

Picton Regional Forum held at Picton Emergency Centre, Memorial Park, Picton, on Monday 6 March 2023, at 1.30 pm

Present

Clr Barbara Faulls (Chairperson) and Clr Ben Minehan (Marlborough District Council).

Group Representatives

Clr Faulls, Raewyn Buchanan (Karaka Point), Beryl Bowers (Picton Historical Society), Brian Henstock (Marlborough Sounds Vehicle Trust), Monyeen Wedge (Queen Charlotte Sounds Residents Association), Marie Jeanette van der Wal (Picton Anglican Holy Trinity Church, Picton Combined Churches Chair), Rose Prendeville (Port Marlborough), Tim Newsham (Bay of Many Coves), Stuart Eyes (Bike Walk Picton), Graham Gosling (Picton Business Group), Nicola Neilson (Marlborough District Council), Tim Healey (Queen Charlotte Sounds Residents Association & Guardians of the Sounds), Don Miller (Greater Whatamango Bay Residents Association), Rebecca Woledge (Karaka Point & Environs Residents Inc).

Guest Speakers

Jake Oliver (Harbours), Phil Black (Picton Police), Anton Wilke (Destination Marlborough), Gavin Beattie and Anouk Euzeby (Port Marlborough), Harry Singh (KiwiRail), Dean Heiford (Marlborough District Council), Kerry Palmer (Stats NZ).

Attending

Kirsty Baldwin (MDC Secretary)

1. Apologies

Clr Raylene Innes (Marlborough District Council), Clr Allanah Burgess (Marlborough District Council), Leith Manson (Tirimoana/Anakiwa Residents Association), Raewyn Buchanan (Karaka Point & Environs Residents Inc), Valerie Kenny (Picton Historical Society), Margaret McHugh (Picton, Marlborough Sounds Tourism).

It was moved that the apologies be accepted, and the motion was carried.

2. Welcome to new Councillors

Welcome to Clr Ben Minehan.

3. Confirmation of previous meeting minutes

Moved by: Cllr Faulls

Seconded by: Beryl Bowers

That the minutes of the meeting held on 5 September 2022 be confirmed.

4. Picton Regional Forum Role and Function Update (Dean Heiford, Marlborough District Council)

- This group came out of a rejected community board bid in 2019. Mayor Sowman wanted to see Council and the community having a forum for getting together to share information, common issues, and share views from their communities, including more remote areas, and have had representatives to engage with Council to feed information back to their communities.
- In the past we had an independent facilitator. That was voted out. Now the Councillors take turns Chairing.
- The consensus was that change is not needed for this group.
- You may see less of Dean, as Nikki Neilson may represent for the community, taking turns attending, along with Jodie Griffiths and Hara Adams from Council.

Questions/Answers

- In answer to a query about the independent facilitator change this was done by a vote. They helped the group initially to get. After three or four years the group decided we did not need that paid person.

Tim Newsham, as a founding member, said we could trust the group and have Councillors chairing the group, reserving the right to dismiss them if it wasn't working.

- Cllr Faulls put it to the group to discuss if they wanted to continue as is.
- Tim Healey mentioned that twice he had had agenda items removed and was unhappy about that as he thought they were important issues, but they were never resolved. One of them is residents' access to ports of Picton and Havelock, and the second one was the parchment worm in the Sounds. What is the procedure if something that has been raised gets removed? What recourse do we have to put it back on the agenda?
 - Jono Underwood and Oliver Wade (Coastal Scientist) have been invited to attend the next meeting to provide updates on the Sea Worm.
 - In future, Port Marlborough will discuss port access to Ports of Picton and Havelock. Tim Healey was happy to let that topic lie at present due to ongoing discussions.
 - Cllr Faulls stated that the group are entitled to remind the Chairs to add agenda items in for discussion if they wish.
- It was reconfirmed that the Councillors will continue to Chair the meetings moving forward. For the record it was noted that Tim Healey voted a No for that.
- Beryl Bowers asked about the criteria, if there was one, for a group to be involved in this group?

There are two forms of membership. Firstly, a Residents Association or incorporated society representing a group within the Sounds area, having the right to send one person, with an alternate person able to be

nominated to attend on behalf of the group. Secondly, is the Picton Business Group who represent businesses in town in a wider context, other than just residents.

Then we have partners, for example, like the Police, Destination Marlborough, and Port Marlborough, who can attend as they so wish but who are good to provide a wider context.

We do have people who wish to attend just one meeting, with a particular issue or focus. It is up to the Chair and Councillors to approve, which they usually do.

The Terms of Reference document will be distributed to the group for clarity.

5. Harbourmaster Update – (Jake Oliver, Harbours)

- It has been a busy summer for boating. There have been no major issues of behaviour, except mostly for speeding. The message seems to be being received reasonably well. It is nice to see it busy out there, with people enjoying it, although slightly quieter than the last few years. This could be due to increased fuel costs.
- There have been recent ferry issues. The Strait Feronia is in dry dock for maintenance. Bluebridge have Connemara and Straightsman running. Interislander are all running except Kaitaki, which is in Wellington for repairs.
- Log ships and cruise ships have been going well with good regularity. There was a one-off issue with wake from a cruise ship, but nothing further.

Questions/Answers

- Monyeen Wedge asked about the presence of extra yellow buoys in Lochmara Bay and it was due to a request from someone in the community.

Monyeen is to let Harbours know if she has any further issues in the bay.

- Residents in Whatamango Bay have constant issues with jet skis during the summer, which is annoying.
- An incident at the Maritime Festival was raised where two boats were doing very high speeds in the bay, way too close to the shore.

It is difficult for Harbours to monitor them 24/7 as they do not have a boat in the water all the time. Please report any issues over Easter to Harbours. They keep a database to monitor issues, to build up an operations plan.

- Concerns were raised about the ferries following recent incidents and risks of them breaking down in the Sounds. It was queried whether it was time something was done about closing the Tory Channel entrance and making them take a safer route.
- It was noted that it is easier to do the engineering checks back in Wellington, rather than in Picton, due to the availability of qualified people.

At the moment, Tory Channel sits as part of the national transport system. It was closed recently, along with the port, when Cyclone Gabrielle came through, as a safety precaution to stop the option of trying to bank a ferry up once the port restrictions lifted. If they wanted to go, they would go up the Northern Entrance. Both companies decided to just wait.

The issue of towage along the coast has come up quite a bit with Kaitaki, and subsequently Aratere. There is a bigger question around that which is being done in Wellington via Maritime NZ. The ferries have resumed going through Tory Channel as there is no reason to stop the entire Tory Channel. They have only resumed going through Tory Channel because they have been signed off by the flag

regulator and their classification societies. Aratere was put under Harbourmasters direction to not use Tory Channel, until we understood what the problem was. Even then she was not permitted to navigate within the Marlborough Harbour until the issue with the engine was resolved. She could use any of her other engine configurations. That has been lifted now because she has been signed off by the classification society as the experts.

- What happened to the previous Harbourmaster's submission to Council about registering the jet skis in the Queen Charlotte Sound?

The last Bylaw was revoked. A new Bylaw is currently being worked on. It is not necessarily the bach owners, but rather the people they rent out their baches to, who are the problem. The Jet Ski Registration is allowed for under the Maritime Transport Act. Boat registration is not. It is actively being looked into and will be brought forward to the MDC legal team and Environment Committee and Council when it is ready to be reviewed.

