

# **REPORT OF THE TOURISM AND DEVELOPMENT COMMITTEE MEETING HELD AT 1.00PM ON WEDNESDAY 9 JUNE 2010 IN MEMORIAL HALL SUPPER ROOM, ESPLANADE, KAIKOURA.**

**PRESENT:** Councillor J Macphail (Chair), Mayor K Heays, Councillor J Ransley, S Rattray, L Buurman, C Davis, M Fissenden.

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

**APOLOGIES:** K Ngapora, R Murray, N Gold, J Smith.

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

## **1. CONFIRMATION OF MINUTES 12/5/2010**

*Moved by S Rattray, seconded by L Buurman and resolved that the report of the Tourism and Development Committee meeting held on 12 May 2010 be confirmed as a true and accurate record.*

## **2. MINUTES ACTION LIST UPDATE**

### **'Take a Break' webcam**

Councillor Macphail advised K Ngapora and N Gold had received information from Takeabreak Limited who had advised the annual subscription fee was \$1508 plus GST.

### **Mayor Heays entered the meeting at 1.05pm**

The images would be shown live on the 'Take a Break' website as well as Council's website or any partner website which was nominated. The images would also be distributed by Takeabreak Limited to other sites including TV3, Metservice, Google Maps and Youtube. Other costs involved were installation and running costs including power and internet charges. It was noted W Kunz was keen to have the camera located at his property. L Buurman felt it would be good to talk to another region who used the 'Take a Break' to see what the service had been like. Mayor Heays felt other costs associated with the camera should also be investigated further.

## **3. TOURSIM OFFICER'S REPORT**

### **Cruise New Zealand Website**

The Tourism Officer advised Cruise New Zealand had a new website which included a members only zone which would be a good resource for people in the trade. She advised as members, Tourism and Development Committee had access to detailed market information and a summary document from the Cruise Shipping Miami Roadshow.

### **TRENZ 2010**

The Tourism Officer advised TRENZ had been quite successful although it was hard to measure. There had been a mix of buyers who had asked the usual range of questions however she felt enquiries had seemed more general.

The Tourism Officer advised buyers had been asked to comment on any particular issues involved in dealing with Kaikoura operators, comments included; some operators did not reply to emails even those which were in connection with actual bookings and a few accommodation providers had promised rooms over the peak season but then said they were not available or not of the standard originally agreed. The Tourism Officer advised comments would be passed on to Kaikoura businesses through Kaikoura Information and Tourism Incorporated. Councillor Macphail suggested a workshop over the winter months might be useful for industry operators. He advised some people did not understand the dynamics of the wholesale industry.

TRENZ 2011 would be hosted by Southern Lakes and run in a different format.

### **Christchurch i-Site Display Space**

The Tourism Officer tabled two design samples. It was noted the display space at Christchurch i-Site would be doubled from 1 July and the new display would need to be built and installed by this date. The Tourism Officer would email committee members, for comment, revamped images once they were available.

### **Australian Trade Visits – Joint Venture with Hurunui Tourism**

The Tourism Officer advised S Callaway had taken the opportunity at TRENZ to speak with key Australian agencies to find out if they were interested in a potential trade visit venture. Four key businesses had expressed interest in such a visit. S Callaway and the Tourism Officer would now commence work on a proposal.

### **Aerial Footage**

Tony Monk Films would be filming in Kaikoura in June and had advised footage would be available for purchase. If time permitted footage would be screened to interested parties. The cost of the footage was approximately \$100 plus GST per second. M Fissenden enquired if there would be any chance of approaching Bank of New Zealand for the footage from their advertisements once the campaign was completed. Councillor Macphail suggested contacting the local branch manager. L Burman felt it would be a good idea to view the aerial footage from Tony Monk Films.

### **Tourism for Tomorrow Awards**

Whale Watch Kaikoura had won the community benefit category in the Tourism for Tomorrow awards. The awards recognized best practice in the field of sustainable tourism and were organized by the World Travel and Tourism Council. Mayor Heays felt a letter from the Tourism and

Development Committee should be sent to Whale Watch acknowledging their achievement.

### **North Canterbury Food and Wine Trail**

The Tourism Officer advised the Food and Wine Trail were looking for a similar level of financial support from the Tourism and Development Committee as in previous years. The Tourism and Development Committee had previously provided funding of \$2,000 annually to the Trail. The Tourism Officer advised the trail was in its third year and was doing quite well. She advised it was important to keep supporting the trail as they did not have a lot of funds. The Trail would receive money from New Zealand Trade and Enterprise however this money would be used to cover administration costs. She further advised money from New Zealand Trade and Enterprise had been allocated to set up three more trails in the Canterbury region. The Tourism Officer advised the North Canterbury Food and Wine Trail had been seen as a successful model.

The Tourism Officer advised members of the Trail paid \$385 to be part of the guide and 60,000 copies were produced. Five Kaikoura businesses were currently part of the trail. It was noted districts with more members currently committed more funding to the Trail. Councillor Macphail enquired if it was felt the Trail would ever be self funding. The Tourism Officer felt there was a good chance the Trail would eventually be able to operate without assistance from outside organisations. L Burman suggested the Committee support the trail as cuisine tourism needed to be grown and developed. Councillor Macphail advised he would like to view a report from the Trail. The Tourism Officer would provide a summary of marketing spend for the North Canterbury Food and Wine Trail.

***Moved by Mayor Heays, seconded by L Burman and resolved that \$2,000 be allocated to the North Canterbury Food and Wine Trail.***

#### ***4. RUGBY WORLD CUP 2011***

Mayor Heays advised there was a lot of information around regarding the Rugby World Cup and the Committee needed to be part of that information flow to find out how Kaikoura would be effected. He advised if the predictions were correct there would be times when Kaikoura would be required to be fantastic hosts. He proposed the Events Subcommittee start working on the Rugby World Cup or people be appointed to start coming up with concepts and ideas and he felt this needed to happen soon. Councillor Macphail felt the peak times needed to be known and then what to put in place could be worked on.

M Fissenden advised the Rugby Club had held discussions around ideas for the Rugby World Cup and he suggested members of the Rugby Club could be part of a committee. Mayor Heays suggested W Gray. S Rattray advised one of the biggest issues was campervans and emergency parking for them and suggested temporary disposable sites. M Fissenden advised he did not want to see people looking for a free camp site and because there were none they travelled out of the town. Councillor

Macphail advised there were four camping grounds who would be looking forward to generating income from the event and suggested it would be good to have a representative from the industry on a committee. It was generally felt there should be a good cross section of groups included on a committee for Rugby World Cup planning. The aim was to hold a Rugby World Cup committee meeting prior to the next Tourism and Development meeting. In the mean time the Tourism Officer would gather information.

#### ***5. STEVE GURNEY EVENT PROPOSAL***

M Fissenden advised a report from Steven Gurney had not been received in time for the meeting. He felt S Gurney had let the committee down and it had cost a year in time because the original plan had been to run an event the previous month to see if it was going to work. It was generally felt if the report from S Gurney was not received within one week he would be told the committee did not wish him to continue with the proposal.

S Rattray advised he had been involved in the Scooter Safari to Hokitika which had raised thousands of dollars and the town had been booked out. He advised an event from Christchurch to Kaikoura through the Inland Road had been talked about.

#### ***6. GENERAL BUSINESS***

##### **Baby Fur Seals**

Councillor Ransley advised the Breakfast Show had discussed the location of baby fur seals in the Kaikoura District. He noted what was Kaikoura's best kept secret was now New Zealand's best kept secret and he was concerned about the pressure which could be put on the baby seals. C Davis advised the foot counter showed approximately 40,000 people visited the site each year. He advised currently the Department of Conservation managed access to the site on behalf of the landowner. Regarding long term management of the site Department of Conservation was currently investigating a land swap. If the site was to become a part of the Reserve system this site would be actively managed by Department of Conservation. C Davis would provide an update on the situation at the next meeting.

##### **Undie 500 Charity Drive**

Mayor Heays advised nothing had been furthered in regard to the Undie 500 Charity Drive and Council had not put forward a proposition to support the Undie 500. Mayor Heays advised he had been disappointed with reporting by media who had indicated Council was supportive of the rally. He further advised the committee of the process any such organisation had to go through to in order to hold a large event in the Kaikoura District.

***There being no further business the meeting closed at 2.12pm.***