

CHRISTCHURCH CITY COUNCIL

NOTES OF A SEMINAR OF THE COUNCIL

**Held in the Council Chamber, Civic Offices
on Tuesday 3 October 2006 at 1.30pm**

PRESENT: The Mayor, Garry Moore (Chair),
Councillors Barry Corbett, Graham Condon, David Cox,
Anna Crighton, Carole Evans, Pat Harrow, Bob Parker
(from 2.10 pm), Bob Shearing, Gail Sheriff, Norm Withers
and Sue Wells, and Community Board member
Tony Sutcliffe.

APOLOGIES: Apologies for absence were received and accepted from
Councillors Sally Buck and Helen Broughton

Apologies for lateness were received Councillor Bob Parker
and Community Board member Steve Lowndes.

IN ATTENDANCE: Stephen Hill (General Manager Public Affairs),
Lizzie Pearson (Policy and Planning Analyst),
Technical Adviser David Simmons (Professor of Tourism
at Lincoln University), supported by Ray Sleeman and
Ian Hay.

1. DRAFT VISITOR STRATEGY

The presentation was introduced by Stephen Hill. Lizzie Pearson then sought ideas from elected members as to where they would direct visitors to Christchurch. Ideas included:

- Antarctic Wing of the Museum
- Arts Centre
- Casino
- Lyttelton
- Cultural Precinct
- Port Hills
- Akaroa
- Botanic Gardens
- Little River Rail Trail
- Winery
- Hanmer
- Ski Mt Hutt
- Beaches
- High Street
- Another Winery...

Lizzie Pearson then highlighted those sites with which the Council is involved in assisting and promoting the tourism aspects.

Topics covered during the PowerPoint, jointly presented by Lizzie Pearson and Professor David Simmons, included the following:

- **Our Vision**
- **Strategy Development:** Achieving our Community Outcomes, Strategy Development Process, a Partnership Approach, Strategic Approach, Links with other Council Strategies.
- **Current situation and future challenges:** Managing Growth, Maximising Economic Value, Enhancing the Experience, “Raising the Bar”.
- **Our Future:** Our Vision, Our Goals, Working Groups, *Goal 1* – Develop Christchurch into a priority destination for all visitors, *Goal 2* – Build a prosperous and enduring industry, *Goal 3* – Ensure tourism continues to benefit our communities, *Goal 4* – Protect and enhance our natural and built environment, *Goal 5* – Lead the development of tourism in the South Island.
- **Making it Happen:** Next Steps, Implementation Plan, Funding Implications, and Summary.

Points raised by elected members and noted during the presentation included:

- Transport – currently no secure parking for camper vans/ease of access to West Coast/access to bus exchange all need to be considered. Airport has best entrance to a city – it was acknowledged that the Intercity bus drop-off point, and the Port of Lyttelton do not currently send a positive welcome message.
- Central parking for tour buses.
- 1.2 – Include Eco-tourism?
- 1.4 – send message about the quality of Christchurch water.
- 2.2: Sport (“Play in the Garden”?) – separate heading. (Cited Coast to Coast birthday/support teams, Little River Rail Trail, Le Race, Rugby World Cup.)
- “Accessible City” – promote being flat as a positive advantage ie city-wide accessibility in high heels.
- Hot line for services/amenities to keep functional, clean and tidy.
- Set out uniqueness (easily accessible water, sea, mountains etc), promote the two harbours, Avon river.
- Link with events and festivals.
- Suggested inclusion of “people” factor and positive engagement in section on communities: need to raise awareness of benefits etc – page 18. Promote the safety of Christchurch in a world-wide concept.
- Indicate about governance at the end
- City and peninsula – promote uniqueness - mix of flatness and hills, living seal colonies, Hector’s dolphins, wildlife experience, Nikau palms – duality one of the most unique things we have to offer.

The seminar concluded at 3.05 pm.