

## Minutes Tourism West Coast Board Meeting

1.00pm, 30 June 2010  
Scenic Hotel, Franz Josef

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<b>Attending:</b>	Phillip Barnett	Grey District Council Representative
	Margaret Grant	Development West Coast Representative
	Kerry Myers	Industry Representative
	Jenny Keogan	Westland District Council Representative
	Matt Ewen	General Manager
	Adam Haugh	Bella Vista Motel Franz Josef
	Wayne Jones	Glacier Hot Pools
	Marcel Fekkes	Glenfern Villas

**In Attendance:** Anita Gillespie                      Minute Taker

The Chair welcomed Board members, public in attendance and also acknowledged the apology from Board Member Montgomery.

### Matters Arising

The Meetings Policy was reviewed and the Board confirmed that the policy is approved as is currently written.

The Chair moved that the Tourism West Coast Incorporated Committees, Sub Committees, Working Parties policies 3.0-3.4 as reviewed at the meeting be approved by the Board.

Moved: Phillip Barnett  
Seconded: Kerry Walker  
Carried

### Minutes of Previous Meeting

The Board moved that the Minutes of the previous meeting held 5<sup>th</sup> May 2010 be accepted.

Moved: Margaret Grant  
Seconded: Phillip Barnett  
Carried

The Chair also advised that in future once minutes are confirmed as being a true and accurate record by the Board and General Manager they can be listed on the website prior to being ratified.

### Action Items from Previous Meeting

As per action items sheet at end of document, actions to be followed up in red.

There was discussion around the General Managers report, the Board members agreed that they were happy for the General Manager to reformat to make it easier to read and work through.

The Chair confirmed with the General Manager that the web statistics will be reported on a monthly basis and also year to date comparison.

### General Managers Report

The Chair confirmed that Board Members had read the report and opened it up for discussion.

The General Manager clarified post TRENZ famils for Board Members, the Chair asked that the famils be shown per month in the report and also with a year or year comparison. The General Manager advised that famils year to date were 41 against 18 in 2009. The Board members commented that the industry needed to know this and queried if it could be added to the website as information.

The Chair advised it was great to see the famil results come through, thanked Michelle for this and also commented on how valuable it was to see the end result.

## TRENZ

The Chair also noted it was great to hear that TRENZ had been a great success.

The General Manager advised that TRENZ 2011 would be held in Queenstown and that there may be a change in format for it. There was discussion around this and the Chair asked that the General Manager seek feedback from West Coast attendees at TRENZ 2010 regarding the speed meeting format.

The Chair also asked that TWC report back to operators advising who they met with. The Board also agreed that a paragraph be added to the website advising operators that they can contact Tourism West Coast to seek information on Trade contact details from their database.

Board member Grant thanked the board for allowing her to attend TRENZ and advised that it was great to see Anita and Michelle working hard and very professionally with both West Coast operators and with their appointments. Board member Myers noted that it was probably the best Regional Rendezvous event at TRENZ and that the addition of whitebait was fantastic and must be done again next year.

Adam Haugh asked that a newsletter/report be sent out to the operators with a break down on TRENZ. The Chair asked the General Manager to advise a date for when that newsletter/report will go out. Board member Keogan advised the operators in attendance that the Board is conscious that more information needs to be filtered out to the operators for their general information and that the board are working on that.

## Website

The Board advised they had discussed this in board only time.

The General Manager discussed the media articles that the Westport News had printed, and clarified for the Board that the incorrect information that they brought up was drawn from a 2009 BURL report and also that with any new website there were going to be teething issues and that they were being worked on. The General Manager also advised that the Buller had approximately 50 listings under the Buller region which is a good representation.

The General Manager advised the Board that there is a marketing plan in place to promote the website which is being worked through to ensure that listings on and visits to the website keep increasing, and that testing around the usability and findability are still taking place. He also advised that there has been really good feedback from a number of operators stretching the length of the West Coast.

There was discussion around the updating of listings and that Tourism West Coast needs to take the lead in assisting operators with updating. The General Manager advised that this was already underway and also clarified pricing queries and 'complimentary' listings included with publications advertisers. Board Member Myers also advised that she found thought the TourismData system had some great features that these really needed to be sold to operators also. The General Manager agreed and advised that a sales process would follow.

The Chair suggested that the General Manager talk to 5 key operators from each region and put together some testimonials that could be used as back up for any media requests.

The Chair asked the General Manager how he intends to evaluate the website and what methodology and evaluation techniques would be used. The General Manager advised that Cabbage Tree was doing constant updates and any problems were being remedy virtually straight away, he also advised that there would be a 6 month review. The Chair advised that 6 months was too long to wait for a review and that he would like to see a report detailing timing, functionality and findability, the General Manager responded that he could have this to the Board by the end of next week. The General Manager also advised that the 6 month review will take into account visitation, the sales process, number of click throughs etc. Board Member Myers advised that if it's working and driving traffic through to the operators' websites then that is key.

The Chair asked that the General Manager take down names and any comments of feedback so that they can be noted for future reference.

The General Manager advised that the KiaOraMai workshops are to be held next week and that the Westport workshop would probably need to be cancelled due to lack of attendance. There was discussion around the fact that operators in the Buller region are short staffed at this time of year and that perhaps owner operators are struggling to get away from their businesses. The Chair asked whether the database should be phoned and asked as to why they are not attending, he also noted it was a shame to cancel the event as improving training standards is one of the strategy focuses.

Adam Haugh asked whether operators realized that the wholesale market is saying that frontline staff are not up to standard on the West Coast and that there is a need for training and knowledge. There was discussion around this and getting this message out to operators.

There was some discussion around the Australian Roadshow coming up at the end of August and the plans around that.

The Chair put forward a motion that the Business Report from the General Manager be accepted and approved as discussed.

Moved: Kerry Myers  
Seconded: Phillip Barnett  
Carried

#### Rugby World Cup 2011 / Festival 2011

The General Manager advised that Tourism West Coast had backed off on this due to the funding proposal being turned down. He also advised that he hadn't had the chance to follow up with the Westland or Grey District Mayors around the Whitebait and Beer festival and that Tourism West Coast would take a role in assisting either council with this.

There was discussion between the Board around the council funding for this and the General Manager advised he would still like to see plans for low level events from throughout the West Coast take place and that Tourism West Coast would be able to assist with this. The Chair enquired about the RWC2011 calendar matrix that had previously been discussed and asked the General Manager to clarify if Tourism West Coast would still work on this with the various promotion groups. The General Manager advised that he would still like to see this happen and asked Board members for feedback around this as Tourism West Coast is limited by both budget and resources. There was discussion around this and the Chair asked that there be a new plan put forward outlining the role Tourism West Coast will play, Board Member Keogan agreed. The General Manager advised that planning is now back to the beginning and a new strategy needs to be put in place to co-ordinate community and regional events.

The General Manager also advised that there had been some discussion with Dean Bermingham around promotions in the Buller region prior to the RWC2011 and that Tourism West Coast would endeavour to work in with him on these.

The Board discussed and clarified with the General Manager that the funding proposal regarding an extra resource for RWC2011 was now invalid due to the overall funding proposal being turned down.

The General Manager advised that he will re-submit a new business case around Tourism West Coast resources as he is aware the Board wants the team to be out relationship building with operators more and also that there is a need to revise tasks within the office.

The General Manager continued on to advise the Board that he had just met with a group regarding an extra resource being situated in Glacier Country and that this idea had been suggested within the MRI Destination Management Plan for the Glacier Country region. The General Manager suggested that this position could initially be co-funded with Development West Coast and used as a model that could then potentially be rolled out in the Buller region also. He also advised that this could not be sustained by Tourism West Coast after the first year and that there were issues around this that would need to be discussed further. There was discussion around this. The General Manager asked the Board to consider this and advised it would need to be raised with Development West Coast and also asked for feedback from Board members. The General Manager also advised the Board that what they are currently expecting of the staff at Tourism West Coast is only going to happen with some additional resource, and that this potential Franz Josef position could be a way to assist in this.

Board Member Myers asked what the negatives around this would be and advised that the Board would need to see more information around this. Board Member Keogan agreed and added that she

would want to see how this would affect the strategy and what the impact would be on other areas and what the flow on effect would be.

The Chair noted for the Minutes that the RWC2011 additional resource is now withdrawn and that the General Manager will produce a case study for the board regarding a Tourism West Coast resource being based in Glacier Country.

Marcel Fekkes advised that Glacier Country would like to collaborate and work with Tourism West Coast regarding the resource rather than go ahead and do this on their own.

The Chair asked that the role be clarified and needs identified within the case study, the General Manager agreed and advised that that this would be clarified as it was not just for the Glaciers but for the whole South Westland region. The Board agreed. Board member Keogan advised she would not want to see it increase divisions between the regions and would want to see that it fit within the strategy in developing a 'whole coast approach'. Board Member Myers advised that Tourism West Coast needs to be prepared and able to back this up in the other regions also. The General Manager agreed.

