



Twin Coast Discovery Revitalisation Project

Six-Monthly report #3, January-June 2016

Introduction

This third 6-monthly Project report covers the period 01 January 2016 – 30 June 2016.

During this period highlights included commencement of detailed development work on the first set of Byways, revamping remaining Project activity into new work streams / phases, initiation of work by NZTA on developing a Project Business Case using Intervention Logic Modelling (ILM) for future transport/roading investment in Northland, and liaison with the Ministry for Culture and Heritage on basing their 'Landmarks' Heritage site project in Northland, with linkages to the TCD Project.

The Project contract for the first part of Phase Two (Byway route development) was completed, and an RFP released to the market for the completion of Phase 2 and for Phase 3 work, Interpretation and Marketing .

Further details on Project activity undertaken during the period follows.

Byway Route Development

As detailed in the last Project report, the 'Byway' concept evolved from the first stages of Project and by 30 November 2015, applications had been received from 17 tourism and community groups who had developed outline Byway routes for consideration and further development. From January 2016, further work was undertaken with these groups to develop their concepts and some were asked to review or refine their concepts for further consideration. After that work, an update was sent to all applicants in March 2016 (attached). After March, applicants were asked to define points of interest along the routes. The pace at which this activity occurred varied significantly by applicant group.

As this work continued, Byways were eventually aggregated into 9 for further immediate work, with the remaining route applicants advised we would work on those routes after July 2016. The list of 9 gives good geographic coverage throughout Northland and covers most of the region's main tourism attractions. The list is as follows;

1. Te Rerenga Wairua (Kaitaia/Awanui/Ahipara to Cape Reinga)
2. The Ventnor Trail (Waipoua Visitor Centre to Mitimiti)
3. Bay of Islands Waterway (water transport routes around the Bay of Islands)
4. Coast to Coast (Bay of Islands to Hokianga)
5. The Ancient Kauri Trail (Hokianga to Matakoho)
6. The Old Coast Road (Whakapara to Russell)
7. Tutukaka Coast (from SH 1 T/O at Otangarei via Tutukaka to Hikurangi)
8. Whangarei Heads route (Whangarei City to Ocean Beach)
9. Bream Bay route (Te Hana via Mangawhai to Waipu and SH 1)

By the end of the reporting period, the contractor had undertaken a further round of work with each group to finalise points of interest and an authentic and distinctive set of themes for each Byway, more work on this will be needed in the next contract phase to complete Phase 2.

Leverage of the Project and interaction with other Organisations

During the reporting period the Twin Coast project and the work being undertaken began to be noticed by other organisations, especially with the Project being included as the cornerstone visitor industry activity within the Tai Tokerau Economic Action Plan.

This interaction with other organisations/agencies has the potential to generate major leverage for Northland, in areas such as transport and roading development, resource allocation for Heritage sites, Department of Conservation activity focus and the like.

Details of some of this interaction and activity during the period was;

NZTA – Development of Programme Business Case for Transport Planning

In May NZTA made contact regarding the Project, to discuss alignment of their planning for development of the Northland Transport Corridor Plan. Initial areas of discussion focused on synergies between Byway route development and NZTA planning for rest areas, signage and interpretation. As discussions progressed, NZTA expanded this work into development of a Programme Business Case seeking greater central government investment in Northland Transport routes, using an Intervention Logic approach for case development.

NZTA facilitated a series of works with transport planners and roading engineers from the regions 4 council's during this period, work which has continued into the period after July 2016.

A copy of a presentation developed showing the use of Twin Coast Discovery as the base for this Programme Business Case for further central government transport development in Northland is attached.

Ministry of Culture and Heritage – Landmarks Project

After initial contact early in 2016, in March the Ministry conducted a workshop in Waitangi around this concept, the establishment of a series of icon Heritage sites, around New Zealand with separate Landmarks status and branding. Northland will be the pilot region for this work. NINC inputted into the workshop and discussion centred on inclusion of the chosen Landmark sites with the TCD Byways routes, to give maximum value for both projects. MCH have now appointed a project Manager who is in contact with NINC on the project.

Council Updates

During the period updates on the Project were presented to NRC, to Whangarei District Council, and to each of Far North Council's Community Boards.

TRENZ Rotorua 10-12 May

The Byway concept was introduced to international wholesalers and New-Zealand based inbound operators at this annual international travel trade show in May, and received a very positive response, especially for those dealing in high-end FIT travellers market.

Tourism Export Council Board Meeting Paihia 23 – 25 May

Te concept was also introduced to the Council Board at their meeting in Mau, again receiving very positive response to the concept, and request for further detailed information when available, for inclusion into Northland travel itineraries.

Creative Northland and Northland Food and Wine Cluster

Discussions have been held with both organisations around integrating an Arts/Culture and Food and Wine overlay into the thematic treatments for TCD interpretation and marketing.

Grassroots Engagement with Promotions Groups

Perhaps the most heartening aspect of the TCD byways project has been the willingness of many local promotions groups and business associations to support this project. Ultimately these new road based journeys will need community ownership if they are to survive and thrive. The relationships that have been forged with these groups have been invaluable to date and will prove the foundation for authentic and valuable connections in future between our visitors and communities.

Contract for completion of Phase Two and Phase Three & RFP for next phase

Work on Byway development finished in May, although the contractor used for this stage continued to liaise as needed with Byway applicants over the entire reporting period. An RFP for the next group of work (completion of Phase 2 and for all of Phase 3) was developed in late May/early June, and released on 17 June (attached). The RFP was sent to 4 specialist tourism planning and development companies, and also released publicly via the GETS Government Tender website. Four proposals were received by the closing date of 8 July 2016. The next 6-month Report will detail the contractor selection process, and Project progress completed by the contractor.

Financial Report

A Financial Report for the period is attached.

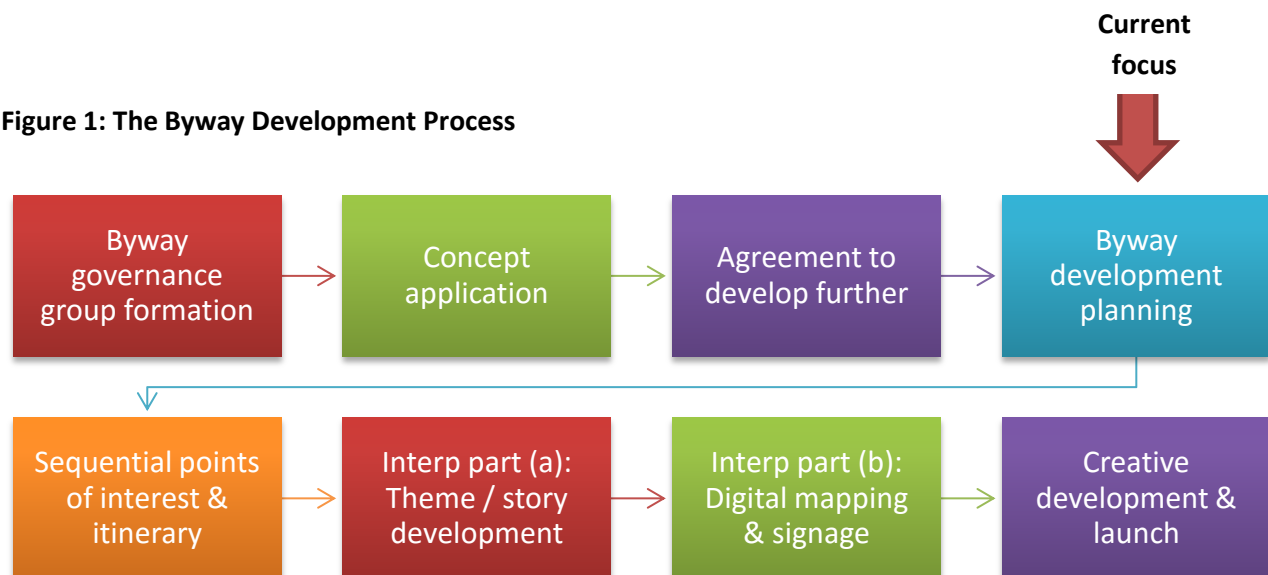
Paul Davis
General Manager, Regional Promotions

Northland Inc. Highway and Byway Development Project Update (March 2016)

We are now entering the detailed development phase for the Northland Inc. Highways and Byways Development Project where three byway (or road trip) concepts are being developed as initial pilots with a view to launching in the middle of 2016. Learnings from these pilots will then be available for other byway concepts to follow. Please refer to the map over the page for the byway concepts that are to be developed initially.

The Byway Development Process outlined below shows the stage that the project is now entering. It is envisaged that there will be three 'waves' of byways or road trips developed so that there are appealing new products / itineraries able to be launched to the market each year.

Figure 1: The Byway Development Process

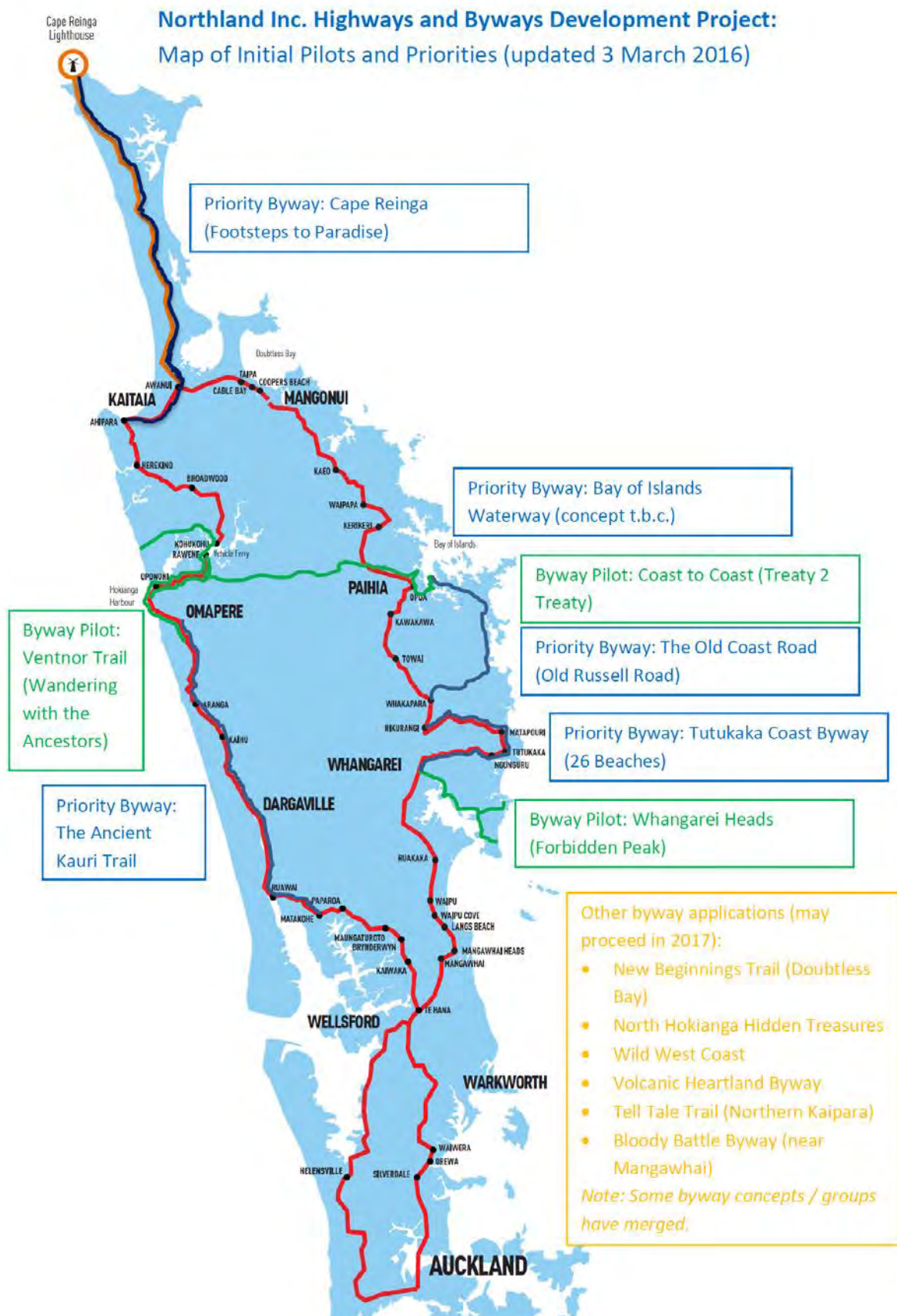


Byway groups selected as pilots are currently working on providing up to date information on 25 to 40 key points of interest (across four broad categories) that will appeal to visitors and relate well to the overarching theme of the byway or journey:

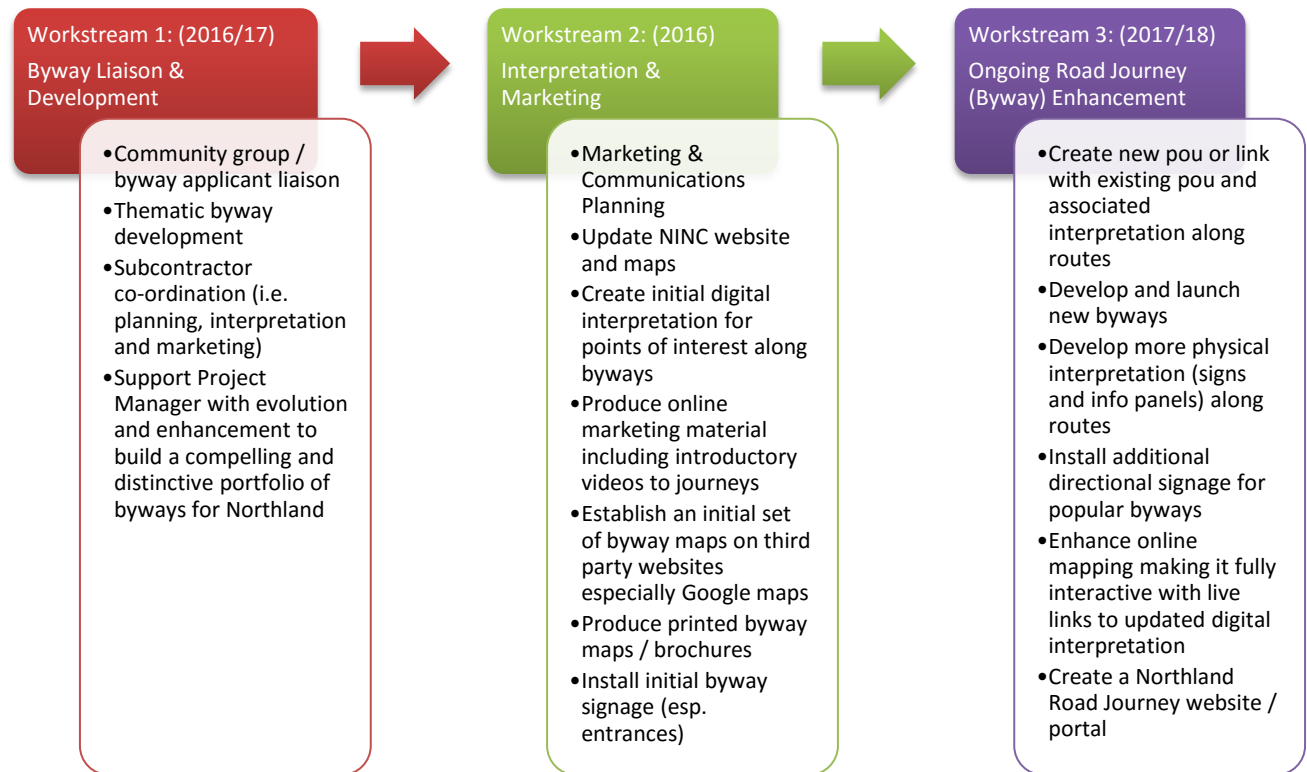
- Scenic / Natural / Photo stops
- Fun Attractions and Activities
- Contemporary Culture (Galleries, Food & Beverage, Retail)
- Heritage Attractions and Important Sites.

Once these points of interest have been agreed an itinerary for visitors is to be created that will appeal to key domestic audiences. Please refer to some examples of sequential points of interest in the Appendix.

Finally, we really appreciate the work being done by the business associations and groups associated with the byways selected for development as local knowledge, resources and contacts are key ingredients for the future success of each byway or road trip.



Next Steps in the Project



Appendix: Examples of Sequential Points of Interest

Example 1: Department of Conservation: Milford Road, NZ.



A series of linked points of interest has been trailed by DOC and Venture Southland using the app created by www.stqry.com

Introduction from www.stqry.com regarding 32 points of interest between Te Anau and Milford Sound:

A journey into the heart of Fiordland National Park

A virtual guide

The journey

The journey starts at the Fiordland National Park Visitor Centre in Te Anau and ends in the world famous fiord of Milford Sound. Some of the area's most striking and significant features are revealed along this route and have been numbered and plotted on a map for your reference.

