

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

**PRESENT:** Councillor G Harmon (Chair), Councillor J Macphail, Councillor D Morgan, M Fissenden, S Rattray, N Gold, L Buurman, A Priddle, K Ngapora.

**IN ATTENDANCE:** S Syme (Committee Secretary), A Paterson (Tourism and Economic Development Officer).

**APOLOGIES:** Mayor W Gray, M Manawatu, C Davis, B Cowan

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

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

1. Taste Kaikoura (S Rattray)

## **2. CONFIRMATION OF MINUTES 08/06/2011**

*Moved by Councillor Macphail, seconded by A Priddle and resolved that the report of the Tourism and Development Committee meeting held on 8 June 2011 be confirmed as a true and accurate record.*

## **3. MATTERS ARISING FROM THE REPORT OF 8/6/2011**

### **Information Boards**

K Ngapora advised he had provided the District Planner with some better Whales tale images for the board design. Councillor Harmon felt perhaps there were not enough pictures on the draft design showing what people might expect to see in Kaikoura. He noted people did not always realize there was an Esplanade in Kaikoura. The Tourism Officer would discuss this possibility with the District Planner. Councillor Morgan suggested there be photos of landmarks on the map.

### **Banner Arms**

L Buurman advised Dunlea Products Limited had finished the new banner arms. Mainpower would be erecting the banner arms and they would undertake this separately from hanging the banners. Some issues had been raised regarding traffic management in some areas. Mainpower had agreed to a cost of not more than \$6,000 for fitting the new banner arm, hanging the banners and taking them down. It was noted the extended banner arms had arrived for the green streetlight poles.

The Kaikoura Cruzrs event organizers wished to hang banners on the green poles over the weekend of their event. It was noted this was possible as long as Seafest organizers were happy for their banners to be taken down for the weekend of the Kaikoura Cruzrs event.

A discussion was held regarding distribution of the Rugby World Cup bunting. It was noted the bunting was not suitable for outside display. M Fissenden would coordinate distribution with businesses in the West End and Beach Road. Councillor Macphail also requested some bunting for the Airport. It was generally felt the bunting should be in place by the end of August unless businesses were hanging it under a verandah in which case it should be put up later due to the light weight material of the bunting.

Councillor Morgan advised of a website which included a Rugby World Cup training programme for business and she requested the information be emailed to Kaikoura businesses. L Buurman advised a street party and twilight market would be held on the 24<sup>th</sup> of September from 4.30pm to 7.30pm and organizers would be calling for people with talent to be part of an entertainment programme. It was noted that a group of approximately 400 French visitors were looking for accommodation in Kaikoura on the 6<sup>th</sup> of October 2011. L Buurman would check the date as she felt it might be worth moving the street party and market to the 6<sup>th</sup> of October if the group was going to be in town.

#### **Statistics**

It was noted some people were not inclined to share their statistical information. S Rattray noted only 80% of bed nights were represented statistically.

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

#### **Webcam**

The Tourism Officer had investigated the costs and location of a second webcam. She advised if the Committee decided to have another webcam the most cost effective way was to stick with 'Take a Break'. It was noted the webcam cost just over \$1500 per year. The Tourism Officer had spoken to Bob McDavitt regarding the location of a second webcam and he had suggested Ocean Ridge as a good location. This matter would be placed on the minutes action list for discussion at a later date.

#### **South Island Touring Route**

The Tourism Officer would meet with colleagues from Destination Marlborough, Hurunui Tourism and Christchurch and Canterbury Tourism later in the month to discuss the South Island touring route joint venture campaign which was due to launch in September / October. It was noted \$1.6million had been allocated for the campaign.

#### **Visitor Guide Distribution**

It was noted the visitor guide distribution included 118 locations on the Christchurch accommodation circuit. Due to the loss of the Christchurch i-Site, which had been a significant pick up point for the guides, some new locations in Wellington, Auckland, Queenstown, Dunedin and central South Island would be trialed over the summer months.

### **Carnival Cruise**

Representatives from Carnival Cruise had recently visited Kaikoura to look at the new Wharf and discuss port/ tendering in more detail. The Tourism Officer advised the indication had been that Lyttleton was not currently suitable for cruise passengers so alternative port options were being assessed. She advised there had been a lot of correspondence and there had been some concerns relating to the New Wharf. K Ngapora had supplied a large amount of requested information to Carnival Cruise representatives.

K Ngapora advised two members of this staff would be meeting with the harbour master and representatives from the shipping company on the 28<sup>th</sup> of July to discuss matters including channel markers. He advised the ground crew from Carnival Cruise were happy with Kaikoura facilities it was just the sea crew who currently had concerns. If these could be mitigated the big cruise ships would come to Kaikoura. K Ngapora had advised Carnival Cruise Whale Watch would provide experienced crew to navigate them into the area or they would provide a Whale Watch vessel for the ships to follow. K Ngapora noted South Bay Harbour had been approved for use by Carnival Cruise.

