

BLUFF MOTUPŌHUE

2020 TOURISM MASTER PLAN

IMPLEMENTATION PLAN

November 2021



“Tārere ki whenua uta” Swing the waka towards the shore

The great Māori explorer Tamatea was said to have made this command from his waka Tākitimu, as he sailed along the coast, past what we now call Bluff.

He wished to see the wonders of this beautiful place.

Working together we can offer visitors to our place a wonderful experience.



Sir Tipene O'Reagan
Upoko
Te Rūnaka o Awarua



Dean Whanga
Kaiwhakahaere/Chair
Te Rūnaka o Awarua



Sir Tim Shadbolt
Mayor
Invercargill City Council



Ian Collier
Chair
Great South



Ray Fife
Chair
Bluff Community Board

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Te Rūnaka o Awarua



BLUFF MOTUPŌHUE 2020 TOURISM MASTER PLAN

REFRESHING YOUR MEMORY

Bluff Motupōhue is a popular destination attracting visitors for a variety of reasons. Its rich history and culture is represented by various attractions, and its links with Stewart Island Rakiura go beyond providing the terminus for the twice-daily ferry service which runs across Foveaux Strait. However, while a significant number of visitors are welcomed each year, their length of stay in Bluff tends to be short.

The Southland Murihiku Destination Strategy 2019 – 2029 identified significant potential for Bluff to benefit more from the opportunities presented by tourism and was the catalyst for the development of the Bluff Motupōhue 2020 Tourism Master Plan.

Great South facilitated the development of the Master Plan with partners Invercargill City Council and Te Rūnaka o Awarua, to provide concepts for the future development of Bluff as a jewel in the crown of the Southland region.

The Master Plan was informed by research, analysis and consultation with local community

groups and residents, organisations, businesses and government agencies. It reflects the valued partnership with Awarua Rūnaka and will be used to guide the revitalisation of the area over the next 20 years.

The ultimate aim of the Master Plan is to transform and revitalise Bluff to make it a more attractive place to live, work, play, visit and invest in. By developing products and experiences that fit with people and place and showcase the unique and compelling aspects of Bluff as a destination, it encourages visitors to stay longer and spend more.

The public consultation process for the draft Master Plan identified overall positive feedback which resulted in limited changes required to finalise the Master Plan. The main change was the community gave strong messages they did not want the location of the Bluff sign moved. As a result, the location of the gateway entrance hub now reflects the current location of the sign.

Some projects were believed to be less feasible, or lower priority, such as the heritage trail amongst the industrial storage units on the waterfront and a temporary kiosk at Stirling Point and this has been reflected in the final Master Plan.

While these concepts, projects and stagings leverage tourism and increase visitation to Bluff, they also benefit the local community with the development of community accessible assets and the opportunity for economic development with both commercial and small-medium business opportunities.



THE PROCESS

STAKEHOLDER ENGAGEMENT: December 2019 – February 2020

Workshops and interviews : Site visits

BACKGROUND ANALYSIS: February 2020 – March 2020

Independent research and analysis : Review of existing reports : Collection of mapping materials

MASTER PLAN DEVELOPMENT: March 2020 – December 2020

Development of draft schematics : Identification of transformational projects : Consultation with the local community : Partnership with Te Rūnaka o Awarua : Completion of the concept document

COMMUNITY ENGAGEMENT: December 2020 – January 2021

Release of the DRAFT Bluff Motupōhue 2020 Tourism Master Plan for public consultation

COMMUNITY CONSULTATION REVIEW: January 2021 – March 2021

Review and report on public submissions received : Respond to submitters : Bluff Community Board workshop held : Report to Invercargill City Council on submissions themes

ESTABLISHMENT OF WORKING GROUP: April 2021

Representatives from: Great South, Invercargill City Council, Te Rūnaka o Awarua, Bluff Community Board

Formation of informal working group with scope and terms of reference defined to: consider public submissions, finalise draft plan, and complete an implementation plan with priorities identified

ACTIVATION OF SOME KEY PROJECTS: April 2021 onwards

Throughout the process of forming the working group and finalising the Master Plan some key projects are already in progress or under investigation (see further in Implementation Approach)

STAKEHOLDER ENGAGEMENT: September 2021

Engagement with stakeholders and community groups about the process to finalise the Master Plan, and discuss updates on hubs, precincts, concepts, and projects for the Implementation Plan

FINALISATION OF REPORT: November 2021

Bluff Motupōhue 2020 Tourism Master Plan is finalised

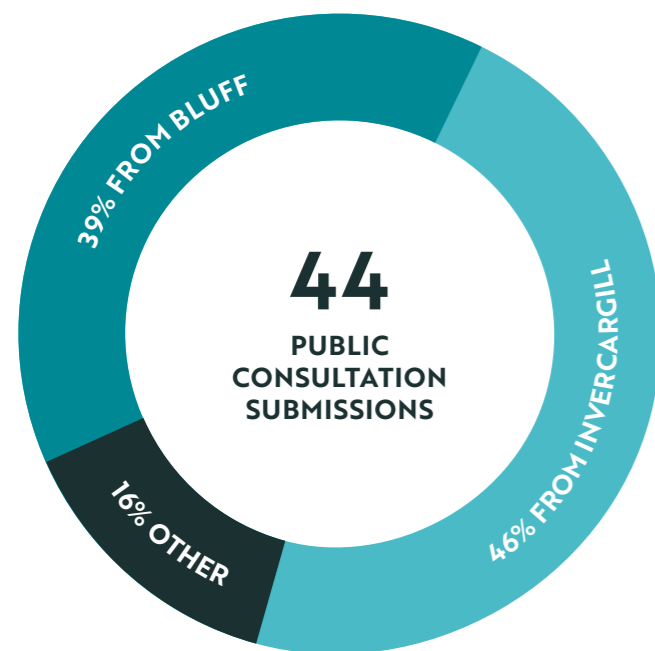
RELEASE OF IMPLEMENTATION PLAN: November 2021

