

Progress with Marketing Parks and Forests 2001/02

Programme	Progress
<p>Strategy & Marketing</p> <p><i>Healthy People in a Safe Region</i></p> <p>Update and reproduce appropriate brochures</p> <p>Develop a new brochure</p> <p>Update the brochures on the web-site</p> <p>Update the web-site diary of events and activities in the parks and forests</p> <p>Target advertising to joint marketing with other agencies and in publications specifically targeted at the audiences we wish to reach</p> <p><i>A Prosperous and Viable Region</i></p> <p>Complete a process of identifying eco-tourism and commercial recreational opportunities available on the parks and forests and commence marketing to operators to enable implementation</p> <p><i>A High Quality Environment</i></p> <p>Develop new interpretation on the environmental and cultural heritage values of the parks and forests</p> <p>Operations</p> <p><i>Healthy People in a Safe Region</i></p> <p>Rangers to run one event (focusing on one or more of the specified marketing objectives) in each of their parks or forests</p> <p>Develop one additional track to <i>KiwiWalk</i> standard</p>	<p>Strategy & Marketing</p> <p><i>Healthy People in a Safe Region</i></p> <p>Brochures updated and reprinted</p> <p>Four new brochures developed: <i>Kaitoke KiwiWalk, Karori Gold, Wonderful Water Walks, and Harbour Highlights</i></p> <p>Brochures and publications are listed on the web-site, new brochures and reprints are now available electronically</p> <p>Parks and Forests events are listed on the web-site and updated regularly</p> <p><i>KiwiWalks</i> are advertised jointly with Sport Wellington; Worked with Hutt and Upper Hutt City to ensure coverage of Council's walks in their publications; advertised in <i>AA Guides</i> to attract tourists</p> <p><i>A Prosperous and Viable Region</i></p> <p>Consultants engaged to identify eco-tourism and commercial recreational opportunities available on the parks and forests. The report will be presented to the July Landcare Committee meeting.</p> <p><i>A High Quality Environment</i></p> <p>New interpretation signs developed for QEP and Battle Hill (awaiting new Council branding); <i>Lord of the Rings</i> signs installed at Kaitoke; Hutt River Trail map boards developed.</p> <p>Operations</p> <p><i>Healthy People in a Safe Region</i></p> <p>Rangers ran events in each of the parks and forests through the Regional Outdoors summer events programme</p> <p>Kaitoke Swingbridge Track developed to <i>KiwiWalk</i> standard</p>