

**REPORT OF THE TOURISM & DEVELOPMENT
MEETING HELD AT 1.00PM ON WEDNESDAY 9TH APRIL
2008 IN THE MEMORIAL HALL SUPPER ROOM, 34
ESPLANADE, KAIKOURA.**

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

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

APOLOGIES: N Gold, M Fissenden, D Smith, Mayor K Heays.

Moved by S Rattray, seconded by R Murray and resolved that apologies be accepted.

1. MATTERS TO BE RAISED AS URGENT BUSINESS

1. North Wharf Replacement

K Ngapora

2. CONFIRMATION OF MINUTES OF 12/03/2008

Moved by L Buurman, seconded by Councillor Ransley and confirmed that the minutes of the Tourism & Development meeting held on 12 March 2008 be confirmed as a true and accurate record.

3. MINUTES ACTION LIST UPDATE

Website Survey

The Tourism Officer advised a survey had been drafted and was due to be trialled shortly.

4. TOURISM & ECONOMIC DEVELOPMENT OFFICER'S REPORT

The Tourism Officer advised R Burgess of Department of Labour was unable to attend and provide a presentation on Kaikoura Labour Market Strategy due to sickness.

The Tourism Officer advised she had attended several meeting throughout the month including an Accommodation & Transport group meeting which had identified Waipara and Akaroa as areas within the region which would benefit from further investigations regarding transport and accommodation needs and the impact such factors would have on the labour market. An action plan was being developed.

Australian Media Campaign

The Australian media campaign had generated quite a lot of interest. Scott Pearson of Alpine Pacific Tourism had advised a television programme aimed at the mature traveller was scheduled to be filmed in New Zealand over 7 days in October.

North Canterbury Food & Wine Trail Launch

The official launch of the North Canterbury Food & Wine Trail was scheduled to take place on Wednesday 16th April at The Mud House Winery at Waipara where the final version of the trail map would be launched.

Kaikoura Visitor Guide reprint

Printing of a further 10,000 Kaikoura Visitor Guides was underway. The cost was \$4995 + gst and would tide the district over till October. The Tourism Officer advised she was currently looking at quotes for the next guide which was due to be printed in October, which would include using indented paper which was a lot cheaper. 45,000 copies of the guide would be printed compared with 35,000 this year and it was hoped they would last for the whole year.

Moved by R Murray, seconded by K Ngapora and resolved that the Tourism & Development Committee approve \$4,995 + Gst for printing of an additional 10,000 Kaikoura Visitor Guides.

Councillor Macphail asked the Tourism Officer if she saw the next Visitor Guide being self funding. The Tourism Officer advised the cost per unit would be less because cheaper paper would be used. She noted businesses that hadn't already listed in the guide were eager to list in the next guide and she was eager to have both Bluebridge Ferry and the Interislander advertising on the brochure.

Christchurch I-Site

The Tourism Officer tabled the final design for the 4metre x 2 metre wall image to be used to promote Kaikoura at Christchurch I-site and advised the vinyl wall image was currently being produced.

S Rattray expressed concern that the vinyl wall image showing the whale seemed one dimensional. Councillor Macphail noted there was a revolving screen directly below the whale image and further noted the whale image was Kaikoura's icon. The Tourism Officer advised in terms of the space allocated, the single whale image stood out and captured the attention of visitors as all of the surrounding areas were very busy with material.

It was suggested perhaps expanding on the image with wording. It was suggested "Your Ocean Playground" or "Natures Playground" could be incorporated by way of rolling text.

Visitor Research

A visitor survey, similar to one undertaken in 2007, had been set up and was being carried out by Kaikoura High School students. It was expected 400 surveys would be undertaken.

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

5. REGIONAL ECONOMIC GOVERNANCE GROUP PROPOSAL

Councillor Macphail advised the government had set up, through the Ministry of Economic Development and Trade & Enterprise, funding for regions to access for various projects within their districts. Regions such as Marlborough had already taken up on the scheme and done very well by being provided with funding for such things as their Aviation Museum and the Mussell Farm in Havelock. A key requirement for the establishment of the Regional Governance Group was the need to ensure that local government requires were being met, specifically community outcomes.

Councillor Macphail advised it was very exciting as there were a lot of funds available. It was all about coming up with the right proposal, such as a tourism college, and applying for the funding.

Moved by L Buurman, seconded by Councillor Ransley and resolved that the Tourism & Development Committee recommend to Council that:

- 1) it submit in support of the Regional Governance Group Proposal;*
- 2) a Kaikoura representative be proposed as a Director for the North Canterbury Sub-region on the Board;*
- 3) that the required annual financial contribution fee of \$2400 come from the Tourism & Development Committee budget.*

The motion was put and carried.

6. URGENT BUSINESS

North Wharf Replacement

K Ngapora advised Whale Watch Kaikoura had been working with McKay Shipping in assisting them with bringing cruise ships to Kaikoura. An approach had been made to Council some 4 years ago for facilities to be built on both the south and north side of the peninsula to enable cruise ships to load and disembark in any weather however to date there was only a facility on the south side and the issue was constantly raised that Kaikoura did not have facilities on both the south and the north. The 2nd issue was that it was important that all businesses were involved and not just Whale Watch.

McKay Shipping could bring as many ships to Kaikoura as it wanted however Kaikoura firstly needed to ask itself what its infrastructure and facilities could handle in terms of cruise ships. K Ngapora advised it would almost be like flicking a switch in terms of the amount of trade which meant Kaikoura needed to ensure it was ready and able to cater for such trade. The cruise ship industry was seeking to go off the beaten track and had identified Kaikoura as a destination they were eager to market.

L Buurman commented she believed there were two issues; one being the infrastructure and the other operators that had something to offer. She suggested operators that felt they could work with the cruise ship

industry should meet up with Tania Evamy, Trade Marketing Manager for Christchurch & Canterbury Tourism as she was able to get businesses up to speed with receiving cruise ships. L Buurman advised it was an area that had been identified that tourism needed to take very seriously.

Councillor Macphail suggested a workshop be held where both McKay Shipping, Tania Evamy of Christchurch & Canterbury Tourism and local businesses could all be invited to attend. Councillor Ransley noted it was a shame cruise ships couldn't come in the shoulder season rather than in January and February when the town was already very busy however he advised he would support any cruise ship opportunity and believed it was a terrific opportunity for Kaikoura.

There being no further business the meeting closed at 2.06pm.