

CHRISTCHURCH CITY COUNCIL

NOTES OF A SEMINAR MEETING OF THE COUNCIL

**Held in the Council Chamber, Civic Offices
on Tuesday 28 March 2006 at 9.30am**

PRESENT: Councillors Norm Withers (In Chair), Helen Broughton, Sally Buck, Graham Condon, Barry Corbett, David Cox (part only), Anna Crighton, Carole Evans, Pat Harrow, Bob Parker, Bob Shearing and Gail Sheriff.

APOLOGIES: Apologies for absence were received and accepted from the Mayor Garry Moore and Councillor Sue Wells.

IN ATTENDANCE: Jeremy Agar, Steve Lowndes, Stewart Miller, Bryan Morgan and Claudia Reid.

1. VISITOR STRATEGY

PowerPoint presentations were made by Ian Hay, Ian Bougen (Christchurch and Canterbury Marketing) and Professor David Simmons (Lincoln University) detailing the background to the proposed Visitor Strategy for Christchurch and Banks Peninsula and the process and timeframe for its development. Also presented were the results of the series of focus groups undertaken in February.

Matters covered in the presentations included the following:

1. Introduction

- Purpose of seminar and introducing the team
- The role of Local Government in tourism
- Our key partners
- The development process and timeline

2. Why we need a Strategy for Christchurch and Banks Peninsula

- The forecasts
- The economic contribution of tourism to Christchurch and Banks Peninsula
- Results of the Destination Benchmarking Survey
- If we don't ...

3. The Focus Groups

- Focus group representation
- Focus group methodology
- Results

4. The Next Steps

- Working Groups
- Timeframe

Copies of the PowerPoint presentations were circulated to those present at the conclusion of the Seminar.

Members were invited to discuss the key questions and provide feedback on the direction proposed and the themes identified so far in developing the Visitor Strategy.

Specific mention included the following points:

- Visitor surveys were requested to be undertaken on a regular (monthly) and ongoing basis.
- A need to focus on areas of poor performance as identified through the survey results.
- More attention was needed to address the question of visitors spending insufficient time in Christchurch with more to be done to address this aspect at “point of sale”.
- Support expressed for the intended new Benchmarking Survey.
- Banks Peninsula was a microcism of Christchurch. Infrastructural issues needed to cater for employment demands especially in Akaroa.
- Leading up to 2011 policies and strategies must be in place to deliver expectations.
- Focus on the provision of more major iconic events, such as motor racing, agricultural attractions.
- Important to retain those projects and initiatives already being successfully carried out and liked by the community.
- Unlike Wellington, Christchurch does not sell its events in a marketing sense well enough.
- The South Island was a growing and attractive visitor destination and as such, strategic issues around factors such as roading networks and electrical supply were key issues.
- Today’s Seminar was about the visitor industry in general encompassing both international and domestic visitors and in strategic planning terms, being ready and capable of managing that future growth in partnership with the visitor industry.
- Structures and delivery options will be covered off in the implementation plan.

- Important to work closely with other adjoining territorial local authorities as well as other Councils in the South Island.
- Arts, culture and heritage to be included in the work programme of the four established working groups.
- The present Christchurch and Canterbury brand was still OK; it's the product behind it that needs the focus and attention.

The Working Groups will run over the next five months between April and August 2006 with a draft Visitor Strategy to be presented to the Council by the end of September 2006 covering the 2006-2016 period.

Members were thanked for their contributions and participation.

The seminar concluded at 11.45am