



2023



2030

TE PĀTAKA O RĀKAIHAUTŪ BANKS PENINSULA

Destination Management Plan – At A Glance

**Whatungarongaro te tangata, toitū te
whenua te oranga o te tangata, he whenua.**

**As people disappear from sight, the land remains,
and the welfare of the people lies in the land.**

Acknowledgements

Akaroa Civic Trust, Te Pātaka o Rākaihautū Banks Peninsula Community Board, Akaroa District Promotions Society, Akaroa and Bays Forum, Ōnuku Rūnanga, Wairewa Rūnanga, Lyttelton Community Association, Lyttelton Business Association, Governors Bay Community Association, BP Trust, Little River Wairewa Community Trust, Akaroa Ratepayers and Residents Association, Rod Donald Banks Peninsula Trust, Banks Peninsula Native Forest/Climate Change Group (BPNFCCG), Banks Peninsula Conservation Trust, Friends of Banks Peninsula, Federated Farmers, Potahu Tours and The Seventh Generation. Christchurch City Council, Waka Kotahi NZ Transport Agency, Department of Conservation, Lyttelton Port Company, Lyttelton Harbour Information Centre, Environment Canterbury, Regional Tourism New Zealand, Dr David Ermen — Destination Capacity, Erin Jackson — Narrative, Carl Pavletich — Fabriko, Kris Herbert — Creative Agent, and Resonance. Plus many individuals that wrote and provided extensive input.

Thank you to the community for their thoughts and ideas from right across the Te Pātaka o Rākaihautū Banks Peninsula. And to our leadership advisory group for their governance throughout.

Glossary: Taiao means environment and manuhiri means visitor.

There is a separate Ōtautahi Christchurch Waitaha Canterbury destination management plan and for a complete picture of the region it should be read in conjunction with this document. You can access both plans as well as At A Glance versions [here](#).

The development of these plans was led by ChristchurchNZ with funding from MBIE. ChristchurchNZ is the Canterbury Regional Tourism Organisation.

Community Engagement

Thank you to the community for their thoughts and ideas from right across Te Pātaka o Rākaihautū Banks Peninsula.

According to the visitor and resident survey, Banks Peninsula provides a sense of safety, welcome, care, and resilience. Te Pātaka o Rākaihautū Banks Peninsula's unique biodiversity is a key tourism drawcard.

247

TE PĀTAKA O RĀKAIHAUTŪ BANKS PENINSULA RESIDENTS COMPLETED THE SURVEY

(August 18th to September 15th, 2022)

representing 3% of the population (8,850 at 2018 census). The resident response rate was the highest of all regions surveyed

871

TE PĀTAKA O RĀKAIHAUTŪ BANKS PENINSULA SOCIAL COMMENT BOARD VISITS

with 358 unique users (hosted via ChristchurchNZ, under the banner 'Defining Our Place') — promoted on social media to reach younger demographics

THIS DOCUMENT WAS PEER REVIEWED

by Dr David Ermen, Destination Capacity in September 2023

3,304

VISITORS SURVEYED WHO PREVIOUSLY VISITED TE PĀTAKA O RĀKAIHAUTŪ BANKS PENINSULA

(August 18th to September 15th, 2022)

ONGOING CONSULTATION WITH MANA WHENUA

TWO VISIONING AND COMMUNITY WORKSHOPS

with representatives identified by the Te Pātaka o Rākaihautū Banks Peninsula Community Board

ATTENDANCE

AT TE PĀTAKA O RĀKAIHAUTŪ BANKS PENINSULA COMMUNITY BOARD MEETINGS

to hear submissions on cruise impacts

LOCAL PRESS

provided content to update the broader community, including the Bay Harbour News and Akaroa Mail, plus information available at 4 local libraries to keep the broader community updated

ONE-ON-ONE INTERVIEWS

WITH STAKEHOLDERS & LOCAL RESIDENTS

ENGAGEMENT

through multiple community meetings in Akaroa and regular presentations at Te Pātaka o Rākaihautū Banks Peninsula Community Board meetings throughout 2022/23

LYTTELTON

COMMUNITY MEETING HELD ON CRUISE VISITATION

STAKEHOLDER MEETINGS

with Department of Conservation, Environment Canterbury, Waka Kotahi, Lyttelton Port Company and Christchurch City Council

