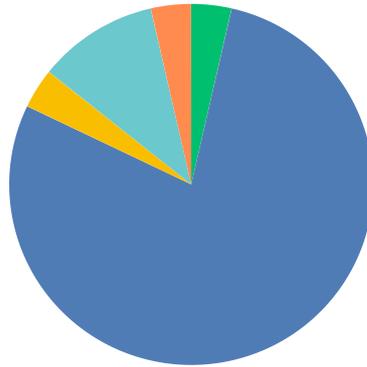


Q1 Where in the Waitaki do you live?

Answered: 28 Skipped: 0



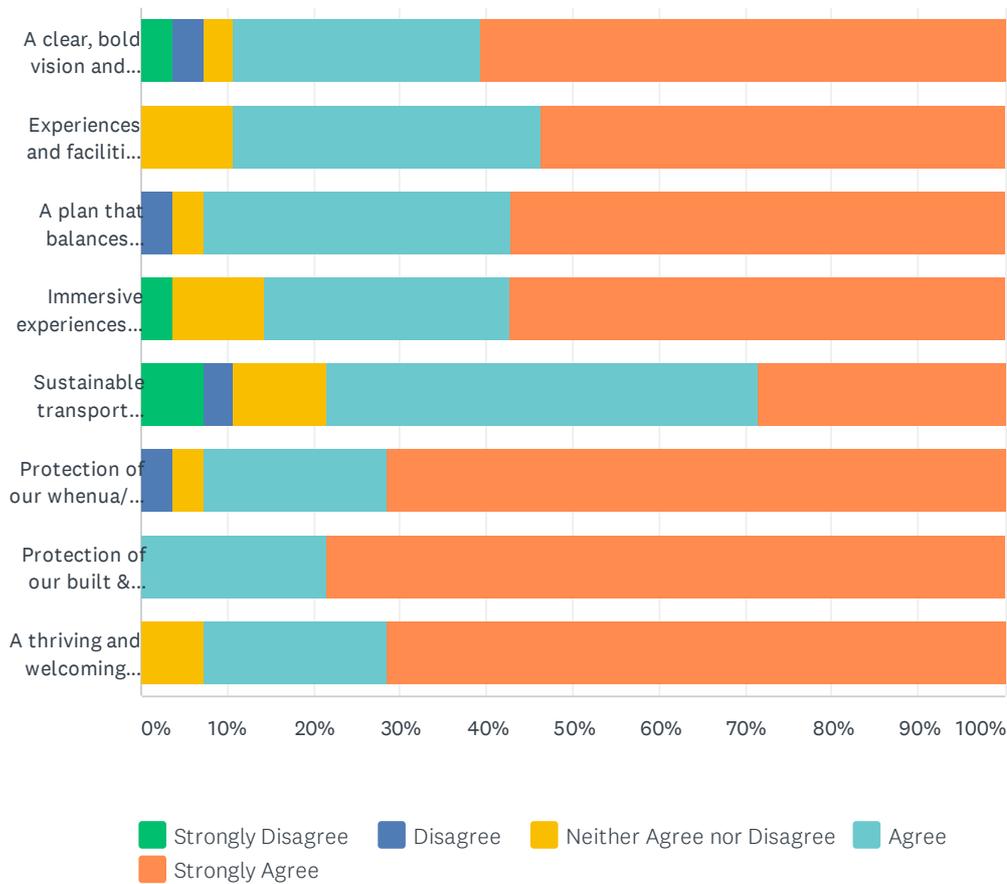
■ Waitaki Valley/Ahuriri Ward
 ■ Oamaru Ward
 ■ Corriedale Ward
 ■ Waihemo Ward
 ■ Other (please specify)

ANSWER CHOICES	RESPONSES	
Waitaki Valley/Ahuriri Ward	3.57%	1
Oamaru Ward	78.57%	22
Corriedale Ward	3.57%	1
Waihemo Ward	10.71%	3
Other (please specify)	3.57%	1
TOTAL		28

#	OTHER (PLEASE SPECIFY)	DATE
1	What do you mean by live? I sleep in Oamaru but live most of my life in Duntroon (Waitaki Valley)	6/13/2021 8:21 PM

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

Answered: 28 Skipped: 0



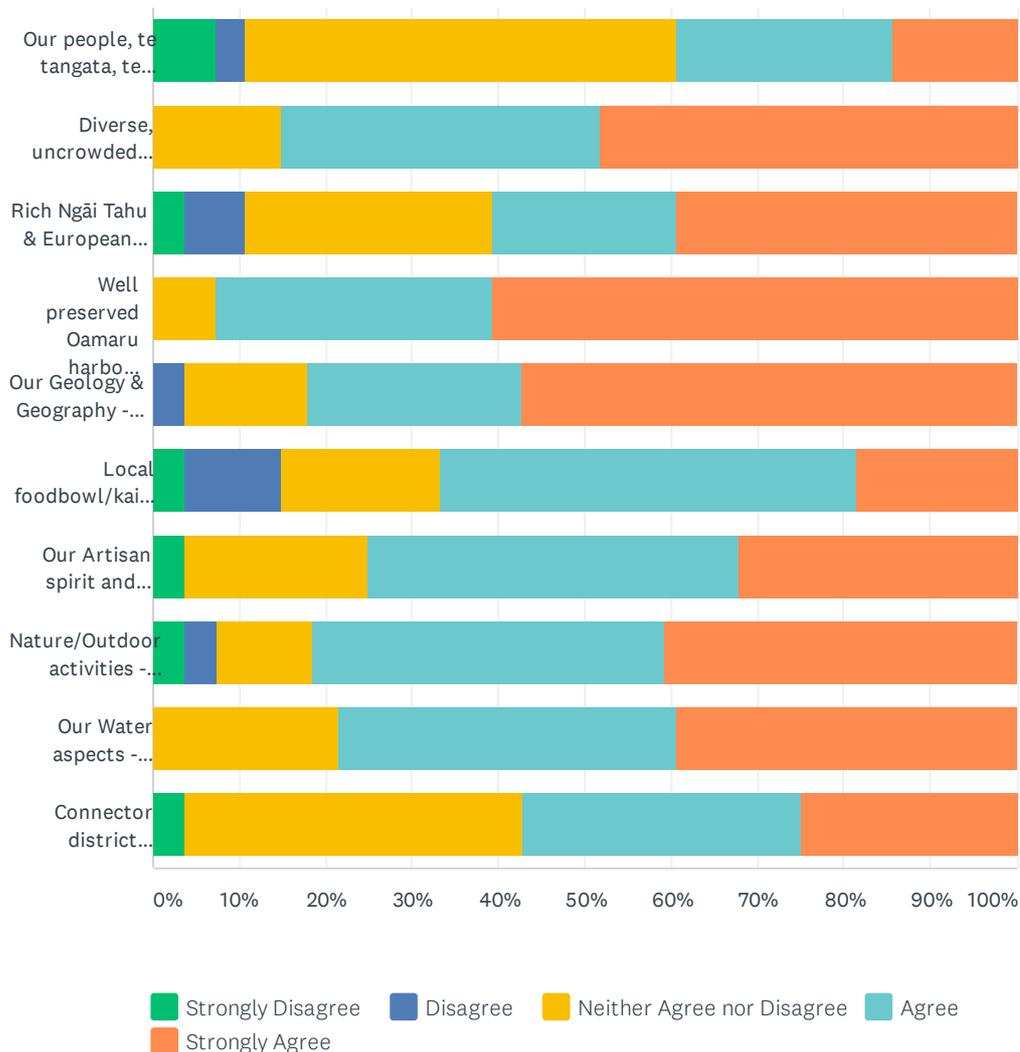
	STRONGLY DISAGREE	DISAGREE	NEITHER AGREE NOR DISAGREE	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
A clear, bold vision and identity for Waitaki vs other districts	3.57% 1	3.57% 1	3.57% 1	28.57% 8	60.71% 17	28	4.39
Experiences and facilities sympathetic to our built and physical landscape	0.00% 0	0.00% 0	10.71% 3	35.71% 10	53.57% 15	28	4.43
A plan that balances social, cultural, environmental and economic outcomes	0.00% 0	3.57% 1	3.57% 1	35.71% 10	57.14% 16	28	4.46
Immersive experiences linked to our culture, heritage and values	3.57% 1	0.00% 0	10.71% 3	28.57% 8	57.14% 16	28	4.36
Sustainable transport evolution	7.14% 2	3.57% 1	10.71% 3	50.00% 14	28.57% 8	28	3.89
Protection of our whenua/natural environment	0.00% 0	3.57% 1	3.57% 1	21.43% 6	71.43% 20	28	4.61
Protection of our built & cultural heritage and stories	0.00% 0	0.00% 0	0.00% 0	21.43% 6	78.57% 22	28	4.79
A thriving and welcoming district for visitors	0.00% 0	0.00% 0	7.14% 2	21.43% 6	71.43% 20	28	4.64

