



Gisborne Tourism Product Development and Punakaiki Master Plan

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Project

Project name: Gisborne Tourism Package

Lead Agency: MBIE

Key Person: Adam Hughes, General Manager Tourism, Activate Tairāwhiti
email: adam@gisbornenz.com 9(2)(a)

Project description –

Government has been asked to contribute \$60,000 to the cost of a tourism product development consultant. The consultant will work with local tourism operators to develop three specific products which will provide early runs on the board while developing a more comprehensive regional tourism strategy. The products are:

- Mount Hikurangi – Tourism Experience 9(2)(b)(ii)
- Chardonnay Express 9(2)(b)(ii)
- Waka Hourua 9(2)(b)(ii)

Details of the products are provided in Appendix 1.

Air New Zealand has a MOU with the regional economic development entity (Activate Tairāwhiti), and a separate MOU with Ngāti Porou. Air New Zealand believes Gisborne Tairāwhiti has the highest tourism growth potential of all regions, and is committed to achieving this goal.

The regional tourism strategy, which is planned for mid-2018, will increase tourism offerings for the region and lift the number of visitors, which are currently below regional averages.

In the long term, the strategy will seek to position Gisborne/Tairāwhiti as a top tourist destination.

Budgets

The budgets are early estimates.

- Chardonnay Express - 9(2)(b)(ii) estimated as the required Community Investment
- Waka Hourua - 9(2)(b)(ii)

- Mount Hikurangi - 9(2)(b)(ii)
Activate Tairāwhiti - Tourism expertise and marketing support; Air New Zealand - Tourism expertise and marketing support.

- \$60,000 is sought from Government as a contribution toward product and market development costs across all three proposals. The region is likely to seek further funding to support aspects of the regional tourism strategy.

Assessment

The tourism industry currently underperforms in this region and there is an acknowledged gap in touring products and tourism infrastructure. This project seeks to go part way to fill those gaps, and lift productivity in the region by increasing the visitor spend and creating jobs. The initial phase (this project) will be to bring three specific tourism products to market.

Māori represent 49% of the Gisborne Tairāwhiti population and should have a strong presence in most economic development projects. Ngāti Porou and Gisborne Māori tourism operators are the tourism providers for two of the three proposed products.

The Government funding is a contribution to the tourism package. Further funding has been promised by iwi and economic development agencies.

This package received a high level of local support when proposed at a regional tourism Seminar and later ^{9(2)(b)(ii)} sponsored meeting of tourism providers and stakeholders.

Air New Zealand is keen to work in partnership with the region and MBIE to improve regional tourism. Air New Zealand provide a high level of experience and professionalism.

The project will be managed by Activate Tairāwhiti.

Risks

Tourism operators lack capability to bring the products to market – This is an acknowledged risk which, along with mitigations, will be identified as part of the product development.

The project loses momentum – The stakeholders are showing a high level of enthusiasm, which is increased by the commitment of the Air NZ regional team and presence of MBIE.

Budget is insufficient to complete the project – The budget is being managed by Activate Tairāwhiti who will report regularly to Air New Zealand and MBIE.

Recommendation

MBIE recommends that you agree to provide funding of \$60,000 as a contribution toward market development of the package.

