



Action Plan Summary 2008 - 2009

Promote Dunstan Vision *"Promoting, celebrating and protecting the Dunstan."*

This summary is taken from the Promote Dunstan Action Plan 2008 – 2009. The full document is available upon request. For more information on Promote Dunstan's objectives, please refer to the Promote Dunstan Five Year Strategic Plan.

Where appropriate, some items of the Action Plan Summary are referenced against relevant Community Plans, as per the Central Otago Tourism Strategy 2007-2012 recommendation (p73, *High Priority*): "Community Plans will be used productively, positively and to recognise community aspirations when developing tourism in Central Otago."

<u>Codes:</u>	COTS	Central Otago Tourism Strategy 2007-2012
	CCP	Clyde Community Plan
	SBACP	St Bathans Area Community Plan
	ACP	Alexandra Community Plan
	CPd	Central Prospects (draft)

Outcomes from the 2007 – 2008 Action Plan

1. Central Heritage (1.1): PD launched its ranged of brochures in Ophir on 26 February 2008, celebrating the involvement of the Ophir and St Bathans community.
2. Clyde New Year Party (1.2): popular street event with approximately 2000 attendees. Extended on-street business involvement ensures continuation.
3. Clyde Wine & Food Festival 2008 (1.3): another spectacular success with 2500 glasses sold; similar attendees to 2007 (4,500). Improvements well received.
4. Ferauds Long Lunch (1.4): as part of Thyme Festival. Well-received; requires consolidation as a fixture of the Festival.
5. Develop Vision (2.1): brainstorm and concept shaping session led to the development of the PD vision "Promoting, celebrating and protecting the Dunstan" and Mission Statement. Great achievement for the group.
6. Youth Leadership Scholarship (2.2.1): piggy-backed to the Rotary RYLA scholarship; successful applicant now co-opted to the PD committee for one year.
7. Manuherikia Brochure (3.1.2): new brochure replacing out-of-print previous brochure; incorporates Ida Valley; draft form ready for printing.
8. PD Website (3.3.3): new PD site being drafted for completion in this current year.

9. Blossom Festival Float (4.2): participated in the Festival Procession with our mini trail wagon.
10. Heritage Sponsorship (4.4 & 4.5): Joint committees formed between PD and respective groups with interest in Matau Street and Clyde Railway Station buildings.

Action Plan Summary 2008 - 2009

1.0 Annual Events

All events will align with Promote Dunstan's Waste Minimisation Policy (1.7).

1.1 **Central Heritage: district-wide celebration of our history and built heritage**

Contact: Rory Date: 27 September
Concept: Central Heritage themed float in the Alexandra Blossom Festival Grand Procession, with a local Clyde girl as Princess. To promote heritage awareness.
Ref: CPd Tourism, p3, "Focus on our natural environment & heritage."

1.2 **Clyde New Year's Eve Party: street party in Clyde**

Contact: Clair & Carole Date: 31 December 2008
Concept: Street format with DJ, video slideshow, security, on street bars and food.

1.3 **Clyde Wine & Food Harvest Festival: Clyde**

Contact: Louise Date: 12 April 2009
Concept: Dunstan basin-only wineries, local food producers, stronger branding focus on "Clyde Wine & Food Harvest Festival".
Ref: COTS, p102, "Educate food providers on local wine products & encourage Central Otago operators to use or buy local products." High Priority.
 COTS, p103, "Tourism Central Otago to work with Cellar Door Network to market the wine tourism experience." Medium Priority.

1.4 **Promote Dunstan Long Lunch: Thyme Festival**

Contact: Lisa Date: November 2008
Concept: Long lunch on final day of the Festival.
Budget: Revenue \$1,400 Expense \$2,500

1.5 **Mountain Bike Event**

Contact: Lynda Date: April 2009
Concept: Investigate timing & format of an annual mountain bike event in the Dunstan for family recreation riders. Hold trial event in April 2009 with evaluation.
Ref: CCP, p13, "Explore options for further events in the area." Recommendation.
 COTS, p97, "Ensure that investment in new events occur at the times of the season when there is appropriate capacity for new events while taking into account existing events." Medium priority.
 CPd, Tourism p3, "Focus on our natural environment & heritage."
 CPd, Recreation p10, "Develop walking & cycling opportunities."

1.6 **150th Hartley & Riley Celebration: 2012**

Contact: Selar Date: 2012
Concept: Heritage celebration of first gold strike in Central Otago. Look at Ferauds Festival as part of it.
 Stage 1: concept November 2008

1.7 **Waste Minimisation Policy**

Contact: Clair Date: December 2008

Concept: Establish a policy on Waste Minimisation for all events & participants.

