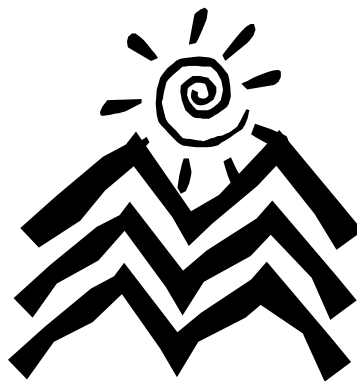




**KAIKOURA
DISTRICT COUNCIL**

***Tourism & Development
Committee
Agenda***



14 March 2007

**TOURISM AND DEVELOPMENT COMMITTEE MEETING
HELD AT 1.00PM ON WEDNESDAY 14 MARCH 2007 IN
MEMORIAL HALL SUPPER ROOM, ESPLANDE,
KAIKOURA.**

Agenda

1. *Apologies*
2. *Matters to be raised as Urgent Business*
3. *Matters Arising from Report of 08/11/2006* *page 1*
4. *Minutes Action List*

Meeting	By Whom	Progress
10 May 2006		
Monthly progress on new wharf	Steve	In Progress
12 July 2006		
Development of a Marketing Strategy and possible Events Strategy – form a subcommittee to work with Tourism Officer	Full T&D Committee	Completed
8 November 2006		
Advise what changes were made to Environmental & Social Sustainability Policy	N Sherriff	Refer February Agenda
Advise what the issues were that were raised by the community during the year	N Sherriff	Refer February Agenda

5. *Potential Winter Marketing Campaign*
 - *Stuart MacFarlane of Radio Works will be presenting a proposal – Refer to Radio Works proposal sent out by Tourism Officer last month.*
6. *Tourism & Development Statement of Accounts* *page 6*
7. *Tourism & Economic Development Officer's Report* *page 7*
8. *Urgent Business*

Tourism & Development Committee Budget

For the period 1 July 2006 to 28 February 2007

	Actual Spent \$	Actual Spent \$	Including Commitments \$
Balance Brought Forward		96,357	96,357
INCOME			
Allocation from Council (2007)		66,667	100,000
Total Funds Available		163,024	196,357
EXPENDITURE			
Personnel & Personnel Related		35,012	49,071
<u>Administration Expenses</u>			
General Expenses	341		341
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	13,529		13,529
Online Trade Zone Development	0		2,000
DVD development	0		2,500
Australian Roadshow Expenses	0		600
Kaikoura Trade Show	124		124
KITI Attendance TRENZ	7,948		19,818
Corporate Overheads	3,616		5,424
Chch & Canterbury Marketing	5,000		5,000
Green Globe Participation Fee	2,340		2,340
Total Administration Expenses		40,374	59,152
Total Expenditure		75,386	108,223
BALANCE FUNDS REMAINING		87,638	88,134

The draft budget for 2007/2008 proposes to utilise approximately \$38,000 of the carried forward balance, for specific projects.

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.

Tourism & Economic Development Officer's Report

Meetings attended:

- Wednesday 21st February – meeting with representatives from Work & Income (Nelson), Department of Labour (Christchurch), Tourism & Economic Development Officer and Community Development Officer. The subject of this meeting was to discuss the possibility of developing a Labour Market plan for Kaikoura District. This was an exploratory meeting and a further meeting is scheduled for next month.
- Thursday 22nd February – District Tourism Organisation meeting
As well as updates from all the districts within the region, main projects discussed:
 - Launch of Christchurch & Canterbury Tourism (C.C.T) autumn domestic campaign – “Be there” – centred around the website – www.bethere.co.nz. This campaign is running from 4th March through until Easter weekend. A variety of medium will be used in this campaign including a TV commercial (showing only in the North Island), bus backs and billboard. Partners involved in this campaign include NZ Hotel Council, Christchurch International Airport, Christchurch City Council, Christchurch Art Gallery and Air New Zealand.
 - Ongoing Australian “What’s on” campaign – launch of autumn campaign on 18th March. Joint venture involving Tourism New Zealand, Christchurch & Canterbury Tourism, Destination Queenstown & Tourism Dunedin. Outline of this campaign was given to Tourism & Development Committee members by Tourism & Economic Development officer in connection with the renewal of the Air NZ inflight entertainment contract.
 - TRENZ 2007 Rotorua – the largest regions exhibiting this year (in terms of number of exhibitors) are Rotorua and Canterbury (41 exhibitors). Over the next 2 years, CCT are developing new theming for the region’s display involving new exhibition hardware designed to last for several years. Due to the time factors involved (consultation process & agreement from exhibitors), this year will only see an introduction of the new theming with the project to be completed for TRENZ 2008.

Air New Zealand DVD update: following recent consultation with Tourism & Development Committee members, the Air New Zealand inflight entertainment programme contract has been renewed for the next six months.

Update on projects currently in progress:

Potential winter campaign: In addition to the Radio Works proposal, Tourism & Economic Development Officer is meeting with a representative from The Radio Network to discuss the potential campaign. The outcome of the meeting will be made available to Tourism & Development Committee members at the March Tourism & Development meeting.

Business newsletter: Business confidence surveys have been returned. Tourism & Economic Development Officer will soon begin compiling the summer newsletter. Part of that newsletter is the economic update which will include some of the information required for the development of an economic profile as discussed at the December workshop.

Promotional DVD: Tourism & Development Officer is continuing to work on this project and the DVD is scheduled for completion at the end of this month.

Research programme: an extensive research programme has been undertaken by the Tourism and Economic Development Officer. 2 surveys are currently being carried out. A copy of the survey will be tabled at the meeting. One survey is being distributed by a cross-section of accommodation providers – sample size is 250. The other survey is being carried out by Tourism & Economic Development Officer and the Community Development Officer (with assistance from KDC staff) – sample size 400+. This survey targets all visitors (not just overnight visitors) and is being carried out at 4 locations in Kaikoura – the seal colony, i-SITE, Café Encounter and Flukes café/Whale Watch. The surveys were initially requested by SGL consultants for the funding & feasibility study of the proposed community complex on Scarborough Terrace. There is a need for detailed district level information looking at visitor profile/preferences and these surveys will provide that information which will be available to all members of the public. Tourism & Economic Development Officer plans to repeat the surveys, possibly every six months.

Image library: Tourism & Economic Development has begun work on sourcing images for an updated image library for www.kaikoura.co.nz. This work is being carried out with Mandy Fissenden. At the latest, this will be completed in time for TRENZ 2007 (May 21st – 25th)

Display for TRENZ 2007: due to the fact that the theming of the booths is currently undergoing change (as mentioned above), Tourism & Economic Development Officer is currently researching a few options for this year's display. These options will be low cost bearing in mind the fact that the contribution required for next year's display will be in the region of \$2250+GST.

Australian Road Show (April 23rd – 26th): Tourism & Economic Development Officer is working on material required for the road show which includes a presentation for evening sessions and training disc for wholesalers.

Budget planning: budget proposals have been completed by Tourism & Economic Development Officer and have been discussed with KDC Finance Officer.

Café cluster: as co-ordinator of the café cluster group, Tourism & Economic Development Officer is currently organising a networking evening for all Kaikoura business involved in the hospitality industry which was discussed at the café cluster meeting in February. The evening will take the form of an informal networking opportunity with guest speakers and demonstrations/samples from key suppliers. This function will also be used to assess the future direction of the cluster. Tourism & Economic Development Officer is working alongside Sheena Hamilton from FINZ Hospitality Services on this project.

Online product directory & trade zone: work is underway on this year's product directory. This year, only 50 – 75 hard-copies will be produced. A new trade zone is being developed by Cabbage Tree which will result in dedicated trade zone as part of the www.kaikoura.co.nz. This trade zone will feature an online product directory which is designed to be a more useful and usable tool for travel trade users. It will also give participating businesses the opportunity to update their own pages whenever they need to. Tourism & Economic Development Officer has put this proposal to Kaikoura businesses and is currently co-ordinating the whole project.

Labour Market Forum: this quarterly meeting, usually organised by Work & Income, is being organised by Tourism & Economic Development Officer this time round. The focus of the forum is education – to assess if the education provision in Kaikoura meets industry needs. The meeting will be held on 28th March.

Media updates: Tourism & Economic Development officer has been working on some updates to be used for the new Christchurch & Canterbury Tourism quarterly media newsletters.

North & South magazine proposal: refer to page10 for an outline of this proposal.

Famil trip: Tourism & Economic Development officer is organising a famil trip for an inbound tour operator (Kiwi Holidays Ltd, Wellington) who is working with a Singapore client, Dynasty Travel to include Kaikoura on new itineraries.