The General Manager advised that there will be a case study back to the Board by the July 22<sup>nd</sup>.

#### Visitor Guide

The General Manager advised the Board that this is currently with Beck and Caul. The Chair noted it was great to see the sales figure was above budget. The General Manager asked that it be noted that Anita had done a great job on the Visitor Guide.

There was discussion around the Glacier Country brochure and a way of linking the individual brochures with Tourism West Coast's regional brochure. The Chair asked if the groups should all be working together to leverage printing costs and distribution costs, there was discussion around this.

The General Manager advised that the print run should be completed in early August.

#### West Coast Tourism Awards

The General Manager advised that the entries were out for the West Coast Tourism Awards and that there had been one entry received so far but a lot of good interest shown. He confirmed that Michelle A'Court would be the MC and that an invitation had been sent to the Prime Minister. He also clarified that the reason for the awards evening being held at Shantytown again was that feedback had showed if it was taken further north it would be hard for southern operators to attend and that a mid way point was the best option. The judges for 2010 are Sir Jeffrey Tippen, Monica Armesto and Roderick Turner.

There was some discussion around feedback from 2009 entries.

#### Joint Venture with RTO's

The General Manager confirmed that Board Members had read the documentation and opened it up for discussion.

There was discussion around the previous minute regarding the Joint Venture funding from the 5th May 2010. The General Manager advised the Board that the document is a collaborative and working document and that although announcements haven't yet been made around the funding this document is preempting acceptance and is the next step.

The Chair advised that it was great to see that images from the West Coast would be used and that the Wildfoods Festival is also mentioned.

The General Manager clarified to the Board that the West Coast is only partaking in the first two seasons of the marketing document that is presented as it is Christchurch and Canterbury Tourism's full campaign.

The Chair advised that the document should be more specific and that out of the two seasons that Tourism West Coast is included in we should be featured in all 4 campaigns not just the two as

documented within the JV marketing document. He also noted that the statistics in the document are based on all four packages.

Board Member Keogan asked for the General Manager's feedback on the JV campaign. The General Manager advised that he would like to see Tourism West Coast press on with this.

Wayne Jones departed the meeting at 2.30pm.

The Chair put forward a motion that Tourism West Coast contribute \$50,000 (fifty thousand dollars) to the Joint Venture fund.

Moved: Phillip Barnett  
Seconded: Jenny Keogan  
Carried

The General Manager advised that the air bridge will be up and running next week at Christchurch International Airport and that this is 3 months ahead of schedule. It will be at Gates 34 and 35 which are used predominantly for UK and Australian arrivals. Board Member Keogan asked that some video footage be taken by the General Manager and suggested it be put on the website and facebook for the operators to see. The General Manager agreed.

#### Strategic Plan

*Performance Management KPI's*; Board Member Keogan discussed the fulfillment of the strategy document and how that relates to the General Manager's performance appraisal and KPI's. She advised that this is all tied in together and that the employment committee had decided that they will derive information for the appraisal from the board meetings and that they have developed a new form to do so. The new form is based on the old template however it was adapted so that it was more specific to the strategy outcomes. The employment sub-committee will meet with the General Manager 6 monthly however as stated will make reports from each board meeting as part of their reporting.

The Chair clarified that the KPI's and the measurements from the strategy are being tied in together. Board Member Keogan advised that this was correct and that these will be backed up by figures from the General Manager. The Chair thanked the remuneration sub-committee for their work on this.

The Chair asked that the sub-committee for remuneration be on going and that it be noted that they have tabled the first draft of the performance review document and that this dovetails into measurement results from the Tourism West Coast Strategy document. He clarified that the next review will be in August and the annual review will be late February/early March.

Marcel Fekkes and Adam Haugh departed the meeting 3.15pm.

There was discussion around the Coastal Highway naming process Board member Grant asked what stage this was currently at. The General Manager advised that there had been no progress and that it was now out of Tourism West Coast's direction and that the steering committee will be following through on this with the councils. He advised that the Haast highway has its 50<sup>th</sup> anniversary in November and it was hoped that the highway name could be launched at the same time. The General Manager will update the board at the next meeting.

The Board put forward a motion that proceedings be moved into Committee.

Moved: Margaret Grant  
Seconded: Phillip Barnett  
Carried

The Board put forward a motion that proceedings be moved out of Committee.

Moved: Phillip Barnett  
Seconded: Margaret Grant  
Carried

The Chair thanked the Board members for their attendance and voluntary time that they have once again given. There being no further general business to attend to the meeting was declared closed at 4.05pm.

Phillip Barnett  
Chair

Date: