

From: [Wendy Collard](#)
To: ["hamish.mcneilly@stuff.co.nz"](mailto:hamish.mcneilly@stuff.co.nz)
Subject: Local Government Official Information and Meetings Act Request
Date: Tuesday, 28 January 2025 4:24:00 pm
Attachments: [Emails_Redacted.pdf](#)
Importance: High

Kia ora

Further to my earlier emails regarding your LGOIMA request for *all emails/documents relating to the selection of properties/destination/companies in the new Dunedin Monopoly*.

Please find attached emails which related to the selection of properties/destination/companies. We have redacted a company name pursuant to section 7(2)(b)(ii) protect information where the making available of the information would be likely unreasonably to prejudice the commercial position of the person who supplied or who is the subject of the information.

As we have declined to provide some information you are advised that you have the right to seek a review by the Office of the Ombudsman.

Apologies for the delay.

Kā mihi

[Wendy Collard](#)

Mana Whakahaere Kairuruku / Governance Support Officer
Governance Group

P 03 477 4000 | **DD** 03 474 3374 | **E** wendy.collard@dcc.govt.nz

Te Kaunihera a Rohe o Ōtepoti - Dunedin City Council

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PO Box 5045, Dunedin 9054

New Zealand

www.dunedin.govt.nz

From: Wendy Collard
Sent: Friday, 29 November 2024 2:20 p.m.
To: Hamish McNeilly <hamish.mcneilly@stuff.co.nz>
Subject: RE: Lgoima request Stuff

Kia ora Hamish

I refer to your LGOIMA request for all emails/documents relating to the selection of properties/destination/companies in the new Dunedin Monopoly board.

I advise that pursuant to section 14(1)(b) of LGOIMA that consultations necessary to make a decision on the request are such that a proper response to the request cannot reasonably be made within the original time limit we are extending the time to respond to your request by 20 working days (22 January 2025).

As we have extended the time to respond to your request you are advised that you have the right to seek a review by the Office of the Ombudsman.

Kā mihi

Wendy Collard

Mana Whakahaere Kairuruku / Governance Support Officer
Governance Group

P 03 477 4000 | **DD** 03 474 3374 | **E** wendy.collard@dcc.govt.nz

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From: Hamish McNeilly <hamish.mcneilly@stuff.co.nz>

Sent: Tuesday, 5 November 2024 6:45 a.m.

To: Igoima <lgoima@dcc.govt.nz>

Subject: Lgoima request Stuff

Morena,

I'm requesting under LGOIMA, all emails/documents relating to the selection of properties/destination/companies in the new Dunedin Monopoly board.

Kind regards

Hamish McNeilly

Senior reporter

+64 27 458 4605

8 Stafford St

Dunedin, 9016



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Subject: Monopoly grouping ideas
Date: Wednesday, 15 November 2023 at 3:56:52 PM New Zealand Daylight Time
From: Hayden Parsons
To: Katie Love, James Hall
Attachments: image001.jpg

Hi team,

As Dale mentioned we have to group our attractions based on 'themes'. He also said aim for ideal world in the first pass. So, with that in mind here's how ours might look after shifting them around into common groups. Open to debate of course.

Student Experience (brown)

- Castle Street
- Hyde Street

Gardens (light blue)

- Lan Yuan Dunedin Chinese Garden
- Dunedin Botanic Garden
- Dinosaur Park / Glenfalloch

Iconic Streets (pink)

- Baldwin Street
- The Octagon
- George St

Food (orange)

- Otago Farmers Market
- Speights
- Emersons/Greggs coffee

Culture (red)

- Toitu
- Tuhura
- Olveston

Beaches (yellow)

- Tunnel Beach
- St Clair
- Brighton

Natural (green)

- Otago Peninsula
- Orokonui
- Aurora Australis

Heritage (dark blue)

- University of Otago
- Larnach

Transports (black)

