



Improving the profitability and sustainability of tourism since 1999

## Orakei Visitor Strategy research programme

Building online content and local 'sense of place'

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### APPENDIX 3

#### Themed experiences

Trails, walks, activities, events and ideas for videos and podcasts

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The New Zealand Tourism Research Institute

Auckland University of Technology

[www.nztri.org](http://www.nztri.org)

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## Ōrākei - Get Local | Themes and suggestions for trails, walks, activities, events

## Tamaki Drive precinct

NB: Themes in [blue](#) font – these are the first themes chosen for development by local stakeholders (business association, community groups etc)

Our people, our places, our past and our present			
Themes	Description	Points of Interest	Themes / Things to do
<b>Pou ki Pou / Point to Point</b>	A trail that leads visitors from the Pou at Takaparawhau (Bastion Point) in Mission Bay to the Pou at Achilles Point in St Heliers.	Achilles Point to Bastion Point	Hiking Maori History Workshops (weaving)
<b>Protecting Our Place</b> (see also Pre-Concept note). A heritage worth protecting	<i>Protecting Our Place</i> links sites used by Maori and later official defences used to protect the people and natural resources of the Auckland area. This trail covers Maori settlements, pre-colonial and WW1 and WWII related heritage sites. It also links to the conservation efforts of Kelly Tarlton's, Ngati Whatua and others.	Takaparawhau Kelly Tarlton's Gun emplacements Tamaki drive RSA Ōrākei Memorials Bastion Point (WW1 & II / Maori Involvement) Trees planted for remembrance (Moreton Bay fig trees planted in 1923 at St Heliers) Achilles Point St. Heliers ANZAC memorial flagpole	Auckland's heritage Local Community Storytelling WW1 remembrance activities Kelly Tarlton's and conservation efforts
<b>Ōrākei Saint Trail / Mission Trail</b> Go on a Mission	A trail that helps you to discover Ōrākei' Sainly heritage buildings. Going from the Tamaki Drive Precinct via Remuera all the way to Ellerslie.	Mission Bay St Heliers St Heliers Library	

Magnificent Mission	Have you ever wondered who Saint Heliers was? This is just one of the many things you will discover when walking or biking this easily accessible trail.	St John's Rd St Thomas St Aidan's (Remuera) St. Pauls Church (Remuera) King's College Chapel St Michael's Parish Remuera St Marks Remuera	
<b>Believing in Tamaki</b>	This trail links to a range of sites related to traditions of belief and memory in Tamaki.	Ōrākei Domain Cemetery Mission Bay Beach and Business District MJ Savage Memorial Mary Atkins Cottage (Kohimarama) Drinking fountains St. Heliers Library Bastion Point (WW1 & II / Maori Involvement)	Auckland's heritage Local Community Storytelling WW1 Remembrance activities
<b>Get Local   Do what the locals do</b>			
<b>Art Deco Trail</b>	A self-guided walk through the Ōrākei area that offers a great way to appreciate the Art Deco architecture and our café culture whilst strolling around in the area.	Mission Bay art Deco fountain Art Deco B&B Mission Bay MJ Savage Memorial Garden	Architecture Coffee Stay Local History

## Beach, water, marine life and fun

<p><b>Waves and Waterfront</b></p>	<p>A different view of the Tamaki Precinct by gently paddling along the shores by kayak.</p> <p>The trail can start at one of the kayak providers, paddle along the shores, take a well-deserved rest at e.g. St. Heliers and paddle back (no kayak experience needed).</p>	<p>Ferg's Kayaks Mission Bay Watersports Mission Bay beach Kohimarama Beach St. Heliers Beach</p>	<p>Sea activities Kayak SUP</p>
<p><b>From Beach to Bush</b></p>	<p>A trail that starts from the waterfront of Mission Bay (eg Kelly Tarltons) via the classic Kiwi boatsheds on Ngapipi Rd to Kepa's Bush. A trail that goes uphill, perfect for the more active explorers. Start from the waterfront where you can enjoy the fresh breeze, the sound of seagulls and the smell of the ocean. Then discover the scenic boatsheds at Ngapipi Rd before enjoying the wilderness at Kepa's Bush. You can take a well-deserved rest at one of the many café's at Eastridge Shopping Centre before or after heading to Kepa's Bush. In this beautiful area you can enjoy peace and quiet and listen to and spot the many different birds that are attracted to the trees of Kepa's Bush.</p>	<p>Mission Bay Boat Sheds Ngapipi Rd RSA Ōrākei Eastridge Shopping Centre Kepa's Bush</p>	<p>Nature / Sea Local history Bird watching Glow worms Photography</p>
<p><b>Nautical Trail</b></p>	<p>A trail that starts at one of the wharfs at Ōrākei or Kelly Tarltons offering various maritime experiences through the Ōrākei Region</p>	<p>Nautical Nook B&amp;B Kelly Tarltons Boatsheds Ngapipi Rd RSA Ōrākei Achilles Point Sea Restaurants</p>	<p>Maritime people Stay B&amp;B Fishing Maritime Heritage Food</p>

