

# WESTLAND ECONOMIC DEVELOPMENT PLAN

<b>Submission #</b>	<b>Submitter Name</b>	<b>Wishes to be heard</b>	<b>Page(s)</b>
1	Ross Goldfields Information and Heritage Centre Society Inc.	N	3-22
2	Whataroa Community Association	N	23
3	Rachel Wright	N	24
4	Lynley Hargreaves	N	25-26
5	Peter Robinson	N	27
6	Clare Backes and Keith Morfett	N	28-30

**Diane Maitland**

---

**From:** David Stapleton <d.stapleton@netaccess.co.nz>  
**Sent:** Tuesday, 19 June 2018 4:58 PM  
**To:** Consultation Submissions  
**Subject:** Submission on Westland Economic Development Plan  
**Attachments:** WC Economic Development Action Plan - Ross p.39.pdf; West Coast RGS Action Plan Project planning template Ross Tourism Destination Plan Update 17 05 05 (2).pdf; RGIHCS Submission on Westland Economic Development Plan 19.06.2018.docx

A submission on behalf of the Ross Goldfields Information and Heritage Centre Soc Inc is attached.

David Stapleton  
[d.stapleton@netaccess.co.nz](mailto:d.stapleton@netaccess.co.nz)  
(03 7626515)

\_\_\_\_\_ Information from ESET Smart Security, version of detection engine 17575 (20180619)  
\_\_\_\_\_

The message was checked by ESET Smart Security.

<http://www.eset.com>

\_\_\_\_\_ Information from ESET Smart Security, version of detection engine 17575 (20180619)  
\_\_\_\_\_

The message was checked by ESET Smart Security.

<http://www.eset.com>



# Potential future actions

This section outlines a number of visitor-related actions that can potentially be included in future action plans.

## ***Developing Haast into an iconic destination***

About 600,000 tourists drive through Haast each year, with around 120,000 making a short stop in Haast. The number overnighiting in the Haast-Jackson Bay area is low at about 30,000. Most tourists have a limited knowledge of the area's attractions.

Haast sits alongside Mount Aspiring National Park in the heart of Te Wāhipounamu - South West New Zealand World Heritage Area, and offers magnificent mountain, river, coastal and forest attractions. These include Lake Paringa, Lake Moeraki, the Haast Pass and its several waterfalls, the Blue Pools, Jackson Bay, Bruce Bay, and activities such as whitebaiting, fishing, jet boat tours and walking trails.

There is the potential to develop and promote the Haast area as the Southern Gateway to the West Coast and as a 'must-stop' experience for international and domestic visitors. Detailed scoping and planning work is required to make a case for developing the Haast area into an iconic attraction. Subject to the case being made, this would include an integrated package of projects that build on what already exists, encouraging visitors to stop and stay longer.

## ***Developing Ross into an iconic destination***

Ross also has the potential to be a must-see destination on the West Coast. It is a major goldmining area and has several gold heritage attractions and sites, including walkways and interpretative displays. Ross is also on the most travelled tourism route between the Glaciers and Punakaiki, and is now the southern starting point for the West Coast Wilderness Trail.

Over the last five years, visitor numbers recorded at the Ross Goldfields Information and Heritage Centre have increased and gold panning participants have more than doubled. Accommodation and food businesses have grown, new accommodation is being provided and a new retail business featuring West Coast products has opened. However, the number of visitors staying overnight in Ross is low and the number of tourists making a stop is still less than 100,000 per annum.

Ross community groups are working to develop Ross as a major cultural and heritage tourism destination. Several projects are underway or proposed, including Chinese miners memorial gardens, new walkways and better visitor signage. There is the potential to build on this work through a comprehensive destination management and marketing plan for Ross and improving the connections between the Ross Township, the Heritage Centre, the West Coast Wilderness Trail and Ross Beach.

**Project Management Plan**

**West Coast Regional Growth Study**

**Action: [Ross Gold Town Tourism  
Destination]**

---

Doc 1

Version 2 (Changes from Version 1, 24 November 2016, in red).  
Version Date 5 May 2017

# CONTENTS

1	Project Description .....	3
2	Roles and Responsibilities .....	4
3	Background .....	5
4	Desired outcomes .....	6
5	Scope.....	9
5.1	In scope.....	9
5.2	Out of scope .....	10
6	Relationships.....	10
7	Planning .....	10
7.1	Milestones .....	10
8	Resources required for implementation.....	11
8.1	Internal resources .....	11
8.2	External costs .....	12
8.3	Potential sources of funding.....	14
9	Assumptions.....	15
10	Risk Management.....	15

# 1 Project description

Provide a very brief description of the project and the desired major outcomes.

Project Title	Ross – Gold Town - Tourism Destination
Project short description	<p>Develop and promote Ross as “<i>Ross Gold Town, Gateway to South Westland and the West Coast Wilderness Trail</i>” and as an iconic destination and experience for international and domestic visitors by:</p> <ul style="list-style-type: none"> <li>• Creating an integrated package of projects which builds on what already exists and encourage visitors to stop and stay, while promoting and retaining the essence of the Ross environment and lifestyle and telling its stories.</li> <li>• Developing a marketing strategy , with a consistent theme” <i>Ross Gold Town, Gateway to South Westland and the West Coast Wilderness Trail</i>” and 6 iconic groups of attractions, along with advertising messages and , agent and media packages, brochures, maps and DVDs.</li> <li>▪ Developing the Ross Goldfields Information and Heritage Centre and improve provision of information on Ross attractions and experiences and wider West Coast attractions.</li> <li>▪ Developing events that highlight the natural and cultural attractions of the area.</li> <li>▪ Promoting and developing existing and new attractions.</li> <li>• Improving the presentation of and connections between Ross Township, Goldfields Heritage Centre, Business District, West Coast Wilderness Trail and Ross Beach, including way finders, highway signing and road safety.</li> <li>• Developing Ross Gold Town heritage walking tracks.</li> <li>• Developing the West Coast Wilderness Trail Cycleway –Ross to Ruatapu section to recreate and celebrate railway line atmosphere, lagoon waterways and wetlands, sawmilling history).</li> <li>• Developing tourism products and businesses including accommodation, meals, guiding.</li> </ul>
Major outcomes	<p>Make Ross a “must stop” for information about the West Coast for the 600,000+ pa tourists travelling through</p> <p>Visitors having better awareness of attractions in Ross and the West Coast Region.</p> <p>Ross becomes a significant tourism icon and destination.</p> <p>Increase visitor numbers to Ross by 6% pa compounded = 69% from 2016 to 2025 in line with the TWC strategic plan and Tourism Industry Aotearoa’s New Zealand aspirational goals.</p> <p>Visitor calling at Ross Goldfields Information and Heritage Centre increased from 30,000 to 70,000 pa (10 % pa compounded or 235 %) from 2016 to 2025.</p>

