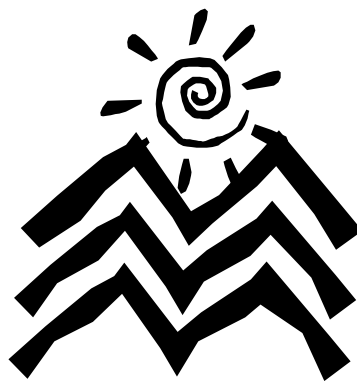




**KAIKOURA  
DISTRICT COUNCIL**

***Tourism & Development Committee  
Agenda***



***8 November 2006***

**TOURISM AND DEVELOPMENT COMMITTEE MEETING  
HELD AT 1.00 PM ON WEDNESDAY 8 NOVEMBER 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 13/09/2006* *page 1*
4. *Minutes Action List*

<b>Meeting</b>	<b>By Whom</b>	<b>Progress</b>
<b><i>10 May 2006</i></b>		
Monthly progress on new wharf	Steve	In Progress
<b><i>12 July 2006</i></b>		
Development of a Marketing Strategy and possible Events Strategy – form a subcommittee to work with Tourism Officer	Full T&D Committee	In Progress
<b><i>15 August 2006</i></b>		
Quarterly economic monitoring report to be included in October Business Newsletter	Tourism Officer	See Tourism Officer's report.
<b><i>13 September 2006</i></b>		
Seek clarification from the Chief Executive Officer regarding the charging of corporate overheads to the Tourism & Development Committee budget.	Steve	In Progress
Forward a copy of minutes from previous meeting where the Tourism & Economic Development Officers tasks were prioritised.	Steve	In Progress

5. *Tourism & Development Workshop Notes 11/10/06* *page 7*
6. *Tourism & Development Statement of Accounts* *page 9*
7. *Tourism & Economic Development Officer's Report* *page 10*
8. *Environmental & Social Sustainability Policy* *page 11*
9. *Urgent Business*

# Tourism & Development Committee Budget

For the period 1 July 2006 to 31 October 2006

	Actual Spent \$	Actual Spent \$	Including Commitments \$
<b>Balance Brought Forward</b>		<b>96,357</b>	<b>96,357</b>
<b>INCOME</b>			
Allocation from Council (2007)		25,000	100,000
<b>Total Funds Available</b>		<b>121,357</b>	<b>196,357</b>
<b>EXPENDITURE</b>			
<b>Personnel &amp; Personnel Related</b>		<b>13,124</b>	<b>49,071</b>
<b><u>Administration Expenses</u></b>			
Registration Tourism Seminar	27		27
General Expenses	39		39
Advertising & Marketing	2,118		2,118
AA Tourism Domestic Campaign	1,778		1,778
Trade Manual Images & Artwork	3,580		3,580
Air NZ Inflight Production	8,754		8,754
KITI Attendance TRENZ	7,948		7,948
Corporate Overheads	1,808		5,424
Chch & Canterbury Marketing	5,000		5,000
Green Globe Participation Fee	1,467		1,467
<b>Total Administration Expenses</b>		<b>32,519</b>	<b>36,135</b>
<b>Total Expenditure</b>		<b>45,643</b>	<b>85,206</b>
<b>BALANCE FUNDS REMAINING</b>		<b>75,714</b>	<b>111,151</b>

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

Corporate overheads were not charged to the Tourism & Economic Development activity last year (but probably should have been). These costs include use of office space, stationery, printing, postage, electricity, telephone, computer and computer support, etc, and are allocated monthly at the fixed rate of \$452 per month.-

**WORKSHOP OF THE TOURISM AND DEVELOPMENT COMMITTEE  
HELD AT 1.00PM ON WEDNESDAY 11<sup>TH</sup> OCTOBER 2006 IN THE  
MEMORIAL SUPPER ROOM, ESPLANADE, KAIKOURA**

**PRESENT:** Councillor J Macphail (Deputy Chair), Mayor K Heays, L Buurman, W Stone, D Smith, R Murray (Kekerengu Representative).

**IN ATTENDANCE:** A Paterson (Tourism & Economic Development Officer), S Grant, J Woodgate (Minutes Secretary)

**APOLOGIES:** Councillor S Thomas, P McGahan, N Gold.

**The meeting opened at 1.00pm.**

The committee established that their goal is to be the driving force behind the economic development for Kaikoura.

L Buurman raised the issue that maybe to handle both the Tourism and Economic Development of the township is too much for one committee and one Officer. She asked whether there could be another role opens up in the Council for an Officer.

A Pattersons job description was read out. It is mentioned that this is another reflection of the aim of the committee.

W stone presents a suggested strategic plan that he has put together. He also mentions that once the committee has captured an economic snapshot of the town they can start to organize and underpin the economic sectors that need to be filled to support the towns growth.

Councillor J MacPhail advised that the committee needs to receive more feedback from the District Council. It was suggested that A Patterson would have a part to play in this to facilitate this information and then proceed to present to the committee. It has to start with using the best knowledged people in their area of expertise to piece the information together, this way you get the most professional, accurate results.

Councillor J MacPhail reminds the committee of the Strategic Plan that was put together by I Challenger.

W Stone comments that you need to get the perspective of the big picture first and lessen the detail, possibly increase wage levels thus encouraging all year round business. If the committee was to receive quarterly reports this may well result in some changes by just by providing more information to the tourism operators and tourists. He comments that to move forward the committee needs to have commonality in purpose.

A Patterson advised that the mini TRENDZ that will be happening shortly will help every business to become good ambassadors for the market here in Kaikoura. It will be a total educational opportunity. There was also mention of the possibility of a Kaikoura Host (similar to Kiwi Host) eventuating.