Numbered points range from short walks to photographic opportunities and historic sites. Stqry gives you the opportunity to find what makes these places special and discover their unique conservation stories.

If you are using these stories as a virtual guide, make sure you have downloaded the offline version as there is no 3G coverage on route.

Get content offline

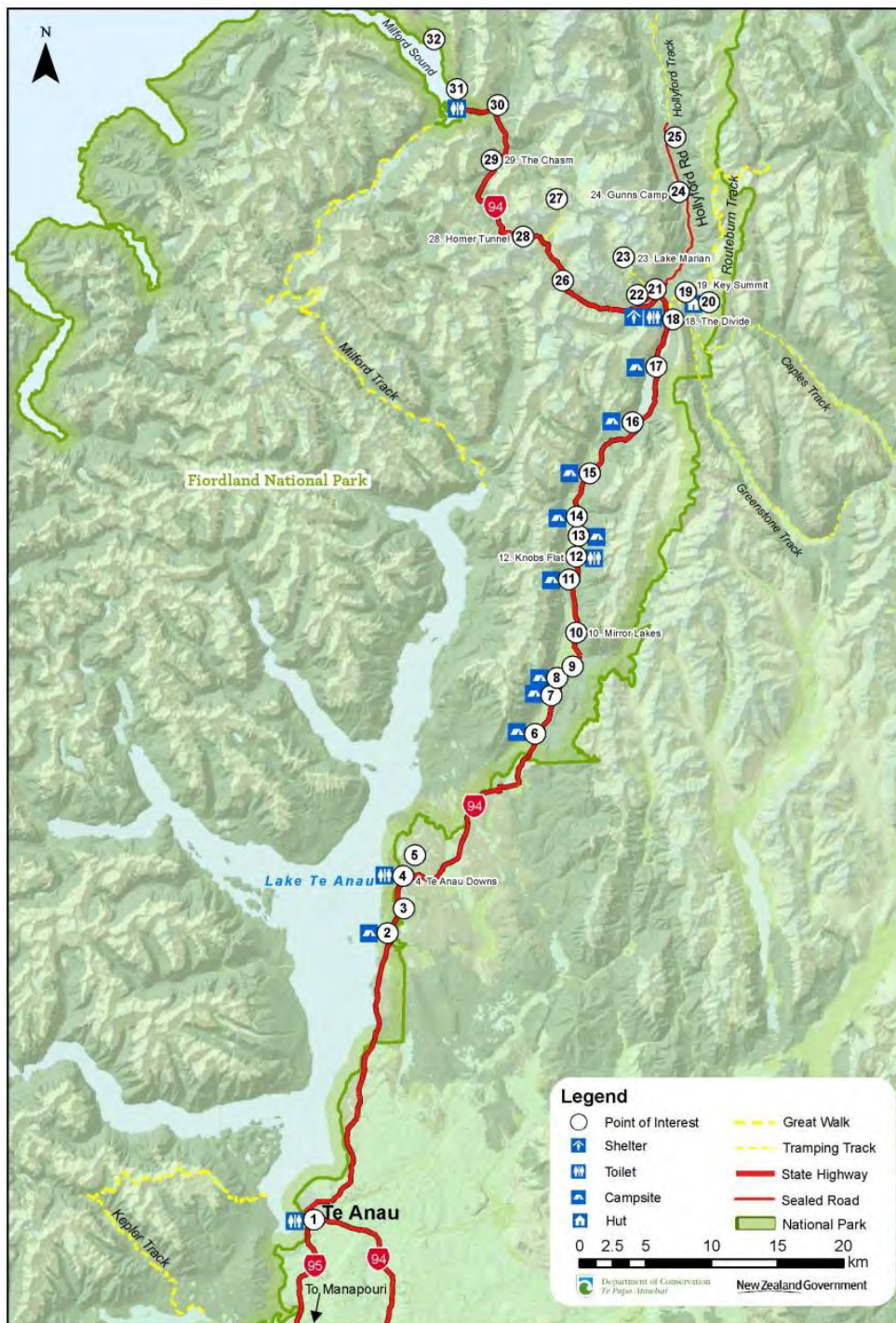
To access all of this group's content outside of cellphone coverage or without using your mobile data, simply tap the 'download' button below and chose to store either simple text or multimedia content on your device before driving out of Te Anau.

Access the offline version

Once you are offline or out of coverage you will need to scan a Te Anau - Milford Highway QR code (using the scan tool within STQRY) to navigate back to the Te Anau - Milford Highway set of stories. There is a QR code on the Te Anau Milford Highway Map & Factsheet or on DOC signs along the journey.

For more detailed information refer to:

<https://discover.stqry.com/v/te-anau-milford-highway/e/1a91be65750a34ba5d9789d71513cda6>



Point of Interest Description Detail: Number 16. Cascade Creek (75km from Te Anau)

This is a good camp for larger vehicles and has a colourful history. It offers river fly fishing and access to the Lake Gunn nature walk.

Short Walk**Lake Gunn Nature Walk (45 min return)**

The loop track passes through red beech forest and gives glimpses of the birdlife typical of the Eglinton Valley. An easy 45 minute loop walk suited to all ages and accessible to wheelchairs.

Side trips can be made to several lake beaches and sheltered fishing spots.

Construction camp to tea rooms**Road construction camp**

This was a major camp site for road workers during the 1930's construction of the Milford Road and become the headquarters of the PWD (Public Works Department) until the road reached the Marion Corner in the Hollyford Valley. The section from this point to the Hollyford Valley was the first really difficult part of the road to construct; firstly around Lake Gunn and then Lake Fergus, followed by the very difficult descent into the Hollyford Valley. After the road reached the Hollyford Valley the workers shifted camp.

