




Implementation Plan

Strategy area and actions	Time frame					Responsible, liaison and consultation
	Year 1	Year 2	Year 3	Year 4	Year 5	
1 Governance						
<p>Create partnerships with and fund Ngāti Rehua-Ngātiwai ki Aotea to develop innovative ways to share knowledge and ideas with businesses and residents based on a Māori worldview.</p> <ul style="list-style-type: none"> Develop ways to share knowledge and ideas with businesses and residents based on a Māori worldview, and how Manaakitanga and Kaitiakitanga as concepts relate to tourism on the Island. 	✓	✓	✓			<p>GBLB to initiate</p> <p>Ngāti Rehua-Ngātiwai ki Aotea</p>
<p>Partner with, resource and support Destination Great Barrier Island (DGBI) to expand their activities and create an Aotea / Great Barrier Island community tourism reference group</p> <ul style="list-style-type: none"> GBLB to contact DGBI to see if they are willing to lead this group and extend current scope of work and activities. Meet with the existing VSG, identify who else should be involved and open the group up to others. 	✓	✓	✓	✓	✓	<p>GBLB to initiate an approach to DGBI and resource and support the future development and support of this group.</p>


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<ul style="list-style-type: none"> • Create goals for the newly expanded DGBI in line with the Strategy. • Identify funding and support needed to activate this group. • Create a work plan for Year 1. Review success in Year 2 and move to a more formalised structure e.g. an incorporated society. • Continue with work plans and evaluation through to Year 5. • Hold monthly meetings for the first six months of the Strategy and then decide on frequency and method of communication. 						
<p>Appoint and resource a GBI Community Tourism Coordinator</p> <ul style="list-style-type: none"> • Create a position description with input from the DGBI. • Identify funding mechanism for this appointment – options include funding provided by local industry, and GBLB. • Recruit and appoint. • NZTRI can play a support role to guide the Coordinator through implementation of the Strategy. 		✓				GBLB

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<p>Construct opportunities for local ‘voices’ to be heard.</p> <ul style="list-style-type: none"> • Set up an online platform. This could be as simple as a Facebook group; or as a new section linked to an existing local portal, a new WordPress blog/site or more multifaceted e.g. as a purpose-built community tourism portal. • Create a roster of people who will ‘host’ the platform each month to respond to queries, stimulate discussion, blog, post important notices etc. • Create a feedback mechanism to GBLB on tourism related issues and solutions that are submitted by community via the platform. 	✓					DGBI and GBLB
<p>Develop a regular GBI ‘Meet Up’ for Tourism.</p> <ul style="list-style-type: none"> • Set up a MeetUp group on https://www.meetup.com • Schedule first meeting for June 2018 to present the Strategy. • Use the first MeetUp to recruit people who will join the community tourism reference group • Present the ideas for the online platform • MeetUps to be held once every two months. MeetUps are often held in a local café 						DGBI and GBLB NZTRI will present the Visitor Strategy at the first MeetUp

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<p>Ensure the visitor economy is considered in all aspects of local government planning</p> <ul style="list-style-type: none"> • GBLB to provide leadership in a coordinated approach to planning that factors tourism into infrastructure, transport, employment and workforce development • Review existing Local Board plans across all portfolios (housing, transport, disaster management, economic development, roading etc. • Update with content to specifically include the needs of visitors and tourism. • Make sure visitors are incorporated in local hazard and emergency plans. 	✓	✓	✓	✓	✓	GBLB
<p>Develop the Aotea / Great Barrier Island Responsible Visitor Pledge</p> <ul style="list-style-type: none"> • Create the GBI Visitor Pledge as a simple document/PDF. Get input from local government and public agencies, businesses, community groups and local residents on content. • Upload the Pledge to the online platform and create a link for visitors to 'Take the Pledge'. See https://www.inspiredbyiceland.com/icelandicpledge/ for an example. 		✓	✓	✓	✓	DGBI, and Community Tourism Coordinator in close association with DOC

