



## **Project Forever Waiheke – Report to the Waiheke Local Board on the Funding Agreement (3/3/18)**

### **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 at 31 August 2018 against the *Objectives and Measures* of the Agreement.

### **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 established March 2018 and has met approximately 6-weekly since that time</li><li>• The LWG has 12 members including two members of the Local Board</li><li>• Detail of the LWG’s functions is set out in the document <i>Project ‘Forever Waiheke’ - Waiheke Island Sustainable Community and Tourism Strategy and Monitoring 2018-2021: Governance, management and accountability structure</i> (provided separately)</li><li>• Funding obtained for (i) actions in 2018-2019 supporting an INSTO application and (ii) administrative support for the project</li></ul>

<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 signed between PFW and UoO May 2018</li> <li>• Relationships established with academics/researchers at University of Auckland (UoA) Science Faculty Sustainability Network (Marine Sciences, Geography, Psychology) and the Department of Tourism at Manukau Institute of Technology (MIT)</li> </ul>
<p>4. In collaboration with the Waiheke Local Board, develop a draft Sustainable Tourism Strategy customised to Waiheke's unique natural, social, built and cultural environments</p>	<ul style="list-style-type: none"> <li>• Draft Sustainable Community and Tourism Strategy (one-page overview) developed and disseminated to the Waiheke community via a range of media</li> </ul>
<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>	<ul style="list-style-type: none"> <li>• Relationships established with: <ul style="list-style-type: none"> <li>✧ ATEED</li> <li>✧ Waiheke Tourism</li> <li>✧ Waiheke Island Tourist Forum</li> <li>✧ Ngati Paoa</li> <li>✧ Piritahi Marae</li> <li>✧ Waiheke Resources Trust</li> <li>✧ Zero-Carbon Waiheke</li> </ul> </li> <li>• Consultation with the Auckland Council Planning team developing Waiheke Area Plan</li> <li>• Contacts from a range of sectors enrolled into a PFW 'Advisory Group' for purposes of community consultation (see <i>Project 'Forever Waiheke' - Waiheke Island Sustainable Community and Tourism Strategy and Monitoring 2018-2021: Governance, management and accountability structure</i>)</li> <li>• Initiation of projects involving waiheke organisations and individuals to enhance sustainable tourism, including: <ul style="list-style-type: none"> <li>✧ Development of notices and advices for tourism operators and visitors around water conservation</li> <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> </ul> </li> </ul>

<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 have been held approximately 6-weekly throughout 2018 to date</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>• Community consultation undertaken February 2018 via a survey and open community workshop</li> <li>• Community Consultation Report produced and disseminated to the community, LB and other key stakeholders (all ‘Advisory Group’ contacts)</li>   <li>• Steps towards an INSTO application mapped and tasks allocated to LWG members</li> <li>• Data required for an application being sought from key sources (e.g. 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, AT CEO Shane Ellison, Waiheke LB Chair and Deputy</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>• Undertaking a broad community consultation on residents’ attitudes towards tourism – reported in a comprehensive Community Consultation Report (attached separately)</li> <li>• On-going discussions with the WTO INSTO office for guidance on an application</li> <li>• Series of discussions and meetings with the Waiheke Island Tourism Forum (WITF)</li> <li>• Development of a PFW logo and letterhead</li> </ul>
<p>8. Establish a framework for monitoring key indicators of tourism impacts, positive and negative, applying to the extent relevant the structured INSTO</p>	<ul style="list-style-type: none"> <li>• Draft set of possible monitoring parameters and indicators compiled by a LWG sub-group and disseminated for LWG and UoO input</li> </ul>

<p>monitoring formula for sustainable tourism management and development, based on locally developed Sustainable Tourism Strategy</p>	
<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>
<p>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</p>	<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>• Draft Strategy developed in consultation with the LB</li> <li>• Community Consultation Report provided to the LB</li> </ul>
<p>13. Provide information on Project developments at regular intervals to the Waiheke community through appropriate communications media</p>	<ul style="list-style-type: none"> <li>• PFW website established – <a href="http://www.foreverwaiheke.com">www.foreverwaiheke.com</a> - which contains: <ul style="list-style-type: none"> <li>✧ Full information about PFW project goals and structures</li> <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,</li> </ul> </li> </ul>

	<p>community, environment and tourism</p> <ul style="list-style-type: none"><li>• Waiheke community advised of the website and all PFW activities, events and resources through a range of local media (newspapers; local radio; LB and Waiheke Community Facebook pages; posters; flyers; Waiheke Radio; direct email via LWG and other networks)</li><li>• Community invited to engage in a community consultation</li><li>• Three public events held between February and August 2018 with good attendance (cinema fundraiser; community consultation workshop; 'Infinite Game' workshop on sustainable community)</li><li>• Further community events planned once every 3-4 months</li></ul>
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31 August 2018