- Don Miller reiterated that the Kaitaki only has a single cooling system for the engines on the ship, and asked if there is any intent, as far as you know, that next time it is in dry dock they install a secondary system?

The Harbourmaster is not aware of any secondary system to reconfigure the cooling system. That would be quite a significant modification to the engine system.

- Does the Harbourmaster have any power to pull these people off for having these ships that are not fail-safe? The risk is far higher when doing coastal ferry work.

The Harbourmaster, under the Act, is charged to ensure navigation and maritime safety, but they do not have any input into ship design and requirements of ships operating. That is down to the national regulator. Harbours do not sign off on any certification. The certification is governed by international statute and New Zealand needs to make sure they conform to those rules.

Everyone was hoping that with new ships on order these problems will go away for Interislander. New ships come with a few teething problems as systems settle in. Maintenance on existing ships is the key to hold things over until the new ships arrive.

- The Mayor has recently called a meeting with Bluebridge and KiwiRail CEOs about these issues. Communication and co-ordination, especially for a small tourist town like Picton, is vital and needs to be managed better. There have been a number of protocols put in place with Destination Marlborough, Marlborough District Council, Bluebridge and KiwiRail to better manage this in future. This has had a huge impact on the travelling public and collective communities.

6. Picton Police Update – (Phil Black, Picton Police)

- Gang travel through Marlborough has closed without too many issues. Police work closely with accommodation providers to stop people hanging around longer than necessary. Relationship with ferries is improving around sharing information, etc.
- Police have managed a few issues with disgruntled ferry passengers at the terminals trying to ensure customers do not take out all their frustrations on the ferry terminal staff.
- Over the Christmas holidays disorder around town has been down from the last few years in bars and pubs.

- Picton Police had a meeting recently with the Picton Business Group to address issues around cruise ships.
 - There is a perceived conception that petty theft is increasing.
 - Blenheim people may come to Picton to do their offending.
 - Police can only act on what they are aware of if it has been reported.
 - Police are trying to change the mindset and mentality of people, to help Picton Police planning.
- It was queried whether to have more police on foot patrol during cruise ship days.
 - Processes have been put in place to make it easier for shops to report their shoplifting incidents.
 - Six out of 10 were able to be identified.
 - If cruise ship people are the thieves, they can be long gone and hard to prosecute and hold to account.

Questions/Answers

- Graham Gosling thanked the policeman for coming out recently. It is a matter of staffing levels. Some businesses do not have cameras, which is now a necessity in current times. It would be good to swap notes between businesses to communicate any concerns. Some town cameras are not up to scratch with the networks and could be potentially replaced.
 - A submission will be sent to the Annual Plan to talk to Council about tracking vehicles, etc, with good cameras.
 - Cameras from the recently shut Aquarium will be repurposed and put to new use.
 - For non-local residents, information comes from car registrations, gathered from security cameras. The cost benefit for this is an issue. Police will work positively towards protecting the community.
 - Council can shift existing cameras if there is existing infrastructure.
- With the storm roading issues in the wider Marlborough Sounds and Rai Valley, has there been an increase in break-ins to baches?
 - The policeman said a lot has been going on, but not all of it has been reported.
 - The goal is to break down any barriers with Sounds residents and streamline the point of contact.
 - There has been an influx of break-ins prior to Christmas Breaks and long weekends because that is when people are back at their baches and notice things missing.
 - Police are looking at how to rekindle community watch groups.
 - The police cover a wide geographic area and cannot cover it all, all the time.

- How are the waterways patrolled?

Waterways come under Harbours. The police work together with Harbours on busy weekends and utilise them to get out to baches in the Sounds. The Maritime Transport Act manages on-water actions. Harbours try to support the police to get to critical incidents down the Sounds. It is interesting to note that we have the largest area of coastal space in New Zealand, yet we do not have water police to patrol it adequately.

The Maritime Transport Act regulates a lot of on-water things, so that falls to the Harbourmasters to enforce. In Picton, Harbours have a really good relationship with Police who support one another. It is good for the public to see the police onboard the vessels. They try and complement each other's skill sets to benefit the community.

- In the past policemen on holiday, with baches, would register to have holidays in the Sounds, with their own boats, and would make themselves available if needed. Can that scheme be reinstated?

No, due to health and safety regulations. It comes down to culpability for any damage. It could be seen as a conflict of interest, with police working while on holiday, in geographical areas other than their own. It is not practical.

A proposal has been put forward to police headquarters to obtain another boat. Crime needs to be reported to justify these. Police do what they can to help alleviate issues for people living in remote areas.

- It was reiterated that people notify the police and/or Harbourmasters of any jet ski speeding issues. The public will need to give detailed descriptions of the jet skis to the police.
- Phil Black can be contacted at the attached email link: phillip.black2@police.govt.nz.
- Marie van der Wal brought to the police's attention there were more people begging and sleeping rough around Picton and asked if there were any procedures in place to remedy this.

Phil Black stated that because Picton is a small town at the top of the South Island there are a lot of people coming into the area with mental health issues, and/or family harm matters. Begging and sleeping rough are not illegal or criminal acts. These are more issues for Council Bylaws to adhere to.

The issue is what police can do to assist people with welfare needs. Police often take people to Blenheim to access the Food Kitchen and/or WINZ as there are no social services in Picton. Police do not have a lot of power to change things; however, they can gather information, assess care and wellbeing, and offer relevant support systems. Local backpackers such as Piwaka Lodge & Backpackers and Atlantis Backpackers help people in need in the community as well as St Vinnies, in Picton, who also do good works.

Phil Black exited the meeting at 2.37 pm.

7. Destination Management Plan for Marlborough Update – (Anton Wilke, Destination Marlborough)

- A Marlborough Destination Management Plan Summary Document was distributed, and is attached as Appendix A. Here is the link on the website: <https://marlboroughnz.com/dmp/>
- It is a long-term project, for an opportunity to enhance our community and environment.
- Destination Marlborough are already well underway activating strategies developed in the plan, eg, forming a cellar door group, working on a cruise ship strategy, undertaking a feasibility study on a wine and food centre in Blenheim, or seafood opportunities for visitors, etc.

- As part of the Marlborough Destination Management Plan, Totāranui / Queen Charlotte has been identified as one of the “four valleys” to develop wider community-based visitor projects. Similar initiatives in To Hoiere (Pelorus) and Awatere – South Marlborough have commenced, with plans to start work with the Totāranui community once plans for the Ferry Terminal develop further.

Questions/Answers

- Discussion highlighted the need to start advertising on things for people to do while they are in Picton.
- The breakdown between leisure and commercial travellers is not known. We need to explore how to take advantage or connect better with those people.
- Some good work has been done on the Foreshore, with ticketing offices, etc.
- A lot of work has been done on signage, etc, with the new ferry terminal being built.
- Local history and stories need to be extracted, some of which has already been done at the museum.
- There needs to be a balance of what the Picton community wants.
- The challenge is to ease the seasonality of a town like Picton.
- Short-term tourism opportunities, like the Mail Run down the Sounds, relates to the authenticity of the local area.
- Kaipupu Point is also a good selling feature for Picton. How does long-term visitation help with keeping the area predator free.
- It is frustrating for cruise ship passengers to have no banks in Picton to deal with foreign currency and exchange matters.
- Cruise ships like to have control over what they advertise, so information onboard is often limited. In the last 10 years more people are pre-booking their shore excursions independently than they once were.