	<p>Visitors having better awareness of attractions in the region.</p> <p>Visitor numbers spending at least half a day in the Ross Area increased by 6% pa compounded = 69 % from 2016 to 2025 .</p> <p>Overnight stays, expenditure and employment in the Ross Area increased by 10% pa compounded or 235 % from 2016 to 2025.</p> <p>Overnight stays in the Ross Area continue to grow.</p> <p>Users of the Ross-Ruatapu section of the West Coast Wilderness Trail to reach 20,000 by 2025.</p>
--	---

## 2 Roles and responsibilities

Note these are to be the roles and responsibilities for implementing the action. They may differ to the team of agencies involved in working up the project plan.

Role	Name
Sponsor/s or Governance (as appropriate)	Growth Study Governance Group
Lead agencies	Ross Goldfields Information and Heritage Centre Society Inc. (RGIHC) Ross Community Society Inc. (RCS) Westland Regional Environment Network Inc. Sock (WRENIS)
Supporting agencies	Westland District Council (WDC) Tourism West Coast (TWC) West Coast Economic Development Agency (WCEDA) Department of Conservation (DOC) West Coast Wilderness Trails Trust (WCWTT) New Zealand Transport Agency (NZTA) Heritage West Coast (HWC) South Westland Community Development Project (SWCDP) Kumara- Ross Community Development Project (KRCDP)



--	--

### 3 Background

Provide background about the rationale for the action, why it is important and a description of the action.

The West Coast tourism market is driven by two major visitor icons (must see or do attractions); the Glaciers and Punakaiki. These two icons attract 80% of the visitors to the West Coast. The majority of visitors tend to say in the Glacier Area, visit Punakaiki, and then leave the West Coast. As a result the West Coast has one of the lowest overnight stay rates of all regions and Regional Tourism Organisations in New Zealand.

By creating a series of icons and destinations from Haast to Northern Buller all parts of the West Coast can leverage the full extent of our 600 km coastline from Jackson Bay to Karamea and extend visitor days and overnight stays

Ross contributes five major assets to the West Coast Tourism industry, which can be further developed to make it a must "see and do" icon and destination:

1. It is the most diversified goldmining area in New Zealand, with all forms of gold deposits (quartz, alluvial, beach) and all forms of mining from panning to highly mechanised, both surface and underground, and has operated continuously from the 1864-5 gold rushes to the current day.
2. Major investment in presenting the gold heritage was made in the last 20 years and attracts significant and growing tourism interest.
3. It is on the most travelled tourism route (between the Glaciers and Punakaiki).
4. Ross has, since the gold rush days, been known as *The Gateway to South Westland*.
5. Ross is now the southern starting point for the West Coast Wilderness Trail cycleway, and the Ross-Ruatapu section is the only true ex railway-line experience of this Trail.

The heritage attractions of Ross build on its goldfields history and major investments in the last 20 years in developing walkways, interpretative displays, and renovation of Grimmond House as the Information and Heritage Centre. Ross community groups are now working together to develop Ross as a Cultural and Heritage Tourism destination

New projects underway or proposed include;

- Chinese memorial gardens,
- restoration of the oak tree avenue and other memorials,
- establishment of a township heritage walkway and new walkways in the goldfields,
- improving attractiveness of the Ruatapu-Ross section of the West Coast Wilderness Trail (some users consider the 3 long straights uninteresting) by bringing back and celebrating the railway line atmosphere through reinstatement of railway structures, replica icons, and signs and interpretative displays,
- Improving overall interpretation and visitor signage, and provision of maps, brochures, and a web-site.

A Ross Identity, Discovery and Destination Plan is proposed to support these initiatives.

Over the last 5 years visitors recorded at the Information Centre have increased by 62% and gold panning participants have more than doubled. Accommodation and food businesses have grown, new accommodation is being provided, and a new retail business featuring West Coast products has opened. Ross is a popular stopping and eating place for Chinese visitors interested in the goldfields and Chinese gold mining history.

However, Ross is only at the beginning of realising its visitor potential.

About 600,000 tourists drive through Ross each year. Less than 100,000 tourists pa make a short stop in Ross. Current visitation to the Ross Goldfields Information and Heritage Centre is about 30,000 pa. The number overnighiting in Ross is low. For most tourists knowledge of the area's attractions is limited

This needs to be rectified by additional work to improve information, marketing, attractions, and tourism products to make Ross an iconic attraction and destination.

## 4 Desired outcomes

List the desired short, medium and long-term outcomes of the action, i.e., what do you want to achieve as a result of implementing the action (see notes below).

