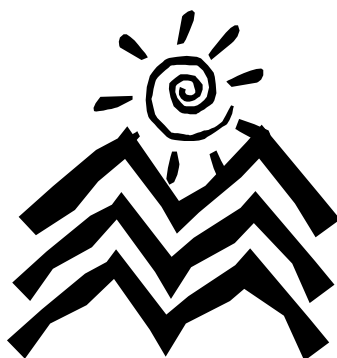




**KAIKOURA
DISTRICT COUNCIL**

***Tourism & Development Committee
Agenda***



13 July 2011

**TOURISM AND DEVELOPMENT COMMITTEE MEETING
HELD AT 1.00PM ON WEDNESDAY 13 JULY 2011 IN
MEMORIAL HALL SUPPER ROOM, ESPLANADE,
KAIKOURA.**

Agenda

1. *Apologies*
2. *Matters to be raised as Urgent Business*
3. *Confirmation of Minutes 8/6/2011* *page 1*
4. *Matters Arising from Report of 8/6/2011*
5. *Minutes Action List*

Meeting	By Whom	Progress
<i>13 APRIL 2011</i>		
Investigate pager coverage in the District and the international civil defence warning siren and report to the next T & D Committee meeting.	Mayor Gray	In Progress
<i>11 MAY 2011</i>		
Investigate options for display of billboards	Tourism Officer	Refer Tourism Officer's Report.
Compile possible funding criteria for presentation and consideration at the next meeting	Tourism Officer / Councillor Macphail	Refer Tourism Officer's Report.
<i>8 JUNE 2011</i>		
Obtain a quote for a second webcam	Tourism Officer	Refer Tourism Officer's Report.
Investigate options for operators to connect with Destination Marlborough	Tourism Officer / L Buurman	Refer Tourism Officer's Report
Enquire about display options with the Interislander.	Tourism Officer	Refer Tourism Officer's Report

6. *Tourism and Economic Development Officer's Report* *page 8*
7. *Kaikoura Website* *page 22*
8. *Tourism and Development Committee Strategic Plan* *page 23*
 - A draft document is included for discussion
9. *Kaikoura New World Duathlon Funding Request* *page 27*
 - E Fissenden will be in attendance at 2.00pm to present this item.

- 10. Funding Request for Painting of Railway Overbridge Railings* *page 36*
- **R Hogan will be in attendance at 2.15pm to present this item.**
- 11. The Peninsula Kaikoura Marathon Business Plan* *page 38*
- **Included for Information**
- 12. Tourism and Economic Development Statement of Accounts* *page 49*
- 13. KITI Update*
- 14. Urgent Business*

Tourism & Economic Development Officer's Report

- **Options for billboards:** Tourism Officer will give a presentation covering billboard & airport advertising options.
- **Events strategy & funding criteria:** discussion of draft Events Strategy refer page 10.
- **Webcam:** with regard to the current webcam and its usefulness in terms of assisting with weather reporting, Tourism Officer contacted Bob McDavitt. In his opinion, the Pier webcam is well-balanced and the rocks in the foreground give a good indication of the tide. As such there is no need to alter this view from the Met Service perspective. Tourism Office asked Mr McDavitt for his recommendation for the location of a potential 2nd webcam which could be of use to the Met Service and he suggested Ocean Ridge as an option with the webcam facing south west.

With regard to the independent purchase and installation of a webcam, the cost would be prohibitive. The cost of a reliable camera could be in the region of \$5000 plus internet costs which could be several thousand dollars per month depending on the systems used. There would also be considerable hardware and software costs. The Tourism Officer recommends that if the Committee decides to install another webcam, 'Take a Break' offers the best webcam service.

- **Destination Marlborough:** Tourism Officer will be meeting with Tracy Johnston, General Manager, Destination Marlborough on 11th July. Later in the month, Tourism Officer along with colleagues from Destination Marlborough, Hurunui Tourism and Christchurch & Canterbury Tourism will be meeting to discuss the South Island touring route joint venture campaign which is due to launch September/October 2011. Core funding partners are Tourism New Zealand, Christchurch & Canterbury Tourism, Dunedin and Southern Lakes.
- **Display options with Interislander:** the visitor guides are displayed on all Interislander (and Bluebridge) ferries as well as in the Terminals. In terms of additional display options, there may be some poster size space (A3) available but this is limited. Tourism Officer has arranged a special deal with the "Onboard" magazine which is a quarterly publication available on all Interislander ferries as well as on board both the Tranz Coastal and the Tranz Scenic. This deal features 1½ pages of editorial in each edition and provides excellent exposure for Kaikoura. The magazine is now also available online via The Interislander website.
- **Summary of visitor guide distribution:**
 - **i-SITE visitor centres:** all i-SITES in the official i-SITE visitor centre network with the exclusion of Auckland. Auckland i-SITES charge for the display of official district visitor guides – the only region in the country to do so. Initially the Kaikoura visitor guide was displayed in Auckland i-SITES but virtually no copies were picked up and due to the high display costs (e.g. \$900 for airport i-SITES only), the guide is no longer displayed.
 - **Bluebridge & Interislander ferries and terminals**
 - **Kaikoura businesses**
 - **Christchurch transport circuit** – currently 38 locations, **Christchurch accommodation circuit** – currently 25 locations

- **Marlborough circuit** – this is a mixed circuit (accommodation, transport & attractions) with 25 locations and covers Picton/Blenheim/Havelock.
 - **Hanmer Springs circuit** – mixed circuit with 30 locations
 - **New – Wellington circuit** – mixed circuit with 54 locations and currently Kaikoura is on the waitlist.
 - **New – Auckland transport circuit** (from Sept.2011) 68 locations covering North Shore, Auckland city and Manukau.
 - **New - Queenstown circuit** (from Sept. 2011) is a mixed circuit covering 73 locations
 - **New – Dunedin circuit** (from Sept.2011) is a mixed circuit covering 70 locations
 - **New – Central South Island circuit** (from Sept.2011) is a mixed circuit covering 15 locations
 - **Tour operators etc:** on demand
- **Carnival Cruise visit:** Tourism Officer and Asset Manager Gallo Saidy hosted a visit from Jeremy Palmer (I.D. Tours) and Paul Mifsud from Carnival Australia. They were keen to look at the new Wharf and discuss the port/tendering process in more detail. They had previously spent a day in Lyttleton assessing its viability for cruise passengers for the 2011/12 season. The indication was that Lyttleton was not currently suitable for cruise passengers and so alternative port options are being assessed.

Tourism Officer has spoken to Craig Harris, Cruise New Zealand to find out why Kaikoura is receiving fewer cruise visits over the coming season. He explained that the smaller niche cruise vessels (type which visit Kaikoura) which normally remain in NZ waters with back to back cruises are absent. There has been a market shift following the global economic crisis, whereby these vessels are remaining closer to the EU/USA source markets to cut down on airfares for passengers and fuel costs for the ships.

Cruise New Zealand AGM will be held on Monday 15 August at Oceanside Resort & Twin Towers, Mt Maunganui. The AGM will run from 3.30 – 5.30pm and will be followed by a Tourism Bay of Plenty Showcase function, from 6.00pm. Our guest speaker is Gavin Smith, Managing Director of Royal Caribbean Cruises Australia & New Zealand. More information is included in the Appendix including the nomination form for Cruise New Zealand management committee.

Events Strategy Development Guidelines

- **Section 1: Purpose of events, types of events and funding criteria**
- **Section 2: Procedures & consents/plans required from event organisers**
- **Section 3: Resources – to include venues, services, other funding sources**

Section 1: Purpose of events, types of events and funding criteria

Attracting and supporting events are priorities of the Marketing plan and therefore one of the means to meeting the objectives set out in the plan.

Marketing Plan objectives:

- To increase visits from both domestic and international visitors
- To maximise yield for all tourism businesses throughout the peak months and to increase yield through the shoulder seasons
- To increase awareness of Kaikoura to both the domestic and key international markets
- To develop the profile of Kaikoura via strong and consistent communications which reflect the unique features of the destination
- To market Kaikoura as a welcoming and supportive location for businesses/economic development

Options to consider when developing funding criteria:

- **Types of events – should preference be given to certain types of events?** For example:
 - **Community events:** Level 1 – events which have a focus limited to a particular group within in the District, will potentially appeal to those within in the District. These events should focus on developing and enhancing community spirit/involvement. These types of events have limited potential to generate economic returns or generate positive media coverage for the district.
 - **Major events:** Level 2 – events which will definitely appeal to those within the District and also potentially appeal to visitors from neighbouring districts (Blenheim/Marlborough, Hurunui & Christchurch). These types of events should have the potential to provide economic returns and generate some/limited media coverage for the district. These events should have potential for growth & sustainability and have a growing community involvement.

- Iconic events: Level 3 – major events which have impacts beyond the region by becoming actual visitor attractions themselves. These events should provide clearly identifiable major economic returns & provide positive media coverage. Events should have good growth potential and sustainable operating systems. There should be strong community involvement.
- **Other factors to weigh up:** factors such the organisation of the event (i.e. established event organisers with proven successful track record), economic benefits and social benefits.
- **Priorities:** What is our priority – events which are organised by community members? Events which will generate income? Events which increase the profile of the District? Level 3 events above? New events only?
- **Types of assistance:** seed funding, ongoing funding. Other types of assistance can be given alongside or instead of financial assistance e.g. organisational/ management support, waiving of fees (e.g. Liquor Licence) marketing & promotional support.
- **Contract:** There must be a clear sponsorship contract/agreement
- **Budget:** What is the events budget for 2011/12?

Additional discussion points: Marketing of district by event organisers – should there be conditions/criteria for marketing to ensure that the district benefits as much as possible? Benefits of sponsorship?

Section 2: Procedures & consents/plans required from event organisers

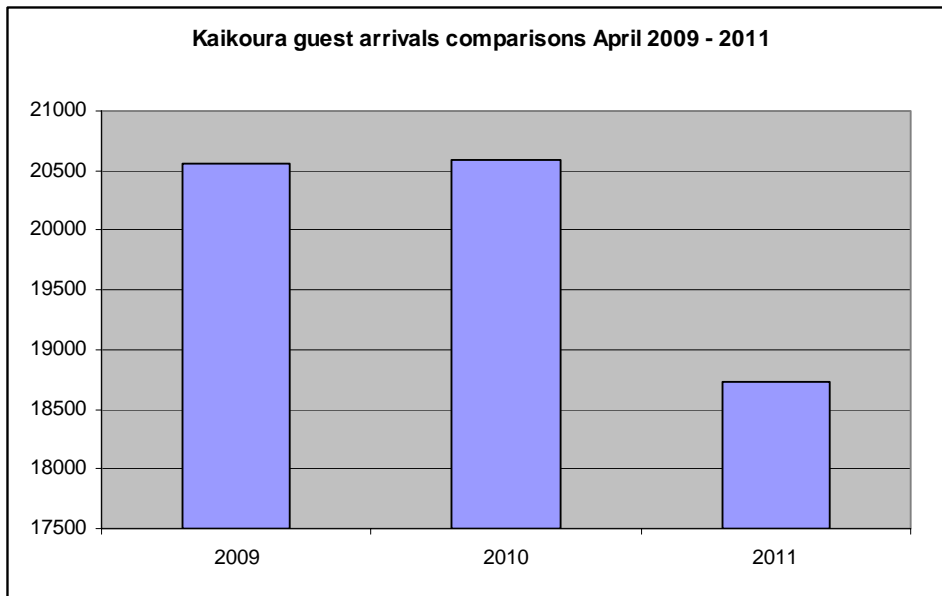
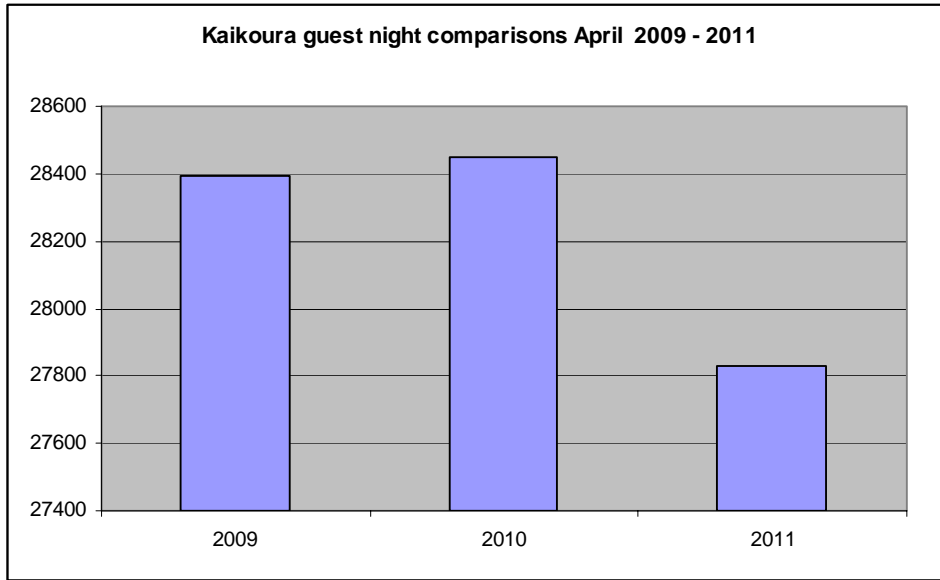
- Detailed events plan should be provided by event organisers to T&D committee at the time of the funding application.
- Resource consent for temporary activity as required. If required, the cost of this could be part of the sponsorship awarded/offered.
- Traffic management plan & Hazard Identification plan if required.
- Event organisers should be directed to appropriate Council staff to deal with these issues at the earliest stages of planning.
- Recycling criteria – all events should be zero waste events. Recycling information should be provided to organisers in the early stages of planning. Cost of recycling (use & transportation of recycling containers from IWK) could be part of sponsorship package required.
- Other organisational features to be highlighted to organisers: e.g. Food & Health requirements, adequate toilets, fire precautions etc.

