

**REPORT OF THE TOURISM & DEVELOPMENT  
COMMITTEE MEETING HELD AT 1.00PM ON  
WEDNESDAY 14 DECEMBER 2005 IN THE MEMORIAL  
HALL SUPPER ROOM, ESPLANADE, KAIKOURA.**

**PRESENT:** Councillor S Thomas (Chair), Mayor K Heays, Councillor J Macphail, L Buurman, N Gold, D Smith, D Cleall, P McGahan.

**IN ATTENDANCE:** L Copping (Executive Officer), A Paterson (Tourism & Economic Development Officer), T Ayson (Kaikoura Star).

**1. MATTERS TO BE RAISED AS URGENT BUSINESS**

- |                       |                          |
|-----------------------|--------------------------|
| 1. Freedom Camping    | <i>Councillor Thomas</i> |
| 2. Image Use          | <i>L Buurman</i>         |
| 3. Tourism Monitoring | <i>D Smith</i>           |

**2. MATTERS ARISING FROM MINUTES OF 12/10/2005**

**West End Towncentre Upgrade**

Mayor Heays advised Landscape Architect D Rivers had attended a workshop with Council following the Council meeting of 16 November 2005 and as a result the West End Upgrade would be further explored and progressed by Council.

**Speed Zone**

Mayor Heays advised Transit were currently going through the process of public consultation in relation to their proposed speed zone from Oaro to Kahutara due to a submission from Land Transport New Zealand opposing the Speed Zone, and two others submissions. It was noted Transit were visiting the district on Thursday 15 December to discuss the matter with both Council and the Tourism & Development Committee.

D Smith advised it was a pity Transit were proposing to impose an 80km zone as he believed it was targeted solely at one sector of drivers and it seemed unfair the rest of the community would have to abide by it.

D Cleall advised while he supported the proposed speed zone it appeared to be an easy way out for Transit as they had failed to address the real problem being the way trucks were loaded and the shifting of loads due to insufficient securing of loads by trucking companies.

A letter was received from committee member C Coplestone suggesting if the restricted speed area was used as a major area for targeting speedsters it may well create a bad feeling from

visitors to the area and advised imposing a speed restriction was infinitely cheaper for Transit than upgrading the road. Mayor Heays advised while Council had not supported the restricted speed zone from Kahutara bridge to Oaro bridge, it had supported a restricted speed zone through populated areas such as Goose Bay and Paia Point.

### ***3. NOTES FROM WORKSHOP***

#### **Christmas Parade**

The Tourism Officer advised there had been insufficient time to organize a Christmas parade, however it may be readdressed for 2006.

N Gold suggested perhaps a street costume parade be held as trailers decorated as floats were often required for use the next day making a postponement date due to weather impossible. She advised Santa in the Winery was becoming quite a community event with a lot of support such as a sausage sizzle by a local school, childrens gifts donated by the Lions Club of Kaikoura, and some funding donated by the organizers of the previous Christmas parade.

Mayor Heays advised he believed Santa in the Winery was the start of an annual community event that could only get bigger and better.

#### **Membership to TIANZ**

The Tourism Officer advised an application for membership to TIANZ had been completed and forwarded.

#### **Disorderly behaviour & Littering**

Councillor Thomas advised this matter had been discussed at the November Council meeting and at the Social Services meeting held earlier in the day. He advised the town centre was now noticeable cleaner and void of broken glass due to Council recently employing an additional cleaner to concentrate on the town centre and Whale Way parking area.

Mayor Heays advised he and Councillor Pablecheque had visited local Police and as a result Sargeant R Smith would be addressing full Council at the December meeting to discuss placing a liquor ban in the town centre. Sargeant R Smith was also investigating reinstating a town watch scheme.

### ***4. MINUTES ACTION LIST***

#### **West End Towncentre Upgrade**

An overview of progress to date on the proposed West End towncentre upgrade was provided.

L Buurman advised originally the Business Discussion Group was charged with consulting with its members on the basis of the latest plans from landscape architect D Rivers however after consulting with local businesses in the West End there appeared to be a disappointing shift of acceptance with the design and as a result the group could not arrive at a consensus to progress it forward. After much discussion, the Business Discussion Group felt the upgrade needed to be progressed with Council leadership.

