

Notice is hereby given that a Meeting of the Policy Review Committee will be held on:

**Date:** Wednesday, 1 April 2015  
**Time:** 10.30am  
**Meeting Room:** Council Chambers  
**Venue:** 15 Forth Street  
Invercargill

---

## Policy Review Committee Agenda

### OPEN

---

#### MEMBERSHIP

<b>Chairperson</b>	Rodney Dobson
<b>Councillors</b>	Lyall Bailey Stuart Baird Brian Dillon John Douglas Paul Duffy Bruce Ford George Harpur Julie Keast Ebel Kremer Gavin Macpherson Neil Paterson Mayor Gary Tong

#### IN ATTENDANCE

<b>Chief Executive</b>	Steve Ruru
<b>Committee Advisor</b>	Debbie Webster

Contact Telephone: 0800 732 732  
Postal Address: PO Box 903, Invercargill 9840  
Email: [emailsdc@southlanddc.govt.nz](mailto:emailsdc@southlanddc.govt.nz)  
Website: [www.southlanddc.govt.nz](http://www.southlanddc.govt.nz)

**Full agendas are available on Council's Website**  
**[www.southlanddc.govt.nz](http://www.southlanddc.govt.nz)**

---

**Note:** The reports contained within this agenda are for consideration and should not be construed as Council policy unless and until adopted. Should Members require further information relating to any reports, please contact the relevant manager, Chairperson or Deputy Chairperson.



## **Terms of Reference for Policy Review Committee**

This committee is a committee of Southland District Council and has responsibility to:

- Review Council policies on a regular basis as to their relevancy and appropriateness.
  - Recommend new policies or changes to existing policies as required.
  - Ascertain the impact of proposed Government legislation on Council policies or activities and make responses/submissions on regional matters, SOEs, etc.
  - Review Asset Management Plans (including the renewal policy) for Council's infrastructural assets such as roading, water and sewage schemes and other Council property.
-

---

TABLE OF CONTENTS

**ITEM** **PAGE**

**PROCEDURAL**

1	Apologies	5
2	Leave of absence	5
3	Conflict of Interest	5
4	Public Forum	5
5	Extraordinary/Urgent Items	5
6	Confirmation of Minutes	5

**REPORTS FOR RESOLUTION**

7.1	Alfresco Type Dining Policy	13
-----	-----------------------------	----

**REPORTS FOR RECOMMENDATION**

8.1	Venture Southland - Community Development Update	29
8.2	Venture Southland Update on World War One Commemoration Projects	43
8.3	Continuation of Southland District Council Roding Bylaw 2008 and Roding Policy 2008 - Submissions	51
8.4	Public Places Liquor Control Bylaw 2005	53
8.5	Camping Control Bylaw 2012	81



---

**1 Apologies**

At the close of the agenda no apologies had been received.

**2 Leave of absence**

At the close of the agenda no requests for leave of absence had been received.

**3 Conflict of Interest**

Councillors are reminded of the need to be vigilant to stand aside from decision-making when a conflict arises between their role as a councillor and any private or other external interest they might have. It is also considered best practice for those members in the Executive Team attending the meeting to also signal any conflicts that they may have with an item before Council.

**4 Public Forum**

Notification to speak is required by 5pm at least two days before the meeting. Further information is available on [www.southlanddc.govt.nz](http://www.southlanddc.govt.nz) or phoning 0800 732 732.

**5 Extraordinary/Urgent Items**

To consider, and if thought fit, to pass a resolution to permit the Council to consider any further items which do not appear on the Agenda of this meeting and/or the meeting to be held with the public excluded.

Such resolution is required to be made pursuant to Section 46A(7) of the Local Government Official Information and Meetings Act 1987, and the Chairperson must advise:

- (i) The reason why the item was not on the Agenda, and
- (ii) The reason why the discussion of this item cannot be delayed until a subsequent meeting.

Section 46A(7A) of the Local Government Official Information and Meetings Act 1987 (as amended) states:

“Where an item is not on the agenda for a meeting,-

- (a) That item may be discussed at that meeting if-
  - (i) That item is a minor matter relating to the general business of the local authority; and
  - (ii) the presiding member explains at the beginning of the meeting, at a time when it is open to the public, that the item will be discussed at the meeting; but
- (b) no resolution, decision or recommendation may be made in respect of that item except to refer that item to a subsequent meeting of the local authority for further discussion.”

**6 Confirmation of Minutes**

6.1 Meeting minutes of Policy Review Committee, 18 February 2015

---

# **Policy Review Committee**

## **OPEN MINUTES**

---

---

Minutes of a meeting of Policy Review Committee held in the Council Chambers, 15 Forth Street, Invercargill on Wednesday, 18 February 2015 at 10.37am.

---

### **PRESENT**

<b>Chairperson</b>	Rodney Dobson
<b>Deputy Chairperson</b>	
<b>Councillors</b>	Lyall Bailey
	Stuart Baird
	Brian Dillon
	John Douglas
	Paul Duffy
	Bruce Ford
	George Harpur
	Julie Keast
	Gavin Macpherson
	Neil Paterson
	Mayor Gary Tong

## IN ATTENDANCE

Chief Executive Steve Ruru, Group Manager Environment and Community Bruce Halligan, Group Manager Services and Assets Ian Marshall, General Manager Policy and Community Rex Capil, Human Resources Manager Janet Ellis, Strategy and Policy Manager Susan Cuthbert, Communications and Governance Manager Louise Pagan, Chief Information Officer Damon Campbell, Committee Advisor Debbie Webster.

### 1 Apologies

An apology for absence was received from Crs Paterson, Duffy and Harpur.

Moved by Cr Dillon, seconded by Cr Keast and **resolved that the apologies be accepted.**

### 2 Leave of absence

No requests for leave of absence had been received.

### 3 Conflict of Interest

There were no conflicts of interest noted and declared.

### 4 Public Forum

There was no Public Forum.

### 5 Extraordinary/Urgent Items

There were no Extraordinary/Urgent items.

### 6 Confirmation of Minutes

Moved by Cr Macpherson, seconded by Cr Keast **resolved that:**

**That the Meeting minutes of Policy Review Committee, 28 January 2015 be confirmed as a true and correct record.**

## Reports for Resolution

### 7.1 Continuation of Roding Bylaw 2008 and Roding Policy 2008

**Record No: R/15/2/2392**

This report was to consider the recommendation for continuation of the current Southland District Council Roding Bylaw 2008 and Roding Policy 2008.

The purpose of the Roding Bylaw was to put into effect legal means of controlling activities that were of a nuisance to the general public in use of or within the roading environment.

The existing Bylaw focused on stock driving, speed limits, parking restrictions, one-way roads, vehicular accessways and heavy traffic prohibitions. It also contained supporting appendices with tables.

Mr Marshall introduced Mr McCallum and spoke to the report.

Cr Dobson queried the use of the word perambulator under point 5 Definitions in the Roding Bylaw Revision, noting he thought the use of it was outdated.

Cr Douglas queried if the Southland District Council was using the same classifications that NZTA were using? Mr Marshall responded that Council will look at adopting the one level of classification or refining what SDC currently used.

Cr Dillon queried where did road margins and reserves sit in the document? He also queried how did Council regulate what planting occurred on road margins? Mr Marshall responded it was covered in Policy Procedure 14 Road Margin Planting. But suggested it might be more around the maintenance of trees or removal of dangerous trees.

Cr Baird asked if a report could be generated on how much Council spends on tree / flax replanting. It was responded that this report could be generated and bought back for information.

Cr Bailey noted that the reference on page 120 to Downer EDI Works Ltd needed to be updated.

### **Resolution**

Moved by Cr Douglas, seconded by Cr Baird

**And resolved that the Policy Review Committee:**

- a) **Receives the report titled “Continuation of Roding Bylaw 2008 and Roding Policy 2008” dated 18 February 2015.**
- b) **Determines that it has complied with the decision making provisions of the Local Government Act 2002 to the extent necessary in relation to this decision; and in accordance with Section 79 of the Act determines that it does not require further information, further assessment of options or further analysis of costs and benefits or advantages and disadvantages prior to making a decision on this matter.**
- c) **That Council determines, pursuant to the provisions of Section 155 (1) of the Local Government Act 2002, that a bylaw is the most appropriate way to put into effect legal means of controlling activities that are of a nuisance to the general public in use of or within the roading environment.**
- d) **That pursuant to the provisions of Section 155 (2) (a) of the Local Government Act 2002, Council determines that the Roding Bylaw 2008 and Roding Policy 2008 is the most appropriate form of Bylaw.**
- e) **That pursuant to the provisions of Section 155 (2) (b) of the Local Government Act 2002, Council determines that the Roding Bylaw 2008 and Roding Policy 2008 does not give rise to any implications under the New Zealand bill of rights Act 1990.**
- f) **That for the purposes of Section 83 of the Local Government Act 2002, the Roding Bylaw 2008 and Roding Policy 2008, shall be the statement of proposal and the summary of information and that the special**

consultative procedure in terms of Sections 82A, 83, 83AA and 86 of the Local Government Act 2002 shall be followed.

- g) That public notice be given that the Bylaw is available for inspection at all offices of Council and any person may make submissions in respect to this Bylaw and Policy with submissions closing 20 March 2015.
- h) That submitters may appear before Council's Policy Review Committee and speak in support of their submissions at the meeting of the Policy Review Committee on 1 April 2015.

## 7.2 District Plan Review Project Update February 2015

Record No: R/15/2/2540

The purpose of the report was to update the Policy Review Committee on the status of the District Plan review process, which has now reached the appeal stage.

The report provided information to the Committee on the indicative timing for progression of the nine appeals lodged in relation to decisions issued by Council following the hearing of submissions and further submissions.

Mr Halligan spoke to the report, acknowledging the work the Resource Management team had undertaken to date around the District Plan review process. He noted that the mediation process on submissions to the District Plan will begin in early March. Mr Moran will speak to the Resource Management Committee in more detail around the mediation process.

He noted the next step of the process was for the appeals to process to the mediation stage as per the schedule in the report. Mr Halligan commented biodiversity has been a common issue raised in the appeals.

Moved by Cr Bailey, seconded by Cr Keast

**resolved that the Policy Review Committee:**

- a) **Receives the report titled "District Plan Review Project Update February 2015" dated 9 February 2015.**

## Reports for Recommendation

### 8.1 Community Development Activity Profile

Record No: R/15/2/2511

The purpose of the report was to ask the Policy Review Committee to review the attached Activity Profile and recommend to Council that it be adopted.

As part of the process of preparing the draft Southland District Council 2015-2025 Long Term Plan (LTP), a draft Community Development Activity Profile has been prepared. The Policy Review Committee was asked to review the activity profile.

Ms Cuthbert spoke to the report on the draft Community Development Activity Profile which had been prepared and would be included in the process of preparing the draft 2015 - 2025 Long Term Plan. She noted they were waiting for Venture Southland's Business Plan in order to take some of the performance measures to include in the Long Term Plan. Ms Cuthbert noted that the Invercargill City Council (ICC) took a different approach to funding Venture Southland to that of the Southland District Council's flat line approach. The ICC's was inflation adjusted.

Cr Baird queried if the SDC flat lined its funding over 10 years or with the view of reviewing it annually? Ms Cuthbert responded it was reviewed after three years however that didn't limit Venture Southland requesting further funding.

### **Resolution**

Moved by Cr Dillon, seconded by Cr Macpherson

#### **That the Policy Review Committee:**

- a) **Receives the report titled "Community Development Activity Profile" dated 18 February 2015.**
- b) **Determines that this matter or decision be recognised not significant in terms of Section 76 of the Local Government Act 2002.**
- c) **Determines that it has complied with the decision making provisions of the Local Government Act 2002 to the extent necessary in relation to this decision; and in accordance with Section 79 of the Act determines that it does not require further information, further assessment of options or further analysis of costs and benefits or advantages and disadvantages prior to making a decision on this matter.**
- d) **Recommends to the Council to adopt the Community Development Activity Profile as a basis for preparing the draft 2015-2025 Long Term Plan.**

## **8.2 SDC Holiday Programme 2015 Report to Southland District Council**

**Record No: R/15/1/1756**

The report provided an evaluation of the Southland District Council 2015 Holiday Programme and identifies areas to consider for the 2016 programme.

It was noted that the numbers were slightly down on this year's holiday programme than the previous year however the programme continues to be successful and very well received by the communities in the district.

Moved by Cr Baird, seconded by Cr Keast

#### **resolved that the Policy Review Committee:**

- a) **Receives the report titled "SDC Holiday Programme 2015 Report to Southland District Council" dated 18 February 2015.**
- b) **Determines that this matter or decision be recognised as not significant in terms of Section 76 of the Local Government Act 2002.**
- c) **Determines that it has complied with the decision making provisions of**

**the Local Government Act 2002 to the extent necessary in relation to this decision; and in accordance with Section 79 of the Act determines that it does not require further information, further assessment of options or further analysis of costs and benefits or advantages and disadvantages prior to making a decision on this matter.**

### **8.3 Venture Southland - Community Development Update**

**Record No: R/15/2/2530**

Ms Thornton spoke to her report updating on the regional and ward projects including: the Curio Bay Natural Heritage Centre; Around the Mountains Cycle Trail; War Memorials and WW1 Commemorations; Stewart Island/Rakiura Visitor Levy; Cruise Ships; Rakiura Heritage Centre Trust; Stewart Island Promotions; Stewart Island Community Centre; Small Communities Fund and Senior Housing options.

She noted the work being undertaken between the Southland District Council and Environment Southland on a Southland Cruise Strategy with a focus of Stewart Island. To that end, was work underway with Stewart Island Promotions to establish a 'Cruise Ambassador' role to assist visitors when they disembarked in accessing what was available on the Island.

Ms Thornton commented they had been successful with a Lotteries Regional Community funding application for \$20,000 to help fund the role of a Promotions Officer to help market Stewart Island and bring events to the Island.

Ms Thornton highlighted the visitor levy for the year from 1 October 2013 - 30 September 2014 was 28,717 and as at 31 December 2014 the balance of the fund was \$49,230. With five successful applications accessing that fund for community development.

Cr Ford noted that the community was very pleased with the work being supported by the visitor levy highlighting the William Wharf upgrade as a good example of how the money was being spent.

Cr Douglas queried if one ship stopped three times at Stewart Island and what was the number of people disembarking? Ms Thornton said the same ships came through up to three times with 90% of the passengers coming onto the Island. She also noted that Stewart Island rated highly in the cruise ship satisfaction surveys.

#### **Resolution**

Moved by Cr Keast, seconded by Cr Douglas

#### **That the Policy Review Committee:**

- a) Receives the report titled "Venture Southland - Community Development Update" dated 5 February 2015.**
- b) Determines that this matter or decision be recognised as not significant in terms of Section 76 of the Local Government Act 2002.**
- c) Determines that it has complied with the decision making provisions of the Local Government Act 2002 to the extent necessary in relation to this decision; and in accordance with Section 79 of the Act determines that it**

**does not require further information, further assessment of options or further analysis of costs and benefits or advantages and disadvantages prior to making a decision on this matter.**

**Public Excluded**

Moved by Cr Dillon, seconded by Cr Keast and

**resolved that the public be excluded from the following part(s) of the proceedings of this meeting. The general subject of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under section 48(1) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution are as follows:**

**C9.1 Public Excluded Minutes of the Policy Review Committee Meeting dated 28 January 2015**

General subject of each matter to be considered	Reason for passing this resolution in relation to each matter	Ground(s) under section 48(1) for the passing of this resolution
Public Excluded Minutes of the Policy Review Committee Meeting dated 28 January 2015	s48(1)(d) - Check to make report confidential.	That the exclusion of the public from the part of the meeting is necessary to enable the local authority to deliberate in private on its decision or recommendation.

The public were excluded at 11.25am.

Resolutions in relation to the confidential items are recorded in the confidential section of these minutes and are not publicly available unless released here. There were no items to be recorded in open session.

The meeting was closed at 11.30am.

CONFIRMED AS A TRUE AND CORRECT  
RECORD AT A MEETING OF THE  
POLICY REVIEW COMMITTEE HELD ON  
18 FEBRUARY 2015.

**DATE:**.....

**CHAIRPERSON:**.....



## Alfresco Type Dining Policy

Record No: R/15/3/4480  
Author: Tamara Dytor, Policy Analyst  
Approved by: Rex Capil, Group Manager, Policy and Community

☐ Decision ☒ Recommendation ☐ Information

### Purpose

1. The Alfresco Type Dining Policy has been reviewed and updated to reflect the practise of Council, and the new fees that are proposed in the Schedule of Fees and Charges 2015-2025 (currently under consultation in parallel to the LTP).

### Executive Summary

2. The draft Alfresco Type Dining Policy (attached) has been developed based on a review of the Alfresco Type Dining Policy 2003, to more accurately reflect the practise of Council. To ensure that the Alfresco Type Dining Policy package is ready to be put in place prior to the Schedule of Fees and Charges being implemented on 1 July 2015, a licence, application and internal procedure have also been developed.

### Recommendation

That the Policy Review Committee:

- a) Receives the report titled “Alfresco Type Dining Policy” dated 19 March 2015.
- b) Determines that this matter or decision be recognised as not significant in terms of Section 76 of the Local Government Act 2002.
- c) Determines that it has complied with the decision making provisions of the Local Government Act 2002 to the extent necessary in relation to this decision; and in accordance with Section 79 of the Act determines that it does not require further information, further assessment of options or further analysis of costs and benefits or advantages and disadvantages prior to making a decision on this matter.
- d) Provides guidance as to whether the Alfresco Type Dining Policy should apply to the whole District or just Winton/Te Anau.
- e) Recommends the draft Alfresco Type Dining Policy to Council for adoption.
- f) Recommends to Council to delegate the approval and revocation of Alfresco Type Dining licences to Area Engineers, with advice from the relevant Community Board/Community Development Area Subcommittee.

## Content

### Background

3. Alfresco type dining is a regulated activity, as it involves restaurateurs placing outdoor furniture and serving food/drink (trading) on Council footpaths. Regulating this activity minimises hazards to the public, and ensures that restaurateurs are responsible for their actions on Council property.
4. The Alfresco Type Dining Policy was adopted in 2003 and has not been reviewed until recently. In recent years, the alfresco type dining fees have not been included in the Schedule of Fees and Charges; therefore, have not been charged. As the fees have been updated in the Schedule of Fees and Charges 2015-2025, it is pertinent that a reviewed version of the Alfresco Type Dining Policy (with the new fees structure) is adopted before the implementation of the Schedule of Fees and Charges on 1 July 2015.
5. Both Te Anau and Winton are areas in which alfresco dining commonly occurs. However, Council has the option of applying the policy throughout the entire Southland District or just to these areas.
6. The fees proposed in the draft policy have been set so as to not inhibit economic development, and are lower than the alfresco dining fees of many other councils. Council also has the option of resolving that a Community Board or Community Development Area Subcommittee can decide to remit the license fees and associated annual fees, while continuing to apply the policy details, if they decide that paying Alfresco Type Dining Licence fees will inhibit economic development. Alternatively, Council could decide to apply the policy only in the Winton and Te Anau areas, since this is where alfresco dining most commonly occurs.
7. The review has also focussed on internal processes and ensuring that all the documents associated with the 2003 policy remain relevant. The internal processes have been agreed upon, and a procedure has been attached to this policy to ensure that the internal processes are clear.

### Issues

8. Council should consider the following:
  - Whether Council wishes to continue regulating alfresco type dining activity;
  - Whether the policy should apply to the whole district or only the Te Anau and Winton areas where alfresco dining mainly occurs;
  - Whether Community Boards and Community Development Area Subcommittees should have discretionary authority to remit fees (while still applying the policy) if the policy is applied across the district. The intention of discretionary authority to remit would be to allow Community Boards and Community Development Area Subcommittees to encourage economic growth.

### Factors to Consider

#### Legal and Statutory Requirements

9. In dealing with alfresco licensing, Council should be aware of the following laws and regulations:
  - Building Act (1991) and amendments;

- Food Hygiene Regulations (1974) and amendments;
- Health and Safety in Employment Act (1992) and amendments;
- Litter Act (1979) and amendments;
- Local Government Act (2002) and amendments;
- Public Works Act (1981) and amendments;
- Resource Management Act (1991) and amendments;
- Sale and Supply of Alcohol Act (2012) and amendments;
- Southland District Council Trading in Public Places Bylaw (2012).

10. It is suggested that the Trading in Public Places Bylaw (2012) is reviewed in future, so as to provide genuine enforcement opportunities in relation to this policy. Currently the Trading in Public Places Bylaw does not refer to the Alfresco Type Dining Policy.
11. The Policy states that there is a “three strike” policy, where written warnings are sent out to non-compliant licence holders. However, genuine enforcement would be challenging as there is no way to stop restaurateurs carrying on without a license, eg, no ability to remove tables and chairs. It is encouraging that Council has never had to undertake this sort of measure; however, a review of the bylaw would give Council leverage in the event that there were concerns regarding compliance with the policy.

### Community Views

12. Affected stakeholders will be sent a letter from Council advising them of proposed changes to the Alfresco Type Dining Policy and fee changes. The Te Anau Community Board have also been consulted with in the development of the policy, as Te Anau is the area in which the most alfresco dining occurs in the District. This discussion with the Te Anau Community Board has resulted in charges regarding regulations around litter, and a policy option to either remit fees to areas with low economic development, or to not apply the policy District-wide.

### Costs and Funding

13. The costs of the Alfresco Dining Licenses have been increased slightly to reflect more accurately the costs incurred by Council to administer and monitor the licencing of Alfresco Type Dining. This is minor, and is expected to bring in revenue of ~\$1,440 per annum (based on 12 restaurants currently known as undertaking Alfresco Type Dining - 10 in Te Anau and two in Winton). The initial administration fees cover the Area Engineer's time to check the premise, as well as the financial costs of invoicing the restaurant; the annual fees will provide revenue for local footpaths and also cover the invoice costs.
14. The fees in the Schedule of Fees and Charges (2015-2025) have been set at:
- *Administration/Application fee: \$120.00 (one off);*
  - *Occupation fee calculated on the area used: \$20.00 per m<sup>2</sup> / per year.*

By comparison some fees from other cities in New Zealand are:

- Auckland: \$69.00 per m<sup>2</sup> / per year;
- Wellington (CBD): \$85.00 per m<sup>2</sup> / per year;
- Taupo: \$43.35 per m<sup>2</sup> / per year;
- Queenstown: \$185.00 per m<sup>2</sup> / per year (highest fee per m<sup>2</sup> in New Zealand);

- Gisborne: \$0.00 - no fees at all.

### Policy Implications

15. There is a concern that the policy will be unable to be genuinely enforced, because the Trading in Public Places Bylaw (2012) does not refer to the Alfresco Type Dining Policy. Therefore, it is recommended that Council review the Trading in Public Places Bylaw within the next year to align with the Alfresco Type Dining Policy. It is recommended that this occur after the review of the policy, due to the number of public consultation processes currently occurring around policies and bylaws, and the limited number of problems that Council has had with alfresco licence enforcement in the past. If the policy is not updated, Council will not be able to charge the fees set out in the draft fees and charges schedule.

## Analysis

### Options Considered

16. The options are to:
- (a) Recommend the draft Alfresco Type Dining Policy as a District-wide policy to Council for adoption.
  - (b) Recommend the draft Alfresco Type Dining Policy to only apply to Te Anau and Winton to Council for adoption.
  - (c) Do not recommend the draft Alfresco Type Dining Policy to Council.

### Analysis of Options

#### Option 1: Recommend the draft Alfresco Type Dining Policy as a District-wide policy to Council for adoption

<i>Advantages</i>	<i>Disadvantages</i>
<ul style="list-style-type: none"> <li>• Council documents would align.</li> <li>• Council would be able to charge fees for licensing and annual fees under the Schedule of Fees and Charges.</li> <li>• Council can start obtaining revenue to cover the administration costs of Alfresco Type Dining.</li> <li>• Creating a District-wide policy will future-proof the policy so that if there is sudden growth in an area and Alfresco Type Dining occurs, the policy will cover it.</li> </ul>	<ul style="list-style-type: none"> <li>• The Trading in Public Places Bylaw (2012) has not been reviewed at the same time and therefore there are no genuine enforcement measures able to be conducted under the policy.</li> <li>• Areas that have low economic growth will have to decide (in line for the 1 July invoicing) to not apply the fee.</li> </ul>

**Option 2: Recommend the draft Alfresco Type Dining Policy to only apply to Winton and Te Anau to Council for adoption**

<i>Advantages</i>	<i>Disadvantages</i>
<ul style="list-style-type: none"> <li>• Council documents would align.</li> <li>• Council would be able to charge fees for licensing and annual fees under the Schedule of Fees and Charges.</li> <li>• Council can start obtaining revenue to cover the administration costs of Alfresco Type Dining in Winton and Te Anau.</li> <li>• Areas without current Alfresco Type Dining will not have to meet prior to 1 July to decide whether to remit fees, because the policy would automatically not apply to areas other than Winton and Te Anau.</li> </ul>	<ul style="list-style-type: none"> <li>• The Trading in Public Places Bylaw (2012) has not been reviewed at the same time and therefore there are no genuine enforcement measures able to be conducted under the policy.</li> <li>• Areas that have low economic growth will have to decide (in line for the 1 July invoicing) to not apply the fee.</li> <li>• It will not cover areas that suddenly begin to have Alfresco Type Dining, and the policy would have to be reviewed again; therefore, this would not future-proof the policy.</li> </ul>

**Option 3: Do not recommend the draft Alfresco Type Dining Policy to Council**

<i>Advantages</i>	<i>Disadvantages</i>
<ul style="list-style-type: none"> <li>• The policy and bylaw could be reviewed together later in 2015.</li> </ul>	<ul style="list-style-type: none"> <li>• The Alfresco Type Dining licence and annual fees stated in the Schedule of Fees and Charges for Alfresco-Type Dining cannot be applied if the policy does not align with the Schedule of Fees and Charges.</li> <li>• Council's documents would contradict one another.</li> </ul>

**Assessment of Significance**

17. As this affects very few people in the District and is not financially significant, it is not deemed significant. However, those affected (such as the business community and restaurateurs) would be alerted to the changes through a letter from Council. If Option One was selected, Community Boards and Community Development Area Subcommittees would also be alerted to the change so that they could make a decision as to whether to remit the licence fees or not.

**Recommended Option**

18. Option One - recommends the reviewed Alfresco Type Dining Policy and associated documents to Council for adoption, is recommended to ensure that the policy is future-proofed and that Council's policies are in line with Council's Schedule of Fees and Charge (once the Fees and Charges have been consulted on, adopted and implemented).

## Next Steps

19. The next step is for Policy Review Committee to recommend the policy and associated documents to Council for adoption. A letter would be sent to all restaurant owners in the District letting them know about the changes to the Alfresco Type Dining Policy. The Fees and licensing charges will be applied from 1 July 2015, when the Schedule of Fees and Charges is implemented.

## Attachments

- A DRAFT Alfresco Type Dining on Public Land Policy [View](#)
- B DRAFT Application for Alfresco Type Dining Licence [View](#)
- C DRAFT Alfresco Type Dining Procedure [View](#)
- D DRAFT Alfresco Type Dining Licence [View](#)

## SOUTHLAND DISTRICT COUNCIL ALFRESCO DINING POLICY

This policy applies to:

### DOCUMENT CONTROL

<b>Policy owner:</b> Area Engineers	<b>TRIM reference number:</b> r/14/12/18441	<b>Effective date:</b> «type date»
<b>Approved by:</b> «type date»	<b>Date approved:</b> «type date»	<b>Next review date:</b> «type date»

### CONTENTS

<b>1.</b>	<b>PURPOSE.....</b>	<b>1</b>
<b>2.</b>	<b>DEFINITIONS AND ABBREVIATIONS.....</b>	<b>1</b>
<b>3.</b>	<b>POLICY DETAILS.....</b>	<b>1</b>
3.1	Background.....	1
3.2	Regulations.....	2
3.3	Licensing and Applications.....	2
3.4	Operational Details.....	3
3.5	Fees 3	
3.6	Enforcement.....	3
3.7	Transitional Procedures.....	3
<b>4.</b>	<b>ROLES AND RESPONSIBILITIES .....</b>	<b>4</b>
<b>5.</b>	<b>REVISION RECORD.....</b>	<b>4</b>

## ALFRESCO DINING POLICY

### 1. PURPOSE

Alfresco dining in public spaces brings vibrancy to towns within the District, suggesting street life and energetic towns. Outdoor seating areas for food service provide a space for social interaction and the opportunity to rest and observe street activity. They also increase the sense of safety and security in the streets, due to increased occupancy.

These areas also provide restaurant and café owners with the opportunity of extending business and promoting patronage with a more visible presence, promoting economic development in our townships.

The Alfresco Dining Policy (the Policy) has been developed to regulate the use of street dining furniture so as to keep our streets clean, safe and not hindering pedestrian flow while encouraging our towns to be dynamic.

For regulations regarding sandwich boards, please see the District Plan.

### 2. DEFINITIONS AND ABBREVIATIONS

Term	Meaning
Alfresco Dining	The serving and eating of food in a public space, namely footpaths, in open air or under a tent, marquee or other temporary shelter.

### 3. POLICY DETAILS

#### 3.1 Background

Principles by which decisions regarding the Policy are made are:

- Licensing activities on footpaths should be reflective of Council's vision and mission
- Pedestrian priority should be enhanced to facilitate efficient and safe walking routes in our townships and encourage people to walk as their primary mode of transport through townships
- Streetscapes of our townships should be vibrant, safe and attractive, and when setting any rebate, Council will consider how a proposed activity might positively contribute to achieving this principle
- Our townships should provide opportunities for pedestrians to participate in the public environment through leisure, retail, recreation and entertainment activities
- Businesses and groups that use footpaths should do so in a fair and balanced way, that does not impair safe and efficient pedestrian movement. Footpaths shall be managed in accordance with
  - Relevant Council guidelines and the District Plan



- NZ standard 4121:2001 *Design of Access and Mobility - Buildings and Associated Facilities* (NZS4121) for accessible journeys and design elements.
- Relevant legislation and standards for health and safety and advertising.

### 3.2 Regulations

To be able to have street furniture for use in alfresco dining, restaurateurs must hold a current license for alfresco dining, obtained from Council.

A minimum of 1.5 metres of footpath will be available for pedestrian use at all times.

Umbrellas shall be confined to the area and not encroach onto the pedestrian way, and shall be at a height that is safe for pedestrians.

Alfresco dining and associated street furniture must be confined to the area of footpath directly outside the premises. Any other locations will be determined on a case-by-case basis through the relevant Area Engineer on advice from the Community Board or Community Development Area Sub-Committee.

This policy will apply to each town across the District unless a Community Board or Community Development Area Sub-Committee has advised Council that they do not wish to charge fees in their area. In this case, the policy will still apply; however, the fees will be remitted.

### 3.3 Licensing and Applications

An initial application to have alfresco dining is to be made in writing and approval will be granted by the appropriate Area Engineer after consultation with the Community Board/Community Development Area Sub-Committee and inspection of the premise by an Area Engineer.

All applications must contain:

- A map of the location of any street plantings/trees and Council-owned street furniture.
- A sketch showing the location of any proposed chairs, umbrellas, outdoor heating devices and any other furniture that will be used in this activity.
- Proposed hours of operation
- Letters of support from the adjoining (on either side of the location and the same side of the street) business owners or lessees will be obtained. Council staff can request other nearby business/lessees' opinions if the alfresco dining furniture is likely to have an effect on them.
- Proof of building consent (if applicable)
- Proof of valid Alcohol Premise Licence (if applicable)
- Proof of public liability (refer to Section 3.4)

Any building as defined in Section Three of the Building Act (1991) that is required for this activity shall require a building consent unless it is exempted by the Third Schedule of the Building Act (1991)

If the restaurateur holds an Alcohol Premise License, they must show that they intend to either obtain a new Alcohol Premise License for this area, or how they will not serve alcohol in that area

Once granted, licenses will be placed on property files as an advice for all Council staff dealing with the property.

Individual licences shall be issued by the local Area Engineer in consultation with the Property department and relevant elected body, and shall be valid for a maximum period of three years, before renewal is necessary.

### **3.4 Operational Details**

Licensees will hold public liability for a minimum of \$1,000,000 and shall take full responsibility for indemnifying Council against any claims, demands, or actions made upon Council arising out of licensees' operations

Licensees will be responsible for keeping their licenses areas clean and tidy. All stained or damaged pavement surfacing must be cleaned or replaced promptly by licensees at no cost to Council.

Licensees must control all litter arising from their activities and shall not use Council provided street litter bins for this purpose.

Licensees are not able to assign or sublet the licensed area without the approval of Council

Licensees will comply with all statutory requirements, Acts, Regulations, Bylaws, Ordinances, Rules and lawful directions of Council, including but not limited to, the following:

- Building Act (1991) and amendments
- Food Hygiene Regulations (1974) and amendments
- Health and Safety in Employment Act (1992) and amendments
- Litter Act (1979) and amendments
- Local Government Act (2002) and Amendments
- Public Works Act (1981) and amendments
- Resource Management Act (1991) and amendments
- Sale and Supply of Alcohol Act (2012) and amendments
- Southland District Council Trading in Public Places Bylaw (2012)

Where the applicant for a licence to occupy a public place is the holder of an on-license, then the occupation of the public place may not commence until such time as the applicant has sought and obtained an Alcohol Premise License before the sale and consumption of liquor can occur in the alfresco dining specified area.

### **3.5 Fees**

Fees are to be set by Council (inclusive of GST) and will consist of an administration fee and annual fees (or part thereof), as set out in the Schedule of Fees and Charges. Annual fees for the first year of a licence are pro rata.

### **3.6 Enforcement**

If a licence holder does not comply with the conditions of this policy, the Council will, on the first occasion:

- Provide information to ensure all parties know what is required
- Verbally notify the business, individual or group of the issue and provide a warning to the business, individual or group of the issue and provide a warning of the consequences of future violation of the policy.

For a second violation of the policy, the Council will provide a written second warning to the business, group or individual identifying the issue(s), required remedy and timeframe, and consequences of future violation of the policy.

For a third violation of the policy, the Council will take appropriate action, selecting from such options as revocation of the license.

### 3.7 Revocation of Licence

The Area Engineer, as directed by the local Community Board, Community Development Area Sub-Committee, and/or Council, may revoke an Alfresco Type Dining Licence. This would be for significant breaches of the policy that are unable to be resolved by other means (such as verbal or written warnings).

### 3.8 Transitional Procedures

This policy will take effect from 1 July 2015. Current license-holders will not be required to re-apply for licences, but will be required to pay their annual fees from this date. Any restaurants currently operating alfresco dining without a license will be required to apply for a license and pay the license application fee.

## 4. ROLES AND RESPONSIBILITIES

Party/Parties	Roles and Responsibilities
Area Engineer	Receive, process and finalise license applications based on advice from the relevant Community Board/Community Development Area Sub-Committee, including the inspection of the location during application.  Enforce the policy, including revoking the licence if necessary.
Environmental Health	To report any offenses of the policy to the Area Engineer, if seen during regular restaurant inspections.
Property department	Invoice for fees and require that fees be paid to Council.
Community Board / Community Development Area Sub-Committee	Give advice to the Area Engineer as to whether to approve and/or revoke an Alfresco Type Dining Licence.  <b>Decide whether the policy is to apply in their local area.</b>

## 5. REVISION RECORD

Date	Version	Revision Description
24/7/03	r/09/9/13466	Alfresco Type Dining on Public Land

Contact Area Engineers for enquiries:  
0800 732 732  
[www.southlanddc.govt.nz](http://www.southlanddc.govt.nz)

An Alfresco Type Dining Licence is valid for three years, until a renewal of the licence is necessary.

