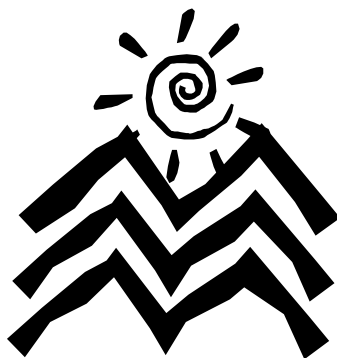




**KAIKOURA
DISTRICT COUNCIL**

***Tourism & Development Committee
Agenda***



14 October 2009

**TOURISM AND DEVELOPMENT COMMITTEE MEETING
HELD AT 1.00 PM ON WEDNESDAY 14 OCTOBER 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 9/9/2009* *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

5. *Tourism & Economic Development Officer's Report* *page 5*
6. *Tourism & Development Statement of Accounts* *page 23*
7. *Bimonthly Meetings*
 - This item was raised at the September meeting to be carried over for discussion.

8. *Tourism and Economic Development Public Excluded Session*
Moved, seconded that the public be excluded from the following parts of the proceedings of this meeting, namely

a. Confirmation of Minutes 09/09/2009

The general subject matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under Section 48(1) and 7(2)(i) of the Local Government Information and Meetings Act 1987 for the passing of this resolution are as follows:

General subject of each to be considered	Reason for passing this resolution in relation to each matter	Grounds of the Act under which this resolution is made
Confirmation of Minutes 9/9/2009	The exclusion of the public from the whole or the relevant part of the proceedings of the meeting is necessary to enable the Local Authority to deliberate in private on its decision or recommendation.	Section 48(1)(a) and 7(2)(a)

9. *Urgent Business*

Tourism & Economic Development Officer's Report

Opportunity with Destination TV: Destination Television is in the process of developing the 4th series of Destination New Zealand - Hit the Road. The regional sponsorship has a special offer of \$1500+gst (inclusive of production costs). Regional footage would be included and the region would be profiled in the introduction and throughout the episode. The completed DVD will be available for our use; website and trade promotions. Full details of this proposal are attached.

Visitor guide update: deadline for business listings has now passed and work has begun on page layouts and finalising the cover design. It is hoped that the guide will be completed and ready for distribution before the end of the month.

Global Network of Great Wine Capitals: Tourism & Economic Development Officer and Mayor Heays hosted the officials from the network along with the team from Christchurch City Council back in August. The Christchurch/Southern New Zealand bid for membership was successful, beating the rival bid from Hawkes Bay. A press release from Christchurch Mayor Parker will be made soon to announce this achievement.

Visitor Statistics: latest statistics are included in Appendix 1.

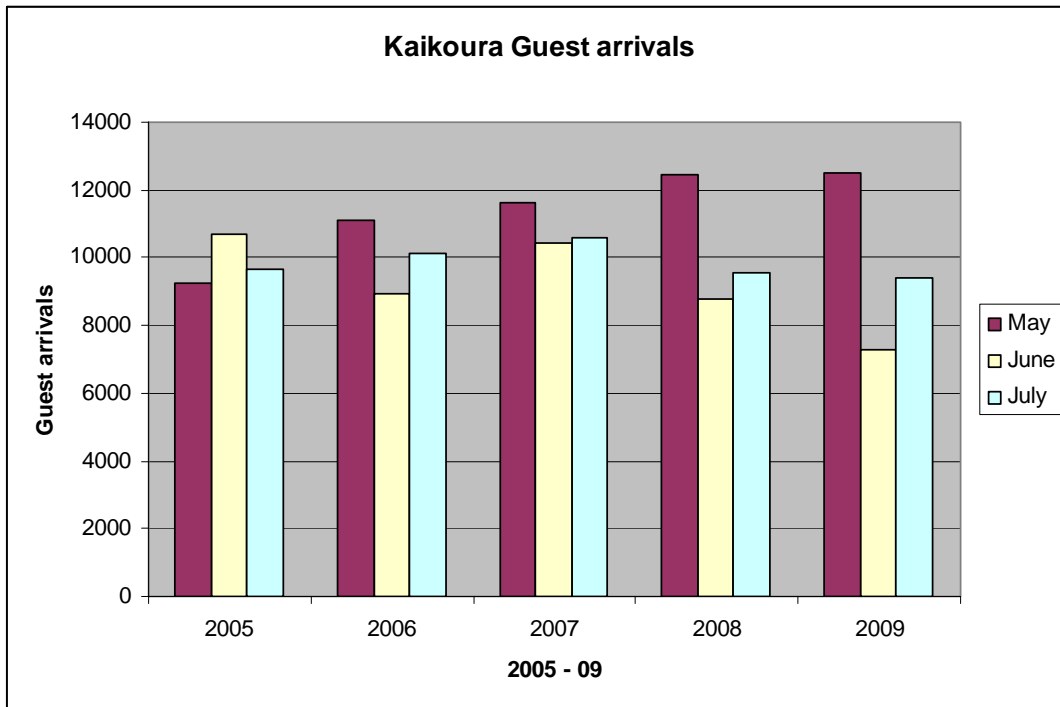
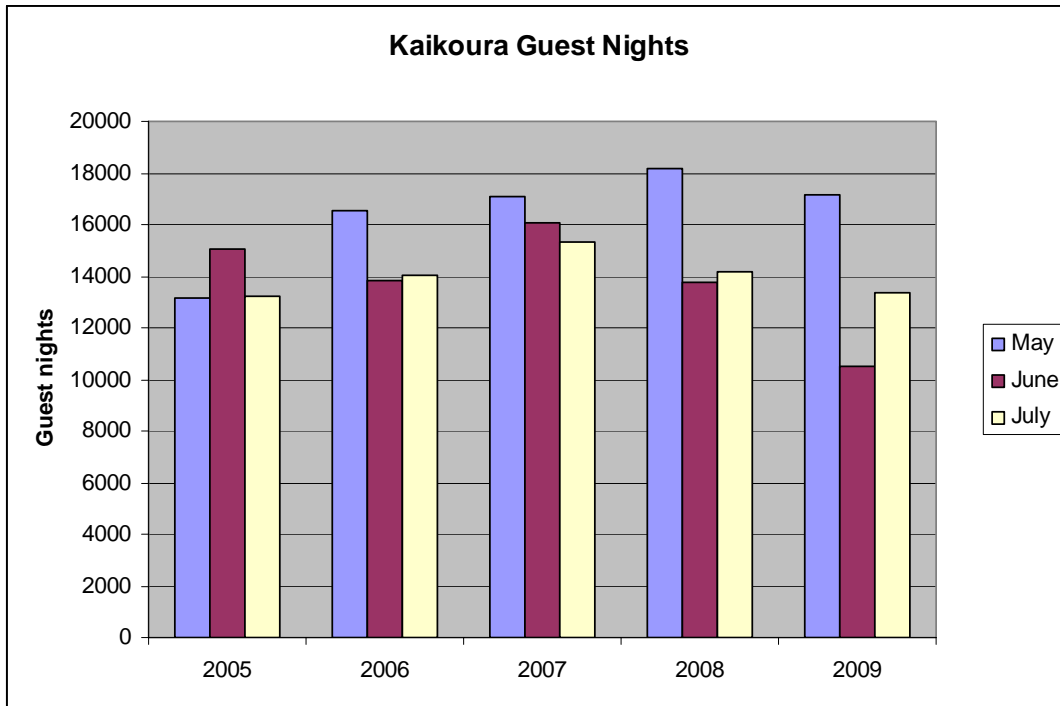
Catch the Day: website construction is well underway. Final billboard designs, website visuals and a full update will be presented at the meeting. Tourism & Development Officer continues to work on this project and to date, 15 businesses are preparing to list offers & deals for the November launch.