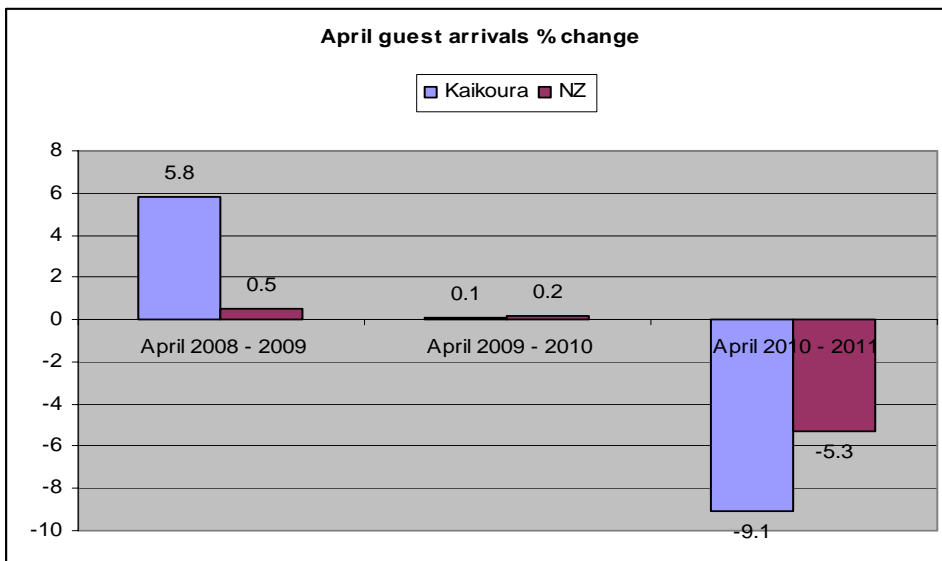
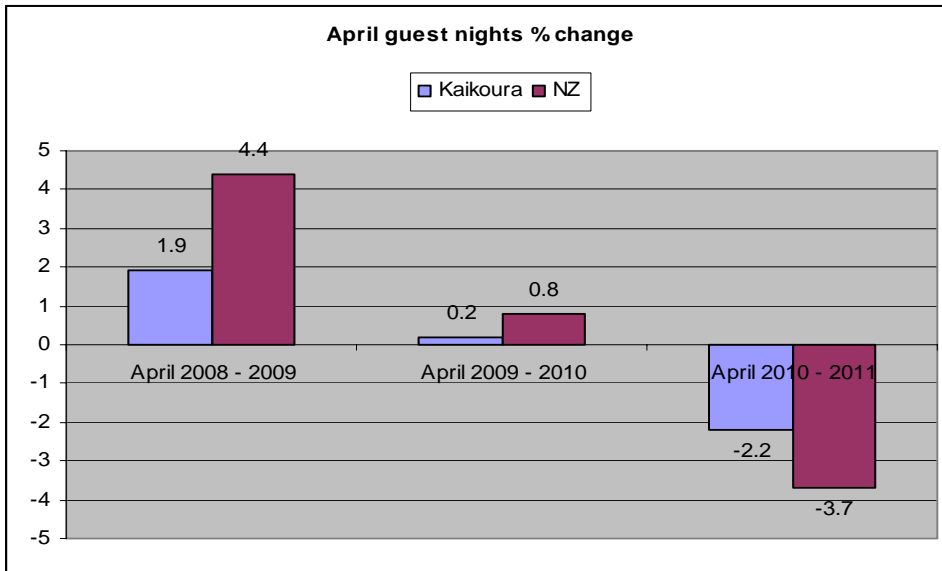
- Guidelines for events organisers: all of the above should be contained in a document for organisers to access. An events checklist document has already been compiled which includes information for permissions required from Council amongst other things. This is a good starting point for a more comprehensive resource for events organisers.
- Post-event report – all event organisers who receive funding should provide a post-event report to T&D committee. Details to be included may depend on level of sponsorship.

