

2007/08 DRAFT ANNUAL PLAN AND 2007 AMENDMENTS TO THE LTCCP 2006-16 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:

For yourself

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

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Date: 6/5/2007

Your Submission: RE: Christchurch Visitor Strategy

Which principles and/or provisions of the Draft Amended Development Contributions Policy (DCP) do you support and why?

Which principles and/or provisions of the Draft Amended DCP do you oppose and why?

What exactly do you want the Council to do about the Draft Amended DCP?

Any other remarks/comments:

Christchurch Visitor Strategy

The Council, tourism organisations (local, regional and national) and businesses over the last 16 months have invested considerable time and money in the preparation of the Christchurch Visitor Strategy. As the key organisation in this process the Council needs to be congratulated for showing leadership and funding the investment required. The Strategy has now been completed and it is probably without equal in New Zealand in terms of its industry and related sector involvement.

In reality the development of the Strategy is the easy part. The Strategy has heightened peoples' expectation of what the Strategy will deliver and a non delivery or prolonged procrastination on this will damage for ever the tourism industry support for the Council.

Many action plans have been developed, but it is the implementation which will determine whether the Council recognises tourism as an important part of its economic development strategy.

**Any other
remarks/comments
(Cont'd):**

The Council is a key player in the tourism industry through its investment in infrastructure and as owners and operators of many tourism related operations in the City. Currently the Council does not have anyone within the organisation with a specific responsible for tourism destination management in the City. Because of its involvement in the City, tourism destination management should be the role of Council. Specifically it needs a full time staff member with responsibility for driving the implementation of the Strategy, liaising with industry, the community and coordinating the Council's planning and operational roles in tourism. These roles and their functions are common in many English local authorities.

Christchurch and Canterbury Tourism has a tourism marketing focus and like Canterbury Development Corporation which has a broader economic focus, are not the appropriate organisations to take on this role. Both however will need to work closely with a Council Tourism Manager.

While there is a focus on increasing the number of visitors, length of stay and spend in the LTCCP, none of these can be achieved unless there is a coordinated approach within Council and with industry. A Tourism Manager with responsibility for destination management is essential and I strongly encourage you to allocate sufficient funding to ensure that such a position is created and appointed as soon as possible.