Appendix 1 - Details of Tourism Products

Project details	Mt Hikurangi
<p>What is it?</p>	<p>Mount Hikurangi is within the rohe of Ngāti Porou, and is the iwi's most significant icon. In Māori mythology, it was the first part of the North Island to emerge when Māui pulled it as a giant fish from the ocean. According to these beliefs, his waka, Nukutaimemeha, became stranded on the mountain, and lies petrified near the mountain's summit. Nine large whakairo (carvings) depicting Māui and his whānau were erected on the mountain to commemorate the millennium in 2000.</p> <p>While self-guided hiking up Mt Hikurangi has been available to the public for many years there is an opportunity and appetite from 9(2)(b)(ii), local industry 9(2)(b)(ii) to create a commercial sustainable tourism product for visitors.</p> <p>The two experiences in development will be fully guided overnight package hosted by local Iwi to provide additional value by deepening and broadening the experience for visitors creating a unique tourism icon. The tourism product will begin in Gisborne and connect the visitors to the whenua and tangata through storytelling and revolving around Mt Hikurangi and the first light sunrise.</p>
<p>When, timeframes.</p>	<p>Mount Hikurangi development work is under and requires tourism expertise to bring to market quickly to ensure the tourism product capitalises on 18/19 season.</p> <p>Formal consumer research and testing has been completed in December 2017 to ensure the products are significantly appealing to potential visitors as well as identifying the best market segments to target (research is being presented to stakeholders 1 Feb 2018).</p>
<p>Who is involved and leading the project – central government, private industry or local government.</p>	<p>Lead - 9(2)(b)(ii) Supporting - Activate Tairāwhiti Tourism & Air New Zealand</p>
<p>Where - region and location of project?</p>	<p>Tairāwhiti – East Coast, Gisborne, Ruatoria & Mount Hikurangi (Te Ara ki Hikurangi)</p>
<p>Investment amounts from central govt. (name source e.g. PGF), local government, and private investors.</p>	<p>Potential Central Government investment – 60k for product development (across 3 initiatives)</p> <p>Local Investment Te Rūnanganui o Ngāti Porou 9(2)(b)(ii) Activate Tairāwhiti - Tourism expertise and marketing support Air New Zealand -Tourism expertise and marketing support</p>
<p>What are the key project milestones i.e. how will it be implemented?</p>	<p>January – April 18 Tourism product development – Working alongside AT Tourism (resource required) & AirNZ April -May 2018 Launching and Marketing Trade ready export product – with support from AirNZ and AT Target Hosting 445 visitors by May2019 – Developing product to build operation capacity – Initiate consumer and trade marketing activity with support from AirNZ and AT</p>
<p>What can be announced?</p>	<p>Te Rūnanganui O Ngāti Porou developing tourism product for visitors to capitalise on tourism opportunities the 18/19 seasons– Central Government Support to bringing this development to market rapidly.</p>

Why this project/what is the project trying to achieve.	<p>Increased visitor spend into Gisborne and increased employment for local residents</p> <p>Providing income employment opportunities to local isolated East Coast communities</p> <p>Increasing the commercial visitor tourism product for the region</p> <p>Increasing commercial Maori tourism product in the region</p> <p>This project can become a key quality leader on the international stage for indigenous tourism.</p>
How does this project link to other key projects/portfolios/govt. initiatives? e.g. NEETS, Employment, Tourism, One Billion Trees Programme etc.	Tairāwhiti Regional Economic Action Plan
Where is the project in the funding process? Approved/Not approved?	<p>Approved locally and forms part of activity in the Tairāwhiti Regional Economic Action Plan</p> <p>No current approval/funding from central government.</p>
What risks are there?	<p>Not moving fast enough to influence the international travel trade distribution and missing the opportunity to influence travel for the upcoming peak and shoulder seasons.</p> <p>Not resourcing the product development of and missing the opportunity to have commercial tourism product on stream for the 2018/19 summer and upcoming 2019 international/domestic spotlight</p> <p>Weather effecting projected visitor numbers over the course of the year</p>

Project details	Waka Hourua
What is it?	<p>The Tairāwhiti Waka Hourua is the double-hulled sea-going vessel used to navigate and voyage the Pacific Ocean. Waka Hourua voyaging brought the Maori Tipuna to Aotearoa. The Waka Hourua is designed to connect with Tairāwhiti students during the school terms and to provide a tourism experience to visitors during the semester breaks.</p> <p>Run and administered by a charitable trust to progress the concept of 'floating classroom' for students and "cultural connection point "for visitors. To make the education opportunities viable, there needs to be a social enterprise aspect to the venture. Creating a tourism product as both an income generation opportunity and as a job creation vehicle for some of several of the youth that participate in educational programs.</p>
When, timeframes.	<p>Tairāwhiti Waka Hourua is in region and work is under way to ensure the tourism product if fully fledged for the 18/19 summer season.</p> <p>Formal consumer research and testing has been completed in December 2017 to ensure the products are significantly appealing to potential visitors as well as identifying the best market segments to target.</p>
Who is involved and leading the project – central government, private industry or local government.	<p>Lead on all aspects - Tairāwhiti Voyaging Trust</p> <p>Strong Educational sector connections with local schools and Ministry Activate Tairāwhiti & AirNZ supporting the tourism work.</p> <p>Activate Tairāwhiti is funded by Gisborne District Council and Eastland Community Trust to provide tourism services to the Tairāwhiti region as the Regional Tourism Organisation.</p>
Where - region and location of project?	Gisborne Tairāwhiti