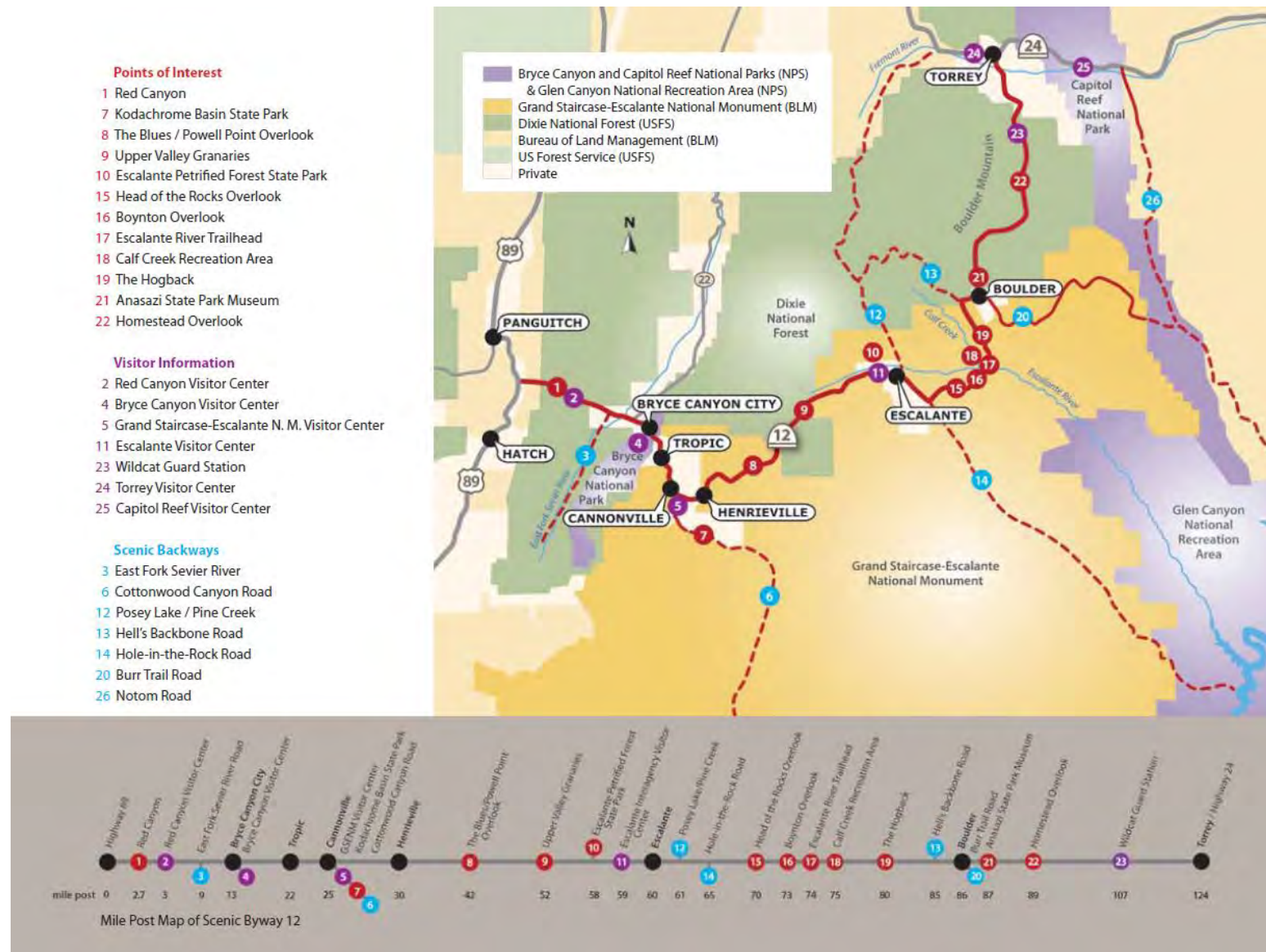
Tourist Camp Once the PWD moved on, the camp buildings were leased to the Mt Cook Tourist Company. They operated a tourist camp for three summers which was then taken over and operated by the AA Automobile Association of Southland.

Tea Rooms & cabins With the completion of the road through to Milford Sound, Cascade Creek become a popular stop for morning and afternoon teas. The road had a gravel surface that was very dusty and bumpy so a stop halfway was anticipated with pleasure and relief.

A fire destroyed the facilities in the late 1970s and though they were rebuilt flooding issues with Cascade Creek and the eventual sealing of the Milford Road spelt the end. All the buildings were shifted back to Te Anau.

Fire and floods The facilities were lost in a fire in the late 1970s and though they were rebuilt, repeated flooding of them from Cascade Creek and the eventual sealing of the Milford Road spelt the end of the camp. All the buildings were shifted back to Te Anau and the bulk are now utilised in a local holiday park.

Example 2: Scenic Byway 12 Utah, USA





Twin Coast Discovery Revitalisation Project Interpretation and Marketing Phase 2016



NorthlandInc

Growing Northland's Economy

Kia tupu ai te ōhanga o Te Tai Tokerau

NEW
ZEALAND'S
FIRST
NORTHLAND

Request for Proposal

Northland Inc – The Organisation and our Focus

Northland Inc Ltd (NINC) is the Northland region's economic development agency, a Council Controlled Organisation (CCO) of the Northland Regional Council and a limited liability company. Formalised in July 2012 Northland Inc has brought back together Destination Northland, the Regional Tourism Organisation (RTO) and Enterprise Northland Trust, the regional Economic Development Agency (EDA).

This project is managed by the Regional Promotions Division of Northland Inc.

