

TOWNS & CITIES NZ 2011 CONFERENCE

Strategic Infrastructure - Importance to Local Economies through BID Management

Rydges Wellington (Prev. Holiday Inn) 75 Featherston Street, Wellington

CONFERENCE PROGRAMME

Tuesday 28th and Wednesday 29th June 2011. Post Conference Workshop - Additional 30th June

DAY ONE - TUESDAY 28 JUNE 2011

08:00am Registration Opens

08:45am **Welcome** Karen Remetis - Director, Town Centre Development Group

Session 1 - Leadership

09:00am **Celia Wade-Brown - Mayor Wellington City**
Leadership and the Public Sector

09:20am **Paul Lonsdale - Manager, Christchurch Central City Business Association**
Christchurch Earthquake - Issues for the CBD

10:00am **Morning Tea**

10:30am **Dr Ljubica Mamula - Seadon Team Leader Sector Development, Ministry of Civil Defence & Emergency Management**
Reflections on Recovery – Christchurch

11:10 **Break**

Session 2 - Destination Marketing

MC **Andrew Collins - Chairperson, Towns & Cities NZ | Director, Harrison Grierson**

11:15am **Philip O'Neill - Managing Director, Media New Zealand**
Destination Marketing from the Outside In

12:00pm **Alex Lovell - Brand Strategist, OBD Creative**
Building Community, Generating Buy-in Through Social Media and Experience

12:45pm **Lunch**

Session 3 - Local Government/Business Partnership

01:45pm **Katheren Leitner - Director, Training Plus Ltd**
Sell Me Don't Tell Me

02:20pm **Mark Berghan - Managing Director, A2Z Translate**
Communicating with Non-English Speakers in our Community

03:00pm **Afternoon Tea**

03:30pm **Towns & Cities New Zealand, ANNUAL GENERAL MEETING. All Welcome**

06:30pm **Conference Dinner at Rydges**

DAY TWO - WEDNESDAY 29 JUNE 2011

Infrastructure

- 09:00am **L. Dennis Burns - CAPP Senior Practice Builder/Regional Vice President**
Kimley-Horn & Associates, Phoenix, Arizona
Parking Districts & Economic Issues
- 09:45am **Adam Thompson, Director Development Economics Ltd**
Town Centre Re-Development and the Need for Market Intervention
- 10:20am **Morning Tea**
- 10:45am **Chris Butler - Harrison Grierson Consultants Ltd**
Crime Prevention through Environmental Design (CPTED) for Town Centre Managers
- 11:25am **Amanda Kinzett and Kathy McVey - Town Centre Managers Onehunga Mainstreet and Heart of Gisborne**
The Loneliness of the Town Centre Manager
- 12:00pm **Lunch**

Commercial Property

- 01:00pm **Ian Cassels and Paul Robinson**
Discussion around Earthquake Policy/Building Standards
Ian Cassels - The Wellington Company; The Property Council Wellington
How do we get quality development in our CBD's?
- 01:30pm **Bus to Walking Tour of Commercial Property Development**
Chews Lane
- 3.00pm **Bus to Thorndon Quay Precinct**
Afternoon Tea at The Woolstore
- 03:15pm **Paul Robinson The Woolstore and Thorndon Quay Precinct**
- 04:30pm (est) **Conference Closes. Delegates Delivered Back to the Holiday Inn**

TOWNS AND CITIES CONFERENCE 2011 REGISTRATION FORM

EVENT DETAIL

Dates 28th - 29th June 2011
Venue Rydges, 75 Featherston Street, Wellington City Centre

REGISTRATION (Please print, complete and email to karen@towncentredevelopment.co.nz)

Booking Contact _____
Company _____
Email _____
Phone _____ Fax _____
Attendee Name 1 _____
Attendee Name 2 _____
Attendee Name 3 _____
Attendee Name 4 _____

REGISTRATION FEES (Please tick or enter number of attendees attending)

		GST Ex.	GST	GST Incl.	
TCNZ Members Earlybird	(Before 10 May)	625.00	93.75	\$718.25 incl GST	<input type="checkbox"/>
TCNZ Members		700.00	105.00	\$805.00 incl GST	<input type="checkbox"/>
Earlybird	(Before 10 May)	750.00	112.50	\$862.50 incl GST	<input type="checkbox"/>
Standard Registration		850.00	127.50	\$977.50 incl GST	<input type="checkbox"/>

ACCOMMODATION

Rydges has recently been refurbished and has a heated swimming pool and spa – bring your togs!

