

**REPORT OF THE TOURISM & DEVELOPMENT
MEETING HELD AT 1.00PM ON WEDNESDAY 8 APRIL
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, M Unahi.

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

APOLOGIES: R Murray, M Fissenden, C Davis

*Moved by S Rattray, seconded by Councillor Ransley and resolved that
apologies be accepted.*

1. MATTERS TO BE RAISED AS URGENT BUSINESS

1. Air Rally (Councillor Macphail)

2. ALPINE PACIFIC TOURISM

Scott Pearson the General Manager of Alpine Pacific Tourism was in attendance to present this item. He advised the Hurunui District Council had proposed a new tourism strategy. In 1999 Alpine Pacific Tourism had been given a mandate to target international travelers. The new strategy had a dual mandate to target domestic and international visitors. He advised the Hurunui District was moving beyond a tourism brand to a district brand. The new vision for the Hurunui District was “Wellness” which was derived out of core products from the Hurunui. He advised the present model set up in the late 90’s focused on the Alpine Pacific Triangle touring routes particularly for international visitors. The Tourism Board now wished to focus on “Hurunui wellness” as the core brand, Alpine Pacific Tourism would continue but would not be used as the dominant regional brand. The marketing budget would be transferred to the marketing manager at the Thermal Pools and Spa.

S Pearson advised the regional touring guide would continue for at least the next twelve months and advised if the Alpine Pacific Tourism website was merged during the year advertisers would receive a pro rata return on investment. S Pearson felt Kaikoura fitted in well with the wellness brand and there were allowances in the budget for joint ventures. S Rattray felt Alpine Pacific Tourism had worked really well and “Wellness” specifically excluded Kaikoura and felt Kaikoura needed to create a brand of its own to present as a joint venture. Councillor Macphail wished Hurunui well with the “Wellness” brand and advised he would like to build on the strengths of past and build a relationship going forward, although he advised he was unsure how to do this at this stage but was hopeful this would be more defined when the strategy was finalised.

3. CONFIRMATION OF MINUTES 11/2/2009

Moved by L Buurman, seconded by Mayor Heays and resolved that the report of the Tourism and Development Committee meeting held on 11 February 2009 be confirmed as a true and accurate record.

4. MINUTES ACTION LIST UPDATE

Decorations / Lights Town Centre

L Buurman advised she had attended a demonstration by Flag Makers who had a unique system called flag traps. The system did not require the use of a cherry picker and there was the ability to have LED lights put on the pole as part of the system. For ten poles the price would be \$6740.00, there was an additional cost of \$1000.00 for each set of banners. L Buurman advised the system was vandal proof and worked like a curtain track. She advised Mainpower had no issue with the banners and lights as long as there was no issue with weight.

Councillor Macphail suggested funding could possibly be sought through KITI from Pub Charity. S Rattray enquired if the banners would be hung in the West End or on Beach Road. L Buurman felt it would be good to hang banners at the town entrances. Councillor Macphail felt he would like to see banners and lights in the West End as this would look nice and make the town center look more interesting. L Buurman suggested she could discuss with KITI the following week. Mayor Heays suggested contacting the Community Development Officer about agencies that could apply for funding as this could be a Youth Council project. L Buurman advised she was happy to drive the initiative but would require some help with funding applications.

Kiwi Link and Trade Show participation

The Tourism Officer advised she had contacted Christchurch and Canterbury Tourism who advised, in general, and especially in the case of emerging markets such as India, Indian buyers would recognize the Canterbury region but would probably struggle with Kaikoura as a stand alone destination. She advised New Zealand was tiny in comparison to emerging markets such as India and China and fragmenting down was not effective.

The Tourism Officer raised the issue of TRENZ participation and enquired if this should be done annually and suggested other trade avenues could be explored instead of TRENZ. She advised this year would be the fourth year of participation in this event and questioned if more district representation could be received from another avenue. Councillor Macphail felt TRENZ was a great way to be part of the international market without having to leave home. He advised Whale Watch had previously participated in trade shows and felt participation could be investigated. It was noted the committee was committed to TRENZ until the end of June 2010. An application for the following year would need to be made in December.

