

**AOTEAROA  
NEW ZEALAND**

Te Waipounamu  
(South Island)



**WAITAKI**

# Waitaki Destination Management

## Duntroon Group Discussion

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*July 8<sup>th</sup> 2021*

## 10 Attendees participated



- Jan Keeling
- Faye Ormandy
- Mike Gray
- Allan Kynaston
- Katrina Moffat
- Karan Lawrence
- Colin Martin
- Misha Dixon
- Lisa Heinz
- Lynda Scott Araya (part)
- Margaret Munro (Tourism Waitaki)
- Mel Jones (Tourism Waitaki)

### Apologies

- Geoff Keeling
- Michelle & Steve (Windhaven)
- Burns Pollock and Kerry McCone

## Purpose

- Discuss Waitaki Destination Management and what it might mean for the Waitaki Valley and Duntroon.
- Share and discuss findings from the survey and align on core issues and opportunities.
- Agree how we move forward together and ensure on going community input into the process.



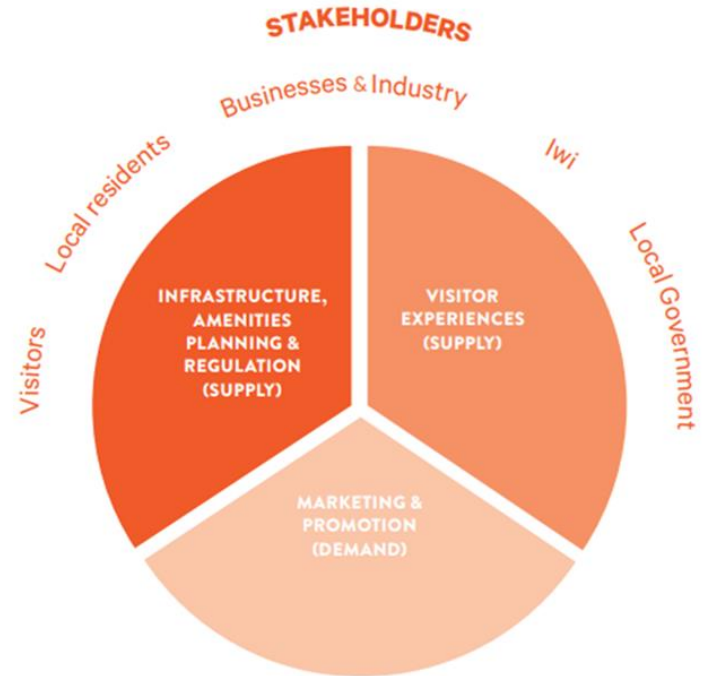
*Everyone has the right to live in a great place.  
More importantly, everyone has the right to  
contribute to making the place where they  
already live great.*

*Fred Kent - Founder of Project for Public Spaces*

*Destination Management*

## Destination Management - a summary

- Re-setting the tourism economy post COVID-19
- Co-ordinated management of all elements that make up a visitor destination.
- An approach to manage place-based environmental and social pressures associated with tourism.
- A genuine, community owned outcome
- ***Creating sustainable growth and resilience for the benefit of the local community***



What sort of tourism do our residents,  
mana whenua and local businesses  
want?

# The components of Destination Management



Source: MBIE Destination Management guidelines

1. Defining the destination
  - Determine the geographical area the plan focusses on.
  - Identify linkages to neighboring regions, visitor flows, behavior and product supply.
  - Is there scale, critical mass of products, hero experiences to drive visitation?
2. Vision
3. Situational analysis
4. Visitor Profiles
5. Strategic Fit
6. Brand proposition & positioning
7. Target Markets
8. Experience & Product Development (Attractions)
9. Access
10. Attitudes
11. Awareness (Marketing & Promotion)
12. Amenities, services, infrastructure
13. Industry & Business capability development
14. Leadership & Governance
15. Risk & crisis management
16. Benchmarking, monitoring, evaluation

