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Executive Summary

This report speaks to a vision—protecting, enhancing and defining what is special about the Coromandel Peninsula—i Te Tara o te ika a Maui—a truly unique part of New Zealand.

The Coromandel Heritage Region would build on the values of the Thames Coromandel District and expand a balanced model of sustainable development, vibrant communities and responsible environmental stewardship or Kaitiakianga. Specifically, ‘The Coromandel Heritage Region’ would create a new, internationally-recognised area for New Zealand; protecting and nurturing the special environmental, community and heritage characteristics of the Coromandel. This is expressed in the vision for a ‘Coromandel Heritage Region’—Kaitiaki Whenua i Te Tara o te Ika a Maui (working titles).

This report proposes the Thames Coromandel District would seek a new national and then international designation in New Zealand—an International Union of Conservation in Nature (IUCN) Category V Protected Landscape that encompasses both natural areas and communities. IUCN Category V Protected V Landscapes and the comparable UNESCO Biosphere Reserves are the
designations for protecting and enhancing both unique natural and man-made environments that exist together; intertwined and sustaining each other. There are thousands of such areas across dozens of countries in the world, but none specifically in New Zealand*.

Above. Lake District National Park (an IUCN Category V Protected Landscape) and Right, the Noosa UNESCO Biosphere Reserves are two examples of thousands of protected areas worldwide that incorporate both natural areas and communities. New Zealand currently does not have any such internationally recognised, protected areas of this type. The Coromandel Heritage Region would be a first.

In the appendices we provide case studies of six such protected landscapes across Australia, England, Scotland, Japan and Spain. In the report itself, we take a closer look at examples from both the United Kingdom and Cuba.

Such a designation will take time and effort – but will bring real benefits. It would build on the community consensus of the natural and community values that must be protected and enhanced; foster a long-term vision for this work; and would build a strong, national and internationally recognised ‘brand’. We recommend applying for the IUCN Category V Protected Landscape designation - which is the longest established such designation and appears to be the most balanced and flexible model for the Thames Coromandel District.

A review of the detailed criteria for an IUCN designation highlights that all requirements appear to be met by the existing legislative framework for the Thames–Coromandel District. Hopefully, only minor and progressive enhancements to the District’s Long Term Plan would be required. At a national level, enabling legislation recognising this new type of “Protected Area” may be needed and would smooth the application process to the IUCN.

In the interim however, district, regional and then national action to define a “Heritage Region” will have real value in articulating the values and a clearer “brand” for The Coromandel.

The Coromandel Heritage Region, would be an ideal first such ‘protected landscape’ for New Zealand. The Thames–Coromandel district has a superb natural environment, which “contain many areas of exceptional ecological significance”. It is home to 107 species which are threatened – a number found nowhere else in the world. The District has a rich Maori and European history and contains many beloved communities – including coastal towns which have been the holiday destination for tens of thousands of New Zealanders for generations. The District has long been a national leader in balancing the issues of protecting and restoring the natural environment with managing a diverse range of primary industries and the rapid growth of coastal communities.

The Coromandel Heritage Region would include the core principles of both conservation and sustainable development. The protection and enhancements of natural landscapes, the environment and communities would be carefully managed with smart, sustainable development across the District.

A review of Category V Protected Landscapes around the world highlights that economic prosperity is a key objective for such regions and there is strong evidence that a Protected Landscape designation can significantly foster economic growth.


Four pillars are proposed as the framework for the establishment of a Coromandel Heritage Region:

I. **Coromandel Accord.** This Coromandel Heritage Park would start with a ‘Coromandel Accord’ – a high level agreement between the Thames Coromandel District Council, Waikato Regional Council, Department of Conservation (DOC), Iwi, Industry Sector Groups and the Community that reaffirms the key values that all seek to protect and enhance. This accord would be at the centre of an establishment process that would create a Heritage Region that is both visionary and pragmatic – identifying short-, medium- and long-term goals and focusing on what is achievable in these time periods. As with some Protected Landscapes overseas (eg: France), community engagement and ownership (a ‘bottom up’ approach) should be at the centre of the governance model.

II. **Signature Conservation Projects.** These would be important conservation and community projects discussed and agreed in principle during the Accord process. The projects would provide a real and practical illustration of the Coromandel Heritage Region in practice. A list of suggestions are made in this report as a starting point.

III. **Signature Species Monitoring.** The Coromandel Heritage Park would define a set of 10 or so significant and representative species, for example: kiwi, dotterel, kauri and rock lobster plus air and water quality standards. These would be monitored and reported annually, on a ‘Coromandel Heritage Day’, to publically highlight progress around protecting and enhancing the natural environment. The monitoring would include strong community involvement, reporting against short-, medium- and long-term goals.
IV. Sustainable Development Plan & Fund. The Coromandel Heritage Region would
develop a Sustainable Development Plan with 5-, 10- and 25-year targets in
employment, business creation and community wellbeing (See Section H: Triple Bottom
Line – Benefits & Costs). The public–private Sustainable Development Fund follows a
successful model from the Lakes District National Park in England (see Section G:
Economic Issues & Opportunities) and would support key business and community
projects closely aligned to the long term objectives of the Heritage Region.

An 11-Point Action Plan (see next section) details the specific, next steps recommended to turn
the Coromandel Heritage Region from a concept to a reality.

The concept of Guardianship – Kaitiakitanga, is a powerful basis of Maori and – more widely –
New Zealand society. The Coromandel Heritage Region will provide guardianship over both the
natural environment of the Coromandel Peninsula and its communities. It will also build
sustainable prosperity that supports and is enriched by its diverse, expressive communities. The
Coromandel Heritage Region would be a first for New Zealand. We commend this concept to
the both the District and Regional Councils and its key partners including DOC, Iwi, Industry and
the Community.

Notes:

- **Working Title:** ‘Coromandel Heritage Region’ – Kaitiaki Whenua i Te Tara o te Ika a Maui has been used as a
working title for the purpose of this report. “The Coromandel Heritage Region” was originally suggested by
Mayor Glenn Leach and no better alternative has been identified. The Maori name “Kaitiaki Whenua i Te
Tara o te Ika a Maui” refers to guardianship of Te Tara o te Ika a Maui – ‘the Fish Hook of Maui’, the Maori
name for the Coromandel Peninsula. It was developed with input from Scotty Morrison of TVNZ’s Te Karere.
Both terms should be reviewed and finalised in conjunction with the Accord process. A range of alternative
English and Maori terms developed during the process are included in the Appendix.

- **Regional Naming Definition:** This report looks at the opportunity for an internationally recognised protected
landscape in the Thames Coromandel District of New Zealand; the “Coromandel Heritage Region - Kaitiaki
Whenua i Te Tara-o-te-Ika a Māui” (working title). For the purposes of this specific report* the “Thames
Coromandel District”, “Coromandel Peninsula” and most simply, “The Coromandel” are used to refer to same
area – the Territorial Authority boundaries of the Thames Coromandel District Council. It is recognised that
“The Coromandel” and its Regional Tourism Office; Destination Coromandel covers and markets both the
Thames Coromandel District and the Hauraki District.

- **New Zealand Examples:** Section IV notes there are a few areas in New Zealand that were initially
classified in the 1990s as Category V Protected Landscapes – but DOC has noted this classification
needs to be reviewed. The closest area to an IUCN Category V Protected Landscape or a UNESCO
Biosphere in New Zealand is the Hauraki Gulf Marine Park which includes both extensive marine
areas and island landscapes which include some communities. See Appendix Section III for more.
A. Action Plan

Follow-up Steps: Here are 11 immediate, next steps in the planning, consultation and establishment of a Coromandel Heritage Region:

1. **District and Regional Council Support in Principle.** This report is submitted for the consideration of the Thames Coromandel District Council (TCDC). While understanding many of the details will need to develop, discussed and negotiated in the Coromandel Accord process, indicative support is sought from the Thames Coromandel District Council on the concept of a Coromandel Heritage Region. Support is specifically sought for progressing the concept to the Coromandel Accord process noted below. Based on the indicative support from the TCDC, the same indicative support from the Waikato Regional Council should also be sought.

2. **Support in Principle of the Minister of Conservation and DOC.** Similar support in principle should be gained from the Minister of Conservation (in follow-up to the meeting with the Hon. Maggie Barry on June 5th) and then Lou Sanson and Kay Booth of the Department of Conservation. DOC’s active participation and support will be required in the application, establishment and management of the Coromandel Heritage Region.

3. **Iwi Outreach.** The initial, informal discussions with Iwi representatives should be expanded to present the concept in more detail at an early stage – and with an open invitation to engage when ready. Iwi are a central community and economic partner and should be a powerful ally in the establishment and management of the Coromandel Heritage Region. This should form the basis of more formal consultation when Iwi are ready to engage in the post-settlement period including as part of the Coromandel Accord Process below.

4. **Support of Minster of Tourism and Economic Development.** Indicative support from both the Rt Hon. John Key and Hon Steven Joyce are not required but would also be powerful statements of the vision of the Coromandel Heritage Region to sustainably build a thriving, sustainable economy including tourism. Their support in addressing the funding shortfall from DOC in the Thames Coromandel District is also required (see the section: “Case for The Coromandel: DOC & Visitor Services” below.

5. **The Coromandel Accord.** The first formal step in the establishment process is suggested as “The Coromandel Accord” – consulting with Iwi, Industry and Communities. This would define and affirm the values of The Coromandel that will be nurtured and protected by the Coromandel Heritage Region. The Accord would also create the establishment agency for the Heritage Region.
6. **Sea Change – Marine Conservation.** The Hauraki Gulf Marine Spatial Plan process is slated to end in September 2015 and will provide an exciting new framework for a wider range of more robust and flexible marine conservation practices. The Coromandel Heritage Region should incorporate its key findings and develop an action plan with the agency partners and communities that build off this framework.

7. **Coromandel Heritage Region Draft Management Plan.** The next formal step in the creation of a Coromandel Heritage Region would be to create an initial draft Management Plan – recognised initially at a District and Regional level – and then nationally and internationally. This Management Plan should offer a framework for enhancing the values outlined in the Accord but focus on ‘bottom up’ community-driven actions with an emphasis (particularly in the early years) on voluntary guidelines. The Plan would define the initial Signature Conservation Projects and Signature Species to be monitored as part of the Coromandel Heritage Region.

8. **Sustainable Development Plan and Fund.** In parallel with the development of the Management Plan should be the development of a Sustainable Development Plan – building off the extensive work already done by the Economic Development Committee and Destination Coromandel. This should incorporate lessons from the economic development programmes in Category V Protected Landscapes around the world – focusing on case studies such as the England National Parks (see below). This plan should include a process for setting targets and raising public and private monies in the establishment and management of the Sustainable Development Fund.

9. **District Legislation.** It is hoped only minor refinement will be required to local and regional laws including updates and notifications to the Long Term District Plan.

