

**REPORT OF THE TOURISM & DEVELOPMENT  
COMMITTEE MEETING HELD AT 1.12PM ON  
WEDNESDAY 10 MAY 2006 IN THE MEMORIAL HALL  
SUPPER ROOM, ESPLANADE, KAIKOURA.**

**PRESENT:** Councillor S Thomas (Chair), Mayor K Heays, Councillor J Macphail, N Gold, W Stone, D Smith.

**IN ATTENDANCE:** L Copping (Executive Officer), A Paterson (Tourism & Economic Development Officer)

**APOLOGIES:** L Buurman, D Cleal, R Murray, P McGahan (for lateness)

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

**1. MATTERS ARISING FROM REPORT OF 12/04/2006**

**Statement of Accounts**

Councillor Thomas noted the Statement of Accounts still did not show the funds available to the committee for the year and advised he would speak with Council's finance department.

**2. MINUTES ACTION UPDATE LIST**

**Tourism Monitoring**

The Tourism Officer advised she was presently working on priority projects such as the winter marketing campaign and hoped to work on tourism monitoring over the winter months.

**Trade Manual**

Development of a Trade Manual was well under way with approximately 55 local businesses subscribing to entry into it. Each business with a paid entry of \$50.00 would receive one third of a page within the manual and those who chose not to contribute financially to the manual would receive a one line entry. It was thought the manual would most likely be self-funding. The Tourism Officer advised she hoped to send out a template to businesses by the end of the week and for the manual to be printed by mid June. She further advised a trade section would at some stage be developed on the Kaikoura Information & Tourism website.

D Smith expressed concern that the Trade Manual appeared to be made up of tourism operators only and advised there was a lot more trade in Kaikoura than tourism and asked if there were any plans for other businesses to go into a manual. D Smith advised he wished to clarify to the committee that it should not forget there were a lot of other businesses in the district riding on the back of tourism.

Councillor Thomas disagreed advising he perceived the base of economy in Kaikoura to be tourism advising when tourism was doing well in the community it spread onto all other trade-type industries as a whole.

D Smith advised “development” covered a whole raft of things and the committee should be looking at tourism and development as a whole over the past 20 years which was the whole package that Kaikoura had grown up with. He agreed tourism was the hub of Kaikoura, the jewel in the crown, but felt as the town grew it would need to grow together and focus on development and developers.

#### **Business Surveys**

The Tourism Officer advised she had completed analyzing feedback from business surveys however this feedback had not yet been posted on Council’s website and suggested this matter could be further discussed at the next meeting.

#### **Tourism Newsletter**

The Tourism Officer advised she hoped to develop and distribute a tourism newsletter on a regular basis in the future, using the survey information to develop the content of the newsletter.

### ***3. STATEMENT OF ACCOUNTS***

W Stone suggested a heading be included in the Statement of Accounts titled “commitments”, for items that the committee were committed to such as salary and marketing.

It was asked why Green Globe 21 expenses were coming from the Tourism & Development budget. D Smith advised when the Council committed to Green Globe it was seen as a marketing tool for Kaikoura.

### ***4. DRAFT CONTROL OF LIQUOR & LIQUOR BAN BYLAW***

Included in the agenda, for information purposes, was the Draft Control of Liquor & Liquor Ban Bylaw which was adopted by Council at its meeting of 20 April 2006. The draft bylaw was presently going through Council’s Special Consultative Procedure with submissions closing 2<sup>nd</sup> June 2006.

Councillor Thomas advised special licenses for events such as Seafest would not be affected however it would provide police with some authority for parties on the beach after such events.

### ***5. DRAFT FREEDOM CAMPING POLICY***

Included in the agenda was the Draft Freedom Camping Policy. Council had resolved at its meeting of 20 April 2006 to consult with key stakeholders and the public for feedback on the policy.

Councillor Thomas asked the committee if it wished to submit any comments to Council.

W Stone asked if there would be approved and non-approved areas and asked how would people know if an area was approved or not. The Mayor advised once areas were known signage would be erected.

Councillor Thomas advised the committee he had recently spoken with Tasman District Council regarding their zero freedom camping policy and had asked how it was policed to which Tasman District Council had advised it was not policed.

W Stone advised he saw enforcing of the policy as secondary. The first priority was for the policy to have clarity.

The Tourism Officer advised the draft policy before the committee was a starting point and had initially been drafted to determine if Council supported it or not and had been developed to provide a platform to move on with.

W Stone expressed concern that the policy did not provide more clarity and felt a lot of confusion and Council time would be taken up because of the lack of clarity within the draft policy.

Councillor Thomas advised he felt the draft policy would not affect a lot of what was presently happening in terms of overnight freedom camping but believed it would stop the likes of the large group camping at Black Miller.

W Stone advised it was up to individual communities and districts to identify what they wanted for their district in terms of freedom camping.

D Smith felt it was a nightmare policy to put out for feedback and felt it would be a waste of time unless the policing of it was clearly laid out. Policing of it would be a big task and unless there was an allocation for policing of it then he believed it would be a waste of time.

W Stone advised he felt enforcement should be a big part and noted the clearer the policy the easier the enforcement of it would be.

The Tourism Officer advised enforcement of the policy should not be focused on until the policy had been crystallized. She believed the concrete elements of the policy had to come first.

W Stone advised it came down to position, and a clear position was did the district have adequate infrastructure for the policy?

The Chief Executive Officer entered the meeting and advised the policy was included in the agenda for feedback from the committee. Any type of feedback was positive and allowed the community to have some views on where freedom camping should or shouldn't take place. It would also

help with the development and implementation of the policy down the line.

W Stone advised vehicles with self containment would be able to do certain things that other couldn't and asked if vehicles without self contained facilities should be allowed to stay in areas that did not have facilities?

Councillor Macphail advised there were definitely areas that were more acceptable than others and believed there should not be any camping permitted within the town boundaries, from Kahutara through to Hapuku.

The Tourism Officer was asked to take the following question back to the Environmental Development Officer: *What is the position on freedom camping – vehicles without self containment facilities should not be allowed to camp overnight.*

The Tourism Officer advised when she was originally asked to draft the policy the main reason was in connection to the Black Miller group and that was what the policy had been passed on.

Councillor Macphail disagreed advising he felt it was more about people parking all around the town, at the seal colony, and on the Esplanade, and the development of a policy had been screaming out for a long time.

The Chief Executive Officer asked the committee for its position on the Freedom Camping Policy advising Council would be guided by feedback from the Tourism & Development Committee.

W Stone advised he had a strong view that if vehicles/campervans did not have self-contained facilities then they should not be allowed to camp overnight where facilities did not exist.

D Smith advised he agreed in principal with W Stone but it must be able to be enforced and have Council backing.

The Chief Executive Officer requested the Tourism Officer to develop a submission on what had been discussed today which would then be fed back into the Council decision making in terms of the policy.

## **6. TOURISM & ECONOMIC DEVELOPMENT OFFICER'S REPORT**

The Tourism & Economic Development Officer provided a verbal update.

### **Winter Marketing Campaign**

Costings for the current winter marketing campaign were tabled at the meeting. The Tourism Officer advised some of the businesses participating in the "child free" winter promotion had suggested the need to record the number of families taking up the flyer promotion.

Councillor Thomas suggested the offer be subject to presentation of the flyer, using either the flyer delivered to their household or a printed version of the flyer from Council's website.

D Smith felt participating businesses would feel good if the flyer was produced when the offer was being taken up.

The Tourism Officer sought the committee's opinion on where the flyer should be distributed. N Gold suggested the Tourism Officer look at demographics for each area.

## **7. GENERAL BUSINESS**

### **Priorities**

W Stone suggested the committee look at developing priorities and a work timetable for the next 12 months.

### **KITI Workshop**

The Tourism Officer advised a workshop had recently been held with Kaikoura Information & Tourism businesses looking at destination marketing.

Councillor Macphail advised there appeared to be a lot of expectation from the Tourism & Development Committee to market the town, and noted it was very difficult for the committee to be everything to everyone. The town had been waiting for a promotions type person and now that Council had employed a Tourism Officer it was expected that the committee should do everything, and suggested the committee may need to get a marketing plan together. He believed there were a lot of moteliere very eager to put money into marketing.

D Smith advised the committee had spent money on winter marketing last year and believed it should be a gradual build up. One of the most important aspects would be to undertake tourism monitoring and gather information to see what areas needed targeting and whether businesses had had a good season, noting it would be good to have such information by at least March 2007 in order to produce a campaign from that basis.

The Tourism Officer advised one of the issues that had come out of the Kaikoura Information & Tourism workshop had been the unawareness of the Tourism Strategy and the role of the Tourism & Development Committee and suggested the committee could look at shortening the Tourism Strategy.

W Stone advised he understood the current winter marketing campaign had been undertaken in parallel with the recent branding exercise. The branding exercise had been to capture the key message of what and who Kaikoura was and key positioning in the market place. He believed the more the district could quantify its positioning and profile, the stronger and easier it would be in the future to put together campaigns.

### **Branding**

It was requested the following items be placed on the June agenda for discussion:

1. Branding – where are we up to? Including feedback from Branding workshop.
2. Press release exercises.

### **Role of the Tourism & Economic Development Officer**

Councillor Macphail asked the Tourism Officer if she felt her role required more time than a part time position. The Tourism Officer advised she was presently working 30 hours per week and most time was spent on tasks in order of priority.

D Smith asked the Tourism Officer if it would be helpful for the committee to be more proactive in setting priorities for tasks and suggested the committee could perhaps do a lot more in terms of setting priorities for the Tourism Officer to work towards.

W Stone suggested a number be allocated to the minutes action list items in terms of priority with 1 being the highest priority.

The Chief Executive Officer advised it all came back to what the committee saw as priorities and noted the committee's recent priority had been branding.

Councillor Macphail expressed concern that Kaikoura Information & Tourism appeared to have passed everything over to the Tourism & Development committee which had put pressure on both the committee and the Tourism Officer.

D Smith requested the committee focus on setting priorities for the Tourism Officer at the next meeting

P McGahan commended the Tourism Officer for the work she had undertaken and completed in the short time she had been employed by Council.

### **June Meeting Date**

Councillor Thomas and the Tourism Officer advised they would look at the date of the next committee meeting due to the Tourism Officer being away at TRENZ and Councillor Thomas on leave.

### **Harbour Facilities**

W Stone asked for an update on progress of harbour facilities at the new wharf site in relation to cruise ship visits. He advised in terms of tourism and development cruise ships were great customers to bring to the district and believed the next cruise ship wanted to bring 600 passengers to Kaikoura.

The Chief Executive Officer advised he had requested Council's consultants, Ocell, to put the new wharf out for tender and to liaise with

Environment Canterbury in order to ascertain any resource consent issues.

W Stone requested monthly progress on the new wharf.

***There being no further business the meeting closed at 3.42pm.***