

# Destination Management Plan - Kaipara

**Meeting:** Council Briefing  
**Date of meeting:** 4 November 2020  
**Reporting officer:** Diane Miller, Project Manager

## Purpose/Ngā whāinga

To provide information about Kaipara's Destination Management Plan (DMP) in development and its relationship to a Northland Destination Management Plan.

## Context/Horopaki

Northland Inc have recently received funding to create a DMP for Northland. The plan will provide a framework for regional leadership to effectively engage with stakeholder groups to sustainably grow the Northland visitor economy. The development of a marketing plan is out of scope for their project.

The plan will be future focused with key deliverables concentrated on an initial five-year period. The DMP will establish a principled framework that informs and guides the future growth of the Northland visitor sector. The plan is being developed with Local and Central Government stakeholders, iwi, industry players and communities.

The regional DMP will blend a visitor growth aspiration with social, cultural, and environmental considerations, and be consistent with the New Zealand Aotearoa Government Tourism Strategy, and align with the Ministry of Business, Innovation and Employment (MBIE) Destination Management Guidelines.

Kaipara District Council (KDC) are doing some initial work on a Kaipara focused DMP that will connect to the regional level DMP. Kaipara's document will get into a greater level of detail than the regional DMP and identify Kaipara's destinations, tourism offerings in those locations. The work will extend to aspirational offerings that link to existing strategies, for example cycleways that have not received funding as yet. KDC have existing strategies and business cases that will inform the DMP bringing this information into one plan which will support KDC to prioritise its infrastructure and amenity investments into the future.

Tourism is integral to economic development and is a key driver and tool to achieve wider economic development goals. Destination Management and visitor attraction strategies can play a role in building the reputation of a region/place and attracting new residents, businesses and students.

KDC is working closely with the Northland Inc team and DMP Consultants, Meneth Consulting to ensure KDC's plan has a clear link to the regional plan through its look and feel and by making sure the district level plan builds on the regional plan and does not replicate it.

Meneth Consulting has held workshops in Dargaville and Mangawhai and plan to meet with appropriate council officers shortly as part of their stakeholder engagement to inform the regional DMP. Meneth Consulting's planned stakeholder engagement methods that KDC will benefit from are outlined below:

Stakeholder Consultation	online	interview	workshop
Iwi, Hapu, as recommended		√	√
Councils		√	√
Te Tai Tokerau Maori Tourism Clusters			√
Northland Inc		√	
Tourism Operators	√	√	√

Department of Conservation		√	
New Zealand Transport Agency		√	
Business Associations	√		√
Residents	√		
ATEED		√	
Ministry of Business Innovation & Employment		√	

## Discussion/Ngā kōrerorero

Tourism is an integral part of any economy, and Kaipara has great potential to increase visitor numbers by working with and supporting Kaipara communities to enhance and create destinations they can be proud of. Tourism helps to support local jobs and adds diversity, vibrancy and prosperity to communities.

New Zealand has seen steady growth, however visitor numbers and spending have not been distributed evenly across regions and the western communities of Kaipara have not experienced the same growth and visitor numbers as the east. A key focus of a DMP is to distribute visitors more evenly and create experiences that are visitor centric and which in some cases, cross district boundaries.

At this stage KDC is the only council in Northland creating a DMP, however Northland Inc are in talks with Whangarei District Council and Far North District Council about the potential for them to do the same.

The community are a core part of a destination's brand. As visitors seek deeper engagement with locals, it is important that communities' welcome visitors and support tourism. Where local communities and tourism operators are engaged, well informed and involved, visitor experiences are more likely to be high quality, locally derived (unique) and innovative, and the community is more likely to be positive about the development of tourism. The DMP plans provide confidence to communities of feeling supported by local and central government.

The regional level DMP is due to be completed early next year. It is hoped, resource allowing, that a draft DMP for Kaipara will be available in a similar timeframe.

The following table outlines the differences between the regional and district level plans:

Goals for Northland DMP	Goals of the Kaipara DMP
<ul style="list-style-type: none"> <li>Realising and leveraging tourism's potential as key driver of employment and economic prosperity.</li> <li>A clear direction and resource pathway for Maori to engage and leverage the tourism sector, growing capability and knowledge</li> <li>Recommendations on organising tourism in Northland to effectively deliver a coordinated Destination Management function enabled by capable leadership and talent and to ensure requisite leadership and capability.</li> <li>Pre and post Covid 19 baseline visitor data (including spend and visitor nights), along with visitor flows for key visitor markets (domestic and international).</li> <li>Develop a five-year forecast for visitor numbers and spend by market.</li> <li>Identify infrastructure gaps and new investment opportunities (in visitor services such as accommodation, transport, and experiences) that will under-pin forecast demand.</li> <li>Establish priorities for local and central government infrastructure investment</li> </ul>	<ul style="list-style-type: none"> <li>Join up information from KDC existing strategies, business cases etc. to create complete picture of tourism opportunity</li> <li>Identify Kaipara's unique offering</li> <li>Identify Kaipara's destinations and overlapping products</li> <li>Factor in the data from stakeholder feedback, visitor nights etc</li> <li>Identify strategic fit under national and regional level plans</li> <li>Establish methodology or way of prioritising opportunities</li> <li>Visually map Kaipara's destinations and the tourism offering in those destinations</li> <li>Identify Kaipara and KDC needs to support DMP into the future</li> </ul>

<ul style="list-style-type: none"> <li>• Ensure that tourism and related infrastructure safeguards social license and directly benefits host communities</li> <li>• Identify 'dispersal' initiatives that will continue to serve existing visitor hubs as a priority while better distributing the benefits of tourism across the region.</li> <li>• Identify partnership opportunities with central government to maintain funding for projects where there is market failure</li> <li>• Identify product gaps and opportunities for tourism businesses, iwi, or investors</li> </ul>	
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Elected members have an opportunity through this briefing to provide advice on any outcomes they would like council officers to consider in putting together the district level DMP.

### **Next steps/E whaiake nei**

Work will continue on creating a draft DMP which will be shared with elected members early next year.