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<ul style="list-style-type: none"> • Create a voucher that visitors can download after signing the Pledge. • Purchase different colour wristbands that use sustainable materials. • Create levels of support via the Pledge. For example – yellow wristband means “I signed the Pledge”. Gold means “I signed the Pledge and donated \$10 to a fund raiser at the School”. Green wristband means “I signed the Pledge and participated in a local clean-up of the beach” or “donated to the Pateke / Brown Teal recovery initiative”. • Liaise with the Aotea Visitor Information Centre and select pubs/restaurants/cafes and shops to provide coloured wristbands for visitors to collect in exchange for the voucher based on their level of commitment and support. • Promote the link to the Pledge across all local websites and on aucklandnz.com 						
<p>Review all current marketing collateral for the Barrier</p> <ul style="list-style-type: none"> • Review existing information in marketing collateral including websites, local portals and on aucklandnz.com to identify any imbalance in imagery (e.g. too many images depict bush and/or beach alone). 	✓		✓		✓	DGBI and Community Tourism Coordinator

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<ul style="list-style-type: none"> • Select images and upgrade collateral to include the following core components of the GBI visitor experience: <ul style="list-style-type: none"> ○ Tours, activities, local foods, things to do (focused on opportunities to spend money) ○ Dark Sky ○ Community –everyday life, people, and future generations ○ Off the grid ○ Manaakitanga and Kaitiakitanga and Māori ○ Culture and heritage ○ Arts ○ Conservation initiatives ○ Wellness retreats and environmental sanctuaries ○ Nature-based activities (e.g. DOC areas, coastal and marine related, walking, cycling, bird-watching) 						
<p>Enhance online information provision</p> <ul style="list-style-type: none"> • Upgrade information for visitors on what to expect on GBI. For example information about water, power, local transport, state of the roads and protocols for drivers, shops (freight costs affect prices but ‘shopping local’ is 	✓	✓	✓	✓	✓	DGBI and Community Tourism Coordinator Consultation and liaison with DOC

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<p>vital – and responsible), kauri dieback and conservation requirements.</p> <ul style="list-style-type: none"> • Work with businesses and DGBI to create linkages between websites to information about accommodation, things to do, events, places to eat (with opening hours), transport, and local stories. • Upgrade information for boaties about refuelling systems, moorings and local transport. • Promote upgraded content across all channels (websites, portals, and social media). • Start gathering and build a portfolio of ‘useful links’, ideas and downloads that can create a set of best practice resources for small islands/dark sky sanctuaries. 						
<p>Enhance visitor information on national and regional portals</p> <ul style="list-style-type: none"> • Work with ATEED and Tourism New Zealand to run a workshop to improve content on www.aucklandnz.com and www.newzealand.com • Work with local business to create listings on www.newzealand.com by using the Operators Database https://www.newzealand.com/int/utilities/operator-help/ 			✓		✓	<p>DGBI and Community Tourism Coordinator</p> <p>Consultation and liaison with DOC</p>

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<ul style="list-style-type: none"> Focus on upgrading stargazing and dark sky information on newzealand.com 						
<p>Get Local and provide information to visitors about what they <i>can</i> see and do and spend money on</p> <ul style="list-style-type: none"> Create <u>local level</u> information about all of the small settlements on GBI. Identify prominent local residents who could write content about 'their place'. Highlight local pubs, restaurants, cafes, petrol station, fast food outlets, general stores, pharmacy, fishing supplies, places to buy an ice cream, galleries, markets, the shop at the Great Barrier Island Community Heritage and Arts Village, accommodation, tours, etc. 	✓		✓		✓	Businesses, DGBI and Community Tourism Coordinator
<p>Strengthen on-Island visitor information</p> <ul style="list-style-type: none"> Conduct a signage audit to key attractions and improve signage. To determine how easy it is to find the local information that you require once you are on the ground, conduct a series of simple and cost-effective mystery/shadow shopping approaches in key areas to audit street signage, signage for the disabled etc. with the following questions in mind. What types of signs are currently in place? Are additional signs needed? Where are they needed - what are the best locations? Are these 		✓	✓			GBLB, Auckland Council and DGBI Consultation and liaison with DOC