Release of the Implementation Plan

PUBLIC CONSULTATION REPORT

The draft Bluff Motupōhue 2020 Tourism Master Plan was released for public consultation in December 2020. Great South managed the public submission process which closed at the end of January 2021.

There were 44 individual submissions received from Bluff locals, Invercargill residents and people in the wider Southland and Otago regions, as well as two international submissions (these submitters had direct links to Bluff).



The submission form included the direct question:

‘What do you see as the three most important projects in the plan?’

Overwhelming support in the submissions was shown for the **Active Recreation Precinct** concept and the **Bluff Motupōhue Lookout Hub** concept.




Other concepts that rated highly were the **Bluff Gateway Entrance Hub**, **Ocean Beach Aquaculture Precinct** and **Bluff Central Tourism Precinct**.

Specific projects that were identified as important, and also align with the two concepts were, (in no particular order):

-  **Completion of Invercargill – Bluff cycleway**
-  **Upgrade and expansion of coastal walking tracks**
-  **Development of a pouwhenua on Bluff Hill Motupōhue**
-  **Mountain biking opportunities around Bluff Hill Motupōhue**
-  **Predator free work at Bluff Hill Motupōhue**

It was noted on several occasions throughout the public submissions that these projects, concepts and hubs benefited the local community but also provided opportunities to leverage tourism and increase visitation to Bluff.

Other projects and concepts that received consistent mentions were:

-  **Upgrade of the boat ramp to be progressed**
-  **Heritage precinct**
-  **Restoration of old harbour wharf for possible public fishing and enhanced swimming access**

Consistent comments throughout the public submissions were:

“Thrilled to see investment in Bluff but now want to see action and outcomes”




“Projects being completed in a timely manner”

The relocation of the ‘Bluff’ welcome signage received specific commentary with the majority of submitters either in opposition or suggesting proceed with caution to possible relocation of this signage.

There were various disparate comments made about overall parking issues in Bluff. With respect to the suggestions in the Master Plan, these related to the overall lack of parking, bus drop-off and pedestrian improvements, and park and ride options at Stirling Point.

ADDITIONAL PROJECTS AND THEMES

Throughout the consultation period additional projects and concepts were identified that were not explicitly mentioned within the draft Master Plan.

-  **Ōmāui**
Linkages to Ōmāui with coastal walking and cycling tracks and the investigation of potential improvements to the Ōmāui access road.
-  **Waituna Wetlands**
Creating linkage between The Catlins and Bluff with a walking track from Fortrose through Waituna Wetlands to Bluff.
-  **Heritage**
Ensuring that consideration is given to additional heritage aspects that were not specifically mentioned in the draft plan, such as the Sir Joseph Ward Memorial and reserve and the current Heritage trail through the town.

Overall, feedback on the Master Plan in its entirety was positive and respondents were delighted to see investment in and recognition of Bluff.

INFORMAL WORKING GROUP

Invercargill City Council supported and approved the approach to establish an informal working group with the scope to undertake strategic planning and any further engagement with specific stakeholders required to complete the implementation section of the plan.

The informal working group was established with representatives from Great South, Invercargill City Council, Te Rūnaka o Awarua and Bluff Community Board.

The terms of reference developed for the informal working group were:

- ▶ **To finalise the Bluff Motupōhue 2020 Tourism Master Plan from its draft state**
- ▶ **To develop an Implementation Plan**
- ▶ **To report back to Council for approval**



WIDER REGIONAL CONTEXT

OTHER REGIONAL WORK

SOUTHLAND MURIHIKU DESTINATION STRATEGY

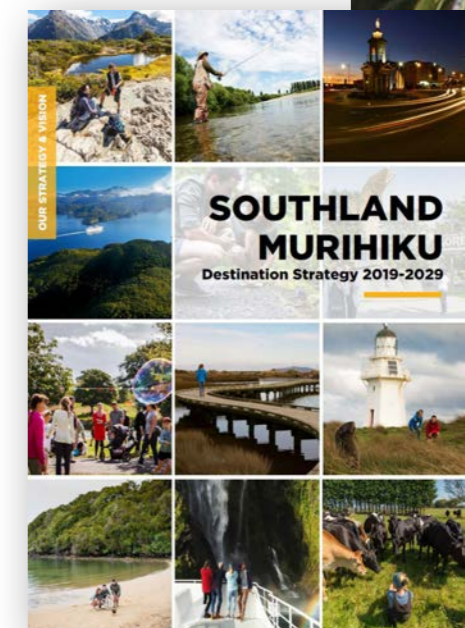
The Southland Murihiku Destination Strategy 2019 – 2029 was a key recommendation of the Southland Regional Development Strategy (SoRDS) Action Plan and it aligns with the New Zealand-Aotearoa Government Tourism Strategy. It provides a blueprint for how the Southland destination is managed, establishes a framework to ensure the economic and social benefits of tourism are shared across the entire Southland region, and represents a shift in the approach to tourism planning.

