



Pre-concept note

DRAFT only – for review and development with
Tamaki Drive visitor strategy reference group

Protecting Our Place Tāmaki Drive, Ōrākei

Explore Tāmaki Drive and discover a heritage worth protecting

The purpose of this document is simply to articulate ideas for themed experiences along Tamaki Drive and the surrounding areas that have emerged from research commissioned by the Orakei Local Board in 2013 and 2014. The research was conducted by the New Zealand Tourism Research Institute (NZTRI) at the Auckland University of Technology (AUT) and will be used to inform the development of the Orakei Visitor Strategy (to be delivered in July 2014). A number of core themes emerged from the results of a visitor survey and a local tourism audit in the Tamaki Drive area. These themes are encapsulated in the ideas below and are designed to: enhance the local ‘sense of place’ of Tamaki Drive, build yield by enhancing the visitor experience, and strengthen business networking and community engagement with the visitor industry.

Vision

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 WW I and WW II related built heritage sites on and around Tāmaki Drive. Develop 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 residents, host communities and visitors alike. For example, a trail and a set of related activities will improve linkages between parks and walkways, and cultural and heritage attractions, creating a distinctive sense of place for visitors and locals. The concept of ‘Protecting Our Place’ will, over time, broaden to include information, events, activities and storytelling associated with: protecting our culture and Whenua Rangatira,

protecting our oceans and sea life, flora and fauna, protecting our land and our heritage, protecting our art deco and heritage buildings in Mission Bay and St Heliers, etc.

A trail will cater for different interests by offering walking, biking and kayaking options – telling the same stories but from different perspectives. Aspects of the trail will be identified as suitable for those people who have disabilities and enable all locals and visitors opportunities to enjoy the many enriching experiences on offer along Tamaki Drive.

Additionally the trail can link to the World War I commemorations being marked across New Zealand from 1914-1919 (<http://ww100.govt.nz>). Furthermore ‘Protecting our Place’ could become part of the 175th Anniversary of the establishment of Auckland in 2015, which highlights and celebrates Auckland’s diverse history.

Points of Interest include:

- Ōrākei Domain Cemetery/ Ōkahu Bay
- Kelly Tarlton's SEA LIFE Aquarium
- Takaparawhau/ Bastion Point
- Ōrākei Marae
- Michael Joseph Savage Memorial
- Gun Emplacements
- Flying School Bay/ Mission Bay
- Art Deco Mission Bay
- RSA Ōrākei and St Heliers
- Kēpa’s Bush reserve
- St Heliers 20th century war memorial seats and flagpole
- Tāmaki War Memorial Hall
- Achilles Point
- Glover Park
- Karaka Bay Treaty of Waitangi Memorial

(For further description see the Appendix and Google maps created by NZTRI)

Goals & Objectives

- Local narratives to gather memories, history and information about ‘Our’ place: Collect and share local information and stories by placing a focus on the cultural and historical significance of the natural and built environment, which can create a ‘sense of place’ that will appeal to the visitor and give them a reason to ‘slow down’, stay longer and spend more time (and money)
- Encourage the use of local resources in a way that enhances economic opportunities and improves business and community well-being in a sustainable way.
- Stimulate local engagement between business owners/operators and local residents and community groups in the development of the ‘*Protecting Our Place*’ theme. Include events, activities and a trail to create stronger local networks of collaboration, leading to an increased understanding of the visitor economy and enhanced business performance.

- Protect and promote cultural and natural heritage, by conserving local history, heritage landmarks and the natural environment by passing on knowledge to younger generations, local residents, and visitors (international, domestic, and intra-regional).

The Host Community Experience

‘Protecting Our Place’ will provide an opportunity for residents to get to know more about Orakei and its rich history. This will encourage locals to explore areas which they might not otherwise discover. It will also encourage local residents to get and see their own special part of Auckland – and take their visiting friends and relatives with them. Local knowledge of natural and cultural treasures helps to build a strong sense of local identity and community pride. This in turn encourages a greater appreciation the environment and commitment to maintain those features which make Tāmaki Drive distinct.

Raising the profile of Tāmaki Drive as an area of interest and activity brings more business to the area. Aucklanders, domestic and international visitors will find that there is more to the area than the beach and venture into commercial as well as heritage areas, with the consequent foot traffic able to support local businesses. The proposed Trail will contribute to Tāmaki Drive becoming a more recognizable and rewarding destination on the visitor map of Auckland.

