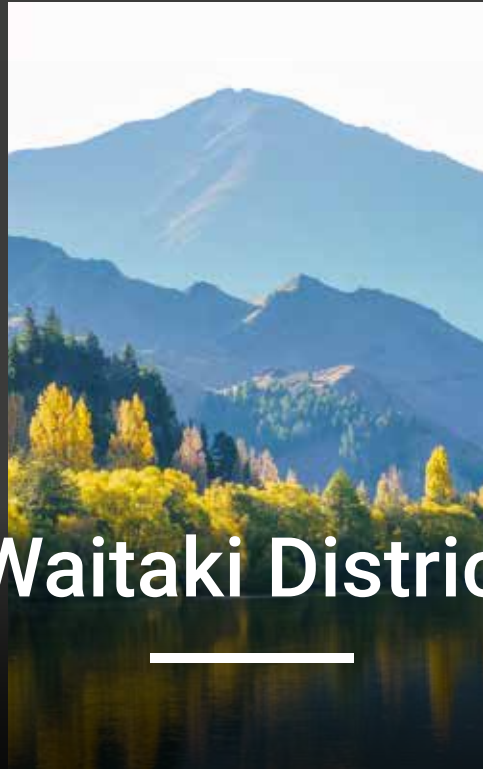


Destination Management Strategy



Waitaki District



www.waitakinz.com

October 2021



TOURISMWAITAKI



Clay Cliffs, Ōmarama

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Whakatauākī

Inā tae he manuhiri ki tō whare, watua he kōrero, whākana ō manuhiri (Hastings Tipa)

When a guest is in your house, present them with a speech of welcome, let your guest want for nothing

Kindly gifted by Te Rūnanga o Moeraki.



What is Destination Management?

All Regional Tourism Organisations (RTOs) are being funded to develop a Destination Management (DM) Plan. Tourism Waitaki is leading the Destination Management Strategy and Development Plan, which has a thirty year horizon. DM Plans aim to reshape New Zealand's tourism to ensure it benefits our communities, culture, economy and environment.

30 years

01 Government expectations from Destination Management plans include:

- Reflecting the views and aspirations of the wider community.
- Tourism supports a thriving and sustainable region.
- Tourism protects, restores and champions our natural environment, culture and historic heritage.
- Iwi, Council and key stakeholders are involved in the Plan to ensure future developments are factored into Council plans or other budget processes.
- Identification of priority initiatives that make a substantive difference to tourism from a community, cultural, economic and environmental perspective.



What is Destination Management?

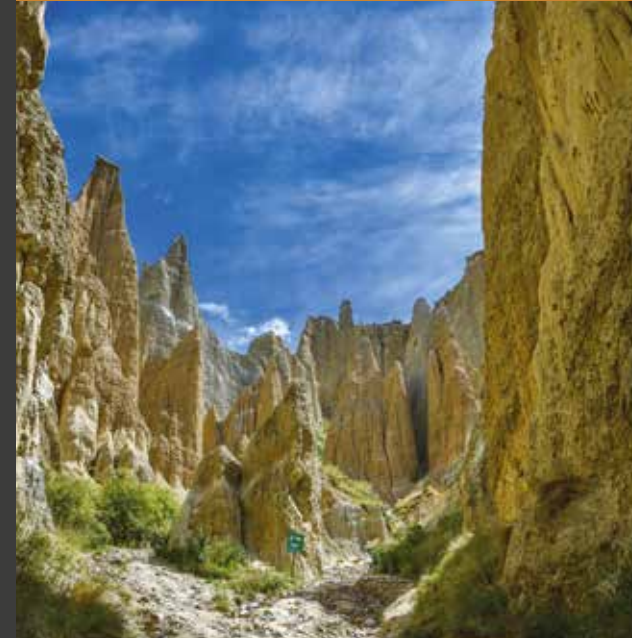


02 Destination Management co-ordinates all aspects of a destination that contribute to a visitor's experience, including environment, residents, business and industry and Iwi.

03 The purpose is to create a sustainable and resilient tourism eco-system that benefits the local community while managing the impacts of tourism.