Instead of looking only at destination marketing, the strategy embraces a destination management focus that involves taking a holistic approach to planning for, and sustainably growing, the visitor destination.

Great South is the guardian and driver of the Strategy, in partnership with the region's Councils and other major stakeholders.

Bluff was a key area of focus, realising its importance to Southland Murihiku as well as the gateway to Stewart Island Rakiura.

The **Bluff Southern Marine Discovery Centre** and **Bluff Ferry Terminal Tourism Development Hub** were two of the five high priority projects in the Strategy recommended for investment, and these both feature in the Master Plan.





INVERCARGILL CITY COUNCIL LONG TERM PLAN AND CITY CENTRE MASTER PLAN

A significant number of building projects are underway in Invercargill and the Council is aware these are important to the people of Bluff as well as Invercargill. Major new investments in the city centre are transforming Invercargill, while at the same time the region faces new challenges as a result of COVID-19 and a period of transition for Tiwai Point Aluminium Smelter.

Council is working on a roadmap to renewal which will form the core of its strategy for the next ten years as it works to build a city with heart.

Significant investment is being made in the city centre development, with Council working alongside this project to create more vibrant streets and build connections around the city.

There are six guiding principles the community has told Council they want for the future of their city:

- ▶ Celebrate scale and identity
- ▶ Restore a connection with the environment
- ▶ Move for prosperity and wellbeing
- ▶ Urban play to make you stay
- ▶ A city to inhabit and enjoy
- ▶ Promote a destination gateway

As the destination gateway, Invercargill is the launching point to explore Southland, including Bluff. For that, the city centre needs to be a place that people want to spend time in as they prepare to discover the amazing attractions of the region.



MILFORD OPPORTUNITIES PROJECT

The multi-agency Milford Opportunities Project is tasked with finding big picture, long-term solutions for Milford Sound Piopiotahi.

The key concepts of the plan are not only transformational for Fiordland, they will have a strong impact on the rest of the region, including Bluff.

One of the key suggestions is stopping cruise ships entering Milford Sound Piopiotahi. This could create potential opportunities for South Port and Bluff in future, as cruise ships can, and do, berth at the Port.

In addition, having Te Anau as the new hub for the visitor experience into Milford Sound Piopiotahi provides potential for Bluff, and the rest of Southland, to encourage visitors to explore more of the region, stay longer and spend more.





SUB-REGIONAL DESTINATIONS AND CONNECTIVITY

THE CATLINS

The Catlins Tourism Strategy is currently being reviewed in order to identify a pathway forward, clear priorities and considering COVID-19. This review is being undertaken collaboratively with Te Rūnaka o Awarua, DOC, Clutha Development, Great South, Catlins Coast Inc and Clutha and Southland District Councils.

Areas of focus involve ensuring the local community benefits from visitors passing through the region by providing reasons for them to stop and spend money. This also includes addressing the challenges of operating viable businesses in an area with a low population base. Some key projects are:

- ▶ **Development of a walking trail** connecting north Catlins through the southern end of the Catlins to Waituna and Bluff Motupōhue.
- ▶ **Investigation into Nugget Point** to ensure a positive visitor experience with fit for purpose infrastructure and minimised negative environmental impacts.
- ▶ **Tumu Toka Curioscape at Curio Bay** also remains a key destination and visitor attraction with a camping ground, visitor facility and internationally appealing experiences.

STEWART ISLAND RAKIURA

Despite a challenging period under COVID-19 restrictions, Stewart Island Rakiura continues to be a popular destination in terms of visitation, being far busier than other locations within the region. This is significant for Bluff Motupōhue as it remains an essential gateway to the island. With a recent survey of visitors to the island showing 93% intend to return, and visitor numbers continuing to increase, this creates an opportunity to capture an already existing visitor who is travelling to Bluff to utilise the ferry service.

Stewart Island Rakiura is one of 14 certified International Dark Sky Sanctuaries and is one of only two in New Zealand (the other Great Barrier Island). With Southland largely unaffected by light pollution our night sky creates opportunities for new product focusing on dark sky interpretation and star gazing experiences, aligning with opportunities on Bluff Hill Motupōhue.

It is important to continue collaboration and maintain connectivity between Bluff Motupōhue and surrounding areas, ensuring consideration and alignment with future projects and initiatives.

COVID-19 SITUATION

COVID-19 is having a significant impact on local, national and international tourism and its impacts have informed the thinking and process for this Implementation Plan.

With the global pandemic of COVID-19 closing New Zealand's borders to international visitors in early 2020, the region's tourism sector has had two challenging years. Great South remains committed to supporting the Southland community and business sector during this challenging time and with support of central and local government, is delivering a range of services to support the region's restart and recovery.

Both the Bluff Motupōhue 2020 Tourism Master Plan and the Implementation Plan have been reviewed to ensure they are fit for purpose in a COVID-19 environment. With every region competing for the domestic tourism market, it has also reinforced the need for Southland to focus on projects that represent its unique points of difference.

COVID-19 has meant that proposed project timeframes have been affected, and both stakeholders and businesses will need to reprioritise some of their projects. For some businesses, this aligns with their ongoing business viability due to the absence of international visitors.

Great South will continue to provide tourism businesses with support, particularly through the Regional Business Partner programme and the targeted government funding Tourism Communities: Support, Recovery and Re-set plan.



