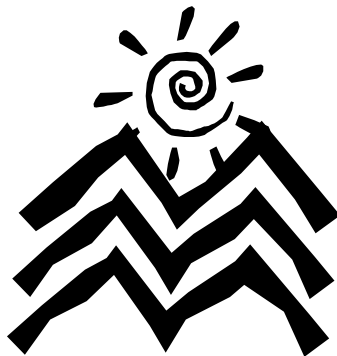




**KAIKOURA
DISTRICT COUNCIL**

***Tourism & Development Committee
Agenda***



12 August 2009

**TOURISM AND DEVELOPMENT COMMITTEE MEETING
HELD AT 9.00 AM ON WEDNESDAY 12 AUGUST 2009 IN
MEMORIAL HALL SUPPER ROOM, ESPLANDE,
KAIKOURA.**

Agenda

1. *Apologies*
2. *Matters to be raised as Urgent Business*
3. *Matters Arising from Report of 8/7/2009* *page 1*

4. *Minutes Action List*

Meeting	By Whom	Progress
12 NOVEMBER 2008		
Obtain concept plan for Christmas decorations/lights for the town centre and bring back to committee.	L Buurman	In Progress
8 APRIL 2009		
Investigate hosting a forum in Kaikoura.	Mayor Heays	In Progress

5. *Tourism and Economic Development Officer's Report* *page 5*
6. *Tourism & Development Statement of Accounts* *page 15*
7. *Information for Committee* *page 16*
 - **Coin Operated Binoculars**
8. *Urgent Business*

Tourism & Economic Development Officer's Report

Project updates:

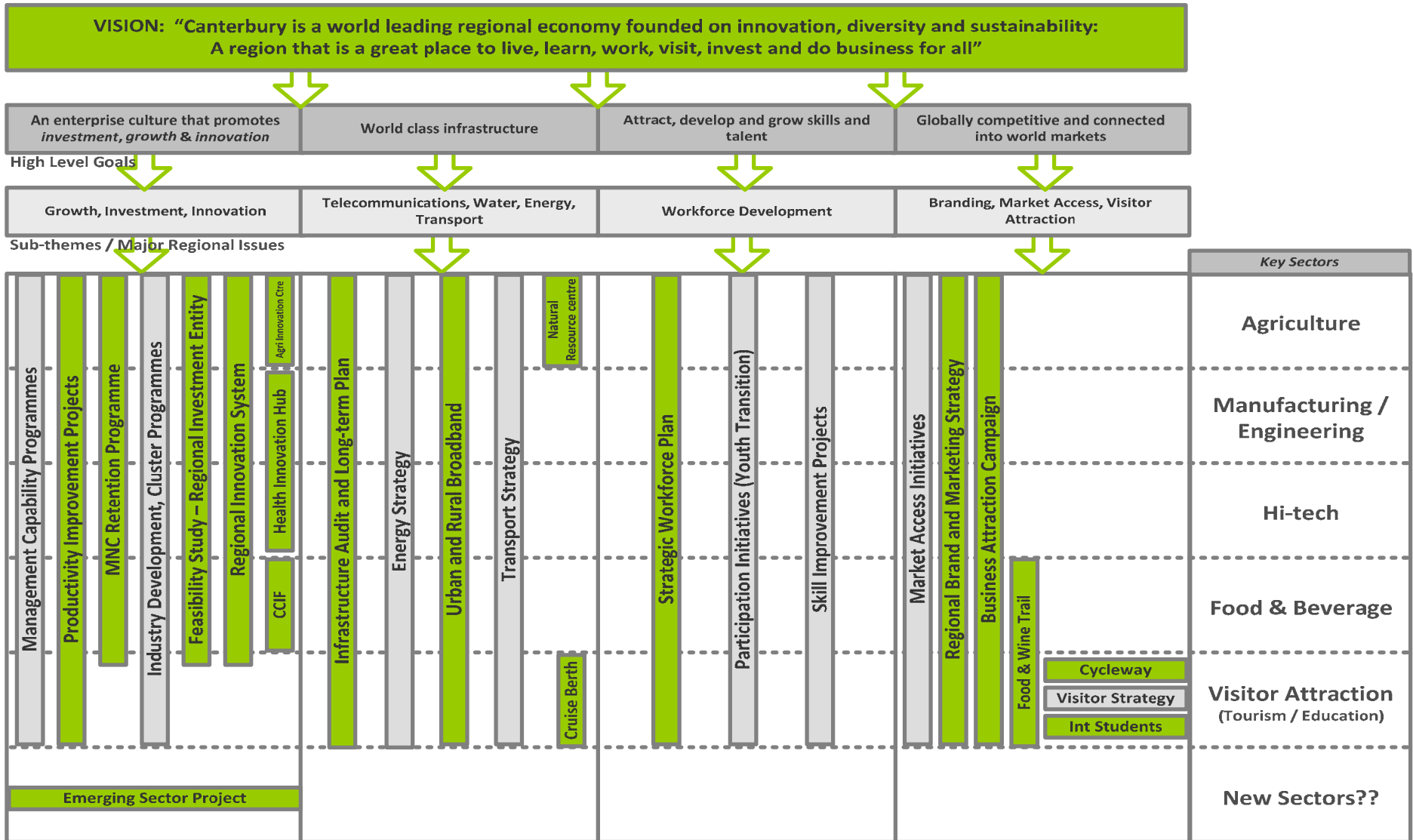
- **Visitor guide:** Quotes have been obtained for 2009/10 visitor guide. Due to the fact that only 1000 copies are now left (from a total of 55 000), production of the 09/10 guide will soon be underway. There will be a small increase in the cost of listing. This increase will be in the region of 2 to 3 %. An increase is necessary to cover the rising costs of producing and distributing the guide.
- **Canterbury Regional Economic Development Strategy update:** Tourism & Economic Development Officer attended a meeting of the Canterbury Economic Development Agencies to review the progress made by Carolyn Saunders & Paul Dalziel from Lincoln University. A copy of this document is contained in Appendix 1. The findings from the surveys and consultation work which has been underway since March throughout the region have been analysed and used to refresh CREDS (Canterbury Regional Development Strategy). This is summarised in this document.
- **TRENZ:** all follow-ups and requests from buyers at TRENZ have now been acted on. This work involved contacting specific businesses which TRENZ buyers had shown a particular interest in, developing training material for certain buyers to use with their staff, supplying images and also general info for use in brochures & also some editorial material. Details for TRENZ 2010 have not yet been announced.
- **Cycle way project:** the Kaikoura to Hanmer cycle way proposal has been sent to the Ministry for the Environment which is the current procedure until the official cycle trail criteria are finalised. The Ministry of Tourism is working on these criteria which should be announced in September. 7 potential "quick start" projects have already been announced including the St.James Great Trail north of Hanmer. Tourism & Economic Development Officer attended the Hurunui Trails Trust meeting last week. This trust was set up to develop walking and cycling trails within the Hurunui district.
- **Air New Zealand in-flight programme:** the summer programme must be confirmed by the end of August. Tourism & Development officer will show the current Kaikoura segment at the meeting so potential changes can be discussed. Editing costs incurred will cost an additional \$700+GST. This programme can also be viewed on www.destinationtelevision.co.nz
- **Christchurch i-SITE display:** Christchurch i-SITE advertising has been renewed and currently 6 advertisers will carry on for 12 months with an additional 4 (confirmed) advertising over the summer months only. The revenue generated from this advertising will cover the costs of the maintaining the whole display and therefore it is not anticipated that any funding will be required from T&D budget.
- **North Canterbury Food & Wine Trail:** Tourism & Economic Development officer attended the latest steering group meeting on 4th August. Budget, distribution, visitor satisfaction surveys, i-SITE training, networking evening for trail members and the spring marketing campaign were all discussed. The Trail is operating the Cuisine tent at this year's Seafest and this is being organised by Tourism & Development officer. Additionally, the Trail will be represented at the Culverden Fete and at the Waipara Wine Festival which will be held at the Mudhouse Winery.

- **Alpine Pacific Tourism/ Hurunui tourism update:** Scott Pearson, General Manager has now left Hurunui to take up his new role as General Manager of Lake Taupo Tourism. The Alpine Pacific Tourism Board has been phased out and will be soon be replaced by a new governing body. A new 5 year strategic plan is currently being developed and it is anticipated that this will be completed and a new board created by the end of September.
- **Kaikoura Tourism Trade evening:** Tourism & Economic Development officer is in the early stages of planning a trade evening for mid October.
- **Catch the Day update:** The current direction of the Catch the Day campaign is focused on a Catch the Day website which will drive the campaign and will feature imagery and content designed to generate interest in Kaikoura as a short break destination for domestic visitors. The website will be promoted via various media (potentially billboards, press advertising, online advertising and other media initiatives). The media plan and website design have not yet been finalised.

The website will feature special offers and deals from Kaikoura tourism & hospitality businesses. Businesses will pay an annual membership fee to be part of the campaign. All revenue generated from the membership fees will be reinvested in campaign activities. A commission fee will be charged for each booking made via the website and this will be used to cover i-SITE administration costs. The website is a key element of the campaign and it will be continually refreshed and updated.

Website content and design alongside a well-developed media campaign are crucial to the success of the campaign. A considerable amount of research and planning is still required. Key areas will be highlighted for discussion at the meeting.

CREDS SUMMARY: Vision, High Level Goals, Key Sectors and Potential Projects



KEY: CREDS Project Existing Project

CREDS High level Goals, Strategic Objectives and Potential Projects

Original High Level Goals	Sub themes / Major Regional Issues	Strategic Objectives	Potential Projects
<p>Develop and maintain an enterprise culture that promotes investment, growth and innovation</p> <p><i>(Focus on business / sectors with greatest potential)</i></p>	Growth / capability building	Develop the management capability of existing and new businesses.	<i>Currently met to a limited extent by EDA's via NZTE funded capability building programmes. Access to mentoring, training and support not sufficient outside of Christchurch City.</i>
		Raise the overall productivity of workplaces.	Roll out region-wide current DOL productivity pilot in Christchurch establishing advisory boards around SME's.
			Commission project aimed at improving businesses uptake of technology as a tool for raising productivity.
		Retain globally competitive businesses.	<i>Currently met to a limited extent by EDA's via identifying key MNC in the region and working to retain and strengthen their presence in the region.</i>
		Increase the competitiveness of industry sectors to provide the benefits of scale.	<i>Currently met by EDA industry development and cluster programmes.</i>
			Commission a research project to identify new and emerging industry sectors including undertaking economic modelling to determine the sectors potential.
	Increase the uptake of ecommerce in rural communities.	Commission study to determine barriers to rural business uptake of ecommerce.	
	Investment / capital	Ensure adequate capital/funding availability.	Undertake study to determine feasibility of establishing a regional investment entity.
		Improve businesses chances of accessing capital/funding.	<i>Currently met by EDA's and via NZTE funded Escalator and Investment Ready programmes.</i>
	Innovation	Ensure the region has an effective	Establish the Canterbury Regional Innovation System.