10. **National Legislation.** It will likely be helpful, and possibly important for the IUCN Category V application for national legislation recognising The Coromandel Heritage Park to be passed by Parliament*. This should be formally clarified with the IUCN.

11. **Application for IUCN Category V Protected Landscape.** Early contact should be made with the IUCN to provide input and consultation during the above steps. At the end of the process above, the application for recognition of the Coromandel Heritage Region as a Category V Protected Landscape should be made.

**More:** Of course these 11 steps are not an exhaustive list and are simply the end point of an initial process. The real value, impact and meaning of the Coromandel Heritage Region will be developed over time as its values are brought to life through specific projects; its ‘brand’ is not only promoted but reinforced through actions whereby locals and visitors see real progress.
B. Introduction to Project

The concept of a Coromandel Heritage Region seeks to create a unique, integrated approach to the protection, sustainable development and marketing of the Thames Coromandel District.

The Heritage Region concept has been mooted by Mayor Glenn Leach (TCDC) with support from the Thames Coromandel District Council (TCDC) and Destination Coromandel (the Destination Marketing Organisation for the Region) a decision was made to investigate the opportunity.

Based on this interest, and building on some preliminary work from Council staff, TCDC and Destination Coromandel met with Chris Adams of Miles to explore a project reviewing the likely impact and feasibility of the establishment of a Coromandel Heritage Region. Chris Adams, the Founding Executive Director of Destination Coromandel and Director of Research/GM – South Pacific at Miles – a global agency working with 100+ destinations in the Americas and Asia Pacific was the lead consultant and author on the project.

A scope of work was developed which identified 5 objectives of the project:

1. The probable impact and influence of a Heritage Region on tourism and district wide economic development (eg: attracting visitors, new sustainable development investment and new residents).
2. The experiences and lessons of broadly similar public/private protected regions in other parts of the world especially Australia, North America and Europe.
3. The case for the Coromandel. What are the environmental, community, tourism and economic factors that make the Coromandel ideally suited as a Heritage Region?
4. Recommendations on its overall feasibility and suggested next steps.
5. A public summary that can be used to clearly and powerfully communicate the concept and opportunity for a Coromandel Heritage Region.

Chris Adams and Miles started work in April 2015 and conducted a global review of land areas with similar values and objectives – looking in detail at the International Union of Conservation in Nature (IUCN) Category V Protected Landscapes and also UNESCO’s Biosphere Reserves. Chris interviewed or contacted a range of key people from the Department of Conservation, Waikato Regional Council, Hauraki Maritime Spatial Plan and more (see List of Sources in the Appendix). Additional consultation with key partners and stakeholders including Iwi, industry sector groups and more is an important recommendation of this report.

Ross Corbett and Dave Bamford of Tourism Resource Consultants – with a combined 50+ years’ experience in tourism and Parks set-up and management – were used as outside ‘expert’ advisors.

An initial summary discussion document was prepared in early June to share with the Minister of Conservation, Hon. Maggie Barry seeking her feedback and indicative support.

The final part of this project will be to prepare a public summary of the objectives and plan for a Coromandel Heritage Region. This will incorporate feedback on this full report from the Thames Coromandel District Council, Economic Development Committee and Destination Coromandel and will be prepared for public release in late August or September 2015. At this point, much work will remain but the vision and potential of a Coromandel Heritage Region can hopefully be brought to life.
THE COROMANDEL Heritage Region

C. The Coromandel: Values and Vision

The concept of the Coromandel Heritage Region starts from a broad and deep consensus in the District on the special values that characterise The Coromandel.

The natural coastline and beaches of The Coromandel are amongst its most beloved natural areas – and experiences – and is one of the core ‘Coromandel Values’ that successive generations have sought to protect. For example, limits on coastal (and rural) development are amongst the strictest in the country.

These values have been expressed in clear and repeated forms over the last 25+ years in a number of important planning and consultation processes – and in the legislation that currently manages the District (see Section F: Legal Framework). This includes Towards 2025 (a long-term sustainable tourism plan for the region first published in 1994), the Thames Coromandel District Council Long Term District Plan (2004–), The Coromandel Peninsula Blueprint (2009), Waikato Futures (Waikato Regional Council 2014–) and, most recently, the Hauraki Maritime Strategy and Marine Spatial Plan (currently being finalised, 2015). See Appendix VIII: “Source: Development of Coromandel Values”

These consensus/shared values can be summarised in 8 parts, as outlined below.

1. Unspoiled beaches and a spectacular, natural and largely undeveloped coastline
2. Expressive, eclectic and vibrant communities
3. A region offering a uniquely Kiwi ‘beach and bach’ culture of relaxation and exploration
4. Communities which are intrinsically linked with, and appropriate in scale to, the natural environment
5. Dramatic natural landscapes, volcanic hills & ancient Kauri forest
6. A clean, bountiful ocean that provides both recreation and nourishment
7. Pastoral and rural landscapes fringed by the natural world
8. A unique blend of Maori and Pioneering heritage that helped shape New Zealand including exploration by the great Polynesian Explorer, Kupe, Captain Cook’s observation of the Transit of Mercury, and the Thames Gold Rush of the 1800s

These values are widely acknowledged and supported in the Coromandel community. The importance of policies that protect and nurture these attributes for the long term – for our children and grandchildren – is also widely agreed and understood. This commitment has been a central and mobilising part of the existing legislative framework at a District and Regional level governing The Coromandel. They are also central to a clear and distinct descriptor of these values.

The Coromandel Heritage Region would bring a unifying descriptor, a clarity of purpose and a defined plan of action – building on its long-term values.
D. Opportunity: Category V Protected Landscape

The Commanded Heritage Region will build on these values – with a new designation and descriptor – **New Zealand’s first IUCN Category V Protected Landscape**.

The International Union of Conservation of Nature (IUCN)’s Category Protected Landscapes and their comparable designation; UNESCO’s Biosphere Reserves are both special ‘park’ designations that incorporate natural areas and communities, public and private land and balance both protection of the environment with growing prosperity in the community.

“Category V: Protected landscape/seascape – a protected area where the interaction of people and nature over time has produced an area of distinct character with significant ecological, biological, cultural and scenic value: and where safeguarding the integrity of this interaction is vital to protecting and sustaining the area and its associated nature conservation and other values”

Above: Cuba, described as the “Jewell of the Caribbean” has a number of prominent Category V Protected Landscapes (“Touristic Natural Areas”) which include both natural landscapes and farmed countryside plus adjacent marine reserves where certain types of fishing are permitted.

New Zealand has no such specific ‘parks’* – but there are thousands of such protected landscapes in dozens of countries. For example, 46% of the protected areas in Europe are IUCN Category V protected landscapes – and there are hundreds in the Asia Pacific region with more than a dozen in Australia.

**Examples:** IUCN Category V Protected Landscape are present in dozens of countries

- **China:** Scenic Areas and Country Parks
- **Spain:** Nature Parks
- **Japan** – National Park eg: Fuji-Hakone-Izu National Park
- **Cuba:** Touristic Natural Areas
- **UK:** National Parks, Areas of Outstanding Natural Beauty and National Scenic Areas eg: Lakes District National (see case study below)
- **France:** Regional Parks
- **Greenland:** Landscape Protected Areas eg: Lyngmarken Landscape Protected Area

While both the IUCN Category V Protected Landscape and UNESCO’s Biosphere Reserve offer potential as the framework and description for special status, the report recommends the IUNCN model for its longer history, more flexible model and more explicit recognition and practical implementation of both environmental protection and sustainable development. This
is illustrated by the English National Park network, (IUCN Category V protected landscapes) where there are four priorities in their management plan – the first is “a Prosperous Economy”.

Guidelines on the criteria for selecting Category V Protected Areas

From a review of the selection criteria, literature and – most importantly – the practical reality of Category V Protected Landscapes in dozens of countries, the Coromandel Heritage Region appears to have a strong case.

Foundation criteria for an IUCN Protected landscape:

“A clearly defined geographical space, recognised, dedicated and managed, through legal or other effective means, to achieve the long-term conservation of nature with associated ecosystem services and cultural values”.

Below are the three ‘essential’ characteristics in the selection of Category V Protected Landscapes:

1. “Landscape and/or coastal and island seascape of high and/or distinct scenic quality and with significant associated habitats, flora and fauna and associated cultural features”
2. “A balanced interaction between people and nature that has endured over time and still has integrity, or where there is reasonable hope of restoring that integrity”
3. “Unique or traditional land-use patterns, e.g., as evidenced in sustainable agricultural and forestry systems and human settlements that have evolved in balance with their landscape”

In addition, there are four ‘desirable’ characteristics:

1. Opportunities for recreation and tourism consistent with lifestyle and economic activities;
2. Unique or traditional social organisations, as evidenced in local customs, livelihoods and beliefs;
3. Recognition by artists of all kinds and in cultural traditions (now and in the past);
4. Potential for ecological and/or landscape restoration.

For all seven characteristics, the case for the Coromandel Heritage Region is strong and compelling – information which is outlined in Section: “The Case for The Coromandel”

To turn this strong candidacy into success, the Thames Coromandel District will need Department of Conservation support – a process which has started with a meeting with the Minister of Conservation, Hon. Maggie Barry on June 5th in Whitianga. The author had contact with several managers at DOC – including Andrew Bignell (Strategic Partnerships Manager), Dr Maj De Poorter (International Partner Liaison Officer) and former DOC Director General Hugh Logan (now at Lincoln University).
None offered direct support or encouragement noting that Category V landscapes were not part of the framework for protected landscapes in New Zealand* and that national legislation recognising The Thames Coromandel District would likely be required first (before an application could be made to the IUCN (See Section F: Legal Framework).

This feedback highlights an apparent challenge in gaining the Department of Conservation’s active support for the Coromandel Heritage Region. DOC has a strong focus and tradition around the protection and management of large natural, often wilderness areas with little or no human component – notably New Zealand’s extraordinary National Park network. Interaction with Category V landscapes is an fairly unfamiliar challenge, requiring fresh thinking. Like New Zealand, the US was a pioneer in the establishment and development of wilderness based ‘National Parks’ but has had little involvement in Category V Protected Landscapes) This challenge is illustrated in its current focus in visitor services, where the vast majority of tracks, visitor facilities and spending is focused on large National Parks in more remote parts of New Zealand. Comparatively there is far less investment in regions like The Coromandel – closer to major population centres and where recreation is shorter; day or part-day activities.

An analysis of DOC’s areas of investment and under-investment in The Coromandel is detailed in Section I: The Case for the Coromandel: DOC & Visitor Services.

Finally, it should be noted that it is logical that The Coromandel Heritage Region may be the first of a number of such Protected Landscapes in New Zealand – which could follow a similar model. Recognising the potential of other such areas should help build support with national politicians and DOC, and should actually complement The Coromandel Heritage Region. The Coromandel Heritage Region would remain as the first of a number of important and individually distinct “Heritage Regions – Kaitiaki Whenua” across New Zealand – adding to the overall recognition of their significance.

