



MILFORD
OPPORTUNITIES

MILFORD OPPORTUNITIES PROJECT

Communications and Engagement Report]


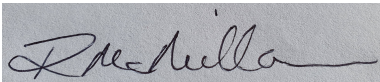
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PURPOSE

Communications and engagement are essential parts to any project and no more so when fundamental changes are being looked at and many stakeholders are affected. The purpose of the communications and engagement workstream in the Milford Opportunities Project was to ensure the story of Milford Opportunities was told by building a strong base of engaged stakeholders. The project wanted to inform and engage with all stakeholders and the public to ensure they were kept up-to-date with the ongoing work and their opinions were considered in all the work. The project used a variety of channels and tactics to communicate and engage with as many people as possible.

The process has been challenging for a number of reasons outside of the project's control, particularly the Fiordland flooding in February 2020 which was then followed closely by the COVID-19 lockdown. However, different methods were used to still reach out to stakeholders, such as zoom meetings instead of face-to-face. Other different approaches were tried, with varying levels of success.

A peer review was undertaken in the second half of 2020 to see whether there was anything we could take into the remaining engagement opportunities. Overall the communications and engagement strategy and implementation plans were considered to be robust and had reached a reasonable number of people through multiple channels.

Engagement requires effort from all parties and the project received great feedback from those who got involved in the surveys and reference groups, but it is expected that there will still be a number of people who feel they haven't had either an opportunity or an adequate opportunity to have their say or that they were not listened to. This is an issue with many projects.

1 PROJECT BACKGROUND

INTRODUCTION

- 1.1 Milford Sound Piopiotahi is one of New Zealand's most popular visitor attractions and iconic destinations in the world. The current model used to manage recreation along the Milford Road corridor and Milford Sound Piopiotahi has been under stress and will be again and requires new thinking to safeguard the World Heritage status, conservation values and the visitor experience.
- 1.2 The Milford Opportunities Project was established to look at how visitors are managed into the future at Milford Sound Piopiotahi and along the Milford Road corridor. The project will be delivered through a three-stage process. Stage one, a gap analysis, was completed in September 2018. Stage two will be delivered with the completion of the master plan and its background reports in mid-2021, and stage three will be implementation.

BACKGROUND

- 1.3 New Zealand experienced rapid growth in visitor arrivals in the past five years before 2020 and the outbreak of COVID-19, with the country's landscapes and natural environment a key driver of international tourism. Before COVID-19, international and domestic visitors to conservation lands were predicted to continue to grow from 5.1 million in 2016 to 7.1 million by 2025.
- 1.4 Due to that growth, facilities and services are under pressure with congestion at popular places, particularly during peak times. At these sites coordinated planning is required so that the visitor proposition continues to deliver an appropriate level of manaakitanga and benefits for communities, with environment impacts appropriately managed.
- 1.5 The long-term sustainability and kaitiakitanga of New Zealand's natural environment are paramount. The complexities associated with land and visitor management mean that locations under significant pressure from visitor use require a different approach to manage impacts from how these were addressed in the past.
- 1.6 A record 946,000 visitors went to Milford Sound Piopiotahi in 2018. While borders are closed at the moment because of COVID-19, numbers are expected to return and grow when they open. The high volume of visitor numbers has seen overcrowding at key sites and degradation of the visitor experience and significant visitor safety risks particularly using the Milford road corridor.
- 1.7 It is anticipated that potential solutions identified in the Milford Opportunities master plan will explore and recommend significant strategic, statutory, management, commercial and operational changes to Milford Sound Piopiotahi and the surrounding region.
- 1.8 The Milford Opportunities Project must be world class, ambitious and creative. It should not be constrained simply by what can be done now within the current rules, instead it must consider what needs to be done and what the most appropriate outcome will be. The project is about making a substantive change and creative outside the box thinking is needed before it is filtered by practical operational realities.
- 1.9 The outcome must be:
 - Consistent with the project's purpose and objectives.
 - Consider a time frame of at least 50 years.
 - Able to significantly enhance both conservation and tourism.

PROJECT PURPOSE

- 1.10 The purpose of this project is to develop a collaborative master plan for the Milford corridor and Milford Sound Piopiotahi sub-regional area to ensure:

that Milford Sound Piopiotahi maintains its status as a key New Zealand visitor icon and provides a world class visitor experience that is accessible, upholds the World Heritage status, national park and conservation values and adds value to Southland and New Zealand Inc.

PROJECT OBJECTIVES

- 1.11 The objectives for the MOP are:

- Protect and conserve the place now and into the future.
- Recognise iwi's place in the landscape, guardianship and values.
- Increase the effectiveness, efficiency and resilience of infrastructure.
- Fund conservation growth and community prosperity through the visitor experience.
- Reduce visitor exposure and risk to natural hazards.
- Increase the connection of people with nature and the landscape.
- Offer a world class visitor experience that is unique and authentically New Zealand.
- Identify sustainable access opportunities into Milford Sound Piopiotahi.
- Identify parts of the built environment that are surplus to requirements or could be shifted to improve visitor function and resilience.
- Identify opportunities to create additional economic benefit for the communities of Southland and Otago including Queenstown via the pulling power of Milford Sound Piopiotahi.
- Develop a master plan that
 - creates and encapsulates a unique experience.
 - is culturally, environmentally and physically appropriate and sustainable.
 - clearly articulates what is acceptable and what is not acceptable visitor management and development within the identified value framework.
 - considers the impacts of climate change at place.
 - supports the economic stability of Te Anau, Queenstown, Southland and NZ Inc.
 - portrays a clear future for investment.
 - informs the review processes for Fiordland National Park Plan and Southland Coastal Plan.
 - sets out the ideal governance and management structure to ensure successful delivery on the objectives.

- 1.12 To achieve these objectives, MOP will:

- Ensure Ngāi Tahu values and perspectives are central to the work of the project.
- Ensure World Heritage status is not compromised.

- Learn from past experiences.
- Explore how infrastructure can be funded by those who use it.
- Provide opportunities for visitors to engage with nature and landscape.
- Find innovative ways to manage visitors so that the environment continues to be protected, visitors have a great experience and people are kept safe.
- Seek to understand all aspects of visitation and use of Milford Sound Piopiotahi, the corridor and the arteries that stem from it.
- Engage with all interested parties frequently.
- Test what system of governance and management models will effectively and fairly ensure sustainability.
- Establish the visitor experience as a model where environmental and economic sustainability operates hand-in-hand.

1.13 The project’s vision is: ***Piopiotahi – New Zealand as it was, forever.***

1.14 This is underpinned by pillars that support the vision and the value proposition to sustain the quality of the place and visitor experience.

Mana whenua values woven through	Iwi’s place in the landscape and guardianship of mātauranga Māori me te taiao (Māori knowledge and the environment) are recognised. Authentic mana whenua stories inform and contribute to a unique visitor experience
A moving experience	Visitors experience the true essence, beauty and wonder of Milford Sound Piopiotahi and Southland Murihiku through curated story-telling, sympathetic infrastructure and wide choices suited to a multi-day experience
Tourism funds conservation and community	The visitor experience will become an engine for funding conservation growth and community prosperity
Effective visitor management	Visitors are offered a world class visitor experience that fits with the unique natural environment and rich cultural values of the region
Resilience to change and risk	Activities and infrastructure are adaptive and resilient to change and risk, for instance avalanche and flood risks, changing visitor trends, demographics and other external drivers
Conservation	Management of Fiordland National Park ensures ongoing protection of pristine conservation areas, while enabling restoration of natural ecological values in other areas
Harness innovation and technology	Leading technology and innovation is employed to ensure a world class visitor experience now and into the future

2 COMMUNICATIONS AND ENGAGEMENT FOR STAGES ONE AND TWO

STAGE ONE

- 2.1 Stage one of the project ran from the end of 2017 to September 2018 when it was put on hold to allow time to gain more funding through central government.
- 2.2 For the first six months of stage one, only minor official communications, i.e. media releases and requests and responses to official information requests, were completed, alongside one-on-one engagement by the consultants with key stakeholders as part of the gap analysis work.
- 2.3 During that time, a draft communications and engagement strategy (Appendix 1) and communications protocols (Appendix 2) were developed and these were approved at the governance group meeting on 5 September 2018.
- 2.4 Following the approval, an implementation plan for stage one got under way and public and key stakeholder engagement events were planned and held. These meetings were advertised in the local newspapers, local Facebook pages, through the regional tourism organisations and by posters. Invitations to key stakeholders and members of specific groups were made and in September 2018, meetings were held in Te Anau, Milford Sound Piopiotahi and Queenstown, with more than 100 people attending in total.
- 2.5 In Te Anau, a total of six meetings were held with recreationalists and recreation groups, the Te Anau Community Board and Manapouri Community Development Area sub-committee, commercial fishing businesses, business and tourism operators, members of the Fiordland Marine Guardians and the public. A register of names and emails was created to continue to build a database for those interested in the project. In Milford Sound Piopiotahi a meeting was held with Milford businesses and residents.
- 2.6 In Queenstown, two meetings were held, which received limited attendance and the majority of attendees were aviation businesspeople. Meetings with other key stakeholders, such as Milford Sound Tourism and Destination Queenstown, were planned but unfortunately availability meant they were cancelled.
- 2.7 Notes were taken at all meetings and the summary of those was tabled at the next governance group meeting and sent to all attendees.
- 2.8 A further set of meetings were planned for early in 2019, but these were cancelled because the project was on hold.
- 2.9 An update was sent out to all on the database about the project being on hold in October 2018 and then intermittent emails were sent out keeping the database up-to-date with the delay through to September 2019, when funding was agreed on, and the project restarted.
- 2.10 A media release was sent out in October 2019 to announce the funding and the restart of the project, and work began on updating the communications and engagement strategy for stage two (Appendix 3).
- 2.11 A set of public meetings in Te Anau, Milford Sound Piopiotahi and Queenstown was held in November/December 2019 to update attendees on what was happening with the project and to drill down further into some of the ideas received a year before to see if there were updates or more to add.

