

**REPORT OF THE TOURISM AND DEVELOPMENT
COMMITTEE MEETING HELD AT 1.00PM ON
WEDNESDAY 8 JUNE 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, S Rattray, N Gold, L Buurman, A Priddle.

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

APOLOGIES: K Ngapora

Moved by Councillor Harmon, seconded by Councillor Macphail and resolved that apologies be accepted.

1. MATTERS OF IMPORTANCE TO BE RAISED AS URGENT BUSINESS

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| 1. Banner Arms | (L Buurman) |
| 2. Peninsula Run | (Mayor Gray) |
| 3. Update on Aquatic Facilities | (S Rattray) |

2. CONFIRMATION OF MINUTES 11/05/2011

Moved by Mayor Gray, seconded by M Fissenden 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 the words 'setting up' being changed to 'reinstating' in the Economic Development Subcommittee section on page 6 of the agenda.

3. MATTERS ARISING FROM THE REPORT OF 11/05/2011

M Manawatu suggested regarding comments made at the previous meeting about accommodation providers providing information to visitors when receiving bookings about the length of time they should be allowing in Kaikoura that a workshop be held for accommodation providers. He felt accommodation was the key to growing visitor nights in Kaikoura.

S Rattray advised he had received a newsletter from the Motel association which had stated only half of New Zealand motels completed statistics returns. He felt the Committee should make an effort to get providers to complete the forms. Councillor Harmon felt MANZ would be the group to pursue the matter.

Moved by Councillor Macphail, seconded by Councillor Harmon and resolved that the Tourism and Development Committee write to the Motelier Association emphasizing the importance for accommodation providers to complete statistic returns and S Rattray would provide follow up.

The Tourism Officer advised it was also difficult to get figures for day visitors. Councillor Morgan enquired if it was difficult for Kaikoura to have its own statistics system. The Tourism Officer believed the system would have to be anonymous and she did not think people were more inclined to submit information to Council.

4. MINUTES ACTION LIST UPDATE

Rugby World Cup

Mayor Gray advised a meeting had been held several weeks ago with representatives of local businesses and another meeting the previous evening. Councillor Macphail advised the meeting had been good with a lot of positive thoughts being voiced. 12 people had attended the meeting. Ideas from the meeting included;

- A Kaikoura ambassador programme either on a voluntary or semi professional basis. The ambassadors could walk around and assist visitors with information, they could also talk to people in campervans
- Different nationality flags painted on the pavement
- Bus seating installed near the fish tank backpackers – these could be built voluntarily.
- Lyell Creek tidied up –it was suggested plantings be put at the top of the stones
- Dressing up shop frontages and painting shop windows
- Make a garden out of the planters opposite the Sonic Restaurant

Councillor Macphail noted the group was keen to do a lot of other things and he felt good progress would be seen. Mayor Gray felt this would get the business discussion group going again in particular a West End group. Councillor Macphail noted a lot of things which had been discussed at the meeting the Committee were already undertaking. M Manawatu advised there had been a great idea about everyone wearing rugby jerseys and Kaikoura could get some media coverage from the initiative. L Buurman advised she had emailed her contact for the Rugby World Cup banners and requested contact detail for reasonably priced Rugby World Cup clothing.

5. WHALE RUN EVENT

M Spencer was in attendance to present this item. M Spencer advised she had provided various costs which she was asking the Committee to support and noted quite a bit of money could be spent on advertising. Since she had last talked to the Committee she advised she had heard from approximately 40 runners who would be coming from Ashburton for the event and she would be working closely with them with regard to sending out flyers.

M Spencer advised in previous years there had been no fees associated with traffic management because Downer EDI works had taken care of this previously, unfortunately they were unable to continue. They had estimated traffic management costs at \$1500-\$2000.

M Spencer advised the entry fee for the event was \$40 for the half marathon and \$20 for the 10km run. L Buurman enquired if other sponsorship for the event had been sought. M Spencer advised other than a letter to businesses no other sponsorship had been sought. She advised she did not want to approach businesses outside of the community as the event and funds from the event would support Kaikoura.

B Cowan advised he liked the idea of supporting locally operated events and felt the event was worthy of support. L Buurman felt the event was really good and well organised but because it was a fundraiser for the school she would like to see the Committee support the event on a cost share basis. She was concerned the Committee was going to get approached by a lot of groups and the Committee could be seen as an unlimited pool of funds.

