

**REPORT OF THE TOURISM & DEVELOPMENT
COMMITTEE MEETING HELD AT 1.00PM ON
WEDNESDAY 10 FEBRUARY 2010 IN MEMORIAL HALL
SUPPER ROOM, ESPLANADE, KAIKOURA.**

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

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

1. MATTERS TO BE RAISED AS URGENT BUSINESS

1. Proposal for marathon (Mayor Heays)

2. CONFIRMATION OF MINUTES 09/12/2009

Moved by N Gold, seconded by S Rattray and resolved that the report of the Tourism and Development Committee meeting held on 9 December 2009 be confirmed as a true and accurate record.

3. MATTERS ARISING FROM REPORT OF 9/12/2009

Great Wine Capitals

N Gold advised she had been unable to attend the first meeting of the steering committee and had sent apologies. She had requested information and minutes of the meeting. Despite a number of emails and phone calls no information had been received.

Community Facilities Charitable Trust

S Rattray advised the trust had determined Scarborough Street as the preferred venue for further investigation for community facilities and a media release would be in the Kaikoura Star that evening.

Christmas Banners

L Buurman advised she had received the accounts from Mainpower for hanging and removing the banners from the poles in the town. She advised Dolphin Encounter had donated \$200 towards the project however there was a shortfall in funding of \$1400. She felt it would be good if Council contributed to the project as the Business Discussion Group had donated in excess of \$3000. Councillor Macphail would approach Council regarding funding the shortfall. It was noted an application made previously to Pub Charities by KITI for funding had been declined.

L Buurman advised the banners would last for five years and she suggested if funding could be obtained further banners could be purchased and could be displayed for three months at a time. L Buurman would approach Mainpower regarding a donation towards the banners as she felt they should be giving something to the community.

B Cowan entered the meeting at 1.10pm

Councillor Macphail believed the banners enhanced the town for locals and visitors. He felt it would be good to have a budget for continual flags for the events Kaikoura had. Councillor Macphail acknowledged the marvelous job L Buurman had done with regard to the banners.

Rugby World Cup

The Tourism Officer advised she had been contacted by the Rugby World Cup Manager from Destination Marlborough who she would meet with next week.

Seismic Survey

Councillor Macphail advised the seismic survey had been completed by Crown Minerals and there had been no obvious detrimental effect to the Whales that he was aware of.

M Unahi entered the meeting at 1.14pm

4. MINUTES ACTION LIST UPDATE

A Paterson advised Green Globe costs would be funded from the Environmental Services budget in future.

5. TOURISM & ECONOMIC DEVELOPMENT OFFICER'S REPORT

Marketing Plan

The Tourism Officer advised the marketing plan working group had held two meetings and a draft plan had been produced. A copy of the draft plan was tabled at the meeting. Four objectives and some targets had been identified. Some key areas had also been identified which included 'Catch the Day' domestic marketing campaign and events. She advised the committee was still waiting to receive the report from S Gurney regarding an event for 2011. M Fissenden advised he had sent an email requesting a date for the completion of the report.

Subcommittees

The Tourism Officer advised the Tourism and Development Committee had an Economic Development subcommittee and an Events subcommittee and enquired if these required updating now there were new committee members. Councillor Macphail enquired if these committees were still relevant. M Fissenden suggested a chair be appointed for each committee and they could organise meetings and move forward. Councillor Macphail advised the committees focus had been 'Catch the Day' during the last year and subcommittees had taken second priority. He advised the marketing plan meeting was focused on tourism and visitors but he wished to work on the development of the town as well.

'Catch the Day' Domestic Marketing Campaign

The Tourism Officer advised it was early days with the campaign and a small amount of statistics had been received. These gave an indication of where work on the campaign was required moving forward. Key actions

points had been identified which included; driving more visitors to the website and improving the conversion rates once visitors had arrived at the website. It was noted from statistics concentrated marketing efforts had generated awareness which resulted in traffic to the website. The lack of marketing in January was also reflected in the statistics.

The Tourism Officer advised there was now on a link on the Council website for 'Catch the Day'. J Smith enquired if any further investigation had been undertaken regarding moving billboards. The Tourism Officer advised the cost had been investigated but nothing further however it could be an option moving forward with the campaign. She further advised a good price had been achieved for billboard advertising previously however the cost was now three times as much. The Tourism Officer advised a lot more could be undertaken in terms of optimisation.