*The closest area to an IUCN Category V Protected Landscape or a UNESCO Biosphere in New Zealand is the Hauraki Gulf Marine Park which includes both extensive marine areas and island landscapes which include some communities. More: Hauraki Marine Park - Department of Conservation website.

The 2014 United Nations list of protected areas lists in New Zealand some small areas which are denoted as ‘Conservation Parks’ and were initially classified in the 1990s as Category V Protected Landscapes. By DOC’s own admission (Dr Maj De Poorter) these have not be managed as Category V Protected Landscapes and their current and future status needs to be reassessed.

Sources

1. Best Practice Protected Area Guidelines Series No. 9, World Commission on Protected Areas (WCPA), the World Conservation Union Management Guidelines for IUCN Category V Protected Landscapes/Seascapes. 2004-2010
2. IUCN Protected Areas Category V Global Protected Areas Programme: http://www.iucn.org Category V Information.
3. United Nations List of Protected Areas 2014
E. Coromandel Heritage Region Pillars

I. Coromandel Accord

II. Signature Conservation Projects

III. Signature Species Monitoring

IV. Sustainable Development Fund

The creation of The Coromandel Heritage Region and its ability to turn vision into action is built on four pillars:

I. Coromandel Accord. The Coromandel Accord would bring all community stakeholders together to recognise and endorse the principals of the Heritage Region; guardianship (kaitiaki) of the natural environment and sustainable development. The Accord would agree and state specific goals for the health of the natural environment and communities over the short-, medium- and long-term; eg: 5, 10 and 25 years, as well as the economic and community development targets to be sustainably pursued over this same period.

Right. The Coromandel Accord follows a similar process in the Mackenzie Basin which brought together the Council, key industry sectors and the community to agree on a shared vision for the future of the region.

Like the French (‘Park naturel regional’ – Regional Parks) Category V Landscapes, The Coromandel Heritage Region should foster community engagement and ownership – a ‘bottom up’ approach with less government or council intervention.

II. Signature Species Monitoring. The Coromandel Heritage Region would identify a set of specific ‘signature’ species that are symbolic of the wider health of The Coromandel’s natural environment, for example Northern Rata, Kahawai and Kiwi. This monitoring would clearly and visually report progress towards the agreed short-, medium- and long-term goals. This would build on the Department of Conservation, Regional and District Council’s current monitoring activities and would involve the community.
Below is a draft list of possible Signature Species – which would be defined in the Coromandel Accord and the initial draft Management Plan for the Heritage Region:

**Signature Species Draft List.**

1. Signature Fish Stocks Eg: Snapper, Kahawai
2. Rock Lobster
3. Shellfish Eg: Pipi, Scallops
4. Kiwi
5. Kaka
6. New Zealand Dotterel
7. Kauri
8. Northern Rata
9. Pohutakawa
10. Archey's frog or Powelliphanta snail(s)

   i. Fresh water Quality Eg: Nitrates, Drinkability
   ii. Seawater Quality Eg: Algae Bloom factors
   iii. Air Quality

**III. Signature Conservation Projects** – the Coromandel Heritage Region would aim to ‘walk the talk’ of sustainability through a series of innovative ‘signature’ projects that would articulate to the nation and the world what the region stands for. The projects would be visionary yet practical – merging big-picture idealism with a staged, actionable set of steps that will make a difference to the natural environment and sustainable development.

The Signature Conservation projects would be coordinated where practical with the Target Major Projects of the Thames Coromandel District Economic Action Plan (2013) – specifically the Coromandel Great Walk(s), Kaiaua/Miranda to Kopu extension of the Hauraki Rail Trail and the Auckland to Coromandel Fast Ferry service.

The specific projects would be defined during the Accord project above but could include such initiatives as a Pest Proof Fence Across the top of the Peninsula (creating New Zealand’s largest mainland ‘island’), ‘Thousand Year Forests’ (where visitors could offset their carbon emissions by expanding the active reforestation efforts already underway in the District), Kiwi Sanctuaries and Marine Conservation Areas by every
community (some of which may allow levels of private fishing). A centrepiece of these marine conservation efforts could be the establishment of a new Marine Reserve that would rival the Poor Knights as an international diving destination.

Above: The Coromandel Heritage Region has the potential to establish a Marine Reserve of International standing, rivalling the famous Poor Knights. Just one part of the Coromandel Peninsular – the Mercury Islands offer several options.

Experts such as Clinton Duffy – a Senior Marine Biologist at DOC – have identified this potential. Just one possible location (for illustration purposes only) is a Marine Reserve around and south of Red Mercury Island – Whakau (see above). The Poor Knights attracts more than 20,000 paying visitors (diving from charter boats etc) per annum – and generates millions of dollars in direct and indirect economic impact¹. An iconic Coromandel Heritage Region Marine Reserve would be significantly closer to shore and closer to Auckland than the Poor Knights and could hope to match this level of visitation and economic return over time.

Other medium- to long-term projects could include community initiatives as Zero Waste, Zero Emissions or simple steps such as New Zealand’s first district to phase out plastic bags at point of sale.

V. Coromandel Sustainable Development Plan & Fund. At the centre of the sustainable development of the Coromandel Heritage Region would be a new public–private agency and fund. This Agency could be part of, or managed by, the TCDC Economic Development Committee and would refine its own plans into a 5, 10 and 25 year Sustainable Development Plan. Specific objectives for new business start-ups or relocations, employment growth (especially for younger adults) would be set and reported on annually.

This model has been a successful part of the economic development of other similar areas eg; in England’s Lake’s District National Park². The Sustainable Development Fund would aim to raise and spend minimum of $25 million over the first 10 years – from both private and public sources of funding. It would empower innovative projects and entrepreneurs that support an economy and communities that are innovative, future focused and sustainable. These could include digital enterprises, creative industries, artisans and unique, value-add processing and manufacturing from natural resources of the Coromandel.
Left. The Lakes District National Park Sustainable Development Fund is helping with a small, community-owned Hydro Electric Power scheme in Keswick, England – just one of dozens of such projects across the National Park. Other Fund projects included sponsoring research on a new form of recycled, insulation for clothing and buildings, refurbishment of historic community churches and halls, support of a ‘national “Green Build Conference and other micro hydroelectric power projects”

Right. The Lakes District National Park in England updates its business plan every 3 years with specific, measurable objectives – including both economic and community enhancements as outlined in this Infographic.

Sources:

2. Lakes District National Park England – Key Publications: 
   http://www.lakedistrict.gov.uk/aboutus/publicationsandplans/keypublications
F. Legal Framework for Heritage Region

I. **National and International Recognition:** The Heritage Region would seek a clear descriptor and first a nationally, then internationally recognised designation for the region. Specifically we would like the Minister’s and the Department’s support in pursuing the designation of IUCN Class V Protected Landscape. It is likely, though not certain, that National Legislation may be required; creating a ‘Coromandel Heritage Park’ to smooth the application process*. This could be a one-off process or indeed the creation of a designation that in time may apply to other areas within New Zealand.

The need for such a new type of protected landscape status incorporating man-made as well as natural environments is clear. Current protections and designations for natural and community areas in New Zealand are unclear, confusing and not internationally-recognised. The Coromandel Heritage Region would seek to meet this challenge – building on an international model that has hundreds of such areas and designations across dozens of countries.

Applying for and gaining international recognition may take some time. Even during this period; district, regional and then national action to define a “Heritage Region” will have real value in developing a clearer “brand” for The Coromandel and articulating its special values and aspirations.

II. **Regional and District Legal Framework:** The Thames Coromandel District is governed by district, regional and national legislation that has been extensively and even, exhaustively debated, reviewed and refined over many years. This starts with the overarching Resource Management Act 1991 (RMA) – which though still a source of controversy is a solid pillar for a Category V Protected Landscape as its core values of long term sustainability and balancing economic development with protecting the natural environment is closely aligned with the Category V Protected Landscape principles (see Section E, above). The RMA and the associated Long Term District Plan is a solid foundation for Category V Protected Landscape status that many/most other countries creating these types of areas have not had the benefit of.

In the case of Thames Coromandel District, the RMA is enabled and expanded at a local level by the *Thames Coromandel District Council Long Term District Plan* (2004– ) which covers a comprehensive list of local planning issues including coastal development, building permits and economic development. The District Plan has been under review, consultation and in a state of updating for over a decade, and this process has covered at least in part all of the key criteria that are required for an IUCN Category V Protected...
Landscape. Most recently; *The Coromandel Peninsula Blueprint* (2009) reviewed many similar issues and though not completed, the review reinforced the consensus around the shared values noted in Section C: ‘Vision and Values’, above.

**III. Marine Management & Conservation:** Even more recently; “Sea Change – Tai Timu Tai Pari” - *the Hauraki Maritime Strategy and Marine Spatial Plan* (being finalised by September 2015) engaged in wide community, recreation and commercial consultation. The Thames–Coromandel District Council, Community and Business Community have been closely involved in the process and this in-depth process is set to identify a wide range of enhanced conservation and management practices for marine areas including a flexible range of “habitat protection options” allowing a graduated approach from commercial fishing restrictions and/or net bans to full ‘no take’ Sanctuary Marine Reserves where appropriate. It is proposed that the Coromandel Heritage Region should seek to build off the Hauraki Maritime Strategy process to finalise the details of these ‘Habitat Protection Areas’ – seeking protection and conservation of a representative cross-section of the Coromandel Peninsula’s rich and diverse marine environments.

**It is unclear at the time of writing if national legislation is required for the IUCN Category V application process. This appears to be the view of DOC (eg: May 11 2015 email from Andrew Bignell, Strategic Partnerships Manager) but this may not be accurate as a number of the Category V Protected Landscapes appear have been promoted and proceeded in some countries without central government support – guided only by the regional government agencies and the area’s communities. Questions via email (May 28th 2015) to the contact suggested by DOC - IUCN Regional (Australia – New Zealand) Chair on this (and other) subjects were not answered by the time of writing (July 25th 2015). Follow up and more formal communication should seek to urgently clarify this issue.**
G. Economic Issues & Opportunities

Protected Landscape status is by definition a designation that values the protection and enhancement of the natural environment as a central objective. However, IUCN Category V Protected Landscapes also recognise and actively support community prosperity – through sustainable economic development.

There are over a thousand Category V ‘protected landscapes’ internationally and though most are by definition in remote and/or more rural areas, there is clear evidence that their Protected Status has usually helped their economic and social prosperity.

This is particularly clear in Europe where an enhanced commitment to sustainable development emerged in the 1990s, including explicit recognition from the EU on the important role of economic activity in protecting the natural environment – stronger economies support vibrant communities and the resulting funding, support and volunteers to protect their surrounding natural landscapes.