The Visitor Experience

The concept and trail will offer a variety of experiences = events, activities - which users can combine and tailor to their own interests and circumstances depending on the season, time available, fitness, interests and the nature of group on the outing. Cultural and heritage aspects of the *Protecting Our Place* theme will appeal to high value visitors from Asia and elsewhere. Trail followers can pick and choose length of route, mode of transport, refreshment stops, shopping opportunities, deeper discoveries, and will be able to revisit the trail, taking a different approach next time, and combining different activities. Insights into history, nature and local attractions and services will be available on-site, online and in print. The information provided will highlight places and activities which locals love, delivered in user friendly ways that reflect the generous spirit and pride of residents old and new.

Linkages and further ideas (notes from last meeting)

- Linkage to Rangitoto - history
- Use Motutapu/Rangitoto model for development
- A continuum from ‘free’ freedom walks to ‘paid’ guided walks, tours, kayak activities
- Include downloads images, videos, text, podcasts e.g. Apps and GPS
- Link to Wharewaka, waka precinct, waka and paddling centre

- Walk, cycle, kayak – integrate land and sea
- Maintain intrinsic value and provide for public appreciation of this area of Auckland, important in terms of coastal defence.
- Tourism – popularity of seeing native wildlife in a natural environment – focus should be on places for education, understanding, sharing worldviews
- Focus on increasing yield per visitor and not on numbers of visitors
- add/link kayaking tour operator Fergs Kayaks
- Have consistent and welcoming signage
- Storytelling is important – the stories of Orakei as a sub-region of Auckland
- Important for Tamaki Hikoi - A guided walk and cultural tourism product – link to Tourism Growth Partnership
- Encourage Explorer Bus to bring people from CBD
- Possible starting point of trail could be the water centre at the landing
- Tamaki Driver tourism and hospitality awards (outstanding customer service)

Potential activities associated with ‘Protecting Our Place’

- Listen to Local narratives and memories with information about ‘our’ history
- Library events in St Heliers
- Cycling
- Kayaking and Stand Up Paddling
- Torch and lights – kayaking, walking, exploring
- Exploring parks, walkways and natural areas
- Local scouts and girl guide groups – preparing foods of a bygone era
- Geocaching (e.g.) treasure hunt for kids

[\(for further development\)](#)

Audience and target market

Protecting Our Place will provide a unique set of niche experiences and target groups ranging from families, to age groups 24+ and to people with disabilities. It does so by including different elements e.g. a trail with geocaching (treasure hunt) for kids, and by making the trail accessible by land and sea. The concept is constructed not only to attract international visitors, but also domestic visitors and includes residents from other parts of Auckland.

Governance/ Coordination/ Leadership

- Tamaki Drive Visitor Strategy reference group
- NZTRI/AUT
- Auckland Museum in time to come (Dr Jane Legget)
- Orakei Local Board and potentially ATEED

Guiding Values & Principles, Worldview, and Interpretation

The development of themed activities, although small in scale, adds to a broader context. First of all it is guided by two key values (recognized by the new Tourism 2025 framework and the Auckland Visitor Plan).

- Kaitiakitanga: guardianship and sustainable management of natural and built resources of collective benefit to current and future generations.
- Manaakitanga: a generous spirit of sharing exceptional hospitality, knowledge and beliefs, on the basis of mutual respect between host and visitor.
- **Protecting Our Place** Links to the Auckland Visitor Plan in the following ways (Strategic Goals):
 1. **Improve marketing and distribution** – by mobilizing local residents and businesses in the marketing mix; by using innovative mobile technologies to support way-finding through and around Tamaki Drive; by integrating local storytellers and enhancing links between locals and visitors.
 2. **Increase yield from key segments** – local residents and the links to VFR, education, leverage VFR opportunities
 5. **Form strategic alliances**: Tamaki Drive VSG, develop authentic cultural experiences (Maori, Pakeha, Asian and other ethnicities).
 6. **Develop attractors**
 7. **Enhance Auckland’s fabric** – encourage Aucklanders to get out and see their own place and understand more about the places we live.
 8. **Improve visitor information and service levels**

Protecting Our Place Links to the Tourism 2025 framework in the following ways:

Insights based: The concept has emerged from an empirical (research) base with visitor survey research conducted in 2013, as well as a local tourism audit. NZTRI developed the visitor and business surveys so that they would continue to be useful barometers to understand the value of the visitor (expenditure, demographics, behaviours, satisfaction/dissatisfaction etc).

Visitor Experience – The concept responds to a gap in visitor satisfaction – or more specifically, dissatisfaction in terms of a lack of opportunities to enjoy the natural environment and to participate in cultural activities related to Maori; and the heritage and history of the area.