Photo credit: Gayle Hogue

IMPLEMENTATION APPROACH

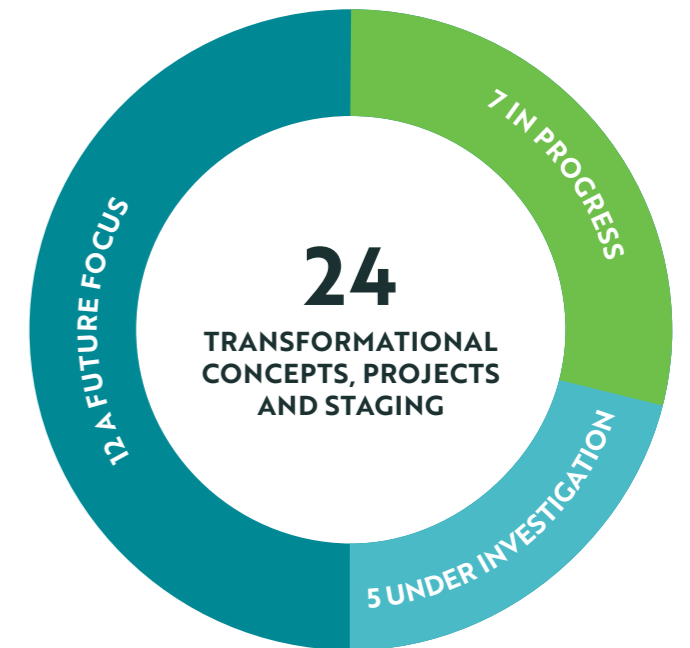
IMPLEMENTING THE MASTER PLAN

The Master Plan identified 11 overall hubs or precincts and then a more specific list of 24 transformational concepts, projects and staging. Each of these concepts, projects and staging will collaboratively transform and revitalise Bluff to make it a more attractive place to live, work, play, visit and invest in.

The working group has identified that some projects directly complement one another and that there is a natural order for the projects to be developed, as some provide the building block for future projects and concepts. While some projects are of higher priority, they are also long-term.

The Master Plan is a 20-year vision, and progress towards that vision will depend on the level of support from key stakeholder organisations - especially Council and central government - as well as the level of resourcing able to be applied by both government and the private sector.

With all of that to consider, the working group has developed an Implementation Plan that outlines the progress to date of the 24 transformational concepts, projects and staging instead of identifying a priority. This approach also acknowledges what stage they are at - whether they are in progress, the initial investigation is underway or they are a future focus.



It is pleasing to note that out of the 24 transformational concepts, projects and staging, half are either in progress or under investigation by their respective stakeholders.

HUBS AND PRECINCTS OVERVIEW

Below is a summary of the 11 hubs and precincts that were identified within the Bluff Motupōhue 2020 Tourism Master Plan. The 24 transformational concepts, projects and staging all relate or align to a hub or concept.

BLUFF GATEWAY ENTRANCE HUB

This hub proposes significant landscaping and signage to create a strong sense of arrival into Bluff. The current location, situated in close proximity to Ocean Beach, aims to provide a gateway entrance which reflects the marine related focus of Bluff and its unique history and heritage. This is hoped to evoke interest and excitement from visitors and a strong sense of pride from locals

OCEAN BEACH AQUACULTURE PRECINCT

The team at Ocean Beach have a vision to create New Zealand's foremost land-based aquaculture park. As part of this vision, they are looking to partner with industry to create world class hatcheries and grow-out facilities for finfish, shellfish and seaweed. In future there will be aquaculture tours as well as artisan retail and hospitality venues showcasing Southland arts, crafts and produce on the site.

Ocean Beach have specifically partnered with the Southern Pioneers Food Hub to create a Southland food manufacture and show case destination. There will be an obvious focus on seafood but there will also be a broad range of Southland foods available to taste and purchase. The Ocean Beach team are also working through improving the connection of Te Araroa Trail, coastal walkway and Motupōhue walking and cycling trails to Stirling Point and Bluff.

HERITAGE LANDSCAPE PRECINCT

This is a gateway precinct into Bluff and provides the potential for public art and harbour edge connectivity. It should be well landscaped and

provide an attractive area for locals and visitors to evoke a strong sense of local pride. Te Araroa Walking Trail traverses through or beside this area so should be included and there is an option of community swimming access being located here near the Awarua Rowing Club.

COMMUNITY RECREATION PRECINCT

This is a dedicated precinct to help meet the needs of locals first and foremost. Its purpose is to provide a safe and easy link to the water for swimming and recreational activities including an improved boat ramp and a renewed indoor community swimming pool. The area could consist of a dedicated public event space if the Maritime Museum were to ever relocate.

ACTIVE RECREATION PRECINCT

The vision is to create a precinct where people interested in exploring Bluff's outdoor environment (with a focus on mountain biking and running/walking) can visit to learn more and enjoy what is on offer. The local sports amenities (including the Bluff Pool) complement the offering in this area.

There is a need to carefully develop this precinct in a way that does not impact on the biodiversity enhancement work progressing on Bluff Hill/Motupōhue and surrounds.

BLUFF CENTRAL TOURISM PRECINCT

This is the primary visitor hub in Bluff. It provides the ferry link to Stewart Island Rakiura and could contain a variety of tourism related visitor attractions, facilities, amenities and services. Over time it will develop, creating a visitor focussed hub with various experiences, many of which can be clustered together. Its location is close to the commercial precinct for easy access to shops and cafes which is important.