The Tourism Officer advised the media campaign with Alpine Pacific Tourism may not continue and asked whether the committee wished to carry out other media activities.

Mayor Heays asked if there was any way of judging the return on investment from TRENZ. Councillor Macphail advised he believed TRENZ was value for money and was worth while. He advised results were not usually seen for eighteen months following the event.

Councillor Macphail felt Kaikoura was a destination that needed to stand up and be counted and by participating in TRENZ could be seen as serious about what it did. The Tourism Officer advised she understood the importance of representing the district and was trying to ascertain the most effective way of working with trade because the committee could not afford to do TRENZ and another event.

L Buurman believed TRENZ was important because it was about the destination as a whole. She felt if Kaikoura did not have representation at TRENZ it would disappear off the radar for some and suggested a review of items taken to TRENZ be undertaken. L Buurman also suggested a buy in from operators to attend other events which would reduce the cost to the committee. Councillor Macphail felt there may be an opportunity to contact business directly through enVison Kaikoura Business Discussion Group rather than through the commercial ratepayer.

K Ngapora felt the committee needed to push Kaikoura as a destination; although Christchurch Canterbury Tourism was used he believed the committee needed to start doing this for themselves. S Rattray advised four wholesalers had been acquired directly from the Tourism Officer talking to them at TRENZ. K Ngapora advised Whale Watch would be sending a representative to Kiwi Link India. He believed a calendar of planned events over the next three or four years was required and this could be factored into committee planning.

VIP Tent at Seafest

Councillor Macphail advised KITI had not held a Seafest meeting yet and felt a VIP tent could work well with the sponsorship role that L Buurman had taken on for Seafest. He noted the last time there had been a corporate tent at Seafest, Whale Watch had been sponsor. Councillor Macphail felt if government ministers were present they could be enlightened regarding what was happening in Kaikoura. K Ngapora advised he had been in touch with three government ministers who had advised they were unable to attend Seafest but were able to be here for a day in October. K Ngapora wished to have all three government ministers here on the same day to talk to stakeholders who could tell them how good Kaikoura was. It was decided the VIP tent would be investigated regarding how this could better promote Kaikoura.

5. PROPOSED BUDGET

K Ngapora enquired what destinations sent people to Kaikoura and questioned if there were key destinations elsewhere the committee

should be considering. The Tourism Officer advised the Kaikoura Display at the Christchurch I- Site had been very successful and would do more investigation regarding key areas around the country and see what opportunities were available.

The Tourism Officer advised she had put all projects that may come up in the proposed budget for discussion. Councillor Macphail felt the committee needed to approach Council and advised the committee needed a minimum of \$150,000 each financial year. S Rattray felt if the committee was to go through the branding process they needed more money and felt the committee needed to manage a greater level of funds and asked how funds could be acquired externally. The Tourism Officer advised revenue generated for the visitor guides did not show in the accounts as Beck and Caul invoiced clients directly and only invoiced the committee for any shortfall.

K Ngapora enquired if the Tourism Officer had investigated operator funding for TRENZ. The Tourism Operator advised TRENZ was 100% funded by the committee and had not investigated operator funding. Councillor Macphail felt operator funding would take away from the destination and become more individual.

The Tourism Officer advised she intended to undertake more of the selling for visitor guides this year. S Rattray advised 70% of bookings were made via websites and paper marketing was decreasing in value. The Tourism Officer advised there had been an increased demand for visitor guides this year and was a key part of destination marketing.

It was noted the budget for the 2008/2009 financial year was \$150,000 this was made up of \$100,000 from rates and \$50,000 carried forward from the previous year. The proposed budget for the 2009/2010 year was \$125,000 from rates with an expected carry over of \$25,000. Councillor Macphail asked if a submission requesting \$150,000 for the coming financial year should be made. It was decided the committee would make a submission on the LTCCP in May. L Buurman advised the website needed to be upgraded and there was currently no money allocated in the budget for this item. Councillor Macphail advised every time more money was requested it had to come from somewhere and in the current environment people were conscious of rates because it hurt. S Rattray advised targeted rates were good because people could see where their money was going and felt specific sectors would be happy to contribute to destination Kaikoura.