PROJECT BACKGROUND

The Tai Tokerau Northland Regional Growth Study (TTNRGS) was released in February 2015. This study identifies major opportunities within key industries for future development within Northland.

The opportunities identified in the Study were assessed against a set of criteria, including potential impact, regional significance, ability to leverage existing investment, practicality, international orientation and validity, to identify priorities for action.

The next stage in planning for Northland's Regional Economic Development was the release in February of the Tai Tokerau Northland Economic Action Plan. The Visitor Industry is one of four broad work-streams within the Action Plan, and the Twin Coast Discovery Project is a headline Project within that work area.

This cross-cutting project spans our work in tourism, Maori economic development and transport. This Phase, completion of Byway development as well as delivery of the Interpretation and Marketing Phase continues work undertaken on the TCD Project to date.

For further detail see:

<http://www.northlandnz.com/resources/tai-tokerau-northland-regional-growth-study-report>
<http://www.northlandnz.com/business/ttneap>

The Project – Scope and Introduction

This Request for Proposal is for a further component of an integrated project which will revamp the existing Twin Coast Discovery Touring Route over a two-year period to mid-2017. Northland Inc and Northland Regional Council initially supported the development of this proposal through the feasibility & business case fund. The funding was used to contract expert services that have extensive experience in the area of extracting increased value & increasing investment from touring routes through rural tourism, community & business development. This was matched with existing resource within Northland Inc and to jointly develop the original business case (available on request).

The Project is also one of the 'highest-rated economic development opportunities' identified within the TTNEAP and is Northland Inc's current lead tourism project.

This project aims to increase the economic contribution of tourism to Northland's economy. It will do that by revitalising visitor experiences, attractions, marketing and other visitor services in Northland. The total project investment is estimated at just over \$1.4 million (including partner leverage) over three financial years on a July to June basis. The project has the potential to leverage approximately \$20 million additional visitor expenditure and potentially 250 FTEs spread around the region over the next five to seven years. This excludes the capital injection from potential new development projects and additional sources of external grant funding from outside the region.

Until recently, Northland's tourism sector has under-performed in terms of visitor expenditure and length of stay. The project is focused on increasing both aspects. It was originally planned to do this by (i) establishing four new tourism sub regions that would be more easily understood and have higher levels of appeal to visitors (ii) facilitate the improvement of existing attractions and assist with feasibility studies for new investments (iii) improve visitor facilities such as information, signs, interpretation, online and onsite storytelling and small scale visitor precincts or hubs and (iv) working closely with Iwi, town and community groups who wish to enhance their communities so that visitors will stay longer and spend more. Since the Project has commenced the focus has been refined and reshaped based on stakeholder feedback through workshopping. Details of the revised Project is contained in a report outlining achievements to date and future Project direction, at a link later in this document.

Over the past year to 18 months as this project has evolved, the national and international tourism environment has also changed, as high national levels of international tourism growth have impacted positively on Northland's economic performance related to tourism. National debate about tourism has begun to focus more strongly on destination management and spreading the benefits of tourism throughout the country. The Twin Coast Revitalisation Project with its focus on slowing down visitors to encourage regional spread and increase length of stay has become an even more important project for Northland within this context.

Project Goal and Objectives

The long-term goal of this project is to:

Increase the contribution of the tourism sector to Northland's regional GDP

To achieve that goal, the objectives for the next two years are to:

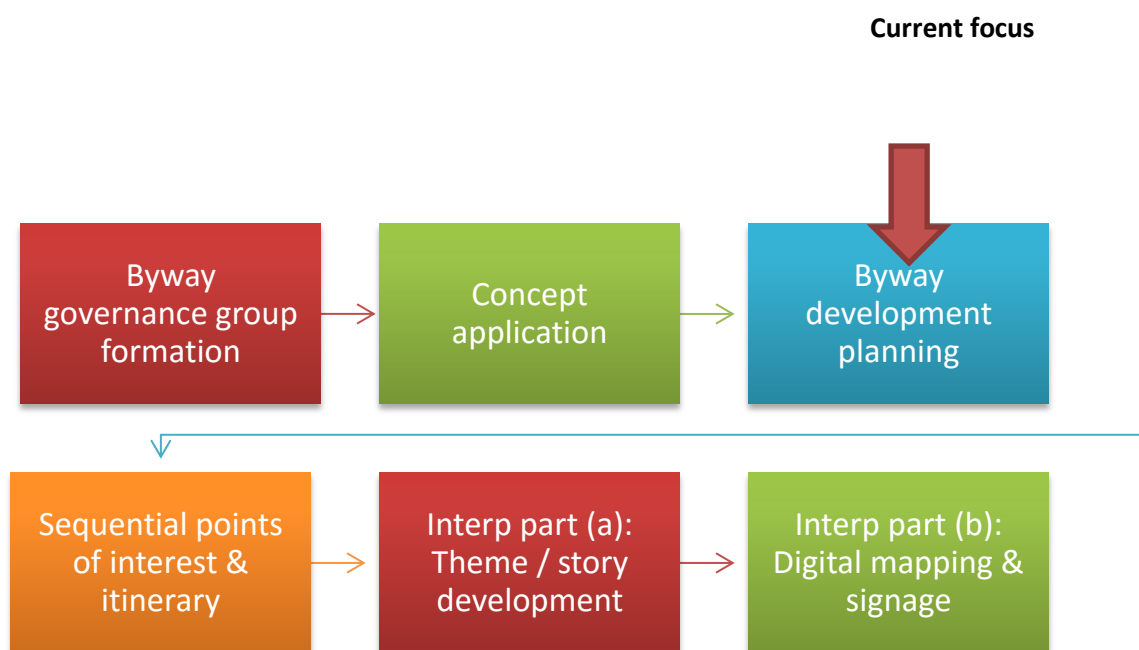
1. *Establish a refreshed marketing and product development framework for Northland that will stimulate investment in the tourism sector*
2. *Support the tourism industry across a wide range of initiatives that will collectively lead to increased visitor expenditure*
3. *To leverage partner expenditure to achieve positive outcomes for the region*

Project Progress – work completed to date

Details of the current state of the project and future work required is outlined in the attached Report. Note that this detail should be used as background, the specific RFP requirements are detailed below;

<https://drive.google.com/file/d/0B41fGknuPUe8cUFuQndTc01OWTQ/view?usp=sharing>

A diagram of the current state of the project showing current state is detailed below;



Project Proposals – Details required

The activity which this RFP outlines and for which proposals are sought is the next stage of the work required, i.e.

