

From: [Jenny Lapham](#)
To: [Hamish McNeilly](#)
Subject: FW: Local Government Official Information Request - Cadbury World
Date: Friday, 15 June 2018 03:51:00 p.m.
Attachments: [E-mails_Redacted.pdf](#)

Good Afternoon Hamish

I refer to your e-mail of 17 May 2018 requesting all emails involving council staff concerning Cadbury World and its closure.

Please find attached the e-mails as requested. Please note pursuant to section 7(2)(a) to protect the privacy of individuals certain information has been withheld.

As we have withheld some information you have the right to seek a review by the Office of the Ombudsman.

Jennifer Lapham
Governance Support Officer
Dunedin City Council

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Please consider the environment before printing this e-mail

\$7 million expansion of Cadbury World with significant boost in expected visitor numbers and jobs

Cadbury Carnival events to become a calendar of community activity throughout the year

DUNEDIN, NZ – August 21, 2017 - Mondelēz International has today announced it will go ahead with plans to redevelop and grow Cadbury World to ensure it remains a key Dunedin tourist attraction.

Following Mondelēz's decision to end manufacturing operations in Dunedin, which will take effect in March 2018, the company has worked with tourism experts, as well as Cityforce and community leaders, to progress designs which will ensure the landmark site remains a lasting legacy for the Dunedin community.

New Zealand Country Head, James Kane, today confirmed the decision and detailed the significant plans for growth.

"The NZ\$7 million investment will create an entirely new tourism experience in the historic Castle Street Old Dairy which is being refurbished to provide a new home for Cadbury World.

"We hope to double the number of full-time equivalent roles from about 25 to 50. Visitor numbers are expected to go from 110,000 to over 180,000 per year, ensuring it remains one of Dunedin's most popular tourist attractions and a popular meeting place for the local community.¹

"The decision to end local operations has been a difficult one for our people and the business, however our investment in Cadbury World ensures an important part of Dunedin's growing tourism sector remains in the city," said Mr. Kane.

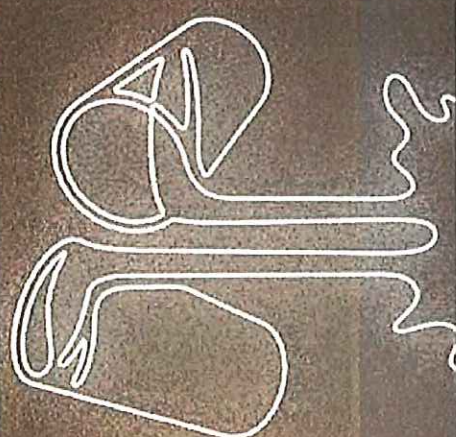
As well as the permanent roles in Cadbury World, the construction phase will employ approximately seven full-time workers, and up to 30 on-site contractors during the peak fit-out period. Approximately 75 per cent of the project budget will be invested with local suppliers with the project to be completed by late-2018.

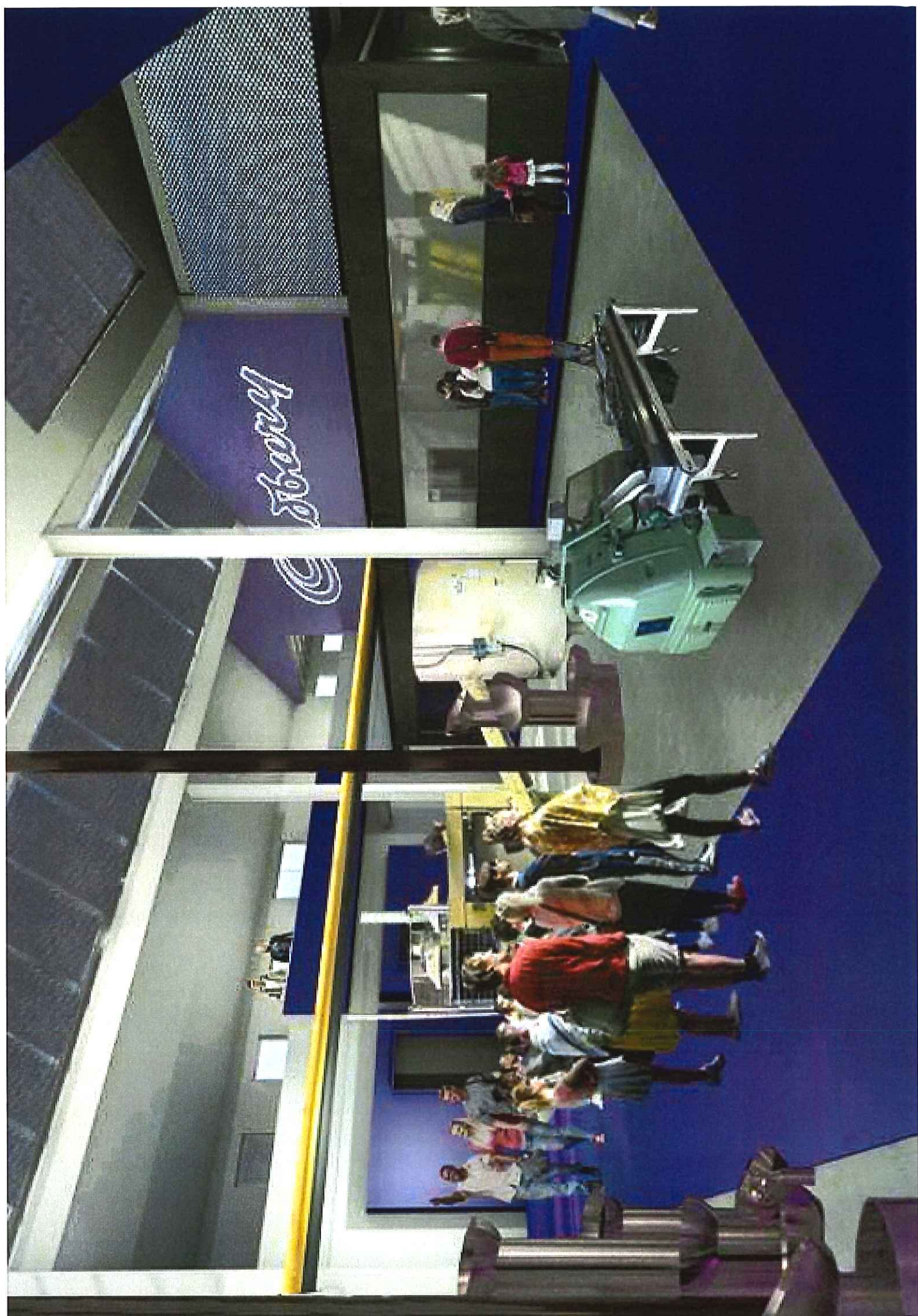
CEO of the Dunedin Airport, Richard Roberts, said the commitment to Cadbury World ensures Dunedin's tourism offer remains strong in a competitive domestic and international environment.