The Tourism Officer had been advised a number of passengers did not spend a lot of money when they were not on the ship and tended to walk around towns and visit cafés and shops.

### **Cruise New Zealand AGM**

The Tourism Officer advised the Cruise New Zealand Annual General Meeting would be held on the 15<sup>th</sup> of August 2011. She noted K Ngapora had represented Kaikoura the previous year.

*Moved by Councillor Macphail, seconded by Councillor Harmon and resolved that K Ngapora represent Kaikoura at the Cruise New Zealand Annual General Meeting on the 15<sup>th</sup> of August 2011.*

### **Billboard Options**

The Tourism Officer had investigated billboard display options in Wellington Airport, Christchurch Airport and Queenstown Airport. She had looked at options which she felt were in an affordable price range. Options for the Rugby World Cup months and January, February and March had been requested. She noted the message from the Tourism Industry was that a lot of visitors were putting off visiting New Zealand during the Rugby World Cup and she felt it was important to keep Kaikoura's profile up over the summer months.

The Tourism Officer advised Wellington Airport had 5 million visitors per year and domestic travelers generally spent 45 minutes at the Airport while international visitors spent approximately 2 hours. The cost of a light box in the Airport was \$2,000 per month during the Rugby World Cup and \$1300 per month for January, February and March. At Christchurch Airport the light boxes were all in the same area. There was a daily audience count of approximately 27,000 people. The cost for the

standard boxes was \$1500 per month during the Rugby World Cup and \$1050 per month for January, February and March.

The Tourism Officer advised she had also looked at Queenstown Airport as this was the fourth busiest Airport in New Zealand and they were forecasting just under 1 million passenger movements for the next year. She advised 40% of visitors to New Zealand went to Queenstown. She noted there were fewer options for display at the Airport and they were more expensive. One option was a 30 second digital screen advertising segment with 11 other advertisers. The cost of this was \$750 per month with the next display option at the Airport costing \$4,000 per month.

The Tourism Officer advised she had also looked at Billboard options in Christchurch however she did not think it was a particularly good option to have a billboard in Christchurch at the present time. She had also investigated billboard options in Picton and there were no publicly available billboard sites in the region.

K Ngapora advised Whale Watch had obtained light box W172 at the Wellington Airport for the next six months. He advised he had looked at Wellington for advertising because the numbers were increasing by double digits which was the opposite of what was happening in Christchurch. He noted the W170 box, which was currently available, next to W172 was in an area that captured all departing passengers. Some other boxes only focused on people going to one gate. He noted from personal experience that not all flights had people going through the display area at the Christchurch Airport.

L Buurman felt Queenstown needed to be considered because the baggage clearance was not very fast. N Gold noted people who flew in or out of Queenstown were not likely to drive the distance to Kaikoura. K Ngapora felt the digital screen option was at the wrong end of people's travel. He felt visitors needed to view images as they were leaving. It was generally felt K Ngapora should contact Wellington Airport and see if he could negotiate a better rate for two light box displays.

### **Events Strategy**

Included in the agenda was a draft Events Strategy with options for the Committee to take into consideration when finalizing the Strategy. The Tourism Officer had provided options for types of events and event levels that might be included. She suggested for a community event, which had limited potential to generate economic returns or positive media coverage for the district that a limited dollar amount be provided but the Committee may provide marketing support. She also noted consent costs for an event may be a type of sponsorship.

The Tourism Officer advised the Committee needed to set an amount in the budget for events. A discussion was held regarding what other funding Council had. Councillor Harmon noted the Committee needed to stay focused on helping tourism and helping local businesses. L Buurman felt an event must be able to commit to marketing which would

attract domestic and international visitors. She felt it was about capitalizing on repeat business and there had to be a marketing plan attached to the event. N Gold noted Nelson had guiding principles and requirements for those holding events. Councillor Harmon felt this was a model the Committee should be using.

It was decided N Gold, M Fissenden, J Macphail and L Buurman would form a subgroup to work on the Events Strategy. Comments from other members of the Committee could be emailed to the Tourism Officer to be tabled at a meeting of the subgroup.

#### ***5. KAIKOURA NEW WORLD DUAHTLON***

Emma Fissenden and Judith Ford were in attendance to present this item. Included in the agenda was an event plan for the duathlon. E Fissenden advised they wanted an event which was achievable and affordable for locals. It was noted E Fissenden and J Ford had organised a running series over the summer and there would be a new series starting at Donegal House in a couple of weeks.

The duathlon event was planned for 5 February 2012. All proceeds would go to St Josephs School. The event had the supported of Kaikoura New World who had agreed to be a major sponsor and would be providing prizes and goody bags for the event. A website for the event was currently under development and would go live soon.