STAGE TWO

- 2.12 In December 2019 the consultants for stage two were appointed and in January 2020, governance group members, project working group members and the new consultants travelled to Te Anau

and Milford Sound Piopiotahi. During this time, meetings were set up with key stakeholders in Te Anau, and Milford businesses and residents. Stakeholders in Te Anau included Destination Fiordland board members and staff, Fiordland Community Board members and key business stakeholders.

- 2.13 Unfortunately, the following week, Fiordland was hit by torrential rain and the Milford Road was badly damaged and closed for several days before reopening for short periods of time and allowing only essential vehicles in convoy into Milford Sound Piopiotahi. Visitors were also trapped in Milford Sound Piopiotahi and had to be flown out. Then Te Anau and Southland were virtually cut off from the rest of New Zealand by the Maitai River flooding. It was decided to give the business and tourism operators in Fiordland some time to recover before engaging further on this project.
- 2.14 One of the fundamental pillars of the project is the weaving of mana whenua values throughout so a separate workstream was set up to look after this. The workstream had several hui and associated workshops with iwi and rūnanga and an iwi engagement implementation plan (Appendix 4) was finalised in July and reviewed by the mana whenua advisory group. The IEIP detailed the principles of engagement, the mandates within Ngāi Tahu with regards to MOP and decision-making of mana whenua.
- 2.15 Fortnightly hui ensured an active partnership, and the addition of topic-specific presentations from the MOP master plan development team leads to mana whenua. This communication stimulated discussions and mutual understanding, ensuring a platform for Ngāi Tahu values and aspirations to be heard.
- 2.16 The project's website was designed and launched in February 2020 and Facebook and Instagram pages were created.
- 2.17 Contact was made with key national stakeholders and governance group chair Dr Keith Turner spoke to several of these informing them about the project and what was progressing. Work to establish six local reference groups in the Southland/Queenstown/Fiordland region began and terms of reference were created (Appendix 5).
- 2.18 Then just as further engagement with the operators was going to restart, the world pandemic hit. Within a couple of weeks, New Zealand was in level four and no face-to-face engagement could be undertaken. One-on-one phone conversations were held with key stakeholders, and the reference groups started on zoom.
- 2.19 The workstream leads had ongoing conversations with different organisations and stakeholders, both locally and nationally, and work was carried out on adapting engagement to being fully online if face-to-face discussions could not happen. An updated communications and engagement implementation plan was created to adjust timings and tactics following on from lockdown (Appendix 6).
- 2.20 A survey of the tourism operators in Fiordland and Queenstown was created, and the RTOs – Destination Fiordland, Destination Queenstown and Great South – were asked for their support in sending it out to their members. The three RTOs asked for the survey to be put on hold for a short time as many of their members were under stress and surveyed out.
- 2.21 The survey went out in June through the RTOs' newsletters, and it was decided to use the survey as a nationwide public engagement as well, as the survey was about themes from previous engagement on the project. A nationwide advertising campaign on radio and in newspapers, as well as online through the website and social media, was held.
- 2.22 The reference groups continued to meet on zoom after lockdown was lifted, but public drop-in sessions were held in Te Anau and Queenstown at the same time as the survey was being advertised. Members of the project team and the consultants met with key stakeholders before and after these drop-in sessions, and a meeting with the aviation businesses was hosted by Dr Turner after the governance group meeting in Queenstown at that time.

- 2.23 Further contact with the key national stakeholders was made by both the project team and the consultants, and conversations were ongoing.
- 2.24 Some key stakeholders, both locally and nationally, chose not to take part in these conversations for various reasons, with some choosing to engage later on in the process as they wanted to see what was being proposed so they could comment on that.
- 2.25 A further round of engagement was planned for September and then moved to October to avoid any clash with the national government election. However, the government then moved the election to October because of a COVID-19 outbreak in Auckland. It was decided to keep going with the October engagement as timeframes were too tight to move it to November.
- 2.26 This round of nationwide online engagement highlighted high level options around Te Anau, the Milford Road, and Milford Sound Piopiotahi. Another large advertising campaign on radio and in newspapers, and the Kia Ora magazine, and online was held.
- 2.27 The reference groups also met during the month-long engagement, and public meetings were held in Te Anau, Milford Sound Piopiotahi and Queenstown, as well as individual meetings with the aviation operators and Milford Sound Tourism and key stakeholders. Contact was made with national stakeholders to encourage them to take part in the engagement. An online newsletter was also sent out to those on the database.
- 2.28 Throughout the 2020 year posts were regularly put up on Facebook and on Instagram and updates were made to the website.
- 2.29 The workstream leads spoke to many different stakeholders for the work they were doing, and ministers were kept up-to-date by MBIE and conservation staff.

3 SUMMARY OF ENGAGEMENT RESULTS AND CONSIDERATION OF FEEDBACK

STAGE ONE RESULTS

- 3.1 A summary of the engagement events held in September 2018 was written (Appendix 7) and was sent out to attendees, and also placed on the website when the website went live.
- 3.2 Common themes emerged very quickly, with everyone acknowledging there were issues and we needed to deal with them. It was highlighted that this is not the first time Milford has been looked at and it was essential that this project delivered on the issues.
- 3.3 Many suggested charging for some part of the experience, whether it be a toll road or access into the sound for visitors. Better information online is essential particularly around travel times, facilities, parking etc. Tourists are woefully unprepared for both the road and the situation in Milford itself.
- 3.4 Many highlighted the need to ensure New Zealanders had access as Milford was their place as well as the visitors. It is important Kiwis are not squeezed out.
- 3.5 A summary of the update meetings in November/December 2019 (Appendix 8) was sent out to attendees and placed on the website.
- 3.6 One of the key messages from these meetings was the need to get moving on the project. People were frustrated that nothing was happening.
- 3.7 Other key messages were:
 - One unified body in charge of the purse strings, disestablish Milford Sound Tourism, compensate existing investors as required, replace with a governing body independent of commercial interest, limit concessions and make them contestable at defined intervals, establish visitors and locals user groups providing input to decision making, not just a commercial and regulatory stakeholder group; less red tape, royalties returned to area. Remove DOC management, have a master plan and look at what is done overseas!
 - Start again with a clean slate for parking, bus turnaround, and overall modernisation of tired facilities; transform the Milford Sound Piopiotahi foreshore at Freshwater Basin to return it to a peaceful, natural place to visit - that is what visitors are coming to experience. Consider moving visitor terminal to Deepwater Basin so that Freshwater Basin is reserved for natural values only; demolish existing terminal, make replacement subject to a national design competition to attract NZ best architects, and direct brief to make the building an experience of the natural features of the location, restore Freshwater Basin to a place for people and nature, while allowing fishing, kayaking, cruise boat and private boat launching operations to operate from a redesigned Deepwater Basin. Make foreshore arrival wow moment.
 - Relocate means of travel from Te Anau (cars, buses) away from the Milford Sound Piopiotahi foreshore – maybe new arrival hub between the Tutoko River bridge and Milford Sound Lodge; provide high frequency public bus operations along SH94 between desired access points (park and ride system); allow private vehicles for locals, levy punitive penalty rates for international tourists who insist on bringing a car in to the National Park; park and ride for all people – or exclude NZ drivers or permits for Milford operations, staff etc; move to professional drivers only; explore electrification of buses and boats with incentives for conversion; consider traffic capacity caps based on tunnel loads, have an intermediate mass transport system between the valley arrival hub, disincentive bus travel from Queenstown in one day

- More activities for tourists than just cruising or kayaking – Milford History Museum, abseiling, more nature walks, reopen Bowen Falls walkway and build a shelter at the top, waterfront restaurant/gastro pub with local cuisine.

STAGE TWO RESULTS

- 3.8 A summary of the July survey results (Appendix 9) was provided to the governance group. The survey explored attitudes and preferences towards a range of possible development options for improving the visitor experiences, operations and outcomes associated with Milford Sound Piopiotahi and the Milford Road Corridor.
- 3.9 About 1400 opened the survey, and 978 were usable responses. Of those, 93% had visited Milford Sound Piopiotahi and only 5% had been involved in the project before the survey. North Islanders made up 41% of the respondents, and 18% were from Fiordland and Southland. The respondents' interests were wide-ranging, with recreation, tourism, conservation and public perspectives raised.
- 3.10 No single one theme was dominant among the 27 themes identified, but the two issues with more than 20% respondent comment related to limiting visitor numbers and activities, and developing new activity options to cater for a wider range of visitor needs and interests.
- 3.11 The themes with a summary of the response are as follows:
- Cruise ships - more management of cruise ship access and impacts was clearly a strong key theme. Calls for bans were not prominent.
 - Gateway to Milford Sound Piopiotahi - some form of greater site/area definition and recognition was a notable theme emerging here, although not dominantly. Almost half the respondents were uncertain if anything was needed. Low key, natural, or 'setting-appropriate' options were preferred (if any). Many felt nature did the job by default (especially around Homer Tunnel). Specific proposals would be required to garner true preferences.
 - Visitor information centre - enhancement of visitor/information service was a strong theme. Specific proposals would be required to garner true preferences. Some respondents noted that for a visitor centre to work more discretionary time would be required in Milford Village.
 - Parking - removing vehicle presence in the foreshore area was a key theme, along with reduced vehicle numbers in general and traffic volume management – especially by shuttle services/park 'n ride options. Exemptions for some activity uses/needs were noted, but not prominently.
- Park and ride - strong support of the park and ride option was a key theme, associated with a strong desire to reduce traffic volumes. Most support was, however, subject to flexibility of access being allowed for various (non-mass) recreational activity needs.
- Transport options on Milford Road - hop on/off services options along the Milford Road corridor were supported. Most support was subject to allowing some form of access flexibility for those undertaking recreational activity (as opposed to general mass tourism activities). This support and related reasonings were often overlapping with that for the park and ride option.
 - Milford Road activities and sites - improvement in activity opportunities (and related facilities) along the Milford Corridor was a key theme; this included allowance for new opportunities. Most support was qualified by a preference that any developments/ improvements be low key, minimal impact and appropriate to the natural setting.
 - Milford Road accommodation - improvement in accommodation (mostly camping) opportunities and options was a key theme, development was supported subject to having low impacts, and maintaining natural standards, settings and experience sensitivities. Freedom camping was not favoured.

- Airport – creating an improved status quo was a key theme. This was subject to appropriate management (minimisation) of key perceived impacts (especially noise) being incorporated into any developments / improvements. Few respondents called for the removal of landings (with some respondents noting safety requirements). Some noted the differences between helicopter and fixed wing capabilities, services, requirements, and impacts (i.e. fixed wing needed more space than rotary).
 - Milford Sound Piopiotahi activities - having options for more things to do was a key theme, with a stronger focus on natural/low impact experiences. Some built facilities were considered acceptable subject to having low impact and being setting sensitive. Some considered changed mass trip patterns would be required to optimise additional Visitor Activity/Facility use outcomes.
 - Milford Sound Piopiotahi accommodation - improved accommodation options were supported, although not so much for higher end accommodation. More focus was placed on the general visitor and staff accommodation. A frequent qualification was that any options be low impact and be setting sensitive.
 - Charges to look after Milford Sound Piopiotahi - some focus upon user-pays options was a key theme here, particularly with respect to international visitors (and associated providers), although with acknowledgment that any systems had to be mixed model.
- 3.12 The engagement survey in October 2020 allowed respondents to make comment on 29 key ideas for the master plan. These ideas covered the journey from Te Anau, along the Milford corridor and into Milford Sound Piopiotahi. Respondents could make comments in open-ended text boxes on each of the ideas or just one, so a total number of those responding cannot be given, but there was a large variety from both the public and stakeholders.
- 3.13 A summary was produced (Appendix 10) which highlighted the top 10 (most positive comments) and bottom 10 (most negative comments) ideas out of the 29 key ideas.
- 3.14 The top 10 ideas had more than 85% positive comments and included creating new walking/cycling tracks connecting into Te Anau, developing better facilities and infrastructure in Milford Sound Piopiotahi, tourism funding conservation, developing new walking tracks and observations points in Milford Sound Piopiotahi, upgrading short stop options along the Milford Corridor, developing new family-friendly experiences in the Te Anau basin, creating a strong national park entry, redesigning the Te Anau waterfront and town centre, developing the Knobs Flat experience hub and investigating options in the upper and lower Hollyford Valley.
- 3.15 The least positively received ideas were removing the fixed wing plane runway from Milford Sound Piopiotahi (this had the largest and most negative response by far), enhancing the Cascade Creek camp side, both the two mixed access options (with many saying flexibility for recreational users and access for Kiwis were necessary), developing new Milford Sound Piopiotahi visitor accommodation, rebranding to recreate the Piopiotahi story, redeveloping the tourist boat terminal, restricting cruise liners in the inner sound, incorporating the commercial port into the visitor experience, and creating a super track head within the Divide area.

CONSIDERATION OF FEEDBACK

- 3.16 The information and perceptions gained from the engagement process were utilised throughout the Milford Opportunities Project.
- 3.17 Reference groups were attended by members of the consultant team so discussions most relevant to each project workstream were being held directly with the relevant team member/s. Notes were also taken and circulated amongst the wider consultant group. This information was used in internal workshop and meeting discussions.
- 3.18 Data from wider engagement feedback exercises was also analysed and then circulated to the consultant team. This data was also used in internal consultant workshops and provided to the client.

- 3.19 Community meetings were attended by members of the project's governance and working groups together with relevant consultants.
- 3.20 Individual feedback forms completed by both organisations and individuals were circulated and reviewed by the consultant's relevant members. These forms provided insight into the perceptions on individual development ideas that were being considered. Where appropriate potential development ideas were optimised, added or removed based on the data provided and follow up discussions.
- 3.21 The governance group was given summaries of the engagement via reports to their meetings for their review.

4 PEER REVIEW

- 4.1 At its July meeting the governance group decided to get a peer review of the project's communications and engagement. It was decided to use AR & Associates and Popamono to carry this out and the review was tabled at the governance group's November meeting.
- 4.2 The review (Appendix 11) found the project had applied a robust approach to communications and engagement. The project had achieved a broad reach, which facilitated the flow of meaningful inputs into the planning process. Despite the impacts of COVID, face to face engagement has been positive and it has provided many different opportunities to connect with the project and contribute to the planning.
- 4.3 The reviewers said the communications and engagement strategy (for stage two) delivered against its aspirations to tell the story of Milford Opportunities, engage a broad base, keep everyone up to date and to do this through multiple tactics across varied channels.
- 4.4 They said opportunities to communicate in a more visual and dynamic way were available going forward with the use of infographics, short videos and more strategic social media use.
- 4.5 They also recommended that as the project moves into its final stages and a master plan is finalised, it will be important to keep communicating to ensure momentum is maintained.

5 REFERENCES

Flynn, G and Smith, B (2020). *Milford Opportunities Project Communications Peer Review*. Report Prepared by AR & Associates and Popamono for Milford Opportunities.

Communications & Engagement Strategy for Milford Opportunities

Background

The Milford Opportunities Governance Group is working hard to ensure that Milford will:

- ✓ continue to be an icon of the New Zealand tourism experience for many years to come
- ✓ be a draw card that can be developed to provide greater benefits to the wider southern region

The governance group includes representatives from the local tourism industry, Ngai Tahu, Southland District Council, Queenstown Lakes District Council, the Ministry of Business Innovation and Employment, the New Zealand Transport Agency and the Department of Conservation. The group is chaired by Dr Keith Turner.

This group has appointed as project managers, a partnership between Opus and Xyst, which is at present researching what is currently known about Milford, the corridor, and tourism in the wider Southland and Otago areas. All information gathered will feed into a conceptual master-plan, which will create a framework for the future.

The group has come up with a draft vision of: *Piopiotaibi – New Zealand as it was, forever*

Themes include:

- ✓ Better journeys
- ✓ Conservation growth
- ✓ Awe inspiring
- ✓ The experience
- ✓ Value
- ✓ Continuously improve
- ✓ Refresh
- ✓ Innovation
- ✓ Reveal
- ✓ Manage
- ✓ Integrated
- ✓ Resilient

Milford Opportunities arose from the need to spread the load from must do visitor hotspots to broad regional tourism. The increasing visitor numbers are seen as a chance to create more opportunities for Te Anau, Southland and New Zealand Inc.

The issues facing Milford include the rapid growth of visitor numbers to Milford Sound since 2013, especially during the peak summer periods. Recent estimates show that Milford Sound has more than 800,000 visitors a year.

Another issue is that visitors often underestimate the driving conditions and time to reach Milford Sound. From Te Anau the route along State Highway 94 was built as a rural highway, and has narrow shoulders and limited areas for passing. The Homer Tunnel is a major constraint because of single lane operation and length of the tunnel. The Milford side of the tunnel has steep grading and sharp corners which slow down driving speeds. Those things, along with the people taking time to admire the spectacular scenery, contribute to slower and longer drive times.

The route between Te Anau and Milford Sound has a number of scenic opportunities for visitors to stop. Congestion is a significant issue at several of these sites, notably the Divide and the Chasm, but also at Lake Marion, Key Summit and Gertrude Saddle.

