

**REPORT OF THE TOURISM & DEVELOPMENT
COMMITTEE MEETING HELD AT 1.00PM ON
WEDNESDAY 12 JULY 2006 IN THE MEMORIAL HALL
SUPPER ROOM, ESPLANADE, KAIKOURA.**

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

IN ATTENDANCE: L Copping (Executive Officer), A Paterson (Tourism & Economic Development Officer, A Beaton & K Sanson (Labour Department Small Business Information Unit)

APOLOGIES: W Stone, D Smith.

Moved by Councillor Macphail, seconded by L Buurman and resolved that apologies be accepted.

1. DEPARTMENT OF LABOUR SMALL BUSINESS INFORMATION UNIT

A Beaton and K Sanson were present to speak with the committee regarding the service they provided through the Small Business Information Unit.

The two core objectives of their organization was to equip small to medium sized enterprises with resources and the knowledge in order to be good employers. They also sought to create linkages to share and extend knowledge around communities. The service was free and was seen as preventative maintenance. Education was provided via seminars, workshops and whatever worked best for the business group they were working with, with best practice encouraged.

The six main groups that support was offered to was:

- Food & Beverage
- Horiculture & Viticulture
- Roding & Infrastructure
- Niche Manufacturing
- Fishing
- Tourism & Hospitality

L Buurman offered to circulate brochures to the Business Discussion Group and KITI. N Gold noted there had recently been a change in the committee of KITI and were always looking for training courses and information to provide its members with.

2. MATTERS ARISING FROM REPORT OF 10/05/2006

Priorities

L Buurman advised she would like the Committee to investigate the idea of developing a business plan in order to maximize the opportunity of future meetings.

Trade Manual

N Gold asked if the Trade Manual was nearing completion. The Tourism Officer advised all listings had been completed and she was now looking for 1 or 2 images to insert into it. N Gold advised KITI would be able to supply images.

New Wharf

Councillor Thomas advised while there was no specific report in the agenda on progress with the new wharf, he would ensure any information provided to Council would be fed through to the Tourism & Development committee.

3. MINUTES ACTION LIST UPDATE

Develop an Events Strategy

The Tourism Officer advised she felt there was a far greater need to develop a marketing strategy and felt an events strategy could be incorporated further down the line into a marketing strategy.

Statement of Accounts

Councillor Thomas apologized for not speaking with Council's Finance Officer regarding the layout of the statement of accounts and advised he would attend to this matter prior to the next meeting.

Submission to draft Freedom Camping Policy

The Tourism Officer tabled a copy of the latest draft Freedom Camping Policy and advised while a lot of concerns had been raised at the state of the draft policy by the Committee at the May meeting, she had not developed a submission on behalf of the committee as she felt Council's Environmental Development Officer had incorporated the committees concerns into the policy prior to it going out for public consultation.

P McGahan advised he felt the committee should be making a submission on the draft policy.

L Buurman advised she would personally like the time to read through the draft policy in order to be clear about it.

P McGahan advised the committee needed time to read the draft policy if they had not already seen it and noted it was a very important issue which he personally had a lot of concerns with. It was decided this matter would be further discussed and worked through at the end of the meeting.

4. TOURISM & DEVELOPMENT STATEMENT OF ACCOUNTS

N Gold advised she was curious as to why the Tourism & Economic Development Officer's salary was coming out of Tourism & Development Committee funding and not out of the Council general salary package and questioned what other Council committees had Council employees salaries coming directly out of their allocated funding.

Councillor Thomas advised it was more of a book keeping exercise than anything else and reminded the committee that it had requested more funding in order to employ a Tourism Officer. N Gold advised it was difficult to know what funds were available to the committee which made it difficult to budget ahead.

L Buurman suggested the Statement of Accounts just show the residual budget after the Tourism Officer's annual costs were taken out.

5. TOURISM & ECONOMIC DEVELOPMENT OFFICER'S REPORT

The Tourism & Economic Development Officer's report was taken as read.