Key areas of the Tourism 2025 summary document that are relevant include:

New Zealand's competitive advantage Tamaki Drive and the natural environment (land, sea, parks, walkways, reserves) our natural environment is a valuable asset and a compelling reason why international visitors choose our country over others.

Advocating for the natural environment – Kelly Tarltons, Ngati Whatua o Orakei and Tamaki Hikoi,

Maori culture gives New Zealand a distinct identity on the global stage. Tourism experiences which share Maori history, culture and tradition with visitors provide a point of difference that complement our environmental offering and set us apart from our many of our competitors.

The importance of outstanding customer service: the tourism and hospitality awards will reward outstanding customer service by local retailers, bars, cafes and restaurants and tourism businesses.

Benefits and appeal:

- To the people of Ōrākei Local Board area and Tāmaki Makaurau
- To iwi
- To the region/ locals in Tāmaki Drive, Remuera and Ellerslie
- To the Visitor (international, domestic, intra-regional and local)
- To local businesses (shops, restaurants, cafes, tour operators, rentals etc.)
- To local organizations such as Save our St Heliers
- To people and families within the RSA
- To Auckland Transport, Explorer Bus etc.
- To other visitor attractions in the area e.g. Kelly Tarlton's

Digital resources

- Apps and GPS e.g. www.STORY.com to house videos and podcasts Google maps
- Image library
- podcasts
- videos

Phases of development – Phase One

No infrastructure required to begin with as the concept will simply have its genesis as a Google map with some associated web content (podcasts, videos, pictures) etc told by local story tellers – all will be freely available to visitors via local sites e.g. Kelly Tarlton's, Mission Bay Bus., etc. BUT Tupara/ Ngati Whatua Whai Maia can see the commercial potential of the idea and Wendy at St Heliers Business Association can see alignment with their Heritage Trail. Megan Burgess would like to see a link with the sea and suggested the kayak trail. For immediate development:

Videos & Podcasts *Protecting Our Place*

- Video 1: Kelly Tarlton's – defenders of the oceans
 - Who: Phil McGowan and a local as interviewer (storytellers)
 - What: the story of Kelly Tarlton's ? Protecting our oceans and sea life
 - Where: Kelly Tarlton's outside and inside interview, in front of building and inside underwater tunnels.
- Video 2: Achilles Point and The Battle of the River Plate
 - Who: ex-naval from RSA and a local as interviewer (storytellers) or Jane Legget (NZTRI)
 - What: HMS Achilles and the Battle of the River Plate
 - Where: Achilles Point on the east side of Ladies Bay with views of the Waitemata Harbour and the Gulf Islands
- Video 3: Protecting Our Place – Takaparawhau (Occupation of Bastion Point)
 - Who: Joe Hawke and Keri-Anne Wikitera (local and NZTRI)
 - What: the occupation at Takaparawhau (Bastion Point) and what this means for Ngāti Whātua today
 - Where: Bastion Point
- Video 4: Mission Bay – the Landing, The Flying School, the theatre, art deco, fountain, Mission House

NB: NZTRI will run a workshop to build local capacity to sustain local content generation.

Appendix

<p>Ōrākei Domain Cemetery/ Ōkahu Bay</p>	<p>The land around Ōkahu Bay is traditionally owned by Ngāti Whātua. This altered after the signing of the Treaty of Waitangi. The Ngāti Whātua chief signed the Treaty in 1840, hoping that this would protect the land of his people. The relocation of New Zealand’s capital from Russell to Auckland meant that there was extra pressure for land in the area. Ngāti Whātua sold their land to the British Crown for a fraction of its real worth and by 1850 most of the iwi’s land in Auckland was gone. By 1900 Ngāti Whātua were reduced to living at Ōkahu Bay, which was their tribal base. In 1951 Ngāti Whātua were systematically evicted from Ōkahu Bay. Today, only the church and the cemetery remain.</p>
<p>Kelly Tarlton's SEA LIFE Aquarium</p>	<p>Telling the story of the building that houses Kelly Tarlton’s today and the link it has to HMS Achilles (by Philip McGowan). The Sea Life Aquarium highlights the importance of New Zealand’s marine species and their conservation.</p>
<p>Takaparawhau/ Bastion Point</p>	<p>Takaparawhau, located on the west end of the Mission Bay, had strategic importance for both Māori and Pākehā. Its commanding view over the entrance to the Waitematā Harbour made it a key site for the defence of Māori settlements and later of Auckland City.</p>
<p>Ōrākei Marae</p>	<p>This is the only ancestral marae located on the central Tāmaki isthmus. The marae and its people have played a central role in New Zealand’s recent Treaty settlement history</p>
<p>Michael Joseph Savage Memorial</p>	<p>Michael Joseph Savage Memorial is a popular site for locals and visitors. The grounds and gardens are immaculate and there are information plaques in commemoration of Michael Joseph Savage. From here, the shopping centre of Mission Bay is just a short walk from the western end of Mission Bay.</p>
<p>Gun & Searchlight Emplacements (located on the land side along Tamaki Drive) Illuminated at night</p>	<p>The colonial government sited first defensive infrastructure for Auckland here as Fort Bastion in 1886, to serve as a parallel installation to the establishment of batteries and submarine mining stations at North Head on the Harbour’s northern entrance. This action was prompted by a rumoured threat of a Russian warship. Updated to defend the growing city in WW I, other guns were installed, but none were fired except in training. By WW II this area was again an active military site, traces of which remain visible today (e.g. The Gun Emplacements are below Bastion Point).</p>
<p>Flying School Bay/ Mission Bay</p>	<p>From 1915 until the end of the 1920s the pioneering Walsh Brothers located their flying school here, and for many years they used the bay as a landing area for their seaplanes. During this time they reputedly</p>

