

## Operators told collaboration is key

If Central Otago wishes to remain at the forefront in the cycling tourism market, operators need to work collaboratively to turn new challenges into golden opportunities.

That was one of the key themes coming out of a cycling tourism workshop held in Alexandra last month that was attended by about 50 tourism operators from throughout the district.

The day featured presentations on marketing opportunities, the next stages of the New Zealand Cycle Trails and updates on local trails.

Keynote presenters from out of the district were Julian Smith from creative brand agency BRR and John Dunn, Programme Manager of Nga Haerenga The New Zealand Cycle Trail.

Mr Smith gave an informative and inspiring presentation on current market trends and ideas about how to ensure cycling campaigns are a success.

He spoke about the need to be relevant and specific, and to approach marketing from the outside in, focusing on the customer journey and experience. He encouraged operators to think about "connecting the dots together" and look at all the individual "moments" that create the overall experience for the customer, putting themselves in the space of the customer.

Mr Dunn's talk updated operators on progress with the New Zealand Cycle Trail project and touched on what was needed to create a world-class cycling experience.

He was full of praise for the work of Tourism Central Otago and how it is positioning and promoting itself in the market, saying it was extremely professional and "leading the pack".

Post-workshop Mr Dunn raved about the day saying it had been a pleasure to work with "such an energetic and motivated group of like-minded people".

"I was particularly impressed with the alignment between the Nga Haerenga brand and Our Place Your Pace (the slogan for Central's cycling marketing campaign). Combined, the two brands will help launch Central Otago as one of the premier cycling destinations in New Zealand."

Presentations were also given by Tourism Central Otago (TCO), trustees of the Otago Central Rail Trail Trust, Clutha Gold and

Roxburgh Gorge Trails, as well as long-established local tourism operator Trail Journeys.

Otago Central Rail Trust Chair Daphne Hull, who has been involved with the Trust since it began about 18 years ago, echoed fellow presenters saying the challenge was to work cooperatively to ensure Central Otago presents a package which will have wide appeal and continue to bring visitors to the area.

She said new trails coming on board with the New Zealand Cycle Trail were "incentive to up the game and produce something that no one else can deliver".

Two points she passionately hammered home were to be mindful that some of the

things we often take for granted are just the things we need to highlight to visitors; and that operators need to have a breadth and depth of knowledge beyond their own products to provide a complete visitor experience.

To find out more, including information on local tracks and trails and upcoming cycling events, visit [www.cyclecentralotago.com](http://www.cyclecentralotago.com).

### Next Time – Wine!

Tourism Central Otago's next workshop will focus on Wine Tourism. The workshop will be held on 4 December in Cromwell and tourism-related businesses will receive notification via a TCO e-newsletter. Anyone else wanting to register their interest can email [tourism@codc.govt.nz](mailto:tourism@codc.govt.nz).



*Pictured from left) John Dunn (NZ Cycle Trail), Rod Pierce (Clutha Gold Trail), Michelle Kinney (Tourism Central Otago), Neville Grubb (Trail Journeys), Stephen Jeffery (Roxburgh Gorge Trail), Julian Smith (BRR) and Daphne Hull (Otago Central Rail Trail). Central Otago branded cycling shirts like those pictured are available at Rock & Road Cycles.*

### Like our libraries on Facebook

Cromwell and Alexandra libraries are now on Facebook, so be sure to "like" them so you can follow posts about new and recommended books, library events and activities.



Find us on  
**Facebook**

# CODC hosts Chinese delegation

(Pictured below right) Gu Shi Wei, Deputy Director of the Economic and Information Technology Commission of Shanghai, Pudong New Area presents a poem in calligraphy, hand-crafted by himself, as a gift to Central Otago Mayor Tony Lepper.

The Mayor and Vincent Community Board member Tim Cadogan hosted a delegation of six Chinese government officials from Pudong in Shanghai Province on 12 September. The officials were eager to learn more about opportunities for trade and investment in Central Otago, as well as

other potential opportunities for cooperation and relationship building between Pudong and Central.

Mayor Lepper said Council was always happy to host delegations from China "because it is an opportunity to showcase what Central Otago has to offer this potentially enormous market".

"We have been concentrating our efforts on groups from in and around Shanghai so that we can build on the established links between Shanghai, Dunedin and the produce from Central Otago."



## From the Mayor's Desk

Consultation with our community is an interesting challenge, a challenge that we are forced to do by various pieces of legislation and a challenge because it is not easy to get a representative response from you the ratepayers.

The two responses I most often get when I raise the subject of consultation are "why should I bother, you don't listen anyway" and "you are always consulting, just get on with it".

The latter is a dilemma that has always troubled local politicians. Should we ask what people think all the time or should we use the collective judgment of the 11 elected members and "get on with it". In the vast majority of cases this is what we do and this is why we have started publishing *Central Matters*, a regular community update in *The News*, so that you can get an understanding of the projects that Council has got going at any one time.

In many other cases we have no choice. Much of what we have to do is

prescribed by legislation and the choice of getting on with it is taken out of our hands. Consultation can be frustrating and expensive, and we are always striving to find more meaningful ways to engage with you and hear your views. Online submissions is one new method we have introduced to cater for those who wish to communicate with Council in a speedy, simple and sustainable way, and be easily kept informed of upcoming consultations. It was good to see many of you jumping online to take up that option in the recent Representation Review and Irrigation Loan Guarantee Policy consultations.

The view that we do not listen is silly. Elections mean we have to listen. What a lot of people call not listening is us not taking their side on an issue. Invariably we get many views on a subject and, when that happens, someone will always be disappointed. We do listen but sometimes it is to others and not you. That's politics and not really a valid reason not to have a say.

## Scoop that poop!

Dog enforcement attracted many comments in this year's Residents' Satisfaction and Opinion Survey, with the two areas of concern for residents being uncontrolled dogs and dog poo littering our footpaths and verges.

If you are new to the area or new to being a dog owner in this district do familiarise yourself with the designated dog exercise areas where you can have your dog off its leash and the areas where dogs are prohibited. You can find these at [www.codc.govt.nz/facilities/dog\\_control](http://www.codc.govt.nz/facilities/dog_control) or pick up a copy of our general information pamphlet from any Council service centre.

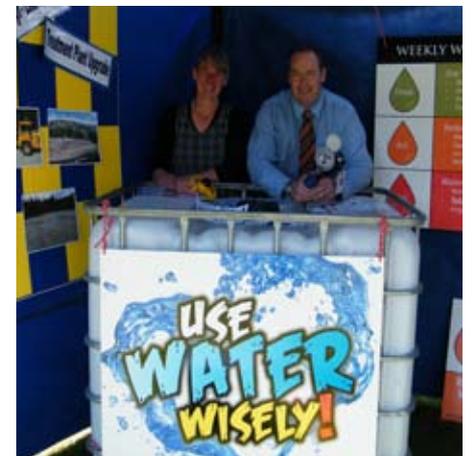
Please remember if you are out taking your dog for a walk, take a plastic bag or other suitable receptacle with you and if your dog fouls in a public place then clean it up.

And when you let your dog off in the morning or evening make sure it doesn't wander off your property and leave a deposit down the street or on your neighbour's property.

In the event that your dog is witnessed fouling in a public place or on land or premises other than your own property, and you don't remove and dispose of the faeces responsibly, you may be fined \$300 under Council's Dog Control Bylaw.

If you have a concern to report please call the main Council number (03) 440 0056 anytime (this is also the after hours service number).

## Coming to a town near you...



Water Services Office Janis Quiding and Water Services Manager Russell Bond will be joined by councillors at Thyme Festival.

The Central Otago District Council Water Services Team will be visiting your area over the next few months. If you want to know more about water meters, water use, water conservation or about the town water supply in your area, mark these dates in your calendar and come visit our stand at the Thyme Festival Sustainable Alley (Pioneer Park, 18 November), Omakau Show (9 February), Mt Benger Show (16 February) or the Maniototo show (20 February).

The invitation has gone out for your elected members to be there too, so bring your questions along and we'll see you there.

## Enviroschools Snippets

Our Central Otago Enviroschools are hives of activity.

Maniototo Area School's Envirogroup has been busy making herb gardens and has started a small enterprise by recycling "goos" paper (Good on one side) into notepads to sell in the community as a fundraiser for further plants and seeds for the gardens.

The Alexandra Primary School Envirogroup has made Alex Action Kids Badges to readily identify group members around school. A very successful Wearable Arts exhibition was held recently at the school too with some amazing creations made out of recycled materials presented by the children.

Cromwell Primary has been making fantastic fridge magnets with the slogan "Let Your Food Be Nude" following a focus on "zero waste" lunches and considering the environment when packing their lunches.

Central Otago's newest Enviroschool, St Gerards, has discovered some budding Peter Jacksons as pupils have been involved in the Outlook for Someday Sustainability Film Challenge. Watch out for an opportunity to view these during Thyme Festival this year.

## Dunstan Hospital Jubilee

Dunstan Hospital will next year celebrate 150 years serving the Central Otago community and planning is well underway to mark the occasion.

The organising committee is keen for people to mark the dates of 9-11 August 2013 in their calendars and help spread the word about the upcoming celebrations to ex-employees, supporters and friends of the hospital.

Central Otago Health Inc. Chairwoman Ainsley Webb, said the sesquicentenary programme would include a garden party and photos, formal dinner and church service.

Expressions of interest in the 150<sup>th</sup> celebrations can be emailed to [nolanevill@scorchotago.co.nz](mailto:nolanevill@scorchotago.co.nz) or mailed to Central Otago Health Inc, c/- Box 355, Alexandra 9320.

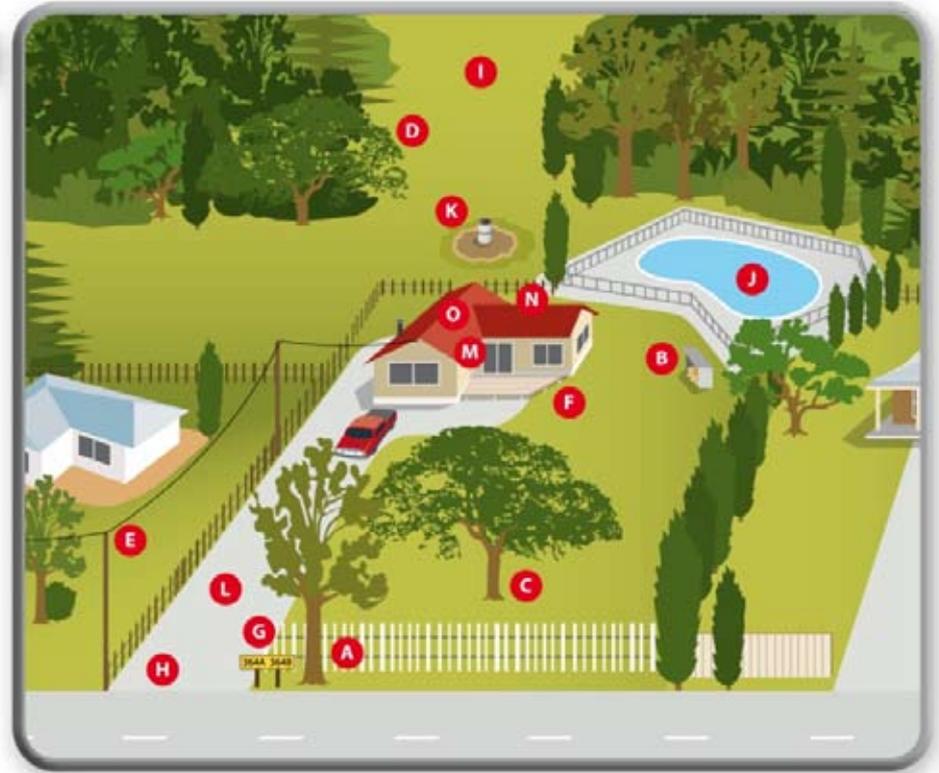
# Get FireSmart Central



Our hot dry summer climate means fire is a big risk for us in Central so it is a good time to think about what we can do to prevent and protect ourselves and our environment from fire.

The graphic and key below have been reproduced thanks to the National Rural Fire Authority and New Zealand Fire Service.

For up to date information on the Central Otago Fire Season status please refer to Council's Noticeboard in the *Central Otago News* or Council's website.



- A Prune tree branches to a height of 2 metres or more
- B Store fire wood 10 metres or more from the house (avoid downslope location)
- C Remove all trees, long grass, shrubs, logs, branches, twigs and needles within 10 metres of house
- D Thin trees (with 3-6 metres between crowns) for at least 30 metres from the house
- E Contact your power company if trees or branches are not clear of power lines
- F Clear vegetation within 10 metres of buildings by mowing or spraying to reduce fuel loading
- G RAPID sign for quick identification by emergency services
- H Driveway is wide enough to accommodate emergency vehicles
- I Try to provide an alternate emergency access route to your property
- J Pond or pool with emergency water supply
- K An approved FireSmart incinerator
- L Driveway clear of trees to a distance of at least 4 metres
- M All eaves enclosed and screen all vents
- N Undersides of balconies, decks clear of debris and leaf materials
- O Use only fire resistant roofing materials and fire resistant exterior cladding

# Make Time for Thyme Fest



Thyme Festival originated from a community desire to celebrate the Central Otago landscape when the wild thyme blooms. The festival has evolved into a packed week celebrating sustainability and the arts with the unifying theme of 'Cherishing Our Environment'. The theme is reflected in the workshops, demonstrations, walks, talks, performances and exhibitions.