Case Study: One of the most-established networks of Category V Protected Landscapes are the National Parks of England. These Parks include both mixed private/public land ownership and communities co-existing within ‘natural landscapes’ – which in the UK often means actively farmed areas. Their economic performance was summarised in a detailed, independent report commissioned by the England National Parks:

![National Parks, National Assets](image)

This major, independent study in 2013 reviewed the level of economic activity in the Parks relative to the rest of UK and specifically, other similar, rural areas which were not part of the National...
Parks network. The report, commissioned in part to seek ongoing political support and central government funding for the Parks, included these key findings:

1. Half the population of England, 30 million people, live within an hour of a National Park
2. Average unemployment in England’s National Parks is 2% (as at 2013) – significantly below the national average of the time 7.1% (BBC News Unemployment tracker).
3. The number of businesses per unit of population is twice the national average, a reflection of the number of small businesses in the National Parks.
4. The National Parks have a higher proportion of self-employed people than England as a whole (19% compared to 10%)
5. Of the 157,000 employees in the National Parks, there is a high proportion of senior, professional and skilled occupations in the workforce.
6. Average household income for most National Parks is higher than the wider regional averages (in their respective parts of the UK)
7. Average house prices in National Parks also command a significant premium over regional averages
8. It is estimated that England’s National Parks generate £4.1 to 6.3 billion of Gross Value Added (GVA) in 2012 (0.4% to 0.6% of all GVA generated in England) [significantly higher than other rural, non-National Park areas in England]
9. England’s National Parks make up just over 9% of the nation’s land area and around 20% of its rural land but account for over one third of all rural tourism in England.
10. The % of Long term Sick and Disabled living in the English National Parks (2% of the population) is half the national average in England (4%)

An online video produced by the England National Parks summarised some of the results of the study and looked at a case study of one community in the South Downs National Park. View it online here:


There are many other European examples of strong, growing economies in Protected Landscapes. The French Regional Parks network (also Category V Protected Landscapes), formed in 1967, have a history of developing the countryside while at the same time protecting the environment. The French emphasise ‘conservation through appropriate development’ and utilise a more loose regulatory and legal environment; preferring to rely more heavily on a ‘bottom up’ approach – engaging communities and partners².

**It is this ‘grass roots’ model that we recommend for The Coromandel Heritage Region.**

Economic opportunity and community prosperity seems at least in part the result of the “branding value” of the best known “Protected Landscapes”. A 2012 study⁵ in the UK of residents of Great Britain found that more than 92% of the population were aware of the National Parks and could name at least two of them – a far higher level of awareness than of other comparable rural regions. The Coromandel Heritage Region will have the opportunity to clearly define its ‘brand’, and over time create strong awareness and a real point of difference amongst locals, visitors, potential residents, investors and others attracted to the vision and reality of its values.
Focus On Lakes District National Park: Illustrating the importance of a sustainable, growing economy to English National Parks, the latest update to the Lake District Management Plan (2014–2015) identifies 4 priorities to work with partners (‘The Partnership Plan’). The first of these 4 priorities is a:

“Prosperous Economy: To help achieve a prosperous economy the Partnership will:

- Support and develop profitable farming and forestry businesses while delivering sustainable land management
- Strengthen the rural economy, through environmentally conscious economic growth, increased skills and wages plus better communications” 3, 4

Such a balanced approach to environmental protection and community prosperity is a necessity in Protected Landscapes but such Sustainable Economic Development is also widely accepted amongst most leading economists and institutions as central to widely distributed, sustainable wealth. The UN’s Millennium Goals6 emphasise a balanced approach to economic development, social development and protection of the environment (the “triple bottom line”) – a view now embraced by institutions such as the International Monetary Fund and World Bank7.

Indeed, this balanced approach to sustainable development and environmental protection is at the heart of the existing national, regional and district legislation managing environmental activities. A well-protected environment, vibrant communities and a prosperous economy are not only possible – but, if well managed, should support each other.

Sources:


2 IUCN Resources and Programmes on the Economy and Business: https://www.iucn.org/about/work/programmes/economics/ and https://www.iucn.org/about/work/programmes/business/.


H. Triple Bottom Line: Benefits and Costs

This document outlines the broad vision, outline and steps toward a Coromandel Heritage Region. The details to emerge from the Coromandel Accord will define many of the final details including specific costs and predicted benefits. This includes the detail of the Signature Conservation Projects and the Sustainable Development Fund. A detailed business case should be prepared in conjunction with the proposed Management Plan – See Section A. Hence at this early stage only a broad outline can be give of the likely benefits and costs of the Coromandel Heritage Region.

Any analysis of the benefits and costs of the Coromandel Heritage Region needs to start from the fundamentals guiding its vision:

1. **Triple Bottom Line**: the benefits and costs must be accounted and balanced in 3 areas, all of which are important; environmental, social and community prosperity (economic).

2. **Integrated Goals**: many of the benefits of the Heritage Region will cross between social to economic and environmental goals. One example from the Dartmoor National Park in the UK is the Dartmoor Partnership – a local food movement which connects farmers to local food processors and visitors to the region. The initiative includes training, expert advice and technology support to food processors and local restaurants, market intelligence services, support of leading food based events and the “creation of unified brand - selling the link between the landscape, food and farming”.


3. **Long Term**: the benefits will accrue over the long term – when the real, recognised and full accounting of costs to benefits in the three areas above can be more accurately assessed ie: time periods of 5, 10, 25 years or longer.

4. **Resilience**: These long term benefits will include the principle of resilience – reducing future risk and associated costs by preparing communities, the economy and the environment to handle rapid change – including the impacts of climate change.

These principles can be seen in the 2010 strategy document outlining the 20 year vision of English National Parks in 2030:

“**Sustainable development can be seen in action. The communities of the Parks take an active part in decisions about their future. They are known for having been pivotal in the transformation to a low carbon society and sustainable living. Renewable energy, sustainable agriculture, low carbon transport and travel and healthy, prosperous communities have long been the norm**”

I. Benefits.
As noted, the specific benefits of the Coromandel Heritage Region will be seen in 3 areas:

1. **Environmental**: the Signature Species monitoring framework (See Section E) will measure progress against short, medium and long term goals across 10 or so critical and indicative species plus air and water quality (fresh water and ocean). The objective in all cases will be to have a natural, clean environment and protect and nature native species which if not thriving, are returning to robust and healthy long term levels.

2. **Community Prosperity (Economic)**. The community’s prosperity in this context includes local residents, business owners, employees, investors, shareholders and other stakeholders. These goals should be based off the Thames Coromandel Economic Development Plan of 2013 – aiming to lift this performance with a medium to long term ‘step change’. Given the longer term vision of the Heritage Region these goals should be set not as 5 years – but 10+ years, with targets initially in 2025. All these goals should be sustainable; consistent with achieving progress in the environment and social areas.

   - **An increase in Exports** so that the Ratio of Exports to GDP is 50% by 2025 (vs. a 40% current target in 2018 in the 2013 Development Plan)
   - **An increase in Employment** of 15% by 2025 (vs. a 5% increase targeted to 2018)
   - **An increase of visitor nights** of 7.5% per annum or higher by 2025 with a focus on growth in the shoulder and off seasons (vs. a 5% or higher increase targeted to 2018)
   - **An increase in rateable income and revenue streams directly related to the Heritage Region** as to provide a positive ROI on the incurred costs of the Heritage Region by 2025

3. **Social**: these will build off the existing community goals at a District, Regional and National level across key agencies including Heath, Education, Justice and more. Based on the results of similar “Protected Landscapes” internationally two specific goals can be identified as examples of the type of social progress that can be targeted as priorities:

   - **Growing youth employment and population**. Tackling a common problem of rural areas, the Coromandel Heritage Region will support a young adult and family population that is at a broadly similar level to the National average (as a % of the population). This will be driven by employment, education housing and cultural/entertainment options that attracts and retains these residents.
   - **Cultural and Artistic Expression**. The Coromandel is known nationally and internationally as a focal point of New Zealand – Aotearoa cultural and artistic expression including Māoritanga and a diverse and rich range of other art and cultural forms.

II. Costs.
As noted it is impossible to be specific about the medium to long term costs in the establishment and management of the Coromandel Heritage Region. However, in the short term the costs associated with the Coromandel Accord process should be modest and able to be funded from within the existing, discretionary budget of the Mayor if a decision is made to proceed.
1. The Case for the Coromandel: Natural & Community Assets

The Thames–Coromandel District and Coromandel Peninsula is uniquely placed to be New Zealand’s first ‘Heritage Region’ - the first such internationally recognised area in the nation. Below we summarise the case for The Coromandel in 5 parts. For each we highlight the appropriate criteria for consideration for IUCN Category V Protected Landscape status.

I. Unique Natural Landscape

IUCN Category V Criteria: “Landscape ...of high and/or distinct scenic quality”

The Coromandel is a natural area of distinctive and unique national and international significance. As a detailed assessment conducted by the Waikato Regional Council of the Thames Coromandel District outlined; “The Coromandel Peninsula contains many significant natural areas of exceptionally high ecological significance...complexity and diversity, providing strongholds for many nationally threatened species, including several species which are only found within the Coromandel and nowhere else in the world” (Source: “Significant Natural Areas of the Thames Coromandel” – Waikato Regional Council 2010).

The Thames Coromandel has more than 40% of its area in public conservation land – and across the District is home to 107 nationally threatened species (51 flora species and 56 fauna species). This includes species as varied as the ancient Archey’s or Hochstetter’s Frogs, Northern New Zealand Dotterel, Cook’s Scurvy Grass and the Coromandel Striped Gecko.

II. New Zealand’s most remarkable Coastal Marine Areas.

IUCN Category V Criteria: “Coastal and island seascape of high and/or distinct scenic quality”

No other District in New Zealand has the length or diversity of the Coromandel Peninsula Coastline – either overall, or certainly proportionate to its land area. Few other parts of New Zealand offer the rich diversity of the marine environments surrounding the Coromandel. This starts with the Firth of Thames – a coastal environment and wetland of international significance. The Firth is one of the most important migratory bird environments in New Zealand and is listed as an internationally important Ramsar site.
The Coromandel Peninsula already has protected marine areas such as the Hahei Marine Reserve – but other locations such as Castle Rock or Cobra Rock in Mercury Bay could rival the Poor Knights in Northland as a marine reserve of international significance and renown. More broadly, The Coromandel has the opportunity to be a national leader in a more sustainable and community-driven approach to guardianship of the kai moana through varying levels of conservation and sustainable management that has been outlined in the Hauraki Maritime Strategy.

III. Unique Heritage & Communities.
IUCN Category V Criteria:

- “Unique or traditional land-use patterns, e.g., as evidenced in sustainable agricultural and forestry systems and human settlements that have evolved in balance with their landscape”
- “Unique or traditional social organizations, as evidenced in local customs, livelihoods and beliefs”
- “Recognition by artists of all kinds and in cultural traditions (now and in the past)"

Both Maori and Pakeha have a rich history and heritage in the area including the explorations of Kupe and Cook in Mercury Bay. Iwi – who are finalising a settlement with the Crown – are both tangata whenua and a critical part of this community. Their fresh focus on the future and renewed resources – in partnership with others, could provide a major part of the impetus behind a renewed focus on diverse, vibrant communities and sustainable development.