Rebecca Woledge exited the meeting at 3.12 pm.

8. iReX Update – (Gavin Beattie, Port Marlborough and Harry Singh, KiwiRail)

- An iReX update is attached as Appendix B. Here is the link on the website: <https://www.irex.co.nz/>.
- The goal is to improve the connection between the ferry terminal and the Foreshore.
- Picton is a significant geographical strategic place in the State Highway 1 connection.
- The existing terminal is where the wharves will be. The new temporary terminal is due to be moved into at the start of May.
- Some of the ferry delays have incurred delays in the building works at the ferry site.
- The railway lines will move further west to align with the new ferry wharf moving to the east.
- Picton School could be impacted with changes to road networks in Picton.
- New signage will be needed around Picton for people to readjust their existing knowledge of roads.

- Work is being done on the Waitohi Culvert Upgrade to mitigate future flood risk and rising sea levels.
- Underground services had to be moved to build the new bridge on Dublin Street. Now moving to more complex underground works some of which will be done during quieter times of the year, during April through to June. There may be times when the road is shut, mostly at night, to change things from the old to new facilities. The goal is to start construction of the bridge mid-2023 and will take approximately 18 to 20 months to build.
- Services such as wastewater have to be established for the temporary ferry terminal building, which will be done around April.
- Marine works and mobilisation of large equipment will start in the middle of the year, including specialist work and piling.
- 2024 will be the biggest year in construction work, with out-of-town specialist staff coming in to Picton to undertake the work.

Anton Wilke exited the meeting at 3.37 pm.

Questions/Answers

- Will a walkway be maintained on Dublin Street?

Access for cars and pedestrians on Dublin Street will continue through to June this year. After June we must shut that access way or keep an access way open which will prove to be very difficult. Once bridge construction begins there will be a lot of hazards which will make it unsafe for public to go through from east to west. They will have to detour around this. There will be strict safety issues to adhere to due to being near a live railway line.

- A Marshall Day Acoustics Plan is available via the MDC website at <https://www.marlborough.govt.nz/client-api/marlborough/property-files?url=https%3A%2F%2Fmdc-datascape.au-s1.cloudhub.io%2Fapi%2Fdatascape%2Fengagement%2Fv1%2Fproperty-files%2Ffile%2F21215744&name=Appendix%20Y%20-%20Draft%20Construction%20Noise%20Vibration%20Management%20Plan.pdf> following the MEP Rules. This will monitor the noise as they start the work and if they need to adapt their work they will.
- It was asked that a Code and Compliance Manager attend a PRF meeting to explain which issues they can address and which they cannot and explain in layman's terms what they will monitor and report on, and how they are working with Port Marlborough and the iReX team.

9. Summer Boat Trailer Parking Update – (Anouk Euzeby, Port Marlborough)

- The challenges include:
 - Catering for extreme peak demand.
 - Influencing customer behaviour when they have the ability to use the facilities 24/7 and the marina is manned 7.30 am to 5.00 pm seven days a week.
 - Catering for casual peak demand while still providing good service levels to our all-year-round customers.
 - The balance between short and long stays. Port Marlborough facilities are meant for high rotational use.

- Undertakings are:
 - The key to managing peak demand is the ability for Port Marlborough to access Memorial Park overflow parking area.
 - The use of Memorial Park is critical to responding to this peak in casual demand (visitors to the region).
 - Port Marlborough appreciates the support of the community and Picton Business Group during the consultation last year to enable the greater use of Picton Memorial Park at peak and extreme peak times.
 - Port Marlborough are working better with Council in managing expectations once they had approval to use more of Memorial Park which had better parameters in place that worked well. They also communicated better to the customer base.
 - Port Marlborough optimised the use of space with line marking.
 - Port Marlborough divided Picton Memorial Park into zones – which included a maximum stay. This was done to balance the need of the community and boat users.
 - Port Marlborough provided additional resources at peak times.
 - Summer went well, although it was less busy than anticipated.
- The biggest day at the marina was 1 January, which is traditional.
- There was 75% more capacity in Picton than the year before, with the use of Memorial Park. On the biggest day there were around 125 cars and trailers.
- Picton is the best launching ramp Port Marlborough have.
- Catering for casual demand with the marina facility provides a big economic benefit to the region.

Questions/Answers

- Graham Gosling stated the line marking was very good. Everyone is aware of the problem and improvement is good. The ability to extend just a little bit is great, and hence you do not get upset visitors in Picton.
- Cllrs Faulls and Minehan both stated that Anouk and her team at Port Marlborough have been empathetic and helpful to out-of-town Sounds residents who had been affected by storm and road closures.

Graham Gosling exited the meeting at 3.55 pm.

10. Census Update – (Kerry Palmer, Census)

- Kerry Palmer made himself available for any questions or assistance with Census after the meeting.
- Census have the ability to keep counting four weeks after 7 March.

Monyeen Wedge exited the meeting at 4.00 pm.

Clr Faulls exited the meeting at 4.05 pm.

11. Actions from the previous meeting

Action	Person Responsible
1. iReX project team to provide more detail on the noise and vibration management plan at the next meeting. <i>Completed today.</i>	Gavin Beattie
2. Invite Jacqui Lloyd / Anton Wilke from Destination Marlborough to the next meeting to provide the Destination Management Plan for Marlborough to the group. <i>Completed.</i>	Kirsty Baldwin
3. Picton Regional Forum Role and Function, to be held over until the next meeting. <i>Completed today.</i>	Dean Heiford
4. Follow up on liquor bans signs at Shelley Beach in Picton before summer. <i>Completed.</i>	Dean Heiford / Mike Porter
5. Find out whether the liquor ban at Shelley Beach should be processed via the police or Council. <i>Completed.</i>	Councillor Taylor
6. Provide an update on the Parchment Worms. <i>Completed within Minutes.</i>	Oliver Wade / Jono Underwood
7. Share London Quay Concept Plans with the group. <i>Completed.</i>	Kirsty Baldwin / Jane Tito

12. General Business

- **The ABC to Wellbeing Workshop**
 - A free 4-hour workshop is being run by Te Whatu Ora (Nelson/Marlborough) in Picton on Friday 24 March at Endeavour Park and a brochure was distributed.
- **Bay of Many Coves**
 - Tim Newsham is stepping down from his role on the committee. There is currently no replacement. Tim wishes to continue receiving the PRF minutes.
- **Regular Councillor Availability**
 - It was discussed at the Picton Business Group recently whether people want a weekly access place at the Picton Library with the Picton Ward Councillors to enable them to have regular contact and input, either with all three, or on a rotational basis. This will be discussed in more detail at a further meeting.
- **Whatamango Bay**
 - There is general unrest of residents in Whatamango Bay about the road and the use of heavy vehicles, including logging trucks. A Geotech consultants' report has been received showing the road is safe. Don Miller may speak to Steve Murrin from Waka Kotahi about these issues on a very fragile road, which has slips on it.

- **Easter Sunday Service**

- An invitation was extended by the Picton Churches to a Sunrise Service starting at 7.00 am on Easter Sunday, at the Foreshore opposite Le Café, in Picton.

