

**REPORT OF THE TOURISM AND DEVELOPMENT  
COMMITTEE MEETING HELD AT 1.00PM ON  
WEDNESDAY 8 JULY 2009 IN THE MEMORIAL HALL  
SUPPER ROOM, ESPLANADE, KAIKOURA**

**PRESENT:** Councillor J Macphail (Chair), Mayor K Heays, Councillor J Ransley, L Buurman, M Fissenden, K Ngapora.

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

**APOLOGIES:** S Rattray, R Murray, C Davis, B Cowan.

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

**1. MATTERS ARISING FROM THE REPORT OF 10/6/2009**

**Cruise New Zealand**

K Ngapora had offered to attend the Cruise New Zealand Annual General meeting on behalf of the committee as he would be attending the ITOC conference at this time.

**Forum**

Mayor Heays had offered to pursue a forum through the Office of the Mayor. He advised he had made some enquiries regarding personnel.

**2. CONFIRMATION OF MINUTES 10/6/2009**

*Moved by Mayor Heays, seconded by M Fissenden and resolved that the report of the Tourism and Development Committee meeting held on 10 June 2009 be confirmed as a true and accurate record.*

**3. MINUTES ACTION LIST UPDATE**

**Christmas Decoration / Lights**

L Buurman advised funding application had been completed for Pub Charity, Kerry Foundation and Eureka Trust. She advised the minutes requirement would be finalized at the KITI meeting which would be held the following week.

**VIP Tent Seafest**

Councillor Macphail advised the Seafest Committee were looking to utilise the Croquet Club to host VIP's at Seafest. He advised the Tourism and Development Committee needed to decide who they wished to invite.

**Economic Development funding Avenues**

The Tourism Officer advised the committee needed to identify specific projects for funding avenues to be investigated. Councillor Macphail suggested there may be funding avenues for the forum initiative.

### **ITOC Conference**

L Buurman advised she had viewed the ITOC website for information regarding attendance at the conference. She had since found out K Ngapora was attending the conference. Councillor Macphail enquired if K Ngapora could provide a report to the committee following attendance at the conference.

### **4. STATEMENT OF ACCOUNTS**

Councillor Macphail advised the committee's submission to Council's Long Term Council Community Plan for an increased budget of \$166,000 has been unsuccessful however the request for \$50,000 for the 'Catch the Day' campaign had been successful.

The Tourism Officer advised the budget for the 2009/2010 financial year was \$143,000. She advised the amended budget report included in the agenda was indicative spend.

### **5. TOURISM OFFICER'S REPORT**

#### **North Canterbury Food and Wine Trail**

The Tourism Officer advised 60,000 copies of the 2009/2010 guide were currently being printed. She advised Café Encounter and the Green Dolphin Restaurant were new guide members and there were now 6 Kaikoura businesses included in the guide.

The Tourism Officer had attended a meeting the previous week and advised due to higher development costs there would be no official launch this year. She advised it was preferred the money not spent on the launch be invested in the spring campaign. She further advised there was an option to have a cuisine tent at Seafest to promote the trail. Trail members who had already been approached were keen to participate. The Tourism Officer advised it would take a few years to get the trail established, however, there had been quite a lot of interest expressed by TRENZ buyers.

#### **National Cycle Ways Project**

The Tourism Officer advised there was a national fund available to develop cycle trails. Currently there were no set criteria and some districts had already submitted proposals. A committee had been formed to submit a proposal to the National Cycle Way project and they had started working on a draft proposal. The proposed route for the trail would take cyclists from Hanmer Springs over the Leslie Pass to Waiiau and then to Kaikoura via the Inland Road. M Fissenden advised the Leslie Pass kept people off the main road, however, land owners had not yet been contacted. A paper road had been identified and the landowners were the Rutherford family and it was believed there was quite a lot of history. Once this part of the trail had been clarified a proposal of the basic outline would be submitted.