The communities of The Coromandel (Thames Coromandel District) are small, with only 25,000 permanent residents living year round in the District. Pictured: Hahei. The District Plan and related planning legislation oversees strong limits on coastal development – with strict height and set back requirements and focusing growth in existing, larger towns eg: Whitianga and Thames.

The communities of the Thames Coromandel District of 2015 are modest in size and appropriate in scale to the natural environment. Only 25,000 permanent residents live in the District, though these numbers swell dramatically over summer – as New Zealanders (and international visitors) come to this much loved region – a centre of a the unique ‘Kiwi Bach’ experience. The communities of the region have a vibrant mix of culture and arts and have had a strong sense of responsibility and leadership on sustainable management and development of their natural surroundings (See Section IV. below, “Tradition of Environmental Stewardship & Restoration “and Appendix VIII: “Sources: Development of Coromandel Values”).
IV. Tradition of Environmental Stewardship & Restoration.

IUCN Category V Criteria

4. “A balanced interaction between people and nature that has endured over time and still has integrity, or where there is reasonable hope of restoring that integrity”

• “Potential for ecological and/or landscape restoration”

The Coromandel has been at the ‘front lines’ of first environmental degradation, and then the efforts to protect and restore the environment. The timber and gold rush of the 1800s in the Coromandel drove huge wealth and economic growth in the fledgling colony but had a dramatic impact on the natural environment, in the late 1800s Thames was an internationally renowned Gold Rush – and one of the largest towns in the country.

Some of the earliest exports from New Zealand (timber) left The Coromandel from the 1840s onwards. The impact of this pioneering past included clear felling of the great Kauri forests of the Peninsula and burning of what was left – for farming and gold mining. However, from the 1960s The Coromandel become a national leader in the protection and restoration of the natural environment – starting with efforts to protect the remnant Kauri forest, restrict damaging gold mining on the Peninsula and then to restore the forest.

The Thames–Coromandel District has been a national leader in all these areas including limiting coastal development, limiting mining, plus extensive volunteer-run reforestation programmes. These efforts have generated specific initiatives, detailed reports and in-depth community consultation for the last generation or more. The region was one of the first in the world to develop a long term, sustainable tourism plan “Towards 2020” between 1991–1994. This was updated in 1998 and 2004. More recently, the Long Term Thames Coromandel District Plan (2004 -), the Coromandel Peninsular Blueprint (2009) and the Hauraki Marine Spatial Plan (2014 – 2015) have involved intensive consultation, monitoring and planning*. The difficulties and tensions in finding the right balance between economic opportunity and protecting the environment still persists – but Coromandel is uniquely placed to meet and find the right balance. The Coromandel Heritage Region would be a logical extension of this tradition of guardianship/ kaitiakitanga.

V. Proximity to New Zealand’s Largest and Fastest Growing Regions.

IUCN Criteria: “Opportunities for recreation and tourism consistent with life style and economic activities”

The Coromandel Heritage Region is also uniquely located – in close proximity to Auckland, New Zealand’s only ‘international city’ and the nation’s international gateway – and to New Zealand’s most populous areas. The 2014 census highlighted that over 50% of the nation’s population lives within approximately 150 km radius (or 2 hours or less drive) of the borders of the Thames Coromandel district.

Sources:

* List of Sources. A detailed list of the most important, signature reports describing and shaping these “Coromandel values” are listed in the appendix: VIII.
J: The Case for the Coromandel: DOC and Visitor Services

The Coromandel Heritage Region aims to be a first-of-its-kind internationally protected landscape in New Zealand. The Department of Conservation would be a key partner in the park – managing the natural areas which are currently part of the Conservation Estate in the Coromandel including in marine conservation areas around the Peninsula. Around 40% of the Thames Coromandel District land area is currently administrated under some type of Conservation designation – notably in the Coromandel Forest Park.

The creation of a Coromandel Heritage Region as an IUCN Category V Protected Landscape would be an opportunity for a ‘pivot point’ in the focus and investment of the Department of Conservation in Coromandel and potentially in similar natural areas around New Zealand.

This project undertook a review of Department of Conservation Visitor Services in the Thames Coromandel District, looking at the level of investment and facilities and compared it to other regions around New Zealand. It compiled information from DOC, MBIE and Stats New Zealand*.

In summary, the Department of Conservation has invested modestly in visitor facilities and services in the Coromandel – both in the past and today. Indeed, it can be argued that the Thames Coromandel is almost unique in its level of modest investment from the Department of Conservation given the size of its visitor industry and its proximity to the largest concentration of population in New Zealand. More than 50%, 2.2 million New Zealanders live within approximately two hours’ drive of The Coromandel and the region is one of the nation’s most popular domestic holiday destinations.

Even when weighted to the size of the visitor industry in the region – the Thames Coromandel has amongst the lowest levels of visitor spending by DOC in the nation – approximately one-third less than Northland and Bay of Plenty/Eastland, half of that of the Nelson/Marlborough region and just one third that of Southland/Fiordland and one fifth of the West Coast (see below).
Above: *The Regional Tourism Estimates published by MBIE on the size of tourism in The Coromandel appear to significantly understate the size of tourism in the region by wide margin (see Appendix for an explanation) so the discrepancies noted above are in fact almost certainly far worse*. 

This under-investment has led to a sparse range of visitor attractions in the extensive Conservation estate of The Coromandel. Indeed the number of “visitor attractions”, “must see visitor attractions” and huts listed in The Coromandel is amongst the smallest of any region in New Zealand – see above. A map of the DOC visitor attractions in The Coromandel and Northland highlights the disparity between the two regions. There are 56 attractions in Northland (8 of which are “Must See”) and just 10 in The Coromandel (1 of which, Cathedral Cove, is a “Must See”)

**DOC Vistor Services Spending Vs. Size of Regional Tourism**

*Source: Dept of Conservation Visitor Spending 2013 as a % of Regional Tourism Estimates MBIE 2013*

**Dept. of Conservation Visitor Attractions by Region**

*Listings of Dept. of Conservaton on DOC website as of June 30th 2015*
Those DOC visitor facilities available in Coromandel are often heavily used and congested – the Cathedral Cove Walkway is by far the most popular day walk in New Zealand with over 200,000 visitors walking it each year. The track, car parking and the approach road are all heavily congested creating significant management issues for DOC and the Council.

In addition to better serving the domestic and international visitor, Coromandel offers attractions which tie neatly into two major trends that are reshaping outdoor recreation:

- Mirroring trends in nature-based activities/experiences on a global scale, interest in nature-based activities in New Zealand is shifting with changing demographics, psychographics and trip characteristics. This is driving fast growing demand for short- or day-walks and other easily accessible activities and experiences and flat or declining interest in longer, multi day wilderness experiences.¹

- Domestic and international visitors generally have less time and outdoor experience than previously. They want to engage physically with the outdoors but in a way that is easily accessible in terms of location and commitment. They seek short, easily accessible soft adventure activities, escaping from the everyday through nature-based experiences.²

*Note: Significant Underreporting of Regional Tourism Estimates for The Coromandel. The Regional Tourism Estimates published by the Ministry of Business Innovation & Employment (MBIE) have by their own omission significant issues in accurately measuring the size of the visitor industry in Coromandel (and regions with similar characteristics). For example the RTE fails to track or report holiday home bookings or rentals in any meaningful way plus there are significant issues with how online bookings are handled. It is recommended that Destination Coromandel urgently work with MBIE (and other RTOs) in updating its methodology. See the appendix Section V. for more.*

Sources:


3. Cathedral Coast Walkway Feasibility Study – Chris Adams, Miles, December 2013

Feasibility Report to the Thames Coromandel District Council, EDC & Destination Coromandel, June - July 2015
Appendix

I. Case Studies of Protected Landscapes
II. What’s in a Name?
III. IUCN Category V Protected Landscapes’
IV. Department of Conservation Spending
V. Issues with Regional Tourism Estimates
VI. List of Contacts
VII. Background on Consultants
VIII. Sources: Development of “Coromandel Values”
I. Case Studies of Protected Landscapes

1. Blue Mountains – Australia
2. Noosa – Australia
3. Lakes District National Park – England
4. Fuji-Hakone-Izu, Japan
5. Loch Lomund – Scotland
6. Sierras de Cazorla, Segura y Las Villas Nature Park, Spain

Links for further information.

Example 1 - Blue Mountains, Australia:
http://en.wikipedia.org/wiki/Blue_Mountains_National_Park

UNESCO World Heritage Site: http://whc.unesco.org/en/list/917


Example 2 - Noosa Biosphere Reserve, Australia:
http://blog.noosabiosphere.org.au/

Example 3 - Lake District National Park, England:
http://www.lakedistrict.gov.uk/home
http://www.lakedistrict.gov.uk/planning/planningpolicies (Local Plan PDFs)

Example 4 - Fuji-Hakone-Izu, Japan:
http://www.bes.or.jp/english/parks/fujihakoneizu.html
http://www.biodic.go.jp/english/jpark/np/fuji_e.html

Example 5 - Loch Lomond and The Trossachs, Scotland:
http://www.lochlomond-trossachs.org

Example 6 - Sierras de Cazorla, Segura y Las Villas Nature Park, Spain:
http://en.wikipedia.org/wiki/Sierras_de_Cazorla,_Segura_y_Las_Villas_Natural_Park
http://www.sierrasdecazorlaseguraylasvillas.es/en/
http://www.andalucia.com/environment/protect/cazorla.htm
INTERNATIONAL EXAMPLES. 1 OF 6:

Blue Mountains, Australia

**Designation:** National Park (IUCN category II)
UNESCO World Heritage Site
Australian National Landscape

**Location:** New South Wales, approximately 80kms west of Sydney

**Country:** Australia

**Size:** 2679 sq km

**Year of Formation:** 1959

The Blue Mountains is a UNESCO World Heritage Region, one of 19 in Australia.

Situated just 80km west of Sydney, New South Wales, the Blue Mountains National Park is a protected national park in the wider Blue Mountains region. The Park is also listed on the Australian Heritage Register and is also classified under its ‘National Landscapes’ programme.

**Outstanding Natural Features:**
- Ancient and ‘labyrinthine’ mountainous landscape, incorporating flat-topped mountains – most notably the Three Sisters and Mt Solitary.
- Rainforests and eucalypt forests – over 90 different species of the latter.
- Sandstone cave networks.

**Communities in Park:**
The Park has a number of small communities near or in the Protected Landscape including Katoomba (population 8000).

**Conservation Efforts/Projects:**
Actively promotes ‘eco-tourism’, including guided commercial tours.

**Community Development Projects:**
- The Park expressly acknowledges its Aboriginal history, and includes a statement by the Deerubbin Aboriginal Land Council on its website.
- Has a ‘visitor-focused’ section on its website, What’s On.
- Receives over half a million visitors annually.