Aim of this engagement

- To keep the governance group up to date with everything that is happening
- To inform and engage with stakeholders to ensure firstly as much information and data is gathered as possible, and secondly they are kept up to date with the ongoing work
- To inform and engage with the general public so they understand the project and know what is happening
- To build a base of understanding of the need to manage Milford and surrounds

Stages and Audiences

<i>Stages</i>	<i>Audiences</i>
Stage 1: Set up Milford Opportunities Governance Group, appoint project managers, set out the draft vision for the project – COMPLETED	Key organisations which need to have representation on the group Possible contractors Governance group The public
Stage 2: Gather information on Milford Sound, the corridor and the region - COMPLETED	Governance group Government The public Key community stakeholders (beyond governance group representatives). Currently these stakeholders include, however are not limited to; police, fire, fishing community representatives, hapu organisations, Te Anau and Milford community group, Milford Lodge, Ministry of Transport - Milford Airport, Fiordland Conservation Trust, Hollyford Conservation Trust, recreation user groups
Stage 3: Build engagement paths and expand knowledge of the project	Governance group Iwi Agencies involved in Milford and Fiordland Businesses involved in Fiordland Fiordland community Southland and Queenstown community National International
Stage 4: Identify and fill any gaps in information and ceate a conceptual masterplan	Governance group Iwi Agencies involved in Milford and Fiordland Businesses involved in Fiordland Fiordland community Southland and Queenstown community National International
Stage 5: Implementation of the conceptual masterplan	Governance group Iwi Agencies involved in Milford and Fiordland Businesses involved in Fiordland Fiordland community Southland and Queenstown community National International

Timing of stages

- Stage 1: Completed
- Stage 2: To be complete by end of June 2018
- Stage 3: To run throughout the whole project
- Stage 4: Starts in May 2018, to be complete by December 2019
- Stage 5: To be decided

Key Messages

- ✓ Piopiotahi and Fiordland are our treasure – we must work together to make the most of the opportunities these places offer while ensuring we protect what makes them unique.
- ✓ The Milford journey should be an experience that is more than Milford Sound itself – a journey of wow factors along the corridor and one where visitors can take the time to explore the south.
- ✓ The Milford experience is an opportunity to improve conservation through increased funding, while delivering innovative ways of managing the environment.
- ✓ If we do this right, Milford tourism can generate even greater benefits to Southland and neighbouring regions.

Tactics

Stage 1: COMPLETE

Stage 2:

- ✓ Informing stakeholders and engaging with them to gather information using channels such as email, phone calls
- ✓ Informing the general public and engaging with them to gather information using channels such as media, open days, surveys
- ✓ Keeping the governance group and its agencies up with what is happening using channels including emails and meetings
- ✓ Creating a brand for Milford Opportunities – designing a logo and creating a website and facebook page, having media protocols

Stage 3

- ✓ Breaking the audiences into different groups and identifying what levels of engagement will be used
- ✓ Informing stakeholders and engaging with them to gather information using channels such as email, phone calls, e-newsletters, surveys, media
- ✓ Informing the general public and engaging with them to gather information using channels such as media, open days, surveys, website
- ✓ Keeping the governance group and its agencies up with what is happening through meetings, emails and e-newsletters
- ✓ Developing a collaboration plan with iwi
- ✓ Planning for communication and marketing around the conceptual masterplan

Stage 4:

- ✓ Using identified engagement methods, keep different audience groups informed and engaged
- ✓ Collaborating with iwi
- ✓ Keeping stakeholders up to date and interested in process through channels like emails and e-newsletters
- ✓ Involving both stakeholders and the public, along with governance group members, in focus groups to look at drafts and challenge thinking
- ✓ Keeping the public up to date and interested in process through channels like the media
- ✓ Keeping the governance group and its agencies up with what is happening through meetings and emails
- ✓ Buy-in for project with open days and displays for the public, media coverage

Stage 5:

- ✓ Implementation of the conceptual masterplan

Action Plan

Stage 1 – creation of governance group and appointing project manager **COMPLETE**

Stage 2 – gathering information **NEARLY COMPLETE**

Stage 3 –building engagement paths and knowledge

Audience	Level of engagement	Why	Tactics	Key tasks	Who	When	Budget
Governance group	<i>Empower</i>	Because the group is the leader of the project	Monthly update report Regular meetings E-newsletter	Email listing what has happened in past month Create reports, develop agenda, book meeting date and time, invite attendees Design e-newsletter, build database – telling stakeholders what is happening	Project manager Project manager Project manager/ comms	Monthly 3 monthly Create now and then monthly As soon as possible	Within contract contract Within contract Funding Funding needed
Iwi	<i>Collaborate</i>	Iwi are a partner in this process	Plan a programme of engagement with Iwi representatives (possibly a series of hui) and follow up discussions/ meetings	TBA	TBA	As soon as possible	TBA
Agencies involved in Milford	<i>Involve</i>	This group of stakeholders have a specific interest in the area, and have knowledge that will inform the overall direction of the masterplan.	Set up communication channels Website Social media Focus groups in Milford, Te Anau, Queenstown, nationally E-newsletter	Input into their meetings (understanding when they meet and how we can feed into their meetings with our key outputs) Build a website explaining project and vision – update regularly Build a Facebook and Instagram page – weekly updates needed to build followers Advertise for interested people, set up groups, organise first meetings to discuss vision and themes Design e-newsletter, build database – keeping stakeholders up to date with what is happening	Project manager/ comms Comms and website developer Comms Comms Project manager/ comms	Now Now Now Now Now Now and then monthly	Within contract contract Funding Funding needed Part of comms Advertising costs, part of comms role Funding needed
Destination Fiordland, Queensown, Fiordland Marine Guardians, Emergency services, Fiordland Conservation Trust, Queenstown Milford User Group)							
Businesses in Milford and surrounds (Real Journeys, Skyline, Cruise Milford, Fiordland Lobster Company, Fiordland Fishermen's Association, Fishing	<i>Consult or Involve</i>	It is important to understand what the current issues are for these groups, and reflect these issues through decision making. These groups may also be	Set up communication channels Website Social media Focus groups in Milford, Te Anau, Queenstown, nationally	Input into their meetings (understanding when they meet and how we can feed into their meetings with our key outputs) Build a website explaining project and vision – update regularly Build a Facebook and Instagram page – weekly updates needed to build followers Advertise for interested people, set up groups, organise first meetings to discuss vision and themes	Project manager/ comms Comms and website developer Comms Comms	Now Now Now Now Now	Within contract contract Funding Funding needed Part of comms Advertising costs, part of comms role

community, Milford Lodge, Ullimate Hikes – more to come)		able to contribute to some of the solutions sought through the masterplan.	E-newsletter Update page in Advocate	Design e-newsletter, build database – keeping stakeholders up to date with what is happening Write stories for page with pics and diagrams, Advocate can design	Project manager/ comms Comms/ designer	Now and then monthly Timetable in once have something to tell	Funding needed Advertising costs needed – approx. \$900 (inc GST) a page
Community in Fiordland	<i>Consult or Involve</i>	Milford is part of their community and has a direct impact on them Focus groups in Milford, Te Anau, Queenstown, nationally E-newsletter Update page in Advocate Letter drops - to build knowledge and gather names for database Create a permanent display in Te Anau – SIDC office window?	Website Social media Focus groups in Milford, Te Anau, Queenstown, nationally E-newsletter Update page in Advocate Letter drops - to build knowledge and gather names for database Create a permanent display in Te Anau – SIDC office window?	Build a website explaining project and vision – update regularly Build a Facebook and Instagram page – weekly updates needed to build followers Advertise for interested people, set up groups, organise first meetings to discuss vision and themes Design e-newsletter, build database – keeping stakeholders up to date with what is happening Write stories for page with pics and diagrams, Advocate can design Design postcard giving a brief explanation of project and asking people to sign up for database so information can be sent out, get it delivered Write and design display, set it up in venue	Comms and website developer Comms Comms Project manager/ comms Comms/ designer Comms/ designer Comms Comms/ designer Comms/ designer Comms Comms/ designer	Now Now Now Now Now and then monthly Timetable in Now Now Now	Funding needed Funding needed Part of comms Advertising costs, part of comms role Funding needed Advertising costs needed Design and delivery costs
Wider Southland and Queenstown community	<i>Inform and Involve</i>	The general public, particularly the local people need to be kept informed, especially on how the plan may impact on them in the future. Focus groups in Milford, Te Anau, Queenstown, nationally E-newsletter Update page in Advocate Letter drops	Media plan Website Social media Focus groups in Milford, Te Anau, Queenstown, nationally E-newsletter Update page in Advocate Letter drops	Keep media informed on project and on board for media releases Build a website explaining project and vision – update regularly Build a Facebook and Instagram page – weekly updates needed to build followers Advertise for interested people, set up groups, organise first meetings to discuss vision and themes Design e-newsletter, build database – keeping stakeholders up to date with what is happening Write stories for page with pics and diagrams, Advocate can design Design postcard giving a brief explanation of project and asking people to sign up for database so information can be sent out, get it delivered Keep media informed on project and on board for media releases	Comms Comms and website developer Comms Comms Project manager/ comms Comms/ designer Comms/ designer Comms Comms Comms and website developer Comms	Now Now Now Now Now Now and then monthly Timetable in Now Now Now Now Now	No cost Funding needed Part of comms Advertising costs, part of comms role Funding needed Advertising costs needed Design and delivery costs No cost Funding needed Part of comms
National	<i>Inform</i>	To keep Kiwis informed and aware of the project	Media plan Website Social media	Build a website explaining project and vision – update regularly Build a Facebook and Instagram page – weekly updates needed to build followers Build a website explaining project and vision – update regularly	Comms Comms and website developer Comms	Now Now Now Now Now Now Now	No cost Funding needed Part of comms
International	<i>Inform</i>	To keep people interested in Milford and NZ	Website Social media	Build a website explaining project and vision – update regularly Build a Facebook and Instagram page – weekly updates needed to build followers	Comms and website developer Comms	Now Now Now	Funding needed Part of comms

	informed and aware of the project				
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Stage 4 – identifying and filling information gaps and developing a masterplan
 (NB: The tactics from stage three would continue as well as developing new tactics for this stage)

You will note that the next two stages are not complete as per the strategy report – they will be worked on after Friday's meeting. However, these are some of the ideas being thought about:

- world cafe in Te Anau and Milford and Queenstown
- meeting with agency leaders and business owners
- media briefings
- video of Milford and concepts
- animation
- creating a mobile display and going to community events throughout Southland and Otago, and even further
- Chair to have a blog
- Posters
- photo competitions
- presentations at relevant conferences
- presentations to business groups, service groups and schools

Audience	Level of engagement	Why	Tactics	Key tasks	Who	When	Budget
Governance group	<i>Empower</i>	Because the group is the leader of the project					
Iwi	<i>Collaborate</i>	Iwi are a partner in this process	TBA	TBA	TBA	As soon as possible	TBA
Agencies involved in Milford	<i>Involve</i>	This group of stakeholders have a specific interest in the area, and have knowledge that will inform the overall direction of the masterplan.					
Businesses in Milford and surrounds	<i>Consult or Involve</i>	It is important to understand what the current issues are for these groups, and reflect these issues through decision making. These groups may also be able to contribute to some of the solutions sought through the masterplan.					