S Rattray advised as chair of the Primary School Board of Trustees he agreed there was an unlimited desire for funds. M Fissenden felt more money could be made by just writing a cheque out rather than going through the process of running an event and felt there was no reason why the Committee could not go back with a suggestion. Councillor Macphail advised he would like the events to be stand alone events over time and did not support funding general operating expenses. Councillor Morgan advised if the Committee did not provide the funding the event would probably be able to pay. Councillor Macphail noted the argument of the event organizers was that they could not increase the event to the next level.

N Gold felt the Committee should not be supporting advertising bills she felt the Committee should be involved with advertising which was for Kaikoura. She believed Committee advertising should be big picture for the district. L Buurman felt if the Committee was sponsoring advertising the Committee would have to have some control over what was put out to the public. M Manawatu advised the event was bringing 300 people to the district so it was promoting Kaikoura. Councillor Harmon noted as part of a funding criteria for events he would like funding to be start up funding only. S Rattray noted it came down to how many people showed up for the event. If only 30 people turned up then it wasn't a very good investment.

Mayor Gray advised he was concerned about there being a separate website for each event and wondered if event organizers could have a website as part of the Kaikoura events website. Councillor Harmon enquired if there could be pages on the updated www.kaikoura.co.nz which could cater for event web pages. The Tourism Officer advised a number of event organizers also used their websites to sell merchandise for their events and there was a lot more information contained on individual sites.

The Tourism Officer advised \$5,000 had been given to events like the Moa Hunt and the Spring Challenge previously which were run by people who had a proven track record as event organizers.

Moved by L Buurman, seconded by Councillor Macphail that a donation of 80% of the request, \$4,000, be given to the Whale Run event on the condition that a report as to how successful the event was including tangible result be provided to the Committee.

It was generally felt the Whale Run organisers should be advised the Committee would be creating a funding policy with criteria for future event funding and the Policy would likely include a clause that funding would be seeding funding only.

5. TOURISM AND ECONOMIC DEVELOPMENT OFFICER'S REPORT

Operator Visits to Destination Marlborough

The Tourism Officer advised she had contacted Destination Marlborough i-Site manager regarding operator visits to Marlborough i-Site. Marlborough i-Site manger had advised the preferred method was famil. The Marlborough i-Site manager also advised she could not guarantee attendance of staff to an after hours meeting.

M Manawatu had though the meeting would have been with the Marlborough Regional Tourism Organisation. L Buurman felt the key was to get i-Site front line staff here to Kaikoura and introduce them to Kaikoura products. Then those staff would be able to say what they have seen and done. L Buurman and the Tourism Officer would investigate options for operators to meet with Destination Marlborough and the possibility of an evening function in Kaikoura.

Freedom Camping Bylaws and Policies

The Tourism Officer had included examples of polices and bylaws from Hurunui, Westland, Lake Taupo and Queestown Lakes District Councils. These showed a mix of approaches to the issue of freedom camping. Councillor Harmon noted most of the districts took a strong approach to freedom camping.

TRENZ

TRENZ 2011 had been held in Queestown for the first time. The Tourism Officer advised Mayor Gray had attended the event on the final day. It was noted and commented on by other districts that the Kaikoura Mayor had been there in support.

The Tourism Officer along with M Fissenden of the Kaikoura i-Site had seen 41 appointments with trade and media from a good range of countries from across the globe. She advised there had been a mix of enquires from trade ready new products to suggestions for must do activities. Chinese buyers had been getting a feel for the district. She noted the event had been a good opportunity to get feedback from overseas on perception following the earthquakes. The earthquake had no effect on Canadian buyers while American enquiries had stopped and

European travelers wanted as much information as possible. The Tourism Officer felt overall the earthquake did not appear to have a negative impact.

North Canterbury Food and Wine Trail

The Tourism Officer advised a memorandum of understanding had been signed by Enterprise North Canterbury, Hurunui Tourism and Kaikoura District Council to clarify the roles each organisation would play with regard to the ongoing support and development of the Trail. She advised members were pleased with the activities undertaken by the steering group and results of the recent survey of members were included in the agenda. She further advised no collaborative approach with other Canterbury trails was planned.