COMMERCIAL PRECINCT

The commercial precinct aims to provide sufficient space for future commercial growth to support the local community, its businesses and the visitor economy. The purpose of the commercial precinct is to ensure that commercial ventures can be clustered together, to leverage off one another and to help improve connectivity between commercial businesses and related events.

STIRLING POINT PRECINCT

Stirling Point is a significant site being the end of Te Araroa Trail, the location of the famous "Bluff Signpost" as well as dispersal point for many walking trails. This precinct aims to improve the visitor experience particularly during peak season periods when parking is challenging and pedestrian movements are constrained. It suggests the potential for a "Park and Ride" service from the Bluff Central Tourism Precinct car park to Stirling Point to help reduce parking congestion, improve safety and create better walking trail links for local users in particular.

BLUFF HILL/MOTUPŌHUE LOOKOUT HUB

It is proposed to enhance the existing road to the top of Bluff Hill/Motupōhue with a small attractive cluster of activities, potentially including an expanded parking facility, star gazing experience (with a focus on Aurora Australis) and a pouwhenua or "Taurapa" stern post. The strong cultural significance of Bluff Hill/Motupōhue, with its Tōpuni status, underpins all suggested concepts.

This hub also acknowledges that Bluff is the starting point for any journey north through New Zealand and as such the symbolic positioning of a pouwhenua at the summit will strengthen and recognise the connection of mana whenua to the land and this will assist travellers on their journey north.

There is a need to carefully develop this hub in a way that does not impact on the biodiversity

enhancement work progressing on Bluff Hill/Motupōhue and surrounds and in particular, the Predator Free Bluff initiative. A number of walking tracks can also be accessed from this hub connecting to other hubs within Bluff.

SOUTH PORT HUB

The South Port hub recognises the significant operational requirements of the port and the need to maintain a safe and effective separation between port activity and non-port related vehicle and pedestrian movements. The port needs to retain flexibility to enable changes to port activity and shipping over time. It also has the potential for tourism activity to become a more dominant element of the hub over time if desired. Its strategic location also allows it to effectively link to the Bluff Central Tourism Precinct and Community Recreation Precinct.

WIDER BLUFF AREA

It is important that the connectivity between Bluff and surrounding areas and their projects is considered. This includes the Bluff to Invercargill cycle trail, Te Araroa Walking Trail and other Awarua, Waituna, Catlins and Ōmāui projects. Bluff also remains an essential gateway to various islands including Stewart Island Rakiura and as such there are also important biosecurity and accessibility considerations.

While the scope of this Master Plan focusses on Bluff, it is acknowledged that there needs to be consideration of other projects and initiatives in surrounding areas.



PROJECT SHOWCASE

During the process to develop the Master Plan some key projects were already under initial investigation by their respective key stakeholders, and the development of the Master Plan has helped elevate and increase importance for the continuation and development of those projects.

The following section highlights these key stakeholders projects and developments, each one forming an integral part to the overall vision for Bluff Motupōhue as a more attractive place to live, work, play, visit and invest in.

Many projects on the following pages also acknowledge the passion and drive of volunteers, along with showcasing their overall importance to Bluff.

PREDATOR FREE BLUFF

Since 2008, the Bluff Hill Motupōhue Environment Trust has been doing habitat restoration with the support of community volunteers. Most of the mahi (work) has been undertaken within the Department of Conservation Scenic Reserve, where there has been a dramatic decrease in predator numbers - birdsong has returned, and all forest species are thriving.

In July 2021, the Trust received a substantial grant from the Department of Conservation's Jobs for Nature Community Conservation fund that will allow it to progress its work.

Among its priorities for the next three years is extending its habitat restoration mahi across the whole of Motupōhue, so birdsong returns to the whole area. To achieve that it aims to eliminate possums and mustelids and reduce rat tracking numbers to below 3% including in urban and residential areas.

Planting natives is also a priority, particularly on the urban fringe and areas where there is gorse and wilding pines. Te Korowai Whakahou native plant nursery is growing 50,000 eco-sourced plants per year for this purpose.

The organisation now has office space leased from the Bluff Community Trust in the Bluff Town Hall where the community can pop-in to see its plans and get a better understanding of its mahi.





SOUTH PORT

The Port operates within the community of Motupōhue and is dedicated to ensuring a positive relationship with the township.

Most of the Port’s operations take place at the heart of Awarua, from which the immediate area takes its traditional name. Reflecting this heritage underscores the interdependent nature of the local marine history and culture, and the importance of Bluff Harbour to current and future generations.

Two of the Port’s major projects, the town wharf development and channel improvement project, are progressing. After consultation with stakeholders, the development of a \$11 million accessway, pipeline corridor and discharge platform for the Town Wharf Fuel Berth is underway.

A consent process to deepen the entrance to the channel has commenced, involving extensive consultation with key stakeholders. Significant investment has gone into providing accurate information of the impact on the environment, marine mammals, the community, the benefits to the wider region and the business case to support the investment.

The Port’s Community Engagement Policy is aimed at actively engaging with the community and assisting with community-driven projects. Sponsorship of sporting, cultural and community groups and events is part of a long-term commitment to support the local community as well as the wider region in which South Port operates.

A new logo and Māori motto has been developed in consultation with Te Rūnaka o Awarua to better reflect the history of the area and its people.