Community in Fiordland	<i>Consult or Involve</i>	Milford is part of their community and has a direct impact on them						
Wider Southland and Queenstown community	<i>Inform and Involve</i>	The general public, particularly the local people need to be kept informed, especially on how the plan may impact on them in the future.						
National	<i>Inform</i>	To keep Kiwis informed and aware of the project						
International	<i>Inform</i>	To keep people interested in Milford and NZ informed and aware of the project						

Stage 5 – implementation of the conceptual masterplan

(NB: The tactics from stage three would continue as well as developing new tactics for this stage)

Audience	Level of engagement	Why	Tactics	Key tasks	Who	When	Budget
Governance group	<i>Empower</i>	Because the group is the leader of the project					
Iwi	<i>Collaborate</i>	Iwi are a partner in this process					
Agencies involved in Milford	<i>Involve</i>	This group of stakeholders have a specific interest in the area, and have knowledge that will inform the overall direction of the masterplan.					
Businesses in Milford and surrounds	<i>Consult or Involve</i>	It is important to understand what the current issues are for these groups, and reflect these issues through decision making. These					

		groups may also be able to contribute to some of the solutions sought through the masterplan.				
Community in Fiordland	<i>Consult or Involve</i>	Milford is part of their community and has a direct impact on them				
Wider Southland and Queenstown community	<i>Inform and Involve</i>	The general public, particularly the local people need to be kept informed, especially on how the plan may impact on them in the future. To keep Kiwis informed and aware of the project				
National	<i>Inform</i>					

Evaluation

To be discussed

Milford Opportunities communications protocols for all agencies

Agencies include Ngāi Tahu, Department of Conservation, Ministry of Business, Innovation and Employment, New Zealand Transport Agency, Southland District Council, Queenstown Lakes District Council, business interests.

Purpose

This communications protocol covers all communications relating to the Milford Opportunities Project and aims to ensure:

1. All communications to media and external stakeholders regarding Milford Opportunities are well coordinated on behalf of the Governance Group.
2. Relevant stakeholders are kept appropriately informed about media and other communications activity that may touch on the work.
3. Any Official Information Act/Local Government Official Information and Meetings Act request is dealt with consistently and parties are kept informed.

This will ensure information going to internal and external stakeholders is transparent, consistent and aligned. A no surprises communications approach will also help to manage any risks and opportunities with relevant Ministers' offices (in particular Ministers for Regional Economic Development, Tourism, Conservation and Transport. It is also important that this extends to Milford Opportunities itself and the integrity of the governance group.

The protocol

All general Milford Opportunities inquiries to any governance group member or agency should be referred to Louise Pagan on louise.pagan@milfordopportunities.nz or by phone 0274 252124.

Inquiries about the implications of Milford Opportunities on a governance group members' organisation (including Mayors) should be dealt with by that organisation. The response should give consideration to the current key messages* and a timely heads-up provided to the rest of the governance group and project team.

Press releases/statements will be prepared by Louise Pagan and signed off by the Chair. Other key agencies will be provided a draft for checking factual content and/or sensitivities only.

- * The protocol assumes agreed key messages will be used as basis for all communications. It will be used by the appropriate communications personnel and spokespeople who are engaging with external stakeholders and media.
- * Any reference to Milford Opportunities in any agency press statement, letter or strategy will be at a high level, for example:
[The agency] is involved in Milford Opportunities, which is looking at the future of Milford Sound Piopiotahi and its surrounding regions.
- * Anything more than a high level statements needs referral to the project working group before releasing.

How the organisations will work together:

- Louise Pagan will coordinate publicity and media activity relating to Milford Opportunities. This will reflect any other agency protocols and scheduling associated with their release, and generally working together to ensure management of public communications is effective and does not create disruption to relationships
- The political and cultural drivers of key stakeholders will be considered.
- Normal process for any media response or any proactive communications will:
 - circulate the draft communication to the appropriate key contacts for feedback (see key contact section)
 - clearly indicate the deadline for feedback; and
 - follow up the email with a phone call (if no confirmation email has been received).
- The responses may be shared with the Ministers' offices as an FYI by the appropriate agency.

Key messages

- Louise Pagan will lead a communications strategy with key agencies' input. It will contain, but not be limited to, agreed key messages and terminology, and tactics.
- Tailored key messages and questions and answers will form the basis for all communications, including media queries and speeches.

Making announcements

- For the majority of the announcements, it is intended that Louise Pagan and the Governance Group Chair will lead any communications opportunities.
- However, with substantial announcements (particularly involving further funding), Ministers may be given the option to lead any communications opportunities.
- It is appropriate that the Governance Group Chair or a district mayor act as spokesperson for announcements.

Making presentations

- A base set of powerpoint slides will be available.
- Any presentation about Milford Opportunities will be approved by the Governance Group Chair, and in most cases be carried out by him. The chair can nominate someone to make the presentation.

Public meetings/workshops

- Governance group members are encouraged to attend any public meetings or workshops.
- The meetings are to hear from key stakeholders and the public and so the team are there to listen and talk about the ideas and thoughts raised by the attendees.

Social media

- Posts will be made to Facebook and Instagram on at least a weekly basis. These will be done by Louise Pagan. Shares from other agencies, eg from the Milford Road Alliance, will be part of those posts.
- Everyday posts about Milford or general posts about the project, such as we are holding a meeting in Te Anau to talk to you about ..., can be released by Louise Pagan. Approval from the chair will be sought on more controversial or difficult posts.
- Agencies can share from Milford Opportunities' Facebook and Instagram sites.

Basic style rules

- All official material, such as letters or press statements, will go out on the official letterhead with the logo.
- The font will be Calibri 11 point.

Milford Opportunities

Communications and Engagement Strategy

Author: Louise Pagan

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Background

Milford Sound *Piopiota*hi is one of New Zealand's most popular visitor attractions and iconic destinations in the world. A record 946,000 visitors went to Milford Sound *Piopiota*hi in 2018, with tourism growth forecast to continue, reaching 1.2 million by 2023 and 2 million by 2035. It is located in part of New Zealand's largest national park (Fiordland) and holds UNESCO World Heritage status.

As visitor numbers continue to grow so too has pressure on the world heritage values, national park and conservation values and the limited infrastructure of this remote and iconic place and the State Highway leading to it.

The high volume of visitor numbers has seen overcrowding at key sites and degradation of the visitor experience and significant visitor safety risks particularly using the Milford road corridor. Results from surveys in the past two years (both domestic and international visitors) indicate dissatisfaction with congestion at peak times, road safety and limited infrastructure, including a lack of car parking.

The current model used to manage recreation along the Milford Road corridor and Milford Sound *Piopiota*hi is under stress and requires new thinking.

It is anticipated the masterplan will identify significant strategic, statutory, management, commercial and operational changes to the Milford Road corridor to ensure there is an iconic Milford visitor experience in the future. The final masterplan will not be a statutory document but will be a strategic document supported by evidence base documents and recommendations to inform other processes such as the Fiordland National Park Management Plan (FNMP) and the Regional Coastal Plan for Southland.

The Milford Opportunities Project is to be delivered through a three-stage process.

- Stage one was to establish context, vision and objectives and was completed in September 2018.
- Stage two will define and choose options to reach objectives and the vision by mid-2020. The vision will describe how the place will look and feel while the masterplan will describe the steps and processes required to get there.
- Stage three will be the masterplan adoption and implementation.

The Milford Opportunities Project must be world class, ambitious and creative. It should not be constrained simply by what can be done now within the current rules, instead it must consider what needs to be done and what the most appropriate outcome will be. The project is about making a substantive change and creative 'outside the box' thinking is needed before it is filtered by practical operational realities. The outcome must be:

- Consistent with the project's purpose and objectives
- Consider a time frame of at least 50 years
- Able to significantly enhance both conservation and tourism.

Milford Opportunities' working draft vision is:

***Piopiota*hi – New Zealand as it was, forever**

This is underpinned by pillars that support the vision and the value proposition to sustain the quality of the place and visitor experience.

