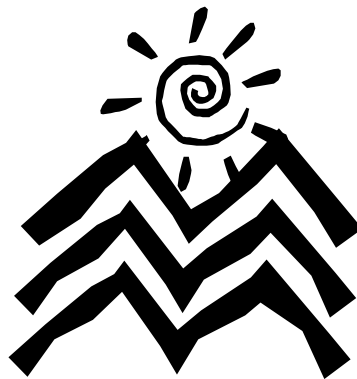




**KAIKOURA
DISTRICT COUNCIL**

***Tourism & Development Committee
Agenda***



12th March 2008

**TOURISM AND DEVELOPMENT COMMITTEE MEETING
HELD AT 1.00 PM ON WEDNESDAY 12TH MARCH 2008 IN
MEMORIAL HALL SUPPER ROOM, ESPLANDE,
KAIKOURA.**

Agenda

1. *Apologies*
2. *Matters to be raised as Urgent Business*
3. *Matters Arising from Report of 13/02/2008* *page 1*
4. *Minutes Action List*

Meeting	By Whom	Progress
12 DECEMBER 2007		
Confirm attendance of developer of new wharf to future meeting	Committee Secretary	Developer will confirm attendance when at appropriate stage.
13 FEBRUARY 2008		
Obtain accurate accommodation figures from MANZ.	Tourism Officer Councillor Macphail	A verbal update will be provided
Obtain accurate monthly figures from local moteliors by way of a website survey	Tourism Officer/ Office Manager	Website survey to be set up. A verbal update will be provided
Investigate making one Kaikoura DVD that has all the activities rolling together by using existing businesses DVD footage.	Tourism Officer	See T&ED Officer's report – page
Invite Enterprise North Canterbury and Whale Watch to speak at a future meeting	Councillor Macphail	In Progress
Consider requests from event organisers when considering 2008/09 budget	Councillor Macphail N Gold Tourism/Econ. Development Officer	In Progress

5. *Tourism & Development Statement of Accounts* *page 5*
6. *Tourism & Economic Development Officer's Report* *page 6*
7. *1.30pm Department of Conservation* *page 10*
 - A powerpoint presentation will be given by Area Manager, Dave Hayes on the proposed Conservation Park
8. *Urgent Business*

Financial Report to 29 February 2008

	Budget (Year) 2007/2008 \$	Actual (8 Months) 2007/2008 \$	Actual (Year) 2006/2007 \$
Expenses			
Personnel & Personnel Related	53,132	34,922	53,753
Advertising & General Expenses	5,500	2,930	3,606
Overhead Charges	5,591	3,720	5,830
TRENZ	11,000	10,103	10,832
Green Globe	3,500	3,311	2,542
Christchurch & Canterbury Marketing	5,000	5,000	5,000
Alpine Pacific Joint Ventures	10,500	10,000	-
Kaikoura Trade Shows	-	-	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	5,000	1,675	-
Unallocated Budget (prev. Visitor Guide)	25,000	-	-
	145,223	90,471	120,829
Funded by:			
Trade Show Participation Fees	1,500	356	-
Trade Manual Subscriptions	-	84	3,333
Visitor Guide Subscriptions	6,250	-	-
General Rates	99,573	66,382	100,000
	107,323	66,822	103,333
Activity Surplus/(Deficit)	(37,900)	(23,649)	(17,496)

Tourism & Economic Development Funds Held

	Budget (Year) 2007/2008 \$	Actual (8 Months) 2007/2008 \$	Actual (Year) 2006/2007 \$
Opening Balance	90,000	90,110	104,316
Activity Surplus/(Deficit)	(37,900)	(23,649)	(17,496)
Interest Applied to Fund	-	-	3,290
Closing Balance in Fund	52,100	66,461	90,110

Tourism & Economic Development Officer's Report

Meetings attended:

- 21st February – meeting of Events sub-committee with Nathan Fa'avae, Spring Challenge organiser – refer to project updates

Minutes action list comments:

- With regard to points 1 & 2 “Obtain accurate accommodation figures from MANZ” & “Obtain accurate monthly figures from local moteliors by way of a website survey.” – Tourism & Economic Development Officer will give a verbal update at the meeting
- With regard to the development of the existing Kaikoura DVD – Tourism & Economic Development Officer does not consider this a priority at the moment and does not plan to carry out any further investigation at this time

