

**REPORT OF THE TOURISM & DEVELOPMENT  
COMMITTEE MEETING HELD AT 1.00PM ON  
WEDNESDAY 8 FEBRUARY 2006 IN THE MEMORIAL  
HALL SUPPER ROOM, ESPLANADE, KAIKOURA.**

**PRESENT:** Councillor S Thomas (Chair), Mayor K Heays, Councillor J Macphail, L  
Buurman, N Gold, P McGahan, W Stone, T Kahu.

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

**APOLOGIES:** D Smith, P McGahan for lateness.

*Moved by Mayor Heays, seconded by Councillor Macphail and  
resolved that apologies be accepted.*

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

- |                     |                          |
|---------------------|--------------------------|
| 1. Transit Hearing  | <i>Councillor Thomas</i> |
| 2. Winter Marketing | <i>Councillor Thomas</i> |

**2. MATTERS ARISING FROM REPORT OF 14/12/2005**

**Santa in the Cellar**

N Gold thanked sponsors and advised the event held at the Kaikoura Winery on Sunday 18<sup>th</sup> December had been a great success with approximately 100 children attending.

**Disorderly Behaviour & Littering**

Mayor Heays advised Sergeant R Smith had attended a Social Services Committee meeting earlier in the day advising members of a past town watch scheme. The police were eager to reinstate the scheme which would be a tremendous help to them.

Sergeant Smith advised he was interested in reviewing the present 3.00am closing time of bars and hotels with a view to having it brought forward to 1.00am closing due to lack of policing and enforcement resources.

**Image Use**

The Tourism Officer advised Kaikoura Information & Tourism were currently spending approximately \$400 per year for use of the sunrise image.

L Buurman advised purchasing and ownership of the image had been discussed briefly at a recent Kaikoura Information & Tourism meeting however she felt the matter was not discussed fully. She advised use of the image was limited and was unable to be used in applications sold by

Kaikoura Information & Tourism. She advised while it was currently a branding image for Kaikoura Information & Tourism it may well be that they choose to rebrand and commission their own image and felt it did not warrant further discussion from this committee.

*Moved by N Gold, seconded by Councillor Macphail and resolved that the minutes of the meeting held 14 December 2005 be a true and accurate record.*

### **3. MINUTES ACTION LIST**

#### **Sculptures**

The Tourism Officer asked if the committee wished to look into placing sculptures at the northern and southern entrances to the district. N Gold advised it had been decided at an earlier meeting that this matter be pursued once branding of the district was established.

#### **Orly Productions**

The Tourism Officer advised she had been endeavoring to investigate the value of a DVD and felt a CD may be a more useful tool.

W Stone stated he felt the need was overdue as promotional work going out of the region was essential. The most cost effective marketing was film footage and should be the outcome of a branding exercise.

T Kahu suggested it may be premature to market the district until branding was finalized.

The committee agreed there was a need to produce footage of the district.

L Buurman suggested the distribution of footage required research as there would be time and cost components beyond the actual making of the film that would required a budget.

Councillor Macphail believed Kaikoura was missing out on a lot as Christchurch & Canterbury Marketing had no footage on the district.

L Buurman advised a regional advocate would be needed as Christchurch & Canterbury Marketing had advised they were unable to guarantee dovetailing footage into their marketing.

W Stone advised film crews were plentiful and it essentially came down to what was captured and potential use of such footage. Unless specific direction was given on what was to be captured the desired outcome would not be achieved. Complete freedom and 100% ownership of the final product was also essential.

Mayor Heays advised a lot of districts were rebranding and suggested Council's Tourism Officer investigate the format other Councils had used for branding and report back to a workshop at the next meeting for further discussion.

W Stone advised inspirations and aspirations were the ideal for true effective branding. True branding required a long term consistent commitment over a number of years. He advised in parallel with ongoing promotions branding should continually be worked on.

W Stone advised the first step toward branding was to ask:

- “How does Kaikoura see itself?”
- “How do people coming into the region see Kaikoura?”

Answers to these questions would provide understanding for cementing in the market place and would be a clear starting point. W Stone advised Whale Watch had undertaken research recently and he would be willing to share some of this information with Council. A workshop to develop a profile on Kaikoura, it's strengths, values and weaknesses would be a very good start, with key stakeholders involved. The Tourism Officer was asked to provide a list of relevant key stakeholders at the next meeting.

#### **Tourism Monitoring**

The Tourism Officer advised aspects of a recently conducted tourism business survey could be used to provide information and asked for specifics on what information the committee wished to see monitored.

W Stone advised it would be useful to ask the same people/businesses set information each month on how their businesses were going. The key was to keep it simple. He advised there was a lot of data available providing a snapshot of the country and suggested such monitoring should take no more than 1.5 hours per month to provide a national, regional and local tourism status.

It was suggested a tourism newsletter could be published regularly for the whole business community within the district.

#### ***4. TOURISM OFFICER'S REPORT***

The Tourism Officer presented her report including projects in progress.

##### **Tourism Trade Manual**

Development of a Tourism Trade Manual had commenced collaboratively with Kaikoura Information & Tourism and Council.

##### **Business Surveys**

90 postal surveys had been distributed with feedback received from approximately 20 businesses to date.

##### **Winter Initiatives**

The Tourism Officer advised she was investigating into connecting onto the end of an upcoming large cycling event taking place in Kaikoura in the winter.

Mayor Heays advised interest had been expressed from brass band marching teams interested in visiting the district and suggested such visits be encouraged.

The committee agreed an events strategy was needed.