Restaurant Name:

Surname:

Physical:

Mobile:

**NO**

Mon	Tues	Wed	Thurs	Fri	Sat	Sun
-----	------	-----	-------	-----	-----	-----

What is the area (m<sup>2</sup>) of the Alfresco Type Dining space you wish to use?

\$

Applicant

SIGNED: \_\_\_\_\_ Date \_\_\_\_\_  
Chair, Community Board or CDA

### TO INCLUDE IN THE APPLICATION

Each application should incorporate:

- Map of location of street plantings/trees and Council-owned furniture, property boundary showing entrance, and which indicates the location of proposed chairs, umbrellas, outdoor heating devices and any other furniture to be used in this activity (see next page).
- Letters of support from the adjoining (on either side of the location and the same side of the street) business owners or lessees.
- Proof of building consent [unless exempted by Schedule 3 of the Building Act (1991)].
- Proof of public liability for a minimum of \$1,000,000 (please see below for details).
- Any applicable Alcohol Premise Licence held (please see note below).

### ALCOHOL PREMISE LICENCE

If the restaurateur holds an Alcohol Premise License, they must show that they intend to either obtain a new Alcohol Premise License for this area, or how they will not serve alcohol in that area.

That where the applicant for a licence to occupy a public place is the holder of an on-license, then the occupation of the public place may not commence until such time as the applicant has sought and obtained an Alcohol Premise License before the sale and consumption of liquor can occur in the alfresco dining specified area

### OPERATIONAL DETAILS

Licensees must hold public liability for a minimum of \$1,000,000 and shall take full responsibility for indemnifying Council against any claims, demands, or actions made upon Council arising out of licensees' operations

Licensees will be responsible for keeping their license areas clean and tidy. All stained or damaged pavement surfacing must be cleaned or replaced promptly by licensees at no cost to Council.

Licensees must control all litter arising from their activities within a 15 metre radius of their licensed area and shall not use Council provided street litter bins for this purpose.

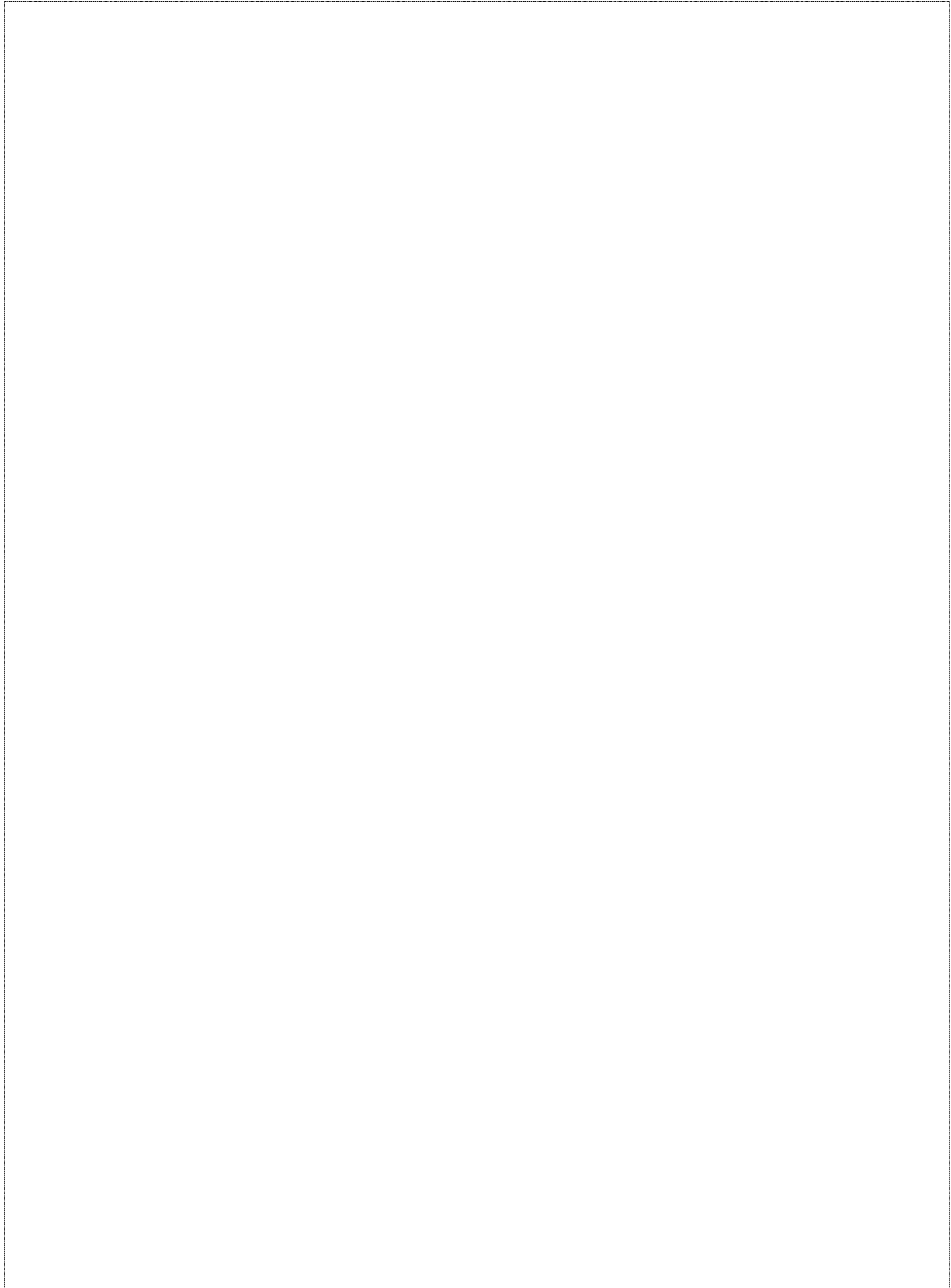
Licensees are not able to be assigned or sublet the licensed area without the approval of Council.

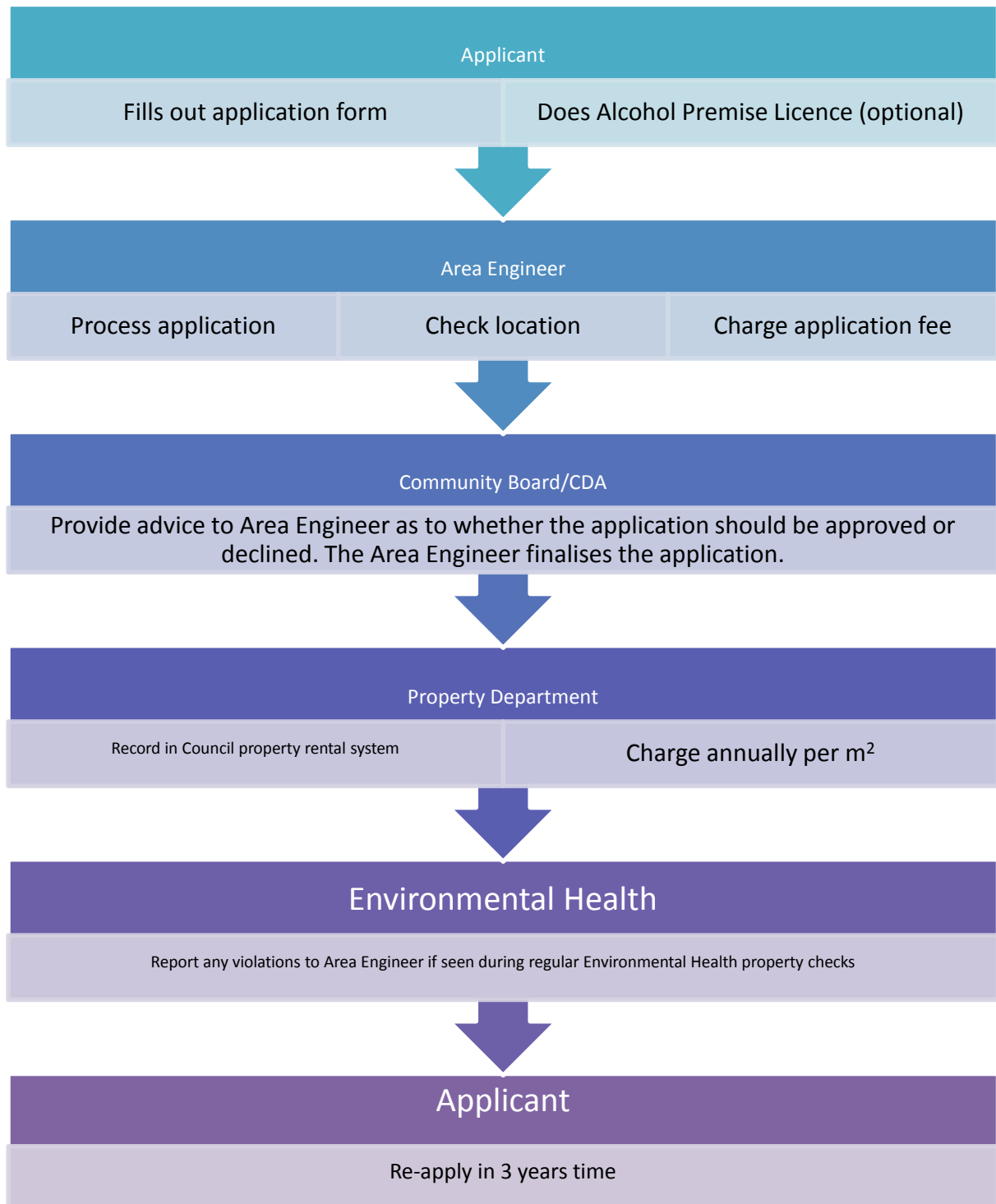
Licensees will comply with all statutory requirements, Acts, Regulations, Bylaws, Ordinances, Rules and lawful directions of Council, including but not limited to, the following:

- Building Act (1991) and Amendments.
- Food Hygiene Regulations (1974) and Amendments.
- Health and Safety in Employment Act (1992) and Amendments.
- Litter Act (1979) and Amendments.
- Local Government Act (2002) and Amendments.
- Public Works Act (1981) and Amendments.
- Resource Management Act (1991) and Amendments.
- Sale and Supply of Alcohol Act (2012) and Amendments.

**PROPOSED LOCATION (MAP/SKETCH)**

Map should include location of street plantings/trees and Council-owned furniture, property boundary showing entrance, and indicates the location of proposed chairs, umbrellas, outdoor heating devices and any other furniture used in this activity.



**Alfresco Type Dining Licence Process**

**[insert name here]**  
**COMMUNITY BOARD/COMMUNITY  
DEVELOPMENT AREA SUBCOMMITTEE**  
**ALFRESCO TYPE DINING LICENCE**

Licence is hereby granted to **[insert restaurant name here]** to occupy street frontage or road reserve adjacent to the business premises known as **[insert restaurant name here]** for the purposes of providing an alfresco dining facility in accordance with the site plan attached to this licence. This licence is also based on standard operating conditions.

Authorised pursuant to the **[insert name here]** Community Board/Community Development Area Sub-Committee meeting, dated **[insert date here]**.

This licence shall remain in force to 30 June \_\_\_\_ **[insert year 3 years from application]**.

An annual licence fee is required to be paid to Southland District Council, pursuant to Council's Alfresco Type Dining Policy, unless the licence is otherwise revoked.

Dated at \_\_\_\_\_ **[place]**, \_\_\_\_\_ **Date.**

**[name]**  
**AREA ENGINEER**



## Venture Southland - Community Development Update

**Record No:** R/15/3/5235

**Author:** Diana Zadravec, Community Development Planner

**Approved by:** Bobbi Brown, Community Development Team Leader

☐ Decision

☐ Recommendation

☒ Information

### Purpose

- 1 The purpose of this report is to update the Southland District Council on Venture Southland community development activities. The accompanying power point presentation provides information about both regional projects and local initiatives.

### Recommendation

**That the Policy Review Committee:**

- a) **Receives the report titled “Venture Southland - Community Development Update” dated 24 March 2015.**
- b) **Determines that this matter or decision be recognised as not significant in terms of Section 76 of the Local Government Act 2002.**
- c) **Determines that it has complied with the decision making provisions of the Local Government Act 2002 to the extent necessary in relation to this decision; and in accordance with Section 79 of the Act determines that it does not require further information, further assessment of options or further analysis of costs and benefits or advantages and disadvantages prior to making a decision on this matter.**

### Attachments

- A Community Development presentation to SDC Policy Review Meeting 1 April 2015 - Western Southland [View](#)

Item 8.1 Attachment A



# COMMUNITY DEVELOPMENT UPDATE



**Western Southland**  
western part of:  
**Waiau - Aparima Ward**  
**Mararoa Waimea Ward**

**Diana Zdravec**  
**COMMUNITY DEVELOPMENT  
PLANNER**



## Item 8.1 Attachment A

# THIS PRESENTATION

## REGIONAL UPDATES

Projects the Community Development Team are working on at a regional level

## WARD UPDATES

Update on some of the projects undertaken in Western Southland

# REGIONAL INITIATIVES

## Regional Projects:

Continue to work with stakeholders and Council on development of significant regional projects such as Curio Bay Natural Heritage Centre, Around The Mountains Cycle Trail & War Memorials/WW1 Commemorations leading up to ANZAC Day 2015.

Working alongside community funders – Lotteries, Meridian and CToS who are both moving to online applications. Significant implications for local communities.

Working with Charities Services, DIA and local funders on education and implementation of new Financial Reporting changes for registered charities.

## Item 8.1 Attachment A

# LOCAL INITIATIVES



## TUATAPERE COMMUNITY POOL

- Funding for the redevelopment of the facility secured in full (\$336,000)
- Tenders called for in early April, work to start in July
- Work with stakeholders on land ownership transfer process (Public Works Act)
- Currently s.40 – previous owner

# LOCAL INITIATIVES



## TUATAPERE SUMMER DAY

- Saturday 7 February 2015
- Third year
- Coincides with Stump the Hump
- Focus on art, craft and family activities
- Very successful; 600 – 800 people attended
- Investigating future format and direction of this event – food/sausage themed?



## Item 8.1 Attachment A

# LOCAL INITIATIVES



## BLACKMOUNT SCHOOL PROPERTY

- Worked with Mayor, staff and local community to secure ownership
- Pool, old hall, school building, adventure playground and tennis courts
- Agreement with Crown signed - \$90,000 (valued \$130,000)
- Majority of funding secured
- Facility will be transferred to the community after a period of time



# LOCAL INITIATIVES



## FIORDLAND RSA ANZAC DAY PLANS

Fiordland RSA have ordered 18 flags (9 of each design) to be put up around Te Anau to remind visitors and locals alike that the RSA is active in the region and the centenary approaching is a significant milestone in NZ’s war history.

Also the RSA have secured some funding for a 21 gun salute following their Anzac Day ceremony, this will be performed by 3 large guns, one of which will be German.

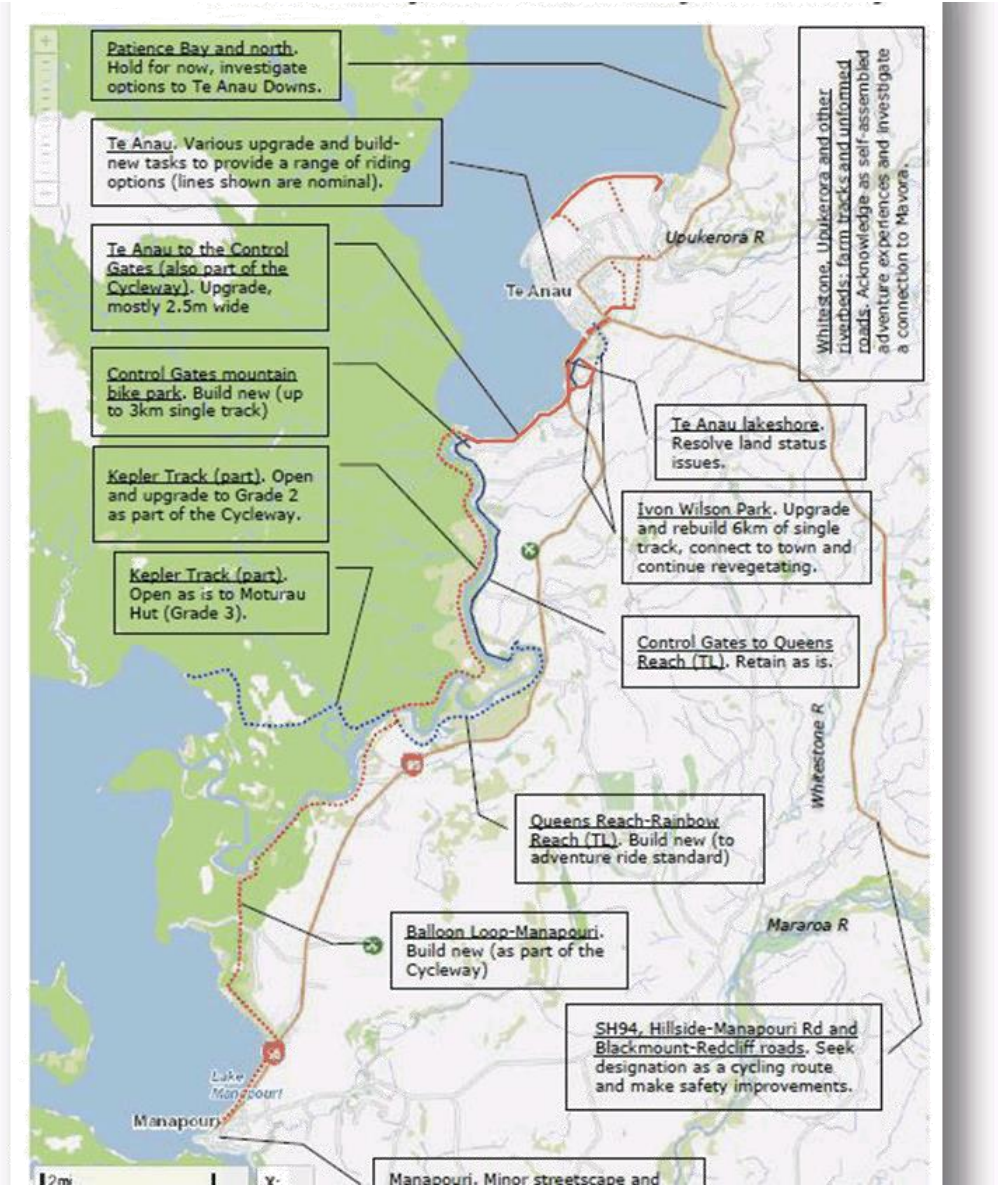
## Item 8.1 Attachment A

# LOCAL INITIATIVES



## TE ANAU AND ENVIRONS CYCLING OPPORTUNITIES STUDY

- Study completed in 2014 (funded by VS Impetus Fund)
- Very strong interest, engagement and support for the project
- Study report widely accepted
  - Te Anau – Manapouri Cycleway as the backbone
  - Concentric loops coming off it
  - Providing for different experiences and users



# LOCAL INITIATIVES

## TE ANAU AND ENVIRONS CYCLING OPPORTUNITIES STUDY

- Different aspects of the strategy have been picked up by different organisations:
  - Fiordland Trails Trust: Te Anau – Manapouri Cycleway (currently fundraising for Stage 1 – Control Gates to Rainbow Reach)
  - Te Anau CB – trail through Ivon Wilson, town infrastructure, contribution to Cycleway development and on-going cost
  - Te Anau Cycling Inc – mountain biking park (former Kepler carpark)
  - Multisport event
  - Pump track
  - ...

# VENTURE SOUTHLAND



PO Box 1306  
143 Spey Street  
Invercargill 9840

t 03 211 1400  
f 03 211 1401  
[www.venturesouthland.co.nz](http://www.venturesouthland.co.nz)

Venture Southland





## Venture Southland Update on World War One Commemoration Projects

Record No: R/15/3/5317

Author: Tina Harvey, Community Development Planner

Approved by: Bobbi Brown, Community Development Team Leader

☐ Decision

☐ Recommendation

☒ Information

### World War One Commemoration Projects

1. The purpose of this report is to provide the Southland District Council with an update on various projects relating to World War One commemorations, which Venture Southland has been involved with. There has been significant interest in recent times and this is expected to continue to grow with the 100 year anniversary of the Gallipoli landing due to be commemorated on the ANZAC Day (25<sup>th</sup> April 2015). <http://www.nzhistory.net.nz/war/the-gallipoli-campaign/landing-plans>

While Venture Southland has assisted local communities and organisations with their initiatives, we have also aimed to coordinate a regional approach. This is demonstrated with such projects as development of the Southland Online War Memorial Inventory, Southland Commemoration Flag Project, "Dawn to Dusk Train Journey" and the war memorial condition assessments project. The most recent project is the "Keeping the Home Fires Burning" initiative which looks to have a lantern (with a candle burning in it) situated on each war memorial in Southland or at each RSA facility, along with a poem or text commemorating the soldiers who went off to war and the people who were left behind.



### External Funding Secured

Venture Southland has independently secured or has worked alongside other organisations to secure approximately \$435,625 in external funding to support a range of projects. This has been a significant commitment in terms of overall regional coordination and staff time to prepare a number of funding applications. It has also required a high level of consultation with local funders. Two consultants have been engaged to undertake two specialised projects (researching and developing the Southland Online War Memorial Inventory and the

condition assessments of war memorials) and Julie Russell has been employed as the War Memorial Coordinator (a position which has now ceased).

A snapshot of various funding amounts and sources is detailed below:

<b>LOTTERIES WORLD WAR ONE ENVIRONMENT &amp; HERITAGE</b>		<b>Total Secured:</b> <b>\$282,000</b>
<b>Project</b>	<b>Amount Secured</b>	
Four commemoration projects (Gallipoli Exhibition Southland Museum, war stories ICC library and Southland Gallipoli Heritage Trail.	\$154,000	
Condition assessments of war memorials in Southland (x30)	\$85,000	
Gore War Memorial restoration (Gore RSA)	\$43,000	
<b>SOUTHLAND REGIONAL HERITAGE COMMITTEE</b>		<b>Total Secured:</b> <b>\$72,900</b>
Overall coordination of war memorial projects	\$20,000	
Development of WW1 uniform replicas	\$25,000	
Southland Gallipoli Heritage Trail	\$15,000	
Pine Bush War Memorial	\$3,000	
Limehills and Riverton War Memorial restoration	\$1,200	
Southland Commemorative Flag Project	\$3,000	
Wyndham War Memorial Restoration	\$3,000	
Mossburn War Memorial restoration	\$700	
Te Anau RSA commemorations	\$1,000	
Dipton War Memorial panel	\$1,000	
<b>COMMUNITY TRUST OF SOUTHLAND</b>		<b>Total Secured:</b> <b>\$55,000</b>
Venture Southland Investigation and Assessment	\$20,000	
Fund overall coordination, war inventory project		
Dawn to Dusk Train Journey	\$5,000	
War Memorial Restoration	\$30,000	
<b>SDC COMMUNITY INITIATIVES FUND</b>		<b>Total Secured:</b> <b>\$11,700</b>
Te Anau RSA commemorations	\$800	
Pine Bush War Memorial	\$3,000	
Limehills and Riverton War Memorial restoration	\$1,200	
Southland Commemorative Flag Project	\$2,000	
Wyndham War Memorial Restoration	\$2,000	
Dawn to Dusk Train Journey	\$2,000	
Mossburn War Memorial restoration	\$700	
<b>OTHER FUNDING</b>		<b>Total Secured:</b> <b>\$11,025</b>
ILT (Dawn to Dusk Train Journey)	\$5,000	
ICC Events Fund (Dawn to Dusk Train Journey)	\$5,000	
Meridian (Te Anau RSA commemoration)	\$500	
Northern Southland Development Fund (Mossburn war memorial)	\$525	
<b>TOTAL</b>		<b>\$435,625</b>



## Southland Online War Memorial Inventory

2. With the support of the Community Trust of Southland, Venture Southland and the Southland Regional Heritage Committee, funding was secured to develop an online inventory of Southland War Memorials. There are almost 400 memorials throughout Southland ranging from roll of honour boards to larger monuments. It was thought that because many were not documented, there was a risk some would disappear and the history associated with them. Ann Robbie undertook the research for this project and the information is available online and at [www.kiamatetoa.com](http://www.kiamatetoa.com). Venture Southland has also partnered with the Southland Museum and Art Gallery on a shared exhibition relating to this project.



### Lest we forget: Southland's War Memorials



The heavy casualties of the First World War affected every part of New Zealand society. Of the 103,000 New Zealanders that served overseas 41,000 were wounded and 18,166 died because of the war, most were buried overseas.

Without a grave to visit, returned soldiers, grieving families, friends, and communities in New Zealand had no place to commemorate the loss of their loved ones.

To address this problem a large number of war memorials were built across the country, with many hundreds dotted around Southland. These range from large civic monuments in nearly every settlement; to smaller rolls of honour and plaques in buildings, on structures in a wide variety of forms.

Decades later these silent monuments are often all that is left of once bustling communities.

These First World War memorials provide a valuable historic insight into the beliefs and values of Southlander's 100 years ago and how they coped with the terrible tragedy of war.

This exhibition highlights some of the variety of memorials from Makarewa, a small community north of Invercargill.

### Southland's War Memorial Inventory project

Southland's war memorials are an important historic record of the region, yet many are in danger of being lost or damaged through building sales, land use changes, community shifts, and neglect. Details about the memorials, and those people recorded on them, are also in danger of being lost as elderly people with that knowledge pass away.

In 2003, Ann Robbie came up with the idea of taking an inventory of Southland's memorials and in April 2013 Venture Southland initiated and funded a project to locate, record and preserve Southland's war memorials. Through the dedicated efforts of Ann Robbie and Venture Southland, working with many individuals and groups this project has identified and recorded more than 400 memorials throughout Southland.

The Southland War Memorials database is publicly accessible through Kia Mate Toa website:



[www.kiamatetoa.com](http://www.kiamatetoa.com)

#### Can you help?

If you have any information about any war memorial known to you please contact Ann Robbie

Mobile 027 353 8488  
Landline 03 221 7117  
Email [parobbie123@gmail.com](mailto:parobbie123@gmail.com)



## Kia Mate Toa

3. Venture Southland has assisted Kia Mate Toa (a community organisation specialising in Southland Military History) to develop a website [www.kiamatetoa.com](http://www.kiamatetoa.com). This website is the main portal for military history in Southland. Kia Mate Toa utilises the information gathered in the War Memorial Inventory to provide a digital platform for public access alongside previous historical knowledge of soldiers departing for war.

## War Memorial Condition Assessments

4. Venture Southland secured \$85,000 from Lottery World War One Commemorations, Environment and Heritage, to undertake condition assessments on war memorials in Southland. This will enable the assessment and condition reporting of 25-30 memorials. To date 18 condition reports have been undertaken and at least a further 7 are still to be completed. Following on from these condition assessments, Venture Southland staff are working with individual groups to assist with accessing funding to undertake the restoration work. To date Wyndham, Edendale and Woodlands memorials are being worked on alongside others such as Waikaia and Wendonside.



## Dawn to Dusk Train Journey

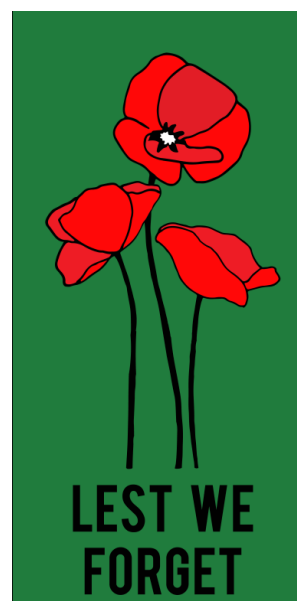
5. Venture Southland coordinated the Taieri Gorge train to be chartered to undertake a journey to commemorate the embarkation of soldiers to World War One. On 28 September 2014, 389 passengers travelled from Invercargill to Dunedin return. On arrival in Dunedin, passengers were able to join other commemoration activities. Venture Southland Community Development staff provided passengers with free Polaroid souvenirs and a magnet frame. The train journey was supported by the Community Trust of Southland,

Invercargill Licensing Trust, Southland District Council Community Initiatives Fund and the Invercargill City Council Events Fund.



### Centennial Street Flags

6. Venture Southland has coordinated the design and distribution of over 200 street banner flags. The aim is to display these in every town in Southland which will reflect a 'Southland' commemorative approach. Flags are being made now and are due to arrive early April. Venture Southland staff have worked closely with SDC Area Engineers and the Gore District and Invercargill City Councils to coordinate the distribution of these flags throughout all Southland communities. The designs of the banners and landscape flag are below.





## Gallipoli Exhibition Southland Museum and Art Gallery

Venture Southland prepared a successful application to Lotteries sourcing \$140,000 towards the development of this exhibition. Currently the exhibition is being constructed and it will be open in time for ANZAC Day 2015. The exhibition aims to interpret the experience of war in a visually evocative manner and has a number of displays including a real trench experience. Using photography, interactive displays and re enactments, the hope is that this exhibition will appeal to a younger generation who know little of war as well as appeal to an older generation who are well aware of it.

It is a significant achievement that Southland has a world class interpretative exhibition such as this.



## Gallipoli Heritage Trail

This is a collaborative project alongside SDC. The aim is to develop a heritage trail specialising in Gallipoli and World War One heritage. Ten museums were given an opportunity to have a single artefact featured and special conservation of each artefact was undertaken by Jo Massey. Interpretation panels will accompany the displays and people will be able to visit these rural museums. The image below is of the display currently at the Wyndham and Districts Museum.



## Conclusion

It was the purpose of this report is to provide the Southland District Council with an update on various projects relating to World War One commemorations, which Venture Southland has been involved with. Venture Southland is proud of the projects we have been able to initiate and implement. It has also been rewarding to work alongside our local communities, stakeholders and funders on a range of projects. To date \$435,625 has been secured from generous external funders and this has assisted us to implement a range of projects.

It has been our objective to not only preserve and look after our physical military heritage, but also to commemorate it with the 100 year centenary of World War One high in the public's interest as well.

## **Recommendation**

That the Policy Review Committee:

- a) Receives the report titled “Venture Southland Update on World War One Commemoration Projects” dated 23 March 2015.
- b) Determines that this matter or decision be recognised as not significant in terms of Section 76 of the Local Government Act 2002.
- c) Determines that it has complied with the decision making provisions of the Local Government Act 2002 to the extent necessary in relation to this decision; and in accordance with Section 79 of the Act determines that it does not require further information, further assessment of options or further analysis of costs and benefits or advantages and disadvantages prior to making a decision on this matter.

## **Attachments**

There are no attachments for this report.

## Continuation of Southland District Council Roding Bylaw 2008 and Roding Policy 2008 - Submissions

Record No: R/15/3/5328  
Author: James McCallum, Roding Engineer  
Approved by: Ian Marshall, GM - Services and Assets

☐ Decision ☒ Recommendation ☐ Information

### Introduction and Background

- 1 This report is to consider the submissions received for the continuation of the current Southland District Council Roding Bylaw 2008 and Roding Policy 2008.
- 2 The purpose of the Roding Bylaw is to put into effect legal means of controlling activities that are of a nuisance to the general public in use of or within the roding environment.
- 3 The existing Bylaw focuses on stock driving, speed limits, parking restrictions, one-way roads, vehicular accessways and heavy traffic prohibitions. It also contains supporting appendices with tables.
- 4 At the Policy Review Committee meeting dated 18 February 2015, the committee resolved that the Bylaw and Policy be subject to public inspection at all offices of Council and any person may make submissions in respect to this Bylaw and Policy with submissions closing 20 March 2015.

### Submissions

- 5 At the submission closing date of 20 March 2015, there were no submissions received from the public and one submission received from an affected stakeholder.
- 6 As part of the consultation process mentioned above, the Strategic Transport Department single submission of support was received support from Environment Southland for the continuation of the current Bylaw and Policy.

## **Recommendation**

That the Policy Review Committee:

- a) **Receives the report titled “Continuation of Southland District Council Roding Bylaw 2008 and Roding Policy 2008 - Submissions” dated 23 March 2015.**
- b) **Determines that this matter or decision be recognised as significant in terms of Section 76 of the Local Government Act 2002.**
- c) **Determines that it has complied with the decision making provisions of the Local Government Act 2002 to the extent necessary in relation to this decision; and in accordance with Section 79 of the Act determines that it does not require further information, further assessment of options or further analysis of costs and benefits or advantages and disadvantages prior to making a decision on this matter.**
- d) **That the continuation of the Southland District Council Roding Bylaw 2008 and the Roding Policy 2008 be confirmed at the Council meeting dated 22 April 2015.**

## **Attachments**

There are no attachments for this report.



## Public Places Liquor Control Bylaw 2005

**Record No:** R/15/3/5086  
**Author:** Michael Sarfaiti, Environmental Health Manager  
**Approved by:** Bruce Halligan, GM - Environment and Community

☐ Decision ☒ Recommendation ☐ Information

### Purpose

- 1 To seek feedback from the Committee concerning the proposed review of the “Public Places Liquor Control Bylaw 2005”.

### Executive Summary

- 2 The Council is required to review the Public Places Liquor Control Bylaw 2005 by 28 September 2015, if it wishes to continue to have an alcohol ban bylaw. Due to a legislative amendment in 2012, the criteria for review for this bylaw has become more onerous. The Committee is invited to give staff feedback concerning the proposed review process.

### Recommendation

That the Policy Review Committee:

- a) Receives the report titled “Public Places Liquor Control Bylaw 2005” dated 24 March 2015.
- b) Determines that this matter or decision be recognised as not significant in terms of Section 76 of the Local Government Act 2002.
- c) Determines that it has complied with the decision making provisions of the Local Government Act 2002 to the extent necessary in relation to this decision; and in accordance with Section 79 of the Act determines that it does not require further information, further assessment of options or further analysis of costs and benefits or advantages and disadvantages prior to making a decision on this matter.
- d) Gives feedback to staff concerning the proposed review of the “Public Places Liquor Control Bylaw 2005”.

## Content

### Background

#### Review Required

- 3 Council's Public Places Liquor Control Bylaw 2005 is required to be reviewed by 28 September 2015.
- 4 While the bylaw is district-wide, its practical effect has been limited to Te Anau only.
- 5 Due to a legislative amendment in 2012, the criteria for review has become more onerous, and this is discussed below.

#### About Alcohol Bans and the 2012 Legislative Amendment

- 6 The following is an extract from the website of the Health Promotion Agency, a Crown Health Entity:

*"Alcohol bans are usually introduced because of concern about disorderly behaviour and criminal offending linked to the consumption of alcohol in public places. This is seen as detrimental to businesses and visitors as people think the area is not a safe place to visit.*

*An alcohol ban prohibits the possession or consumption of alcohol in certain locations and at certain times.*

*Territorial authorities are able to make alcohol control bylaws under Section 147 of the Local Government Act 2002 following a full community consultation process.*

*The Local Government (Alcohol Reform) Amendment Act 2012 has made changes to the way alcohol bans can be imposed in response to recommendations from the Law Commission.*

*The area where an alcohol ban may be imposed includes any public place. This means, for example, that an alcohol ban can be imposed in a private car park if drinking is causing problems. Previously alcohol bans could be imposed only in a public place under the control of the territorial authority.*

*There is now a greater responsibility on the territorial authority to justify the alcohol ban. A ban must be a reasonable limitation on rights and freedoms and there must be evidence of a high level of crime or disorder that was caused or made worse by alcohol consumption. Any bylaw must be appropriate and proportionate in the light of that crime or disorder. (Previously the territorial authority had only to prove alcohol would be present in a public place on a specified day and that it was likely to lead to disorder or offensive behaviour, fighting or assault.)*

*There is also provision for regulations to be made to require signage to ensure people know where the limits of the alcohol ban area are."*

#### History of the Te Anau Alcohol Ban

- 7 A history of the Te Anau alcohol ban is in **Attachment A**.