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<p>locations likely to be approved by national or local authorities? During the inspection of potential sign sites note the speed of traffic, maximum viewing distance and minimum reading distance required.</p> <ul style="list-style-type: none"> • Create a guide for visitors on what to do on the Island and what not to do. Include information about what to do when the weather is bad or there is a safety issue on Island. • Create a mechanism to provide visitors with current information on the location and opening hours of food and beverage outlets. • Create a hard copy map (brochure and PDF) of trails and touring routes and distribute this along with other brochures and travelling guides. • Make sure all PDFs are uploaded to as many national, regional and local websites as possible including events and placed at strategic visitor touchpoints e.g. accommodation, information centre, air and ferry departure points. 						
<p>Simplify booking processes and increase responsiveness to visitor enquiries.</p> <ul style="list-style-type: none"> • Create a roster of people who can respond to enquiries via the DGBI website. This is also a role for a tourism coordinator. 	✓	✓			✓	DGBI and Community Tourism Coordinator with ATEED support

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<ul style="list-style-type: none"> Run a workshop for operators to learn how to bundle experiences and create packages that include flights/ferry, accommodation, rental car and activities. Call on and support experts e.g. ATEED, Aotea Visitor Information Centre, Good Heavens Dark Sky Experiences or Go Great Barrier Tourism to run these workshops. 						
<p>Develop rapid response mechanisms for media and complaints</p> <ul style="list-style-type: none"> Set up a media monitoring procedure to become aware of any complaints that come to the DGBI website or the Aotea Visitor Information Centre, via social or media more generally. Identify media savvy, service-minded people who can work quickly to deal with issues that need to be highlighted or addressed. Create a 'rapid response' team (voluntary) and create a roster of people who can attend to any issues quickly. 	✓	✓				DGBI and Community Tourism Coordinator
<p>Create a 'When Things Go Wrong' initiative</p> <ul style="list-style-type: none"> To begin with focus on disruptions to travel plans and accommodating visitors on Island when their flight/ferry is cancelled at the end of the day. Especially in winter. 	✓	✓	✓	✓	✓	GBLB, DGBI and Community Tourism Coordinator Consultation and liaison with DOC

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<ul style="list-style-type: none"> Set up a hotline that visitors can call if they are stuck at the airport or the ferry departure points due to flight/ferry cancellations. Identify people who can be added to a roster who can respond to the hotline between the hours of 4 pm and 7 pm – seven days a week Set up a daily reporting mechanism into the hotline for key accommodation providers to advise availability of rooms/beds for stranded visitors. Do the same with rental car providers. Know the rates of rooms, cars, and local transport so stranded visitors are aware of costs they will incur. Set up a similar approach for key food & beverage providers so that stranded visitors know where they can buy a meal after 6 pm. 						
3 Experience development						
<p>Storytelling and product development</p> <p>Develop the GBI story, and train people to deliver the story</p> <ul style="list-style-type: none"> Work with ATEED and Tourism New Zealand to access support and expertise with this initiative. Appoint an experienced facilitator to conduct public and private sector workshops to get input from 		✓	✓			GBLB to initiate. With ATEED and TNZ supported by Māori and DGBI

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<p>community leaders, residents, the business sector, Māori, tourism <i>and</i> other industry sectors, education, DOC and other public agencies to inform story development.</p> <ul style="list-style-type: none"> • Focus on developing a compelling and aspirational story about GBI that is grounded in community core values – one that resonates with the type of visitor GBI want to attract. • Create the GBI story and test for relevance across both business and consumer audiences (e.g. youth, astrotourists, outdoor enthusiasts, holiday makers, families, birdwatchers, visitors interested in small islands, off the grid, food tourism, heritage/cultural experiences and something unique) • Promote the GBI story across all sectors of the economy including but not limited to tourism, and to community. 						
<p>Engage local residents, businesses and community groups in developing local content.</p> <ul style="list-style-type: none"> • Create themes for content development and include content about everyday life on GBI. These can range from stories of the past, tips for travellers, to ways to conserve water. • Identify ‘projects’ and ‘people’. One example is to create a podcast about Brown Teal recovery told by a local conservation expert. A video could be made by 	✓	✓	✓	✓	✓	Community Tourism Coordinator