Type	Outcome
Short-term (1-2 years)	<ul style="list-style-type: none"> <li>• Developing the Ross Goldfields Information and Heritage Centre - Stage 1:               <ul style="list-style-type: none"> <li>○ Upgrade Visitor Centre and improve provision of information on Ross attractions and experiences and wider West Coast attractions.</li> <li>○ Provide research facility for "ancestor tracking" visitors.</li> </ul> </li>   <li>• Implementing a marketing strategy, with a consistent theme" <i>Ross Gold Town, Gateway to South Westland and the West Coast Wilderness Trail</i>" and 6 iconic groups of attractions, along with advertising messages and, agent and media packages, brochures and DVD. The icons are :               <ul style="list-style-type: none"> <li>• <i>Ross Goldfields</i></li> <li>• <i>Ross Pioneering Heritage and Culture</i></li> <li>• <i>Chinese Goldfields History</i></li> <li>• <i>Goldfields and Gold Town Heritage and Walking Tracks</i></li> </ul> </li>   <li>• <i>West Coast Wilderness Trail Cycleway –Ross to Ruatapu section – recreated railway line atmosphere, lagoon waterways and wetlands, sawmilling history.</i> <ul style="list-style-type: none"> <li>• <i>Ross Beach</i></li> <li>• <i>Whitewater Eco-Rafting Adventures</i></li> </ul> </li>   <li>• Improve the presentation of and connections between Ross Township, Goldfields Heritage Centre, Business District, West Coast Wilderness Trail and Ross Beach – Stage 1 – Speed control, highway and internal township wayfinder directional signs.</li>   <li>• Gold Town Heritage Walking Track – Stage 1 - Map, interpretation panels 1 to 5.</li>   <li>• West Coast Wilderness Trail Cycleway –Ross to Ruatapu section – recreate railway line atmosphere, lagoon waterways and wetlands, sawmilling history – Stage 1. Interpretation panels 1-5, railway structures (signs, gates, gangers shed, timber wagon restoration).</li> </ul>

	<ul style="list-style-type: none"> <li>• Chinese Memorial Gardens – Stage 1</li> <li>• Osmond Trail – Donnelly's Creek Walkway – Stage 1</li> <li>• Events celebrating Ross' history and environment further developed, e.g., World Record for Most People Gold Panning.</li> <li>• Visitors calling at the Ross Goldfields Information and Heritage Centre increased from 30,000 to 36,000 pa (10% pa compounded = 21 %) from 2016 to 2018.</li> <li>• Visitors having better awareness of attractions in the Ross Area</li> <li>• Visitor numbers spending at least half a day in Ross Area increased by 6% pa compounded = 12% from 2016 to 2018 .</li> <li>• Overnight stays, expenditure and employment in the Ross Area increased by 10% pa compounded = 21 % from 2016 to 2018.</li> <li>• Users of the Ross-Ruatapu section of the West Coast Wilderness Trail reaching 8,000 by 2018.</li> <li>• Increase in commercial tourism products and activities in the Ross Area</li> <li>• Increased invested on accommodation in Ross.</li> <li>• Increased co-investment by the private sector in marketing campaigns</li> </ul>
Medium-term (2-5 years)	<ul style="list-style-type: none"> <li>• Developing the Ross Goldfields Information and Heritage Centre - Stage 2: -Provide augmented reality presentation of Goldfields history. Upgrade museum and collections display and storage</li> <li>• Improve the presentation of and connections between Ross Township, Goldfields Heritage Centre, and Business District, West Coast Wilderness Trail and Ross Beach – Stage 2 – Town scape / landscape / building appearance improvements.</li> <li>• Gold Town Heritage Walking Track – Stage 2 - Interpretation panels 6 to 10.</li> <li>• West Coast Wilderness Trail Cycleway –Ross to Ruatapu section – recreate railway line atmosphere, lagoon waterways and wetlands, sawmilling history – Stage 2. Interpretation panels 6-10, railway structures (Papakamai Siding shelter, Ross Station Platform and Shelter, Railcar and Steam Engine Panels / augmented reality.).</li> <li>• Chinese Memorial Gardens – Stage 2</li> <li>• Osmond Trail – Donnelly's Creek Walkway – Stage 2</li> <li>• Visitor calling at the Ross Goldfields Information and Heritage Centre increased from 30,000 to 48,000 pa (10 % pa compounded = 61 %) from 2016 to 2021.</li> </ul>

	<ul style="list-style-type: none"> <li>• Visitors having better awareness of attractions in the region.</li> <li>• Visitor numbers spending at least half a day in the Ross Area increased by 6% pa compounded = 34 % from 2016 to 2021 .</li> <li>• Overnight stays, expenditure and employment in the Haast-Jackson Bay area increased by 10% pa compounded= 61 % from 2016 to 2021.</li> <li>• Users of the Ross-Ruatapu section of the West Coast Wilderness Trail reaching 13,000 by 2021.</li> <li>• Increase in commercial tourism products and activities in the Ross Area</li> <li>• Increased invested on accommodation in Ross.</li> </ul>
Long-term	<ul style="list-style-type: none"> <li>• Ongoing marketing, events, business development projects.</li> <li>• Visitor calling at Ross Goldfields Information and Heritage Centre increased from 30,000 to 70,000 pa (10 % pa compounded or 235 %) from 2016 to 2025.</li> <li>• Visitors having better awareness of attractions in the region.</li> <li>• Visitor numbers spending at least half a day in the Ross Area increased (by 6% pa compounded = 69 % from 2016 to 2025.</li> <li>• Overnight stays, expenditure and employment in the Ross increased by 10% pa compounded or 235 % from 2016 to 2025.</li> <li>• Overnight stays in the Ross Area continue to grow to exceed 100,000 visitor nights pa.</li> <li>• Users of the Ross-Ruatapu section of the West Coast Wilderness Trail reaching 20,000 by 2025.</li> <li>• Increase in commercial tourism products and activities in the Ross Area</li> <li>• Increased invested on accommodation in Ross.</li> </ul>

Note:

- Short-term outcomes are changes in awareness, knowledge and learning, motivations and access to resources and are observable in the first 1-2 years. These outcomes are generally directly attributable to the action. Examples might include visitors having better awareness of attractions in the region, businesses having improved access to skills, increased collaboration between businesses and research experts in the region, and businesses experiencing reduced costs for undertaking certain activities.