<b>Boatsheds to Boutiques</b>	Trail from the boatsheds near Kelly Tarltons to the boutique shops in Remuera.	Kelly Tarltons Boatsheds Ngapi Rd Ōrākei Train Station	Shopping Photography Nature
<b>Urban trails, nature and outdoors</b>			
<b>Catch the Views</b> (Through the Lens Tamaki's view Tamaki's perspective Look at me!)	Panoramic trail that leads anyone interested in scenic views of Auckland to some of the best unknown spots around the Tamaki Drive precinct. A loop that is easily accessible (incl. several photography shops). An idea would be to include a local photographer who would be interested in providing tips and or tours.	Tamaki Yacht Club Trig Point (Bastion Point) Pier Photo Spot (Eastridge: Kodak Express Photoshop and Foto Fiddlers) Kepa Rd (in front of RSA) Kepa Bush Reserve (lookout) Ōrākei Basin Achilles Point lookout	Local Nature / bird watching Photography Shopping Picnicking
<b>Food</b>			
<b>Safari Supper Café Crawl</b>	A trail especially for the foodies! Satisfy your appetite by strolling around the Ōrākei precinct enjoying one or more of the many café's, local eateries or restaurants. In between and after, you can go to one of the parks or walk along the beaches at Tamaki Precinct to enjoy the beautiful natural surroundings.	Various cafes along Tamaki Precinct	Eating Shopping Beach

## Ōrākei - Get Local Podcast and Video Suggestions

## Tamaki Drive precinct

- *Someone (child if possible) proudly tells about his/her share in the Ōrākei community garden*
- *A young person from the marae talks about the kite flying festival at Takaparawhau (Bastion Point) and Maori kite flying traditions*
- *Joe Hawke talks about the occupation at Takaparawhau (Bastion Point) and what this means for Ngāti Whātua today.*
- *Tom Hotu talks about Maori fishing traditions and the importance kai moana (sea food resources) and the stones associated with the sea.*
- *Someone from the Labour Club/Working Men's Club or equivalent talks about the MJ Savage memorial and Joseph Savage*
- *Someone from the Art Deco Society talks about art deco buildings in Mission Bay (this could include the MJ Savage Memorial)*
- *Someone from a church talks about the mission house and missionary links, Bishop Selwyn etc.*
- *A staff member of St. Heliers library describes the heritage of the building and the area*
- *Someone from the RSA talks about HMS Achilles*
- *A local resident talks about the reopening of the Mission Bay fountain in 2004 (e.g. Greta Forsythe as it was built to honour her great-grandfather Trevor Moss Davis)*
  
- *A young person from overseas (tourist) talks about getting out on the water (paddle board, kayaking, sailing etc.) (ideally filmed on the water, e.g. interviewer and interviewee sitting in a kayak)*
- *A fisherman explains the uniqueness of fishing at Ōrākei Wharf (e.g. a podcast during night-time when the fisherman describes the smell of the ocean, the sound of waves, the seagulls, the freshness of a gentle breeze)*
- *Local residents who enjoy the beach at sunset describes what makes this place unique or why this is his/her favourite spot at this particular time of the day*
- *Someone out sailing describes what makes this place special*
- *A local resident collecting shells describes the joys of beachcombing at one of the Ōrākei bays during low tide*
- *A local resident enjoying the view at Achilles point explains why this is his/her favourite spot of Auckland*
- *A family with children plays in the Mission Bays fountain and talks about it*
- *Youngsters playing touch rugby at the Selwyn Reserve or Ōrākei Domain talk about why especially playing there*