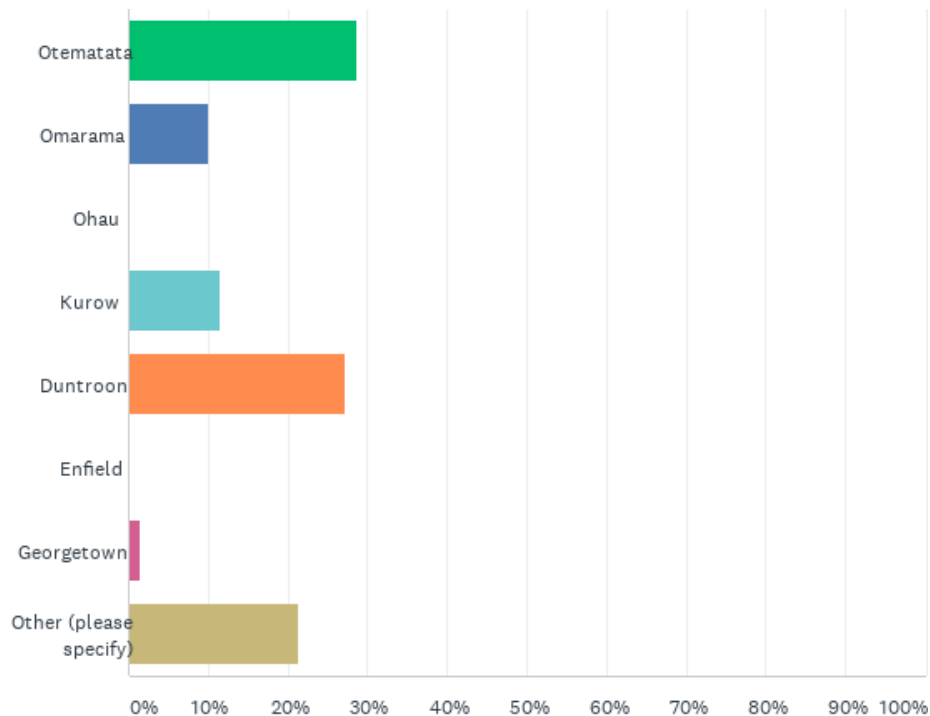


Sharing your feedback



# Q1: Where in the Waitaki Valley do you live?

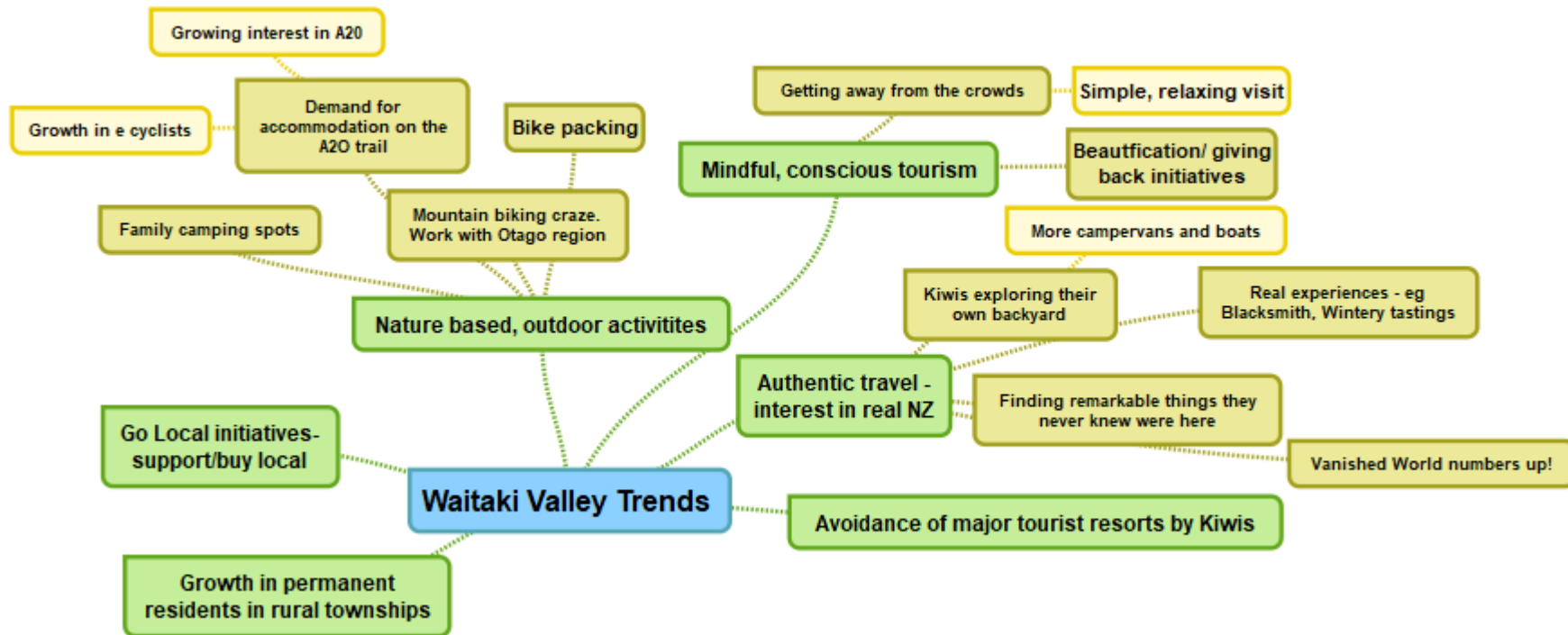
Answered: 70 Skipped: 0



## 15 Other includes

- Otekaike
- Otiake x 3
- Livingstone
- Tokarahi x 2
- Danseys Pass
- Southland
- Christchurch
- Dunedin
- Oamaru/Start of the valley
- Ex Duntroon x 1
- Duntroon x 1

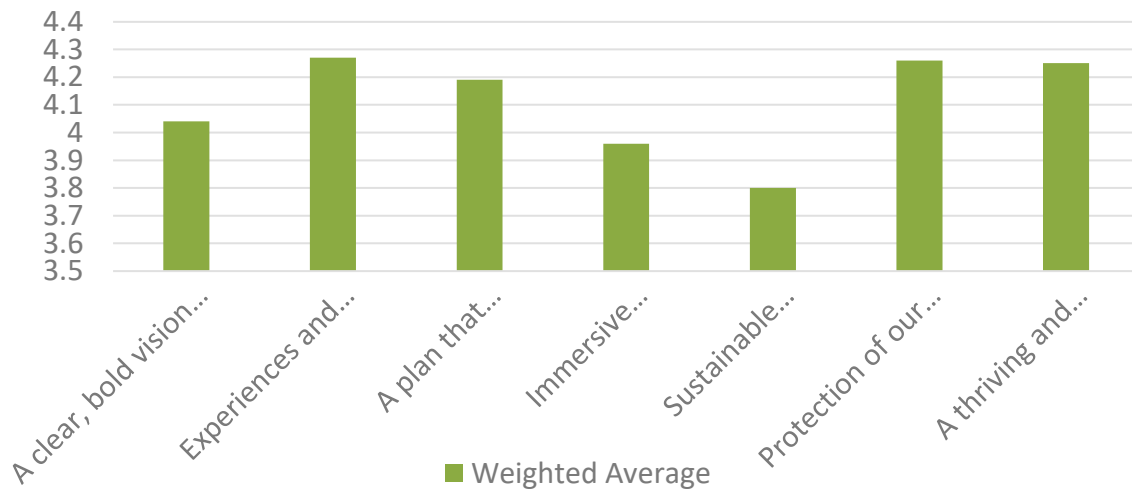
# Trends support TNZ research- authentic, quality experiences, promoting the outdoors



Q14. What trends have you seen recently that we can leverage to grow visitation?

# Environment and thriving, welcoming district prioritised

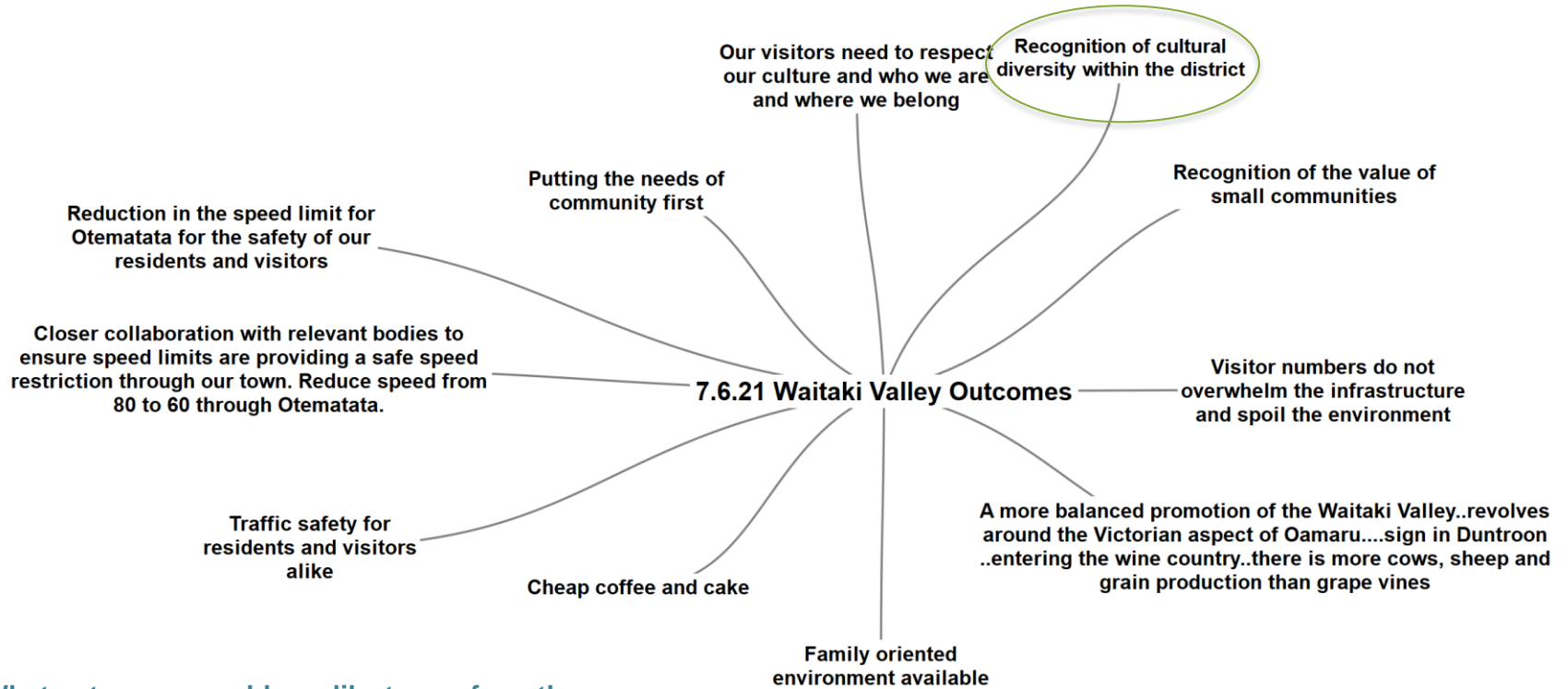
What outcomes would you like to see from the Waitaki Destination Management strategy for your children's children?



A clear, bold vision and identity for Waitaki vs other districts	4.04
Experiences and facilities sympathetic to our built and physical landscape	4.27
A plan that balances social, cultural, environmental and economic outcomes	4.19
Immersive experiences linked to our culture, heritage and values	3.96
Sustainable transport evolution	3.8
Protection of our natural environment	4.26
A thriving and welcoming district for visitors	4.25

Q2: What outcomes would you like to see from the Waitaki Destination Management strategy for your children's children?