Mana Whenua values woven through	Iwi's place in the landscape and guardianship of mātauranga Māori me te taiao (Māori knowledge and the environment) are recognised. Authentic mana whenua stories inform and contribute to a unique visitor experience
A moving experience	Visitors experience the true essence, beauty and wonder of Milford Sound <i>Piopiotahi</i> and Murihiku/Southland through curated story-telling, sympathetic infrastructure and wide choices suited to a multi-day experience
Tourism funds conservation and community	The visitor experience will become an engine for funding conservation growth and community prosperity
Effective visitor management	Visitors are offered a world class visitor experience that fits with the unique natural environment and rich cultural values of the region
Resilient to change and risk	Activities and infrastructure are adaptive and resilient to change and risk, for instance avalanche and flood risks, changing visitor trends, demographics and other external drivers
Conservation	Manage Fiordland National Park to ensure ongoing protection of pristine conservation areas, while enabling restoration of natural ecological values in other areas
Harness innovation and technology	Leading technology and innovation is employed to ensure a world class visitor experience now and into the future

Aim of this strategy

- To tell the story of Milford Opportunities

Purpose of this strategy

- To ensure we build a strong base and take everyone along with us throughout the whole process
- To inform and engage with stakeholders to ensure they are kept up to date with the ongoing work and their opinions are considered in all the work
- To inform and engage with the general public so they know what is happening and gain understanding

Approach of this strategy

- To establish varied channels to communicate and engage
- To use as many tactics as possible to ensure we reach as many people as possible

Measuring the strategy

At the end of stage two, we will have engaged with stakeholders and the public and also set up channels and tactics going into stage three that will support us.

Key Messages

- This project is about ensuring our special places stay that way for everyone – we're all in this journey together
- This project is led by a group with the skills and perspective to create a successful and unified masterplan
- The masterplan will not just look at here and now but create a vision for the next 50 years at least.

Audiences and tactics

These are the audiences and tactics for Stage Two.

Audience	Type of communication/ engagement	Tactics
Business stakeholders, including but not limited to aviation, tourism operators, cruise industry	Informing, engaging, involving	E-newsletter, meetings, reference group, focus groups, website, facebook, media stories, surveys
Community stakeholders, including but not limited to fishing representatives, Fiordland Conservation Trust, Hollyford Conservation Trust, recreation user groups, police, fire, Milford, Fiordland and Queenstown communities	Informing, engaging, involving	E-newsletter, meetings, reference group, focus groups, website, facebook, media stories, public displays, surveys
General public in Southland and Otago	Informing and engaging	Website, facebook, media stories, public displays, tv and radio, surveys
Government departments, including but not limited to MBIE, MOT, NZTA, DOC	Informing, engaging, collaborating	E-newsletter, regular updates, media
Iwi	Informing, engaging, collaborating	E-newsletter, regular hui, further opportunities to be discussed
Local government	Informing and engaging	E-newsletter, updates to council meetings
Ministers	Informing	Regular updates from officials and from the chair
National interests, including, but not limited to: Federated Mountain Club, Fish and Game, Forest and Bird,	Informing and engaging	E-newsletter, meetings, reference group, website, facebook, media stories

Audience	Type of communication/engagement	Tactics
National public	Informing	Website, facebook, media stories, magazine articles, tv and radio

Summary action plan for Stage Two

More in-depth tactic plans for each of the below will be attached as appendices. This list is done in chronological order.

Tactics	Audience	Tasks	Who responsible	When	Budget
Press release	Everyone	Write Confirm as per protocols Send out	Comms – Keith the spokesperson	When funding announced	Staff time
Email to database	Those on the database	Write Confirm Send out	Comms	When funding announced	Staff time
Website	Everyone	Build site Keep up to date Enable interactivity Sign up for database	Comms	Started – to be complete by end of October	Build and design costs
Video and photography of Milford and surrounds	Everyone	Video work – NB this has started already	Comms	On new website and social media	Photographer
Chair's blog	Everyone	Set up site on website	Keith/Comms	Starting as soon as possible Regularly – at least monthly	Staff time
Facebook and Instagram	Everyone	Create pages	Comms	Start at same time as website launch Weekly posts at least	Staff time

Tactics	Audience	Tasks	Who responsible	When	Budget
Liaison with government departments	Government departments	Regular calls to update Face to face meetings	Comms	Starts as soon as possible	Travel
Flyer on Milford Opportunities	Everyone	Write Design and print	Comms	August/September	Design and print costs
Public displays	Everyone	Create displays Find venue Set up	Comms	August/September	Cost of creation
Reference groups	Stakeholders in each group	Contact with explanation and documents to explain	Comms	September	Staff time
Postcard	Key stakeholders The public	Design Write – we're back!! Here's our website address etc Contacts for database Send out around regions	Comms	When we launch the website	Printing and posting costs
Iwi engagement	Iwi	Regular hui Establish timeframes and attendees Who attends	Comms/Project team	Regular ongoing from the start of the work	Koha Hui costs
E-newsletter	Those on the database	Design concept Write material Build database	Comms	Starts as soon as programme manager appointed	Design costs

Tactics	Audience	Tasks	Who responsible	When	Budget
Milford Meetings	Fiorland and Queenstown	Advertise Sort venue	Comms/ with programme manager/ PWG	Ongoing	Advertising, venues, staff time
Meeting with national interests	TIA Federated Mountain Clubs Fish and Game Forest and Bird	Contact and update them first	Comms, Keith	Ongoing	Meeting venue if not at their offices
Design your Milford	School children in Fiorland	Talk to teachers to arrange timing Set competition up Have prizes	Comms	October/November 19	Prizes, staff time
Regular page in Advocate	Southland and Fiorland stakeholders	Write updates Advocate to design	Comms	When there is something happening	\$600 a page
Media updates	Everyone	Regular releases	Comms	When there is something happening	Staff time
Presentations to groups, schools and others	Specific stakeholders	Create ppt Appropriate speaker	Comms / programme manager	At relevant engagement times	Staff time
Presentations to relevant conferences	Specific stakeholders	Create ppt Keith to speak	Comms	At appropriate conferences	Staff time
Photo competitions - Instagram	Everyone	Set up and go	Comms	Starting October when we launch sites	Staff time/ prizes

Tactics	Audience	Tasks	Who responsible	When	Budget
Mobile display at community events in Southland and Otago	Wider regional public	Design displays Find venues	Comms to manage	November Then again when we have concepts	Design and printing of displays Possible venue hire
World cafe in Te Anau and Milford and Queenstown	Stakeholders in the three areas	Venues Advertising Setting up Facilitators	Comms/ programme manager	When we have some draft ideas to talk about	Venue hire/ advertising
Media – television, national magazines	Everyone	Use contacts	Comms	July 2020 – talking about concepts December 2020 – launching masterplan	Staff time
Animation of key concepts	Everyone	Create	Programme manager	Late 2020	
Posters	Fiordland stakeholders	Design and find venues	Comms	Late 2020	Design and print costs

Evaluation

- We receive positive and regular media coverage
- We have increasing likes and shares on our social media pages
- Our engagement database continues to grow during the project

Tactic plan – use of media

Media releases, advertising, magazines, radio, television

Tactic	Use of media
Audience	All publics
Responsibility	Louise with Keith as spokesman
Why	An easy way to reach reasonable numbers of people although it is noted circulation is decreasing Essential to use all possible channels to get our story out NB: There is always a risk with media and the angle they will take – this needs to be managed.
What	Press releases on a regular basis Advertisement page in the Advocate on a regular basis Television and magazine stories will reach a national audience
How	Media releases when there is news – do not overkill Work contacts in magazines to create stories, probably when we have concepts Work contacts in television to get stories onscreen Use other people's sources as well, eg those on the governance group or the working group or in the government departments Write news bites and factoids for Advocate page and include strong photos
Timeframe	When and where necessary for media releases Monthly Advocate page starting when the programme manager gets approved and is underway Television and magazines – two main times – one when we start to socialise concepts and one when we release the masterplan

Tactic plan – Website, blog and animation

Tactic	<i>Website – adding in animation later on</i>
Audience	All stakeholders both locally and nationally
Responsibility	Louise
Why	We need an online presence that anyone can have a look at. We need to simply explain the project, what is happening and what will happen.
What	The website needs to have the ability to run animation. It needs to be attractive visually. It needs to be able to be interactive – ie people can add ideas or comments on a particular page. It should also include a section on the research put together so everything is visible.
How	A base RFP setting out the requirements of the site has been written and staff have been waiting on the outcome of the past eight months before going to a website design company to carry out the work. It is likely we will go to Council's website design and hosting company as it has a proven record of providing good service at a reasonable cost, and runs the operating system that we are familiar with. The company is based in Queenstown. It will take up to two months to build and test – so the aim is to go live in late October. However, we will need to book this in with the company. It is essential after testing and going live the website is updated frequently both with content and visual elements. We will need to advertise the launch of the site to encourage people to use it.
Timeframe	Work on the content, design and infrastructure should start as soon as possible after the funding announcement. The website needs to be live by the time the programme manager is appointed

Tactic plan – Social media/blog

Tactic	<i>Social media – at least Facebook and Instagram and including running competitions on these sites</i>
Audience	All stakeholders both locally and nationally
Responsibility	Louise
Why	We need a social media presence that anyone can have a look at. We need to post regularly, graphically and use both sites to push different parts of the project. We need to use these for competitions such as photography or “my favourite place” to gain and keep interest.
What	Social media is fluid and moves quickly so this will need monitoring. We need to have regular posts on both sites and also investigate other social sites to see if they could meet our needs as well.
How	Establishment of social media sites can be done relatively quickly, but we will want to create some graphics for the Facebook site and have several photos and videos available for both sites. This has already begun with James Jubb having taken a series of photos and videos of Milford and surrounds that we will be using. He will continue to grow the portfolio so we have collateral around different seasons and events to use. Regular posting is critical as we need to answer questions rapidly and gain followers.
Timeframe	Pages on Facebook and Instagram need to be launched at the same time as the website and have a series of posts ready to go for at least two to three weeks. The website needs to be live by the time the programme manager is appointed

Tactic plan – liaison with Government departments

Tactic	<i>Information sharing with Government departments</i>
Audience	MBIE, DOC, NZTA key publics, other departments as necessary
Responsibility	Louise
Why	To liaise with the comms staff and share ideas and contacts To use these contacts at various times when needed To ensure they are up to date with the project and can share information around their organisation
What	Information is shared with the staff after each governance group meeting and ongoing meetings are held
How	Emails/e-newsletter sent to staff regularly Phone conferences every month Louise to go up to Wellington regularly for face to face meetings
Timeframe	To start when the funding is approved and the RFP is out Then on a monthly basis alongside any reports after governance group meetings

Tactic plan – Iwi liaison

(NB: This is also a workstream on its own within the project scope so close liaison is needed. This will be enlarged on after discussion with Michael and Muriel and when the programme manager is appointed.)

