

From: Sharon Bodeker
To: [Lee Vandervis](#)
Subject: FW: LGOIMA request Hospital rebuild campaign costs
Date: Monday, 11 March 2019 12:23:00 p.m.
Attachments: [Dunedin Hospital SOS Update report May 2017.pdf](#)
[Minute Extract from Council Meeting 21 February 2017.pdf](#)
[Minute Extract Council 30 May 2017.pdf](#)

Dear Lee

I am writing in response to your LGOIMA request below.

1. A breakdown of the costs incurred for the Hospital rebuild is shown in the attached report "Dunedin Hospital SOS Update report May 2017", which shows that \$14,515 had been spent to May. Since the writing of that report, a further \$560 was spent on two further videos.
2. Please find attached a copy of the resolutions from a meeting on 21 February re a Notice of Motion, and the resolutions from the May report.
3. The funding from the campaign came from the Communications and Marketing budget.

Kind regards

Sharon Bodeker
Team Leader Civic
Dunedin City Council

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From: Lee Vandervis
Sent: Saturday, 9 February 2019 7:18 p.m.
To: Sandy Graham <Sandy.Graham@dcc.govt.nz>; Sue Bidrose <Sue.Bidrose@dcc.govt.nz>; Sharon Bodeker <Sharon.Bodeker@dcc.govt.nz>
Subject: LGOIMA request Hospital rebuild campaign costs

Dear All,

Please forward a breakdown of costs incurred for the DCC Hospital rebuild campaign.

Please forward also the process and the names of those responsible for the decision to proceed with the campaign and to fund it from public sources.

Which budget did the funding of the campaign come from, and under whose authority?

Kind regards,

Lee

DUNEDIN HOSPITAL SOS UPDATE

Department: Communications and Marketing

EXECUTIVE SUMMARY

- 1 This report provides an update on the activities that have been undertaken since Council resolved to communicate its opposition to any redevelopment of the hospital outside the central city.
- 2 To date, over 4,000 people have sent SOS forms to central government in support of the central city location. A breakdown of the costs and activities is outlined in this report.

RECOMMENDATIONS

That the Council:

- a) **Notes** the Dunedin Hospital SOS update.

BACKGROUND

- 3 Dunedin Hospital has been earmarked to be redeveloped and central government has set aside \$300 million to cover the costs of a new building. Five location options are being reviewed:
 - (i) To redevelop the hospital within the existing ward block
 - (ii) To redevelop it on another inner city site
 - (iii) To scatter the services in different sites across the city
 - (iv) To build a new hospital on an unknown greenfield site
 - (v) To move the hospital up to Wakari.
- 4 At its meeting on 21 February 2017 the Council resolved:

Moved (Cr David Benson-Pope/Cr Aaron Hawkins):

That the Council:

 - a) *Communicates to Government its complete opposition to a rebuild of Dunedin Hospital outside the central city*
 - b) *Expresses a preference for the hospital to remain as close as possible to its current location*
 - c) *Requests the immediate removal from consideration of any sites outside the scope of (a) and (b); and*

- d) *Asks other organisations, agencies and individuals who support this view to also convey it to Government.*

Division

The Council voted by division.

For: Crs David Benson-Pope, Rachel Elder, Christine Garey, Aaron Hawkins, Marie Laufiso, Damian Newell, Jim O'Malley, Chris Staynes, Conrad Stedman and Andrew Whiley and Mayor Dave Cull (11).

Against: Crs Doug Hall, Mike Lord and Lee Vandervis (3).

The division was declared CARRIED by 11 votes to 3

Motion carried (CNL/2017/054)

- 5 To give effect to those resolutions, Dunedin Hospital SOS was developed and launched on Friday 24 March 2017. It calls on central government to redevelop Dunedin Hospital as a top flight teaching hospital in the centre of the city.
- 6 People who support the campaign are encouraged to visit the website, www.DunedinHospitalSOS.nz, to fill in an online form that can be emailed to Prime Minister Bill English, Minister of Health Jonathan Coleman, Minister of Finance and Minister for Infrastructure Steven Joyce, local MP Michael Woodhouse, Director-General of Health and Ministry of Health Chief Executive Chai Chuah, and Ministry of Health Director Critical Projects Michael Hundleby.
- 7 As of 23 May, a total of 4,002 people had sent SOS forms in support of the central city location.
- 8 A total of \$14,515.12 had been spent on Dunedin Hospital SOS to date. A breakdown of these costs is detailed in the table below.

