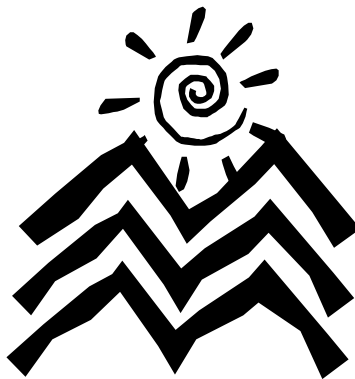




**KAIKOURA  
DISTRICT COUNCIL**

***Tourism & Development Committee  
Agenda***



***11<sup>th</sup> June 2008***

**TOURISM AND DEVELOPMENT COMMITTEE MEETING  
HELD AT 1.00 PM ON WEDNESDAY 11<sup>TH</sup> JUNE 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 09/04/2008* *page*
4. *Minutes Action List*

<b>12 DECEMBER 2007</b>		
Confirm attendance of developer of new wharf to future meeting	Committee Secretary	Developer will advise when he is able to attend
<b>13 FEBRUARY 2008</b>		
Invite Enterprise North Canterbury and Whale Watch to speak at a future meeting	Councillor Macphail	Refer item 6 - Denise Wiggins of Enterprise North Canterbury attending.
<b>12 MARCH 2008</b>		
Access information on how to set up a website survey to obtain accurate monthly figures from local moteliers	Tourism Officer	In Progress
<b>9 APRIL 2008</b>		
Arrange workshop on cruise ships visiting Kaikoura. Invite McKay Shipping and Tania and local businesses.	Tourism Officer	Tourism Officer to contact Kauahi for details of contacts.

5. *Tourism & Development Statement of Accounts* *page*
6. *Rachel Burgess, Department of Labour and Denise Wiggins, Enterprise North Canterbury will be present* *page*
7. *Inward Correspondence:*
  - *W Kunz* *page*
8. *Tourism & Development Officer's Report* *page*
9. *Air New Zealand In-flight Entertainment* *page*
10. *Proposal for Installation of Coin Operated Binoculars at Lookout* *page*
11. *Urgent Business*

## Tourism & Economic Development

### Financial Report to 31 May 2008

	Budget (Year) 2007/2008 \$	Actual (11 Months) 2007/2008 \$	Actual (Year) 2006/2007 \$
<b>Expenses</b>			
Personnel & Personnel Related	53,132	49,359	53,753
Advertising & General Expenses	5,500	2,764	3,730
Overhead Charges	5,591	5,115	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
Christchurch I-Site wall display/advert	-	833	-
Alpine Pacific Joint Ventures	10,500	10,500	-
AA Tourism Domestic Campaign	-	2,500	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
Destination NZ TV Series	-	1,750	-
Visitor Guide	5,000	9,824	-
Unallocated Budget (prev. Visitor Guide)	25,000	-	-
	<b>145,223</b>	<b>119,869</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	595	-
Christchurch I-Site Advertising Space	-	6,445	-
General Rates	99,573	91,275	100,000
	<b>107,323</b>	<b>98,755</b>	<b>103,333</b>
<b>Activity Surplus/(Deficit)</b>	<b>(37,900)</b>	<b>(21,114)</b>	<b>(17,496)</b>

#### Tourism & Economic Development Funds Held

	Budget (Year) 2007/2008 \$	Actual (11 Months) 2007/2008 \$	Actual (Year) 2006/2007 \$
<b>Opening Balance</b>	<b>90,000</b>	<b>90,110</b>	<b>104,316</b>
Activity Surplus/(Deficit)	(37,900)	(21,114)	(17,496)
Interest Applied to Fund	-	-	3,290
<b>Closing Balance in Fund</b>	<b>52,100</b>	<b>68,996</b>	<b>90,110</b>