Priority Setting

The Tourism & Economic Development Officer prioritized the following projects as priorities:

- 1) Progress towards a marketing strategy
- 2) Development of Trade and Media Relationships.

1) Marketing Strategy

The Tourism Officer advised there had been a lot of recent occasions where a marketing strategy had been needed and cautioned the committee to be careful about what markets it wished to target and how it targeted them. There had been a feeling from a recent KITI workshop for a need for a marketing campaign with a lot of enthusiasm from the community however she believed a marketing strategy was needed before any further commitments to marketing were made and felt now was the time to focus on such a strategy.

L Buurman endorsed the Tourism Officer's suggestion to develop a marketing strategy. She advised there were a lot of fundamental questions to be asked and answered before even starting and the key thing was to get the message right which she believed the Tourism Officer had identified.

N Gold noted there had been a number of meetings over the past 3-4 years and it was now time to pool all of that information together.

P McGahan asked the Tourism Officer what was needed from the committee in terms of progressing a marketing strategy and suggested a subgroup could be formed to start meeting with the Tourism Officer. L Buurman agreed and advised she would like to see a group from the committee help the Tourism Officer to drive it.

2) Trade & Media Relationships

The Tourism Officer advised she had recently attended the 2006 TRENZ show for the first time which had been a great learning opportunity. She advised it was now time to take advantage of this in the wake of TRENZ and the development of the Trade Manual.

Councillor Thomas reflected on the Tourism Officer's report and noted she had completed a lot of small tasks and gained a lot of knowledge and was now able to move ahead with two main initiatives which was what the aim had been in employing a Tourism Officer.

Business Surveys

Included in the agenda was a summary of the recently conducted Business Surveys carried out by the Tourism & Economic Development Officer.

Councillor Macphail noted a lot of the business surveys showed that the town centre still needed to be addressed and wondered if this matter could be brought back to Council's attention via the Tourism & Development Committee. N Gold recalled the Tourism & Development Committee had requested Council to take leadership with the upgrading of the West End and that Council had agreed some time ago to proceed with upgrading the town centre. Councillor Macphail advised there had been a lot of feedback for and against the landscape plan when it was last presented to West End businesses.

L Buurman advised it was really only the upgrade of the street that was required since upgrading of the West End intersection was a no-go with Transit. She believed it had become unstuck because most businesses in the West End did not want to lose a carpark and questioned if that was a reason for not doing anything. It was agreed a further letter be sent to Council, similar to the letter sent in 2005, requesting Council progress with upgrading the West End.

Business Newsletter

Councillor Thomas asked if the Tourism & Economic Development Officer's proposed business newsletter would be a regular thing. The Tourism Officer advised she had interviewed several businesses within the town and envisaged publishing a newsletter every 3-4 months, and noted she was eager for it to be a general newsletter rather than be tourism focused.

Branding

P McGahan noted three months had passed since the Branding workshop and he was unsure what the committee was doing with the information it had so far. Councillor Macphail advised he believed branding would be incorporated into the marketing strategy.

Councillor Thomas advised he had just returned from overseas and for most New Zealand advertising the whale was used as the marketing icon.

L Buurmon advised while the whale icon was great for the international market she believed another icon was required in order to attract the domestic market.

6. DRAFT FREEDOM CAMPING POLICY

A copy of the draft Freedom Camping Policy was handed out to committee members earlier in the meeting by the Tourism Officer. I had been decided at that time for this matter to be further discussed at the end of the meeting.

Councillor Macphail expressed concern that the draft policy did not state where campers could and could not camp and recalled the committee had called for more clarity to the policy at its last meeting. He further asked the meaning of “not acceptable” as stated in the policy. P McGahan felt this wording should be either “permitted” or “not permitted”.

