

**REPORT OF THE TOURISM & DEVELOPMENT  
COMMITTEE MEETING HELD AT 1.00PM ON  
WEDNESDAY 9 DECEMBER 2009 IN MEMORIAL HALL  
SUPPER ROOM, ESPLANADE, KAIKOURA.**

**PRESENT:** Councillor J Macphail (Chair), N Gold, S Rattray, R Murray, K Ngapora, J Smith, L Buurman, M Unahi.

**IN ATTENDANCE:** S Syme (Minutes Secretary).

**APOLOGIES:** Mayor K Heays, Councillor J Ransley, M Fissenden.

*Moved by N Gold, seconded by R Murray and resolved that apologies be accepted.*

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

- |                                    |             |
|------------------------------------|-------------|
| 1) Marine Mammal Protection Status | (K Ngapora) |
| 2) Volunteer Tourism               | (K Ngapora) |

**2. HURUNUI TOURISM STRATEGY**

Scott Callaway from Hurunui Tourism was in attendance to present this item. He advised there had been major internal changes in viewing the marketing and destination management of the Hurunui District and the process had commenced 18 months prior. He apologized Hurunui had not been more communicative with Kaikoura during this time. He advised the Alpine Pacific Touring Route featured in the Strategy and Hurunui were looking at ways they could work together with Kaikoura.

Hurunui Tourism was now in the position of approaching Christchurch and Canterbury Tourism with regard to signing a Memorandum of Understanding. The understanding was that funding would be given to Christchurch and Canterbury Tourism and they would look after off shore trade, media and trade famils for Hurunui Tourism. They would also be actively involved in the District by attending four meetings a year in Hurunui.

S Callaway felt for the Alpine Pacific Triangle to be a success there needed to be a footing in Christchurch. He felt there may be an opportunity for funding and further advised the South Island did not have many touring routes.

***M Unahi entered the meeting at 1.16pm***

S Callaway summarized the five key pillars of the Hurunui Tourism Strategy. It was noted one of the pillars was the internet and by rolling the Hanmer Springs village website into the Thermal Pools website internet traffic had increased by 100%.

*J Smith entered the meeting at 1.21pm*

S Callaway felt the best way forward would be for him to meet with the Tourism Officer and then report back to the committee.

*L Buurman left the meeting at 1.30pm*

**3. CONFIRMATION OF MINUTES 11/11/2009**

*Moved by N Gold, seconded by R Murray and resolved that the report of the Tourism and Development Committee meeting held on 11 November 2009 be confirmed as a true and accurate record.*

**4. MATTERS ARISING FROM THE REPORT OF 11/11/2009**

**Cycle Trail**

K Ngapora was interested in viewing the criteria for the National Cycleway project regarding whether there were other options Kaikoura could investigate. N Gold noted the cycle way could not be on a main highway which made it difficult.

**Christmas Lights and Decorations**

N Gold advised the Business Discussion Group had approved the spending of funds for Christmas banners. She advised the Moa banners would come down and Christmas banners would be displayed. However, she believed there would be a funding shortfall.

**Community Facilities**

S Rattray advised a third meeting of the Kaikoura Community Facilities Charitable Trust had been held. He advised a site would be decided at the next meeting of the Trust. In the New Year Trustees would be visiting facilities in other towns.

**5. TOURISM & ECONOMIC DEVELOPMENT OFFICER'S REPORT**

**Responsible Tourism Awards**

Whale Watch Kaikoura had won the Supreme Award at the Responsible Tourism Awards in London the previous month. Councillor Macphail advised it was fantastic for Whale Watch and fantastic for the town and acknowledged Whale Watch was leading Kaikoura into the future.

**Cruise New Zealand**

Included in the agenda was information regarding the Cruise Shipping Miami Convention which would be held from the 15<sup>th</sup> to the 18<sup>th</sup> of March. K Ngapora suggested the Tourism Officer obtain more information on companies that operate the type of vessels that would visit Kaikoura. It was generally felt as Kaikoura was an emerging cruise destination there may be benefit in attending this type of convention. K Ngapora felt there may be companies who were looking at cruising New Zealand but were unsure where to visit. He further advised there was no one from the South Island on the Cruise New Zealand board currently.

In the past when passengers from the ships had disembarked in Kaikoura Mayor Heays had meet the passengers and S Rattray had provided a

selection of plants to brighten up the area. Mayor Heays had indicated he was happy to undertake the meet and greet this coming season however suggested perhaps a more creative approach would be welcome. Councillor Macphail suggested a small information booth could be set up on the Wharf to provide information to people arriving from cruise ships. N Gold felt it would be beneficial to get every boat load of passengers into the town centre. Councillor Macphail would talk to the i-Site manager regarding information available at the wharf when passengers arrived.

