

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

PRESENT: Councillor J Macphail (Chair), Mayor K Heays, Councillor J Ransley, N Gold, S Rattray, J Smith, M Fissenden.

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

APOLOGIES: K Ngapora, B Cowan, R Murray, L Buurman.

Moved by N Gold, seconded by J Smith and resolved that apologies be accepted.

1. FRONTIER GROUP PRESENTATION – NORTH WHARF DEVELOPMENT

Tim Fitzgerald and Stuart Chadwick were in attendance to present this item. The Frontier group was a Christchurch based investment company whom had been involved in a number of developments. S Chadwick had been involved with Clearwater and Bluewater Resorts. He advised they had been working on the North Wharf Development for 15 months and had an equity position in the project.

M Fissenden entered the meeting at 1.10pm

S Chadwick advised there were three places in New Zealand where tourist numbers were contrary to the trend and these were Punakaiki, Tekapo and Kaikoura. The development proposed for Kaikoura was about creating a hub which was not in conflict with the rest of the community and would generate its own tourist traffic. All projects undertaken by S Chadwick were green and sustainable and the project theme would be sustainable fishing. S Chadwick believed Kaikoura needed to work on removing trawlers from the area and attracting traditional line fishers.

Frontier Group had entered into a 99 year lease of the Wakatu Quay site and all current buildings would be demolished. S Chadwick advised there would be an easement through the development and public access would be retained. The footprint of the development was the existing wharf area. The buildings which included a hotel and retail area would cover less than 50% of the site.

S Chadwick advised either a land or boat based aquarium would be part of the development and there was also strong interest to keep local Cray fishermen on the Wharf. T Fitzgerald advised in order to make the development work two major operators were required. He advised two hoteliers had expressed interest in the project as well as a major

Christchurch based tourism activity operator, who believed they could bring between 25,000 and 75,000 people per year to Kaikoura through their existing clientele.

With regard to construction S Chadwick advised there was no intention to build above the height restriction and his projects were generally built out of timber grown in New Zealand. It was noted decks would be cantilevered which would mean there would be no drilling into the seabed.

S Chadwick expected a minimum of 50 people could be employed within the complex and felt numbers could be closer to 100. He suggested training of staff could be an economic development project as generally there were not enough trained people within local areas. He further advised the Company also tried to use community based trades people and endeavoured to purchase as much as they could from local merchants.

Mayor Heays retired from the meeting at 2.28pm

2. MATTERS ARISING FROM THE REPORT OF 10/2/2010

Rugby World Cup 2011

The Tourism Officer advised she had spoken to Destination Marlborough Rugby World Cup Project Manager. Destination Marlborough aimed to host mini events during the cup period and was trying to encourage people to stay in Marlborough and travel to Wellington for matches. She further advised Blenheim was hosting some teams.

The Tourism Officer advised an area of the Kaikoura website would be dedicated to the Rugby World Cup. Councillor Macphail felt there was a need to ascertain how people were going to be welcomed to the district and felt perhaps businesses may be able to sponsor a banner. The Tourism Officer would investigate the possibility of an outdoor screen for some matches.

Great Wine Capitals

N Gold advised she had received minutes from the first meeting of the steering committee. She felt it was confusing as to where she was supposed to fit in and felt the committee did not want people from out of Christchurch. The Tourism Officer advised membership of the Great Wine Capitals Network was initiated by Christchurch City Council with little or no consultation with key stakeholders. It was noted one of the requirements of membership was to host Wine Tourism Awards. Concerns were raised at the committee meeting with regard to the funding, issues and logistics of organising these awards.

3. CONFIRMATION OF MINUTES 10/2/2010

Moved by N Gold, seconded by S Rattray and resolved that the report of the Tourism and Development Committee meeting held on 10 February 2010 be confirmed as a true and accurate record.

4. TOURISM OFFICER'S REPORT

Catch the Day

The Tourism Officer advised a 'Catch the Day' workshop had been held on 3 March 2010. She advised there were still a number of areas to work on with regard to the campaign and the development of the Kaikoura, Seafest and 'Catch the Day' websites would be investigated. The content of 'Catch the Day' offers and packages would be reviewed with the aim of a more seasonal flavour. She further advised key partnerships for future marketing activities and the best way to keep websites up to date would also be investigated.

Joint Ventures

The Tourism Officer had met with S Callaway and V Nelmes from Hurunui Tourism regarding future joint ventures. Two projects had been identified; one was the development of the Alpine Pacific Touring Route to start at the Christchurch Airport. Approval and support for this had already been obtained from Christchurch and Canterbury Tourism and Visit Waimakariri. The other project was an Australian Trade Venture which would take the format of trade training sessions. If the project was to go ahead trade visits would most likely take place in September.

M Fissenden enquired if there was any opportunity to present to Hurunui with the view to rekindle the concept of a cycling track from Kaikoura to Hanmer. The Tourism Officer advised the Hurunui Trails Trust preferred to take cyclists off the main routes. M Fissenden advised it was not so much about the cycling but about generating economic development and felt Hurunui District Council may wish the Trust to have a relationship with Kaikoura.

Moved by Councillor Macphail, seconded by Councillor Ransley and resolved that the Tourism and Economic Development Report be received.

There being no further business the meeting closed at 2.55pm.