Moved by Councillor Ransley, seconded by Mayor Heays and resolved that a submission be made to the Long Term Community Council Plan for an increase in the Tourism and Development Budget to \$166,000, the amount specified in the proposed budget.

6. TOURISM AND ECONOMIC DEVELOPMENT OFFICER'S REPORT

Cruise New Zealand

The Tourism Officer advised the Tourism and Development Committee would become members of Cruise New Zealand for the 2009/2010 season. The annual general meeting would be held in July or August and a request had been made for Kaikoura to host the meeting. She advised there were less vessels expected in the 2009/2010 season as the cruise vessel Orion would not be operating in New Zealand waters during this period.

Image Gallery

Christchurch and Canterbury Tourism were currently in the process of updating their image gallery library. A photo shoot had recently been carried out in Kaikoura and there would be the opportunity to purchase images from the photo shoot.

L Buurman enquired when the committee would be able to view the images. The Tourism Officer advised images were supposed to be available two weeks ago, however, she had not seen the images yet.

Moved by Mayor Heays, seconded by Councillor Ransley and resolved that the Tourism and Economic Development Officer's report be received.

7. COUNCIL MECHANISMS TO ASSIST BUSINESS DURING THE ECONOMIC DOWNTURN

Councillor Macphail advised Council had requested the Chief Executive Officer prepare a report regarding what Council could do to assist business during the economic downturn. He advised some of the items involved the Tourism and Development Committee.

A "Keep Kaikoura Working" forum was suggested. The Tourism Officer advised she had spoken with H Miller of Enterprise North Canterbury who advised destination Northland was hosting a forum which involved a number of speakers; an example was a speaker from the ASB Bank. She advised this would give people the opportunity to gather information and H Miller was investigating something similar. Councillor Macphail enquired if Tourism and Development could organize a similar event. The Tourism Officer felt there could be an issue regarding attendance but would report back to the committee regarding a forum.

L Buurman suggested when the committee required funding they research some of the economic development funding avenues as mentioned by H Miller. The Tourism Officer would investigate further.

It was felt a "Buy Local Campaign" could be undertaken as good will rather than a recommendation. S Rattray felt this could be picked up by the business association.

Mayor Heays advised Council had placed advertisements inviting expressions of interest for trustees of the Kaikoura Community Facilities

Charitable Trust and felt the committee could be involved by putting forward a trustee. S Rattray advised he would like to register interest due to his involvement with the Kaikoura Swimming Club.

Moved by L Buurman, seconded by Councillor Ransley and resolved that S Rattray register his interest as a trustee on the Kaikoura Community Facilities Charitable Trust as a representative of the Tourism and Development Committee.

Mayor Heays felt the suggestions made in the report could be worked through by the Economic Development Sub-committee. Councillor Macphail advised a meeting would be schedule for two weeks time and the economic development sub- committee could try and move forward with ideas.

8. NEW WHARF PROGRESS

Mayor Heays advised he was organising an open day at the New Wharf for people to view progress.

9. URGENT BUSINESS

1) Air Safari

Councillor Macphail advised an Air Safari would be travelling around New Zealand next year. This would involve 70 planes and 250 people. He had advised the organisers that Kaikoura would be interested in hosting an event. The organizers advised they were holding a meeting and would like feedback from Kaikoura on what they could do i.e. a lunch. Councillor Macphail felt this could be an opportunity where event funds could be utilized.

Mayor Heays advised Council staff were currently organising a Local Government Sports Tournament. Every two or three year's Local Government staff held a sports tournament. This year it was held in Gisborne. The Planning Officer was currently organising a South Island tournament. The Tourism Officer advised the tournament had not been confirmed as yet due to the cost of hosting the event. Mayor Heays felt if it happened it would be great.

The Tourism Officer advised she would be absent from the May Tourism and Development Meeting.

There being no further business the meeting closed at 3.07pm