Section 3: Resources – to include list of venues, services (e.g. St Johns, Fire Brigade etc), alternative/additional funding sources

- A list of venues and services will be available for all potential event organisers. This will be made available via Council website – there is a list on the website at the moment but it requires updating.
- Alternative funding options available via Council will be included in the above information. For example, Community Initiatives Fund (\$5000 per year), Creative New Zealand funding (\$7000 per year)
- Other funding sources such as Pub Charities will be highlighted

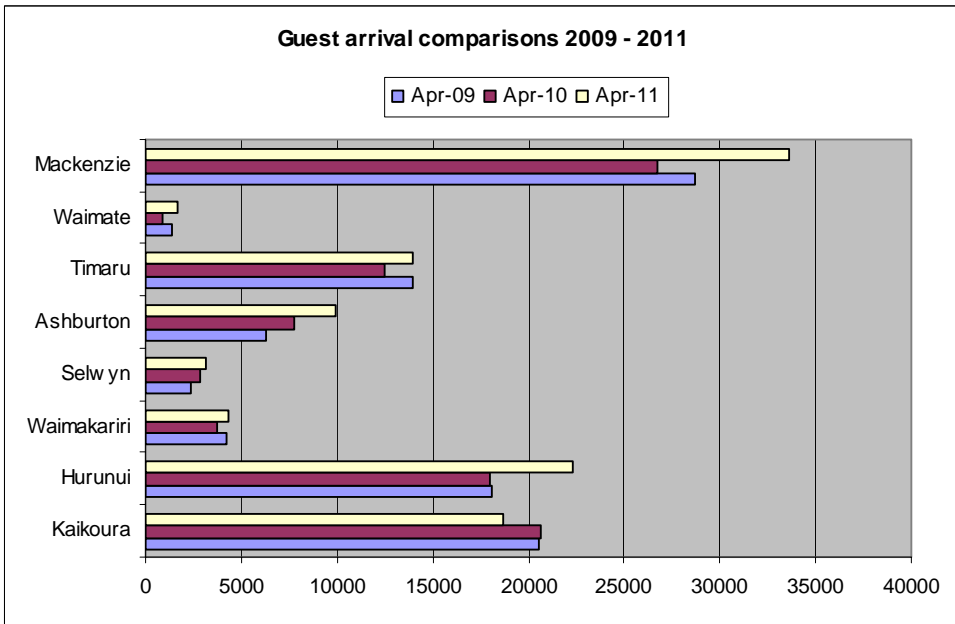
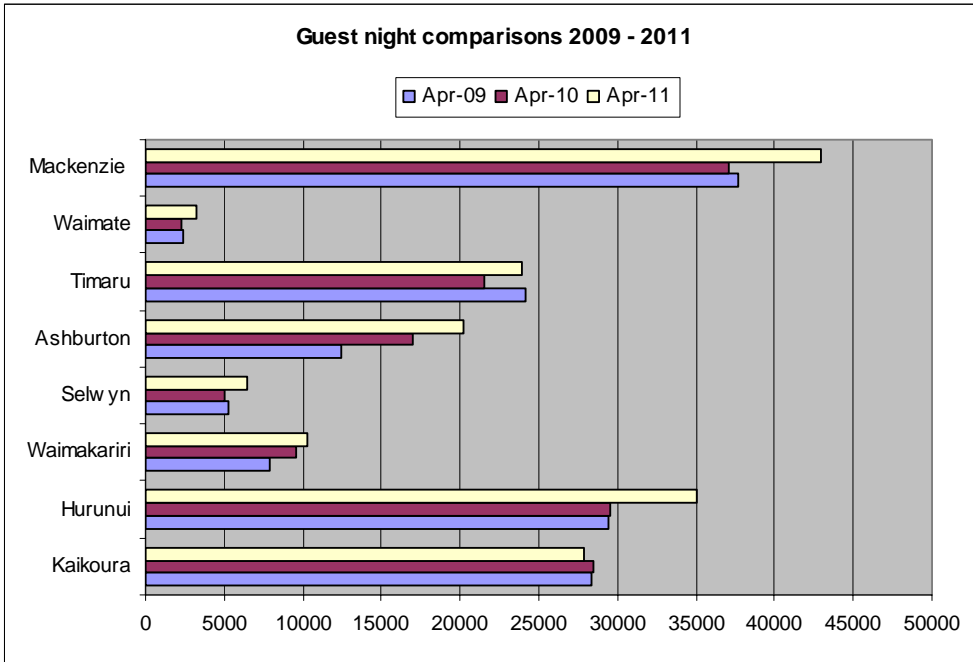
Visitor Statistics:

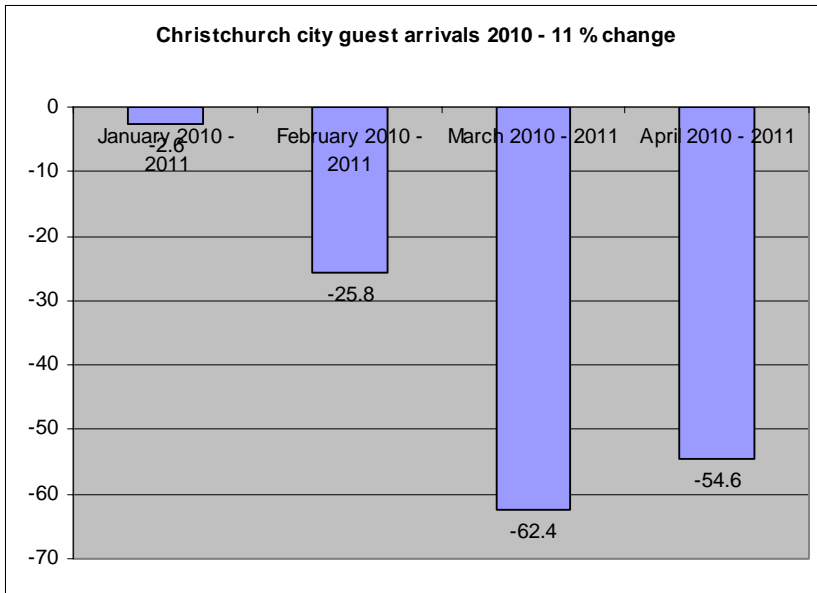
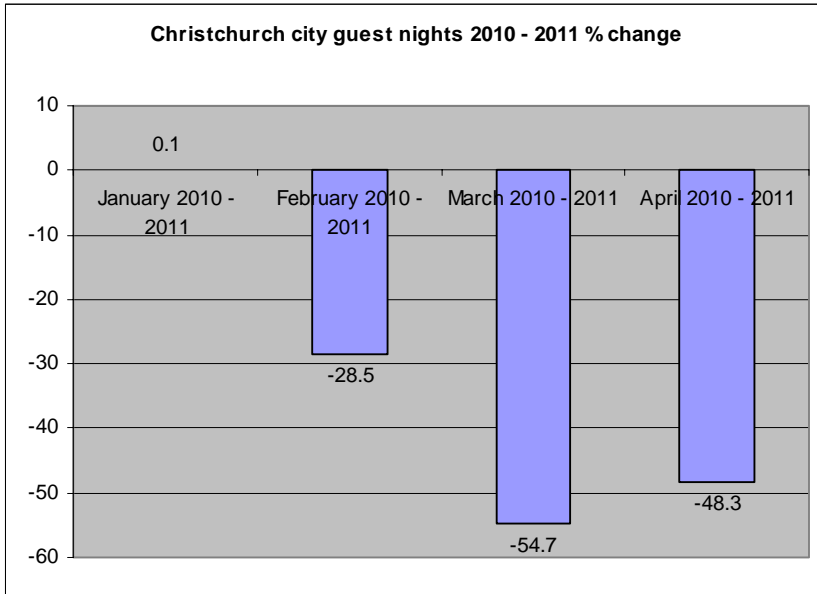




Occupancy rates	Kaikoura	NZ
April 2009	42%	38%
April 2010	43%	37%
April 2011	42%	38%

Monthly capacity % change	Kaikoura
April 2009	1.1
April 2010	-4.9
April 2011	-2.3





All figures used are taken from the Commercial Accommodation Monitor (C.A.M) C.A.M gathers data from accommodation providers with an annual turnover of \$30 000+ on a monthly basis. C.A.M is administered by Statistics New Zealand on behalf of the Ministry of Tourism – www.tourismresearch.govt.nz

Kaikoura Website

The website working group (Lynette Buurman, Mandy Fissenden and the Tourism Officer) met on 6th July 2011 to decide which proposal for the website refresh should be selected. The working group has been working on this for the last few months and has already carried out a considerable amount of work. Initially, a careful review of the current website was carried out to highlight strengths and weaknesses and to develop aims and objectives for the new look website. Following that, detailed research of tourism websites both in New Zealand and overseas was undertaken to gain inspiration and knowledge on styles, applications and features which could be added.

Three web design companies were then approached for proposals based on the brief. These designers were Cabbage Tree Creative, Xplore and Beck & Caul. Detailed proposals were received from all companies followed by a series of meetings, some online training and numerous conversations. The decision has now been made by the working group to accept the proposal from Cabbage Tree Creative. It was difficult to make a decision due to the fact that all proposals were of a very high quality and fulfilled the brief. In terms of cost, all proposals were set out as a series of essential components as well as optional components giving flexibility in terms of cost as well as leaving options for additional applications to be added at a future date. Due to the fact that all three proposals were closely matched, the proven success of Cabbage Tree Creative with regard to the Kaikoura website along with their superior knowledge of tourism websites, resulted in the decision in their favour. An application for funding from Kaikoura Information & Tourism to progress with this project will be tabled at the meeting. ***It is recommended that this application be accepted.***

Tourism Officer is in the process of setting up Kaikoura YouTube and Flickr channels. Tourism Officer plans to gather content from businesses and also generate new content by means of a competition. The best of these images and footage will also be used directly on the website.

Kaikoura Tourism & Development Committee Strategic Plan 2011-2016



Our Purpose Statement

To drive sustainable economic growth for Kaikoura by promoting our town as a “must visit” tourism and events destination, encouraging responsible investment and development while supporting our local business community.

Our Strategic Priorities:

- To drive both domestic and international visitor growth to Kaikoura.

- To support the development of events in Kaikoura.

- To encourage and support investment, development and economic success.

- To provide strategic advice to KDC on tourism and development in Kaikoura.

Our Strategic Objectives:

- To develop the profile of Kaikoura with strong and consistent messaging which reflects our region's unique features.
- To undertake promotional activity that grows the awareness of destination Kaikoura.
- To create and implement an online strategy for the promotion of destination Kaikoura.
- To identify and develop strategic relationships that will enable us to deliver on all our priorities.
- To create and implement an events strategy to promote and support the development of events in Kaikoura.
- To identify means for facilitating regular two way communication with local businesses.
- To maintain regular communication with council pertaining to tourism and economic development in Kaikoura.

Our Strategic Aims:

To develop the profile of Kaikoura with strong and consistent messaging which reflects our region's unique features.

- Review marketing plan
 - Create key statements for promoting Kaikoura and maintain across all promotional activity
 - Create media and trade packs
 - Create media statements
 - Re-develop the Kaikoura port profile

To undertake promotional activity that grows the awareness of destination Kaikoura.

- As a holiday destination.

- As an events destination.
- As an investment and development friendly destination
- As a residential and lifestyle destination

To create and implement an online strategy for the promotion of destination Kaikoura.

- Website re-development
- Implementation of Kaikoura branded social media channels via Facebook, Twitter and You Tube.
- Online promotional work.
- SEO campaigns.
- Online product and package sales.

To identify and develop strategic relationships that will enable us to deliver on all our priorities.

- Media, inbound operators, international wholesalers, I-Sites, District & Regional Tourism Organisations, government departments, associations, PR companies, advertising agencies, developers, investors, businesses, training institutions, education institutions, funding agencies, KDC, KITI, Runanga, Iwi, Department of Conservation and other community/council committees.

To support the development of events in Kaikoura.

- Development of an events strategy
 - Funding policy
 - Events supported
 - Events planning calendar
 - Attracting new events and supporting existing
 - Events coordinator

To identify means for facilitating regular two way communication with local business.