# Notes on Labour Market Strategy – background for discussion with Rachel Burgess & Denise Wiggins

## Kaikoura Labour Market Forum, Workforce Development Strategy meeting, 7<sup>th</sup> November 2007

**Present:** Alex Beaton – Dept. of Labour, Small Business Information Unit  
Gina Solomon, Lawless Edge  
Julie Priddle, Kaikoura High School  
Grant Palmer, Work & Income  
Jason Leppins, Te Puni Kokiri  
Terri Sonal, Whale Watch  
Lianne Nichols, Enterprising Communities, Work & Income  
Ronnie Gibson, Enterprising Communities, Work & Income  
Rachel Burgess, Labour Market Knowledge Manager, Dept of Labour  
Irvine Paulin, N.Z.T.E  
Megan Pfeifer, KDC  
Gayle Rae, Kaikoura Work & Income  
Jenny Bolton-Roche, Te Whare Putea  
Lynette Buurman, Encounter Kaikoura  
Mere Wetere, Labour Market Manager, Work & Income  
Mayor Heays

**Apologies:** John Macphail, Mary Richardson (Family & Community Services), Rupia Te Ua, Thomas Kahu, Anake Goodall (Te Runanga o Ngai Tahu), Leena & Darren Kerei-Keepa, Robin Mortimer (Service Centre Manager, Work & Income), Virginia Archer (Marlborough Community college), George Clarke (Takahanga Marae), Te Tai O Marokura representation

**Purpose:** to discuss and seek approval for a workforce development strategy.

**Presentation:** A joint overview was provided by Mayor Kevin Heays, Mere Wetere, Annie Paterson and Rachel Burgess outlining the need for a specific workforce development strategy that will address labour shortage needs in Kaikoura, allowing 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.

### **Group discussion:**

- 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 has a permanent staff base of 54 which increases by a third during peak season. 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.
- 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 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 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 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.
- When considering responses to training needs, Nelson Marlborough Institute of Technology (NMIT) is the local provider.
- A broad representation of businesses should be included in the strategy to ensure that non-seasonal industry needs are met. This has prospective flow-ons in that partners of permanent employees might be considered for seasonal vacancies.

**General consensus was that the establishment of a Workforce Development Strategy addressing short-, medium- and long-term labour market issues is supported.**

**Resources:**

- A strong community commitment means that key stakeholders in Kaikoura are often members of several different forums. This has the potential to add strength/value to groups formed under the strategy as members.
- Kaikoura’s size means that it is small enough to be considered for pilots.
- A \$15,000 funding stream is available through Work and Income to progress workforce development strategies. To access this funding a business case demonstrating support from council, business, community and other agencies would need to be submitted

The group was asked to consider membership/representation to inform the workforce development strategy which included:

- Council – Mayor Kevin Heays
- Kaikoura Information and Tourism Incorporated (KITI)
- Kaikoura Tourism and Economic Development Committee – Annie Paterson
- Federated Farmers
- Local schools
- Small businesses with inclusion of:
  - building and construction representatives
  - business owners with innovation
  - non-seasonal businesses
- Central government
- Polytechnic(s) – Nelson Marlborough Institute of Technology / Te Tai Poutini
- Angela Blunt – SEEK co-ordinator

A working group was agreed upon to progress discussions and develop a framework prior. This working group will be made up of:

- Annie Paterson / Megan Pfeifer (Kaikoura District Council)
- Lianne Nichols / Ronnie Gibson (Labour Market Development, Work and Income)
- Rachel Burgess (Department of Labour)
- Gayle Rae (Kaikoura Work and Income)

# Tourism & Economic Development Officer's Report

## Meetings attended:

- Thursday 15<sup>th</sup> May – Christchurch & Canterbury Tourism networking function – focusing on sustainable tourism. Presentations from Qualmark (regarding the new Green Qualmark accreditation), Christchurch City Council (Target Sustainability) and Stuart Grant.
- Thursday 22<sup>nd</sup> May – hosted a group of Australian travel agents from Western Australia as part of a Christchurch & Canterbury famil
- Monday 26<sup>th</sup> – Thursday 29<sup>th</sup> May – TRENZ 2008, Rotorua – refer to project updates
- Tuesday 3<sup>rd</sup> May - Meeting with Kaikoura Ladies Lions & Momentum group to discuss Re-Fest – refer to project updates
- Thursday 5<sup>th</sup> May – tree planting with Trees for Travellers as part of Arbor Day & World Environment activities. Tourism & Economic Development officer has been assisting Noriko Burra with media coverage of this event.
- Monday 9<sup>th</sup> May – North Canterbury Food & Wine Trail steering group – verbal update

## Project updates:

- **TRENZ 2008** – Tourism & Economic Development Officer attended TRENZ with Mandy Fissenden and had 49 appointments over the 3 days featuring buyers from the main markets such as UK, USA and Australia, emerging and growing markets such as China, India and Canada. It was felt that the buyers were keen to do business, to feature fresh selection of activities on existing itineraries, to feature new product and to introduce Kaikoura to itineraries for the first time.

