

APPENDIX

Manaaki Whenua.

Care for the land.

Manaaki Tangata.

Care for the people.

Haere Whakamua.

Go forward.

**DESTINATION
RANGITIKEI**

Rangitikei Destination Management Plan

This report was prepared by TRC Tourism for Rangitīkei District Council.



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Acknowledgement

E ngā iwi, e ngā reo, e ngā karangaranga maha o tātou, tēnei te mihi atu ki a koutou katoa.

E tika ana hei poropororaki i a rātou mā. Me pēnei ake te kōrero, tukuna rātou kia okioki i runga te moenga roa. Āpiti hono, tātai hono, rātou ngā mate katoa ki a rātou, Āpiti hono tātou hono, tātou te hunga ora ki a tātou mā, Tēnā koutou katoa.



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Image credit: Visit Rangitīkei.

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Appendix A: RANGITĪKEI

DEFINING THE REGION

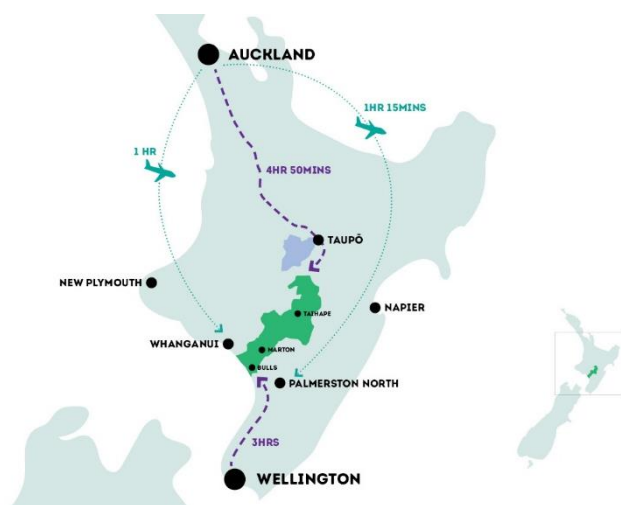
The Rangitīkei District is located primarily in the Manawatū-Whanganui region, and stretches from the South Taranaki Bight toward the North Island Volcanic Plateau, following the catchment area of the Rangitīkei River. The region is made up of lush, rural land that includes the towns of Taihape, Bulls, Marton, Hunterville, and Mangaweka. Local iwi are Ngati Tamakopiri, Ngai Te Ohuake, Ngati Whitikaupeka and Ngati Hauiti.

KEY PARTNERS WITHIN THE DISTRICT

DESTINATION MANAGEMENT PLAN IMPLEMENTATION GROUP

A pivotal key to the success of any destination management plan is to ensure that there is a level of governance and accountability for the implementation of the plan. For Rangitīkei, it is the Destination Management Plan Implementation Group. They will work with key stakeholders to determine the workstreams that exist beneath each key area of focus, assign accountability and determine the priorities for the short, medium and long terms. This group will continue to review the plan and the developed workplan to ensure that stakeholders are working to achieve destination management plan's actions and the benefits for the community are being seen. This work plan will articulate what needs to happen, and track, monitor and report outcomes back to the implementation group to ensure that there is progress for each one.

Figure 1. Map of region



HORIZONS REGIONAL COUNCIL

Horizons Regional Council is the local government regulatory and policy unit that provides services for Tararua, Manawatu, Horowhenua, Rangitīkei, Wanganui and Ruapehu districts, Palmerston North City, and part of the Waitomo, Taupo and Stratford districts, including:

- civil defence
- regional transport
- resource consents for building and water use
- looking after regional parks, including pest management.

As part of every Long-term Plan, Horizons, as a local authority, is required to set out the region's community outcomes. For this Long-term Plan, Council has refreshed its community outcomes. This review was also an opportunity to reflect changes to the legislation in 2019. The following are what Council has determined to be the high level outcomes that it pursues. They are:

- The region's ecosystems are healthy
- The region has effective transport networks
- The region's communities are resilient to the affects of natural hazards and climate change
- The region's economy is thriving
- The region's communities are vibrant and empowered

RANGITIKEI DISTRICT COUNCIL

The Rangitīkei District Council is the regulatory and policy unit of local government, with land management and community development responsibilities. Through investing in and supporting local infrastructure that both residents and visitors use, like events, parks, roading networks and information centres, there is an understanding of the vital role they play in helping to shape and deliver experiences throughout the Rangitīkei.