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<p>Māori related to initiatives to change place names; telling the stories of original place names. Podcasts, videos, text and images can provide ways of telling stories related to the Dark Sky Sanctuary status and about life off the grid.</p> <ul style="list-style-type: none"> Partner with the arts, culture and heritage sector and promote and curate material around GBI important sites, monuments and museums. Connect to and support Great Barrier Island Community Heritage and Arts Village to link to tourism. Combine astronomy with storytelling: Create stories that connect visitors to the wonders of the universe. Encourage community and visitors to participate in visual storytelling through photography. Identify two or three local ‘champions’ who can start the ball rolling and set an example for others. 						
<p>Become members of the Global Greeters Network.</p> <ul style="list-style-type: none"> Find out more on www.globalgreetwork.info Identify and support a ‘destination manager’ or coordinator who would champion this initiative. This would entail approximately two hours of paid work a week if a volunteer cannot be found. Start a Greeter Destination by applying online to https://globalgreetwork.info/join-us-2/ 			✓			Ambassadors and DGBI with support from GBLB and ATEED

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<ul style="list-style-type: none"> Identify local Greeters who would be willing to get things started as volunteers. 						
<p>Develop Astrotourism experiences:</p> <ul style="list-style-type: none"> Link to, fund and support iwi to participate in tourism by sharing their worldview on Astronomy from a Māori perspective. Weave into the development of new experiences for visitors. Design stargazing learning experiences focused on winter weekend breaks for visitors wanting to make the most of the Island’s dark sky sanctuary status as an introduction for those with no prior knowledge of astronomy. Continue to build on ‘starry night’ events with talks by world famous astronomers. Encourage bundling of experiences that integrate stargazing learning experiences, accommodation, flights/ferry, guided tours and outdoor excursions. Work with Orama Oasis and others to combine stargazing experiences and astrophotography workshops. Bundle these with opportunities for visitors to enjoy ‘canopy and stars’ experiences by including glamping (glamorous camping) so visitors can sleep under starry skies. Link to local restaurants to cater and deliver food baskets to the budding star gazing astrophotographers/glampers. 		✓	✓			DGBI and Community Tourism Coordinator

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<ul style="list-style-type: none"> Feature accommodation providers who have telescopes that guests can use when designing marketing and promotional collateral (online and offline). 						
<p>Create itineraries of ‘touring routes’ to link stargazing, art, culture and heritage with trails (walk, cycle, birdwatching) to develop new experiences.</p> <ul style="list-style-type: none"> Identify touring routes by identifying key points of interest, attractors and activities using common themes. Look at opportunities for visitors to spend money in each of the routes. Write concept notes for each touring route outlining the experience, points of interest, maps, actions to be taken to establish and promote the routes, and expected benefits (NZTRI can provide a template for this purpose). Include Astrotourism products, arts, shopping, food and beverage, accommodation, and culture and heritage with each touring route. Develop a map of meaningful experiences on GBI that connect visitors with communities and link to the new itineraries. For an example of a similar initiative, see https://www.myjordanjourney.com/the-meaningful-travel-map-of-jordan. 		✓	✓	✓		DGBI and Community Tourism Coordinator Consultation and liaison with DOC

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<p>Design a portfolio of signature events</p> <ul style="list-style-type: none"> Identify existing events that are run regularly (e.g. annually, monthly) and create a list. From this list create a portfolio of <i>signature</i> events for GBI. These are the ‘must see’ events that attract visitors. Create an events calendar for ‘signature events’ and highlight local fund raising initiatives. In promotional information tell the local stories that underpin each event. Make sure information about <i>signature</i> events is available on local portals, websites and in printed marketing collateral. Make it a funding criteria that there is information about places to visit and things to do in GBI is on every event website that is supported financially by the local board or associated funding agencies. 		✓		✓	✓	DGBI and Community Tourism Coordinator
<p>Enhance service quality</p> <ul style="list-style-type: none"> Create a list of key influencers, local experts and ‘go to’ people who could mentor or support others to raise service standards and improve product knowledge. 	✓	✓	✓	✓	✓	GBLB, DGBI and Community Tourism Coordinator

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<ul style="list-style-type: none"> From the list identify people who are willing to ‘mentor’ operators and retailers to enhance service skills and knowledge of the local visitor industry Create a programme of Awards for those who offer outstanding customer service in the retail and hospitality sectors. Work with local hospitality (food & beverage, accommodation) and retail providers to develop a set of criteria for the Awards in three categories: The GBI Hospitality Award, GBI Retail Award and the GBI Tourism Mentor Award Design these Awards to provide added value and improve the visitor experience through product knowledge and better service. Extend the Awards programme to other sectors over time. Link to educational programmes in Auckland that offer hospitality courses to assist with the Awards programme and mentoring (e.g. with guest speakers). 						
Human resource development						
<p>Extend on the Auckland Ambassador training programme</p> <ul style="list-style-type: none"> Provide opportunities for operators to participate in the Tāmaki Makaurau Auckland Ambassador programme and enrol on http://nzambassador.com/ 		✓	✓	✓	✓	ATEED support for Tamaki Makaurau Ambassador programme.