*The Environmental Development Officer entered the meeting at 2.25pm.*

*N Gold left the meeting at 2.38pm.*

## **5. FREEDOM CAMPING**

Included in the agenda was an extensive report on freedom camping jointly compiled by the Tourism Officer and Environmental Development Officer. Tasman District Council Freedom Camping Policy was tabled at the meeting.

The Tourism Officer advised the report was the result of various parties approaching Council with concerns relating to freedom camping.

Councillor Thomas advised he believed freedom camping was a national issue and required action from Council.

The Environmental Development Officer advised a meeting was scheduled for next week with many stakeholders expected to attend such as Tourism Industry Association of New Zealand (TIANZ) and New Zealand Motor Home Association (NZMHA). She advised TIANZ had advised although freedom camping was a national problem it needed to be dealt with districtly as desired outcomes varied between districts.

Councillor Thomas asked the committee if they wished to make a recommendation to Council for a policy to be developed.

Mayor Heays suggested a strategy for camping in the district be formed rather than a policy with an information sheet and guidelines available for distribution to campers and campervan hire companies.

W Stone advised the matter needed to be addressed and must be well-founded. He suggested the committee form a set of founding principles to assist Council as the pressure on the coastline would only increase rather than decrease and a by-law would be the technical term to give effect to it. He believed Council needed to come up with a conclusion and position on freedom camping, then work through the technical components.

Councillor Thomas reminded the committee that Council did have a bylaw for camping in its reserves however in order for it to be enforced appropriate signage needed to be erected. Councillor Thomas noted the reason freedom campers were wanted in the district in terms of tourism should not be forgotten.

W Stone commended camp ground owners in the district on the high quality of their camps.

Mayor Heays advised Council had been approached by many angry people within the community regarding freedom camping and suggested some form of guidelines be produced, discussed and passed to Council for ratification and advised the need for a by-law may well be identified within that process.

The Environmental Development Officer advised it may be difficult to put together information if freedom campers were allowed to camp in some places and not others and suggested the committee be specific as to sites where campers may be allowed.

***P McGahan entered the meeting at 3.16pm.***

W Stone advised in terms of making decisions, the committee's contribution needed to be based on values and principals and suggested three key values be identified to assist Council.

P McGahan expressed concern as he believed freedom camping had been a problem for several years and to date had been largely ignored. At best, signage had been erected however it had not been enforced. He advised enforcement should not be seen as being entirely negative and was sometimes necessary to uphold signage.

P McGahan congratulated the Environmental Development Officer and Tourism Officer on their report. He believed a short term solution needed to be put in place immediately and suggested this be achieved by way of a ranger over the next two months to help ensure the coastline was restored to the clean green image it urgently needed to be. There was also a need to sit down with a number of groups such as Transit, Department of Conservation, Ngai Tahu in order to provide consensus to move forward with this matter and noted Transit were presently working on a national policy and looking to rationalize the areas of land in their ownership.

P McGahan commended Gisborne Council on their initiative of requiring a permit for freedom camping at a cost of \$25.00. He believed the ratepayers in the Kaikoura district were picking up the tab and such a system in this district would help offset the cost of litter collection and employing a ranger.

P McGahan recommended the Committee recommend to Council to consider employing a ranger until easter to undertake the role of upholding the existing Traffic Control By-Law and to educate freedom campers, and suggested that person could work 4 hours per day and also collect litter in the areas being patrolled.

Councillor Thomas advised while the Committee may wish to recommend its principles to Council it was the role of the Chief Executive Office, not the role of the committee, to employ and manage staff resources.

L Buurman advised tools were required to educate and until educational resources were put together it would be pointless having a ranger approaching campers. The committee should be looking at communicating the message right away and suggested in the meantime an educational flyer be printed for immediate distribution.

The Committee acknowledged that the Council needed to adopt a clear policy position regarding the issue of freedom camping within the Kaikoura district.

*Moved by W Stone, seconded by P McGahan and resolved that this committee recommends that the following core principles should be used as a guide in formalising future policies regarding freedom camping.*

- *That the protection of the natural environment is of paramount importance*
- *That the health and safety of all users are protected*
- *To promote awareness regarding the cultural importance of the coastline including its use for mahinga kai (food gathering).*
- *That the opportunity for all users to interact with and enjoy the natural environment should be maximised*

*The committee further asks the Council to consider extending the role of the West End caretaker to assist in reducing coastal pollution at camping and amenity areas along the Kaikoura coastline. A main focus of the role should include informing and educating coastal users regarding appropriate use of the coastline.*

## **6. URGENT BUSINESS**

### **Transit Hearing**

Councillor Thomas invited members of the committee to attend a hearing for Transit's Beach Road designation scheduled for 21 February which included a recommendation from Council's Planning Officer that the designation be approved and undertaken within 5 years.

### **Winter Marketing**

Councillor Thomas suggested direction for winter marketing be given to the Tourism Officer.

Mayor Heays advised before direction was given the committee needed to differentiate between Council's role and that of local businesses as he believed some tourist related industries were receiving many benefits from other providers paying for all of the marketing and questioned

whether it was Council's job or that of individual moteliers to encourage people to stay overnight in the district.

Councillor Thomas noted one of the main roles of the Tourism Officer was to market the district. He advised the committee had previously identified the need to focus on domestic tourism and to market in Wellington, Nelson and Christchurch.

W Stone advised marketing was all about bringing money into the region. How that was undertaken was very broad and was a huge task. He suggested approaching local businesses to see who may be interested in providing free trips/meals/accommodation for children as this could identify the type of advertising to be undertaken.

Councillor Thomas requested the Tourism Officer ask around local businesses and report back with ideas and a timeframe on when winter marketing initiatives commenced.

***There being no further business the meeting closed at 4.18pm.***