

**Submitter: Murray Anderson**

What is in a name-- Is it important

This is ASHBURTON DISTRICT through and through

It is of concern in recent times we appear to be promoting our District as Mid Canterbury and this is especially Council. Mid Canterbury is okay at times but you are using the term more frequently, eg media releases

Mid Canterbury is our place submit to our long term plan, Mid Canterbury is our place make it better for the future. Your Tourism budget is considerable but call It ' Experience Mid Canterbury' Ashburton River travels from the Main Divide to the sea bang in the middle of our district. From the beginning it has been the Ashburton River. In 1876 the formation of the County Council.

In 1878 the formation of the Borough Council.

Finally In the 1989 local govt. reforms the names Borough and County disappeared Strong emphasis was placed on bringing Rural and Urban communities together.

Cities retained their city name and the rest of NZ became District

With the large number of Council amalgamations where practical Rivers were used as identification. ex Waitaki, Ashburton ,Selwyn, Wamakariri, Hurunui

T V NZ Weather is a great advertiser for our location. Identity and its free.

This is ASHBURTON District and I am proud to call it Ashburton.

EA Networks Centre. What is in a name

It is not intended to be a criticism but a suggestion to consider if the name is really appropriate for the future. From day one it has been confusing .

EA Networks our community owned Electricity Networks which is a wonderful Co.

Some people have asked me, did EA Networks build this complex.

No it was very much a District Council project with ratepayers finances.

There were several large contributors EA Networks was one if these but they wanted naming rights. I thought at the time it was wrong and publicly said so. I also considered it an insult to the community committee that raised over \$6 million for this project. This confusion will continue .

I thought the Prime Minister summoned this confusion very well when he opened the complex, cutting the ribbon, quote "in declaring E A Networks open whatever that means" etc.

Forestry

Quote p 64 The size of the activity is not sufficient to be economically sustainable and blocks have been reviewed and put up for sale.

I was not aware that it is Council policy. When did you make that decision.?

The value these sales this year, and how much forestry money is going into the general rate.?How much of property's sales was put into the general rate.

Certainly I support the the review of your assets strategic, non strategic,forestry.

An on going problem with much of this land especially the small blocks of forestry and shingle reserves is the reserve status. An effort must be found to resolve this problem. I have some views and would be happy to share if you wish.