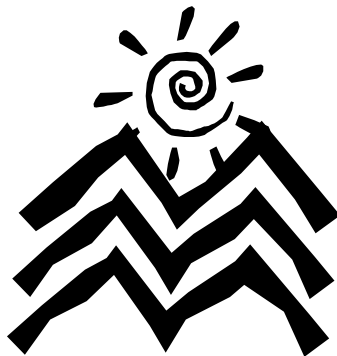




**KAIKOURA
DISTRICT COUNCIL**

***Tourism & Development Committee
Agenda***



11 May 2011

**TOURISM AND DEVELOPMENT COMMITTEE MEETING
HELD AT 1.00 PM ON WEDNESDAY 11 MAY 2011 IN
MEMORIAL HALL SUPPER ROOM, ESPLANADE,
KAIKOURA.**

Agenda

1. *Apologies*
2. *Matters to be raised as Urgent Business*
3. *Confirmation of Minutes 13/04/2011* *page 1*
4. *Matters Arising from Report of 13/04/2011*
5. *Minutes Action List*

Meeting	By Whom	Progress
17 NOVEMBER 2010		
Rugby World Cup	Committee	In Progress
8 DECEMBER 2010		
Arrange a meeting with the business community and a rugby ambassador	Mayor Gray, Tourism Officer	In Progress
13 APRIL 2011		
Investigate pager coverage in the District and the international civil defence warning siren.	Mayor Gray	A verbal update will be provided at the meeting.

6. *Tourism and Economic Development Officer's Report* *page 8*
7. *Tourism & Development Statement of Accounts* *page 12*
8. *Freedom Camping* *page 13*
9. *Kaikoura Cruzrs Event Funding Request* *page 17*
10. *Kaikoura Suburban School Running Event* *page 24*
 - M Spencer and J Roberts will be in attendance at 1.15pm to present this item
11. *Inwards Correspondence* *page 25*
 - Christmas Flower Decorations – P Whitehead
12. *KITI Update*
13. *Urgent Business*

Tourism & Economic Development Officer's report

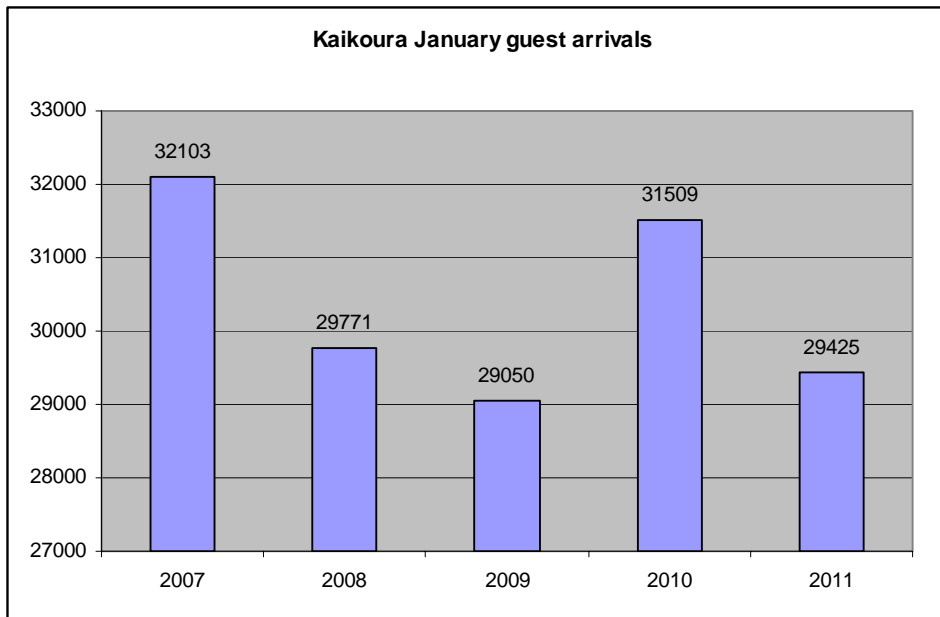
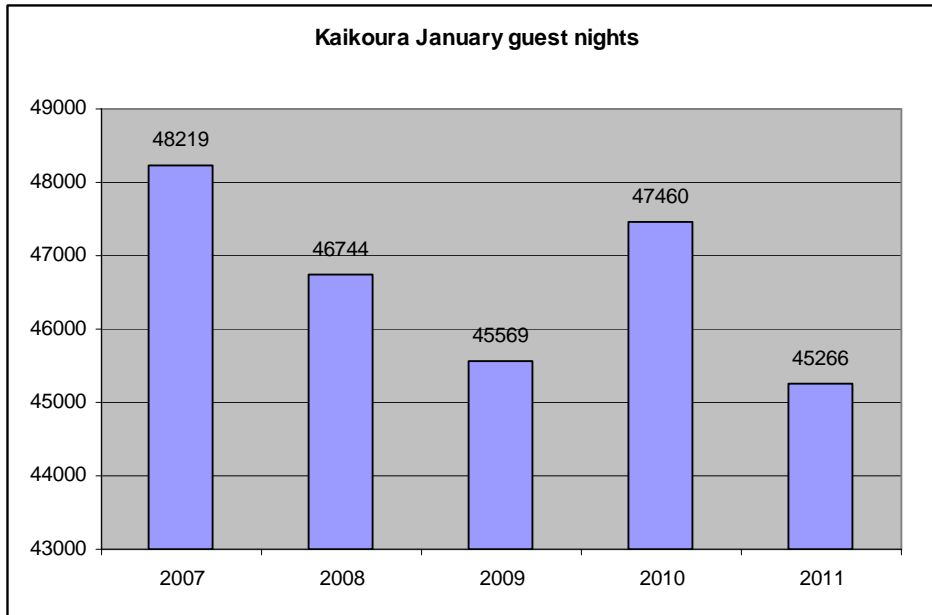
- **Australian trade trip:** Tourism & Economic Development Officer will be in Australia for the trade visits during the week of 2nd May.
- **Business surveys and visitor surveys:** Visitor surveys are currently being distributed via a selection of accommodation providers as well as by Kaikoura High School tourism students and Kaikoura Youth Council. To date, few completed business surveys have been returned so reminders will be sent out to encourage businesses to complete and return the surveys.
- **Ideas for Rugby World Cup celebrations:** Tourism & Economic Development Officer has had a very limited response to the request for ideas for RWC celebrations. A final request will be included in The Star on 4th May to see if anyone comes forward.
- **Additional funding for Christchurch & Canterbury Tourism:** Christchurch International Airport Limited (C.I.A.L), Christchurch City Council (C.C.C) and the Ministry of Economic Development have agreed to partner with Christchurch & Canterbury Tourism (C.C.T) to assist with supporting and rebuilding tourism and travel activity in the region. The total amount of funding from these partners will be \$1.6 million.

