Project Forever Waiheke - Draft Waiheke Sustainable Community and Tourism Strategy **Overview July 2018** Vision Waiheke Island is loved and protected - first, foremost and forever - for its unique and intrinsic environment, heritage, character and communities, by locals, the tourism industry and visitors alike **Purpose of the strategy** • To direct and enable the development of Waiheke Island community and tourism in parallel and in collaboration, to protect and preserve the island • In particular to restore and enhance its native flora and fauna, its iconic footprint - coastal, forest, pastural - and its community spirit and character **Core principles** MOTUHAKETANGA MANAAKITANGA **KAITIAKITANGA** Local direction and Protection and Guardianship Connection decision-making care THE COMMUNITY THE ISLAND Goals · Vibrant, healthy, cohesive, resilient island communities Protect precious Waiheke environments and communities from the Preservation of unique features of Waiheke communities – friendly, laid negative impacts of tourism back, conservationist, artistic, village-based, diverse, tolerant, resourceful Enable tourism that preserves and enhances Waiheke's mauri, wairua and taonga • Focus tourism on conservation and sustainability values, in particular Working in harmony cultural heritage and eco-tourism & community engagement THE WAIHEKE TOURISM SECTOR • Plan for climate change and globalisation Cohesive inclusive tourism provider sector focused on developing sustainable community tourism in line with Waiheke values **Strategic** 3. Promote the 5. Regularly 6. Facilitate 1. Mandate 2. Foster low action monitor tourism 7. Promote real interests and infrastructure governance and objectives engagement of impact & econeeds of diverse impacts - visitor development management locals, tourism tourism Waiheke experience, that protects functions for the community operators and development communities and fragile island 4. Advocate for implementation of satisfaction and visitors in aligned with cultures, in environments for regulation that this Strategy at Waiheke concerns, tourism activities to restore particular current and future protects Waiheke local and Auckland community values industry well-being and preserve indigenous residents and resources and **Council levels** Waiheke taonga

8. Develop sustainable systems and equitable sharing of essential island resources water supply, ferry services, road and beach use, housing, seas and forests

and vision 9. Identify and promote visitor targets and limits that take

into account Waiheke's capacity constraints environmental, community and infrastructure

partners and vulnerable groups 10. Promote visitor opportunities that

enhance visitor engagement in protecting precious Waiheke environments & conservation values

11. Focus tourism development by value - longerstay visitors and those who share and support Waiheke values and taonga

taonga

and environmental impacts

> 12. Develop tourism and associated education. employment, business and career opportunities for locals. including youth, Māori, seniors and people with

> > disabilities

13. Identify and promote social equity and wealth-sharing opportunities for social enterprise tourism and support for small and 'cottage' tourist operation

visitors

14. Build and maintain a publicly accessible repository of information. data and knowledge about Waiheke Island features. including tourism impacts