#	OTHER (PLEASE SPECIFY)	DATE
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1	Unique cohesive visitor experiences.	6/11/2021 5:02 PM
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Q3 What makes Waitaki unique and different compared to other destinations? Please rate.

Answered: 28 Skipped: 0



Waitaki Destination Management - Heritage & Culture

	STRONGLY DISAGREE	DISAGREE	NEITHER AGREE NOR DISAGREE	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
Our people, te tangata, te tangata	7.14% 2	3.57% 1	50.00% 14	25.00% 7	14.29% 4	28	3.36
Diverse, uncrowded landscapes, easily navigated	0.00% 0	0.00% 0	14.81% 4	37.04% 10	48.15% 13	27	4.33
Rich Ngāi Tahu & European heritage and stories	3.57% 1	7.14% 2	28.57% 8	21.43% 6	39.29% 11	28	3.86
Well preserved Oamaru harbour, Victorian precinct and the district's architectural heritage	0.00% 0	0.00% 0	7.14% 2	32.14% 9	60.71% 17	28	4.54
Our Geology & Geography - ancient landscapes/ limestone	0.00% 0	3.57% 1	14.29% 4	25.00% 7	57.14% 16	28	4.36
Local foodbowl/kai and producers	3.70% 1	11.11% 3	18.52% 5	48.15% 13	18.52% 5	27	3.67
Our Artisan spirit and crafts	3.57% 1	0.00% 0	21.43% 6	42.86% 12	32.14% 9	28	4.00
Nature/Outdoor activities - variety for all interests and seasons	3.70% 1	3.70% 1	11.11% 3	40.74% 11	40.74% 11	27	4.11
Our Water aspects - lakes, rivers, beaches	0.00% 0	0.00% 0	21.43% 6	39.29% 11	39.29% 11	28	4.18
Connector district between Otago and Canterbury	3.57% 1	0.00% 0	39.29% 11	32.14% 9	25.00% 7	28	3.75

#	OTHER (PLEASE SPECIFY)	DATE
1	Please note the Ngai Tahu were not the original people to inhabit this region.	6/13/2021 5:27 PM
2	No 3 should be important but even whats up now isnt correct	6/11/2021 6:21 PM
3	I wish you had separated out the "Rich Ngai Tahu & European heritage and stories" question, since I fear that the Ngai Tahu story is largely untold and unknown by many in the district, including long-term residents. The local iwi should be encouraged to step up and make its stories better known. Also, the local foodbowl issue is one that I wish were better explained--not enough people are marketing their produce as "Waitaki Grown" and too few local food vendors make a point of using local produce or highlighting it when they do.	6/11/2021 4:34 PM

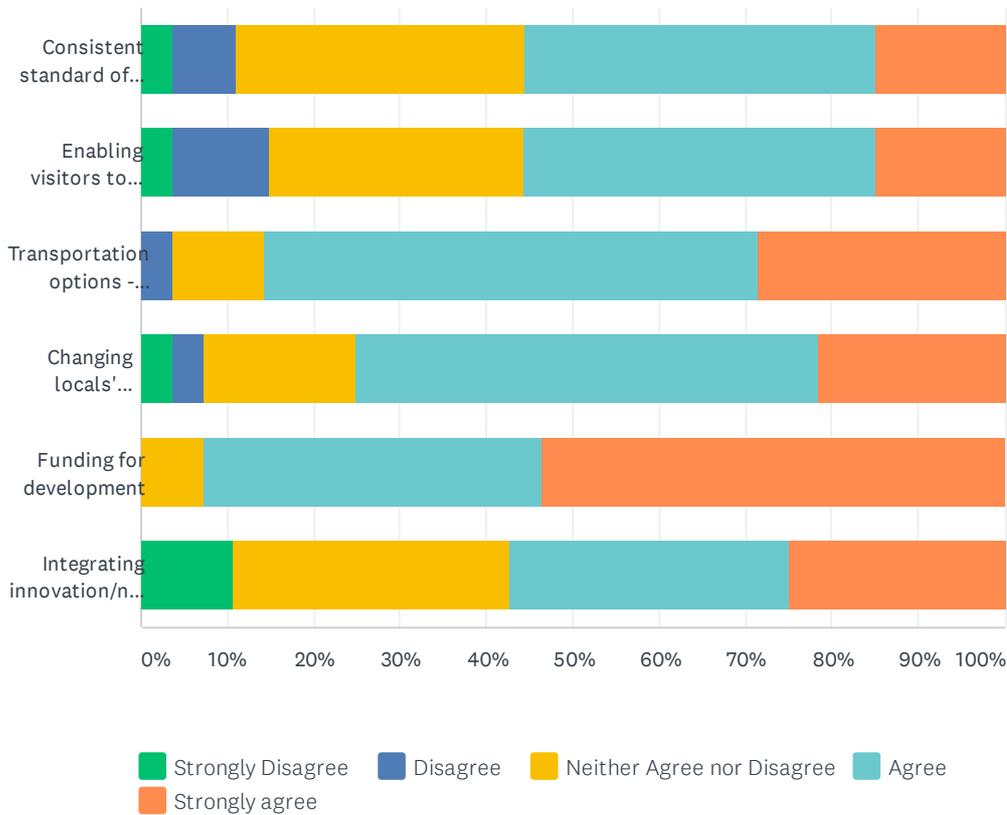
Q4 How would you describe Waitaki to a potential visitor in three words?

Answered: 27 Skipped: 1

#	RESPONSES	DATE
1	*Steampunk *Victorian *Geopark	6/22/2021 3:53 PM
2	Surprising, engaging, diverse	6/21/2021 7:41 PM
3	Unexpected Authentic Quirky	6/21/2021 11:44 AM
4	Diverse, climate, opportunities	6/17/2021 6:55 PM
5	welcome to Waitaki	6/17/2021 5:59 PM
6	Different from anywhere!	6/17/2021 1:33 PM
7	History. Creativity. Characterful.	6/15/2021 10:51 PM
8	Art harbour steampunk	6/14/2021 11:10 PM
9	A place where heritage and culture comes alive	6/14/2021 5:54 PM
10	landscapes, heritage, uncluttered	6/14/2021 5:48 PM
11	Unique, diverse, enriching.	6/14/2021 12:56 PM
12	History, Art, Nature	6/14/2021 12:12 PM
13	Waitaki has: heritage, unspoiled countryside.	6/14/2021 10:21 AM
14	Uncrowded, Historic, landscape	6/14/2021 10:20 AM
15	Unique and Distinctive	6/14/2021 8:39 AM
16	Unique. Welcoming. Fun.	6/13/2021 5:27 PM
17	Best Kept Secret	6/13/2021 10:53 AM
18	unique interesting friendly	6/12/2021 8:20 PM
19	full of interest	6/11/2021 8:58 PM
20	Cliques, unspoilt, variety	6/11/2021 8:47 PM
21	Concoction of Different times and Spaces..	6/11/2021 6:21 PM
22	There is many things going for Oamaru but no-one know when and where.	6/11/2021 5:36 PM
23	Tranquil, friendly, heritage	6/11/2021 5:08 PM
24	Unique, charming, diverse	6/11/2021 5:02 PM
25	Looking for different	6/11/2021 4:35 PM
26	Uncrowded, natural, historical. But why are you imposing an unnatural "three word" limit?	6/11/2021 4:34 PM
27	Unique, unspoiled, nostalgic	6/11/2021 4:04 PM

Q5 What are the biggest barriers/challenges to growing the visitor economy in Waitaki? Please rate.