- medium-term outcomes are changes in behaviours, practices and investments that will occur over 2-5 years. They might include increased investment by the businesses that are supported by an initiative, an increased exchange of know-how between businesses and research organisations involved in an initiative, or increased visitation to the region.
- long-term outcomes represent sustainable changes in investments, business performance and economic impacts, which may take up to 5-10 years or longer. They include changes in levels of innovation, business growth and visitor expenditure growth, and ultimately changes in regional employment and GDP.

For example, outcomes associated with the marketing and promotion component of the tourism strategy and action plan could be:

Type	Outcome
Short-term	<ul style="list-style-type: none"> <li>• Domestic and international visitors have better information about visitor attractions and amenities in the region</li> <li>• Increase in event and conference enquiries</li> <li>• Increase in visitor enquiries</li> </ul>
Medium-term	<ul style="list-style-type: none"> <li>• Growth in the number of visitors to the region</li> <li>• Increase in commissionable tourism products in the region</li> <li>• Increase in events and conferences in shoulder seasons</li> <li>• Increased co-investment by the private sector in marketing campaigns</li> </ul>
Long-term	<ul style="list-style-type: none"> <li>• Growth in estimated domestic and international visitor expenditure (there might also targets e.g., domestic expenditure grows by more than 4 percent per annum)</li> </ul>

## 5 Scope

### 5.1 In scope

Note the key activities that will be included as part of the action.

Develop and promote Ross as "*Ross Gold Town, Gateway to South Westland and the West Coast Wilderness Trail*" and as an iconic destination and experience for international and domestic visitors by:

- Creating an integrated package of projects which builds on what already exists and encourage visitors to stop and stay, while promoting and retaining the essence of the Ross environment and lifestyle and telling its stories.
- Developing a marketing strategy , with a consistent theme "*Ross Gold Town, Gateway to South Westland and the West Coast Wilderness Trail*" and 6 iconic groups of attractions, along with advertising messages and , agent and media packages, brochures, maps and DVDs.
- Developing the Ross Goldfields Information and Heritage Centre and improve provision of information on Ross attractions and experiences and wider West Coast attractions.
- Developing events that highlight the natural and cultural attractions of the area.
- Promoting and developing existing and new attractions.
- Improving the presentation of and connections between Ross Township, Goldfields Heritage Centre, Business District, West Coast Wilderness Trail and Ross Beach, including signing and road safety.

- Developing Ross Gold Town heritage walking tracks.
- Developing the West Coast Wilderness Trail Cycleway –Ross to Ruatapu section to recreate and celebrate railway line atmosphere, lagoon waterways and wetlands, sawmilling history.
- Developing tourism products and businesses including accommodation, meals, guiding.

In accordance with 23 December 2016 advice from the West Coast Growth Study Governance Group more work will be done on the scope and case for this over the next 12 months, ie during 2017. This will be carried out in consultation with West Coast Economic Development Agency and the Heritage West Coast Cultural and Heritage Tourism Business Development Project.

## 5.2 Out of scope

Note activities that are excluded from the action.

## 6 Relationships

Note other actions or work being undertaken that this project is dependent on or related to

Name of other action/project	Dependency/Relationship
Development of TWC Strategy	Marketing Plan
Some of proposed walkways	DOC manages the land
Highway and Business Signage	NZTA and WDC regulate and provide some signs
Speed Limits	NZTA and WDC regulate and provide signs
Townscape, landscape, building appearance	WDC manages and regulates some aspects
West Coast Wilderness Trail – Ross-Ruatapu Section – develop railway atmosphere, interpretation	West Coast Wilderness Trail Trust manages marketing, WDC and DOC manage some aspects of the trail, application to DOC Community Partnership fund approved 2017.
Heritage West Coast – Westland District Cultural and Heritage Tourism Business Development Project. Funding agreed between HWC and DWC, 27 April 2017. Project completion planned for 30 June 2019.	Complementary –provides Cultural and Heritage Tourism business development and marketing framework and links to wider district initiatives..
South Westland Communities Development Project	Planning and development support to Ross community
Kumara-Ross Community Development Project	Planning and development support to Ross community

## 7 Planning

List the major milestones and deliverables for the action and the expected dates they will be achieved. The dates should be as specific as possible (e.g., don't just say 'within 12 months').

### 7.1 Milestones

Milestone	Deliverable	Planned Date
Refined scope, in accordance with advice from West Coast Growth	June 2017	30 June 2017

Study Action Plan Governance Group		
Projected costs and budget	August 2017	31/8/17
Implementation plan and timetable	August 2017	31/8/17
<b>Stages of development :</b>		
West Coast Wilderness Trail Walkway -Ross to Ruatapu section – Icons, replicas, improvements and interpretation - Stage 1A (completed March 2017) . Stage 1B funded and to be completed by December 2017.	December 2017	15/12/17
Marketing strategy material developed and incorporated	June 2018	30/6/18
Events plan developed	June 2018	30/6/18
West Coast Wilderness Trail Walkway -Ross to Ruatapu section – Icons, replicas, improvements and interpretation - Stage 2	June 2018	30/6/18
Improve presentation of and connections between Ross Township, Goldfields Heritage Centre, Business District, Wilderness Trail and Beach – Stage 1	June 2018	30/6/18
Gold Town Heritage Walking Track – Stage 1	June 2018	30/6/18
Information and Heritage Centre Upgrade Stage 1	September 2018	30/9/18
Chinese Memorial Gardens – Stage 1	September 2018	30/6/18
Osmond Trail-Donnelly's Creek Walkway – Stage 1	June 2019	30/6/19
Gold Town Heritage Walking Track Stage 2	June 2019	30/6/19
Information and Heritage Centre Upgrade Stage 2	June 2019	30/6/19
Improve presentation of and connections between Ross Township, Goldfields Heritage Centre, Business District, Wilderness Trail and Beach – Stage 2	June 2019	30/6/17
West Coast Wilderness Trail Walkway – Ross to Ruatapu Section – Icons, replicas, improvements and Interpretation – Stage 3	June 2019	30/6/19
Chinese Memorial Gardens – Stage 2	December 2019	15/12/19
Osmond Trail – Donnelly's Creek Walkway – Stage 2	December 2019	15/12/19

