

Draft Minutes Tourism West Coast Board Meeting

10.00am, 11 August 2010
9 Guinness Street, Greymouth

Attending: Phillip Barnett Grey District Council Representative
Margaret Grant Development West Coast Representative
Margaret Montgomery Buller District Council Industry Representative
Jenny Keogan Westland District Council Representative
Matt Ewen General Manager

In Attendance: Anita Gillespie Minute Taker

The Chair welcomed Board members and acknowledged the apology from Board Member Myers.

Matters Arising

- Items added to the agenda.
- Website to be discussed in committee.

The board decided to further review Tourism West Coast Incorporated Planning Policy (4) at the next meeting.

Minutes of Previous Meeting

The Board moved that the Minutes of the previous meeting held 30 June 2010 be accepted subject to alteration of Margaret Grant's title.

Moved: Phillip Barnett
Seconded: Margaret Grant
Carried

Action Items from Previous Meeting

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

The board asked that Tourism West Coast relay information regarding TRENZ format of speed meeting to the Tourism Industry Association.

Regarding the potential Glacier Country position, Board Member Grant asked that this be discussed further to fully understand the idea around this. The General Manager advised that he will be attending a meeting in Franz Josef later in the week to discuss the objectives and feasibility of this potential role as there may be different objectives from the different groups and this may not go any further depending on this meeting. There was further discussion around this. It was agreed that the General Manager will further explore this opportunity and report back to the board on the outcomes of the meeting.

The Chair is to forward Tourism New Zealand statistics that he has received in a new format through to board members and General Manager.

There was discussion around the naming of the coast highway; the General Manager advised that this is now out of his hands however he will discuss this further with Peter Walls from Development West Coast.

There was discussion around the new air bridge at Christchurch International Airport. The board asked that when the General Manager visits it he take images, the Chair suggested that this was a great opportunity for a 'good news' media release the General Manager agreed.

General Managers Report

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

UK International Marketing Alliance Trip

The General Manager gave a brief overview to the board of his trip to the UK. He advised that one of the messages that came across quite strongly from Official Rugby World Cup Travel Agents in the UK was that ticket sales for Rugby World Cup 2011 are looking like a hard sell with exchange rates against us at the moment.

The Chair advised that it was great to get the information from Michelle keeping operators up to date regarding RWC tour groups coming through the West Coast.

There was discussion around the General Manager using his trip as a 'good news' story. Board Member Grant questioned this; Board Member Keogan suggested that this was a great proactive activity that operators need to know about. The General Manager advised that he had spoken about it twice on the radio and that his piece in the Messenger also mentioned it. He summarized that it was good timing to be speaking to product managers as they are currently putting together new brochures and itineraries and there were also opportunities around supplying images. Feedback was that the West Coast presentation was well received.

Rugby World Cup 2011

The Chair advised that he would like to see now at the 1 year out point, what the West Coast has organized for the 6 week festival surrounding the Rugby World Cup. There was discussion around this. The General Manager discussed the press release regarding funding available for the RWC national festival and advised the board that after an office discussion Tourism West Coast will complete an application looking for \$200,000 from the fund that could then be disseminated out to community groups to stage events and also used for the marketing of those events. The Chair reminded board members that Tourism West Coast is a member of the lotteries grant and the requirements of this application as it stands. The General Manager also clarified that only a select group that involved with the RWC national festival are eligible to apply for this funding.

The General Manager advised that he had sent the 'shout it out' campaign information through to the three regional council events representatives and also to the three Mayors to encourage them to be involved. He carried on to say that Tourism West Coast's core function is marketing and that Tourism West Coast does not have the capacity to organize and run these events. The Chair suggested that Tourism West Coast act as a catalyst and get in front of the councils to encourage their participation. There was discussion around TWC resources and time available for Tourism West Coast to be able to do this. The Chair suggested with such a large amount of money potentially available that Tourism West Coast work hard to get a plan organized and through to the Lotteries commission.

Board Member Keogan suggested that perhaps Tourism West Coast should be going back to the councils and that they themselves should be facilitating this. The Chair reaffirmed his suggestion that the General Manager organize a meeting with the three councils around this. The General Manager reminded the board that earlier in the year Tourism West Coast had facilitated a meeting around this same issue and that there hadn't been good buy in. There was further discussion around this.

The Chair advised that Tourism West Coast needs to be out in front showing that we have been proactive around this, he reminded the board about the RWC events matrix that had been discussed earlier in the year.

Board Member Keogan and Montgomery led discussion regarding the funding and previous proposal and the lack of buy in. The General Manager advised that Westland district are still working towards a Whitebait festival and further discussion with Mike Keenan is needed. Board Member Keogan suggested that the General Manager take the Tourism West Coast Board representative's with him to the meetings to support him with this.

In summary the Chair confirmed that the General Manager should go ahead with the application for funding. Board Member Grant suggested that the General Manager contact the councils and find out what they are doing also.

The General Manager continued on with his report and clarified that there has been a famil in August contrary to his report and that there are 9 famils currently being worked on at the moment.

1. Aug 2010: Ross Maklin, UK travel producer/author.
2. Aug 2010, Abercrombie and Kent (AUS TRADE)
3. Aug 2010, Freelance Journalist, sponsored by TNZ.
4. Sept 2010: Audley Travel (UK TRADE)
5. Oct/Nov 2010: Travcom - NZ travel writers.
6. Oct 2010: Air NZ holidays team (TRADE)
7. Nov 2010: Le Point, France.
8. Dec 2010: NZ Herald travel editor, Jim Eagles.

9. Oct/Nov 2011: SATW (Soc. Of American travel Writers) - Tourism West Coast is pitching to get them here.

Board Member Grant advised that it was good to see media coming through however she would like to see more trade contacts coming through the West Coast on famils. She also advised that it would be good to be looking forward to 'post RWC2011' now. The Chair agreed and suggested that Tourism West Coast seek some experienced NZ tourism front liners/industry people e.g. airport information teams and regional information & i-site personal for famils down to the West Coast. The General Manager advised that Anita would be carrying training with i-site staff in the gateway i-sites to the West Coast, including, Wanaka, Queenstown, Christchurch, Hanmer Springs etc.

Board Member Grant discussed the Buller famil and asked for feedback on this. Anita reported that feedback from attendees had been positive and that feedback from attendees had been passed on to Buller operators that had participated.

KiaOraMai

Board Member Keogan advised that her staff member that attended the launch was very disappointed in the KiaOraMai presentation. The General Manager advised the board that 7 businesses have signed up for it on the West Coast. He continued on to say that there had been discussion around the presentation at the launches with KiaOraMai representatives whilst on the road-show. The Chair advised that his team members in contrast had enjoyed the presentation, however that he would like to see follow up on this and promotion of the businesses that have supported the program and that will be KiaOraMai trained. The General Manager advised the board that it was ATTTO who are the organisation actively encouraging the KiaOraMai program on the West Coast and that Tourism West Coast's role was in assisting them with the launch and initial awareness of the program.

The Chair questioned whether Tourism West Coast are doing enough to follow up on this and could Tourism West Coast be doing more to encourage businesses on the West Coast to get involved. Board Member Keogan suggested that this be put back on KiaOraMai. The Chair advised that lifting the customer experience through service training was part of the TWC strategy and it is up to Management to follow up on this. Board Member Montgomery suggested that feedback also go back to the Tourism Industry Association.

Visit by Pania Tyson Nathan (CEO Maori Tourism Council)

The General Manager advised the board that this was a real coup to have had her on the West Coast for 4 days and that no other region had invited her to visit as yet. Her trip was very successful with potential scholarships and 'adoption of a region' opportunities being discussed. The Chair suggested that Anake Goodall from Ngai Tahu be 'kept in the loop' regarding these opportunities, the General Manager agreed and advised that Pania had been in touch with Ngai Tahu prior to her arrival on the West Coast.

JV Funding

The General Manager updated the board that the funding has not been spent as yet and that he, Nelson Tasman Tourism and Destination Marlborough all have real concerns surrounding the joint venture with Christchurch Canterbury Tourism. He advised that there is a meeting next week around this and that he wants to reassure the board that he will be looking at this again closely as there are now questions surrounding the carry out of the Top of the South proposal and that if he does not see good value in participating Tourism West Coast may look to pull out of this.