Answered: 28 Skipped: 0



	STRONGLY DISAGREE	DISAGREE	NEITHER AGREE NOR DISAGREE	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
Consistent standard of infrastructure across the district to support sustainability	3.70% 1	7.41% 2	33.33% 9	40.74% 11	14.81% 4	27	3.56
Enabling visitors to look after the environment	3.70% 1	11.11% 3	29.63% 8	40.74% 11	14.81% 4	27	3.52
Transportation options - to/from/around the district	0.00% 0	3.57% 1	10.71% 3	57.14% 16	28.57% 8	28	4.11
Changing locals' attitudes to visitors	3.57% 1	3.57% 1	17.86% 5	53.57% 15	21.43% 6	28	3.86
Funding for development	0.00% 0	0.00% 0	7.14% 2	39.29% 11	53.57% 15	28	4.46
Integrating innovation/new technology into visitor experiences	10.71% 3	0.00% 0	32.14% 9	32.14% 9	25.00% 7	28	3.61

#	OTHER (PLEASE SPECIFY)	DATE
1	Marketing and promotion	6/17/2021 1:33 PM
2	identifying and focusing on our target market	6/14/2021 12:56 PM
3	Information centres, local tour operators to show people where everything is, letting people know of the suggested itineraries available online, public transport	6/14/2021 10:20 AM
4	Lack of information of 'what to see' once people are in town. Target hotels and shopkeepers as our hidden marketers of our district. As in camping grounds - give out brochures on local	6/13/2021 10:53 AM

Waitaki Destination Management - Heritage & Culture

	attractions with discount.	
5	Staff shortages across the area impact negatively upon service, hours and quality of services, people resistant to new ideas, needs to be appreciation of and integration of new ideas.	6/11/2021 8:47 PM
6	doing the same over the hole district	6/11/2021 6:21 PM
7	No One Calendar for all Waitaki events,	6/11/2021 5:36 PM
8	Cohesive vision that is strategically mapped out	6/11/2021 5:02 PM
9	The biggest barrier that I see is that there is a chicken/egg conundrum at play: we need more tourism businesses to enable the district to thrive as a tourism destination, but those businesses cannot make a go of it without enough visitors to make it economically feasible. Lack of capital, short-term profitability expectations and seasonality all work against new businesses.	6/11/2021 4:34 PM
10	Funding for heritage preservation	6/11/2021 4:04 PM

Q6 Which built heritage and cultural assets in Waitaki are underutilised and could be developed to benefit visitors and the community? List your top three.

Answered: 28 Skipped: 0

#	RESPONSES	DATE
1	Willetts collection Oamaru gardens Gallery and Museum Local Artisans Victorian Heritage Steampunk art and experiences Totara Estate & Clarks Mill Mountainbike and walk tracks	6/22/2021 3:53 PM
2	North End Oamaru RSA Building - Location Harbour	6/21/2021 7:41 PM
3	Early rural farm buildings - some are showing signs of neglect and the owners need encouragement to maintain them. Some might also not know their significance. The annual Music Camp at WBHS - utilise the school boarding buildings for other 'camps' during school holidays. The 'forgotten' stories - whaling, churches, cemeteries, little neighbourhood shops (they're still there); Sir John McKenzie/break up of the big estates - who were those farmers; State housing (Oamaru had Oamaru stone State houses, did anywhere else?)	6/21/2021 11:44 AM
4	Harbour st, the harbour area, walking tracks on the cape.	6/17/2021 6:55 PM
5	The railways that built the breakwater and harbour The way the railways helped the people of North Otago The way that the volunteer get in and work even with out help from the council.	6/17/2021 5:59 PM
6	Spaces in the 'historic precinct' Sumpters Wharf	6/17/2021 1:33 PM
7	Harbour Str (too many empty buildings); Friendly Bay (& environs) Holmes Wharf (sheds not utilised)	6/15/2021 10:51 PM
8	Not sure	6/14/2021 11:10 PM
9	Cape Wanbrow , Industrial heritage , Clarks Mill site	6/14/2021 5:54 PM
10	harbour, Victorian precinct, rural factories (e.g. Clarks mill, Ngapara Mill)	6/14/2021 5:48 PM
11	The Victorian Precinct The Harbour and coastline Rail travel potential	6/14/2021 12:56 PM
12	Victorian Precinct, Forrester Gallery, Waitaki Museum and Archive	6/14/2021 12:12 PM
13	RSA.building, Old railway station (restaurant at present), Stop allowing heritage buildings in Thames St being replaced with modern buildings - or at least made to retain their facade.	6/14/2021 10:21 AM
14	Somewhere to go to learn specifically about our Ngai Tahu history.	6/14/2021 10:20 AM
15	Waitaki Museum Opera House i Centre	6/14/2021 8:39 AM
16	Our Fossil story is unique and should be further developed Our Tangata Whenua stories (apart from Rock art) are waiting to be told. Explore the Waitaki Valley = Maori heritage + Stunning landscape changes + early large Farming Estates + Hydro Development and Social welfare stories + A2O + Camping paradise	6/13/2021 8:21 PM
17	Many of our buildings are vastly underutilised. The story of the Waitaha people is in danger of cultural appropriation by others Our fantastically productive soil is being squandered to unfettered development and destructive farming practices	6/13/2021 5:27 PM
18	Our diverse ethnicities - eg. Tongan population Cape Wanbrow RSA Building	6/13/2021 10:53 AM
19	buildings archive advertising	6/12/2021 8:20 PM
20	Harbour Street. NO sensible informative INTERPRETATION available. No District Plan based web accessible list or diagram (map) of the interesting places, of which there are many (accepting as one must, that most are inaccessible to the public!) An accessible and comprehensive "reveal" of the District's deep engineering and development heritage - free from both SteamPunk and Victorian bustle and bicycle bullshit.	6/11/2021 8:58 PM
21	Vanished World looks tired, dusty and run down and needs a revamp.	6/11/2021 8:47 PM
22	The Museum and its people.. the Iwi experance.. WAITAKI TAOKA (WILLETTS COLLECTION)	6/11/2021 6:21 PM
23	1. All cultural significant sites ie bolders, rock art, fishing and gathering grounds 2. Museum 3. Our Rivers	6/11/2021 5:36 PM

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24	Friendly Bay Esplanade The sea front along Humber Street The old red sheds towards the penguins viewing area	6/11/2021 5:08 PM
25	Whitestone buildings, Harbour area, potential with township murals and 'congregation' areas.	6/11/2021 5:02 PM
26	Historic Precinct Waitaha Harbour	6/11/2021 4:35 PM
27	Ngai Tahu sites (e.g. Maerewhenua and Takiroa) Clay Cliffs Wine country	6/11/2021 4:34 PM
28	Entire Heritage Precinct! Harbour area	6/11/2021 4:04 PM

Q7 In your area, which built heritage and cultural assets would you prioritise for investment development and why?