Councillor Thomas advised Council had recently held a workshop to continue with progress on the West End towncentre upgrade and asked the committee if they wished to continue progressing the matter.

D Smith advised a lot of people in the Business Discussion Group had given hours of work on consultation on a plan that he believed would work for the towncentre and felt the committee should fully support Council as Kaikoura could not afford to stop progress and beautification.

***Moved by N Gold, seconded by Councillor Macpahil and resolved that the Tourism & Development Committee give Council full support to proceed and progress immediately the West End towncentre upgrade.***

***The motion was put and carried.***

### **Sculptures & Orly Productions**

The Tourism Officer advised both items were tied in with branding and could not be progressed until more discussion had taken place. Clarification of branding was sought as the Tourism Officer advised she felt branding appeared to be a bit of an issue in Kaikoura.

Regional branding was all about what is Kaikoura and what Kaikoura means. Branding was often a logo and descriptive text with a message used consistently through all marketing projects.

L Buurman advised such discussion required a dedicated forum from people within the community interested in a universal message of what Kaikoura needed to represent and market itself.

P McGahan advised there were currently a lot of marketing images around the district, including Green Globe and suggested the process be crystallized with a background paper.

It was suggested consultation could be included with consultation on the development of Council's Long Term Council Community Plan as the Tourism & Development

Committee was charged with driving the tourism aspect of the Plan.

N Gold advised the Chief Executive Officer had been involved with branding in the Southland District and suggested the Tourism Officer work with the Chief Executive Officer to bring together a document to bring to a workshop.

P McGahan advised branding such as “Spirit of the Nation”, was one of the best examples of branding he had seen and suggested a very strong strategy would have been used. Kaikoura could perhaps use such a strategy to help with the process. P McGahan noted the Council logo looked great and included all the elements of the district.

The Tourism Officer advised she would investigate branding and bring to the next meeting.

#### ***5. TOURISM & DEVELOPMENT COMMITTEE BUDGET***

L Buurman advised there had been a recent change in criteria for attendance at TRENZ Road Show. Previously Regional Tourism Organisations and Information Centres were able to attend however they had now been advised while such organizations may continue attending they would not be provided with an appointment stream. Kaikoura Information & Tourism had written to TRENZ to see what the benefits would be in attending however it was highly unlikely they would attend future events if they were unable to be offered scheduled appointments. Councillor Thomas suggested the money normally spent on attendance could be used for offsetting individual operators.

L Buurman suggested there may be an opportunity either pre or post TRENZ Road Show for hosting buyers to the Kaikoura District.

#### ***6. TOURISM & ECONOMIC DEVELOPMENT OFFICER'S REPORT***

The Tourism & Economic Development Officer presented her report advising she had recently attended the following meetings:

- Destination Marlborough Board Meeting
- D.T.O. Meeting
- Hurunui Alpine Pacific Triangle Presentation
- Farmers Market Workshop

#### **Branding**

The Tourism Officer advised the issue of “branding” required immediate attention as it was difficult to proceed with many projects without consensus. She advised a strong brand was one that focused on the features of Kaikoura differentiating it from

all other destinations, both locally, nationally and globally and suggested prominence be given to the districts Green Globe certified community status as a means of emphasizing the unique environment and means of protecting that environment for residents and visitors.

Other projects identified by the Tourism officer were:

- Development of a trade manual and information sheets for visiting trade and media representatives
- Winter initiatives
- Marketing strategy - survey
- Economic development – investigate potential for a farmers market.
- Researching the possibilities of setting up business “clusters” to encourage networking.

## **7. COMMITTEE MEMBERSHIP**

Two letters of resignation from the Tourism & Development Committee were received in November.