OCEAN BEACH

Being at the gateway to Bluff, and straddling two harbours, Ocean Beach, is uniquely placed to be New Zealand’s foremost land-based aquaculture centre of excellence.

Despite its current appearance, the rejuvenation of the site is well underway. The New Zealand Abalone Company has established itself on site farming Pāua and Manaki will be farming Whitebait on site from 2022. A number of other exciting aquaculture ventures are proposed for the site over the coming years.

As part of its vision, it is looking to partner with industry to create world class hatcheries and grow-out facilities for finfish, shellfish and seaweed.

Ocean Beach has specifically partnered with the Southern Pioneers Food Hub to create a Southland food manufacture and showcase destination. There will be an obvious focus on seafood but there will also be a broad range of Southland foods available to taste and purchase.

A food innovation and artisan retail hub on the foreshore overlooking Rakiura, a coastal walkway to Stirling Point as part of Te Araroa trail, a park and ride facility to Bluff/Invercargill and aquaculture tours are all proposed to be in place in time for Bluff’s 200-year anniversary in 2024.



INVERCARGILL CITY COUNCIL

► Upgraded boat ramp for improved public use and access to the water

The council has received the completed design for the main boat ramp and is currently reviewing the latest cost report. The budget remains a challenge and council staff are working on possible solutions.

A boat ramp washdown facility is proposed for construction following the completion of the boat ramp upgrade. The project remains critical to Environment Southland for its biosecurity work and will become more important as more aquaculture activity takes place in the region. Environment Southland will continue to liaise with Invercargill City Council to have the scope, design and costings prepared for Environment Southland's consideration.

► Completion of Invercargill to Bluff cycle trail

This is a joint project between Invercargill City Council, Environment Southland and Waka Kotahi NZTA to develop a shared cycle and walking path from Awarua to the Bluff township.

This trail is part of the Te Araroa Trail, Tour Aotearoa and Heartland Ride, and connects and continues the existing trail from Invercargill to Awarua. This new path follows alongside the State Highway and has a chip sealed surface to help ensure cyclists ride on it rather than the busy highway. The completion of the section from Kekeno Place to Bluff township (100kmph area) is in the final stages.

Great South, working with the local Rūnaka, are coordinating interpretation panels along the route and at these locations additional shelter and or seating will be provided. Some repair equipment and a bike pump will also be installed, in case of a flat tyre!

Further cycle options within Bluff are being prepared and these will extend the trail up to the new information kiosk. From the township to Stirling Point, walkers are to use the footpaths and cyclists can share the road as the vehicle speeds are much slower.

► Active Recreation Hub

Currently under investigation is improved car parking facilities at the mountain bike access point and improved mountain bike trails on Bluff Hill Motupōhue. Council has budget allocated and is exploring options to bring this forward to enable the work to start earlier.



GREAT SOUTH

As the guardian and driver of the Southland Murihiku Destination Strategy, Great South ensured the strategy was reviewed and fit for purpose in a COVID-19 environment. This review reinforced the need for Southland to focus on projects that represent its unique selling points and that will help differentiate it in an extremely competitive domestic tourism sector.

With this in mind, Great South prioritised the development of some key projects from the strategy, and a number of these priority projects will directly build upon, complement and enhance the overall transformational projects that were identified within the Bluff Motupōhue 2020 Tourism Master Plan. Some of the key projects are:

► Southland Murihiku Events Strategy

The Events Strategy vision is "a supported, dynamic and sustainable event sector that encourages community participation and drives visitation to the region by building on unique points of difference". The iconic annual Bluff Oyster & Food Festival epitomises this.

► Food tourism

Southland is well known for its unique food, such as its abundance of Kaimoana, and primary produce. Assessing how the Southland food story can be developed to target visitors and build Southland's position as a 'foodie destination' is an identified opportunity.

► Inter-regional touring routes

In collaboration with the lower South Island regional tourism organisations, this project is to develop a network of touring routes throughout Southland and Otago showcasing the unique, diverse and sustainable visitor offerings. It is targeted at both locals and visitors.

► New flights into Southland

Great South will continue to advocate for additional schedules and services on behalf of the region, enhancing ease of travel both into and out of Southland. This will also complement efforts to promote Invercargill as a gateway to Southland. Marketing collateral and wall maps have recently been installed at Invercargill Airport and regional dispersal is being actively encouraged.

► Sustainable tourism

Great South are developing plans to support tourism operators in the region on their journey towards sustainability and carbon reduction. Southland has strong potential to become a low emission tourism destination with a focus on 'slow' tourism and key aligned activities such as cycling, walking and stargazing.





CONCEPTS, PROJECTS AND STAGING STATUS UPDATES

The following section provides status updates on the 24 transformational concepts, projects and staging from the Master Plan, including those that have been showcased previously.