### Buyer summary:

USA – 6, Singapore – 3, India – 5, Thailand – 3, UK – 5, New Zealand – 5, Australia – 5, Brazil – 1, China – 5, Korea – 2, Europe – 3, Japan – 4, Canada 2.

Whale Watch Kaikoura and Kaikoura Wilderness Walks were also exhibiting at TRENZ this year. In spite of the difficult summer, exhibitors and Regional Tourism Organisations seemed positive about the future and also positive about TRENZ itself. Tourism & Economic Development officer has begun work on TRENZ follow-ups and will report again in more detail at the next meeting.

- **North Canterbury Food & Wine Trail** – verbal update
- **RE-Fest 2008** – Tourism & Economic Development officer has been working with the Lions club and the Momentum group to link the Trash Fashion and the Eco Art exhibition into a week of creative events with the common theme of recycling. The week will be known as Re-Fest and will have a soft launch this year. Tourism & Economic Development officer is currently organising the Scrap Yard Challenge along with Innovative Waste which will mark the commencement of Re-Fest on 14<sup>th</sup> June.

It is hoped that Re-fest will have the potential to develop into a major event on the Kaikoura calendar in future years. It is hoped that businesses & organisations in town will link into the Re-fest branding and stimulate community involvement and visitor growth through the development of their own events, exhibitions, special deals and offers.

- **Alpine Pacific Touring route maps** – 35 000 copies of the map have been produced and are currently being distributed predominantly via the i-SITE network. Copies of the map will be circulated at the meeting.
- **Alpine Pacific Tourism is holding an industry update and networking function** on Tuesday 24<sup>th</sup> June, 6.30pm – 9pm at the Heritage Hotel, Hanmer Springs. The presentation will cover the Tourism Board's activities and achievements over recent years and indicate Alpine Pacific Tourism's strategic direction. Current market trends and national initiatives such as the New Zealand Tourism Strategy 2015 will also be mentioned.
- **Kaikoura Labour Market strategy development** and New Zealand Skills strategy – presentation and discussion with Rachel Burgess, Labour Market manager, Dept. of Labour and Denise Wiggins, Labour Market co-ordinator, Enterprise North Canterbury at the meeting.

The purpose of the last Kaikoura Labour Market Strategy forum in November, was to assess the level of support for the development of a Kaikoura Labour Market Strategy. The general consensus was that the creation of a workforce development strategy to address short, medium and long-term labour market issues was required. A summary of this meeting is attached. In order to progress with this strategy, a governance group is required. Interested members from both the Tourism & Development Committee and the Social Services Committee would be ideal to combine to form a governance group to drive the development of this strategy.

Rachel Burgess will talk in more detail about this as well as updating the Committee on the New Zealand Skills Strategy and signature projects from the Canterbury Labour Market Strategy. Denise Wiggins will talk about her experiences with the development of the North Canterbury Labour Market Strategy including funding and key outcomes.

- **Christchurch i-SITE display** – the display has been completed. The LCD screen and media player have been installed. A 7 minute feature containing generic Kaikoura footage and advertising from 10 Kaikoura businesses is screened and runs on a continuous loop.

**Proposals to consider:**

- **Air New Zealand proposal** – refer to attached information
- **Request from Kaikoura i-SITE Visitor Centre** for some funding to assist in the production of voucher covers. The i-SITE aims to produce 60 000 bi-fold voucher covers to be used for customers booking large itineraries in order to keep all the vouchers together. The vouchers would be printed to match the design of the Visitor Guides and the website. Estimates received so far indicate the total cost to be in the region of \$3500+GST. Advertising on the inside cover will be offered to businesses to generate revenue to assist with the cost of this project.