## 8 Resources required for implementation

### 8.1 Internal resources

#### Labour

Type	Estimated Hours / FTEs
RGIHC, RCS, WRENIS, TWC, WCEDA	3 months * 4 persons ?

## Other resources

Type	Estimated Quantity (if relevant)
Marketing Development	1 month * 1 person ?

Examples might include: research, data, materials.

## 8.2 External costs

Type	Timing (e.g., year 1, year 2 etc.)	Estimated Cost
Ross Goldfields Information and Heritage Centre Upgrade – Stage 1 Stage 2	Year 1 Year 2	\$ 50,000 * \$ 75,000*
Marketing Strategy: Promotional / Education materials and programmes Goldfields, Town, and Railway Walks and Attractions Map Brochure Design, Set Up, Printing Web-site development and linkages Web-site Management @ \$1000 / year Social Marketing Management @ \$ 1,000 / year Advertising@ \$ 1,000 / year Mobile App Development Business Development Support@ \$ 5,000 / year	Year 1 Year 1 Year 1 Year 1 Years 1 & 2 Years 1 & 2 Years 1 & 2 Year 1 Years 1 & 2	\$ 5,000 \$ 3,000 \$ 5,000 \$ 5,000 \$2,000 \$ 2,000 \$ 2000 \$ 5,000* \$ 10,000
Event Planning and Support @ \$ 3,000 / year	Years 1 & 2	\$ 6,000
Presentation and connections between township, heritage centre, business district, wilderness Trail and beach – Stage 1 Wayfinder signs; 4 @ \$ 1250. Town Entry Signs : 2 @ \$ 3,000 Moorhouse / Aylmer St Intersection signs improvement 1 @ \$ 4000  Stage 2 Townscape / landscape / building appearance improvements	Year 1     Year 2	\$ 5,000 \$ 6,000 \$ 4,000  \$50,000*
Gold Town Heritage Walking Track Stages 1& 2 10 medium interpretation panels @ \$ 1,350	Years 1 and 2	\$ 13,500



10 small interpretation panels @ \$ 1,225		\$ 12,250
West Coast Wilderness Trail – Ross to Ruatapu – <u>Stage 1:</u> A. Gangers shed replicas; 2 @ \$ 3000 = \$ 6,000, Completed March 2017  B. Railway Line Section Interpretation Panels 2 medium @ \$ 1,350 – Department of Conservation Community Partnerships Funding approved. To be completed by 31 December 2017.	Year 1.	\$ 6,000  \$ 2,700
<u>Stage 2:</u> Ross Railway Station and Sawmill Interpretation Panels – 4 large @ \$ 2,000 Ross Railway Station – Timber Wagon Restoration and Siting Railway Line Section Interpretation Panels 4 medium @ \$ 1,350  Railway Line – 2 railway gates @ \$1,500  Railway Line – 6 railway advisory signs @ \$ 1,000  Gangers shed replicas; 2 @ \$ 3000	Year 1	\$ 8,000 \$ 15,000* \$ 5,400  \$ 3,000* \$ 6,000 \$ 6,000*
<u>Stage 3:</u>  Ross Station Platform and Canopy /Shelter - Picnic and Interpretation Centre  Papakamai Station / Siding Freight and Passenger Shelter and Picnic Area  Railway Line Section Interpretation Panels 4 medium @ \$ 1,350  Railcar and Steam Engine Replica Panels and Augmented Reality (Sound/Light) 2 @ \$ 5,000		\$ 20,000* \$ 15,000* \$ 5,400 \$ 10,000*
Chinese Memorial Gardens - Stage 1 & 2	Years 1 to 3	\$ 150,000 *
Osmond Trail- Donnelly's Creek Walkway Stage 1 & 2	Years 1 to 3	\$ 150,000 *
<b>TOTAL</b>		<b>\$ 657,250</b>

The above items marked \* are "guesstimates" (some based on other projects) and need to be refined.

Examples might include consultancy costs, legal fees, contractors, capital expenditure, travel expenses, communication costs, meeting expenses, koha etc.

### 8.3 Potential sources of funding

Funding Source	AMOUNT, \$
Industry contributions – Wayfinder Signs	\$ 6,000
Local Community: Donations / Volunteer and in Kind Contributions - \$ 6,000 already contributed in 2017	\$ 20,000
Local Government - Westland District Council – Townscape Improvements	\$ 10,000
NZTA – Highway Signs	\$ 10,000
Department of Conservation – West Coast Wilderness Trail – Railway Section – Interpretation Panels – approved 2017	\$ 2,700
Central Government – West Coast Growth Study Action Plan	\$ 558,550
Development West Coast	
Other sources of funding Chinese Memorial Gardens	\$ 50,000
<b>TOTAL FUNDING</b>	<b>657,250</b>

## 9 Assumptions

List the assumptions have been made in estimating the timeframe and resources.

All stakeholders are able to deliver and commit to plan by February 2017.

DOC, TWC, RGIHC, RCS, WRENIS, WDC, NZTA, WCWTT, and HWC can access additional funding for resources from MBIE

## 10 Risk management

Note any key risks how they could be managed and who will be responsible for managing them (see the likelihood, consequence and risk rating below).