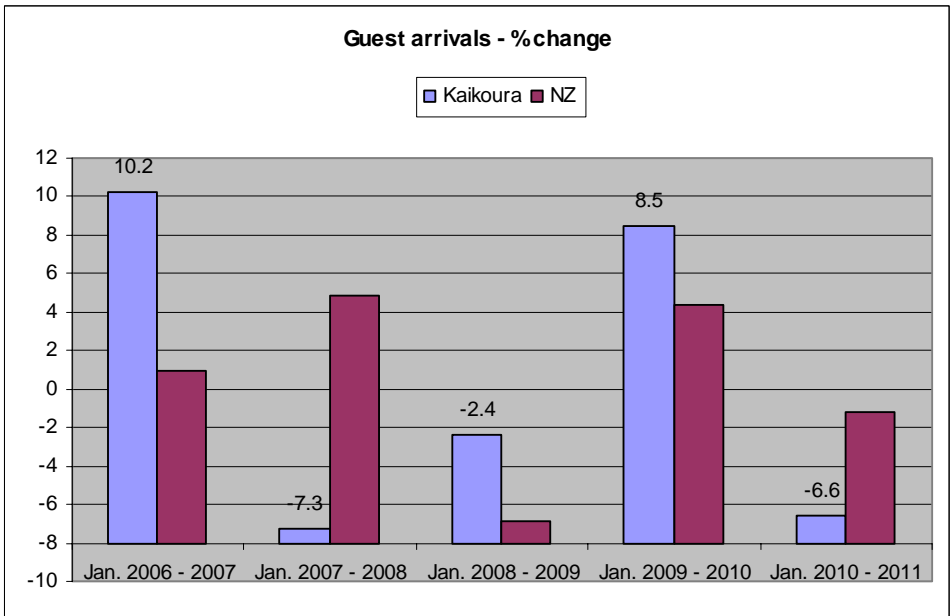
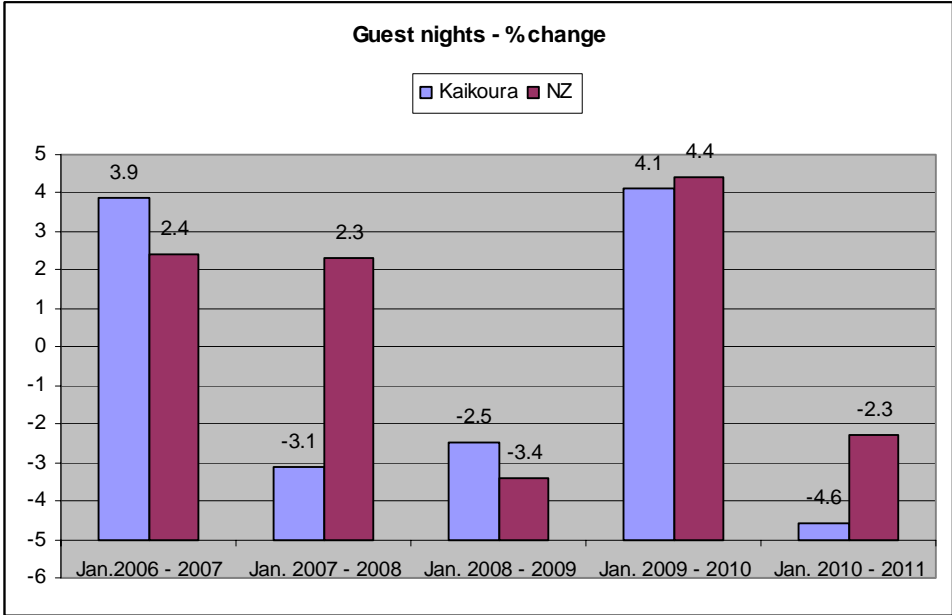
The new Christchurch and Canterbury Travel and Tourism Partnership (CCTTP) will enable CCT to take a leadership role in the development of a new strategy for tourism and travel in the region and should bring significant benefits not just to the region but to the whole of the South Island. Under the new partnership agreement a steering party will be made up of representatives from each of the member organisations and will develop a new 2011/12 Activity Plan. CCT will continue with day-to-day operations of marketing the Christchurch and Canterbury region to potential visitors, assisting visitors, and providing support to tourism and travel operators in the region in line with its business plan. CCT will also be charged with implementing the Partnership Activity Plan.

