

**REPORT OF THE TOURISM & DEVELOPMENT
MEETING HELD AT 1.00PM ON WEDNESDAY 11th JUNE
2008 IN THE MEMORIAL HALL SUPPER ROOM, 34
ESPLANADE, KAIKOURA.**

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

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

APOLOGIES: D Smith, S Rattray, R Murray.

Moved by N Gold, seconded by M Unahi and resolved that apologies be accepted.

1. MATTERS TO BE RAISED AS URGENT BUSINESS

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| 1. Unpaid KITI Invoice | <i>N Gold</i> |
| 2. DTO Meeting Expenses | <i>Councillor Macphail</i> |

2. CONFIRMATION OF MINUTES OF 09/04/2008

Moved by L Buurman, seconded by M Unahi and confirmed that the minutes of the Tourism & Development meeting held on 09 April 2008 be confirmed as a true and accurate record.

3. MATTERS ARISING FROM CONFIRMED MINUTES

Regional Economic Governance Group Proposal

Councillor Macphail advised all Councils in the Canterbury region had signed up to this proposal. The North Canterbury leg was represented by 3 Councils, being Hurunui, Waimakariri and Kaikoura District Council and that he had been appointed as the North Canterbury representative.

3. MINUTES ACTION LIST UPDATE

Website Survey

The Tourism Officer advised she would include this item as a project within future monthly reports.

4. DEPARTMENT OF LABOUR & ENTERPRISE NORTH CANTERBURY]

R Burgess of Department of Labour and Denise Wiggins of Enterprise North Canterbury were in attendance.

R Burgess advised a meeting had recently been held in Kaikoura on New Zealand Skills Strategy. The strategy was based around what skills would be required in the workplace in the future and identified issues such as increasing language and literacy. It became apparent at the meeting that there was an issue around accessing skills and training for Kaikoura residents because of Kaikoura's geographic isolation. R

Burgess advised there may be the potential to find funding for Kaikoura which may also lead to Kaikoura being used as a trial for the rest of New Zealand.

It was noted a good mixture of people had attended a recent Labour Forum with the following key points noted from the meeting:

1. 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".
2. 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.
3. 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.
4. Housing issues are also common so any response to workforce issues would need to consider availability of housing for those coming to the area.
5. 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.
6. A workforce development strategy would engage a broader response to include other industries and address sustainability.
7. There is opportunity to engage with the wider region as some issues may be shared and established solutions could be adopted.
8. 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.
9. 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.
10. There are opportunities for bigger businesses with good and well-established employment practices to share information and good practice models with smaller businesses.
11. When considering responses to training needs, Nelson Marlborough Institute of Technology (NMIT) is the local provider.
12. 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.

A small working group was formed at the forum and they had reached a point that required more structure in order to move forward.

Denise Wiggins, Labour Market Coordinator for Enterprise North Canterbury advised North Canterbury had prioritized three strategies

that were about to start that included youth and training, information on career opportunities, and workplace collaboration including hospitality, viticulture and horticulture coming together to cooperate collaboratively.

R Burgess advised there was already a lot of enthusiasm around getting a strategy going in Kaikoura which included a group of people who were keen to get some traction going around this but needed leadership. It was asked if such a group was needed in order to access funding for a facilitator. R Burgess advised in order to apply for funding, the first step was to identify if Kaikoura needed a skills facilitator and if so, what that job would entail. She advised she was happy to help in terms of the process however someone in Kaikoura was needed to drive it.

Ronnie Gibson of Ministry of Social Development advised the Ministry had funding available for such projects. Initially funding was usually approved for 12 months and if the Ministry were satisfied, they generally funded for a further 24 months.

The Community Development Officer advised she believed it was very important for Kaikoura to have a Labour Market Strategy as it would provide a way forward. It would be great to have something solid to work toward by way of a plan rather than operating ad-hoc.

It was suggested the Tourism Officer and the Community Development Officer work together.

Moved by K Ngapora, seconded by M Unahi and resolved that the Tourism & Development Committee provide support and leadership into the development of a Labour Market Strategy for the Kaikoura District.

The motion was put and carried.

Discussion

Councillor Woods asked what the committee hoped to achieve. Councillor Macphail advised they hoped to identify the skills needs for the district along with the huge seasonability of the district.

