

Ancient Kauri Trail

Meeting: Council Briefing
Date of meeting: 22 April 2020
Reporting officer: Jim Sephton, GM Infrastructure Services

Purpose/Ngā whāinga

To provide Elected Members with an overview of the Ancient Kauri Trail which is a proposed Visitor Management Plan and key component of the Kaipara Infrastructure Strategy.

Context/Horopaki

The Tai Tokerau Northland Regional Growth Study and Economic Action Plan recognises opportunities for transformative economic growth through our visitor industry. The Northland Byway Journeys were developed to promote road 'journeys' along the Twin Coast Discovery Route, with the aim of dispersing visitors, and their spend, around the region. The Ancient Kauri Trail journey promotes the history, attractions and other points of interest along the Ancient Kauri Coast.

Using the Ancient Kauri Trail journey map as a frame for development, Kaipara District Council has an opportunity to partner with iwi, hapu, communities and other stakeholders to implement a strategy for development/management of and investment into Kaipara's visitor industry in line with MBIE Destination Management Guidelines. This strategy will leverage off existing tourism product development initiatives and incorporate a holistic approach to destination management, aligned with regional and national priorities for growth of the visitor economy.

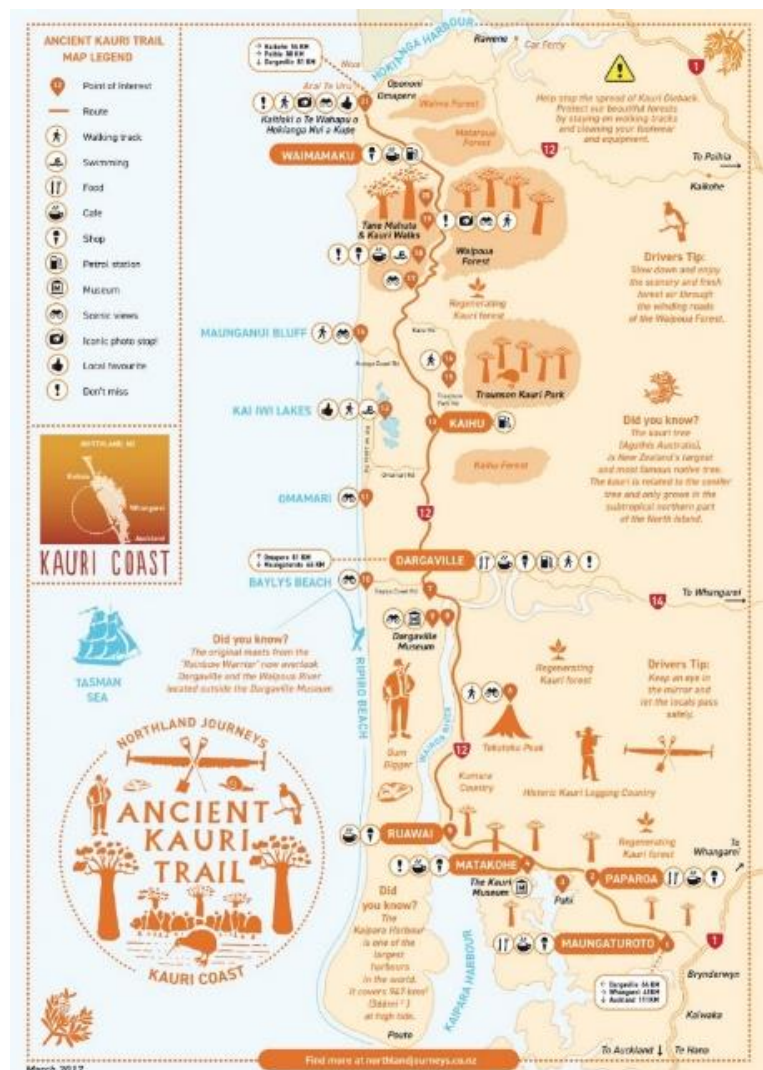
As a key element of the Kaipara Infrastructure Strategy, this programme will sit as part of the Economic Development Portfolio and include a number of projects including the Kaihu Valley Trail, Wharfs, Premier Park Facilities and Dargaville Township Improvements.

Discussion/Ngā kōrerorero

The presentation will set out some of the key components of the Ancient Kauri Trail (AKT). A discussion paper is also attached for information and feedback.

Key questions and decisions facing Elected Members include support, or otherwise, for:

- the development of a Visitor Management Plan for the AKT developed in partnership with Northland Inc
- funding of projects within the AKT programme



- extension of the current journey map to include Kaiwaka and destinations to the east
- the development of a partnership approach to delivery of the programme with MSD to foster more training and employment opportunities for those at risk
- the promotion of the AKT.

Next steps/E whaiake nei

Feedback from Elected Members will be used to shape the formation of the AKT as a formal Visitor Management Plan. Funding will be required to develop this.

The AKT will be included as part of the LTP conversation.

Attachments/Ngā tapiritanga

	Title
A	Ancient Kauri Trail Discussion Paper