#### **Alpine Pacific Tourism**

The Tourism Officer advised Scott Pearson the General Manager of Alpine Pacific Tourism had tendered his resignation and would be

moving to Taupo. Councillor Macphail felt this was a great loss for the South Island.

### **Labour Market Development Strategy**

The Tourism Officer and the Community Development Officer had applied for funding for the development of a Labour Market Strategy in December 2008. The funding stream had now been terminated. She advised Work and Income had the initial application for 6 months. The Tourism Officer was investigating if other funding avenues could be accessed.

### **TRENZ**

The Tourism Officer had attended TRENZ and had met with 44 international buyers. Whale Watch and Kaikoura Wilderness Walks had also attended the event. She advised the venue for next years event had not been announced however this should be known in August.

### **Destination TV**

The Tourism Officer advised the Air New Zealand in-flight programme was up for renewal and would be more expensive, however, Kaikoura had received six months complimentary screening over the winter. The in-flight programme was available on all international flight arriving in New Zealand. This equated to 250,000 passengers per month. The cost for the period 1 December 2009 to 30 May 2010 was \$5500 plus GST for the existing segment which had been compiled three years ago. The committee was generally happy to approve the spend however they wished to view the DVD at the next meeting.

### **Economic Development Strategy**

The Tourism Officer advised the results from the interviews she had undertaken for the strategy were included in the report. She advised the survey results had been edited and a broad overview was provided. The Tourism Officer had attended a meeting in Rangiora the previous month where a presentation of the findings for the strategy had been given. The power point presentation was shown to the committee. She advised it was important for the committee to provide their opinion.

The Tourism Officer advised the purpose of the strategy was for the Canterbury region to access funding. Councillor Macphail advised from the Canterbury Economic Development Strategy boards' perspective they were waiting for the report prior to accepting projects and advised they had not advertised for projects yet.

Councillor Macphail advised tourism did not feature strongly in the draft strategy and he was disappointed. He advised Lincoln University had delayed the release of the strategy by a month due to some organisations failing to submit their data on time.

Councillor Macphail advised there were approximately funds of \$7 million available for the whole of New Zealand. Councillor Ransley suggested the Industrial Park could be a project and enquired how this

might fit into the strategy. Councillor Macphail advised projects did not necessarily have to be Council related and provided Omaka museum as an example.

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

*Moved by L Buurman, seconded by Councillor Ransley and resolved that the public be excluded from the following parts of the proceedings of this meeting, namely*

### *a. Confirmation of Minutes 10/6/2009*

## **7. GENERAL BUSINESS**

### **Catch the Day Campaign**

Councillor Macphail advised weekly meetings had been held regarding the campaign. Imagic were to provide more information on parts of the programme. The aim was to have the campaign running heading into Seafest. He advised Imagic were creating a website with packages. Councillor Macphail advised the campaign would steer away from the seafood theme initially and Kaikoura as the seafood capital of New Zealand would be promoted in the future. The packages would be linked to events which were already planned. The Tourism Officer advised the website would be an inspirational site about giving people ideas not necessarily about items people were required to purchase. She further advised the website could be used by businesses who wished to promote a special offer.

### **Steve Gurney Event**

M Fissenden advised S Gurney was currently in Wellington however he would either be in Kaikoura the following week or in September. S Gurney would write the proposal for the sum proposed, however, he was happy for his branding to be linked to the number of competitors participating. M Fissenden advised the event itself would not happen until 2011, due to the time needed to organise and promote the event.

### **McDonalds**

L Buurman advised there was currently a petition in town to stop McDonalds operating in Kaikoura. Councillor Macphail advised it was his understanding if McDonalds complied with the District Plan there would be nothing Council could do. L Buurman felt people were disappointed because of discussions some years ago about wanting to protect Kaikoura from this type of business and advised Wanaka had successfully developed their plan around doing that. Her main concern was the effect on existing business and Kaikoura was now going to look like every other town in New Zealand and Kaikoura would lose its uniqueness. Councillor Ransley advised there was a lot of support in town for McDonalds.

*There being no further business the meeting closed at 2.20pm*