Answered: 28 Skipped: 0

#	RESPONSES	DATE
1	Victorian Precinct - encourage business investments and grow the experiences with funding for events and activities that give year round vibrancy.	6/22/2021 3:53 PM
2	In our area, our building would be the most significant due to its age, but In general we would like to see the North End be more developed and made more inclusive as part of Heritage celebrations etc	6/21/2021 7:41 PM
3	The Geopark because it encompasses everything from the bottom up. A spectacular geopark 'HQ' somewhere in the District would be an amazing draw card for visitors.	6/21/2021 11:44 AM
4	Buildings within main business district, Tyne,tees,and harbour st, to connect the entire business precinct to the harbour area . Use the attractive landscape to the best advantage by opening up the water front with walking tracks and cafes.	6/17/2021 6:55 PM
5	I see so much work need to be done to get the heritage of the harbour right as there as was never a harbour there it was just a gravel beach there, one of the early jobs was need to be built was a railway along the cliff face just above the water line. So that gravel could be moved to where it was need to build the breakwater, part of the wooden trisel from the 1870s is sill there today and we sill run over it.	6/17/2021 5:59 PM
6	The historic precinct and harbour area. This would include the block bounded by Itchen, Tees, Wansbeck and Tyne Street, and around the harbour to the breakwater. This area has excellent structural heritage, and incredible potential for living heritage experiences including active street theatre. It is imperative this embraces our cultural heritage including the role of Maori in the port. Since 'lockdown' visitors (and many locals) have shown a significant interest in 'our stories' and learning about and experiencing heritage activities.	6/17/2021 1:33 PM
7	As above in question 6	6/15/2021 10:51 PM
8	The old precinct	6/14/2021 11:10 PM
9	The story of the first peoples, their innovation and adaptation to a new place , skilled exploration and the acquisition of new knowledge based on the land forms and the resources of the land sea,lakes, and wet lands of the district . A significant part of the story encapsulated in the museums Waitaha /Willets collection. The story of European settlers and how they responded to new land and its challenges . The built Heritage stories of the " Victorian" precinct,harbour,Totara Estate and the Clarks Mill site could be clustered together and used to tell the unique Victorian industrial history that was initiated at the " Edge of the British Empire". The way a community at great distant from its market adapted new technology to overcome the barriers of distance .	6/14/2021 5:54 PM
10	Victorian precinct - leverage existing unique asset	6/14/2021 5:48 PM
11	Victorian Precinct and Harbour - most visitors are attracted to the area because of the uniqueness of the Victorian precinct and harbour/coastline. Both these assets deserve further investment in the right areas to provide visitors with a unique and enriching visitor experience.	6/14/2021 12:56 PM
12	I am biased but Forrester Gallery and Waitaki Museum because those who visit them get great pleasure from them but they could be developed and marketed further to make the most of the existing investment in them	6/14/2021 12:12 PM
13	Dead areas of the Victorian precinct	6/14/2021 10:21 AM
14	Access to Puketapu mountain and a visitor centre to inform visitors to Palmerston where they might find information	6/14/2021 10:20 AM
15	i centre should be the number one entry point to the Victorian Precinct	6/14/2021 8:39 AM
16	Waitaki Valley - Journeys of a life time: Maori journeys - Duntroon (Fossil Centre +Blacksmith + Elephant Rocks)-Kurow (Wine + Waitaki Dam + Birthplace of Social Welfare) - Otematata (Moranes + Benmore Dam) , Omarama (Gliding + Clay Cliffs. Development of this Route and its stories provides a strong link off HWY 8 down HWY 83 to Oamaru.	6/13/2021 8:21 PM
17	Central historic Precinct needs a cohesive plan of care and development and not the current ad hoc stuff	6/13/2021 5:27 PM

Waitaki Destination Management - Heritage & Culture

18	The Victorian Precinct - most visitors 'stumble' on it and it is truly the Jewel in the Crown of Oamaru. Our architecture is most photographed and talked about by all. The quirkiness of Steampunk and our Art Culture blends well with that area. We have sent so many visitors there who have come back in awe and posted photos on their FB page (for instance) to show off to their friends. Do not lose sight that along with the Little Blues, this is our main attraction.	6/13/2021 10:53 AM
19	Upgrade buildings owned by WDC for use eg settlers hall, RSA	6/12/2021 8:20 PM
20	In town, the Buildings of the Harbour Block. Quite separately from the soya soap, artists premises and decorator-supplies stores.	6/11/2021 8:58 PM
21	Kai Tahu stories.	6/11/2021 8:47 PM
22	Chinese village.. railway and other bridges.. anything on heritage list... and the buildongd at deepdell.	6/11/2021 6:21 PM
23	Puketapu and all other Kai Tahu landmarks	6/11/2021 5:36 PM
24	As above. 1. Friendly Bay and Esplanade - should be part of the Harbour St precinct. 2. A big and walking path along the Humber Street seafront to Waitaki Boys High.	6/11/2021 5:08 PM
25	Tees Street needs developing. There is potential with Wansbeck Street in the last block leading down to the roundabout. The Farmers Market needs to be creatively developed - same purpose but with originality and flair and encompass some sheltered areas for wet weather.	6/11/2021 5:02 PM
26	Historic precinct under utilised and expansive vision on what is needed to attract visitors to Oamaru for more than one night.....as demonstrated when events are on.	6/11/2021 4:35 PM
27	The Ngai Tahu stories around Moeraki and the coast between there and Oamaru--these clearly should have more of a story than is currently in evidence, and giving people more of an understanding of their significance would benefit both visitors and residents alike.	6/11/2021 4:34 PM
28	Heritage Precinct and Harbour area as contiguous built environments that are unique in NZ	6/11/2021 4:04 PM

Q8 If you were introducing new visitors to the district's rich past, what key stories would you share and why?

