







Strategy Goals	9 Shifts	Focus for NNI's 10-year H&V pathway
 <p>Protect</p>	<ul style="list-style-type: none"> • Develop an integrated approach to conservation and visitor management • Build a clear understanding of visitor impacts, behaviours, motivations and expectations • Build a low emissions and resilient heritage and visitor system. 	<ul style="list-style-type: none"> • Large-scale integrated projects to enhance connectivity between places – Te Hiku Destination Plan, integrated Bay of Islands Plan (Sanctuary), PF2050, J4N • Statutory work - Te Hiku & Northland CMS, Marine Mammal Sanctuary • Focus on historic sites at risk of imminent loss • Build more capacity for active heritage management • Improve resilience and protection at place. Reduce the risk from visitors as vectors – Kauri Ora, Myrtle Rust • Implement climate change adaptation requirements - work sustainably
 <p>Connect</p>	<ul style="list-style-type: none"> • Support protection by helping New Zealanders connect to their natural, cultural and historic heritage • Develop a diverse and consistent range of visitor experiences • Build long-term planning and investment capability and capacity. 	<ul style="list-style-type: none"> • Focus on telling authentic stories at place – eg: Whakapapa of the Kauri Coast; enabling iwi, hapu whanau to tell their stories; biodiversity • Support existing Heritage Parks – Kororipo and Rangihoua • Focus on Tohu Whenua programme • Maintain existing (Manaia, Mangawhai Coastal, Te Whara) and develop approved Short Walk, Day Hike opportunities (Whangamumu, Kororipo and Trounson) • Consider experience design opportunities – Te Paki experience, culturally themed multi-day walk opportunities (Te Paki, Eastern BOI) • Deliver Te Araroa commitment in partnership without over-investing in back-country • Regional planning to enhance connectivity between places • Enable cross-boundary regional work
 <p>Thrive</p>	<ul style="list-style-type: none"> • Support more opportunities for tangata whenua to benefit from visitors to public conservation lands and waters • Improve regional and community wellbeing • Working more effectively with others. 	<ul style="list-style-type: none"> • Explore alternative models and delivery methods, particularly with iwi, hapu and whanau – Te Paki, Te Araroa Trail, Eastern Bay of Islands • Deliver Rakau Rangatira, Ruapekapeka in partnership • Support iwi, hapu to build capability and capacity to enable new models and approaches • Consider economic models as an opportunity to fund more investment in conservation and cost recovery – campgrounds, partnership opportunities • Work with partners to implement the Northland Destination Management Plan

NNI Heritage & Visitor Strategy Alignment Tool

Strategy Goals	9 Shifts	Questions we might ask	How will we use this information to make our decision?	
 <p>Protect</p>	<ul style="list-style-type: none"> Develop an integrated approach to conservation and visitor management. Build a clear understanding of visitor impacts, behaviours, motivations and expectations. Build a low emissions and resilient heritage and visitor system. 	<ul style="list-style-type: none"> What information do we have about why visitors are coming here? Who else has plans for, or promotes, this location? What are the biodiversity values and how are they being impacted? What are the heritage values and how are they being impacted? What are the recreation values and how are they being impacted? How can we manage peak seasonal demand? Do we need an exit strategy to step back from this site? How are we planning for climate impacts? How are we planning for carbon reduction? 	<p>Who will ask the questions?</p> <ul style="list-style-type: none"> Operations Director – regional approach and assurance Operations Managers – to seek alignment Senior Rangers (need to be aware of the questions so they can prepare answers) <p>When will the questions be asked?</p> <ul style="list-style-type: none"> Prior to Business Planning Prior to and throughout the Capital Planning process (ie: 4-year plan review, Capital Intentions, IBC & DBC development) When working with external/third parties around investment opportunities At place 	
 <p>Connect</p>	<ul style="list-style-type: none"> Support protection by helping New Zealanders connect to their natural, cultural and historic heritage. Develop a diverse and consistent range of visitor experiences. Build long-term planning and investment capability and capacity. 	<ul style="list-style-type: none"> How strong are the story-telling opportunities at place? What level of service or experience do we need to provide? How do concessionaires contribute to the visitor experience? How can we connect people without them coming to the site? Do we need a better long-term plan for this site? How urgent is this work? Does it need to be staged? 	<p>How will you use the information to make your decision?</p> <ul style="list-style-type: none"> To help Operations Managers operate at right level to make the decision Help to make strategically aligned decision - what to invest in, or not invest in To help explore investment opportunities with third party investors/externals 	
 <p>Thrive</p>	<ul style="list-style-type: none"> Support more opportunities for tangata whenua to benefit from visitors to public conservation lands and waters. Improve regional and community wellbeing. Working more effectively with others. 	<ul style="list-style-type: none"> What conversations have we had with runanga about this work? What are the community’s aspirations for the place? What are our shared values and outcomes? Who is best placed to take the lead here – DOC or others? How can others contribute to conservation at this site? How could we support this if it’s not priority work? What monitoring and evaluation have we done? How will this work affect our regional NFPLs? 	<ul style="list-style-type: none"> Regional prioritisation – to inform decisions at regional scale to ensure efficient use of limited resources Consistent regional approach as all decisions should be run though this tool/aid, ensuring total alignment All Senior Rangers should be aware of the questions and be prepared with answers to support the Operations Manager and Operations Director in decision making. 	
Inputs & Resources				
Treaty settlement obligations	CMS	AMIS data	Tohu Whenua strategy	Council long term plans
Iwi, hapu, whanau aspirations	National strategies	Counter data	Heritage assessments	Destination management plans
	Visitor insights report	Feedback from rangers	World Heritage commitments	Regional growth strategies