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<ul style="list-style-type: none"> • Develop an Aotea Ambassador programme along similar lines. • Draw on Mātauranga Māori (most commonly translated as Māori knowledge) and partner with Ngāti Rehua-Ngātiwai ki Aotea to develop content and conduct <i>Māori Cultural Training for Tourism</i> workshops. Focus on Manaakitanga and Kaitiakitanga as concepts of Tikanga Māori as they relate to guest-host relationships and guardianship of Aotea. • Invite Māori youth and business-minded individuals who could lead these workshops in the future • Design content for a three-hour workshop focused on the GBI Story with the history of the Barrier, environmental education, and a broad variety of ‘things to do’ on GBI including stargazing, cultural, and heritage attractions. • Encourage Ambassadors to draw on their own experiences and lifestyles and weave stories of interest to visitors. • Work with iwi to draw on Mātauranga Māori (most commonly translated as Māori knowledge) and especially Manaakitanga and Kaitiakitanga. These important elements of Tikanga Māori provide valuable concepts for improving hospitality on GBI, as well guardianship of Aotea with ways to protect the environment. 						<p>DGBI and Community Tourism Coordinator for GBI Ambassador programme</p> <p>Ngāti Rehua-Ngātiwai ki Aotea</p>


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<ul style="list-style-type: none"> Invite Māori youth and business-minded individuals who could lead these workshops in the future 						
<p>Extend social media training programmes</p> <ul style="list-style-type: none"> Use social media to promote positive word of mouth and encourage local advocacy for visitors to come to GBI. Conduct advanced training in social media for business. Provide Ambassadors and businesses with training in the technical use of social media, key messages about the GBI visitor experience, and ways to plan and drive social media conversations. Identify social media influencers for GBI. Assign and train specific ‘Social Media Ambassadors’ to drive online conversations and engage residents and visitors alike through a variety of social media channels (e.g. Instagram, Blogs, SnapChat, Facebook, Twitter, YouTube). Develop social media guidelines to help users make responsible decisions and get the most out of social media tools. Create a YouTube channel for GBI and upgrade activity on Instagram to promote all areas of the Island. 	✓	✓				DGBI, Community Tourism Coordinator in association with ATEED

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<p>Capacity building – link to existing initiatives to improve outlook for youth</p> <ul style="list-style-type: none"> • Incorporate tourism and hospitality training in the Aotea Great Barrier Island LifeLong Learning strategy • Work with tertiary education providers to conduct on Island short courses e.g. barista training, customer service, and/or be aligned to Skills IQ training programmes. 		✓	✓	✓		GBLB and DGBI and iwi
4 Infrastructure						
<p>Develop and enhance public transport options around the Island</p> <ul style="list-style-type: none"> • Upgrade local transport services and look at ways to increase shuttle services from Tryphena wharf and Claris to/from other parts of the Island. • Link improved local transport to Port Fitzroy and Whangaparapara to begin with and as demand increases to Kaiarara Bay and Kiwiriki Bay. • Explore the potential of developing great access to e-bikes and other forms of transportation that fit with the broader environmental ethic of GBI. 	✓					GBLB

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<p>Work with transport providers to increase air and ferry capacity</p> <ul style="list-style-type: none"> • Focus on enhancing the frequency and capacity of services over the summer season. • Consider ways to offer priority to locals for bookings over peak times; or set aside seat allocations for GBI residents on all flights and ferry sailings until say, two days before departure. 	✓					GBLB and DGBI
<p>Prioritise improving the state of the roads</p> <ul style="list-style-type: none"> • Schedule upgrades to main routes between Tryphena and Claris and to the north. • Identify and focus on hot spots where there are issues related to visibility, and road safety. 			✓	✓	✓	
<p>Enhance facilities currently available for recreational boat users</p> <ul style="list-style-type: none"> • Upgrade access to fresh water and fuel supplies for boaties with an immediate focus on Port Fitzroy. • Implement a simple system for refuelling at Port Fitzroy and make sure it is clear to Boaties how this works. 		✓				GBLB
<p>Public waste/rubbish review</p>	✓	✓				GBLB