### **1. Whale Watch Representative**

*Moved by Mayor Heays, seconded by N Gold and resolved that Council accept the resignation of Marcus Solomon as Whale Watch Kaikoura representative to the Tourism & Development Committee and further recommended that Wally Stone, Executive Chairman be appointed as Whale Watch Kaikoura representative to the Tourism & Development Committee and Kauahi Ngapora and Shelley Fissenden be nominated as replacement representatives should W Stone be unable to attend meetings.*

### **2. Rural Sector Residents Representative**

*Moved by Mayor Heays, seconded by P McGahan and resolved that Council accept the resignation of Chris Coppleshone as Rural Sector Residents representative to the Tourism & Development Committee and further recommended that Mr Richard Murray of Bluff Station, Kekerengu be appointed as replacement Rural Sector Residents representative subject to his agreement.*

Included in the letter of resignation from C Coppleshone was a suggestion that the Tourism & Development Committee allocate a budget to fund the creation of a package prize of transport and accommodation and an activity that could be given away to domestic radio stations such as Wellington, Christchurch and Auckland to promote the district.

The Tourism Officer advised she had approached some local businesses with regard to winter marketing.

It was agreed a thank you letter be sent to M Solomon and C Copplestone.

## **8. MAINTSTREET & TOWNCENTRES CONFERENCE**

Included in the agenda was a report from Councillor Macphail on a recently attended conference. He advised attendance had been very worthwhile with all workshops attended relevant to Kaikoura. Councillor Macphail noted generally Kaikoura was in a good position and had a lot of icons to attach itself to as Kaikoura meant a lot of different things to a lot of people.

Mayor Heays suggested the report be used as a leading document for progressing the West End town centre upgrade.

## **9. URGENT BUSINESS**

### **Image Use**

L Buurman advised Kaikoura Information & Tourism paid an annual usage fee for use of the sunrise image used on its letterhead and a lot of other marketing collateral. Kaikoura Information & Tourism had approached the photographer three years ago to buy the rights but were surprised at the time at the cost of \$1200. It had now decided it wished to purchase the image and wondered if it was something the whole community should own. L Buurman advised a formal written request would be made at the next meeting.

### **Tourism Monitoring**

D Smith advised to the best of his knowledge he believed Kaikoura had just come through one of its worst winters as he had spoken with hospitality hosts within the district and all had stated they had had a very poor year and felt some form of tourism monitoring should be put in place in order to trigger any alarms down the line.

D Smith stated while there were possible scenarios such as more accommodation providers in the district, exchange rates, and a lot more people trying to share a slice of the pie, Kaikoura would be in big trouble if tourism was in fact dropping off.

D Smith suggested measuring winter figures in order to provide a measure for the next winter season, along with information from Statistics NZ. Councillor Thomas advised he would be more than happy to work with the Tourism Officer on this matter. L Buurman advised the Chamber of Commerce sent out an economic overview rather than actual numbers which would also be valuable to use.

### **Freedom Camping**

Councillor Thomas tabled information gathered from Central Otago District Council and the internet regarding freedom camping within New Zealand and suggested prior to creating a policy a proactive approach be taken by handing out documents with information pointing out locations of camping grounds, dump sites, and sites where campervans were allowed to park.

D Cleall noted there were at least 2-3 campervans parked nightly at the South Bay turnoff and suggested the old Go Kart track be used for such parking, further suggesting a portaloos could be installed over the busy period.

P McGahan advised Council needed to formulate a policy and enforce it. The real issue was toileting and suggested a simple flyer be used to educate users such as the one tabled from Central Otago District Council.

D Smith advised he believed campervans would freedom camp regardless of policy or bylaws and as such facilities needed to be provided.

Councillor Macphail disagreed, noting Kaikoura was known as open slather with regard to freedom camping.

L Buurman advised while she didn't particularly support an enforcement approach, campervans should be educated and given the option to stay in the district in a more managed way, further noting it was a national problem and not just a local issue.

P McGahan suggested a paper be prepared and taken to Council and suggested the committee write a factual report on the issues and solutions for discussion, further noting he was happy to work with Councils Environmental Development Officer and Tourism Officer regarding this matter. Councillor Thomas advised he would also work with the group and would let the committee know when a workshop would be held to formulate a positive educational flyer for the coming summer season. A further meeting would be had to progress the matter to be taken to Council for consideration.

***There being no further business the meeting closed at 3.11pm.***