Activity/collateral	Cost (\$)
website	27.95
Flyer printing and distribution	7,330.00
Facebook videos production and promotion	2,420.00
<i>FYI Dunedin May – additional costs</i>	
Stakeholder update newsletters	89.00
Media advertising	4,478.14
Printing of forms/posters	112.00
Setting up DX Freepost	58.03
Total	\$14,515.12

DISCUSSION

- 9 A wide range of activities have been undertaken to support the Council resolution.
- 10 The website, www.DunedinHospitalSOS.nz, was launched on Friday 24 March. The website enables people to submit an online SOS. It also contains links to documents, media articles, videos and other information related to the campaign. The cost of registering the website domain was \$27.95.
- 11 A flyer with information about, and seeking support from residents, was distributed to the letterboxes of all Dunedin households on and around Saturday 25 March. The printing and distribution of the flyer cost \$7,330.

- 12 The May 2017 edition of the DCC's FYI newsletter to residents contained an information panel about Dunedin Hospital SOS and a tear-off, freepost SOS form. The newsletter is distributed to around 55,000 letterboxes in Dunedin. As of 23 May 2017, around 1,150 people had returned a signed copy of the FYI tear-off form. The additional cost of including a tear-off form in the *FYI* newsletter (printing and postage) is \$8.00.
- 13 Letters of support for the retention of a top flight teaching hospital in a central Dunedin location have been sent by Mayor of Dunedin Dave Cull, Clutha Mayor Bryan Cadogan, Queenstown-Lakes Mayor Jim Boulton, Central Otago Mayor Tim Cadogan, Gore Mayor Tracy Hicks and Southland Mayor Gary Tong. The letters are available on the website at www.dunedinhospitalsos.nz/documents. Invercargill Mayor Tim Shadbolt has shown his support by fronting a video and in a media interview with *The South Today*.
- 14 Councillors have led several 'pop-up' SOS signing sessions in the Centre City and Golden Centre malls, with people given the option of using an i-Pad to submit their SOS online, or given a hard copy form. As well as gaining several hundred signatures, Councillors report these sessions have also been valuable for engaging with the community.
- 15 A number of videos have been produced and broadcast via the Dunedin Hospital SOS Facebook page. A breakdown of videos broadcast to date is outlined below. At the time of writing this report, a video fronted by Age Concern Otago Executive Officer Debbie George was being produced.

Facebook Videos	Date published	Reach + views (as of 23 May)	Cost (production + promotion)
Mayor Dave Cull	24 March	21,428 (9,100 views)	\$260.00
Resident vox pops 1	31 March	19,412 (10,000 views)	\$186.00
Resident vox pops 2	2 April	5,956 (3,300 views)	\$164.00
Otago Chamber of Commerce	7 April	18,205 (9,800 views)	\$230.00
OUSA	19 April	26,427 (14,000 views)	\$230.00
Otago Polytechnic	24 April	22,595 (12,000 views)	\$230.00
Disabled Persons Assembly	5 May	16,344 (8,800 views)	\$230.00
Dr Graham Mortimer	11 May	7,818 (3,900 views)	\$230.00
Mayor of Invercargill	12 May	19,977 (12,000 views)	\$230.00
Mayor Dave Cull update	19 May	10,283 (5,100 views)	\$230.00
Total		168,445 (88,000 views)	\$2,420.00

- 16 Three 'Save Our Site' stakeholder updates have been emailed to those who have submitted an SOS and indicated they want to receive progress. The newsletters have been used to report on the latest organisations which have shown support, provide links to new videos, and encourage recipients to spread the word and encourage people to submit an SOS. The costs of using the platform for distributing the electronic newsletter are \$89.00.
- 17 As of 23 May 2017, a total of \$4,478.14 has been spent on other forms of media advertising. A breakdown of this spending is below.

Publication/Channel	Date published	Cost
Otago Daily Times	6 May	\$521.64
ODT online	April/May	Within existing contract

Publication/Channel	Date published	Cost
The Star	4 May	\$256.50
Channel 39 television ads	May-June	\$1,700.00
Radio advertising	May-June	\$2,000.00
Total		\$4,478.14

OPTIONS

- 18 There are no options for this update report.

NEXT STEPS

- 19 The Southern Partnership Group, which is leading the Dunedin Hospital redevelopment project, is due to complete its indicative business case revealing preferred options for redevelopment by the end of June.
- 20 At this stage, Dunedin Hospital SOS will run until the indicative business case release is announced. At that time, and depending on what the indicative business case reveals, the Council may wish to reconsider its approach.

Signatories

Author:	Jamie Shaw - Senior Communications Advisor
Authoriser:	Graham McKerracher - Communications and Marketing Manager Sandy Graham - General Manager Strategy and Governance

Attachments

There are no attachments for this report.

SUMMARY OF CONSIDERATIONS

Fit with purpose of Local Government

This report provides information outlining Council efforts to retain a top flight teaching hospital in the central city and enables democratic local decision making and action on behalf of communities.