The status has been categorised in the following four ways:

-  **Complete**
The project is complete
-  **In Progress**
The project is currently underway and is progressing
-  **Initial Investigation Underway**
The stakeholders are in the process of undertaking feasibility studies and/or options to frame the project brief
-  **Future Focus**
The project is not yet started OR it requires other projects and concepts to be completed before progress can be made

IN PROGRESS			
PROJECT	PROGRESS TO DATE	STAKEHOLDERS	HUB/PRECINCT
Pouwhenua at Bluff Hill Motupōhue Lookout positioning Bluff Motupōhue as the starting point for a journey through New Zealand and to guide experiences throughout the wider Southland Murihiku region	A collaborative project led by Te Rūnaka o Awarua, partnering with researchers, to use virtual reality to show a concept of the vision for a taurapa at the top of Bluff Hill Motupōhue. The project brief and funding applications are currently underway.	Te Rūnaka o Awarua Invercargill City Council (ICC) Department of Conservation (DOC) Great South	<i>Bluff Hill Motupōhue Lookout Hub</i>
Ecological restoration initiatives	An MOU has recently been signed between ICC, DOC and Bluff Hill Motupōhue Environment Trust strengthening the relationship and future progress with the ecological restoration initiatives on Motupōhue. ICC are leading the continual projects and initiatives around removal of pest plants, planting of natives revegetation, and ongoing monitoring and maintenance.	Bluff Hill Motupōhue Environment Trust Predator Free Trust ICC DOC	<i>Bluff Hill Motupōhue Lookout Hub</i>
Visitor Welcome Bay, including information kiosk	Archaeological approval has been obtained for groundworks which allow the information kiosk to be placed onsite, this is programmed to start before winter 2022. The internal fit out of the kiosk is continuing and the content is currently under development. The external design layout of the kiosk will create connections and access ways linking in with the cycleway.	Bluff 2024 Rejuvenation Group Bluff Promotions ICC	<i>Bluff Central Tourism Precinct</i>
Predator Free Bluff	See project showcase on page 22	Bluff Hill Motupōhue Environment Trust Predator Free Trust ICC DOC	<i>Bluff Hill Motupōhue Lookout Hub</i> <i>Active Recreation Precinct</i>
Ocean Beach	See project showcase on page 24	Ocean Beach NZ	<i>Ocean Beach Aquaculture Precinct</i>
Upgrade to boat ramp	See project showcase on page 25	ICC Environment Southland South Port Yacht Club	<i>Community Recreation Precinct</i>
Completion of Invercargill to Bluff cycle trail	See project showcase on page 25	ICC Environment Southland Waka Kotahi NZ Transport Agency Te Rūnaka o Awarua Great South	<i>Bluff Gateway Entrance Hub</i>

INITIAL INVESTIGATION UNDERWAY			
PROJECT	PROGRESS TO DATE	STAKEHOLDERS	HUB/PRECINCT
Bluff gateway entrance signage and landscaping to create a stronger point of entry and sense of arrival into Bluff	Bluff 2024 Rejuvenation Group and Bluff Community Board are investigating additional improvements, including beautification and improved parking and vehicle access, of the area where the Bluff sign currently sits, creating an attractive and welcoming entrance to Bluff.	Te Rūnaka o Awarua Bluff 2024 Rejuvenation Group Bluff Community Board Waka Kotahi NZ Transport Agency Ocean Beach NZ	<i>Bluff Gateway Entrance Hub</i>
Waka landing interpretation to tell the story of the great Māori explorer Tamatea in his waka Tākitimu as he sailed along the coast, past what we now call Bluff	Te Rūnaka o Awarua have secured the lease for the slipway and are currently developing a plan to restore the building and site.	Te Rūnaka o Awarua ICC DOC	<i>Ocean Beach Aquaculture Precinct</i>
Potential for enhanced community swimming access for public use and safe access to the water	Further investigation around safe swimming access opportunities is being undertaken with relevant stakeholders. The Bluff Indoor Pool Trust are progressing a renewed indoor community swimming pool.	Bluff Community Board ICC Bluff Indoor Pool Trust South Port	<i>Community Recreation Precinct</i>
Upgraded and expanded coastal walking tracks extending from Stirling Point through to the Ocean Beach Aquaculture Precinct to be developed and expanded	DOC are working through a programme of work to upgrade the coastal walking track, Foveaux Walkway, that circumnavigates Bluff Hill Motupōhue and create improved linkages with the tracks that traverse Motupōhue, Millennium and Tōpuni walking tracks. This also includes upgrading the signage along these tracks. Investigation is underway to update the route Te Araroa Trail takes around Bluff Hill Motupōhue from Ocean Beach to Stirling Point, which would include the use of Millennium and Tōpuni tracks taking walkers via the top of Bluff Hill Motupōhue. Currently the Te Araroa Trail follows the Foveaux walkway around the coast.	ICC DOC Ocean Beach NZ	<i>Stirling Point Precinct</i> <i>Ocean Beach Aquaculture Precinct</i>
Development of an Active Recreation Precinct by reinventing existing recreation facilities into a hub - this could be achieved through rebranding and profiling of existing facility offerings and refurbishments/facility enhancements	The first stage of this work, improved car parking facilities at the mountain bike access point and improved mountain bike trails on the hill, is being investigated. Following commencement of this work, the remainder of the project will be scoped.	Southland Mountain Bike Club ICC DOC Te Rūnaka o Awarua	<i>Active Recreation Precinct</i>