N Gold commented on the event plan and noted it was nice to see a professional approach. She enquired what sort of numbers the organizers envisaged the event growing to. E Fissenden advised they would like to get up to 500 participants. Councillor Macphail noted the event was targeting people from Kaikoura and Marlborough but most of the marketing tended to focus on Kaikoura. E Fissenden advised the event would be on Facebook and would also be advertised on More FM. J Ford noted a lot of events used Facebook and she had found events through the site. E Fissenden advised if funding was not provided through the Tourism and Development Committee they would try to obtain more sponsorship through local businesses.

S Rattray noted the date for the event was at a time when Kaikoura was already at capacity. Councillor Harmon advised he would like to see more people coming to Kaikoura in the shoulder season as opposed to February which was already the busiest time. J Ford advised they had looked at Labour weekend for the event but there was already a lot on at that time however the date was changeable.

It was decided this matter would be carried over to the next Tourism and Development Committee meeting.

#### ***6. PAINTING OF RAILWAY OVER BRIDGE RAILINGS***

R Hogan was in attendance to present this item. He advised he was seeking the backing from the Committee to paint the railings on the railway over bridges in Kaikoura. He noted the project was contingent on

Kiwirail giving permission for the work to be undertaken and he was still working with them.

R Hogan advised all labour would be volunteer and he had put together a preliminary safety plan. He further advised each worker would receive full safety training and there would be harnesses for people leaning past the centre point of the rail. A device to catch tools and chipped paint would also be hung and all hand tools would be tethered to the wrist of volunteers.

R Hogan advised the job would take several weeks to complete but the goal was to get the work completed prior to the Rugby World Cup. R Hogan advised he was requesting money to buy paint if Kiwirail would not provide it. Councillor Harmon advised the Tourism and Development Committee could only be interested in funding the project. It was noted the project fit with the Tourism and Development Strategy under attractiveness and landscape to be improved. L Buurman felt it was an extremely generous offer from R Hogan to organise for painting of the railings and he needed support to get the project underway.

***Moved by L Buurman, seconded by S Rattray and resolved that if Kiwirail did not fund the paint for painting the railings on the over bridges at West End and Churchill Street then the Tourism and Development Committee would pay for the paint.***

## **7. KAIKOURA WEBSITE**

The Tourism Officer advised the website working group which consisted of L Buurman and M Fissenden (Kaikoura i-Site) and herself had met on the 6<sup>th</sup> of July to decide which proposal would be used for the enhancement of Kaikoura website. Three web design companies had been approached for proposals based on a brief provided. These were Cabbage Tree Creative, Xplore and Beck and Caul. Due to the fact that all of the proposals had been closely matched the website working group recommended Cabbage Tree Creative proceed with their proposal given their proven success with regard to the Kaikoura website and their superior knowledge of tourism websites.

The Tourism Officer enquired if the Committee had a maximum figure for the website development. It was noted a figure of \$25,000 had previously been discussed. The Tourism Officer noted it was up to the Committee to configure sections of the budget.

***Moved by Councillor Harmon, seconded by K Ngapora and resolved that Cabbage Tree Creative be instructed to proceed with the Kaikoura website development.***

Councillor Harmon, Councillor Macphail and the Tourism Officer would prepare a draft budget for the next meeting.

## **8. TOURISM AND DEVELOPMENT STRATEGIC PLAN**

Included in the agenda was a draft Strategic Plan which had been the subject of a recent workshop. Councillor Harmon did not believe the Committee should be considering goals as part of the Strategy. Councillor Morgan noted she could still not see a lot happening with regard to economic development. Councillor Harmon noted the comments provided by Councillor Morgan had been considered. Councillor Morgan advised she could not see within the document any focus on economic success or what economic success could be. K Ngapora advised there had been a lot of discussion about industrial areas, commercial areas and training options but it was decided the strategy was not about specific goals.

*Moved by N Gold, seconded by S Rattray and resolved that the Tourism and Economic Development Committee Strategic Plan 2011-2016 be put to Council for approval.*

## **9. KITI UPDATE**

L Buurman advised the KITI AGM was coming up and they were calling for Committee members.

KITI finances were tight following the major building project and a down turn in travel and tourism. They were currently looking at ways to reduce costs.

## **10. URGENT BUSINESS**

### **Taste Kaikoura**

S Rattray advised of the upcoming event 'Taste Kaikoura'. He advised the event was inspired by the last round of Masterchef competitions. Twelve chefs would create what they considered the ultimate taste of Kaikoura. S Rattray advised people would watch the chefs work and then partake in some of the food. The event would be held on the 24<sup>th</sup> of August and proceeds would go towards the hospitality suite at the Kaikoura High School.

*There being no further business the meeting closed at 3.21pm.*