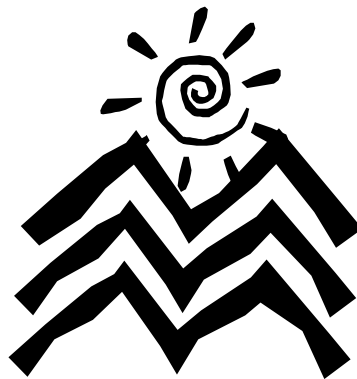




**KAIKOURA  
DISTRICT COUNCIL**

***Tourism & Development Committee  
Agenda***



**TOURISM AND DEVELOPMENT COMMITTEE MEETING  
HELD AT 1.00 PM ON WEDNESDAY 9<sup>th</sup> MAY 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 11/04/2007* *page 1*
4. *Change of Chairmanship* *page 4*
5. *Minutes Action List*

<b>Meeting</b>	<b>By Whom</b>	<b>Progress</b>
<b>11 APRIL 2007</b>		
Make improvements/amendments to Strategic Plan during winter months	Full Committee	
Terms of reference	Full Committee	Agenda Item 8
Update on Freedom Camping	Environmental Development Officer	Refer page 5
Advise Council of the following concerns: 1. Potholes on the Esplanade (Gallo) 2. Rubbish in Avoca Street (Jodie) 3. Fishing rubbish being left at wharves. Possible need for 2 bins at each wharf? (Nicole).	Councillor Macphail	Advised Council at 18 April meeting. Council staff also advised.
Sister Cityship	Monica Mansbridge	June meeting

6. *Tourism & Development Statement of Accounts* *page 9*
7. *Tourism/Economic Development Officer's Report*
  - ◆ **As the Tourism Officer has recently returned from the Australian Roadshow a verbal update will be provided.**
8. *Terms of Reference*
  - ◆ **A request was made at the April meeting for this item to be placed on the agenda.**

The role of the committee is to develop a tourism strategy and economic development strategies, and to have input into traffic flow management and input into the strategic direction of the town. The committee comprises three elected members, one Iwi representative, and representatives from various sectors of the community.

9. *Urgent Business*

## **Change of Chairmanship**

As a result of changed circumstances, it was considered appropriate for Council to review the current chairmanship of the Tourism & Development Committee and the Finance & Policy Committee.

Both Councillors Thomas (Chairman of the Tourism & Development Committee), and Councillor Macphail (Chairman of the Finance & Policy Committee) agreed that to better enable the Tourism & Development Committee to function it would be more appropriate for Councillor Macphail to be appointed as Chairman of Tourism & Development Committee and Councillor Thomas to be appointed as the Chairman of the Finance & Policy Committee.

At the Council meeting of 18 April 2007 it was moved by Councillor Woods, seconded by Councillor Pablecheque and resolved that the appointments of Councillor Thomas, as Chairman of the Tourism & Development Committee, and Councillor Macphail, as Chairman of the Finance & Policy Committee, be rescinded and Council appoint Councillor Macphail as Chairman of the Tourism & Development Committee and Councillor Thomas as Chairman of the Finance & Policy Committee.

# Update on Freedom Camping

## Summary of independent overnight parking, summer 2006/07

The summer months of 2006/07 saw a reduction of independent camping practises throughout the urban area of the District. The following report summarises the educational program, results of annual monitoring, effectiveness of existing legislation and future management plans.

### ***Educational program***

**Promotional Fliers:** The attached flier was developed and distributed prior to Christmas with the intention of informing visitors to the District about where facilities were located and areas not suitable for overnight stays. It was been distributed by Tourism Holdings Limited (THL) from both Auckland and Christchurch depots in rental vehicles including; Maui, Britz and Backpacker rentals. It is estimated that the flier was placed in over 3,000 of their rental vehicles over the Christmas period. Spaceship rentals are placing the fliers in vehicles leaving Christchurch, while Wicked Campers and Escape rentals have been approached to support the awareness campaign. The Bus and Coach Association are also distributing the flier to their members and the NZMCA is looking into publishing it in their newsletters. The flier is also distributed locally through our i-SITE, Council and local businesses. The flier is also available from the i-SITE website.