Tactic	<i>Iwi liaison</i>
Audience	To be confirmed after working with Michael on the PWG and Muriel on the GG
Responsibility	Louise/Programme Manager
Why	This is a crucial element of communications and engagement as we must work together to ensure all parties are happy with the development and proposals within the Milford Opportunities masterplan.
What	Information is shared constantly, feedback and advice is sought
How	Communication such as e-newsletters Hui Involvement, information and attendance as requested
Timeframe	Continual

Tactic plan – Meetings

Milford Meetings, meetings with national interests, World Café, ongoing engagement meetings

Tactic:	<i>Engagement meetings</i>
Audience	Milford residents, Te Anau Basin, Queenstown, businesses, organisations with an interest in Milford, tourism, conservation, the environment
Responsibility	Louise/PWG/Programme manager
Why	To reach as many people as often as possible to inform and engage and collaborate, to bring residents, businesses, interest groups and others along on the journey
What	Regular meetings in various locations to keep people up-to-date with what is happening, to ask for ideas and to seek feedback as we work through the project, then to seek feedback on the masterplan
How	Plan these meetings around milestones or elements that we want feedback on, advertise, invite through the database and website, set up regular timeframes
Timeframe	Regularly, starting before the end of this year

Tactic plan – E-newsletter/database

Tactic	<i>Information sharing and growing database</i>
Audience	All those on the database
Responsibility	Louise
Why	To share information about what is happening regularly so people feel informed and encourage people to sign up to receive the e-newsletter so our database keeps growing
What	A regular designed e-newsletter with key highlights of what is happening, advertisements about what is coming up, eg, public engagement, ask questions and get feedback
How	Use the present database of emails gathered from last year's engagement and send out a regular simple and easy to read e-newsletter, with the ability to sign up others to the database if forwarded to them
Timeframe	We have sent out an update on the funding already so will continue to do so regularly from now on.

Tactic plan – Reference groups

Tactic	Reference Groups
Audience	All the key stakeholders
Responsibility	Louise/Programme Manager
Why	To engage with key stakeholders in their groups so we can discuss their challenges and what they think would help; to ensure we reach the different groups of stakeholders
What	A series of reference groups will be set up eg businesses in Milford, recreational users, the aviation industry, local government. They will be invited to regular meetings and online to raise issues and give feedback as we move through the project.
How	Key people have already been identified from earlier engagement and we will work with them to identify others for the different reference groups. We will then set up the groups and have the first meeting as soon as the programme team is appointed. We will then work out the process of engagement and collaboration with those in each group.
Timeframe	Now and ongoing – we will contact people for each group now so we are ready to go when the programme team is appointed.

Tactic plan – Collateral

Posters, postcards, displays, videography, photography

<i>Tactic</i>	<i>Collateral</i>
<i>Audience</i>	Everyone
<i>Responsibility</i>	Louise
<i>Why</i>	The posters and displays will give Milford Opportunity a static presence in key locations so people will keep talking about us and those who want to know more can go online. The postcards will be created when we have something to announce, eg, when we launch our website. The videography and photography are key elements for all of the collateral, and our online presence.
<i>What</i>	As above – posters, displays, postcards, videography and photography
<i>How</i>	The posters and displays will be written and designed and go up in key locations, eg, the SDC Te Anau area office, which gets a lot of foot traffic past it as it is on the main street. The posters will be regularly updated as we progress through the project. The postcards will go out at times we want to grab more attention among residents in the Te Anau Basin and Queenstown and Milford. Videography and photography will be done by a professional and an image library created so we have material on hand when we need it.
<i>Timeframe</i>	Some videography and photography work has already been done and we will continue with that during the different seasons. Work on the posters and displays will start after the funding comes through.

Tactic plan - Presentations

<i>Tactic</i>	<i>Presentations to groups and schools and to conferences</i>
<i>Audience</i>	Varied – service groups, young children, tourism conference attendees, for example
<i>Responsibility</i>	Louise to get the presentations created and ready to go, Keith to present to conferences and delegate to others, such as the programme team or the working group members, for schools and groups
<i>Why</i>	To inform different audiences about what Milford Opportunities and to raise awareness around the project
<i>What</i>	Powerpoint presentations to various groups
<i>How</i>	A set of powerpoint presentations will be created and be ready to go when needed. These will be updated as we go through the project. A high quality presentation will be created around the masterplan.
<i>Timeframe</i>	The presentations will be created by the end of this year, and we will look for and encourage appropriate audiences

Tactic plan - Competitions

Tactic	<i>Design Your Milford competition</i>
Audience	School children
Responsibility	Louise
Why	To raise awareness of the project – if school children are involved in a competition at school, then they take that information back home to their parents. The teachers also learn about the project as well.
What	A competition is held at the primary schools in the Te Anau basin, with the possibility of Queenstown being included. The students are asked to draw or create what they think Milford should look like. There is a prize for each of the age groups.
How	School principals are approached and asked if this is possible to happen. We work with the schools, who are often looking for fun things to do at the end of the school year, and encourage all classes to come up with entries. The winners are judged by Keith and/or the governance group, and the prizes given out at assembly at the schools. The entries are put up on our social media and on the website.
Timeframe	At the end of this year, or if time runs out, at the beginning of next year's school year.

Iwi Engagement and Implementation Plan

Millford Opportunity Project.

Stage Two: April 2020 – June 2021

PREPARED FOR

Milford Opportunities Project

PREPARED BY

Donelle Manihera, Ailsa Cain, Daniel Pouwels

May 2020

PERSON RESPONSIBLE

Russell Halliday and Keith Turner

May 2020

APPROVED FOR ISSUE BY

Russell Halliday and Simon Moran

May 2020

REVIEWED BY

May 2020

This Iwi Engagement and Implementation Plan does not extinguish Southland District Council responsibilities under the Resource Management, Local Government or Ngāi Tahu Claims Settlement Acts. It also does not supersede relationship agreements between parties, Iwi Management Plans or Local Authorities' Significance and Engagement Policies.

The Iwi Engagement Implementation Plan) is designed for the Milford Opportunities Project.

The persons holding Stage 2 project responsibility for Mana Whenua engagement is Russell Halliday and Keith Turner. russell.halliday@stantec.com; keith.turner99@gmail.com

Iwi Engagement and Implementation Plan

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Abbreviations

MOP	Milford Opportunities Project
IEIP	Iwi Engagement Implementation Plan
SDC	Southland District Council
DOC	Department of Conservation
MBIE	Ministry of Business, Innovation and Employment
SH	State Highway
TRoNT	Te Rūnanga o Ngāi Tahu

1 Introduction

1.1 Overview of Milford Opportunities Project

In 2017, the [Milford Opportunities Project \(MOP\)](#) was included as a project under the Southland Regional Development Strategy.

The purpose of MOP is to create an ambitious and innovative masterplan for Piopiotahi Milford Sound, the Milford Corridor and the regions surrounding it.

MOP is in place to address congestion from the rapidly growing number of visitors at Piopiotahi Milford Sound. The overall project has three stages:

- Stage 1 was to establish context, vision, and objectives (completed September 2018).
- Stage 2 will define and choose options to be included in the Masterplan (completed June 2021)
- Stage 3 is adoption and implementation of the Masterplan by Government (completed June 2021)

- Project Area

MOP is a regional initiative which looks at the broader Milford experience to create opportunities for Te Anau, Murihiku and Aotearoa. Whilst the focus of the project is on the State Highway corridor, it does not lose sight of how any improvements would need to integrate with upgrades to the local road network (specifically those relating to walking and cycling).

Mana Whenua for this area is Ngāi Tahu, and 8 Papatipu Rūnanga have shared interest in this takiwā.