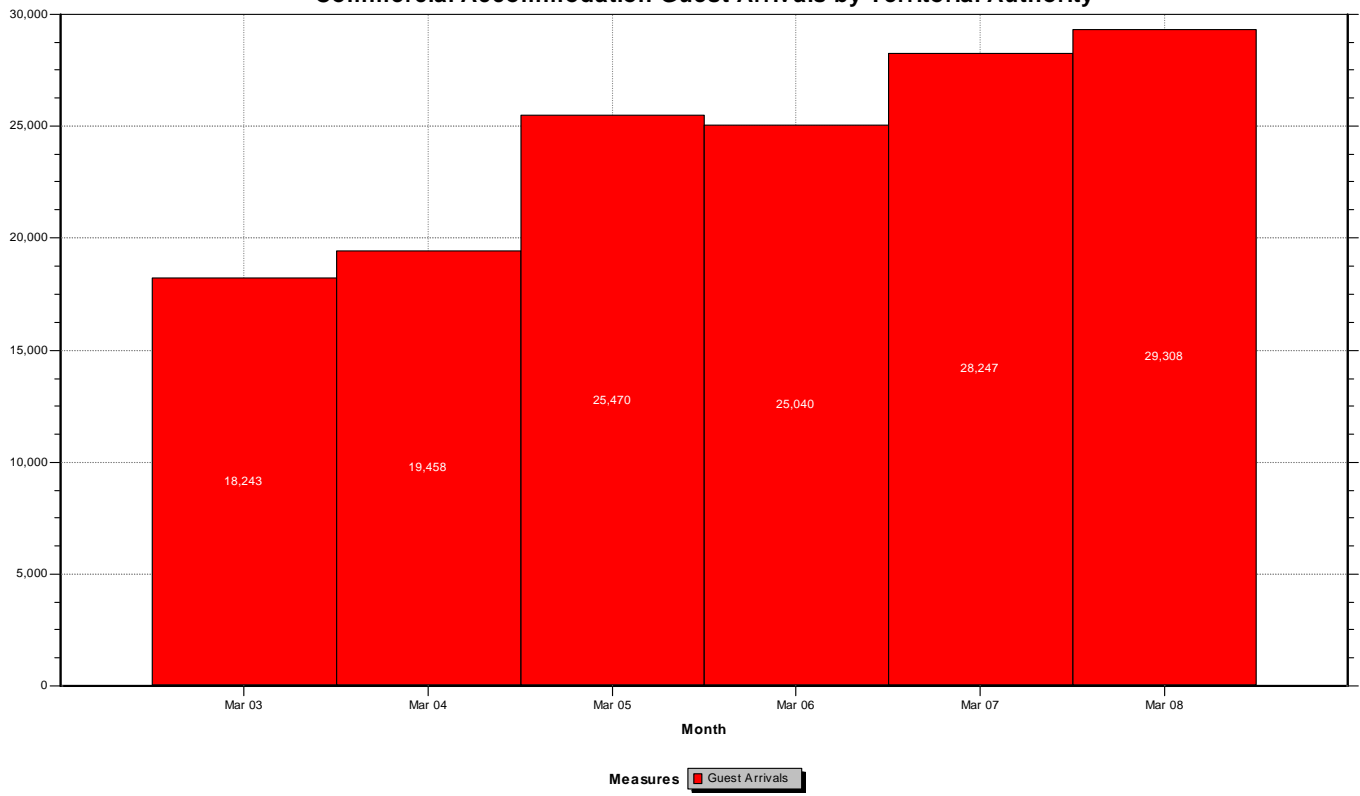
## Appendix 1

Visitor statistics:

<b>Kaikoura Guest Arrivals – % change</b>	<b>2003 - 04</b>	<b>2004 - 05</b>	<b>2005 - 06</b>	<b>2006 - 07</b>	<b>2007 - 08</b>
<b>August</b>	4.4	16.5	1.5	11.6	
<b>September</b>	0.8	33.2	8.8	0.3	
<b>October</b>	5.1	18.9	23.4	-3.4	
<b>November</b>	20	-0.5	18.7	-8	
<b>December</b>	14.2	8.3	7.2	-7	
<b>January</b>	1.2	23.8	3.4	10.3	-8.8
<b>February</b>	1.0	23.9	0.8	14.6	-3.8
<b>March</b>	6.2	23.6	-1.7	11.4	3.6