#### Views of the Police

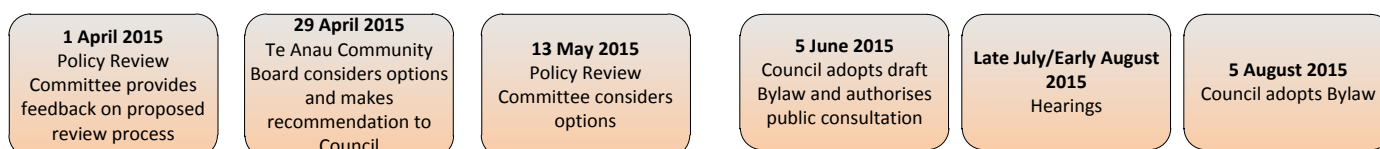
- 8 Acting Inspector Maggie Windle has submitted to Council that Police support the bylaw continuing as is. Her letter is in **Attachment B**.

### Review options that will be available to the Council

- 9 The options that will be available to the Council when it is reviewing the bylaw:
- (a) Not review the bylaw and allow it to lapse.
  - (b) Rollover the current bylaw.
  - (c) Amend the bylaw to enable temporary alcohol bans only, such as the New Year's celebrations in Te Anau.
  - (d) Amend the bylaw so that the Te Anau ban area is reduced in size.
  - (e) Amend the bylaw so that the Te Anau ban hours and/or dates are reduced, for example carrying over the hours of darkness from the outer ban area to the whole ban area, and/or restricting the ban to the summer season.
  - (f) A combination of options (c) to (e); for example a bylaw that continues to provide for temporary bans, and reduces both the boundaries of the existing alcohol ban area and also reducing the existing hours and dates of the ban area.

### Issues

- 10 The Committee is invited to give feedback on the following matters:
- (a) Whether the bylaw should be reviewed or not.
  - (b) Whether the views of the TACB along with the Police provide sufficient information for the Council to draft a bylaw, without informal pre-draft public feedback being sought.
  - (c) The possible timeline for the review process below:



### Factors to Consider

#### Legal and Statutory Requirements

- 11 The Council is required to review this Bylaw by 28 September 2015, if it wishes to continue to have an Alcohol Ban Bylaw.
- 12 If the community and the Police want to continue with the current Liquor Ban Bylaw in downtown Te Anau, then the Bylaw can continue without amendment under s.147A(2) of the Local Government Act 2002, and Council would be required to consult in accordance with the special consultative procedure (s.160(3)(b)).
- 13 The Act requires Council to be satisfied that crime and disorder will return to the area if the bylaw does not continue and alcohol can be consumed there in public again (s.147A(1)). Council's solicitor has reviewed the submission from the Police in **Attachment B**, and believes that this letter is sufficient for Council to be satisfied in terms of s.147A(1).

#### Community Views

- 14 This report proposes to seek feedback from the TACB. The bylaw review process would then require the special consultative procedure.

### Costs and Funding

- 15 There are not funding implications.

### Policy Implications

- 16 There are no policy implications.

## Analysis

### Options Considered

- 17 The options are whether or not to provide feedback to staff on the matters in paragraph 9 above.

### Analysis of Options

#### To give feedback to staff concerning the proposed review of the “Public Places Liquor Control Bylaw 2005”.

<i>Advantages</i>	<i>Disadvantages</i>
<ul style="list-style-type: none"><li>Staff will be able to proceed with the review in a manner that will be endorsed by Council.</li></ul>	<ul style="list-style-type: none"><li>Nil.</li></ul>

#### To not give feedback to staff concerning the proposed review of the “Public Places Liquor Control Bylaw 2005”

<i>Advantages</i>	<i>Disadvantages</i>
<ul style="list-style-type: none"><li>Nil.</li></ul>	<ul style="list-style-type: none"><li>Staff may proceed in a direction that Council would not endorse.</li></ul>

### Assessment of Significance

- 18 This issue is considered to be not significant in accordance with Council’s Significance and Engagement Policy.

### Recommended Option

- 19 To give feedback to staff concerning the proposed review of the “Public Places Liquor Control Bylaw 2005 ”.

### Next Steps

- 20 The next steps are outlined in the proposed timeline above.

### Attachments

- A History of the Te Anau alcohol ban [View](#)  
B Letter from Police [View](#)

# History of the Te Anau Alcohol Ban

## Prior to 2003

For some years prior to 2003, Council was able to impose an annual alcohol ban each year under Section 709A of the Local Government Act 1974 by Council resolution, for the duration of New Year's celebrations at Lions Park. This was on the request of the Police, organisers, and the Te Anau Community Board (TACB).

Experience proved that the bans had been a successful way of improving the behaviour of people attending the New Year's celebrations.

## Public Places Liquor Control Bylaw 2003

The power to impose bans by Council resolution was repealed under the Local Government Act 2002, and bans could only be implemented under a bylaw.

The TACB considered a request from the Te Anau Police (attached as **Schedule 1**) for a liquor ban in various parts of Te Anau for a specified period. The Board subsequently met with Sergeant Payne of the Te Anau Police to discuss the parameters of a proposed liquor ban. These discussions formed the basis of the proposed 'Public Places Liquor Control Bylaw' to be considered by the Council.

In 2003 Council resolved to create a bylaw that would place controls on drinking at identified events. The enforcement of such a bylaw would help reduce opportunities for drunkenness in specified public places where people gather, and reduce the incidence of violence and vandalism.

Council was advised that there had been a behaviour problem by some revellers associated with the consumption of alcohol at New Year's Eve celebrations at Lions Park.

Council made the Public Places Liquor Control Bylaw 2003. The bylaw applied between 7.00 pm on 27 December to 7.00 am on 2 January the following year, to the Te Anau alcohol ban area, indicated by the bold line in the map in **Schedule 2**.

## Public Places Liquor Control Bylaw 2005

At the request from the TACB to consider the introduction of a permanent liquor ban in certain parts of the Te Anau township, Council resolved to create a new bylaw to allow the establishment of permanent alcohol bans in designated public places as well as alcohol controls for other specified periods or events.

The alcohol ban area was slightly expanded from the 2003 boundaries, indicated by the bold line in the map in **Schedule 2**.

The TACB had initially discussed the possibility of introducing the alcohol ban following discussion with Te Anau Police. Staff requested the Police to advise Council of the reasons for their support of the introduction of the proposed alcohol ban, and the affect the ban is likely to have within the area liquor is not to be consumed or possessed.

The Police confirmed to Council at the time that they *"would fully support the introduction of a permanent liquor ban in the Town Centre and Lakefront areas of Te Anau for the following reasons:*

- *Reduction of disorder and violence in the Main Street.*
- *Reduction of damage to public and private property.*
- *Reduction of noise complaints from carloads of youths drinking and cruising the Lakefront and Town Centre.*
- *Discouragement of anti-social behaviour from visiting carloads of youths cruising the Town Centre, drinking and yelling at pedestrians.*
- *Difficult to detect minors consuming liquor in public in cars."*

The letter from the Police, and a research paper they provided, are attached in **Schedules 3 and 4.**

No other Community Board or Community Development Area Subcommittee wanted any part of their townships included in the proposed ban.

During the process, some Councillors expressed concern that the ban proposed would apply to those wishing to have a bottle of wine with their lunch, while enjoying a picnic on the lakefront. The TACB considered the concerns of Councillors and as a result requested that the alcohol ban proposed for the lakefront, Memorial and Lions Parks only take effect during the hours of darkness.

## Schedule 1

Letter from Police dated 25 August 2003

Item 8.4 Attachment A

### APPENDIX 1

25 August 2003

The Chairman  
Te Anau Community Board  
Te Anau

Dear Sir

**Re: Liquor Licences**

Te Anau Police propose to apply to the Southland District Licensing Authority for a Liquor Ban between the dates of 21 December 2003 and 02 January 2004 to encompass the following areas:

- Te Anau Terrace from the Town Centre roundabout up to and including the Boat Harbour Carpark and Toilets
- Lakefront Drive, from the Manapouri turnoff to the Town Centre roundabout
- Mokonui Street, from the Town Centre to Matai Street
- Town Centre, from Lakefront Drive to Milford Crescent including Miro Street and The Lane
- Lions Park

In addition to these seasonal restrictions Te Anau Police are proposing to object to the reissue of all 24 hour On Licences currently in place. The request will be to limit the extent of the licences to a cut off period of 3.00 am for all premises. It is anticipated that this will take effect as each liquor licence falls due for renewal.

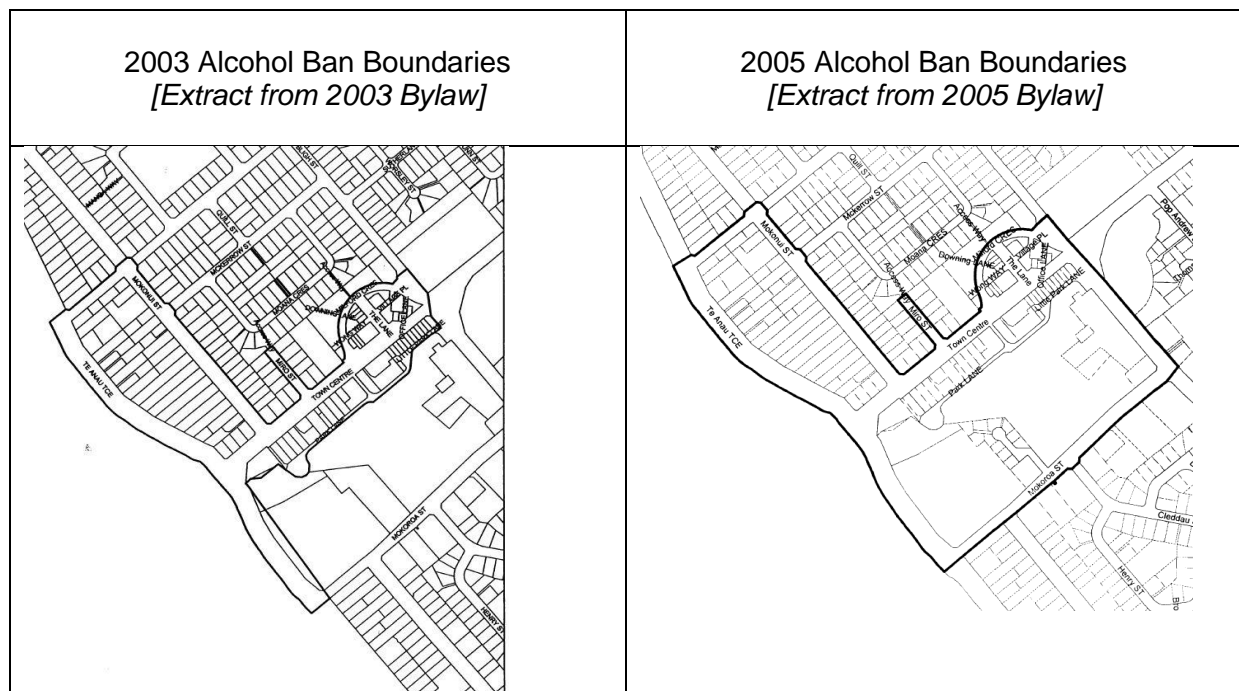
It is expected that these changes will enable more effective policing of the town and it is hoped that the proposal will have the support of the Te Anau Community Board.

Yours faithfully

  
Peter PAYNE  
Sergeant in Charge  
Te Anau

## Schedule 2


### Te Anau Alcohol Ban Boundaries in 2003 and 2005





## Schedule 3

### Letter from Police dated 2 February 2005



**New Zealand  
POLICE**  
*Nga Pirihimana O Aotearoa*

2nd February 2005

Lindsay McKenzie  
Group manager Regulatory Services  
Southland District Council  
PO Box 903  
Invercargill

**Re: Possible Liquor Ban - Te Anau**

Dear Sir,

The Te Anau Police would fully support the introduction of a permanent liquor ban in the Town Centre and Lakefront areas of Te Anau.

The Te Anau Police has a very good working relationship with local Liquor Licence's and Hotelier's. We want this relationship to continue.

Annually we invite a group from the Main Licences for a meeting to discuss the up and coming busy season and invite feedback on current initiatives.

Currently we operate a blanket ban system where if a patron is banned from one premise then they are banned from all, this was an initiative from the licensees which the Police fully support.

Police support the introduction of the proposed liquor ban for the following reasons,

- Reduction of Disorder and violence in the Main Street
- Reduction of Damage to Public and Private Property
- Reduction of Noise complaints from carloads of youths drinking and cruising the Lakefront and Town Centre
- Discouragement of anti-social behaviour from visiting carloads of youths cruising the Town Centre, drinking and yelling at pedestrians.
- Difficult to Detect Minors consuming liquor in public in cars

**Safer Communities Together**

**TE ANAU POLICE STATION**  
198 Millford Road, P O Box 41, Te Anau  
Telephone: 03 249-7600 Facsimile: 03 249-8233

SOUTHLAND  
DISTRICT COUNCIL

- 8 FEB 2005

FILE No. 013111

DOCUMENT No. 2005/02/666

C.E.	G.M. Asset Mgmt
G.M. Customer & Fin. Serv	Legal



The temporary New Years Liquor Ban has worked well in recent Years with positive comments from members of the public in particular the lack of glass on the streets and on the Lions Park and lake front reserves, comments on how clean and tidy this year was.

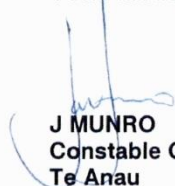
This New Year's Eve only one person was arrested for breaching of the liquor ban, Police policy is to use discretion in dealing with these matters.

Police coverage in Te Anau is only until Midnight while the licensed premises have 24 hour licences, Police are of the opinion that a liquor ban will go some way in keeping order on the streets, while there is no Police presence.

Police would like to see encouraged responsible social drinking such as alfresco dining in a controlled licensed environment, and have Te Anau promoted as a safe environment for visiting families and tourists.

Please see the attached Paper on "the problems" and New Zealand Police

Yours faithfully

  
**J MUNRO**  
**Constable G599**  
**Te Anau**

**Safer Communities Together**

**TE ANAU POLICE STATION**  
198 Milford Road, P O Box 41, Te Anau  
Telephone: 03 249-7600 Facsimile: 03 249-8233

## Schedule 4

### Banning the bottle: Liquor bans in New Zealand

MICHAEL WEBB, PAUL MARRIOTT-LLOYD AND MARTY GRENFELL\*

#### Abstract

*Alcohol-related crime, disorder and anti-social behaviour cause concern in many New Zealand communities. The growing incidence of drinking in public places, especially by young people, has been a particular source of anxiety; as are reports of alcohol-fuelled street violence. With the decriminalisation of public drunkenness in the early 1980s, some observers have pointed to a lack of tools which frontline police can use to 'nip trouble in the bud', leading to calls for local councils to pass by-laws which prohibit the possession or consumption of alcohol in defined public places. In response to such calls, liquor bans have been imposed in a large number of municipal and provincial centres. This paper details the development of liquor bans in New Zealand, underlining the importance of a community partnership approach involving police, local authorities, health agencies, and often formal alcohol accords or liquor liaison groups. Using a case-study approach, evidence of the effectiveness (or otherwise) of such controls on the physical availability of alcohol is examined. The paper also addresses arguments about possible displacement effects, and tensions perceived between liquor bans and the 'democracy of public places', and between liquor bans and induction of people (especially young people, including young Māori) into the formal criminal justice system.*

#### Introduction

Policies that limit where drinking can take place are fairly common throughout the world. In North America, for instance, drinking is prohibited in most public areas other than licensed premises, and recently there has been an increased focus on regulating recreational areas such as parks and beaches (Sewel 2002; Scottish Executive 2003). Similarly, in Western Europe, it is estimated that 60 percent of countries ban alcohol consumption in public areas, like parks and streets, and almost half ban drinking at sporting events (Rehn et al. 2001). Partial or complete liquor bans also operate in many Australian state and territory capitals – notably Melbourne, Sydney, Darwin, Brisbane, Perth, and Hobart – as well as in several regional towns and cities, including Port Augusta, Mount Gambier, Coober Pedy, Alice Springs, Ceduna-Thevenard and Port Pirie (see, further, Hazebroek and Halsey 2000).

Such controls over public place drinking stem from a knowledge that poorly controlled drinking environments are one of a constellation of factors that can influence exposure to alcohol-related harm (Plant et al. 2002; Babor et al. 2003). The most commonly indicated problems associated with drinking in public venues are underage drinking, alcohol-related violence, and later drink driving (Single 1997). Efforts to control the physical availability of alcohol in public places have been shown to be effective in preventing or reducing these types of alcohol-related problems (see Stockwell and Gruenwald 2001). In turn, authorities from around the world are showing interest in exploring strategies like specially-designated alcohol free zones (for example, refer to the communiqué from the New South Wales parliamentary summit on alcohol - <http://www.alcoholsummit.nsw.gov.au> - especially recommendations 2.8, 8.62 and 8.70).

In Australia and elsewhere, local government is being looked to as a key partner in such attempts to minimise alcohol-related harm (eg., Shaw 2001). For instance, the importance of effective city planning, and initiatives like bottle bans and prohibiting street drinking, were important themes drawn out during consultation on the recently-released *Alcohol Harm Reduction Strategy for England* (see the summary of the consultation process available at <http://www.pm.gov.uk/output/Page3669.asp>, esp. pages 3-4).

\* MICHAEL WEBB, BA (Hons), MSc (Dist), LL.M (Hons), Policy Manager, Office of the Commissioner, New Zealand Police; PAUL MARRIOTT-LLOYD, BA (Hons), PGCHS (High Dist), MIR, Chief Policy Advisor, Sport and Recreation New Zealand; INSPECTOR MARTY GRENFELL, BBS (Mngt.), Cert. App. Mngt., Wellington Area Commander, New Zealand Police. Correspondence by email to: [michael.webb@police.govt.nz](mailto:michael.webb@police.govt.nz).

In the New Zealand context, approximately 30 of the country's 72 district or city councils now have permanent, year-round liquor bans, and a further 15 councils having introduced seasonal bans at beaches or popular holiday spots, or for specific festivals. The widespread introduction of such liquor bans has been credited as a significant tool in ongoing efforts to prevent and reduce alcohol-related problems, with increasing numbers of communities seeking to import what they see as a successful model to their local areas.

This paper provides an overview of the gradual spread of liquor bans in New Zealand, paying particular attention to the role that police can play to minimise alcohol-related crime and disorder through the proactive enforcement of such local government by-laws.

### Setting the scene

#### *What is a New Zealand-style liquor ban?*

At the outset, it is useful to clarify what is meant by the term 'liquor ban'. Generally speaking, the published literature describes two main types of controls on the physical availability of alcohol (so called 'dry communities' and 'restricted areas'), and a further type of control on post-access consumption of alcohol in public places (typically called 'alcohol free zones').

- **'Dry communities':** A 'dry community' is a whole community in which people cannot drink, carry alcohol or be intoxicated. Some limited benefits have been found from banning alcohol altogether from isolated indigenous communities (D'Abbs 1990; Bourbon et al. 1999; Berman et al. 2000; Berman and Hull 2001). However, the unique cultural, economic and socio-political context of such First Nations or Aboriginal communities may counsel against extrapolating from such liquor bans (see, further, Hedges 1986; Chiu et al. 1997).
- **'Restricted areas':** A 'restricted area' limits the carriage of alcohol within a defined area. When a restricted area is declared, a legal limit is set on the type and quantity of liquor that can be carried within that area: the limit may be zero, or it may be set at a particular amount and type. This is one strategy being adopted in Queensland, for example (refer to <http://www.mcmc.qld.gov.au/community/restricted.php>).
- **'Alcohol free zones':** The consumption of alcohol can also be prohibited in a particular zone, creating a liquor free area in a location such as a public park. The prohibition is sometimes confined to certain events and is sometimes confined to a certain time of the day. Prohibitions can also be implemented in other areas such as entertainment venues, sports grounds, and so on. It is these types of liquor bans which are a feature of the New Zealand environment.

### *Legislative framework*

Territorial local authorities in New Zealand have had the ability to implement liquor bans for a number of years. The power to introduce such controls was formerly contained in section 709 of the Local Government Act 1974. The legislation allowed councils to impose liquor bans in specified public places for up to 24 hours. The bureaucratic effort required to put in place such temporary alcohol free zones, however, meant that few local bodies took advantage of this power, although there were some notable exceptions. For instance, Conway (1998; 2002) reports on the liquor ban that was initially instituted from October 1995 to April 1996 in the small North Island beach community of Piha.

The time-limited nature of such alcohol free zones was the subject of the Local Government (Prohibition of Alcohol in Public Places) Amendment Act 2001, which was passed under urgency on 19 December 2001. Due to an apparent drafting error, the Amendment Act effectively banned the possession and consumption of alcohol in *any* public places controlled by a local council. This sweeping prohibition was much criticised at the time, with fears that a situation could arise where police would confiscate alcohol from people when they walked from off-licence liquor outlets to their vehicles or homes. The sense of unreality surrounding such broad enforcement powers, and legal difficulties associated with bringing the more-durable liquor bans into force in time for the 2001/02 New Year's festivities, again meant that few councils sought to invoke the procedures.

Parliamentarians moved to correct the perceived anomalies in the liquor ban provisions when the comprehensive Local Government Act 2002 was passed. The new legislative framework foresaw that councils with existing liquor bans would have to revalidate their by-laws under the new Act, and there are clear rules in place to cover situations such as searching vehicles entering a liquor ban area. The legislation also clarifies that, for unopened alcohol containers, liquor bans do not extend to scenarios like taking liquor from outside the alcohol free zone to B.Y.O. restaurants that adjoin the liquor ban area.

Prior to the enactment of the 2002 legislation, the maximum fine for breaching a liquor ban by-law was \$500. The new Act increased this maximum penalty to \$20,000 – the same level as for any other breach of a by-law made under the relevant part of the statute. Even so, the average level of fines being handed down by the Courts for breaches of liquor ban by-laws has actually dropped since the maximum fine was raised [see Table 1].

*Table 1: Average fines for convicted charges for breaching liquor ban laws, 2000–2003*

Year	Average fine	Minimum fine	Maximum fine
2000	\$347.63	\$50.00	\$500.00
2001	\$240.83	\$70.00	\$400.00
2002	\$241.12	\$25.00	\$400.00
2003	\$209.61	\$50.00	\$750.00

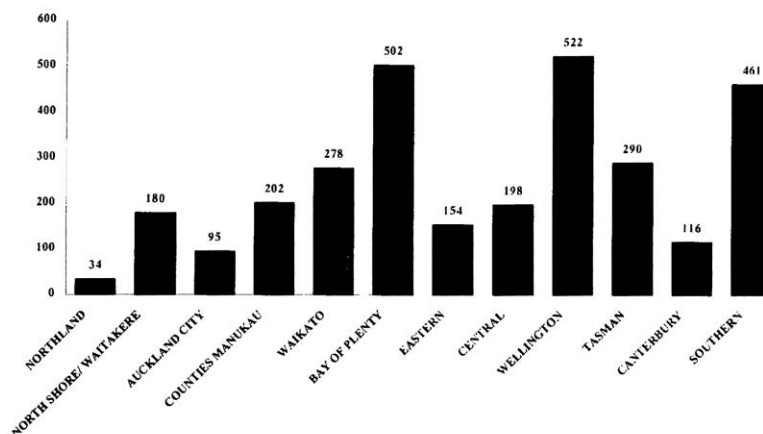
Source: Ministry of Justice (2004a).

#### *Associated police powers*

A critical feature of the liquor ban regime is the power of arrest that police officers have where by-law breaches are detected. The ability to apprehend and remove troublemakers from hot spots, and to physically take them to the local police station for processing (thereby allowing them to cool down in an environment that is safer for both themselves and others), is seen by frontline officers as probably the critical factor in being able to 'nip alcohol-related problems in the bud', before they begin to escalate.

This on-the-spot power of arrest for liquor ban by-law breaches may be contrasted with the use of Liquor Infringement Notices (LINs) for underage drinking offences. Section 38(3) of the Summary Offences Act 1981 makes it an offence for any under 18 year old, who is unaccompanied by his or her parent or legal guardian, to drink any intoxicating liquor in a public place, or have in his or her possession or under his or her control any intoxicating liquor for consumption in a public place. Offences under section 38(3) are defined as infringement offences, meaning that police can write out a \$200 instant fine LIN where under 18 year olds are seen possessing or consuming alcohol in public places. Proactivity by police in targeting this type of offending can lead to striking differences in the number of LINs issued for underage alcohol offences between different parts of the country [see Figure 1].

*Figure 1: Liquor Infringement Notices issued, by Police District, for calendar year 2003*



With the introduction of liquor bans across the majority of New Zealand's major towns and cities, the potential anomaly has now been removed whereby police action could be taken against a 17 year old sitting in a public park drinking alcohol and causing nuisance, but not against his or her 18 year old friend sitting next to them, engaging in the same behaviour.

#### *How commonplace are liquor bans?*

As noted above, after a relatively slow initial uptake, liquor ban by-laws are now a widely-used and well-established strategy to address alcohol-related problems in public places. Indeed, a majority of New Zealand's 72 district or city councils now have either permanent, year-round bans, or seasonal bans at holiday spots or for particular festivals.

By way of example, South Taranaki District Council has instituted a liquor ban in the central business area of Hawera township, operating each Friday and Saturday night from 5.00pm to 6.00am the following morning. On New Zealand's East Coast, Gisborne District Council has established a 24 x 7 liquor ban in the town centre of Gisborne. Variations in the large cities of Auckland, Christchurch and Dunedin see liquor bans there operating Thursday to Saturday, from 9.00pm to 6.00am; Thursday to Saturday, from 7.00pm to 7.00am; and Wednesday to Saturday, 8.00pm to 7.00am, respectively.

#### **Approach to enforcement**

The reasonable use of discretion is the defining feature of New Zealand's style of policing local liquor ban by-laws. Often, this will be codified through formal guidance which is issued to staff prior to a liquor ban coming into force in a particular area. For example, enforcement guidelines for staff who police the liquor ban in Auckland City's central business district state that:

Discretion is to be used at all times. If a person who is in breach of the ban complies with directions to either dispose of the liquor or move outside the prohibited area, then a warning is appropriate. It is not the intention of the legislation to prohibit persons buying liquor and taking the same to a BYO restaurant or to friends' or associates' premises, and are transiting through the prohibited area. It is intended to police those who indicate by their conduct or demeanour that they are likely to intimidate others or lead to some form of disorder.



Another common approach is for newly-introduced liquor ban by-laws to be phased in with a period of 'educational' policing. For example, when Christchurch's central city liquor ban was introduced on 27 December 2002, the first breaches were responded to by police with cautions, which were designed to raise awareness of the new requirements, but not to penalise the unwary through immediate arrest or prosecution. After an initial three month period of awareness raising, local police then added the possibility of formal enforcement action if an initial warning did not result in the person leaving the ban area or surrendering the offending alcohol.

The need to exercise judgement on a case-by-case basis when a liquor ban breach is detected has also been reinforced in national guidance issued to all staff. Commenting on the implications of the liquor ban provisions of the Local Government Act 2002, officers were advised that: "The powers available to police under these provisions must be exercised responsibly and discretion should be used where appropriate" (New Zealand Police, *Ten-One*, No 249, 30 May 2002, p 15).

#### ***Enforcement statistics***

In line with this approach, the overwhelming number of liquor ban breaches are resolved by way of a warning or caution, rather than arrest and prosecution. Indeed, the total number of liquor ban breach offences that are officially recorded in New Zealand (provisionally 3915 in calendar year 2003) is not especially large, when one considers the number of technical liquor ban breaches which must occur across the country each year.

In most situations where breaches are detected, people typically comply with an officer's direction to leave the ban area with their alcohol, or agree to the alcohol being tipped down a drain with the empty vessel put in a rubbish bin. As an example, the ratio of street-levels warnings to arrests for liquor ban breaches in the Nelson-Bays area has been calculated at 20:1. Similarly, looking at the recently-introduced liquor ban in Wellington, during the period 21 November 2003 to 13 January 2004, there were 795 liquor ban related interactions recorded between police officers and members of the public. Only 17 (or 2%) of these interactions resulted in an arrest being made. Similar trends are evident in the South Island town of Oamaru, where the 24 x 7 inner city liquor ban introduced on 1 December 2003 has so far seen 40 warnings issued, with only one prosecution.

#### **Case study: Policing New Year's Eve celebrations**

Although the vast majority of liquor ban breaches are resolved via a warning or caution, the importance of retaining a power of arrest and detention is viewed as particularly important at large scale events, such as New Year's Eve celebrations, where maintaining crowd control can often be a challenge for greatly out-numbered police. Police around the country report that there is now a good level of understanding by members of the public that disregarding liquor bans can result in offenders being arrested. This acts as a strong disincentive to irresponsible alcohol-related behaviour in the areas covered by bans, which in the past have often been troublespots. Without the power to act decisively and remove people who are intent on flouting the prohibitions on alcohol, Police efforts to maintain a safe environment for everyone to enjoy would be undermined.

By way of example, Operation Colditz run in Taupo from 27 December 2003 to 4 January 2004 resulted in 400 people being arrested for breaching the town's liquor ban, with 70 extra Police staff having to be brought in from neighbouring districts to help provide coverage. Specially constructed holding cells were added to the local police station to cope with anticipated pressures. Despite the high number of arrests, the officer

in charge of processing, Sergeant Mark Robertson, noted: "The locals and the families on holiday were very happy about the ban. There was a great atmosphere in town on New Year's Eve and a sense of safety. There was none of the normal disorderly behaviour ... And we didn't have any complaints from the people being processed".

Similarly, a mass arrest unit known as 'Alcatraz' was again used at Mt Maunganui, during Operation Lustrate (from 26 December 2003 to 4 January 2004) and Operation Phoenix (on New Year's Eve), with 390 arrests for liquor ban breaches – down from 644 last year. Senior Sergeant Duncan MacLeod, the local planning officer, noted that: "The message is getting out there that we are taking a very strict line. It's getting better and better as we have more and more families and less of the 'hoon' element. We were thanked by families with young kids for returning the Mount to a family atmosphere".

Auckland was another place where firm policing of the central city liquor ban over the New Year period, including 71 arrests, helped reduce the number of alcohol-related incidents, and allowed the vast majority of people to enjoy themselves safely. The officer in charge of Auckland central police station, Senior Sergeant Kay Capper, reported that the liquor ban bylaw was actively enforced early in the evening on New Year's Eve, which contributed to less incidents, particularly violent offending, in the first few hours of the New Year. Senior Sergeant Capper concluded: "The liquor ban helps to create a safer atmosphere, and an increased family element was noted celebrating in the city".

#### **Case study: Targeting alcohol-related crime and disorder in early morning hours**

The existence of liquor bans has also been used by some Police Area Commanders to structure targeted street-policing initiatives around the by-laws, particularly in the early morning hours in the vicinity of licensed premises – which are traditionally hot spots for alcohol-related crime and disorder problems, such as assaults and disorderly behaviour offences.

A good example of such an approach is Operation Early Bird, launched in March 2003 to support the Christchurch City Council's liquor ban by-law that was brought into effect in December 2002. Operation Early Bird targets inner city licensed premises and street disorder during the hours of 3.00am to 7.00am. This operation has been run 13 times to date, with 205 arrests made during that period for various offences including assaults, disorder and liquor offences, including breaches of the liquor ban by-law itself.

The Officer in Charge of the Christchurch Police Beat Section reports that the liquor ban is "a tremendous tool for staff policing in the inner city. It gives an opportunity to speak to more people in the course of duty .... This all helps in keeping the city a safer place and enhances public perception of such. It has also changed the drinking culture/habits of many. There is a notable decrease in the number of 'macho type' young males strolling the inner city streets with liquor in-hand, intimidating and depositing dangerous litter. The message seems to be getting through".

The combination of the liquor ban and Operation Early Bird sweeps of the central city has resulted in a dramatic decrease in reported serious crime, disorderly behaviour and criminal damage offences within the liquor ban zone. To take just one proxy indicator, the Christchurch Central Police Station watchhouse reports that after combined Operation Early Bird enforcement of the liquor ban, there is an average of only one to two alcohol-related assaults reported on the Sunday or Monday morning. Prior to the introduction of the liquor ban and the 'force multiplier' effect of Operation Early Bird, the number of assaults reported on Sunday or Monday mornings averaged six to eight.



A similar story unfolds from New Zealand's largest city, Auckland, which has had a central city liquor ban for several years. Analysis of recorded offence statistics shows that assaults declined by 12% and disorderly conduct by 21% between 2001 and 2003, during the times when the liquor ban is in force (9.00pm to 6.00am, Thursday to Sunday).

Likewise, the experience of Whangarei, in New Zealand's Far North, has been that since the liquor ban has been in force, there has been a consistent downward trend in the level of reported violence offences. Matched month periods in 2002 and 2003, for example, indicate that violent offending reported to police dropped from 74 to 58 in February and from 91 to 69 in March, in a fairly consistent pattern through to a decline from 72 to 58 violence offences reported in August, and from 85 to 60 in September.

#### **Case study: Could liquor ban enforcement also support reductions in road crashes?**

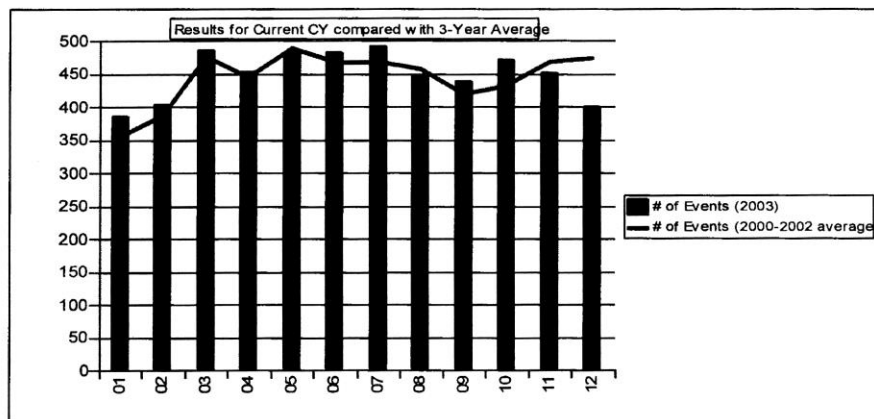
Behind these statistics lies an intuition that the greatest benefits to be gained from local government controls on possession and consumption of alcohol are likely to come from *proactive* enforcement by local police, rather than adopting a *reactive* model of policing. To quote Inspector Dean Clifford, the Eastern District Policing Development Manager: "Where Liquor bans have been most successful there has been high productivity from staff in making offenders accountable for breaches. This is evident in Napier, where policing the liquor ban is one of a number of activities that has seen violence drop in the central city. Where liquor bans have been not so successful, resources have not been available from local staff to back up the intent of the ban. In these cases, the messages the liquor ban are meant to give are not so strong".

The importance of targeted and proactive enforcement by police resonates with the strengthening evidence in the research literature that the greatest gains in alcohol harm reduction are likely to occur if prevention strategies are combined with active enforcement by police (see Homel et al. 2001). Econometric analyses further indicate that the benefits of increased alcohol-related enforcement greatly exceed the costs (Levy and Miller 1995), although there are some question marks that remain over the sustainability of positive change. It is also increasingly accepted that focussing on high risk environments, such as licensed premises and other public places, has several advantages over spreading the 'enforcement net' too thinly, or individual approaches which target persons at high risk of harm (Doherty and Roche 2003; Babor et al. 2003).

Having said this, it is also beginning to be understood that there are potential tensions and synergies between alternative enforcement approaches, and some suggestion of a 'threshold effect' to policing in this area, as exists in other contexts (notably, drink driving countermeasures). An intriguing possibility in this regard stems from the newly introduced liquor ban in Wellington, where early results suggest that proactive policing of the liquor ban by-law by foot-patrolling police is correlated with significantly greater reductions in alcohol-related motor vehicle crashes on roads in and around Wellington [see Figure 2]. This intriguing correlation derives from an analysis of crash reports logged for the entire Wellington District with Police's Communications Service Centre for the first two months of the liquor ban's operation, plotted against a rolling three year average prior to the new liquor ban coming into force. Interestingly, the decrease in crash reports logged have occurred during summer months of traditionally increased traffic volume, and increases in alcohol-related driver behaviour, which would normally be expected to yield an increase in such crash reports during November and December.