COMMUNITY

GROUP CONSULTATIONS WITH:

Akaroa Civic Trust, Akaroa District Promotions Society, Akaroa and Bays Forum, Ōnuku Rūnanga, Wairewa Rūnanga, Governors Bay Community Association, Diamond Harbour Community Association, Lyttelton Community Association, Lyttelton Harbour Business Association, BP Trust, Little River Wairewa Community Trust, Akaroa Civic Trust, Akaroa Ratepayers and Residents Association, Rod Donald Banks Peninsula Trust

Executive Summary

Te Pātaka o Rākaihautū Banks Peninsula was formed out of fire 10 million years ago. The ancestor Rākaihautū dug the lakes of the Te Wai Pounamu, the South Island, and rested his great kō, or digging stick, on the hills above Akaroa creating one of Aotearoa New Zealand's most unique landforms.

It's a special ecological place. And a place with stories to tell and experiences to be shared. A massacre at Takapūneke in Akaroa Harbour — and the French intent to settle the peninsula — were both catalysts for our nation's founding document, Te Tiriti o Waitangi. Lyttelton was where the first four ships arrived from England for an organised settlement in 1850 and the colonisation of what was to become Ōtautahi Christchurch. And where famous explorers Scott and Shackleton departed on expeditions into the great unknown of the Antarctic region.

Today the Te Pātaka o Rākaihautū Banks Peninsula community is made up of distinct communities, each with their own special character. However, they have a collective vision of regenerating the environment and protecting their unique ecology for future generations. The recent Christchurch City Council Long Term Plan consultation confirmed that climate change was a shared concern amongst all residents of Te Pātaka o Rākaihautū Banks Peninsula.

Local Marae: Te Hapū o Ngāti Wheke, whose marae is in Rāpaki, Te Rūnanga o Koukourārata, with a marae in Port Levy, Wairewa Rūnanga, whose marae is in Little River and Ōnuku Rūnanga, with a marae set in the scenic Akaroa Harbour and across the lake to Ngāi Te Ruahikihiki ki Taumutu, represented by Te Taumutu Rūnanga with the marae of Te Pā o Moki.



Through engagement in the development of the plan the Te Pātaka o Rākaihautū Banks Peninsula community have come together to explore, debate and share their vision for how they would like visitors to interact with their place. This consultation took place over the

period August 2022 through to October 2023, through quantitative surveys with residents and visitors, workshops, face to face interviews, submissions and the guidance, drive and support of the Te Pātaka o Rākaihautū Banks Peninsula Community Board.

The vision, guiding principles and values that underpin the work include:

| | | | |
|--------------------|--|--|---|
| VISION | We welcome manuhiri to come and learn about and explore our unique culture, history and geography in a way that delivers benefits for our taiao, our people, and our visitors | | |
| GUIDING PRINCIPLES |  <p>Kaitiakitanga</p> <p>We consider future generations in all our decisions so that we are enhancing their culture, communities and environment</p> |  <p>Kotahitanga</p> <p>We focus on our shared values and love of place to maximise our combined energy</p> |  <p>Mātauranga</p> <p>We welcome visitors to experience and understand our culture, history and geography</p> |
| VALUES | <p>Because we are custodians of the land for our future generations...</p> <p>We practice kaitiakitanga, regeneration</p> | <p>Because our visitors impact our communities...</p> <p>We believe in kotahitanga, collaboration</p> | <p>Because we respectfully welcome visitors to understand our unique place...</p> <p>We believe in mātauranga, respect</p> |

The desire to educate visitors and enable them to explore in a respectful way, whilst prioritising the benefit first to the environment, the people of the place and finally visitors is quite deliberate. “At the core of the thinking is an acknowledgement

that a regenerative human culture is healthy, resilient and adaptable; it cares for the planet and it cares for life in the awareness that this is the most effective way to create a thriving future for all of humanity.” — [Daniel Christian Wahl](#)



We welcome manuhiri to come and learn about and explore our unique culture, history and geography in a way that delivers benefits for our taiao, our people, and our visitors.



This plan is underpinned by 10 pillars that seek to guide decision making and prioritisation of the many agencies and communities that work in this place:



Finding a way forward that ensures environmental regeneration, together with social and economic prosperity is a challenge that the community would like to tackle together with the agencies and stakeholders that work alongside them. The community also acknowledges that the broader Aotearoa policies and strategies bear significant influence on this place. There is a strong desire for a true national regenerative tourism strategy that comes from the national tourism environment action plan (currently nearing completion). Plus the need to have a national cruise strategy with effective mechanisms for control, so communities can help manage the delicate balance of their environments effectively.