Investment amounts from central govt. (name source e.g. PGF), local government, and private investors.	Potential Central Government investment – 60k for product development (across 3 initiatives) Community Investment 9(2)(b)(ii) Eastern & Central Community Trust (ECCT), Eastland Community Trust (ECT).
What are the key project milestones i.e. how will it be implemented?	Key Tourism milestones – December 2017 Waka Hourua delivered to Gisborne - completed January - March 2018 Building staffing & operational capacity for both education and tourism alike - underway by trust and volunteers March – July 2018 Tourism product development – Working alongside AT Tourism (resource required) & AirNZ July-September 2018 Soft Tourism Launch for Working alongside AT Tourism July – December 2018 Trade, Cruise and Consumer Marketing activity to drive summer business - Working alongside AT Tourism & AirNZ November 2018 Launch of Tourism product for Summer 18/19 season - Working alongside AT Tourism March 2019 Review of summer tourism season - Working alongside AT Tourism
What can be announced?	Tairāwhiti Waka Hourua in port, Tairāwhiti Waka Hourua developing tourism product for visitors to capitalise on tourism opportunities the 18/19 summer season and Te Ha celebrations – Central Government Support critical to bringing/developing this opportunity into a tourism product.
Why this project/what is the project trying to achieve.	Increased visitor spend into Gisborne and increased employment for local residents Providing sustainability and income to the education model of the venture, therefore proving wider benefits to Tairāwhiti community Increasing the commercial visitor tourism product for the region Increasing commercial Maori tourism product in the region
How does this project link to other key projects/portfolios/govt. initiatives? e.g. NEETS, Employment, Tourism, One Billion Trees Programme etc.	Tairāwhiti Regional Economic Action Plan
Where is the project in the funding process? Approved/Not approved?	Approved locally and forms part of activity in the Regional economic action plan No current approval/funding from central government.
What risks are there?	Not resourcing the product development of Tairāwhiti Waka Hourua and missing the opportunity to have the commercial tourism product on stream for the 2018/19 summer and upcoming 2019, therefore putting at risk the entire business model.