Ref: COTS, p117, "*Waste minimisation should be encouraged at all public events.*" *High priority.*

COTS, p117, "*Support a Zero Waste philosophy.*" *High priority.*

2.0 Professional Development

2.1 Review Strategic Plan

Contact: Clair Date: 2008-2009

Concept: Review and publish the PD Strategic Plan.

2.2 Scholarships

2.2.1 Youth Community Leaders Scholarship

Contact: Karin Date: 2008-2009

Concept: Financial assistance for a young person from the PD area to attend a Youth Community Leaders Scholarship for young people with leadership potential; funded from Wine & Food festival proceeds.

2.2.2 Viticulture / Horticulture Scholarship

Contact: Clair H Date: 2008-2009

Concept: Viticulture / Horticulture Scholarship presented to an applicant from PD area wishing to embark on or further study within those industries; funded from Wine & Food festival proceeds.

3.0 Promotion

3.1 Brochures and Publications

3.1.1 Walk Around series

Contact: Selar Date: November 2008

Concept: Register walks with Southern Heritage Trust, Dunedin, on database of significant Otago walks.

Ref: CPd, Recreation p10, "*Develop walking & cycling opportunities.*"

CCP, p11, "*Promotion of the Clyde heritage trail with links into district or regional touring routes.*" *Recommendation.*

3.1.2 Manuherikia Brochure

Contact: Louise/Selar Date: August 2008

Concept: New brochure of the Manuherikia Valley including more 'active' information & map with inclusion of Ida Valley.

3.1.3 Dunstan Basin Booklet

Contact: Selar Date: TBA

Concept: **Major Project.** Develop booklet similar in format to "Gold Rush to Ross" to sell. User friendly while in area; also take home as souvenir; wider historical information than Self-drive Heritage Brochure; potential for PD income.

Stage 1: establish framework & concept

Stage 2: draft & publication

3.2 Information Kiosks

3.2.1 Clyde Information Kiosk

Contact: Naomi Date: December 2008
Concept: Finalise agreement on placement (October) & installation (December).
 Update displayed information regularly & maintain.

3.2.2 Railhead Information Signage

Contact: Karin Date: TBA
Concept: In association with Rail Trail signage group, investigate appropriate signage at Clyde Railhead to encourage people into Clyde.

3.3 Product

3.3.1 Signage

3.3.1.1 Clyde Lookouts Signage

Contact: Rory Date: 2008-2009
Concept: Refer to Clyde Community Plan; coordinate with interested parties/stakeholders. Seek grants/sponsorship. Use new Central Otago signage templates.
Ref: CCP, p11, "*Development of a project to ensure historic buildings, sites & remnants are recognised, preserved & provide interpretation of heritage aspects of the area.*" Recommendation.
 CCP, p15, "*Create distinctive signage, in keeping with the new Regional Identity specifications, which explains the heritage & stories of the area.*" Recommendation.
 COTS, p119, "*Identify key visitor roadside stopping locations which view iconic sites or have photo opportunities.*" High priority.

3.3.1.2 Road Signage

Contact: Rory Date: 2008-2009
Concept: Refresh State Highway signage approaching Clyde turnoffs. Refer to Clyde Community Plan.
Ref: CCP, p15, "*Create distinctive signage, in keeping with the new Regional Identity specifications, which explains the heritage & stories of the area.*" Recommendation.
 COTS, p119, "*Review main town & rural signage.*" Urgent priority.

3.3.2 Website – www.promotedunstan.org.nz

Contact: Rory Date: Mid-2008
Concept: Online information for area community & visitors; PD information, events, activities & appropriate linkages; Events Calendar.

3.3.2.1 Website Maintenance

Contact: Louise & Rory Date: n/a
Concept: Ongoing costs associated with hosting and administration costs, Clyde and PD sites.

3.3.3 Heritage Trail

Contact: Selar & Carole Date: TBA

Concept: **Major Project.** Interpreting heritage sites from the Self-drive Heritage Brochure with appropriate and informative signage.

Ref: CPd, Heritage p12, “*Develop heritage trails that highlight the heritage & stories of the area with consistent signage & interpretation.*”

COTS, p90, “*Develop an integrated series of heritage trails.*” *High priority.*

CCP, p11, “*Promotion of the Clyde heritage trail with links into district or regional touring routes.*” *Recommendation.*

SBACP, p21, “*Development of a heritage trail linking into district or regional touring routes. This trail would be based on national standards for heritage trails/touring routes.*” *Recommendation.*

ACP, p10, “*Develop a touring route incorporating a range of key heritage sites in the local area & ensure this route has clear signage & appropriate interpretation of the heritage values.*” *Recommendation.*

3.3.4 Record in Time

Contact: Karin & Rory Date: 3 years (2008 – 2010)

Concept: **Major Project.** Produce a progressive photographic record over each decade to show area towns’ progress, development & remaining heritage. Produce online or aural record (available on CD/DVD) for information displays &/or taking away. Investigate use of IT kiosk or similar.

3.4 Partnerships

3.4.1 Tourism Central Otago

Contact: Selar

Purpose: Assist Tourism Central Otago with local & regional tourism promotion.

Method: Mutual representation at meetings where appropriate. Combined Promotion Groups meetings; work with such where possible. Ensure Promote Dunstan activities and information is linked & updated on CODC website.

3.4.2 Contact Energy

Contact: Selar

Purpose: Develop ongoing partnership.

3.4.3 Develop & maintain liaisons with allied bodies

E.g. Community Plan Groups, Visitors Centres, Goldfields Heritage Trust, HPT CO Branch, Rail Trail Trust, CO Art Society, Lodge Dunstan, DOC, CO REAP, Transit NZ, CODC, Community Board, & community groups.

3.4.4 Heritage liaisons

Work in partnership with historic building & village stakeholders, e.g. St Bathans groups, Ophir & Chatto Creek groups, CODC, DOC, Historic Places Trust, Clyde Working Party, individual land & building owners.

Ref: CCP, p11, “*The Clyde Working Party liaise with HPT & other agencies, to ensure historic buildings & trees in the area are included on the Council’s District Plan register of heritage buildings, sites, objects & notable trees.*” *Recommendation.*

4.0 Activities

4.1 Tree Lights

Contact: Carole & Naomi Date: Ongoing
Concept: Lights in tree of Antique Lodge Motel, Clyde.

4.2 Ellerslie Flower Show

Contact: Selar Date: March 2009
Concept: Look at involvement in creating a garden for the Flower Show, held in Christchurch for 2009, for the purposes of promoting Central Otago.

4.3 The Dunstan Times

Contact: Selar Date: 2008-2009
Concept: **Major Project.** To reflect the activities of all the area communities; give voice to Promote Dunstan's activities & enabling the wider community to comment on such; & potential forum for area Community Plan Working Groups.
Project: to resurrect "The Dunstan Times" name as a community newsheet with assistance from Allied Press in its publication & distribution.
Editorial committee: Investigate set-up, printing & distribution; establish budget & newsheet; publish monthly.

4.4 Heritage Sponsorship

Contact: Selar Date: Ongoing
Concept: Work with all heritage stakeholders, both private and public, to ensure historic fabric of area communities is maintained.

Aim: Identify buildings & sites at risk; apply for registration where possible. Investigate process for sponsoring significant heritage sites & historic buildings into community ownership, and management thereof; define process for long-term preservation

Ref: CPd, Heritage p12, "*Preserve heritage within Central Otago. Heritage sites be looked after & accessible where appropriate.*"

CCP, p11, "*Development of a project to ensure historic buildings, sites & remnants are recognised, preserved & provide interpretation of the heritage aspects of the area.*" Recommendation.

CCP, p11, "*The Clyde Working Party liaise with HPT & other agencies, to ensure historic buildings & trees in the area are included on the Council's District Plan register of heritage buildings, sites, objects & notable trees.*" Recommendation.

SBACP, p22, "*Development of a project to ensure historic buildings, mining sites, water races & other remnants are recognised, preserved & provide interpretation of the heritage aspects of the area.*" Recommendation.

ACP, p10, "*Identify key heritage sites & add protection where possible.*" Recommendation.

4.4.1 Clyde Railway Station

Contact: Selar & Clair H Date: Unknown
Concept: **Major Project.** Contract a Project Manager to develop a plan for the Clyde Railway Station with current stakeholders (PD, Clyde Stationary Museum Group & Community Board); become long-term custodians with appropriate management and conservation plan. Open Information Centre.
Ref: CCP, p15, "*Assess the need for an information centre in Clyde.*" Recommendation.
 CPd, Heritage p12, "*Preserve heritage within Central Otago. Heritage sites be looked after & accessible where appropriate.*"

CCP, p11, “*Development of a project to ensure historic buildings, sites & remnants are recognised, preserved & provide interpretation of the heritage aspects of the area.*”
Recommendation.

4.4.2 Matau Street stone building

Contact: Lex & Karin Date: Unknown
Concept: **Major Project.** Assist current owners (Alexandra Bridge Club) in long-term management and conservation of building.
Ref: CPd, Heritage p12, “*Preserve heritage within Central Otago. Heritage sites be looked after & accessible where appropriate.*”
 ACP, p10, “*Identify key heritage sites & add protection where possible.*”
Recommendation.

4.5 Marketing of Group

4.5.1 Develop brand

Contact: Selar Date: Ongoing
Concept: Develop marketing materials for use at during activities and events.

4.5.2 Develop FOUR SEASONS theme

Aim: To develop & market a distinct FOUR SEASONS theme:
 Summer: New Years Eve street party
 Autumn: Clyde Wine and Food Harvest Festival
 Winter: Unknown
 Spring: Promote Dunstan Long Lunch