Other tentative findings indicate that the results achieved are even more significant on 'high intervention' nights when the liquor ban is in force (Friday, Saturday and Sunday).

Figure 2: All reported crashes (IVs), in Wellington Police District, for calendar year 2003



Month (MM)	01	02	03	04	05	06	07	08	09	10	11	12
# of Events (2000-2002 average)	355	386	475	444	488	467	468	458	419	431	468	474
# of Events (2003)	386	405	486	453	482	482	492	448	439	471	451	401
Variation from 3-Year Average					-6			-10		-17	-73	
Variation (%) from 3-Year Average					-1%			-2%		-4%	-15%	

Wellington Police were also recently contacted by Capital & Coast District Health Board staff to see if they knew of any reason why there had been a significant drop in the number of people seeking treatment for alcohol-related injuries at the local hospital accident and emergency unit. This drop, again at a time of the year when alcohol-related presentation normally rise, correlated with police targeting of liquor ban breaches during November and December 2003.

While it is too early to draw any firm findings from these results, they are suggestive of dynamics which have hitherto not been brought forward in debates on liquor bans in New Zealand. With an eye to the future, the Office of the Commissioner of Police is examining the possibility of conducting systematic, quantitative and qualitative research on the effectiveness of police enforcement activities on indicators of alcohol-related harm. Such research would seek to triangulate Police and non-Police data sources (eg., alcohol-related presentations to local hospital accident and emergency departments), and would be sensitive to differences in the wider social-regulatory environment, picking up issues such as outlet density, emphasis on foot patrol policing by uniformed officers and licensed premise visits/audits, the existence or otherwise of a liquor ban, the approach taken to enforcing such a ban, the approach taken to enforcing other alcohol-related offences (eg., underage drinking offences), and so forth.

#### Case study: Maximising the value of liquor bans from close partnership working

Positive downstream effects from liquor ban enforcement are not just seen in offending and victimisation statistics. Just as important for some stakeholders, notably local business owners and inner-city workers, has been environmental improvements detected from police enforcement of liquor ban by-laws. For example, Inspector Phil Jones, the Acting Southern District Commander, has noted that positive enforcement of the Invercargill liquor ban, which has been in force for around 15 months, has been linked to

significant reductions in the amount of vomit, urine and discarded alcohol containers being found 'the morning after' in business doorways and alleyways; with an associated drop in the amount of broken glass on the streets, that requires removal by council staff. Inspector Jones concludes: "*Vibrant Southland*, a business watchdog group, has conducted two surveys that note a real improvement in behaviour since the introduction of the ban".

This introduces another theme that is apparent in the use of liquor bans in New Zealand: typically, where liquor bans operate the most successfully, they reflect a community partnership approach involving police, local authorities, health agencies, and often formal alcohol accords or liquor liaison groups. In many parts of the country, the existence of these close partnership working arrangements are seen to be pivotal to the effectiveness of liquor bans. To quote Dean Clifford again: "The development of alcohol accords with councils, bar operators and police that sometime occurs along side the introduction of liquor bans strengthens the communication and joint effort to reduce alcohol offending. This collaboration is a major benefit to policing and community engagement".

Inspector Rex Knight, the Operations/Road Policing Manager for Northland District, echoes this point. In his words:

The Whangarei [liquor] ban ... is extremely successful and the key to this is a very robust working alcohol accord, where the ban is only one 'tool in an extensive toolbox'. This accord comprises a variety of key people in the alcohol industry, business people, health workers, liquor licensing people, council members and the police ....

The central city area of Whangarei had a reputation and indeed statistics showed/confirmed it as being an area of high level disorder, violence and dishonesty. Many of the offences recorded involved alcohol. A huge amount of police time and resources went into policing this area. More importantly there was a genuine belief amongst the public that the central area was not a safe place to be or frequent socially anytime from 7pm to daylight. Many of the offences were occurring after 2 or 3am, co-inciding with licensed premises closing, however there was an obvious build up of young people either under or over the legal drinking age, drinking alcohol in the early evening- merely hanging about looking for opportunities to commit crime or disorder. Incidents of robbery and assaults were not uncommon. The dedicated Team Policing Unit and sectional staff struggled to maintain order. High levels of arrests for disorder and the like were common most Friday and Saturday nights.

Through very sound consultation over a lengthy period the accord was successful in introducing the liquor ban. There was some opposition amongst councillors initially. These opponents are now supportive of the ban .... The people in the liquor industry and the business people in the CBD are [also] extremely supportive of the liquor ban.

Another area that successfully adopts the community partnership model to maximise the value of its inner city liquor ban is Dunedin, a city with a high tertiary student population and some particular challenges in dealing with alcohol-related problems (see Kypri 2003). Dunedin police are key partners in a multi-sectoral city safety group that co-ordinates action to minimise alcohol-related harm, and makes use of links established through this forum to help ensure that the inner city liquor ban operates efficiently and effectively. To take one small example, there is a consensus that the alcohol free zone is not sufficiently sign-posted, which can be a source of friction between police and members of the public who claim to be unaware of the existence of the liquor ban. In response to this perceived problem, police have worked with local licensees to encourage bar workers and door staff to help raise awareness of the liquor ban controls, by warning patrons as they leave the premises.

Before leaving this theme, it is important to acknowledge that even where liquor bans are seen to be very successful tools in the crime prevention and community safety tool kit, they are only that – one piece, albeit an important piece, in a much larger jig-saw puzzle. It is difficult to disentangle the independent effects of police enforcement of a liquor ban from other initiatives which, in a comprehensive crime prevention and community safety strategy, are likely to have mutually-reinforcing effects on one another. This is especially true of New Zealand's larger cities, where the urban authorities have greater resources at their disposal to direct towards such initiatives.

For instance, Auckland City Council was one of the first local authorities to promulgate a liquor ban in the central business district after the empowering legislation was enacted. A number of other, complementary initiatives were also started at around the same time, however, including a Māori wardens patrol (the *Tirohanga Matapihi* project), enhanced digital CCTV coverage, a carpark safety accreditation scheme, enhanced Police focus on intelligence analysis and delivery, and a downtown Youth Aid Service proactive patrol which concentrated on removing 'at risk' young people from the streets. Behind the scenes, Auckland City police also have a close liaison with the Auckland City Council through its Law and Order Committee, and the inter-sectoral *Safer Auckland City* group.

Similarly, Wellington City Council's newly-introduced liquor ban exists alongside a raft of other Council-led and Police initiatives, all designed to improve the safety of the city's residents and visitors. Inspector Wayne Rodgers, the Policing Development Manager for Wellington District, notes that it is hard to separate out the effect of the liquor ban from other measures, like CCTV cameras and Council-funded "Safer City Officers" who act as 'eyes and ears' for police. As such, it would be wrong to characterise the new liquor ban as some sort of panacea. However, Wellington Police see the existence of an inner city alcohol free zone as a key component in the overall mix of interventions which police and partner agencies can use to help keep the streets of Wellington as safe as possible. To the extent that there is a multi-pronged approach to delivering crime prevention and community safety, Wellington is approaching best practice models which exist overseas – like Manchester's *City Centre Safe* initiative (accessible via <http://www.citycentresafe.com>).

#### **Criticisms leveled against liquor bans**

While most observers highlight the positive outcomes that have been achieved through the introduction of liquor bans, some critics have pointed to what they see as negative aspects to the way in which liquor bans are operationalised. It is not the intention to fully develop these arguments in this paper; however, some of the main counter-arguments to the increasing use of liquor bans are introduced below.

#### ***Displacement***

One charge that is fairly often brought against liquor bans is that of 'problem shifting' – meaning, that the introduction of a liquor ban only serves to displace alcohol-related problems outside the ban area, rather than addressing the problems *per se*.

Despite the wide implementation of liquor bans in New Zealand, there are very few published studies that examine the effects that alcohol free zones have on levels of crime and public safety, let alone specifically test the displacement hypothesis. The only New Zealand research on point (Conway 1998) attempted to assess the level of displacement generated by the Piha ban by using small-scale surveys of young people in the area, as well as focused interviews to gain data on the issue from community group leaders, certain residents considered to be 'in the know', and members of Police. The limited

survey data obtained “tentatively indicated that the alcohol ban and police presence were not necessarily likely to make young people shun Piha or stop bringing alcohol”, but did indicate that people might be more careful about where they drank and less likely to drink in public (Conway 1998: 97). As for the focused interviews of community leaders, Conway concluded that the alcohol-related problems at Piha had not been displaced to other areas, but had “evaporated or at least come to a temporary halt with the community action initiative at Piha” (1998: 97).

Generally speaking, overseas studies of alcohol-free zones have sometimes identified an “amount of displacement, but they nonetheless doubted whether any particularly serious problems occurred as a result of this” (Ramsay 1990: 23; see also Homel et al. 1997). And while D’Abbs (1990) noted some level of displacement in response to alcohol bans in Aboriginal communities, as mentioned earlier these alcohol free zones are not direct facsimiles of New Zealand-style liquor bans. The unique circumstances of Aboriginal communities may also make the experiences of liquor bans enacted in them too distinct from other communities to allow them to be readily comparable.

The lack of clear data on the displacement issue has been recognised in the small number of evaluative studies of New Zealand liquor bans which have been undertaken to date (eg., MacGibbon 2003), and will be examined more directly in more comprehensive evaluations that are planned in 2004 for the Havelock North and Wellington liquor bans.

#### *‘The democracy of public places’*

A second criticism sometimes made of liquor bans is that they are antithetical to what is characterised as ‘the democracy of public places’. According to this argument, giving police the power to intervene with adult street-drinkers (who some state are more likely to be disenfranchised, and not have other places where they can congregate and socialise together without attracting police attention) further erodes the ability of members of the public to engage in otherwise legal activity in public places, like parks or malls. In some variations of the argument, introducing central city liquor bans is a way of helping police sweep the streets of ‘undesirables’, similar to the way ‘move on’ legislation was passed in New South Wales prior to the 2000 Olympic Games (Saul 2001; see also Spooner 2001).

A further sensitivity in this regard may be the way in which liquor ban by-law powers could potentially be used in discriminatory ways against people of particular ethnicities. Support for such a view could possibly be drawn from the work of Burns (1992), who studied the effects of an alcohol free zone in Walgett, northern New South Wales – a town with a population at the time of 7300, one-third of whom were Aboriginal. The Walgett alcohol free zone was implemented under the Local Government (Street Drinking) Amendment Act 1990, to reduce anti-social behaviour by drinkers on roads and footpaths. Burn’s study highlighted the fact that the introduction of an alcohol free zone will have different effects depending on the particular population group, their attitudes to drinking in a public place, their relationship with the enforcement agency, and the availability of other places for drinking and socialising. Significantly, Burns (1992: 19) observed that “within Aboriginal communities, the establishment of dry zones may bring about an increase in arrests and a deterioration in police-Aboriginal relations”.

In the New Zealand context, such difficulties have not been observed to date in the way that frontline police enforce liquor ban by-laws. Acknowledging the fact that the use of discretion by police officers can have a profound effect on the success or otherwise of an alcohol free zone (see, for instance, Clews 1990), the defining feature of New Zealand Police’s enforcement of liquor bans has, in fact, been the reasonable use of discretion,

with a corresponding emphasis on the use of warnings and cautions for liquor ban infractions, rather than invoking arrest and removal powers. In other words, liquor ban by-laws have not been used by police as a 'Trojan Horse' for moving vagrants out of view, or advancing any other discriminatory agenda.

*Inducting people into the formal criminal justice system*

Where concerns are acknowledged is in the fact that, moving in the opposite direction of the decriminalisation of public drunkenness in the early 1980s in New Zealand, the growing use of liquor ban by-laws across the country has spread the enforcement 'net' increasingly wide, and catching in it increasing numbers of otherwise law-abiding citizens. In itself, of course, this is a non-argument, as new laws are created routinely which effectively criminalise previously lawful behaviours; and there will always be an entry point into the formal criminal justice system for first-time offenders. Nevertheless, there are legitimate concerns about liquor ban breaches being responsible for inducting growing numbers of people, especially young people, including young Māori, into the formal criminal justice system [see Tables 3 and 4].

**Table 2: Number of prior convictions for breaching liquor ban laws, 2000–2002**

Number of previous convictions	2000		2001		2002	
	Number	Percent	Number	Percent	Number	Percent
None	117	38.1	113	46.9	530	51.2
1 - 5	79	25.7	47	19.5	283	27.3
6 - 9	20	6.5	6	2.5	64	6.2
10 +	91	29.6	75	31.1	159	15.3
Total	307	100.0	241	100.0	1036	100.0

**Table 3: Prior convictions for breaching liquor ban laws, by demographic characteristics, 2000–2002**

	2000		2001		2002	
	Number	Percentage	Number	Percentage	Number	Percentage
<b>Age</b>						
14 - 17	39	12.7	38	15.8	188	18.1
18 - 19	106	34.5	81	33.6	360	34.7
20 - 24	92	30.0	61	25.3	302	29.2
25 - 29	45	14.7	29	12.0	81	7.8
30+	25	8.1	32	13.3	104	10.0
Unknown	0	0.0	0	0.0	1	0.1
Median age	20		20		19	
<b>Gender</b>						
Male	275	89.6	207	85.9	937	90.4
Female	32	10.4	34	14.1	99	9.6
<b>Ethnicity</b>						
European	209	68.1	147	61.0	654	63.1
Māori	86	28.0	80	33.2	325	31.4
Pacific peoples	10	3.3	6	2.5	38	3.7
Other	2	0.7	1	0.4	5	0.5
Unknown	0	0.0	7	2.9	14	1.4
Total	307	100.0	241	100.0	1036	100.0

Source: Ministry of Justice (2004b).

Table 2 shows that the number of convictions for breaching liquor ban by-laws more than tripled between 2000 and 2002, increasing from 307 to 1036. Although final figures are not yet available, this trend of increasing prosecutions (and convictions) continued during 2003. Significantly, the proportion of these cases where the person had not previously been convicted of another offence rose from 38% in 2000 to 51% in 2002.

Demographically, in each of the years 2000-2002 most of the people convicted for breaching liquor ban by-laws were between 18 and 24 years old, with a median age of 20 in 2000 and 2001, and 19 in 2002. The majority (between 86% and 90%) of the people convicted for breaching liquor ban by-laws prosecuted by the Police were male. In each year, between 61% and 68% of the people convicted for breaching liquor ban by-laws were New Zealand European, and between 28% and 33% were Māori.

Reacting to such statistics, some commentators, including senior justice officials, have urged consideration of prescribing liquor ban breaches as “infringement offences” under the Local Government Act 2002. This would mean that authorised enforcement officers under the Act (a category which does not currently include police officers) would be able to issue infringement offence notices – equivalent to LNs – as an alternative way of proceeding against people who flout liquor ban by-laws.

The fact that a significant number of young people are receiving their first conviction through this route is being considered by officials. Although sensitive to this issue, and committed to continuing to monitor the situation, the Office of the Commissioner of Police has so far resisted the idea of making liquor ban breaches a ticket-only offence. As discussed earlier, the ability to arrest and remove people breaching liquor bans has helped to minimise alcohol-related crime and disorder problems, thus enhancing public safety. This power to apprehend and take troublemakers away from hot spots would be lost if police were restricted to using infringement notices for liquor ban breaches. The power of arrest is important for frontline officers to have available to them, if required.

Nevertheless, the Office of the Commissioner is continuing to monitor the extent to which significant numbers of individuals are being inducted to the formal criminal justice system by falling foul of liquor bans, and it remains possible that non-Court-based options for liquor ban breaches may be explored in the future.

### Conclusion

As police, local authorities and other agencies strive for greater safety and crime reduction, key factors contributing to crime, and fear of crime, must be addressed. While Police rightly focus on ensuring strict compliance with the Sale of Liquor Act 1989 by licensees, managers, workers, and patrons of licensed premises, largely uncontrolled and unregulated use of alcohol in public places (especially main public thoroughfares and inner city parks) can frustrate local police goals of crime reduction and inner city safety. From a crime science perspective, such locations for public place drinking can be seen as “offender convergence settings”, where offenders meet, spend time and identify potential co-offenders. Felson (2003) argues that offender convergence settings are the prime mechanism by which young offenders identify like-minded potential co-offenders. Seen in this light, disrupting such locations by proactively enforcing liquor ban by-laws gives police a useful way to minimise the serious impact of alcohol-related co-offending.

Police also recognise that there should not be a ‘silver bullet’ mentality about liquor bans, acknowledging that where they work best, there is a broader emphasis on preventive policies, involving partnerships with community groups and other agencies. Stricter rules



around physical availability of alcohol in specific areas cannot succeed if they are at odds with other alcohol policy settings, including at the municipal level (Gliksman et al. 1995). It follows that where district and city councils have sought to tackle alcohol-related crime and disorder problems in particular locations by putting in place liquor ban by-laws, Police staff across New Zealand have consistently looked to support such initiatives.

The community consultation process involved in passing such a by-law underlines the fact that liquor bans are local solutions to local problems. A carefully-calibrated liquor ban is viewed as a proportionate response to issues which go to the heart of shared goals of crime reduction and community safety. It helps to explain the popularity of liquor ban by-laws as a policy/regulatory response to alcohol-related crime and disorder issues, which has been one of the most remarkable features of New Zealand's local government and policing landscape over the last few years. While issues of displacement and concern about spreading the enforcement 'net' too widely must continue to be kept under watch, the early promise being shown by liquor bans, from the Far North to the Deep South of New Zealand, means that they are likely to further cement their position on the landscape in the years to come.

---

#### References

- Babor, T., et al. (2003). *Alcohol: No Ordinary Commodity – Research and public policy*. Oxford: Oxford University Press.
- Berman, M. and Hull, T. (2001). 'Alcohol control by referendum in northern native communities: The Alaska local option law', *Arctic*, vol 54: 77-83.
- Berman, M., et al. (2000). 'Alcohol control and injury death in Alaska native communities: Wet, damp and dry under Alaska's local option law', *Journal of Studies on Alcohol*, vol 61: 311-319.
- Bormann, C. A., and Stone, M.H. (2001). 'The Effects of Eliminating Alcohol in a College Stadium: The Folsom Field Beer Ban', *Journal of American College Health*, vol 50: 81-90.
- Bourbon, D., et al. (1999). *Indigenous Australians and liquor licensing legislation*. Perth: National Centre for Research into the Prevention of Drug Abuse.
- Burns, L. (1992). 'Dry Zones' and Crime in Walgett: *An Evaluation of the Local Government (Street Drinking) Amendment Act 1990*. Legislative Evaluation Series. Sydney: Bureau of Crime Statistics and Research.
- Chiu, A., et al. (1997). 'Impact of Banning Alcohol on Outpatient Visits in Barrow, Alaska', *Journal of the American Medical Association*, vol 278: 1775-1777.
- Clews, T. (1990). 'Alcohol, the law and police discretion', in Vernon, J. (ed.), *Alcohol and crime: Proceedings of a conference held 4-6 April 1989*. Canberra: Australian Institute of Criminology.
- Conway, K. (1998). *The Piha Beach Alcohol Ban: Community action on alcohol issues*. Unpublished thesis submitted for Masters of Philosophy degree. Auckland: Massey University.



- Conway, K. (2002). 'Booze and Beach Bans: Turning the tide through community action in New Zealand', *Health Promotion International*, vol 17: 171-177.
- D'Abbs, P. (1990). *Dry Areas, Alcohol and Aboriginal Communities: A Review of the Northern Territory Restricted Areas Legislation*. Darwin: Drug and Alcohol Bureau/Racing, Gaming and Liquor Commission.
- Doherty, S.J. and Roche, A.M. (2003). *Alcohol and licensed premises: Best practice in policing*. Adelaide: Australasian Centre for Policing Research.
- Felson, M. K. (2003). 'The Process of Co-offending', *Crime Prevention Studies* [forthcoming].
- Gliksmann, L., et al. (1995). 'Reducing Problems Through Municipal Alcohol Policies: the Canadian Experience in Ontario', *Drugs: Education, prevention and policy*, vol 2: 105-118.
- Hazebroek, A., and Halsey, N. (2000). *Dry Areas Consultation Programme Final Report*. Adelaide: Hassell Pty Ltd.
- Hedges, J.B. (1986). *Community Justice Systems and Alcohol Control: Recommendations relating to the Aboriginal Communities Act and Dry Area Legislation in Western Australia*. Perth: Office of the Minister with Special Responsibility for Aboriginal Affairs.
- Homel, R.H., et al. (1997). 'Preventing alcohol-related crime through community action: The Surfers Paradise Safety Action Project', in Homel, R.H. (ed.), *Policing for prevention: Reducing crime, public intoxication and injury*. Monsey: Criminal Justice Press.
- Homel, R.H., et al. (2001). 'Creating safer drinking environments', in Heather, N., Peters, T.J., and Stockwell, T. (eds.), *International Handbook of Alcohol Dependence and Related Problems*. Chichester: John Wiley & Sons.
- Kypri, K. (2003). *Alcohol-related harm in Dunedin City*. Dunedin: WHO Centre for Health Development/University of Otago Injury Prevention Research Unit.
- Levy, D.T. and Miller, T.R. (1995). 'A cost-benefit analysis of enforcement efforts to reduce serving intoxicated patrons', *Journal of Studies on Alcohol*, vol 56: 240-247.
- MacGibbon, L. (2003). *Christchurch Inner City Liquor Ban Evaluation Report*. Christchurch: Christchurch City Council.
- Ministry of Justice. (2004a). *Report prepared for New Zealand Police on Average Fines for Breaching other By-Laws Prosecuted by Police*. Unpublished. Wellington: Ministry of Justice Research and Evaluation Unit.
- Ministry of Justice. (2004b). *Report prepared for New Zealand Police on Convicted cases for Breaching other By-Laws Prosecuted by Police*. Unpublished. Wellington: Ministry of Justice Research and Evaluation Unit.
- Plant, M., et al. (2002). 'People and Places: Some factors in the alcohol-violence link', *Journal of Substance Use*, vol 7: 201-213.
- Ramsay, P. (1990). *Lagerland Lost?: An experiment in keeping drinkers off the streets in central Coventry and elsewhere*. London: Home Office.
- Saul, B. (2001). 'Olympic Street Sweeping: "Moving On" People and the Erosion of Public Space', *Polemic*, vol 11: 34-37.
- Scottish Executive (2003). *Liquor Licensing and Public Disorder: Review of literature on the impact of licensing and other controls/audit of local initiatives*. Edinburgh: Reid Howie Associates Ltd/Scottish Executive Social Research.
- Sewel, K. (2002). *International Alcohol Policies: A literature review*. Edinburgh: Scottish Executive Central Research Unit.
- Shaw, M. (2001). *The local of local government in community safety*. Montreal: International Centre for Crime Prevention/US Bureau of Justice Assistance.
- Single, E. (1997). 'Public drinking, problems and prevention measures in twelve countries: Results of the WHO project on public drinking', *Contemporary Drug Problems*, vol 24: 425-448.
- Spooner, P. (2001). 'Moving in the wrong direction: An analysis of police move-on powers in Queensland', *Youth Studies Australia*, vol 20: 27-31.
- Stockwell, T., and Gruenewald, P. (2001). 'Controls on the Physical Availability of Alcohol', in Heather, N., Peters, T.J., and Stockwell, T. (eds.), *International Handbook of Alcohol Dependence and Related Problems*. Chichester: John Wiley & Sons.



300/10/10/5

30 March 2015

Michael Sarfaiti  
Manager  
Environmental Health  
Southland District Council  
P O Box 903  
INVERCARGILL 9840

Dear Michael

#### **REVIEW OF LIQUOR BYLAW 2005 FOR TE ANAU**

I am responding to your request for a submission from Police in regard to a review of the current liquor ban Bylaw which is required to be conducted by Council by 28 September 2015.

I wish to submit that Police believe that this Bylaw should continue as it is and that and for the Bylaw to continue in downtown Te Anau without amendment under s. 147 (2) of the Local Government Act 2002.

In support of this, I wish to outline the difference the current by-law has made to assist in the reduction of crime and disorder to the area and on the basis of the following facts oppose that the Bylaw be altered or discontinued to allow alcohol to be consumed in public again in the said area. (s.147A(1))

I have obtained the following information from the District Intelligence office at Dunedin Police Station and prior to the Bylaw law being implemented, there was a total of 30 offences recorded in the Te Anau township area from April 2004 - November 2004. The offences consisted of disorderly behaviour, wilful damage and public disorder offences.

With the implementation of the Bylaw in 2005, there was an increase in the incidents of these offences, as well as breaches of liquor ban incidents. This is to be expected as there were policing practices which allowed for this offending to be targeted.

In the years following this, there has remained to be a decrease in this offending, with 2014 recording an all time low in public place violence incidents in Te Anau. This can be attributed to a Prevention First Focus by the New Zealand Police in preventing crime occurring before the onset of more serious offending.

#### **Safer Communities Together**

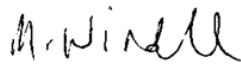
##### **INVERCARGILL POLICE STATION**

117 Don Street, P O Box 808, Invercargill 9840, New Zealand  
Telephone: (03) 344 0400. Facsimile: (03) 344 3512. [www.police.govt.nz](http://www.police.govt.nz)

In areas where a liquor ban is in place, this is used by New Zealand Police as a valuable tool for preventing serious offences in conjunction with the Prevention First strategy implemented by Police which enables Police to prevent small level crime increasing to a higher level.

The Southland Police submit that the continuation of the current liquor ban and areas in place currently will continue to be a very valuable tool to use in preventing public place violence escalating in Te Anau township.

Yours sincerely



**MAGGIE WINDLE**  
**Acting Inspector**  
**Southland**



## Camping Control Bylaw 2012

**Record No:** R/15/3/5244  
**Author:** Michael Sarfaiti, Environmental Health Manager  
**Approved by:** Bruce Halligan, GM - Environment and Community

☐ Decision ☒ Recommendation ☐ Information

### Purpose

- 1 To seek feedback from the Committee concerning issues relating to the “Camping Control Bylaw 2012”.

### Executive Summary

- 2 The Waikawa community is seeking an amendment to the Camping Control Bylaw 2012 to further restrict freedom camping in the town. There are a number of issues that have arisen since the adoption of the bylaw, and now is a good time to resolve these issues if the bylaw is to be amended concerning Waikawa. The Committee is invited to give staff feedback concerning the way forward.

### Recommendation

**That the Policy Review Committee:**

- a) **Receives the report titled “Camping Control Bylaw 2012” dated 24 March 2015.**
- b) **Determines that this matter or decision be recognised as not significant in terms of Section 76 of the Local Government Act 2002.**
- c) **Determines that it has complied with the decision making provisions of the Local Government Act 2002 to the extent necessary in relation to this decision; and in accordance with Section 79 of the Act determines that it does not require further information, further assessment of options or further analysis of costs and benefits or advantages and disadvantages prior to making a decision on this matter.**
- d) **Gives feedback to staff concerning the issues relating to the “Camping Control Bylaw 2012.**

## Content

### Background

- 3 Council's Camping Control Bylaw was updated in 2012 to align with the Freedom Camping Act 2011 (the Act). There are issues arising since the adoption of the bylaw that need attention.

### Issues

#### Waikawa

- 4 There is a need to amend the Camping Control Bylaw 2012 with regard to the overnight only freedom camping designated site in the Waikawa Recreation Reserve. There has been concern that the use of the site is causing rubbish and effluent disposal problems due to large volumes, and associated costs are increasing.
- 5 Supporting information that confirms that freedom camping is a key issue for the Catlins is attached in **Attachment A**. The attachment contains the summary of the stakeholder consultation, prepared for Venture Southland in relation to the Catlins Tourism Strategy.
- 6 Further relevant matters are that the Slope Point cell tower is 'opening' up the area; and if Haldane Road is sealed then this could result in more traffic. Venture Southland Group Manager Tourism, Events and Community, Bobbi Brown, advises that visitor numbers are up this season and more growth is expected especially when an internationally appealing product like Curio Bay Natural Heritage Centre is complete, and so the freedom camping problem is expected to worsen.
- 7 Ms Brown advises that the local community wants tourists who stay longer and spend, not just travel through using the local infrastructure for free. The area is a through route rather than a destination, and so she recommends that this issue is looked at from a wider perspective of all of Catlins.

#### Release of a model bylaw

- 8 In November 2013, the New Zealand Motor Caravan Association (NZMCA) prepared a Model Freedom Camping Bylaw in consultation with Local Government New Zealand, Department of Conservation and Department of Internal Affairs, and is available for download from the LGNZ website.
- 9 I have consulted with Council's lawyer, who advised that the model bylaw is well written, and the proposed Waikawa amendment would be a good opportunity to standardise Council's camping bylaw.

#### District wide prohibition in other Districts

- 10 There are a number of councils that prohibit non-self-contained camping, locally including Clutha and Queenstown. Other examples are Hastings, Kapiti, Thames Coromandel, Tararua, and Tasman. Rotorua appears to prohibit all freedom camping, including for self-contained vehicles.
- 11 By comparison, the approach taken in Southland District Council's Camping Control Bylaw 2012 is permissive. While it designates freedom camping sites, the bylaw generally permits freedom camping except where it is prohibited (in the designated townships).
- 12 Note importantly that a District wide prohibition of freedom camping does not legally prohibit freedom camping on all Council controlled public land. Freedom camping is defined in the Act as follows:

“In this Act, **freedom camp** means to camp (other than at a camping ground) within 200 m of a motor vehicle accessible area or the mean low-water springs line of any sea or harbour, or on or within 200 m of a formed road or a Great Walks Track, using 1 or more of the following:

- (a) a tent or other temporary structure:
- (b) a caravan:
- (c) a car, campervan, house-truck, or other motor vehicle.”

- 13 Therefore, back country freedom camping cannot be regulated under Council’s camping control bylaw. The kiwi (and local) tradition of taking a tent to a remote area is not regulated under freedom camping bylaws.

#### Standardisation with neighbouring Councils

- 14 Tourists are subject to very different rules and signage as they cross Southern Council boundaries.
- 15 This is not necessarily an issue of concern. The *Camping our Way* website ([www.camping.org.nz](http://www.camping.org.nz)) is the standard national reference source, which clearly advises:



- 16 And so while local councils have very different bylaws, tourists in New Zealand effectively are directed to designated sites in one way or another, for example:
- In Gore - Self-contained vehicles *encouraged* to camp in designated sites (though you can camp anywhere).
  - In Southland - campers *encouraged* to camp in designated sites (but you can’t camp in some prohibited areas).
  - In Queenstown - Self-contained vehicles *required* to camp in designated sites (and you don’t have any other options).

Item 8.5

17 And so whatever decisions Council might make, campers viewing the *Camping Our Way* regional map are going to be directed to designated sites.

18 There is a case for standardisation of regional signage, it would be best to standardise with NZS 8603:2005 and NZS 5465:2001, rather than other Councils signage.

**Motorhome friendly status for some SDC towns**

19 Some of our communities such as Riverton and Otautau communities have expressed interest in being designated as motorhome friendly towns by the NZMCA. The NZMCA has advised that for Southland District Council towns to achieve motor home friendly status, Council would need to resolve NZMCA concerns with the current SDC bylaw, in particular the extent of the Te Anau prohibited area.

20 The NZMCA has created a new website promoting motorhome friendly towns - [www.mhftowns.com](http://www.mhftowns.com). The only town designated as a motorhome friendly town south of Waimate is Gore. From the Gore District Council website:

*“At the end of 2014, Gore officially became New Zealand’s southernmost Motorhome Friendly Town.*

*There are five locations for overnight camping in and around Gore, four dump stations and four locations with laundry facilities available.*

*To make it easy to get into town, there are also two sites for daytime parking within 5 minutes walk of the town centre.”*

21 Gore District Council has no camping bylaw, and has areas designated for self-contained vehicles, refer **Attachment B**.

22 Hastings and Tararua are examples of motorhome friendly towns that prohibit non-self-contained freedom camping, unlike Gore.

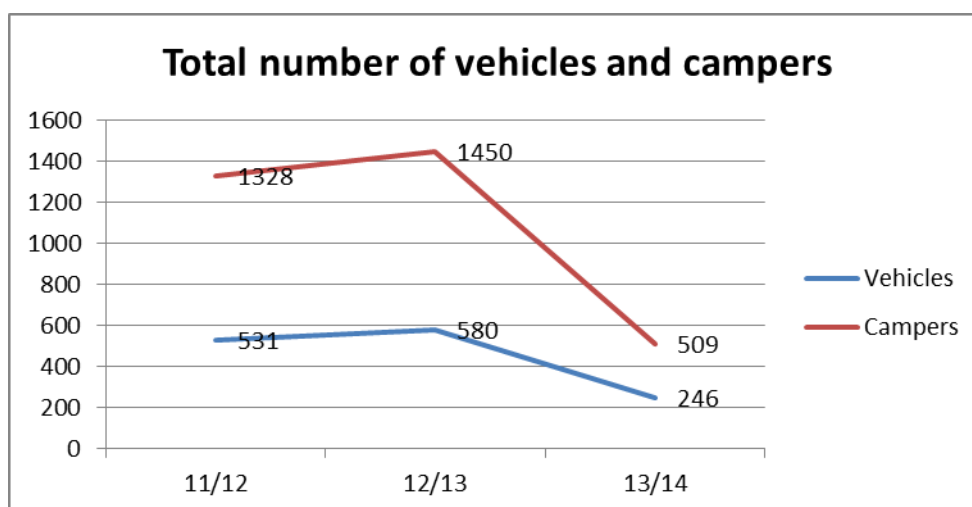
23 The NZMCA may not have set criteria for a motorhome friendly town, and if Council wishes to have some of its towns designated this way it will want to have some assurance from the NZMCA that a bylaw review will be successful in achieving this goal.

24 The NZMCA has bypassed the bylaw process by establishing its own member camping sites in the District, though Riverton is an example of an area where Council could have a win-win arrangement with the NZMCA.

**The incidence of problem freedom camping in the Te Anau basin has decreased**

25 The Te Anau Basin has been the freedom camping hot spot in the District, however the incidence of illegal freedom camping is markedly decreasing, as can be seen from the graph below in my memorandum to the Activities Performance Audit Committee in June 2014. There has been a further decrease over the 2014/2015 season.





- 26 DOC is hinting that the shared patrol service may be discontinued following this season given this reduction, and revert back to using their own rangers.

#### Cost benefit analysis

- 27 In New Zealand, most councils do not commission comprehensive cost benefit analytical reports as part of their public regulatory policy development process. These reports are costly, though perhaps if the Southern councils pooled their resources they would be affordable. An example of an interesting Australian freedom camping study is in **Attachment C**.
- 28 On the other hand the government completes thorough analysis when drafting legislation, which councils then use to make local laws.
- 29 Decisions to restrict freedom camping in our district have a range of economic impacts. The economic concerns are likely to be consistent with those raised in other areas. Issues include:
- Costs to ratepayers to maintain facilities and pay for rubbish collection.
  - Reduction in demand for the services of local accommodation providers.
  - As well as owners of commercial accommodation sites, others in the local community can benefit. Commercial accommodation sites employ local people, pay local rates, and buy goods and services locally. This creates a flow on effect into the broader business community in the local area through the purchase of supplies and services.
  - Concerns that users of free camping areas contribute far less to the local community than users of commercial caravan parks. Such users may come with supplies purchased in other areas and may not contribute to the local economy at all.
  - Conversely, there is an argument that although commercial accommodation providers may benefit from additional restrictions to freedom camping, communities may benefit from being designated as motorhome friendly towns, and businesses may benefit from the camper expenditure.
- 30 In proposing further restrictions in the Waikawa area or even District wide, Council will have the opportunity to hear community views through consultation and consider the costs and benefits of freedom camping. As well as the economic costs, social impacts should also be considered. Social impacts include the limited use of reserves and facilities for locals as a result of fouling and other camping related activities.

### Funding

- 31 The Te Anau Basin freedom camping patrol service is the only one in the District. In 2013/2014 it was funded as follows:

Department of Conservation	\$24,000
Te Anau Community Board	\$8,500
Southland District Council	<u>\$15,500</u>
<b>Total</b>	<b>\$48,000</b>

- 32 If a patrol service is provided for the Waikawa area, funding will have to be decided. This will need to include whether the current tourist friendly approach is also appropriate for Waikawa; in contrast to QLDC that issued 794 \$200 infringements in the 2013/2014 season, down from 1064 in 2012/2013.
- 33 It should also be noted that this area needs to be looked at in totality, as taking an action specific to Waikawa only is likely to shift the issue to another location.
- 34 This leads to the issue of funding of any future freedom camping patrol service that may be requested, and if Council should have an agreed funding model.
- 35 If Council went down the prohibition path, then Council should expect to get many more complaints of freedom campers from accommodation providers across the District. Those campers that knowingly camp in contravention of the bylaw create the demand for the service, and so it would be a legitimate option to recover costs of the service from them via infringement fees.
- 36 If a more prohibitive bylaw is proposed, then consideration should be given to District funding of the maintenance of any freedom camping designated areas, as possibly it is the District that will be benefit rather than locals.

### Freedom camping on the cycle trail

- 37 An issue to consider is the possible need to permit freedom camping in places along the cycle trail. Senior Resource Management Planner, Marcus Roy, advises that if the cycle trail will be subject to a freedom camping prohibition, then provision should be made for users of the cycle trail, in addition to those sites that may be available for camping on Department of Conservation land.
- 38 This could also be achieved by designating sites, or some general permission (subject to conditions) for bona fide users in the bylaw. Unless the designated areas are 200 m from a vehicle accessible area, in which case there is no offence anyway (refer definition of freedom camping in the Background section of this report).

### Factors to Consider

#### Legal and Statutory Requirements

- 39 The Camping Control Bylaw is not required to be reviewed until 19 September 2022. As mentioned above, Council's solicitor advises that any amendment with regard to Waikawa would be a good opportunity to standardise the SDC bylaw with the recent NZMCA model bylaw.

#### Community Views

- 40 This report requests feedback on how to seek community views.

- 41 Council has received information through Venture Southland Community Development Officers and members of the Waikawa community raising concerns about freedom camping. A review of the Southland District Council's Camping Control Bylaw 2012 would allow Council to consult with the community regarding freedom camping across the district.

### Costs and Funding

- 42 Discussed in "Cost Benefit Analysis" in the issues section above.

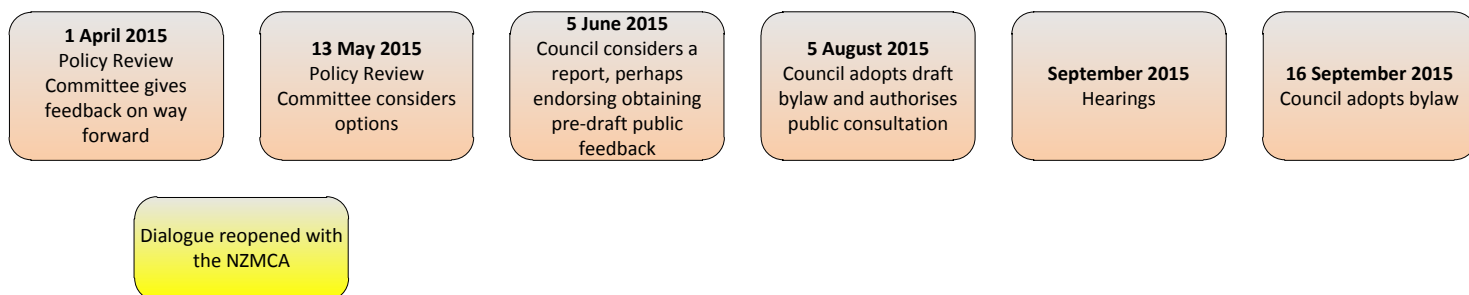
### Policy Implications

- 43 There are no policy implications.

## Analysis

### Options Considered

- 44 The options are whether or not to provide feedback to staff on the way forward with the issues in this report.
- 45 The Committee is invited to give feedback on the following matters:
- (a) Amending the bylaw to prohibit or further restrict freedom camping in Waikawa.
  - (b) Standardising the bylaw with the recent NZMCA model bylaw.
  - (c) Seeking motorhome friendly status for some of our towns, and whether dialogue with the NZMCA be at the political or staff level. This also may require Council to consider designating sites in Te Anau for self-contained vehicles.
  - (d) Should non-self-contained camping be prohibited, or confined to certain existing designated areas.
  - (e) Is a cost benefit study warranted to assist Council with its decisions.
  - (f) Is a funding model needed for future freedom camping patrol services.
  - (g) A possible timeline for the review process below:



- 46 In my opinion, in the absence of a cost benefit study, combining the approaches of Gore and Clutha may be a good option for the way forward:
- Review the bylaw with a view to generally prohibiting non-self-contained freedom camping, to reduce costs on local communities and boost accommodation providers and local businesses. The basic economic principle of supply and demand would fill any shortage of accommodation providers.
  - Standardise our bylaw with the NZMCA model bylaw, and obtain motorhome friendly status for our towns that desire this.

- Change our existing designated sites for the exclusive use of self-contained vehicles, and designate park over sites within some towns for these vehicles, and consider retaining some designated sites for non-self-contained camping with District funding of maintenance.
- From next summer season adopt an instant fine approach for freedom camping offenders, to fund the expected District wide demand for enforcement services from the accommodation sector.

### Analysis of Options

#### To give feedback to staff concerning the proposed review of the “Public Places Liquor Control Bylaw 2005”

<i>Advantages</i>	<i>Disadvantages</i>
<ul style="list-style-type: none"><li>• Staff will be able to proceed with the review in a manner that will be endorsed by Council.</li></ul>	<ul style="list-style-type: none"><li>• Nil.</li></ul>

#### To not give feedback to staff concerning the proposed review of the “Public Places Liquor Control Bylaw 2005”

<i>Advantages</i>	<i>Disadvantages</i>
<ul style="list-style-type: none"><li>• Nil.</li></ul>	<ul style="list-style-type: none"><li>• Staff may proceed in a direction that Council would not endorse.</li></ul>

### Assessment of Significance

- 47 This issue is considered to be not significant in accordance with Council’s Significance and Engagement Policy.

### Recommended Option

- 48 To give feedback to staff concerning the proposed review of the “Camping Control Bylaw 2012”, in relation to the matters in (a) to (g) in paragraph 45.

### Next Steps

- 49 The next steps are outlined in the proposed timeline above.

### Attachments

- A Attachment A - Catlins Key Stakeholder Feedback [View](#)  
B Attachment B - Gore Designated Sites [View](#)  
C Attachment C - Australian Analysis [View](#)

**The Catlins  
Key Partner Interviews  
Report**

**Part of the  
2013 Catlins Tourism Strategy Review**

**Item 8.5 Attachment A**

**Prepared for Venture Southland  
By Coleman Consultancy Ltd  
September 2013**

**Table of Contents**

<b>1.0</b>	<b>Executive Summary .....</b>	<b>Page 3</b>
<b>2.0</b>	<b>Introduction .....</b>	<b>Page 6</b>
<b>3.0</b>	<b>Methodology .....</b>	<b>Page 7</b>
<b>4.0</b>	<b>Findings .....</b>	<b>Page 8</b>
<b>4.1</b>	<b>Reflecting on the last ten years</b>	
4.1.1	Significant Successes and/or Positive Changes .....	Page 8
4.1.2	What Still Needs to be Addressed .....	Page 10
4.1.3	What Needs to Remain a Priority, or an Ongoing Focus .....	Page 13
<b>4.2</b>	<b>Strategic</b>	
4.2.1	Partners Long term Visions for The Catlins Area .....	Page 15
4.2.2	Partners Future Plans/Projects and Priorities for the Area .....	Page 16
4.2.3	Opportunities for collaboration .....	Page 16
4.2.4	Perceived Threats and Opportunities .....	Page 18
<b>4.3</b>	<b>Collaboration</b>	
4.3.1	Projects Key Partners Would Like to be Involved with .....	Page 22
4.3.2	Communication and/or Involvement with Catlins Coast Incorporated (CCI) .....	Page 22
4.3.3	Desire for Greater or Lesser Involvement with CCI .....	Page 22
<b>4.4</b>	<b>Strategy Specific</b>	
4.4.1	How Useful the 2003 Catlins Tourism Strategy has been.....	Page 23
4.4.2	What Partners Would like to see from the Revised Strategy .....	Page 23
4.4.3	What Would Make the Revised Strategy More Relevant/Useful .....	Page 25
<b>4.5</b>	<b>Research and Monitoring</b>	
4.5.1	Relevant Research and Monitoring Currently Undertaken .....	Page 26
4.5.2	Data Key Partners Would like to see Captured on a Regular Basis .....	Page 27

**Appendix**

<b>Interview Notes.....</b>	<b>Page 29</b>
Awarua Runanga (AR).....	Page 30
Catlins Promotions (CP).....	Page 34
Clutha Development Trust (CDT).....	Page 37
Clutha District Council (CDC).....	Page 39
Department of Conservation (DoC).....	Page 42
Environment Southland (ES).....	Page 44
South Catlins Promotions (SCP).....	Page 47
Southland District Council (SDC).....	Page 50
Te Ao Marama (TAM).....	Page 53
Venture Southland (VS).....	Page 56

**1.0 EXECUTIVE SUMMARY**

As part of the data gathering phase for the 2013 Catlins Tourism Strategy Review representatives from ten organisations, considered to be key partners in the management and development of the Catlins Area, were interviewed during August and September, to ascertain their views on the area with regards to tourism development. The organisations interviewed were Awarua Runanga, Catlins Promotions, Clutha Development Trust, Clutha District Council, Department of Conservation, Environment Southland, South Catlins Promotions, Southland District Council, Te Ao Marama, and Venture Southland.

The key findings were as follows.

**The most significant successes and or positive changes over the last ten years**

- Better Number and Quality of Businesses and Services for Tourists
- Improved Cell Phone Coverage
- Improvements to Tourism Infrastructure and Facilities
- Improved Interpretation
- Better Care and Protection of the Environment
- Having a Tourism Strategy and Project Co-ordinator
- Greater Recognition of the Area Through Promotion and Events
- Improved Collaboration Between Partners, Businesses and the Community
- Positive Change in Locals Perception of and Attitude Towards Tourism
- Revitalisation of Areas
- Redefining the Catlins Boundary to include Fortrose

**What still needs to be addressed or remain a priority**

- Strategic Planning for Tourism
- Infrastructure Improvements (toilets, waste management, roading, signage, interpretation etc.)
- Adopting a Whole of Catlins Approach
- An Effective Collaborative Approach by all
- Creating a more Sustainable Structure for Community Groups
- Tourist 'Word of Mouth' Promotions
- More Support for Existing and New Businesses
- Management of and Provision for Freedom Camping
- Improving Cell Phone Coverage and Internet Access
- Sustainable Environmental Management and Education
- Identification, Education and Promotion of Cultural Aspects to Locals and Tourists
- Creating a Return on Investment
- More Walking and Biking Opportunities
- More Regular and Robust Visitor Information
- Community Involvement with the Revised Strategy
- Better use of the Southern Scenic Route
- Improved Emergency Services
- Preservation of Mahina Kai

**Vision for the area**

The partners' respective visions for the area are similar with all partners stating a desire to work collaboratively to support the community, businesses and operators to grow tourism while protecting and preserving the natural environment that is the very essence of the Catlins area.

**Views on Collaboration**

There is a very strong desire and willingness among partners to work collaboratively, which was reinforced when they mentioned their upcoming plans, projects and priorities for the area many of which already were collaborative initiatives.

**Perceived Threats**

- Inconsistent Standards and Unrealistic Promotions by Operators
- Unsustainable Community Input – Risk of 'Burnout'
- Ageing and Inadequate Infrastructure
- Environment, Sea Life and Wildlife Damage
- Temptation to 'Kill the Golden Goose'
- Increasing in Tourist Number not Effectively Managed
- Limited Return on Investment
- Global and National Impacts that negatively affect tourism
- Being Perceived as an Unsafe Place to Visit

**Perceived Opportunities**

- Adopting a more Collaborative Approach
- Completion of Projects Currently Underway
- Increasing Returns on Investment
- Improving the Standard and Number of Local Businesses
- Strengthen Community Spirit and the Sustainability of Community Groups
- Improving Infrastructure and Facilities
- Better Promotion and Utilisation of Community Resources
- Further enhancement, promotion and utilisation of walking and biking tracks
- Sustainable Environment Management
- Protection of the Catlins Point of Difference
- Further improve locals appreciation of tourism
- Grow Eco and Cultural Tourism
- Increase the number of events/festivals and the effectiveness of promotions

**Project Involvement**

The majority of partners felt they were already involved with the projects they needed or wanted to be, however the Awarua Runanga would like to be consulted more frequently as of right, and to have a greater involvement with projects where practical as would the Clutha Development Trust.

**Awareness of and Involvement with Catlins Coast Incorporated**

Just over half of the partners thought they had an appropriate level of awareness and involvement, while the Clutha Development Trust would like to have a greater involvement and the Awarua Runanga, Te Ao Marama and Environment Southland were not aware of the group but expressed an interest in receiving their newsletter and potentially meeting with the Project Co-Ordinator to gain a better understanding of their role in the area to ascertain what an appropriate level of involvement would be.

**Usefulness of the Catlins Tourism Strategy**

Four of the partners found the current Catlins Tourism Strategy useful, one found it somewhat useful, and five weren't currently utilising it, but were aware of its existence.

**Partners want the revised Catlins Tourism Strategy to be a living document that has;**

- A Shared Vision and Key Themes
- Emphasis on the Natural Value of the Area, Preserving its 'Point of Difference'
- Emphasis on Working Collaboratively with Strategic Alignment
- Emphasis on Creating a Return on Investment
- Emphasis on Capacity Building
- Clear Guidance and Direction for Implementation
- Robust Accountability
- Simple Language and Realistic Aspirations
- Reflection and Forward Planning
- A Balanced Approach Considering Community, Environmental and Tourism Needs
- Greater Recognition, Consultation and Acknowledgement of Mana Whenua



**Research**

A range of research is being carried by partners that could form a useful series of indicators, and partners are interested in working collaboratively to address research gaps. There was an acknowledgement of the need to firstly assess what data is required and to explore options for acquiring it, with a desire for regular data being captured around;

- Visitor Information
- Cultural Tourism Opportunities
- Environmental Monitoring and Education
- Road Related Data
- Monitoring of Service Standards
- Behavioural Research
- Economic Opportunities
- Community Needs, Satisfactions and Perceptions

The information obtained through these key partner interviews will help to inform the revised Catlins Tourism Strategy.

2.0 INTRODUCTION

As part of the data gathering phase for the 2003 Catlins Tourism Strategy Review representatives from ten organisations considered to be key partners in the management and development of the Catlins Area were interviewed to ascertain their views on The Catlins area.

The organisations and representatives interviewed were;

**Awarua Runanga (AR)**

Gail Thompson and Stephanie Blair

**Catlins Promotions (CP)**

Fergus and Mary Sutherland, Chairperson and Member

**Clutha Development Trust (CDT)**

Jo Lowrey, Destination Marketing Manager

**Clutha District Council (CDC)**

Hilary McNab, District Councilor

**Department of Conservation (DoC)**

Sarah Murray, Community Support Manager

**Environment Southland (ES)**

Aaron Leith, Senior Resource Planner

**South Catlins Promotions (SCP)**

Dianne Miller, Chairperson

**Southland District Council (SDC)**

Paul Duffy, District Councilor

**Te Ao Marama (TaM)**

Dean Whaanga, Resource Management Officer

**Venture Southland (VS)**

Rex Capil, Group Manager Tourism, Events and Community

### 3.0 METHODOLOGY

Ten semi-structured face to face interviews were undertaken during August and September of 2013 with representatives from ten organisations considered to be key partners in the management and development of The Catlins Area.

The interviews were held at the organisations premises or in the case of community group representatives at their private dwellings, and lasted on average for just over an hour. Data was captured by note taking and by approved recordings taken solely for the purpose of cross checking notes, not for circulation outside of the interviews.

The interviewees were sent the following interview questions prior to the interview so they could prepare their responses and seek input from others in their organisation if they so desired.

#### Interview Questions;

##### Reflecting on the last ten years

1. What do you see as the most significant successes and/or positive changes in the area since 2003?
2. What do you think still needs to be addressed?
3. What do you think needs to remain a priority, or an ongoing focus?

##### Strategic

4. What is your organisations long term Vision for the Catlins Area?
5. Can you tell me about your organisations future plans/projects and priorities for the area?
6. Do you see these as opportunities for collaboration? If so, with whom and why?
7. What possible threats and opportunities do you perceive for the area over the next ten years?

##### Collaboration

8. Are there any current or future projects in the area being led by others that you would like to be involved with?
9. What level of communication and/or involvement do you have with Catlins Coast Inc.?
10. Would you like to have a greater/lesser involvement?

##### Strategy Specific

11. How useful has the Catlins Tourism Strategy been as a key reference document for your organisation?
12. What would you like to see from the revised strategy?
13. What would make it more relevant/useful for your organisation?

##### Research and Monitoring

14. What regular tourism related research and monitoring do you currently undertake in the area?
15. What data would you like to see captured on a regular basis?

Upon completion of the interview a set of summarised interview notes were sent out to each interviewee for them to review and make any final amendments or additions to their responses. The final approved set of interview notes are attached in the appendix of this report.

All responses were then collated and analysed to identify key themes and commonalities as detailed in the Findings of this report.

**4.0 FINDINGS****4.1. REFLECTING ON THE LAST TEN YEARS****4.1.1 SIGNIFICANT SUCCESSES AND/OR POSITIVE CHANGES SINCE 2003**

The most commonly identified successes and/or positive changes were;

**Better number and quality of businesses and services for tourists**

Partners thought tourist related businesses have improved their levels of service and professionalism (e.g. Niagara Falls Café & Fortrose Cafe), that there is a greater range of alternative commercial tourist operators (e.g. Surf school), that there are more accommodation options catering for a range of budgets, and that businesses are now more accessible to tourists having more suitable opening hours, with more remaining open during the shoulder season.

**Improved Cell Phone Coverage and Internet Access**

Improvements to cell phone coverage and internet access were seen as a positive change in the area by partners.

**Improvements to Tourism Infrastructure and Facilities**

Overall partners commented on improvements to toilets, car parks, roads, and sewage etc. with the following examples being mentioned on numerous occasions (listed in priority order);

- Waipapa Point and Lighthouse Improvements - car park, new toilets, interpretation, ship wreck and wildlife viewing
- Fortrose - new toilets, playground, and interpretation
- Petrified Forest – new toilets, viewing platform and better management
- Papatowai Camping Ground – reopening and sewage upgrade
- Chaslands Road – being sealed
- Southern Scenic Route – inclusion and promotion
- Porpoise Bay Camping Ground – new toilets and plantings
- Curio Bay – proposed upgrades
- Nugget Point
- Maclean Falls
- The Wisp
- Waipahatu Track
- Smiths Bush
- Owaka and Waikawa Museums - Cataloging of new Maori collection
- Development of walking and biking tracks
- Access to Cathedral Caves

**Improved Interpretation**

Particular reference was made to the quality of interpretation at Florence Hill, and improvements to Heritage Interpretation.

**Better care and protection of the environment**

Partners made specific mention of the Catlins Care Code, and improvements to recycling facilities in some areas. The introduction of Ma Tai Tai Reserves was also mentioned, as there are now 18 in place throughout the Catlins, including Curio Bay, and the site on Waikawa River that has been replanted better reflecting its significance to local Iwi.

**Having a Strategy and Project Co-ordinator**

Partners thought the strategy had been the positive catalyst for change, helping to guide and manage the development of tourism in the area and that the Project Co-ordinator has been pivotal to maintaining implementation momentum.

**Greater recognition of the area through Promotion & Events**

Partners stated there is now a greater recognition of the Catlins brand (e.g. Great Escapes) as a result of effective promotions, being part of the Southern Scenic Route, and an increase in the number of recreation events, and music festivals (e.g. The Hayes Bluegrass Festival and Hoe Downs), all helping to create a positive public perception with the area being considered by some as a 'bucket list' destination.

**Improved Collaboration between Partners, Businesses and the Community**

Partners thought there is now a much greater level of collaboration among the sector with collaboration between tourism and business operators to enhance the visitor experience (e.g. co-ordination of café's opening hours in Owaka to ensure someone is open) being the most common comment, followed by greater collaboration between North and South Catlins Community groups.

Comments were also made about the collaborative approach taken to develop the website and interpretation plan, the strong collaborative relationship with Venture Southland that's now throughout the Catlins, the stronger collaborative relationship with Southland RTO, and the improving collaborative relationship with Clutha District. It was also mentioned that collaboration with Dunedin City remains limited.

**Positive change in locals' perception of and attitudes towards tourism**

General mention was made by a number of partners that there had been a positive change in locals perception of and attitude towards tourism, however not everyone liked tourism, and it was still considered something that can be both a positive and a negative.

**Revitalisation of areas**

General mention was made by a number of partners about how many parts of the Catlins have been revitalised through a range of tourism related improvements (e.g. infrastructure, landscaping, developments etc.) with the township of Owaka being a good example.

**Redefining the Catlins Boundaries to include Fortrose**

This was mentioned as a planning change which helped better define the Catlins Southern area.

#### 4.1.2 WHAT STILL NEEDS TO BE ADDRESSED

##### Infrastructure Improvements

Partners were clear that the area simply can't cope with an increase in tourist numbers if the infrastructure remains the same, the key aspects that still needs to be addressed are;

- *Public Toilets*

Partners stated there needs to be more public toilets of better quality that are clean and tidy, and have 24hr access.

- *Roading Improvements*

Partners wanted to see more work undertaken to improve roads in the area, however it was acknowledged that there needs to be a balance as the under developed nature of the area does help to set it apart from other locations, appealing more to the visitor looking for a natural wilderness experience. The old 'Back Road' or Haldane Road needs to be sealed both for access and safety, as does the road to the Nugget Point Lighthouse as it's a significant attraction.

User pays options could be explored to assist with roading costs (e.g. taxing/tolling users etc.) along side District Council funding.

- *Signage*

Tourists need advance warning of significant attractions, services or amenities therefore signs needs to be located and designed with this in mind. The Whistling Frog Café's signage is a good example, whereas the Cathedral Caves has poor prior signage when approaching the area, and poor directional signage especially when down on the beach.

- *Sewage Management*

This is a significant issue for the Catlins (especially in Waikawa and Curio Bay) as issues such as seepage and run off for example, which will negatively affect water ways and sea life, and could also negatively impact on tourism.

- *Interpretation Panels*

Partners thought there is a need to continue upgrading and installing quality interpretation, with Nugget Point and Florence Hill being good examples, however overall interpretation could be better.

- *Curio Bay Upgrade*

While it has taken a long time to agree on a vision for the area with the community, particularly with regards to sewage partners are pleased to see progress being made and are keen for the upgrade to commence.

- *Improvements for the Owaka 150th*

An 'Owaka Going Forward' group has been formed, comprising of representatives from the areas existing community groups who have employed a Landscape Architect to help redesign and replant the area in preparation for the 150<sup>th</sup> in Jan 2016.

##### Adopting a Whole of Catlins Approach

While each area within the Catlins can have its own projects the future management, development and promotions undertaken need to be for the entire Catlins area as one entity as this is how the area is viewed, not as North and South Catlins.

##### Creating a More Sustainable Structure for Community Groups

Partners mentioned there are a small number of people doing the majority of the work who also sit on several of the many small community groups, which is a rather precarious situation placing a lot of pressure on a few people making them at risk of 'Burnout'. A more sustainable structure needs to be established for the community groups in the area, and succession planning needs to be a key consideration, coupled with strategies to retain young people in the area.

##### Tourist feedback

Need to look at ways to increase 'word of mouth' recommendations. Need to remember each visitor is a future marketer/promoter of the area.

##### More Support for Existing and New Businesses

Partners expressed how important it is to exceed visitor expectations, and ensure consistency and quality of service and experience among operators, and that to achieve this local businesses need professional support. Additional to the general aspects mentioned support is required to;

- *Increase services in shoulder and off season*

That being said, many businesses are secondary incomes so there is a need to be conscious of 'Burnout' for operators, who also have other commitments (e.g. farming).

- *Enhance the Cultural Sensitivity, Awareness and Knowledge of Tourism Operators*

Operators need to be aware of and respectful of the area they are operating in (e.g. Waikawa Bay), once obtained such an awareness and understanding could be effectively communicated to visitors to further enhance their experience.

- *Improve Quality Standards*

Quality standards for operators and accommodation providers need to be upgraded, upheld and accreditations encouraged, monitored and promoted. It was suggested that a template could be developed as a tool to make it as easy as possible for operators to comply, with the ideal being all business working together under the same standards to protect each others reputations.

- *Collaborate more effectively*

Operators to collaborate more and start packaging products for visitors.

- *Develop a Catlins Business Code of Ethics*

A suggestion was made to develop a 'Business Code of Ethics' to help ensure operators work together, to the same agreed set of standards and for shared outcomes for everyone's mutual benefit.

### **Management of and Provision for Freedom Camping**

While improvements have been made, inappropriate waste management from campervans is still an issue, which partners would like resolved by installing more dump stations that are effectively promoted, and improving the waste management education of campervan users.

### **Continue to Improve Cell Phone Coverage and Internet Access**

Cell phone coverage and internet access is important for everyone, the community, businesses, and visitors' alike enabling communication, access to information and services, and is a vital emergency response tool.

### **Sustainable Environmental Management and Education**

This incorporates aspects such as;

- *Catlins Care Code*

While this is a great resource the challenge is how to ensure the information is read and accessible to all.

- *Preservation of Significant Environmental Areas*

For example Lake Brunton (along from Tararua Acre) is an unknown environmental gem that needs to be protected to preserve its pristine water quality.

- *Environmental Farming Practices especially Dairying*

Effluent run off into streams that can affect Kai Moana especially shellfish is a real concern and something that needs to be proactively managed, as does other farming practices like 'Aquaculture'. Lake Catlins is an example of an area that needs its natural amenity values protected from inappropriate farming practices, as it is a high profile area that many people drive past.

- *Marine and Wildlife Viewing*

While it's fine for people to enjoy the whales, dolphins, seals, sea lions and penguins etc. in the area, visitor interactions need to be sustainably managed for the species, environment and for the safety of the people themselves (e.g. some people getting very close when viewing sea lions at Waipapa Point, unaware of the potential dangers).

- *Sustainable Management of Recreation Activities*

Thought needs to be given to all forms of recreation, aquatic (e.g. kayaking), motorised (e.g. jet skis, boating), land based (e.g. mountain biking) and how to manage them in an environmentally sustainable way to ensure they don't negatively impact on the environment.

- *Identification and Protection of Sites Under Threat of Coastal Erosion*

- *More Regular and Robust Environmental Monitoring*

### **Identification, Education and Promotion of Cultural Aspects to Locals and Visitors**

It was mentioned that many tourists are interested in and want to learn about the Maori culture, and that locals and operators could be educated to further enhance the visitors experience along side information and opportunities to actually experience Maori culture. Aspects mentioned were;

- *Maori Mythology of the area*

- *Identification of Areas Significant to Māori*

There are many middens and Wahi Tapu in the area such as Lake Vincent, Nugget Point and the Tararua Acre, and the Southland Coastal Heritage Inventory Project, a collaboration between NZ Historic Places Trust, DoC, SDC, ES and Ngai Tahu, to monitor, preserve, protect and promote a greater understanding of Maori and European sites and artifacts (e.g. water trough at Waikawa, and Mr. Haldaynes Memorial) will help to identify others.

- *Bi-Lingual Place Signs*

#### **Creating a Return on Investment**

All partners thought the community needs more of a return on their investment into tourism, suggested ways to achieve this includes creating commissionable products as currently there are few products in the area for people to spend money on, and encouraging more business development such as small scale nature based businesses, niche food production (e.g. specialty cheeses etc.).

A greater return on investment was also seen as an important way to help fund increasing infrastructure and environmental costs.

#### **More Walking and Biking Opportunities**

There was a desire to see the development of more walking and biking tracks catering for a variety of fitness and skill levels for people to explore the area, however it was mentioned that transport to and from the tracks needs to be provided for as currently this can be a barrier to participation.

#### **More Regular and Robust Visitor Information**

All partners wanted to see processes established to obtain more robust visitor data that is captured on a regular basis, of particular interest were modes of transport and socio economic data.

#### **Community Involvement with the Revised Strategy**

Partners mentioned how important it is to ensure the community is involved in developing the revised strategy through community consultation which needs to include community meetings, which need to be well facilitated to create an environment conducive for people to be open and forthcoming with views.



#### 4.13 WHAT NEEDS TO REMAIN A PRIORITY, OR AN ONGOING FOCUS

This question was based on the assumption partners would have already known what the existing Catlins Tourism Strategy's priorities were, however as partners knowledge of the priorities was relatively low many responses are similar to those of the previous question, however they have still been summarised below.

##### **Infrastructure and Facility Improvements**

Partners thought upgrades (e.g. toilets, roads, waste management etc.) need to continue but at the right level with the Curio Bay upgrade being prioritised as it is under increasing pressure particularly from campervans, and that options for recovering costs from visitors need to be explored, it shouldn't all be users pays, but there needs to be a balance.

They also wanted to make sure that the Papatowai Camping Ground remains open, and that the providing for recycling and waste disposal must remain a focus.

##### **Management of Freedom Camping**

The need to proactively manage freedom camping, particularly by Campervan users, was reiterated.

##### **An Effective Collaborative Approach by All**

A clear message was that everyone (RTO's, TLA's, and Community Groups) need to work together under a shared vision to protect and enhance the area, and that there needs to be a review of community group structures to prevent 'burnout' and undertake succession planning, which Clutha District Council offered to assist with. It is important to note this includes being part of wider district, regional, south island and national collaborative destination marketing initiatives.

Comments made worthy of mention were;

- There shouldn't be a 'them' and 'us' mentality it should be 'we'.
- Now is the time to move forward, we all share the Catlins.

##### **Cell Phone and Internet Access**

The need to continue prioritising cell phone and internet access was reiterated.

##### **Sustainable Activities and Events**

The need to ensure activities and events undertaken in the area are environmentally and financially sustainable.

##### **Improved Emergency Services**

##### **Remaining Eco Friendly with Effective Environmental Management**

Partners thought the protection of flora and fauna, water quality and sustainable land use must remain a priority that needs to be supported through strong policy statements in relevant partner documents. Again the need to preserve and protect the environment, wildlife and community was reiterated.

##### **Retain a Community Development Focus**

Mention was made of the need to refocus on the community to mitigate the adverse affects of tourism, and help further develop the communities in the area.

##### **Better use of the Southern Scenic Route (SSR)**

Partners thought currently the SSR is viewed as a drive through as opposed to a journey, with significant attractions along the way. There needs to be better signage and landscaping, and consideration given to how it can be utilised more effectively for the benefit of the local community

##### **Strategic Planning for Tourism is Important**

All partners agreed a collaborative strategic planning approach is important covering aspects such as;

- *Clear Vision to ensure the area doesn't become another Queenstown*
- *Clarifying the target audience for tourism*

Some partners wanted to clarify what type of tourist to attract, for example high-paying visitors that stay briefly, fly in and out on a helicopter making a significant environmental impact versus those who stay longer and make a smaller environmental impacts however may spend less.

Coleman Consultancy Ltd.

Page 13

- *ways to grow tourist numbers*
- *How to diversify & enhance the visitor experience*
- *How to improve the areas marketing and profile (include Eco-tourism)*

The Catlins doesn't have the same profile as other tourist destinations, this needs to be improved through the areas marketing.

**Preservation of Mahina Kai**

It is a significant area for wild food and Mahina Kai from waterways, therefore it's important to maintain the ability to collect and harvest food.

**Continue Improvements to Heritage Interpretation**

The Southland Coastal Heritage Inventory Project mentioned earlier, that involves identifying and managing coastal heritage (Maori and European) will assist with this.

**4.2 STRATEGIC****4.2.1 PARTNERS LONG TERM VISIONS FOR THE CATLINS AREA****Venture Southland**

Stated their vision for the area is 'To continue to work alongside the community supporting, and assisting operators and community groups in the area'

**Clutha Development Trust**

Stated their vision for the area is to work collaboratively to grow domestic and international tourism, adopting a district, regional, and South Island wide approach, being cost effective and efficient for everyone's benefit.

**Department of Conservation**

Stated their vision is that 'New Zealand is the greatest living space on Earth' and that 'New Zealanders gain environmental, social and economic benefits from healthy functioning ecosystems, from recreation opportunities and from living our history.' (*DoC Statement of Intent 2013-2017; P10*)

**Southland District Council**

Stated they want to 'Continue to support the community', and made specific mention of improving Haldane Road.

**Catlins Promotions**

Stated the current strategy's vision is still relevant, and that they would also like to see;

- A good balance of economic activity in the area – tourism/farming/forestry/services/craft industries
- A balance between tourism, economic and community development
- A resilient Catlins community
- Improved interpretation, through continued implementation of the Interpretation Plan
- Protection and enhancement for the natural environment
- Tourism facilities and amenities that are of a high quality and educate users about the natural environment

**South Catlins Promotions**

Stated they want to 'Keep it as a great place to live, work and visit'

They also want to see;

- Better infrastructure, where the simple stuff is done right
- A balance between signage/interpretation and nature

**Te Ao Marama**

Stated that the Catlins area is included in their wider vision which is about 'Leaving the land in as good as or better condition than what it was received in from our parents.'

They also want to see;

- Appropriate land use ensuring the future health and wellbeing of people
- Preservation of water quality
- Maintenance of biodiversity, flora and fauna
- Effective Pest Management Strategies, and Pest Eradication
- Preservation of the many Maori Land Blocks in the area, Ma Tai Tai and Statutory acknowledgement on rivers (e.g. Clutha and Mataura) recognising their importance to Ngai Tahu.
- Continued improvements to communication

**Awarua Runanga**

Stated their vision for the area is that of 'Kaitiaki' – The concept of guardianship for the sky, sea and land

They want to

- Show respect for the area as it is, protect the wildlife, the environment and the community
- Preserve the areas uniqueness and point of difference

**Environment Southland**

Coleman Consultancy Ltd.

Page 15

stated their vision is for sustainable management of natural and physical resources  
(More detailed information is contained in the Proposed 'Southland Regional Policy Statement')

#### **Clutha District Council**

Stated their core responsibilities are roading and basic infrastructure, but noted they also invest in the Clutha Development Trust, who is responsible for tourism development, something they have not previously invested, however they now recognise the Catlins as a tourism and community asset.

They are starting to see Balclutha as the 'Gateway to the Catlins' and one idea is to install iconic large scale gates as you head to the Catlins from Balclutha.

#### **4.2.2 PARTNERS FUTURE PLANS/PROJECTS AND PRIORITIES FOR THE AREA**

##### **4.2.3 OPPORTUNITIES FOR COLLABORATION**

Responses to these two questions have been combined as they were so closely aligned and all partners keen to work collaboratively with many already doing so.

#### **Southland District Council**

- Curio Bay Upgrade – SDC are involved with installing a waste water system, and making provisions for a more reliable water supply in the area. The upgrade that is being led by the South Catlins Development and Environmental Trust, will also include a new Visitor Centre, car park, toilet block, and will result in better management of tourist interaction, education and monitoring. It is a collaborative project involving community groups as well as VS, ES, SDC, and DoC.
- Providing for increased traffic and roading infrastructure
- Contributing financially to VS who provide community support in the area.