Project details	Chardonnay Express
What is it?	A hosted tourism experience of the Tairāwhiti region and Gisborne City aboard the historic WA165 steam locomotive highlighting the regions history (Rail, aviation, farming & winemaking), landscape (including connection to Iwi), food and wine (focusing on Chardonnay and local produce). 96 consumers fly into to Gisborne from Auckland and Wellington while 30 travel independent via land to join in Gisborne. Ticket price to be reset but between ^{9(2)(b)(ii)} The full day experience is fully guided & inclusive (Wine & Food) appealing to high value visitors to ensure a positive outcome for both the consumer and region.
When, timeframes.	The first edition of the product was successfully run in October and the second edition is now being planned. However the product requires development over the coming year to ensure, customer satisfaction, future commercial sustainability/ longevity & local tourism employment opportunities.
Who is involved and leading the project – central government, private industry or local government.	Lead - Activate Tairāwhiti Tourism Critical Support - Air New Zealand Support - Gisborne Classic Chardonnay group, a collection of small boutique chardonnay producers Private Operator – involved in the delivery and will eventually take over the running once sustainable, with Gisborne Classic Chardonnay group owning and overseeing on behalf of the local wine industry Beneficiary of activity – ^{9(2)(b)(ii)} – New product providing commercial opportunity and upgrades to supporting infrastructure from community
Where - region and location of project?	Gisborne Tairāwhiti
Investment amounts from central govt. (name source e.g. PGF), local government, and private investors.	Potential Central Government investment – 60k for product development (across 3 initiatives) Community investment Activate Tairāwhiti ^{9(2)(b)(ii)} Air New Zealand ^{9(2)(b)(ii)}
What are the key project milestones i.e. how will it be implemented?	April/May 2018 Second running February – October 2018 Tourism product development – AT Tourism (resource required) & AirNZ 3- 5 th editions towards sustainability 2018 Spring and Summer Aligned with running each edition – Consumer Marketing activity to drive summer business - AT Tourism & AirNZ
What can be announced?	Additional running of the product and development to ensure tourism growth in region. Providing value and employment to the region. Ongoing relationship between region (AT & wine industry) & AirNZ to drive growth. Providing additional commercial suitability for the local Gisborne City Vintage Railway volunteer and enthusiast organisation
Why this project/what is the project trying to achieve.	Increased visitor spend into Gisborne and increased employment for local residents Increasing the commercial visitor tourism product for the region Showcasing the diverse regional offering Supporting the local wine industry to develop tourism products Supporting Gisborne City Vintage Railway to ensure future viability of organisation, track & assets (WA165 Steam Train etc.)

How does this project link to other key projects/portfolios/govt. initiatives? e.g. NEETS, Employment, Tourism, One Billion Trees Programme etc.	Tairāwhiti Regional Economic Action Plan
Where is the project in the funding process? Approved/Not approved?	Approved locally and forms part of activity in the Regional economic action plan No current approval/funding from central government.
What risks are there?	Unforeseen significant track maintenance issues Not resourcing the product development and missing the opportunity to have the commercial tourism product on stream for the 2018 and upcoming 2019.

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PROJECT: MASTER PLAN FOR THE FUTURE OF PUNAKAIKI

Lead agency, key person and contact details

Buller District Council: Garry Howard, Mayor of Buller District, garry@bdc.govt.nz, 9(2)(a)

Project description – what is the project, how will it be carried out and who will benefit?

One of the initiatives in the West Coast Economic Development Action Plan is the future-proofing of Punakaiki, one of the region's premier visitor attractions. As stated in the Action Plan, Punakaiki faces several major challenges due to the growth in tourism. There is the obvious challenge of the pressure on current visitor infrastructure and relatively few experiences and accommodation options that would encourage visitors to stay longer in the area. DOC is contributing 9(2)(b)(iii) this work and seeking private sector investment, with Ngai Tahu Tourism reportedly interested.

A meeting in mid-December 2017 between West Coast representatives and key government agencies to discuss problems with Punakaiki's potable water supply (currently under a boil water notice) agreed that Punakaiki faces complex issues beyond the scope of the Action Plan initiative and there is a need for a long-term strategy and plan to secure its status as a premier visitor attraction and address a wide range of infrastructure issues. The small local community cannot afford the capital and operating costs of providing the infrastructure needed to support both the number of visitors and its own needs.

Objectives – what's this project seeking to achieve in the short/medium term?

Consensus between Punakaiki residents and business owners, local iwi and central and local government on a long term development plan for Punakaiki that takes account of economic, social, environmental and cultural considerations.

Outcomes – what's this project seeking to achieve in the long term?

The sustainable development of Punakaiki in a way that makes it a premiere visitor attraction, while meeting the needs of its residents and businesses.

Budgets

The work on the proposed master plan has an overall budget of up to \$150,000, with suggested contributions of: MBIE - \$97,500; DOC - \$15,000; Buller District Council - \$15,000; Grey District Council - \$7,500; West Coast Regional Council - \$15,000.

Assessment

Fit with PGF criteria

Strength and sense of project, including why now?

There is widespread agreement that the problems facing Punakaiki need to be addressed in a coherent and sustainable way. Futureproofing Punakaiki is already a priority under the Action Plan. The proposed master plan extends the scope of that initiative to encompass wider concerns.

Level of priority for the region