TE ROOPU AHI KAA (TRAK)

The purpose of Te Roopu Ahi Kaa (TRAK) is to assist the Rangitīkei Council in developing a partnership through engagement with Tangata Whenua. As well, it is to identify and advise on issues of concern to Tangata Whenua, the Ratana Community and Council, and facilitate resolution in the best interests of the residents, ratepayers, and Tangata Whenua of the Rangitīkei District.

Māori of Rangitīkeiare represented on Te Roopu Ahi Kaa by members of Ngati Rangituhia, Ngati Whitikaupeka, Ngati Parewahawaha, Ngati Hauti, Ngati Ariki Turakina, Kauangaroa / Nga Wairiki, Ngati Kauae /Tauria, Ngati Hinemanu / Ngati Paki, Te Iwi o Ngāi Te Ohuake, Whangaehu, Ngati Tama Kopiri, the Rātana Community, as well as two elected members of the Rangitīkei District Council.

TOURISM INDUSTRY

The tourism industry is active within the district, with key industry members across accommodation and activities playing active roles within local communities and broader district interests. There is an industry group to work together to share knowledge and advocate on behalf of the industry with local government, and other agencies to ensure growth and opportunity for the broader industry.

DEPARTMENT OF CONSERVATION

The Department of Conservation is a central government agency who operates within the Rangitikei district. It has management and regulatory responsibilities for several key visitor attractions and sites within the region. DOC runs programmes to protect and restore New Zealand's species, places and heritage, and provides opportunities for people to engage with these treasures. This includes encouraging more people to take part in outdoor recreation and protecting and bringing historic heritage to life.

WAKA KOTAHI

NZTA's role is to contribute to an effective, efficient, and safe land transport system in the public interest. This includes state highways, rail, walking, cycling and public transport. A key focus for Waka Kotahi within the Rangitikei District is State Highway one that runs directly through the district, with high numbers of transport and freight vehicles and personal use vehicles on the road daily. There are also rail connections and public transport hubs throughout the district.

ACCELERATE25

Accelerate25 is the Economic Development Agency within the region that serves by inspiring and connecting key people, organisations and resources to work as one across Manawatū-Whanganui.

The Accelerate25 Lead Team facilitates initiatives, encourages thought leadership, enables investment and drives growth off central government funding programmes and strategies to establish the Central North Island as a growth centre for the New Zealand economy.

POPULATION

The current population within the Rangitikei region sits at just over 16,000 people, and around 25% or just under 4,000 are of Māori descent. The overall population for the district has remained relatively static over the last twenty years, however, the number of Māori living within the district has increased by 12%. The Māori population is consistent with national trends, with most Māori under thirty years of age.

ACCESS



With State Highway 1 running through the district, there is good access to the Rangitikei. Because of this, there is significant traffic through the region, both from freight being moved throughout the country, and people's movements. The bulk of territorial authority spending in this space has been on roading maintenance and the replacement and improvement of roading infrastructure.



The Northern Explorer train journey between Auckland and Northland travels the tracks that run through the district, but it no longer stops in the district.

The Marton Rail Hub project was announced in April 2020 as a partnership between Rangitikei District Council, Te Rūnanga O Ngā Wairiki Ngāti Apa, Infrastructure Reference Group, and Rangitikei Forestry Holdings. The rail hub, which will be based on the outskirts of Marton, will set up Rangitikei and neighbouring districts as a key logistical hub for the forestry industry across the Lower North Island. It will include a debarker facility and attract further forestry businesses to the site.

The project will benefit the community, economy, the forestry sector and iwi, providing job opportunities during construction and when operational, as well as give a boost to the region's economy and the opportunity to diversify the district's business landscape.



