

**TOURISM AND DEVELOPMENT MEETING HELD AT
1.00PM ON TUESDAY 15TH AUGUST 2006 IN THE
SUPPER ROOM, MEMORIAL HALL, 34 ESPLANADE,
KAIKOURA**

PRESENT: Councillor Thomas, W Stone, D Cleal, P McGahan, L
Buurman, D Smith, Mayor Heays, Councillor J MacPhail

IN ATTENDANCE: J Woodgate (Minutes Secretary), A Paterson (Tourism and
Economic Development Officer)

APOLOGIES: N Gold, R Murray,

*Moved by L Buurman, seconded by P McGahan and resolved
that apologies be accepted.*

1. MATTERS TO BE RAISED AS URGENT BUSINESS:

It is to be noted that Councillor Thomas would like to revisit
the video promotion.

2. MATTERS ARISING FROM REPORT OF 12/07/2006

Councillor Thomas gave the committee a brief update of the
Freedom Camping Policy. There had been a submission
meeting held, the conclusion being that it was not deemed
appropriate to put in a submission as a committee. In total there
has been 26 submissions received. 22 of these to be heard.

Councillor MacPhail mentioned that he had been impressed
with the amount of submissions that had come in; he had
received positive feedback and felt that this topic would head
down the right track.

P McGahan advised that he was not prepared to have his name
against this policy as the committee has not done so. He felt
that clear lines needed to be drawn in to policy making for the
future otherwise conflict could arise within groups. The
committee's role needed to be clarified.

Councillor Thomas agreed that a written document for policy
making was needed.

It was noted that the Kaikoura District Council provide this
committee with a set of guidelines for any future policy
formulation.

W Stone felt quite strongly that if you make recommendations to the Kaikoura District Council and they are not accepted or heard properly it makes you question what good it is in having a committee established.

Moved by Councillor Macphail, seconded by L Buurman and resolved that the committee should acknowledge that the guiding policies were very sound but in the future make sure that everyone is very clear of the direction and recommendations.

3. MINUTES ACTION LIST:

D Smith enquired how the collection of benchmarking figures was going as he believed Kaikoura had had a very quiet winter but was unsure of how busy it actually was for the previous winter and he believed onstant monitoring of the towns visitor numbers was needed.

W Stone had some very worth while suggestions for standard questions to formulate for achieving a trend of what was happening in the town from one year to the next. He asked the committee what types of decision were important to make. The committee needed information that would help the whole township out.

There was a suggestion to ask six businesses from around the township if they would cooperate in a business survey. There would be no need to supply money figures as it would be very important to foster a trust with the local businesses.

W Stone advised that you need to be in a position where you can give quarterly updates. There is no need to restrict this just to tourism; we need to capture an economic snapshot each quarter on such things as retail, building consent etc.

A Patterson advised that a finished copy was now available of the Trade Manual. It was also available online on the Kaikoura District Council website.

In regards to the New Wharf it was found while looking into the Resource Consent side of things that the ownership (title) was still under the Marlborough Harbour Board. This had since been transferred over to the Kaikoura District Council. It was hoped this project would be looked at in September. It was requested that a more detailed plan of the proposal needed to be supplied to the Tourism and Development committee next meeting.

It was noted that the committee expressed frustration at the lack of progress on the new wharf.

4. Statement of Accounts

D Smith requested a breakdown of what exactly the cooperate overheads consisted of.

It has been advised the \$100,000.00 will be drip feed into committee's bank account, not as a lump sum.

L Buurman stated that the heading of the report does not clearly state the time period that it is covering.

5. Marketing Strategy

A Patterson advised that she was involved in a meeting on the 14th August 2006 with an aim to find out what work had been done so far on the marketing plan. This was to develop a clearer picture of where her job was to progress from here, a more defined task job role.

L Buurman commented in regards to the business surveys and suggested maybe next time could employ students to work over summer. There was a need to capture the real tourism focus. The data that was available was not local enough; the committee needed to get a ground feel for what was going on in Kaikoura.

6. TOURISM & ECONOMIC DEVELOPMENT OFFICER'S REPORT:

It was noted that W Stone had a conflict of interest in this topic.

A Patterson advised that the Air New Zealand flight promotion video had not yet been filmed as there needed to be a photographer available. This should be underway by this coming Thursday / Friday.

L Buurman complimented the committee with following through with this idea.

There was a suggestion from W Stone for the Committee to make a combined destination package with Whale Watch Kaikoura on this promotion -it would equal bigger bang for bucks. It really would be a fantastic opportunity.

Mayor Heays presented the committee with a copy of a Melbourne newspaper that had a huge promotional write up on Kaikoura.

Councillor Thomas wondered whether it would be worth getting a billboard advertisement put up in Christchurch. L Buurman commented that before this can be successful there needed to be a plan worked out on what message we want to give off about Kaikoura, what it is exactly that we want to say about Kaikoura to attract more visitors. If this goes ahead there are graphic designers locally that could be used.

7. DEVELOPMENT OF A BUSINESS PLAN

L Buurman—We need to identify what this committee has as its priorities. Is it possible for this market plan to become a business plan?

W Stone stated that this committee from here on in can choose to be a committee that makes things happen or a committee that sits back and just talks. An active strategy has only to be one page. This new direction requires a clear mind shift. As a committee we have to come up with three focuses.

W Stone suggested to take action eg for marketing strategy to find and contact the 12 most influential journalists in Australia and get them here in Kaikoura.

Councillor Thomas agreed and advised that he would like to see this committee progress even faster and harder over the next 12 months.

It was requested that for the next meeting each committee member will come up with three ideas of what the main focus is.

It was asked of A Patterson to email out to committee members some questions relating to this topic, this way we will have the information ready to go for the next meeting.

D Smith asked if the minutes were bought up at Council meetings.

W Stone suggested that the goal for the next meeting was to establish the purpose of why this committee exists. Next question is what is it that we have to do. This is a strong mandate to give to Council. We need to take a different approach to doing things.

Recommendation for next meeting is to have three words describing committee and then three ideas to put on action list.

8. URGENT BUSINESS

Film Footage

A Patterson advised she had spoken to Ross, he was still familiar with the work that they had done for Kaikoura. Now they have developed a new tool which instead of focusing on film alone they combine to produce an interactive general tool. He would be happy for someone to go down to Christchurch for a tour of what it involved. The question we need to ask is do we just want a tourism tool or do we want access to a broader selection.

Get a Quote of Tourism Network

These people are quite happy to get an all season shot of Kaikoura. This is a lot more cost effective than the previous agreement. At the end of this you own the footage as well. With Orly it was a constant cost to produce. It would be great to spend it locally if we could. We need an image library of Kaikoura that we own. Something that is accessible for us. This should be available to anyone.

L Buurman commends A Patterson on the work that she is putting in for her hired position. L Buurman believes that results are finally showing.

There being no further business the meeting closed at 3.00pm.