- *A picnicking family* points out their favourite beach activities
- *A runner or skater* explains why running is so great along Tamaki Drive (e.g. video first follows the runner from behind and interview will take place during the cooling down)
- *Runners and supporters* are interviewed during the annual Round the Bays Event (Sunday, March 9, 2014)
- *A local resident and real estate agent at Ray White* passionately explains why it is so beautiful living in the residential area and walking around the Ōrākei area
- *A local artist* (e.g. painter, photographer) explains some of his/her work and capturing the beauty of the area (eg Simon Williams) see: <http://www.internationalartcentre.co.nz/gallery/artistEnlarge.lsd?l=Williams&f=Simon&x=YL24495>
- *A local salesperson* talks about the St Heliers local boutique market
- *A customer* enjoying a drink at the Belgian Beer café tells about this moment of joy with friends
- *A couple who have dinner outside* at a local restaurant. This can be a podcast where you hear sounds of cutlery on the plate, talking, pouring of drinks in glasses, the sound of 'cheers', then explaining the sensory experiences of eating out there (vision, smell, taste, hearing)

Note: there is a short video made by Maori school children about fishing on Okahu Bay, which includes interviews with Kaumātua)

## Ōrākei - Get Local | Themes and suggestions for trails, walks, activities, events

## Remuera

Themes	Description	Points of Interest	Themes / Things to do
<b>Once Upon a Time</b> – focuses on the built and natural environment and heritage of Remuera	A walking trail and themed activities (e.g. storytelling) that focuses on the heritage buildings and parks to be found in this elegant suburb.	Post Office Churches Large Homesteads Arts and Craft style houses	Heritage Remuera Heritage Trail Architecture Parks, playgrounds Re-create the Great Feast of Remeura
<b>Remuera Rise</b> (Basin to Bush)	A trail from the Ōrākei Basin to Mt Hobson through shopping areas. This could start in Mt Hobson, Remuera shopping area, go down Victoria Avenue and along to Thomas Bloodworth Park, Hobson Bay, Orakei Basin.	Ōrākei Basin, Hobson Bay Little Rangitoto Remuera shopping Mt. Hobson	Nature History
<b>Cycle Trail</b>	A cycle trail starting from the Ellerslie Racecourse, through some of residential streets of Remeura, all the way down to Mission Bay.	Ellerslie Racecourse Victoria Avenue and side streets Mission bay Beach	Nature / beach / shopping / sightseeing / heritage
<b>Park Pentathlon</b> (aspects of this theme are now incorporated with <i>Once Upon a Time</i> )	This trail starts and ends at one of the five parks.  Try the 5 best parks in Remuera and be surprised by the great natural areas of Remuera. Great for a family day out. Take your kids or dog along	Waitarua Reserve Little Rangitoto Reserve Waiata Reserve Ōrākei Basin walkway Hobson Bay walkway	Outdoor / nature / bird watching / children



<p><b>Walk on the Wild Side</b></p>	<p>A trail from Remuera shopping precinct to the wetlands</p>	<p>Remuera Shopping Remuera Gallery Golf Course Wetlands</p>	<p>Shop/nature/</p>
<p><b>Ōrākei Saint Trail</b> Mission Trail Go on a Mission Magnificent Mission</p>	<p>A trail and related activities that helps you to discover Ōrākei' Sainly heritage buildings. Going from the Tamaki Drive Precinct via Remuera all the way to Ellerslie. Have you ever wondered who Saint Heliers was?</p>	<p>Mission Bay St Heliers St Heliers Library St John's Rd St Thomas St Aidan's (Remuera) St. Pauls Church (Remuera) King's College Chapel St Michael's Parish Remuera St Marks Remuera</p>	

