

2007/08 DRAFT ANNUAL PLAN SUBMISSION

Submissions close on 11 May 2007

I wish to talk to the main points in my written submission at the hearings to be held between Monday 28 May 2007 and Tuesday 5 June 2007.

Are you completing this submission:

On behalf of a group or organisation

If you are representing, how many people do you represent?

Name:

Paul Bingham

Organisation:

Black Cat Cruises

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Date:

10/5/2007

Your Submission:

I wish to make a submission in support of the Council proposal to upgrade and improve the boarding facilities on the Main Wharf, Akaroa. This is part of the proposed capital expenditure programme within the 07/08 annual plan.

Black Cat Group operates harbour cruises and dolphin swimming and has tens of thousands of customers currently using the facilities which are sub standard.

The reasons they are below acceptable:

1. The current set of steps is fairly steep making it hard for elderly people, impossible for disabled people and dangerous for pre-schoolers to board boats.
2. The landing is under water at high tide. This creates significant boarding problems and renders the steps useless at high tides.
3. Steps also mean that there is a gap between the wharf and the boat. In the last 24 months there have been two significant incidents from people slipping between the boat and the wharf. Both could have - but did not - result in serious injuries.
4. Additional infrastructure is needed to cope with more use by commercial and recreational vessels. The latter is almost entirely Christchurch people and the former is made up of a significant amount of Christchurch people.

We urge the council to provide adequate funding to solve this issue once and for all and support building floating pontoons which will solve the above issues.

This will bring benefits as follows:

- safety
- equality by allowing disabled people to board boats easily
- quality equal to other tourism centres, which is important in a competitive market
- use by commercial and recreational users
- use by significant amounts of Christchurch users
- this is a long term solution

Finally Black Cat Cruises already contributes \$12,500 per year to use the current facilities and so this rental will offset capital expenditure over time and provide a revenue stream.

**Your Submission
(Cont'd):**

I refer to page 30 of the plan under visitor promotions specifically regarding the plan to commit additional monies to the promotion of Christchurch and Canterbury to the markets of Australia and North Island New Zealand. I write to support the planned activity through Christchurch and Canterbury Tourism.

I do not want to go through all of the reasons to support this activity as they have been well documented. The visitor strategy document was extremely thorough and well put together. It involved significant engagement with the industry and clearly focused on the big issues for the visitor industry. It concluded, and was accepted by Council, that significant funding was required in order for our region to be able to compete with other regions and other destinations. Council is to be congratulated for their acceptance of that strategy and commitment to funding marketing in the relevant regions. Other regions are stepping up their marketing. Wellington's campaign is well known. Auckland is providing funding for Australia and recently on Christchurch TV channels. Queenstown is picking up market share (perhaps at our expense). Christchurch must be represented in Australia in conjunction with Tourism NZ and must be represented in Wellington and Auckland in conjunction with the be there campaign.

I request that council retain and confirm the funding committed to these marketing campaigns.