Answered: 28 Skipped: 0

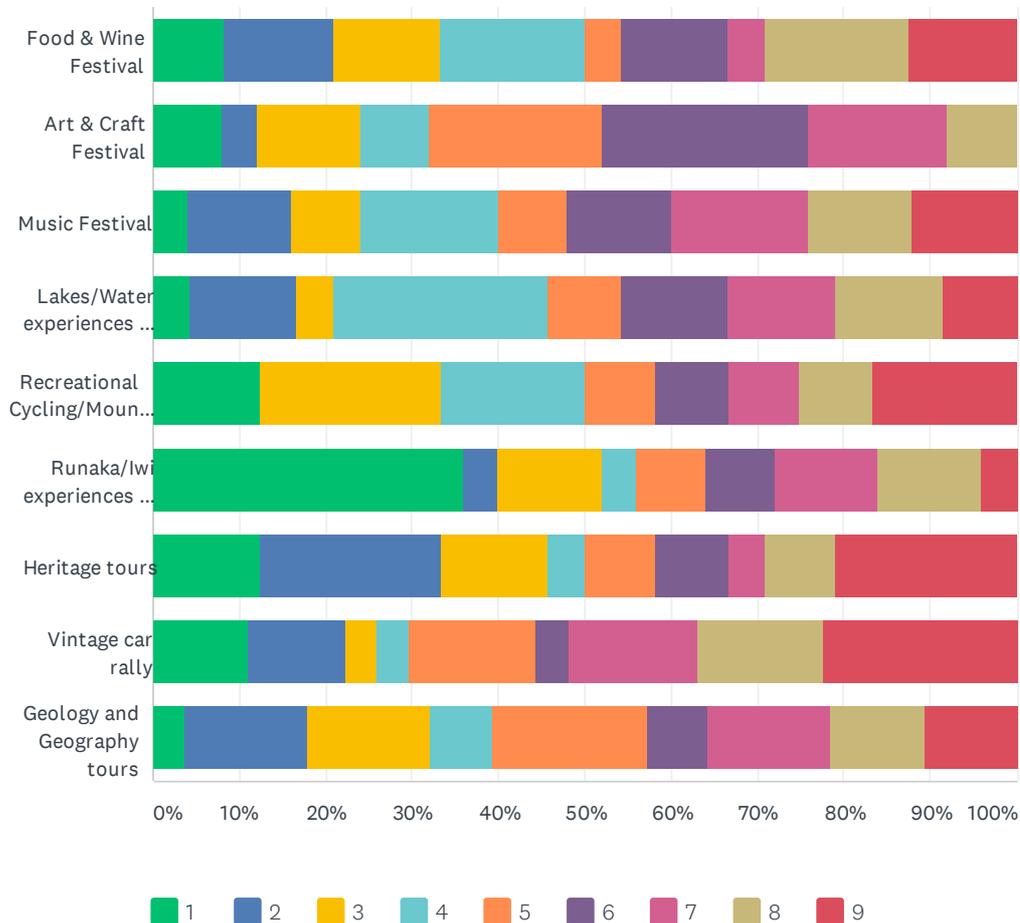
#	RESPONSES	DATE
1	Maori Heritage - Ngai Tahu and Waitaha European Heritage - Victorian architecture, Meat and wool etc.... Alternative heritage - ie: steampunk	6/22/2021 3:53 PM
2	Our story for being the oldest Oamaru stone building and information about our original owner, then how frozen meat was first exported from Oamaru etc	6/21/2021 7:41 PM
3	Waitaki River - Maori stories, recreation, electricity, irrigation/farming, geology and ecology. Grain and wool farming stories - they are the 'why' for the Victorian Precinct and harbour.	6/21/2021 11:44 AM
4	The innovative manufacturers and farming community who developed the town	6/17/2021 6:55 PM
5	I like to show off to all visitors come on our railway that can be 2000 to 3000 per year and let them know some of the stories about this part of the town.	6/17/2021 5:59 PM
6	Stories about characters - the real stories of our real hero's! Sumpter, a founding father of Oamaru. Robison and his tiny hut. Capt John Whitson's room at the Criterion and the stories of his contribution to our ongoing economy, his enduring kindness and the tragedy of his death; the early 'working' girls; swaggers, stories of mystery and intrigue, success and loss, wealth and poverty - stories that built the economy, stories that made us who we are!	6/17/2021 1:33 PM
7	Harbour for shipping/exporting, immigration & customs - staging post for landing in the district; discovering limestone as the prominent building material after discovering no trees in area; cropping/agricultural/farming history.	6/15/2021 10:51 PM
8	I am unaware of the stories	6/14/2021 11:10 PM
9	The story of the first people , the way they were able to adapt and use the resources in their new environment. The stories that are related to the Oamaru limestone , from deep time to the use of the stone for buildings and improving the the lands fertility,the boom of wheat growing , the improvements of technology that was integral to this, both flour milling and methods of land cultivation, the sheep story and the massive land estates , the pioneering frozen meat industry and the successful breeding of sheep tailored for this new market.	6/14/2021 5:54 PM
10	water power, electricity, mahinga kai, Victorians and agriculture	6/14/2021 5:48 PM
11	The story of the Waitaha people and their settlement of the district , the story of the first settlers (whaling and seal hunting), the great storm of 1868 and the building of the breakwater evolving to the shipment of grain and the first frozen meat from Oamaru port. Stories of the first farmers in the area and the stock crossings of the Waitaki River and other interesting early stories of local characters. These are the stories that have shaped the district and have given the district its unique character. This history could be included in an audio visual experience.	6/14/2021 12:56 PM
12	story of Arai Te Uru and Maori arrival, Victorian development of Oamaru, frozen meat export/general farming heritage	6/14/2021 12:12 PM
13	The history of the Victorian precinct and how it came to have been preserved because it is what sets Oamaru apart from other NZ towns.	6/14/2021 10:21 AM
14	The agricultural innovation ones (Totara Estate, the irrigation story), the story of Waitaha and Kati Mamoe at Moeraki and how they link, Gold mining.	6/14/2021 10:20 AM
15	Totara Park as the start of frozen shipments to the UK Victorian Precinct as the home of Oamaru Victorian Industry Holmes wharf which was an important start and finish of imports and exports	6/14/2021 8:39 AM
16	Early Maori settlement and Journeys. Establishment of the Large Estates and associated agriculture development. Development of Oamaru as the regional Centre and the need for an export Port. The stunning Neo-classical architectural legacy due to lack of trees and availability of Ototara Limestone. Entrepreneurial nature of the settlers in engineering Oamaru's water scheme.	6/13/2021 8:21 PM
17	Our geological diversity, because it's so interesting The original inhabitants, the Waitaha, as they are in danger of being overlooked Gold and grain, and frozen meat, the European influence	6/13/2021 5:27 PM

Waitaki Destination Management - Heritage & Culture

18	The Breakwater, how and why it was constructed and its uniqueness (its own concrete plant). Our Engineering Heritage - which includes the Water Race and how that also powered water turbines for industrial generators etc. in a time when there was no electricity. (Eg The Totara Estate)	6/13/2021 10:53 AM
19	Early people and limestone quarries	6/12/2021 8:20 PM
20	The heritage of The Borough Race (town water supply). It was innovative, unique, environmentally friendly long before we gave a toss about that and it guaranteed Oamaru township's survival (as would any other functional and effective town water supply have done)	6/11/2021 8:58 PM
21	Waitaha and Kai Tahu stories, the stories of women, Totara frozen meat shipment etc	6/11/2021 8:47 PM
22	all things Maori.. the gold trail... from there to now.. that covers all people arriving here in Waihemo.	6/11/2021 6:21 PM
23	Traditional & Colonial Settlement	6/11/2021 5:36 PM
24	1. The Frozen Lamb story and Totara Estate. 2. History of the seafront and the port and jetties 3. English and Scottish links from 1850s onwards 4. Amazing variety of architecture, public and domestic	6/11/2021 5:08 PM
25	Development of the Harbour Moeraki and Geology Development of Oamaru as a town	6/11/2021 5:02 PM
26	The Waitaha people the pioneers and dreamers.	6/11/2021 4:35 PM
27	The geological story of the formation of the district's key geosites--these are truly unique and are not appreciated enough by anyone.	6/11/2021 4:34 PM
28	Frozen meat trade - living history. Limestone - foundation everything here is built on (agriculture, industry, heritage).	6/11/2021 4:04 PM

Q9 What events & experiences might be developed to better leverage our built and cultural heritage? Please rank from highest to lowest (9 -1).