## Ōrākei - Get Local Podcast and Video Suggestions - Remuera

- *Members of U3A* (University of the Third Age) talk passionately about their area.
- *A member of tangata whenua* describes the sights visible from the top of Mount Hobson which have important significance to Maori
- *A member of tangata whenua* talks about the famous Remuera Feast of 1844
- *The school chaplain* outlines the history of the King's College chapel and its architecture
- *Laura Carr* tells about her local pub and what makes the neighbourhood special
- *A library staff member* describes the heritage of the building/area (ideally the video shoot will start shortly after a visitor asks him/her about a copy of the Remuera heritage trail)
- *A local family* talks about what they do at Little Rangitoto Reserve
- A walk with *Helen Wenley* about her favourite walk in the Ōrākei region (<http://walksinauckland.com/about/>)
- *A local dog walker* describes their route down to Remuera Basin from Remuera shops Following some *female shoppers* in Remuera on their way to relax at one of the green spaces after successful shopping

Theme	Description	Points of Interest	Things to do
<p><a href="#"><u>Hoofprints &amp; Heritage</u></a> (alternatives names could be: Hoofprints &amp; History Historical Hoofprints)  Aspects of the Organics Trail will be incorporated into this trail.</p>	<p>A trail that connects the Ellerslie shopping area with the Auckland Racing Club and the racecourse. Walk around the track and discover the rich history and heritage of the Ellerslie Racecourse.</p> <p>Enjoy the heritage of New Zealand’s oldest working race course by following this trail to view the older stables, the historic Jockey Club buildings, the sculptures, memorials and fountains in the charming garden setting. The more energetic can take a walk, use the driving range, or linger in the shade of specimen trees and leafy walkways. This trail can be developed in the form of a hoofprint or horseshoe and/or key points identified with a hoofprint logo</p>	<p>Ellerslie Racecourse Ellerslie shopping area Ibis Auckland Ellerslie All Seasons Ellerslie Motor Inn Novotel Auckland Ellerslie</p>	<p>History Get Local Storytelling Food/cafes Stay  Afternoon Tea event in Ellerslie shopping area – Racing and equine themes</p>
<p><b>Organic trail</b></p>	<p>Organic shops trail</p> <p>This green trail shows the green organic side of Ellerslie. You can stroll around Ellerslie Village enjoying one of the many organic shops that are famous in Ellerslie. From there on, continue for a pleasant walk to the Papatuanuku ki Taurangi Garden at 12B Umere Crescent where you can enjoy the organic garden based on care for earth and community principles made by the gardeners, volunteers and Sisters of Mercy.</p>	<p>Organic shops in Ellerslie Village Papatuanuku ki Taurangi Garden</p>	<p>Local shopping Organics Nature Farmers market</p>

Theme	Description	Points of Interest	Things to do
<b>Go Green</b>	<p>From Ellerslie village to the five green parks and the organic garden.</p> <p>This nature trail enables you to discover all the green areas of Ellerslie. It is easily accessible and can start or end at either one of the five parks. Included is a visit to the Papatuanuku ki Taurangi Garden, the organic garden of Ellerslie.</p> <p>Ellerslie Golf Warehouse is located in the middle of Ellerslie Racecourse offering a unique experience in Auckland especially on race-days. It has a large driving range which also has a pitch and putt course, a separate practice area and a 9 hole golf course on site</p>	<p>Ellerslie Domain Derbys Down Papatuanuku ki Taurangi Garden Ellerslie Racecourse Gardens Michaels Ave Reserve Ellerslie Golf Warehouse Remuera Golf Club</p>	<p>Nature Shopping Organics Get local</p>
<b>A mile of Memories</b>	<p>From the Bridge of Memories to other interesting heritage areas in Ellerslie. Step into history by walk our beautiful Ellerslie Memories. The buildings of Ellerslie Village offer many architectural links to the past.</p> <p>An idea would be to include QR codes with stories and heritage photographs</p> <p>*This trail connects with the Ellerslie Town Heritage Walk</p>	<p>Bridge of Memories War Memorial Hall</p>	<p>History Get local Shops Photography</p>
<b>S(w)inging along</b>	<p>From the Story of the Singing Caves at the Racecourse towards the Remuera Golf Course or to Lilliput Golf at Tamaki Drive.</p>	<p>Ellerslie Racecourse Greenlane Motor Inn Remuera Golf Club / Lilliput Golf Ceres Organics Remuera Village Green</p>	<p>History Get local Nature Storytelling</p>

