



**KAIKOURA  
DISTRICT COUNCIL**

***Tourism & Development Committee  
Agenda***



***11<sup>TH</sup> April 2007***

**TOURISM AND DEVELOPMENT COMMITTEE MEETING  
HELD AT 1.00 PM ON WEDNESDAY 11<sup>th</sup> APRIL 2007 IN  
MEMORIAL HALL SUPPER ROOM, ESPLANDE,  
KAIKOURA.**

**Agenda**

1. *Apologies*
2. *Matters to be raised as Urgent Business*
3. *Matters Arising from Workshop Notes of 14/03/2007*
4. *Ratification of Workshop motion*
  - **Moved by, seconded by, and resolved that the Tourism & Development Committee**
    - a) **proceed with a winter advertising campaign with Radio Works to the value of approximately \$21,000.**
    - b) **that a further \$5,000 be committed for the Tourism Officer to spend on hard copy marketing.**
5. *Tourism & Development Statement of Accounts* *To be tabled*
6. *Tourism & Economic Development Officer's Report*
7. *Urgent Business*

**REPORT OF THE TOURISM & DEVELOPMENT MEETING  
HELD AT 1.00PM ON WEDNESDAY 14 MARCH 2007 IN THE  
SUPPER ROOM, MEMORIAL HALL, 34 ESPLANADE,  
KAIKOURA.**

**PRESENT:** Councillor J Macphail (Deputy Chairperson), L Buurman, N Gold, D Cleall, K Ngapora.

**IN ATTENDANCE:** L Copping (Minutes Secretary), A Paterson (Tourism & Economic Development Officer).

**APOLOGIES:** Mayor K Heays, W Stone, R Murray, P McGahan.

*Moved by N Gold,, seconded by D Cleall and resolved that apologies be accepted.*

**Due to the lack of a quorum the committee went into workshop mode.**

**Potential Winter Marketing Campaign**

S MacFarlane of Radioworks was present to provide the committee with an advertising package for winter marketing via radio. He advised his company had undertaken a nationwide campaign targeting mainly tourism providers and moteliers and noted from calls made to Kaikoura businesses that they had wanted to be called back around April for winter marketing. S MacFarlane advised this showed there was a great opportunity for a place like Kaikoura to grab the Christchurch people as he believed both Hanmer and Akaroa had been well and truly visited by Christchurch people and Kaikoura was just down the road and a little unknown.

Radioworks has 5 stations– The Rock, The Edge, The Breeze, Solid Gold and Radio Pacific, which targets various sectors of the market, with 44% of the market captured in Christchurch. S MacFarlane advised the great thing about radio is don't have to advertise on a Wednesday, Thursday and Friday because people make the decision to go away at the beginning of the week or 2 weeks before. The most popular time to buy marketing was Weds/Thurs/Friday however it was the most expensive time.

S MacFarlane suggested running a campaign for April, May, June, July, August and September and saw Council as the umbrella group. Radioworks would put together cheap packages and sell them to moteliers and tourism providers in the district and run the campaign from Sunday to Wednesday. Sunday was a low purchase period but it was amazing the number of people traveling in their cars tuned in to radio. The commercials would be 30 seconds long and would cost the same as three full page advertisements in the Christchurch Press.

Councillor Macphail suggested it may be necessary to have a contact phone number at the end. S MacFarlane said 0800 numbers were great but must be really simple. There was plenty of time in 30 seconds and suggested directing listeners to the website.

Councillor Macphail advised Hanmer had a pamper pack that they promoted and asked if it was worth Kaikoura putting something similar together. S MacFarlane advised so long as the package was worthwhile to listeners. The package must have rhyme and reason and be balanced for both male and female.

N Gold advised she saw it as being a generic advertisement with local businesses buying time. S MacFarlane advised attractive room rates would be the big puller and suggested every week there could be a give away.

N Gold recalled the committee had decided at a meeting the previous year that it would invest in a winter marketing campaign and suggested the campaign start later in April and carry on till Seafest.

L Buurman advised Hanmer Springs had had a lot of success with Radio and suggested key selling points be focused on such as proximity to Christchurch. She supported a radio campaign so long as the committee could manage the content and that it could be varied from time to time.

D Cleall felt at the end of the day when people come to Kaikoura they have to be able to do something to enjoy themselves and suggested perhaps the ten best things to do in Kaikoura needed to be set out in the adverts.

N Gold advised she believed Kaikoura was a destination for Christchurch people just to get away to as an escape weekend and advised the committee would not be able to have any control on what moteliere would charge for rooms.

Tourism Officer, A Paterson, tabled another proposal, from Radio Network. She noted Donegal House used Radio Network and they offered a different approach than that of Radio Works. It was noted the run time for adverts was two months shorter with Radio Network and there were a lot less radio spots than were outlined in the Radio Works quote. L Buurman suggested if it was all about frequency then the committee needed to go with Radio Works noting Radio Works had talked about creating some very cost effective packages for businesses to buy into.

A Paterson advised just under \$11,000 was spent on the flyer marketing campaign for winter 2006.

Councillor Macphail advised he was happy for the Tourism Officer to pursue a winter marketing campaign via Radio Works and suggested a further \$5,000 be committed for the Tourism Officer to spend on hard copy marketing

The committee agreed to proceed with the advertising campaign as outlined in the Radio Works proposal as part of its winter marketing campaign.

### **Urgent Business**

***Urban Development Committee*** – Councillor Macphail advised Planning Officer R Vaughan was the staff member coordinating this committee. He advised Council had formed a sub-committee of Councillors to this committee however there was not a lot of funds left in the budget following the recent construction of two bridges in the West End.

### ***Webcam***

N Gold advised at a recent KITI meeting support had been shown for a web camera. A Paterson advised the costs had been researched and were around \$5-6000. L Buurman advised she had circulated information around the business group and all but one member had supported the funds from the business group being used.

***There being no further business the workshop concluded at 2.31pm.***

# **Tourism & Economic Development Officer's Report**

**Note:** can all committee members contact the Tourism & Economic Development Officer prior to the meeting on 11<sup>th</sup> April if they require a copy of the Tourism Strategy and/or the Marketing plan

## **Meetings attended:**

- Thursday 15<sup>th</sup> March -Andrew Lightburn - Health & Safety Inspector, Department of Labour. A team from DoL (including a representative from Maritime NZ) will be in Kaikoura for a week from 30<sup>th</sup> April to carry out business premises inspections. Following on from these inspections, workshops & seminars will be held later in May to cover issues such as Holiday pay, minimum wage rules. Department of Labour is keen to improve its presence in the Kaikoura District as well as improving local businesses understanding of their own the knowledge of local business owners
- Monday 19<sup>th</sup> March – visit from production team from Whitebait tv, producers of the children's tv show "What now" to discuss locations for filming the show live from Kaikoura on Sunday 22<sup>nd</sup> April. South Bay domain has been selected as the venue. Tourism & Development Officer has since been liaising with the production team to assist with the organisation of this outside broadcast.
- Tuesday 3<sup>rd</sup> April – Australian roadshow meeting with Christchurch & Canterbury Tourism and participants. All participants ran through their presentations and discussed the final preparations for the trip. CCT reported that they had reached the targets set for the number of guests attending the Melbourne & Sydney evenings (260) and exceeded the targets for the Brisbane & Gold Coast evenings (150). The roadshow takes place 23<sup>rd</sup> April – 27<sup>th</sup> April.

## **Projects update:**

**Radio Works campaign:** the radio campaign will begin on Sunday 29<sup>th</sup> April and will run until mid September. Tourism and Economic Development officer has notified businesses about the Council funded campaign and has circulated an ad package proposal from Stuart McFarlane to businesses.(These have been included for reference). The Tourism & Economic Development officer is currently working with Radio Works to finalise the ads which will be used.

Regarding potential supporting advertising which was raised at the March meeting, costings & options will be presented by the Tourism & Economic Development officer to the committee for discussion at the April meeting.

**Business newsletter:** this will be distributed to committee members at the meeting

**Promotional DVD:** the promotional DVD is nearing completion and will be shown to the Committee as soon as the Tourism & Economic Development Officer has received the finished version.

**Research programme:** (as outlined in the Tourism & Economic Development officer's March report) the accommodation based survey is nearing completion – a few more completed surveys are required to achieve the desired sample size. With regard to the general survey, around 200 more completed surveys are required to achieve the sample size.

**Australian road show:** Tourism & Economic Development officer is completing material required for the road show including a presentation for the evening sessions and a training disc for wholesalers.

**Café cluster:** the networking evening for all businesses involved in the food & beverage sector will be held on Tuesday 17<sup>th</sup> April.

**Online product directory:** the design templates are almost ready to be sent out to businesses in preparation for loading on to the new online trade zone.



**Kaikoura Business  
Radio  
Promotional Package  
April - September**



## Background

The Kaikoura District Council has, in conjunction with Radioworks, undertaken a radio promotional campaign to promote the Kaikoura area to the people of Christchurch. This consists of six months advertising on Radioworks stations the Breeze (family, female base, 35-54) and Solid Gold (male 40-60). These stations target Kaikoura's Christchurch 'weekend away' market (Specific information on this campaign is available from the council). Following is a heavily discounted offer to enable all businesses in Kaikoura to economically promote themselves and also enhance this generic advertising campaign.

The rationale is that the period April to September is a quieter period and that the domestic tourist should be encouraged to discover the new and exciting Kaikoura. With 350,000 people situated just two hours away, the weekend break 'crowd' need to be reminded that Kaikoura is a fantastic alternative.

It's time to remind them you are there, and that a weekend in Kaikoura can be anything you want it to be, from a quiet romantic weekend away to an economical family getaway with plenty to do and see on the unique, rugged and beautiful eastern coastline just two hours drive from Christchurch.

It's time to get Christchurch up to see the development of Kaikoura into the truly international and cosmopolitan destination that it has become.

The offer is a special one off for the businesses of Kaikoura and a great opportunity to promote your business.

The schedule would promote your business and the schedule would equate to 1 week of promotion on the radio. You can buy more than one month or more than one package per month for a shorter period of more intense advertising, the choices are all yours... we will tailor to suit.

Each 30 second commercial will be individual to a particular business and it is intended to tag (4 seconds) the end of the commercials with the overall Kaikoura positioning statement '**Eat, Play, See, Enjoy Kaikoura**'. This will help with the overall promotion of Kaikoura.

Again this is a very attractive package and a great opportunity to promote your business and Kaikoura to an untapped market on Kaikoura's doorstep.

The council have created the umbrella promotion and it is hoped that the benefits of this initiative, will be seen and the concept backed by the businesses of Kaikoura.

For more information please contact  
Stuart McFarlane, Radioworks, Christchurch  
(03) 379 1290  
021 615 298

## **THE OFFER...**



### Kaikoura Business Promotional Offer

Simply purchase this highly discounted advertising campaign and receive fantastic frequency on our stations that targets your market.

#### You Get

20 x 30 second commercials on The Breeze Christchurch  
(Placed Sunday – Wednesday 50% Primetime 50% Best time available)



20 x 30 second commercials on Solid Gold Christchurch  
(Placed Sunday – Wednesday 50% Primetime 50% Best time available)



#### Plus (free)

20 x 30 second commercials on the Breeze Dunedin  
(Placed Sunday – Wednesday 50% Primetime 50% BTA)



20 x 30 second commercials on Radio Live Dunedin  
(Placed Sunday – Wednesday 50% Primetime 50% BTA)



Plus Choose one of the following vouchers

- \$500 Smith City Vouchers
- \$500 Placemakers Vouchers
- \$500 Mill Liquor Save Voucher
- \$500 Westfield Mall Voucher
- \$500 House of Travel Voucher

Normal value: \$ 4500 + GST

Your Investment

\$1650 + GST per month

( NB this package can be purchased without the voucher for \$1150 + GST per month)

Thank you for this opportunity to present this offer and we look forward to helping you promote your business and Kaikoura.

Kind Regards Stuart McFarlane

**RADIOWorks**  
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