13. Actions from the meeting

	Action	Person Responsible
1.	Discuss residents' access to ports of Picton and Havelock. <i>Pending.</i>	Councillor Faulls / Rose Prendeville
2.	Invite Jono Underwood and Oliver Wade to update about the Sea Worm in the Sounds. <i>Completed.</i>	Kirsty Baldwin
3.	Distribute the Terms of Reference document to the group regarding the Forum Functions and Role. <i>Completed.</i>	Kirsty Baldwin
4.	Provide an email link for Phil Black, Picton Police, as follows: phillip.black2@police.govt.nz . <i>Completed.</i>	Phil Black
5.	Arrange for a Code and Compliance Manager to attend a meeting to present on which issues they can and cannot address for the Dublin Street iReX project works. <i>Pending.</i>	Kirsty Baldwin / Councillor Faulls
6.	Discuss whether people want a weekly access place at the Picton Library with the Picton Ward Councillors. <i>Pending.</i>	Councillors Faulls, Innes, Burgess and Minehan

14. Future Speakers

- Picton Sewerage Update – Stephen Rooney.
- Picton Dawn Chorus Update.
- Picton Banking Hub Update.
- KiwiRail Update.
- Marlborough Sounds Ungulate Update (Tim Newsham).
- Sea Worm Update (Jono Underwood and Oliver Wade).
- Dublin Street Overbridge Traffic Management Plan Update (Laura Skilton and Steve Murrin).

15. Proposed Meeting Dates for 2023

Picton Regional Forum

- 1 May 2023
- 3 July 2023
- 4 September 2023
- 6 November 2023

The meeting closed at 4.06 pm.

Appendix A – Marlborough Destination Management Plan Update

Destination
Marlborough



Marlborough Destination Management Plan

2022–2032



Planning a collaborative future path for the
Marlborough community and regional visitor industry

What exactly is a Destination Management Plan?

**A holistic planning approach to
ensure best match between visitor
experiences and community outcome**

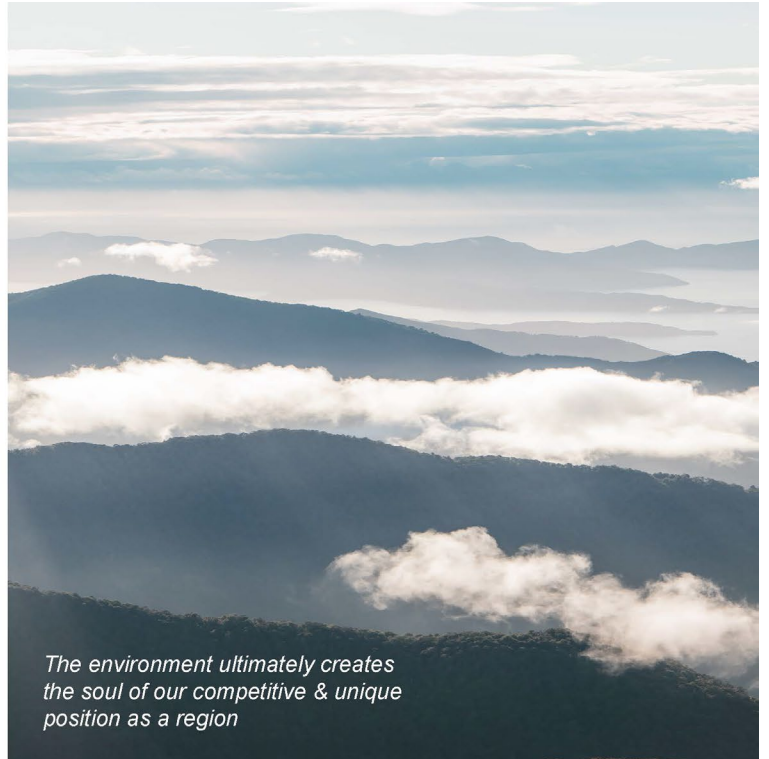
What are the key outcomes and objectives Marlborough seeks to achieve with the DMP?

- Enhancing the lives of the local community.
- Developing the local visitor industry to its most suitable potential ensuring a vibrant diversified economy and profitable tourism businesses throughout the entire region.
- Creating a stable, year round balanced destination that sustains, and where possible, regenerates the local environment.
- Improve regional planning, coordination and communication within the tourism sector as well as with local government, iwi and other community & agency groups.

The environment sits at the heart of our region

- Our unique climate is a key part of our region and therefore underpins Marlborough as a successful visitor destination.
- Our climate is strongly influenced by our unique geomorphology - the shape of the land.
- This geomorphology is expressed through the valleys, hills and mountains that run west to east formed by the Alpine Fault, forcing cold southerly weather east into the ocean.
- E.g -The Wairau Valley "Kei puta te Wairau" or the place with the hole in the cloud.

We grow vines, harvest seafood, produce salt, become aviators, farm the land, spy the skies, holiday, relax, fish, boat, and explore here in Marlborough, because of the unique warm sunny climate and setting provided to us by the environment – Te Taiao.



The environment ultimately creates the soul of our competitive & unique position as a region



Applying the four well-beings in the tourism and visitor space.

Social

Tourism provides a sense of community, placemaking, pride, and wellbeing.

Economic

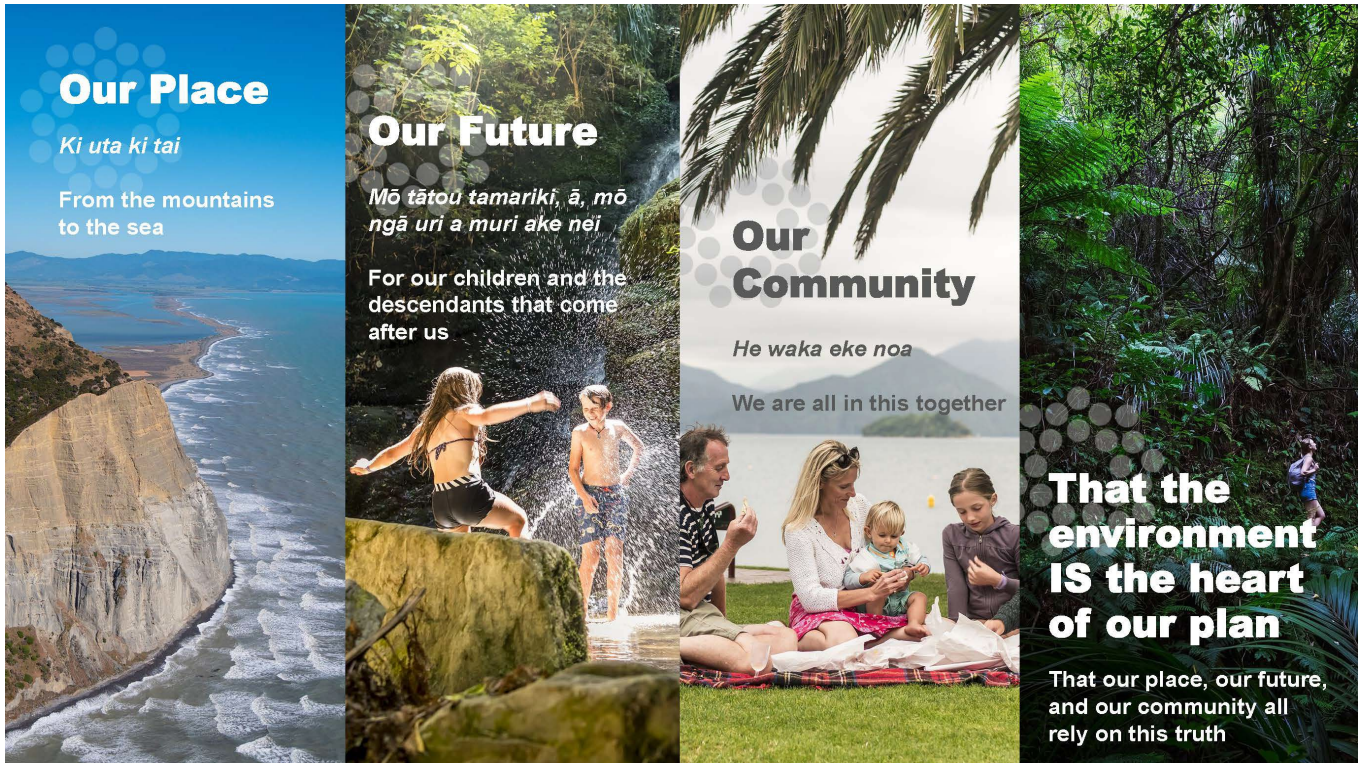
Tourism brings employment, demands housing affordability, and seeks new opportunity, generates primary and secondary spend, plus opportunities in business and careers.