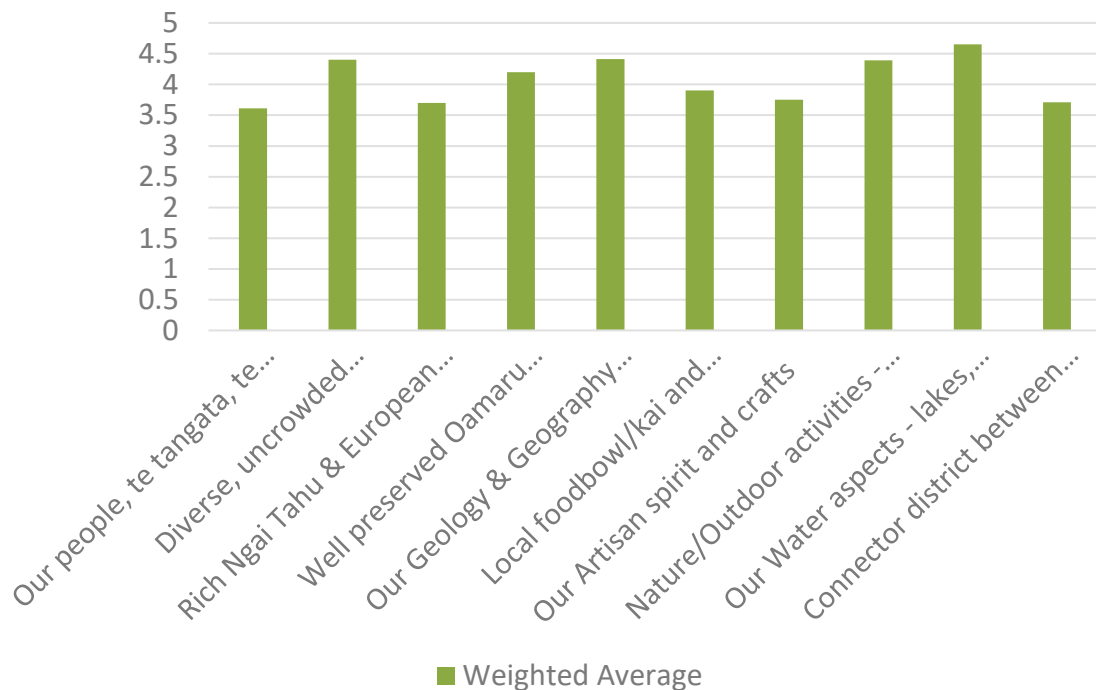
# Other Resident comments relating to the four wellbeings noted



**Q2: What outcomes would you like to see from the Waitaki Destination Management strategy for your children's children? Resident comments.**

# Our environment, landscapes and geology are key parts of our identity

What makes Waitaki unique and different compared to other destinations?



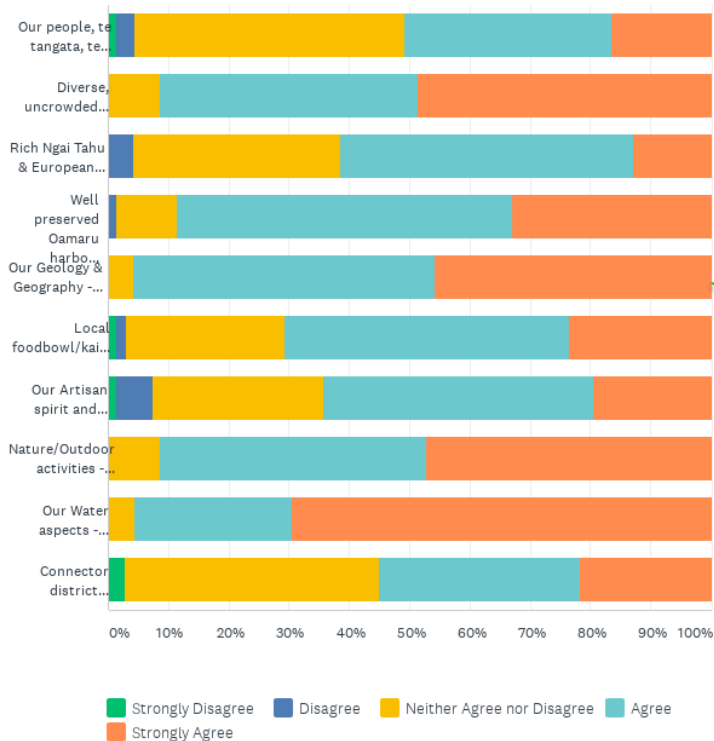
Our people, te tangata, te tangata	3.61
<b>Diverse, uncrowded landscapes, easily navigated</b>	<b>4.4</b>
Rich Ngāi Tahu & European heritage and stories	3.7
Well preserved Oamaru harbour, Victorian precinct and the district's architectural heritage	4.2
<b>Our Geology &amp; Geography - ancient landscapes/ limestone</b>	<b>4.41</b>
Local foodbowl/kai and producers	3.9
Our Artisan spirit and crafts	3.75
Nature/Outdoor activities - variety for all interests and seasons	<b>4.39</b>
<b>Our Water aspects - lakes, rivers, beaches</b>	<b>4.65</b>
Connector district between Otago and Canterbury	3.71

Q3: What makes Waitaki unique and different compared to other destinations?

Answered: 70 Skipped: 0

# Other comments highlighted other opportunities

Answered: 70 Skipped: 0



The on going development of Nichol's forge as an example of early small community industry

Night skies and high country tussocklands

Great altitude above sea level. Fresh mountain air and sky.

One district should lead people on to the next so they spend time in the area

Ahuriri and Waitaki - Ahuriri has a unique identity

Q3: What makes Waitaki unique and different compared to other destinations? Please rate.

# General feedback

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- **What outcomes would you like to see?**
  - **A thriving and welcoming District.** Defined as one where there is resident buy in and inclusion through informal networking.
  - Where visitors have someone local to talk to, who shares his/her knowledge and promotes local assets.
  - The District is clean and well kept. There are reasons for a visitor to stop ( eg toilets+)
- **What makes Waitaki unique and different compared to other destinations?**
  - “Rich Ngai Tahu and European heritage and stories” rated lowest, surprising given proximity of Māori rock art.
  - Lack of confidence/shyness/ afraid to get it wrong or offend were noted as key barriers to more overt promotion/story telling. Suggestion made to recruit Maori staff to work at Vanished World as a way to tell multiple stories
  - Opportunity of leverage/ link Te Ana, Timaru Rock art to local Maori rock art stories noted.

# Feedback from residents and visitors is painting a picture of what makes Waitaki unique

## 28 Heritage & Culture

heritage Different **Unique** diverse

## 45 Retailers & Service Providers

Waitaki activities lots district lakes things **diverse**  
Friendly people **great** cafes beautiful culture history area  
best

## 69 Steampunk Participants - Ōamaru description

live lots Victorian precinct area NZ Quirky Victorian small town  
**historic** friendly people **great** buildings beautiful  
interesting **town** steampunk friendly people place  
Ōamaru **Love** Lots see fun Unique visit s amazing best history

## 70 Waitaki Valley Residents

peaceful interesting Quiet unspoiled scenic natural paradise safe  
friendly welcoming **Beautiful** people **Diverse** Victorian  
lakes area landscapes unique

## 22 Youth

welcoming friendly **diverse**

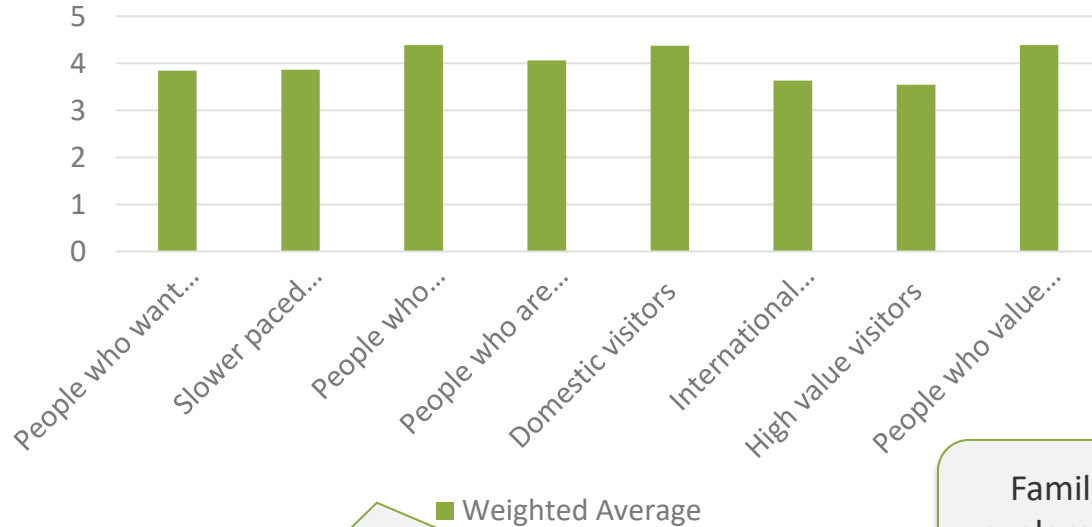


Q4: How would you describe Waitaki to a potential visitor in three words?



# Those who respect the environment, our values and New Zealanders are preferred as visitors

What type of visitors should be targetted in the future?