Central Otago residents are encouraged to get along to Pioneer Park and various locations throughout Alexandra to check out

the Enviroschools' latest projects, sign up for a workshop, demonstration or performance, and enjoy the best of sustainable activity in Central Otago. Exciting events in this year's workshop programme include fly fishing, beer making from scratch, water wise tips, sustainable house tours and a Men's Shed 'fix-it' series. This year will also feature a 'Super Eco Hero' design competition.

Visit [www.thymefestival.co.nz](http://www.thymefestival.co.nz) for a full programme, call COREAP on (03) 448 6115 or pop in at Brandon Street, Alexandra.

# We welcome our new Kiwis

Thirty-eight Central Otago residents have been welcomed as new New Zealanders this year in two special citizenship ceremonies held at Council, one in March and the most recent on 14 September. The Spring ceremony was the biggest Council has hosted to date with 24 residents officially declared New Zealand citizens.

Central Otago Mayor Tony Lepper told those gathered at the ceremonies that "all New Zealanders have 'come from somewhere else'".

"We, or our predecessors, chose to come here. The only differences are when – how far back. That's one reason why we

welcome new citizens so readily – we share a common heritage."

Mayor Lepper borrowed the words of American civil rights leader Martin Luther King Jr saying, "we may have all come on different ships, but we're in the same boat now".

The new citizens were invited to share something about themselves and why they chose to make New Zealand home, which Mayoress Bernice Lepper read out at the ceremonies.

Their stories echoed common themes of being attracted by the "stunning beauty" of the region, the friendly and "close-knit" communities, the relaxed way of life "away

from the hustle and bustle", with activities to be enjoyed "on our doorstep".

**A big Central Otago welcome to:** Tyron, Georgina, Keith and Tyron Jnr Dacosta, Tracy, Matthew and Charlie De Woeps, Florence Gaud, Aletta, Jan, Michiel and Sandri Jonker, Neil, Myra and Jhiro Molina, Sie Wong Sharma, Daniel Crawford, Nadia, Dewald and Nia Du Plessis, Natasha Hitchman and Hamish Morton, Zoe Huggett and Jacinta Williamson (14 September ceremony); and Ester Bagnall, Elizabeth Crawford, Steven and Ronette Hutt, David, Susan, Emma and Matthew Beaumont, Delia Bellaby, James Benck, Amanda Clearwater, Rudolf Plucinsky, Guilia Porrelli and Joanna Whitmee (16 March ceremony).



March ceremony



September ceremony

## Spotlight on Visitor Centres

With Spring well and truly sprung and summer just around the corner Central has its welcome mat out ready to greet another influx of visitors. So it's timely to remind our community that if you have family and friends coming to the region, or come across a lost-looking tourist, point them in the direction of your nearest Visitor Information Centre to find out what's happening and where to go around our region.

The Central Otago Visitor Centres are our front door to this region's unique offerings and experiences, and are visited by more than 200,000 visitors per year. Central Otago Visitor Centres comprises of three i-SITES located in Alexandra, Cromwell and Ranfurly, and one local visitor centre in Roxburgh. The three i-SITES are open 7 days per week.

The friendly, knowledgeable staff draw on great local knowledge to help visitors find and book activities, attractions, accommodation and transport to make for an unforgettable experience.

### For locals as well as visitors

You don't have to be a tourist to have reason to pop in to one of the region's visitors centres either.

- If you are planning a holiday elsewhere in New Zealand the staff can offer expert advice and contacts via their extensive national network.
- The i-SITES are booking agents for a range of events and activities happening in the region.
- For visitors, and those wanting to play "tourist in your own town", the visitor centres run monthly special deals with local operators, only available to those who book through an i-SITE.
- Staff can help you spread the word about your event too – provided they know about it! So if your club, organisation or school has something coming up let your local information centre know so they can help promote it. Email [visitorcentre@codc.govt.nz](mailto:visitorcentre@codc.govt.nz), drop in a flyer or phone through details. And be sure to "like" Central Otago

Visitor Centres on Facebook to find out what's on.

- The centres have some exciting new merchandise in, especially suitable for Christmas gifts for those looking to send a little reminder of Central to someone overseas.

Cromwell Visitor Information Centre  
47 The Mall, Cromwell  
Ph: +64 3 445 0212

Ranfurly Visitor Information Centre  
3 Charlemont Street East, Ranfurly  
Ph: +64 3 444 1005

Alexandra Visitor information Centre  
21 Centennial Avenue, Alexandra  
Ph: +64 3 448 9515

Roxburgh Visitor Information Centre  
120 Scotland Street, Roxburgh  
Ph: +64 3 446 8920