It is also noted that local government bears significant

costs of manuhiri such as public toilet amenities, wastewater networks, rubbish bins, car parks and related infrastructure without related income (i.e. GST, arrival levies). Additionally, tourists take advantage of our investment and ongoing maintenance of road networks, streetscapes (particularly in the central city) and facilities like Tūranga and Te Pae. The tourism sector continues to seek a model that equitably considers this, and this plan supports central government undertaking a review of this funding model.

Whilst the challenges are clear, and funding is limited, the community is excited about the opportunities ahead to share with stakeholders and agencies their desired path ahead. And they look forward to working side by side as together we all walk that path.

A massacre in Takapūneke in 1830 is considered to be the first involvement of a European directly in inter-tribal warfare. Captain Stewart’s involvement in the attack on Takapūneke and deaths caused great concern to the missionaries and the British authorities in Sydney and in London. As a result of the incident a British Resident in New Zealand was appointed which led to the signing of the Treaty of Waitangi and ultimately British sovereignty over New Zealand in 1840.

Rik Tainui, Ōnuku Rūnanga said that Takapūneke should be the “Waitangi of Te Wai Pounamu” with the site taking its rightful place as one of the most significant landmarks of Aotearoa.



Takapūneke Reserve

Governance & Implementation

ChristchurchNZ will be a champion and advocate for activities outlined in the plan. The ownership of the plan however is broad, with various stakeholders having delivery requirements. The community is key for the ongoing implementation of the plan, as ultimately they are the true owners of the plan. All parties and agencies are effectively seeking to help implement it.

The recommended Te Pātaka o Rākaihautū Banks

Peninsula Destination Advisory Group, if convened, would play a key stewardship role, helping to guide the DMP implementation in the near term. This on the ground, local ongoing role is critical to ensuring the sentiment and delivery of the plan is achieving the outcomes sought. The Te Pātaka o Rākaihautū Banks Peninsula Community Board and local Rūnanga will continue to be conduits to and from the community for destination management tracking in the future.



Success Measures allow us to track the plan, and if we are moving towards achieving our “vision” for Te Pātaka o Rākaihautū Banks Peninsula:

KAITIAKITANGA

01

Establish a plan for reducing the carbon footprint of the visitor economy in the region. Within this plan include training and support for local operators to lower carbon emissions. Additionally champion product development of low carbon visitor offerings

02

Survey of residents shows an increasing number of visitors can make sustainable travel choices when they are visiting Te Pātaka o Rākaihautū Banks Peninsula

03

Workshops with local hapū conducted and long term plans, with prioritisation, developed around visitation and tourism

04

Define metrics across ecosystem health, cultural wellbeing, community wellbeing and economic wellbeing

05

Advisory group meeting minimum of three times per annum reviewing implementation of DMP

06

Track the number of tourism organisations becoming Qualmark Accredited, seek to increase

KOTAHITANGA

07

Increased visitor participation in regenerative tourism experiences

08

Baseline resident tourism impact measures developed. Annual surveys track resident sentiment towards tourism including impacts on resident life. Seeking to improve outcomes post baseline development

09

Complete a comprehensive map of visitor experiences; visitor numbers, visitor spend and visitor flow to existing service facilities (public and private)

10

Establish regular reporting system to monitor benchmarks

11

Increase percentage of Ōtautahi Christchurch residents visiting Te Pātaka o Rākaihautū Banks Peninsula (measured by ECT spend)

Note: this is also a measure in the Ōtautahi Christchurch and Waitaha Canterbury plan

MĀTAURANGA

12

Develop a framework and then track measurement of the health of tourism that incorporates tracking increasing understanding of regeneration, mātauranga Māori and the unique ecology of Te Pātaka o Rākaihautū Banks Peninsula

13

Track visitation to ChristchurchNZ website with updated content regarding special character regions and the Te Pātaka o Rākaihautū Banks Peninsula updated bi-cultural story

See the full Te Pātaka o Rākaihautū Banks Peninsula Destination Management Plan for a break down of actions and implementation plans



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ChristchurchNZ

