



**KAIKOURA  
DISTRICT COUNCIL**

***Tourism & Development Committee  
Agenda***



***12 December 2007***

**TOURISM AND DEVELOPMENT COMMITTEE MEETING  
HELD AT 1.00 PM ON WEDNESDAY 12 DECEMBER 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 12/09/2007* *page 1*
4. *Minutes Action List*

| Meeting   | By Whom    | Progress  |
|---|------------|---|
| <b>12 SEPTEMBER 2007</b>  |            |   |
| Seek feedback from local businesses on success of Radio Works marketing     | A Paterson | A verbal update will be provided by the Tourism Officer   |
| Provide update on rubbish bins being placed at the old and new wharf sites. | N Sherriff | <p>Bins at the wharf were decided as not appropriate for the following reasons:</p> <ol style="list-style-type: none"> <li>1. the fish and bait remnants deposited in a bin would become absolutely rank, quite quickly</li> <li>2. the amount of litter in the vicinity is minimal</li> <li>3. bins at this less public location would be likely to attract litter/refuse</li> <li>4. the upgrade of the wharf will provide for recycling and refuse collections in the future.</li> </ol> |

5. *Tourism & Development Statement of Accounts* *page 5*
6. *Tourism Officer's Report*
  - **Report** *page 6*
  - **Appendix 1** *page 10*
  - **Annual Visitor Number Graphs** *page 13*
7. *Setting of Priorities* *page 19*
  - ◆ **Brainstorming - ideas, issues and direction for Tourism & Development in Kaikoura. Schedule of meetings for 2008 (Monthly/Bi-Monthly?)**
8. *Concept Plans for New Wharf Revitalisation* *page 20*
  - ◆ **2.00pm Concept plans will be presented by T Archibald**
9. *Urgent Business*

## Tourism & Economic Development

### Financial Report to 30 November 2007

|                                     | Budget<br>(Year)<br>2007/2008<br>\$ | Actual<br>(5 Months)<br>2007/2008<br>\$ | Actual<br>(Year)<br>2006/2007<br>\$ |
|-------------------------------------|-------------------------------------|---|-------------------------------------|
| <b>Expenses</b>                     |                                     |   |                                     |
| Personnel & Personnel Related       | 53,132                              | 20,790                                  | 53,753                              |
| Advertising & General Expenses      | 5,500                               | 942                                     | 3,606                               |
| Overhead Charges                    | 5,591                               | 2,325                                   | 5,830                               |
| TRENZ                               | 11,000                              | 8,823                                   | 10,832                              |
| Green Globe                         | 3,500                               | 2,981                                   | 2,542                               |
| Christchurch & Canterbury Marketing | 5,000                               | 5,000                                   | 5,000                               |
| Trade Visits                        | 5,000                               | 100                                     | -                                   |
| Australian Wholesale Project        | 5,500                               | -                                       | -                                   |
| Kaikoura Trade Shows                | 5,000                               | 363                                     | 124                                 |
| AA Tourism Domestic Campaign        | -                                   | -                                       | 1,778                               |
| Trade Manual Development            | -                                   | -                                       | 3,580                               |
| Air NZ Inflight Production          | -                                   | 2,387                                   | 18,341                              |
| Moa Hunt Sponsorship                | -                                   | 5,000                                   | -                                   |
| Online Trade Zone Development       | -                                   | -                                       | 1,700                               |
| DVD Development                     | -                                   | -                                       | 4,407                               |
| Radio Advertisement Development     | 21,000                              | 11,423                                  | 9,336                               |
| Visitor Guide                       | 25,000                              | -                                       | -                                   |
|                                     | <b>145,223</b>                      | <b>60,134</b>                           | <b>120,829</b>                      |
| <b>Funded by:</b>                   |                                     |   |                                     |
| Trade Show Participation Fees       | 1,500                               | 356                                     | -                                   |
| Trade Manual Subscriptions          | -                                   | 84                                      | 3,333                               |
| Visitor Guide Subscriptions         | 6,250                               | 0                                       | -                                   |
| General Rates                       | 99,573                              | 41,489                                  | 100,000                             |
|                                     | <b>107,323</b>                      | <b>41,929</b>                           | <b>103,333</b>                      |
| <b>Activity Surplus/(Deficit)</b>   | <b>(37,900)</b>                     | <b>(18,205)</b>                         | <b>(17,496)</b>                     |

#### Tourism & Economic Development Funds Held

|                                | Budget<br>(Year)<br>2007/2008<br>\$ | Actual<br>(2 Months)<br>2007/2008<br>\$ | Actual<br>(Year)<br>2006/2007<br>\$ |
|--------------------------------|-------------------------------------|---|-------------------------------------|
| <b>Opening Balance</b>         | <b>90,000</b>                       | <b>90,110</b>                           | <b>104,316</b>                      |
| Activity Surplus/(Deficit)     | (37,900)                            | (18,205)                                | (17,496)                            |
| Interest Applied to Fund       | -                                   | -                                       | 3,290                               |
| <b>Closing Balance in Fund</b> | <b>52,100</b>                       | <b>71,905</b>                           | <b>90,110</b>                       |