- Port Otago

- Dunedin Railway Station
- Dunedin Airport
- Cycleway

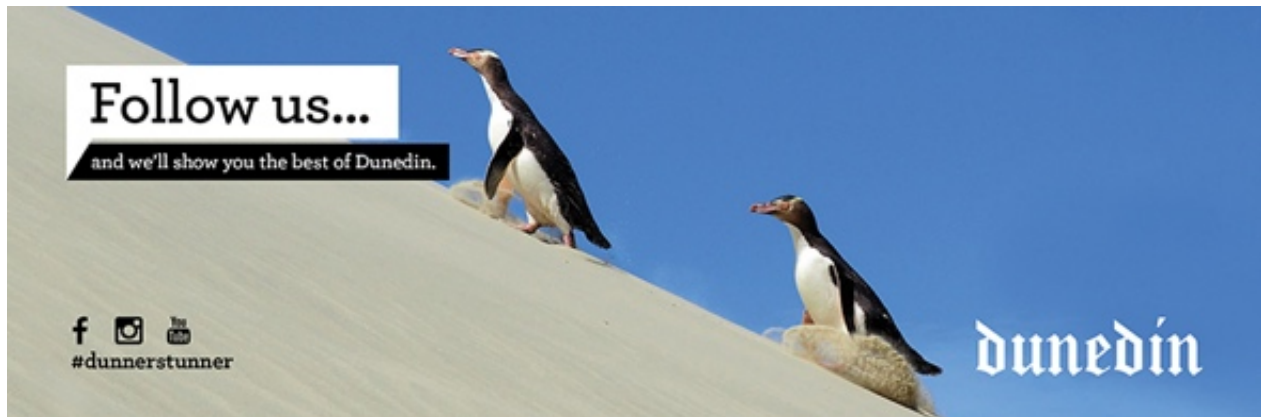
Other options? Or makes these cards?

- Sandfly Bay
- Forsyth Barr Stadium
- Mosgiel Sign
- DPAG
- Middelmarsh
- Signal Hill
- Marae
- Moana Pool
- Hot Salt Water Pool
- Pyramids
- Organ Pipes
- Best cafe

Cheers, Hayden

Hayden Parsons
Digital Content Coordinator
Enterprise Dunedin
Dunedin City Council

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Cell 021 10 20 165
Email: hayden.parsons@dcc.govt.nz



Subject: Dunedin + Monopoly
Date: Wednesday, 22 November 2023 at 4:32:54 PM New Zealand Daylight Time
From: Hayden Parsons
To: Dale Hackett
Attachments: image001.jpg

Hi Dale,

We've had a bit of a chat amongst the team and with my manager. We are all very excited.

We all agreed, that we'd like it to feature the iconic Dunedin brand (logo and colour) and more importantly, feature the true icons of Dunedin rather than selling out the spaces to the highest bidder. The one thing where we think the Christchurch version was let down (and read some media articles voicing the same concern - <https://thespinoff.co.nz/society/10-11-2023/whats-going-on-with-the-christchurch-monopoly-board>) by having tiles for the likes of "Joe's Garage" – which is a nationwide franchise that didn't even start in Christchurch at the expense of iconic landmarks, like the New Brighton Pier for example. Having our main hero attractions is of utmost importance for us.

So my question to you is, if we wanted to assume total control of the board, is this possible and **what would this cost us?**

We discussed funding ideas to make this possible. Obviously, we'd attempt to get some buy in from the businesses that we would like to feature, but also discussed things like crowdfunding and investment from individuals/organisations that might not care to have their name plastered over the board and share the goal of making it as good as possible.

Has the approach been done before?

Anyway, as a destination, here are what we think would be great for the Dunedin board, keeping them in themes as requested. Also have selected things that have a long history and will stand the test of time.

NOTE: WHITE = not owned so can't seek money, RED = privately owned so may want to invest, GREEN = Council owned, so we would need to cover.

Student Experience (brown)

- Castle Street
- Hyde Street

Gardens (light blue)

- Lan Yuan Dunedin Chinese Garden
- Dunedin Botanic Garden
- Dinosaur Park OR Glenfalloch Gardens

Iconic Streets (pink)

- Baldwin Street (World's Steepest Street)
- The Octagon
- George St

Food and beverage (orange)

- Otago Farmers Market
- Speight's Brewery
- Emerson's OR Greggs coffee

Culture (red)

- Toitu Museum
- Tuhura Museum
- Olveston Historic Home

Beaches (yellow)

- Tunnel Beach
- St Clair Beach
- Brighton Beach

Natural Wonders (green)

- Otago Peninsula
- Orokonui Ecosanctuary
- Aurora Australis (?)

