

# Summary

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Orakei Visitor Strategy research programme

Phase 3 – Immediate Outcomes

**Building online content and local ‘sense of place’**

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Prepared for

Orakei Local Board

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## Introduction

In 2013 NZTRI commenced work with the Orakei Local Board on a research programme designed to inform the development of a three-year strategic tourism development plan for the Orakei Ward. Specifically, the geographic area covered by this research incorporates the following three local areas of the Orākei Ward: Tamaki Drive precinct (from Okahu Bay, Mission Bay, Kohimarama through to St Heliers), Remuera and Ellerslie. The Orakei Visitor Strategy Research Programme has, so far, involved two phases:

- Phase 1:** The development of a tourism reference group (Visitor Strategy Group); a local tourism audit (online and on-site) and a 'snapshot' Visitor Survey.
- Phase 2:** A continuation of the Visitor Survey through to 30 April 2013, and a Business Survey.

Phases 1 and 2 achieved the following:

- Established a tourism reference group (the Orakei Visitor Strategy Group (VSG) made up of key individuals, industry leaders, and local stakeholders who have given input into, and will continue to guide, the development of the Orakei Visitor Strategy 2014-2017.
- Completed a tourism audit of the three local areas to understand how 'visible' each location is online. Onsite visits were also made to each location to understand the physical experience of visiting each area.
- Set in place a decision-support system that includes business and visitor 'tourism performance' surveys to provide stakeholder and market data to underpin the Strategy.

Research findings highlighted an opportunity to encourage visitors to stay longer, and spend more time (and money) in each local area by offering better visitor information (online and on-site) and a broader range of 'things to do' that include, but are not limited to, eating, drinking and shopping. There was a shared need to enhance the online information available about each 'place' and to improve web linkages.

In Phase 3, NZTRI has adopted a strategic and results-oriented approach that incorporates several immediate actionable outcomes prior to Strategy development. This document presents activities and achievements of Phase Three 'Immediate Outcomes'. A set of Appendices (1-6) contain the data and detailed content that support this summary.

## Immediate Outcomes

There were some clear outcomes from Phases 1 and 2 that offered immediate actionable outcomes and a chance to enhance the web presence, build local content, and develop local 'sense of place' for all three local areas.

Local stories and knowledge create a sense of place, creating an appeal for visitors and a reason to 'slow down' (and spend more) once they arrive. The enhancements to Web content outlined below will address gaps in online information and improve linkages between businesses as well as encourage

ongoing community engagement with the visitor industry. In this way, the visitor can be better informed of ‘what’s on’, ‘things to do’ and ‘where to go’ and to know more about the people and places of the Orakei Ward.

**Action items:**

To enhance the web presence and develop local sense of place for the three local areas, work has been completed in three locality specific stages (Figure 1).

Figure 1: Phase 3 Proposed Locality Specific Stages



**Optimised existing resources and stimulated local networks:**

- *Created new and enhanced existing Wikipedia content*

Improvements were made to seven Wikipedia pages. This was done on the premise that when someone searches for information on a particular ‘place’, the first result returned on search engines such as Google, is often the Wikipedia link for that location. The work with Wikipedia was designed to strengthen the available information for each of these ‘places’ and also strengthen internal and external links for each Wikipedia page developed.

NZTRI has created new Wikipedia pages for Tamaki Drive and \*Okahu Bay and further developed and enhanced Wikipedia content for Mission Bay, Kohimarama, St Heliers, Remuera and Ellerslie. NB: \*The Wikipedia page for Okahu Bay will go ‘live’ once approval of content is received from elders of Ngati Whatua o Orakei. All other pages have been reviewed by Dr Jane Legget (Auckland Museum and NZTRI Associate Director) as well as local stakeholders, and uploaded – they are now ‘live’. Well-referenced information was added and errors were corrected.

Categories for content development included:

- |  |                                |
|--|--------------------------------|
| History and heritage information         | Popular Culture                |
| Tourism                                  | Notable Buildings              |
| Heritage Walks                           | Notable Residents              |
| Geography                                | Education & Schools            |
| Landmarks & features (natural and built) | Parks, Sports & Sports fields, |
| Māori                                    | Politics                       |
| Transport                                | Sports                         |

Reference material was collected from libraries, heritage sites and credible online sources, and permissions to use images obtained. This was followed by an internal quality review and verification process to strengthen content about each of the seven local areas and avoid ‘place’ pages being closed

by Wikipedia editors. Uploading to Wikipedia was completed and then monitored for editor review comments. Amendments were made and finalised with Wikipedia editors. [Appendix 1](#) includes all Wikipedia content, verified references and approved external links as well as 'before' and 'after' shots of NZTRI enhancements.

