

COUNCIL/COMMITTEE/COMMUNITY BOARD REPORT CHECKLIST

Report writer: _____

Name of report: _____

	Yes/No/NA	Initials
Report reviewed by: <ul style="list-style-type: none"> ▪ Report writer's manager ▪ Accountant/Corporate Services Manager (if relevant) ▪ Other staff affected by recommendations (if relevant) 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	(as appropriate)
Additional documents attached: <ul style="list-style-type: none"> ▪ Over expenditure form (FIN105) ▪ Capital expenditure form (FIN103) 	<input type="checkbox"/> <input type="checkbox"/>	(of report writer)
Report proof-read/reviewed by Communication and Strategy Coordinator (if high public interest and/or consultation required)	<input type="checkbox"/>	(reader)
Report returned to writer for signing <div style="text-align: right;">Date: _____</div>		

CENTRAL OTAGO DISTRICT COUNCIL

REPORT TO: **Community Services Committee**

FROM: **Community Development Manager**

DATE: **7 August 2013**

SUBJECT: **Eden Hore Fashion Collection (COM 05-01-005)**

Purpose

For Council to purchase the Eden Hore Fashion collection at an agreed sales price of \$40,000 including GST from the Economic Development cost centre (1039).

Background

The Eden Hore fashion collection is nationally significant and represents a unique slice of New Zealand's couture fashion which cannot be found anywhere else in the country. The story behind the collection is equally as important to the Maniototo region and Central Otago as our unique identity is woven throughout the history of the collection. Protecting this collection for the Central Otago community directly relates to our shared values as part of our regional identity.

Eden Hore passed away in Ranfurly in 1997 and bequeathed his collections to his nephew John Steele and his wife Margaret who currently live at Glenshee and look after the Museum of Fashion. John and Margaret vowed to keep the museum open and are committed to keeping the collection in the Maniototo area.

With the recent sale of Glenshee farm, John and Margaret are no longer able to hold and manage the collection. They have approached the Central Otago District Council to inquire whether Council would consider purchasing the fashion collection to ensure that it is not lost to the community.

Their wishes are for the fashion collection to be kept together and for it to remain in Central Otago, preferably Naseby.

The Eden Hore Museum of fashion holds 228 dresses and other artefacts collected by James Eden Hore.

Hore began acquiring garments in 1970, developing an impressive collection of New Zealand and Australian fashion.

The garments that Eden Hore originally purchased reflected his interest in the transformation of raw animal products from farms such as his into exotic, colourful fashionable dress. The earliest items Hore purchased were hand spun, hand woven fashions, and leather and suede designs. The scope of the collection quickly broadened to include some of the more glamorous garments worn by the Miss New Zealand contestants and Hore began collecting evening wear and other award winning fashion outfits.

The Eden Hore fashion collection is evidence of a unique time in New Zealand's fashion history where a couture, high fashion industry was emerging. The majority of designs in the collection are one off pieces that were never intended to be part of mainstream fashion. This extensive collection has many Benson and Hedges Award winning garments.

Some of New Zealand's best known designers are represented in the collection including Kevin Berkahn, Vinka Lucas and Colin Cole. Aside from well-known designers, many garments in the collection were designed by amateurs as entries in various fashion competitions.

The Eden Hore collection became well known and was displayed in fashion shows both at Glenshee and at other locations. The collection was in demand for parades in many centres and in 1976 and 1977 shows were held in Alexandra, Balclutha, Dunedin, Invercargill, Queenstown as well as in the North Island. These shows became a way for local charities to fundraise for their particular cause. In 1977, Hore exhibited 20 gowns at Sydneys Royal Easter show and also showed his collection at an Air New Zealand function in Sydney. In 1978 Hore showed his collection alongside examples by Australian Fashion designers at the Royal Randwick Racecourse in support of the Air Ambulance and Royal Flying Doctor services. By 1980, 25 touring displays of dresses from the collection had been completed across the country and Australia.

At the height of its popularity in the mid 1970's, the museum attracted approximately 2,000 visitors per year. Today, the significance of this unique collection opens it up to the potential of being a successful tourism business opportunity for the region.

Once the collection has been secured, a business plan and collection policy will need to be developed.

In terms of future display of the collection, both Otago Community Trust and the Lotteries in Wellington have signalled that they would look on the development of an Eden Hore Museum as favourable.

Interim storage options for the collection once secured are being worked through at the time this report is being written and insurance for the collection under Council's insurance policy is being investigated.

Long Term Plan

No funding has been provided in the Long Term Plan for the purchase of the Eden Hore collection. It is proposed that funding come from the Economic Development cost centre (1039).

This activity is a primary contributor to all three of our community outcomes being a thriving economy, a safe and healthy community and a sustainable environment.

This proposal also directly contributes to Business and Economic Development as set out in the Long Term Plan:

'Our Business and Economic Development programme works with community groups, businesses and organisations with the intention to build the Central Otago economy. We identify opportunities, facilitate initiatives and provide support where possible.'

Community Needs and Purpose

The proposal will help to deliver a core service to the community being:

- Libraries, museums, reserves, recreational facilities and other community infrastructure

Community Outcomes and Views

This proposal contributes to the community outcome of providing a Safe and Healthy Community by ensuring the accessibility, management and preservation of our heritage within Central Otago.

This proposal contributes to the following 'Towards Better Outcomes for Central Otago 2012' objectives:

- Central Otago's heritage is identified and recorded.
- Communities share and celebrate heritage in ways that resonate with them.
- Heritage is innovatively promoted to ensure the community understands its value and visitors are enticed to come here.

This proposal contributes to the following objectives within the Naseby Community Plan 2010:

- To support existing businesses and attract new businesses
- To lift the quality of consumer experiences in Naseby
- To encourage more visitors who are seeking a peaceful ambience and 'relaxing' recreational activities
- To create new recreational opportunities for Naseby that will also appeal to youth

This proposal also contributes to the following objectives within the Maniototo Community Plan 2007:

- Enhance the heritage character of the Maniototo for the appreciation of locals and visitors alike.
- Well managed recreation facilities with identification of future opportunities.
- Promoting the area in a manner which protects the values determined by the community.

Options

1. The Central Otago District Council purchase the Eden Hore fashion collection for an agreed price of \$40,000 including GST to be funded from the Economic Development cost centre (1039).

This option is preferred as it will ensure that this extremely significant collection remains within Central Otago and that any future commercial benefit would remain within the region.

2. That the Central Otago District Council do not agree to purchase the Eden Hore fashion collection for an agreed price of \$40,000 including GST to be funded from the Economic Development cost centre (1039).

This option is not preferred as there would be a risk losing this significant collection from Central Otago.

Proposal

It is proposed that the Central Otago District Council purchase the Eden Hore Fashion collection at an agreed price of \$40,000 including GST.

Finance

The sale price of the Eden Hore collection has been quoted at \$40,000 including GST by John and Margaret Steel.

The funding for the purchase of the Eden Hore collection is proposed to come from the Economic Development cost centre (1039) from carry forwards.

Significance

This decision is not considered significant as it is procedural. No further analysis of impacts or community views is deemed necessary.

Implementation Plan

A sales agreement will be developed and the collection purchased should the Central Otago District Council agree to purchase the collection. A business plan will then be developed and presented to Council. A collection policy for the management of the collection will also be developed and presented to Council.

Recommendations

- A. RECOMMENDED that the report be received and the level of significance be accepted.
- B. RECOMMENDED that the Central Otago District Council purchase the Eden Hore fashion collection for an agreed price of \$40,000 including GST to be funded from the Economic Development cost centre (1039).

Rebecca McElrea
Community Development Manager