L Buurman suggested a colour coded map be included in order for simplicity; a colour coded map of the Kaikoura coastline demonstrating very easily to people where they could and could not camp. She believed to name places would not be effective as tourists would not know where the places were.

Councillor Thomas suggested an informal meeting of those interested from the Tourism & Development Committee to meet the next day to progress the matter further.

P McGahan advised he was surprised that the draft policy had been presented in its present form following discussions that had occurred in the past and noted there had been very little change to the draft policy they had seen at the May meeting where it was discussed widely that more clarity and teeth were needed. He believed the document before the committee today had been shackled together, had had little thought, had no background information, and no reasons why the matter was being approached which he believed were very important. The language used in the draft policy was not helpful in terms of policy as generally when a policy was produced a lot of homework was required in order to come out with a substantial document. He questioned what was trying to be achieved when statements such as “maybe” had been used instead of “shall”.

R Murray advised the people that had camped at Black Miller in the past would just laugh at the policy the committee had in front of it today and noted it would be a joke trying to enforce such a policy.

Councillor Macphail advised he felt it was important to get something in place and noted it would be reviewed in May 2007. He did not want to see Council missing out in getting a policy in place by the summer season of 2006/07.

P McGahan agreed however he noted it was important that whatever that was put out was a lot more enforceable than the draft policy in front on them today and noted the Council would undermine its own creditability if it did not do a good job in the first instance which was why it was important to follow through and spend time considering the points raised.

Councillor Thomas requested a workshop be held with the Environmental Development Officer and a submission be sent to Council in order to come up with a better policy.

Mayor Heays advised he disagreed with some of the comments expressed and noted staff had spent a lot of hours in producing a simple, understood and easily read draft policy. Feedback from key stakeholders had almost been impossible to get and he believed that a solution for the Black Miller area could be found in point number 3 being *“Camping for longer than two nights in any location throughout the Kaikoura District requires written permission from the Landowner”*. He advised if Council adopted the policy then it was Council’s job to monitor it which would be worked out later. The policy had been demanded by various groups within the community and to have it screwed up and thrown on the floor would be very disappointing.

R Murray suggested the committee facilitate a workshop with other interested parties.

P McGahan referred to the Mayor’s comment that input from key stakeholders had been almost impossible and noted as an employee of the Department of Conservation he knew they had commented on the draft and that it had been made known to the Environmental Development Officer that they supported a round table meeting with other key stakeholders. It appeared there was a reasonable amount of comment from the committee that the draft document was not satisfactory and in its present form was far from complete.

D Cleall asked how far afield the public consultation process had gone as he believed other parties should be provided with the opportunity to have their say noting campervans came from all over the country. He felt a colour map would certainly help and felt there was no problem with campervans that had self contained facilities. Long weekend and holiday weekends appeared to be where the problem was.

L Buurman advised it seemed there was a problem with domestic campers which was quite different to an international visitor staying in a campervan overnight and noted the challenge was to make a policy that worked in both camps.

The following committee members expressed interest in meeting at a workshop on Thursday 13th July at 3.30pm to further discuss this matter:

- Councillor Thomas
- Mayor Heays
- Councillor Macphail

- P McGahan
- L Buurman

It was requested that the Environmental Development Officer also attend this workshop.

7. GENERAL BUSINESS

Business Plan

L Buurman advised she had been a little frustrated in the past with the outcomes from meetings and suggested some of the tasks identified by the Tourism Officer could form a business plan and be prioritised from there. Loosely the committee had been delegated to implement the Tourism Strategy but it now needed to be charged with more than that. Going forward there was a lot happening in the district and the committee needed some clear direction on where it was going.

Councillor Thomas noted the Tourism & Economic Development Officer's report had pooled everything in and the committee now had a very clear line for the next year.

P McGahan endorsed L Buurman's suggestion and felt it was all about having processes in place in order to achieve what was intended.

L Buurman requested this item be placed on the August agenda to be addressed by the committee.

There being no further business the meeting closed at 2.50pm.