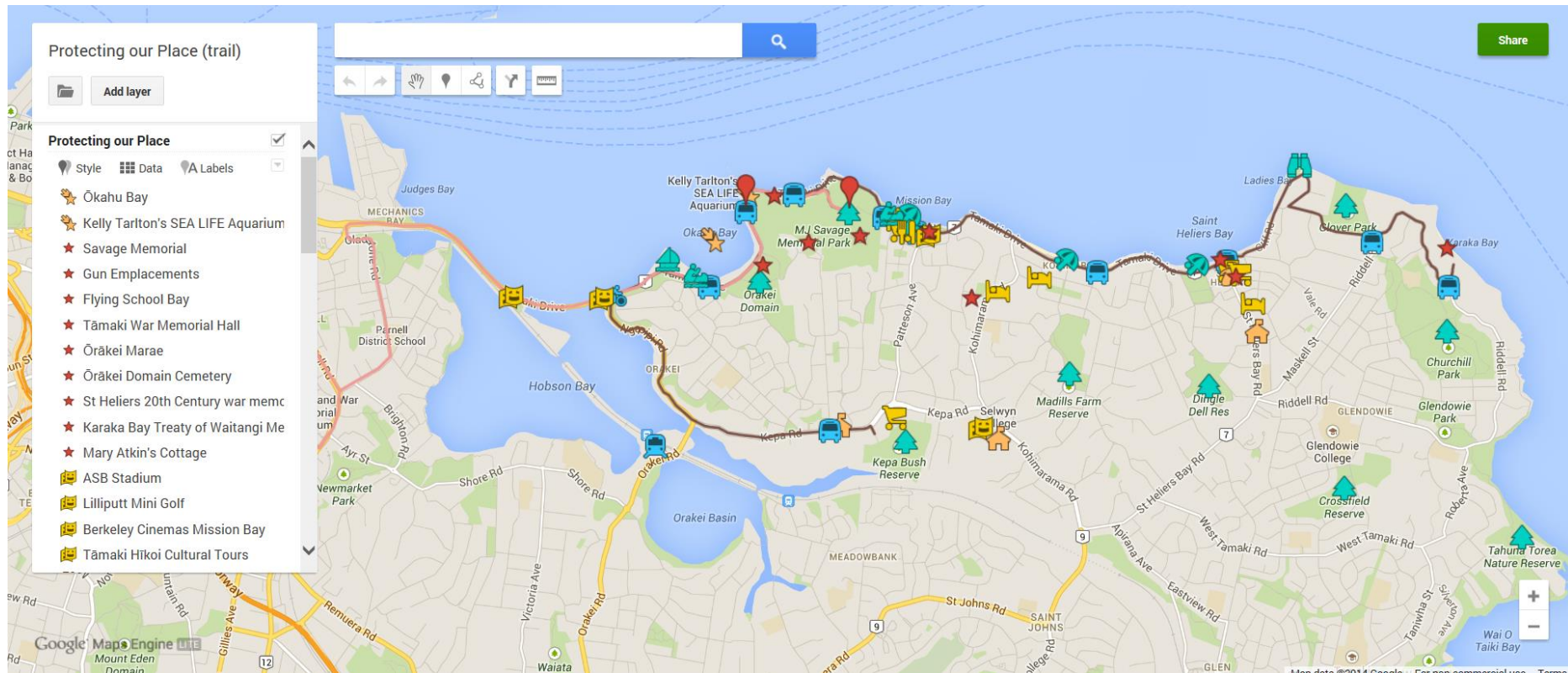
## Ōrākei - Get Local Podcast and Video Suggestions - Ellerslie

- *The Minister* explains the links between the Anglican Church here and Whitby in Yorkshire
- *The organic store manager* talks about why people come from miles around to buy at their shop in Ellerslie
- *Local residents* at a cafe talk about the delicious food, and what they love about Ellerslie
- *An old hand* at the Race Course talks about the historic stables and the buzz around Race Day
- *A local family* talks about the Waatarua reserve and the various birds that they see there
- *Town centre manager Sally Eustace* talks about the Bridge of Memories and the mosaic storyboard
- *Someone from Ellerslie* talks about the story of the Singing Caves on the Racecourse site
- *A community member from the organic garden* explains all about the 'green organic' image of Ellerslie and how it is to live in Ellerslie
- *Local residents* talk about how Ellerslie used to look like (e.g. describing their memories of the architectural building)

