



Report 07.462  
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Committee Landcare  
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## Parks Marketing & Design report - 2006-07

### 1. Purpose

To update the Committee on the Parks Marketing & Design activities for the period 1 July 2006 – 30 June 2007.

### 2. Significance of the decision

The matters for decision in this report **do not** trigger the significance policy of the Council or otherwise trigger section 76(3)(b) of the Local Government Act 2002.

### 3. Background

As identified in the Annual Plan 2006-07, the purpose of Parks Marketing & Design is to promote community use of the regional parks network. This was to be done within a budget of \$200,350 and include the planning, promotion and implementation of a regional outdoor programme. We are also to involve local communities in the management of the parks.

By 30 June 2016 the goal is to attract 750,000 visitors per annum to the parks with the customer satisfaction levels exceeding 80%.

While the Regional Outdoors Programme is the highlight of our promotional calendar, there are numerous other activities undertaken by Marketing and Design.

These include:

- Development and implementation of other events eg Arbor Day
- Publication and distribution of brochures and maintenance of the website content
- Development of information and interpretation signage
- Liaison with parks “Friends” and other community groups
- Landscape and recreation planning

- Park visitor research
- Representing GW Parks on relevant networks eg Wellington Regional Recreation Initiatives Group (WRRIG) and in partnerships with other agencies
- Working with Communications to publicise activities and developments

## **4. Comment**

During the year ended 30 June 2007 the marketing plan was implemented at a cost of \$218,822, 18,472 over budget. This was due to unforecasted internal charges allocated as a result of the new organisation structure.

### **4.1 Events**

Comprising 49 events, the Regional Outdoors Programme ran from 31 December to 1 April. Attendance at GW-led events was 3881, up 12.5% from 2006. Average attendances increased from 66 to 95 at our events.

Other events during the year have included two major Arbor Day celebrations, the monthly Greater Wellington Buggy Walks, the Of Gorse of Course planting and numerous community and corporate planting days in the parks.

### **4.2 Brochures and website**

Our “suite” of 11 brochures forms the basis of our promotional literature. Seven of these were updated and reprinted during the year. Thirteen new brochure racks and stands were distributed to libraries and information centres. An “image strip” and updated leaflets were developed for the Wainuiomata/Orongorongo Water Collection Area.

We advertised in the Official Wellington Visitors Guide, 180,000 copies of which are produced and distributed by Positively Wellington Tourism. While the regional parks are not an “icon” attraction they add to the case for visitors to stay here longer.

Website updates are ongoing, with a focus on the quality and timeliness of the information.

### **4.3 Signage**

Officers wrote and commissioned the design of six new rain forest interpretation panels for the Loop Walk, located just over the Swing-bridge in Kaitoke Regional Park.

Text was written and images selected for Battle Hill (the story behind the 1846 confrontation between government forces and Ngati Toa) and Queen Elizabeth Parks (the US Marines during World War II). This work will be completed in the 2007-08 financial year.

#### **4.4 Friends group liaison**

Ongoing relationships continue with the Friends of Queen Elizabeth and Belmont Regional Parks, Friends of Maara Roa and ARAC. Staff attend monthly meetings, encourage the groups' involvement with parks projects and events, facilitate guest speakers on topics of interest and their progress towards a self-sustaining entity and ideally able to source external funding. Key achievements this year include the FoQEP's involvement with the barn rebuilding and final year of the Whareroa Stream main earthworks and fencing; the FoBRP's involvement with events and the park management plan; ARAC's completion of the Orange Hut.

The December and June issues of "*Green Shoots*" community newsletter were produced and sent to around 1300 interested individuals and organisations.

#### **4.5 Landscape and recreation planning**

Staff produced a significant report on the recreation activities, values, issues and opportunities in relation to Lake Wairarapa Wetland Park. This was carried out in consultation with the Department of Conservation and included an initial survey of the Lake Wairarapa Coordinating Committee and preliminary landscape plans that can form the basis for future decision-making.

Other park planning and development included the QEP MacKays Crossing entrance area works. Planned since 2001, this project has transformed the area into a cohesive space that is more appropriate for the main entrance to our most popular park.

Some remaining funds will be allocated to developing a small weir and a geological interpretation trail in 2007-08.

#### **4.6 Park visitor research**

This year we coordinated visit counting exercises at Queen Elizabeth, Battle Hill and Kaitoke Regional Parks so that we can more reliably estimate park visitation. The new calibration factors will be applied from 1 July 2007.

During this exercise we also conducted on-park visitor satisfaction surveys in the three parks. Small improvements have been implemented as a result. eg soap dispensers in toilets while more substantial issues will be considered as part of the annual planning cycle.

This year saw the third of our annual telephone surveys (n=500) of regional residents. Key results included:

- Awareness of the regional parks is now 86% (81% last year; 78% in 2004). People are aware of slightly more parks (3.0 compared to an average 2.2 last year)
- 51% of the regional population have visited at least one of the regional parks in the past 12 months. This equates to 229,500 people. This figure

has remained almost constant since annual surveys commenced in 2004.

- 90% of visitors are quite (23%) or very (67%) satisfied with their experience.

#### **4.7 Regional collaboration**

Development of the “At the Heart” regional physical activity plan has been the focus of the WRRIG this year. With the vision of enhancing community wellbeing, we are working towards a shift in societal behaviour towards more physically active lives. The plan received very positive feedback from the peer review process and has been well received by the Regional Leaders Forum. The aim now is to improve understanding of the plan within stakeholder agencies and establish a lead group for its implementation.

Relationships with other agencies have grown steadily through the year. Contacts have been established and the parks represented with Volunteer Wellington, Green Prescriptions, Push Play Community Outreach (WCC), Upper Hutt Active Recreation team, and the Physical Activity and Nutrition Group (PAANG).

#### **4.8 Communications**

Media releases and newsletter contributions were produced throughout the year, with the assistance of Corporate Communications. Centred mainly on the Regional Outdoors Programme, these are also project based eg new toilets at QEP, GW buggy walks, park planting days and the Orange Hut development.

### **5. Communication**

The principal achievements outlined in this report will be included in a new “Parks Annual Report” to be published in October 2007. The target audience includes key volunteer groups and individuals, other territorial authorities and partner agencies, most of which are on our mailing list.

### **6. Recommendations**

*That the Committee:*

1. ***Receives the report.***
2. ***Notes the content of the report.***

Report prepared by:

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