

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

**PRESENT:** Councillor G Harmon (Chair), Mayor W Gray, Councillor J Macphail, Councillor D Morgan, M Manawatu, M Fissenden, K Ngapora, S Rattray.

**IN ATTENDANCE:** S Grant (Chief Executive Officer), S Syme (Committee Secretary), A Paterson (Tourism and Economic Development Officer), B Cowan (Department of Conservation).

**APOLOGIES:** L Buurman, A Priddle

*Moved by K Ngapora, seconded by Councillor Harmon and resolved that apologies be accepted.*

**1. MATTERS OF IMPORTANCE TO BE RAISED AS URGENT BUSINESS**

1. Economic Development Subcommittee (Councillor Morgan)
2. Update on Runanga and Police (M Manawatu)

*S Rattray entered the meeting at 1.05pm.*

**2. CONFIRMATION OF MINUTES 13/4/2011**

*Moved by Councillor Macphail, seconded by Mayor Gray and resolved that the report of the Tourism and Development Committee meeting held on 13 April 2011 be confirmed as a true and accurate record subject to Councillor Buurman being changed to L Buurman on page 3 of the agenda.*

**3. MATTERS ARISING FROM THE REPORT OF 13/4/2011**

**Weather Forecasting**

Councillor Macphail advised some members of the community were keen to see the weather station which was currently located at the Airport moved to Churchill Park or the hospital areas and they would like the webcam to be more reflective of the weather. The Tourism Officer advised the camera could be adjusted slightly however, when investigating locations for the camera she had looked for sites with good scenery which had had the required services. She advised a number of calls both negative and positive had been received about the camera.

Councillor Macphail suggested costs for a second camera be obtained. S Rattray advised Ocean Ridge had been approached about a weather camera on top of the hill. He advised weather cameras were completely different, they were completely focused on weather and the view was 360 degrees.

#### ***4. MINUTES ACTION LIST UPDATE***

##### **Rugby World Cup**

M Manawatu noted there had not been a meeting regarding the Rugby World Cup and time was passing by.

##### ***M Fissenden entered the meeting at 1.11pm***

M Fissenden advised businesses in the West End were reliant on the Rugby World Cup. The Tourism Officer advised she had contacted business and also individuals through the Kaikoura Star regarding ideas for the Rugby World Cup. She had received three or four responses and suggested those people could meet with those Committee members who had already expressed an interest in working on the World Cup to progress ideas.

M Fissenden suggested some business operators be contacted. He believed if they were told they needed to participate and told when and where to meet they would commit. S Rattray advised the issue was whether to tailor a package to put on the World Cup tour map or just try and target people who came here and do business as usual. Councillor Harmon advised Kaikoura needed to do the best it could do here and he did not feel that Kaikoura could put together anything big enough to have impact on the World Cup tour map.

M Manawatu felt Kaikoura should have information in all of the South Island i-sites and also the bottom of the North Island. When people got here there would be the banners the information boards. The Tourism Officer advised she had been looking at opportunities to increase visitor guide distribution in i-Sites and had increased distribution through Jasons. She had also contacted most of the bigger i-Sites for extra display opportunities. The only place that could have opportunity was Queenstown.

The Tourism Officer advised Hurunui Tourism had been approached by the Wallabies and they would be in Hanmer for a few days and in Kaikoura for one day. She also advised Qantas had launched a competition called the 'Great Crusade' and the winners would get to follow the Wallabies around New Zealand.

Councillor Macphail noted it was important that the planned programme for the Rugby World Cup was known that way if there was more than one event on any given day it could be managed.

##### **Pager Reception / Fire Siren Use**

Mayor Gray advised he had contacted Telecom regarding pager coverage in the district. Telecom had put Mayor Gray onto Shaun Crawford who was the New Zealand Fire Service Telecommunications Consultant for the South Island. He had referred Mayor Gray to Ross Ditmer and Mayor Gray would be meeting with him the following week. Councillor Macphail advised the local fire chief was happy to talk to the Committee about the fire siren.

## **5. KAIKOURA SUBURBAN SCHOOL RUNNING EVENT**

M Spencer and J Roberts were in attendance to present this item. M Spencer advised the goal of the Whale Run was to put Kaikoura on the map with a running event. The event had been rebranded with a new name and website so that competitors would see the event as a community initiative and not just a school event. She noted this was the Suburban schools one and only fundraiser for the year.

It was anticipated over 300 competitors would take part in the event this year M Spencer felt this could be enhanced with the support of the Tourism and Development Committee. M Spencer advised she wished to link through the Council and i-Site websites and get information to contacts the Tourism and Development Committee had outside of the community. She advised in the past businesses had been asked to support by providing vouchers for the race packs however she did not want to put additional pressure on businesses this year. M Spencer and J Roberts were requesting \$5,000 funding to grow the event.