- *Identified useful web linkages and resource links*

For each of the three localities, NZTRI identified and created a list of links to local resources that can be used to build reciprocal linkages between businesses, community groups, with surrounding attractions and places of interest, and other websites in order to strengthen the online web presence. [Appendix 2](#) provides suggestions for resource links for each area. These lists are not exhaustive but they provide an excellent base to build upon. All Business Associations and members of the Orakei Visitor Strategy group have been encouraged to add these links to their websites to improve visitor information and linkages.

- *Developed Networks*

There is an amalgam of integrated products and services that make up the visitor experience. In all three localities, there are indeed significant resources and attractors that could be better leveraged from to provide locals and visitors alike with a broader variety of things to do and encourage them to slow down, stay longer and spend more. To do so requires a good level of cohesiveness within - and across - these local areas. Networks and relationships are critical factors that affect the experience to consumers and have a significant influence on the distribution of economic advantage at a sub-regional or local level.

A sub-group of the VSG was formed to focus on Tamaki Drive and NZTRI met with them as a group and as individuals on a number of occasions to develop ideas for the themed trails and activities - as well as the podcasts, maps and videos. The Tamaki Drive group consists of:

- Phil McGowan, Kelly Tarltons
- Megan Burgess – Mission Bay Business Association
- Wendy Caspersonn – St Heliers Business Association
- Tupara Morrison – Ngati Whatua o Orakei (Whai Maia)

In Remuera, Laura Carr (Manager of the Remuera Business Association) convened a meeting of local residents, representatives of community groups, and business owners/operators and NZTRI to discuss the visitor strategy research programme and to generate ideas for Phase 3 themed activities. As a result of this meeting, several people participated in the podcasts and videos and made suggestions for local events. In Ellerslie, Sally Eustace (Manager of the Ellerslie Business Association) participated in videos related to local history. These key individuals mobilised locals (businesses and community) to participate in research activities. They also contributed significantly to the research in other ways:

- By contributing local knowledge to select and develop themes for maps and trails
- By providing input and feedback on the development of Wikipedia pages
- By attending meetings with NZTRI and others to provide input for local 'stories' to be told in podcasts and videos.

- By participating in the development of the podcasts and videos

Groups suggested people to contact and preferences for themes. NZTRI discussed the use of a mobile application (e.g. [www.STORY.com](http://www.STORY.com)) with the Tamaki Drive group and ways this could be successfully applied to a themed trail. The Remuera group also discussed this as an option as their heritage trail has QR codes already. St Heliers Business Association have a similar initiative underway to create QR codes to enhance on-site information for visitors and locals. Filming and interviewing then began following recommendations from these meetings.

In each local area, key groups (business and community) and individuals who can, over time, develop and add localised content were added to a database that categorised people into business activities, special interest groups etc - see [Appendix 5](#). NZTRI will invite those who participated in Phase 3 activities, as well as those listed on these databases to a June workshop where participants will be able to learn how to make similar enhancements to content that portrays their 'place' online. The aim of the workshop is to impart skills to encourage ongoing and sustained user-generated content development.

### **Built on existing, and developed new themed experiences: trails, walks and activities**

NZTRI worked with local stakeholders to develop ideas for new themed experiences including trails and activities. Each location/group was then asked to select themes for Google maps to be developed that can be linked to from any website, mobile application, through social media etc. [Appendix 3](#) lists the options for new themed experiences and the following were selected:

- **Tamaki Drive - *Protecting our Place*** – this group made the most progress and combined aspects of several themes outlined in [Appendix 3](#) to come up with a theme that highlights the Tamaki Drive area as being integral to the defence and protection of Auckland. The '*Protecting Our Place*' theme links sites used by Māori and military defence forces that were built to protect the people and natural resources of the Auckland area, and covers Māori settlements, pre-colonial and WWI and WW II related built heritage sites on and around Tāmaki Drive. Ngati Whatua o Orakei (Whai Maia) state that the themes should be developed with respect for war dead; many of whom were Maori.