Rate: Discounted for a limited number. Book early to get the special rate! **PH:** 04 498 3765

Bookings: For Accommodation bookings online please go to <http://www.rydges.com/cwp/TCNZ>

Accommodation costs are not included in conference registration.

For further enquiries please contact Udji Dimayuga at udji_dimayuga@rydges.com

PAYMENT

Cheque Send cheques to Towns and Cities NZ, P O Box 16075, Sandringham 1351 Auckland
Direct Debit Bank Account: Kiwibank - Towns & Cities NZ - 38 9007 0468205 01 (Ref - Conference 2011)
GST number: 99 174 293

MEMBERSHIP

YES PLEASE! Send me information on membership with Towns & Cities NZ!

Email _____

Towns & Cities enquiries contact Melanie Guy at m.guy@harrisingrierson.com

CONFERENCE SPEAKERS



Adam Thompson | Director, Development Economics Ltd

Adam has ten years experience providing strategic market analysis and economic research for local government, retailers and property developers. For local government Adam has prepared over twenty land use strategies, including retail strategies for Dunedin, Tauranga, Wellington, Lower Hutt and Christchurch. Adam also regularly advises on the impacts of new retail developments and the commercial viability of retail centre redevelopment strategies.

For retailers and property developers, Adam has a proven track record in evaluating the market potential for a range of residential and commercial projects. This research has been used to guide the planning and market positioning of many large mixed use developments across New Zealand.

Adam has qualifications in planning and urban economics.



Alex Lovell | Brand Strategist, OBD Creative Studio

Alex will lift the lid on Building Community and Generating Buy-in through Social Media and Online Experience. He will examine the consumer shift from consumers of information to publishers of information and the effects this has on businesses and destinations. There is large value in the power of conversation and participation in this new era of marketing, but are there any rules of engagement that work in these new social channels?

Alex Lovell is the founder and Brand Strategist for OBD Creative Studio and Lovell Platt Consulting. After completing a Visual Arts degree, Alex immediately co-founded OBD Limited. Self taught in web technologies at a time when the internet was emerging, Alex received Macromedia accreditation and taught web tools at MIT and private training centre Creative Training. More recently Alex has turned his focus to Brand Experience through Social Media and has delivered keynotes throughout Australasia including the Sydney Opera House on behalf of NSC and Avaya.

Brand Experience has found new leverage with social technology integration and Alex has been at the helm of OBD Creative Studio working with clients to create agile online successes. "...The web is no longer cutting edge technology in itself, it is simply an essential layer to any successful entity. How you deliver your brand experience consistently online is highly important as the deliverable tangibility changes. A good online strategy is simply the starting line, how the boundaries are pushed while keeping brand values and integrity intact is the ever evolving quest. Entities cannot afford to be set in stone, imprisoned by their infrastructure as the market is changing too fast. Embracing technology has been proven to create instant, exponential equity in a brand. Agile practice has never been more relevant..."



Celia Wade-Brown | Mayor of Wellington

Celia Wade-Brown was born in West London and grew up in a council flat overlooking the railway lines at Paddington.

She went to school in London and Berkshire and, after a "gap year" working as a laboratory assistant in a girls' school in Ghana and travelling in Africa, she studied Philosophy at Nottingham University.

She emigrated to New Zealand in 1983, when she bought the house in Island Bay where she still lives with husband Alastair, their two teenage sons and Labrador dog.

After a career in IT programming, education and consultancy in Britain and New Zealand, Celia served on Wellington City Council as a Southern Ward Councillor from 1994 to 1998, and from 2001 to 2010. Celia founded the walking advocacy group Living Streets Aotearoa and has held a wide range of responsibilities inside and outside Council.

She is a member of the Green Party but campaigned for the Mayoralty as an Independent to emphasise an inclusive approach. Her top priorities are good transport choices, clean technologies for good jobs and local community support.

CONFERENCE SPEAKERS



Chris Butler | Urban Designer

Bachelor of Arts, Masters of Planning Practice, Masters of Urban Design

Chris leads the practice of Crime Prevention through Environmental Design (CPTED) within Harrison Grierson for clients representing both the public and private sector. Chris has experience in both assessing development proposals from plan and undertaking CPTED safety audits on existing problem areas or hot spots. During his time at Harrison Grierson, Chris has provided CPTED advice on a range of proposals, including; residential, commercial, town centre, open space and movement patterns. In 2009 Chris participated in advanced CPTED training conducted by the International Security Management and Crime Prevention Institute. Chris is a member of the International CPTED Association (ICA) and was also accepted as a member of the Australian and New Zealand Society of Criminology (ANSOC) in 2010. In June 2010 Chris presented on CPTED at the Auckland Regional Graffiti Free Symposium.

His most recent projects include undertaking a CPTED assessment of four suburbs within Whangarei, where graffiti and vandalism has been an increasing problem. The CPTED report covered CBDs Kamo, Tikipunga, Otaika and Onerahi. Chris has also led the delivery of a CPTED assessment for the Manukau Central Business Association.



Ian Cassels | Managing Director, The Wellington Company

The Wellington Company has been re-creating and developing property's in Wellington for the last 20 years. The company's driving focus has been on developing Wellington property into aesthetically pleasing and valuable combinations of office, retail, car parking and residential apartments – offering these spaces for lease, sale or investment. Continuing on with the theme of 'driving forward vibrant development's in the Capital's repertoire' is the new 'Willis Central' five-green-star rated building, specifically designed for Telecom NZ to house some 1700 employees in 19,000 of the available 26,000 available square metres to be operational from mid- 2011.

Having already revitalised a disused cinema complex in the heart of Wellington's CBD to be the new home of The Department of Conservation, this award winning property was rated the 9th greenest building in the world. Ian believes that the business of Wellington is "office" and that the city is a highly productive and effective place for many businesses.

"Through some sensible changes to its rating system, direct air connection(s) to Asia and a concerted effort by Wellington City Council and the business community, Wellington is completely capable of becoming a prosperous and sustainable jewel in this part of the world."



Karen Remetis | Principal, Town Centre Development Group (TCDG)

Karen has eighteen years in local economic development has facilitated over 100 public workshops and is known for results in city centre economic improvement and tourism. Karen has worked with towns and cities in NZ with up to 1500 businesses at one time to gain a shared vision and strategy and has many references for her work. Karen's business, Town Centre Development Group has operated successfully for over 20 years.

Karen has served as a Director on the Board of the International Downtown Association, Washington DC and is contributing author to Business Improvement Districts 2nd Ed. published by the Urban Land Institute, Washington DC.

Work includes regional tourism strategies (King Country); research, development and implementation of the highly successful Counties/Manukau Sporthorse Industry Cluster. Inter-regional labour market development for the Thoroughbred sector (Waikato). Karen is currently undertaking a national survey of town and city centres to effect greater BID and Mainstreet engagement in risk reduction and emergency management.

CONFERENCE SPEAKERS



Kathy McVey | Town Centre Manager, Heart of Gisborne

Formerly a journalist and advertising agency general manager, Kathy is currently City Manager at Heart of Gisborne. She also sits on the Tairāwhiti District Health Board and is chair of Creative Tairāwhiti. In her time with Heart of Gisborne, Kathy has more than doubled the size of the central city database, developed excellent local media relationships, and been instrumental in the establishment of the “Gisborne as Host City steering group”. With her background in communications and marketing she believes the key to successful town centre management is the development of a central city community, one that helps local businesses work together to generate ideas and attract customers.



Katheren Leitner

Change Strategist and Performance Specialist Katheren Leitner is a devoted communicator with the unique ability to balance commercial reality with individual needs. She is the owner and director of TrainingPlus, a performance improvement company specialising in people development and business growth. She also currently serves as board member and president of YMCA Auckland, changing the 150-year status quo when she became the YMCA's first female president in September 2010.



L. Dennis Burns | CAPP* Parking & Transportation Master Planning and Management Consulting

Dennis Burns is a nationally recognized parking expert with over 28 years of parking consulting and management experience. He has practical hands-on management experience in healthcare, municipal and airport environments. This direct management experience allows him to understand functional and operations issues from the customer's perspective. In the past five years, Dennis has focused on municipal parking programs and business district development as an area of special expertise. He has also lead national research and analysis efforts in the areas of parking system organizational development, parking as an economic development strategy, parking system strategic planning, parking and transportation program integration and parking system branding/marketing.

Dennis has extensive expertise in the development and operation of transportation systems to complement parking operations, as well as transportation demand management strategies designed to reduce overall parking demand. Dennis' specific expertise is in parking master planning and operations consulting including urban planning studies; feasibility studies; supply/demand analyses; shared parking analyses; parking revenue control and operational audits; and parking program organizational development, parking district development and parking plans for transit oriented developments. He has served as principal-in-charge and/or project manager on over 300 parking studies. He has also authored numerous articles in parking and planning publications, including the parking chapter of the book entitled: Making Business District Work, published by the Haworth Press and the International Downtown Association in 2006.

**Certified Administrator of Public Parking. This is the highest industry certification and is sponsored by the International Parking Institute and the University of Virginia.*



Dr Ljubica Mamula-Seadon | Team Leader Sector Development, Ministry of Civil Defence and Emergency Management

Ljubica has experience and involvement with 7 international disasters including Christchurch. Currently Ljubica is focused on building urban resilience and oversees a key programme for this at the Ministry of Civil Defence & Emergency Management in Wellington. Ljubica advises nationally and internationally on resilience building policies. Her background in hazards analysis, impact assessment and environmental planning provides Ljubica with great insight in the recovery programme in Christchurch.

CONFERENCE SPEAKERS



Mark Berghan | Managing Director, A2Z Translate Ltd

Mark Berghan is a blend of Ngati Kahu and King Country Pakeha. Raised in Auckland, on completing a BSc at Auckland University he headed offshore. After traveling extensively he arrived in Japan, where he ended up staying for more than 13 years.

In Japan Mark first became involved in multilingual communications when he worked for a chain of tertiary institutes, developing multilingual marketing materials to attract overseas students to Japan to study both Japanese language and degree level programs.

Returning to New Zealand Mark established A2ZTranslate Ltd. in 2002, to provide translation and multilingual marketing/support services for both B2C and B2B clients. Customers range from Kiwifruit pollen exporters requiring Japanese language support through to international online portals requiring translation services in 30 languages. A2ZTranslate maintains its headquarters in NZ, with a branch office in Japan, and representatives in Argentina, Brazil, China and Thailand.

Mark sees the lack of foreign language skills as one of the major impediments in the growth of New Zealand economically and socially, both in terms of providing job opportunities for New Zealanders both here and overseas, and in New Zealand being able to provide added value services to new immigrants, investors and tourists.



Phillip O'Neil | Managing Director, Media New Zealand

Philip is one of New Zealand's most experienced advertising people having managed relationships with Telecom, Cadbury, Sky Television, Unilever, ANZ Bank, DB Breweries, Ministry of Education, Ministry of Health, ASB Bank, Adidas and Tourism New Zealand.

He was the Managing Director of M&C Saatchi where he was responsible for the development and implementation of the 100% Pure New Zealand campaign for Tourism New Zealand. He was responsible for running this business globally for six years. His extensive experience in the travel/destination area includes working with Qantas, Singapore Airlines, Expedia and i-Site.

After spending three years in Australia as Managing Director of Whybin\TBWA Melbourne, he returned to New Zealand to join the Mitchell Communication Group. In 2007 he was appointed Managing Director of Whybin\TBWA Melbourne, before returning to New Zealand in March 2009 to head the Media operations of the Mitchell Communication Group.

He sits on the Board of CAANZ (The Communications Agencies Association of New Zealand).

CONFERENCE MC



Andrew Collins | Chairman, Towns and Cities NZ

Andrew Collins is the current Chairman of Towns and Cities NZ. He is a Director of Harrison Grierson which is a nationwide consulting firm providing design and advisory services in the fields of planning, urban design, civil and environmental engineering, surveying and development. Andrew is not directly involved in town centre management and so is effectively an independent Chairman for TCNZ. Andrew's professional background is as a planner and he is a member of the New Zealand Planning Institute and the Institute of Directors. He is based in Tauranga but works nationwide".