##### ***Opportunities for Collaboration;***

Curio Bay Upgrade is a collaborative project

Keen to work closely with communities and with CDC

Smiths Bush is a good example of collaboration, where the Trust bought it and are now regenerating the native bush, Lions built the walking tracks, and \$35K of National Heritage funds were invested into the project.

#### **South Catlins Promotions**

- Development of a Recreation Park at Tokonui, between the shop and fire station, a community driven project that will include a skate/BMX/scooter Park, basketball hoops, a cycle track, a walkway and plantings.
- Revision of the tear off map

##### ***Opportunities for Collaboration;***

Everything is done in a collaborative way, between community, organisations, and groups

Very keen for more collaborative opportunities

#### **Awarua Runanga**

- Sustainability of the area, through replanting and 'appropriate' pest control
- Starting to think about Cultural Tourism Opportunities
- Running Youth Camps at Tautuku Lodge every school holidays
- Southland Coastal Heritage Inventory Project – collaboration between NZ Historic Places Trust, DoC, SDC, ES and Ngai Tahu, to monitor, preserve, protect and promote a greater understanding of Maori and European sites and artifacts (e.g. water trough at Waikawa, and Mr. Haldaynes Memorial)

##### ***Opportunities for Collaboration;***

Keen to collaborate where appropriate with community wide initiatives or projects

Projects on private Iwi land are not really appropriate for collaboration as not accessible for all

**Department of Conservation**

- Curio Bay Upgrade – Is the number one priority for DoC where they will be creating a new car park and toilet block, while continuing to maintain all other DoC sites.

**Opportunities for Collaboration;**

Very open to working collaboratively, already working with community and partner organisations (e.g. South Catlins, SDC, ES, Iwi, VS etc.)

**Te Ao Marama**

- Southland Coastal Heritage Inventory Project
- Maintaining waterways and Mahina Kai (e.g. by putting Ma Tai Tai in place), and undertaking research into species, in consultation with local communities

**Opportunities for Collaboration;**

'As an organisation we are always community focused'

Community consultation and working collaboratively is very important and an underlying philosophy

**Clutha District Council**

- Owaka 150<sup>th</sup> in Jan 2016 – Many projects are being undertaken to prepare for the occasion such as the construction of a 10m long stylised waka that will be installed as a commemorative installation on the main reserve. Landscaping of the area is also underway.
- Wanting to maintain services to the area despite a decrease in funding
- Infrastructure funding or investment is a challenge, however signage is budgeted for
- Negotiations to build the Vodafone tower at Papatowai are nearing completion
- There is good support from within CDC to really make things happen in the area

**Opportunities for Collaboration;**

All work undertaken is a collaboration of some extent

Groups and organisations are getting better at working together

Collaborating with Owaka Business Group and Clutha Business Group for the Owaka 150th

Collaborating with Catlins Promotions for the repositioning of the rest area on the Clutha side of Catlins Lake

**Environment Southland**

- Water Quality – setting contaminant limits for all waterways is a government requirement, there will be regular monitoring and certain activities may be capped to preserve water quality
- Southland Coastal Heritage Inventory Project
- Estuaries and Coasts – very important focus. Waikawa estuary is a current project, as it has a lot of sediment which is affecting the water quality. The Waikawa Landcare Group is involved in a project to plant out catchment areas.
- State of the Environment Report – ES undertake regular monitoring of the area, which has highlighted issues with most estuaries and lowland water, attributed to a combination of impacts from the likes of septic tanks, agriculture, and industry for example.
- Biodiversity – ES has commenced a project to develop a Biodiversity Plan/Strategy for the area.
- ES's Long Term Plan and Annual Plan will have more detailed information

**Opportunities for Collaboration;**

All projects mentioned are of a collaborative nature, they are already working with Ngai Tahu through the local Runanga, DoC, TA's, Waikawa Landcare Group, ORC and its TA's with regards to boundary areas.

**Clutha Development Trust**

- Wanting to highlight the region's significant features, of which the Catlins has many, and entice people to spend more time in the District, which will have a positive flow on for the entire District.
- Wanting to incorporate the Catlins in District wide promotions, then linking with Regional Tourism Organisations (RTO's), aiming to improve communication between RTO's and the District.
- Really need to sell the unique features, highlighting the areas point of difference.
- Currently developing a joint regional marketing strategy with McKenzie District Council and Dunedin City Council.

**Opportunities for Collaboration;**

Very keen for collaboration at all levels across all aspects of the industry throughout the district, region and South Island

**Catlins Promotions**

- Development of more walking opportunities (e.g. Railway Line track on DoC reserve.)
- Upgrading Information for visitor (e.g. bird booklet, trail booklets, interpretation signs)
- Encouraging co-operation between tourism operators and facilities providers – a Catlins familiarisation experience was hosted last year, in collaboration with Information Centres, which was an effective way to communicate the range of opportunities present in the Catlins to those who help advise tourists.

**Opportunities for Collaboration;**

Already working with RTO's, CDC and VS

Need to partner with RTO's further afield e.g.; Dunedin (cruise ships), South Island etc.

Working with service, conservation, recreation and youth organisations

Also in discussions with Christchurch Airport [www.south.co.nz](http://www.south.co.nz)

**Venture Southland**

- Development of the Heritage Centre, part of the Curio Bay Upgrade
- Linking the area to the greater Southland storey
- Encouraging collaboration between all partners

**Opportunities for Collaboration;**

Supportive of collaboration with all involved in the area

**4.2.4 PERCEIVED THREATS AND OPPORTUNITIES****THREATS**

- **Inconsistent Standards and Unrealistic Promotions by Operators**

There was concern that inconsistent standards among operators can negatively affect everyone and the tourism industry at large, and that there needs to be more support and quality control to prevent this from occurring. It was suggested that support could be via education and co-operation and that all operators should be encouraged to meet minimum standards via an endorsement system.

It will also be important to ensure the promotion of the area and individual businesses are realistic, so people's expectations can be met or exceeded, as opposed to over promising and under delivering.

- **Unsustainable Community Input - Risk of 'Burnout'**

There appears to be a decreasing number of locals showing interest and willing to contribute to community matters, therefore it's going to be important to identify ways to keep the community engaged. Ideas centered on adopting a 'fun' approach, and using modern technology to appeal to younger community members. Currently it appears there are only a few key community members doing the bulk of the work, many of whom are involved with numerous groups, which raises 'Burnout' as a very real risk.

Many people running some of the local businesses are equally at risk of 'Burnout' as the business is often a secondary form of income (they are already working), their operating season has extended, however they struggle to find staff to assist so end up covering additional hours themselves.

- **Ageing Inadequate and Financially Unsustainable Infrastructure**

The age and inadequacies of the current infrastructure was highlighted by many as a significant threat, and something which will escalate as visitors to the area increase. Campervan dump stations, public toilets, and sewage infrastructure were the most commonly mentioned concerns all of which if poorly managed could be very damaging to the areas reputation. With regards to sewage it was thought many of the cribs in the area would not be up to current building code requirements, something that will need to be addressed in the future. It was acknowledged that ways to fund infrastructure improvements need to be explored.

- **Temptation to Kill the Golden Goose**

All respondents stated at some stage during their interview that they did not want to see the area become over developed and commercialised destroying the very essence of the area, or 'Killing the Golden Goose'. As the area is valued for its natural beauty, it's imperative it is preserved and protected.

There was consistent feedback that the area cannot become another Queenstown for example, full of tour buses, and large national tourism operators to the detriment of the local community, environment and wildlife.

- **Environment, Sea Life and Wildlife Damage**

As an area marketing itself around its environment or eco-tourism, preservation and protection of the natural environment from potential threats such as those listed below was identified as paramount.

Gas and Oil Exploration

On and off shore mining

Land use intensification – impacts on biodiversity, water quality, visual amenity values

Land development in catchment areas – increase in sediment through clearing of vegetation

Climate change and coastal erosion – could flood low lying areas, and affect heritage sites

Declining Bird Species – e.g. Mohua, Tom Tit, and Rifleman, need to retain bush remnants and fence waterways

Proliferation of walking and biking tracks being developed without thorough Iwi consultation. People who develop and work on the tracks then feel it denotes ownership, however management does not reflect ownership.

Over fishing from increased number of visitors to the area, potentially depleting fish stock which could also decrease number of marine species frequenting the area for food, negatively impacting on a tourist attraction.

Decreasing water quality (e.g. Owaka River)

Lack of care and respect for the area by 'Free Independent Travelers' is still a concern

It was mentioned there use to be annual clean ups where the whole community came together to keep the areas natural environment healthy and clean, there was a desire to see these reinstated.

- **Increase in Tourist Numbers Not Effectively Managed**

Respondents saw increasing tourist numbers as both a positive and a negative, and all stated that the implications need to be carefully managed, with some concerned that people were a bit naive about the importance of mitigating the potential negative impacts of tourism.

- **Increase in Tourist Numbers with Limited Return on Investment**

At the moment there is very little financial return on the investment made into tourism that is of benefit to the wider community, options for creating a better return on investment need to be explored.

- **Global and National Impacts Negatively Affecting Tourist Numbers**

Declining tourist numbers due to negative global and national impacts (e.g. Global financial crisis, the high NZ dollar etc.), and international and domestic tourist trends and behaviours over the next decade will have a significant influence on the area.

- **Being Perceived as an Unsafe Place to Visit**

Being a safe place to visit is really important for tourists however a number of safety concerns remain which could be a significant threat for tourism in the area such as accidents from people not used to driving on gravel roads, which places pressure on volunteers, and is further exacerbated by poor cell phone coverage in some areas. There is also a real concern for the personal safety of hitchhikers caught out in the area in the off season, options to address this potential threat need to be explored.

## OPPORTUNITIES

- **Adopt a More Collaborative Approach**

Numerous opportunities were mentioned where collaboration between partner organisations, the community and/or operators could be improved to create a more efficient and effective approach to tourism and community development in the area.

Now that Balclutha is being seen as the gateways to the Catlins it's important Clutha District Council and Venture Southland work together to support and help develop tourism in the area.

Operators were also seen as an important source of information, it was suggested they could be up skilled and some generic tools developed to enable them to gather visitor data on a regular basis to help identify visitor trends

- **Completion of Projects Current Underway**

There are already a number of projects either about to start or that have been started that need to be completed such as the Waikawa Museum Upgrade, Tokonui Recreation Park, Curio Bay Upgrade.

- **To Improve Infrastructure and Facilities**

Just as 'Ageing and Inadequate Infrastructure and Facilities' are a potential threat, they also pose an opportunity as they can be improved, however it was acknowledged funding options would need to be explored and that a collaborative approach particularly between Southland and Clutha District Council would be required.

- **Greater Returns on Investment**

many respondents thought opportunities exist to create a greater return from the investment made into tourism. Overall it was thought that products and experiences needed to be created and combined (packaged) to make the area a destination requiring visitors to stay longer. Aspects to develop could include hands on farming experiences, arts and small specialised or cottage industries (e.g. specialty food production such as cheeses etc.), and exploring how to turn the Southern Scenic Route into a holiday experience as opposed to just a drive through.

- **Improve the Standard and Number of Local Businesses**

Partners consistently thought better support was required for local businesses (e.g. Cafes, Accommodation Providers and Operators) to improve the standard of service, quality of experience and cultural knowledge they offer visitors, all aspects important for their long term viability.

One suggestion was to encourage local businesses to offer familiarisation experiences to booking agents and Information Centres to really sell what the Catlins has to offer. Having experienced the Catlins first hand helps them to really understand the area and will help to get the area included on more prearranged tour group itineraries.

Sterling Tides Café at Fortrose, Niagara Falls Café and the Leaping Frog Café were mentioned as good examples of food service.

- **To Strengthen Community Spirit and Sustainability of Community Groups**

Partners thought the opportunity exists to strengthen the community spirit and sense of pride in the area which has been waning somewhat, and that this will assist with revitalising community groups, currently grappling with lack succession and long term sustainability. Suggested ways of doing so included; holding fun community and visitor clean up days, Civic Parades (the Para Olympic Parade was a huge success), and reviewing the structure of community groups in the area.

- **Better Promotion and Utilisation of Community Resources**

It was thought there could better promotion and utilisation of resources like Tautuku Lodge and other lodges in the area for outdoor recreation, wilderness experiences, workplace and personal retreats which could incorporate cultural aspects, and that the Waikawa & Owaka Museums are great resources that they have the potential to enhance the tourist experience.

Another idea was that of creating an outdoor education focused school, potentially utilising old unused buildings in Owaka that could be an arm of Otago Polytechnic, or Mt Aspiring College offering more of a coastal outdoor recreation experience.

- **Further Enhancement, Promotion and Utilisation of Walking and Biking Tracks**

There was consistent interest among partners around track enhancement and development as long as local Runanga are consulted. Suggestions were made for a walking track along the coast, and a bike track along the old railway line.

- **Sustainable Environmental Management**

Partners were clear that environment use must be managed sustainably to preserve the environment and wildlife. One effective example is the 'Ma Tai Tai' currently in place in the Catlins, such as Waikawa and Nugget Point, enabling dolphins in the area to feed free from commercial fishing boats. 'Ma Tai Tai' is a Maori voluntary tool protecting areas for seafood gathering and harvesting, enabling stock to replenish. Another suggestion was to reinstate DoC's Summer Officers to protect significant areas during peak periods, and that greater protection could be achieved through effective policies.

- **Protect the Catlins Point of Difference**

Partners thought the opportunity exists to create policies to maintain and protect the scenery, environment, wildlife and communities that make the Catlins the very special place that it is, which is what people come to the area for.

- **Further Improve Appreciation of Tourism Among Locals**

While locals now understand the economic value of tourism both in relation to primary and/or secondary income, and infrastructural improvements for example, the opportunity exists to further improve locals understanding of visitor needs and perceptions and how they can contribute to creating a positive visitor experience.

- **Grow Eco and Cultural Tourism Development**

A significant opportunity exists to investigate, explore and grow cultural tourism and heritage to further enrich visitor experiences and even extend their stay in the area. Local Iwi are starting to discuss the concept of Cultural Tourism, an aspect that appears relatively underdeveloped to date. One initial example is that of having dual place names to enrich the cultural history of the area.



The Catlins has a significant opportunity to market itself on the clean, green image New Zealand promotes. International tourists want to see natural NZ, which is what the Catlins is all about. Therefore partners saw eco-tourism is seen as a potential growth area for the Catlins.

Tourist numbers could be increased through activities such as marine mammal, wildlife and seal watching, conservation opportunities enabling tourists to assist with revegetating areas or even helping organisation like the Yellow Eyed Penguin Trust, and being more involved with Biodiversity activities (e.g. Southland Biodiversity Day, organised by Southern Institute of Technology Students).

- **Increase the number of Events and Festivals and the Effectiveness of Promotions**

Partners thought there was the opportunity to build on current successes and further increase the number of festivals, events and fete's etc. to attract people to the area, and help build community spirit.

It was also thought that the area's point of difference could be promoted more effectively outside of the immediate region, and that the opportunity exists to embrace technology and that initiatives like the 'Catlins Phone Application' currently being discussed should be fast tracked.

One partner suggested that consideration could be given to creating a Catlins Mascot/Character to aid with promotions, marketing, and branding to connect the various aspects.

**4.3 COLLABORATION****4.3.1 PROJECTS KEY PARTNERS WOULD LIKE TO BE INVOLVED WITH**

**Southland District Council, Catlins Promotions, South Catlins Promotions, Environment Southland, Department of Conservation, Venture Southland, Te Ao Marama and the Clutha District Council.**  
These Key Partners thought they were already involved to some degree in all the projects they should be, and DoC reiterated they would like to see, support and assist more conservation projects in the area.

**Clutha Development Trust**

As a new organisation the Trust are keen to be involved in more projects and initiatives in the area, the main project they are currently involved in is the SSR 25<sup>th</sup> Anniversary planned for November this year, and they are starting to work more with VS and CCI.

**Awarua Runanga**

As the local Iwi for the area the Runanga explained they should always be the first point of call and be consulted on all future projects, but this doesn't always happen. Particular reference was made to the development of walking and biking tracks where it's imperative Iwi are consulted at the conceptual stage prior to any physical work occurring to ensure any wahi tapu areas aren't disturbed, and also so they can offer project support and cultural history of the particular area. They may not always be able to have direct involvement with all projects but they do still need to be consulted and kept informed of projects, and saw receiving groups newsletters following initial consultation as an efficient way to stay informed.

**4.3.2 COMMUNICATION AND/OR INVOLVEMENT WITH CATLINS COAST INCORPORATED**

**Catlins Promotions, South Catlins Promotions, Venture Southland, Department of Conservation, Clutha District Council, and Southland District Council;**

Were all well aware of CCI and thought they had an appropriate level of communication and involvement with them, which varied from representation on the committee for Catlins Promotions and South Catlins Promotions Groups to attending their AGM and monthly meetings, while all received the newsletter and knew of the Project Co-ordinator.

**Clutha Development Trust**

The Trust has had limited communication and involvement with CCI, however they have met the Project Co-ordinator, and meet with other representatives when possible. They have yet to attend a CCI meeting, but hope to do so in the future and would like to receive their newsletter. They have a greater level of communication with Catlins Promotions through Fergus and Mary Sutherland, and receive their newsletter.

**Awarua Runanga, Te Ao Marama and Environment Southland;**

Had no knowledge of CCI, but were keen to meet the Project Co-ordinator and receive their newsletter.

**4.3.3 DESIRE FOR GREATER/LESSER INVOLVEMENT WITH CCI**

**Venture Southland, Southland District Council, Catlins Promotions, South Catlins Promotions, Clutha District Council, Department of Conservation;**

All thought their current level of involvement with CCI was appropriate and worked well.

**Awarua Runanga, Environment Southland and Clutha Development Trust;**

Would like a greater involvement, to receive their newsletter, and meet with the Project Co-ordinator, with the Clutha Development Trust wanting to meet the Project Co-ordinator on a weekly or fortnightly basis.

**Te Ao Marama**

As there is no current level of involvement or real awareness of CCI it was difficult for Te Ao Marama to answer this question, receiving the newsletter and potentially meeting the Project Co-ordinator would be the first step to determine an appropriate level of involvement.

**4.4 STRATEGY SPECIFIC****4.4.1 HOW USEFUL THE 2003 CATLINS TOURISM STRATEGY HAS BEEN*****'Useful'*****Catlins Promotions, South Catlins, Department of Conservation & Venture Southland**

These key partners were familiar with the strategy (the two Catlins community based groups not surprisingly being most familiar), thought the strategy was a useful key reference document, and that many of the initiatives/ideas of the strategy should continue. DoC stated it was useful to understand the communities' needs and desires for the area, and VS have found it a useful tool to help connect partners.

***'Somewhat Useful'*****Clutha Development Trust**

The Trust were familiar with the Strategy, however it has not been a key reference document as such, but it had been useful for the interviewee to identify the areas infrastructure needs when in a previous role working for the District Development Board and the Clutha District Council.

***'Not Currently Utilised'*****Awarua Runanga, Te Ao Marama, Environment Southland, Southland District Council and Clutha District Council**

All of these key partners were aware of the strategy and had a copy but weren't familiar with it and didn't use it as a key reference tool. Both District Councillors thought Council wide awareness was low to non existent, and the Iwi had the lowest knowledge overall and noted little reference to Iwi and the Treaty of Waitangi in the strategy.

**4.4.2 WHAT PARTNERS WOULD LIKE TO SEE FROM THE REVISED STRATEGY****Shared Vision and Key Themes**

There needs to be a clear picture of what everyone wants to achieve in the area, which can be expressed by a shared vision and key themes.

**Emphasis on the Natural Value of the Area, Preserving its 'Point of Difference'**

This was probably the most consistent feedback received, with almost every person emphatically stating "We don't want it to become another Queenstown!". In summary there is a desire for tourism growth and the associated benefits that come from that, as long as the areas uniqueness is preserved. The saying which was also mentioned in many interviews was 'Let's not kill the golden goose'.

**Emphasis on Working Collaboratively with Strategic Alignment**

There needs to be a strong focus on collaboration, showing alignment of partners strategies, detailing the efforts of all involved in the area (organisations, community groups and businesses etc.), and identifying current and future collaborative opportunities.

Key Strategic Documents to align with include;

- Ngai Tahu Tourism Strategy
- Iwi Management Plan and Resource Management Act
- The Clutha Districts Tourism Strategy currently under development, ideally since both documents are in the development stage and incorporate the Catlins area there should be dual cross referencing and acknowledgements that each acts as a key reference document for the other.
- Environment Southland's Proposed Southland Regional Policy Statement, LTCCP, Annual Plan, and Our Uses/Our Threats Southland Water 2010 Strategy
- Department of Conservation's Southland and Otago Conservation Management Strategies
- Southland Tourism Strategy
- Southland District, Clutha District and Otago Regional Council relevant documents

**Clear Guidance and Direction for Implementation**

The strategy needs to clearly and simply state what needs to be done, who will do it, how and when so that it can be effectively be actioned by the various partners involved.

There was consistent feedback that even though many of the original ideas and initiatives are ongoing, perhaps grouping them differently could make the document more user friendly.

#### **It is Measurable and Regularly Reviewed**

To compliment the clear guidance and direction for implementation the strategy will need to have robust accountability aspects, ensuring it can be relatively easily measured and that those measures and the strategy itself is regularly reviewed,

Another aspect to consider was the concept of creating generic templates to enable others to undertake their own monitoring which would feed into Catlins wide monitoring (e.g. people recording bird numbers in their own backyards).

#### **A Living Document**

There were numerous references to the fact that the strategy needs to be a 'Living Document', which means it is both regularly referred by those involved in the Catlins Area, and that it was designed in such a way to be responsive and adaptive to the areas changing circumstances so it is a key influential document now and into the future.

As a result it's vital that the strategy adopts a flexible approach, clearly communicating that it exists to guide, not limit, implementation.

Southland District Council suggested reporting on the strategy every 3 months to Council to help raise its profile and keep it alive, and also thought it could be included as a key reference document in their Annual Plan. Clearly there would be other opportunities of this nature that could be put in place.

#### **Simple Language & Realistic Aspirations**

The language and terminology used needs to be kept simple and easy to understand for everyone, and aspirations particularly with regard to funding need to be kept realistic.

#### **Reflective and Forward Planning**

The strategy needs to reflect on the changes since 2003, and then look forward and plan for the future.

#### **Balanced Approach**

Feedback was consistent that the revised strategy needs to continue to be inclusive of the 'whole' community taking a holistic approach staying true to the reasons for the original strategy which were to 'Manage tourism growth and maximise opportunities for the future while maintaining and protecting the integrity of the community, wildlife, and environment.'

#### **Inclusion of Key Tourism Information**

The partners want to see the revised strategy include information about key tourism issues and trends, visitor numbers, length of stay etc.

#### **Thorough Community Consultation on the Draft Strategy**

Thorough community consultation on the draft strategy was considered really important to ensure it becomes equally owned by everyone involved.

#### **Greater Mana Whenua Recognition, Consultation and Reference**

The opportunity exists for stronger Mana Whenua connections, in this case through the Awarua Runanga as the local Iwi for entire Catlins Area. There needs to be a greater Ngai Tahu presence in the content, with reference and alignment to the Ngai Tahu Tourism Strategy, as well as recognition of the importance of local Iwi and their role in the area.

#### **Emphasis on creating a return on investment**

The revised strategy needs to encourage and support exploration into ways of increasing investment returns from tourism for everyone involved (community, operators, organisations etc.)

#### **Emphasis on capacity building**

There needs to be specific actions around building capacity of those working in the tourism sector for example helping improve the quality and consistency of tourism operators and accommodation providers, who can also assist with gathering data and helping to effectively promote the area.

Coleman Consultancy Ltd.

Page 24

**4.4.3 WHAT WOULD MAKE THE REVISED STRATEGY MORE RELEVANT/USEFUL**

Many respondents had already answered this question when responding to the prior question, however there were some additional partner specific responses which are detailed below.

**Catlins Promotions**

It would be really useful for community groups and members if the revised strategy contained clear guidelines and practical tools for environmental monitoring, a Catlins Business Code of Ethics, and a simple one page executive summary.

**Department of Conservation, Clutha Development Trust and Environment Southland**

These partners reiterated it would be useful for them if the revised strategy aligned with their respective relevant strategic documents, and incorporated their current and planned projects.

**Awarua Runanga**

The revised strategy would be useful for the Runanga if it clearly laid out what their role is in the area, and helped to educate people about how to contact them, while also reinforcing the need to understand and respect the area for its cultural significance, and acknowledging the importance of cultural tourism for enhancing the visitor experience.

**Environment Southland**

It would be useful if the revised strategy contained demographic and population information.

**Clutha District Council**

Matters directly relating to infrastructure are important to the Council, therefore it would be good if the revised strategy can identify these, and support them with research and data to enable Council's due consideration of greater involvement.

**South Catlins Promotions**

The revised strategy could help to alleviate the current confusion that exists in the area with regards to who does what in the community, as there are so many groups with slightly different focuses. It would be good to either suggest or encourage discussion around what a more sustainable community group structure could be to decrease confusion and assist with preventing 'Burnout'.

**Venture Southland**

Would like the strategy to provide clarity about how they can best support tourism and community development in the area, what their role can be, and how they can best work with others.

**4.5 RESEARCH AND MONITORING****4.5.1 RELEVANT RESEARCH AND MONITORING CURRENTLY UNDERTAKEN****Awarua Runanga**

Mainly environmental monitoring such as;

- Kai Moana stock and health
- Fresh water quality
- Fresh water fish

**Te Ao Marama**

- Through Ngai Tahu they are currently involved in a cultural mapping exercise researching old place names, which could be useful to add to the areas cultural history
- Involved with Environment Southland & Biodiversity Southlands 'Living Streams' project, looking at the catchment areas and riparian margins of waterways (e.g. the health of the Waikawa River).
- Southland Coastal Heritage Inventory Project

**South Catlins Promotions**

- Don't undertake research themselves other than anecdotal, but are made aware of research findings from the Catlin Coast Incorporated's Project Co-ordinator

**Catlins Promotions**

- Don't undertake research themselves, and monitoring is limited to statistics received from the Owaka Information Centre and anecdotal evidence.

**Clutha District Council**

- Measure road use, through vehicle counters on roads. Counters have recently been on New Haven Road, and Mahinahina Road out to Jacks Bay.
- Council is hosting a roading workshop soon to seek feedback, looking at aspects like frequency of grading, near misses, minor accidents etc. and other road safety data. An issue is that many near misses or minor accidents go unreported.
- Information Centre figures on international and domestic visitor numbers (Balclutha, Lawrence, Tapanui & Owaka Information Centres)

**Clutha Development Trust**

- Tourism NZ RAM Reports – Clutha District is an RTO, so receives monthly district specific monitoring indicators with regards to visitor numbers. Keen to help increase awareness and utilisation of this data for everyone's benefit.
- Statistics NZ's Accommodation Details – they receive monthly data from the 32 operators in the district, via credit card transactions, again this information could be better utilised and promoted.
- Clutha District Tourism Strategy Development - Tourism operators and businesses in the district were surveyed, business workshops and a series of representative focus groups were held, and they met with local Iwi to assist with the preparation of the strategy.
- Information Centre Reports
- Catlins Café also regularly monitors visitor numbers to their business.

**Southland District Council**

- Measure road use, through vehicle counters on road

**Department of Conservation**

- Visitor numbers through track counters
- Visitor Surveys and Statistics (e.g. 2006 Waipapa Point and Curio Bay Surveys)

**Environment Southland**

- Jurisdiction for managing commercial water activities, therefore information on licenses and holders
- Coastal monitoring
- Shellfish health surveys and bathing sites, information that is made available online in response to public requests
- Involvement with 'Our Way Southland', regional 'quality of life' type research around social and community trends, by Dr Aaron Fox.
- Annual rate payers survey, asking about the value of the environment, whether they getting value for their rates, what's important to them etc. A summary report is produced and made available online and shared with partners. Communications staff could be contacted to see if there is the potential to add some specific questions about the Catlins area.

**4.5.2 DATA KEY PARTNERS WOULD LIKE TO SEE CAPTURED ON A REGULAR BASIS****Assessment of Data Needs and Options for Data Gathering**

All partners made reference to the fact that a collaborative approach needs to be taken with regards to data gathering, analysis and application, specially mentioning that there is a need to;

- Work through what we actually need to know, then obtain relevant facts and figures
- Explore the options and work out the best way to gather data
- Have more robust studies, and less anecdotal findings
- Consider information that is already captured

A suggestion was made that even the comments from visitor and welcome books at accommodation providers can provide an insight into what visitors are valuing (e.g. their appreciation of environment and wildlife).

The Clutha Development Trust stated they were keen to work with Venture Southland to explore options for reviewing the areas data needs.

**More Detailed Visitor Information**

All partners expressed a desire for more detailed data about visitors, that is captured on a regular basis to enable comparative analysis around aspects such as;

- Visitor flow, where they have been, where they are going
- Volumes and types of people and vehicles
- Visitor motivation and satisfaction
- International versus Domestic, their country of origin etc.
- Visitor flow on the Southern Scenic Route
- Number of people coming through the area
- Tourism issues and trends in the Catlins area
- The number of bed nights in the Catlins area
- Trends, issues and behaviours of visitors using Campervans, and the Free Independent Travelers
- More research into Freedom Camping
- Based on recent research findings partners queried:
  - Why there are so few young domestic visitors, and how can they be attracted?
  - Why domestic awareness of the area appears so low, when it seems high?

**Cultural Tourism Opportunities**

Awarua Runanga and Te Ao Marama expressed a desire to assist with enhancing cultural tourism opportunities in the area, and were interested to know;

- Whether people are having a Maori experience while in the Catlins or afterwards, and if they would like one in the Catlins.
- People's thoughts about having dual place names
- What cultural knowledge the locals and operators have (e.g. history, significant areas, historical artifacts etc).

**More Detailed Road Related Data**

Coleman Consultancy Ltd.

Page 27

Clutha District Council were particularly interested in obtaining better road safety related data, covering aspects such as traffic volume, vehicle types (e.g. number of campervans/cars/buses), and it was suggested that students could assist with vehicle counts.

#### **More Detailed Environmental Monitoring and Education**

The majority of partners expressed a desire for more detailed environmental monitoring (e.g. waterways, sea life, farming practices, land use and development etc.) with the following partners stating;

- South Catlins Promotions thought the Environmental Community Awareness Report currently produced needs to be reviewed as it is not the best use of time, the outcomes are irrelevant, and it's not robust enough.
- Te Ao Marama stated they were interested in helping monitor the environmental impacts of tourism on waterways and Mahina Kai, and that potentially the local Runanga could assist with this.
- Te Ao Marama also mentioned the South Coast Dairy Farm as a Best Practice example of an innovative cutting edge environmentally sustainable approach to farming that others can and are learning from.
- Catlins Promotions highlighted the work being undertaken by Sally Carson at Dunedin's Portobello Aquarium where a number of good tools have been developed to assist with environmental monitoring which could be of use for the Catlins area.

#### **Monitoring of Service Standards**

Clutha District Council suggested there should be more regular and robust monitoring of service standards across accommodation, operators, facilities, and toilets etc. A 'Mystery Visitor' concept was suggested as a way of obtaining data.

#### **Behavioral Research**

The Department of Conservation was particularly interested in behavioral research around interpretation for example, seeing if the Catlins Care Code actually makes a difference to visitors' behaviour. It was thought University of Otago Tourism and/or School of Business students could assist with the research.

#### **Investigation into Economic Opportunities**

The Southland District Council expressed a desire for more information around potential economic opportunities in the area to assist the community and operators to get a greater return on their investment.

#### **Regular Community Surveys**

South Catlins Promotions were keen to see a regular community focused survey, to ascertain for example community needs, satisfactions and perceptions around tourism.

Awarua Runanga thought it would be good to ask the community about any historical items or areas they knew of that would be of interest to visitors (e.g. there is an area where equipment used to haul logs is still in place in the forests, and would be a great attraction for a walk), as aspect that could be incorporated into the community survey.



**APPENDIX****INTERVIEW NOTES****Awarua Runanga (AR)**

Gail Thompson and Stephanie Blair

**Catlins Promotions (CP)**

Fergus and Mary Sutherland, Chairperson and Member

**Clutha Development Trust (CDT)**

Jo Lowrey, Destination Marketing Manager

**Clutha District Council (CDC)**

Hilary McNab, District Councilor

**Department of Conservation (DoC)**

Sarah Murray, Community Support Manager

**Environment Southland (ES)**

Aaron Leith, Senior Resource Planner

**South Catlins Promotions (SCP)**

Dianne Miller, Chairperson

**Southland District Council (SDC)**

Paul Duffy, District Councilor

**Te Ao Marama (TaM)**

Dean Whaanga, Resource Management Officer

**Venture Southland (VS)**

Rex Capil, Group Manager Tourism, Events and Community

**Catlin's Tourism Strategy Review  
Key Partner Interview  
With  
Awarua Runanga**

**Interviewee:** Gail Thompson and Stephanie Blair  
**Date & Time:** Friday 14 September at 2.30pm  
**Location:** Te Puni Kokiri, 1 Esk Street West, Invercargill

**Reflecting on the last ten years**

**1. What do you see as the most significant successes and/or positive changes in the area since 2003?**

- Sealing of the roads
- Petrified Forest Viewing Platform
- Maitaitai Reserve

Especially Curio Bay, there are two Maitaitai now throughout the Catlin's, information will be details in the Iwi RMA being sourced from Dean Whaanga at Te Ao Marama

- **Nohoanga site on Waikawa River created by Ngai Tahu claims settlement Act 1998**

The area has had some native replanting and now it is starting to reflect its significance.

- Reopening of Papatowai Camping Ground

**2. What do you think still needs to be addressed?**

- Sewage Management

This is a significant issue throughout the Catlin's especially in Waikawa and at Curio Bay? The top priority to address would have to be sewage related issues, seepage, run off etc. as it is polluting and ruining water ways, affect sea life, affect kai moana etc. – which would first and foremost all negatively impact on the environment and tourism.

- Infrastructure

A significant concern is inappropriate waste management from campervans, the area simply can't cope with an increase in tourist numbers if the infrastructure remains the same. There needs to be more public toilets, campervan waste stations and education of campervan users.

There are still some roads that need to be sealed, however there needs to be a balance as the area isn't meant to be too accessible, more for the traveler looking for a natural wilderness experience. The 'Back Road' through Haldane to Otara and Waipapa Point especially needs to be sealed both for access and for safety.

- Environmental Management of Farming Practices especially Dairying

Effluent run off into stream which can then affect the quality of the water ways Kai Moana and shellfish shall be affected and any other species, this is a major concern and something that needs to be proactively managed. Also need to think about and make reference to aspects like 'Aquaculture'

- Cultural Sensitivity, Awareness and Knowledge of Tourism Operators

Operators and visitors need to be aware of and respectful of the area they are operating in (e.g. Waikawa Bay), such an awareness and understanding could also be more effectively communicate to visitors to further enhance their experience.

- Bi-Lingual Place Signs
- Better education and promotion of cultural aspects to local and visitors
- Coastal freedom camping
- Waste management from campervans and camping grounds.

From experience managing the Curio Bay Camping Ground, many tourists are interested in and want to learn about the Maori culture – we need to provide more information and opportunities to experience Maori culture in the area. There are a lot of Middens and Wahi Tapu in the area these sites are some of the oldest in New Zealand and need to be protected.

- Protection for marine species

It's fine for people to enjoy the whales, dolphins, seal, sea lions and penguins etc. but visitor interactions need to be sustainably managed for the species, environment and for the safety of the people themselves (e.g. some people getting very close when viewing sea lions at Waipapa Point, unaware of the potential dangers).