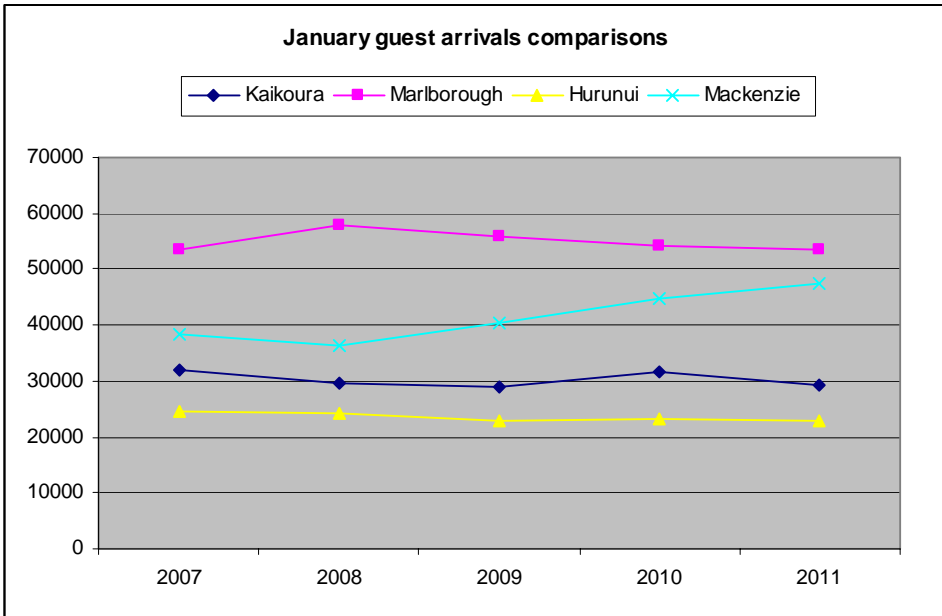
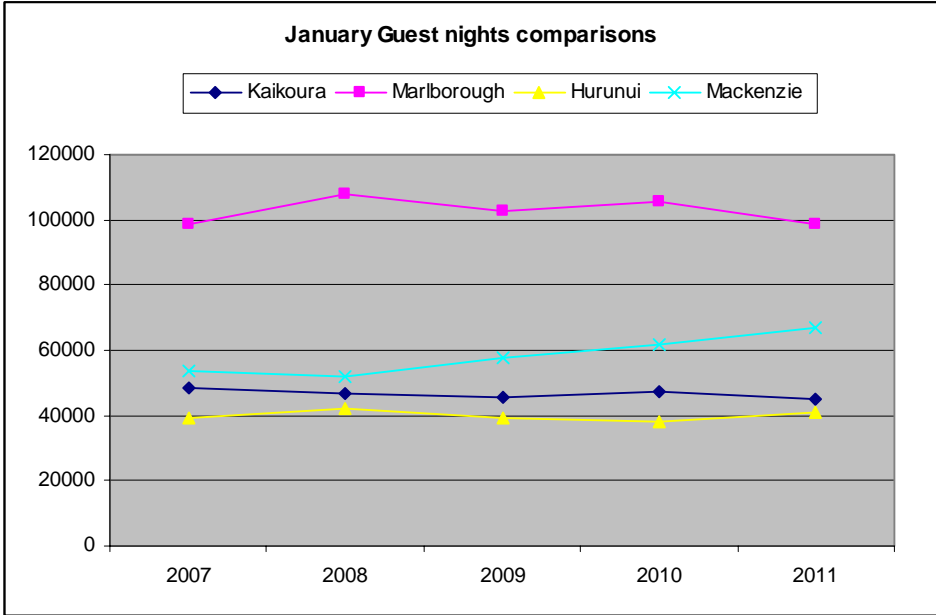
CIAL will provide CCT with back office and administration support and funding for public relations and communications activity. It will also contribute towards the cost of implementing the Activity Plan. The Ministry of Economic Development will match the funding provided by CIAL and also provide funding for a senior policy advisor whose key role will be to liaise with central and local government entities. The Christchurch City Council will provide CCT with baseline funding and will also provide additional funds towards the cost of implementing the new Activity Plan. It is envisaged, at this stage, that this new partnership will last at least until June 30, 2012, but it may well be extended beyond that point.

- **Visitor statistics:** in Appendix.