**Signage:** During December 'no camping/overnight parking' signs were placed at locations identified as 'hot spots, including, the South Bay corner/SH1, the Lookout on Scarborough St and Esplanade.

**New Zealand Motor Caravan Association (NZMCA):** NZMCA and the Kaikoura Trotting Club came to an agreement, allowing members to stay overnight at the race course without charge.

**Tourism Waste National Working Group:** The Environmental Development Officer is involved with the above working group, addressing issues associated with tourism waste on a national level. The group provides insights from varied areas of the tourism industry relating to the management of issues associated with tourism waste. The Environmental Development Officer is part of a recently formed subcommittee - established to consider developing a *tourism friendly protocol*.

### ***Annual monitoring***

A survey was conducted to estimate the numbers of independent campers compared to last summer. Numbers of people staying independently overnight at Kiwa Rd, Managamaunu and South Bay corner were monitored for a seven day period.

There was a significant decline from overnight campers at the South Bay corner, while a similar number of campers stayed overnight at Kiwa Road, Mangamaunu. Anecdotally, there has been a reduction in the numbers of inappropriate overnight camping in urban areas of Kaikoura.

A comparison of results from the annual survey are highlighted in the charts 1 and 2 below.

Chart 1

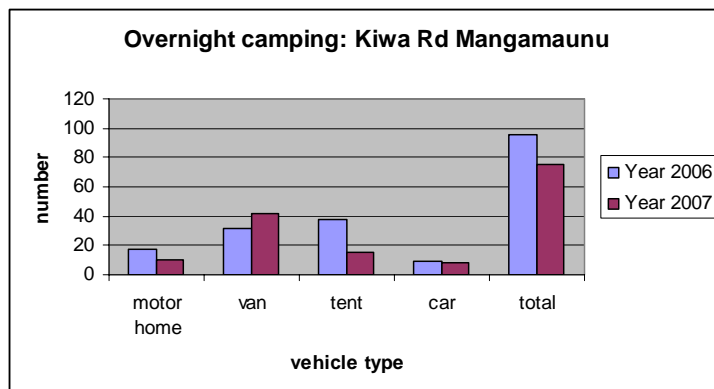
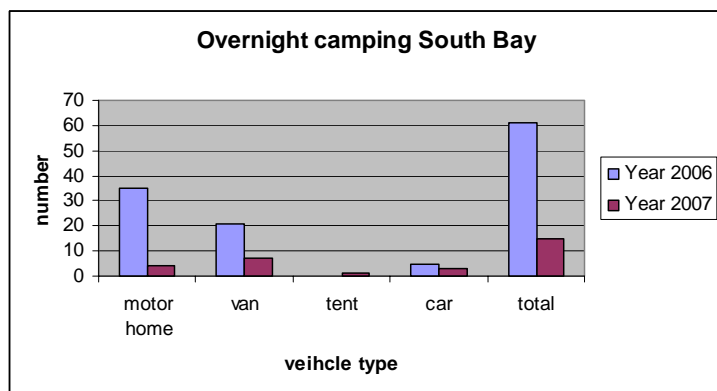


Chart 2.



### ***Future management***

Despite the reduced incidence of inappropriate camping practises throughout the District over the 2006/07 summer, there is a continual need to extend awareness of appropriate independent camping practises throughout the District.

Work will continue with the National Tourism Waste Group, Department of Conservation, Ngahi Tahu, Te Rununga O Kaikoura, Transit, the community and other stake holders to further manage independent camping throughout the District. National agencies such as Ngahi Tahu, Transit and Department of Conservation have been proactive, where possible, in supporting Kaikoura's management approach to this issue. These relationships shall be maintained as each national agency clarifies their own management approach.