Heritage buildings (dark blue)

- University of Otago
- Larnach Castle

Transports (black)

- Port Otago
- Dunedin Railway Station
- Dunedin Airport
- Te Aka Otakou (new cycleway)

Utilities, Jail, Go etc – keep traditional. Although could do something with Free Parking?

Below are some options that didn't really fit into the above categories or are a solid plan B. Some like the stadium should really be in there somehow. It would be great to see some of these feature in some way, maybe as cards?

- Sandfly Bay
- Forsyth Barr Stadium
- Royal Albatross Centre
- Mosgiel Sign
- Dunedin Public Art Gallery
- Middlemarch
- Signal Hill
- Otakou Marae
- Regent Theatre
- Moana Pool
- Hot Salt Water Pool
- Okia Pyramids
- Municipal Chambers
- Organ Pipes
- Best Café

We have lots of good ideas for Chance/Community Chest cards too. But more on that later.

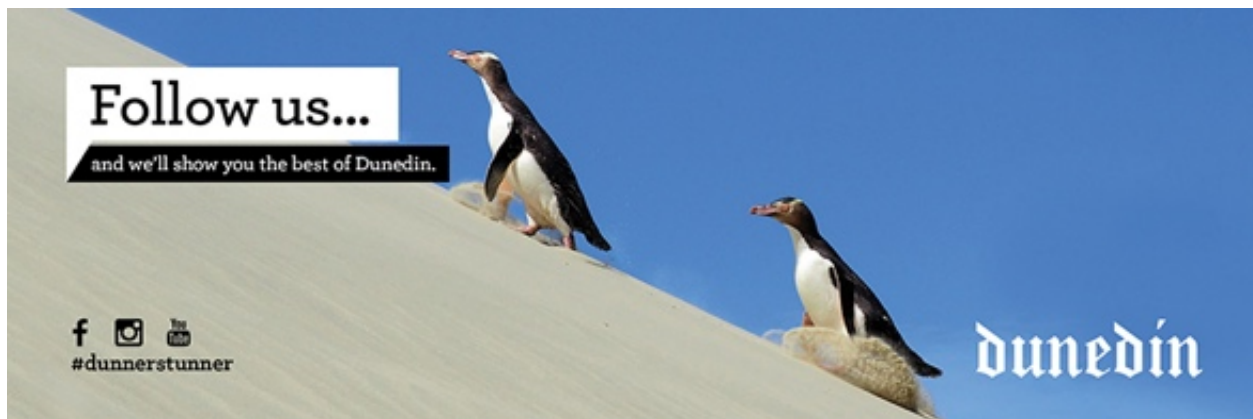
Let me know your thoughts.

Cheers, Hayden

Hayden Parsons

Digital Content Coordinator
Enterprise Dunedin
Dunedin City Council

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Email: hayden.parsons@dcc.govt.nz



Subject: Dunedin Monopoly
Date: Monday, 4 March 2024 at 10:05:14 AM New Zealand Daylight Time
From: Hayden Parsons
To: Dale Hackett
CC: Katie Love
Attachments: image001.jpg

Hi Dale,

From our notes, based on who we think you have locked in, we have filled in some blanks with our ideas. We might be way off though so keen to get a final list of who you have on board.

Red= who we think you have.

Orange = who we think you might have confirmed

Black = our suggestions

Food

- Speights Ale House
- Emerson's
- Otago Farmers Market

Wildlife

- Monarch
- Royal Albatross
- OPERA

Beaches (would prefer on colours squares)

- Tunnel beach
- St Clair Beach
- Brighton
- (if 4th beach is needed for using beaches in the transport squares, then can use Aramaona Beach)

Streets (preferred on transport squares)

- George Street
- Baldwin Street
- Octagon
- (if using streets for transport squares then also use Castle Street)

Historic Buildings

- Larnach Castle
- Dunedin Railway Station

Education

- Kings
- Otago Uni
- OUSA/Otago Girls?

