hutt ski area and region, and the visitor number and spend of year round visitors to the Mt Hutt region.
2. The objective of the MHMG will be achieved by:
 - Promoting Mt Hutt, Methven, Christchurch and region as a year-round destination to new and existing markets.
 - Assisting members by providing feedback on industry performance.
 - Facilitating communications between the owners of Mt Hutt ski area, the visitor industry, the surrounding regions and the New Zealand Tourism Board.
 - Encouraging interaction and business support between members.
 - Addressing seasonality issues by encouraging year-round travel to the region.
 - Encouraging a high quality of visitor services and products in the region.
3. The business of the group will be managed by a committee comprising of representatives of major financial contributors and elected representatives as set out in the Prospectus, as decided at full group meetings.
4. Elections for elected committee members to be by secret ballot at a full group Annual General Meeting, with nominations accepted both from the floor at the meeting and in writing any time prior to the meeting. One vote per member.
5. Proxy votes in writing will be accepted at the meeting. Proxy vote to apply to any voting.
6. Chairman to be elected by the management committee for a twelve-month term.
7. Any management committee vacancies that arise during the year are to be filled by the same process as above, except that if the vacancy arises during the second half of the financial year then the committee may decide to leave the position vacant until the next AGM.
8. The management committee is responsible for determining membership categories, issuing the Prospectus and allocating funds, all within broad policy guidelines determined at full group meetings.
9. Two weeks written notice/agenda required for all meetings.
10. The management committee is responsible for keeping all members informed of the group's activities. This shall include regular full group meetings and newsletters.
11. The financial year shall commence 1 November. The Prospectus shall be issued in September, and the AGM held during September - November each year. Subscriptions are due by the 20th November. Members with subscriptions more than one month overdue will not have voting rights at meetings.
12. These rules can be amended only by a two thirds majority at a full group meeting where members have had not less than two weeks notice of the proposed amendment, and where there is a quorum of 2/3rds of members present or by proxy.
13. The annual membership subscription shall be set from time to time by the management committee. Any member who/which fails to pay the full membership subscription by the due date shall immediately cease to be a member until the current year's subscription is paid in full.
14. The members of the management committee shall keep confidential and not in any manner divulge or discuss outside management committee meetings information described at any meeting as commercially sensitive or which clearly falls within such a description.
15. No payment whatsoever may be made to any member of the group other than strictly for provision of that member's usual business goods or services at their current commercial charges.
16. Upon winding up for dissolution of the group all surplus funds after payment of all costs, debts and liabilities shall be paid or disposed of to or for the benefit of such other charitable organisation or such charitable purposes within the Ashburton district as the group may determine prior to winding up or dissolving and which it believe best able to promote the interests of Methven/Mt Hutt area.
17. The power of the group to amend these rules by 2/3rds majority vote at a full group meeting as provided in Clause 12 hereof does not apply to the provisions of Clauses 15 and 16 hereof which may not be altered

2014 Agreement Form

Please note that this agreement form must be received no later than **30th October 2013**

Membership Level:

I formally agree to the below membership level of the Mt Hutt Marketing Group for the 2014 season covering the period of 01 November 2013 through to 31 October 2014.

- | | | | |
|--------------------------|------------|----------|----------|
| <input type="checkbox"/> | Category A | \$33,526 | Plus GST |
| <input type="checkbox"/> | Category B | \$11.184 | Plus GST |
| <input type="checkbox"/> | Level 1 | \$ 4,464 | Plus GST |
| <input type="checkbox"/> | Level 2 | \$ 3,384 | Plus GST |
| <input type="checkbox"/> | Level 3 | \$ 1,664 | Plus GST |
| <input type="checkbox"/> | Level4 | \$ 662 | Plus GST |

Payment Option:

Agreement is hereby made for payment of the membership fee by the option chosen below.

- | | | |
|--------------------------|--------------|--|
| <input type="checkbox"/> | Full Payment | An invoice will be sent to you on the 4th November 2013.
N.B. Payment of this invoice is required by the 20th November 2013 |
| <input type="checkbox"/> | Time Payment | Available to Level 1 - 3 members only.
This option incurs an administration fee of \$80 +GST.
An invoice will be sent to you on the 4th November 2013
Payments (as detailed on the invoice) will be due on the:
20 November and 20 December 2013, 20 January and 20 February 2014. |

Please note, Any outstanding payments may result in your debt being forwarded to a debt collection agency, your product listings being deleted from both print and online collateral, and ski passes and staff benefits will not be issued until such time as the membership is paid in full. The committee feels that this best protects the interest of those members that pay on time.

Business Details:

Please complete the below details which will be used for administrative purposes:

Business Name: _____

Contact Name: _____

Postal Address: _____

Phone: (____) _____ Email: _____

Website: _____

Please advise contact details if you depart Methven over the summer months:

Phone: (____) _____ Email: _____

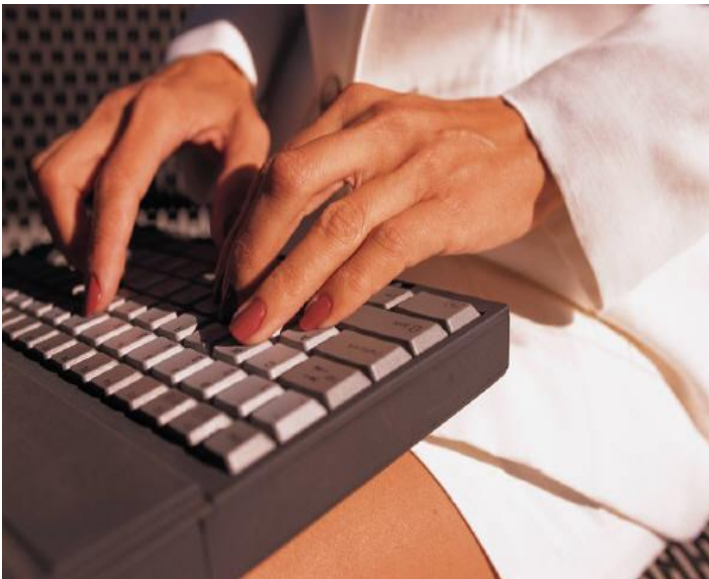
Signature: _____ Name: _____ Date: ____ / ____ / ____

Please complete and return by 30th October 2013 to: -

Mt Hutt Marketing Group

PO Box 482, Ashburton, Fax: (03) 308 2665, E: mhm@amazingspace.co.nz

Office Use: Membership ☐ Outlook ☐ Thrive/TD ☐ Invoice ☐



Contact Details



Current Committee

Should you wish to discuss your membership or the MHMG's activities in more detail, please contact one of the following 2013 season committee members:

Virginia Mangin (Chairperson)
Methven Travel
Ph: 03 302 8106
Virginia@methventravel.co.nz

Katherine Lorenzo
Methven i-SITE Visitor Centre
Ph: 03 302 8955
Katherine@midcanterburynz.com

James Urquhart
NZ Ski Ltd
Ph: 03 302 8811
jamesu@nzski.com

Nigel Birt (Deputy Chair)
Experience Mid Canterbury
Ph: 03 308 2669
nigel@midcanterburynz.com

Mel Wong
Christchurch International Airport
Ph: 03 363 4696
mel.wong@cial.co.nz

Sheena Crawford
Christchurch & Canterbury Tourism
Ph: 03 378 2399
sheena.crawford@christchurchnz.com

MHMG Administrator – Anita Tweed Ph: 03 308 2669, mhmg@amazingspace.co.nz P O Box 482, Ashburton