Horizon Regional Council operates public transport options throughout the district. There are routes between Marton and Palmerston North, Taihape and Palmerston North, and Taihape to Whanganui via Marton. This is limited, however, and working to understand the need of transport options for locals and visitors into the district would be beneficial.

Intercity has transport options through the district that connect with regions and destinations outside of the Rangitikei. Coach bookings can be made via the three visitor information centres in Bulls, Marton and Taihape. InterCity runs five daily and three non-daily bus services in Marton and Bulls. These include Whanganui-Wellington, Palmerston North-Auckland, Tauranga-Wellington, Wellington-New Plymouth and Auckland-Palmerston North



The nearest airports are Whanganui Airport (37 km west of Marton), and Palmerston North Airport (44 km southeast of Marton). Both airports are domestic only. The Palmerston North airport services the Rangitikei area. It is owned completely by the Palmerston North City Council. Prior to 2019, the airport welcomed over 500,000 passengers through their doors, but this number has been significantly affected by COVID, see it decline by 20% in 2020.

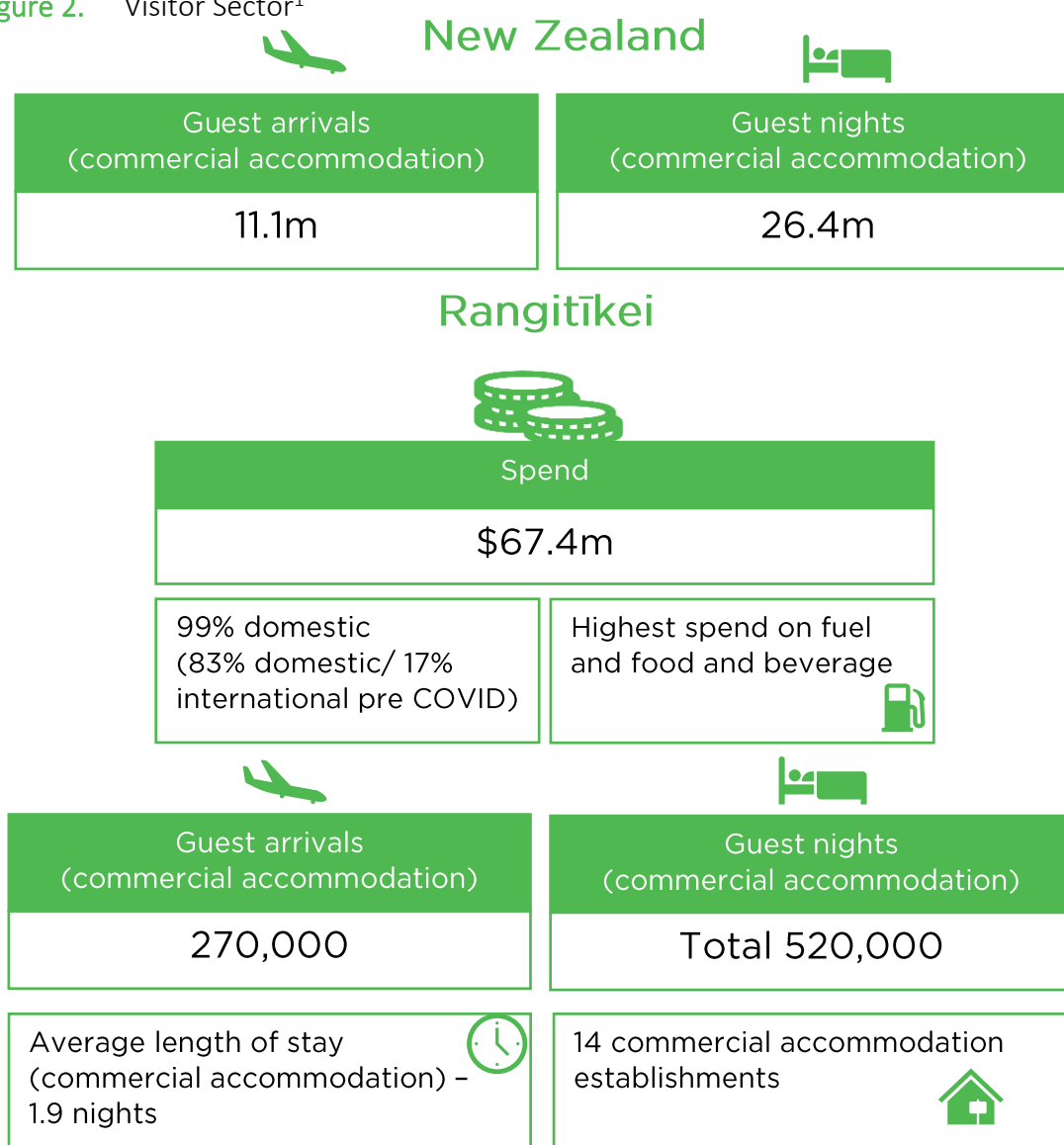
APPENDIX B: VISITOR SECTOR

Visitor experiences in Rangitīkei are based around the awa and the surrounding rural landscape - trout fishing, canoeing, white water rafting, hunting deer, walks, and horse treks on black sand beaches.

The majority of accommodation is made up of smaller boutique suppliers and camp grounds.

THE FOLLOWING INFORGRAPHIC SUMMARISES RANGITĪKEI'S VISITOR SECTOR.

Figure 2. Visitor Sector¹



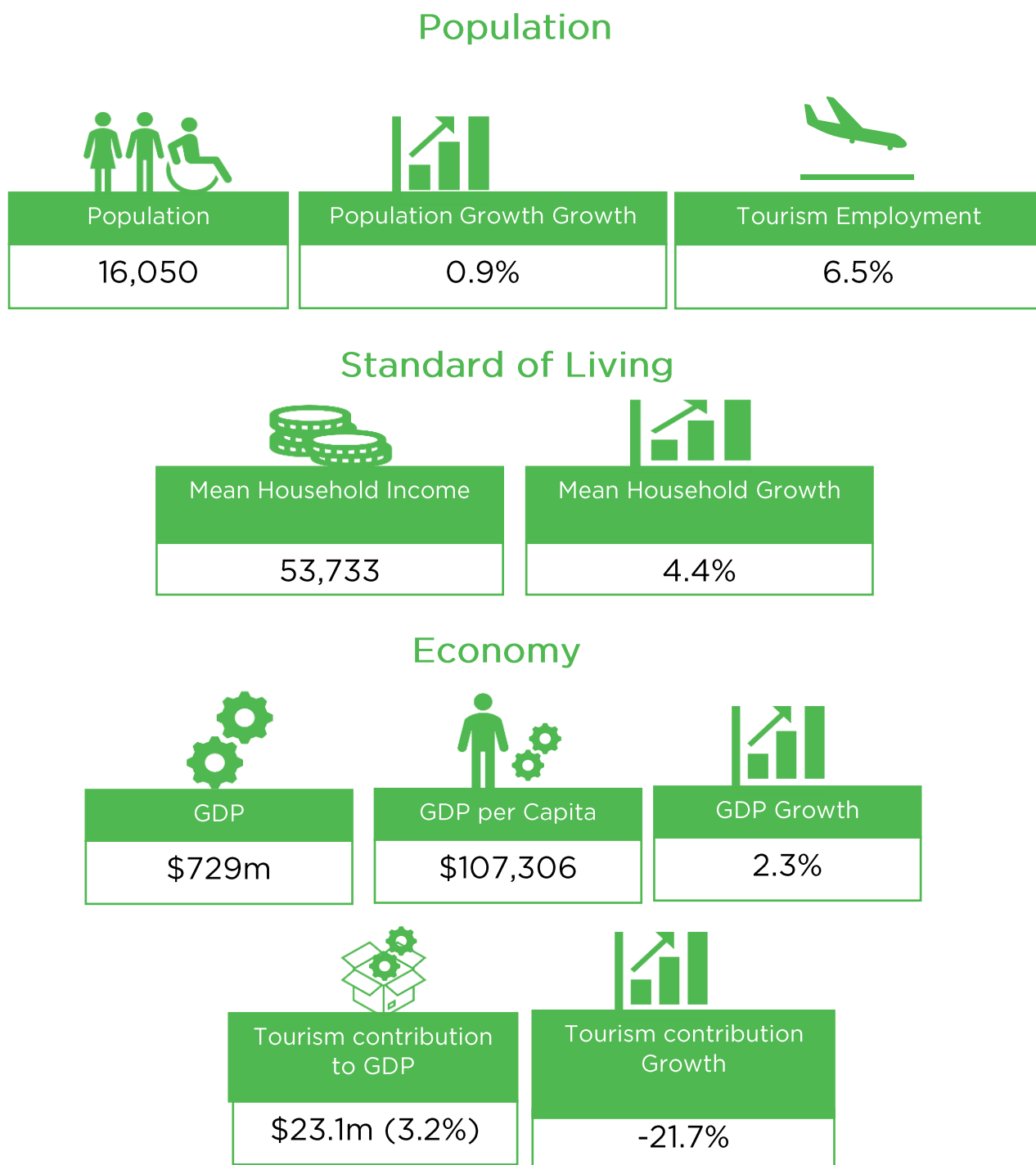
Potential domestic market size: estimated at 339,202 potential domestic visitor trips (people who are interested in and have the means to visit Rangitīkei), from Auckland, Canterbury and Wellington².