*'Protecting our Place'* is a concept that will underpin the development of 'themed' experiences along Tamaki Drive and the surrounding urban areas focused on preserving and sharing cultural and natural heritage, to provide benefits to local businesses, host communities and visitors alike. In association with NZTRI, the Tamaki Drive group developed a draft pre-concept note to document ideas for future development of 'Protecting our Place' ([Appendix 6](#)). They see this as the first 'product' they can develop from the ideas given in [Appendix 3](#) – and from other aspects of the Phase 3 activities.

- **Remeura – *Once Upon a Time*** – A number of suggestions outlined in [Appendix 3](#) were blended together to create this theme. The theme focuses on the built and natural environment and the rich heritage and stories of Remeura. The Business Association would particularly like to attract families and young people to Remuera and linked to local Plunket groups and young families to feature in videos – showing some of the great parks and walkways of this urban area. The meeting of the Remeura group included representatives from the newly formed Remeura Residents

Association, a member of Remuera Heritage and Librarian at Remeura Library, local parents, a long-term resident who is an architect, and another who is a real estate agent with a sound understanding of many of the heritage buildings and homes in the area. *Once upon a time* could include a walking trail and themed activities (e.g. storytelling, games) that focus on the history, heritage buildings and parks to be found in this elegant suburb with links to the Remeura Heritage Trail through the Remeura shopping precinct. Local stories could also be written for or by children and told at the Library, or in parks and playgrounds – especially those around retail areas.

In NZTRI's Phase 1 research, mystery visitors saw merit in linking the retail area to Mt Hobson as well as the residential areas (Victoria Avenue etc) which they considered great for walking and cycling. The map in Appendix 3 links the retail area, the Remuera Heritage Trail, Victoria Avenue, and the Hobson Bay and Orakei Basin areas to broaden the experience for visitors.

- **Ellerslie – *Hoof prints and Heritage***. An equine theme for Ellerslie will help to connect to the race course, build on Ellerslie's history associated with the horse, and give a better *sense* of Ellerslie – and of its close community. 'Hoof prints and Heritage' could include a horseshoe shaped trail that connects the Ellerslie shopping area with the Auckland Racing Club and the race course to discover the rich history and heritage of Ellerslie. Visitors and locals can 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 hoof print or horseshoe and/or key points identified with a hoof print logo.

The visitor survey for Ellerslie reflected that a good deal of visitor 'spend' in Ellerslie was at several speciality stores that had an 'organic' aspect to them e.g. Ceres organics, the organic butcher. NZTRI also recommends that the *Hoof prints and Heritage* theme be extended to include this element of 'organics' and some of the 'green' spaces that are in close proximity to Ellerslie (e.g. Derby Downs, Papatuanuku ki Taurangi Community Organic Garden, Remuera Golf Club etc) as well as the speciality organic stores.

See [Appendix 3](#) for links to the Google maps for each location.

### **Collected and communicated 'our stories'**

Lists were developed for Tamaki Drive Remuera and Ellerslie that are aligned to the themed experiences for each area. A total of 18 videos and podcast 'projects' (topics and scripts/descriptions) were created. This was followed by a process of identifying local business owners, key individuals and/or residents to 'attach' to each of the podcast or video projects. When local storytellers were identified for each podcast/video, they were contacted and invited to participate. All contributed input to further develop the projects, or came up with their own ideas based on their own local knowledge. Data capture (recording podcasts, videos etc) began and editing was mostly completed by 28 May 2014. *Audacity* audio editing software was used for the podcasts and Adobe Premiere and Windows Movie Maker to edit the videos.

Windows Move Maker is free to download and easy to use. These applications were used as their ease of access and use supports on-going user-generated content by local stakeholders to continue and create other videos, podcasts and digital assets. [Appendix 4](#) is a list of podcast and video projects and descriptions, details of local storytellers, and links to these digital assets.

Below are several examples of the way local business owners/operators, residents and community groups got involved with storytelling and promoting 'our place' in the videos and podcasts:



Ian Ferguson from Ferg's Kayaks donated the use of his kayaks and participated in a video about Okahu Bay and having fun on the water at Mission Bay. Phil McGowan from Kelly Tarlton's Sea Life Aquarium spoke of conservation efforts in

the area to protect the coastal and marine environment. It is hoped that Ian Ferguson will join Phil McGowan and the Tamaki Drive visitor strategy group in time to come.