FUTURE FOCUS

PROJECT	PROGRESS TO DATE	STAKEHOLDERS	HUB/PRECINCT
Expanded visitor parking at Bluff Hill Motupōhue Lookout to improve access and vehicle flow	The development of this project on Bluff Hill Motupōhue is predicated on what future access to the top of Bluff Hill Motupōhue will look like, along with the outcomes of the pouwhenua project that is currently underway.	Te Rūnaka o Awarua ICC DOC Great South	<i>Bluff Hill Motupōhue Lookout Hub</i>
Mātai whetū (star observation) at Bluff Hill Motupōhue lookout to enhance viewing opportunities of the Aurora Australis, solar events and tell the cultural significance of the skies to mana whenua	The development of this project on Bluff Hill Motupōhue is predicated on what future access to the top of Bluff Hill Motupōhue will look like, along with the outcomes of the pouwhenua project that is currently underway.	Te Rūnaka o Awarua DOC Great South	<i>Bluff Hill Motupōhue Lookout Hub</i>
Heritage sculpture trail and public art in harbour edge precinct to activate and beautify the Heritage Landscape Precinct and to visually tell the history of Bluff	Further investigation is required into possible opportunities with this precinct, which includes defining the final location of any public art in the first stage.	Bluff Community Board ICC Community groups	<i>Heritage Landscape Precinct</i>
Public event space to be developed if the Maritime Museum relocates to the Bluff Central Tourism Precinct	The investigation of the possible event space is contingent on development of other key projects before it, the development of the Bluff Southern Marine Discovery Centre and the possible relocation of the Maritime Museum.	Bluff Maritime Museum Trust ICC	<i>Community Recreation Precinct</i>
Park and ride facility for Stirling Point to future proof the precinct and manage capacity issues, including parking facilities and a bus drop off/pick up bay within the Bluff Central Tourism Precinct	The investigation of a possible a park and ride facility is contingent on further investigation and development of other key projects linked to both Stirling Point and the Bluff Central Tourism Precinct.	ICC Waka Kotahi NZ Transport Agency	<i>Bluff Central Tourism Precinct</i>
Bus drop off and pedestrian improvements at Stirling Point catering for the park and ride shuttle and as limiting car parking at Stirling Point as well as improving walking paths to add to pedestrian safety and the quality of the experience	The investigation of a possible a bus drop off and pedestrian improvements is contingent on further investigation and development of other key projects linked to both Stirling Point and the Bluff Central Tourism Precinct.	ICC Waka Kotahi NZ Transport Agency	<i>Stirling Point Precinct</i>

Enhanced Stewart Island Ferry Terminal Development including adding Bluff tourism product experiences, which creates a more memorable regional stay and stimulates higher visitor spend	RealNZ are currently reviewing guest experience within the Terminal areas including car parking options. The review will shape an improvement of asset strategy which will seek to redesign the functionality of space currently occupied. Key areas for improvement are check in, luggage and freight management, plus improved guest facilities which may also include information of regional activities or a food and beverage focus.	RealNZ South Port	<i>Bluff Central Tourism Precinct</i>
Development of the Bluff Southern Marine Discovery Centre , which includes the suggestion of relocating the existing Maritime Museum, focussing on the marine life in Foveaux Strait and the marine industry which relies on this	Te Rūnaka o Awarua hold a concept plan for Bluff Oyster World; due diligence and new market research is to be carried out to redefine a relevant and sustainable offering for Bluff and visitors.	Te Rūnaka o Awarua	<i>Bluff Central Tourism Precinct</i>
Restoration of old harbour wharf for possible public fishing under the proviso that this will avoid any conflict with commercial port activity and related safety concerns	Further investigation is required around improved and safe access to the water.	Bluff Community Board Bluff Promotions Group ICC South Port	<i>Bluff Central Tourism Precinct</i>
Enhancement of commercial precinct and possible consolidation of zoning , future proofing to meet ongoing demand and to encourage the clustering of commercial activity together	Resource management reform is changing the way planning decisions will be made. As the process to make changes to the district plan become clearer, zoning for Bluff will be on the agenda.	ICC Te Rūnaka o Awarua Private landowners	<i>Commercial Precinct</i>
Expanded visitor parking at the end of Gunpit Road along with improved signage to direct visitors walking down to Stirling Point and around the Bluff headland	The investigation of expanded car parking at Gunpit Road is contingent on further investigation and development of other key projects linked to both Stirling Point and the Bluff Central Tourism Precinct.	ICC DOC	<i>Stirling Point Precinct</i>
Dog Island Motu Piu Eco tourism will offer a variety of eco tours and experiences including that of having New Zealand's tallest lighthouse	The current Motu Piu Dog Island Trust is working towards their goal to create an island sanctuary that can be an educational resource for kaitiakitanga, species protection and illustrating our Māori, European and maritime history of the island. The trustees are currently in the initial planning phase for this long-term project.	Motu Piu Dog Island Trust Te Rūnaka o Awarua Great South	<i>Wider Area Concepts</i>

LOOKING FORWARD

This Implementation Plan provides a status update on the progress of the projects outlined in the Bluff Motupōhue 2020 Tourism Master Plan. While some are in progress and under initial investigation, there are a number that are more long-term, in many cases relying on the completion of initial projects.

The key stakeholders of the Master Plan, Invercargill City Council, Te Rūnaka o Awarau, Great South and Bluff Community Board will continue to advocate and promote the vision for Bluff Motupōhue and ensure that future projects, staging, and opportunities, align with the vision of the Master Plan.

It will be important for all of these parties to continue to support and enable collaboration between community organisations and stakeholders.

The Bluff Community Board meetings will include a regular agenda item to review the Implementation Plan and there will be continual stakeholder hui (annually) to discuss progress and support the various organisations, community groups and agencies that are working together for the overall vision for Bluff Motupōhue.

*“He waka eke noā”
On our journey together*



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