

**REPORT OF THE TOURISM AND DEVELOPMENT
COMMITTEE MEETING HELD AT 1.00PM ON
WEDNESDAY 9 MARCH 2011, IN MEMORIAL HALL
SUPPER ROOM, ESPLANADE, KAIKOURA.**

PRESENT: Councillor G Harmon (Chair), Mayor W Gray, Councillor J Macphail, Councillor D Morgan, S Rattray, A Priddle, L Buurman, M Manawatu, K Ngapora.

IN ATTENDANCE: S Syme (Committee Secretary), A Paterson (Tourism and Economic Development Officer), B Cowan, D Davis.

APOLOGIES: M Fissenden, N Gold

Moved by Mayor Gray, seconded by L Buurman and resolved that apologies be accepted.

1. MATTERS OF IMPORTANCE TO BE RAISED AS URGENT BUSINESS

1. Earthquake Response

2. CONFIRMATION OF MINUTES 9/2/2011

Moved by Councillor Harmon, seconded by Councillor Macphail and resolved that the report of the Tourism and Development Committee meeting held on 9 February 2011 be confirmed as a true and accurate record.

3. MATTERS ARISING FROM THE REPORT OF 9/2/2011

Profile Development

The Tourism Officer advised she had been due to meet with a PR Media company however the meeting had been postponed due to the Christchurch earthquake.

S Rattray entered the meeting at 1.09pm

Seaweek

B Cowan distributed flyers for Seaweek. He advised local musicians were proposing an earthquake relief concert. He advised any proceeds would be used locally for families residing in Kaikoura. He further advised Takahanga Marae were proposing a welcome at the Marae for those people from Christchurch in Kaikoura.

4. MINUTES ACTION LIST UPDATE

Rugby World Cup

Councillor Harmon advised the proposed back up camping option provided by Kaikoura Holiday Parks was currently with Council staff to check if the option could be done prior to it being presented to full Council.

A Priddle entered the meeting at 1.14pm.

K Ngapora advised it would be known within the next twenty four hours whether AMI stadium in Christchurch would be fit for games. He felt if games were not to be held in Christchurch it would change things significantly. M Manawatu felt there was work towards the Rugby World Cup which should have been undertaken a long time ago and the supporter's club market should have been targeted earlier. Councillor Harmon believed the Committee had hoped the Rugby Club would have been working on this area. Mayor Gray advised the Rugby Club was very light on members and there was supposed to be a meeting within the week. Councillor Harmon suggested that perhaps a couple of members of the Committee may be able to sit in on the Rugby Club meeting.

M Manawatu felt a sculpture rather than information boards would have been better for the World Cup as information boards were not going to make people stop. Councillor Harmon advised the process had started with the Committee wanting to define the entrances to town and the Committee had thought perhaps the Lions Club could help with the project. It was noted a response had not yet been received from the Lions Club regarding this matter. Mayor Gray felt during the Rugby World Cup Kaikoura would have a captive audience who would be here no matter what was displayed and he felt the town needed to be in a position to deliver.

The Tourism Officer advised from a regional level the Canterbury area was looking to develop a Rugby World Cup touring route website. She advised the website would be stand alone with links and would help visitors link together different regions. L Buurman felt the best the District could do was to have the town looking outstanding and she suggested perhaps there should be a business group meeting because businesses needed to be on board. M Manawatu suggested there may be some sort of food promotion with the Seafest theme starting a lot earlier and finishing later. L Buurman felt there should not be a lot of money invested in infrastructure. The Tourism Officer advised she had started communicating with some businesses.

K Ngapora felt the Committee needed to be more proactive and advised from a Whale Watch perspective they had some themes planned. Councillor Harmon suggested the business community could drive Rugby World Cup events more successfully than clubs or the Committee. L Buurman felt the invitation should be open to all businesses so those who wanted to get involved could. B Cowan suggested organisations could choose a country to theme their premises around with the idea of highlighting a different Country every couple of days. Councillor Harmon felt ideas needed to be spread around so all businesses were not doing the same thing. He felt the Committee would oversee Rugby World Cup plans but businesses would drive them. The Tourism Officer would contact businesses about Rugby World Cup plans and set a date for a meeting which would be emailed to the Committee.

Banners

L Buurman advised she had undertaken some research regarding the cost of banners. It was noted a single design was better as each additional design was treated as a new job. To provide variation the same design could be used with a different colour background. A bold design with very little words was best.

L Buurman believed having banners on each pole would be too much and suggested sets of three. She noted Seafest banners would be in place during the Rugby World Cup however there was still five months of the year when banners could be displayed. She advised if the Committee desired it was possible to try and have the banners ready for June. The Tourism Officer suggested 'welcome' in different languages be included in the design. L Buurman advised standardizing of the arms of the banners needed to be factored in as currently these were different lengths. Councillor Macphail advised banners tended to age quite quickly. It was noted the makers of the banners recommended they were only in place for three months at a time.

