

**REPORT OF THE TOURISM AND DEVELOPMENT  
COMMITTEE MEETING HELD AT 1.00PM ON  
WEDNESDAY 9 NOVEMBER 2011 IN MEMORIAL HALL  
SUPPER ROOM, ESPLANADE, KAIKOURA.**

**PRESENT:** Councillor G Harmon (Chair), Mayor W Gray, Councillor J Macphail,  
Councillor D Morgan, N Gold, L Buurman, A Priddle, B Cowan.

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

**APOLOGIES:** S Rattray, M Manawatu, K Ngapora.

*Moved by Mayor Gray, seconded by Councillor Macphail and resolved  
that apologies be accepted.*

**1. OPEN FORUM**

No members of the public wished to speak in the open forum.

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

1. Christmas Lights (Mayor Gray)

**3. CONFIRMATION OF MINUTES 12/10/2011**

*Moved by N Gold, seconded by L Buurman and resolved that the report  
of the Tourism and Development Committee meeting held on 12  
October 2011 be confirmed as a true and accurate record.*

**4. MATTERS ARISING FROM THE REPORT OF 12/10/2011**

**Financial Statements**

Councillor Morgan noted at the last meeting it had been explained that the closing balance could not be moved into the contingency fund because the budgeted amount had to match the Annual Plan. She advised the Annual Plan showed a budget of \$199,000 so the figures appeared incorrect. An explanation would be sought from the Finance Manager.

**Information Boards**

L Buurman advised it appeared there was a big reliance on the West End Action group to erect the boards. Councillor Harmon advised the West End Action Group had volunteered to erect the boards. The Tourism Officer advised the group had finished the structure and they were intending to commence concreting the next morning. It was noted the components for the boards had been completed for a number of weeks however due to weather conditions and other commitments the boards had not been erected.

\$13,000 had been spent to date with concrete and landscaping to pay for. The Tourism Officer would check what the group had been told

regarding budget. Councillor Harmon understood the installation of the structures was to be done on a voluntary basis.

## ***5. MINUTES ACTION LIST UPDATE***

### **Webcam**

Mayor Gray suggested a potential location for an additional webcam was a property near the top of Dempseys Track. Mayor Gray would put the suggestion to the property owner and see what their thoughts were.

Councillor Harmon advised it had been suggested at the last meeting that one of the major businesses in town may like to host a webcam.

### ***B Cowan entered the meeting at 1.14pm.***

Councillor Macphail advised Coastguard had introduced a new broadcasting radio system throughout the country and they were trying to install the system in Kaikoura. The site needed to be up high with website access, power and also be secure. It was suggested there may be some way of linking the radio system and a webcam together.

Councillor Morgan suggested a video be taken on a nice day and used in the mean time. The Tourism Officer advised there was video footage on some of the Kaikoura website pages. L Buurman suggested the Metservice be contacted with the possibility of looking at a joint venture. The Tourism Officer would contact the Metservice to see if there was any money available.

### **Survey**

The Tourism Officer advised she was compiling a newsletter and in it she would highlight that the Committee was keen to undertake surveys and ask people to register. She would be delivering visitor guides to businesses and would use this as an opportunity to complete the survey. The Tourism Officer would report back at the next meeting. It was anticipated the survey would be undertaken quarterly. N Gold advised KITI members had been advised about the possibility of a survey.

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

### **Visitor Statistics**

The Tourism Officer had included South Island visitor number comparisons. These showed the top of the South Island had been doing quite well whilst other areas in the South Island had not. She noted it was a concern for the South Island that visitor numbers had dipped and were not rising again. She noted the Mackenzie District had a poor winter despite a good snow season.

The latest statistics produced by the Ministry of Economic Development were tabled at the meeting. It was noted 80,000 visitors had arrived in New Zealand between the end of July and the end of September specifically for the Rugby World Cup with Auckland and Wellington having really busy weekends. Visitors had not been spread over the country as much as had been anticipated.

### **North Canterbury Food and Wine Trail**

The Tourism Officer advised Trail membership had remained consistent since the launch of the trail in 2008. Membership numbers had dropped considerably for 2011/2012. Most has advised this was due to competition with other publications. The Tourism Officer advised there was still a core group of strong members and the guide would be continued for this coming year with a reduced number of guides and a cut in marketing expenditure. A single guide including all of the Canterbury trails would be investigated for the following year. It was agreed the Committee would provide funding to the trail for the 2011/2012 year but would seriously look at whether funding would be provided for the following year.

### **Visitor Guides**

The Tourism Officer advised the visitor guide was nearing completion. The number of businesses listing in the guide had remained at 56 and 90,000 guides would be printed. She advised regional information had been included in the 2011/12 guide. A shortfall of \$1500 would be funded from the marketing budget to enable the 90,000 print run to go ahead. It was noted Christchurch Canterbury Tourism were not continuing with the regional guide as it was felt this was doubling up on information in some respects. A motivational guide with more relevance to trade and media would be printed instead.

### **Open Air Cinema**

The Tourism Officer advised she had been contacted by the Open Air Cinema Company regarding staging an event at in Kaikoura at the end of January. The cost for a one night screening was \$5000 plus GST. In addition there would be a copy right fee per movie. The information had also been sent to KITL. The Tourism Officer felt it could be a fantastic family friendly event. It was generally felt it was not an event the Tourism and Development Committee wished to fund.

### **Rugby World Cup Banners**

The Tourism Officer advised a lot of people had expressed interest in acquiring a Rugby World Cup banner. It was noted the banners could not be sold however donations could be directed to a charity. N Gold suggested the schools get a number of banners each to do with as they wished. It was generally felt donations for banners should be given to a charity.

L Buurman advised the banners did not have to come down until the end of the month although Mainpower had already taken some down. L Buurman had ordered some Christmas banners which would be funded by Naturally Kaikoura. These banners would be put up when the Rugby World Cup banners were taken down.

## **TRENZ**

The Tourism Officer tabled information regarding registration for TRENZ. It was noted the event would be held in Queenstown again. It was suggested the Tourism Officer become a KITI member as this allowed for cheaper registration.

## **Cruise Ship Visits**

Councillor Macphail enquired regarding progress for updating the depth in South Bay harbour charts so large cruise ships would visit Kaikoura. The Tourism Officer advised Land Information New Zealand believed the chart information was adequate as it was therefore they did not want to update the charts. Council staff were investigating whether another company could undertake the survey and whether this would be acceptable for cruise ship companies. It was generally felt the pressure should be kept up to achieve results so more cruise ships could visit Kaikoura.

Seven ships would be visiting Kaikoura this season. Six of these were smaller vessels with one visit from 'The World'.

## **7. TE KOROWAI KAIKOURA MARINE STRATEGY**

Councillor Harmon noted Council would be making a submission through their representative direct to Te Korowai for consideration. It was generally felt a letter of support was the best way forward for the committee. N Gold noted there were a number of groups involved in putting the Strategy together and it was up to individuals to take the next stance. Councillor Harmon felt what was proposed in the document was very reasonable and it could have been tougher if Te Korowai had not been formed.

*Moved by Councillor Macphail, seconded by Mayor Gray and resolved that the Committee write a submission of support for the Kaikoura Marine Strategy, congratulate the group on the Strategy and endorse the positive outcomes of the Strategy.*

## **8. KITI UPDATE**

L Buurman advised the i-Site were staffed for the summer season with four new staff in training. Although it was getting busier finances were still quite tight. N Gold advised there had been a large increase in retail spending and booking for tour activities but accommodation bookings were down. This was attributed to people either arriving in campervans or booking direct with accommodation providers.

## **9. URGENT BUSINESS**

### **Christmas Lights**

L Buurman advised she had contacted Kathie Roberts regarding the Christmas Star. The star would be erected in the last week of November. K Roberts would like it acknowledged in the local paper that the decoration was a gift to the community. L Buurman would arrange for acknowledgement in the media.

Mayor Gray advised he had spoken with M Syme regarding lighting on the Presbyterian Church. He advised they had agreed to trial some lights. If it was decided to proceed following the trial lights would need to be purchased at a price of \$21.50 per metre. Mayor Gray felt approximately 100m of lighting would be required and he may approach the Committee at the next meeting for funding.

**Resignation**

N Gold had advised she was resigning form the Committee. Councillor Harmon thanked N Gold for her input to the Tourism and Development Committee.

*There being no further business the meeting closed at 2.06pm.*