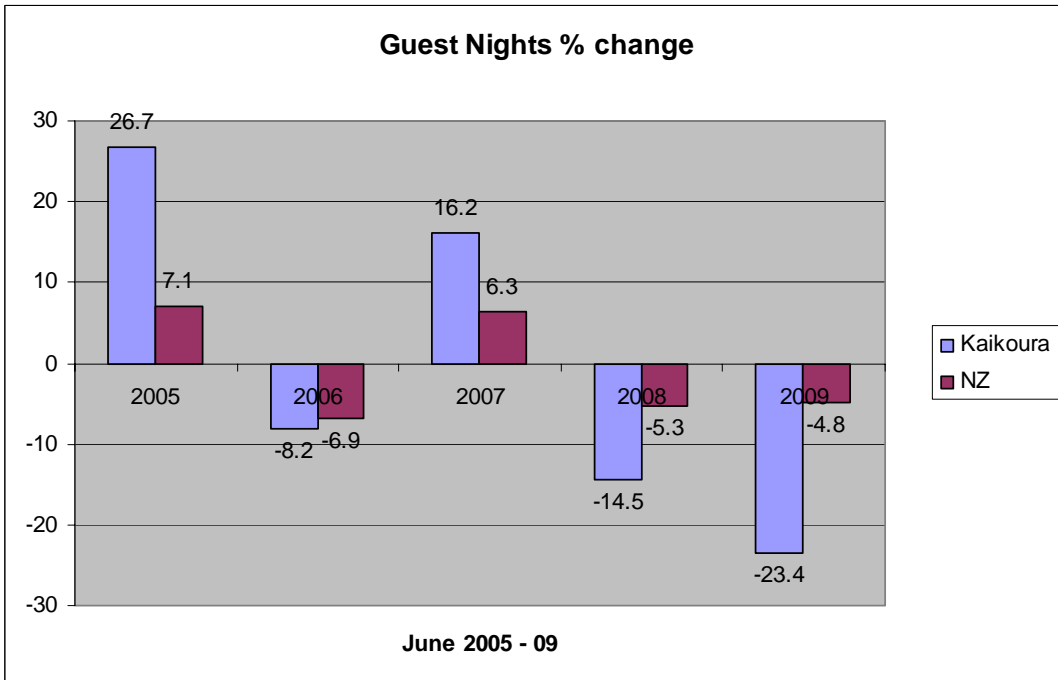
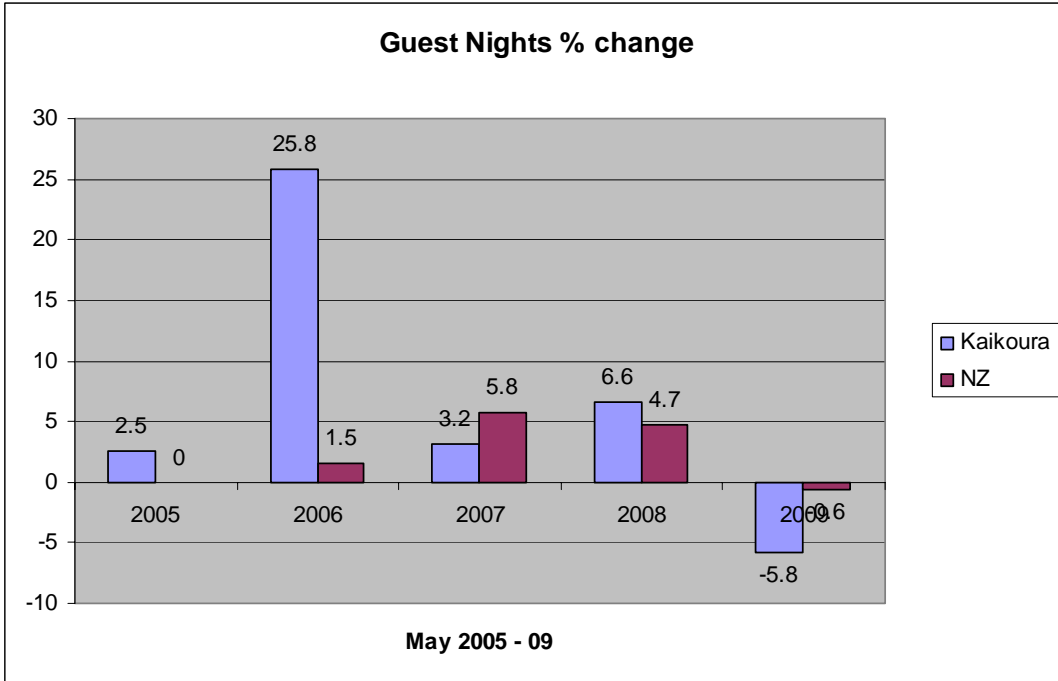
Cuisine Tent at Seafest: Tourism & Economic Development Officer along with colleagues from Hurunui Tourism, Visit Waimakariri and Destination Mt Cook Mackenzie & Kaikoura District Council promoted the North Canterbury Food & Wine Trail at Seafest. The display won the Creative Seafest Award which was quite an achievement. The purpose of the display was to raise awareness of the Trail to the domestic market. Complimentary tastings from Café Encounter, The White Morph restaurant and the Green Dolphin restaurant along with complimentary wine tastings from several Waipara wineries were on offer. In addition, cheese tastings from Karikaas Cheese, sausages from Harris Meats & Lovat venison were also very well received. Wines from Kaikoura Winery & Waipara Springs winery were also on sale.