04 Climate change is impacting across the world and a commitment to kaitiakitanga and environmental stewardship is at the core of our approach so we leave Waitaki protected and enhanced for our children's children.

30
years



Approach

Our Strategy has been co-designed with our Treaty Partner Te Rūnanga o Moeraki, supported by neighbouring Runaka, informed by Mana Whenua's values and aspirations.

A Governance Group and Working Group has added representation from a broad range of key agencies, stakeholders, community, and local businesses.

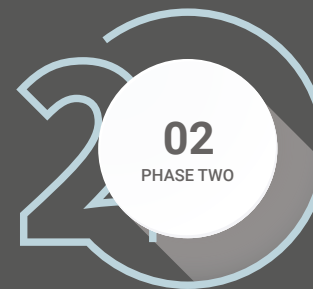


(Feb – Sep 2021)

Has focused on Community Consultation. Opportunities were provided to individuals and interest groups to join a range of public meetings or participate in district-wide surveys.

From this consultation, insights, views, and future aspirations on the development of tourism across the Waitaki were gathered. Ways of exploring how tourism can benefit communities, and culture, while supporting a thriving and sustainable economy and environment were discussed.

The essence of these views has been integrated into this DM Strategy and has provided the basis for a framework for Phase Two.



(Jan – Jun 2022)

Building on the Strategy, phase two sees the focus move to establishing the DM Development Plan. This document will further define the framework by gathering relevant strategies, plans, and data from either within the tourism sector, or from local or regional stakeholders.

It will explore and prioritise the opportunities, set recommended timelines for developments, provide an investment plan to support both the organisational structure overseeing DM Plan, and the developments over the next 30 years.

The DM plan will be reviewed on a three-year term.

The Waitaki District

what we have

The Waitaki District is unique and diverse, featuring striking landscapes rich in geological, historical and cultural assets.



Māori culture and history has been underrepresented. The strategy recognises Ngāi Tahu's valuable histories are yet to be told.



Unique wildlife experiences are available within natural environments.



Events are seen as a tool to stretch the season ensuring benefits are dispersed across the district.



There is a diverse range of outdoor activities available, many low-cost, easily accessible and suited to the physically active.

The Waitaki District

what we have



The district is positioned to leverage slow tourism, personalised eco experiences, outdoor activities and food tourism.



Waitaki has been endorsed by the NZ National Commission for UNESCO to become an Aspiring Global Geopark. A first for New Zealand delivering worldwide status to Waitaki as an area of international and national geological significance.



Waitaki Built heritage. Ōamaru's Victorian Precinct is New Zealand's best preserved Victorian commercial streetscape.

Rural townships and communities have developed their own unique identifiers.



Water plays a key part in the Waitaki's sporting, social and cultural identity.



The Waitaki District

what we have

Fertile soils have supported a high quality horticulture industry where locally produced food and wine is available to local 'world class' restaurants and cafes.



An emerging Artists and Artisans community is developing, providing opportunities to profile their work, collaborate and add vibrancy to the district.



There are many Early Settler stories ready to be shared.

Waitaki is easy to navigate. Two major state highways provide easy access for visitors to stop, stay and explore.

AOTEAROA
NEW ZEALAND

TE WAI POUNAMU
SOUTH
ISLAND



The district maintains a balanced economy which it derives from a broad and diverse range of industries.



Strategic Framework

Vision



Visitors and Communities are connected. Our environment is flourishing. Waitaki is thriving.

Purpose



Building a future that is fair, prosperous and environmentally kind, where our culture and heritage are celebrated, where we have shared goals and visitors are welcomed as locals.

Mission



Enable communities to benefit from a sustainable visitor economy.



Strategic Framework

Values



Tika and Pono

We will be tika (valid and correct) in keeping to the true meaning of these values and be pono (honest and sincere) in how they are applied to all our work.



Kaitiakitanga

We are guardians and protect our natural, built and cultural heritage for the benefit of current and future generations.



Manaakitanga

We care for our manuhiri (guests/visitors) and we care for each other, are hospitable and generous.



Kotahitanga

We stand and move forward together to achieve our goals.



Whanaungatanga

Whānau are at the core in everything we do. We build relationships through shared experiences and working together to create a sense of belonging.

Success Outcomes

Community TIAKI HAPORI

- Locals value visitors and welcome them as potential newcomers to the district.
- Locals become informed of Ngāi Tahu histories, they willingly share their understanding with each other and with visitors.
- Local mixed cultures are appreciated for the diverse offers they bring to communities.
- Locals champion the district and collectively shape and share our stories for the future.
- Knowledge and creativity are stimulated.
- Communities are enabled to organise and collaborate effectively to unlock Waitaki's potential.
- Communities retain their identity, they are sustainable and resilient to change.

Visitor TIAKI MANUHIRI

- A diverse range of visitors positively contribute to community wellbeing and vibrancy.
- Visitors are enriched by authentic, world class experiences aligned to our identity.
- Cultural interpretation of Ngai Tahu sites of significant are easily accessible to visitors.
- Visitors connect deeply to our place and leave as ambassadors.
- Infrastructure & amenities are aligned to visitor and community needs.





Success Outcomes

Environment TIAKI TAI AO

Economy TIAKI ŌHANGA

- Waitaki's natural & cultural heritage is protected and enhanced for our children's children.
- Our key visitor destinations are well curated, accessible and protected for future generations.
- Mana whenua mahinga kai restoration projects are supported and championed.
- Visitors give back more than they take.
- Waitaki is recognised for its environmental sustainability. Nature & biodiversity, ecosystems are protected & restored.
- The visitor sector is playing a key role towards carbon zero emissions.
- Natural hazards are identified to ensure visitor safety.
- Physical impacts on the environment from visitors are monitored and managed.

- Waitaki's sustainable economy benefits communities.
- The visitor sector is adding value year round providing employment & income.
- The Māori economy is growing through involvement with destination management initiatives which directly support Māori whānau with income and jobs.
- Flourishing diverse businesses are attracted to the Waitaki.
- Uptake of technology is leading to innovative solutions across the sector.
- A skilled workforce supports the visitor sector.
- Rural and urban communities collaborate to strengthen a vibrant economy.

Our Goals



01 The visitor economy is effectively managed, ensuring Waitaki's unique identity is celebrated and communities thrive.

02 Waitaki is a destination of choice for visitors who value what we value. Sustainable increases achieved in day visitation, overnight stays, and spend year round.



Our Pillars



Community TIAKI HAPORI

Visitor TIAKI MANUHIRI

Environment TIAKI TAIAO

Economy TIAKI ŌHANGA

Cultures & Histories	Visitors Experience	Environment	Business Development
<ul style="list-style-type: none"> • Waitaki stories. • Community engagement. • Informative programmes. • Increase community knowledge and engagement with Ngāi Tahu Whānui history. • Waitaki heritage. 	<ul style="list-style-type: none"> • Visibility of offering: Touring Routes / Signage / Interpretation. • Accessible recreational activities. • Cultural interpretation of Ngāi Tahu Whānui. • Visitor Hubs / Centres of Learning. • Marketing & Promotion. 	<ul style="list-style-type: none"> • Appropriate protection and interpretation for important Geological sites. • Enhancement of cultural interpretation and mahinga kai sites. • Visitor "giving back" initiatives/restoration projects. • Sustainable infrastructure. 	<ul style="list-style-type: none"> • Enhance capability and service delivery. • Enhance / develop sustainable Memorable Experiences. • Events & Visitor Packages. • Develop the "Waitaki Grown" Food and Beverage initiative. • Support Mana Whenua in developing tourism activities, and experiences.

Leadership Statement

Tourism Waitaki and The Waitaki District Council, with the support of its Treaty of Waitangi partners Te Rūnanga o Moeraki, will incorporate the Destination Management Plan into their activities and actions and ensure the Plan is aligned with the New Zealand Aotearoa Government Tourism Strategy



For more information on Waitaki or Destination Management please go to <https://waitakinz.com/destination-management>





Benmore Dam, Ötématata

Destination Management Strategy

Aotearoa
New Zealand

Waitaki
Ōamaru



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