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<ul style="list-style-type: none"> Identify hot spots to show where public rubbish issues are at their worst during the high season. Ensure sufficient waste facilities are in place by summer 2018/2019 Create a campaign to encourage all visitors to take their rubbish and recycling home with them, especially private boat users and visitors who bring a vehicle on the ferry. 						
<p>Improve access to fresh water</p> <ul style="list-style-type: none"> Identify locations where fresh water is available and include with marketing collateral about GBI. Ensure visitors are aware of local practices to conserve water. 	✓					GBLB
<p>Create a 'Save like a local' campaign</p> <ul style="list-style-type: none"> Create content for marketing collateral on 'what the locals do' to save power and water. Use social media to distribute messages about conserving water and power. Keep messages light and inspirational and encourage visitors to develop a broader appreciation of the need to live and act with respect for and love of water. 	✓			✓		DGBI, GBLB and Community Tourism Coordinator

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<p>Upgrade the Aotea Visitor Information Centre</p> <ul style="list-style-type: none"> • Install a kiosk/window at the front of the airport building to improve access to the Centre to arriving visitors at Claris. • Create a community project to design and build a new Aotea Interpretation Hub that also acts a visitor information centre. • Provide funding for full-time personnel to service the Centre and also for part-time staff on the weekends. 	✓	✓	✓	✓	✓	GBLB and DGBI
5 Insight						
<p>Continue the research programme that informed the development of this Strategy</p> <ul style="list-style-type: none"> • Continue the research programme that informed the development of this Strategy and use the set of existing surveys (Visitor, and Community/business) to monitor progress over time. • Adopt a research barometer approach using these survey instruments to evaluate the impacts and performance of this Strategy and how they can be fine-tuned. 			✓		✓	DGBI

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<ul style="list-style-type: none"> • Conduct further research to uncover niche markets and underpin marketing activities e.g. to develop products, new experiences and micro-adventures. • Where possible encourage graduate student research into industry needs. • Use social media including review sites to get feedback from visitors on satisfaction with the GBI experience. • Specifically, identify areas of dissatisfaction and seek opportunities to increase visitor spending. 						
<p>Obtain an accurate assessment of the number of visitor arrivals</p> <ul style="list-style-type: none"> • Develop a Request for Proposals to procure a research supplier to design a methodology to suit the local circumstances of GBI. • Work with ATEED, air, and sea transport providers to understand current capacity to and from the Island as well as actual passenger loads. • Provide transport providers with mechanisms to submit this data in an anonymised and aggregated format to respect commercial sensitivities. • Combine this data with approaches to get a clearer picture of the number of visitor arrivals by private boat – for example, with counts in various locations at various times throughout the year to set baseline data. 			✓		✓	GBLB DGBI in association with ATEED

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Figures should corroborate with local accommodation capacity, and available moorings.						
Adopt the GBI Sustainable Tourism Index (Appendix 1)						
<ul style="list-style-type: none"> • Ensure there is widespread awareness of the targets set for tourism – outlined in the Index. • Conduct research to inform the achievement of targets. Refined versions of the baseline surveys should be conducted at least every two years. 			✓		✓	DGBI

*The Aotea / Great Barrier Island Visitor Strategy 2018-2013 enables the people of GBI the opportunity to work together to improve the local economy and enhance competitiveness through sustainable and inclusive development. By coordinating efforts and ensuring that ‘tourism is everyone’s business’ we open up new opportunities for funding beyond ‘tourism’ alone by drawing on other resourcing (Internet/ICT, community, culture & heritage, education and capability building as examples) that can support sustainable development outcomes. This also opens up opportunities to tourism funding including but not limited to tourism infrastructure funds. To ensure success of the Strategy it is important to identify and explore funding options available through various central and local government agencies, as well as private enterprise and community grants. Examples include the Community Organisation Grants Scheme, InternetNZ Community Grants, Foundation North, Tourism Industry New Zealand Trust, Lottery – Community and Environment and Heritage grants, the Tindall Foundation and other trusts.