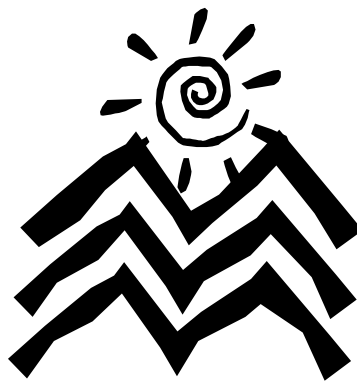




**KAIKOURA
DISTRICT COUNCIL**

***Tourism & Development Committee
Agenda***



15 August 2006

**TOURISM AND DEVELOPMENT COMMITTEE MEETING
HELD AT 1.00 PM ON TUESDAY 15 AUGUST 2006 IN
MEMORIAL HALL SUPPER ROOM, ESPLANDE,
KAIKOURA.**

Agenda

1. *Apologies*
2. *Matters to be raised as Urgent Business*
3. *Matters Arising from Report of 12/07/2006* *page 1*
4. *Minutes Action List*

Meeting	By Whom	Progress
<i>14 December 2005</i>		
Tourism Monitoring – gather information from Statistics NZ, Chamber of Commerce and figures from winter season 2005.	Tourism Officer	Ongoing
<i>8 February 2006</i>		
Development of Trade Manual.	Tourism Officer	Completed
Publish a regular tourism newsletter to entire business community.	Tourism Officer	Attached Page 11
<i>10 May 2006</i>		
Monthly progress on new wharf	Steve	In Progress
Statement of Accounts- 1) Clarification of funds available excluding Tourism Officer salary & expenses for the year. 2) Investigate possible “commitments” column in Statements of Accounts	Steve	In Progress
<i>12 July 2006</i>		
Development of a Marketing Strategy and possible Events Strategy – form a subcommittee to work with Tourism Officer	Full Committee	In Progress

5. *Tourism & Development Statement of Accounts* *page 8*
6. *Tourism & Economic Development Officer’s Report* *page 11*
7. *Development of a Business Plan*
8. *Urgent Business*

Tourism & Development Committee Budget

For the period ended 31 July 2006

	Tourism & Development	
	\$	
Balance Brought Forward		96,357
INCOME		
Allocation from Council (2006)		-
Total Funds Available		96,357
EXPENDITURE		
Personnel & Personnel Related		3,307
<u>Administration Expenses</u>		
Registration Tourism Seminar	27	
Corporate Overheads	452	
Chch & Canterbury Marketing Subs	5,000	
Total Administration Expenses		5,479
Total Expenditure		8,786
BALANCE FUNDS REMAINING		87,571

Note that Personnel & Personnel Related expenses includes salary, recruitment, training, and establishment costs of the Tourism and Development Officer.

Tourism and Economic Development Officer's Report

Meetings attended:

- Tourism Industry Association/ Tourism New Zealand/Qualmark workshop – Hanmer Springs (20th July) – Tourism and Economic Development Officer attended this workshop with Neroli Gold, Lynette Buurman and other representatives of the Kaikoura tourism industry. Presentations focusing on the role and functions of T.I.A, T.N.Z and Qualmark as well as a session on accessing tourism statistics were given.
- Tourism and Economic Development Officer attended a series of 3 workshops offered by Enterprise North Canterbury as part of the NZTE funded Tourism Fast Track programme. This programme is an extension of Enterprise North Canterbury Tourism Catalyst workshops which took place in Waimakariri and Hurunui. Ten Kaikoura businesses participated in the workshops: Kaikoura Winery, Encounter Kaikoura, Wings over Whales, Donegal House, Fyffe View Horse Treks, Hapuku Lodge, Lavendyl Farm, Maori Tours, Hislops café and the Anchor Inn.

The Fast Track programme aims “to strengthen management capability and skill sets within tourism SMEs, facilitate sustainable growth within the tourism industry, foster role models for other emerging businesses and enable high growth businesses to develop processes, practises and structures necessary to move towards excellence in the tourism industry”.

The workshops were

- Designing and managing the customer experience
- Systems to deliver growth
- Product, marketing and distribution

Project updates:

Winter marketing campaign – Tourism and Economic Development Officer contacted all the participating businesses to establish the number of bookings which were received as a result of the campaign. 8 of those businesses received bookings in connection with the promotion. Of those 8, Whale Watch, the Anchor Inn and Fyffe House received the most bookings.

These results are the measurable results. The results which are not so easy to measure include the effects of the three editorial pieces (Dominion Post, the Press and the Christchurch Mail) which supported the flyer distribution. These editorials gave Kaikoura some good exposure to the domestic market in both the north and south islands and it would be hoped that this was a worthwhile exercise.

The Tourism and Economic Development Officer received positive and supportive comments from many of the participating businesses (including those who had not received any bookings over the promotional period). Businesses were enthusiastic about this joint campaign and very pleased with the fact it was a Council initiative and that it had financial backing from the Council. Most businesses were keen to keep up this momentum and to be involved in similar ventures in the future.

Business newsletter – the Tourism and Economic Development Officer completed the first Kaikoura Business Newsletter and emailed it to businesses. The newsletter is also available on the Kaikoura District Council website. Hard copies are available at the Council as well as the Library. The Kaikoura Star will feature an article about the newsletters on 9th August.

The Tourism and Economic Development Officer will gather feedback and submissions over the next few months and will use this in the production of the next newsletter in October.

Trade Manual - Trade manual has been completed. 150 hard copies were printed at a cost of \$3500. This was funded by \$2500 from business contributions and \$1000 from Tourism and Development budget. Hard copies will be distributed to TRENZ wholesalers. The manual will be available in electronic form on www.kaikoura.co.nz website on the new Trade & Media Section.

Tourism Marketing Strategy – the Tourism and Economic Development Officer has commenced work on the Tourism marketing strategy and this is progressing with input from Neroli Gold and Lynette Buurman.

Air New Zealand inflight video opportunity – the Tourism and Economic Development Officer was approached by Tourism Network – a company producing inflight arrival videos for Air New Zealand. The proposal is

- The Kaikoura segment (30 seconds) would be part of an 8 minute documentary style programme which would be screened on all inbound international flights into Christchurch (32 flights per week) for a 6 month period commencing in October this year.
- Estimated costs involved:
Photographer - \$1200 +GST (per day)
Editing work - \$600 + GST
- Footage would become the property of Kaikoura District Council and it could be used to provide a “virtual tour” on the K.I.T.I and KDC websites. In addition, the footage would be ideal to use for the promotional DVD project which has been discussed previously at Tourism and Development Committee.
- Cost of the 6 month contract (beginning on 1st October 2006) - \$9550 +GST. 25% deposit would be paid on contract signing, the remainder paid in 3 quarterly instalments.

Existing footage of Kaikoura could and would be incorporated into the video.

This proposal was circulated to Tourism and Development Committee members and support was gained to go ahead with the project. The whole project must be completed by 18th August.