Visitor Statistics







Tourism & Economic Development

Financial Report to 30 April 2011

	Budget (Year) 2010/2011 \$	Actual (10 Months) 2010/2011 \$	Actual plus Commitments 2010/2011 \$	Actual (Last Year) 2009/2010 \$
Expenses				
Advertising & General Expenses	8,000	8,966	8,966	4,281
TRENZ	7,500	4,677	4,677	7,325
Green Globe	-	-	-	5,861
Projects/Cruise NZ	6,000	3,048	3,048	1,000
Chch & Canterbury Marketing	5,000	5,000	5,000	5,000
Visitor Research & Surveys	1,000	-	-	-
Events Funding	20,000	-	-	1,633
Feasibility Study – Museum	-	-	3,900	-
RWC Banners & Bunting	-	-	1,500	-
Images/Website/Webcam	-	1,374	3,375	728
Marketing Activities	15,000	15,911	15,911	10,600
Visitor Guide	6,000	13,019	13,019	9,173
Campaign “Catch the Day”	60,000	33	33	65,446
Chch I-Site Display Space	1,000	13,148	13,148	5,120
Town Signage & Beautification	-	1,235	40,000	-
Canty Economic Devt Corp	-	2,400	2,400	2,400
	129,500	68,811	114,977	118,567
Funded by:				
Canterbury I-Site Advertising	-	4,985	4,985	4,465
Visitor Guide Subscriptions	-	4,705	4,705	-
Seafest & Other Revenue	-	2,998	2,998	1,459
Commercial Rates	199,226	166,040	199,226	176,996
	199,226	178,728	211,914	182,920
Less Overheads, Personnel	69,726	53,583	69,726	83,077
Activity Surplus/(Deficit)	-	56,334	27,211	(18,724)

Funds Held in Special Reserve	Budget (Year) 2009/2010 \$	Actual (10 Months) 2010/2011 \$	Actual (Last Year) 2009/2010 \$
Opening Balance	-	16,467	34,677
Activity Surplus/(Deficit)	-	56,334	(18,724)
Interest Applied to Fund	-	-	514
Closing Balance in Fund	-	72,801	16,467

TOTAL FUNDS AVAILABLE	72,801
Funds Held in Special Reserve as at 30 April 2011	72,801
Expenses Budget Remaining (Budget less Commitments)	14,523
Funds Available to be Spent By 30 June 2011	<u>87,324</u>

PLEASE NOTE: THE FUNDS TO BE SPENT BY 30 JUNE 2011 HAS ELIMINATED ALL FUTURE ESTIMATED COSTS RELATING TO PERSONNEL AND OVERHEADS, AND THEREFORE REFLECTS THE AMOUNT THE COMMITTEE SHOULD BE SPENDING BY 30 JUNE 2011.

FREEDOM CAMPING

Attached is a draft Camping Control Bylaw for consideration by the Tourism and Development Committee. Before endorsing a draft bylaw the Committee will need to consider where camping in the district would be allowed and where it would be prohibited. Before the draft bylaw could be enforced it would need to be adopted by Council prior to it being released for public comment. Following the close of the submission period a meeting to hear and deliberate on submissions would be held before a final bylaw was agreed and adopted by Council.

In terms of infringement fees these are currently being prepared through regulation by central government however it is likely that the fee will only be levied against the driver of the vehicle and not the owner of the vehicle.

Attached for the information of the Committee is a letter from Gisborne District Council which was on the agenda of the Zone 5 & 6 (all of the South Island) Local Government New Zealand meeting held recently in Christchurch.

Draft Territorial Authority Camping Control Bylaw

Governor-General

Pursuant to sections 145 and 146 of the Local Government Act 2002, the Kaikoura District Council names the following bylaw.

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Regulations

1 Title

This bylaw is the Kaikoura District Council Camping Control Bylaw 2011.

2 Commencement

This bylaw comes into force on (date).

3 Purpose

The purpose of this bylaw is to –

- a) protect, promote, and maintain public health and safety by regulating freedom camping within the district; and
- b) restrict freedom camping in certain public places within the district.