¹ MBIE Accommodation Data Programme year ending January 2022, TECT 2021,

² TNZ Domestic Growth Insight Tool

APPENDIX C: REGIONAL ECONOMY

Figure 3. Rangitikei District Economic Profile³



³ <https://ecoprofile.infometrics.co.nz/Rangitikei+District> 2021

APPENDIX D: STRATEGIC CONTEXT

NATIONAL TOURISM CONTEXT

TOURISM 2025 AND BEYOND⁴

The strategy “Tourism 2025 and Beyond” was released in 2019 and is a development of the “Tourism 2025 Growth Framework” that was prepared in 2014. It provides a pathway towards a sustainable tourism industry for Aotearoa, New Zealand and has been created by industry for industry. The vision for the framework is “Growing a sustainable tourism industry that benefits New Zealanders.”

The Framework has four key goals:

- Visitor: Deliver outstanding visitor experiences
- Community: New Zealanders are outstanding hosts
- Environment: Aotearoa is enhanced by tourism
- Economic: Grow tourism’s contribution to New Zealand’s economy

They also identified ten Actions as priorities for the next three years to ensure that the industry remains on track to reach its 2025 goals.

These are:

- Embedding Sustainability
- Managing Destinations
- Growing and Shaping Demand
- Embracing Tikanga Maori
- Living Tiaki
- Engaging the Community

⁴

<https://www.tia.org.nz/assets/Uploads/d5156c4126/Tourism2025-and-Beyond.pdf>

- Measuring and managing Industry Carbon Use
- Investing in Infrastructure and Amenities
- Fostering Domestic Tourism
- Investing to Deliver Quality Tourism Data and Research

NEW ZEALAND/ AOTEAROA GOVERNMENT TOURISM STRATEGY⁵

The Government Tourism Strategy, released in 2019, has a goal for tourism to “*enrich New Zealand–Aotearoa through sustainable tourism growth*”.

The goals of the New Zealand–Aotearoa Government Tourism Strategy are:

- Tourism supports thriving and sustainable regions
- Tourism sector productivity improves
- New Zealand–Aotearoa delivers exceptional visitor experiences
- Tourism protects, restores and champions New Zealand–Aotearoa’s natural environment, culture and historic heritage
- New Zealanders’ lives are improved by tourism.

In May 2019, Government and the Tourism Industry Aotearoa have agreed to five key priorities for immediate action in the coming year.

These are:

- Sustainable growth
- Improved data and insight

⁵ <https://www.mbie.govt.nz/dmsdocument/5482-2019-new-zealand-aotearoa-government-tourism-strategy-pdf>

- Building the tourism workforce
- Destination management and planning
- Carbon and climate change.

While there has been no revision of theme, these immediate priorities provide clear guidance for regions on the current important issues to deliver on the national tourism strategic goals.

NEW ZEALAND TOURISM SUSTAINABILITY COMMITMENT

As part of implementing the tourism strategies, Tourism Industry Aotearoa has developed the Tourism Sustainability Commitment to enable tourism operators to voluntarily work towards achieving the four pillars of sustainability.

The Tourism Sustainability Commitment has been developed by industry for industry to progress the vision of New Zealand leading the world in sustainable tourism. It comprises 12 commitments across the four pillars of environment, community, visitor, and economy that individual businesses sign up to.

<p>ECONOMIC</p> <p>Tourism delivers opportunity and prosperity across the New Zealand economy.</p> <hr/> <p>1 Resilience We focus on long term business performance and resilience.</p> <p>2 Investment We invest to create value, opportunities and to drive sustainable practices.</p> <p>3 Innovation We innovate to solve problems, create new ways to do things and increase productivity.</p>	<p>VISITOR</p> <p>New Zealand provides world-leading experiences for both international and domestic visitors.</p> <hr/> <p>4 Visitor Satisfaction We strive to always meet or exceed visitor expectations.</p> <p>5 Culture and Heritage We embrace Aotearoa New Zealand's culture and heritage as part of delivering a unique and authentic visitor experience.</p> <p>6 Visitor Engagement We engage with visitors about how to be great travellers within Aotearoa New Zealand.</p>
<p>COMMUNITY</p> <p>New Zealanders understand, support, shape and benefit from tourism operating in their communities.</p> <hr/> <p>7 Employer of Choice We attract, support and develop the workforce we need to flourish and succeed.</p> <p>8 Community Engagement We actively and positively engage with the communities in which we operate, taking a leadership role to champion causes that are important to the community.</p> <p>9 Sustainable Supply Chains We have socially and environmentally sustainable supply chains.</p>	<p>ENVIRONMENT</p> <p>Tourism strongly contributes to protecting, restoring and enhancing New Zealand's natural environment and biodiversity.</p> <hr/> <p>10 Restoring Nature We contribute to protecting and enhancing Aotearoa New Zealand's environment, including water, biodiversity, landscapes and clean air.</p> <p>11 Carbon Reduction We act urgently to contribute to Aotearoa New Zealand's transition to a net zero carbon economy.</p> <p>12 Eliminating Waste We take responsibility for the entire life cycle of products and services we use and ultimately eliminate the waste associated with these.</p>

Over 1400 tourism businesses have already committed to this programme, which is becoming an industry standard. Commitment by individual businesses requires:

- Having a sustainability plan with goals for all 12 commitments
- Making measurable progress towards the goals
- Embedding sustainability into business systems, processes, and plans
- Providing an annual update on progress
- Telling communities and visitors about our sustainability efforts.

As a result, this programme enables the tourism industry and individual operators to show their performance to potential visitors and the community within which the industry operates.

TIAKI PROMISE

The Tiaki promise is a component of the overall tourism action towards a sustainable sector and invites visitors, both domestic and international, to recognise the values of New Zealand and to commit to:

- Care for land, sea and nature. Treading lightly and leaving no trace.
- Travel safely, showing care and consideration for all.
- Respect culture, travelling with an open mind.

The promise should promote a high level of responsibility by travellers throughout New Zealand.

The collective national frameworks establish a clear set of priorities for the tourism economy that will require tourism in the region to address its environmental footprint and journey to sustainability. It will require that there is obvious recognition and connection with host communities and to ensure that tourism keeps and develops its New Zealand identity, incorporating a

higher level and quality of Te Ao Maori in its offer to visitors.

RELEVANT DISTRICT PLANS AND STRATEGIES

LONG TERM PLAN

The Rangitikei Long-Term Plan (LTP)⁶ is an important document that sets out the Council's plans and budget for the next 10 years. Providing a long-term focus, the LTP is a key planning tool for council and is used to describe the council's activities, investments, and the community outcomes it aims to achieve over the coming decade. It details what the Council does and what services it provides, where rates are spent, the big plans for the future and the issues and challenges faced as a District. Every three years, the LTP is reviewed and refreshed to make sure that the council is still heading in the right direction for the district's future.

ANNUAL PLAN

The Annual Plan⁷ is the Rangitikei District Council's plan for the upcoming financial year. Council produces an Annual Plan in the years in which a Long-Term Plan is not produced. The Annual Plan is prepared according to section 95 of the Local Government Act of 2002. Its purpose is to:

- contain the proposed annual budget and funding impact statement for the year to which the Annual Plan relates; and
- identify any variation from the financial statements and funding impact statement included in the local

⁶ <https://www.rangitikei.govt.nz/files/general/LTP-2021-31/Framing-our-Future-Long-Term-Plan-2021-2031-Adopted-8-JulyWeb.pdf>

⁷

https://www.rangitikei.govt.nz/files/general/Annual-Plans/Annual-Plan-2020_21-A4-DocWeb.pdf

authority's long-term plan regarding the year; and

- provide integrated decision making and co-ordination of the resources of the local authority; and
- contribute to the accountability of the local authority to the community.

RANGITĪKEI DISTRICT COUNCIL ECONOMIC DEVELOPMENT STRATEGY 2021-2031⁸

The Rangitikei District has an inclusive, productive, diversified and innovative economy that benefits all residents, businesses and business sectors. The Council will develop and nurture an economy that includes all sectors of economic activity, including agriculture, micro, small, medium and large businesses, retail, wholesale, distribution, services, manufacturing, transportation, tourism, iwi-based business interests, the wider Māori economy and social enterprises that have a business model and contribute to the social good of the community.

PAE TAWHITI RANGITĪKEI BEYOND – to be completed

The scope of the engagement project includes having conversations with our communities about the future of their towns, settlements and neighbourhoods. The scope includes land for housing, businesses, and industry. It also includes community facilities, transport networks and nature networks.

The plan will lay the groundwork for Council's infrastructure planning, and the District Plan Review, which will set the development direction of Rangitikei through to 2050 and beyond.

⁸

<https://www.rangitikei.govt.nz/files/general/Strategies/RDC-Economic-Development-Strategy-2021-2031.pdf>

TOWN CENTRE PLANS

Plans for the development and revitalisation for Taihape, Hunterville, Marton, Bulls, Mangaweka and Turakina have been developed and all point to that the Rangitikei District Council are seeking to provide for each of the individual town centres.

WASTE MANAGEMENT MINIMISATION PLAN

This Waste Management and Minimisation Plan⁹ (WMMP) is Rangitikei District Council's second iteration. The first WMMP was adopted in 2012. The Waste Minimisation Act 2008 (WMA) requires councils to assess their waste services. Rangitikei District Council has identified a range of issues and options around recycling and disposal of waste for the District. The plan aims to ensure waste related activities are effective, safe, reduce impact on the environment, and are accessible to much of the community.

URBAN TREE PLAN 2017

The Council handles the management of all trees on council owned or managed land, including parks, reserves, and berms in urban streets. The Urban Tree Plan¹⁰ covers urban situations within the District and should provide a blueprint for future tree management within the Rangitikei.

PARKS AND RESERVES MANGEMENT PLANS

The Rangitikei has a range of Parks and Reserves Management plans that articulate the obligations they have to maintain these community assets, and help to identify what the individual aspirations of communities might be.

MANAWATŪ-WHANGANUI ECONOMIC ACTION PLAN

This Action Plan is the practical 'road map' to accelerate social and economic growth in the region through to 2025.

The 2015 Growth Study, the source document for this Action Plan, identified eight opportunities and three enablers. Over the last eight months these opportunities and enablers have been investigated in depth with stakeholders, refined and further developed. It has been determined that the Hill Country Sheep and Beef Farming Processing opportunity be combined into 'Land Use Optimisation' opportunity. The Business Process Outsourcing opportunity has also been split into two halves – one focussed on Contact Centres, and the other on Food HQ. Furthermore, the Māori land enabler has since become the 'Realising Māori Potential' opportunity. 'Skills and Talent' and 'Digital Connectivity' have also been added to the programme as enablers.

A25 LEAD TEAM PROGRAMME

Provides direction, energy and resources, but works through other parties to achieve the

acceleration goal in each of the focus areas. These other parties working hard together on the right

things in the right way and at the right time is the critical element of our growth programme.

This plan:

- Has a tight focus on a limited number of priority focus areas so that the programme is manageable and can produce practical results.
- Emphasises integrated leadership in the region to achieve these results.

⁹

<https://www.rangitikei.govt.nz/files/general/Other/Rangitikei-WMMP-2018.pdf>

¹⁰

<https://www.rangitikei.govt.nz/files/general/Other/Urban-Tree-Plan-2017.pdf>

- Also emphasises sustainability which underpins our whole approach.
- Aligns the A25 programme with Government funding priorities as conceived through the regional funding channel now known as Kānoa.
- Can be a guide to all parties in the Manawatū-Whanganui so that every agency knows their role with alignment and collaboration between those roles

NATIONAL AGENCIES AND OTHER INFLUENCES

DEPARTMENT OF CONSERVATION

The government agency charged with conserving New Zealand's natural and historic heritage. As such, they have a range of strategies in place, some of which have a role to play in the management of destinations and the development of the visitor economy. This includes, but is not limited to:

Heritage and Visitor Strategy - It is designed for everyday use by DOC staff. It will help inform visitor and heritage management decisions across the country, including work with iwi, hapū and whānau, stakeholders and across government, in line with the New Zealand-Aotearoa Government Tourism Strategy.

WAKA KOTAHI

As the government agency in providing one integrated land transport system, and looks after the national transport system, many of their plans for future develop will have impacts on the visitor economy and tourism sector as a whole. It will be imperative that a strong working relationship is formed with Waka Kotahi to ensure that Rangitikei has knowledge of any works and changes that might affect the transport routes into and through the district, and to ensure that any affects on the movement of visitors into the destination are management.

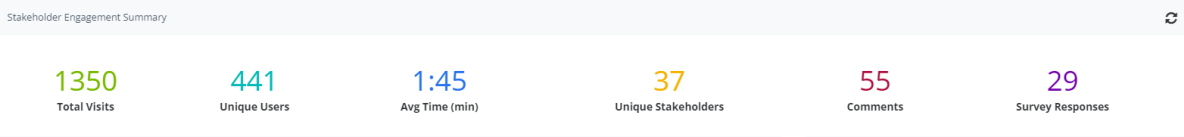
OTHER REGIONAL TOURISM ORGANISATIONS

Rangitikei district sits between a number of Regional Tourism Organisations that can offer support for the development of the region as a destination. It will be imperative that there are strong working relationships between the Rangitikei council and surround RTOs.

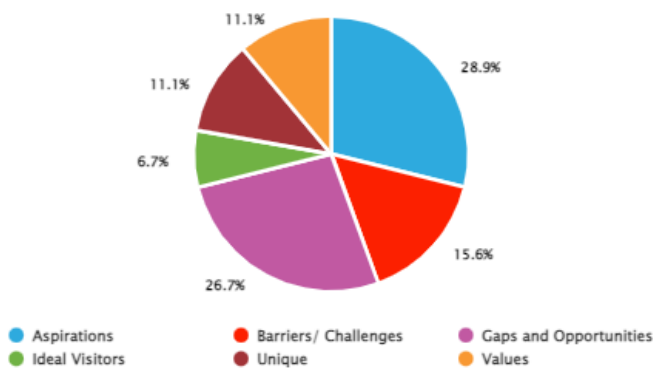
Many of the RTOs that sit on the boundaries to the district have their own destination management plans, and there will be consistent actions identified to encourage the development of the visitor economy. There will be economies of scale opportunities to work closely with these regions, packing and development opportunities, and marketing strengths that could support movement through one region and into another.

APPENDIX E: SOCIAL PINPOINT

Social Pinpoint was the online tool used to garner feedback from the community who could not attend the consultation sessions. These comments, aspirations, opportunities and barriers were all taken into consideration when developing this destination management plan.



Comment Types



Word Cloud





 **ORANGITIKEI**
AOTEAROA