Environmental

Tourism must be regenerative, intergenerational, and can bring focus onto the issues – e.g., funding endangered species.

Cultural

Tourism can invite and sustain multicultural expression, innovation, and help develop new community partnerships.



Our communities sit within Te Taiao

Marlborough is made up of four main valley community spaces.



1

Te Hoiere
Pelorus



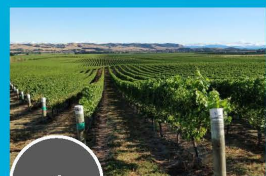
2

Tōtaranui
Queen Charlotte



3

Wairau
Nelson Lakes to the Bar

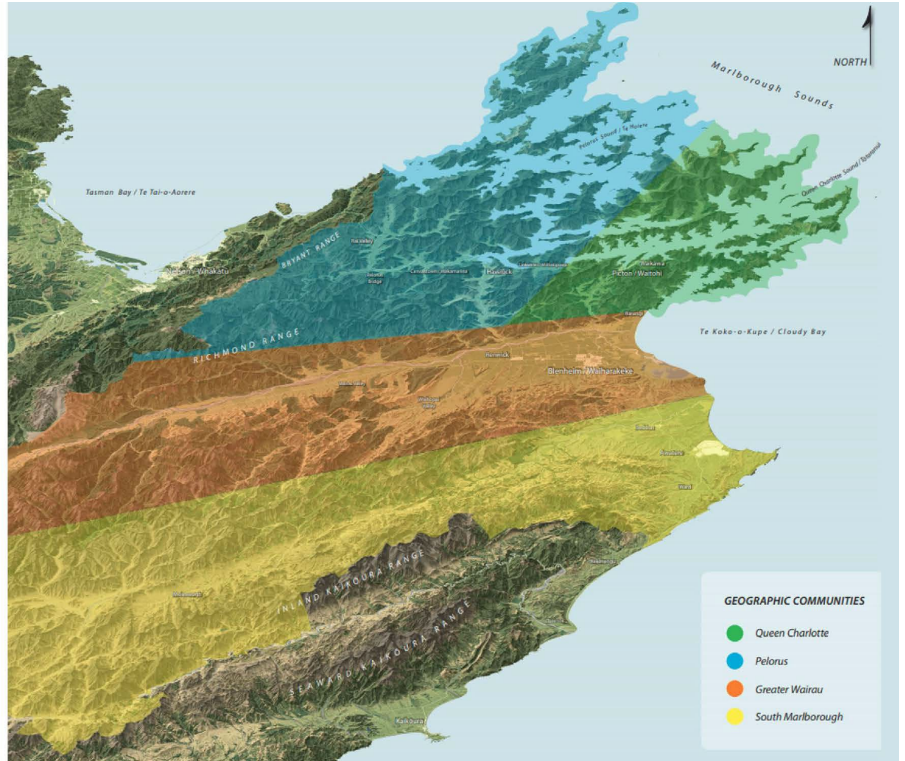


4

Awatere
South Marlborough



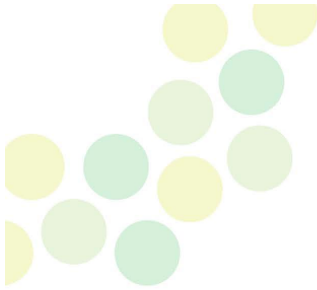
Marlborough Visitor & Community Geo-spaces



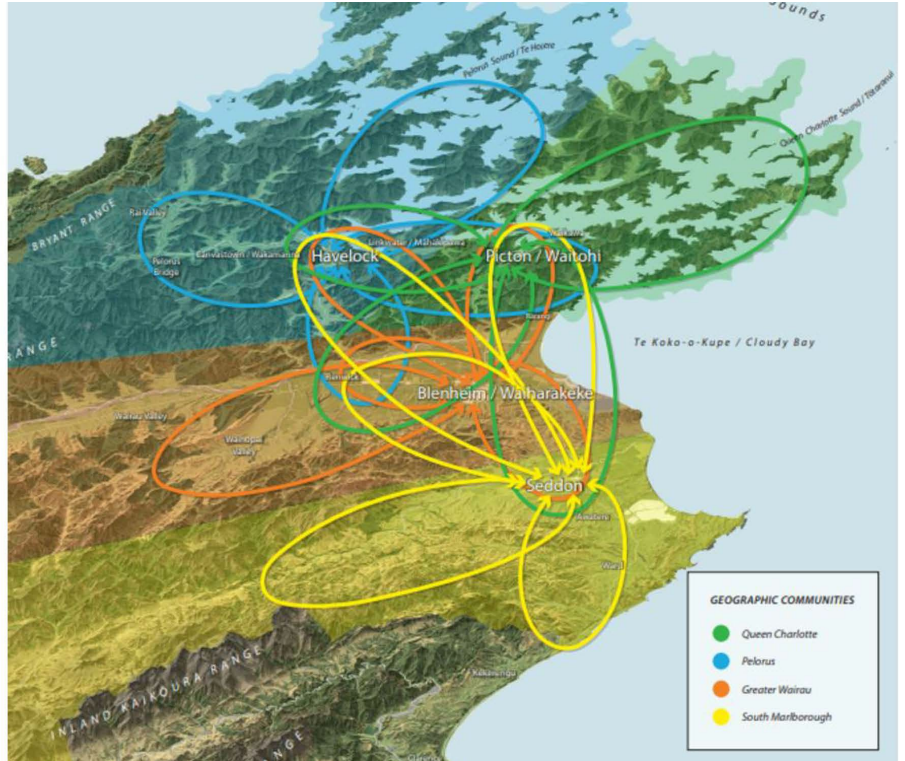

Marlborough Hub & Spoke Strategy

How do we encourage visitors to stop, stay longer and explore the various visitor spaces, communities and unique experiences? How do we ensure towns like Blenheim, Havelock & Picton deliver an attractive overnight experience to back this? A subtle but effective way to shift the destination conversation – not just a one day for wine & sounds.





