

**REPORT OF THE TOURISM & DEVELOPMENT
MEETING HELD AT 1.00PM ON WEDNESDAY 10th
SEPTEMBER 2008 IN THE MEMORIAL HALL SUPPER
ROOM, 34 ESPLANADE, KAIKOURA.**

PRESENT: Councillor J Macphail (Chair), Councillor J Ransley, L Buurman, S Rattray, K Ngapora, N Gold, C Davis (Department of Conservation).

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

APOLOGIES: Mayor Heays, M Unahi, D Smith, M Fissenden.

Moved by S Rattray, seconded by N Gold and resolved that apologies be accepted.

1. MATTERS TO BE RAISED AS URGENT BUSINESS

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| 1. Domestic Kaikoura Promotion | <i>S Rattray</i> |
| 2. Streetlights & Seafest Banners | <i>Councillor Ransley</i> |

2. MATTERS ARISING FROM CONFIRMED MINUTES

Fishing Industry

L Buurman advised there was a lot of apprehension around the proposed set net ban which she believed was borne out of people being uninformed. She advised Te Korowai had sent a submission to the Minister requesting the limit to be 1 nautical mile off Kaikoura rather than the proposed 4 nautical miles which had been accepted. L Buurman advised a huge effort had gone into it from local fishermen and had been driven by Te Korowai.

Moved by S Rattray, seconded by K Ngapora and resolved that the Tourism & Development Committee write to Te Korowai acknowledging their work on the issue of set netting, and offering assistance to Te Korowai, if required.

Events Policy

N Gold asked when an events policy would be formulated. Councillor Macphail noted it would be worthwhile looking at formulating an events policy and requested this item be placed on the minutes action list.

Cruise Ship Industry

Councillor Macphail advised he had met with C Harris of McKay Shipping following his presentation to the Committee in August and taken him to the new wharf area.

S Rattray advised it had been suggested at a recent Envision meeting that someone be appointed to liaise with pending cruise vessels. It was noted

the following vessels were scheduled to call into Kaikoura during the 2008/09 season:

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| ▪ Orion | 25 November 2008 |
| ▪ Orion | 5 December 2008 |
| ▪ Clipper Odyssey | 11 December 2008 |
| ▪ Clipper Odyssey | 28 December 2008 |
| ▪ Clipper Odyssey | 9 January 2009 |
| ▪ Clipper Odyssey | 11 February 2009 |
| ▪ Orion | 17 February 2009 |
| ▪ Oceanic Discoverer | 2 March 2009 |
| ▪ Oceanic Discoverer | 13 March 2009 |

L Buurman suggested plans be put in place for the current season and suggested a community focused greeting. N Gold advised cruise ships would only be interested in dealing with one person rather than a raft of businesses and suggested that person be either the Tourism Officer or the I-Site manager. It was noted it could also be an opportunity for the Envision group to get involved. S Rattray advised he believed the key thing would be to provide a one stop shop that organised all landbased activities including transport and that the Tourism & Development Committee's function should be to meet and greet the vessels. K Ngapora suggested something be planned to celebrate the arrival of each vessel and suggested greetings such as:

- the mayor wearing his chains;
- a powhiri;
- a green carpet, instead of a red carpet, to mark our environmental sustainability;
- a key Kaikoura icon.

L Buurman suggested businesses could create a buzz outside their businesses by way of a sandwich board, market table, or something similar however they needed to know when the cruise vessels were coming as often no-one knew until a cruise vessel appeared in the bay. L Buurman suggested focusing on just one thing and suggested that be the disembarking area, with plantings, or a brochure stand, and that businesses be advised of pending ship arrivals to they could plan their own thing. It was further suggested that the I-Site set up a cruise ship counter for the day.

Councillor Macphail advised he would be happy to host a workshop with the Envision group and the Tourism & Development committee in order to get some ideas floating around.

C Davis suggested the I-Site manager contact Picton I-Site to see how they welcome cruise ships.

3. CONFIRMATION OF MINUTES OF 13/08/2008

Moved by N Gold, seconded by J Ransley and confirmed that the minutes of the Tourism & Development meeting held on 13 August 2008 be confirmed as a true and accurate record.