People who want an experience and are prepared to pay	3.84
<b>Slower paced travellers with money</b>	3.86
People who respect and want to connect with the environment	<b>4.39</b>
People who are interested in our story	4.06
<b>Domestic visitors</b>	<b>4.37</b>
International visitors	3.63
High value visitors	3.54
<b>People who value what we value</b>	<b>4.39</b>

Families, keep some experiences low cost or free so they can afford to spend on food and accommodation and stay another night

Families wanting to explore the district and who like to be active

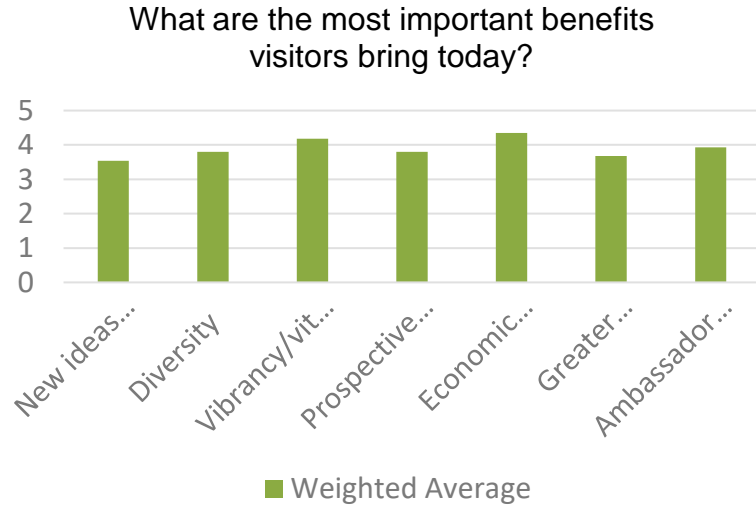
Young people who will spend the word and come back later in their lives

..who value the natural environment

**Q12: What type of visitors should be targetted in the future?**

# Visitors are recognised for the vibrancy and financial contribution they make

Answered: 69 Skipped: 1



New ideas and perspectives	3.54
Diversity	3.8
<b>Vibrancy/vitality from people on holiday</b>	<b>4.18</b>
Prospective new residents	3.8
<b>Economic contribution \$\$\$</b>	<b>4.35</b>
Greater choice of services for residents	3.68
Ambassadors for the district	3.93

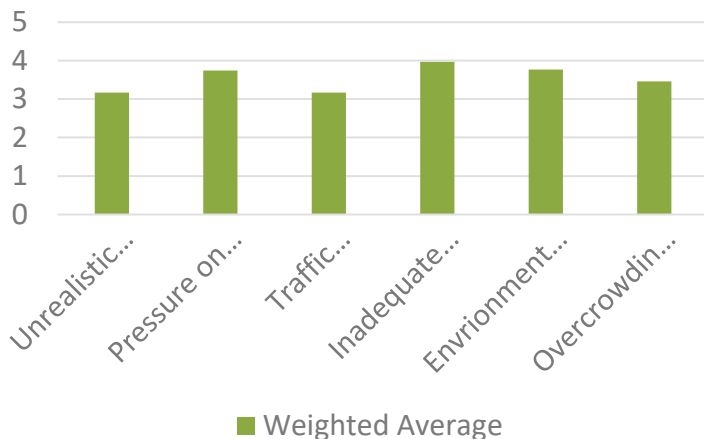
**Q12: What are the most important benefits visitors bring today?**

# Pressure on infrastructure, amenities and the environment are flagged as concerns

Answered:69 Skipped:1



## What problems do visitors bring to Waitaki today?



Unrealistic demands	3.17
<b>Pressure on public facilities</b>	<b>3.74</b>
Traffic congestion	3.17
<b>Inadequate infrastructure if numbers grow</b>	<b>3.97</b>
<b>Environmental damage - lack of respect</b>	<b>3.77</b>
Overcrowding at Locals' favourite spots	3.46

Q13: What problems do visitors bring to Waitaki today?

## Breakout 1 - Defining our Target market

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- What visitor and “passion” groups are visiting the Waitaki Valley today? How do we attract visitors “who respect and want to connect to the environment” and who “value what we value”?
- *Flipchart exercise*
- Time: 10 minutes

## Outputs from Breakout 1 – Target visitor and passion groups



Alps 2 Ocean Cyclists	Destination people– eg Geology enthusiasts. Blacksmith experience
Day Trippers = Otago wide including Ōamaru. Loop trippers ( Danseys Pass +) Cyclists from Oamaru.	Elephant Rocks – Rock climbers
Astronomers	Recreation camping/ jet boating/fishing enthusiasts
Special interest groups - eg gardening clubs	
Classic car groups	
Semi retired/retired in campervans/caravans on 3+week away trips	
School groups. ESOL	

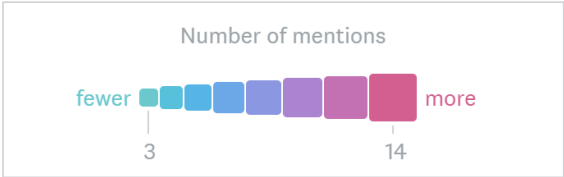
The importance of word of mouth promotion was emphasised



Understanding our offer

# Beautiful.. Diverse landscapes...Secret Paradise...Friendly

peaceful interesting Quiet unspoiled scenic natural paradise safe  
friendly welcoming Beautiful people Diverse Victorian  
lakes area landscapes unique



Q4. How would you describe Waitaki to a potential visitor in three words?

# Beautiful.. Diverse landscapes...Secret Paradise...Welcoming



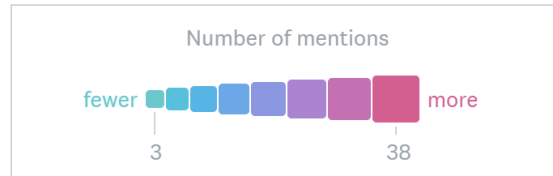
Q4. How would you describe Waitaki to a potential visitor in three words?



# Our natural landscapes have delivered a wealth of assets

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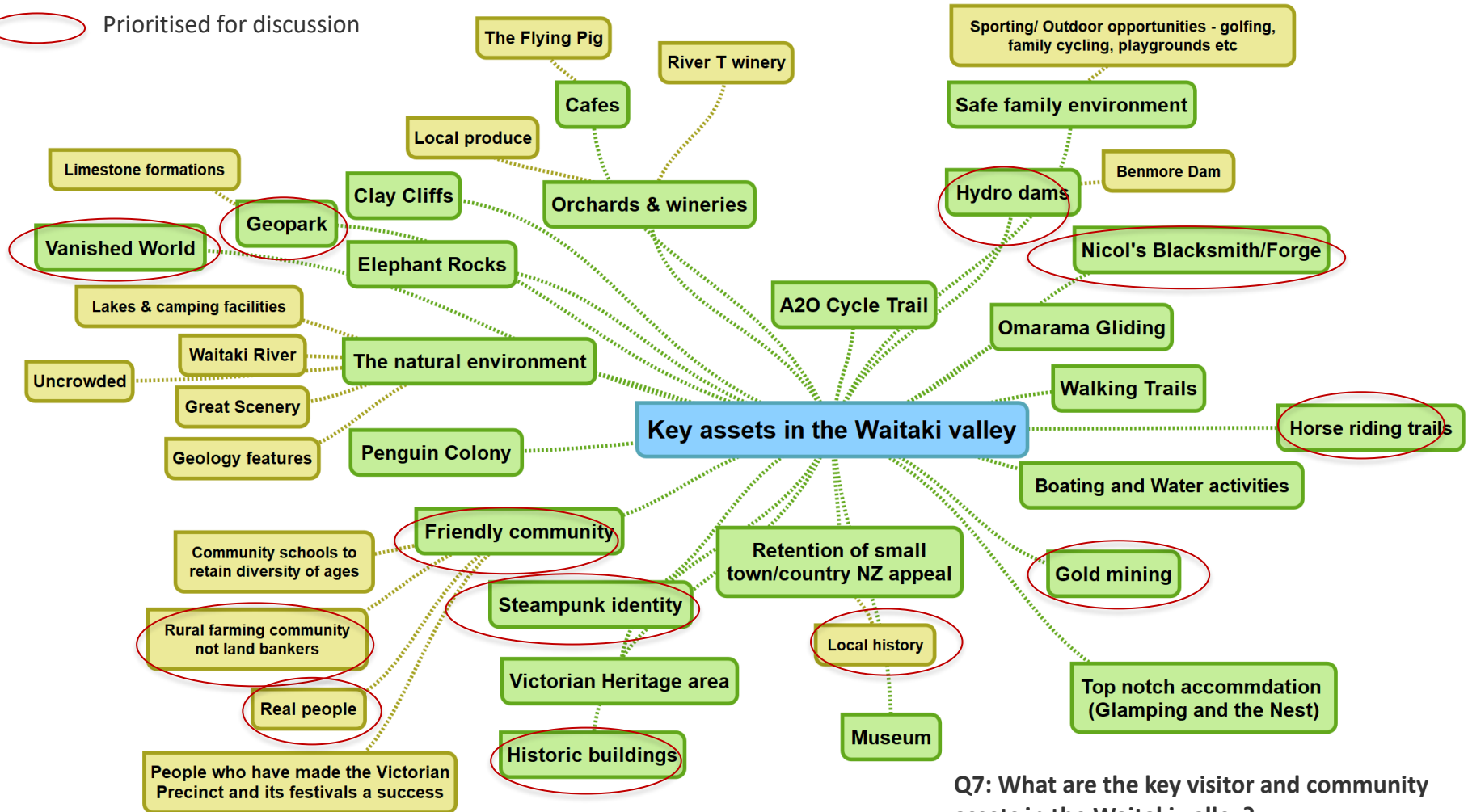
trail<sub>cycling</sub> A20<sub>bike trail</sub> Oamaru<sub>Duntroon</sub> Vanished World  
wineries River Landscape Lakes<sub>local</sub> Alps Ocean  
Waitaki Cycle Trail<sub>people</sub> walking<sub>Clay Cliffs</sub> A20 Elephant Rocks