Cultural

- Tuhura Museum
- Toitu
- Lan Yuan Dunedin Chinese Garden

Random ones we couldn't categorise

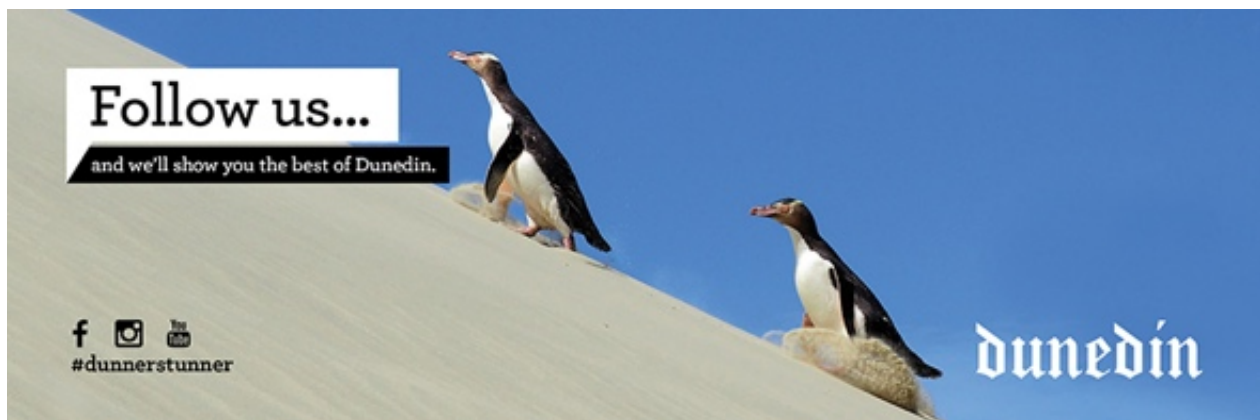
- Forsyth Barr Stadium
- Meridian Mall
- Golden Centre
- Ta Aka Otakou cycleway
- Taieri Gorge
- Mosgiel Sign
- Dunedin Botanic Garden
- Olveston

Let us know your thoughts. Keen to have another zoom tomorrow or Wednesday.

Cheers, Hayden

Hayden Parsons
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Dunedin City Council

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Email: hayden.parsons@dcc.govt.nz



Subject: Re: Dunedin Monopoly and Top Trumps
Date: Friday, 17 May 2024 at 2:47:33 PM New Zealand Standard Time
From: Hayden Parsons
To: Dale Hackett, Marley Lewin
CC: Sian Sutton, Katie Love
Attachments: image001.jpg, image002.png, image003.jpg, image004.jpg, image005.png, image006.png, image007.png, image008.jpg, image009.png, image010.png, image011.png, image012.png, image013.png, image014.png

Hi Dale,

We have spoken with [REDACTED] and there is a hint of uncertainty around their future – that they can't guarantee that the new owner will keep the status quo, so we have decided to go with up-and-coming (yet already well established and iconic), **Patti's & Cream**.

Images here: https://drive.google.com/drive/folders/1dUe8BDfWPvKvcfZFPrZosiYbRCot10dL?usp=drive_link

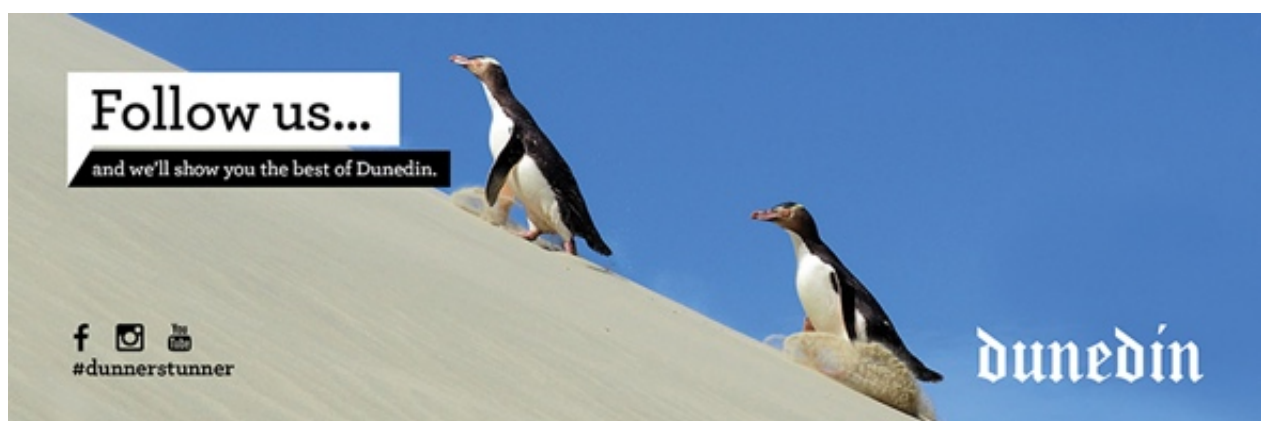
On that note, does this mean [REDACTED] don't have their card anymore? Can we write a new one? If so can we go with this:

“Cheers, mate! You have been made a Speight's Brewery taster tester. Collect \$100.”

Cheers, Hayden

Hayden Parsons
Digital Content Coordinator
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From: Dale Hackett <dale.hackett@winningmoves.com.au>
Date: Thursday, 16 May 2024 at 3:34 PM
To: Hayden Parsons <Hayden.Parsons@dcc.govt.nz>, Marley Lewin <marley.lewin@winningmoves.com.au>
Cc: Sian Sutton <Sian.Sutton@dcc.govt.nz>, Katie Love <Katie.Love@dcc.govt.nz>
Subject: RE: Dunedin Monopoly and Top Trumps

That would be silly but it does happen.

We will wait to hear your feedback tomorrow before we do the final updates.

From: Hayden Parsons <Hayden.Parsons@dcc.govt.nz>
Sent: Thursday, May 16, 2024 1:32 PM
To: Dale Hackett <dale.hackett@winningmoves.com.au>; Marley Lewin <marley.lewin@winningmoves.com.au>
Cc: Sian Sutton <Sian.Sutton@dcc.govt.nz>; Katie Love <Katie.Love@dcc.govt.nz>
Subject: Re: Dunedin Monopoly and Top Trumps

Our thinking around this is they would be silly to change anything about the business as it is such an icon. I will ask them tomorrow what the latest is.

If not, our plan B would be Best Cafe. Will reach out to them if there is any hint of uncertainty.

Will let you know asap.

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From: Dale Hackett <dale.hackett@winningmoves.com.au>
Sent: Thursday, May 16, 2024 3:28:34 PM
To: Hayden Parsons <Hayden.Parsons@dcc.govt.nz>; Marley Lewin <marley.lewin@winningmoves.com.au>
Cc: Sian Sutton <Sian.Sutton@dcc.govt.nz>; Katie Love <Katie.Love@dcc.govt.nz>
Subject: RE: Dunedin Monopoly and Top Trumps

Hi Hayden,

That does complicate things as they may change the name before we even launch.

Is the other option easier?

From: Hayden Parsons <Hayden.Parsons@dcc.govt.nz>
Sent: Thursday, May 16, 2024 1:27 PM

To: Dale Hackett <dale.hackett@winningmoves.com.au>; Marley Lewin <marley.lewin@winningmoves.com.au>
Cc: Sian Sutton <Sian.Sutton@dcc.govt.nz>; Katie Love <Katie.Love@dcc.govt.nz>
Subject: Re: Dunedin Monopoly and Top Trumps

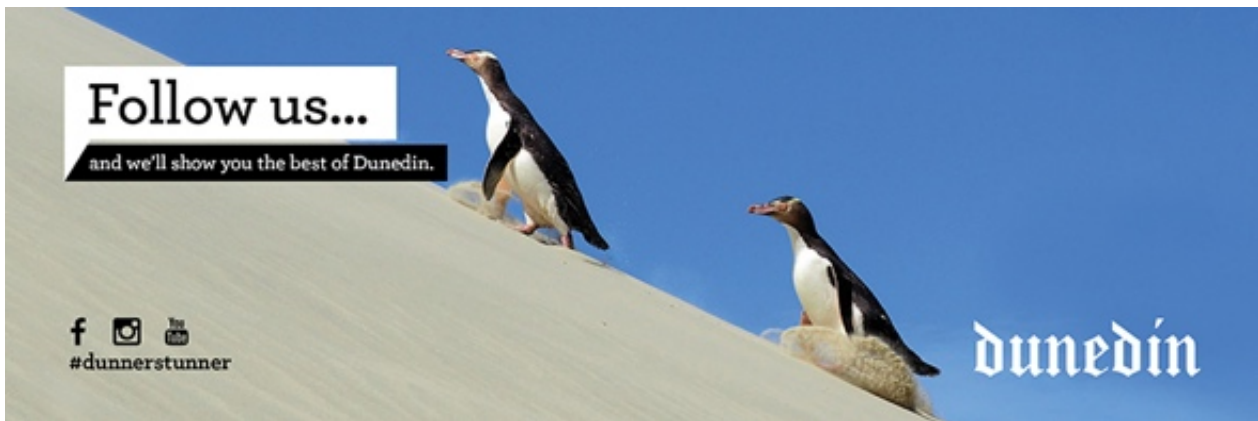
I am happy to reach out them in the first instance.

Something that might complicate things is I think they are for sale. Not sure how that affects things from your perspective?

Cheers, Hayden

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From: Dale Hackett <dale.hackett@winningmoves.com.au>
Date: Thursday, 16 May 2024 at 3:24 PM
To: Hayden Parsons <Hayden.Parsons@dcc.govt.nz>, Marley Lewin <marley.lewin@winningmoves.com.au>
Cc: Sian Sutton <Sian.Sutton@dcc.govt.nz>, Katie Love <Katie.Love@dcc.govt.nz>
Subject: RE: Dunedin Monopoly and Top Trumps

Hi Hayden,

Yes, we will need some form of approval from [REDACTED] to be included in the edition but given that it is so late in the piece it would have to be at zero cost. Lucky for them!
Are you able to reach out and get the tick of approval? Or at least introduce me?

From: Hayden Parsons <Hayden.Parsons@dcc.govt.nz>
Sent: Thursday, May 16, 2024 10:59 AM
To: Marley Lewin <marley.lewin@winningmoves.com.au>; Dale Hackett <dale.hackett@winningmoves.com.au>
Cc: Sian Sutton <Sian.Sutton@dcc.govt.nz>; Katie Love <Katie.Love@dcc.govt.nz>
Subject: Re: Dunedin Monopoly and Top Trumps

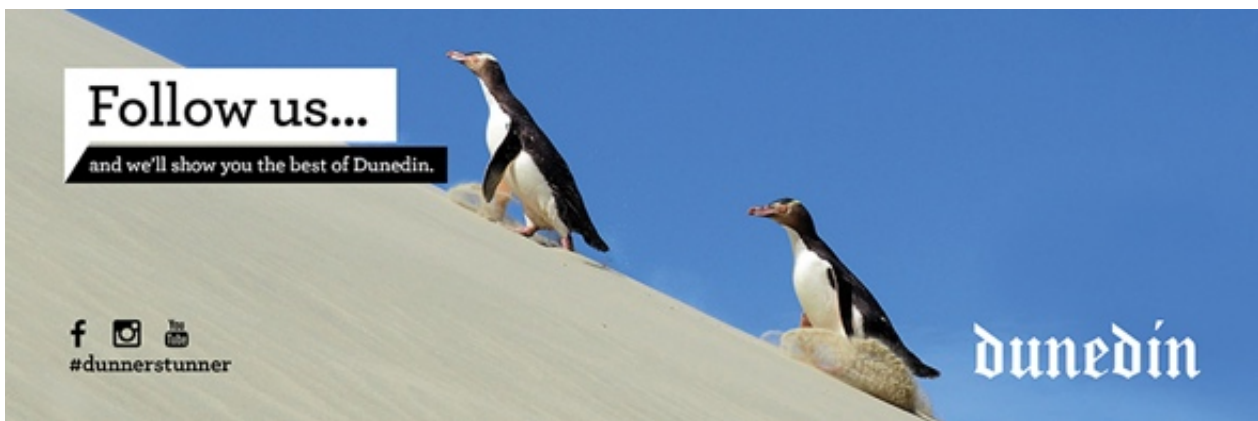
Great, sounds good. Looking forward to making this as good as possible!

Just to clarify, Aramoana is to stay, just the image is wrong beach. One of these will be fine - https://drive.google.com/drive/folders/1T8ZYSmSW477flj1FF0TohfjPytHfllRq?usp=drive_link

Cheers, Hayden

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From: Marley Lewin <marley.lewin@winningmoves.com.au>
Date: Thursday, 16 May 2024 at 12:53 PM

To: Hayden Parsons <Hayden.Parsons@dcc.govt.nz>, Dale Hackett <dale.hackett@winningmoves.com.au>
Cc: Sian Sutton <Sian.Sutton@dcc.govt.nz>, Katie Love <Katie.Love@dcc.govt.nz>
Subject: Re: Dunedin Monopoly and Top Trumps

Hi Hayden,

This is great feedback, thank you! This will give our design team a clear idea of the final direction for the game which is very helpful.