- 3 monthly news letters (4 per year) updating businesses on what T&D is doing, statistics etc.
- Allocating time within our Agenda for local businesses to simply address the committee on ideas, concerns, issues etc.
- To maintain regular two way communication with Council on tourism and economic development in Kaikoura

Short to medium-term goals: 0-12months

- 1) Continued data collection from businesses and visitors.
- 2) Working closer with Marlborough region.
- 3) Reinstatement of Tranzcoastal.
- 4) Targeted I-site training.
- 5) Investigate travel & promotional options in Wellington.
- 6) Continued trade & media activity.
- 7) Develop more events.
- 8) Develop travel packages for Kaikoura.
- 9) Develop & promote Kaikoura deals & specials.
- 10) Reinforce local touring routes.
- 11) Raising the profile of everything Kaikoura has to offer.
- 12) Develop cruise ship market.
- 13) Leveraging off Air Asia X Christchurch route.
- 14) RWC2011
- 15) Bring market day back into the west end including musicians & buskers.
- 16) Installation of welcome Po at north and south entries to town.

Long-term goals: 12+ months

- 1) Develop the Kaikoura Airport to a stage it can handle link planes.
- 2) Completion of wharf re-development.
- 3) New Museum.
- 4) Aquatic centre development.
- 5) Implementation of the Kaikoura coastal highway touring route (Oaro to Kekerengu)

KAIKOURA NEW WORLD DUATHLON

SUNDAY 05 FEBRUARY 2012

Event Plan



Sponsored by



KAIKOURA NEW WORLD DUATHLON

SUNDAY 05 FEBRUARY 2012

The Kaikoura New World Duathlon is the brainchild of Emma Fissenden and Judith Ford. Fronting the Duathlon, the two women are under the umbrella of St Joseph's School Kaikoura, which will see any proceeds from the event benefitting the school. Essentially the Duathlon is a community event and will be promoted as such. The main aim is to increase and foster fitness and active participation both within our community and further afield.

The Duathlon will take place on Sunday 05 February 2012 at the Kaikoura South Bay Racecourse. Consisting of a 1.2km run, a 15km road cycle and a 5.5km run to finish. The Duathlon will start at 10.30am, with a winning time of approx. 50-55 minutes.

This is a fresh and novel idea that fills a void in the Kaikoura Community at the present. Following on from the success of the 5km Summer Series Run that was instigated and organized by Judith and Emma, an obvious need has been identified for people to strive for and participate in organized, achievable and fun sporting events.

The objective of the Kaikoura Duathlon is to host a fun, competitive event that will encourage everyone, from children through to older people, anyone who can walk/run and ride a bike! We have categories for preschool children, children, adults and a team option. This Duathlon is open to everyone. The distances chosen for the Duathlon are achievable for anyone and participants can use a road bike or a mountain bike, therefore it is not limited to specific codes.

The date of Sunday the 5th of February was chosen as it is a long weekend with Waitangi Day falling on the Monday. This will entice out of town participants to venture to Kaikoura and enjoy a long weekend here. The aim is for all of Kaikoura to benefit; the local businesses with the off-set of punters staying a night and purchasing local products etc., the participants with the benefits that come from keeping fit and active and training for an organized and attainable event; and St Joseph's School will benefit with all money raised going towards sporting equipment and facilities within the school.

We see the Duathlon as being an annual event and hope with the backing of the Kaikoura District Council, that Kaikoura will be put on the map as a sporting adventure destination, with an active community revelling in the most remarkable and unspoiled environment.

In its inaugural year, the Kaikoura Duathlon will attract up to 100 participants. Over the coming years as the event grows, the numbers will increase significantly.

Another 5km Summer Run series will be held by Emma and Judith at the Racecourse as a lead up to the Duathlon with locals being offered the chance to come along each week and practise on the actual Duathlon run course in preparation for the event.

Kaikoura New World has secured their position as major sponsor for the event. They will provide a goody bag for each contestant consisting of sample products / vouchers, fruit, a drink, chocolate bar and a \$5 Kaikoura New World Voucher. Children and preschool children will also receive goody bags also with age appropriate items. Bananas will be provided on the finish line for all finishers. Kaikoura New World will sponsor all category prizes for place getters with winners receiving age appropriate items or New World Vouchers.

Alternate sponsorship will be sought for smaller spot prizes from local businesses although this will be kept to a minimum given that a major sponsor has been secured. Ideally one large spot prize sourced locally would be required to attract participants to the event i.e. a Mountain bike.

The Friends of St Joseph's Committee will have stalls on site, selling hot and cold food, drinks, cakes / white elephant / plants and raffles. A coffee cart and bouncy castle will also be there, all combining to offer spectators and participants a fun, family day out with a gala type atmosphere.

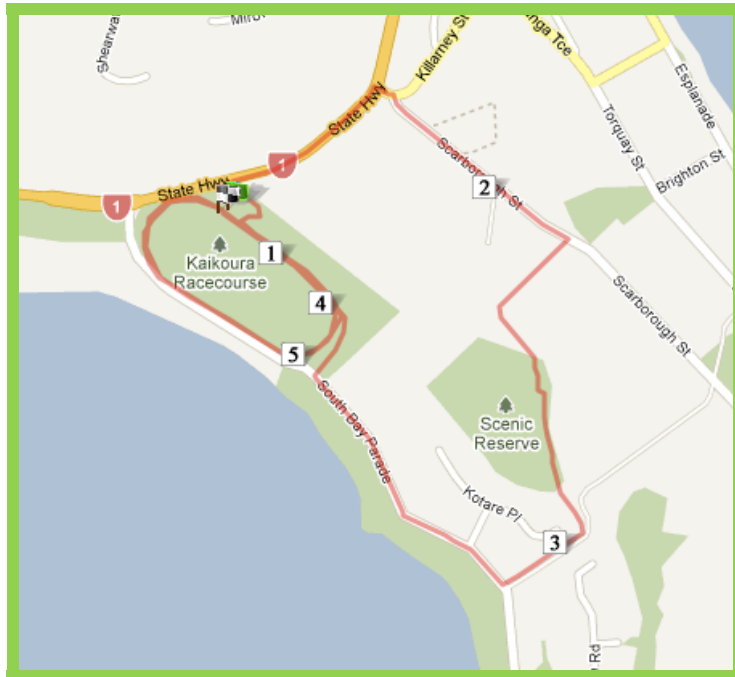
A risk management plan will be drafted and St Johns will be in attendance.

