

**REPORT OF THE TOURISM AND DEVELOPMENT
COMMITTEE MEETING HELD AT 1.00PM ON
WEDNESDAY 14 APRIL 2010 IN MEMORIAL HALL
SUPPER ROOM, ESPLANADE, KAIKOURA.**

PRESENT: Councillor J Macphail (Chair), Councillor J Ransley, S Rattray, K Ngapora.

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

APOLOGIES: Mayor K Heays, M Unahi, J Smith, N Gold.

Moved by S Rattray, seconded by J Ransley and resolved that apologies be accepted.

1. MATTERS ARISING FROM THE REPORT OF 10/3/2010

North Wharf Development

S Rattray advised 50 people had attended the North Wharf development presentation arranged by enVision Kaikoura Business Discussion Group. He felt some design changes may have resulted from the meeting particularly in terms of parking for fisherman.

Rugby World Cup

Councillor Macphail advised David Williams, Managing Director, of House of Travel wished to talk to Kaikoura businesses regarding the 2011 Rugby World Cup. The Tourism Officer advised Tourism New Zealand believed the big market for the World Cup would still be the United Kingdom however this market would not be as large as previously anticipated. It was anticipated there would be strong markets from France, South Africa and Argentina.

2. CONFIRMATION OF MINUTES 10/03/2010

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

3. TOURISM AND ECONOMIC DEVELOPMENT OFFICER'S REPORT

Great Wine Capitals

The Tourism Officer advised she had attended a meeting the previous week. It was noted each member of the network was required to hold Wine Tourism Awards and they needed to be held in a set format. She advised the South Island would be split into regions and information for the regions would be sent out in the near future. Apex Car Rentals had been secured as sponsor for the awards.

‘Catch the Day’ Domestic Marketing Campaign

The Tourism Officer advised marketing activity for the campaign had been signed up until the end of May. A workshop would be scheduled to work through fresh ideas for the website and discuss when future advertising should be undertaken.

Visitor Statistics

The Tourism Officer had received the February visitor statistics. She advised guest nights had increased by 1.9% whilst guest arrivals had declined by 1.9%. It was noted these results were not as good as those for January.

Visitor Guide

The Tourism Officer advised a further 10,000 guides were being printed as stock levels were less than 2,000. The back cover of the guide had been changed to incorporate information about ‘Catch the Day’ domestic marketing campaign.

Display Space Christchurch i-Site

The Tourism Officer advised a display space next to the space already leased by Kaikoura had become available at the Christchurch i-Site. The cost of the space currently used was covered by advertising from approximately nine Kaikoura businesses. The Tourism Officer felt the impact from the space already held was good enough and felt it would be difficult to generate enough revenue to cover the additional space.

K Ngapora entered the meeting at 1.20pm.

The Chief Executive Officer enquired whether information was held regarding which places distributed the most visitor guides. The Tourism Officer advised the biggest distributors were the Christchurch i-Site, Christchurch Airport and Interislander and Bluebridge ferries. She advised there were also good distribution levels at the top of the South Island and on the West Coast. The Chief Executive Officer enquired if the additional space could be used to promote the ‘Catch the Day’ domestic marketing campaign as he felt this would be a cheap billboard space.

The Tourism Officer advised the cost of the space for a year was \$5,000 plus design costs. The Chief Executive Officer advised if the i-Site was currently taking \$500,000 worth of booking and with Mount Cook, one of Kaikouras regional competitors, giving up the site then it could be worth exploring. The Chief Executive Officer felt the site was well visited by people who were there to spend money on some activity. Councillor Ransley felt it would be a good idea to acquire the space and felt Kaikoura did not want to see Hanmer Springs acquire the site.

Moved by Councillor Macphail, seconded by K Ngapora and resolved that the acquisition of an additional display space in the Christchurch i-Site be investigated.