Answered: 28 Skipped: 0



Waitaki Destination Management - Heritage & Culture

	1	2	3	4	5	6	7	8	9	TOTAL	SCORE
Food & Wine Festival	8.33% 2	12.50% 3	12.50% 3	16.67% 4	4.17% 1	12.50% 3	4.17% 1	16.67% 4	12.50% 3	24	4.9
Art & Craft Festival	8.00% 2	4.00% 1	12.00% 3	8.00% 2	20.00% 5	24.00% 6	16.00% 4	8.00% 2	0.00% 0	25	4.9
Music Festival	4.00% 1	12.00% 3	8.00% 2	16.00% 4	8.00% 2	12.00% 3	16.00% 4	12.00% 3	12.00% 3	25	4.5
Lakes/Water experiences - boating, kayak etc	4.17% 1	12.50% 3	4.17% 1	25.00% 6	8.33% 2	12.50% 3	12.50% 3	12.50% 3	8.33% 2	24	4.7
Recreational Cycling/Mountain biking experiences	12.50% 3	0.00% 0	20.83% 5	16.67% 4	8.33% 2	8.33% 2	8.33% 2	8.33% 2	16.67% 4	24	4.9
Runaka/Iwi experiences and stories	36.00% 9	4.00% 1	12.00% 3	4.00% 1	8.00% 2	8.00% 2	12.00% 3	12.00% 3	4.00% 1	25	6.0
Heritage tours	12.50% 3	20.83% 5	12.50% 3	4.17% 1	8.33% 2	8.33% 2	4.17% 1	8.33% 2	20.83% 5	24	5.1
Vintage car rally	11.11% 3	11.11% 3	3.70% 1	3.70% 1	14.81% 4	3.70% 1	14.81% 4	14.81% 4	22.22% 6	27	4.2
Geology and Geography tours	3.57% 1	14.29% 4	14.29% 4	7.14% 2	17.86% 5	7.14% 2	14.29% 4	10.71% 3	10.71% 3	28	4.8

Q10 What other Events and Experiences would you like to see developed in the future for locals and visitors?

Answered: 26 Skipped: 2

#	RESPONSES	DATE
1	Vibrancy all year round in Oamaru - artisans and street performers - projection and lighting festivals - mid winter Christmas in Harbour St Celebration of gliding in Omarama Support for development of existing events - Jazz and Blues - Steampunk Festival - Heritage Celebrations etc.....	6/22/2021 3:53 PM
2	Heritage experience which encompass all of Oamaru.	6/21/2021 7:41 PM
3	Rural assets being utilised eg all those 9 hole golf courses in the district; gardening in limestone include estate gardens and rare limestone loving plants; geocaching; short geopark walking trails throughout the district; interactive experiences (not necessarily using a 'device').	6/21/2021 11:44 AM
4	Activities in the harbour , walking tracks along water front, easy access to water front by way of board walks access from humber st to water front	6/17/2021 6:55 PM
5	More of what we do, get better help from the council and not have council hanger on	6/17/2021 5:59 PM
6	Living heritage - authentic traditional experiences - food, artisan craft (learning opportunities), stories with drama! Make it fun!	6/17/2021 1:33 PM
7	Maintaining Steampunk/Fire & Light & Victorian festivals. Motorbike rallies - using Oamaru as a staging post. National and regional sporting events held the yet to be build multi-use sports arena. Thriving farmers in a designated landscaped location. Commissioned street art -especially along lower Wansbeck Street (Gillies building).	6/15/2021 10:51 PM
8	Greater promotion of pre European history	6/14/2021 11:10 PM
9	An improved walking track over Cape Wanbrow to link the Blue penguin and yellow eyed breeding areas. To provide interpretation of the world significant geological aspects of the cape, and the story of the Nationally important fossils located in the area etc	6/14/2021 5:54 PM
10	Salt water swimming pool in the Harbour - great for locals and visitors alike - a unique Oamaru experience. A Music Festival reflective of its title - so if it is to be Jazz it needs to attract nationally/internally recognisable Jazz artists and be advertised nationally/internationally (travel restriction dependent). Could also be an emerging NZ artist festival showcasing up and coming NZ artists - one thing that I hear from many younger visitors to our town is just how cool they think it is - we need to maximise this interest and do some targeted marketing.	6/14/2021 12:56 PM
11	You didn't mention Victorian week in question 9, which is a hugely anticipated event.	6/14/2021 10:21 AM
12	Maori history, our local A&P Shows to cover our rural roots and connect the communities, Artisanal and food events.	6/14/2021 10:20 AM
13	More classic car events	6/14/2021 8:39 AM
14	Experience Unique Learning Experiences: Dig a 20 mya fossil from limestone Safe access to view Pillow Lava at low tide Take a Maori Guided Tour through Rock Art and through a Wetland explaining their historic gathering of food and resources, and how they named the landscape. Dressing in Victorian Costumes. Ride a Penny Farthing	6/13/2021 8:21 PM
15	No ideas	6/13/2021 5:27 PM
16	Walks - graded, easy, moderate, hard, of differing time lengths. e.g Harbour Walk, Herbert Forest	6/13/2021 10:53 AM
17	Janet Frame trail, walks around Oamaru, bus trips to show buildings around the district	6/12/2021 8:20 PM
18	Museum tours	6/11/2021 8:58 PM
19	Maori cultural events, stone carving demonstrations and workshops	6/11/2021 8:47 PM
20	I think what's all ready happening needs support and structure so that what comes next already has a frame work..	6/11/2021 6:21 PM
21	A Place when they can go and view WHAT IS GOING ON IN WAITAKI	6/11/2021 5:36 PM
22	1. Open House - Public buildings and heritage homes open to view once a year event.	6/11/2021 5:08 PM

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Similar to events in the b bigger cities. "Open Day" 2. Victorian Christmas Theme - either December or even in July? Deck the town for Xmas. Maybe Xmas dinner at long tables in all public buildings. Crazy or not !

23	Rail/Steam The main street developed with a more cohesive 'look' Boutique shopping experiences - people do not want the mass produced experience	6/11/2021 5:02 PM
24	Things to do in the evenings. Botanical gardens Observatory	6/11/2021 4:35 PM
25	Not sure of any that I can think of.	6/11/2021 4:34 PM
26	Support the events and experiences we already have, before thinking of new ones!	6/11/2021 4:04 PM

Q11 What trends have you seen recently that we can leverage to grow visitation?

Answered: 25 Skipped: 3

#	RESPONSES	DATE
1	Slow Travel (through a region or renting a house for a month) - really experiencing a region, it's people and culture Special Interest Tourism based on a regions features - E-bikes on Cycle Trails, Mountain bikers in search of single tracks, car tours, architecture, garden, art enthusiasts etc...	6/22/2021 3:53 PM
2	Domestic tourism increased due to Covid, so give them a greater reasons to stop so Oamaru by way of more destination style events. So we are not just seen as a drive through destination between Christchurch and Dunedin.	6/21/2021 7:41 PM
3	NZers are wanting to travel and they love the SI. People are consciously not going overseas - the de-carbonisation message is getting through; they don't necessarily know where they are staying that night; they want to know what the locals know - where is the best swimming spot, fishing etc.; they are interested in Maori history; they are happy to spend more time; they can come back again.	6/21/2021 11:44 AM
4	Festivals , steam punk, jazz and blues, music, arts in all forms , food festival covered farmers market development of,Tyne st tees st lower thames st	6/17/2021 6:55 PM
5	The knock back from the paid council	6/17/2021 5:59 PM
6	New Zealanders, especially North Islanders are coming here in droves! We need to encourage this - and ensure they stay for more than 1 night!	6/17/2021 1:33 PM
7	Art promotion	6/14/2021 11:10 PM
8	Increased numbers of " senior" cyclists using the A2O . Push the special feature of the trail as a " green" way to to explore the Geopark and spend time consuming products derived from with in the park , food,wine,craft beer, protein, crafted woollen products, limestone sculptured , products , arts and crafts , gold products etc An interpretive permanent display in a public forum of creative works of " steam punk" that is of national and international significance.	6/14/2021 5:54 PM
9	Hiking	6/14/2021 5:48 PM
10	Younger visitors enjoying the town - 25 - 40 age group? really positive feedback on the accommodation, restaurants, cafes - loving the vibe - the buildings and harbour	6/14/2021 12:56 PM
11	Holding events such as Victorian week, steam punk weekend, and others that can be developed as we have the perfect venue in the precinct that lends atmosphere and facilities. Themed weekends can be developed further.	6/14/2021 10:21 AM
12	Interest in our Maori stories, also interest in growing food and eating and preparing good food, wine, and also valuing handmade objects, so artisanal support.	6/14/2021 10:20 AM
13	Visitors staying more than one night because they find so much to do in town and outlying areas	6/14/2021 8:39 AM
14	Since COVID there have been more 'Kiwi Visitors' who really enjoy exploring and experiencing our neighborhood. They like the REAL NZ and REAL experiences	6/13/2021 8:21 PM
15	Domestic tourism	6/13/2021 5:27 PM
16	High number of retired people visiting our area. Mostly in campervans.	6/13/2021 10:53 AM
17	More advertising about what Oamaru and district has NOW	6/12/2021 8:20 PM
18	People interested in Maori, people interested in Nichols Forge	6/11/2021 8:47 PM
19	please complaining when things (Harbour street) are closed...its like the businesses don't care was a comment.	6/11/2021 6:21 PM
20	More interest from council and tangata whenua	6/11/2021 5:36 PM
21	Both the Victorian Festival and Steampunk events to involve more locals to participate - we should not have to rely so much on "out-of-towners". So many local families don't get involved at all.	6/11/2021 5:08 PM
22	Mountain biking Stories - tours that offer an understanding and experience that is unique	6/11/2021 5:02 PM