## 6. Tourism & Economic Development Officer's Report

### Meetings & events attended:

- **24<sup>th</sup> – 26<sup>th</sup> September – Small Enterprise Conference** in Auckland. The purpose of the conference was to provide a forum for researchers, policy makers and business advisors to share ideas and expertise to build sustainable growth in SMEs.
- **18<sup>th</sup> October – Activities & Attractions Trade show**
- **5<sup>th</sup> November - Air New Zealand famil** (see below)
- **6<sup>th</sup> November - Opening of the new spa at Hanmer Springs**
- **7<sup>th</sup> November – Labour Market forum**, held in Kaikoura (see below)
- **13<sup>th</sup> November – North Canterbury Food & Wine Trail** – meeting with Heather Miller, Enterprise North Canterbury, Scott Pearson, Alpine Pacific Tourism (see below)
- **24<sup>th</sup> November – Moa Hunt**, Kekerengu
- **29<sup>th</sup> November** – hosted Canterbury District Tourism Organisation meeting held at Donegal House followed by a famil day on 30<sup>th</sup>.
- **5<sup>th</sup> December** – Tourism Waste Working Group meeting, MfE Wellington

### Project updates:

- **Activities & Attractions Trade show** – the 2007 show incorporated the suggestions & feedback from last year's exhibitors. The show ran from 11am – 5pm and had 30 exhibitors. Most exhibitors were tourism activity operators with a few cafes/restaurants. Scott Pearson from Alpine Pacific Tourism also participated to heighten awareness and understanding of the touring route. Despite increased publicity and targeted promotion by Tourism & Development Officer, attendance of around 150 was a bit disappointing and was similar to last year's attendance.

However, exhibitors and those who attended found the day to be both interesting and enjoyable and there was wide support for continuing with this event. Once again, feedback has been gathered from exhibitors and will be used to develop 2008 show.

- **North Canterbury Food & Wine Trail** – This project is progressing well and at this meeting, the proposal letters for businesses was worked on as well as a review of the draft design for the brochure. The next stage will be to send out proposal letters to businesses within in the North Canterbury region with the Trail due to launch in February/March 2008. At this meeting, \$1000 of funding was committed by Tourism & Development Officer to assist with brochure development & launch. It is anticipated that this will be the only financial contribution required from the Districts involved due to the fact that the bulk of this project is being financed by funding from N.Z.T.E.

A summary of the main purpose of the Trail is contained in Appendix 1.

- **Labour Market Strategy:** Tourism & Economic Development Officer has been working with Dept of Labour and Work & Income looking at the potential need to develop a Labour Market Strategy for Kaikoura. Over the past couple of years there have been quite a few different groups in Kaikoura looking at various labour market issues. In addition, several pieces of research in this field have been carried out. Up until now, there has been no co-ordination of this work or development of these findings into an action plan/strategy. A meeting of key stakeholders (from the local business, education and agencies sector as well as Government agency representatives) was held on 7<sup>th</sup> November to assess if there was a need to develop a labour market strategy.

A joint overview was provided by Mayor Heays, Mere Wetere (Work & Income), Tourism & Development officer and Rachel Burgess (Dept. of Labour) outlining the need for a specific workforce development strategy that will address labour shortage needs in Kaikoura and enable economic development and growth. The strategy would incorporate Kaikoura-specific considerations such as infrastructural capacity, seasonality, education and training and attraction of both skilled and non-skilled workers.

The outcome of the meeting was to progress with the development of a Labour Market Strategy by means of a working group and a strategy group. The working group consists of the Tourism & Development Officer, Megan Pfeifer (Community Development Officer), Lianne Nichols & Ronnie Gibson (Labour Market Development, Work and Income), Rachel Burgess (Labour market manager, Department of Labour) and Gayle Rae (Kaikoura Work and Income).

A summary of the key points from this meeting are contained in Appendix 1. General consensus was that the establishment of a development strategy addressing short-, medium- and long-term labour market issues is supported.

- **Visitor guide & distribution** – The Kaikoura Visitor guide has been completed and distribution is underway. 35 000 copies have been printed and the bulk of the distribution is via the i-SITE network. Additional distribution outlets include car & campervan hire companies, ferries & key outlets overseas. The revenue generated from the business listings has covered the design & printing. Distribution costs will be covered by Tourism & Development funding and it is estimated that this should be in the region of \$3500/\$4000 for the year. Details of the visitor guide have been emailed directly to tourism & hospitality businesses in Kaikoura and the guide has also been profiled twice in the Kaikoura Star. In addition, all businesses who took a listing received a copy of the guide from Beck & Caul and a letter of thanks from Tourism & Development officer.