Future management of the issue will continue to focus on education, monitoring and awareness rather than enforcement.

### ***Existing legislation***

Council currently have legal ability to enforce existing legislation to manage inappropriate camping and littering. Previous discussions relating to developing an umbrella policy in the form of a Public Places Policy, are not considered to offer distinct advantages in managing the issues of littering and inappropriate camping practises.

At this time it is not considered necessary to introduce a new bylaw or policy throughout the Kaikoura District. The existing legislation includes the Kaikoura District Council Traffic Control Bylaw 1995, the Reserves Act 1977 and Litter Act 1979, relative sections are outlined below.

#### ***Kaikoura District Council Traffic Control Bylaw 1995***

Council resolved (September 2006) to include specific Council Reserves under the Kaikoura District Council Traffic Control Bylaw.

##### **2.1.1 No person shall on any reserve:**

- (a) Drive, park, stop, stand, or leave council, service, emergency or in an area set aside for that purpose compliance with any conditions, specified by the Council;
- (b) Camp in an area not set aside camping shall include the use specially fitted out for sleeping;
- (c) Use or cause to be used any vehicle would be likely to disturb the persons lawfully using it.

***Infringement:*** Every person shall be liable upon conviction to a fine not exceeding \$500.

#### ***Reserves Act 1977***

Section 44, specifically prohibits overnight camping on reserves.

44 Unauthorised use of reserve

Except with the consent of the Minister, no person shall use a reserve, or any building, vehicle, boat, caravan, tent, or structure situate thereon, for purposes of permanent or temporary personal accommodation.

*Infringement:* Every person shall be liable upon conviction to a fine not exceeding \$1,000.

*The Litter Act, 1979*

Allows for the management of dumping waste and recyclables beside litter bins and in other inappropriate locations

(2) Where any person commits an offence against subsection (1) of this section, and the litter deposited is of such a nature as is likely to endanger any person or to cause physical injury or disease or infection to any person coming into contact with it (being in particular any bottle whether broken or not, glass, article containing glass, sharp or jagged material, or any substance of a toxic or poisonous nature) that person is liable.

*Infringement:* In the case of an individual, to imprisonment for a term not exceeding 1 month, or to a fine not exceeding [\$7,500], or to both;

# Tourism & Development Committee Budget

For the period 1 July 2006 to 31 April 2007

	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)		83,333	100,000
Trade Manual Subscriptions		3,333	3,333
<b>Total Funds Available</b>		<b>183,023</b>	<b>199,690</b>
<b>EXPENDITURE</b>			
<b>Personnel &amp; Personnel Related<sup>1</sup></b>		<b>42,085</b>	<b>49,071</b>
<b><u>Administration Expenses</u></b>			
General Expenses	341		341
Advertising & Marketing	3,114		3,114
AA Tourism Domestic Campaign	1,778		1,778
Trade Manual Images & Artwork	3,580		3,580
Air NZ Inflight Production	15,953		15,953
Online Trade Zone Development	1,700		2,000
DVD development	0		2,500
Australian Roadshow Expenses	0		600
TRENZ Display	449		449
Kaikoura Trade Show	124		124
KITI Attendance TRENZ <sup>2</sup>	7,948		19,818
Corporate Overheads	4,520		5,424
Chch & Canterbury Marketing	5,000		5,000
Green Globe Participation Fee	2,340		2,340
<b>Total Administration Expenses</b>		<b>46,847</b>	<b>63,021</b>
<b>Total Expenditure</b>		<b>88,932</b>	<b>112,092</b>
<b>BALANCE FUNDS REMAINING</b>		<b>94,091</b>	<b>87,598</b>

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

<sup>1</sup> Note that Personnel & Personnel Related expenses include salary, recruitment, training, and establishment costs of the Tourism and Development Officer.

<sup>2</sup> The Actual Spent of \$7,948 stated for KITI Attendance TRENZ relates to attendance in the previous financial year – these costs were not received until after balance date.