Project updates:

Spring Challenge – Nathan Fa'avae from Ten Events spoke to the Events sub-committee about the Spring Challenge event which is an adventure race for women's teams. This event was held for the first time last year in Hanmer Springs. This year, the event will take place in Kaikoura on Saturday 27th & Sunday 28th September. The race is in 3 stages – mountain bike, rafting and trail walking/running. Teams take part in either a 6 hour race (100 teams of 3 competitors) or a 12 hour race (50 teams of 3 competitors).

Given the fact that the race registration takes place on Friday 26th, there is huge potential for Kaikoura to benefit from a weekend influx of competitors & support crews. Mr Fa'avae told the committee that competitors from the 30 – 39 age group made up the majority of competitors in last year's race – many of whom were accompanied by their partners & children. Mr Fa'avae is looking for some sponsorship from K.D.C but the race is taking place irrespective of a funding award.

Tourism & Development Officer recommends that the Committee should discuss this further and allocate some funding for this event.

Christchurch i-SITE display – Tourism & Economic Development Officer has been researching the options for the display space at Christchurch i-SITE. A design has been created which will incorporate LCD screen to show the Kaikoura promotional DVD and individual business advertising. Tourism & Economic Development Officer is currently developing a prospectus containing details of the advertising package available to businesses. It is planned that revenue generated from these sales will partly fund the creation and construction of the display space and that ongoing advertising revenue will fund the future rental cost of the display space in full for 2009/2010 period. Tourism & Economic Development Officer recommends that the Committee discuss this further and allocate some funding for the development costs of the display.

Newsletter – Tourism & Economic Development Officer has sent out a new style newsletter for Tourism & Hospitality businesses containing updates on the main projects/campaigns underway along with visitor statistics. It is hoped that the newsletter will inform businesses more fully of the Tourism & Economic Development Officer's role as well as the initiatives undertaken by KDC through Tourism & Development Committee to promote and to develop Kaikoura as a tourism destination.

Statistics – Refer to Appendix 1 for the latest visitor numbers and comparisons. Despite the decrease in guest arrivals and guest nights in October, November & December 2007, a strong growth of 5.7 %

for guest nights and 5.3% for guest arrivals was recorded for the year - a very positive result, particularly when compared to neighbouring districts and regions. This growth was due in part to substantial increases in guest arrivals in June, July and August. Latest figures from Kaikoura i-SITE for February 2008 show a small increase of 1%.

Visitor guide – prospectus for 2008/09 guide will be sent to businesses in late April /early May. Tourism & Development Officer is hoping to increase the number of listings this year, particularly within the accommodation & café/restaurant sections of the guide. In addition, the possibilities of selling advertising space to external operators such as Interislander, Tranz Coastal and other transport operators are currently being investigated. It is thought that last year's print run of 35 000 may be increased for the 2008/09 season. Tourism & Economic Development Officer hopes to increase the revenue generated by the business listings but recommends that some funding be allocated to support this project where necessary during the 2008/09 period.

Kaikoura i-SITE Green Globe display – Tourism & Development Officer has developed a dedicated display area in Kaikoura i-SITE for information relating to Green Globe and other Kaikoura environmental initiatives such as the Eco bag campaign. This information has always been available in the i-SITE but not in a dedicated space. It is hoped that by creating this display, visitors' awareness of our status as a Green Globe community as well as our involvement in other environmental initiatives will be increased.

AA campaign – Tourism & Economic Development Officer has been working closely with Christchurch & Canterbury Tourism on the forth-coming AA campaign. Full details of Kaikoura's exposure in this campaign will be circulated at the meeting.

North Canterbury Food & Wine Trail – 40 businesses across the North Canterbury region have signed up for the trail. The brochure/map is currently in the design phase and it is anticipated that the trail will be launched in early/mid April.