**Visitor guide Revenue & cost summary:**

- Revenue is \$18820 plus GST
- Beck & Caul: Art/Design & printing costs - \$16 145
- Beck & Caul: Admin. Fee - \$1500
- Beck & Caul: Prospectus & mail-out - \$505
- **Air New Zealand famil:** Tourism & Development officer hosted a dinner (at the Green Dolphin) for Air New Zealand representatives & key North American agents who travelled to New Zealand on the inaugural Vancouver/Auckland flight. The famil was developed by Tourism New Zealand along with Air New Zealand. Tourism & Development officer also

assisted with Kaikoura famil arrangements which involved Maori Tours, Night Sky, Wings over Whales and Encounter Kaikoura. Feedback from the group was very positive. Agents were given copies of the Kaikoura DVD, 48 hours in Kaikoura books & our Environmental brochure. Tourism & Development officer has also followed up by email and sent details of the online trade directory.

- **Moa Hunt** – the Moa Hunt attracted 482 competitors with 413 starters on the day and 409 competitors finishing the race. The winning rider completed the course in 1 hour 51 minutes. The whole event ran very smoothly and was a real credit to the organisers & the Kekerengu community. There was excellent feedback from competitors:

"Thanks for a very well run event, couldn't imagine better."

"The Moa hunt, what an awesome race! I was totally surprised by how good this was. Superb climbs with views of Tapi and the Kaikoura coast, fast and fun downhills and fantastic organisation. A real mountainbike race. And more than just a race, there was nothing better than chilling out afterwards in an absolutely magic spot with a Moa Beer on hand. I will definately be back next year". Andy Reid- 2007 Winner.

"Congratulations on a very successful Moa Hunt. I really enjoyed the event, not just the race but the whole experience. It's a real credit to you that you got 500 people to an inaugural MTB race at least an hour's drive from any major town. The organisation was slick, and the add ons like the Moa, the guy with the guitar on the hill and the band at the aftermatch gave the event a really fun edge. You even got the weather right! Well done".

Tourism & Development officer asked accommodation providers for information regarding bookings generated by the event. In summary, Kekerengu accommodation did very well from the event and good numbers of "Moa Hunters" also stayed in Kaikoura township accommodation – predominantly in motels.

A selection of comments from accommodation providers appears in Appendix 1.

- **Revision and development of Tourism Strategy** - Tourism & Development officer considers the continued revision and development of the Tourism Strategy to be the priority project for the Committee. The strategy in its current form needs to be developed into a workable and effective plan with clear short, medium & long term priorities and clear budget allocations. In addition, the recent release of the New Zealand Tourism Strategy must be fully considered in the revision of the Kaikoura Strategy with particular focus on sustainability.
- **District Tourism Organisation meeting** – Kaikoura District hosted the quarterly meeting of the District Tourism Organisations within the Canterbury region which was held at Donegal House. Famil activities were also organised and included Wings over Whales, fishing charters, kayaking & seal swimming.
- **Annual visitor numbers and shoulder season statistics** – refer to Appendix 2.
- **Radio Works campaign** – feedback has been sought from businesses – verbal update will be given by Tourism & Development Officer.
- **North & South magazine** – a journalist from North & South magazine was in Kaikoura for 3 days to gather information for an article which will be featured in the February edition which

will come out in mid January. Tourism & Development officer assisted with general information (particularly environmental) and organised some famil activities.

## Appendix 1

### **Key points from Labour Market meeting:**

- There is a need to create an environment that supports business development. Strong leadership will be essential to facilitating economic development, in particular making it easier for businesses to grow. A diverse approach will be needed to raise opportunities, community and business well-being and Kaikoura's "attractiveness".
- Whale Watch - skilled labour (such as mechanical or building) is required to maintain essential functions. They seek workers locally but local responses to vacancies are minimal.
- Kaikoura's population has remained fairly constant. This suggests that businesses cannot rely solely on school-leavers to fill vacancies and that labour will need to be sourced from outside Kaikoura.
- The Ministry of Education has contracted The Lawless Edge Limited to undertake the role of independent facilitator for a community initiated educational planning project in Kaikoura. A working group (all nominated from within the Kaikoura community) has been formed and their first meeting will be held Monday 19 November. The aims of the project are identification of gaps in education and engagement of community to support a community education plan.
- Te Whare Putea is dealing with people that present during off-season periods seeking assistance as they have no funds. Housing issues are also common so any response to workforce issues would need to consider availability of housing for those coming to the area.
- Migrants can be utilised to meet labour demand however their transitory nature means that any up-skilling investment can be lost. Locals will be the key to the establishment of a skilled labour force that remains in Kaikoura.
- A workforce development strategy would engage a broader response to include other industries (not just tourism) and address sustainability.
- There is opportunity to engage with the wider region as some issues may be shared and established solutions could be adopted.
- It is recognised that there were some sectors (such as Iwi) that were invited to the meeting but were not present. It will be important to encourage participation and engagement with these sectors to gain their input.
- There are examples that could be built on such as a cadetship programme in Nelson/Tasman which sees participants "shared" between employers to suit seasonal needs and/or incentives for the cadets to return for seasonal employment.
- There are opportunities for bigger businesses with good and well-established employment practices to share information and good practice models with smaller businesses.
- Department of Labour is involved in a "2010 Literacy Policy" which will see employers receive training to ensure adequate employee literacy levels.
- It is difficult to meet high costs of living (including fuel and food) in Kaikoura on low incomes.
- A broad representation of businesses should be included in the strategy to ensure that non-seasonal industry needs are met.

