



## **Project Forever Waiheke – Report to the Waiheke Local Board on Funding Agreement**

### **Purpose of the report**

This report meets the requirements of the Funding Agreement of 3 March 2018, between the Waiheke Island Local Board and *Project Forever Waiheke* (PFW), to report on the Project's achievements from September 2018 to February 2019, against the *Objectives and Measures* of the Agreement.

*Note that in December 2018 the Local Board agreed to extend the time frame for expending the funding made available by the Local Board, to 30 June 2019.*

### **Achievements**

<b>Objectives and Measures</b>	<b>Achievements</b>
1. Establish a Local Working Group (LWG) to provide governance and management for the Project, including development of a LWG Terms of Reference; the LWG will include the Chair and Deputy Chair of the Local Board as representatives of and a conduit to the Local Board	<ul style="list-style-type: none"><li>• LWG has continued to meet bi-monthly to provide guidance for continuing and new PFW projects; bi-monthly meetings will continue, as sufficient to good governance.</li><li>• Four members of the original 12-person LWG have resigned for personal capacity reasons; two others have been recruited to meet gaps in LWG skills; the group is happy with a 10-person group as sufficient to need.</li><li>• Funding period extended to 30 June 2019, due to the longer time required to establish a monitoring programme.</li></ul>

<b>Objectives and Measures</b>	<b>Achievements</b>
<p>2. Establish collaboration between the Waiheke community (represented by a Local Working Group comprising diverse stakeholders), the University of Otago (UoO) Department of Tourism and other relevant organisations and parties</p> <p>3. Enter into a formal Collaboration Agreement with the University of Otago and engage other relevant partners as necessary</p>	<ul style="list-style-type: none"> <li>• Collaboration agreement between PFW and UoO continues in force.</li> <li>• Additional relationships established with academics/researchers at: <ul style="list-style-type: none"> <li>✧ University of Auckland (UoA) Science Faculty Sustainability Network (Marine Sciences, Geography, Psychology) and School of Population Health, and scholarships advertised for graduate student projects</li> <li>✧ Department of Tourism at Manukau Institute of Technology (MIT); Diploma student projects being scoped for March-April 2019</li> <li>✧ Business School, tourism management lecturer Dr Massimo Morellato (currently on sabbatical; collaboration pending)</li> </ul> </li> </ul>
<p>4. In collaboration with the Waiheke Local Board, develop a Sustainable Tourism Strategy customised to Waiheke's unique natural, social, built and cultural environments</p>	<ul style="list-style-type: none"> <li>• Final draft of a Waiheke Sustainable Community and Tourism Strategy completed and delivered (28 February 2019) to the Waiheke Island Local Board for implementation.</li> </ul>

Objectives and Measures	Achievements		
<p>5. Involve key Waiheke Island and other relevant stakeholders with an interest in sustainable management of local tourism, including people and organisations with diverse interests in Waiheke tourism, with the goal of protecting the island's natural, social, cultural and built environments</p>	<p>Enhanced relationships established with:</p> <table border="1" data-bbox="766 312 1868 518"> <tr> <td data-bbox="766 312 1305 518"> <ul style="list-style-type: none"> <li>• Golf News</li> <li>• ATEED</li> <li>• Waiheke Tourism</li> <li>• Waiheke Island Tourist Forum</li> <li>• Ngāti Paoa</li> <li>• Waiheke Resources Trust</li> </ul> </td> <td data-bbox="1305 312 1868 518"> <ul style="list-style-type: none"> <li>• The Waiheke Collective</li> <li>• Zero-Carbon Waiheke</li> <li>• Waiheke Health Trust</li> <li>• Waiheke Ambulance Service</li> <li>• Range of tour operators (Island Magic; Ananda; Smile Isle)</li> </ul> </td> </tr> </table> <p>Various initiatives in the past 6 months to involve Waiheke organisations and individuals in sustainable community and tourism include:</p> <ul style="list-style-type: none"> <li>• Development of a values and customs statement to be distributed to visitors to Waiheke (e.g. via the <i>Tourism Waiheke</i> website and visitor guide)</li> <li>• Development of a volunteering website for Waiheke Island community groups; currently being promoted through local media to encourage greater participation by residents (permanent and part-time) in community activities</li> <li>• Organisation of public events (see below, #7)</li> <li>• Development of a resource library on the PFW website, with free public access</li> <li>• Establishment of a Facebook page for PFW, posting regular communications about PFW activities and opportunities</li> <li>• Development of a set of TV slides that are now shown on both Fullers and Waiheke ferries, informing visitors on how to respect Waiheke's social and natural environments</li> <li>• Collaboration initiated with the Waiheke Jazz Festival director to determine creative ways that the festival can become a forum for sustainability messages</li> <li>• Approach to Waiheke High School, to identify ways in which students and staff might become involved in sustainable community and tourism monitoring and research projects</li> </ul>	<ul style="list-style-type: none"> <li>• Golf News</li> <li>• ATEED</li> <li>• Waiheke Tourism</li> <li>• Waiheke Island Tourist Forum</li> <li>• Ngāti Paoa</li> <li>• Waiheke Resources Trust</li> </ul>	<ul style="list-style-type: none"> <li>• The Waiheke Collective</li> <li>• Zero-Carbon Waiheke</li> <li>• Waiheke Health Trust</li> <li>• Waiheke Ambulance Service</li> <li>• Range of tour operators (Island Magic; Ananda; Smile Isle)</li> </ul>
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Objectives and Measures	Achievements
<p>6. Undertake a range of activities and tasks as required for an INSTO application, including but not limited to:</p> <ul style="list-style-type: none"> <li>• Regular Local Working Group meetings, minuted</li>   <li>• A formal Collaboration Agreement with the University of Otago</li> <li>• Data collection and ‘desk’ research, including one or more community surveys and stakeholder workshops</li>   <li>• An INSTO Application</li> <li>• A ‘Destination Profile’ and ‘Preliminary Study’ (see <a href="http://insto.unwto.org/wp-content/uploads/2017/05/INSTO_Application-Process_Overview.pdf">http://insto.unwto.org/wp-content/uploads/2017/05/INSTO_Application-Process_Overview.pdf</a>)</li> <li>• Obtain letters of support for the Project from relevant local and central government bodies</li> </ul>	<ul style="list-style-type: none"> <li>• LWG meetings held bi-monthly</li> <li>• Other LWG activity occurs between meetings in sub-groups and as initiated by the project Convenor</li>   <li>• Completed May 2018</li>   <li>• Traffic monitoring, involving high school students and other island residents</li> <li>• Collaboration with the Waiheke Resources Trust in monitoring bird numbers and visitor use of beaches</li> <li>• Repeat community satisfaction survey planned for mid-2019</li> <li>• Meeting with Waiheke Health Trust to scope tourism impacts data analysis</li> <li>• INSTO application forms in progress</li> <li>• Data required for an application being sought from key sources (e.g. ATEED; Auckland Transport [AT], Fullers Group))</li>   <li>• To be sought once the application is ready for submission</li> <li>• Likely supporters identified – PM, Min Tourism, Min Conservation, AT CEO Shane Ellison, Waiheke LB Chair</li> </ul>
<p>7. Other activities towards Project goals as determined from time to time by the LWG</p>	<p>Other key activities have been:</p> <ul style="list-style-type: none"> <li>• Public events around sustainable community and tourism, including: <ul style="list-style-type: none"> <li>✧ Workshop with Assoc Prof Niki Harre on sustainable communities</li> <li>✧ Seminar by Prof Robin Kearns and graduate students on elders and rental housing</li> <li>✧ Presentations by Pam Oliver to the WITF and the Waiheke Rebus group</li> <li>✧ In planning, presentation by Prof Tim Hazeldine on a tourist tax</li> </ul> </li> <li>• Negotiation with the Gulf News to include a regular monthly column on Waiheke sustainability in the Waiheke Weekender</li> </ul>

