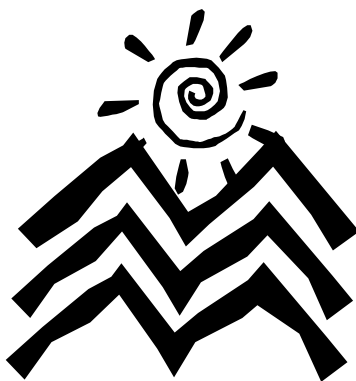




**KAIKOURA
DISTRICT COUNCIL**

***Tourism & Development
Committee
Agenda***



11th July 2007

**TOURISM AND DEVELOPMENT COMMITTEE MEETING
HELD AT 1.00 PM ON WEDNESDAY 11th JULY 2007 IN
MEMORIAL HALL SUPPER ROOM, ESPLANDE,
KAIKOURA.**

Agenda

1. *Apologies*
2. *Matters to be raised as Urgent Business*
3. *Matters Arising from Report of 09/05/2007*
4. *Minutes Action List*

Meeting	By Whom	Progress
11 APRIL 2007		
Make improvements/amendments to Strategic Plan during winter months	Full Committee	
Terms of reference	Full Committee	
Sister Cityship	Monica Mansbridge	Attending Meeting
9 MAY 2007		
Prepare a solution focused short report on freedom camping	P McGahan	In Progress – August agenda.
Contact J MacDonald re starting up the Business Discussion Group	L Buurman	In Progress

5. *Sister Cities*
 - **1.00pm** Monica Mansbridge will be present to speak to the Committee re Sister City Ship with Lahaina, Hawaii.
6. *Top of the South Promotions*
 - **1.30pm** Peter Halligan will be present to talk to the committee about an annual cycle event within the district
7. *Tim Archibold Developments*
 - **2.00pm** A representative from T Archibold Developments will be present to discuss Council support to encouraging businesses to the district.

8. *Tourism & Development Statement of Accounts*

9. *Tourism Officer's Report*

10. *Urgent Business*

11. *Workshop (if time allows) to work through Strategic Plan. Please bring the action plan list from June's workshop agenda and your copy of the Tourism Strategy. Please contact the Tourism Officer by Monday 9th July if you require copies of either.*

Tourism & Development Committee Budget

For the period 1 July 2006 to 26 June 2007

	Actual Spent \$	Actual Spent \$	Including Commitments \$
Balance Brought Forward		96,357	96,357
INCOME			
Allocation from Council (2007)		91,667	100,000
Trade Manual Subscriptions		3,418	3,418
Total Funds Available		191,442	199,775

EXPENDITURE		
Personnel & Personnel Related¹	49,880	49,880
<u>Administration Expenses</u>		
General Expenses	492	492
Advertising & Marketing	3,114	3,114
AA Tourism Domestic Campaign	1,778	1,778
Trade Manual Images & Artwork	3,580	3,580
Air NZ Inflight Production	15,953	15,953
Online Trade Zone Development	1,700	2,000
DVD development	4,097	4,097
Australian Roadshow Expenses	0	600
Radio Advertisement Development	4,700	4,700
TRENZ Display	449	449
Kaikoura Trade Show	124	124
KITI Attendance TRENZ ²	10,383	19,818
Corporate Overheads	4,972	5,424
Chch & Canterbury Marketing	5,000	5,000
Green Globe Participation Fee	2,340	2,340
Total Administration Expenses	58,682	69,469
Total Expenditure	108,562	119,349
BALANCE FUNDS REMAINING	82,880	80,426

The budget for 2007/2008 proposes to utilise approximately \$38,000 of the carried forward balance, for specific projects.

Tourism & Economic Development Officer's Report

Meetings attended:

- 14th May – Attended a meeting with Mandy Fissenden with Cabbage Tree (web designers – www.kaikoura.co.nz) regarding the development of our online product directory located on the new trade zone part of the website.

¹ Note that Personnel & Personnel Related expenses include salary, recruitment, training, and establishment costs of the Tourism and Development Officer.

² Of the \$10,383 Actual Spent stated for KITI Attendance TRENZ, \$7,948 relates to attendance in the previous financial year – these costs were not received until after balance date in 2006.

As well as Kaikoura, Christchurch & Canterbury Tourism, Alpine Pacific Tourism, Destination Mt Cook Mackenzie & Ashburton District Tourism are all developing online product directories this year.

Kaikoura businesses which have chosen to subscribe to the online directory (at a cost of \$95) have now been given log-in instructions and are currently loading their information on to the new zone.

Tourism & Economic Development Officer has been receiving training on accessing www.kaikoura.co.nz to assist with web content development.

- 21st June – 24th June – TRENZ 2007 – Tourism & Economic Development Officer represented Kaikoura along with Mandy Fissenden. This year, the Kaikoura businesses attending were Maori Tours, Whale Watch, Kaikoura Wilderness Walk & Hapuku Lodge. All Kaikoura exhibitors reported a very successful TRENZ with excellent appointment streams. In addition, the event was very well organised and the general consensus among exhibitors was that it was one of the best TRENZ for several years.
- 6th June – Tourism & Economic Development Officer attended a meeting with Irvine Paulin (NZTE Regional Economic Development Officer for Canterbury & West Coast) to learn about the forthcoming changes to regional economic development funding.
- 7th June – Attended a meeting with various representatives from the Kaikoura business community & education providers to hear from Tony Gray from Nelson Marlborough Institute of Technology regarding the Government's Tertiary Education Commission Regional Facilitation Project which is looking to implement a change of focus for the provision of tertiary education in the future. To date, Kaikoura has not been part of this regional consultation process and following this meeting, Community Development Officer Megan Pfeifer and Tourism & Economic Development Officer have been organising a meeting to progress with this. The meeting will take place on 3rd July at 2pm in the Memorial Hall Supper room. Key issues for discussion will be:
 - What training needs do you anticipate will be key to your organisation/business/community?
 - What skills gaps exist for your organisation/business/community both now and in the future?
 - What do you consider the priorities in skills gaps and training needs?
 - What would assist you to fully utilise any training provided?
- 12th June – Visitor TV, Jenny Swanson-Edwards to discuss Visitor TV – Canterbury's dedicated free to air TV channel for visitors. Refer to Appendix 1
- 12th June – Air New Zealand, Jenny Ballagh to discuss the Air New Zealand Inflight Entertainment programme. Refer to Appendix 1
- 13th June – Christchurch & Canterbury Tourism Board meeting – Mayor Heays and Tourism & Economic Development Officer attended this meeting along with Tourism Officers and Tourism Board members from all Districts within the Canterbury region. A summary of this will be distributed at Tourism & Development meeting

- 20th June – attending meeting to discuss the re-formation of the Business Discussion Group

Projects update:

Post-TRENZ activity: Tourism & Economic Development Officer has been working on buyers follow-ups and updating buyer database. Work on online directory and trade zone is on-going and will soon be ready for trade users to access.

Web-based training: Tourism & Economic Development officer is currently undergoing web management training for both www.kaikoura.govt.nz and www.kaikoura.co.nz to enable development of these websites.

Online product directory: as above.

Research programme: analysis of the research carried out in April is underway. A summary will be distributed at Tourism & Development Committee meeting.

Labour Market planning: working alongside Department of Labour and Work & Income to develop a labour market strategy for Kaikoura District. Community Development Officer Megan Pfeifer is also working on this project.

Resource consents: Tourism & Economic Development Officer would like to know if it would be useful to forward notification of resource consents to the Committee (or sub-Committee) for comment.

Radio Works update: Campaign is now in its second month. Currently there is a competition on The Breeze with weekend break prizes. Listeners are directed to the Breeze website: "[Weekend escapes to Kaikoura](#)": 18 - 24 June (Drawn 25th with Hilary and Brendan)
Accommodation for one night at The Lobster Inn, Whale watching for two with Whale Watch Kaikoura, dinner at the White Morph restaurant and Maori Tours Kaikoura for two
25th - 1st July (drawn 2nd July with Hilary and Pete)
Accommodation for one night at The Panorama Motel, Whale watching for two, Dolphin encounter for two & dinner at The White Morph
Web hit statistics – from www.kaikoura.co.nz & from the Breeze – will be distributed at the Tourism & Development meeting