**North Canterbury Food & Wine Trail:** the main primary purpose is to encourage Cantabrians and other domestic and international tourists to visit more food and wine producers/experiences throughout the North Canterbury region.

### **The benefits of a new Food and Wine Trail in North Canterbury include:**

- Creating greater awareness by locals and visitors of the flavours and experiences available in North Canterbury
- Providing Cantabrians and other visitors with more reasons to travel to North Canterbury for day and overnight trips involving food and wine

- Improving the ability for food and wine tourism businesses to refer visitors to each other e.g. participating in networking and training functions, an annual open day for members, membership list information
- Promoting membership of the Food and Wine Trail in members own marketing e.g. optional use of logo for brochures and signage
- Positioning North Canterbury's food and wine experience differently to other regions in New Zealand by promoting rural flavours, personalities and authentic experiences

The Food and Wine Trail brochure is scheduled for launch in late February 2008 (in order to stimulate more interest and visitation in the autumn shoulder season). The Launch will be fully funded and supported by the Enterprise North Canterbury, Alpine Pacific Tourism, Kaikoura District Council and Visit Waimakariri.

### **Who can join the North Canterbury Food and Wine Trail?**

Food and wine producers and resellers, located in North Canterbury are eligible to join based on the following categories and associated criteria:

- **Artisan producers** e.g. producers of small goods, baking/breads, chocolate, jams and sauces etc.
- **Farm Gate Sales/Farmers Markets** – locally grown produce available for purchase
- **Wineries** – who offer cellar door facilities so visitors can sample and purchase local wines
- **Restaurant/Cafes** including winery dining, venues, caterers, food professionals
- **Accommodation** providing guests with high quality local food and wine
- **Speciality Activities** e.g. wine and food tours and/or events

### **How will the North Canterbury Food and Wine Trail be promoted?**

20,000 brochures will be distributed primarily to our local i-sites, Christchurch i-site, Christchurch Airport i-site, Westport, Blenheim, and other South Island i-sites, local restaurants and cafes, local accommodators and all participants of the North Canterbury Food and Wine Trail.

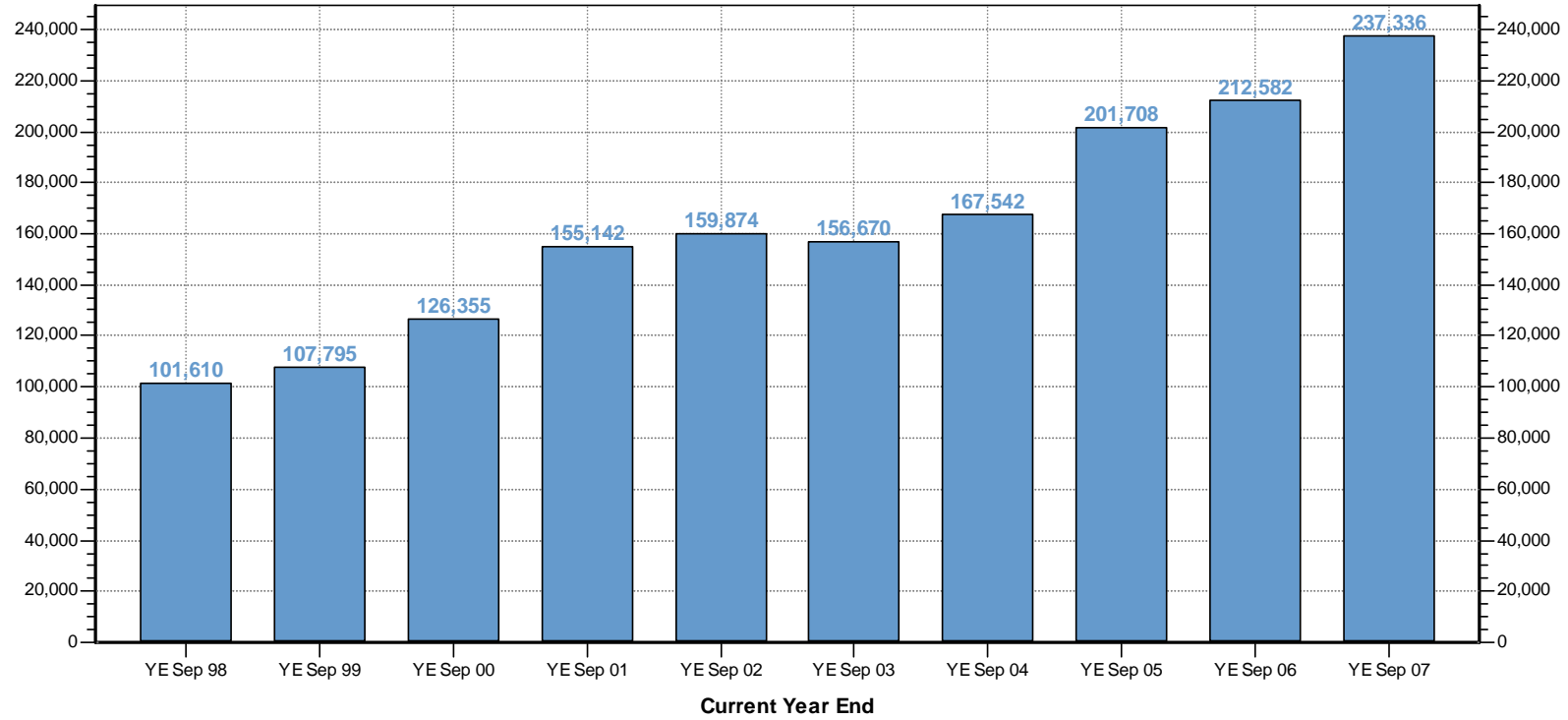
Each of the three District Tourism Organisations will actively promote the North Canterbury Food and Wine Trail at relevant trade shows, events, through Christchurch Canterbury Tourism, TRENZ etc. The brochure will also be listed on each participating District's website.

