

**REPORT OF THE TOURISM & DEVELOPMENT
MEETING HELD AT 1.00PM ON WEDNESDAY 12
DECEMBER 2007 IN THE SUPPER ROOM, MEMORIAL
HALL, 34 ESPLANADE, KAIKOURA.**

PRESENT: Councillor J Macphail (Chair), Mayor K Heays, N Gold, M Morrissey, D Smith, J Ransley, L Buurman, K Ngapora.

IN ATTENDANCE: S Grant (Chief Executive Officer), L Copping (Minutes Secretary), A Paterson (Tourism & Economic Development Officer), A Cowdrey (Kaikoura Star), S Rattray, M Fissenden.

APOLOGIES: M Unahi.

Moved by N Gold, seconded by Councillor Macphail and resolved that apologies be accepted.

1. MATTERS TO BE RAISED AS URGENT BUSINESS

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| 1. Easter Trading Submission | <i>Mayor Heays</i> |
| 2. Sister Cities | <i>Mayor Heays</i> |

2. MINUTES TO BE CONFIRMED

Moved by N Gold, seconded by Mayor Heays and resolved that the minutes of the Tourism & Development Committee meeting held on 12 September 2007 be confirmed as a true and accurate record.

3. MINUTES ACTION LIST

Update on Radio Works Campaign

The Tourism & Economic Development Officer advised feedback received from businesses showed they were unable to identify whether customers were coming specifically from the recent radio advertising campaign. She advised this was not surprising since the campaign had been a general awareness campaign.

Councillor Macphail concurred and advised it was hard to quantify blanket marketing such as the recent radio campaign but noted perhaps it explained Seafest being sold out earlier than usual.

Bins at Wharf

In response to a request for rubbish bins to be placed at the old and new wharf sites, it was advised bins at the wharf areas were not appropriate for the following reasons:

1. fish and bait remnants deposited in a bin would become absolutely rank quite quickly;
2. the amount of litter in the vicinity was minimal;
3. bins at these locations would be likely to attract litter and refuse;

4. the upgrade of the wharf would provide for recycling and refuse collections in the future.

4. STATEMENT OF ACCOUNTS

Asked if the new visitor guide was self funded, the Tourism Officer advised revenue from businesses listing in the guide had covered all of the printing and work undertaken by the publisher such as design and mailing of prospectives. The only cost to be recovered would be distribution costs which were minimal.

N Gold advised the manager of I-Site Kaikoura had advised there had been quite an increase in bookings from other regions which was attributed to the booklet being distributed predominantly through I-sites nationwide.

Moved by D Smith, seconded by N Gold and resolved that the Tourism & Development Statement of Accounts be received.

5. TOURISM OFFICER'S REPORT

The Tourism & Economic Development Officer presented the report advising the recently held Moa Hunt cycle race had been a very successful event, attracting 482 competitors, and was well worth supporting. D Smith asked for the ratio of where competitors came from to be supplied.

Included in the report were annual visitor numbers and shoulder season statistics for information purposes. The Chief Executive Officer advised it was interesting to see how much the market had grown in the past 10 years and noted the statistics were extremely important in helping to develop a forward strategy on how to bring more people to Kaikoura. D Smith suggested a set of figures for the month of June would be very useful.

Mayor Heays suggested a tick box survey be handed out by moteliere to their guests when they were given the key.

Moved by L Buurman, seconded by K Heays and resolved that the Tourism & Economic Development Officer's report be received.

6. SETTING OF PRIORITIES

Councillor Macphail advised the Tourism Strategy focused a lot on marketing of the town and suggested perhaps the committee should also be looking at economic development in the town.

The Chief Executive Officer advised the Tourism & Development Committee was one of Council's key committees and suggested the committee could look at what it wished to achieve over the next three years, what the key issues were, and form small working groups. He advised the committee had the ability to determine how Council fitted into the New Zealand Tourism Strategy and whether it should be looking at developing partnerships with other organisations.

Mayor Heays advised he believed a priority for the committee to become involved in would be to increase the population as it had not increased very much in the past 4 years.

Councillor Ransley advised he would like to see the committee form a working group to encourage and promote an industrial park.

D Smith recalled the strategy had originally been formed because Council had approached the government for tourism funding and the government had said it was unable to provide funding unless a strategy on how tourism would be managed was formed. He advised while he believed tourism needed to be protected and fostered, the existing businesses should not be forgotten and should be encouraged to succeed.

D Smith believed the only way to lift the population in Kaikoura was to have light industry as it had pretty much been proven that tourism had not been helpful in terms of lifting the population.

S Rattray suggested the community facility and swimming pool could be something the committee could drive as it was important to have land based activity, especially for the winter season. The Mayor advised an indoor facility was not off the radar and input from the Tourism & Development Committee would be essential in making it happen.

Councillor Macphail advised he believed the only way to get people to Kaikoura in the winter was to have events or conferences.

The Chief Executive Officer advised the committee needed to sort out what it wanted to do and then look at the resources required to do it so it could be included in Council budgets. More funds may be required to engage more staff, or consultants, but either way it needed to be included in the budget. L Buurman concurred with the Chief Executive Officer noting if the committee was serious about looking at economic diversity it needed to focus more on economic development, and business development and all things essential for the community to grow and get away from the current seasonality.

Councillor Macphail tabled a list of suggested aims for discussion. Mayor Heays suggested a working group of 3-5 people be formed to concentrate and drive the economic development side of the committee. He advised it would be very helpful to see what other districts were doing in terms of economic development and suggested an Economic Development Officer from another Council be invited to explain the role and how it fitted in. The following committee representatives were selected for an Economic Development Sub-Committee:

- Councillor John Macphail
- Councillor John Ransley
- Mayor Kevin Heays
- Mark Fissenden
- Stephan Rattray

Sequence of meetings

Councillor Macphail asked the committee if they wished to have monthly or bi-monthly meetings. The Chief Executive Officer advised formal meetings could be held bi-monthly with workshops in the months in between and suggested another small group of 2-3 reps be formed to brainstorm ideas of events that could be organised for the winter season. An Events Sub-Committee was formed with the following representatives:

- Neroli Gold
- Lynette Buurman
- Danny Smith
- Mike Morrissey
- Councillor John Macphail
- Kauahi Ngapora

The committee elected to have monthly meetings.

Councillor Macphail advised he was eager to invite developers to attend future meetings however it was sometimes difficult as it may mean that the information presented became public when the developer was not quite ready for it to be made public.

7. URGENT BUSINESS

Easter Trading

Mayor Heays advised the issue of Easter Trading would be heard at Parliament in the new year and suggested it may be appropriate for the Tourism & Development Committee to lodge a submission to the bill. He noted both Queenstown and Taupo had applied for an exemption because they were tourism towns.

The Chief Executive Officer suggested a closer look at the bill to see if there was anything in it that would affect Kaikoura and suggested this matter come back to the February meeting,

Sister Cities

Mayor Heays advised he was eager to progress a Sister City relationship however there needed to be interest within the community as he believed it needed to be community driven. Mayor Heays sought support in inviting a representative from the Sister City organisation to attend a future meeting. The committee expressed support.

There being no further business the meeting closed at 2.34pm.