

Who was around the table?

~16 attendees, from a range of countries predominantly Asia: Hong Kong, South Korea, China, Malaysia, Sri Lanka, Pakistan; Argentina, Brazil; Germany.

Attendees had also had experiences living abroad in Australia, Qatar, Saudi Arabia, Japan, Singapore. They had also lived in other parts of NZ- Auckland, Hamilton, Tauranga, Franz Joseph, Fox Glacier, Alexandra, Invercargill, Waimate, Christchurch. Attendee from China arrived the day of lock down into Christchurch and couldn't find a job so moved here.

Many have come to Oamaru through their husband's jobs – Motor Technicians (Toyota); Halal Slaughterman, Doctor, Motel Manager, Engineer, Laboratory Chemist, Dairy Farm. One attendee about to study for Early Childhood Education degree on-line.

What do they think of Oamaru and Waitaki? Key attributes**Environment**

- Cold (+ve), Fresh air, 4 seasons in one day, fresh
- Clean
- Beautiful surroundings/lovely
- Green
- The Sea/ beaches (Kakanui)/coastal gems
- Farming
- Nice country

Social

- Quiet/peaceful/calm place
- Safe
- Small, right size of town. Not a busy town
- Comfortable
- Easy parking
- People – warm & friendly(x3), caring
- Lots of activities for children and adults
- Good situation/location in the South Island
- Complete

Cultural

- Cute/Quirky
- Historic buildings/Historical/ nice architecture/beautiful buildings

Economic

- Limited specific call outs but quality work opportunities played a key role for ~30% of the group

Little/Limited knowledge or understanding of what the wider Waitaki district has to offer. Reflection from one attendee that 10 years on some things have moved forward positively (eg Friendly

playground); no change in other areas (eg beach/coastal access).Recent re-arrival after 10 years away.

How do they spend their time? Key facilities used

Summary

Free activities for families to do with kids very appealing as well as opportunities to be active and explore the outdoors. Also very limited knowledge of what is on offer in the Waitaki valley.

Limited participation in cultural events/ assets. Lack of awareness and understanding as well as English language limitations.

Muslim community not well serviced for food options today.

Preference to camp in Mackenzie for some due to low cost/ less people.

- **Kids friendly activities**
 - Playgroups, Playgrounds – Steampunk /Friendly Bay; Public Gardens, Schools, Collective Café (cold), Riverstone (and Kids room in café).
 - Library – Great programmes for kids- Toddler time +
 - Penguin Colony – real nature vs zoo (and yellow eyed penguins)
- **Swimming Pool**
 - Request for women’s only swimming times (Muslim women)
- **Hiking/Walking**
 - Cape Wanbrow/Lookout point
 - Herbert Forest
 - Waimate – Kelcey’s Reserve/Track
 - Kapiti point/ Moeraki Boulders
 - Kakanui – Campbell’s bay beach
- **Fishing**
 - Tekapo, Kakanui, Waitaki River, Twizel, the Lakes
- **Camping**
 - Free sites/ DOC – Twizel
 - Kelcey’s bush
 - Waitaki too full. Not a lot to do once you are there.
- **Climbing Wall**
- **Elephant Rocks (+ Vanished World for some)**
- **Cycling**
 - A20 with kids too
 - Overnight trips as base for 2 way cycling (eg Kurow)
- **Farmer’s market**
 - Fresh Produce
 - Desire to support local
 - Music – kid friendly play areas
 - Opportunity to add in Art?
- **Opera House – limited exposure and awareness for most.**
 - Pretty building
 - Good activities endorsed by minority.
- **Festivals – most unfamiliar**

- Steampunk – not clear on relevance to them/their families – too expensive if you have a large family. Little awareness of family passes/ group/local discounts
- Victorian Heritage
- Jazz festival attended and enjoyed by small minority; lack of awareness amongst broader group
- **Food & Beverage options**
 - At home entertaining
 - No halal food on offer in town (nb ~80 Muslims in Oamaru)
 - Scott's
 - Outside space for kids
 - Good location next to Playground
 - Live band
 - Beer
 - Del Mar
 - Good location next to beach for kids
 - Ice-creams recommended. Most not aware of casual offer

Where else do they go?

- Christchurch - Muslim Gathering

What new products/experiences could be created?

Our coastal area/Beaches highlighted as key missed opportunity to provide more access.

- Create a real “beach town” feel. There is no opportunity to walk/cycle around the coast.
- Greater access to the beaches/coastline. Surrounded by sea but not easy to access
 - Bridge to nowhere – develop into cycleway/walking path to the North of Oamaru
- Bike/Cycle track along/around the coast. Weaver St access highlighted.
- An “Atelier”/ Artists creative space for workshops, classes, etc
 - Not easy to create at home if you are in rented accommodation (too much mess)
- Expand events
 - Steampunk festival
 - Add on workshops – create your own Steampunk outfit/work of art.
 - Oamaru Stone Symposium
 - Run carving workshops etc
- Retail expansion proposed by some
 - K mart, PaknSave, Briscoes, however, also understanding that we would need to grow significantly to be able to service larger Retailers.
 - Recognition too that this could undermine local providers (support local).

How do they hear about what's going on?

- Facebook – Waitaki Voice, Oamaru Kids Collective, WDC
- Word of Mouth
- Posters
- Oamaru Mail
- Newcomers Newsletter
- Newcomers Pack (great asset)
- Little knowledge/understanding of Oamaru/Waitaki's rich past & current assets

- Opportunity for education
- Some surprised to hear we have lakes

Views on Visitors

- Visitors were generally viewed positively giving locals access to more activities.
- Request to develop what we already have more.
- Need to ensure we balance visitor and locals' needs. Recognition that we do not want to be overwhelmed by tourists (cf Queenstown). However, perception that many retailers and businesses need visitors to keep afloat.