Fit with strategic framework

	Contributes	Detracts	Not applicable
Social Wellbeing Strategy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Economic Development Strategy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environment Strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Arts and Culture Strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3 Waters Strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Spatial Plan	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Integrated Transport Strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks and Recreation Strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Other strategic projects/policies/plans	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Dunedin Hospital SOS calls on central government to redevelop Dunedin Hospital as a top flight teaching hospital in the centre of the city. If the hospital is moved away from the centre of the city or scattered across the city, there will be implications for some of the Council's strategic plans.

Māori Impact Statement

There are no known impacts for tangata whenua.

Sustainability

If the hospital is moved out of the city it has potential long-term implications - both economic and social implications.

LTP/Annual Plan / Financial Strategy /Infrastructure Strategy

If the hospital is moved out of the CBD it may have implications for both the Annual Plan and the LTP in terms of infrastructure planning.

Financial considerations

There are no financial implications.

Significance

Dunedin Hospital SOS is of low significance in terms of the Council's Significance and Engagement Policy.

Engagement – external

The Community has been approached via a number of communications channels (see table in the report) and asked to send an online form that can be emailed to Prime Minister Bill English, Minister of Health Jonathan Coleman, Minister of Finance and Minister for Infrastructure Steven Joyce, local MP Michael Woodhouse, Director-General of Health and Ministry of Health Chief Executive Chai Chuah, and Ministry of Health Director Critical Projects Michael Hundleby. Dunedin Hospital SOS calls on central government to redevelop Dunedin Hospital as a top flight teaching hospital in the centre of the city.

Engagement - internal

No other departments have been consulted.

Risks: Legal / Health and Safety etc.

There are no known risks.

SUMMARY OF CONSIDERATIONS
<i>Conflict of Interest</i> There are no known conflicts of interest.
<i>Community Boards</i> There are no direct implications for Community Boards.

20 DUNEDIN HOSPITAL SOS UPDATE

Cr Doug Hall withdrew from this item.

A report provided an update on the activities that had been undertaken since Council resolved to communicate its opposition to any redevelopment of the hospital outside the central city.

The report noted that to date, over 4,000 people had sent SOS forms to central government in support of the central city location. A breakdown of the costs and activities was outlined in the report.

A discussion took place on the report.

Moved (Cr Kate Wilson/Cr Chris Staynes):

That the Council:

- a) **Notes** the Dunedin Hospital SOS update.

The Council voted by division.

For: Crs David Benson-Pope, Rachel Elder, Christine Garey, Aaron Hawkins, Marie Laufiso, Mike Lord, Damian Newell, Jim O'Malley, Chris Staynes, Conrad Stedman and Kate Wilson and Mayor Dave Cull (12).

Against: Crs Lee Vandervis and Andrew Whiley (2).

The division was declared CARRIED by 12 votes to 2

Motion carried (CNL/2017/001)

Moved (Cr Kate Wilson/Cr Chris Staynes):

That the Council:

- b) **Instructs** the Chief Executive Officer to carry out an economic impact assessment of having a hospital closely located with the Otago University and CBD retail precinct.

The Council voted by division.

For: Crs David Benson-Pope, Rachel Elder, Christine Garey, Aaron Hawkins, Marie Laufiso, Damian Newell, Jim O'Malley, Chris Staynes, Conrad Stedman and Kate Wilson and Mayor Dave Cull (11).

Against: Crs Mike Lord, Lee Vandervis and Andrew Whiley (3).

The division was declared CARRIED by 11 votes to 3

Motion carried (CNL/2017/002)

Cr Doug Hall returned to the meeting at this point.

Minute Extract from Council Meeting 21 February 2017.

Cr Kate Wilson left the meeting at 3.13 pm.

15 NOTICE OF MOTION - DUNEDIN HOSPITAL REBUILD

In accordance with Standing Order 26.1, a Notice of Motion was received from Crs David Benson-Pope and Aaron Hawkins for inclusion on the agenda for the Council meeting being held on Tuesday, 21 February 2017:

This was originally requested to be considered at the Council meeting of 23 January 2017 but was referred to this meeting as it did not relate to the Annual Plan, which was the subject of the January meeting.

The Council debated the proposal.

Moved (Cr David Benson-Pope/Cr Aaron Hawkins):

That the Council:

- a) **Communicates** to Government its complete opposition to a rebuild of Dunedin Hospital outside the central city
- b) **Expresses** a preference for the hospital to remain as close as possible to its current location
- c) **Requests** the immediate removal from consideration of any sites outside the scope of (a) and (b); and
- d) **Asks** other organisations, agencies and individuals who support this view to also convey it to Government.

Division

The Council voted by division.

For: Crs David Benson-Pope, Rachel Elder, Christine Garey, Aaron Hawkins, Marie Laufiso, Damian Newell, Jim O'Malley, Chris Staynes, Conrad Stedman and Andrew Whiley and Mayor Dave Cull (11).

Against: Crs Doug Hall, Mike Lord and Lee Vandervis (3).

The division was declared CARRIED by 11 votes to 3

Motion carried (CNL/2017/001)