

# MARLBOROUGH SMART AND CONNECTED VISITOR ECONOMY GROWTH PLAN



Only Marlborough

## IMPLEMENTATION PLAN

A number of actions and initiatives have been identified from the Visitor Economy Growth Plan that will help drive the value of the visitor economy. These focus around capability building, product development and improving experience delivery.

The Steering Group has been compiled to represent entities that have been recognised as have a lead role in one or more of the initiatives.

### Steering Group Participants as at 8 December 2015

Marlborough District Council – Economic Development	Neil Henry
Marlborough Chamber of Commerce	Hamish McFarlane
Destination Marlborough	Tracy Johnston
Picton Smart and Connected	Barry Maister
Renwick Smart and Connected	John Kelly
Havelock Smart and Connected	Hans Neilson
Picton Business Group	Graham Gosling
Blenheim Business Association	Tim Thomas
Wine Marlborough	Marcus Pickens
Eat Marlborough	Lucy Smith

Bike Walk Marlborough Trust	Steve Hill
Marlborough District Council Events Coordinator	Susie Witehira
Marlborough Convention Bureau	Wendy Desiles
Port Marlborough	Rhys Welbourn
Department of Conservation	Robin Cox
Cook 250 <sup>th</sup> Trust	John Hellstrom
Millennium Art Gallery	Cressida Bishop
Marlborough Museum	Steve Austin
Marine Farming Association	Debbie Stone
Hospitality New Zealand	Liz McElhinney

<b>Regional Gaps and Opportunities</b>	<b>Lead:</b>	<b>Supported by:</b>
Attraction, retention and skill-base of staff to support the growing visitor economy.	Marlborough Chamber of Commerce	NMIT, Industry Training Organisations
Businesses and F&B outlets not consistently open for trading on weekends, public holidays and major event weekends all year round.	Blenheim Business Association	MDC
Lack of consistency and regional approach to tourist signage, way finding and communication with travellers in the region.	MDC	Destination Marlborough, S&C Renwick, S&C Picton S&C Havelock, Blenheim Business Association, DOC
Limited and in some cases no public transport options to some parts of the region.	MDC	Commercial operators
Accommodation capacity under one roof limited to 56 rooms.	Commercial Operators/investors	MDC
Development of the 'do business', 'invest' and 'live' hubs on MarlboroughNZ.com.	MDC, Marlborough Chamber of Commerce	Destination Marlborough
Picton, Blenheim, Havelock and Renwick define, develop and own their identity and contribute to the Marlborough Story	S&C Havelock, S&C Renwick S&C Picton, Picton Business Group, Blenheim Business Association	MDC, Destination Marlborough
Attract business and infrastructure investment in Marlborough.	MDC Marlborough Chamber of Commerce	Destination Marlborough
Alignment of functions and resources to grow demand for Marlborough as a destination to invest, do business, live, work and visit.	MDC	Destination Marlborough
Build the region's capability to respond to meeting the needs of new and changing visitor mix, ie China and Halal.	Destination Marlborough Marlborough Chamber of Commerce	
Define a freedom camping bylaw that balances the best interests of Marlborough, from an economic and environmental perspective as well as from a visitor experience perspective.	MDC	Destination Marlborough, Holiday Park operators.
Develop and maintain the regions portfolio of target markets, priorities and approach to growing demand.	Destination Marlborough	Commercial Operators
Sustain, expand and extend transport links and services.	?	Destination Marlborough MDC, Marlborough Airport, Air NZ, Sounds Air, Kiwirail, Strait Shipping, Port Marlborough, Marlborough Roads
Improve broadband and cellular access across Marlborough.	MDC	

<b>The Marlborough Sounds</b>	<b>Lead:</b>	<b>Supported by:</b>
Build international recognition for the Marlborough Sounds as a significant marine environment.	Marlborough Marine Futures	MDC Destination Marlborough Commercial Operators Marine Farming Association
Contribute toward the integrated sustainable management of the Marlborough Sounds.	Marlborough Marine Futures	
Build supply and demand for shoulder and winter season visitation in the Marlborough Sounds.	?	Marlborough Sounds Operators Destination Marlborough QCT Inc.
Ensure infrastructure and facilities are in place to retain and grow cruise ship visits and attract leisure boaties.	Port Marlborough	
<b>Wine and Food</b>	<b>Lead:</b>	<b>Supported by:</b>
Leverage the international reputation of Marlborough's wine and grow Marlborough's reputation as an internationally recognised epicurean destination.	?	Destination Marlborough Wine Marlborough Marlborough Research Centre
Build Marlborough's reputation as the destination source of high value seafood.	Marine Farming Association	Seafood producers. Destination Marlborough
Convert consumers of Marlborough's wine and food exports into visitors/investors/residents of Marlborough, and Marlborough's visitors into consumers/ investors and business partners of Marlborough's food and wine products.	Destination Marlborough Wine Marlborough Marlborough Research Centre	
Inspire Marlborough's hospitality sector to embrace, use and promote Marlborough product.	Hospitality New Zealand	Eat Marlborough
Target high profile chefs and restaurateurs to become ambassadors for Marlborough food and wine and to establish links /outlets in Marlborough.	?	Hospitality New Zealand, Eat Marlborough
<b>Walking and Cycling</b>	<b>Lead:</b>	<b>Supported by:</b>
Encourage walk and cycleway initiatives to support a diverse network of roads, trails and tracks in Marlborough that showcase and enhance the region's natural advantages and are enjoyed by bikers and walkers every day.	Bike Walk Marlborough Trust	Commercial Operators MDC Landowners Marlborough Roads QCT Inc. Biking and walking clubs
<b>Nature and Conservation</b>	<b>Lead:</b>	<b>Supported by:</b>
Develop product experiences that open up access to Marlborough's conservation assets and initiatives for visitors.	Commercial Operators	DOC Iwi Picton Smart and Connected

<b>Culture and Heritage</b>	<b>Lead:</b>	<b>Supported by:</b>
Celebrate Captain Cook's 250 <sup>th</sup> anniversary.	Marlborough Captain Cook 250 <sup>th</sup> Trust	Picton Smart and Connected, Rangitane, Te Atiawa, Ngati Kuia
Develop visitor experiences and capabilities that reflect Marlborough's significant maritime and regional history and the stories of regional Maori heritage and other early settlers.	Marlborough Heritage Tourism Development Strategy	Destination Marlborough Picton Smart and Connected, Marlborough Marine Futures, DOC
Stage 2 development of the Omaka Aviation Heritage Centre.	Omaka Aviation Heritage Centre	MDC Destination Marlborough
Grow the vibrancy of town centres and attractiveness to visitors	Picton Smart and Connected, Picton Business Group, Blenheim Business Association,	MDC
Utilise the region's performing arts capabilities and infrastructure to position Marlborough as a vibrant Top-of-the-South performing arts hub including the development of a cultural precinct in the Blenheim CBD.	ASB Theatre Blenheim Business Association Millennium Art Gallery Rangitane MDC	
<b>Events</b>	<b>Lead:</b>	<b>Supported by:</b>
Align the Regional Events Strategy with the Business Event Attraction Strategy to optimise venue and facility utilisation throughout the year.	MDC Destination Marlborough	
Develop a Marlborough Events Matrix where events will be evaluated on criteria such as social and economic benefits (GDP), visitor nights, exposure of the region and seasonality. This will highlight any gaps in the matrix where bids for events can be targeted.	MDC	
Along with national conference attraction, target international business events and specialist business visitors in conjunction with Tourism New Zealand.	Marlborough Convention Bureau	