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**Q7: What are the key visitor and community assets in the Waitaki valley?**

 Prioritised for discussion

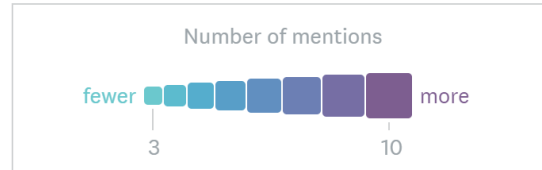


Q7: What are the key visitor and community assets in the Waitaki valley?

## And Development opportunities have been identified

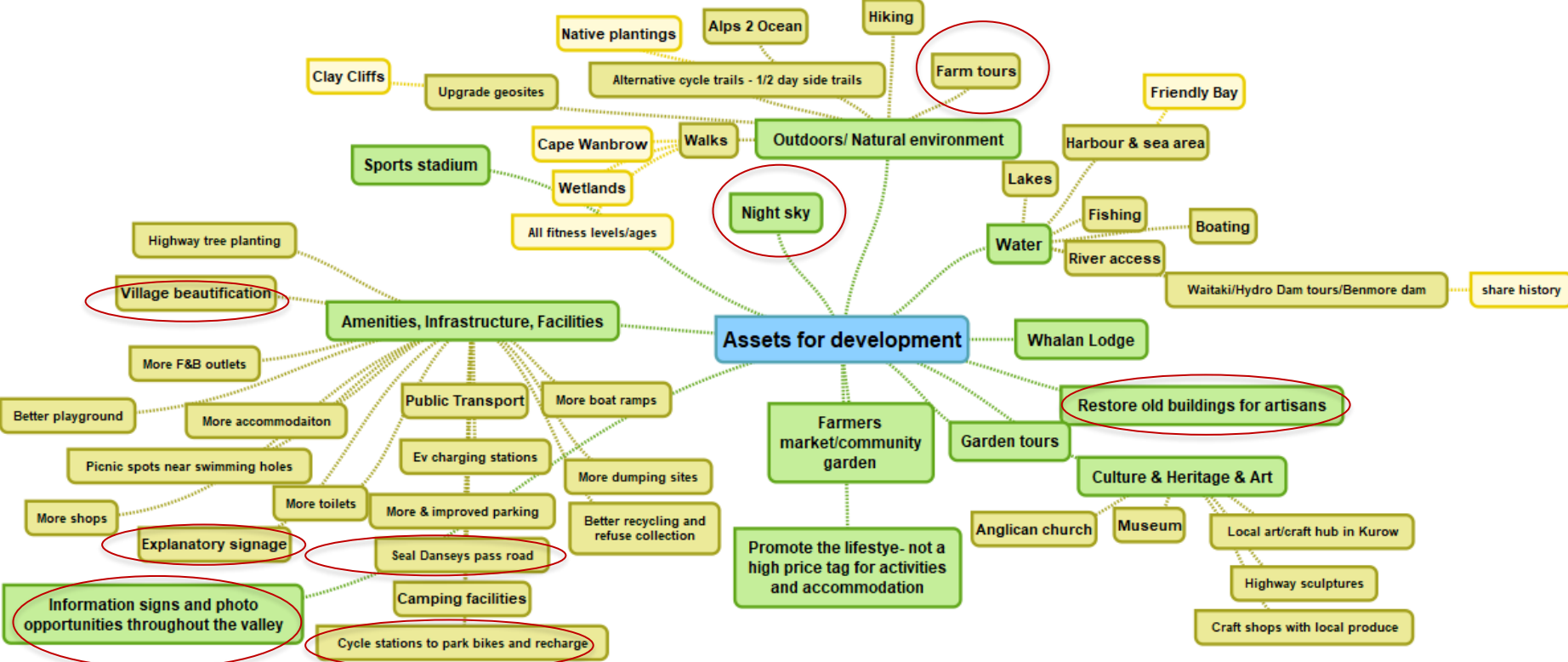
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Cycle public local cycle trails Otematata trails Lakes along  
areas Alps Ocean parking Wetlands Better Dam walks  
plantings River



**Q8: What assets in the Waitaki valley could be developed to benefit visitors and the community?**

# Duntroon township and surrounds provides multiple opportunities for storytelling and experiences



Q8: What assets in the Waitaki valley could be developed to benefit visitors and the community?

## Breakout 2

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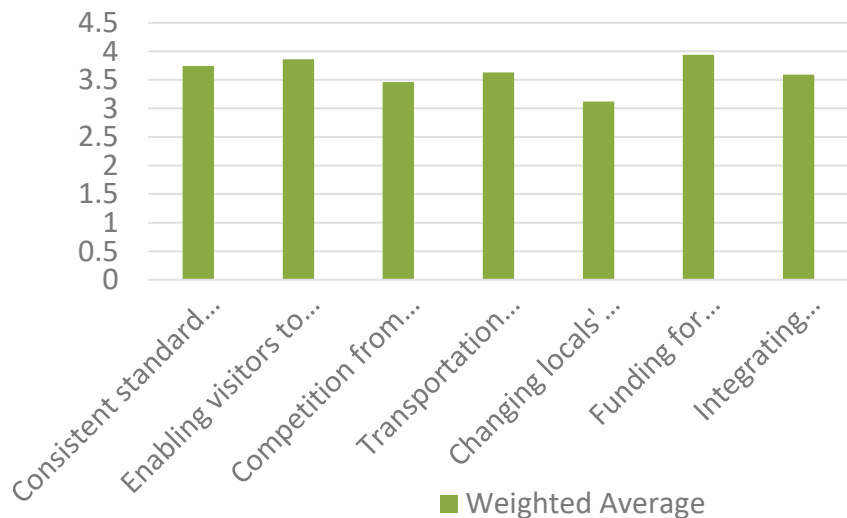
- In your group, agree which assets you would prioritise for investment and development and why? Select your top 5.
  - **What barriers need to be overcome to do this? Agree top three priorities.**
  - Time: 30 mins
-

# Priority Assets for Development

Assets	Idea	Barriers
Fineline between commercial and recreational discussed. Concerns flagged about making money from our natural assets.		
Alps 2 Ocean Cycle Trail	Development and promotion of looped trails around Duntroon – eg Earthquakes	Safety on roads – 70km/hr Different rules between councils
Waitaki Dam	Official Dam Tours; promotion of the social welfare & other stories	Meridien buy in to development
Geopark/ Vanished World Centre	Education and awareness of our land, our whenua. Redevelopment of VW as discovery area. Designated parking spots for visitors, safe pull over areas eg Maerewhenua, Rock Art. Camping facilities/ holiday park with self contained accommodation	Lack of infrastructure to leverage
Duntroon township.	Promotion as a day destination- industrial, environmental, social, rural histories; Development of local history/walking trail around wetlands etc Ringfence land for housing/commercial usage	No Duntroon master plan today Lack of accommodation for new residents No sewerage system. Budget from Council. Staffing/capability H&S in playground
Local community halls	Utilise community halls more effectively – eg Duntroon – farmers markets/ crafts stores etc	
Water facilities		Boat ramp maintenance. Unclear ownership. H&S issues.
Danseys Pass	Seal to enable more looped trails/itineraries	
Gold mining	Promote gold mining/panning story more overtly.	