### **Great Wine Capitals**

A requirement of being a member of the Great Wine Capitals global network was the formation of a steering committee. Christchurch City Council would be organizing the first meeting for February 2010.

*Moved by Councillor Macphail, seconded by K Ngapora that N Gold be put forward by the Tourism and Development Committee to be the Kaikoura representative on the Great Wine Capitals Global Network Steering Committee.*

### **Marketing Plan Review**

The Tourism Officer would circulate a draft document to committee members. As there was no meeting in January it was suggested a working group could meet to progress with the review. The following committee members would form the working group; K Ngapora, N Gold, S Rattray, L Buurman and Councillor Macphail.

### **Networking Evening**

A networking evening had taken place on the 19<sup>th</sup> of November. Approximately 30 people had attended the evening including visiting staff from Nelson, Blenheim, Picton and Motueka i-Sites. S Rattray felt the evening had been brilliant. Councillor Macphail felt it was a shame so few representatives from the accommodation sector had attended as they were the target audience.

N Gold advised there appeared to be some confusion for people regarding the role of the Tourism Officer and the i-Site Manager. Councillor Macphail suggested this could be addressed in the New Year.

### **‘Catch the Day’ Domestic Marketing Campaign**

Councillor Macphail advised he was unsure how many bookings had been made through the campaign website but advised traffic on the KITI website had increased by 50% for the month of November.

*L Buurman reentered the meeting at 2.04pm*

### **Rugby World Cup**

Councillor Macphail advised there was plenty of time to plan for the World Cup and Seafest would fall right in the middle of it. L Buurman felt this may be an opportunity for Kaikoura and Hurunui to work together. K Ngapora suggested there could be a giant television in the

town centre. L Buurman suggested discussions be held with Christchurch and Canterbury Tourism in the New Year regarding what they had planned for the Rugby World Cup.

#### ***6. TOURISM AND DEVELOPMENT STATEMENT OF ACCOUNTS***

L Buurman advised there would be a shortfall between the amount of money received from the Business Discussion Group for Christmas banners and the actual cost of the banners. She advised over 30 banners had been ordered which would cost more than the funds available. She believed there needed to be a significant number of banners or they would look pathetic. The cost to attach the banners to the poles was unknown as this would be undertaken by Mainpower who would charge by the hour. L Buurman advised money to cover the cost of banners may need to be sought from a number of different sources. Councillor Macphail requested the Tourism and Development Committee be advised the amount of the funding shortfall once it was known.

S Rattray advised enVision Kaikoura had discussed at their last meeting a mid winter Christmas festival which would run for a week and conclude with a mid winter Christmas dinner in the Memorial Hall.

#### ***7. CROWN MINERALS SEISMIC SURVEY***

Councillor Macphail advised Crown Minerals had been surveying in the Pegasus Basin for oil. He advised after a ragged start Crown Minerals had meet with marine operators regarding mitigating the effects of the survey. Crown Minerals had agreed to a larger buffer zone around the Kaikoura Peninsular. K Ngapora advised the result had been a good community effort however it had been disappointing Crown Minerals had decided to do testing without consulting stakeholders. The surveying was to be completed prior to Christmas.

#### ***8. URGENT BUSINESS***

##### **1) Marine Mammal Protection Status**

K Ngapora advised from a Whale Watch perspective the Crown Minerals Survey was not the first time the marine area had to be defended. He advised Whale Watch had formally approached the Government requesting other state owned entities abided by the buffer zone and respect operators by talking to them prior to any undertaking. He believed Kaikoura was a permanent area of ecological importance and further advised some areas had been put forward by the Department of Conservation to be considered for World Heritage Status. The government had been requested by Whale Watch to investigate seriously protecting this area from external activities.

##### **2) Volunteer Tourism**

K Ngapora advised volunteer tourism involved people who paid to visit communities and help out. K Ngapora had asked for contact details of the larger companies and felt it was worth considering and suggested this could be driven from a central point. He advised currently the approach was not a uniformed one. L Buurman felt if community groups like the

Lions club were able to get additional help projects could be completed in a shorter time frame.

Councillor Macphail thanked the committee for their help with the town over the year and acknowledged the time and effort committee members had contributed.

***There being no further business the meeting closed at 2.33pm.***