4. TOURISM & ECONOMIC DEVELOPMENT OFFICER'S REPORT

A verbal report was given by the Tourism Officer. Visitor guides were currently being prepared and a follow up to businesses would be undertaken shortly to ensure they were aware of what was required of them following perspectives being sent out to all businesses by Beck and Caul

Media results had been received from Canterbury Tourism, including feedback from the recent AA campaign which would be collated and reported back to the committee at a future meeting.

The Tourism Officer advised she was eager to undertake a review of the committee's marketing plan and while she didn't expect to make any drastic changes, she felt it was timely and could be undertaken when the committee looked at developing its events policy.

Industry Training

Previously an Activities and Attractions show had been held in the Memorial Hall annually to showcase businesses what other businesses had to offer. A new initiative was being focused on for later in the year which involved industry training for new staff to tourism and hospitality in Kaikoura by way of a fun and informative tourism quiz night.

Image Library

The Tourism Officer advised she would be focusing on putting together a small select library of images as she believed it was important that the Committee had key images that it owned.

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

5. CORRESPONDENCE

Resignation from D Smith

Councillor Macphail suggested D Smith's tremendous support to the committee be acknowledged by way of a gift.

Moved by N Gold, seconded by Councillor Macphail and resolved that the Tourism & Development Committee acknowledge D Smith's contribution to the Tourism & Development Committee and that he be given a gift from the Committee.

Councillor Macphail urged the committee to think about a possible replacement representative and asked the committee to put forward names of possible people to himself or the Tourism Officer.

6. MOA HUNT FUNDING

\$3000 was given to the Moa Hunt event following committee consensus being gathered via email.

Moved by Councillor Ransley, seconded by S Rattray and resolved that the Tourism & Development Committee provide funding of up to \$3,000 towards banners for the Moa Hunt event.

7. KDC SIGNS BYLAW SUBMISSION

A submission of the Kaikoura District Council Signs Bylaw, prepared by N Gold, S Rattray and M Fissenden, was submitted to Council following it being circulated around the committee via email for feedback.

Moved by N Gold, seconded by S Rattray and resolved that S Rattray be appointed to speak on behalf of the Committee when submissions to the Signs Bylaw are heard by Council.

8. PROPOSAL TO ABOLISH KAIKOURA DISTRICT

Included in the agenda was an outline from the Local Government Commission in terms of the procedures relating to the proposal to abolish the Kaikoura District. The Committee were asked to consider comments they would like to see included in a submission.

N Gold advised Kaikoura Information & Tourism Inc (KITI) were putting in a submission on behalf of Kaikoura I-Site focusing on the relationship between itself and Council.

S Rattray advised members of the Envision Group and been encouraged to submit with an emphasis on submitting now rather than going through the whole process.

The Tourism Officer was asked to prepare a submission and circulate it to all members prior to lodging it with the Commission. It was suggested industry groups outside of Kaikoura such as Tourism Industry Association (TIA) be encouraged to submit.

9. URGENT BUSINESS

Domestic Kaikoura Promotion

S Rattray advised he had recently seen an advertisement promoting Hanmer not just as a tourist destination but also as a place to live and suggested perhaps Kaikoura could do the same, along with the new Envision Group. He advised he would be putting together some draft campaign ideas and driving it from the Envision Group and sought input from the Committee.

N Gold advised the Committee had looked at doing a similar campaign some 3-4 years ago but had been amazed at the cost of such advertising. The Tourism Officer noted when the Committee undertook the Radio Works campaign it had been very poorly supported by businesses with virtually no businesses coming on board.

J Ransley suggested a campaign directed at retaining young people in Kaikoura as so many left the district following the completion of education.

S Rattray advised he may present draft campaign ideas at the next meeting.

Streetlights

Councillor Ransley expressed concern that the arms on the new streetlights on the Esplanade and throughout the West End were too short meaning Seafest banners were unable to be hung from them.

There being no further business the meeting closed at 2.28pm.