Risk	Likelihood	Consequence	Risk Rating	Mitigation	Risk Owners
Funding isn't forthcoming or is delayed	Possible	Major	S	Make sure all stakeholders are on board and understand their contribution and have committed to funding their part.	?

Examples of risks might be related to insufficient funding available, key persons not being available, difficulties in getting key stakeholders involved etc.

Risk owners may be the sponsors, steering group, senior representatives from lead agencies, project manager etc.

### Qualitative Measures of Risk Likelihood

Likelihood	Description
<b>Very Unlikely</b>	The event may occur only under exceptional circumstances.
<b>Unlikely</b>	The event is unlikely to occur under most circumstances.
<b>Possible</b>	The event may occur at some time.
<b>Likely</b>	The event will probably occur in most circumstances.
<b>Almost Certain</b>	The event is expected to occur in most circumstances.

### Qualitative Measures of Risk Impact

Consequence	Detailed Description (examples)
-------------	---------------------------------

<b>Significant</b>	Potential for significant financial costs (>\$100K) and/or significant schedule slip (>6 months) and/or action will be unable to be delivered.
<b>Major</b>	Potential for major costs (\$50-100K), major schedule slip (3-6 months), and/or action unlikely to be delivered.
<b>Moderate</b>	Potential for high costs (\$10K-\$50K), some schedule slip (2-3 months), and/or the action will be delivered but will be different scope.
<b>Minor</b>	Potential for some costs (\$5K-\$10K), minor schedule slip (4-8 weeks), and/or there may be some impact on the delivery of the action.
<b>Insignificant</b>	Potential for small/if any costs (<\$5K), and or small schedule slip (<4 weeks) without effect on the end date or delivery.

### Risk Analysis Matrix - Total Level of Risk

		Likelihood				
		Very Unlikely	Unlikely	Possible	Likely	Almost Certain
Consequence	Significant	S	C	C	C	C
	Major	T	S	S	C	C
	Moderate	E	T	T	S	S
	Minor	I	E	E	T	T
	Insignificant	I	I	I	E	E

#### KEY:

<b>C</b>	Critical Risk; detailed research and planning required at senior levels
<b>S</b>	Significant Risk; senior management attention needed
<b>T</b>	Tolerable Risk; management attention, regular on-going monitoring
<b>E</b>	Everyday Risk; management responsibility should be specified
<b>I</b>	Inconsequential Risk; manage by routine procedures



**Ross Goldfields Information & Heritage Centre,  
4 Aylmer St, Ross, Westland.**

19 June 2018

**SUBMISSION ON WESTLAND DISTRICT DRAFT ECONOMIC DEVELOPMENT PLAN**

This submission is made on behalf of the Ross Goldfields Information and Heritage Centre Society incorporated (The Society).

The Society's Rules includes as objects:

(a )To create and develop employment opportunities for the Ross Community associated with the Ross Goldfields Heritage Area and Centre

(b)To engage in activities to promote the Ross Goldfields and Heritage Centre and Heritage Area.

The Society employs up to 7 staff in summer and about 3 in winter. It operates a visitor information service, museum, gold panning activity, and a retail shop and is contracted to the Department of Conservation to maintain the immediately adjacent parts of the Ross Goldfield Historic Reserve. The Heritage and Information Centre is within Grimmond House which is owned by the Society. Grimmond House and adjacent heritage buildings and sites are within the Ross Heritage Area listed by Heritage New Zealand. The Centre and Historic Reserve are the southern start / finish for the West Coast Wilderness Trail.

The Society **supports** the Draft Economic Development Plan in respect of the Tourism Initiatives listed , and particular this which connect directly with the Ross Goldfields Information and Heritage Centre:

- ***Cultural and Heritage Tourism***
- ***West Coast Wilderness Trail Extension***
- ***New Zealand Pounamu Centre & Westland Museum***

The Society has worked closely with the Ross Community Society, Westland Regional Environmental Network Society, South Westland Community Development Project and Kumāra- Ross Community Development Project to prepare the Ross Gold Town Tourism Destination Plan (attached). This plan was submitted for the West Coast Economic Development Action Plan 2017 and was, along with Haast, recognised as a Potential Future Action on page 39 of that Plan (attached).

**The Society requests that the draft Westland Economic Development Plan 2018 be amended as follows :**

1. The Ross Gold Town Tourism Destination Plan (and the Haast Tourism Destination Plan) be recognised in the Westland Economic Development Action Plan 2018 on page 31 under the heading ***The Actions that benefit Westland District under this plan*** (i.e., the West Coast Economic Development Action Plan 2017).
2. Implementation of the Ross Gold Town Tourism Destination Plan be referenced in its entirety under the heading ***Cultural and Heritage Tourism***
3. Provision be made for assisting sustainable funding for the operation and maintenance of the Ross Goldfields Information and Heritage Centre and the adjacent areas of the Ross Goldfields Historic Reserve and Ross Heritage Area.

Yours sincerely

*David Stapleton*

David Stapleton  
Chairperson  
Ross Goldfields Information and Heritage Centre Inc Soc

2

**Diane Maitland**

---

**From:** Council  
**Sent:** Tuesday, 19 June 2018 11:28 AM  
**To:** Consultation Submissions  
**Subject:** Submission Form: Special Consultative Procedure - Westland Economic Development Strategy

New submission on the Submission Form: Special Consultative Procedure - Westland Economic Development Strategy

Submitted on Tuesday, June 19, 2018 - 11:28

Submitted values are:

Name: Whataroa Community Association  
Organisation (if applicable): Whataroa Community Association Postal address: P.O. Box 1 Whataroa 7857  
Email: communitywhataroa@yahoo.com  
Phone Number: 037534145