# Funding for development, infrastructure and environmental protection options were the top three barriers/challenges to growing the visitor economy

What are the biggest barriers/challenges to growing the visitor economy in the Waitaki Valley ?

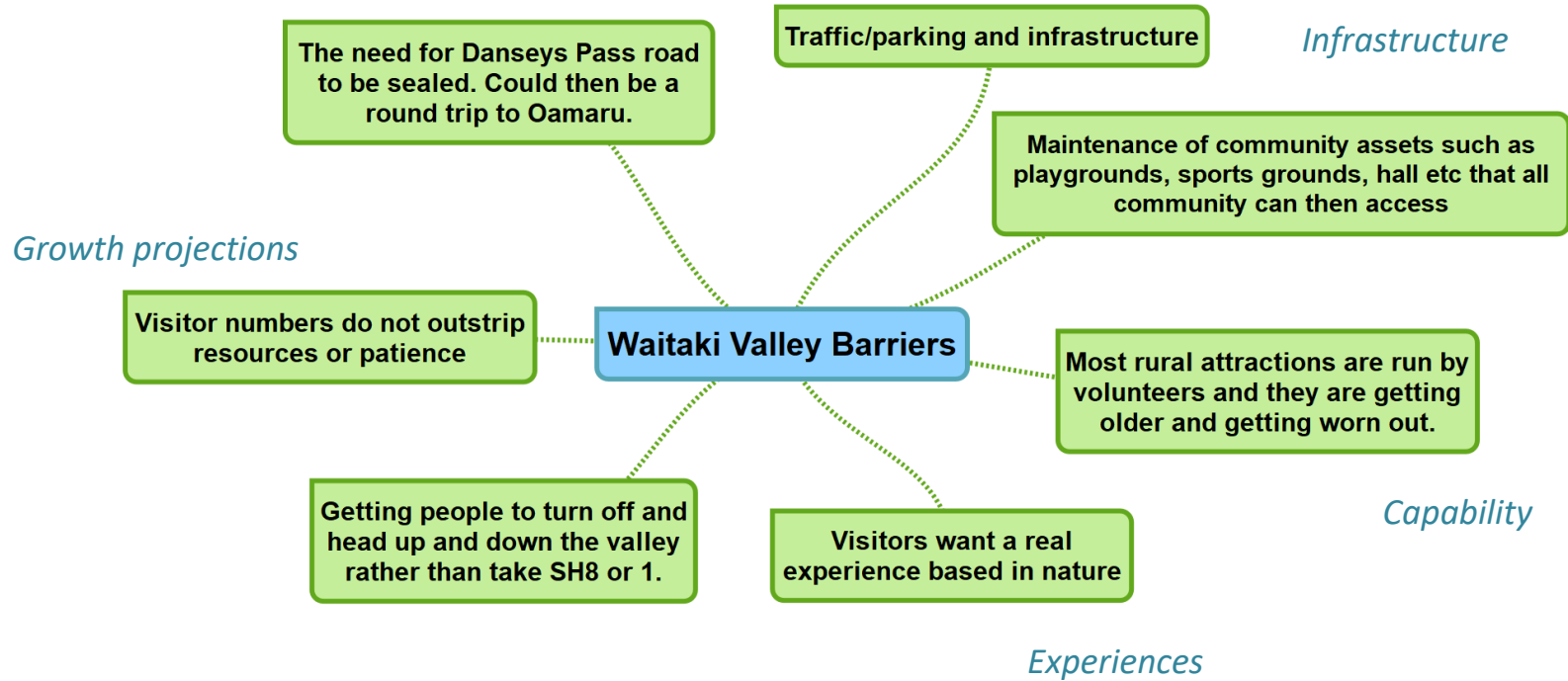


Consistent standard of infrastructure across the district to support sustainability	3.74
Enabling visitors to look after the environment	3.86
Competition from other districts	3.46
Transportation options - to/from/around the district	3.63
Changing locals' attitudes to visitors	3.12
<b>Funding for development</b>	<b>3.94</b>
Integrating innovation/new technology into visitor experiences	3.59

Q5: What are the biggest barriers/challenges to growing the visitor economy in Waitaki?

Answered: 69 Skipped: 1

# Amenities and infrastructure were also mainly highlighted in comments as barriers



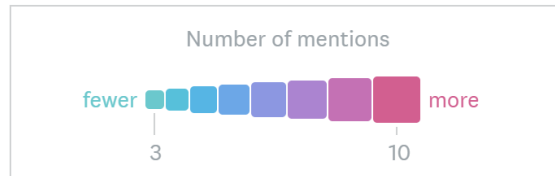
Q5: What are the biggest barriers/challenges to growing the visitor economy in Waitaki?



# Barriers to growing the visitor economy in the community were broader

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attractions Accomodation accommodation stop support Oamaru  
parking businesses need know Lack infrastructure  
visitors None Otematata want local town district people  
tourist



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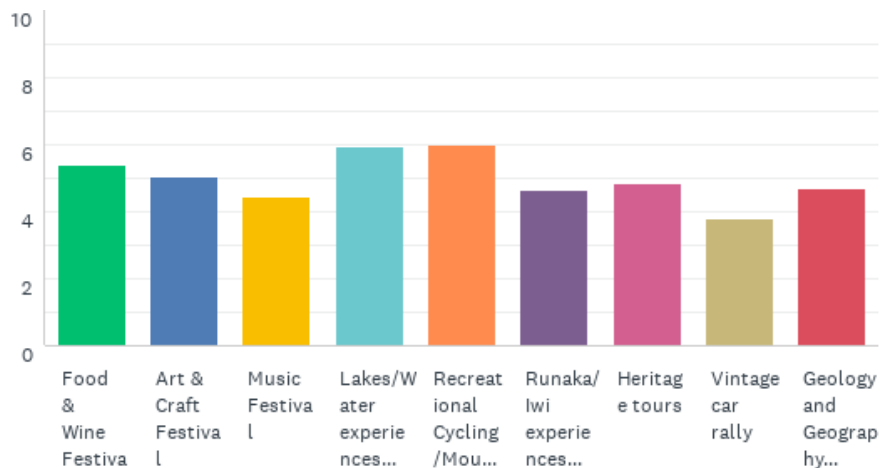
Q5: What are the biggest barriers/challenges to growing the visitor economy in your community?

# Comments highlighted the need for a more holistic approach for resolution



**Q6: What are the biggest barriers/challenges to growing the visitor economy in your community?**

## Outdoor and Water related experiences ranked strongly



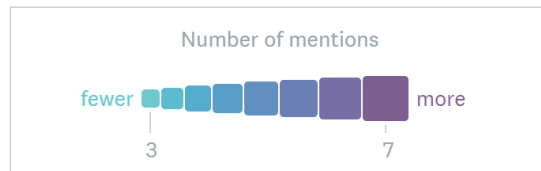
Food & Wine Festival	5.38
Art & Craft Festival	5.03
Music Festival	4.44
<b>Lakes/Water experiences - boating, kayak etc</b>	<b>5.95</b>
<b>Recreational Cycling/Mountain biking experiences</b>	<b>6</b>
Runaka/Iwi experiences and stories	4.67
Heritage tours	4.86
Vintage car rally	3.81
Geology and Geography tours	4.69

**Q10: What new events & experiences might be created to appeal to visitors and residents? Please rank from highest to lowest (9 -1).**

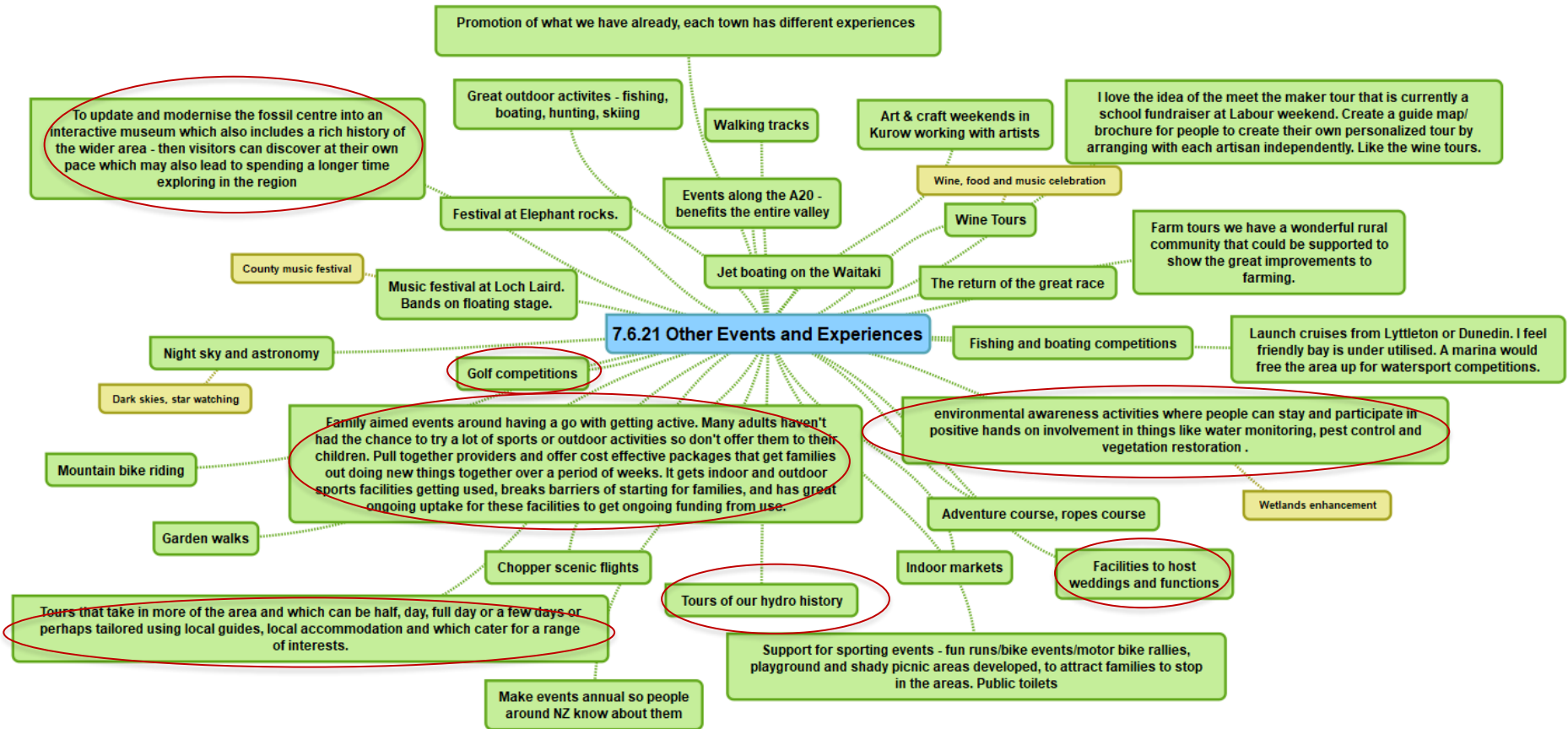
## A range of other ideas were shared

Answered: 51 Skipped:19

boating around bike events families things local used area  
markets tours facilities great offer day competitions  
Music festival people sure fishing



Q11 What other events and experiences would you like to see developed in the future for locals and visitors?



Q11 What other events and experiences would you like to see developed in the future for locals and visitors?

## Breakout 3

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- What three Visitor Events and Experiences would you prioritise for development?
  - How can we develop immersive experiences for these?  
Define the ideal experience.
  - Time: 15 mins
-

## Events and Experiences leveraging our unique assets were prioritised.

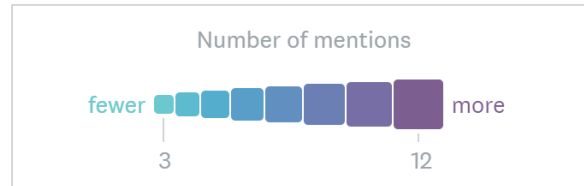


Assets	Idea
Leveraging our Farms/ trails	Recreational horse riding/trekking - Borton's ponds+ Duntroon School "trail ride" fundraising event – expand from bikes to walker/horse riders on Day 2/3. Infrastructure already set up in the gorge. Weekend opportunities?
Alps 2 Ocean Cycle Trail	Looped Trails off the A20 cycle trail
Our Land/histories	Bus tours/ Self driving tours/ walking tours <ul style="list-style-type: none"> <li>• Vineyard Tours; expanded guided tour Operator opportunity- see the valley, learn about the area.</li> <li>• Opportunity for a paid App. QR codes for information sharing.</li> <li>• Magical Mystery Tour</li> <li>• Duntroon walking tour – town quiz linked to history via interpretation boards</li> <li>• Geopark tours – mapped route with rural history/interpretation</li> </ul>
	School Trips- educational programme linked to localising the curriculum. Breadth of storytelling – geology, engineering history, social history, rural history etc
Golf Event	36 hole competition linking up existing golf courses. Target a specific weekend.
Community Halls	Set up regular indoor markets - food/crafts +
Nicol's Blacksmith	Expand the offer whilst ensuring no negative environmental impact– more courses/workshops. Suggestion to melt down/recycle plastic in the blacksmith. There is no waste collection facility today.
Hydro museum	Tell the dam story, the social history story

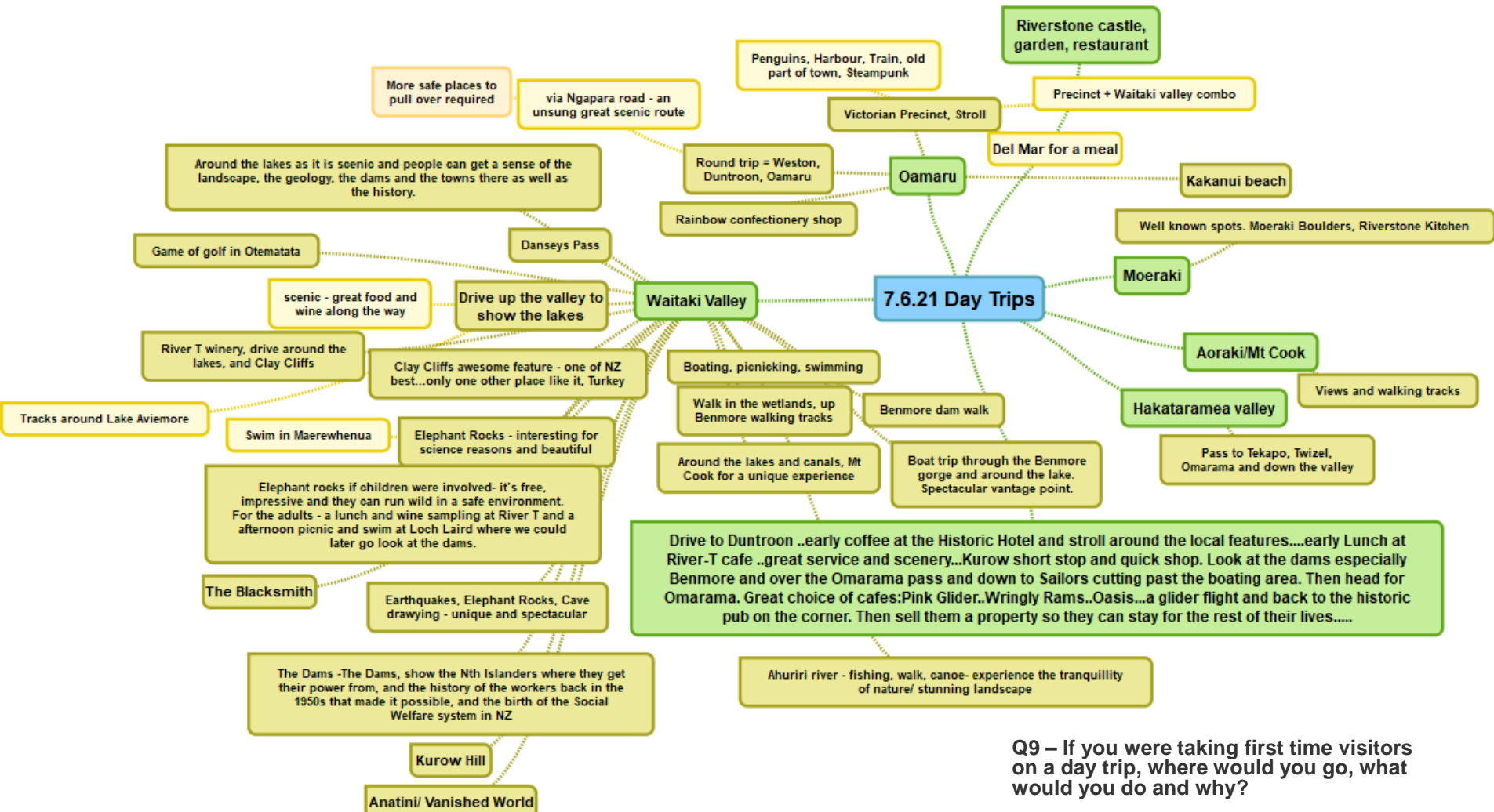
# Trips through the Waitaki Valley featured strongly