### **Moa Hunt comments:**

- We had 1 family staying with us for the Friday & Saturday night, who were participating in the Moa Hunt. They were very impressed with how the whole event was organised and will certainly consider doing it again, next year.
- We had approx 15 guests doing the ride.
- Unfortunately, we had only one guest from the "Moa hunt" event. That one guest stayed for only one night.
- We had a great weekend with Kekerengu turning on some great weather and hospitality. Unfortunately I didn't see any of the bike race as we were very busy with guests. I am pleased to report that we were full on the Friday night and had 3 people stay through to the Monday. We had 8 contestants and families Friday night. We hope it is going to be an annual event. Everyone had awesome comments about the whole event and weekend and all indicated they would come back and spread the word.
- Yes we had a couple of rooms with "moa hunters" in them. This event is only going to get bigger!
- Moa Hunt - We did not have anyone stay from this activity.

- I don't think the region will attract any more visitors until we do a TV campaign. This is very effective for Hurunui and I believe this is why they do so well.
- I am glad that the event was a great success however in spite of donating a prize we had no one stay with us who partook in the event. However we will donate again next year and hope that there is some spin off from this years event.
- We ended up having just the one guest staying that was riding in the Moa Event. The reason he was staying was because he had family living in Kaikoura so it gave him the opportunity to see his family. It will be interesting to see what other accommodation places say about the numbers staying but I do have doubts it was "great" investment .