Moved by Councillor Macphail, seconded by Councillor Ransley and resolved that Tourism and Economic Development Officer's report be received.

4. TOURISM AND DEVELOPMENT STATEMENT OF ACCOUNTS

Councillor Macphail noted there was still money budgeted for events which had not been spent. The Tourism Officer advised S Gurney was still have to be paid from this budget once his report had been received.

Previously the Tourism and Development Committee had made a request to Council for a budget of approximately \$200,000 for the 2010/2011 financial year. The Chief Executive Officer advised this amount had been included in the Draft Annual Plan and Council would be approving the plan the following week for public consultation.

5. REVIEW OF SUBCOMMITTEES

The Tourism Officer provided a list of subcommittees and their members. The review would be a chance for existing committee members to advise if they wished to remain on subcommittees or were interested in another subcommittee. This would also allow new members the opportunity to register their interest with regard to subcommittees. S Rattray felt subcommittees needed to be project based and have budgets. Councillor Macphail advised the 'Catch the Day' subcommittee had taken up a lot of time at the sacrifice of other subcommittees.

6. KAIKOURA MUSEUM

The Chief Executive Officer advised since the adoption of the Long Term Council Community Plan the previous year, Council had been approached by the Kaikoura Historical Society to find a new Museum site. A subcommittee of Council had worked with the Historical Society to come up with a location. Various options had been investigated including Fyffe House, next to the Memorial Hall and 25 Beach Road. He advised the Historical Society had still wished to be located with the Council offices on Scarborough Street but they had been advised Council Offices had been taken out of the Long Term Council Community Plan.

Following investigations it was decided the parties would like to integrate the Museum with the existing Library. Once the area the Museum required had been ascertained Council's architect was approached to find out if the Museum could fit on the site without reducing the size of the Library. The Chief Executive Officer tabled photo's of the proposed building and a floor plan. He advised the Museum space would be just less than 700m². In order for the proposal to progress it had to go through the public consultation process as an amendment to the Long Term Council Community Plan. The cost of the development would be approximately \$2.5 million and the aim, should the proposal be adopted was to proceed at the earliest opportunity.

The Chief Executive Officer advised the Historical Society had wanted a new site for a number of years. The proposed location in the town would see increased foot traffic for the Museum and there was plenty of parking

across the road. He advised the Historical Society would be working with Te Papa with regard to layout and design and also with the Runanga. The proposal also offered the opportunity to revamp the existing Library. Councillor Ransley advised the proposal would add another visitor attraction to the town centre.

7. GENERAL BUSINESS

Kaikoura Community Facilities Charitable Trust

S Rattray advised the Trust had undertaken site visits to Westport, Greymouth and Franz Josef and had since had a meeting to start putting a design brief together. He believed the Franz Josef hot pool model could work well in Kaikoura. He advised the Greymouth aquatic complex was nicely presented with a number of additions over and above the pool. He believed the key was to have a facility which was scalable.

S Rattray suggested with the development of the Information Centre, the new health facilities, wharf development, museum and the aquatic centre there could be a new stage of development for the town.

Tourism for Tomorrow Awards

Whale Watch was one of three finalists in the Tourism for Tomorrow Awards. The winner would be announced at the World Travel and Tourism Conference in Beijing in May.

Bank of New Zealand Advertising Campaign

K Ngapora advised the Bank of New Zealand was producing an advertising campaign featuring Whale Watch Kaikoura. He advised the campaign would look at how the community had changed and filming would commence within the next few weeks. Screening would commence in May.

Commercial Whaling

K Ngapora advised he was keen for the Tourism and Development Committee to prepare a letter of opposition to the government regarding the reintroduction of commercial whaling. He advised all petitions would be presented to the government on the 31st of May 2010. He further advised the petitions were from a Whale Watch and community perspective. The Tourism Officer would draft a letter to be signed on behalf of the Tourism and Development Committee.

There being no further business the meeting closed at 2.10pm.