Submission: I support the proposal

Type submission here: I support the submission and wish to add a request to have the heritage signs on the information board at Robinson Park, Whataroa replaced. The fourth sign was totally destroyed during Hurricane Ita several years ago. I would also like to request a high level of consideration be given to Whataroa for the renovation and increased size of the public toilets located in Robinson Park. With the increase of tourism in South Westland more than 10 buses and over 100 private vehicles stop at Robinson Park daily to use the toilet and playground facilities. The panels provide information for tourists on the heritage of Whataroa and the surrounding areas. The toilets are the only ones available to public in Whataroa. Currently the toilets only have four pans (two for women and two for men). There are always waiting lines when the buses arrive (often more than one bus at a time) and men often use the bushes behind the toilets. This is completely unhygienic and offence to those using the park and living nearby. Please note, the cost of replacement for the missing panel would be minimal. The cost of renovating and enlarging the toilets would need to be determined by the council after consultation, but should be part of the government's initiative on improve infrastructure for tourism. The assistance of the council is much appreciated in this matter.

Do you wish to be heard in support of your submission?: No

**Diane Maitland**

---

**From:** Council  
**Sent:** Tuesday, 19 June 2018 10:29 AM  
**To:** Consultation Submissions  
**Subject:** Submission Form: Special Consultative Procedure - Westland Economic Development Strategy

New submission on the Submission Form: Special Consultative Procedure - Westland Economic Development Strategy

Submitted on Tuesday, June 19, 2018 - 10:29

Submitted values are:

Name: Rachel Wright  
Organisation (if applicable):  
Postal address:  
52 Ford Road North  
Hokitika 7881  
Email: rachel\_wright\_nz@yahoo.com  
Phone Number: +64 210 232 5363

Submission: I am neutral to the proposal Type submission here:

I support working together for a positive, productive Westland. If by transferring management ? administration of non-core activities to Destination Westland (Westland Property) helps achieve this, then so be it. However, I do not support a Council Controlled Organisation, having the power to set up services that would compete against already established local operating businesses - It is not OK.

As an official partner to the West Coast Wilderness Trail who has a great professional working relationship with the Hokitika I-Site and hopes to continue to do so. I would like to inform the Westland Property Company soon to be known as Destination Westland - the proposed CCO to soon manage and administer these organisations. That there is already an established daily - on request transport service to the Hokitika Gorge run by a local business.

I wish to acknowledge in this submission that I am a proactive ambassador for the Westland District & West Coast Region.

I am a qualified Travel Consultant who has 30 years experience of living & working in the Westland District within the Tourism and Hospitality Industries.

I own and operate Hokitika Scenic Tours a personal transport service first established in 2004. Over the last few years, with personal investment, initiative and forethought I have successfully established a local service and business within our community. Hokitika Scenic Tours prides itself on working with and promoting all local businesses within our region so our visitors and locals alike get the very best of what we have to offer. As advertised on my website.

Recently, I was horrified to learn that Westland Property Ltd on becoming Destination NZ - 1st July 2018 plan to operate a shuttle service from the Hokitika I-Site to Hokitika Gorge. This will compete with my transport service an already established local business.

I formally oppose this wholeheartedly. It is just wrong. What you would call a commercial monopoly. To date - I have supported, provided a great service too and hold a professional relationship with Hokitika I-Site. If Westland District Properties shuttle service is to go ahead, which I have been told it is (but no statement of intention has been published) then this would jeopardise my relationship with Hokitika I-Site and my business in general.

Not to mention Hokitika Scenic Tours ongoing relationships with other local tourist operators.

Would the money allocated not be better spent on fresh and new concepts – that is sustainable.

It should be about working together. I hope the future of Destination Westland (CCO) is to support and enhance local businesses not to set up in competition against them.

Do you wish to be heard in support of your submission?: No



**Diane Maitland**

---

**From:** Council  
**Sent:** Thursday, 14 June 2018 10:40 AM  
**To:** Consultation Submissions  
**Subject:** Submission Form: Special Consultative Procedure - Westland Economic Development Strategy

New submission on the Submission Form: Special Consultative Procedure - Westland Economic Development Strategy

Submitted on Thursday, June 14, 2018 - 10:39

Submitted values are:

Name: Lynley Hargreaves  
 Organisation (if applicable):  
 Postal address: 17 McLeods Road RD Ross Westland  
 Email: lynley.hargreaves@gmail.com  
 Phone Number:

Submission: I am neutral to the proposal Type submission here:  
 I support much of the proposal but cannot support it entirely.

I particularly support the creation of a new Westland Museum, however it must be acknowledged that the museum staff will not be able to inspire locals and visitors with "The depth of stories about this place" unless adequately funded. And I doubt funding agencies will be likely to support a museum project where the Council has cut the museum budget and there is no director.

In addition, any major development within central Hokitika should include greater consideration of future flooding/sea level rise. Otherwise, fixing up the Carnegie Building and further support for a museum is a great idea.

I support the creation of a regional technology hub.

The West Coast Wilderness Trail is fantastic, and extensions would be welcome. I would like to see Council support funding for a feasibility study of an extension continuing down to Fox Glacier. Indeed, I think this should be a major project that the Council supports for funding. The South Westland Wilderness Trail trust has done considerable work on this already, and the project is at a point where further funding and local government support is needed. Towns along the way like Harihari and Whataroa would see some of the same benefits that Kumara and Ross are now seeing. This would encourage visitors to stay longer in these small towns, where an increase in visitors is most desirable. Having a continuous cycle trail from Greymouth to Fox Glacier would go a long way to supporting a regional network of world-class cycle trails.

Many of the other ideas in the proposal seem very good. Exceptions that I do not support include:

-The Haast Hollyford Road, which has had enough Council money thrown at it already. This road is never going to happen because of the environmental impacts. It would not be of great benefit to Westland anyway, and the difficulties of construction and maintenance have been vastly underestimated.

-Any Council "support" for the Waitaha hydro scheme.

