

**REPORT OF THE TOURISM & DEVELOPMENT
MEETING HELD AT 1.00PM ON WEDNESDAY 12TH
NOVEMBER 2008 IN THE MEMORIAL HALL SUPPER
ROOM, 34 ESPLANADE, KAIKOURA.**

PRESENT: Councillor J Macphail (Chair), Mayor K Heays, Councillor J Ransley, L
Buurman, S Rattray, K Ngapora, N Gold.

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

APOLOGIES: M Unahi

*Moved by N Gold, seconded by Mayor Heays, and resolved that
apologies be accepted.*

1. MINUTES ACTION LIST UPDATE

Invite Spokesperson from Fishing Industry

D Cleall was invited to attend the meeting to advise of recent changes to the fishing industry and the effect it was having on the local fishing industry. He advised both Sealords and Ngai Tahu had changed their fishing structure and had withdrawn all of their quota out of Kaikoura completely. The fishermen that were previously fishing for Sealords were now fishing for Talley's who sent trucks to Kaikoura daily with a minimum requirement of 60 bins of fish per day due to the cost of running a truck up and down the coast. D Cleall advised the current arrangement with Talley's was a trial for two months and if it didn't work out they may withdraw their quota from Kaikoura. It was noted the coming year would be one of the hardest the fishing industry had ever faced, especially for those fishermen that did not own their own quota. A breakdown of the costs associated with fishing own quota was provided as follows:

- Department of Conservation \$ 235 per month
- Ministry of Fisheries \$3968 per month
- Seafood Industry \$ 550 per month
- South East Fish Mac \$2870 per annum
- Audit (2 required per annum) \$2800 per audit
- Council slipway and parking fees \$2400 per annum

It was noted the cost of fuel, boat costs and repairs were additional. D Cleall advised he was spending approximately \$20,000 on fuel per month when fuel was at its peak recently.

Asked if he was still able to earn a living from fishing, D Cleall advised there was still money to be made at certain times of the year however the fees associated with fishing had escalated, noting it cost him \$62,000 per annum in fees and permits before he even put his boat in the water.

S Rattray asked if there were any opportunities for local fishermen to get into aquaculture to which D Cleall replied no, due to the cost, and feeding in a bacteria based plant. It was possible to feed at the wharf, however resource consents and discharge permits were complicated. It was noted the paua industry was currently also in an unknown time.

Mayor Heays asked what type of fish could expect to be found in fish shops in Kaikoura over the next 3-5 years. D Cleall advised some of the fish caught locally for Talleys would be available however a lot of fish was now coming in from factory boats from Argentina as they had the same type of fish as New Zealand since they were on the same latitude as New Zealand.

Asked if there was any direction that Council or the Tourism & Development Committee could take to work together with or help the fishing industry, D Cleall advised it was hard because the companies that owned quota had their own mandate which they seldom went outside of but noted it was important to be mindful of keeping costs down and having a say when the opportunity arose.

D Cleall left the meeting at 1.42pm.

Invite Whale Watch to a future meeting

K Ngapora advised Whale Watch Kaikoura had no immediate plans to build on the peninsula due to the current global financial climate.

Events Policy

The Tourism Officer advised she would shortly be emailing out a copy of a draft policy to the committee.

Speak to Christmas Village organisers re street decorations

S Rattray advised the Christmas Village organisers did not have the budget or capacity to decorate beyond the West End car park.

Obtain Christmas Decorations book from J Dreaver

L Buurman advised J Dreaver no longer had a Christmas decorations catalogue. She advised she had been looking at a website that had an enormous amount of product on it and had sought a concept plan for Kaikoura from the website company which she was still waiting to receive. The Committee agreed it was too late to decorate the town this Christmas. N Gold advised Santa would be in the Cellar of the Winery again this year.

2. MATTERS TO BE RAISED AS URGENT BUSINESS

1. South Bay beautification *(L Buurman)*
2. Update from Envision *(S Rattray)*

3. STATEMENT OF ACCOUNTS

The Tourism Officer advised the figure of \$13,000 for Christchurch I-Site Display Space had been included in the budget when it was initially

being prepared and noted all expenses associated with this had been paid leaving some \$7,800 remaining in the budget that could be used for other projects. It was noted display advertising from various Kaikoura business had helped fund the Christchurch I-Site display. The Committee requested the income from display advertising to be shown as income in the Statement of Accounts. It was also requested that a foot note be included in the Statement of Accounts, along with an asterick next to the \$13,000 to highlight the surplus.

4. NOTES FROM WORKSHOP

K Ngapora advised the two large cruise vessels Rhapsody of the Seas and Millenium with a total of 4469 passengers on board, due to visit Christchurch over the summer season, had been cancelled. A Paterson noted one of the expected 9 vessels destined for Kaikoura had also been cancelled.

5. TOURISM OFFICER'S REPORT

The Tourism Officer presented her report and tabled a joint ventures updated from S Pearson of Alpine Pacific Tourism. The recently printed Touring Route Map had been well received and was being displayed free of charge in Kaikoura, Hanmer Springs and Christchurch City I-Sites, as well as camping grounds.

Two articles went into Australian publications as part of a joint venture Australian media campaign and were subsequently picked up by the mature traveller network and as a result they were hosted over race weekend in Kaikoura where they attended the races and participated in other activities as well as filming Kaikoura which would be used on their website and on television. The Tourism Officer noted the two journalists that she hosted were by far the most enthusiastic journalists she had ever met which was very encouraging and she believed it had been a very worthwhile project for the investment.

The Tourism Officer advised she was eager to continue with the Australian media campaign and would like to see the committee continuing to support it. L Buurman noted Kaikoura had a fantastic relationship with Alpine Pacific Tourism and that good growth had been seen with Australia noting it was a small investment for the return and that she would like to see the relationship with Alpine Pacific Tourism strengthened and supported.

The Tourism Officer sought a dollar figure from the committee in order to take back to S Pearson of Alpine Pacific Tourism. S Rattray advised he believed Kaikoura was being well represented for its \$5,000 spend and noted ultimately Kaikoura should be trying to fund some of it through its businesses association. L Buurman suggested perhaps Envision could encourage participation from local businesses directly with Alpine Pacific Tourism.

Moved by N Gold, seconded by K Ngapora and resolved that the Tourism & Development Committee commit \$5,000 for the Alpine

Pacific Tourism Australian Media Campaign for the 2008 financial year and consider further funding project by project.

Autumn campaign

The Tourism Officer advised she had recently met with Christchurch & Canterbury Tourism and been given details of their autumn campaign and offered the opportunity for Kaikoura to participate. The Tourism Officer tabled hard copy visuals of the proposed autumn marketing campaign advising there were two levels of participation being the lower level at \$3-5,000 or the upper level of \$8-10,000.

It was asked whether it would be a generic campaign or if there would be anything specific about Kaikoura in it. The Tourism Officer advised Kaikoura packages would be available. L Buurman felt it would be best to commit at the upper level because of the potential due to the Ellerslie Flower Show being held in Christchurch.

Moved by L Buurman, seconded by S Rattray and resolved that the Tourism & Development Committee support the Christchurch & Canterbury Tourism Autumn Campaign at the upper level, being \$8-\$10,000 and try determine collectively what that investment would return to Kaikoura as a region.

The motion was put and carried.

6. REQUEST FOR FUNDING – KAIKOURA RETURNED SERVICES ASSOCIATION

Included in the agenda was a request from Kaikoura Returned Services Association seeking funding toward presenting delegates with a pen and notebook advertising Kaikoura to the value of \$500 from the Tourism & Development Committee for the Marlborough /Nelson /Westland/ Kaikoura Area Conference being hosted and held in Kaikoura September 2009. Councillor Macphail noted the committee had supported a similar request from the Golden Oldies some 3 years earlier.

N Gold felt \$500 was a lot of money for pens and notebooks, noting there were a lot of groups holding events in Kaikoura so if the Committee provided funding for this event it may open the door up for the committee to be approached by all groups and since the Committee did not have marketing material it would always be actual dollars being given.

It was suggested that “48 Hours in Kaikoura” books and Green Eco Bags be given.

Moved by N Gold, seconded by Councillor Ransley and resolved that the Tourism & Development Committee donate “48 Hours in Kaikoura” and Green Eco Bags, up to the value of \$500.00 to the Kaikoura Returned Services Association.

7. URGENT BUSINESS

South Bay Beautification

L Buurman advised she had been approached by S Gillespie of South Bay who was eager to beautify South Bay and wanted to know where funding could be accessed for the likes of developing a plan and spraying. Councillor Macphail suggested S Gillespie be invited to the public session of the Council meeting with her request.

Envision Kaikoura Update

S Rattray provided the Committee with an update advising Envision Kaikoura were eager to facilitate a workshop with themselves and the Tourism & Development Committee and Kaikoura Information & Tourism Inc (KITI) to organise a strategy to identify where each group fitted into the puzzle. Envision Kaikoura had put together a discussion paper that raised issues within the district and as a result they were eager to form a sub-committee with members of the Tourism & Development Committee to work through the issues. All representatives of the Tourism & Development Committee indicated they were eager to work with Envision Kaikoura, therefore there was no need to form a subcommittee.

S Rattray advised he would send a copy of the discussion paper to the Committee Secretary for distribution to the Tourism & Development Committee.

There being no further business the meeting closed at 3.06pm.