The course consists of a 1.2km run around the Kaikoura Racecourse (the most scenic Racecourse in the country), followed by a 15km cycle, up the footpath of State Highway 1, crossing over at the intersection of Killarney St/Scarborough Tce/State Highway 1, cycle down Killarney St, along the Esplanade to the Seal Colony, back along the Esplanade and up Killarney, up Scarborough Terrace and a loop around Austin St and Ward Streets at the end. A fast downhill back down Scarborough Tce to the Racecourse, (again coming down along the cycleway footpath of State Highway 1), a 5.5km run follows, with participants doing another loop around the racecourse, then back up the footpath of State Highway 1, up Scarborough Terrace, turn right into the track opposite Tom's Track which drops you down into South Bay, along South Bay Parade back to the Race course, finishing with a final 1.2km sprint around the Racecourse cheered on by spectators. This course was chosen for its staggering scenery, showcasing Kaikoura at its finest. We want out of towners to be 'wowed' by our pristine environment and we intend to market it as the most scenic Duathlon in the country!

Cycle course



5.5 km run course



Event Plan

Goals and Objectives		
List the goals and objectives you have set for your new event? What time frame have you set around these? What outcome do you expect to achieve from this goal or objective?		
Goal or Objective	Timeframe to be achieved	Expected Outcome
Hold a Duathlon on 05 February 2012.	05-02-2012	Successful Duathlon with 100+ competitors
Increase and foster community fitness and active participation.	Ongoing	Large portion of local competitors enter Duathlon
Raise the profile of Kaikoura as an active community with a variety of sporting events held here.	On-going	Out of town participants keen to travel to Kaikoura with family / support person to regularly take part in organized sporting events.
Raise money for new sports equipment at St Joseph's school, namely a new bike track.	05-02-2012	Charge \$25 per person, \$15 per team member, \$10 per child and \$5 per pre-schooler
Encourage out of town participants to come to Kaikoura and stay for the long weekend.	05-02-2012	Kaikoura businesses will all benefit from the off set of punters in Kaikoura for the long weekend.
Collate and maintain a database of participants	On-going	Use for future promotion of upcoming events in Kaikoura
Raise profile of both the Kaikoura Running Club and the Kaikoura Cycle Club	On-going	Hold a 5k Summer run series in the lead up to the Duathlon to enable locals chance to practise on the actual course. Flyers regarding both clubs put in goody bags.

Your Market
Discuss who you believe your target market is.
<p><u>Local</u> This Duathlon is being marketed as an achievable event for people of any age or ability. This will encourage a broad range of local people, including Mums, Dads, families, school aged children, middle aged people looking for a realistic and achievable goal. With the course being attainable for any fitness level, no one is excluded. An option of competing as a team is available i.e. one person do the running leg and one person do the cycling leg.</p> <p><u>Out of Towners</u> Blenheim and Christchurch will be the main visitors, with either families looking for a</p>

weekend away or hard core event goes that travel to a multitude of events around the South Island.

Advertising and marketing are key to ensuring these target markets are attracted.

Competitors

Who are your competitors within your market?
 What product and services do they offer?

Coast to Coast held following weekend, 11-12 February 2012 – Offers a hard core supreme multisport race
 Christchurch Contact Women's Triathlon (Mar/Apr) – unsure if this is to be held dependent on venues / earthquakes etc.
 Real Women's Duathlon – Ashburton – late March. Women only event.
 Kaikoura Whale Run – September – purely a running event.
 Weetbix Kids Tryathlon – Nelson/ Chch – late March

SWOT Analysis

Strengths

*What elements of strength are there in the event?
 These may be related to your location, your people or any aspect of the event.*

Location of Duathlon offering unparalleled scenery and showcasing Kaikoura at it's finest
 Existing customer email database from Summer 5k run series
 Event organisers proven community involvement and proven ability to run event.
 Extensive advertising locally on websites, in local paper and on local radio stations.

Weaknesses

*What elements of your event are weak?
 These may include areas that need improvement or areas that leave you vulnerable to competitors etc*

Manual timing using digital stopwatches.
 Short section of uphill cycling on footpath of State Highway 1.
 First time event being held.

Threats

*What things are going on outside of the event; that pose a threat to the event?
 For example competitor activity or changing market trends.*

Weather and mother nature i.e. earthquakes / road slips.
 People involved in other events or training for Coast to Coast or other event in pipeline.

Opportunities

What opportunities do you see for the event?

The Kaikoura Duathlon will be an annual event.
 Developing a short course and long course option
 Entice Running/Cycling/Multisport stars to event
 Athlete 'stars' racing against each other as a feature event
 With enough growth and funds:

<p>People unaware of the event due to it being in its first year.</p>	<ul style="list-style-type: none"> - digital timing bracelets / chits - timing mats - on course photographer with option to purchase photo of self - T-shirts / buff sales
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Product and Services

What product and services does the event offer?

The Kaikoura Duathlon is a new and unique event that will capture the attention of a wide range of diverse people. The event is staged in an unrivalled and pristine location showcasing Kaikoura at its absolute supreme. The location itself will attract participants. The Duathlon is short, achievable and a fun distance, with a team option available. A shorter course is offered for primary school aged children along with a fun mini Duathlon for preschool children to be held onsite at the Racecourse. Entry fees are low; \$25 per adult, \$15 per person for a team entry, \$10 per child, \$5 per preschooler. A gala type atmosphere is planned ensuring that participants and spectators have something to do before, during and after the event.

Major Sponsor, Kaikoura New World, have sponsored all place getting prizes for all categories and also some spot prizes. A goody bag is offered to all participants upon registration. The goody bags are products sponsored by Kaikoura New World and include sample products and a \$5 Kaikoura New World Voucher

Additional sponsorship will be sought for spot prizes, although kept to a minimum. Ideally one large spot prize would be sourced locally to attract participants.

Promotional Planning

What promotional activity do you intend to undertake prior to the event?
How will you ensure that these promotions are a success?

- Own website www.kaikourasportsevents.co.nz
- Kaikoura Star – Feature story and adverts x 4
- Marlborough express advert
- More FM – community notices (free), Blue FM
- Advertise / Links on www.kaikouraevent.co.nz / www.stjkaikoura.school.nz / www.kaikoura.govt.nz
- Posters displayed in Kaikoura businesses windows
- 5k Summer run series at the Kaikoura Racecourse for 10 weeks prior to the event
- Colouring in competition for Kaikoura schools with winners displayed in New World and other sponsors shop windows.
- Entry forms available from New World and other sponsors shops.
- Mail drop

A Feedback form will be emailed to all participants after the event to gain valuable feedback and suggestions.

The Team

How do you plan to run the event?

How many team members will you have?

Friends of St Josephs will man the registration desk / transition areas / timing / start-finish line / results desk – approx 10 required

Marshalls required on the course – approx 20 needed

Risk management and Traffic Management document to be drafted

Parents of St Josephs students will offer Food and drink stalls / raffle ticket sales – approx 10-15

Coffee cart / bouncy castle will be in attendance

Safety Briefing will be by Event Organisers Emma Fissenden and Judith Ford. Prize giving will be as soon as feasible after event. Prizes and results will be awarded by event organisers Emma Fissenden and Judith Ford, along with St Josephs School Principal Mary Gray and major sponsors Jack and Jo Stafford from Kaikoura New World.

Property

South Bay Racecourse venue has been booked. Main race to start at 10.30am.

Registration will take place Friday 03 February at St Josephs from 3-4pm. Registration will also take place Saturday 04 February from 4-6pm at the South Bay Racecourse and again on the morning of the event for out of town entrants from 8-9am

Bike racks will be sourced from St Josephs and Kaikoura High School (offering a small koha in appreciation)

Traffic management will be provided by EDI Downer Works, Scott Ford heading this. *Cycle Race / Runners* and *Slow* Signs will be strategically placed.

Local sports people will be onsite to offer cycle expertise i.e. pumping of tyres, adjust seat height etc.

All participants must sign a waiver prior to start and be in attendance for the briefing. St John's will be in attendance.

Numbered race bibs have been sourced from Sport Kaikoura (Kim Foy)

Financials

Costs for Tourism and Development Committee

Advertising:

Website (www.kaikourasportsevents.co.nz) \$500.00

Kaikoura Star
4 x advertisements
(8cm x 2cols in colour @ \$113.92 each) \$455.68

Mail drop to Kaikoura residential homes
1000 x A5 leaflets black and white print \$100.00

Traffic Management:

EDI Downer Works \$2000.00

Marshalls Koha (community group ie Lions) \$300.00

Venue:

South Bay Racecourse Hire \$400.00

St John's \$222.53

TOTAL COST \$3978.21

7 July 2011

Agenda request for Tourism & Development Meeting to be held on 13 July 2011.

I submit to the Tourism & Development Committee for the approval at this meeting of an expenditure of up to \$1200 for the purpose of purchasing paint and materials to prepare and paint the wooden railings on both the West End and Churchill Street railway over crossings.

I have been in contact with the KiwiRail regional manager in charge of maintenance for this area, Wayne Ramsey. He has agreed to work with me and other interested parties to allow us to paint the wooden railing in a safe and effective manner.

While he mentioned the possibility of KiwiRail providing the paint, that was only mentioned in passing and is not a certainty so the paint is included in the request to the committee. Of course, anything provided by KiwiRail will reduce the amount that is actually required from this amount if it is approved.

As this is quite an undertaking, I am requesting the full backing of the committee, including the amount requested, to ensure the task can be completed with minimal complication. Efforts will be made to effect cost reductions without hindering the progress or quality of the project. All labour will be voluntary and the goal is to complete it well before the World Cup.

Attached is a list of anticipated expenses. Thank you for your consideration,

Ralph Hogan

Tourism & Economic Development

Financial Report to 30 June 2011

	Budget (Year) 2010/2011 \$	Actual (Year) 2010/2011 \$	Actual plus Commitments 2010/2011 \$	Actual (Last Year) 2009/2010 \$
Expenses				
Advertising & General Expenses	8,000	9,453	9,453	4,281
TRENZ	7,500	6,178	6,178	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	4,000	4,000	1,633
Feasibility Study – Museum	-	-	3,900	-
RWC Banners & Bunting	-	-	1,500	-
Images/Website/Webcam	-	1,687	3,375	728
Marketing Activities	15,000	16,642	16,642	10,600
Visitor Guide	6,000	14,595	14,595	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	-	4,738	40,000	-
Canty Economic Devt Corp	-	2,400	2,400	2,400
	129,500	80,922	123,272	118,567
Funded by:				
Canterbury I-Site Advertising	-	4,722	4,722	4,465
Visitor Guide Subscriptions	-	5,098	5,098	-
Seafest & Other Revenue	-	3,126	3,126	1,459
Commercial Rates	199,226	199,248	199,248	176,996
	199,226	212,194	212,194	182,920
Less Overheads, Personnel	69,726	66,115	69,726	83,077
Activity Surplus/(Deficit)	-	65,157	19,196	(18,724)

Funds Held in Special Reserve	Budget (Year) 2010/2011 \$	Actual (Year) 2010/2011 \$	Actual (Last Year) 2009/2010 \$
Opening Balance	-	16,467	34,677
Activity Surplus/(Deficit)	-	65,157	(18,724)
Interest Applied to Fund	-	-	514
Closing Balance in Fund	-	81,624	16,467

TOTAL FUNDS AVAILABLE	
Funds Held in Special Reserve as at 30 June 2011	81,624
Expenses Budget Remaining (Budget less Commitments)	6,228
Funds Available to be Spent By 30 June 2011	<u>87,852</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 HAS UNDERSPENT AS AT 30 JUNE 2011.