

Tourism Cluster Meeting - 31st January 2006

Present - Susan Sims, Gwenda Lee, David Brundell, Dale Harvey, Blake Twigden, Brian Mossman, Abi Smith, Jacquie Jamieson, Doreen Follsa, Margaret Nadler, Tricia and Bruce Robertson, Vickie Allan

Welcome

Vickie Allan welcomed everyone to the meeting and gave an overview of the tourism market trends and thanked Jacquie for hosting the meeting at Valeside Garden.

Overview of 2005

- www.welcome2manukau.com website for tourism was set up in May 2005. Operators are able to update their own listings.
- Email newsletter being sent out every month to keep operators up to date.
- Tourism stand at events. Volunteers needed to staff the stand at certain events.
- Clevedon Country feature in Auckland A-Z.

What's on for 2006

- Manukau Map - changes in design to be made. AA are redesigning at the moment.
- Manukau generic brochure to be developed
- Updated Clevedon Country brochure which will include Whitford and Maraetai
- Gateway Avenue website and brochure underway
- Suggested itineraries on www.welcome2manukau.com and possibly in printed format
- Arrival magazine inserts (1 beach, 1 walk)
- Howick feature in A-Z and brochure for September 2006 print.
- An update of operator details www.welcome2manukau.com will commence and operators should expect a call from Council to confirm / correct their details.
- Top 10 brochure "walks and beaches"
- Manukau tourism DVD is being approved by Council and once this has happened (late March) operators will have the chance to show the DVD.
- Pou Kapua flyer being re-printed
- Distribution of visitor information at Maui rental site
- New design of www.welcome2manukau.com and clean up of operator listings will be soon.
- Tourism Auckland famil of international buyers will be in Manukau late April / beginning May

Direction for Tourism Clusters

- Manukau City Council will host "Tourism Updates" once a quarter to brief tourism operators. The first Tourism Updates:

Clevedon Country: Tuesday 4th April, 5.30pm, venue to be advised.

Howick: Wednesday 5th April, 5.30pm, venue to be advised

Please RSVP to Kirsty Attenberger: kattenbe@manukau.govt.nz or phone 09 262 8900 ext 8660

Events

- Events are listed on www.welcome2manukau.com/events and operators can add events directly to the website themselves and view all upcoming events. Home and Garden show information to be sent to Jacquie Jamieson by Abi Smith

- **Film Locations**

The possibility of using locations for filming was raised. Irene Steiner at Manukau City Council looks after this.

- **Use of Manukau / Auckland when advising address.**

Brian Mossman raised the concern of whether to use Manukau or Auckland when identifying Howick Historical Village address.

Vickie Allan advised to use “Auckland” in the address for a number of reasons including: Easier for an International Visitor and Manukau is part of the wider Auckland Region as is thus promoted as such.

- **Centralised Database**

The possibility of Manukau City Council creating a centralised database was raised. This database would hold all media and other contacts and would be for Tourism Operators to access. Manukau City Council has taken on board and will address later in the year.

Jacquie Jamison was thanked again for hosting the meeting.

Meeting closed at 730pm.