- **management of Recreation Activities**

Need to think about all forms of recreation, aquatic (e.g. kayaking), motorized (e.g. jet skis, boating), land based (e.g. mountain biking) and how to manage them in a sustainable way for the wider environment etc. They should still be allowed, just controlled so as to not negatively impact on the environment.

**3. What do you think needs to remain a priority, or an ongoing focus?**

- Improving cell phone access

Really important for access to information, safety and also to ensure locals remain connected with the wider community, otherwise you can become socially and professionally/commercially isolated

- Improvement and promotion of Waikawa Museum

**Strategic**

**4. What is your organisations long term Vision for the Catlins Area?**

- The concept of Kaitiaki, guardianship for the sky, sea and land
- To show respect for the area as it is, protect the wildlife, the environment and the community
- Need to preserve the areas uniqueness and point of difference
- Mo tatou a mo ka uri a muri ake nei (for us and our children after us)

**5. Can you tell me about your organisations future plans/projects and priorities for the area?**

- Starting to talk about Cultural Tourism Opportunities
- Sustainability of the area, through aspects like replanting and 'appropriate' pest control
- Youth Camps at Tautuku Lodge every school holidays
- Southland Coastal Heritage Inventory Project – collaboration between NZ Historic Places Trust, DoC, SDC, ES and Ngai Tahu, to monitor, preserve, protect and promote a greater understanding of Maori and European sites and artifacts (e.g. water trough at Waikawa, and Mr. Haldane's Memorial)
- Appropriate pest control and fish stocks in Maitaitai reserve.

**6. Do you see these as opportunities for collaboration? If so, with whom and why?**

- Keen to collaborate with others where appropriate with community wide initiatives or projects
- Projects on private lwi land are not really appropriate for collaboration as not accessible for all

**7. What possible threats and opportunities do you perceive for the area over the next ten years?**

**Threats**

- Gas and Oil Exploration
- On and off shore mining
- Coastal erosion and loss of archeological sites
- Influx of national tourist operators to the detriment of local operators – need to protect local interests
- Over fishing from increased number of visitors to the area, potentially depleting fish stock which could also decrease number of marine species frequenting the area for food – which would negatively impact on a tourist attraction.
- Increase in people numbers putting pressure on already struggling infrastructure, accidents, sewage issues, indiscriminate toileting could all be very damaging to the areas reputation.
- Many cribs would not be up to building code requirements with regards to sewage – something that needs to be reviewed
- Proliferation of walking and biking tracks being developed without thorough lwi consultation, also concerned that people who develop and work on the tracks then feel it denotes ownership – management does reflect not ownership
- Unsustainable land use e.g. agriculture
- Pest biosecurity affecting taonga species. (Animal, plant, marine)

**Opportunities**

- Better promotion and utilisation of Cafés (e.g. Fortrose and Niagara Falls)
- Could better support local businesses to improve standards and business practice, increase their cultural knowledge and promotion, and their long term viability.

- Increase the number and quality of accommodation options and provide them with business support as above
- Increase the number of festivals, events and fete's etc. to attract people to the area, and to help build community spirit for locals
- Investigate, explore and grow cultural tourism opportunities
- Better utilization of resources like Tautuku Lodge and other lodges in the area for outdoor recreation, wilderness experiences, workplace and personal retreats which could incorporate cultural aspects.

#### Collaboration

- 8. Are there any current or future projects in the area being led by others that you would like to be involved with?**
  - We should always be consulted right from the outset for any project, but this doesn't always happen. Awarua Runanga is the Tangata Whenua for the entire Catlins area and as such should always be the first point of call.
  - Track Development – need to be consulted at the very beginning
  - We don't always have the people resources to have an intimate involvement with all projects but we do still need to be approached and kept informed, we are keen to receive groups newsletters etc. to stay informed
  - Collaboration Interpretation and signs.
  - Museum (Waikawa and Owaka)
- 9. What level of communication and/or involvement do you have with Catlins Coast Inc.?**
  - None - keen to meet with the Project Co-coordinator and receive their regular newsletter to start with.
- 10. Would you like to have a greater/lesser involvement?**
  - Would definitely like to have a greater involvement.

#### Strategy Specific

- 11. How useful has the Catlins Tourism Strategy been as a key reference document for your organisation?**
  - Have a copy but don't use it, weren't involved with it's development and don't see much reference to local Iwi in it
- 12. What would you like to see from the revised strategy?**
  - The opportunity for local Iwi have meaningful dialogue and prior input into the draft strategy plan once it is ready for consultation.
  - More of an Ngai Tahu presence in the content, recognition of the importance of local iwi and our role in the area.
  - An acknowledgement to the uniqueness and respect for cultural heritage and values.
  - There should be a section in the strategy on Treaty of Waitangi obligations and relationships
  - Reference and alignment to the Ngai Tahu Tourism Strategy
  - Want the same thing as everyone else, growth but preservation of areas uniqueness
  - Don't want the area to become another Queenstown, Te Anau or Milford Sounds etc.
  - Identification of the need to explore ways to create more of a return on investment for the community and operators in the area
- 13. What would make it more relevant/useful for your organisation?**
  - Clarification of our kaitiaki role in the area, reinforcement of the need to understand and respect the area for its cultural significance
  - Acknowledgement of the importance of cultural tourism

Research and Monitoring**14. What regular tourism related research and monitoring do you currently undertake in the area?**

## Environmental Monitoring

- Fish stock
- Fresh water quality
- Fresh water fish
- Kai Moana stock and health
- Coastal heritage monitoring by Iwi monitors e.g. (middens)

**15. What data would you like to see captured on a regular basis?**

- Interested to know what cultural knowledge the locals and operators have (e.g. history, significant areas, historical artifacts etc).
- Interested to know what historical items or areas locals know about that would be of interest to visitors (e.g. there is an area where equipment used to haul logs is still in place in the forests, and would be a great attraction for a walk).

**Catlins Tourism Strategy Review  
Key Partner Interview  
with  
Catlins Promotions**

**Interviewee:** Fergus and Mary Sutherland  
**Date & Time:** Thursday 1 August at 10am  
**Location:** 744 Catlins Valley Road, RD 2, Owaka

**Reflecting on the last ten years**

- 1. What do you see as the most significant successes and/or positive changes in the area since 2003?**
  - Better co-operation between North and South Catlins
  - Collaborative approach to develop the website, and interpretation plan and put it into action
  - Development of new tourism facilities – accommodation, DoC facilities and amenities
  - Development of stronger relationship with Southland RTO
  - Nugget Point and Maclean Falls and The Wisp
  - More tourist accommodation options
  - Changes have all been stimulated by the strategy
  - Strong relationship with VS in the North Catlins – now the whole of Catlins
  - Not so much recognition from Dunedin
  - Clutha District area has been hamstrung by limited involvement but that's changing
- 2. What do you think still needs to be addressed?**
  - Environmental Monitoring not as good as it could be
  - Quality Standards for operators and accommodation providers need to be upgraded, and upheld and accreditations encouraged, monitored and promoted – need some sort of tool/template to make it as easy as possible for operators to comply
  - Ideally all business should be working together under the same standards to protect each others reputations – perhaps a Catlins Business Code of Ethics
  - More robust on site interviews/research on the nature of the visitor to inform planning;
    - Modes of transport
    - Socio economic data
  - More consultation with the wider community before strategy is finalised, focus groups, community meetings etc.
  - Need to revisit community surveys and consultation undertaken prior to the strategy being developed
  - Facilitation of community meetings is very important to ensure the environment is conducive to people being open and forthcoming with feedback
  - Clear goals – such as the nature of Catlins Tourism and maintaining the right focus (nature/eco tourism), need to reinforce importance of original goal, don't want to loose sight of it
  - Need continued protection for environment, community and wildlife as tourism grows
- 3. What do you think needs to remain a priority, or an ongoing focus?**
  - Pressure on freedom camping, needs to be proactively managed
  - More business development, need to think about ROI – small scale nature based businesses, need to think about positioning and targeting
  - Development of more walking and cycling opportunities for a variety of fitness and skill levels
  - Improved emergency services and community facilities
  - Support for emergency services
  - More made of SSR, currently people see it as a drive through as opposed to a journey, with significant attractions to stop and/or stay at. Needs better signage and landscaping – need to think how it can be of benefit to the local community

- Need to clarify target audience for tourism – the type of tourist we are wanting to attract, do we need/want high-paying visitors that stay briefly, fly in and out on a helicopter making a significant environmental impact; or would people who stay longer and make a smaller environmental impact be better?

### **Strategic**

#### **4. What is your organisations long term Vision for the Catlins Area?**

- Original Long Term vision still relevant
- Good balance of economic activity – tourism/farming/forestry/services/craft industries
- Balance of tourism, economic and community development while protecting the natural environment and wildlife
- Build resilience among the Catlin community
- Quality and standard of all tourism facilities and amenities are improved
- Improved interpretation, continuation of Interpretation Plan
- Protection and enhancement for the natural environment
- Tourism facilities and amenities that are of a high quality and educate users about the natural environment

#### **5. Can you tell me about your organisations future plans/projects and priorities for the area?**

- Development of more walking opportunities (e.g. Railway Line track on DoC reserve.)
- Upgrading Information for visitor (e.g. bird booklet, trail booklets, interpretation signs)
- Encourage co-operation between tourism operators and facilities providers – a Catlins familiarisation experience was hosted last year, in collaboration with Information Centre's, which was an effective way to communicate the range of opportunities present in the Catlins to those who help advise help tourists

#### **6. Do you see these as opportunities for collaboration? If so, with whom and why?**

- Working with RTO's, now CDC as well as VS
- Need to partner with other RTO's further afield eg; Dunedin (cruise ships), South Island etc.
- Working with service, conservation, recreation and youth organisations
- Also in discussions with ChCh airport [www.south.co.nz](http://www.south.co.nz)

#### **7. What possible threats and opportunities do you perceive for the area over the next ten years?**

##### **Threats**

- Poor Quality Operators can negatively affect everyone – need more support and quality control, support could be via education and co-operation and all operators should be encouraged to meet minimum standards via something such as an endorsement system.
- Promotion of the area and individual businesses need to be realistic, so expectations can be exceeded, not vice versa
- Failure to keep the natural environment healthy and clean – used to have annual clean ups, the whole community needs to take pride in the area
- Lack of interest and involvement from the community – need to identify ways to keep the community engaged, need to make it fun, use modern technology to appeal to the young
- Failure of the strategy would be the decreasing water quality, the waterways especially need to be a focus as water quality appears to be declining, especially the Owaka River.
- Declining Bird Species – e.g. Mohua, Tom Tit, and Rifleman, need to retain bush remnants and fence waterways

##### **Opportunities**

- Wildlife Promotions
- Become the top nature based tourism area in Southern South Island, especially for rare wildlife (excluding Stewart Island)
- Become more involved with Southland Biodiversity Day – by SIT
- Development of arts and small specialised industries/cottage industries (e.g. Artists, crafts people, special food producers such as cheeses etc.)
- We could promote our point of difference more effectively
- Need to promote more effectively outside of our immediate regional area

Collaboration

8. **Are there any current or future projects in the area being led by others that you would like to be involved with?**
- Have a good level of involvement already
  - We are working with Catlins Coast Inc., South Catlins Promotions, CDC and VS
  - Hope to work with SOUTH ([www.south.co.nz](http://www.south.co.nz)) CHCH airport
  - Involved with preparations for Owaka 150<sup>th</sup> in 2016
  - DoC always consult with the community
9. **What level of communication and/or involvement do you have with Catlins Coast Inc.?**
- Good level of communication, attend their meetings, joint partnership, a number of members sit on both committees
10. **Would you like to have a greater/lesser involvement?**
- Current level of involvement is about right

Strategy Specific

11. **How useful has the Catlins Tourism Strategy been as a key reference document for your organisation?**
- It is a key document
  - We need the initiatives/ideas of the strategy to continue
12. **What would you like to see from the revised strategy?**
- Revised strategy needs to continue to be inclusive of the 'whole' community and emphasize the reasons for the original strategy – 'Manage tourism growth and maximize opportunities for the future while maintaining and protecting the integrity of the community, wildlife, and environment.'
  - Keeping it relevant requires simple and clearly set out recommendations that can be taken up by the various organisations – perhaps recommendations could be grouped in a better way
  - Many of the original ideas and initiatives are ongoing
  - Continued Implementation of Interpretation Plan
  - It's paramount for keeping everyone focused
  - Keep terminology simple, easy to interpret and fun, e.g. with catchy phrases
  - Encourage and enable people/organisations to monitor in their own backyard
  - Perhaps there should be a Catlins Mascot/Character developed to aid with promotions, marketing, and branding to connect the various aspects
13. **What would make it more relevant/useful for your organisation?**
- Clear guidelines and practical tools for environmental monitoring
  - Catlins Business Code of Ethics
  - A simple one page Executive Summary

Research and Monitoring

14. **What regular tourism related research and monitoring do you currently undertake in the area?**
- Monitoring is limited to statistics received from the Owaka Info Centre and anecdotal evidence (which is a poor source)
15. **What data would you like to see captured on a regular basis?**
- Data needed is information on the flow of visitors to the Catlins
    - Volumes of people and vehicles
    - Types of people and vehicles
    - Motivations of visitors
    - Satisfaction surveys
  - Environmental Monitoring – Sally Carson at Portobello Aquarium has developed some good tools
  - Better monitoring of water quality

Coleman Consultancy Ltd.

Page 36



**Catlins Tourism Strategy Review  
Key Partner Interview  
with  
Clutha Development Trust**

**Interviewee:** Jo Lowrey, Destination Marketing Manager  
**Date & Time:** Friday 9<sup>th</sup> of August at 10am  
**Location:** Development House, 6 John Street, Balclutha

**Reflecting on the last ten years**

- 1. What do you see as the most significant successes and/or positive changes in the area since 2003?**
  - Sealing of the SSR
  - Catlins Branding and Clutha branding though not as well known at this stage
- 2. What do you think still needs to be addressed?**
  - Improving Roading – The road to Nugget Point Lighthouse needs to be sealed, it's a significant attraction. Clutha District now receives just over 80K visitors per annum, majority would visit and travel through the Catlins especially if roads were better. Could explore potential user pays options to assist with roading costs (e.g. taxing/tolling users etc.)
  - Improving Signage – There needs to be advance warning for visitors of significant attractions, services and amenities etc. Whistling Frog Café's signage is a good example. Cathedral Caves has poor prior signage when approaching the area, and poor directional signage when actually there especially down on the beach.
  - Interpretation Panels – Need to continue upgrading and installing quality interpretation, Florence Hill is a really good example, something similar could be done for Cathedral Caves. DoC has done a good job at Nugget Point, however overall interpretation could be better.
- 3. What do you think needs to remain a priority, or an ongoing focus?**
  - Internet Access – really important for visitors, this must remain a priority
  - Collaboration – everyone needs to work together, RTO's, TLA's, and Community Groups etc. There shouldn't be a 'them' and 'us' mentality it should be 'we'. Now is the time to move forward, we all share the Catlins.
  - Review of community group structures - there are numerous community groups that meet frequently, often involving the same people. Burnout and sustainability are real concerns. CDT could help facilitate this.
  - Balclutha's association with the Catlins area – currently we are building relationships, breaking down barriers, really keen to support community development and tourism in the area.

**Strategic**

- 4. What is your organisations long term Vision for the Catlins Area?**
  - Working together collaboratively to grow domestic and international tourism, adopting a district regional, and South Island wide approach. Wanting to be as cost effective and efficient for everyone's benefit
- 6. Can you tell me about your organisations future plans/projects and priorities for the area?**
  - Really wanting to highlight the regions significant features, of which the Catlins has many, and entice people to spend more time in the District – positive flow on for the entire District.
  - Wanting to incorporate the Catlins in District wide promotions, then linking with RTO's, aiming to improve communication between RTO's and the District.
  - For the Catlins we really need to sell the unique features, highlighting the areas point of difference.
  - Developing a joint regional marketing strategy with McKenzie and Dunedin.

6. Do you see these as opportunities for collaboration? If so, with whom and why?
- CDT very keen for collaboration at all levels across all aspects of the industry throughout the district, region and South Island.

**7. What possible threats and opportunities do you perceive for the area over the next ten years?**

**Threats**

- Not all businesses being at the right standard, can negatively impact on those that are
- A decline in visitor numbers
- Inadequate infrastructure (e.g. need appropriate campervan dump stations and public toilets)

**Opportunities**

- Eco Tourism – significant opportunity to really market the clean, green image that NZ prides itself on. International tourists want to see the natural NZ, and that's what the Catlins is all about. The Catlins is 'real' NZ.
- Community Power – The communities within the Catlins are passionate about the area and committed to preserving and protecting their community, environment and wildlife. We need to harness that and better support them to help increase their capacity, and enable them to address identified priorities for the area.
- Operators as data gatherers – Not only are operators important for the service they provide, if up skilled and some generic tools are developed they could also provide regular data to help with identification of visitor trends
- Better connections with tour companies – we need to encourage local businesses to offer familiarisation experiences to booking agents and information centre's to really sell what the Catlins has to offer. Having experienced the Catlins first hand, helps them to really understand the area and will help to get the area included on more prearranged tour group itineraries.

**Collaboration**

**8. Are there any current or future projects in the area being led by others that you would like to be involved with?**

- Starting to work more with VS and CCI now
- Main projects is SSR 25<sup>th</sup> Anniversary, planned for this November

**9. What level of communication and/or involvement do you have with Catlins Coast Inc.?**

- Not much at this stage, would like to have more, have met Kim Dodds the Project Co-ordinator, and catch up with representatives when possible, haven't been able to attend meetings yet. Would like to receive their newsletter.
- We receive the monthly newsletter from Catlins Promotions
- Have had more involvement with Catlins Promotions, through Fergus and Mary Sutherland.

**10. Would you like to have a greater/lesser involvement?**

- Ideally we'd like to have weekly/fortnightly catch ups with CCI.
- We are keen to have a greater level of involvement across the entire Catlins Area, with community groups and other potential partner organisations (e.g. VS, SDC).

**Strategy Specific**

**11. How useful has the Catlins Tourism Strategy been as a key reference document for your organisation?**

- Haven't personally used it in this role, however in a previous role when working for the District Development Board and Council it was a useful tool to identify the areas infrastructure needs.

**12. What would you like to see from the revised strategy?**

- A strong focus on collaboration, showing alignment of strategies, and efforts from all organisations and community groups and individuals that have an interest in the area
- Focus in building capacity, working efficiently etc. education of those working in the sector

- Thorough consultation on the draft, really important that it's talked through at all levels, especially with the community
- Alignment with the Clutha Districts Tourism Strategy that is currently being developed, with a draft due out shortly. Ideally there would be dual referencing and respective acknowledgements in each strategy.

**13. What would make it more relevant/useful for your organisation?**

- Alignment with partners relevant strategic documents, as well as plans and projects in the area
- Like the way it was written

**Research and Monitoring**

**14. What regular tourism related research and monitoring do you currently undertake in the area?**

- Tourism NZ RAM Reports – Clutha District is an RTO, so receives monthly district specific monitoring indicators with regards to visitor numbers. Keen to help increase awareness and utilisation of this data for everyone's benefit.
- Stats NZ Accommodation Details – we receive monthly data from the 32 operators in the district, via credit card transactions – again this information could be better utilised and promoted.
- Clutha District Tourism Strategy Development – We surveyed all tourism operators and businesses in the district, held business workshops, held a series of representative focus groups, and talked to local Iwi to assist with the preparation of the strategy.
- Visitor Centre reports
- Steve at the Catlins Café also regularly monitors visitor numbers to their business

**15. What data would you like to see captured on a regular basis?**

- More detail on bed nights in the Catlins area
- More detail on visitor numbers and where they are coming from
- Keen to work with VS to identify what is/isn't being done and the best way to fill any data gaps

**Catlins Tourism Strategy Review  
Key Partner Interview  
with  
Clutha District Council**

**Interviewee:** Cr Hilary McNab  
**Date & Time:** Friday 9<sup>th</sup> of August at 11.30am  
**Location:** Development House, 6 John Street, Balclutha

**Reflecting on the last ten years**

- 1. What do you see as the most significant successes and/or positive changes in the area since 2003?**
  - Change in locals attitudes towards tourism – locals and councils are more accepting and positive about tourists now and are interested in ways to encourage increase tourism opportunities.
  - Employment of a Project Co-ordinator for Catlins Tourism/CCI
  - Development of walking and biking tracks and complementary events
  - Quality of interpretation panels – Florence Hill is a fantastic example
  - Improvement in services during the shoulder and off season – Cafés in Owaka are working together alternating their closed days and hours, to make sure there is always one café open for visitors, and there is now a 24hr Card Petrol Pump.
  - Better public toilets – toilets are better but there could be more and of a better standard.
  - Recognition of the Catlins brand – Great Escapes etc.
- 2. What do you think still needs to be addressed?**
  - Tourist feedback – need to look at ways to increase 'word of mouth' recommendations. Need to remember each visitor is a future marketer/promoter of the area.
  - Continue to increase the services available in shoulder and off season – the tourist season is not as distinct as it used to be
  - Signage – still room for improvement here, tourists need advance warning of attractions, services or amenities.
  - An 'Owaka Going Forward' group has been formed, comprising of representatives from the areas existing community groups. The group has employed a Landscape Architect to help prepare for the 150<sup>th</sup> in Jan 2016 – taking a long term, city planning approach.
  - Collaboration between commercial operators –
  - Public Toilets – need more of them and of a better quality, clean and tidy, 24hr access
- 3. What do you think needs to remain a priority, or an ongoing focus?**
  - We need to constantly be looking at ways to enhance the visitor experience

**Strategic**

- 4. What is your organisations long term Vision for the Catlins Area?**
  - Core responsibilities are roading and basic infrastructure
  - We invest in the Clutha Development Trust, who are responsible for tourism development, something the CDC has previously not invested in, so it's a positive start, and CDC now recognise the Catlins as a tourism and community asset.
  - Starting to see Balclutha as the 'Gateway to the Catlins' – one idea is to install iconic large scale gates as you head to the Catlins
- 5. Can you tell me about your organisations future plans/projects and priorities for the area?**
  - Owaka 150<sup>th</sup> in Jan 2016 – many projects are being undertaken as part of the preparations, a 10m long stylised waka is being built and will be take pride of place to commemorate the occasion, and landscape and reserve planning for the area is underway.

Coleman Consultancy Ltd.

Page 40

- wanting to maintain services to the area despite a decrease in funding
  - Infrastructure funding or investment is a challenge
  - Signage is something CDC budgets for
  - There is good support from within CDC to really make things happen in the area
  - Negotiations to build Vodafone tower at Papatowai are nearing completion.
- 6. Do you see these as opportunities for collaboration? If so, with whom and why?**
- Yes, all work we are involved with is a collaboration of some extent
  - Groups and organisations are getting better at working together
  - CDC collaborating with Owaka Business Group and Clutha Business Group
  - Working with Catlins Promotions for the repositioning of the rest area on the Clutha side of Catlins Lake
  - We were involved with the Catlins River Track which is now a circuit walk, and the Wisp track, both were collaborative projects
  - It would be great to have a walking track down the Coast – could be timely to revisit that proposal again
- 7. What possible threats and opportunities do you perceive for the area over the next ten years?**
- Threats**
- Global Negative Impact that affect international tourism (e.g. Global financial crisis, the high NZ dollar etc.)
- Opportunities**
- Walking track along the coast
  - Bike track along the old railway line
  - Develop around eco-tourism – don't want to become a Queenstown, we appeal to a different type of tourist, and/or offer a different experience
  - Locals need to think about things from the visitors perspective
  - Think of ways to extend the visitors stay
  - An Aspiring College 'Outdoors' type school in the Catlins, perhaps Owaka – the Catlins would be an awesome base for an outdoor education focused school, potentially utilising old unused buildings – something worth exploring – it could be an arm of Otago Polytechnic, or Mt Aspiring perhaps – offering more of a coastal experience.
  - Selling the area as part of a package, make it a destination
  - SSR as a holiday package – not just a drive through
  - Embrace technology – the proposed Catlins phone app would be a fantastic tool
- Collaboration**
- 8. Are there any current or future projects in the area being led by others that you would like to be involved with?**
- We are on the fringe of most tourism related projects, that we are interested in
  - As an Owaka local and a District Councillor I act as a conduit for information, a link, so there's less chance of missed opportunities
  - Need to look at the wider area, and investigate more sustainable options
- 9. What level of communication and/or involvement do you have with Catlins Coast Inc.?**
- Good communication and involvement, I attend most meetings as a District Councillor
- 10. Would you like to have a greater/lesser involvement?**
- Current level of involvement works well, again I act as a conduit for information and help to link groups and ideas together

Strategy Specific

11. **How useful has the Catlins Tourism Strategy been as a key reference document for your organisation?**
  - Not sure whether Council really knows much about its existence
12. **What would you like to see from the revised strategy?**
  - Planning going forward – what the future direction is and the steps that should be taken
13. **What would make it more relevant/useful for your organisation?**
  - Matters directly relating to infrastructure are important, it would be good to identify these and support them with research/data – this is crucial for CDC's involvement

Research and Monitoring

14. **What regular tourism related research and monitoring do you currently undertake in the area?**
  - CDC regularly puts road counters out to get an indication of road usage. Counters have been on New Haven Road, and Mahinahina Road out to Jacks Bay.
  - Council is hosting a roading workshop soon to seek feedback, looking at aspects like frequency of grading, near misses, minor accidents etc and other road safety data. An issue is that many near misses or minor accidents go unreported, I am trying to encourage people to report them to highlight and further reinforce the need for roading improvements.
  - Info Centre figures on international and domestic visitor numbers (Balclutha, Lawrence, Tapanui & Owaka)
15. **What data would you like to see captured on a regular basis?**
  - Better road safety data
  - Traffic volume details, actual vehicle breakdowns (e.g. number of campervans verses cars/buses), it's been estimated there is 1 Campervan for every 2 cars.
  - Students could do vehicle counts.
  - Monitoring of service standards, accommodation, facilities, and toilets etc. (e.g. mystery tourists/guests/shoppers etc.)
  - Trends for campervans

**Queries;**

- Why do results show domestic awareness is low? Though it would be the opposite
- How do we attract young domestic people? Why aren't they coming?

**Catlins Tourism Strategy Review  
Key Partner Interview  
with  
Department of Conservation**

**Interviewee:** Sarah Murray, Community Support Manager  
**Date & Time:** Friday 2<sup>nd</sup> of August 11.30am  
**Location:** 33 Don Street, Invercargill

**Reflecting on the last ten years**

- 1. What do you see as the most significant successes and/or positive changes in the area since 2003?**
  - Tourism sector is now more organised and professional, with the two main groups collaborating well
  - Facility Upgrades – Nugget Point, Waipapa Point, enhancing the visitor experience
  - Appointment of a Project Co-ordinator – Kim Dodds; this was a smart significant move, really helping to action the 2003 Strategy, having a dedicated resource has made a big difference
- 2. What do you think still needs to be addressed?**
  - Curio Bay Upgrade – It has taken a long time to agree on a vision for the area with the community, particularly with regards to sewage. Currently the campground and the site are disjointed from the infrastructure and visitor experience. Significant progress has been made recently, Bobbi and Juanita from VS have been instrumental in bringing the different parties together. SDC signing into the MoU was a significant step forwards.
  - South and North Catlins – there really is no such thing as most people travel through the Catlins –there needs to be a whole of Catlins approach.
  - Burnout – a small number of people doing all the work, and on several groups – need to consider a more sustainable structure
- 3. What do you think needs to remain a priority, or an ongoing focus?**
  - Keep upgrades happening but at the right level
  - Doesn't have the same profile as other tourist destinations, need to improve the areas marketing
  - Visitor numbers seem relatively static, need to look at ways to grow the numbers
  - Need to diversify the visitor experience

**Strategic**

- 4. What is your organisations long term Vision for the Catlins Area?**
  - See Southland and Otago Conservation Management Strategies on our website for more information
  - Statements about Long Term Vision on Pg 94
- 5. Can you tell me about your organisations future plans/projects and priorities for the area?**
  - Curio Bay Upgrade would be the number one priority, while maintaining other DoC sites. Work will involve a new car park and toilet block
- 6. Do you see these as opportunities for collaboration? If so, with whom and why?**
  - Already collaborating with community and organisational partners in the area (e.g. South Catlins, SDC, ES, Iwi, VS etc.)
  - Very open to working collaboratively
- 7. What possible threats and opportunities do you perceive for the area over the next ten years?**

**Threats**

  - Domestic and International tourist trends and behaviours over the next decade
  - Potential of killing the golden goose – if the area becomes over developed and commercialized, people like it for it's natural beauty, need to preserve and protect that

Coleman Consultancy Ltd.

Page 43

**Opportunities**

- Continue to enhance the visitor experience and increase the length of stay
- Conservation opportunities – Eco tourism and associated volunteer efforts (e.g. planting days etc.)
- YEP – they could enhance the hands on experience and input

**Collaboration**

8. **Are there any current or future projects in the area being led by others that you would like to be involved with?**
  - Not at this stage, would like to see more conservation focused projects though, and could assist/support with these
9. **What level of communication and/or involvement do you have with Catlins Coast Inc.?**
  - Appropriate level of communication, aware of them and their work
10. **Would you like to have a greater/lesser involvement?**
  - Current level of communication is appropriate, wouldn't want less

**Strategy Specific**

11. **How useful has the Catlins Tourism Strategy been as a key reference document for your organisation?**
  - It has been useful to understand the communities needs and desires for the area
12. **What would you like to see from the revised strategy?**
  - A clearer picture of what everyone is wanting to achieve in the area
  - Emphasis on the natural value of the area
  - Emphasis on identifying collaborative opportunities
13. **What would make it more relevant/useful for your organisation?**
  - Alignment with DoC policies where relevant

**Research and Monitoring**

14. **What regular tourism related research and monitoring do you currently undertake in the area?**
  - Visitor numbers through track counters
  - Visitor Surveys and Statistics – see DoC website, for 2006 Waipapa Point and Curio Bay Surveys
15. **What data would you like to see captured on a regular basis?**
  - Behavioural research around interpretation, Catlins Care Code etc. – does the information make a difference to behaviour
  - UoO Tourism and School of business students could assist with research



**Catlins Tourism Strategy Review  
Key Partner Interview  
With  
Environment Southland**

**Interviewee:** Aaron Leith, Senior Resource Planner  
**Date & Time:** Tuesday 13<sup>th</sup> August at 2pm  
**Location:** Environment Southland Offices, 202 Price Street, Invercargill

**Reflecting on the last ten years**

- 1. What do you see as the most significant successes and/or positive changes in the area since 2003?**
  - More heritage interpretation
  - Improvements to roading, particular sealing of Chaslands Road
  - Improvements to tourism infrastructure, such as the upgrades to Waipapa Point area and the proposed upgrades at Curio Bay
  - Access to Cathedral Caves
  - The Owaka and Waikawa Museum
  - Great to have a strategy that helps guide the management, and shape the development of tourism
- 2. What do you think still needs to be addressed?**
  - Tourism infrastructure and facilities, such as waste water
  - Management of and provision for Freedom Camping, need appropriate facilities, and well disseminated information about where they can go, and where the dump stations are etc.
- 3. What do you think needs to remain a priority, or an ongoing focus?**
  - Strategic planning for tourism in the area is important
  - Taking a collaborative approach
  - Infrastructure and facilities
  - Heritage interpretation. – The Southland Coastal Heritage Project that ES is a partner of will assist with this. The project is focused on managing coastal heritage (Maori and European).
  - Water quality – keeping our water ways clean. This is a priority area for ES particularly with regards to estuaries and coastal areas.
  - Sustainable Land Use with regards to farming and agriculture
  - Sustainable use of the Coast

**Strategic**

- 4. What is your organisations long term Vision for the Catlins Area?**
  - Sustainable management of natural and physical resources
  - Refer to the Proposed 'Southland Regional Policy Statement for more detailed information on ES's priorities, it is also a key reference document for TA's.
- 5. Can you tell me about your organisations future plans/projects and priorities for the area?**
  - Water Quality – setting contaminant limits for all waterways is a government requirement, there will be regular monitoring and certain activities may be capped to preserve water quality
  - Southland Coastal Heritage Project – collaborative project with TA's, and Iwi
  - Estuaries and Coasts – very important focus. Waikawa estuary is a current project, as it has a lot of sediment which is affecting the water quality. The Waikawa Landcare Group is involved in a project to plant out catchment areas.
  - State of the Environment Report – ES undertake regular monitoring of the area, which has highlighted issues with most estuaries and lowland water, attributed to a combination of impacts from the likes of septic tanks, agriculture, and industry for example.

Coleman Consultancy Ltd.

Page 45

- Biodiversity – Preserving and Protecting bushlands and wetlands. ES has commenced a project to develop a Biodiversity Plan/Strategy.
  - Refer to the Long Term Plan and Annual Plan for more detailed information
6. **Do you see these as opportunities for collaboration? If so, with whom and why?**
- Yes, all projects mentioned are of a collaborative nature.
  - Ngai Tahu through the local Runanga, DoC, TA's, Waikawa Landcare Group, ORC and its TA's with regards to boundary areas.

7. **What possible threats and opportunities do you perceive for the area over the next ten years?**

**Threats**

- Land use intensification – impacts on biodiversity and water quality
- Land development in catchment areas – increase in sediment through clearing of vegetation
- Climate change and erosion – could flood low lying areas, and affect heritage sites
- Ageing Infrastructure
- Increasing Tourism numbers – potential threat if not management effectively

**Opportunities**

- Increasing Tourism numbers – if effectively management opportunities for growth and development
- Sustainable Land Use – a priority for ES
- Heritage Opportunities
- Improve infrastructure and facilities

**Collaboration**

8. **Are there any current or future projects in the area being led by others that you would like to be involved with?**
- ES is a regulatory authority, so involved in several key projects
9. **What level of communication and/or involvement do you have with Catlins Coast Inc.?**
- Not aware of CCI
10. **Would you like to have a greater/lesser involvement?**
- Would like to receive their regular newsletter, to increase awareness of the group and keep up to date with activities occurring in the area.

**Strategy Specific**

11. **How useful has the Catlins Tourism Strategy been as a key reference document for your organisation?**
- Aware of it, but not that familiar with it.
11. **What would you like to see from the revised strategy?**
- Key tourism issues and trends
  - Information on visitor numbers
13. **What would make it more relevant/useful for your organisation?**
- Alignment with ES's relevant strategic documents
  - Demographic and population information would be useful

research and monitoring

- 14. What regular tourism related research and monitoring do you currently undertake in the area?**
- ES has jurisdiction for managing commercial water activities
  - Coastal monitoring
  - Shellfish health surveys and bathing sites, all information made available online in response to public requests
  - Our Way Southland – Dr Aaron Fox, Southland regional QOL type research and monitoring looking at social and community trends,
  - ES carries out an annual survey of rate payers, asking about the value of the environment, are they getting value for their rates, what's important to them etc. A summary report is produced and made available online and shared with partners. Contact ES Communications staff to ask if there is the potential to add Catlins specific question/s.
- 15. What data would you like to see captured on a regular basis?**
- More information about tourism issues and trends in the Catlins area.

**Catlins Tourism Strategy Review  
Key Partner Interview  
With  
South Catlins Promotions**

**Interviewee:** Dianne Miller, Chairperson  
**Date & Time:** Thursday 1 August at 1pm  
**Location:** 219 Waipati Road, Chaslands, Catlins

**Reflecting on the last ten years**

- 1. What do you see as the most significant successes and/or positive changes in the area since 2003?**
  - Alternative businesses are growing to counter forestry and farming economic downturn
  - Tourism has bought some areas of the Catlins back to life, such as Owaka
  - Catlins Care Code has been a great help
- 2. What do you think still needs to be addressed?**
  - Still need better infrastructure, roads, toilets, waste management, dump stations etc.
  - Need better interpretation, progress made needs to continue
  - Need to keep improving local internet access for communication, at risk of becoming socially isolated
  - Lack of decent internet communication is a big barrier for businesses
  - Challenge is how to get information read and to make it accessible – e.g. Catlins Care Code
  - We don't have a winter season, we need to find ways to boost the shoulder or off season
  - However also very conscious of 'Burnout', quite often businesses are secondary incomes
  - More support for people starting up businesses
  - Need to find ways to encourage young people to live, work and enjoy the area
- 3. What do you think needs to remain a priority, or an ongoing focus?**
  - Need to refocus back on the community and mitigate adverse affects of tourism
  - Freedom Camping, needs to remain an ongoing priority
  - As a group we worked hard to reopen Papatowai Camping Ground with DoC, need to make sure it stays open
  - People use resources but don't think they should pay for them, we need to look at recovering some costs from visitors. It shouldn't all be users pays, but there needs to be a balance.
  - Definitely don't want the area to become another Queenstown
  - We need to continue to preserve and protect the environment, wildlife and community
  - Need to be proactive and supportive of recycling and waste disposal
  - Need to look at more sustainable activities and events (e.g. fishing and hunting trips)

**Strategic**

- 4. What is your organisations long term Vision for the Catlins Area?**
  - 'Keep it as a great place to live, work and visit'
  - Supporting and advocating for the community, for example we submitted to the DP around postal services and cell phone towers
  - Push for better infrastructure, get the simple stuff right
  - Striving for a balance between signage/interpretation and nature
  - Promote the area – applied for funding to develop the website, then once developed it was handed over to CCI
- 5. Can you tell me about your organisations future plans/projects and priorities for the area?**
  - Development of a Recreation Park at Tokonui, between the shop and fire station, a community driven project being led by Sheila Smith. Park will include, Skate/BMX/Scooter Park, Basketball Hoops, Cycle track, walkway and plantings

Coleman Consultancy Ltd.

Page 48

- South Catlins will review the trail on map
  - Fortrose Development – Interpretation signs, tables and plantings recently completed
  - Developed the Waipahatu Track with the local Lions
- 6. Do you see these as opportunities for collaboration? If so, with whom and why?**
- Everything is done in a collaborative way, between community, organisations, and groups
  - Very keen for more collaborative opportunities
- 7. What possible threats and opportunities do you perceive for the area over the next ten years?**
- Threats**
- Burnout of community members who are on numerous committees, the same people doing all the work
  - Burnout of people running businesses – as for many they are secondary incomes, already working
  - Pollution
  - Damage to our environment and infrastructure
  - Need to attract grounded people –
  - Would hate to see tour buses
  - People are a bit naive about mitigating the potential negative impacts of tourism
- Opportunities**
- Want to build more community spirit, the Para Olympic Parade was awesome, a real sense of Civic Pride.
  - Tourism helps to create a secondary income to balance out primary income fluctuations
  - With Tourism comes improvements to infrastructure
  - Need to be realistic about people's behaviour with regards to rubbish – need recycling, and to make it as easy as possible for people to use
  - Can balance use with carrying capacity to preserve environment and wildlife
  - Recreation Park, an opportunity for young people and visitors
  - Would support more walkways
  - Improved road safety
  - More community clean up days, could instigate/facilitate some, good way to build community spirit and pride etc.
  - Need to look at long term sustainability of community groups and their capacity – e.g. CCI, many reps are on each
  - CDC – have mainly focused on Lawrence now Balclutha is being seen as the gateways to the Catlins which is great, but we don't want CDC to reinvent the wheel.
  - It's important CDC & VS work together
  - How to get new blood into community groups, ensure they have succession plans in place

#### Collaboration

- 8. Are there any current or future projects in the area being led by others that you would like to be involved with?**  
Not at the moment
- 9. What level of communication and/or involvement do you have with Catlins Coast Inc.?**  
Work closely together
- 10. Would you like to have a greater/lesser involvement?**  
Current level works well, however there may be a more efficient way of structuring the groups to prevent burnout

#### Strategy Specific

- 11. How useful has the Catlins Tourism Strategy been as a key reference document for your organisation?**
- Very useful, thought more for CCI

**12. What would you like to see from the revised strategy?**

- It needs to be a living document – to be a guide, not a limitation
- It needs to be kept simple
- It needs to 'future proof' the area
- It needs to get the priorities right, its not 100% reflective of all the groups
- Needs to support tourism but not the only priority
- There needs to be a balance between community, business and the environment
- Community concerns still need to be addressed, not everyone likes tourism
- Need to be careful about tourism

**13. What would make it more relevant/useful for your organisation?**

- New document needs to be broad enough for everyone to have a place in it
- Clear bullet points
- There is currently confusion because there are so many groups with slightly different focuses – it would be good if new strategy could highlight this and suggest mergers, to assist with preventing 'Burnout'

**Research and Monitoring****14. What regular tourism related research and monitoring do you currently undertake in the area?**

- None ourselves as such – it is the focus of the Project Co-ordinator – Balancing Tourism versus community
- Get informed of research findings from CCI
- Track Counters by DoC
- Environmental Community Awareness Report – not a good use of time, outcomes are irrelevant, it needs to be revisited. Need an independent, professional, more robust assessment

**15. What data would you like to see captured on a regular basis?**

- Need a regular community survey
- Need more robust studies, less anecdotal findings
- Need more research into Freedom Camping
- Need to work through what we actually need to know, then obtain relevant facts and figures

**Catlins Tourism Strategy Review  
Key Partner Interview  
with  
Southland District Council**

**Interviewee:** Councillor Paul Duffy (Also local farmer and Curio Bay Accommodation provider)  
**Date & Time:** Thursday 1 August at 3pm  
**Location:** Curio Bay, Catlins

**Reflecting on the last ten years**

- 1. What do you see as the most significant successes and/or positive changes in the area since 2003?**
  - Businesses have got a lot stronger (e.g. Niagara Falls Café & Fortrose)
  - Tokonui School has a strong community focus, really good community liaison, true hub of the community
  - Lions have done a great job with Waipahatu Track
  - Smiths Bush
  - Better management of petrified forest/penguins and new toilets
  - Waipapa Point upgrades
  - Better cell phone coverage
  - Improved recycling, some areas have wheelie bins now
  - Surfing - Surf school has grown
  - Music - 'The Hayes' Bluegrass Festival and Hoe Downs
  - DoC \$400K Waipapa Lighthouse Improvements (car parks, toilets, interpretation, ship wreck and wildlife viewing)
  - Increase numbers of tourist can be a positive and a negative
  - Fortrose has new toilets and playground, relocated from old school, also interpretation
  - Better public toilets
  - A great job has been done of promoting the area
- 2. What do you think still needs to be addressed?**
  - A lot of above needs to be maintained, continued or further enhanced
  - People need more tracks to be able to explore the area, and they need transport to get to them
  - How to even out the shoulder season for businesses, however they still need an off season to recharge and prevent burnout
  - Also need to be conscious of burnout for community groups – need to look at succession planning
  - Increase use has highlighted the need for improved roads, need Council investment to make improvements, we are currently looking at options
- 3. What do you think needs to remain a priority, or an ongoing focus?**
  - Roothing
  - Infrastructure
  - Protection of flora and fauna
  - Management of freedom camping
  - Curio Bay redevelopment – improve facilities as increased use from campervans

**Strategic**

- 4. What is your organisations long term Vision for the Catlins Area?**
  - Improve Haldane Road
  - Continue to support the community

**5. Can you tell me about your organisations future plans/projects and priorities for the area?**

- We haven't got a specific project of our own.
- We are working hard to install a waste water system and make provisions for a more reliable water supply at Curio Bay, as well as providing for increased traffic and roading infrastructure. We also contribute financially to VS who have Community Development officers in the area.
- Curio Bay Wastewater & upgrade being led by South Catlins Development and Environmental Trust MoU with above group, VS, DoC  
Focused on improved waste water  
New Visitor Centre  
Managing tourist interaction education and monitoring

**6. Do you see these as opportunities for collaboration? If so, with whom and why?**

- Yes, VS, DoC, South Catlins Development and Environment Trust working on Curio Bay
- Keen to work closely with communities, for example attending meetings in Tokonui about Recreation Park project
- Keen to work more closely with CDC
- Smiths Bush a good example of collaboration – Trust bought it and are now regenerating the native bush, Lions built the walking tracks - \$35K National Heritage funds invested into the project.

**7. What possible threats and opportunities do you perceive for the area over the next ten years?****Threats**

- Tourist numbers are both a threat and an opportunity
- Need to preserve and protect natural character and wildlife
- Camper Vans
- Farmers were worried about tourism being a threat but it hasn't really eventuated
- Safety concerns, people not used to driving on gravel roads, pressure on volunteers – issues with cell phone coverage
- Hitchhikers caught in the area in the off season is a concern, need to improve provision in shoulder and off season

**Opportunities**

- DoC Summer Officers to police key areas
- Waikawa Museum upgrade – SDC have been on the fringe could get involved more
- Tokonui Recreation Park
- Hands on farming experiences
- Could better educate accommodation providers, to improve service standards

**Collaboration****8. Are there any current or future projects in the area being led by others that you would like to be involved with?**

- Yes, the Museum at Curio Bay

**9. What level of communication and/or involvement do you have with Catlins Coast Inc.?**

- Not a lot, attend the AGM, also attend South Catlins Promotions AGM
- Main contact is through Bobbi Brown at VS

**10. Would you like to have a greater/lesser involvement?**

- Current level works well

**Strategy Specific****11. How useful has the Catlins Tourism Strategy been as a key reference document for your organisation?**

- Read it when it first came out, don't personally refer to it a lot, but know it's there as a reference tool and that it guides work in the area
- Reference to the strategy has been through Bobbi Brown bringing relevant aspects to our attention



12. **What would you like to see from the revised strategy?**
- It needs to be brought up to date, reflect the current situation and the changes since 2003
  - It needs to be a living document
  - It needs to be realistic in aspirations and funding
  - Keep it simple, keep it relevant
  - Need a regular review system
  - Could report on it every 3 months to CDC to help raise its profile, help keep it alive and prominent
  - It could be included and referenced in the SDC Annual Plan

13. **What would make it more relevant/useful for your organisation?**

- Covered above

**Research and Monitoring**

14. **What regular tourism related research and monitoring do you currently undertake in the area?**

- Visitor comments in visitors book, people reinforcing their appreciation of environment and wildlife
- Look at income opportunities
- SDC measures road numbers with road counters
- DoC measured petrified forest numbers
- Collation of comments from visitor welcome books etc. at accommodation providers

15. **What data would you like to see captured on a regular basis?**

- Investigation into possible economic opportunities

**Catlins Tourism Strategy Review  
Key Partner Interview  
With Te Ao Marama**

**Interviewee:** Dean Whaanga  
**Date & Time:** Friday 2<sup>nd</sup> of August at 9.30am  
**Location:** 408 Tramway Road, Invercargill

**Reflecting on the last ten years**

- 1. What do you see as the most significant successes and/or positive changes in the area since 2003?**
  - Redefining the Catlins boundary in the District Plan to include Fortrose, was a move we supported
  - The subsequent upgrades to Fortrose, picnic area, interpretation kiosk etc.
  - Improvements to Porpoise Bay Camping ground infrastructure and toilets, also recently with plantings etc. – really good communication throughout the process, as this is a significant archeological area for Iwi
  - Infrastructure improvements
  - Owaka Museum Collection and the cataloguing of the new Maori collection
  - Papatowai – camping ground reopening, sewage upgrade, however still some potential for sewage seepage, overall a positive outcome making the area more accessible for the public
  - Southern Scenic Route
  - Bike Races
  - DoC upgrades at Waipapa point are great
  - We have made improvements to our area at Niagara Falls focusing on plantings and signage
  - Improved cell phone coverage and internet access, improving communication
- 2. What do you think still needs to be addressed?**
  - Southland Coastal Heritage Inventory Project – collaboration between NZ Historic Places Trust, DoC, SDC, ES and Ngai Tahu, to monitor, preserve, protect and promote a greater understanding of Maori and European sites and artifacts (e.g. water trough at Waikawa, and Mr. Haldaynes Memorial)
  - Nugget Point – a beautiful very special archeological area – not sure if it's promoted effectively
  - Identification and protection for sites under threat of coastal erosion
  - Tararua Acre – the burial grounds of the people killed on the Tararau wreck on the Waipapa Reef – a significant area, more could be done to educate the community and visitors of its significance
  - Lake Brunton (along from Tararua Acre) – A wee gem that no one really knows about – we need to look after it, and preserve its pristine water quality
  - Lake Vincent – must be noted as a very special area to Iwi
  - Lake Catlins – its natural state needs to be protected from inappropriate farming practices, and we need to protect its amenity values as it is a high profile area that many people drive past
- 3. What do you think needs to remain a priority, or an ongoing focus?**
  - CDC, SDC, DoC and other key strategic partners need to ensure strong policies are in place to protect the native flora and fauna and retain amenity values
  - It is a significant area for wild food and Mahina Kai from waterways.
  - Need to maintain the ability to collect and harvest food. The area has a good supply of Lamprey (an eel like fish)
  - It is also one of the last lowland coastal forest areas in NZ (podocarp forests)
  - We need to factor these aspects into the areas 'point of difference' when marketing

**Strategic**

- 5. What is your organisations long term Vision for the Catlins Area?**
  - The Catlins area is included in our wider vision which is about 'Leaving the land as good as or in better condition that what it was received in from our parents (e.g. appropriate farming)

Coleman Consultancy Ltd.

Page 54

- Use land appropriately for the future health and wellbeing of people
  - We are leaders in preserving high water quality
  - Maintain biodiversity, flora and fauna within our province
  - Very good with Pest Management Strategies, and Pest Eradication – work with the Animal Health Board (e.g. possum trapping), aiming to keep numbers low
  - Refer to the Iwi Management Plan and RMA
  - There are many Maori Land Blocks in the area – see Iwi Management Plan.
  - Specific strategy on Ma Tai Tai's
  - Statutory acknowledgement on rivers (e.g. Clutha and Maitai) recognising their importance to Ngāi Tahu
  - Supported installation of cell phone towers to improve communication
- 5. Can you tell me about your organisations future plans/projects and priorities for the area?**
- Southland Coastal Heritage Inventory Project
  - Maintaining waterways and Mahina Kai (e.g.) by putting Ma Tai Tai's in place, and undertaking research into species, in consultation with local communities
- 6. Do you see these as opportunities for collaboration? If so, with whom and why?**
- Community consultation and working in collaboration is very important and an underlying philosophy
  - As an organisation we are always community focused
- 7. What possible threats and opportunities do you perceive for the area over the next ten years?**
- Threats**
- Coastal erosion
  - Tourist numbers are relatively low, they could be increased, but implications need to be carefully managed
  - Lack of care and respect for the area by 'Free Independent Travelers' is still a concern and always will be
  - Land Development – bush clearance on properties, negatively impacting on the areas biodiversity and visual amenity values
- Opportunities**
- Increasing tourist numbers through marine mammal, wildlife and seal watching (e.g. YEP Trust, allowing viewing – need to maintain penguin watching)
  - Community and visitor coastal clean ups
  - Waikawa & Owaka Museums are great resources that they have the potential to enhance the tourist experience
  - Maintaining the scenery – which is a key attraction
  - Grow and utilise the communities pride in the area
  - Never underestimate the people, there is huge potential in the people
  - Sterling Tides Café at Fortrose, Niagara Falls Café and Leaping Frog are good examples of food services – we need more
  - SDC & CDC – could help to maintain amenity values.
  - Create policies to maintain and protect the environment, wildlife and communities – this is what people come to the area for
  - Tautuku Lodge – could be better promoted and utilised
  - Further enhancement, promotion and utilisation of walking and biking tracks in the area
  - 'Ma Tai Tai' a Maori voluntary tool for seafood gathering and harvesting, allowing stock to replenish. Several 'Ma Tai Tai's are in place in the Catlins, such as Waikawa and Nugget Point, also enables dolphins in the area to feed free from commercial fishing boats.
  - Could have dual place names to enrich cultural history of the area

Collaboration

8. **Are there any current or future projects in the area being led by others that you would like to be involved with?**
- Always well consulted with by DoC, especially in terms of concessions and signage – see DoC's Maori Consultation Strategy 'Kai Te Aku'
  - We have Iwi input on the Curio Bay redevelopment through Aaron Leith
  - VS keep us well informed through Bobbi Brown – currently being consulted about Fortrose
9. **What level of communication and/or involvement do you have with Catlins Coast Inc.?**
- Not familiar with them specifically, local Iwi in the area probably are such as Maureen Wylie from Kaka Point
10. **Would you like to have a greater/lesser involvement?**
- Not sure - Could receive their regular newsletter to determine appropriate level of involvement

Research and Monitoring

13. **What regular tourism related research and monitoring do you currently undertake in the area?**
- Interested in helping monitor environmental impacts of tourism on waterways and Mahina Kai
  - Local Runanga could have involvement with this
  - Ngai Tahu – are undertaking a cultural mapping exercise researching old place names, which could be useful to add to the areas cultural history
  - ES & Biodiversity Southlands 'Living Streams' project, looking at the catchment areas and riparian margins of waterways (e.g. the health of the Waikawa River).
14. **What data would you like to see captured on a regular basis?**
- How many people are coming through the area
  - Whether people are having a Maori experience while there or afterwards, and if they want one
  - People's thoughts about dual place names
  - Keen to help with Maori input, and influences in the area
  - Best Practice examples of sustainable farming practice – such as South Coast Dairy Farm, an innovative cutting edge environmentally conscious farming that others are learning from

**Catlins Tourism Strategy Review  
Key Partner Interview  
With  
Venture Southland**

**Interviewee:** Rex Capill, Group Manager Tourism, Events and Community  
**Date & Time:** Friday 2 August at 1pm  
**Location:** 143 Spey Street, Invercargill

**Reflecting on the last ten years**

- 1. What do you see as the most significant successes and/or positive changes in the area since 2003?**
  - Increase in collaboration - between North and South Catlins, and between operators understanding they need to work together to enhance the visitor experience
  - Positive Public Perception – it has almost become a 'bucket list' destination
- 2. What do you think still needs to be addressed?**
  - Need to exceed visitor expectations, and ensure consistency of service and experience among operators – improve quality standards
  - Need to create commissionable products, not enough products in the area for people to spend money on – the community needs more of a return on their investment
  - Need to look at ways to cover the increasing infrastructure and environment costs
  - How to make sure there are community and economic benefits from increasing tourism in the area
  - Need to enhance operator connections and start packaging products for visitors
  - Need to look at ways to extend the shoulder seasons
- 4. What do you think needs to remain a priority, or an ongoing focus?**
  - Being part of the wider southland visitor experience, the Catlins can add value to the Southland Region with regards to destination marketing – promoting the rugged beauty
  - Remain Eco friendly
  - Significant area for VS with regards to Destination Marketing and Community Development
  - Must have a Vision for the area that everyone supports
  - Everyone needs to work together to protect and enhance it

**Strategic**

- 4. What is your organisations long term Vision for the Catlins Area?**
  - Continue to work alongside the community, supporting and assisting operators and community groups in the area
- 5. Can you tell me about your organisations future plans/projects and priorities for the area?**
  - Heritage Centre at Curio Bay
  - Linking the area to the greater Southland storey
  - Encouraging collaboration between all partners
- 6. Do you see these as opportunities for collaboration? If so, with whom and why?**
  - Yes, supportive of collaboration with all involved in the area
- 8. What possible threats and opportunities do you perceive for the area over the next ten years?**

**Threats**

  - Increase numbers of tourists with limited return on investment or benefit to the community
  - Financially unsustainable infrastructure needs – who will pay?

**Opportunities**

- Collaboration
- Creating and combining products, enhancing visitor experience and creating return on investment and community benefits

**Collaboration**

8. **Are there any current or future projects in the area being led by others that you would like to be involved with?**
- Not at this stage, we are involved to some degree in most aspects
9. **What level of communication and/or involvement do you have with Catlins Coast Inc.?**
- High level of involvement through our Community Development Team
11. **Would you like to have a greater/lesser involvement?**
- Current level works well

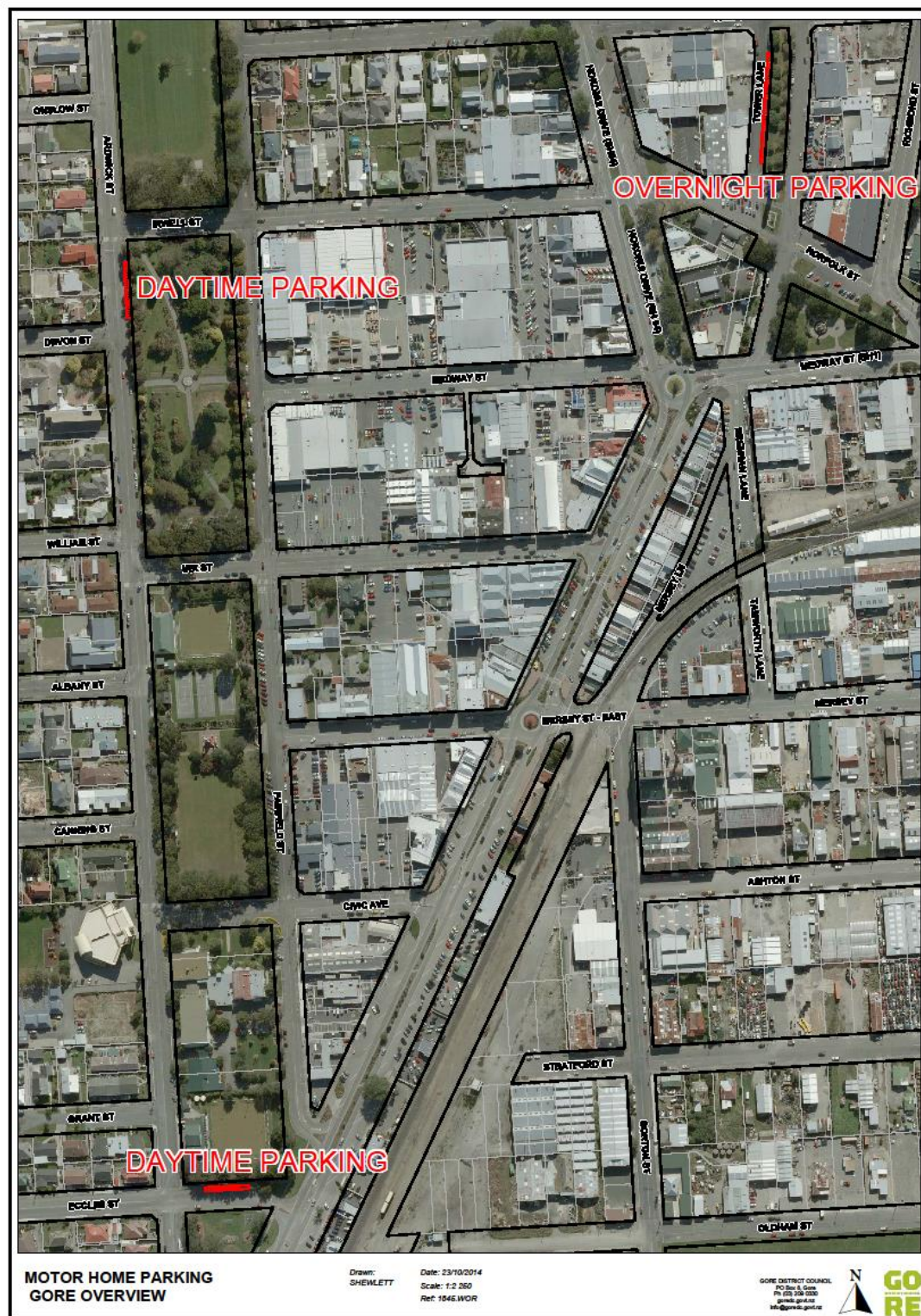
**Strategy Specific**

12. **How useful has the Catlins Tourism Strategy been as a key reference document for your organisation?**
- Has been useful and the review process is useful
  - Use it as a reference tool, directing others to it
  - Also helpful as a tool to connect partners
13. **What would you like to see from the revised strategy?**
- Key Themes that are significant for the area
  - Clear recommendations, with deliverables and accountabilities
  - Needs to clearly state what needs to be done, who will do it, how and when
  - Needs to be easy to measure
  - Clear guidance and direction for implementation
14. **What would make it more relevant/useful for your organisation?**
- Clarification on how we can best support tourism and community development in the area, what our role can be, how we can work with others

**Research and Monitoring**

15. **What regular tourism related research and monitoring do you currently undertake in the area?**
16. **What data would you like to see captured on a regular basis?**
- Data based around visitor flow, where they have been, where they are going
  - International verses Domestic, their country of origin etc.
  - Need more detailed data, captured more frequently
  - Visitor flow on the SSR
  - Need to explore options and work out the best way to gather data





**Attachment 3****Summary of Views**

Attachment 3: Summary of Views “Opposed to” and “Supporting” Freedom Camping within the City Limits

## Summary of Views Opposed to Freedom Camping within City Limits

- The one bin at another free camping site is regularly overflowing and on one night 6 different camp fires were reported to be set up on the grass leading to the obvious degradation of a grassy reserve.
- Free campers are ruining a public reserve for the locals, costing the rate payers for maintenance of the site and are giving very little in return.
- It is a misconception only retirees with self-contained recreation vehicles use free campsites. Unfortunately free camp sites often attract a very undesirable sector of the community.
- The CMCA state that they have 70,000 members and that 16% of their members never use commercial caravan parks. This means that 84% do so Councils should not risk damage to commercial caravan parks and take on extra costs and risks to accommodate this very small number of people.
- Economic benefit of caravan parks as reported via data obtained from 2012 and 2013 studies commissioned by the Caravan, RV and Accommodation Industry of Australia is vital to our local community and therefore local councils should be supportive of commercial caravan parks.
- Study demonstrating users of free camping spots contribute far less to the local community than users of commercial caravan parks.
- Concern there is a myth caravan parks are full. Submitter reports their powered sites run at 27% occupancy and may be full for about 10 days per year
- ‘Freedom camping’ has been discussed within the Victorian Tourism Industry Council (VTIC) policy forums throughout the year with the Victorian Caravan Parks Association (VicParks) presenting their position paper on this issue, highlighting the following:
  - Nothing is free: Councils, and ultimately rate payers in the area, bear the cost of rubbish removal
  - Commercial tourism businesses must be supported to remain sustainable: Small business caravan parks are an important part of the local economy. They employ local people, pay local rates, and buy goods and services locally. Independent research indicates that for every \$1 that is generated as revenue to the park from visitors, \$1.38 flows out into the broader business community of the town through the park’s purchase of supplies and services.
  - Council should consider alternative approaches to catering for the Recreational Vehicle (RV) market that do not inhibit the ability of local businesses to operate or otherwise put them at an unfair disadvantage. For example, provision of free short term parking for RVs throughout Ballarat (similar to the approach adopted in Geelong) is constructive. This, combined with the proximity of existing free camping sites within 20 minutes of Ballarat, should provide RV travellers with reasonable and affordable short-stay and overnight stay options.
- The 6 registered caravan parks in Ballarat shoulder all the liability risks associated with providing accommodation whether it be camping sites or roofed accommodation. Currently the risk for council – NIL.
- VicParks, as a member of the Accommodation Policy Committee of the Victorian Tourism Industry Council, is assisting with the preparation of a paper that will go to the Minister for Planning, the Hon. Matthew Guy, to request the development of a state-wide policy on non-



**Attachment 3****Summary of Views**

compliant accommodation – whether it be free camp-sites that operate without the compliance regimes of commercial caravan parks, and bnb accommodation that also operates without compliance costs that apply to commercial hotels and motels, hostels that also fall outside compliance regimes, etc.

- Photographs of an area of Pioneer Park showing damage to property from tyres has been provided to Council
- Belief the free camping proposal the City of Ballarat is putting in place will be detrimental to all caravan and camping grounds in the Ballarat area. All of the caravan and camping grounds spend a significant amount of money each year to improve and maintain their parks to provide a quality, clean and safe place for visitors to enjoy and this decision will restrict our growth and development.
- The free camping zone will attract people from all walks of life and the experience and safety of these visitors may be compromised.
- Belief it is in the best interests of the local parks operators and the quality of the tourists experience this decision should be debated further and reconsidered.
- Campers in commercial caravan parks spend on average 3 times as much as free campers in local towns and cities.
- Campers do not spend at local cafes, tourist activities and shops, but come well-stocked with little need to spend more than occasionally at local supermarkets.
- Ballarat rate payers should not have to fund the holidays or lifestyle of an RV owner because they believe it is their right to stay in our city at no cost to themselves
- The economic and social importance of the existing caravan park needs to be acknowledged. Caravan parks provide a key role in providing tourist information, employment of local people, involvement in social and tourism committees, environmental protection and the huge economic flow on effects to the local community through fuel, restaurants, groceries, retail and suppliers of the caravan park.
- BDO provided a detailed method in support of their report on economic benefit of tourists.

## Summary of Views Supporting Freedom Camping within City Limits

- For self-contained recreational vehicles (RVs) travellers, the decision to use a caravan park is based on the need to replenish water supplies, dump waste tanks, use laundry facilities, top-up batteries or be close to a local attraction. It is an option that shouldn't be a requirement – any more than someone wanting to picnic in Victoria Park shouldn't be prevented from taking their own food because there is (or might be) a cafe nearby. I can think of no other commercial group in Australia asking for/demanding such a monopoly.
- RV Travellers stay in caravan parks less than 30% of the time, and this is because the parks either do not provide the services required by the potential customer or the potential customer does not require the services provided. As a result, where a town has a caravan park but no non-commercial camping, 70% of their potential customers will bypass that town and it is the local businesses
- When the Elliston Council in South Australia investigated the establishment of a free camp associated with CMCA's RV Friendly Town scheme, Council researched other towns which had such facilities and the May 2014 Council Meeting Agenda contained the following:
  - Investigations undertaken indicate that Kimba, Tumby Bay, Cummins and Port Lincoln have trialled the RV Friendly scheme. The RV Friendly facilities at Kimba, Tumby Bay and Cummins are operated by community groups. Only Port Lincoln is operated by the

**Attachment 3****Summary of Views**

Council. All five (5) operators have reported successful trials and have acted to consolidate their RV Friendly schemes. Streaky Bay is currently considering whether or not to move from the RVFD to RVFT category

- The operators of the five (5) sites have indicated that the schemes have not adversely impacted on caravan parks in their areas
- Only one example of many cases of the benefit to the community is Murray Bridge where the Deputy Mayor publicly stated: “...since becoming ‘RV friendly’ two or three months ago a flood of tourists had spent thousands of dollars in the town.”
- Some RV Travellers spend every night of their travels in a caravan park. This group includes families whose only travel is a stay at a caravan park at popular destinations for the duration of their annual leave; Others who are partly or fully self-contained will stay at caravan parks irregularly, also spending time at bush camps, showgrounds, free, low cost or non-commercial camps which offer only minimal or no facilities. This last group are those who stay in caravan parks very rarely or not at all, being fully self-contained or simply not needing any of the facilities of caravan parks.
- The fact RV Travellers spend only 30% of overnight stays in caravan parks is lost on the caravan park industry which is lobbying to close those destinations where the RV Travellers stay for 70% of their time. That 70% are actually their potential customers.
- The term freedom camping reflects a Freedom of Choice.
- Trying to ban freedom camping conflicts with many cases where caravan parks have not objected to the use of freedom camping and where their business has improved as the particular town becomes far more popular to RV Travellers. This has a positive flow-on effect to the caravan park as well as the other businesses and this has occurred with a number of CMCA’s RV Friendly Towns which have been supported by the particular caravan park in those towns.
- There is no proven or even a likely adverse effect on caravan parks when alternative freedom camping choices are offered which have either no facilities, fewer facilities or far inferior quality facilities to that of the caravan park.
- Even though the caravan park is not adversely affected by freedom camping, the other businesses are deprived of a significant increase in turnover where freedom camping is not permitted because they are by-passed by 70% of the available RV market.
- Caravan parks may well argue that there will be a leakage of their customers to freedom camping. This argument is incorrect since as a town becomes more popular and is seen as friendly to RV travellers, more will visit, some of whom will stay in the caravan park, so increasing the caravan park’s business. This has occurred in many of CMCA’s RV Friendly Towns.
- Those on their annual Grey Nomad meanderings enjoy the ability of staying anywhere it suits us as a result of their motorhome being classed as “self-contained”. They have solar panels on the roof providing lots of 12volt power to almost everything inside the vehicle; gas for heating and cooking and hot water; a very comfortable shower / toilet, enough fresh water on board for about 5 days of activity; and via either Telstra &/or Optus, internet coverage for most of the time. One site they visit has a limit of 10 vehicles per night and a council ranger comes around at sundown to ensure each camper has the camping permit visible on the dashboard.

## Summary of Varying numbers on economic impact

- For every \$1 of income received by a commercial caravan park, the park and park operators generate \$1.38 of local economic activity.
- Excluding the actual cost of staying in the caravan/holiday park commercial campers spend on average \$576 at each location they visit;
- In contrast non-commercial campers spend approximately \$213 at each location they visit;
- Excluding accommodation costs commercial campers spend 2.7 times more at each location than non-commercial campers. In this instance, non-commercial campers is for a shorter period than that of commercial campers.
- Campers in commercial establishments spend in the order of \$73 per day for an average 7.9 days stay and those in non-commercial stays spend \$53 per day for an average 4.0 days stay. a very similar figure was obtained in another survey: (\$52.08 per day). The lower level of spending at rest areas is not because of a lower spending power, but that the non-commercial stays in these instances are away from towns where the opportunity to spend is far lower.
- An independent survey shows these same people who stay in non-commercial camping spend an average of \$81.71 per day overall, demonstrating that when staying in non-commercial facilities in a town, they spend more than those people in caravan parks. This would be a logical consequence that those people having paid caravan park rates will have less to spend elsewhere.
- RV Travellers Will By-Pass Towns: this disadvantages towns where there is no choice other than a caravan park. That this has adverse economic effects on those towns without a choice of camping accommodation is also a concept not factored into calculations of average spend. The resultant overall adverse effect on the local economy of the town caused by banning freedom camping (while there is no effect on the caravan park) is as follows:
  1. RV Travellers spend, on average, less than 30% of their time in caravan parks;
  2. The average spend per RV is \$446 per week (\$63.71 per day average spend). This expenditure occurs whether it includes the caravan park costs or not;
  3. The culture of RV Travellers is to give a preference for spending at those place which offer benefits such as freedom camping over those places where these benefits are not available;
  4. The average stay is 3.07 nights.

To arrive at the spending in the town per 100 RVs assume:

5. Caravan park fee \$38 per night; the average of the Ballarat caravan parks;
6. Proposed free camp;
7. Average length of stay is 3 days;
8. Of the 100 RVs, 30 stay in town in caravan park where no other type of camping is allowed (Base Case);
9. Of the 100 RVs, 70 stay in town where there is no caravan park and where free camping is allowed (Case 2);
10. Of the 100 RVs, 100 stay where all forms of camping is available (Case 3).

### **Attachment 3                      Summary of Views**

For 100 RVs	Base Case	Case 2	Case 3
Caravan Park income	\$3,420		\$3,420
Increase		nil	
Other business income	\$4,050	\$17,430	\$21,480
Other businesses income increase \$	\$13,380		\$17,430
Other businesses income increase %	230%		430%
Base case - caravan park only, free camping banned			
Case 2 - no caravan park, free camping available			
Case 3 – both caravan park and free camping available			

- The claim that for every \$1 of caravan park income, \$1.38 of local economic activity is generated by the individual park ignores the potential income from freedom camping that would deliver local businesses up to \$5 for every \$1 of caravan park income. The absence of freedom camping could be seen to be depriving the local economy of up to \$3.70 for every \$1 of caravan park income.