**Economic Development Efforts/Projects:**
- Activities available in the Park include: horse-riding, canoeing, hiking, cycling, sailing and boating, adventure recreation, camping and 4WD touring.
- Home of the Katoomba Scenic Railway.

**Marketing:**

**Other Highlights:**
- Forms part of the World Heritage Site Greater Blue Mountains Area. For more information, please see Appendix.
INTERNATIONAL EXAMPLES. 2 OF 6:

Noosa Biosphere Reserve, Australia

**Designation:** Biosphere Reserve (UNESCO / Man and the Biosphere programs)

**Location:** Peregian Beach to Kin, Noosa, Queensland

**Country:** Australia

**Size:** 150,000 hectares

**Year of Formation:** 2007

Noosa Biosphere Reserve is one of 14 Biospheres in Australia.

Noosa is Queensland’s first UNESCO Biosphere. UNESCO biospheres promote harmony between people and nature through conservation, sustainable activities and education.

**Outstanding Natural Features:**

- 1365 different plant species have been identified within the Reserve.
- Of the hundreds of native vertebrate fauna species recorded within the Reserve, about 11% are listed as being ‘rare and threatened’. Over 40% are considered to be ‘significant’ at a local, regional, state, national and international level.
- Noosa River – a coastal lagoon system developed entirely on sand.
- The Noosa River system is the southernmost boundary of the Great Sandy region, home to the oldest and largest number of independent coastal dune systems recorded in the world.

**Communities in Park:**

- Approximately 50,000 people live in Noosa, which also receives some 1.65 million visitors annually.
- Noosa has an ageing population, with indigenous and younger Australians extant at rates lower than the wider state averages.

**Conservation Efforts/Projects:**

- National Parks (4), Forest Reserves (4), Conservation Parks (3), Nature Refuges (8) and State Forests (2) have been established to conserve the area’s land.
- The Reserve has initiatives to attend to weed management, re-generation and re-vegetation, and planning controls for non-reserved areas.

There are two key pieces of legislation in place:

- **Urban Stormwater Quality Management Plan** seeks to reduce pollution flowing from urban areas.
- **Noosa River Plan** provides a range of measures to protect water quality.

As a part of its focus on climate change, the Reserve helped establish, among other things, Queensland Premier’s ClimateSmart Sustainability Awards, and Earth Hour.

**Economic Development Efforts/Projects:**

- Agriculture and forestry are key: farm forestry, organic farming, horticulture, and ‘bush tucker’ all increasingly popular.
- ‘Bio-prospecting’ is something the Reserve’s Education, Research & Development Sector Board is actively investigating.

**Marketing:**

- Artist in Residence initiative.
- Actively seeks volunteers on its website.
- Beyond the area’s natural features, it also offers an aquatic centre, art gallery, theatres, including the Pomona – Australia’s longest running theatre.
- Kayaking, paddle-boarding, fishing, sailing, jet-skiing, surfing, kite-surfing and swimming are all popular pastimes in the area.
Other Highlights:

- An array of planning and strategy docs, fact sheets, etc. are available at: http://www.noosabiosphere.org.au/facts-vision/documents-resources
- The Reserve is governed by the Noosa Biosphere Reserve Public Trust with a company, the Noosa Biosphere Reserve Foundation Ltd, as trustees.
INTERNATIONAL EXAMPLES. 3 OF 6:
Lake District National Park, England

Designation: National Park (IUCN category V)  
Location: Cumbria, Northwest  
Country: England  
Size: 2292 sq km  
Year of Formation: 1951

Lake District is England’s largest National Park.
The Lake District National Park is renowned for its natural environment, outdoors activities, and community engagement. It is the largest of England’s 15 National Parks.

Outstanding Natural Features:
- Mountains (Scafell Pike highest at 978m)
- Lakes (Windermere largest at 14.8sq km – also England’s longest at 10.5 miles)
- Lake Wastwater is England’s deepest at 74m

Communities in Park:
- 40,800 people live within the boundaries of the National Park.
- Population density per square kilometre: 18.4
- Total dwellings: 22,930
  - Owner occupied: 67.7%
  - Rented: 32.3%
  - Holiday or second homes: 15%¹

Conservation Efforts/Projects:
“We and our partners are working towards making this place an inspirational example of sustainable development in action. We want its prosperous economy, world class visitor experiences and vibrant communities to come together in sustaining the spectacular landscape, wildlife and cultural heritage.”

As set out in the Environment Act 1995, the Lake District National Park Authority’s statutory purposes are:
- To conserve and enhance the natural beauty, wildlife and cultural heritage of the Lake District National Park;
- To promote opportunities for public understanding & enjoyment of the special qualities of the National Park.

It also has a duty in pursuing those purposes:
- Foster the economic & social wellbeing of local communities within the National Park by working closely with the agencies and local authorities responsible for these matters, but without incurring significant expenditure.
- Dedicated projects on climate change and valley planning.
- Public access to planning policies and permission guidelines.
- Actively promote and mobilise volunteers to assist in conservation efforts.

Community Development Projects:
- Projects dedicated to affordable housing.
- Promotes community engagement through ‘Neighbourhood Plans’.

Economic Development Efforts/Projects:
Public need to apply for ‘advertisement consent’, in accordance with a strict policy around advertising and signage.

Marketing:
- Strong online character (e.g. #sharelakes)
- 5366 likes on Facebook | 19,900 followers on Twitter
- Have established webcams for remote public access.
- Upcoming events are featured on their website.
- Offers educational resources for visiting school groups.

¹ Sources: 2011 Census & Corporate Information Unit at Cumbria County Council
Fuji-Hakone-Izu, Japan

**Designation:** National Park  
(IUCN category V)

**Location:** Approx. 100kms south of Tokyo

**Country:** Japan

**Size:** 121,695 hectares

**Year of Formation:** 1936

Fuji-Hakone-Izu National Park hosts Japan’s highest mountain  
– Mt Fuji

An extensive area of mountains and ocean, centred on a volcanic belt. The heart of this park is Mt Fuji, the highest mountain in Japan, but it is known for other striking natural features. It is also a prosperous tourism area.

**Outstanding Natural Features:**
- Mt Fuji, Japan’s highest peak at 3776m (200,000 visitors annually).
- Hakone area well-known for its rich resource of hot springs.
- Other mountainous areas, lakes, and more than 1000 volcanic islands.
- The Izu Islands is notable for its subtropical vegetation.

**Communities in Park:**
- Resides in in Yamanashi, Shizuoka, and Kanagawa Prefectures.
- Borders the western Tokyo Metropolis.
- Nearby cities include Odawara, Fuji, Minami Ashigara, and Numazu.

**Conservation Efforts/Projects:**
The natural environment is preserved alongside an active and thriving tourism industry (domestic and international).

**Community Development Projects:**
Public transport provides access throughout much of the Park.

**Economic Development Efforts/Projects:**
Activities available in the Park include scuba diving, mountain climbing/hiking, camping, fishing, and various other leisure pursuits.

**Marketing:**
In part due to its proximity to Tokyo, and its size, it is the most visited national park in all of Japan

**Other Highlights:**
- 14,650 archaeological sites and monuments, including 275 scheduled ancient monuments.
- 23 ‘Conservation Areas’ covering historic towns and villages
INTERNATIONAL EXAMPLES. 5 OF 6:

Loch Lomond and The Trossachs, Scotland

![Loch Lomond, the largest body of freshwater in the UK.]

This National Park encompasses some of the finest scenery in Scotland. It is a living, working landscape that has been influenced by people for generations and is enjoyed by many for its recreational value.

**Outstanding Natural Features:**
- Loch Lomond, the largest body of freshwater in the UK.
- Ben More (mountain) is the Park's highest at 1174m.

**Communities in Park:**
- 50% of Scotland's population lives within an hour's drive of the National Park.

**Conservation Efforts/Projects:**
The National Park employs around 130 staff, undertaking many jobs to achieve its three core activities:

**Visitor Experience**
- Visitor management specialists
- Access officers
- Rangers

**Rural Development**
- Rural development specialists
- Community engagement officers
- Planners

**Conservation & Land Use**
- Land management advisers
- Landscape architects
- Tree and woodland adviser
- Water management specialists
- Conservation specialists and ecologists

Development must be sustainable and will enhance the distinctiveness of the Park and the sense of place. Policies focus on a range of activities:

**People Community and Culture:** People who live in the Park keep it alive. Quality of life and local traditions are important. A focus on housing, transport and other facilities is essential. People’s voices must be heard and their views influence our policies.

**Sustain and Grow:** Will the Park be here in the future? We are serious about how we can reduce pollution and waste. We must improve the way the Park welcomes tourists. We are here to help new business grow.

**Building Design and Heritage:** Buildings are what people design and create – in the past, the present and in the future. We will look after them and recognise how important they are to our culture, economy and way of life.
Physical Planning: The Park Authority is responsible for planning control. We carry out our duties effectively and sensitively. We must listen to the public and be guided by the National Park Plan and the Local Development Plan. We conserve and enhance these qualities by managing them in a sensitive, integrated and sustainable way. Our policies and grant schemes focus on a range of activities:

Landscape Management: We care for this ancient and diverse landscape and the biodiversity that it sustains. It boasts mountains, moors, geodiversity, forests, farmland, glens, historic sites, cultural traditions. It has inspired writers, poets and artists.

Water Management: Lochs, rivers and waterfalls dominate the culture and are central to the beauty.

Natural Heritage: The Park’s rich biodiversity supports many wildlife habitats and species. Integrated land management schemes will sustain and enhance the natural and cultural heritage of the area.

Argyll Forest, Breadalbane, the Trossachs and Loch Lomond: Have particularly special qualities and have specific management plans.

Has a register for ‘buildings or structures of special architectural and historic interest’.

Has multiple ‘planning/guidance’ documents to promote more affordable housing in the Park – “not just for the first occupant but for future residents too”.

Community Development Projects:

- Five Lochs Visitor Management Plan (incorporating a Strategic Environmental Assessment)
- Encourages volunteering on its website.
- Heritage trails
- Art and literary trails
- Actively promotes events in the Park (e.g. Highland Games)
- Offers education resources for visiting school groups
- Access for the disabled

Economic Development Efforts/Projects:
Created a Tourism Strategy (incorporating a National Park Partnership Plan 2012–2017 and Adopted Local Plan 2010–2015) that seeks to “provide strategic direction to the quality, management and value of sustainable tourism in the Park area and focus National Park involvement in tourism development.”

Marketing:
Comprehensive, impressive website and online presence – seemingly used as its primary vehicle for public engagement and media (i.e. a ‘Press Office’ section on its website).
4096 likes on Facebook
Other Highlights:
Information on the legislative side of the Park:

Our Values
- Passion - We love what we do
- Leadership - We show the way
- Accessible - We’re approachable, open and friendly
- Caring - We respect the past and shape the future
- Inspiring - We spark ideas for action
- Green - We do the right thing for the Park and planet

*Of the areas studied, Loch Lomond and The Trossachs demonstrated the highest degree of public consultation, planning and transparency.*
Sierras de Cazorla, Segura y Las Villas Nature Park

**Designation:** Biosphere Reserve (UNESCO)

**Location:** Mid-South. Approx. 45km east of Úbeda

**Country:** Spain

**Size:** 2099 sq km

**Year of Formation:** 1986

**Sierras de Cazorla, Segura y Las Villas Nature Park is Spain’s largest continuous area of pine forest.**

The Park is the largest protected nature area in Spain, and the second largest in Europe. As well as being a Natural Park, it was declared a Biosphere Reserve by UNESCO in 1983 and a Special Protection Area for birds in 1988. It is noted for its remarkable flora and fauna, which combine with a rich cultural heritage.

**Outstanding Natural Features:**

- The Sierra de Cazorla and the Sierra de Segura mountain ranges. Cerro las Empanadas is the Park’s tallest peak at 2107m.
- Geological (karstic) formations of limestone, caused by water eroding the soluble stone and resulting in a networks of caves (200 catalogued).
- Spain’s largest continuous area of pine forest.
- The richest and most varied flora of the Mediterranean basin, with some 2170 species catalogued.
- 130 species of birdlife.

**Communities in Park:**

Incorporates 23 municipalities and over 80,000 residents.

**Conservation Efforts/Projects:**

- Tourist operators with sustainability accreditation are promoted on the Park’s website.
- An ‘Inventory of Andalusia’s Geological Resources’ was compiled by Ministry for the Environment, both with promotion and protection in mind.

**Community Development Projects:**

- Offers a wealth of activities: hiking, horse treks, mountain biking expeditions, four-wheel drive tours, canoeing, fishing, paragliding, hang-gliding, mountaineering, climbing and caving.
- Tourism that showcases the area’s history is prominent, too: museums, gardens, castles, geology/natural history.

**Economic Development Efforts/Projects:**

The Park’s traditional economic activities of olive-growing and livestock-farming (including organic) has been supported over the past twenty years by two contributions: ‘economic funds from the European Union and a strong commitment to improving product quality’, thus affirming its status as a quality, sought-after destination.

**Other:**

- Has suffered many significant forest fires, exacerbated by human development and activity.
- Hunting, a historically popular activity in the region, is sustainably managed.
II. What’s in a Name?
Other Possible Designations or Descriptors of the “Heritage Region”

A wide range of descriptors and names have been given to Category V Protected landscapes all over the world. A range are noted below.

Though the authors believe “Heritage Region” is the best descriptor or name developed to date we did review a wide range of possible options. These are outlined below. We supply this as background for the process of more formally developing a name or descriptor – either specifically for the Thames Coromandel District or more broadly for protected landscapes of this type around New Zealand. This should include a separate consultation process – both with Iwi in the Thames Coromandel District and possibly nationally, for a Maori descriptor.

Two options to Heritage Region are “Nature Park” – one of the more common English descriptors used globally or “Conservation Park”, previously used in New Zealand.

**Current Working Titles:**

**Coromandel Heritage Region**
Kaitiaki Whenua i Te Tara-o-te-Ika a Māui

Other options/ideas:

Conservation Park*
Nature Park
Living Landscape
Maori term option: Whenua tapu o Aotearoa
Excerpt from “Management Guidelines for IUCN Category V Protected Areas” IUCN 1998

As with the title "Heritage Region" Maori descriptor “Kaitiaki Whenua i Te Tara-o-te-Ika a Māui” was developed as a draft ‘working title’.

Though a working title we did check in with Scotty Morrison* from TVNZ’s Te Karere Programme for some informal advice on the phrase from a fluent speaker of Te Reo.

It includes the terms “Kaitiaki” – which is commonly translated as a special type of “guardianship” and “Whenua” – which generally refers to land – but in this case applies more broadly to the Peninsula and surrounding marine areas (as with the concept of “Protected Landscape” in English).

Finally it includes “Te Tara-o-te-Ika a Māui” – a Maori term applying to the Coromandel Peninsula (see below).

If used nationally, this Maori name can be customised apply to other regions in the future, e.g. Kaitiaki Whenua i <<name of region goes here>>

*Additional Notes from Scotty Morrison: “Check the hyphenation of the historic Māori name for Coromandel, and, as an alternative, “Whenua” could be switched out for "Taiao", which means environment more broadly (ie, land, water, air, etc.)”

Additional Background from the Encyclopaedia of New Zealand – Te Ara:

### Naming Resources from Research: ENGLISH TERMS:

<table>
<thead>
<tr>
<th>KEYWORDS:</th>
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<tbody>
<tr>
<td>Area</td>
</tr>
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<tr>
<td>Eco-system</td>
</tr>
<tr>
<td>Environment</td>
</tr>
<tr>
<td>Geographic</td>
</tr>
<tr>
<td>Green</td>
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<tr>
<td>Guardian/ship</td>
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<tr>
<td>Heritage</td>
</tr>
<tr>
<td>Homeland</td>
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<tr>
<td>Landscape</td>
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</tr>
<tr>
<td>Legacy</td>
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<tr>
<td>Maintained</td>
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</tbody>
</table>

### Naming Resources from Research: MĀORI TERMINES:

- hapori (section of a kinship group, family, society, community)
- hirahira (be great, important, of consequence, significant, eminent)
- kaitiaki (trustee, minder, guard, custodian, guardian, caregiver, keeper, steward)
- maimoa (to cherish, take care of)
- manaaki (to support, take care of, give hospitality to, protect, look out for - show respect, generosity and care for others)
- rāhui (to put in place a temporary ritual prohibition, closed season, ban, reserve – traditionally a rāhui was placed on an area, resource or stretch of water as a conservation measure or as a means of social and political control for a variety of reasons)
- rawa māori (natural resource)
rohe (boundary, district, region, territory, area, border [of land])
taiao (world, Earth, natural world, environment, nature, country)
takiwā (district, area, territory, vicinity, region)
taonga tuku iho (heirloom, something handed down, cultural property, heritage)
toitū (be sustainable)
whaitua (side, region, space, designated area, territory)
whenua (land – often used in the plural)
whenua tapu (sacred land)
whenua tāpui (reserve [land], land reserve)
III. IUCN Category V Protected Landscapes

Additional Background and Resources on the IUCN Category V Protected Landscapes

12 PRINCIPLES GUIDING THE ESTABLISHMENT OF CATEGORY V PROTECTED LANDSCAPES

**Principle 1:** Conserving landscape, biodiversity and cultural values are at the heart of the Category V protected area approach.

**Principle 2:** The focus of management should be on the point of interaction between people and nature.

**Principle 3:** People should be seen as stewards of the landscape.

**Principle 4:** Management must be undertaken with and through local people, and mainly for and by them.

**Principle 5:** Management should be based on co-operative approaches, such as co-management and multi-stakeholder equity.

**Principle 6:** Effective management requires a supportive political and economic environment.

**Principle 7:** Management of Category V protected areas should not only be concerned with protection but also enhancement.

**Principle 8:** When there is an irreconcilable conflict between the objectives of management, priority should be given to retaining the special qualities of the area.

**Principle 9:** Economic activities that do not need to take place within the Protected Landscape should be located outside it.

**Principle 10:** Management should be business-like and of the highest professional standard

**Principle 11:** Management should be flexible and adaptive.

**Principle 12:** The success of management should be measured in environmental and social terms.

7 OBJECTIVES FOR THE MANAGEMENT FOR CATEGORY V PROTECTED LANDSCAPES

The following objectives of management for Protected Landscapes/Seascapes are set out in the Guidelines for Protected Area Management Categories (IUCN, 1994):

1. To maintain the harmonious interaction of nature and culture through the protection of landscape and/or seascape and the continuation of traditional land uses, building practices and social and cultural manifestations;

2. To support lifestyles and economic activities which are in harmony with nature and the preservation of the social and cultural fabric of the communities concerned;

3. To maintain the diversity of landscape and habitat, and of associated species and ecosystems;

4. To eliminate where necessary, and thereafter prevent, land uses and activities which are inappropriate in scale and/or character;

5. To provide opportunities for public enjoyment through recreation and tourism appropriate in type and scale to the essential qualities of the areas;

6. To encourage scientific and educational activities which will contribute to the long term wellbeing of resident populations and to the development of public support for the environmental protection of such areas; and
7. To bring benefits to, and contribute to the welfare of, the local community through the provision of natural products (such as forest and fisheries products) and services (such as clean water or income derived from sustainable forms of tourism).

**CLARIFICATION OF KEY TERMS:**

1. **Scenic quality**: areas with exceptional or dramatic scenery, deriving as much from the contrast and/or interaction between the works of nature and humanity as from the intrinsic quality of the natural features themselves;
2. **Recreational importance**: areas where the landscape and the cultural associations are both important attractions for tourists or for outdoor leisure activities;
3. **Traditions of stewardship**: areas where the people have long and living traditions of care for the land and its natural resources, based upon the principles of sustainability, and in particular those that reflect excellent examples of sustainable land use by:
   - respecting the productive capability of land,
   - conserving the quality and quantity of soil,
   - managing and safeguarding water quality,
   - managing the marine environment responsibly,
   - managing streams and rivers so as to reduce damaging floods and run-off,
   - maintaining plant cover, and
   - restoring vegetation, soils and sources of water;
4. **Biodiversity conservation**: areas where the landscape represents an outstanding example of how traditional land use patterns can contribute to the protection of natural ecosystems (e.g. by providing for the protection of watershed forests), help protect wild species of fauna or flora.

**ADDITIONAL OUTLINE OF OBJECTIVES OF PROTECTED LANDSCAPES:**

**Primary objective**

To protect and sustain important landscapes/seascapes and the associated nature conservation and other values created by interactions with humans through traditional management practices.