-The Franz Josef Gondola. This project has enormous technical and other challenges and Council should not spend time or money on it – that is up to the private company.

-The aim of disposal of low conservation value land. I presume low value conservation land is what is meant by this. Pursuing this is not something that would bring much of an increase of private land to the West Coast, and even less economic benefit.

Do you wish to be heard in support of your submission? No

**Diane Maitland**

---

**From:** Council  
**Sent:** Tuesday, 12 June 2018 7:00 PM  
**To:** Consultation Submissions  
**Subject:** Submission Form: Special Consultative Procedure - Westland Economic Development Strategy

New submission on the Submission Form: Special Consultative Procedure - Westland Economic Development Strategy

Submitted on Tuesday, June 12, 2018 - 18:59

Submitted values are:

Name: Peter Robinson  
Organisation (if applicable):  
Postal address:  
12 Olivine Street, Christchurch 8013

Owner, 6 The Strand, Okarito  
Email: denerobinson33@gmail.com  
Phone Number: 0283663163

Submission: I support the proposal

Type submission here:

Consider the amber gold potential. of manuka and kanuka 'honey' plantations. Convert low value conservation land and farm land to plantations. Plus align some plantations around water ways - which supports government policy in this area.

Turn the west coast in to the honey capital of New Zealand- centred in Hokitika.

A Greta story for the world to hear.

Commercial returns available with 3-5 years. Replace timber & forestry progressively over time.

Do you wish to be heard in support of your submission?: No

6

**Diane Maitland**

---

**From:** Clare Backes <clarebackes@gmail.com>  
**Sent:** Saturday, 9 June 2018 4:51 PM  
**To:** Consultation Submissions  
**Subject:** Westland District Economic Development - submissions  
**Attachments:** Westland Economic Development Strategy submission.docx

I have attached a submission on WDC economic development initiatives

Clare Backes and Keith Morfett

PO Box 168, Hokitika 7842

Email: [clarebackes@gmail.com](mailto:clarebackes@gmail.com). Ph: 03 755 8697

### **Submission on Westland Economic Development Strategy**

(Statement of Proposal prepared for the Special Consultative Procedure in accordance with Section 83 of the Local Government Act 2002, on the proposed Westland District Economic Development Initiatives to be put forward for funding requests from the Regional Growth Fund or other Investment sources as part of the West Coast Regional Review).

This document contains some good ideas. However many of the projects suggested are too vague to be taken to the wider West Coast level, and then to the Regional Economic Fund. It would have been better to concentrate on a few properly considered ideas. Fewer, more focussed ideas have more chance of gaining funding. It is important to take ideas that tie into current government thinking and policy; otherwise there is little chance of gaining funding.

**We would support all the projects below but would suggest just 4 initiatives are advanced to the region at this time, namely:**

- the Pounamu Centre/Museum,**
- cycle trail,**
- expansion of horticulture and niche horticulture,**
- pensioner housing.**

General support for the following projects.

#### **New Zealand Pounamu Centre & Westland Museum**

We think it should also incorporate the ISite. ISites are becoming “old-fashioned technology” and Westland needs to be aware that they will not raise much revenue –but a display case for the region is still necessary

**Cycle Trails**- still lots of potential for both international and domestic tourists, plus it adds to a healthy lifestyle for locals

**Regional Rail links** –this would help to improve links for tourists, and could be used by locals as well.

**Future proof FJ** – this is needed but the proposal would need more substance to it.

**Expand Horticulture, and niche horticulture** – need to diversify our economy, so this is a good idea

**Fish farming** - need to determine environmental effects first, but could also help in diversifying our economy

**Niche livestock and organic farming** – allows for high value exports

**Tree planting** –ties into government policy, but beware of adverse environment effects, such as the recent events in Gisborne.

**Technology, innovation and enterprise hub**- but isn't there already one in Westport?

**DOC rangers training** – suitable for this area

**Pensioner housing** – needed and ties into government policy

## Geothermal – support investigation

We would **not** support the following ideas from the document:

**Cultural and Heritage Tourism** – Maori cultural aspects should be covered by Pounamu and Museum development. However there is little cultural or heritage tourism in this country, it has only been settled for a thousand years – makes it a very young country for most of the visitors from overseas –people don't visit NZ for this aspect.

**Glaciers – extension of helicopters to other glaciers** –concentrate on FJ and Fox, getting it right there.

**Franz Josef Gondola** – this is dependent on Skyline getting a concession to build and operate a gondola. Government funding should not be used for this – it's a purely commercial project by a private company

**New events** – how does regional economic funding tie into this, far too vague a proposal.

**Geo thermal hot pools** – would need to be done in conjunction with FJ hot pools- not suitable for regional funding.

**Tourism promotion** – Hokitika – too vague

Haast – more concrete ideas needed for this to become a visitor destination.

Jackson Bay – too isolated to focus on- already in LTP that the road is extremely expensive to maintain. There are many more settlements in Westland which would benefit from some infrastructure spending

**Hokitika runway extension** – no, number of flights is already diminished. Hokitika is not suitable for an international airport.

**Haast to Hollyford Road** – no support – this did not survive the National Party's economic growth plan; it has no chance now, just a waste of money.

**Garnet mining** – this has been proposed in the past, but very little progress in it. If it was commercially viable, it would be happening now.

**Wind-blown native timber logging** – not appropriate for regional funding.

**Waitaha**- this is already going through the official processes- the council does not need to seek funding for this project.

**Hydrogen production and CPO upgrade plant** – totally unproven technology, very vague proposal

**Civil aviation training hub** – not suitable for Hokitika airport, they would need a bigger airport.

**Retirement village**- good idea, but does not need Council or central government investment – retirement villages are very profitable – look at the share values of Ryman or Sommerset.

**We do not wish to** be heard in support of our submission. This consultation does not seem to have been widely publicised – I only came across it on the website when looking for something else.