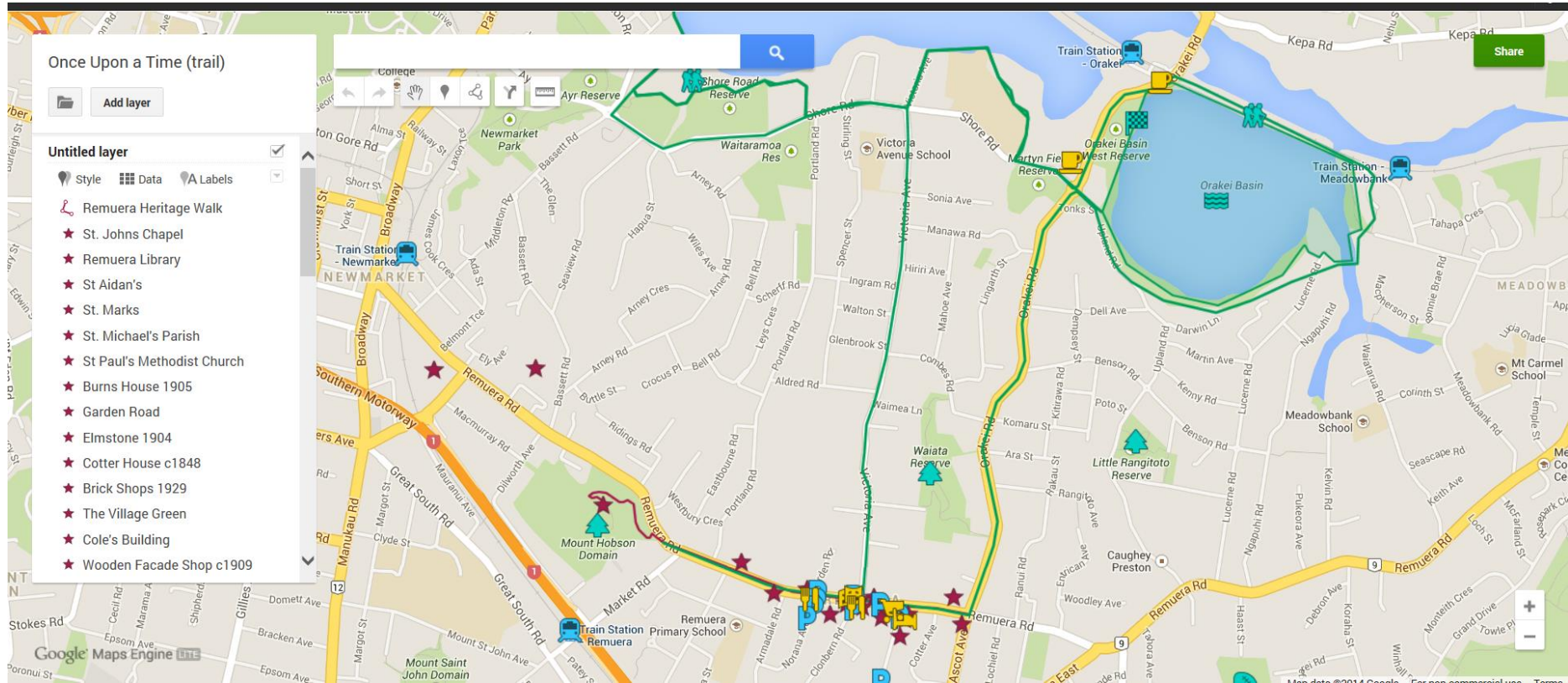


## Links to Themed Maps / Trail suggestions

Tamaki Drive: *Protecting Our Place* – trail - <https://mapsengine.google.com/map/edit?mid=zeGAR5CgIXAA.kHuf1Qdiq3VE>



Remuera *Once Upon a Time* - <https://mapsengine.google.com/map/edit?mid=Zr890uGNpJUK.k63Bvbw3corU>



Ellerslie:

*Hoof prints and Heritage*

<https://mapsengine.google.com/map/edit?mid=Zr890uGNpJUK.kgWFDx0jI-10>