All the changes to the box should be fine, I don't see any issues there. As for the board, I just want to clarify whether St Claire Beach is changing to Aramoana beach?

Most of the changes for the board should also be fine, however, we cannot change the images that the partners have provided as they have control over the images they would like for the board. We have requested a replacement image for King's High School and will get those squares amended.

I have uploaded all of the images and will have the team review these today, I'll provide any feedback as soon as possible. I will also send the updated concept once completed.

If you have any questions or if I can assist with anything in the meantime, please let me know.

Kind regards,

Marley Lewin

CG Sales Support
marley.lewin@winningmoves.com.au
Winning Moves Australia Pty Ltd
Level 3, 270 Pacific Highway,
Crows Nest, NSW 2065
winningmoves.com.au

From: Hayden Parsons <Hayden.Parsons@dcc.govt.nz>
Date: Thursday, 16 May 2024 at 9:50 am
To: Dale Hackett <dale.hackett@winningmoves.com.au>, Marley Lewin <marley.lewin@winningmoves.com.au>
Cc: Sian Sutton <Sian.Sutton@dcc.govt.nz>, Katie Love <Katie.Love@dcc.govt.nz>
Subject: Re: Dunedin Monopoly and Top Trumps

Hi Dale,

Best email I've had all week... all year maybe!

Very exciting.

A few notes from us:

BOX

- We feel like our logo is a touch too big. Happy to see it downsized!
- The image isn't quite right – way too much space. As luck would have it we had the best aurora in decades over the weekend and I got some shots that I think would be much better. Can we try this one? - https://drive.google.com/file/d/1eOybYTAELAB-pfjzTQ6CcPlkTxEdIYPZ/view?usp=drive_link

BOARD

I'll start with the tiles...

- Would prefer this sunny one for Botanic Garden - https://drive.google.com/file/d/1togJJkZqdkmF28VVqGB_ELzjC0dTg6pQ/view?usp=drive_link, if it doesn't work, happy with the one chosen.
- Wild Dunedin – We have a ton of wildlife images. Can we choose one for this or are they supplying – a few sea lion one's here - https://drive.google.com/drive/folders/13j_isPP2tM8xpQTUQ3BeR7MfdBASqks9?usp=drive_link
- Brighton Beach image is the wrong beach – Can we use this - https://drive.google.com/file/d/1WqLEn_XaoXHixK6R_uPljeNiNHgZBNvH/view?usp=drive_link
- Aramoana beach is the wrong beach as well – one of these please - https://drive.google.com/drive/folders/1T8ZYSmSW477fIj1FF0TohfjPytHfIlRq?usp=drive_link
- Tunnel beach is wrong also, can we use one of these - https://drive.google.com/drive/folders/1tP0CW7RaRR8KVBicQK_1KHGW-aSQvele?usp=drive_link
- Te Aka Otakou – as much as I love Pineapple Rock, can we change to a more vibrant image? One of the Blue bridge shots - https://drive.google.com/drive/folders/1MBaSW25AL9gwflgHbfc02Wg6aU87iJUn?usp=drive_link.
- The OPERA – I know they get to choose their own image, but I would strongly recommend one of these - https://drive.google.com/drive/folders/1b0tHb3FMDvGtbp-axlbWDAR2mMVC3zel?usp=drive_link
- Royal Albatross – I know they get to choose also, but we are trying to avoid grey/dull pics – would appreciate if we could get one of these in there instead (but can live with this) - https://drive.google.com/drive/folders/14tWGdTacIYf-K135vVvGm8GK7PqiSRPK?usp=drive_link.
- [REDACTED] – replacement – we are thinking either Best Café, Dunedin Craft Beer and

Food Festival or [REDACTED] Dairy. Leaning towards [REDACTED] as they are iconic and very visual with their famous ice creams. Do they need to be approached for sponsorship if they are to be included or is this now just a freebie, so to speak? Let us know what we need to do here. Here is a [REDACTED] image:

- Kings High School image is wrong. That is the University. I'm guessing they are supplying? If not I can get one.
- Tuhura Otago Museum. You have their image on the Uni tile so need to move that. Were the more colourful, hands-on pics not an option? All good if not, I am ok with their image - https://drive.google.com/drive/folders/186CwJ_6Zt4rjmqrtMPAiJglvE-kmYuZd?usp=drive_link
- Railway Station – this image looks a bit dull – can we use this instead? - <https://drive.google.com/file/d/1ZB4v9ZKcdj7v1ySYGyKQVHhNvNWLW1CI/view?usp=sharing>
- University – move pic from kings to uni tile.
- Larnach – image looks like one of their old one's and is really grey/washed out. I'm guessing they chose? Can we please replace with one of these? - https://drive.google.com/drive/folders/1IKYUTcPfm6gvH43dpSRaA8PMxMAAuO93?usp=drive_link
- ALSO, the Transports – Can we change the train symbol to something like a street sign symbol? OR do you want me to take photos of the actual street signs and use them instead? OR could it be a rendered image with the titles removed from the tile and the street name in the street sign? I feel like the train/street combo is a little confusing.

Ok, onto the board centre design... almost there... a few notes.

- Love Larnach in the centre. Tick
- Would be great to feature wildlife bigger and use better images. (see below).
- The top image of the lab is very random. I'm guessing a paid space. If there is some way we can make this much MUCH smaller and maybe put above the university if it has to stay. Would rather see it go as it isn't really a Dunedin icon and is a bit random. In that space a roaring sea lion coming out of the logo would look great.
- Would be keen to see Farmers market, St Clair Beach, Botanic Garden and Middelmarsh biking removed. Here is a folder of images I think would be easy to cut out and blend - https://drive.google.com/drive/folders/1u026sLc_buZl2SUuU5bdnd0AkPD5_G4X?usp=drive_link

Hopefully not too much there. Happy to discuss.

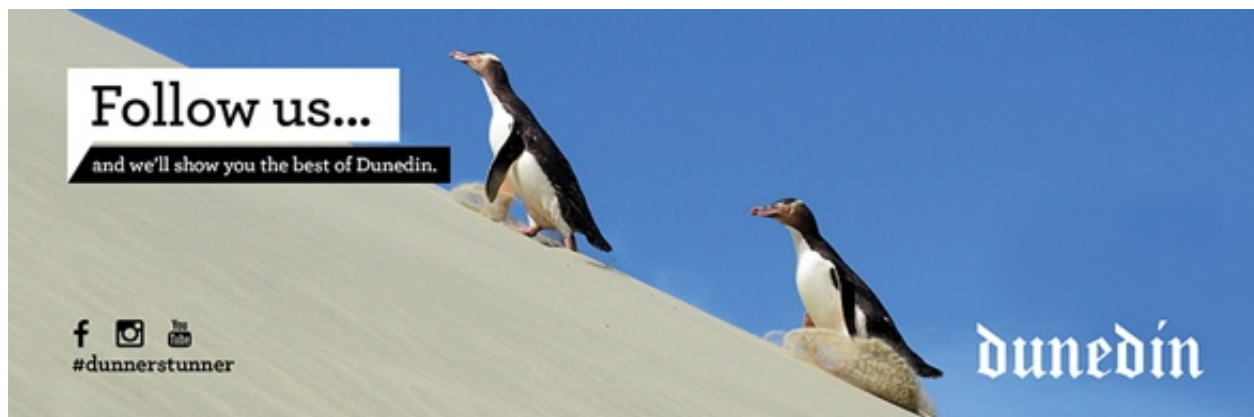
As for Top Trumps – I'm had to prioritise our winter campaign over this, but I should be done with it on Friday so will get onto this early next week if that's ok?

Cheers, Hayden

Hayden Parsons
Digital Content Coordinator
Enterprise Dunedin

Dunedin City Council

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From: Dale Hackett <dale.hackett@winningmoves.com.au>

Date: Wednesday, 15 May 2024 at 12:15 PM

To: Hayden Parsons <Hayden.Parsons@dcc.govt.nz>, Katie Love <Katie.Love@dcc.govt.nz>, Marley Lewin <marley.lewin@winningmoves.com.au>

Subject: Dunedin Monopoly and Top Trumps

Hey guys,

Exciting times. Please find attached the concept designs for Dunedin Monopoly. Please keep this confidential.

We did have Night and Day pull out yesterday which is frustrating, but we do need to fill that square asap. Would you have any suggestions?

Also just wanted to see if you have made any progress with the Top Trumps.

Dale



Dale Hackett

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