

**REPORT OF THE TOURISM AND DEVELOPMENT  
COMMITTEE MEETING HELD AT 9.00AM ON  
WEDNESDAY 12 AUGUST 2009 IN THE MEMORIAL  
HALL SUPPER ROOM, ESPLANADE, KAIKOURA**

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

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

**APOLOGIES:** R Murray, K Ngapora

*Moved by M Fissenden, seconded by N Gold and resolved that  
apologies be accepted.*

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

- |                                    |                       |
|------------------------------------|-----------------------|
| 1. Bob Parker – new tourism scheme | (Mayor Heays)         |
| 2. Seafest 2011                    | (Councillor Macphail) |

**2. CONFIRMATION OF MINUTES 8/7/2009**

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

**3. MATTERS ARISING FROM THE REPORT OF 8/7/2009**

**National Cycle Way Project**

The Tourism Officer advised a preliminary proposal for a cycle way from Kaikoura to Hanmer Springs had been sent to the Ministry for the Environment. The Ministry of Tourism was currently working on the criteria and these should be announced in September. Seven projects had already been announced and included the St James Great Trail.

*J Smith entered the meeting at 9.04am*

**Economic Development Strategy**

Councillor Macphail advised he would be attending a meeting the following week in Christchurch and he would report back to the committee on progress.

**Steve Gurney Event**

M Fissenden advised S Gurney had confirmed he would be in Kaikoura in September for three days. An evening session would also be held during this time where the subject could be brained stormed and ideas reiterated.

*S Rattray entered the meeting at 9.08am.*

#### ***4. MINUTES ACTION LIST UPDATE***

##### **Christmas Decorations / Lights**

L Buurman advised she was waiting to hear the results of funding applications submitted. She advised at a KITI meeting held the previous evening it was suggested K Roberts, S Pharazyn, L Buurman and Councillor Diver meet to discuss a concept for the town. Councillor Macphail advised any other business who would like to contribute should contact L Buurman.

##### **Forum in Kaikoura**

Mayor Heays advised he had organised a series of forums to be held in September. The forums would be held on the first three Mondays of September at 5.30pm. Mayor Heays advised the meeting times had been set on advice from the speakers. On the 7<sup>th</sup> of September the small business advisor from Westpac would be in attendance, the 14<sup>th</sup> would see the Chief Economist, Tony Alexander, from the Bank of New Zealand. Peter Townsend, the Chief Executive Officer, from the Chamber of Commerce in Christchurch would speak at the forum on the 21<sup>st</sup> of September. The Tourism Officer would email business and there would also be radio and newspaper advertisements advising of the forums.

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

##### **Air New Zealand in-flight programme**

The Tourism Officer advised the in-flight programme was required to be confirmed by the end of August. The current segment was viewed by the committee. The Tourism Officer advised the main issue with changing the segment was the lack of available moving footage. L Buurman felt the current segment was a good snap shot of Kaikoura. N Gold felt the segment did not show a lot of land base activities but felt it was not necessarily worth editing. The Tourism Officer suggested the narration of the segment could be broadened to provide more focus on land based activities.

##### **Alpine Pacific Tourism**

The Tourism Officer advised S Pearson had left Hurunui to take up his role as General Manager of Lake Taupo Tourism. The Alpine Pacific Tourism Board had been disbanded and would be replaced by a new governing body. A new 5 year strategic plan was currently being developed and it was anticipated this would be completed by the end of September.

##### **'Catch the Day' Domestic Marketing Campaign**

The Tourism officer provided information on the current direction of the campaign. She advised at the current point in time there were a lot of elements to be finalized and work undertaken.

##### ***M Unahi entered the meeting at 9.22am***

She advised the target market had been identified as families, couples and outdoor enthusiasts and the budget did not allow for a broader range.

The campaign would be focused on a 'Catch the Day' website which would be supported by a media campaign. The Tourism Officer advised in order to finalise the media campaign and create the greatest effect it was important to be sure the target market was correct. Numerous forms of advertising were currently being investigated and included bus backs, billboards, online advertising and press advertising. She was also currently investigating how marketing could be sustained for as long as possible and which elements would be best over the period. The Tourism Officer tabled a budget report which provided an indication of some of the costs which had already been identified. She advised in addition to the \$50,000 additional funding from Council, \$7,000 from the general Tourism and Development budget could be utilized for the campaign.

The Tourism Officer advised the proposed launch date for the campaign was early October however, due to the number of elements not finalized suggested November might be a more realistic goal and the launch could coincide with the Kaikoura Trotting Cup. Councillor Macphail felt the launch of the campaign did not need to tie in with an event.

Councillor Macphail advised the aim was to include all business in the campaign, initially there had been hero packages but it was felt this was too narrow and did not give the customer choice. He further advised he was concerned some business may not be able to afford to be involved. S Rattray advised the concept was to generate a simple catch bag. There would be a list of business on the website and the process would be quick and simple. Councillor Macphail advised people would be able to create their own package.

The Chief Executive Officer wondered if the campaign was being watered down too much. He advised the whole concept was to grab people's attention and provide options around what people could do in Kaikoura. He advised what appeared to be successful campaigns were for example Air New Zealand 'Grab a Seat' which had packages the customer did not have to think about and appeared to be a good deal. He believed the campaign needed to be pushed quite aggressively and should be about actively pursuing products. He felt different types of media including options like twitter should be investigated. He further advised he knew the aim was to be as inclusive as possible but at the end of the day business was either in or out, those who were part of the campaign should benefit. He believed there should be a number of options and provided an example of movie and a meal and believed someone should be actively talking to individual business about how they could contribute.

B Cowan felt the campaign concept was good and liked the idea of giving people options to create packages to suit them however questioned whether the wheel was being reinvented if a similar mechanism to [www.kaikoura.co.nz](http://www.kaikoura.co.nz) was used and wished to avoid people coming across this site but not 'Catch the Day'. He felt other options should be investigated to try and incorporate a one stop shop. L Burman

advised [www.kaikoura.co.nz](http://www.kaikoura.co.nz) was a product listing whereas 'Catch the Day' was about catching a deal and providing people an opportunity to see value in package selection which was different to anything else offered. Councillor Macphail advised the campaign was a work in progress and was continually evolving and acknowledged the Tourism Officer was doing a great job.

It was noted the media campaign would direct people to the website and also direct people to Kaikoura. Councillor Macphail advised Zippy Freight, who travelled from Kaikoura to Christchurch and back daily, had offered the use of the canvas side of their truck for painting. Other contracts for display ads were being sought.

M Fissenden wondered if the marketing should be directed at a narrower market and felt perhaps the campaign should try and capture people when they were driving to work in the winter and could mean they chose a weekend in Kaikoura over Hanmer Springs. Councillor Macphail advised an option was to start the campaign next winter however the general consensus had been to get the campaign out there because it was unknown what the summer would be like. M Fissenden suggested the Ngai Tahu billboard at Tower Junction could be used.

The Chief Executive Officer advised the aim of the campaign was a long term project around 'Catch the ...' meaning people automatically thought of Kaikoura and advised it was about continuously building on the phrase. The Tourism Officer advised in terms of the website a seasonal element would be incorporated. S Rattray advised there were two directions for the campaign one was a catch bag of options the other was hero packages which required more buy in from businesses and enquired if the campaign should initially steer down the path of packages. J Smith felt if the packages were limited this could limit the take up.

The issue of how business would pay to be part of the campaign was raised. The Tourism Officer suggested in the initial stages it may be simpler to have commission only and believed this would be fairer than a membership fee. L Buurman believed there needed to be a participation fee. Councillor Pablecheque suggested every business had a right to participate due to their contribution through rates and there could be a fee structure. He advised approximately 70,000 people would be in New Zealand for the Rugby World Cup in 2011 over an eight week period, there were only 45,000 tickets to most games and this left 30,000 people who would hopefully catch our day. He further advised he would like to see the campaign continue long term.

The Tourism Officer advised 'Catch the Day' was a domestic marketing campaign, if it was made available to all commercial enterprises she did not know how this would work in terms of the consumer. N Gold advised as a ratepayer she felt it was good Council wished to promote the district and she did not believe how the \$50,000 was spent needed to be justified to each specific business.

## **6. URGENT BUSINESS**

### **Bob Parker - New Tourism Scheme**

Mayor Heays advised at the Local Government Conference there had been a general consensus Mayors would support a request from Bob Parker to the Government for money to market the South Island generically.

### **Seafest 2011**

Councillor Macphail advised Seafest 2011 would fall when the world cup was being held. A game was to be held in Christchurch on the 1<sup>st</sup> of October with a further two games in Christchurch the following weekend. It was currently being considered whether or not the date could be changed by a couple of weeks. KITI had been investigating the supply of products and beds and accommodation providers were mostly happy for Seafest to remain on 1 October. He advised a decision would be made in the next few weeks.

### **KITI Annual General Meeting**

Councillor Macphail advised the Annual General Meeting would be held on Tuesday the 18<sup>th</sup> of August at 7pm.

*There being no further business the meeting closed at 10.25am.*