Cruise Ship Miami

The Tourism Officer advised she had spoken with Cruise New Zealand regarding this event. They had advised attendance by a representative of Kaikoura would not be good use of Council resources as cruise New Zealand attend this event to promote New Zealand as a destination and Kaikoura was well represented.

Australian Gourmet Traveller Magazine

An excellent article about Kaikoura had been published in the Gourmet Traveller Magazine in February. Copies of the article were tabled at the meeting.

6. STATEMENT OF ACCOUNTS

Councillor Macphail wished to put to Council that Tourism and Development be allocated funds of approximately \$200,000 for the 2010/11 financial year, which included \$60,000 for 'Catch the Day' domestic marketing campaign. He advised Tourism and Development funding was a targeted rate against the commercial sector. S Rattray advised tourism was the biggest income earner for Kaikoura and felt the Council budget should reflect this. He felt there was more value in paying rates into the campaign than trying to market businesses individually and suggested maybe this was the message the committee needed to get out to ratepayers. Mayor Heays advised the proposed budget would need the full backing of the committee.

Moved by J Smith, seconded by Councillor Ransley and resolved that a budget for the 2010/11 year of \$200,709 be put to Council.

L Buurman enquired how much more money was required from the commercial sector. Mayor Heays advised this would be shown in the draft Annual Plan which would then be open for submission. L Buurman felt discussion needed to happen with the business community. Councillor Macphail advised Council may ask for the committee to trim the budget to reflect ratepayer concerns. N Gold enquired if other committee budgets would have an effect on the commercial targeted rate.

Councillor Macphail advised no other committee had as much draw on the commercial sector rate as the Tourism and Development committee.

Councillor Macphail advised the committee had to be sure they wished to continue with 'Catch the Day'. He believed it was too early to give up but the campaign needed to show more spectacular results. J Smith felt the argument for continuing with 'Catch the Day' was that it was the first time there had been direct marketing of Kaikoura. L Buurman noted some of the costs for the campaign were one off costs. K Ngapora felt apart from packages 'Catch the Day' was a place to build awareness of Kaikoura.

Mayor Heays advised the most powerful submission was a positive one and suggested individuals may like to make a submission as well as the Tourism and Development Committee. M Fissenden felt the committee needed to make Council aware the campaign was for three or four years and \$60,000 would be required annually.

7. URGENT BUSINESS

Proposal for Marathon

Mayor Heays advised Max Brown and Dennis Straker, who was an organiser of the Buller Marathon, believed they could organise a marathon here in Kaikoura. Mayor Heays suggested D Straker be invited to talk to the committee. He advised the event could be added to the events calendar. J Smith asked the Suburban School be considered regarding their efforts to start a running event in Kaikoura and grow it. S Rattray advised the Primary School would be running a soap box derby which would be promoted over the South Island.

8. GENERAL BUSINESS

Councillor Macphail advised Tourism New Zealand had been given \$750,000 to market the ski season and Christchurch and Canterbury Marketing wanted money from the committee to put toward the campaign. L Buurman felt if the promotion was concentrated around a short break people only came to New Zealand to ski and did not partake in other activities. It would therefore be beneficial to know what the catch lines for the media campaign would be. The Tourism Officer advised the campaign would run from April through to end of May. It was generally felt the focus of the committee should be 'Catch the Day'. It was noted there was only one ski field close to Kaikoura and it was based in the Hurunui District. Of note was Hurunui District was not taking part in the campaign.

9. GREEN GLOBE UPDATE

The District Planner provided an update on Green Globe. Kaikoura was certified as a Green Globe Community in 2004. It was noted Kaikoura had received good marketing from certification early on however other sectors had now caught up. L Buurman advised Green Globe was very tourism and travel focused and felt there were a number of activities which could be undertaken in the community which involved businesses who were non tourism. She noted Green Globe was not for everyone as it

was costly and in a small business an extra staff member was required to undertake the work. She felt it would be great to investigate ways of engaging other business in a similar but cost effective manner.

EC 3 Global had taken over the marketing of Green Globe and the District Planner had been disappointed with the service received. Councillor Macphail felt Kaikoura did not put enough emphasis on its Green Globe status. The District Planner agreed more could be done. She further advised a survey had been undertaken the previous year by a group of students. Results showed visitors had no idea Kaikoura was a sustainable destination. There was a lot of interest in Green Globe at university level and the District Planner spoke to approximately 25 groups per year.

There being no further business the meeting closed at 2.32pm.