		innovation system enabling research, science, innovation and commercialisation across Canterbury.	<p>Establish a Health Innovation Hub to commercialise ideas generated within the Canterbury District Health Board and the wider Canterbury region.</p> <p>Establish an Agriculture Innovation Centre responsible for promoting and sharing innovation, smart farming practices, up skilling and the development of value add products across the region.</p> <p>Establish the Canterbury Centre for Innovative Foods housing pilot plant facilities and a business accelerator for food and beverage businesses. <i>(Part of Wider NZ Network)</i></p>
Provide a world-class infrastructure	Infrastructure	Ensure Infrastructure meets the current and future needs of the region.	Commission an economic infrastructure audit.
			Commission the development of a long-term economic infrastructure plan for the region.
			Create an infrastructure office with the purpose of coordinating infrastructure planning across the region and championing projects key to the regions economic success.
	Telecommunications	Ensure access to competitively priced world-class telecommunications services (Broadband) across the region.	Undertake feasibility study of Fibre to the Home for urban Centres.
			Undertake feasibility study of rural broadband coverage.
	Water	Ensure that Canterbury's water resources are effectively managed for the long term environmental and economic benefits of the region.	Establish Centre for Natural Resources to coordinate management of natural resources across the region, with a particular emphasis on utilising resources in water toolkit.
Energy	Ensure competitively priced electricity and reliable supply.	<i>Currently met as part of ECAN Energy Strategy.</i>	
Transport Links	Ensure that the region's priorities for the development of transport infrastructure are	<i>Currently met as part of UDS and Transport Strategy.</i>	

		aligned with the needs of business and industry.	
Attract, develop and grow skills and talent	Workforce	Identify the current and future skill needs of business and move to ensure availability.	Commission a project to develop an integrated strategic workforce plan that addresses significant weaknesses in the Canterbury Labour Market, creating better alignment between the supply of labour and the needs of businesses.
			Commission project to promote careers in agriculture to meet current and future skill shortages across the region.
			<i>Skilled migrant attraction programmes resulting from strategic workforce plan will be undertaken by existing providers.</i>
		Increase the level of participation in the Canterbury Labour Market	<i>Currently met as part of MSD Youth Transition Services. Potential future opportunities around Government youth job guarantee scheme.</i>
		Raise the skill level of the workers in the Canterbury Labour Market	<i>Projects resulting from strategic workforce plan will be undertaken by existing providers.</i>
Become increasingly globally competitive and connected into world markets	Branding	Develop, coordinate and promote the regions economic development brand to showcase Canterbury as an exciting place to live, work, study and visit.	Commission a project to develop a brand for Canterbury that clearly demonstrates Canterbury's economic development value proposition.
			Commission the development of a coordinated marketing strategy and subsequent programme that will promote Canterbury as an exciting place to live, work, study and visit.
		Attract globally competitive companies to Canterbury.	Coordinate a campaign to identify and attract key corporates, research, science and technology individuals and companies to Canterbury.
	Market Access	Improve businesses ease and ability to access international markets.	<i>Currently met through services offered by NZTE.</i>
		Coordinate international market development activities to provide the	Undertake a study to determine the feasibility of establishing an international trade office/portal for the region. (Based on Greater Seattle Trade Alliance)

		benefits of scale and consistency.	
	Visitor Attraction	Create new opportunities to benefit from Tourism / Visitor sector growth.	Develop a food and wine trail across Canterbury.
			Develop a cycleway across Canterbury.
			Coordinate marketing opportunities to attract international students to the region.
			Develop a 'Cruise Berth' facility at Lyttleton Port.
			<i>Coordination of tourism sector development currently met through visitor strategy.</i>

Kaikoura Guest nights & Guest arrivals for January – April 2009:

2009	Guest nights	% change 08/09	Guest arrivals	% change 08/09
January	46 953	-4.1	30 088	-4.2
February	39 715	-8.5	27 962	-6.9
March	35 895	-15.3	24 617	-16.0
April	29 036	1.1	21 034	5.2
May	17 151	-5.8	12 488	0.5

Kaikoura Guest nights – March – May 2005 – 09

	Kaikoura District	% change	New Zealand % change
March 2005	38 293	30.1	11.1
March 2006	37 239	-2.8	-6.7
March 2007	41 730	12.1	7.5
March 2008	42 397	1.6	6.9
March 2009	35 895	-15.3	-10.7

	Kaikoura District	% change	New Zealand % change
April 2005	23 535	2.2	-1.7
April 2006	31 145	32.3	3.9
April 2007	33 043	6.1	2.5
April 2008	28 727	-13.1	-3.6
April 2009	29 036	1.1	4.3