Visitors base themselves in key town locations – accessing required amenities and explore the wider region – effectively spreading the economic impact and reducing location based environmental impacts, as well as somewhat reducing existing risks around current dependence on wine and sounds.



Regenerative Tourism – some say – is the way of the future.

So what is
regenerative tourism?

Core findings and recommendations:



1

That the environment sits at the heart of this regional and community focused plan

2

The region of Marlborough needs to embrace and continue to play to its natural climate advantages provided by unique landscapes and the communities within.



Core findings and recommendations:

3

That adopting a wider iwi cultural partnership approach to environmental management will provide a regenerative framework for future tourism.



4

The regional narrative is developed further to hang from a “four valleys & towns” concept to create a healthier visitor industry, enhancing length of stay, visitor spend, reduction of environmental impact, and spread of economic benefits.



Core findings and recommendations:

5 That the visitor destination of Marlborough sits within a much larger "Marlborough Inc" cross industry pillar regional brand story and narrative needs to reflect this. We need to collectively leverage our industry sector advantages aligning visitation, viticulture, and marine farming to a higher level.

6 That tourism is a consumer of resources and by this recognition we can measure the impact, care for the environment, ensure visitors pay their way and enhance community licence. Tourism is a primary industry operating within a limited environmental framework.



Core findings and recommendations:

7 Marlborough should embrace and share its many important iwi based tales from the past promoting te reo as much as possible and encouraging visitors to explore an authentic culture and the natural environment via newly created visitor experiences.

TE REO MĀORI

8 The Marlborough region needs to amplify its convenient central geographic position, leveraging seasonality, transport access, and repeat visitation.



Core findings and recommendations:

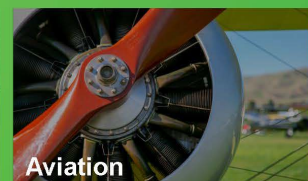


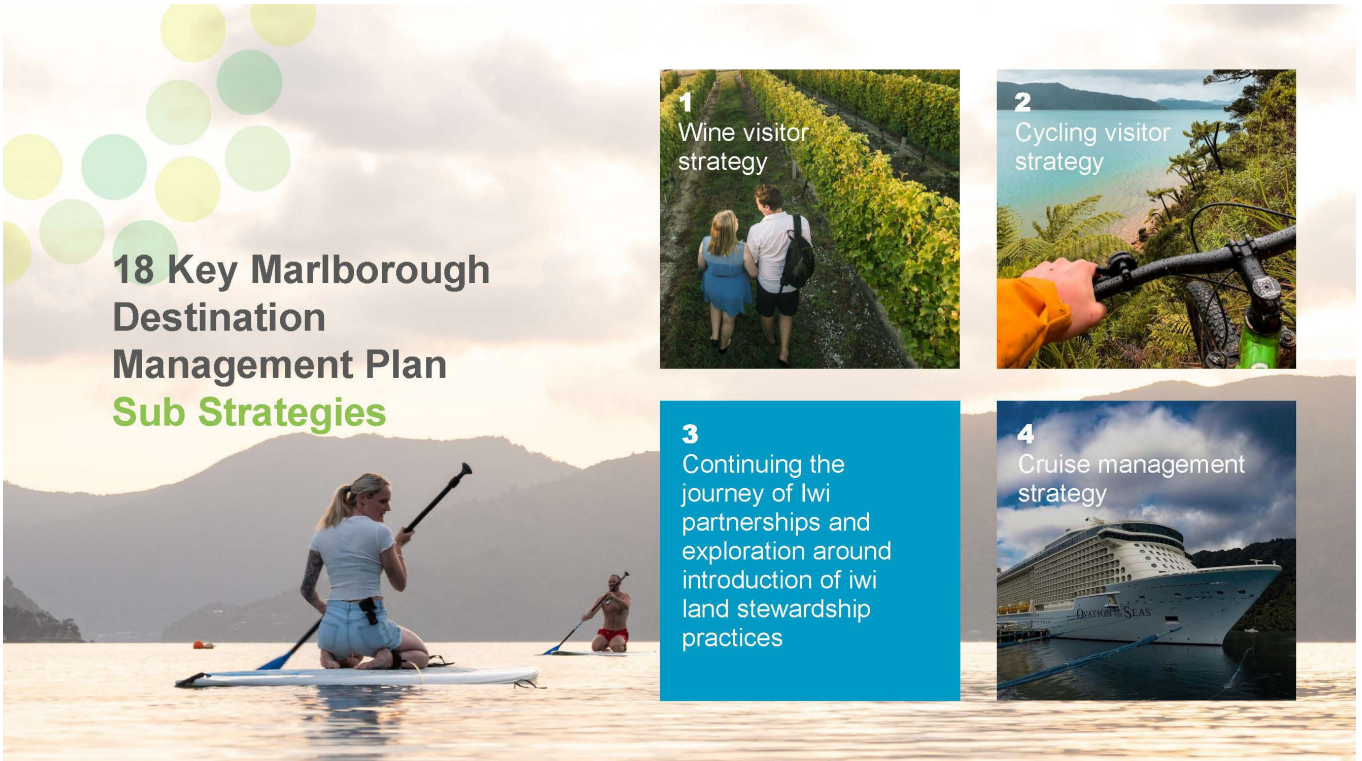
9 There is the need for further infrastructure investment into accommodation, central town visitor precincts, and coordination of wider tourist services to provide clarity of offering, and security during visitor decision making.

10 New visitor product development opportunities abound, however those that align with the regional strengths should be promoted and developed firstly.