R Gibson advised there was a \$15,000 funding pool that could be applied for to set up a Labour Market forum. It could be applied for through enterprise and communities so it needed to be an incorporated society or trust.

R Burgess advised she was happy to outline a process however at this point there was a need to identify a leadership group. She suggesting getting together as a group in the next two months to discuss what a skills facilitator might look like. Councillor Macphail suggested this could possibly be work shopped at the next meeting.

5. INWARD CORRESPONDENCE

Included in the agenda was correspondence received in from local resident W Kunz. Councillor Macphail advised Mr Kunz had been invited to come along to the meeting to present his correspondence however he had chosen to not attend.

L Buurman advised Mr Kunz often visited her with a lot of ideas and passion and she recently suggested to him that the Business Discussion Group start up again. L Buurman advised she was committed in getting interested people together to talk about the issues raised in Mr Kunz's correspondence as a lot of the points raised were commercial issues. Councillor Macphail thanked L Buurman for her enthusiasm in re-establishing the Business Discussion Group, noting Council would be eager to see such a group re-establish.

6. TOURISM OFFICER'S REPORT

The Tourism Officer presented her report advising she had received positive feedback from buyers of the recently held TRENZ show noting the buyers that attended were interested and very keen and it was felt overall they were a much better range of buyers.

North Canterbury Food & Wine Trail

Members of the North Canterbury Food & Wine Trail had met recently and had decided to concentrate on more media work and web presence. Whilst they were not at the stage of developing a website, they were looking at developing a web page and a workable downloadable pdf. Wine Trail members were also looking at having a famil for trail members over the winter months in order to encourage them to become familiar with whatever everyone else was providing.

ReFest

The Tourism Officer advised she had been working with the Lions Club and the Momentum Group to link the Trash Fashion and Eco Art exhibition into a week of creative events with a common theme of recycling. She advised the Scrapyard Challenge had been cancelled due to insufficient entries due mainly from lack of time to market and sell the event.

7. AIR NEW ZEALAND IN-FLIGHT ENTERTAINMENT

Included within the Tourism Officer's report was a proposal from Air New Zealand for Kaikoura to purchase a 10 minute entertainment and information programme for viewing on all Air New Zealand aircraft into Christchurch. The Tourism Officer advised the cost was \$5750 + gst plus any additional costs such as editing of existing footage.

Moved by N Gold, seconded by Mayor Heays and resolved that the Tourism & Development Committee proceed with a 30 second segment of in-flight entertainment with Air New Zealand using existing DVD footage.

Discussion:

L Buurman suggested the existing footage be looked at as it was critical that it was correct. M Fissenden suggested negotiating a better price since three Kaikoura business were taking the offer up being Whale Watch, Encounter and Council.

8. REQUEST FOR INSTALLATION OF COIN OPERATED BINOCULARS AT LOOKOUT POINT

Included in the agenda was a request from Events Kaikoura Limited to install coin operated binoculars at the Lookout Point. S Valkhoff was present and advised the telescope that was proposed to be used could see the night sky and dolphins and would provide another activity for visitors. She noted it would have a strong maintenance programme.

Moved by Mayor Heays, seconded by Councillor Ransley and resolved that the Tourism & Development Committee support the installation of coin operated binoculars at the Lookout Point on Kaikoura Peninsula.

9. URGENT BUSINESS

Unpaid KITI Invoice

N Gold advised there was an outstanding invoice awaiting payment from Council for the I-Site Manager attendance at DTO meetings. She advised there were two incidents where the I-Site manager had taken her car to DTO meetings but Council had declined to pay the travel invoice raised by KITI. N Gold advised that if the Tourism Officer was unable to go to DTO meetings and the I-Site manager attended then KITI felt Council should pay the I-Site Manager's wages and mileage for attendance.

Councillor Macphail advised it was important that Kaikoura had a representative at every DTO meeting and that he would like to see the Tourism & Development Committee support whoever attended by way of paying the costs.

Moved by Councillor Macphail, seconded by L Buurman and resolved that should the Tourism & Economic Development Officer be unable to attend DTO meetings then a representative from Kaikoura attend on her behalf and that the travel and time costs be reimbursed by Council.

The motion was put and carried.

West End Paving Option

Councillor Macphail advised quotes and options had been received for the upgrading of the West End footpaths. Asked if planter boxes were being installed, Councillor Macphail advised no.

There being no further business the meeting closed at 2.36pm.