Appendix 1

Visitor Numbers

Table 1: Kaikoura Guest arrivals – comparisons over August – December period

TABLE 1

Kaikoura Guest arrivals – % change	2003 - 04	2004 - 05	2005 - 06	2006 - 07
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	-3.4
November	20	-0.5	18.7	-8
December	14.2	8.3	7.2	-7

Table 2: Kaikoura Guest nights – comparisons over August – December period

TABLE 2

Kaikoura Guest nights – % change	2003 – 04	2004 – 05	2005 – 06	2006 – 07
August	-0.9	19.9	2.4	15.2
September	-6.8	33	10.6	0.7
October	4.6	19	25	2.3
November	21	2.8	13.6	-5.2
December	14.5	8.7	6	-2.5

Table 3: Annual guest nights – comparisons with neighbouring districts

TABLE 3

Total Guest nights % change	Kaikoura District	Hurunui District	Canterbury R.T.O	All R.T.O
2001 – 2002	2.2	3	7.8	6.5
2002 – 2003	-0.6	12.3	1.1	2.3

2003 – 2004	8.4	8.4	9.7	4.6
2004 – 2005	17.8	-0.4	1.5	1.8
2005 - 2006	9.3	3.6	-1.2	0.6
2006 - 2007	5.7	4.7	4.2	3.8

Table 4: Annual guest arrivals – comparisons with neighbouring districts

TABLE 4

Total Guest arrivals % change	Kaikoura District	Hurunui District	Canterbury R.T.O	All R.T.O
2001 – 2002	0.6	6	5.7	5.3
2002 – 2003	0.5	11.7	2.4	3.2
2003 – 2004	8.8	6.9	10.9	5.9
2004 – 2005	18.2	2.9	3.2	2.2
2005 – 2006	7.5	2.4	-1.5	0.3
2006 - 2007	5.3	3.2	3.4	2.2

REPORT TO TOURISM AND DEVELOPMENT COMMITTEE

Background

On 30 January, the Conservator publicly notified the intention to declare land held in the Inland and Seaward Kaikoura Ranges to be a Conservation Park. If approved the park will be named Ka Whata Tu O Rakihouia (the standing stores of Rakihouia) and cover in excess of 90,000 hectares.

David Hayes, (Area Manager –DOC) will be speaking to the committee regarding the creation of a conservation park and what this means.

Details provided by the Department of Conservation (DOC) are attached.

Submissions on the Conservation Park close on **2 April 2008**, resulting in this meeting being the last opportunity for the Committee to make a formal submission on the proposal or a recommendation to the Council on a submission on the proposal.

A draft submission has been prepared at a staff level and a copy of this is attached for comment, modification or approval.

Recommendation

The attached submission below be approved by the Committee and submitted to the Department of Conservation prior to 2nd April 2008.

Draft Submission

SUBMISSION - KA WHATA TU O RAKIHOUIA

The Kaikoura District Council and the Tourism and Development Committee support the creation of the proposed Conservation Park for the Kaikoura Area. It is recognised that the use of Conservation Park may be able to assist in promotion, funding and access for the area. As such the Committee and Council would encourage recognition and consideration of the following aspects:

- Promotion of a mountains to sea concept and the ability for a permanent displays to be provided on DOC land on the peninsular which provides views back to Ke Whata Tu o Rakihouia which provides interpretation of the area and its importance including background to the areas naming.
- Recognition in all public material produced about the area isolation and vulnerability to fire.
- Increasing awareness of the adverse effects of fire and the devastation which it may cause. Particularly given the area remote location and often dry conditions.
- Clear boundaries for the park to be indentified on all maps/brochures and permits issued. Including recognition of the surrounding farmlands working rural aspects. Rate payers in this area assist with general funding of the district and need to be treated with respect by all users of the park.
- Promotion of the “take only photos leave only footsteps” concept given the areas unique and threatened flora and fauna.
- Recognition of the area remoteness with no to very limited cell phone coverage.

- Promotion and provision of additional public access to the area, allow the area to be accessible to all.
- Provision of a level of funding to ensure that the area is well managed and maintained. Land vested in the Department of Conservation is not rated unless leased. The tenure review process and subsequent conservation parking results in a reduced rateable area for the District. It is therefore important the Department of Conservation provides adequate funding for management, promotion and maintenance of the area.
- Ensuring that all land is Conservation Land prior to the final gazetting of the conservation park. Area of land which are not held as conservation land are subject to rates.