Cruise New Zealand

The Tourism Officer advised Kaikoura would receive three cruise visits during the 2011/12 season. The Tourism Officer had provided a summary of the report from Cruise New Zealand on the Cruise Shipping Miami event which was the largest global cruise event. This was attended by cruise lines, destinations, entertainment and IT providers, ship builders, suppliers and other parties associated with the cruise industry. It was noted mass market cruise was growing faster than any other part of the travel industry. She advised Lyttelton was expecting 64 cruise ships in the coming year. It was generally felt the cruise industry was a real opportunity and options should be discussed for Kaikoura to benefit from this industry.

Statistics

The Tourism Officer advised while there were limitations with statistics i-Site number were also down quite drastically however Kaikoura was still the second most visited district in the region and when compared across the Country Kaikoura had some of the highest occupancy rates. Councillor Macphail enquired about marketing in the North Island and also enquired if there was any opportunity for a display with the Interislander. The Tourism Officer would investigate options.

6. INFORMATION BOARD UPDATE

The District Planner was in attendance to present this item. She advised one side of the boards would include welcome information about the town and camping information. The second side would include environmental and cultural information as well as some information about coastline care. Images were presented to the Committee. The District Planner advised with regard to camping information the map showed areas where camping was not wanted and also showed camping grounds, this was in line with flyers printed previously.

S Rattray advised there was an issue with people freedom camping at Ocean Ridge and he would like to see Ocean Ridge included in the no camping area. The District Planner advised to have the area included as a no camping area this would have to go through Council. Councillor Macphail further advised Council already had a Camping Policy.

The District Planner advised the information board locations would be designed as a rest area and old wharf timbers would be used for seats and also the carving. She advised four sites had been submitted to New Zealand Transport Agency and she was waiting for a response from them.

The District Planner advised if there was changes to information once the panel was created then the whole panel would need to be changed therefore the information contained on the signs would be quite generic. It was noted the sign would direct visitors to either i-Site or Council for further information.

7. KAIKOURA CRUZRS EVENT

Kaikoura Cruzrs was a car expo which would be held in Kaikoura on the weekend of the 23rd of September 2011. It was expected the event would attract between 200 and 500 people however M Fissenden felt the event had the potential for more than 500 people. The event organizers had made a request for \$2,500 at the May meeting. The Committee at that meeting had requested more information about the event.

M Fissenden advised the event was being organised by a number of members of the community. Funding was required for banners, flags and signs. These items would be used in future years and the event would move from the West End car park if it became big enough. It was noted the event would cost more than \$2,500 to run. The entry fee for those wishing to enter the event was \$25 which was well below the standard rate. It was noted at a similar annual event in Whangamata cars came from all over the world and it was a big trading weekend for local business.

It was generally felt there would be good flow on effect for business in the community from the event.

Moved by Mayor Gray, seconded by M Manawatu that the Tourism and Development Committee grant \$2500 to the Kaikoura Cruzrs Event.

8. URGENT BUSINESS

1. Banner Arms

L Buurman advised she had been working with M Hennessey from Mainpower to arrange for the Rugby World Cup banners to be hung. Banner arms needed to be constructed for some poles and a quote from Dunlea Product had advised the cost for 77 banners arms would be \$3544 which was cheaper than from the banner arm supplier. L Buurman had also been advised the Committee should be allowing \$5,000 to \$6,000 for the banner arms to be installed the banners hung and then taken down again. It was noted Mainpower had put the banners up free of charge in the past. The extended banner arms on the lamppost

were being dealt with by Council's Asset Manager and N Gold advised Seafest would be paying for their share of the banners to be put up.

It was generally felt the banner arms would be purchased however it was felt the price for the installation and work involved with the hanging of the banner should be renegotiated by Councillor Harmon.

2. Peninsula Run

Mayor Gray tabled the business plan which had been prepared by P Halligan for the new Peninsula Run event. He advised P Halligan may come back to the Committee for one off additional funding for the event. He further advised P Halligan was trying to lock in a major sponsor for the event and he felt there would be a minimum of 600 participants in the first year.

3. Aquatic Centre Update

S Rattray advised the Kaikoura Community Facilities Charitable Trust was currently seeking a peer review of the feasibility. He was hopeful this would be completed by the end of the week and then the Trust could decide on a strategy heading forward.

There being no further business the meeting closed at 3.10pm.