

Coromandel Food Trail

TO Economic Development Committee

FROM Laurna White - Communications and Marketing Manager

DATE 18 August 2016

SUBJECT Building on marketing and promotion of the Coromandel as a niche food destination and a Coromandel Food Trail.

1 Purpose of Report

To update the Economic Development Committee on the promotion of the "Coromandel Food Trail," with the Coromandel as a niche food/artisan/arts destination. Also to get new direction from the Committee on where funds should be committed towards the Coromandel's food tourism product to a wider audience (national and international) for 2017-2018.

2 Background

1. At its 15 March 2016 meeting the Economic Development Committee resolved to support the on-going promotion and development of the Coromandel Food Trail marketing/guide and product, along with working with Destination Coromandel on an on-going campaign to promote the Coromandel Food Trail Guide.
2. At the March meeting the Committee decided that the best option for financial contribution (if any) towards promotion of food tourism and businesses was through underwriting \$20,000 towards the August 2016 Auckland Food Show, the Auckland International Food Show 2017-2018 (\$3,000) and a reprint of the Coromandel Food Trail Guide (\$5,000)
3. In August 2016 TCDC staff took a collective of food producers to the Auckland Food Show for a second year. (The first year was partially subsidised by Auckland Tourism, Events and Economic Development - ATEED). This year the stand was funded by TCDC and financial contributions from the producers involved, which were Omaha Valley Citrus, Wilderlands (honey, produce and preserves), Hot Water Beach Brewing Company, Castle Rock Café (jams, chutneys and juices), Coromandel Flavours (Cookbook and food tourism product) and Blackbeard Mussels. The Stand was dressed as a Coromandel Bach and each exhibitor had their own space to showcase their products. Along with that
4. The costs for the Food Show were approximately \$15,000 for stand hire and installation, wall graphics, marketing and promotion, project management and print of the Food Trail Guides. This was funded by \$12,000 from the ED committee budget, plus a contribution from Communications and Marketing, \$2500 from exhibitors and those who paid to be in the Coromandel Food Trail Guide that was handed out at the Food Show.

Auckland Food Show results

- Approximately 30,088 attended the Food Show this year. This turn-out was within its normal range of between 30,000 and 35,000 visitors, although down on the 2015 attendance figures.
- Feedback TCDC Communications Department received from all the Coromandel

Exhibitors showed that all exhibitors realised benefits from being involved in the Food Show, through business opportunities, product sales, raising business profile or relationship/networking building. A feedback form has been circulated and will be available on the meeting day as a handout as we are just waiting to collect the final forms and collate the information.

- The overall consensus continues to be that being at the Food Show raised the profile of the "Coromandel brand" as a whole, rather than focusing on an individual business - which was of benefit to all. There is significant interest from businesses wanting to be involved in the 2017/18 Food Show, including a major aquaculture business.
- The stand was also useful tool to promote the Coromandel as a visitor destination for events and accommodation. TCDC staff and exhibitors actively promoted the Scallop Festival, Whitianga Waterways summer concert, Coromandel Town events.

Flow-on effect post Food Show

- We have media (Taste, Nourish magazines) who are looking at doing stories on the Coromandel Food Trail for their upcoming summer editions.
- The Coromandel Collective Food Trail Guide which was distributed at the Food Show has been extremely popular and is our second top download from our website. Both Bookabach and Bachcare supported the stand with product and are also promoting the Coromandel Food Trail Guide through all of their marketing channels. This can be viewed on the TCDC website www.tcdc.govt.nz/foodtrail
- The Coromandel Food Collective Trail Guide is again being repurposed and some content will be as a feature in TCDC's 2016-2017 Summertime Magazine which will be sent to approximately 17,000 "absentee" ratepayers. The guide is now available at all our I-sites, information centres, Ferries. Fullers offices which are located at Auckland viaduct. Coromandel. SunAir, which also has offices at Whitianga, Ardmore Airport, Great Barrier Island and Tauranga
- Destination Coromandel has also included the Food Trail Guide content on its website <http://www.thecoromandel.com/new-zealand/Boutique-and-Specialty-Food/> and 38 businesses from around the District have paid to be included in our Food Guide, along with being marketed on the Destination Coromandel Homegrown section of its website.

3 Issue

- At its March 2016 meeting the Economic Development Committee committed \$3,000 funds to ATEED securing the bid for the 2017 World Food Travel summit, which expected 500 international delegates (food writers/chefs) to attend, which would see opportunities for food markets within our District to be involved through bringing international food writers, chefs and industry to the Coromandel in 2017. ATEED has now indicated that for a variety of reasons the World Food Summit will not be happening in 2017.
- Meanwhile the Auckland Food Show has approached TCDC to see if we wanted to commit to a stand at the 2017-18 Show. Feedback was the Coromandel stand was one of the more popular exhibits, and on some occasions throughout the four-days there were queues to get into the bach. To ensure we get the best space again we need to confirm with the organisers mid-September.
- The cost for the stand site hire is \$8,872 plus GST and an additional \$1000 to dress the walls and exhibition. There will also be cost of approx. \$2000 to update and reprint the Food Trail Guide.

4 Discussion

- The Economic Development Committee's 2015-2016 Plan on a Page and its

proposed Plan on a Page 2016-2017 has committed to continue building on food tourism and a food trail within the Coromandel.

- There is a commitment from local food producers/niche food providers on the Coromandel to maintain a quality standard and actively work with Destination Coromandel and Council's Economic Development arm.
- With a limited budget in the ED/ATEED budget towards the food tourism promotion and branding there is a need to be selective about what we invest in and how to measure benefits of this investment in food tourism.

5 Suggested Resolution(s)

That the Economic Development Committee:

1. Receives the 'Coromandel Food Trail' report dated August 2016.
2. Supports on-going promotion and development of the Food Trail marketing/guide and product, along with working with Destination Coromandel on an on-going campaign to promote the Coromandel Food Trail Guide.
3. Supports financial contribution towards promotion of food tourism and businesses on the Coromandel of \$12,000 (plus GST) towards a hire and design of a stand at the 2017-18 Auckland Food Show and a reprint of the Food Trail Guide.