



Report 08.778
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Committee Parks, Forest and Utilities
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Regional Parks Report 2007-08

1. Purpose

To obtain the Committee's approval to publish and distribute the *Regional Parks Report 2007-08*.

2. Significance of the decision

The matters for decision in this report do not trigger the significance policy of the Council or otherwise trigger section 76(3)(b) of the *Local Government Act 2002*.

3. Background

The purpose of the report is twofold:

- (1) To highlight achievements in the regional parks and forests over the last financial year.
- (2) To increase awareness amongst stakeholders and decision makers of what these parks offer and where the rate money is spent.

We published the first *Regional Parks Report* last year and sent a copy to various individuals and organisations around the Region with a current or potential interest in the regional parks. A number of positive comments were received.

4. Comment

The summer of 2007/08 was distinguished by some of the best summer weather of recent times. Visits to our regional parks increased by around 25 percent over the previous year and approximately 57 percent of the regional population visited at least one regional park this year compared to around 50 percent in 2006/07.

While this increased visitation is pleasing, most visitors and regional residents have limited information about the scope or benefit of ratepayers' investment in our regional parks.

This report is designed to partly address this issue in the most user friendly way possible. The colourful photographs, short bullet points and engaging language should help convey these messages to the wide range of people in our intended audience.

5. Communication

The *Regional Parks Report* will be mailed to regional decision makers and “influencers”, including all territorial authority elected officials, chief executives and key staff, district health boards, the Department of Conservation, the Regional EDA Ltd, Chamber of Commerce, local iwi, SPARC, Sport Wellington Region, relevant non-Government organisations, Parks’ Friends and recreation groups.

A media release will promote the availability of the report on the Greater Wellington Regional Council web site.

6. Recommendations

That the Committee:

1. *Receives the report and notes the contents.*
2. *Approves the publication of the 2007-08 Regional Parks Report.*

Report prepared by:

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Attachment 1: Regional Parks Report 2007-08