Councillor Macphail enquired if the funding request was seen as an annual approach to the Committee or a one off boost to the event. M Spencer advised the \$5,000 was for upgrades to the website and for posters to be made. These were additional costs associated with getting information out about the event. J Roberts advised the event rebranding was another way of marketing Kaikoura.

It was noted the event organizers would also be applying for support through the Community Initiatives Fund. M Spencer would itemize a costing sheet and forward to the Committee for consideration.

## **6. TOURISM OFFICER'S REPORT**

### **Australian Trade Trip**

The Tourism Officer provided a summary of the joint Hurunui / Kaikoura Districts trade trip to Australia the previous week. She advised the trip had been successful. Training had been provided to front line reservation staff and meetings were held with product managers, training managers and Tourism New Zealand.

The Tourism Officer advised trade had got the message about the earthquake and were moving on and she believed they had already known Kaikoura was open for business. More Australians were holidaying at home and there were a lot of special offers and marketing campaigns to encourage Australians to holiday at home particularly in the Queensland area. There were more Australians travelling to Asia and the United States of America currently due to the current exchange rate.

The Tourism Officer advised Kaikoura had quite a strong presence in Australia for a small destination with some brochures including a full page on Kaikoura. Tourism New Zealand in Sydney had commented on the roadshow which had been held there about four years prior. They felt there was value in that type of event. People came to one location and a

lot of people could be targeted in one day. The Tourism Officer felt this could be looked at for the future.

S Rattray advised a lot of accommodation bookings were now pre-travel and people had changed from activity bookings to accommodation bookings. He felt information needed to be feed through accommodation providers about how long visitors should be allowing in Kaikoura. The Tourism Officer noted people were booking a lot closer to their time of departure also.

The Tourism Officer advised she had been investigating working more closely with Destination Marlborough and Tourism New Zealand had felt this would be a good idea because Wellington was another gateway into the region and consumers from Australia did not know where the boundaries were for regions. K Ngapora suggested to establish better relationships operators should go and meet Destination Marlborough. The Tourism Officer advised Tourism New Zealand in Sydney had suggested an expo which is something that could be done with Blenheim. M Manawatu advised from his experience more was achieved from going to meet the people at their place. The Tourism Officer would provide options for representative operators to visit Destination Marlborough.

#### **Business and Visitor Surveys**

The Tourism Officer advised visitor surveys had been predominantly done by Youth Council however only a small sample of surveys had been collected and she would have to look at doing the surveys next summer. It was noted not all businesses had returned their completed survey.

### ***7. TOURISM AND DEVELOPMENT STATEMENT OF ACCOUNTS***

The Tourism Officer advised the biggest commitment of funds was for the information boards at \$40,000. M Manawatu advised a quote of \$3,000 per pou had been received from the carvers for the information boards. Other committed funds were \$5,000 for the P Halligan marathon event. The Tourism Officer advised a figure had not been settled on for website development which would be in the region of \$20,000 to \$25,000.

Councillor Macphail enquired if the Committee should be looking to display the billboards from the Christchurch campaign in other areas. The Tourism Officer advised when looking at billboard sites the previous summer prices had doubled. S Rattray enquired if there was somewhere locally the billboards could be displayed at no cost. K Ngapora suggested the small billboard skins which had been displayed at the Christchurch Airport may be able to be displayed in Wellington Airport or at the Ferry Terminals.

K Ngapora advised he had talked with Cruise New Zealand to put forward Kaikoura as an alternative port for those companies that go to Lyttelton. He noted the larger companies were waiting for other

companies to make the move first. He advised he was keen to revamp the Kaikoura port profile to show the peninsula and both wharf options. He would also like to meet with the executives of Carnival Cruise in Australia to move things along. K Ngapora advised Carnival Cruise was ahead of the other companies and were keen to come to Kaikoura with ships with a 2,000 passenger capacity.

## **8. FREEDOM CAMPING**

Included in the agenda was a draft camping control bylaw developed by Local Government New Zealand and the Department of Internal Affairs for consideration. The Chief Executive Officer advised specifics would need to be added to the draft in terms of the current camping policy. It was noted infringements fees would be set by regulation. He advised at this stage the thinking was that the infringement would be levied against the driver of the vehicle. There had been a push to try and infringe the vehicle owner however this had not gained much traction.