"The tourism sector in Dunedin is incredibly exciting with about two million domestic and international visitors each year enjoying a range of attractions that provide varied groups with things to do.² Where I think Cadbury World adds so much to the local tourism offer is in the

¹ Source: Simon Currant & Associates forecast

² Source: Dunedin City Council figures. Accessible at: <http://www.dunedin.govt.nz/services/business-support/support-for-industries-and-across-otago/tourism>







Jenny Lapham

From: Sarah Bramhall
Sent: Friday, 4 May 2018 03:14 p.m.
To: John Christie; Communications; Dave Cull
Cc: Andrea Crawford
Subject: Media statement - Cadbury World Closure.docx
Attachments: Media statement - Cadbury World Closure.docx

Hi all,

Andrea and I have draft the above statement from Enterprise Dunedin in response to the Cadbury World closure news.

If you would like recommend any changes, can you please let me know within the next hour?

Best wishes,

Sarah Bramhall



Enterprise Dunedin media statement

4 May 2018

The news that the Dunedin Hospital rebuild location has finally been announced is extremely positive for the city, from both a health infrastructure and economic viewpoint.


However we are deeply saddened at the loss of Cadbury World, one of Dunedin's most popular tourist attractions. Cadbury World has been a long-time partner with Enterprise Dunedin and its predecessor Tourism Dunedin and has contributed to many of Dunedin's major campaigns and events.

We feel for Cadbury's staff who have put so much effort into creating such a popular attraction and working tirelessly to build the reputation of Dunedin.

For more information contact:

John Christie
Director Enterprise Dunedin
03 471 8836

Jenny Lapham

From: james.kane@mdlz.com
Sent: Monday, 21 August 2017 08:53 a.m.
To: 

Subject: Cityforce Update - Cadbury World announcement
Attachments: 2017-08-21 - Mondelez commits to Cadbury World - Media Release.pdf

Dear Cityforce members,

We are excited to inform you that Mondelez will shortly issue a media release confirming our decision to proceed with the redevelopment of Cadbury World. The significant \$7 million investment in the new venture is an important one for our business in helping to ensure we leave a positive legacy in Dunedin.

We have some ambitious targets for the redeveloped attraction, with total visitor numbers expected to grow significantly from about 110,000 per year, to 180,000. Additionally, as the size of the Cadbury World experience grows and visitor numbers increase, we are aiming to almost double the size of the Cadbury World team. While we recognise the number of jobs is small when compared to the current factory workforce, having a full time equivalent team of about 50 in place means Mondelez will continue to have a significant presence in Dunedin.

We will also be announcing that many of the events that are currently part of the Cadbury Chocolate Carnival will be incorporated into an annual calendar of events. We will continue to work with our community partners to ensure they benefit from these events.

In terms of the other important priorities, these also continue in earnest - detailed discussions continue regarding 3rd Party manufacture of local gems continues and on the people front we will be in touch in coming weeks as the Jobs Fair planning is finalised.

We've attached the media release which contains more information about the announcement. Please don't hesitate to get in touch if you have any questions.

We look forward to catching up at our next City force meeting on September 28th.

Best regards,

James and Judith

James Kane
Country Head

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Office of the Mayor



6 October 2017

Dear All

Thank you to those of you who were able to attend the latest Cityforce for Cadbury Meeting on Thursday 28 September 2017.

After an initial reflection on the Cadbury World announcement and an update on the intensive staff training that is underway with Competenz and Otago Polytechnic, the meeting focused mainly on the upcoming Jobs Fair being coordinated by the Ministry of Social Development (MSD) - with the support of Mondelez. The Jobs Fair will be held at the Dunedin Town Hall on Saturday 11 November, and already more than 50 employers have registered their interest in attending.

Emma and Deb from MSD shared the format for the Jobs Fair, along with the list of businesses who have currently signed on and those they are still waiting to hear back from (list attached).

While having more than 50 employers registered is a great start, it would be fantastic if we could use the collective network of the Cityforce group to follow up with those businesses that have not yet responded. A specific focus on Dunedin businesses is critical given it is likely most current Cadbury employees will want to stay locally.

We agreed that given most of the detailed collaborative work is now wrapping up, the core focus of Cityforce would be on communication (which we can do via email) and that we would hold the next Cityforce face-to-face meeting after the factory closure next March/ April.

Of course, should there be a need to connect in person sooner than that, we would do so.

Work on Cadbury World is continuing with a revised plan for the Castle Street façade and other interior upgrades, and changes to be completed around February/March 2018 and advertising for part-time positions likely in March/April 2018.

Thanks in advance for your support for the upcoming Jobs Fair, and more broadly, for your contribution to the Cityforce Group since we first came together back in March.

Yours sincerely

A handwritten signature in black ink, appearing to read "Dave Cull". The signature is fluid and cursive, with the first name "Dave" and the last name "Cull" clearly distinguishable.

Dave Cull
Mayor of Dunedin

Jobs Fair Employer Lists



Jenny Lapham

From: Sue Bidrose
Sent: Thursday, 19 April 2018 11:38 a.m.
To: Rachel Elder
Cc: Dave Cull
Subject: Re: Cadbury's Carpark?

Hi Rachel

The Cadbury site is being sold as a "job lot" with no opportunity to buy portions - we asked. We will need to discuss after we know the new owner.

Cheers

Dr Sue Bidrose
Chief Executive Officer
Dunedin City Council

On 19/04/2018, at 7:36 AM, Rachel Elder <Rachel.Elder@dcc.govt.nz> wrote:

Hi Dave,

What are we doing re the Cadbury carpark – as now that Cadbury have confirmed they are going ahead with the Cadbury World I believe with all the attractions nearby – Railway, Harbour Cycleway, Jail thingy, Early Settlers, Town Centre, Farmers Market, Cadbury World and even the Stadium this is a prime location for such a thing – we could build in a bit of a transportation hub from there with bus drop off's – instead of in front of the railway station and bike hires etc, etc...

I just see this as a key strategic asset for our own community visiting our amazing attractions in this area as well as for the growing number of self drive tourist's and it would fit in well with a circuit bus as well.

Cheers

Rachel Elder

Jenny Lapham

From: Jamie Shaw
Sent: Thursday, 26 April 2018 09:54 a.m.
To: Dave Cull
Cc: Graham McKerracher
Subject: DRAFT: Final email to CityForce group

Follow Up Flag: Flag for follow up
Flag Status: Completed

Hi Dave,

Below is a first draft of the final email to the CityForce stakeholder group.

Cheers,
Jamie

27 April 2018

Dear all,

As you will be aware, the Cadbury Dunedin factory closed its doors for the final time at the end of last month.

Cadbury has been a significant part of the city's built and social fabric, and our commercial heritage, for as long as any of us can remember. The factory had a long and proud history, with highly-efficient, long-serving, loyal and top-performing workers.

Pleasingly, Mondelez reports that the vast majority of those affected workers have either secured new jobs, or are taking a career break or have chosen to retire.

Of those who finished with the company before Easter and that Mondelez had been able to contact (about 90% of those who have left the company):

- just over 70% have new roles
- just over 20% are taking a career break or have chosen to retire
- just over 5% are still looking for a new role.

These are good numbers and testament to the work undertaken by the wider CityForce group, but particularly by site manager Judith Mair and her team. Judith has been unwavering in her support for her team since the closure announcement.

I also understand that around 245 team members gained a formal qualification as part of Mondelez training and outplacement programme since the closure announcement.

I am confident that, given their skills, those workers still looking for jobs will be absorbed into other job opportunities in the city over time.

I still maintain that the decision to close the factory was misguided and seemingly based only on the costs of operating from Dunedin, rather than the overall value to both the Mondelez business and the wider community. In saying that, however, I believe that Mondelez has done all it can to equip its people for the next stage of their lives and careers.

You may have also seen the news last week that the Dunedin City Council has granted Mondelez resource consent to relocate Cadbury World from its existing position in Cumberland Street to the historic Dairy Building in Castle Street. This is expected to see a redeveloped and expanded Cadbury World, which is a significant component of Dunedin's tourism industry.