4 Interpretation

In this bylaw, unless the context requires another meaning, –

camp means to stay overnight, or more than 1 night, at any public place –

- a) in a building, tent, or other structure; or
- b) in a boat, or a car, campervan, caravan, or other vehicle

Council means the Kaikoura District Council

Licensed camping ground means a camping ground that is the subject of a current certificate of registration under Camping Ground Regulations 1985

public place –

- a) means a place that is under the control of the Council and that is open to, or being used by, the public (whether or not there is a charge for admission); and
- b) includes any part of a public place; and
- c) includes a road (whether under the control of the Council or otherwise).

5 Restrictions on camping

- 1) A person must not camp (insert specific sites, areas referred to in district plan, etc i.e. the policy of the Council and whether prohibition may be negated by prior consent of Council).
- 2) Subclause (1) does not apply if the person is camping
 - a) at a licensed camping ground; or
 - b) in a vehicle displaying a NZS5465:2001 Self-Containment Certificate.

6 Permitted camping must comply with certain requirements

- A person camping in accordance with a consent granted under clause 5 —
- a) must comply with any conditions included in the consent; and
 - b) must leave the site clean and tidy when he or she departs; and
 - c) must not light nay fire at the site.

7 Council may revoke permitted camping

- 1) An officer of the Council authorized for the purpose may direct a person camping in accordance with a consent granted under clause 5 to leave the site at which he or she is camping if the officer believes on reasonable grounds that the person —
 - a) has acted in a manner likely to offend or annoy other people; or
 - b) has damaged or is likely to cause damage to the site.
- 2) If a person is given a direction under subclause (1), his or her consent is revoked as from the date and time that the direction was given.

8 Offences and penalties

Every person who breaches this bylaw commits an offence under section 239 of the Local Government Act 2002, and is liable for summary conviction to the penalty set out in section 242(4) of that Act (being a fine not exceeding \$20,000).

9 Relationship of bylaw with Ngai Tahu Claims Treaty Settlement Act 1998

This bylaw does not limit or affect the rights in relation to nohoanga entitlements under the Ngai Tahu Claims Settlement Act.

Kaikoura District Council

27 April 2011

To Kaikoura Tourism Committee

Kaikoura Suburban School is holding it's running event on 17 September 2011.

We are now in our fifth year of hosting our running event and with growing numbers each year we know it is indeed necessary to continue to deliver our event for our school and the wider Kaikoura community.

From the previous years it is known that the majority of competitors are from out of the community, which is what we envisaged would happen.

This we believe gives us as a community the ideal opportunity to serve the unique and special attributes to our visitors. As a previous business owner of the community I am fully aware of how important the 'return' customer is.

Our aim for this event is for people to get the 'wow' factor and want to come back more and more to be involved in the many things we offer.

We anticipate there being over 300 competitors this year. This can certainly be enhanced with the Tourism's Committee support. We would like to market this event with you and therefore include the many contacts you have outside our community.

All competitors receive a race pack where we include information about our community. This is a golden opportunity for all businesses to get behind us and add information or promotions that we can offer to the visiting people.

This advertising information can be samples of products, flyers or anything else that would fit into an A4 carry bag. This is a great way for you to advertise our community at very little cost. This is another way the Tourism Committee/Council can support by setting the example of encouraging businesses or the whole community to be creative and offer unique ideas.

As this is a community day we also think it is a great way to get businesses/companies to be part of the day by encouraging as many of their employees to participate. What a great motivator to include physical activity into the work place. Research shows that physical exercise is critical to vigorous mental health.

We have decided to rebrand this year so that competitors are seeing it as a whole Kaikoura community initiative not just our school's event. By renaming we are hoping when people Google or enquire about events offered by the Kaikoura community they will be encouraged to come and take part.

When we first decided on hosting a running event we did so as it was a new initiative for the community that no one else was doing. We believe it has proven popular with the growing numbers attending each year. We are also proud of the fact that all money raised from the event remains in Kaikoura.

We would like to apply for support through the Community Initiative Fund to help with the new branding, website and marketing that we've created and continue to pursue.

Please feel free to contact John Roberts, Kaikoura Four Square (03 319 5332) or Michelle Spencer (03 319 5064 work) or view the website www.kaikourawhalerun.co.nz

Kind regards

Michelle Spencer