Megan Burgess in Mission Bay participated in a video in front of the Mission House and told us what



is unique about Mission Bay. Sally Hughes from *Save our St Heliers* recorded a podcast about the uniqueness of St Heliers village, and the outstanding community support she had had to protect its character.

Graham Burgess is 96, he is a St Heliers resident and WW2 veteran. Graham worked with NZTRI to record a podcast about HMS Achilles and Achilles Point in St Heliers; the Battle of the River Plate and his memories of the war as well as his fond memories of St Heliers.



Audrey Williams a local resident in Remuera offered to showcase Little Rangitoto Reserve as a great place for families to play and spend time with each other. With written permission, we filmed her family having fun on a Sunday afternoon in the park, which was busy with families enjoying the green space. Audrey also connected to other locals and/or recommended people she knew who would have good local knowledge and stories to tell e.g. her 90 year old neighbour who has lived in Remuera all her life and had just finished writing her memoirs; and another neighbour who is living in the same house in Remuera as three generations before her.



Sue Jackson is a member of the Remeura Heritage Incorporated Society and Librarian at Remuera Library. To connect to Mt Hobson, Sue recalled a quote from Captain Hobson in one of her books. Morgan Bostwick who is a member of staff at the library read this out for a podcast which is used to tell the story behind the name of Mt Hobson and also highlight the spectacular views from the top. We then met with Sue and



recorded an interview about the Remuera library building, its significance and what she loves about living in Remuera – including a video of the walk around Orakei Basin and the birdlife there.

Sally Eustace from the Ellerslie Business Association recorded a video about Ellerslie’s history and the iconic Bridge of Memories. A long-term and passionate Ellerslie local resident, Edgar Henson,



recorded a podcast about Ellerslie’s developments over the past 30 years and shared his love of his village. Another resident of Ellerslie spoke of her memories of living in Ellerslie and the race course.

The Sisters of Mercy recorded a podcast/video about their volunteer organic garden. The garden is open for visitors, and volunteers to help in the garden are particularly welcome. The

Sisters were very enthusiastic about the prospect of up-skilling in Wikipedia, learning how to create podcasts and using social media, and indicated that they would attend the workshop.

### **Built human capital**

In June 2014, NZTRI will conduct a ‘What’s on the Web about us’ workshop. The workshop is designed to build local capacity with local residents business owners/operators, and representatives from various community groups learning new ways to become active content providers. During our engagement activities (for example to create podcasts and videos with local businesses, residents and community groups), we received requests to learn how to:

- Create a listing on [www.newzealand.com](http://www.newzealand.com) and to write ‘articles’ about local areas
- Tips on how to enhance Wikipedia content and create new pages
- How to create a simple podcast and edit using Audacity editing software
- How to add to the Google maps and create new ones
- How to use ‘Appendix 2’ and add links to useful resources for visitors on a variety of websites
- Tips for using social media including Facebook, Twitter, YouTube, and blogs to promote the local retail and surrounding areas.

### **Moving forward:**

**Continue the collection of ‘our stories’:** the story-telling aspects of Phase 3 gave local businesses, residents and community groups a useful ‘point of collaboration’ and a catalyst for the first steps towards business networking, and community engagement with the visitor industry. To continue the collaboration, participants expressed interest in creating more ‘stories’ to enhance online content about ‘their’ place. The June workshop will build on the momentum gained to-date and develop skills to encourage ongoing content generation.

At one of the meetings with NZTRI, a decision was made by Tupara (Ngati Whatua) and Phil (Kelly Tarlton’s) to work together to submit a Tourism Growth Partnership application to develop and commercialise aspects of the themed trails and experiences, as well as create 20-30 additional videos and other digital assets to promote Tamaki Drive. The Tamaki Drive group request support to *drive* and coordinate the latter.

## Appendices

There are six Appendices that support this Summary Report. These are provided as individual files to enable easy dissemination of various documents, digital assets, and materials associated with this research. All Appendices and digital assets will be uploaded to an online repository e.g. Google Docs or Dropbox, and a CD ROM / data disk will be submitted with this report. Soft copies have also been sent to Orakei Local Board via email.

Appendix 1: Wikipedia content

Appendix 2: Web linkages and resource links

Appendix 3: Themed experiences: trails, (Google maps), walks and activities

Appendix 4: 'Our stories' – videos, podcasts

Appendix 5: Database

Appendix 6: Draft Pre-Concept note – *Protecting Our Place* – Tamaki Drive