**Other objectives**

1. To maintain a balanced interaction of nature and culture through the protection of landscape and/or seascape and associated traditional management approaches, societies, cultures and spiritual values;
2. To contribute to broad-scale conservation by maintaining species associated with cultural landscapes and/or by providing conservation opportunities in heavily used landscapes;
3. To provide opportunities for enjoyment, well-being and socio-economic activity through recreation and tourism;
4. To provide natural products and environmental services;
5. To provide a framework to underpin active involvement by the community in the management of valued landscapes or seascapes and the natural and cultural heritage that they contain;
6. To encourage the conservation of agrobiodiversity and aquatic biodiversity;
7. To act as models of sustainability so that lessons can be learnt for wider application.
**SOURCES:**

[http://www.iucn.org/about/work/programmes/gpap_home/gpap_quality/gpap_pacategories/](http://www.iucn.org/about/work/programmes/gpap_home/gpap_quality/gpap_pacategories/)

**IUCN Category V Protected Landscapes:**  
[https://www.iucn.org/about/work/programmes/gpap_home/gpap_quality/gpap_pacategories/gpap_category5/](https://www.iucn.org/about/work/programmes/gpap_home/gpap_quality/gpap_pacategories/gpap_category5/)

**IUCN: Guidelines for applying Protected Area Management Categories** (2013 revision of 2008 original). Available from:  

**Additional Guidance on Marine Regions:**  

**World Commission on Protected Areas & IUCN’s Global Programme on Protected Landscapes**

World Commission on Protected Areas is the world’s premier network of experts involved in the management of protected areas and landscapes. This professional network with 1.700 members in 140 countries is managed by the IUCN’s Global Programme on Protected Landscapes.  
[http://www.iucn.org/about/work/programmes/gpap_home/gpap_wcpa/](http://www.iucn.org/about/work/programmes/gpap_home/gpap_wcpa/)

The Regional Representative is Penelope Figgis – Regional Vice Chair for Australia/New Zealand  
penelope.figgis@ozemail.com.au

*Penelope Figgis is WCPA Vice-Chair for Australia and New Zealand. She has been a senior member of the Australian environment movement for over 25 years. Her roles include nine years as a Director of the Australian Bush Heritage Fund, a leading private conservation trust. (Source: Protected Areas Programme, Vol 15, No 2 IUCN).*

**Note on Closest New Zealand Example of “Protected Landscape”: Hauraki Marine Park.**

Though not an IUCN Category V Protected Landscape or a UNESCO Biosphere, the Hauraki Gulf Marine Park includes both extensive marine areas and island landscapes which include some communities. It was established under the Hauraki Gulf Marine Park Act of 2000 to allow for integrated management of all these environments, however, it has no international designation or recognition. More:  
IV. Department of Conservation Spending

Additional figures from the analysis of DOC’s visitor services spending by Region 2005–2014

Source: Department of Conservation Letter, Official Information Request July 13th 2015

<table>
<thead>
<tr>
<th>Region</th>
<th>Visitor Spend Total $</th>
<th>% of all DOC Visitor Spending</th>
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<tbody>
<tr>
<td>Thames Coromandel</td>
<td>2,442,812</td>
<td>2.6%</td>
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<tr>
<td>Bay of Plenty/Eastland</td>
<td>6,937,722</td>
<td>7.4%</td>
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<td>Waikato</td>
<td>6,912,379</td>
<td>7.3%</td>
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<td>6,550,963</td>
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<td>11.3%</td>
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<tr>
<td>West Coast</td>
<td>11,054,344</td>
<td>11.7%</td>
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<tr>
<td>Canterbury</td>
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<tr>
<td>Otago</td>
<td>8,179,776</td>
<td>8.7%</td>
</tr>
<tr>
<td>Southland</td>
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<td>9.9%</td>
</tr>
<tr>
<td>Total All Areas</td>
<td>94,320,507</td>
<td>100.0%</td>
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</table>

DOC Visitor Services Budget by Region for 2013

<table>
<thead>
<tr>
<th>Region</th>
<th>Visitor Spend Total $</th>
<th>Total Regional Tourism Estimates of Spending* $</th>
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<tr>
<td>Thames Coromandel Area</td>
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<td>Southland</td>
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<td>389,309,900</td>
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<tr>
<td>Total All Areas</td>
<td>94,320,507</td>
<td></td>
</tr>
</tbody>
</table>

* MBIE Regional Tourism Estimates (RTE) 2014 – see “Issues with Regional Tourism Estimates” next page.
V. Issues with Regional Tourism Estimates.

The current Regional Tourism Estimates compiled by the Ministry of Business, Innovation and Employment have some major limitations in their methodology which appear to significantly understate the reported size and significance of tourism in The Coromandel. These include:

- Holiday Home Rentals are poorly measured & significantly underreported*.
- Online Bookings also have limitations in estimated revenue and cannot be readily related to Regions

For a region like The Coromandel this means that the estimated accommodation figures are grossly understated. For example, “holiday home rentals” where measured are included under “Other Tourism Products” in the RTE and totalled $19 million in 2014 for The Coromandel. However, an analysis of online holiday home rental sites for Whangamata alone estimated approximately $8 million in annual paid rental income (from 500 homes), twice the estimated revenue for commercial accommodation properties (motels & campgrounds) in the town. It is likely that paid accommodation for The Coromandel is understated by around 50% or more.

*Spending by second home owners or visiting friends or family on holiday home maintenance, DIY etc are not included at all in Tourism Estimates – along with all construction costs related to these homes.

It is recommended that Destination Coromandel and the Thames Coromandel District Council engage with MBIE in updating and refining the methodology of the Regional Tourism Estimates.

"...the total amount of spending represented in the RTEs is distributed throughout the country based on the distribution of face-to-face electronic card spending (that is taken from the Regional Tourism Indicators, RTIs). The method used to create the RTEs assumes that all other methods of paying for tourism products are similarly distributed to spending from face-to-face card transactions. This is a key assumption, and as we have been discussing, you have identified a situation where that assumption may be challenged. There is a review underway with the Regional Tourism Indicators that will look at ways that online spending can be incorporated. This may go some way to addressing this issue”

Email of July 24th 2015, Dr Rebecca Burson, Senior Research Analyst, Ministry of Business, Innovation & Employment
VI. List of Contacts

Below is a summary of the people who provided information, advice, input or resources during the course of this project. For the marked subjects* there is additional in-depth resources that could not be included in this full report but is available to share for any follow up on request.

Dr Rebecca Burson, Senior Policy Analyst, Ministry of Business, Innovation & Employment
E: Rebecca.burson@mbie.govt.nz  T: +64 04 474 2950

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Rosemary Miller, Freshwater Manager, Department of Conservation - Te Papa Atawhai
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Nick Male, Christine Tye, Chairperson Sea Change - Hauraki Marine Spatial Plan & Blue Highway Project
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Leigh Robcke*, District Plan Manager, Thames-Coromandel District Council
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Kirsten Williamson (Edlington), Senior Policy Planner, Thames-Coromandel District Council
E: kirsten.williamson@tcdc.govt.nz,  T: 07 868 0200 f: 07 868 0234

*Waiting on feedback as of July 27th 2015.

Penelope Figgis, WCPA Vice-Chair for Australia and New Zealand, IUCN Regional Representative.
E: penelope.figgis@ozemail.com.au
VII. Background on Consultants

Miles Media South Pacific Limited

**Chris Adams**

- **Director of Research - GM of Miles South Pacific**
- **Former Executive Director of Tourism Coromandel**

Chris has held a variety of senior roles in tourism and tourism marketing in the South Pacific, UK and North America - and has been actively engaged with the tourism, tourism marketing and new technology for the last 20 years.

Chris was Founding Executive Director of Destination Coromandel (1992-95) and is intimately familiar with the Thames – Coromandel district, the tourism industry and broader community. He and his family have owned a bach at Whangamata for many decades.

Chris is currently Director of Research - Online Marketing and General Manager, South Pacific for Miles Media [www.milesmedia.com](http://www.milesmedia.com) the largest destination focused marketing agency in the world serving 14 US State Tourism Organisations, 2 Canadian Provinces, 30+ Convention and Visitor Bureaus and destinations in New Zealand and the South Pacific. Miles Media clients include Auckland, Hamilton – Waikato, Taupo and Lake Wanaka Regional Tourism Offices in New Zealand and the San Francisco and Anchorage CVBs, and the States of Colorado, Louisiana, Tennessee and Pennsylvania.

In addition to being Executive Director of Tourism Coromandel [www.thecoromandel.com](http://www.thecoromandel.com), Chris has been Product Manager for Independent Travel at Newmans Tours, head of marketing for the South Pacific’s largest tourism publisher, Jasons Travel Media Ltd ([www.jasons.com](http://www.jasons.com)) and Assistant to the General Manager at BSkyB in London – Europe’s largest satellite TV operator. Chris was winner of the prestigious Duncan Sandys Tourism Scholarship while at Destination Coromandel – a one month intensive study of tourism management in the UK with the country’s leading tourism organisations.

**More:**

- LinkedIn: [http://linkedin.com/in/kiwicolorado](http://linkedin.com/in/kiwicolorado)
- Miles web site: [www.MilesPartnership.com](http://www.MilesPartnership.com)

**Astral Sligo. Project Manager. Miles (New Zealand)**

Astral is a trained editor with ten years of experience working in both print production and web. She is a published author of New Zealand non-fiction books, and a former Travel Editor at Jasons
Travel Media. She joined Miles in 2014 and has worked with a wide range of destinations across New Zealand and the South Pacific.

**Additional Contributors:**

- Nadine Maffre – Online Marketing Coordinator, Miles
- Jeremy Sherlock – Consultant, Fmr Commissioning Editor, Penguin Group (NZ) Non Fiction

**Outside Expert Advisors:**

**Dave Bamford - TRC Tourism**

Dave was one of the founding directors of TRC Tourism. Dave has almost 40 years of experience in tourism and outdoor recreation management including strategic input into a range of national park, walking track, hut and conservation management plans and recreation impact assessments in natural areas. Dave has over 20 years’ experience in New Zealand and South East Asia, Australia, the Pacific and Chile with feasibility, business studies and recreation and tourism planning in more than a dozen countries.

Dave has undertaken many assessments of potential New Zealand track, trails and cycle ways, and reviewed related business opportunities in a range of National and Regional Parks and Protected Areas across the Pacific and South East Asia. His experience with and on the boards of NZ NGOs including the NZ Outdoor Recreation Council (The Hillary Council) and other funding bodies provides him with valuable insights into governance and revenue models.

**Ross Corbett, Founder & Director of TRC Tourism**

Ross has over 20 years proven experience in tourism planning and development throughout New Zealand, Australia and the Asia Pacific regions. He specialises in the development and feasibility of trails, Eco lodges, adventure tourism businesses and entire national parks. He brings experience with work across a wide range of National and Regional Parks across New Zealand, Australia, Asia and South America.

**More:** TRC Tourism Web Site: [www.trctourism.com](http://www.trctourism.com)
VIII. Sources – Development of “Coromandel Values”

- The community values and principles of guardianship/kaitiakitanga and sustainable management have developed over a long period in the Coromandel Peninsular and Thames Coromandel District.
- Below is a summary of some of the signature reports over the last 24+ years which have formed the basis of the defined values and principles of sustainable management in the Thames Coromandel District/Coromandel Peninsula.
- Other, specific sources are quoted in the respective sections of this report.

“The Coromandel experience”: a PATA Task Force study / Pacific Asia Travel Association, with the assistance of Air New Zealand and New Zealand Tourism Board. 1991
Report available from: Waikato University Library, National Library of New Zealand


“Thames Coromandel Long Term District Plan”, Thames Coromandel District Council, 2004 -
Online District Plan: http://www.tcdc.govt.nz/Our-Services/Online-services/Online-District-Plan/

“Coromandel Peninsular Blueprint”, Thames Coromandel District Council and Waikato Regional Council, December 2009


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