

**REPORT OF THE TOURISM & DEVELOPMENT  
COMMITTEE MEETING HELD AT 1.00PM ON  
WEDNESDAY 10 JUNE 2009 IN THE MEMORIAL HALL  
SUPPER ROOM, ESPLANADE, KAIKOURA**

**PRESENT:** Councillor J Macphail (Chair), Mayor K Heays, L Buurman, S Rattray, N Gold, M Fissenden, B Cowan.

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

**APOLOGIES:** Councillor J Ransley, K Ngapora, R Murray, M Unahi.

*Moved by Mayor Heays, seconded by Councillor Macphail and resolved that apologies be accepted.*

**1. MATTERS TO BE RAISED AS URGENT BUSINESS**

- 1) enVision Strategic Plan (S Rattray)
- 2) Note from Ministry of Social Development (Mayor Heays)

**2. CONFIRMATION OF MINUTES 13/5/2009**

*Moved by S Rattray, seconded by L Buurman and resolved that the report of the Tourism and Development Committee meeting held on 13 May 2009 be confirmed as a true and accurate record.*

**3. MINUTES ACTION LIST UPDATE**

**Marketing Opportunities**

The Tourism Officer was investigating the potential for increasing Kaikoura's profile in i-Sites in Nelson, Blenheim and the West Coast.

**Funding Avenues**

The Tourism Officer had advised she would like further direction from Council regarding funding avenues. The Chief Executive Officer advised if the committee could come up with ideas the Tourism Officer could investigate what funding was available. Councillor Macphail advised H Miller in her role as Economic Development Officer could tap into funding streams. The Canterbury Regional Economic Development Strategy was currently being created which would allow greater funding to be applied for from central government.

The Chief Executive Officer advised the Tourism Officer worked closely with H Miller and if the committee had a project they were interested in pursuing the Tourism Officer could investigate the funding available. Once the ideas and concepts were known funding options could be identified. He advised projects may need to be refined depending on the criteria. N Gold suggested the committee have an informal think tank. Councillor Macphail advised the committee would need to look at more workshop type meetings.

#### ***4. TOURISM & ECONOMIC DEVELOPMENT OFFICER'S REPORT***

##### **Cruise New Zealand**

Councillor Macphail advised the Tourism Officer was keen for a member of the committee to attend the Annual General Meeting on the 10<sup>th</sup> of August in Gisborne. He felt the committee should view the agenda as he was not sure it warranted sending a representative. Councillor Macphail explained from the committee perspective they needed to be a member of the Cruise New Zealand.

Mayor Heays suggested the president of Cruise New Zealand be contacted to enquire if a profile could be submitted at the Annual General Meeting. The Chief Executive Officer suggested if a representative was to attend the meeting they should also attend the ITOC conference which was to be held on the 11<sup>th</sup> and 12<sup>th</sup> of August. He suggested the committee could attain entry to this conference through trade display.

##### **Canterbury Regional Economic Development Strategy**

Councillor Macphail advised a presentation from Enterprise North Canterbury would be held on the 18<sup>th</sup> of June to provide an update on the strategy. The Tourism Officer had carried out a series of interviews with business owners and key stakeholders in the district.

Councillor Macphail felt tourism as a stand alone industry would be more transparent. Tourism appeared to be included with accommodation and retail; therefore, he believed the survey questions would not give the correct answers. S Rattray enquired if it was possible for the committee to obtain the findings from interviews. Councillor Macphail advised a more detailed report would be provided at the meeting on the 18<sup>th</sup>. L Buurman advised the Kaikoura District had been the only district to meet the deadline for providing information and wished to congratulate the Tourism Officer on her achievement.

##### **Visitor Guides**

The Chief Executive Officer advised brochure distribution on the Interislander had increased coverage substantially. The requirement to print 10,000 additional guides showed they were being used. It was also noted the Christchurch i-Site and airport were key distribution points.

##### **Potential Cycle Trail**

\$50 million was currently available to develop a national cycle way which would begin with a series of 'Great Rides'. The Chief Executive Officer enquired if the Department of Conservation had any views on cycle tracks through the conservation park. B Cowan advised personally he would advocate for Department of Conservation land to be used in that regard. He further advised a strategy for the park was ongoing and he would provide a plan for the committee.

The Chief Executive Officer believed Kaikoura should work closely with Marlborough and Hurunui. If a cycle trail was to link up with small communities on route he believed there would be a much greater chance

of acquiring funding. He felt the trail needed to be away from the State Highway and historic stock and local Runanga trails should be investigated with a possibility to developing these. M Fissenden believed there would be a book of 'Great Rides in New Zealand' and Kaikoura needed to be included. He believed input should be from both local riders and history. M Fissenden believed a cycle trail was definitely worth pursuing and would organise a group to investigate this matter further.

***Moved by S Rattray, seconded by N Gold and resolved that M Fissenden be the conveyor for a cycle trail in Kaikoura.***

***Moved by M Fissenden seconded by Councillor Macphail and resolved the Tourism and Economic Development Officer's report be received.***

#### **5. TOURISM & DEVELOPMENT STATEMENT OF ACCOUNTS**

Mayor Heays advised at the April meeting of the Tourism and Development Committee it was decided a submission would be put to the Long Term Council Community Plan 2009-2019. This submission would request an increase in the Tourism and Development budget to \$166,000. Mayor Heays enquired how this fitted with where the committee was now.