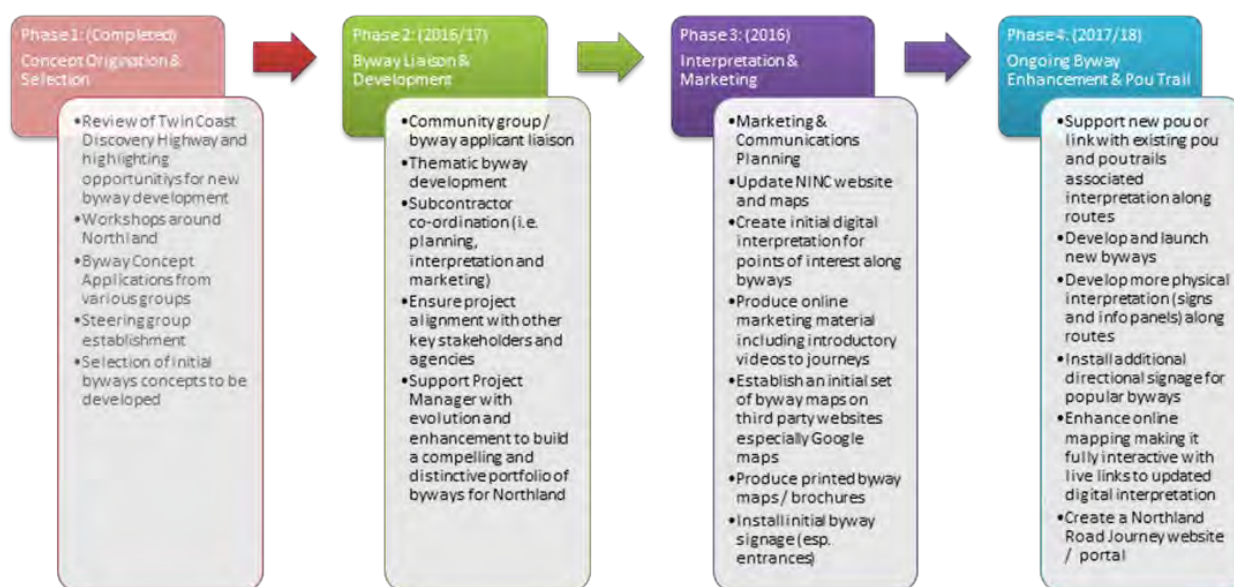
1. The work involved with managing the development of 'Byway' routes (by 31 August 2016, all routes should be either planned and ready to operate, or a clear plan is finalised outlining the future work required for completion of each 'live' Byway, and/or future Byways which may emerge). Note that liaison with applicant groups in conjunction with Northland Inc is an important part of this work.

Indicative price range for this activity \$15,000-\$25,000.

2. The Interpretation and Marketing stage, including a detailed Marketing Plan. The proposal is also to include management of the sub-contracting required to produce the marketing and interpretative material required to complete the Marketing and Interpretation phase.

Indicative price range for this activity is expected to be based on the recommended components of the marketing plan proposed by submitters and should be clearly identified in proposals, expected to be \$125,000 - \$175,000.

Proposals are to cover the remaining work to complete the Byway development process, shown as Phase 2 below, and the completion of Phase Three, Interpretation and Marketing. Proposals are to include all lead-contractor coordination costs, disbursements and sub-contractor costs. Phase Four will be delivered under a separate, later RFP and contract.



For the first body of work, Proposals are to detail the process for finalising Byway development with those local promotional groups around the region which have submitted Byway development applications. To date, applications have been grouped into;

1. Pilot Byways (3)
2. Priority development Byways (5)
3. Byways requiring further work before completion is possible – may proceed (6)

A diagram showing the Byway applicants grouped in those three categories is at the link below;

<https://drive.google.com/file/d/0B41fGknuPUe8THNVanhOchRPam8/view?usp=sharing>

For the second body of work, Proposals are to detail the process for Marketing Plan Development and completion, in conjunction with Northland Inc. Components envisaged are detailed in the Phase Three outline above. The Proposal should also outline the interpretive material recommended, including digital, print and signage / interpretative assets. Note the following details should be considered as Proposals are being developed;

1. Northland Inc currently delivers a range of digital and print marketing solutions which promote Northland as a destination. Submitters need to be familiar with this material, and to propose how the structure, design and layout of the NINC titles or material should be changed to incorporate the change from geographic sub-regions, to the Byway approach.
2. There should be a strong digital component to future Twin Coast Discovery marketing and interpretation activity to allow for thematic as well as geographic route interpretation. Note that NINC has an existing website which should be adapted, rather than requiring a new and separate Twin Coast website build, or a website specifically focused on Northland Byways.
3. Reflecting the way which potential visitors now search for and use information prior to and while travelling, an App (or Apps) which deliver(s) information for mobile devices will be essential. However, NINC does not wish to fund the development costs of a new, bespoke App for the Twin Coast Discovery project; effective use of a third party App or Apps to deliver information is to be proposed. It is envisaged that any App or Apps used would allow for location-based information to be 'pushed' to travellers as they travel around Northland.
4. A Steering Group has been formed to assist NINC with the project, comprising reps from TNZ, ATEED, NZTA (and yet to be finalised, TIANZ and AA). The Group will meet only occasionally as required, and the contractor is to be the first point of contact with this Steering Group.
5. NZTA have a comprehensive, existing network of Twin Coast Discovery Touring Route signage throughout Northland and on feeder routes from Auckland. The marketing and interpretation phase should consider what if any changes are needed to this signage network, and how new Byway signage is to be developed so that it links-in with NZTA existing and future signage policies and assets, both on State Highways and on roads owned and managed by Northland TLAs.
6. In the original scope of this project, development of information 'hubs' at locations around Northland was proposed. This concept has been replaced by the development of Byways and a stronger focus on availability of information via mobile devices, rather than at geographic locations.

7. It is expected there will be a strong leverage component to proposals, and that proposal will detail what partners may be involved in the project, and how significant leverage of the Twin Coast concept with private and public sectors partners can be achieved to maximise the economic return for Northland from this activity.

Further detail follows. Submitters should complete **“Section 2: Response Template”** and return it to Northland Inc by 8 July 2016. Late submissions may not be considered.

This RFP has the following 3 sections:

- Section 1: Requirements of Purchase
- Section 2: RFP Response template
- Section 3: Evaluation Criteria and Terms and Conditions of the RFP

Section 1: Requirements of Purchase

SCOPE													
Request For Proposal (RFP) Objective	<p>Completion of the current Byway Development Phase of the Twin Coast Revitalisation Project (with a forward plan for future Byway development).</p> <p>Development of a Marketing Plan and Interpretation Plan, including management of the sub-contracting of the marketing and interpretative components within the plan.</p>												
Project outcomes:	<p>The project will deliver a Proposal covering the following:</p> <ul style="list-style-type: none"> • The process for completing the first round of Byways development • A recommended future process for further Byway development on an ongoing basis • The process for marketing plan development and completion • Details of recommended marketing and interpretation components to deliver comprehensive information for prospective visitors and for those travelling the Twin Coast route and its new Byways • Tools and templates • Process and costs for sub-contracting the delivery of marketing and interpretation components. 												
PRICE													
The project has a maximum budget available (exc GST):	Funding available for this work (including delivery of all sub-contracted components) is \$175,000.												
TIMETABLE/TIMEFRAME													
Service must be provided by:	Proposal delivered by 8 July 2016												
Service is required for:	Project complete by 31 December 2016												
Service must be provided in accordance with the following timetable:	<p>Below is a directional timeline for the study.</p> <table border="1"> <thead> <tr> <th>Milestone</th><th>Date</th></tr> </thead> <tbody> <tr> <td>Proposal accepted and contract signed</td><td>15 July 2016</td></tr> <tr> <td>Byway concepts finalised and ongoing Byway Plan / development process complete</td><td>31 August 2016</td></tr> <tr> <td>Marketing and Interpretation Plan finalised and signed-off</td><td>31 August 2016</td></tr> <tr> <td>Contracts for delivery of interpretation and communications material signed-off</td><td>16 September 2016</td></tr> <tr> <td>Present final project report to NINC</td><td>31 December 2016</td></tr> </tbody> </table> <p>Note: Northland Inc may consider negotiated extended project timelines</p>	Milestone	Date	Proposal accepted and contract signed	15 July 2016	Byway concepts finalised and ongoing Byway Plan / development process complete	31 August 2016	Marketing and Interpretation Plan finalised and signed-off	31 August 2016	Contracts for delivery of interpretation and communications material signed-off	16 September 2016	Present final project report to NINC	31 December 2016
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SUBMISSION	
Please submit your proposal in this format:	Responses must be submitted via email before the closing date and time. Attachments are to be formatted in a Microsoft Office application or PDF. It is the responsibility of the supplier to ensure that the emailed response has been received by NINC prior to the closing date and time. Where relevant, mark your responses "Commercial in Confidence".
NINCCONTACT DETAILS	
The person named below is the NINC contact for all enquiries relating to this RFP.	
Contact:	Paul Davis
Telephone:	(22) 060 7571
Email:	paul@northlandinc.co.nz
Postal address:	PO Box 1762, Whangarei 0140
Physical address:	Level One, 93 Cameron St, Whangarei 0140

Twin Coast Discovery Financial report June 2016

				Income		Variance	Expenses	Expenses	Variance	Co-
NRC Budget				YTD Budget	Actual Income	to carry forward	YTD Budget	YTD Actuals	against Actuals	funding estimates
ex gst										
Year 1										
	NRC	income	\$ 56,000	56000	40348	\$ 15,652	\$ 56,000	\$ 42,055	\$ 13,945	\$ 20,850
	phase 1	expenses								
Year 2										
	NRC	carryforward income	\$ 187,000	\$ 15,652	1707	\$ 13,945	\$ 15,652		\$ 15,652	
				\$ 187,000	\$ 93,500	\$ 93,500	\$ 187,000	\$ 93,500	\$ 93,500	
Byway liaison and Workstream 1 development										
		expenses								
Interpretation Workstream 2 & marketing										
		expenses		\$ 202,652	\$ 95,207	\$ 107,445	\$ 202,652	\$ 93,500	\$ 109,152	
Year 3										
	NRC	carryforward income	\$ 250,000							
Ongoing road Journey byway Workstream 3 enhancement										
		expenses								
\$ 493,000				\$ 258,652	\$ 135,555	\$ 123,097	\$ 258,652	\$ 135,555	\$ 123,097	