back visit Benmore unique Benmore Dam trip Duntroon Depends  
around lakes valley cafe Historic Omarama dams  
walk experience Elephant rocks Great  
Clay Cliffs boating lakes River T winery lunch Winery  
around food Oamaru drive area wetlands

Q9 – If you were taking first time visitors on a day trip, where would you go, what would you do and why?





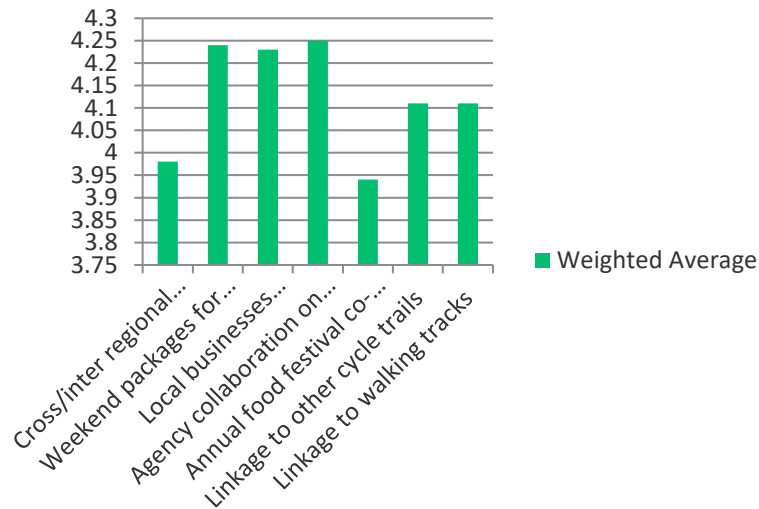


**Q9 – If you were taking first time visitors on a day trip, where would you go, what would you do and why?**

# Balanced weightings across collaboration opportunities

Answered: 67 Skipped:3

What collaboration opportunities could be explored to drive the visitor economy?

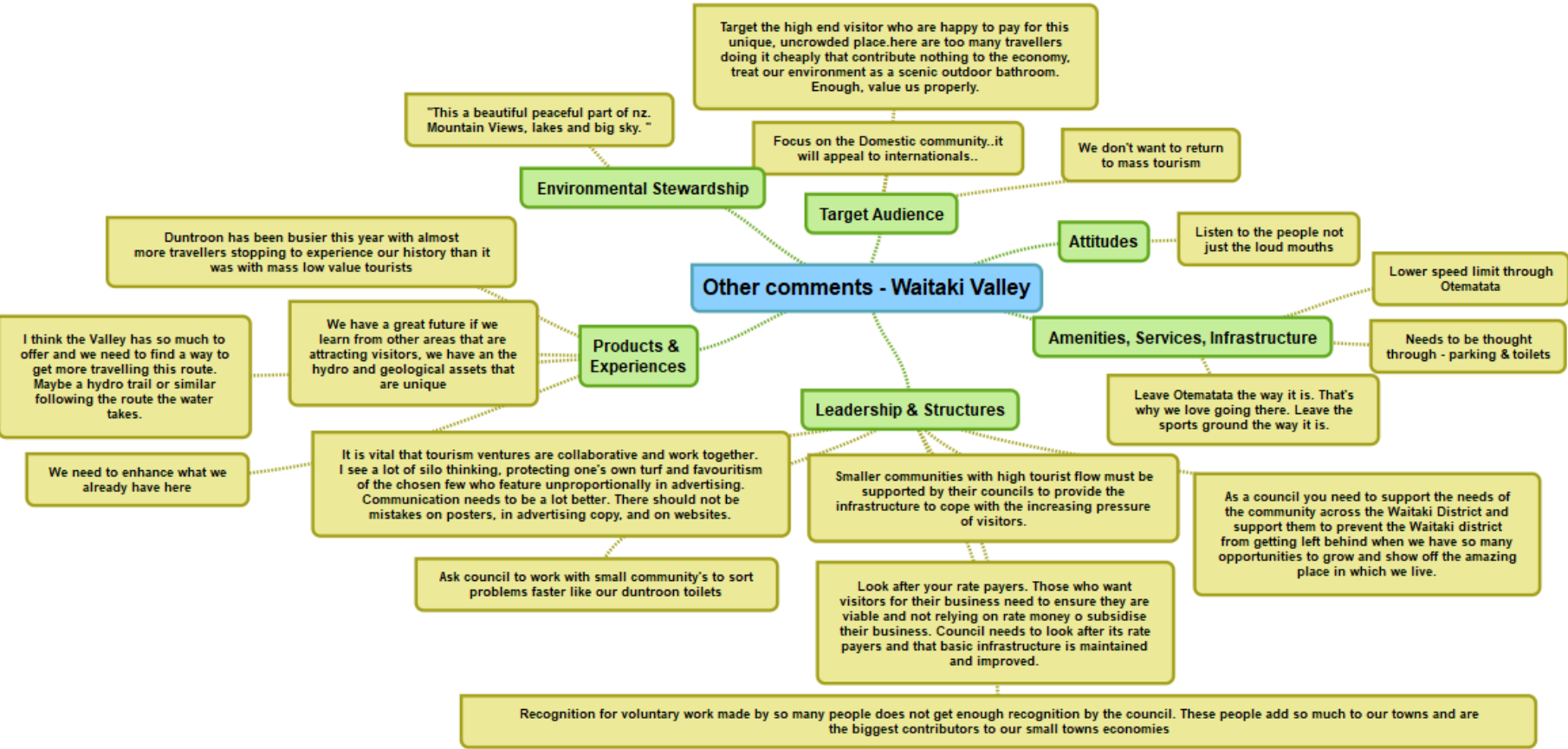


Cross/inter regional collaboration - Dunedin, Central Otago, Mackenzie, Waimate, Timaru	3.98
Weekend packages for targetted groups	4.24
Local businesses partnering to create new opportunities	4.23
Agency collaboration on infrastructure needs	4.25
Annual food festival co-ordinated with other food festivals	3.94
Linkage to other cycle trails	4.11
Linkage to walking tracks	4.11
Other (please specify)	

**Q16: What collaboration opportunities could be explored to drive the visitor economy?**

Local summer events to capitalise on the influx of campers in the area

# Other comments support an holistic approach to Destination Management





# Community Engagement

## Community Engagement – how to ensure on going dialogue



- Waitaki Valley Residents survey will remain open for on going collection of response.
  - [www.waitaki.govt.nz/DestinationManagement-WaitakiValleyResidentsSurvey](http://www.waitaki.govt.nz/DestinationManagement-WaitakiValleyResidentsSurvey)
- Lack of connection between rural townships across the valley was flagged as a barrier today – “how do we get the valley talking?”
  - Kurow group still to be run (survey currently being promoted in The Bugle)
  - Request to ensure Papakaio is engaged too.
  - Discussion to be raised at next Governance/Working Group meeting.
- Results from surveys and all groups to be made available on Tourism Waitaki website.