Councillor Macphail advised the \$166,000 figure agreed on in April was prior to the 'Catch the Day' campaign. M Fissenden advised the 'Catch the Day' campaign was a four year project and enquired if the committee was not better to apply for a lump sum. Councillor Macphail advised the submission regarding the 'Catch the Day' campaign was for one year and felt there would be more support once the benefits of the campaign could be proved. The Chief Executive Officer suggested if the campaign was to be long term, Council should be informed if a long term commitment to funding was required. This could then be included in the plan for future years. It was noted this information could be given as part of the verbal submission.

Mayor Heays enquired when it was perceived the campaign would be self funding. Councillor Macphail advised it was difficult to put a time frame on this as the campaign might take two or three years to gain traction, however, the goal was self funding.

Mayor Heays enquired if there had been an improvement in local input toward campaigns compared to three years ago and wondered if the question should have been asked prior. N Gold believed people needed to budget. She advised in the past projects had been adhoc, people had already spent the money or it was the wrong time of the year. Councillor Macphail advised money from operators was not being requested, at this stage the request from operators was for product.

Councillor Macphail advised the campaign should have support from Council, he believed the whole town would benefit from the campaign so the whole town should contribute. M Fissenden believed a lot of work needed to happen regarding launching the campaign before any money

was spent. He felt buy in was needed from fisherman, i-Site, accommodation and retail. Councillor Macphail advised the campaign was designed to be self funding and self measuring.

Councillor Macphail did not believe the committee needed to apply for a budget of \$166,000. The Chief Executive Officer advised if the submission was made Council could then look at the impact and further suggested the proposed budget and recommendation be submitted to the Long Term Council Community Plan 2009-2019.

#### **6. REPORT FROM STEVE GURNEY**

M Fissenden was thanked for all his work regarding this matter. Councillor Macphail advised the report was a follow up to S Gurney's visit to Kaikoura in May. Mayor Heays advised his initial thoughts were the event would be self funding except for the Steve Gurney brand. S Rattray felt the concept fit with the 'Catch the Day' campaign and what S Gurney brought to the table in terms of mana and enthusiasm was worth it. L Buurman felt S Gurney's concept and report could open the door for multiple events which added value to the investment. M Fissenden advised he would like to tell S Gurney he was too expensive. B Cowan believed the major thing the committee would be buying was the name association. M Fissenden suggested a base fee per entry be returned to S Gurney. The more people who attend the event the more money he would make. He advised when Steve Gurney came here to view the area he would like him to be provided with local details.

***Moved by Mayor Heays, seconded by N Gold and resolved that M Fissenden pursue the proposal with Steve Gurney up to \$6700 plus GST.***

#### **7. 'CATCH THE DAY' CAMPAIGN**

Councillor Macphail advised there was a large amount of work to be undertaken. Once the proposal had been through the Long Term Council Community Plan process a workshop would be schedule regarding the campaign. Depending on the amount of money available ideas from imagic would be sought. He felt the campaign needed to be started as soon as possible to receive the benefits as soon as possible. Councillor Macphail advised he had discussed the management of the campaign with M Fissenden of the Kaikoura i-Site.

S Rattray enquired if it would be prudent to present the bare bones campaign to have feedback available. He advised a meeting was scheduled with MANZ on Friday and the campaign could be discussed with bed and breakfast operators as well.

L Buurman believed a planned approach on consultation was required. She advised there would be a number of business people who were not members of enVision or KITI. L Buurman suggested a public meeting for commercial ratepayers because people would hear about the campaign but not understand. She felt the committee had to be able to sell the campaign to the whole business community. She further advised

everyone agreed in principal but no one had been advised of the cost of buy in. M Fissenden felt the committee needed to hold a workshop prior to any public meeting. Councillor Macphail advised a workshop would be schedule immediately following confirmation from Council regarding the Long Term Council Community Plan process. It was noted there had been good support from people who had viewed the presentation to date.

Councillor Macphail advised 'Catch the Day' would be used for direction and incorporated into all other projects. N Gold enquired as to the involvement of the Tourism Officer with the campaign. She felt the Tourism Officer needed to have a major hand in the campaign. Councillor Macphail advised he would meet with the Tourism Officer regarding overall management of the campaign and advised the role would have to be worked through. A workshop would be scheduled to discuss how the committee would go about talking to community groups and M Fissenden from Kaikoura i-Site would be invited to attend the workshop.

## **8. URGENT BUSINESS**

### **1. enVision Kaikoura Business Association Strategic Plan**

S Rattray tabled the enVision Kaikoura Strategic Plan 2009 which had been adopted. The plan outlined objectives for the next two to three years. S Rattray advised a recruitment officer had also been appointed.

### **2. Note from the Ministry of Social Development**

Mayor Heays advised the Ministry of Social Development had been running recession type forums in small communities and enquired whether the committee be fostering this. Mayor Heays advised he was happy to pursue this through the Office of the Mayor. Councillor Macphail felt the committee should pursue a forum. L Buurman advised the forums fitted with the objectives of enVision Kaikoura and suggested there be a collaborative approach.

## **9. TOURISM AND DEVELOPMENT PUBLIC EXCLUDED SESSION**

*Moved by Mayor Heays, seconded by M Fissenden and resolved that the public be excluded from the following parts of the proceedings of this meeting, namely*

### *a. Nominations for new committee member*

*There being no further business the meeting closed at 2.59pm*