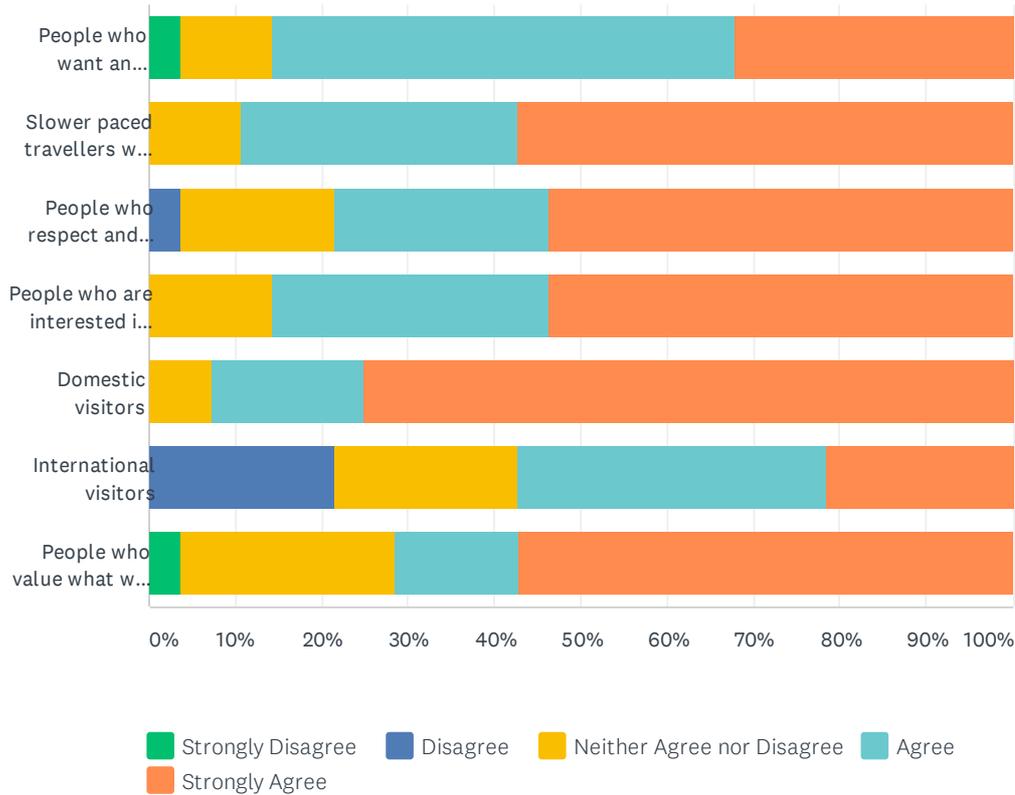
Waitaki Destination Management - Heritage & Culture

Food - there is a developing scene in Oamaru but not enough customers in the off season to make many more a viable option

23	Visitors what to understand the history of the old buildings and the people that built them.	6/11/2021 4:35 PM
24	People want to experience the "real" XYZ, and do something that not everyone has done before them.	6/11/2021 4:34 PM
25	New Zealanders visiting New Zealand and interested in their heritage and history	6/11/2021 4:04 PM

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

Answered: 28 Skipped: 0



	STRONGLY DISAGREE	DISAGREE	NEITHER AGREE NOR DISAGREE	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
People who want an experience and are prepared to pay	3.57% 1	0.00% 0	10.71% 3	53.57% 15	32.14% 9	28	4.11
Slower paced travellers with money	0.00% 0	0.00% 0	10.71% 3	32.14% 9	57.14% 16	28	4.46
People who respect and want to connect with the environment	0.00% 0	3.57% 1	17.86% 5	25.00% 7	53.57% 15	28	4.29
People who are interested in our story	0.00% 0	0.00% 0	14.29% 4	32.14% 9	53.57% 15	28	4.39
Domestic visitors	0.00% 0	0.00% 0	7.14% 2	17.86% 5	75.00% 21	28	4.68
International visitors	0.00% 0	21.43% 6	21.43% 6	35.71% 10	21.43% 6	28	3.57
People who value what we value	3.57% 1	0.00% 0	25.00% 7	14.29% 4	57.14% 16	28	4.21

#	OTHER (PLEASE SPECIFY)	DATE
1	We still need to cater for the ordinary NZ family and make that experience memorable for them so that one day they will bring their kids back. Its nice to have people with money, but we need to remember that sometimes not having much money is not forever.	6/21/2021 11:44 AM
2	People who appreciate our uniqueness	6/14/2021 10:21 AM
3	People with similar acculturation to our European/Western logic based occupation of the place.	6/11/2021 8:58 PM
4	In other words, not people looking for "cheap and cheerful"	6/11/2021 4:34 PM

Q13 What collaboration opportunities could be explored to leverage our built heritage and cultural assets and stories. Please rate.