	<p>trained at least a third of the New Zealand's pilots active during the First World War. Hence, Mission Bay was also known as 'Flying School Bay'.</p>
<p>RSA St Heliers and Ōrākei</p>	<p>Officially, the RSA was formed in New Zealand in 1916 by returning ANZACs to provide support and comfort for service men and women and their families in WW I. Today, people still join as ex-service men and women or because they want to connect with the values they foster. RSA Ōrākei is a great place to socialise with the local community and get to know more about them and their stories</p>
<p>Kepa's Bush reserve</p>	<p>Although Mission Bay is prominent as a beach resort, the suburb is also home to the Kepa Bush Reserve, situated on the banks of Purewa Creek which flows past Ōrākei Basin into Hobson Bay. The reserve is a precious pocket of native bush bustling with bird life during the day and serene with glow-worms in the gully near the main entrance at night. The reserve honours the memory of Te Keepa Te Rangihwinui, a Māori military commander and ally of the government forces during the New Zealand Wars. He is also known as Te Keepa, Major Keepa or Major Kemp. During the New Zealand wars of the 1860s he fought for government forces against Te Kooti and Titokowaru.</p>
<p>St Heliers 20th century war memorial seats and flagpole</p>	<p>An interesting war memorial, but currently hidden from the beach front. A plaque honours people from the area who fought in the wars of the twentieth century.</p>
<p>Tāmaki War Memorial Hall</p>	<p>Roll of Honour board in the Tāmaki War Memorial Hall, St Heliers. The board lists staff from L.J. Keys Ltd who served overseas during the Second World War. L.J. Keys Ltd was an Auckland bus company started by Leonard John Keys in 1914.</p>
<p>Achilles Point</p>	<p>Achilles Point offers great views of the Waitematā Harbour, and the Hauraki Gulf Islands. The area used to be called Te Pane O Horoiwi (the head of Horoiwi) after one of the chiefs of the Tainui canoe. In 1940 it was named Achilles Point in honour of the New Zealand battleship HMS Achilles and her crew. The Achilles opened fire on the German cruiser Admiral Graf Spee in the South Atlantic on 13 December 1939. In doing so she became the first New Zealand unit to strike a blow at the enemy in WW II, and the first New Zealand warship to take part in a naval battle. This confrontation off Argentina was later known as the Battle of the River Plate, the first major naval engagement of WW II, during which the Achilles defeated the Admiral Graf Spee.</p>
<p>Glover Park</p>	<p>St Heliers has one relatively unknown volcano, a maar of unknown age. Its crater had formed a swamp by the time European settlers arrived in the area. On the seaward side, a Māori defended settlement (pā) once stood, and the landward side is marked by the water tower at its</p>

	<p>highest point. Auckland City Council acquired the land in the 1930s and in 1953 half the area was drained and consolidated. In the same year the Tāmaki Ex-Servicemen’s Women’s Auxiliary planted trees to commemorate the men of the district who had lost their lives during WW II.</p>
<p>Karaka Bay Treaty of Waitangi Memorial</p>	<p>Karaka Bay in St Heliers has an important history. To enhance information available online for locals and visitors it would be best to partner with Ngāti Whātua o Ōrākei and residents of Karaka Bay. The Bay's most notable feature is the collection of ‘bach’ like houses - some of which are architecturally significant, reflecting the New Zealand tradition of seaside holiday homes.</p>