### Commercial Accommodation Guest Arrivals by Territorial Authority

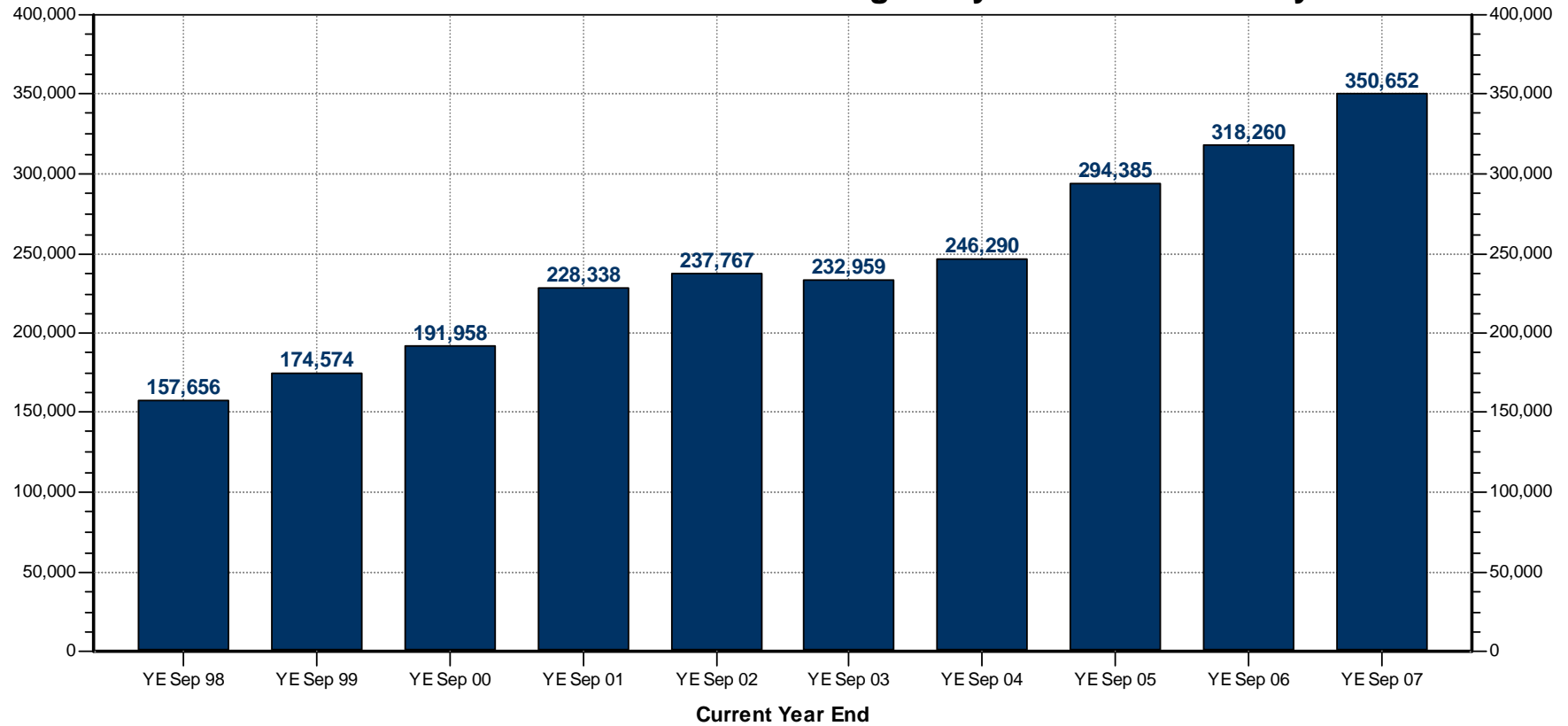


Measures Guest Arrivals

Autobase Off

Base - Kaikoura District

## Commercial Accommodation Guest Nights by Territorial Authority

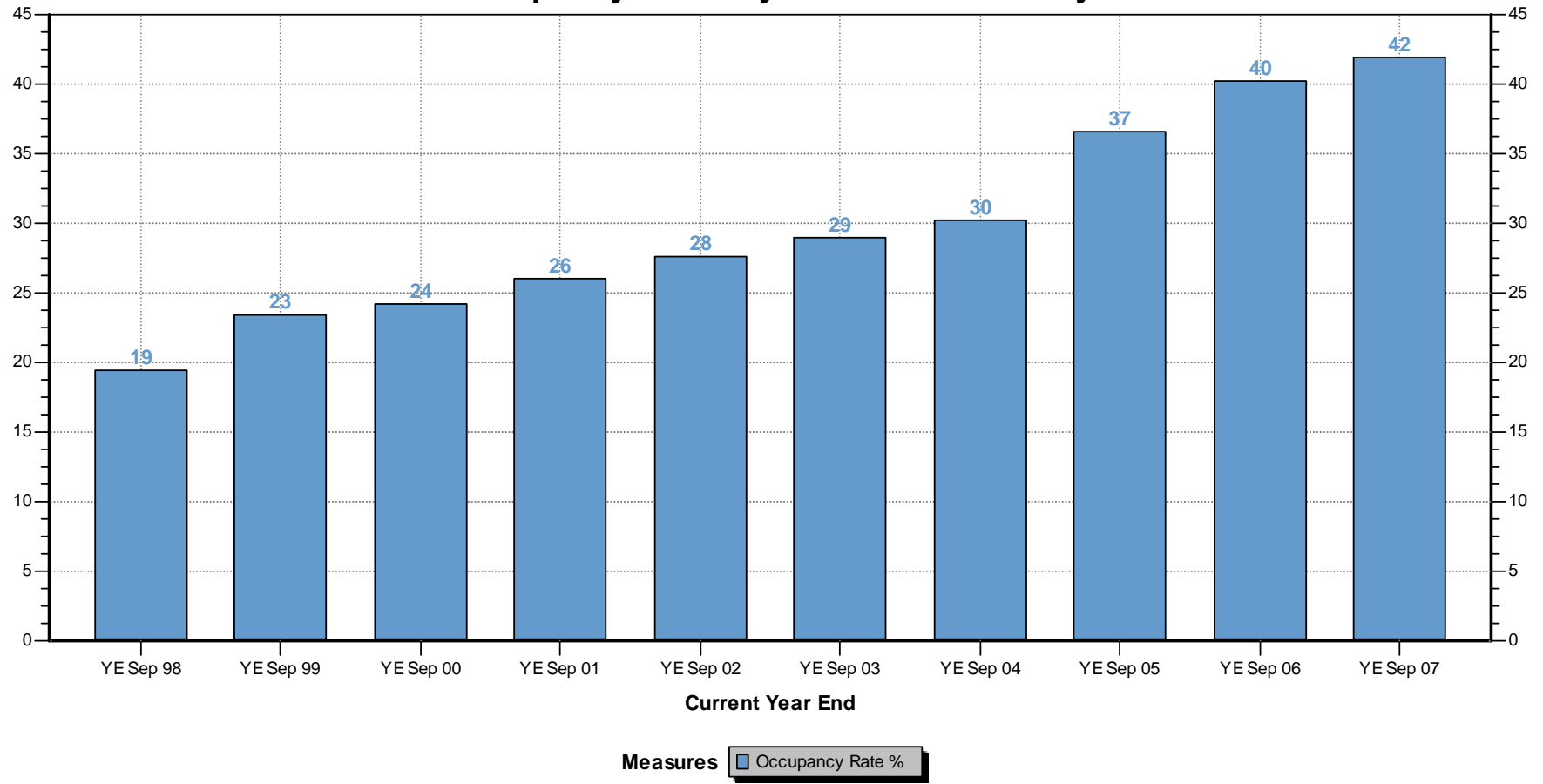


Measures ■ Guest Nights

Autobase Off

Base - Kaikoura District

# Occupancy Rates by Territorial Authority



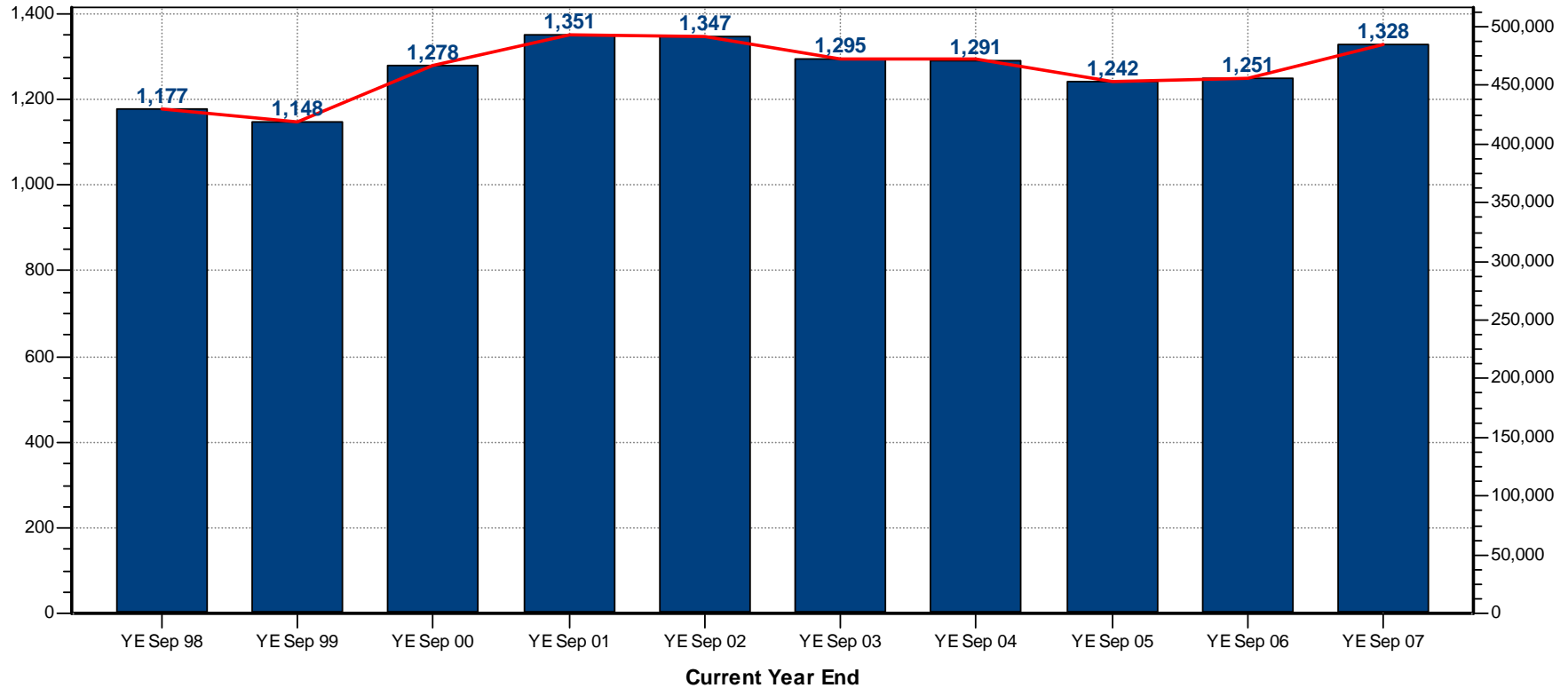
Autobase Off

Base - Kaikoura District

Daily Capacity

### Commercial Accommodation Capacity by Territorial Authority

Annual Capacity



**Measures**

- Daily Capacity
- Capacity Per Period

Autobase Off

Base - Kaikoura District

|                         |             |             |             |             |
|-------------------------|-------------|-------------|-------------|-------------|
| Guest nights % increase | 2003 - 2004 | 2004 - 2005 | 2005 - 2006 | 2006 - 2007 |
|-------------------------|-------------|-------------|-------------|-------------|