Answered: 27 Skipped: 1

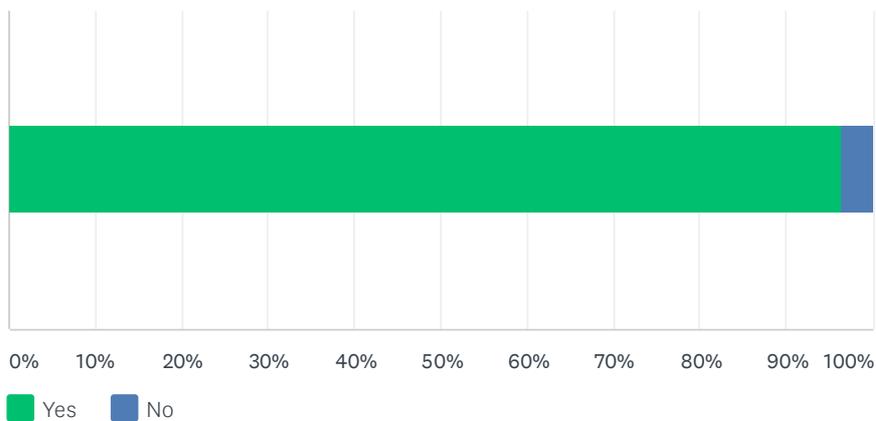
#	RESPONSES	DATE
1	Create an annual heritage trail and see if significant properties would open their doors for the public to experience.	6/21/2021 7:41 PM
2	With school curriculums having to be more inclusive of local stories I see an opportunity for high school students to be putting together well documented local stories from family, neighbours and friends, about buildings, districts, etc. and the stories being kept within the Archive or Museum. The benefit is two fold - the young person will have a better appreciation of the story and their district, the story teller will be 'chuffed' that their story has been told and it would be on going so every year there would be more stories collected. A display/expo of the stores could be held, prizes given out, a scholarship and so on. There could be an 'open' section where anyone can tell their 'story' (doesn't have to be their story but something interesting and worth telling about); could have a guest speaker and stories could be published, put on line, and made accessible.	6/21/2021 11:44 AM
3	Connection with cities and towns within Otago and south canterbury	6/17/2021 6:55 PM
4	Would like to see more of the modern way to show off our heritage stories and try to bring the visitors into the story	6/17/2021 5:59 PM
5	Communication between Tourism Waitaki, Waitaki Tourism and tourism operators! Who are we all? What do we all do? How can we improve our communication between ourselves? But first of all - we need to acknowledge why this is important and the benefits it can bring us all.	6/17/2021 1:33 PM
6	Artists in Residence - leveraging off Janet Frame's prominence. Connecting with historical and architectural interested groups from around NZ to stay & explore our architectural history. Brewing & distilling workshops.	6/15/2021 10:51 PM
7	Not sure. But it would be nice to involve more cultural groups as the town seems very white	6/14/2021 11:10 PM
8	Partnership with local IWI , Schools, District Council, Geopark trust/Vanished World Inc, Heritage New Zealand, DOC, Central Government, Whitestone Civic Trust, Towns Business Interests , Federated Farmers. Tourism Waitaki,	6/14/2021 5:54 PM
9	HertiageNZ objectives	6/14/2021 5:48 PM
10	Would have to put more thought an research into this	6/14/2021 12:56 PM
11	shared marketing and programming to make the most of what is already happening	6/14/2021 12:12 PM
12	I'd like to see better coordination of events. Also a passport for access to all we have to offer.	6/14/2021 10:21 AM
13	Maybe to form a group that actually represents those communities? Also more council acknowledgement of our built heritage by giving them a voice and some funding rather than using the images for advertising but not supporting. More work connecting the business part of town to the Victorian part. Working on communication so events don't clash but are complementry.	6/14/2021 10:20 AM
14	The dreams of the early settlers	6/14/2021 8:39 AM
15	Work in key focus groups. e.g. Waitaki Valley focus, Organising Tour Groups, Local Communities who can develop a 'Day Trip' to their patch to get their stories and experiences.	6/13/2021 8:21 PM
16	Work with regions adjacent	6/13/2021 5:27 PM
17	?	6/13/2021 10:53 AM
18	Use the local talent and knowledge	6/12/2021 8:20 PM
19	Our cultural assets are dominated by pastoral and cropping farming and collaboration with (non-existent as yet) Modern Farming Institute Visitors Group would set some past mistakes to right. There is also an opportunity to better capitalise on the Waitaki Scheme (hydro-electricity development) as the demand for phasing in renewable energy grows. I think it's now defunct as a tourist venture but Manapouri Power Station visits (brief and cursory as they were) were popular.	6/11/2021 8:58 PM

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20	What is needed is people willing to collaborate and not just say that they are.	6/11/2021 8:47 PM
21	all building's should have complete histories..	6/11/2021 6:21 PM
22	#	6/11/2021 5:36 PM
23	1. More support from local businesses - i.e Banks and Real Estate companies - promotional ads 2. Expand the INFO centre, make more of the displays to excite and engage.	6/11/2021 5:08 PM
24	Employing people who have creative vision and pairing them with those who has execute fabulous events - the Steampunk has been erratic and instead of going from strength to strength, has faltered. It needs to be a flagship even that is promoted the length of the country and have ties with other parts of Oamaru	6/11/2021 5:02 PM
25	Let the Waitaha story out of the closet. Historic guided tours.	6/11/2021 4:35 PM
26	WORK MORE WITH THE RUNANGA. Collaborate with other districts with a strong heritage focus (e.g. Napier). Combine travel to Waitaki with neighbouring regions that offer a point of difference.	6/11/2021 4:34 PM
27	Join up what we are already doing, a win for one is a win for all. Stop siloing, start working together.	6/11/2021 4:04 PM

Q14 Do you approve for your anonymised comments to be shared in an evaluation review?

Answered: 28 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	96.43%	27
No	3.57%	1
TOTAL		28

Q15 Do you have any other comments to share?

Answered: 20 Skipped: 8

#	RESPONSES	DATE
1	Stories and experiences, on the whole, need to be real and authentic.	6/21/2021 11:44 AM
2	Encourage business development by connecting with others in this region and further afield. Offering opportunities for young entrepreneurs to develop the harbour and waterfront. At present it is not accessible to people.	6/17/2021 6:55 PM
3	I see in one of questions re transport you only had vintage cars we have other ways ie railways we are running each Sunday and do charters it was not in	6/17/2021 5:59 PM
4	As a newcomer to the industry I would like to feel part of the whole - I believe we all want the same thing, but I'm unsure if we are acting in unison. Improved collaboration would surely be a strength.	6/17/2021 1:33 PM
5	It's difficult to promote Oamaru as an ideal tourist destination when there are unfinished and many yet to be started WDC projects. Some parts of the historic precinct are unkempt - where there are many scruffy areas in need of landscaping and general maintenance on a regular schedule. Encouraging activities in Harbour Str (eg busking) at weekends to enliven this focal point of the historic district - at the moment it often appears 'dead'. Proving more (sheltered) seating would encourage tourists to wander along street.	6/15/2021 10:51 PM
6	I would like to see more inclusiveness of Maori, Tongan and other minority groups. They seem largely invisible and obviously do not feel part of the greater community.	6/14/2021 11:10 PM
7	Please don't bring in attractions that can be found just anywhere as we do not want to become another Queenstown.	6/14/2021 10:21 AM
8	We are desperate to have actual visitor centres back. ANd a map showing where everything is. People might use their phones but they don't know whats actually on offer so can't look for what they don't know. Nor can they have an overview of our area in order to narrow down their search. Visitors want to connect with people to ask them about our region. I work in Tourism and we constantly get visitors who have never heard of the precinct, the geology etc. They may go round with their eyes closed but they expect an isite or info centre to guide them on what to do.	6/14/2021 10:20 AM
9	Our past is REAL. It has rich stories that enrich our present. If we embrace them and value them we will want to share them in the future to our children and visitors alike. We OWN it. We are PROUD of it. We want to PROTECT it and SHARE it. (I seldom enjoy surveys. I did enjoy this carefully created survey. Thank You.)	6/13/2021 8:21 PM
10	Not right now!!	6/13/2021 5:27 PM
11	No	6/12/2021 8:20 PM
12	As I have said in previous private correspondence, the really great stuff of Waitaki is not on public lands and that is a permanent and very comprehensive barrier to developing "real" visitor experiences. Hard to tackle.	6/11/2021 8:58 PM
13	Thank you for the opportunity to fill in this survey.	6/11/2021 8:47 PM
14	you know us who actually own heritage listed buildings.. and use them for business should be included not excluded.. but then that's then problem isnt it... you pick yes people and dont get any other point of view.... have a great weekend..	6/11/2021 6:21 PM
15	nil	6/11/2021 5:36 PM
16	We do a good job of promoting the Victorian Era, through dress, promenading, dinners and social activities - but do we do enough to promote the incredible Victorian architecture - the many grand buildings ?	6/11/2021 5:08 PM
17	There is so much potential. Shared vision and visionaries are needed! I would love to be part of a beautify and 'problem solve' team for Oamaru	6/11/2021 5:02 PM
18	Divert heavy traffic away from town.	6/11/2021 4:35 PM
19	Nope	6/11/2021 4:34 PM
20	Heritage strategy needed, appalling that WDC does not have this. More support for OWCT as Heritage Precinct is the jewel in Oamaru's crown and feeds folk out to wider Waitaki.	6/11/2021 4:04 PM