L Buurman felt the design of the banners would be the most difficult to agree on. L Buurman, Councillor Morgan and B Cowan would liaise regarding design. Councillor Macphail suggested the art department at the Kaikoura High School be contacted regarding the design.

Moved by Councillor Macphail, seconded by Councillor Harmon and resolved that a design with three colour options for banners be investigated and presented at next Tourism and Development Committee meeting.

5. TOURISM AND ECONOMIC DEVELOPMENT OFFICER'S REPORT

Webcam

The Tourism Officer advised the webcam was supposed to have been set up two Mondays prior however this had not happened as the electrician had not had time to install the camera due to the Caltex fire.

Australian Trade Trip

The Tourism Officer advised the trip had originally been planned for last October however this had been postponed due to the new development at the Hanmer Thermal Resort. The trip would now be taking place in the first week of May. Appointments had been secured with some big travel companies and there was also several other appointments to be confirmed. The Tourism Officer estimated the cost of the trip to be approximately \$2500. K Ngapora felt the timing for the trip was good. S Rattray advised he had heard on the radio that there had been more Australian visitors to New Zealand this year when compared with the previous year.

Christchurch and Canterbury Tourism

The Tourism Officer advised Christchurch and Canterbury Tourism had temporarily lost their building which was based above the i-Site in the Cathedral Square in Christchurch. She advised while the building had

received a green sticker the building was within the cordoned area and therefore there was no access. They were currently working from temporary premises at the Christchurch Airport. A new temporary location was also being investigated for the central city i-Site.

The Tourism Officer advised a meeting of the District Tourism Organisation was scheduled for the 18th of March and this would go ahead. The focus of the meeting would be post Canterbury earthquake initiatives.

Visitor Statistics

The Tourism Officer advised she was able to obtain a breakdown of international and domestic visitor numbers. She advised this showed Kaikoura's share of visitors to the region. She further advised the statistic showed Kaikoura was capturing a number of domestic visitors. Councillor Harmon noted international visitor numbers for Kaikoura were trending down. The Tourism Officer noted Mackenzie District had invested a lot in terms of accommodation and facilities. They also had a lot of snow sport opportunities and increased profile due to their bid to have the night sky designated a world heritage site hence their upward trend in visitor numbers.

S Rattray noted domestic visitors to Hurunui were trending down where as Kaikoura was trending up. He felt people were now realizing Kaikoura was not just a tea and toilet stop.

Top of the South Event Proposal

B Cowan advised he believed the Committee was going to provide funding for a specific part of the event. It was felt the Tourism Officer could mention to organizers that the Committee would like to fund a specific part of the event.

Mayor Gray advised the event may be moved forward. Councillor Harmon advised he would encourage the event be held in autumn 2012. He felt the April / May shoulder was quieter than the spring shoulder season.

6. URGENT BUSINESS

Earthquake Response

K Ngapora advised there were two sides to the earthquake response one was looking at community response and the second angle was short to medium term tourism response. He also noted he had some issues with information displayed on the Kaikoura website. He advised he was disappointed the 'Drop-In' centre had only been set up late the previous week. He further advised Whale Watch had sent an email offering support to community initiatives.

A Priddle advised the Student Council would be doing baking and taking lost property to the 'Drop-in' centre. M Manawatu advised the Runanga response had been to open the Marae and he noted there had been regularly between 30 and 50 people staying from Christchurch. He noted

there had been a few instances of anger and felt it would have been good to have a counselor on board.

The Tourism Officer noted the i-Site held a list of private accommodation available and it had been felt it was easier to coordinate all accommodation through the i-Site. M Manawatu enquired if moteliere had been approached about how businesses were fairing two weeks down the track. Councillor Macphail suggested a debrief through Civil Defence. He advised Kaikoura had stepped up to help Christchurch in all aspects and he felt as a community Kaikoura had stood up to the challenge. He further advised the media never covered what Kaikoura was doing. The Tourism Officer advised she had spoken to quite a few reporters. K Ngapora agreed there needed to be a debrief as he believed things could have been done better.

Councillor Morgan advised through the Social Services meeting a better understanding of the situation for Heartlands and the Hospital had been gained. She advised the 'Drop In Centre' had been established by A Judd and M Simpson so people could talk about their experience and was also for those waiting to be seen by Work and Income. Councillor Harmon noted people from Kaikoura had been sent to Christchurch to assist. B Cowan advised there had been a lot of things done behind the scenes which were not necessarily seen.

Mayor Gray noted a Civil Defence State of Emergency was not called for Kaikoura and Christchurch had advised they would let Kaikoura know what they needed and when. He noted as of the previous day there had been a marked drop off in numbers at the 'Drop-In Centre'. He felt perhaps there needed to be a group who could swing into action quicker. S Rattray advised as the MANZ representative he had been taking calls in the early hours of the morning from people driving from Christchurch looking for a bed. He felt there was an opportunity ahead for Kaikoura with 10,000 extra homes required in Christchurch. He advised Kaikoura needed to be dressed and ready to welcome people. S Rattray felt there should be no reason why some accommodations facilities could not allocate some rooms for permanent residents. He advised the biggest need was long term accommodation and there was no availability in Christchurch any longer.

K Ngapora advised there were actions which the Committee needed to take. He noted Whale Watch had been inundated with cancellations however on the other hand he noted people who were going to Christchurch had come back to Kaikoura. He noted these people had already been in New Zealand and the Committee needed to be conscious of the people who were not coming here anymore. He advised Whale Watch had contacted all of their international contacts advising Kaikoura was fine. He felt it was time for the Committee to look at what Kaikoura needed to start doing.

The Tourism Officer advised she had put together a newsletter at the end of the last week which had been sent to all TRENZ contacts and she felt

this would be a regular feature. It was felt that maybe a suggestion could be made to businesses about the message they put on their websites. K Ngapora advised the KITI website had had mass destruction written all over it but the message needed was that Kaikoura had been lucky and all infrastructure was fine. He felt the more the message was put out there that Kaikoura was open for business the better it was going to be.

The Tourism Officer advised she had been reading information regarding the Queensland floods and the perception was all of Queensland had been destroyed and was closed however the Gold Coast had sustained no damage and she felt some lessons could be learned from what was happening in Queensland. Councillor Harmon felt the Committee did not want to respond with a knee jerk reaction. Councillor Macphail felt the Committee needed to find out from the Chief Executive Officer that funds in the account would not disappear if they were not used. He felt the Committee needed to plan for the next 12 months and also noted if Tourism and Development funding was cut by \$60,000 it was a lot of rates which did not need to be collected from the commercial sector.

Councillor Morgan advised she could not see when the Committee was spending money on marketing how it was known if results were from Committee marketing or individual business marketing. M Manawatu felt in the short term it was about getting the message out that it was not all doom and gloom on websites and in the long term it was about businesses contacting wholesalers overseas but he advised he was concerned about the mid term. L Buurman felt the logical gateway to communicate was through KITI. She also suggested some resource collaboration with the i-Site for marketing as they had no budget for this.

Mayor Gray advised Council had received one or two calls from accommodation providers who were not linked with KITI. S Rattray advised it was a credit the i-Site had stayed open outside their normal hours but he felt they should have had someone on a twenty four hour roster. C Davis advised Department of Conservation had offered free accommodation at camp facilities within the Marlborough region for people who were looking to get away for a break from Christchurch. He advised Department of Conservation were in the final stages of new visitor information for the i-Site which included a new range of publications with opportunities for people on the Kaikoura coast.

S Rattray noted residentially Kaikoura was quite well set up but there was the potential for a business zone for people to set up in Kaikoura. Councillor Harmon felt the industrial park needed to be pushed along. Councillor Morgan believed the Committee was supposed to prepare an Economic Development Plan. K Ngapora advised that came back to the discussion on what was the purpose of the Tourism and Development Committee. Councillor Macphail advised if an opportunity came along a lot of developments were dealt with in committee by Council and when these were released all the ground work had been completed. He noted there was not a lot of projects out there which were asking for assistance. He advised if people said they needed support then the Committee would

support them. Councillor Morgan advised the Committee could either sit and wait or they could do something. L Buurman advised economic opportunity was definitely with tourism in Kaikoura. She advised tourism was a key driver in the Kaikoura community and economic opportunity came from that. She felt the way forward was to push through business development whether tourism or not.

It was generally felt immediate actions would be to look at messages which could be put out now about the status of Kaikoura. With a message on the front page of the www.kaikoura.govt.nz website saying that Kaikoura was safe. The Tourism Officer advised she had already commenced work with a PR media company in Christchurch. L Sligo of the Kaikoura Star advised she had found it quite hard to liaise within the community and felt there needed to be a press release on a daily basis and this would get the message out quickly.

7. KITI UPDATE

L Buurman advised a KITI meeting had been held the previous evening and it was noted all i-Site staff had gone over and above what was required of them following the Christchurch earthquake. She advised the new Department of Conservation display would add a sense of completion to the new i-Site building. L Buurman advised coming events were a member's function and the top of the south i-SITE famil to Kaikoura.

8. GENERAL BUSINESS

Update from Department of Conservation

B Cowan advised the Hutton Shearwater Trust were having a farewell on the 3rd of April.

B Cowan advised a Killer Whale had been freed in South Bay a few weeks prior and advised this was a success story. He advised the rescue had raised some issues in terms of the number of vessels allowed to be viewing wildlife at one time and advised of the protocols to be aware of in the future.

B Cowan advised with regard to the Baby Fur Seals, Department of Conservation were still investigating a land swap. He noted if Department of Conservation were able to secure the land under their management the objective would be to gazette the area as a scenic reserve and they would not be looking at making the area into a commercial venture.

There being no further business the meeting closed at 3.07pm.