The committee agreed that the one page proposed strategy from W Stone will be what they will work towards. W Stone suggests that for the next agenda the committee should start at management level and get them to break down ideas on how they will develop an action plan to see the strategic plan through. If there are any barriers that arise then the committee can work through this at the next Tourism and Development committee meeting.

It was suggested for the Tourism Aim to be on the back of the on page strategy. It was also mentioned that it would be a good idea to collate the study that has been undertaken in the last five years on Kaikouras growth etc to contribute towards the economic profile.

**There being no further business the workshop closed at 2.35pm.**

# Tourism and Economic Development Officer's Report

**Business newsletter:** the Tourism and Economic Development Officer has been compiling the next business newsletter which will be completed and circulated in nearly November. As discussed at previous Tourism & Development Committee meetings, an economic monitoring report will be contained in the newsletter. This report contains a variety of relevant economic data at the local, regional and national level as well as the new Kaikoura Business Confidence survey which has recently been carried out by the Tourism & Economic Development Officer.

**Kaikoura Activities & Attractions Trade Show:** the Tourism and Economic Development Officer has organised the Show which will be held on Thursday 2<sup>nd</sup> November. A full update of this event will be given at the Tourism and Development Committee meeting.

The purpose of the show is to provide the ideal forum for all members of the tourism & hospitality industry, retail sector, in fact all those who engage with visitors in Kaikoura, to have a chat with the exhibitors to find out what's new and to update themselves with what's available this year before the summer season really gets underway. Entry to the show & attendance at the Tourism New Zealand presentations will be free of charge. There will be a competition to enter as well as spot prizes throughout the day. Staff from neighbouring i-SITES as well as representatives from our regional tourism organisation, Christchurch and Canterbury Tourism will also be attending.

## Programme & list of exhibitors

**8.30am** – Mayor Heays will open the show

**11am** – presentation by Tracy Johnston from Tourism New Zealand – Tracy will provide an overview of Tourism New Zealand's international marketing activities as well as some specific topics such as the planning & purchasing process of international visitors, what are visitors expectations and are we delivering?

**2pm** – repeat of 11am presentation

**6pm** – show closes

**Exhibitors:** The White Morph Restaurant, Dolphin Encounter, Kaikoura Wilderness Walk, Kaikoura Kayaks, Atawera Art, Dive Kaikoura, Kaikoura Peninsula Sea Tours, Lavendyl Farm, Whale Watch, Donegal House, Fyffe View Horse Treks, Wings over Whales, Kaikoura Coast Track, Seal Swim, Dusky Lodge Thai restaurant, Board Silly, Fyffe Country Lodge restaurant, Homewood Hill Gallery, Kaikoura Designer Tours, Kaikoura Winery, Pipis restaurant, Cushchine Cottage, The Beach House café, The Old Convent restaurant & café, Kaikoura i-SITE, Hislops Wholefoods café, Maori Tours, Kaikoura Shuttles, Antler & Views Deer farm tours, Innovative Waste, The Point sheep-shearing, Glenstrae 4 Wheeler Adventures, Annie Paterson, Nicole Sherriff (Environmental Development Officer) and Jodie Denton (Biodiversity Officer)

## **Environmental and Social Sustainability Policy**

This policy is a requirement of the benchmarking component of the Green Globe program. The policy has been reviewed by the Environmental Development Officer, to ensure it meets Green Globe's requirements and includes issues raised by the community during the year.

The views of the Tourism and Development Committee are requested prior to the policy being adopted and made available through the Kaikoura District Council Offices and website, the District Library and the Kaikoura i-Site and made available to members of the public on request.

# Environmental & Social Sustainability Policy

Kaikoura is a unique community, with dramatic mountains and deep-sea trenches, attracting many visitors. It is our challenge to protect the distinctive environment by focusing on sustainable management, highlighted through the commitment of the District Council to retaining Green Globe certification.

Kaikoura District Council aims to sustain the social, economic and environmental well being of the community now and for future generations.

To assist Kaikoura to become a sustainable community, Kaikoura District Council will:

- commit to continually improving the Green Globe benchmark indicators: recording and supplying this information annually to Green Globe and making it publicly available,
- take into account relevant international, national, regional and local legislation, strategies, agreements, policies and treaties relating to environmental and sustainable practises;
- communicate environmental policies and actions to council stakeholders, staff, visitors and the community;
- facilitate community participation in and increase awareness of sustainable practises;
- engage Kaikoura's tourism sector to monitor impacts and ensure that corrective action is taken as and when necessary;
- commit to employing people from the Kaikoura community when their skills exceed or are equal to those required by the vacant position;
- adopt best practice options to eliminate or at least reduce adverse effects on the environment resulting from council's activities;
- prevent pollution and reduce waste by committing to and promoting minimal impact practises, recycling and reuse;
- use energy and water efficiently to minimise waste and greenhouse gas emissions and conserve non-renewable resources through efficient use and planning;;
- encourage the protection and expansion of biodiversity values while making sustainable use of natural resources!;
- protect and enhance the open spaces, water, trees and heritage buildings and other features in councils ownership;

- endeavour to source goods and services with origins as close as possible to the local community to reduce the impact of moving goods and services from further a field;
- work with contractors and consultants involved in Council's activities to ensure that their activities and practices are sustainable and integrate with those of Kaikoura District Council;
- incorporate environmental performance standards and/or give positive weight to those contractors who have environmental management systems in place, in contracts and service level agreements, within legislative constraints;

This policy will be reviewed on an annual basis;

**Stuart Grant**  
**Chief Executive Officer**  
**October 2006**