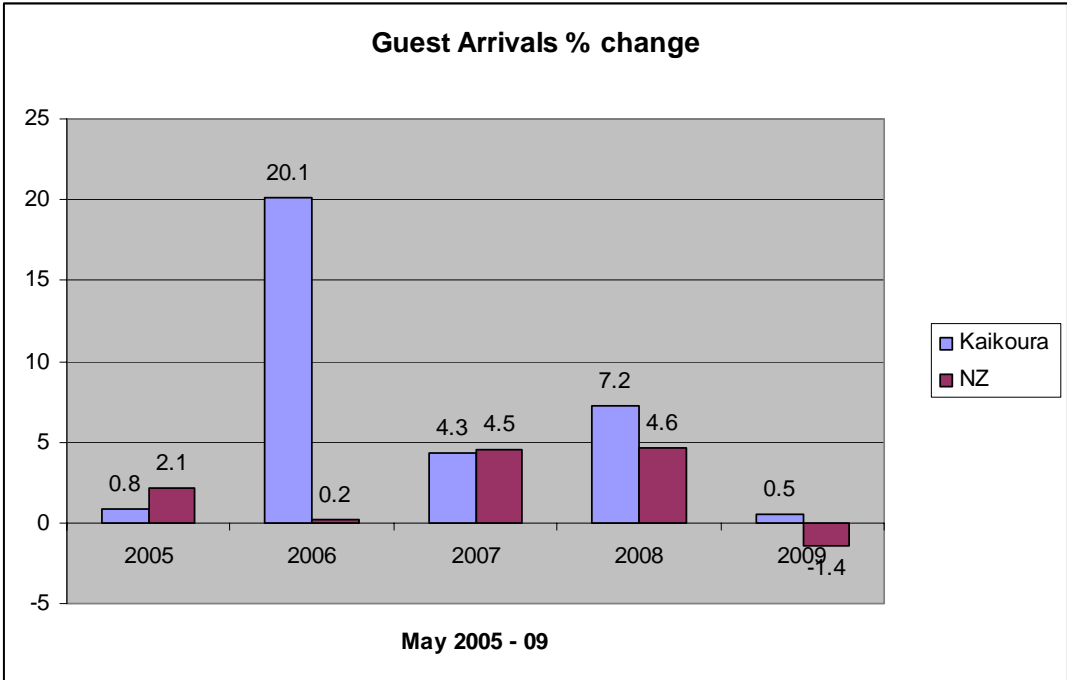
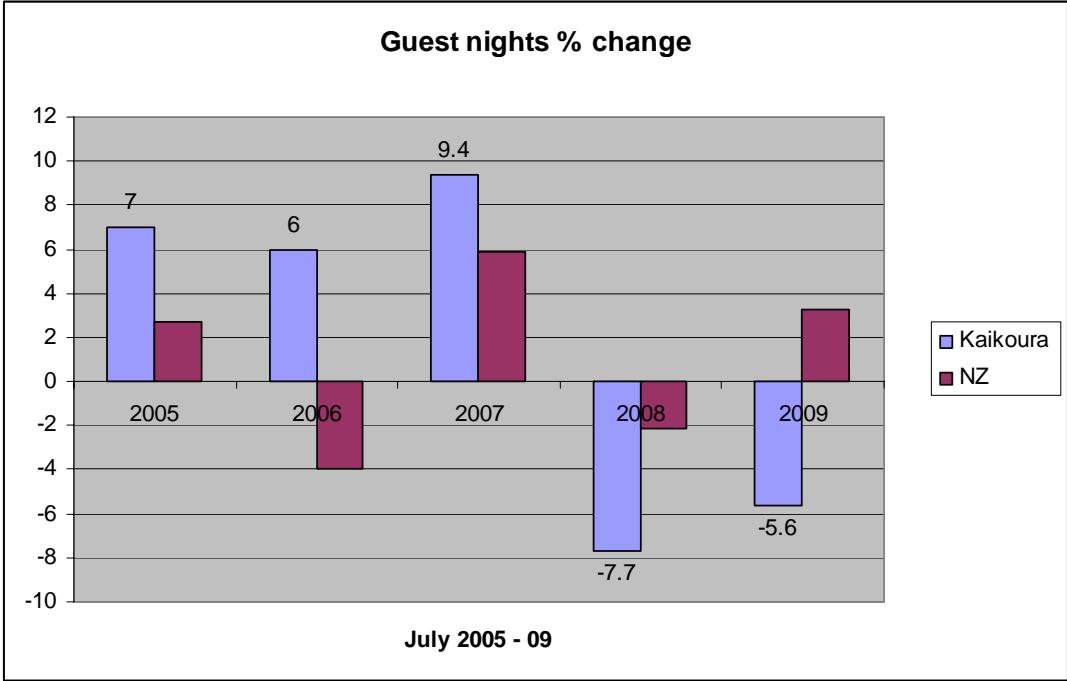
Spring series of economic forums: The final forum featuring Peter Townsend took place on 21st September. Although this only attracted around 30 people, it was an excellent presentation and very much enjoyed by those who attended. Overall, the series of forums proved very popular and was a worthwhile initiative from Mayor Heays

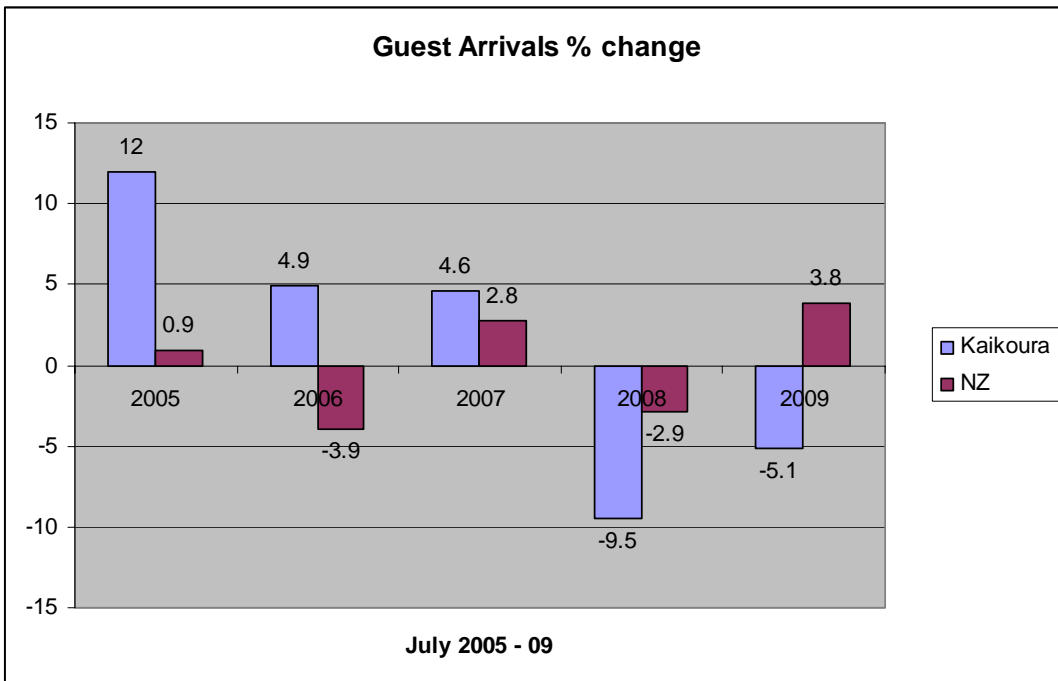
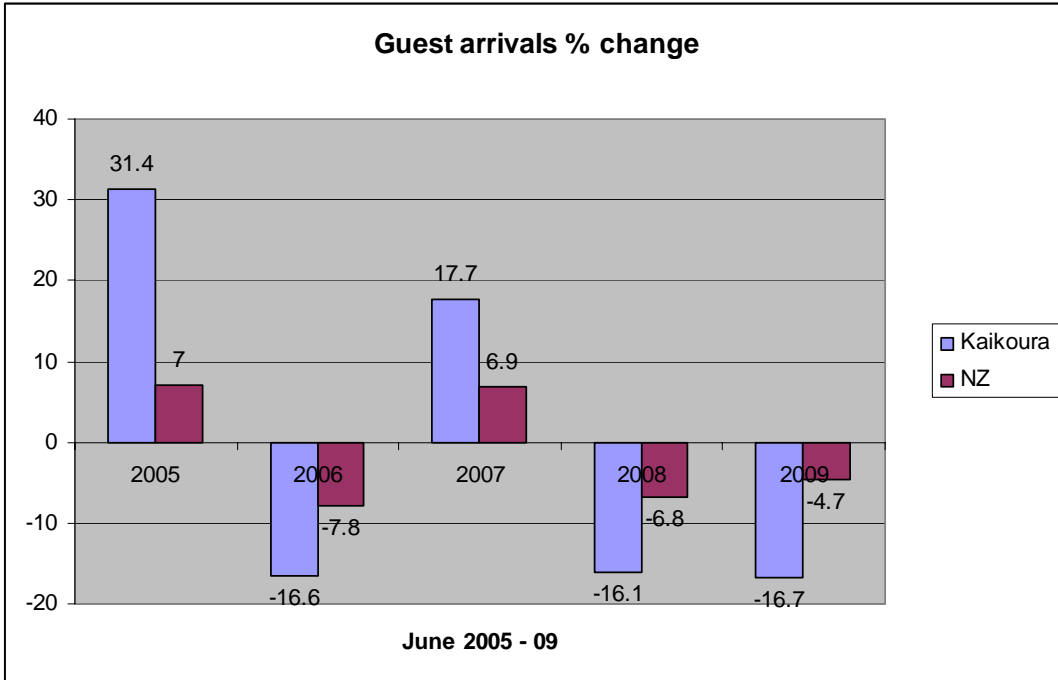
Other projects: Tourism & Economic Development Officer is also working on developing the image gallery and organising a trade evening in November.

Appendix 1:









July Year End Comparisons:

Guest Nights	Kaikoura Total	Kaikoura % change	NZ % change
Year end July 2005	288 596	16.7	3.8
Year end July 2006	316 342	9.6	-1.4
Year end July 2007	348 660	10.2	4.6
Year end July 2008	337 157	-3.3	1.7
Year end July 2009	312 223	-7.4	-3.1

Guest Arrivals	Kaikoura Total	Kaikoura % change	NZ % change
Year end July 2005	197 672	18.2	4.9
Year end July 2006	211 454	7.0	-1.3
Year end July 2007	236 375	11.8	3.2
Year end July 2008	226 475	-4.2	1.3
Year end July 2009	213 229	-5.8	-4.6

Tourism & Economic Development

Financial Report to 30 September 2009

	Budget (Year) 2009/2010 \$	Actual (3 Months) 2009/2010 \$	Actual (Year) 2008/2009 \$
Expenses			
Personnel & Personnel Related	56,100	12,898	51,192
Advertising & General Expenses	3,000	666	4,834
Overhead Charges	6,400	1,683	6,276
TRENZ	9,000	-	7,433
Green Globe	3,500	-	3,158
Christchurch & Canterbury Marketing	5,000	5,000	5,000
Christchurch I-Site Display Space	1,500	1,250	5,359
Visitor Research & Surveys	1,000	-	-
Events Funding	15,000	-	5,412
Domestic Campaign "Catch the Day"	50,000	-	-
Marketing Activities	10,000	-	24,623
Trade Projects	5,000	-	-
Visitor Guide	6,000	1,066	11,904
Image Library/Website/Displays	7,500	188	270
Cruise NZ Membership	2,000	-	-
AA Tourism Domestic Campaign	-	-	2,500
Air NZ In-flight Production	4,000	3,438	3,594
Canterbury Economic Development Corp	-	-	2,400
Contingency	3,000	-	-
	188,000	26,189	133,955
Funded by:			
Enterprise North Canterbury Refund	-	-	3,333
Canterbury I-Site Advertising Revenue	-	1,817	-
Commercial Rates	175,667	44,358	100,982
	175,667	46,175	104,315
Activity Surplus/(Deficit)	(12,333)	19,986	(29,640)

Tourism & Economic Development Funds Held

	Budget (Year) 2009/2010 \$	Actual (3 Months) 2009/2010 \$	Actual (Year) 2008/2009 \$
Opening Balance	30,000	30,406	58,565
Activity Surplus/(Deficit)	(12,333)	19,986	(29,640)
Interest Applied to Fund	-	-	1,481
Closing Balance in Fund	17,667	50,392	30,406