

**REPORT OF THE TOURISM & DEVELOPMENT
MEETING HELD AT 1.00PM ON WEDNESDAY 13
FEBRUARY 2008 IN THE UPSTAIRS ROOM OF THE
MEMORIAL HALL, 34 ESPLANADE, KAIKOURA.**

PRESENT: Councillor J Macphail (Chair), Mayor K Heays, D Smith, J Ransley, L
Buurman, M Unahi, S Rattray, R Murray, L Buurman.

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

APOLOGIES: K Ngapora, M Fissenden, N Gold

*Moved by D Smith, seconded by Mayor Heays and resolved that
apologies be accepted.*

1. MATTERS TO BE RAISED AS URGENT BUSINESS

- | | |
|----------------------------------|-------------------|
| 1. Education Planning Kaikoura | <i>D Smith</i> |
| 2. Marlborough Regional Trust | <i>M Unahi</i> |
| 3. Request for Marketing Support | <i>J Macphail</i> |

2. MATTERS ARISING FROM REPORT OF 12/12/2007

Bins at Wharf

Mayor Heays advised Council had held a waste workshop in early January and as a result rubbish bins had been placed at both the old and new wharf sites.

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

3. MINUTES ACTION LIST

Moa Hunt

A report to sponsors of the Kekerengu Moa Hunt was tabled at the meeting. It showed 75% of entrants were from outside of Kaikoura with the majority from Christchurch (37%), Blenheim (25%), Nelson (16%) and Wellington (7%). R Murray advised Kekerengu residents had been pleased with the way the event had been run and believed the benefits would flow in the future once the event had a high profile. It was noted the event received coverage on SKY Sport.

June Visitor Numbers

D Smith advised the aim of his request for visitor numbers to be shown for a June month was to set a benchmark of a worst month scenario as a lot of money had been invested in radio advertising over the winter months and it would provide a measure as to how well that marketing was working.

Councillor Macphail suggested accurate visitor numbers be obtained from MANZ (Moteliers Association of New Zealand). S Rattray suggested information be gathered from local moteliers and B&B operators as Kaikoura operated so differently from the rest of the country and suggested a short 3-4 minute website survey be set up to gather such information.

Easter Trading Bill

Councillor Macphail advised while submissions on the Shop Trading Hours, Sale of Liquor Act and Holidays Act discussion document had closed on 25 January, the government were happy to still receive submissions. D Smith felt the committee may in fact be acting against the businesses of Kaikoura if it was to submit as a group and suggested it be left for individuals to submit on. L Buurman noted it was disappointing that the government didn't support tourism businesses and failed to recognise the huge impacts this bill had on businesses and their ability to provide a good service.

4. TOURISM & DEVELOPMENT OFFICER'S REPORT

The Tourism & Economic Development Officer presented her report.

North Canterbury Food & Wine Trail

A new food and wine trail covering Kaikoura, Hurunui and Waimakariri districts was recently set up with the help of funding from NZ Trade & Enterprise. A trail map with listings of participants was currently at the design stage.

Christchurch i-Site Display

The Tourism Officer advised space within the Christchurch i-Site had become available and had been offered to districts within the region. Kaikoura was the only district that had shown an interest in it. The display size was 4 metres high by 2 metres wide and the cost of the space was \$5,000 per annum with additional costs for actual content of the display such as a plasma screen display. The contract was unusual in that it was an annual contract however it did offer first right of refusal. The committee felt it was a great opportunity and should not be missed. It was suggested the Kaikoura DVD could be shown and space could be sold to other operators.

Moved by D Smith, seconded by Mayor Heays and resolved that the Tourism & Development committee support the Tourism Officer in researching and securing advertising space at Christchurch i-Site.

Film Festival

The Tourism Officer advised she had been working with the Mayfair Theatre committee for a short film festival to be held in April /May with a "Close to Nature" theme. The Tourism Officer felt it was rather ambitious for this event to be held in April or May and was now looking at holding the event in September.

DVD Development

S Rattray advised a lot of local businesses had their own DVD's and suggested one DVD could be made showing all the activities rolling together.

Budget & Events Funding

The Tourism Officer noted N Gold had mentioned at the December meeting that she was going to work with the Chairman in terms of the Committee's budget. She advised there appeared to be a lot more requests from events organisers for funding and suggested this should be considered by N Gold and the Chairman when setting future funding budgets.

5. ECONOMIC DEVELOPMENT

The Economic Development Subcommittee met on 11 January 2008. The following needs were identified as a result of the meeting:

- A larger conference hotel required for off-season
- Aquatic centre needed for off-season
- Industrial site
- Whale Watch development
- Development of new wharf

The committee felt it would be useful to have a representative from Enterprise North Canterbury to speak at a future meeting and that Whale Watch be invited to attend and provide an update on their development.

6. SISTER CITY RELATIONSHIPS

Mayor Heays advised he had invited Sister Cities NZ Incorporated to provide a deputation at the Council meeting of 19 March. An invitation would be extended to local organisations, schools, businesses and individuals to attend the meeting.

7. URGENT BUSINESS

Request for Marketing Support

B Bell entered the meeting at 1.30pm

B Bell advised his adoptive daughter, Maureen Anyango, had been selected for a Miss NZ World competition where the winner would represent New Zealand at a Miss World pageant in the Ukraine. A dress with a sea theme that included paua shells and had won an award would be worn in the cultural section of the competition. B Bell sought funding assistance as he believed there was an opportunity for Kaikoura to be showcased as a district. There would be a lot of publicity surrounding the competition along with 1250 copies of a full colour magazine distributed. Competitors were able to buy space in the magazine at \$500 per page and B Bell felt because the dress being worn in the cultural section very much depicted Kaikoura it would be a good opportunity for Kaikoura to showcase itself as a district and to support local girl Maureen.

B Bell left the meeting.

The committee discussed this request and felt it was not within the Tourism & Development Committee's brief to support such requests. The committee did not see the request as a marketing opportunity for Kaikoura and felt the community would get more back from i-Site advertising.

Education Planning Kaikoura

D Smith advised the Ministry of Education had chosen Kaikoura as a trial area for the community to decide its education needs and how education should be delivered in Kaikoura. It would also look at adult education and governance. It would not look at the curriculum but rather how it was delivered. D Smith advised he was bringing it to the committee's attention as it fitted within the strategy and encouraged each and every member to fill in the consultation paperwork and offer their views. D Smith advised it would possibly be the biggest consultation event Kaikoura had ever experienced and it would be a massive review of the delivery of education in Kaikoura.

Marlborough Regional Trust

M Unahi tabled an invitation to attend a Marlborough Chamber of Commerce luncheon on sustainability being held on Wednesday 20th February with speaker Peter Neilson, Chief Executive Officer of the NZ Business Council for Sustainable Development attending.

L Buurman advised Marlborough Chamber of Commerce Chief Executive, T Lesley, was interested in visiting Kaikoura to gauge interest in providing business training in Kaikoura and that she would let the committee know when he was due in Kaikoura.

Department of Conservation – Conservation Park

R Murray advised Department of Conservation were currently calling for submissions on proposed conservation park Ka Whata Tu O Rakihouia. He believed the committee needed to be pro-active about the proposal and possibly invite a representative from Department of Conservation Nelson to provide a presentation on the proposal.

There being no further business the meeting closed at 2.47pm.