|           |      |      |      |               |
|-----------|------|------|------|---------------|
| August    | -0.9 | 19.8 | 2.5  | 15.2          |
| September | -6.8 | 33.1 | 10.6 | 0.7           |
| October   | 4.4  | 19.1 | 25   | Not available |
| November  | 20.8 | 2.8  | 13.6 | Not available |

| Guest arrivals % increase | 2003 - 2004 | 2004 - 2005 | 2005 - 2006 | 2006 - 2007   |
|---------------------------|-------------|-------------|-------------|---------------|
| August                    | 4.4         | 16.5        | 1.5         | 11.6          |
| September                 | 0.8         | 33.2        | 8.8         | 0.3           |
| October                   | 5.1         | 18.9        | 23.4        | Not available |
| November                  | 20          | -0.5        | 18.7        | Not available |

| Guest nights % increase | 2003 - 2004 | 2004 - 2005 | 2005 - 2006 | 2006 - 2007 |
|-------------------------|-------------|-------------|-------------|-------------|
| May                     | 6.1         | 2.5         | 25.8        | 3.2         |
| June                    | 26.5        | 26.7        | -8.2        | 16.1        |
| July                    | 13.3        | 6.9         | 6           | 9.4         |

| Guest arrivals % increase | 2003 - 2004 | 2004 - 2005 | 2005 - 2006 | 2006 - 2007 |
|---------------------------|-------------|-------------|-------------|-------------|
| May                       | 13.8        | 0.8         | 20.1        | 4.3         |
| June                      | 32.1        | 31.4        | -16.7       | 17.2        |
| July                      | 11.2        | 11.9        | 4.9         | 4.6         |

| Year end              | Guest arrivals % increase |
|-----------------------|---------------------------|
| September 2003 - 2004 | 6.9                       |
| September 2004 - 2005 | 20.4                      |

|                       |      |
|-----------------------|------|
| September 2005 - 2006 | 5.4  |
| September 2006 - 2007 | 11.6 |

All figures and tables used in this report are taken from the Commercial Accommodation Monitor (C.A.M). C.A.M gathers data from accommodation providers with an annual turnover of \$30 000+ on a monthly basis. C.A.M is administered by Statistics New Zealand on behalf of the Ministry of Tourism – [www.tourismresearch.govt.nz](http://www.tourismresearch.govt.nz)

## 7. Setting of Priorities

### COUNCIL MINUTES 18 OCTOBER 2000

#### 2. DRAFT TOURISM STRATEGY

The General Manager presented the Draft Tourism Strategy which had been compiled by the Tourism Advisory Board. He recommended that Council confirm the board as a Committee of Council and give it the responsibility and delegated authority to further develop and implement the adopted strategy.

Once received by Council the Draft Strategy would be advertised for public submissions.

*Moved by Councillor Mansbridge, seconded by Councillor Seddon and resolved that the following recommendations be adopted.*

- 1. The Draft Tourism Strategy be received and referred to the public for comment.*
- 2. The Tourism Advisory Board be confirmed as a Committee of Council to implement the Tourism Strategy.*
- 3. Membership of the Committee be:*

|                             |                       |                          |
|-----------------------------|-----------------------|--------------------------|
| <i>Council</i>              | <i>represented by</i> | <i>Jim Abernethy</i>     |
| <i>Council</i>              | <i>represented by</i> | <i>Monica Mansbridge</i> |
| <i>KITI</i>                 | <i>represented by</i> | <i>Lynette Buurman</i>   |
| <i>KITI</i>                 | <i>represented by</i> | <i>John Macphail</i>     |
| <i>Naturally Kaikoura</i>   | <i>represented by</i> | <i>Lesley Chambers</i>   |
| <i>Department of Consv.</i> | <i>represented by</i> | <i>Mike Morrissey</i>    |
| <i>Takahanga Marae</i>      | <i>represented by</i> | <i>Thomas Kahu</i>       |
| <i>Takahanga Marae</i>      | <i>represented by</i> | <i>Marcus Solomon</i>    |
| <i>Local Community</i>      | <i>represented by</i> | <i>Aileen Riordon</i>    |
| <i>Local Community</i>      | <i>represented by</i> | <i>Danny Smith</i>       |
| <i>South Bay</i>            | <i>represented by</i> | <i>Dick Cleal</i>        |
| <i>Rural Sector</i>         | <i>represented by</i> | <i>Simon Chaffey</i>     |

- 4. The Committee be delegated the task to hear and consider submissions to the Draft Strategy and to report to Council with any recommended changes as a result of the process.*
- 5. The Committee be delegated the responsibility and authority to consider and implement actions identified in an adopted strategy within a predetermined budget.*