

**REPORT OF THE TOURISM & DEVELOPMENT
COMMITTEE MEETING HELD AT 1.22PM ON
WEDNESDAY 12 APRIL 2006 IN THE MEMORIAL HALL
SUPPER ROOM, ESPLANADE, KAIKOURA.**

PRESENT: Councillor S Thomas (Chair), Mayor K Heays, Councillor J Macphail, N Gold, W Stone, D Cleall, R Murray.

IN ATTENDANCE: L Copping (Executive Officer).

APOLOGIES: P McGahan, L Burman.

*Moved by Mayor Heays, seconded by N Gold and resolved that
apologies be accepted.*

1. STATEMENT OF ACCOUNTS

N Gold noted it seemed odd that the budget report included in monthly agendas failed to show the true financial balance of the committee's accounts due to the Tourism & Economic Development Officer's salary still to be deducted from the balance appearing on monthly statements.

Mayor Heays advised it appeared the salary of the Tourism & Economic Development Officer's and the tourism budget were lumped together and suggested they be separated.

Councillor Thomas advised he would request the budgets to be separated in order for a precise balance to be provided to the committee each month.

2. TOURISM & ECONOMIC DEVELOPMENT OFFICER'S REPORT

In the absence of the Tourism & Economic Development Officer the report was presented by the Chairperson.

Meetings Attended

The Tourism & Economic Development Officer met with Kaikoura Moteliers Association on 31st March to discuss autumn and winter initiatives. The meeting had been successful with a lot of enthusiasm toward cooperation within the industry. Support was also shown for early stages of an autumn/winter initiative.

Winter Initiatives

The report advised an excellent response had been received from all sectors of the industry, particularly the accommodation sector, for a winter promotional campaign. Various advertising methods had been researched and investigated by the Tourism Officer, including the following promotion:

1) *Winter Promotion Stage 1*

A promotional flyer be developed for distribution to selected areas of Christchurch, Wellington and possibly Nelson. The flyer would be a double-sided colour document featuring three “postcards” targeting families, couples, and adventure seekers. The flyer would also offer a competition allowing entrants to win a holiday in Kaikoura based around one of the targeted postcard groups.

2) *Winter Promotion Stage 2*

The competition would close 2 weeks after distribution of the flyer, followed by the winner being announced.

3) *Winter Promotion Stage 3*

A press campaign would take place using the same postcard themes following the closure of the competition.

N Gold advised she had received a quote from the graphic designer that had undertaken work for the committee the previous winter of between \$450 - \$600 + Gst.

Councillor Thomas noted the cost for producing and distributing flyers was a lot cheaper than Press advertising and would hit quite a large area.

Councillor Macphail suggested there were other publications in Wellington such as small regional newspapers that would be a lot cheaper.

N Gold advised she had spoken with R Hughes of the new Kaikoura Ocean Ridge Development who had indicated he would be happy to tie in some form of advertising with the advertising of his subdivision.

Councillor Thomas advised he was in support of an earlier suggestion that children travel/stay for free when visiting the district.

W Stone advised he was hoping following his recent suggestion that families be targeted with a child free package, that local business would have been targeted as he believed the town was small enough for an individual approach. Such an exercise would test if the industry was prepared to come together and cooperate. If a level of interest and commitment was shown then the campaign could then be executed. W Stone advised while the committee may come up with different campaign ideas, the commitment of local businesses to get behind the industry was essential.

Mayor Heays expressed concern noting he did not see paying for tourism marketing as part of the ratepayers role and believed the money within the committee’s budget was in fact for tourism and economic development rather than marketing. He noted there had been a call from ratepayers that perhaps Council should be getting involved in developing some form of marketing embracing the district as a place to work, live, and rest.

Councillor Thomas noted it had been asked in a conversation at a recent Kaikoura Information & Tourism Inc. meeting if it was the committees role, on behalf of Council to promote the district to live, go to school, work, or to come and stay.

Mayor Heays reminded the committee other Councils such as Hanmer Springs, were fortunate to have their own tourism businesses.

N Gold tabled a tourism toolkit which stated local government was the primary source of providing regional marketing and advised she believed this local government had an obligation to take a lead role in the promotion of Kaikoura.

W Stone advised he believed promoting the district was an exercise in economics and generating customers. Tourism was one of the ways to generate customers, with anyone coming into the district likely to buy food and petrol. He advised the district needed a destination appeal that brought in customers that supported businesses in the town. The big question was how do we go about it, how do we mobilize all the different businesses to come together to create a compelling composition when there was a lull. How do we localize all the businesses to come together to do this? He advised the committee had identified previously the need to go out and test the business community level of commitment and interest with a campaign such as children traveling free, and noted such a campaign could be as creative as the committee wanted, however it was all about getting businesses on board and seeing what each business was prepared to offer which at this stage was still unknown.

W Stone advised he believed the most successful region in New Zealand would have to be Wellington with their Absolutely Wellington branding and marketing.

N Gold advised it was time some money was spent and that marketing was started. There had been valuable outcomes from the recently held branding workshop and suggested in the interim using a graphic designer to proceed using what was to hand. While it may not be 100% right, it would certainly be a very good start. She suggested getting a timeframe and a design from the graphic designer using the notes from the workshop as a brief.

Mayor Heays asked if Kaikoura Information & Tourism Inc could be involved in some way and suggested the flyer postcards be sent out with an 0800 phone number linked to Kaikoura Information & Tourism Inc for booking purposes.

W Stone advised the committee needed to be looking at getting support from businesses.

N Gold advised it had been discussed that the prize for the postcard flyer promotion would be a package to stay in Kaikoura and noted if we are saying that children are free then the prize should be the child free.

Councillor Macphail advised people would have to identify the flyer to get the deal in order to provide an indication of its popularity.

N Gold suggested the Tourism & Development Committee fund the flyer followed by a campaign in a newspaper.

W Stone advised if a motel was providing accommodation at a cost to help promote the district then the committee needed to support that by paying for the advertising. Once a solid base of those prepared to offer something free was established then the committee needed to show the same level of support by paying for the advertising.

Moved by W Stone, seconded by J Macphail and resolved that this committee underwrite \$10,000 to destination/winter campaign marketing subject to the level of support from local businesses being satisfactory to the chairman. This recommendation is conditional upon the level of support from local businesses.

The motion was put and carried.

W Stone suggested families may wish to have their children spend time on a dairy farm. He further suggested general farming, surfing, fishing.

It was suggested an email be sent out to all business via Kaikoura Information & Tourism Inc data base and a letterbox drop to every household. It was further suggested a mail drop to PO Box holders rather than to all households.

The committee agreed stage one of the promotion would be the flyer, and stage two as the action plan, being for every full paying adult a free child. The flyer would include a list of all businesses participating.

D Cleall suggested the flyer would need to be produced to the business providing the free child deal in order to gauge the level of support. W Stone supported this as there was a need to link the promotion all the way through and noted the more people participating in the promotion the more powerful it would be.

It was agreed the promotion would not be available for long weekends such as Queens Birthday weekend.

Councillor Thomas advised he would work with the Committee Secretary in getting information out to local businesses in order to gauge a level of input and once ascertained would forward the information to committee members for work to commence on a draft design as part of stage 1 of the campaign. He advised stage 3 would be decided at a later meeting. W Stone advised stage 3 should ideally link up with branding.

3. FREEDOM CAMPING

Councillor Thomas tabled the draft minutes from the last Council meeting where freedom camping was discussed. The Mayor advised a draft freedom camping policy would be included in the April Council agenda.

There being no further business the meeting closed at 2.38pm.