	Kaikoura District	% change	New Zealand % change
May 2005	13 157	2.5	0.0
May 2006	16 548	25.8	1.5
May 2007	17 070	3.2	5.8
May 2008	18 201	6.6	4.7
May 2009	17 151	-5.8	-0.4

Kaikoura Guest arrivals – March - May 2005 – 09:

	Kaikoura District	% change	New Zealand % change
March 2005	25 470	30.9	9.6
March 2006	25 040	-1.7	-4.2
March 2007	28 247	12.8	4.4
March 2008	29 308	3.8	4.8
March 2009	24 617	-16.0	-10.4

	Kaikoura District	% change	New Zealand % change
April 2005	16 438	3.1	0.2
April 2006	20 571	25.1	2.4
April 2007	21 852	6.2	1.3
April 2008	19 993	-8.5	-2.3
April 2009	21 034	5.2	0.5

	Kaikoura District	% change	New Zealand % change
May 2005	9 256	0.8	2.1
May 2006	11 121	20.1	0.2
May 2007	11 598	4.3	4.5
May 2008	12 428	7.2	4.6
May 2009	12 488	0.5	-0.6

Kaikoura May Year End comparisons – guest nights:

Year end	Kaikoura District	% change	New Zealand % change
May 2005	284 557	17.0	0.0
May 2006	316 782	11.3	1.5
May 2007	345 113	8.9	5.8
May 2008	340 665	-1.3	4.7
May 2009	316 233	-7.2	-0.6

Kaikoura May Year End comparisons – guest arrivals:

Year end	Kaikoura District	% change	New Zealand % change
May 2005	194 084	18.1	2.1
May 2006	212 759	9.6	0.2
May 2007	234 377	10.2	4.5
May 2008	229 162	-2.2	4.6
May 2009	214 890	-6.2	-1.4

All figures and tables used are taken from the Commercial Accommodation Monitor (C.A.M) C.A.M gathers data from accommodation providers with an annual turnover of \$30 000+ on a monthly basis. C.A.M is administered by Statistics New Zealand on behalf of the Ministry of Tourism – www.tourismresearch.govt.nz

Tourism & Economic Development

Financial Report to 31 July 2009

	Budget (Year) 2009/2010 \$	Actual (1 Month) 2009/2010 \$	Actual (Year) 2008/2009 \$
Expenses			
Personnel & Personnel Related	57,726	4,240	50,609
Advertising & General Expenses	6,000	-	4,378
Overhead Charges	6,722	561	6,276
TRENZ	8,400	-	7,433
Green Globe	3,619	-	3,158
Christchurch & Canterbury Marketing	5,000	5,000	5,000
Christchurch I-Site Display Space	5,000	1,250	5,359
Visitor Research & Surveys	3,500	-	-
Events (Moa Hunt, Spring Challenge, etc)	15,000	-	5,412
Domestic Campaign "Catch the Day"	50,000	-	-
Alpine Pacific Joint Ventures	25,000	-	24,623
Visitor Guide	3,000	238	11,904
Image Library/Website/Displays	6,700	-	270
AA Tourism Domestic Campaign	-	-	2,500
Air NZ In-flight Production	-	3,438	3,594
Canterbury Economic Development Corp	-	-	2,400
	195,667	14,727	132,916
Funded by:			
Enterprise North Canterbury Refund	-	-	3,333
Commercial Rates	175,667	14,639	100,904
	175,667	14,639	104,237
Activity Surplus/(Deficit)	(20,000)	(88)	(28,679)

Tourism & Economic Development Funds Held

	Budget (Year) 2009/2010 \$	Actual (1 Month) 2009/2010 \$	Actual (Year) 2008/2009 \$
Opening Balance	30,000	29,886	58,565
Activity Surplus/(Deficit)	(20,000)	(88)	(28,679)
Interest Applied to Fund	-	-	-
Closing Balance in Fund	10,000	29,798	29,886