<b>Kaikoura Guest nights – % change</b>	<b>2003 - 04</b>	<b>2004 - 05</b>	<b>2005 - 06</b>	<b>2006 - 07</b>	<b>2007 - 2008</b>
<b>August</b>	-0.9	19.9	2.4	15.2	
<b>September</b>	-6.8	33	10.6	0.7	
<b>October</b>	4.6	19	25	2.3	
<b>November</b>	21	2.8	13.6	-5.2	
<b>December</b>	14.5	8.7	6	-2.5	
<b>January</b>	2.7	22.9	4.3	4.7	-3.9
<b>February</b>	1.9	21.5	7.6	12.9	-8.2
<b>March</b>	12.1	23.2	-2.8	10.8	1.6

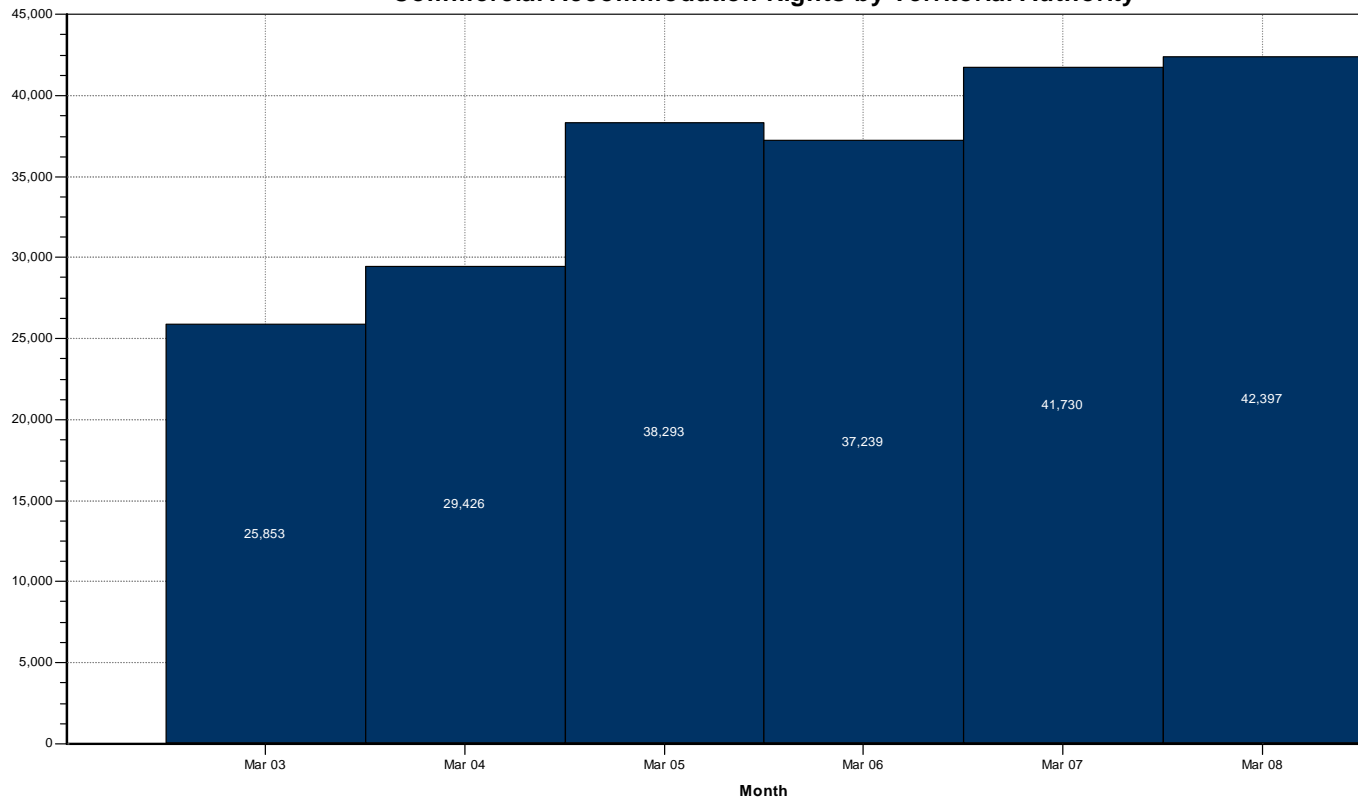
### Commercial Accommodation Guest Arrivals by Territorial Authority