Councillor Morgan enquired if there was a legal issue as to whether wheels could be clamped. M Manawatu noted visitors were offered a range of accommodation before coming to New Zealand and they had chosen to visit New Zealand. He felt there was a responsibility to look after visitors whilst they were here and felt education had to be the responsibility of the vehicle owners and he was not a fan of wheel clamping. Councillor Harmon felt Kaikoura had to host visitors the best they could but could not let them go rampant. K Ngapora felt education needed to be continued and preferred people be told to support our local campgrounds rather than if you camp in a certain place we will clamp your wheel.

The Chief Executive Officer advised at the last Zone 5 & 6 Local Government meeting it had been noted 90% of van operators had signed up to the protocols and education programme. Gisborne District wanted a focus on the issues rather than the camping. Mayor Gray advised Gisborne promoted freedom camping but if the vehicle was not self contained they were moved on. They had adopted a positive policy towards freedom camping.

### ***S Rattray left the meeting at 2.36pm***

Councillor Morgan enquired if there was a bylaw put in place would there be enough staff members to enforce it. The Chief Executive Officer advised over the last two or three summers a staff member had been out in the evenings and had asked campers to move on. He advised additional resources had not been looked at. Council would need to decide how much effort they wished to put into freedom camping. B Cowan felt Kaikoura needed to provide the best experience for overseas visitors as possible but he had not heard any credible evidence to suggest the soft approach was working.

A discussion was held regarding some clauses contained in the draft bylaw. The Chief Executive Officer advised that any bylaw would have

to be agreed by Council. Councillor Harmon requested Committee members think about what they would like to see in a bylaw.

### ***9. KAIKOURA CRUZRS EVENT FUNDING REQUEST***

Kaikoura Cruzrs was a car expo which would be held in Kaikoura on the weekend of the 23<sup>rd</sup> of September 2011. M Fissenden advised he had been working with D O'Callahan to grow the event. D O'Callahan had undertaken a lot of marketing around the South Island. He was organizing the event on a voluntary basis with other members of the local club assisting him. D O'Callahan wished to erect a sign at both ends of the town to let people know about the event and purchase banners for the different model cars. Councillor Harmon noted the event was in its third year with one club alone doubling in size each year and he felt it was an event which could be promoted for the town.

M Fissenden advised the event was to promote Kaikoura. There was no evening function as the organizers wished visitors to frequent businesses in Kaikoura. It was expected the event would attract 250 to 500 people this year. The event organizers were requesting funding of \$2,500. Councillor Harmon felt if D O'Callahan was able to provide suitable reasons why the funding was needed then the Committee could look at supporting the event.

Councillor Morgan felt some criteria for providing funding to events was required and suggested that maybe there be a funding period. Councillor Harmon felt the Committee should stick to seeding funding and if events could not get up and running after that they should not be carried. Councillor Macphail advised he would like to see more of a business type presentation from event organizers. The Tourism Officer advised she had looked at funding criteria in the past but the committee at the time had decided to assess applications on a case by case basis. The Chief Executive Officer advised he believed the aim was to assist events which would grow and bring more people to the district.

### ***10. CHRISTMAS FLOWER DECORATIONS***

P Whitehead had provided information on hanging baskets for the town centre which she had obtained from other districts. She felt the town was currently dull and boring at Christmas. Mayor Gray advised he had been asked to present to the Kaikoura Garden Club and he felt they may be able to help. Councillor Harmon noted there would need to be total buy in from businesses and the whole community to make the concept work.

### ***11. URGENT BUSINESS***

#### **1. Economic Development Subcommittee**

Councillor Morgan advised she would like to see some movement regarding economic development and toward reinstating an Economic Development Subcommittee. M Manawatu noted the title of the Committee was Tourism and Development and he felt there were other opportunities out there apart from tourism. The Tourism Officer noted a lot of development was dealt with in other departments of Council and she suggested one of the planning officers be a part of an Economic

Development Subcommittee. Councillor Morgan wanted the Committee to be proactive with regard to development.

Councillor Macphail felt there were obstacles which were making it difficult for developers in Kaikoura and he felt the Development Contributions Policy was a major one. Councillor Morgan enquired what the community saw as the future because there was a large part of the community that did not want to develop or change at all. She advised the district either needed to build on what it had or do something different if growth was wanted. She further advised other schools come here to study Kaikoura but we did not study ourselves. Mayor Gray agreed development was not necessarily bricks and mortar. M Manawatu felt people development was important.

M Fissenden suggested an evening workshop where the strategy, mission short term and long term goals of the committee could be worked through. It was generally felt a workshop should be held following the June Tourism and Development Committee meeting. K Ngapora would put together a template for discussion. The Tourism Officer would collate ideas.

## **2. Police and Runanga**

M Manawatu advised the Runanga had formed a group who would be patrolling with the Police to try and make a difference with regard to criminal activity in the town.

*There being no further business the meeting closed at 3.56pm*