

**REPORT OF THE TOURISM & DEVELOPMENT
COMMITTEE MEETING HELD AT 1.00PM ON
WEDNESDAY 13 MAY 2009 IN THE MEMORIAL HALL
SUPPER ROOM, ESPLANADE, KAIKOURA**

PRESENT: Councillor J Macphail (Chair), Councillor J Ransley, L Buurman, S Rattray, N Gold, R Murray, M Fissenden.

IN ATTENDANCE: S Grant (Chief Executive Officer), S Syme (Minutes Secretary)

APOLOGIES: Mayor K Heays, M Unahi, C Davis

Moved by M Fissenden, seconded by S Rattray and resolved that apologies be accepted.

1. CONFIRMATION OF MINUTES 8/4/2009

Moved by Councillor Ransley, seconded by L Buurman and resolved that the report of the Tourism and Development Committee meeting held on 8 April 2009 be confirmed as a true and accurate record.

2. MINUTES ACTION LIST UPDATE

Decorations / Lights Town Centre

L Buurman advised KITI had agreed to act as the entity which would apply for funding for Christmas lights and other banners and they would embark on the process shortly.

3. DISTRICT WIDE MARKETING CAMPAIGN

P Fairbairn of Imagic was in attendance to present this item. He advised Imagic was a brand communication agency which had been around for 15 years. A 'brand spanking' session had spurred investigation into the marketing of Kaikoura. He advised generally Kaikoura was known as a tea and toilet stop or a place to view the whales. He believed whale watching was a once in a lifetime experience and the focus needed to shift from the international to the domestic tourist.

P Fairbairn advised weekend packages from Christchurch to Hanmer Springs had been very successful because it was a repeatable experience which was well promoted. Kaikoura could be positioned as the seafood capital of New Zealand and fun and food could be packaged together. Slides were shown of fun and food packages using the phrase 'Catch the Day'. He advised it needed to be made easy for people to come to Kaikoura from Christchurch and noted Hanmer Springs had made it easy for customers to purchase packages over the internet.

B Cowan advised in some ways Kaikoura was currently utilizing tourism to good effect and liked the idea of local branding and the uniqueness which was something to capitalize on and be proud of. He advised there

were over 50 eco-adventures in Kaikoura and was interested in how Kaikoura could be specifically marketed as a unique local destination.

P Fairbairn felt Kaikoura had a great product however part of the problem was people were unaware of what was in Kaikoura. He believed there needed to be a simple, tangible, memorable theme. B Cowan believed one dilemma was when people were hosted at the Marae, the expectation was there would be an abundance of seafood. It was embarrassing when it could not be provided. He felt a relationship with commercial fisherman was needed in order for Kaikoura to be offered as a seafood destination.

C Valkhoff believed if Kaikoura was branded as a seafood destination it would be expected seafood would be sold at a reasonable price. He advised currently crayfish in Kaikoura was more expensive than other places. R Murray felt there needed to be more coordination between businesses in order for packages to be offered. Councillor Macphail advised branding had been discussed previously and 'Catch the day' captured the ideas and believed it was positive and heading in the right direction. P Fairbairn noted Whale Watch had done a marvelous job in the international market.

Councillor Macphail believed activities needed to be linked to packages as seafood was not for everyone and did not want sectors of the community alienated. Councillor Macphail advised a plan was required on how the campaign would be funded and the committee needed to decide if a submission should be made to the Long Term Community Council Plan for extra funding. He advised it could take two or three years to get a major input of funds. P Fairbairn advised the campaign would be a long term project. It would take time to build momentum and advised the outcome would be better if business worked together. It was commented that money would not help if businesses were not in accord.

The Chief Executive Officer felt the idea was conceptually brilliant. However there was a need to ensure infrastructure was in place to back up the campaign i.e. restaurants and accommodation providers. He advised if the concept was agreed upon the Tourism and Development committee should be the driver. He suggested a submission to the Long Term Council Community Plan should show the committee had worked with, and the concept was fully supported by, those organisations putting packages together. An example given was KITI. He believed the concept needed to be industry driven backed up through the local authority.

Councillor Macphail suggested through the campaign there could be contractual buy in where certain standards would be required to be met. N Gold enquired if 'Catch the day' could still work without seafood, she believed a seafood campaign could be dangerous and believed seafood would be a long term objective and there was a need for something to be done now. H Manawatu advised she was nervous about a focus on seafood and advised Te Korowai was about problems with the sea and the lack of seafood. M Fissenden (KITI) believed 'Catch the day' could

have a number of meanings and could be broken into three levels, beginning, with the immediate use of billboards and advertising, secondly, looking at next winter and, thirdly, investigate how the fishing industry could be brought on board while leaving fish in the sea for the community.

Councillor Pablecheque advised in order to implement a campaign research needed to be undertaken. He advised the export market dictated the price of seafood in Kaikoura. He believed no matter how much money was thrown at the campaign, if crayfish was too expensive people would not come. P Fairbairn agreed what was promised had to be delivered.

M Fissenden felt the campaign had real merit, however a lot of points had been raised. He believed a lot of research needed to be completed before a submission was made to the Long Term Council Community Plan. Councillor Macphail acknowledged there were currently gaps in the programme. However, unless a submission was made within the next two weeks the committee would miss out for another year. He questioned who would run the campaign and suggested funds applied for could go towards an assistant for the Tourism and Development Officer. M Fissenden felt if the committee was behind the campaign then they needed to run it and advised if the committee believed in the campaign then others would also.

L Buurman felt the seafood theme did not have to be a high end seafood experience and could be an everyday experience like fish and chips on the beach. She believed the approach needed to be broad and generic. The Chief Executive Officer felt 'Catch the day' worked, because it could take in a broad range and suggested there could be a better chance for long term funding if the committee demonstrated what it wished to achieve over the next three to five years. He advised funding would most likely come from targeted rates to the industry.

The Chief Executive Officer suggested the committee ask Imagic to provide information on what could be achieved for different levels of funding and then agree on a direction with a view to sourcing funds for use from 1 July 2009. N Gold suggested feedback could be sought from business through committee members and the Tourism and Development Officer. Councillor Macphail felt buy in from the whole community was desired and the campaign needed to be industry driven and supported.

Moved by L Buurman, seconded by Councillor Macphail and resolved that Councillor Macphail, S Rattray and L Buurman prepare a submission to the Long Term Community Council Plan to be circulated to members for comment and sign off with the view that the submission would be lodged by 10 June 2009.

4. GENERAL BUSINESS

L Buurman advised a vacancy currently existed on the Tourism and Development committee and suggested the committee look at filling this

vacancy. Names and a short biography of potential candidates would be forwarded to the Committee Secretary prior to the 5th of June in order to be included in the public excluded agenda for discussion.

There being no further business the meeting closed at 2.21pm