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Base - Kaikoura Dis

### Commercial Accommodation Nights by Territorial Authority

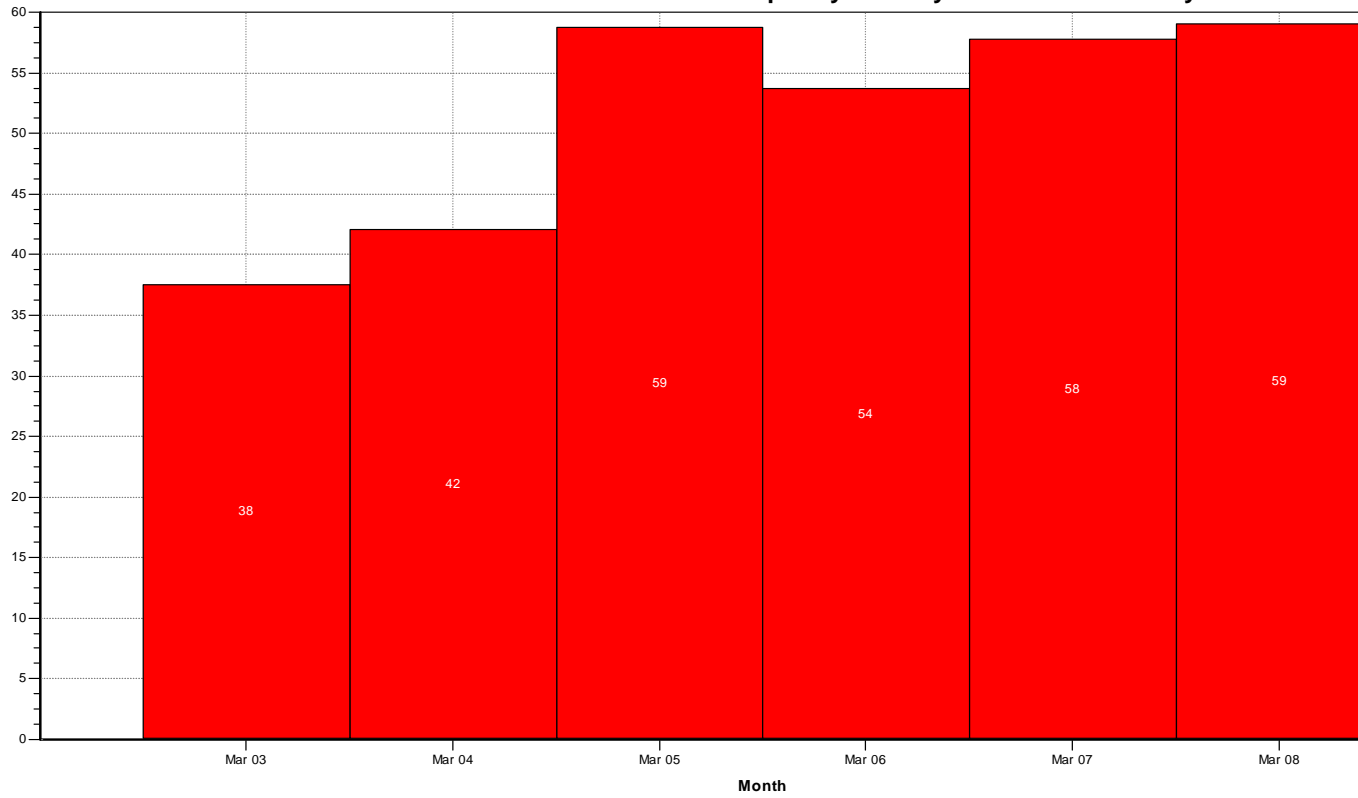


Measures Guest Nights

Autobase Off

Base -

### Commercial Accommodation Occupancy Rate by Territorial Authority



Measures Occupancy Rate %

Autobase Off

Base - I

## **Request for Installation of Coin Operated Binoculars at Lookout**

A request has been received from Events Kaikoura Limited to install coin operated binoculars at the Lookout on the Kaikoura Peninsula.

Attached is a copy of the request along with a diagram showing the type of binocular to be used and the method of installation.

**Recommendation:**

***It is therefore recommended that the Tourism & Development Committee support the installation of coin operated binoculars at the Lookout Point on Kaikoura Peninsula.***