<b>Objectives and Measures</b>	<b>Achievements</b>
<p>8. Establish a framework for monitoring key indicators of tourism impacts, positive and negative, applying to the extent relevant the structured INSTO monitoring formula for sustainable tourism management and development, based on locally developed Sustainable Tourism Strategy</p>	<ul style="list-style-type: none"> <li>• Monitoring parameters and indicators compiled by a LWG sub-group and disseminated for LWG and UoO input</li> <li>• Preliminary monitoring project undertaken over the December-February period of traffic volumes in key traffic locations (Sealink arrivals; Belgium St; passenger loads on the Explorer buses)</li> </ul>
<p>9. Collaborate with the University of Otago , and/or with other relevant research institutions and agencies, to monitor selected tourism impacts on Waiheke</p> <p>10. To the extent possible and depending on University of Otago capacity, obtain independent expertise to inform ongoing strategy development and ongoing impacts monitoring, though the participation of the University of Otago Department of Tourism, and/or other relevant organisations and experts</p>	<ul style="list-style-type: none"> <li>• Regular monthly communications between the LWG Convenor and other LWG members as relevant to obtain input into developing PFW activities, including strategy development, project events, monitoring plan, and engagement of UoO students to undertake monitoring projects</li> <li>• The UoO team has provided information and guidance through: an initial meeting with the PFW LWG, Waiheke LB and other Waiheke stakeholders; attendance at the community consultation workshop and the cinema fundraiser; tourism strategy development and examples; input into draft Waiheke strategy and comment on the PFW Community Consultation Report; access for the PFW Convenor to the UoO library; suggestions for a possible public talk to the Waiheke community</li> </ul>
<p>11. Invite and encourage local Waiheke community organisations and tourism providers to undertake monitoring projects that can contribute to the overarching programme</p>	<ul style="list-style-type: none"> <li>• Approaches made to Waiheke organisations to canvas interest in collaborating in and/or undertaking research and/or monitoring projects – Waiheke High School; WITF; Waiheke Health Trust; Waiheke Resources Trust</li> </ul>

<b>Objectives and Measures</b>	<b>Achievements</b>
12. Provide the Waiheke Local Board and other governmental decision-makers with information for guidance in making development decisions for Waiheke Island that are consistent with the UN Global Assembly 2030 Agenda for Sustainable Development, to which New Zealand is a signatory	<ul style="list-style-type: none"> <li>• Local Board members engaged in the PFW Local Working Group</li> <li>• Regular advice on PFW progress notified to the Local Board (LB)</li> <li>• Waiheke Sustainable Community and Tourism Strategy developed in consultation with the LB</li> </ul>
13. Provide information on Project developments at regular intervals to the Waiheke community through appropriate communications media	<ul style="list-style-type: none"> <li>• PFW website further development, focused on: <ul style="list-style-type: none"> <li>✧ PFW events and activities available</li> <li>✧ Opportunities for community engagement in the project</li> <li>✧ Regular news bulletins related to broad PFW objectives</li> <li>✧ A 'library' of resource materials related variously to Waiheke, sustainability, community, environment and tourism</li> </ul> </li> <li>• Announcements and interviews about PFW activities on Waiheke Radio</li> <li>• Community invited to engage in a community consultation</li> <li>• Further community events planned once every 3-4 months</li> </ul>

Pam Oliver  
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21 February 2019