Key well known destinational themes, spaces & USPs



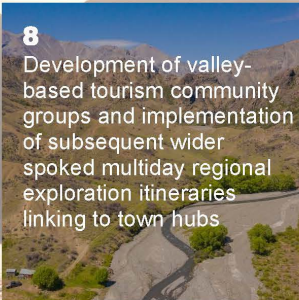


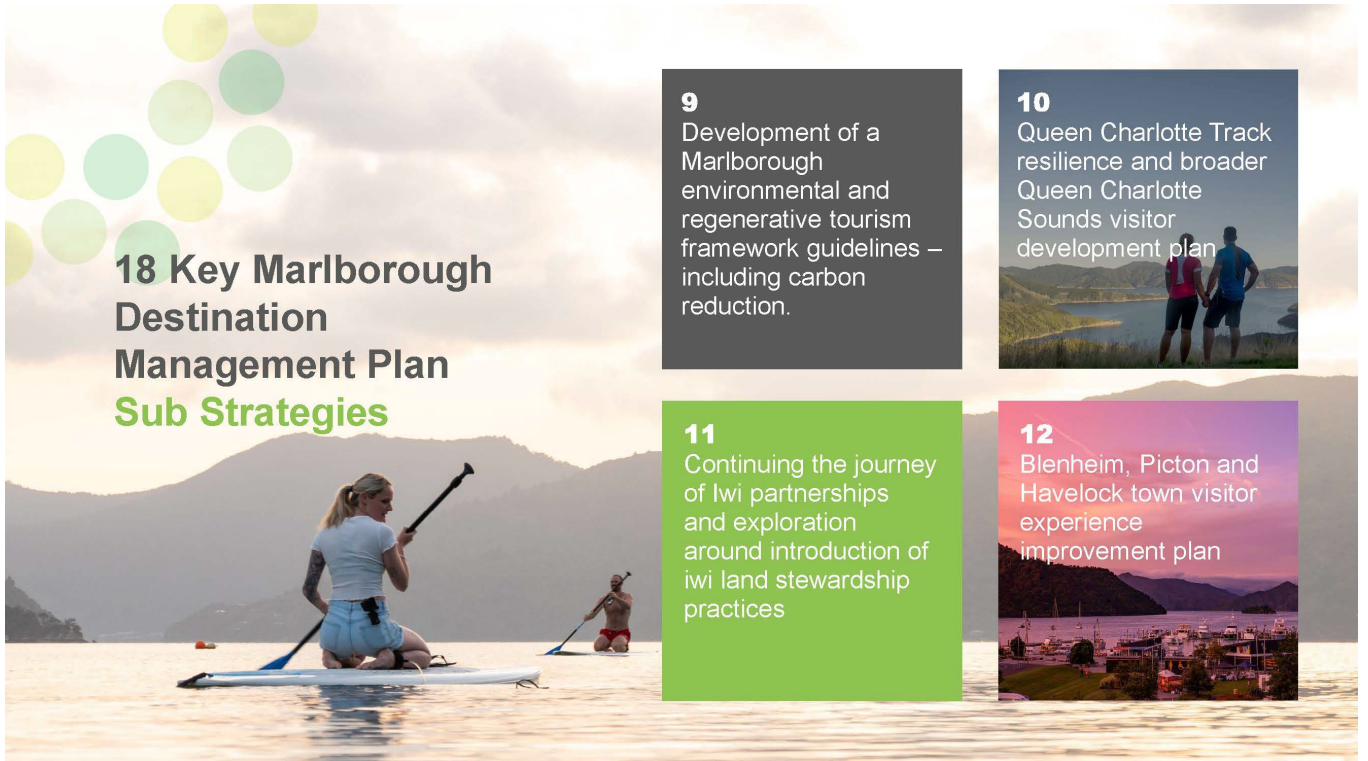
18 Key Marlborough Destination Management Plan Sub Strategies

- 1** Wine visitor strategy 
- 2** Cycling visitor strategy 
- 3** Continuing the journey of Iwi partnerships and exploration around introduction of Iwi land stewardship practices
- 4** Cruise management strategy 



18 Key Marlborough Destination Management Plan Sub Strategies

- 5** South Marlborough tourism business development plan. Assist with new visitor experience developments and community engagement in tourism.
- 6** Seafood enhancement, product development and access strategy 
- 7** Business and events and seasonality strategy – focusing on shoulder events and winter conference market
- 8** Development of valley-based tourism community groups and implementation of subsequent wider spoked multiday regional exploration itineraries linking to town hubs 



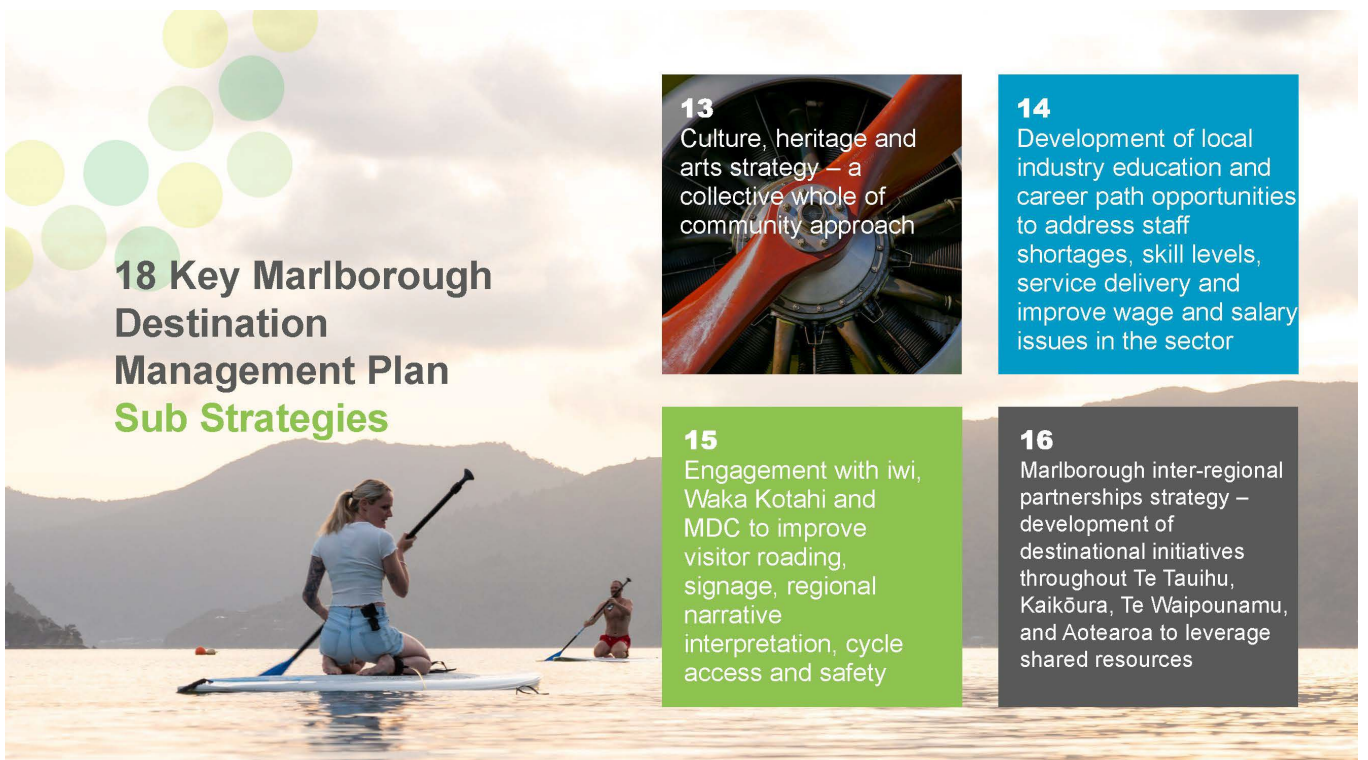
18 Key Marlborough Destination Management Plan Sub Strategies

9 Development of a Marlborough environmental and regenerative tourism framework guidelines – including carbon reduction.

10 Queen Charlotte Track resilience and broader Queen Charlotte Sounds visitor development plan

11 Continuing the journey of iwi partnerships and exploration around introduction of iwi land stewardship practices

12 Blenheim, Picton and Havelock town visitor experience improvement plan



18 Key Marlborough Destination Management Plan Sub Strategies

13 Culture, heritage and arts strategy – a collective whole of community approach

14 Development of local industry education and career path opportunities to address staff shortages, skill levels, service delivery and improve wage and salary issues in the sector

15 Engagement with iwi, Waka Kotahi and MDC to improve visitor roading, signage, regional narrative interpretation, cycle access and safety

16 Marlborough inter-regional partnerships strategy – development of destination initiatives throughout Te Taihū, Kaikōura, Te Waipounamu, and Aotearoa to leverage shared resources




18 Key Marlborough Destination Management Plan Sub Strategies

17
Transport access strategy – leveraging our central location to maximise rail, road, ferry, cycle and walking opportunities



18
Marlborough Sounds Opportunities Project – creating a future vision



Targeted new visitor product & infrastructure projects



- 1**
Complete – Omaka Aviation Heritage Centre Developments.
- 2**
Champion – Development of Blenheim Rangitāne Cultural Centre and Wairau Bar experience.
- 3**
Encourage and Assist – Decisions around the development of proposed new visitor attraction options in Picton.

Targeted new visitor product & infrastructure projects



4

Partner – With local iwi and DOC to explore and develop regenerative tourism activations in the Marlborough Sounds and Queen Charlotte Track.



Coordinate and advise – Future planning around visitor spaces and precincts in central Blenheim town.



6

Explore – Development of visitor experiences that wrap around unique flora and fauna habitats – e.g., long tail bat in Pelorus.

Targeted new visitor product & infrastructure projects



Develop – Seafood based activations based around the Pelorus and Havelock communities – Wharf activation, short tours, wine connection, short & long stay.



8

Flesh Out – Aviation as a wider visitor element – aviation community, education & skills, conferences, events, environment & climate, heritage, and RNZAF partnerships.



9

Expand – Accommodation offering, themed clusters – vineyard, sounds, whale trail future needs, new central hotel, staff accommodation.

Targeted new visitor product & infrastructure projects

10

Lead – In technology – wine tours, cellar door management, use of electric bikes and vehicles, autonomous navigation systems, cycleways & low carbon tourism.

11

Add value – Contribute and assist as appropriate to the Picton ferry terminal redevelopment project lead by Port Marlborough.

12

Give Voice – Working with MDC, Waka Kotahi and local cycle group stakeholders to provide expanded facilities to wine exploration in Marlborough.



Projects already underway

- Cellar Door working group – outcomes already happening
- Cycle way strategy – Renwick, whale trail, central Blenheim etc
- Blenheim CBD visitor food & wine hospitality pre feasibility study complete and connecting with MDC over future visitor spaces in Blenheim
- Cruise strategy – post 22-23 season wind up
- Initial development of seafood opportunity thinking – Havelock? Picton?
- Communicating with iwi in Te Hoiere, Totaranui and Wairau takiwa
- Development of Awatere South Marlborough tourism development initiative
- Connecting with regional agencies around arts & heritage, signage, interpretation, education, environmental sustainability projects
- Plus more..

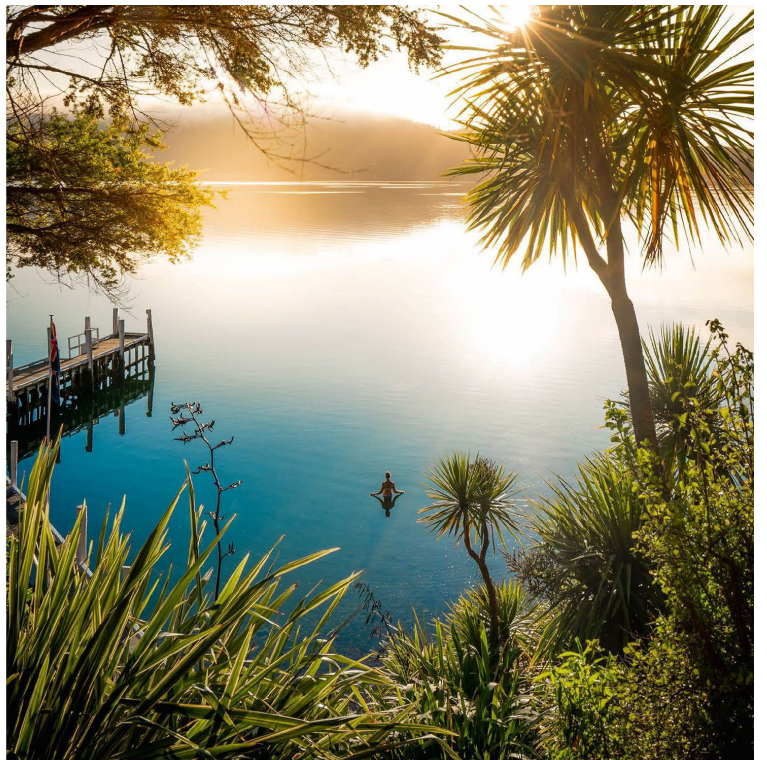
Picton and Totaranui “Valley” projects and opportunity

- Consideration of Queen Charlotte Track resilience
- Development, encouragement, and research around iwi driven visitor initiatives
- Alignment of Ports of Marlborough developments with cruise and Picton community expectations around visitation.
- Working with existing regenerative focused local community environmental initiatives to partner with visitor opportunities and subsequent revenue streams.
- Connectivity for walking and wider cycle initiatives – Link pathway, Whale trail to wider Marlborough connectivity
- Connect into wider signage & narrative options - Waka Kotahi, iwi, MDC partnerships
- Sounds roading project – a joint tourism and community opportunity?
- Wider visitor experience development and accommodations – Picton as a base & DESTINATION.

Destination
Marlborough



Marlborough Destination Management Plan



Appendix B – iReX Project Update



KiwiRail Ferry Development

Construction – 2023

Description of Works	Start Date	Finish Date
Rail Turntable Relocation Contractor: CMT Group	August 2022	Complete
Passenger Marshalling Yard Relocation Contractor: Simcox (Isaac Group)	November 2022	March 2023
Temporary Terminal Building Contractor: CMT Group	November 2022	May 2023
Existing Terminal Building De-Construction Contractor: CMT Group	May 2023	June 2023
Waitohi Culvert Upgrade Stage 1 Contractor: Simcox (Isaac Group)	November 2022	March 2023
Dublin Street Services Relocation (Power, Comms, Water, Sewer) Contractor: Simcox (Isaac Group)	April 2023	June 2023
Auckland Street Property Works Contractor: CMT Group	April 2023	June 2023
Commercial Jetty Works Contractor: Bellingham Marine	March 2023	April 2023
Dublin Street Overbridge	Mid-2023	Early 2025
Mechanical Depot and Rail Ops Office Contractor: CMT Group	May 2023	Early 2024
Main Marine Works Construction mobilisation Contractor: Downer / Heb JV	May 2023	Mid-2023
Rail Works Construction Contractor: Downer / Heb JV	Mid-2023	Early 2025
New Wharf and Seawall Construction Contractor: Downer / Heb JV	Mid-2023	Late 2025



Waitohi Culvert works underway



Temporary Terminal Building Construction underway

Temporary Terminal Construction Underway



Waitohi Culvert Upgrade Progress



Waitohi Culvert Upgrade Progress



Interim Passenger Car Marshalling Area



KiwiRail Ferry Development

Construction Noise – Marshall Day CNVMP

- **MEP Rules:** Construction Noise not to exceed NZS 6803:1999 Acoustic – Construction Noise
 - Monday – Saturday 7:30am – 6:00pm
 - 70 dB L_{aeq}
 - 85 dB L_{AFmax}
 - Lower limits for night work
- Piling noise: <70 dB L_{aeq} at 69m from source