The Chair asked that it be noted that the funding previously approved for the Joint Venture be put on hold until the questions that the General Manager has raised be clarified with the board.

Tourism Awards

There was discussion around feedback from the 2009 awards and the need to follow through on this for 2010. The General Manager agreed and reassured the board that this would more effective this year.

The Chair clarified whether board members tickets would be complimentary the General Manager agreed however advised that both board and staff would be required to pay for any partners attending. There was discussion around board members encouraging operators from their regions to attend.

Visitor Guide

The General Manager advised that the Visitor Guide is still approximately two weeks away. He will confirm with Beck and Caul if it will be available for the Australian trip. The Chair asked that there be a

creative launch of the visitor guide when it comes out. The board agreed and the General Manager will follow up on this.

The General Manager clarified with the board that the new format for his report was acceptable, the board agreed. Board Member Grant reminded the General Manager that they used to get a brand manager's report in previous years; she asked whether we should start doing this again. The General Manager advised that this was largely incorporated into his report however this could be looked at further. The Chair asked perhaps once the role restructure is complete the new roles could be reflected in his report.

The Chair put forward a motion that the new format aligning the report to the strategy was well received and confirmed that the Business Report from the General Manager be accepted and approved as discussed.

Moved: Margaret Grant
Seconded: Jenny Keogan
Carried

DWC & MRI Evaluation Reports

The Chair confirmed that this had been read by board members. The Chair advised that he would like himself and the General Manager to meet with Development West Coast regarding the report and to raise some queries and give feedback to them regarding some of the comments made. The Chair also advised that it shows quite explicitly that tourism should be a critical part of Development West Coast's activities. There was discussion around Tourism West Coast's funding and the Chair advised that there is now lobbying that needs to be done to ensure that this document is put to use. The General Manager asked the board how best now to advance the cause, there was discussion around this. The Chair suggested that it would be great for the General Manager to now get in front of the Development West Coast board with this report to further Tourism West Coast's cause and look to partnering with other entities on the West Coast, the General Manager agreed.

The Chair thanked Development West Coast for the report and noted that the Chair and General Manager (as above) will seek an audience with Development West Coast regarding how to move the comments forward with regard to Tourism West Coast. Following this the Chair and General Manager will update the board.

Communications Policy

The General Manager read the current policy to the board. He suggested that when he is absent the Regional Brand Manager have a level of discretion around this. The Chair asked that the General Manager rewrite the clause and bring it to the next meeting for board approval.

Liability Insurance

The General Manager advised that this is up for renewal. The Chair clarified that this had been fully looked into when it was taken out, the General Manager advised that it had been by the previous board. There was discussion around the cost. The Chair confirmed that the board were happy for the General Manager to go ahead with this renewal.

Freedom Camping

Board Member Keogan gave a brief overview of a meeting she had attended regarding freedom camping. She advised that information packs and posters regarding correct procedures for freedom camping will be made available and that the website www.camping.org.nz has the information listed regarding legislation and regulations for throughout the NZ. She also suggested that this link be added to the Tourism West Coast website for visitors' information, the board agreed. She advised that the website is very useful and that the seminar was very well presented and informative, a key message was 'don't assume, go and ask'.

Website

There was good discussion around the website. The board is very aware that there are shortcomings in the current website and it has been decided that the board will approach Development West Coast

to review the analysis that was used to determine the shape of the current westcoastnz.com website. If it is considered that this analysis document is not wide enough as per the original business plan that was put forward to Tourism West Coast, then Tourism West Coast will request Development West Coast fulfill that contract regarding the analysis.

Following receiving detailed analysis, focus groups will be held in the various regions (to be determined) to assess and formulate a clear direction from our members as to what they would like to see going forward. At the same time as this taking place the board will investigate using best practice for monitoring and measuring instruments to be used to assess the performance of the website. It would be expected that the results of the 360 analysis and focus groups will take place prior to or before the next Tourism West Coast Board meeting taking place.

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

Moved: Margaret Grant
Seconded: Margaret Montgomery
Carried

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

Moved: Phillip Barnett
Seconded: Margaret Montgomery
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 4.00pm.

Phillip Barnett
Chair

Date: