

**REPORT OF THE TOURISM & DEVELOPMENT
MEETING HELD AT 1.00PM ON WEDNESDAY 11
FEBRUARY 2009 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, M Fissenden, R Murray, M
Unahi, C Davis.

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

1. MATTERS TO BE RAISED AS URGENT BUSINESS

1. Kiwi Link and trade show participation (K Ngapora)
2. Combined Packages - Alpine Pacific Triangle (K Ngapora)
3. Ministers hosted in Kaikoura (K Ngapora)
4. Funding Request Kaikoura RSA (Councillor Macphail)

2. MATTERS ARISING FROM CONFIRMED MINUTES

Christmas Decorations and Lights

The committee would continue work on this item in preparation for
Christmas 2009.

enVision Kaikoura Business Association Discussion Document

S Rattray advised enVision Kaikoura Business Association had not met
this year.

*Moved by L Buurman, seconded by Councillor Ransley and resolved
that the minutes of the Tourism & Development Committee meeting
held on 10 December 2008 be confirmed as a true and accurate record.*

3. MINUTES ACTION LIST UPDATE

Economic Development Sub-committee Meeting

Councillor Macphail advised the meeting had been postponed and would
be held at a date following the presentation from H Miller of Enterprise
North Canterbury.

4. CANTERBURY REGIONAL ECONOMIC DEVELOPMENT STRATEGY

H Miller the General Manager of Enterprise North Canterbury presented
this item. H Miller advised the vision of Enterprise North Canterbury
was to foster and encourage business infrastructure and land use in the
North Canterbury region and also build the capability of local businesses.
Enterprise North Canterbury worked with businesses in the region rather
than attracting new business. She advised Enterprise North Canterbury
was a not for profit charitable trust set up as a Council Controlled
Organisation by the Hurunui and Waimakariri District Councils.
Enterprise North Canterbury had 11 staff.

C Davis entered the meeting at 1.08pm

Enterprise North Canterbury was involved in labour market strategies which involved businesses and schools keeping local youth working locally. An issue in the North Canterbury region was Viticulture, Tourism and Agriculture were all seasonal. Transporting people from one area to another for seasonal work was currently under investigation.

Enterprise North Canterbury had held 23 business training workshops last year. Seven workshops had been held in Kaikoura, however, it was expected there would only be two or three this year. A professional consultant was contracted to run the workshops which covered finance, business plans, marketing, human resources, systems and processes.

Enterprise North Canterbury initiated the North Canterbury business awards. In the first year they had sixty entrants and 220 people attended the gala event. She advised the event would be repeated this year. They had also developed the North Canterbury Food and Wine Trail.

S Rattray enquired if Kaikoura was able to become incorporated. H Miller advised it came down to the businesses as Council was not expected to provide funding.

H Miller advised the Canterbury Regional Economic Development strategy was first developed ten years ago and was funded by New Zealand Trade and Enterprise and involved economic development agencies feeding information into the main strategy. The strategy was redone five years ago using Enterprise North Canterbury. A new strategy would be completed this year. Agribusiness and Economic Research Unit (AERU) would lead the new strategy and would subcontract out to economic development agencies. Enterprise North Canterbury had been tasked to do research for this strategy. Funding of \$750,000 for the whole of the Canterbury Region would be available over the next three years. The Canterbury region incorporated ten districts.

Councillor Macphail enquired what the timeline for the strategy was. H Miller advised the new strategy was expected to be completed in June. It was noted the Tourism Officer could be involved with interviewing businesses in the Kaikoura District. It was a requirement of government that businesses were consulted.

H Miller advised each organisation should still have its own strategy. She noted everybody was chasing the same small amount of money and she felt it was going to be a tough year for not for profit organisations.

5. TOURISM OFFICER'S REPORT

Visitor number & Statistics

The Tourism Officer advised she had been working on visitor number comparisons for the last few years. It was noted since 1998 both guest

arrivals and guest nights had increased in 8 out of 11 years. Statistics just released had shown encouraging growth for both guest nights and guest arrivals in the month of November where other districts had shown decreases.

North Canterbury Food and Wine Trail

A planning meeting had been held with Trail members. The group had discussed the recent survey which had been carried out to assist with future planning. All but two members planned to commit in 2009/10. One aim was to have 50 to 60 members for the 2009/10 year.

Autumn Campaign

The Tourism Officer provided an image of one of the billboards displayed in Wellington. She advised the autumn campaign was aimed at couples from 30 to 55 with a high household income. The main target areas were Auckland, Wellington and Christchurch.

Christchurch & Canterbury Tourism Image Gallery.

The Tourism Officer advised a photo shoot was planned in Kaikoura for the end of February. The images gathered would primarily be for the use of Christchurch & Canterbury Tourism however there would be an opportunity for the Tourism and Development Committee to purchase some images.

Labour Market Strategy

The expression of interest for Ministry of Development funding had been submitted and accepted. This was the first step towards obtaining funding for the development of a Kaikoura Labour Market Strategy.

Trash Fashion Museum

The Tourism Officer advised the main priority of the committee at this stage was to assess the long term future of the museum. She advised the main issues had been staffing and securing the premises. The District Planner had made an application for funding that could secure the future of the museum.

L Buurman enquired about the arrangement for the use of the building the museum was currently occupying. The Tourism Officer advised there was no agreement in writing but the building was available rent free until April 2009. A potential location was below the community gym however the Youth Skills Project had secured the use of the building until September.

S Rattray advised the “Hunger for the Wild” television show had been a fantastic advocate for Kaikoura and advised a film crew from “Marie Clare” magazine would be in Kaikoura for the next two days.

Moved by Mayor Heays, seconded by Councillor Ransley and resolved that the Tourism and Development Officer’s Report be received.

6. URGENT BUSINESS

1) Kiwi Link and Trade Show Participation

K Ngapora felt the committee should consider participation in Kiwi Link and other overseas trade shows from Kaikoura as a destination. He advised the main markets were America, Japan and China and a Kiwi Link was proposed for India in 2009. He suggested this could be funded by the Tourism and Development Committee or operators.

2) Combined Packages – Alpine Pacific Triangle

K Ngapora suggested combined packages should be offered from the Alpine Pacific Triangle to the Australian and domestic markets. This could include car rental, accommodation in Hanmer, and an activity in Kaikoura i.e. seal swim, dolphin swim, whale watching, horse trekking, Kaikoura winery tour.

3) Ministers hosted in Kaikoura

K Ngapora suggested the committee look at finding an event where the Minister and Associate Minister of Tourism and the Minister of Conservation could be invited to visit and be hosted in Kaikoura as he would like to see the relationships reformed but not just with Whale Watch. Suggested events were a VIP tent at Seafest, a VIP Maori Tour a VIP function and dinner at the Winery or a meeting with key tourism operator in the district.

Councillor Macphail requested the Tourism Officer further investigate the trade shows and look at what had been done with combined packages and what could be done. Councillor Macphail felt a VIP tent could be looked at for Seafest.

4) Funding request from Kaikoura Returned Services Association

Councillor Macphail advised H Higgs of the Kaikoura Returned Services Association had contacted him in regard to the “48 Hour in Kaikoura” books and green eco bags the committee had resolved to donate for the conference. He advised that the Returned Services Association had requested \$500 so that they could purchase pens and pads.

It was generally felt the donated items were appropriate for a conference. M Fissenden advised he would contact H Higgs.

There being no further business the meeting closed at 2.03pm