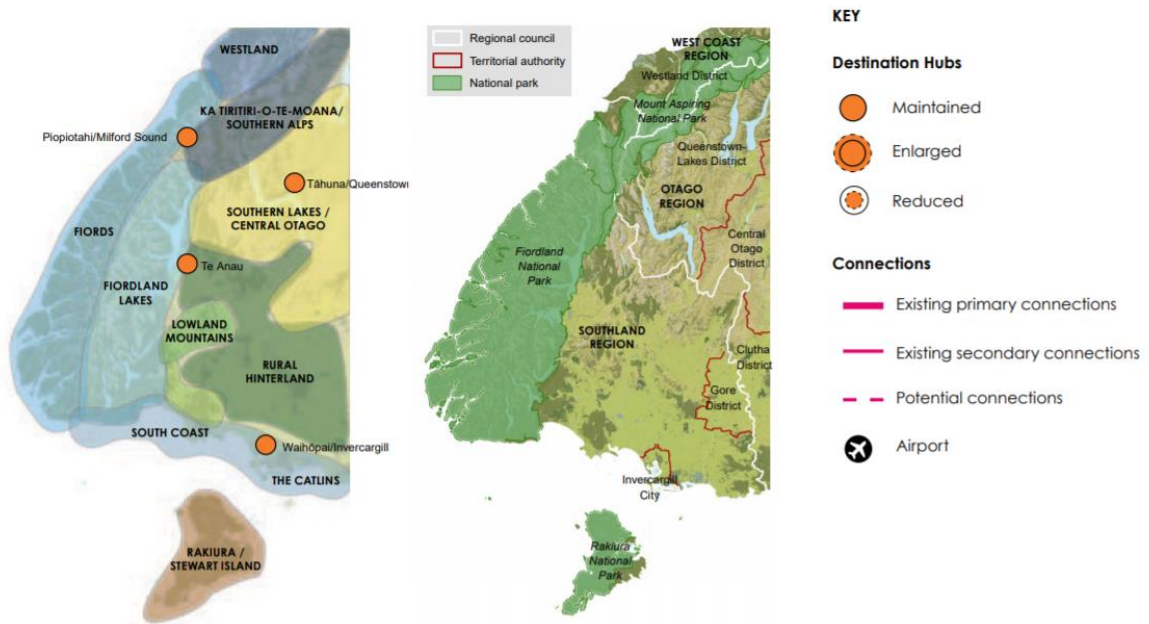


Figure 1 – Landscape & Cultural Areas of Distinction

Figure 2 – Jurisdictional boundaries

1.2 Overview of the Iwi Engagement Implementation Plan

- There are seven key pillars which guide MOP. This Iwi Engagement Implementation Plan (**IEIP**) is an action plan to achieve pillar one 'Mana Whenua values are woven throughout the Milford Opportunities Project.'
- IEIP builds on maturing relationships with Mana Whenua, and an evolving understanding of Te Tiriti o Waitangi/Treaty of Waitangi Partnership and applied Treaty Principles.
- It is expected that the engagement values outlined here are implemented by all parties, day-to-day, in keeping with the spirit of the IEIP.
- The IEIP ties into a wider MOP communications strategy (see Appendix A).

Vision - Wawata		
Milford Opportunities Project recognises and provides for Ngāi Tahu as a partner who has input into the long-term management plan for Piopiotahi Milford Sound		
Mission – Kaupapa Matua		
Mana Whenua values are woven throughout the Milford Opportunities Project and the place of iwi in the landscape is recognised, as well as their guardianship of mātauranga Māori me te taiao.		
Stages of the Milford Opportunities Project – Nga wahanaga		
<ul style="list-style-type: none"> • 2019, Stage 1: data-gathering and gaps analysis identifies that formal iwi engagement was inadequate. 	<ul style="list-style-type: none"> • 2020, Stage 2: Masterplanning - exploratory stage alongside Mana Whenua 	<ul style="list-style-type: none"> • 2021, Stage 3: Masterplan Implementation which will require a revised IEIP

Figure 3 – Overview of the IEIP vision

2 He Tangata/People

2.1 Key groups within MOP

Governance Group	The governance group is supported by a working group made up of representatives from various agencies
<ul style="list-style-type: none"> • Keith Turner, Governance Group Chair • Jim Boulton, Queenstown Lakes District Council • Gary Tong, Mayor Southland District Council Riverton • <u>Muriel Johnstone, Ngāi Tahu</u> • Jim Harland, New Zealand Transport Agency • Geoff Thomson, Distinction Hotel Group Invercargill • Richard Lauder, Wayfare Chief Executive Queenstown • Iain Cossar, Ministry of Business, Innovation and Employment • Bruce Parkes, Policy and Visitors Department of Conservation 	<ul style="list-style-type: none"> • Simon Moran, Project Group Lead (SDC) • Abby Cheeseman, Ministry of Business, Innovation and Employment • Kevin Thompson, NZTA/Milford Road Alliance • John Twidle and Rachael McMillan, Department of Conservation • <u>Michael Skerrett, Ngāi Tahu</u> • Louise Pagan, Southland District Council Communications
Project Team Leads are in place for MOP Stage 2, informing the Senior Program Manager, who informs the Governance Group Chair	Mana Whenua report to the lead for Mana Whenua Engagement
<ul style="list-style-type: none"> • Russell Halliday, Senior Program Manager • Tim Church, Master Planning • Ailsa Cain, Mana Whenua Engagement • Scott Hooson, Conservation Impact • Darren Davis, Transport and Access • Shane Bishop, Infrastructure Assessment • Danny Pouwels, Te Anau Basin Assessment • Sarah Baddeley, Governance and Management • Mark Christensen, Legislative review • Yvonne Pfluger, Land Analysis • Andrew Craig, Hazards and Visitor Risk • Craig Jones, Visitor Solutions • Gareth Ross, Animation • Rachael McGuigan, Resource • John Festarini, International expertise 	<ul style="list-style-type: none"> • <u>Aimee Kaio and Dean Whangaa, Awarua</u> • <u>Michael Skerrett, Waihopai</u> • <u>Muriel Johnstone, Ōraka-Aparima</u> • <u>Tā Tipene O'Regan Awarua</u> • <u>Terry Nicholas, Hokonui</u> • <u>Susan Wallace, Makaawhio</u> • <u>Awarua Rūnanga Chair & TRoNT Representative</u> • <u>Hokonui Rūnanga Chair & TRoNT Representative</u> • <u>Ōraka-Aparima Rūnanga Chair & TRoNT Representative</u> • <u>Ōtākou Rūnanga Chair & TRoNT Representative</u> • <u>Puketeraki Rūnanga Chair & TRoNT Representative</u> • <u>Waihopai Rūnanga Chair & TRoNT Representative</u> • <u>Makaawhio Rūnanga Chair & TRoNT Representative</u> • <u>Moeraki Rūnanga Chair & TRoNT Representative</u> <p>At any time Mana Whenua have the ability to talk directly with the Senior Program Manager</p>

Figure 4 – Overview of the key advisory groups and key people within MOP with all Mana Whenua representatives under-lined.

2.2 Ngā Papatipu Rūnanga are Mana Whenua decision-makers

- Matters specific to Ngāi Tahu will be discussed by Papatipu Rūnanga and Mana Whenua decision making for this project remains with kaitiaki Papatipu Rūnanga.
- Te Rūnanga o Ngāi (TRoNT) are not part of the advisory group or decision making.
- TRoNT may inform discussions, analysis and evaluation options, directly to Papatipu Rūnanga or via the Mana Whenua Engagement Lead.
- TRoNT have requested inclusion in all Media releases to ensure oversight of public messaging and ensure that Mana Whenua are portrayed with sensitivity and respect.
- Ngāi Tahu Holdings companies, such as Ngāi Tahu Tourism, are to be involved with MOP as operators only.

2.3 MOP and MOP staff uphold mandated Treaty responsibilities

- Papatipu Rūnanga are recognised in their roles as Treaty Partner. Aspects of the cultural values workstream have been raised to the overall project methodology. This model is in place to enable understanding of the context across the board and build connections.
- Ngāi Tahu will have access to all the skills within this Project team (see 3.2.1). This multidisciplinary approach strives to achieve meaningful engagement and enduring outcomes for Piopiotahi Milford Sound.
- Through project engagement, we recognise that not all relationships are equal or the same. There is a hierarchy that needs to be acknowledged:
 1. Starting with the Treaty Partnership between the Crown and Ngāi Tahu.
 2. Secondly, relationships between Papatipu Rūnanga and Local Authorities through the Charter of Understanding.
 3. Finally, as citizens of the region and Project area.

2.4 Lines of communication between MOP and Mana Whenua

- Engagement with Mana Whenua will be via three key avenues: Mana Whenua Engagement Lead; Senior Program Manager; and via the Governance Group.
- All Mana Whenua engagement from others in the project team should first be discussed with Lead, Ailsa Cain. This step provides an opportunity to coordinate communications and ensure tikanga Māori is intact.
- All other engagement related to MOP, for example engagement with the general public, engagement with media, engagement with stakeholders, will be managed by MOP Communications Lead, louise.pagan@southlanddc.govt.nz.
- The MW engagement lead will ensure that the Senior Program Manager and MOP Communications Lead well informed via fortnightly updates that outline recent Mana Whenua engagement, ensuring a no-surprises approach.

3 Engagement Outcomes

Vision - Wawata		
Milford Opportunities Project recognises and provides for Ngāi Tahu as a partner who has input into the long-term management plan for Piopiotahi Milford Sound		
Mission – Kaupapa Matua		
Mana Whenua values are woven throughout the Milford Opportunities Project and the place of iwi in the landscape is recognised, as well as their guardianship of mātauranga Māori me te taiao.		
Engagement Outcomes - Ngā hua		
<ol style="list-style-type: none"> 1. Bi-weekly Mana Whenua hui, including topic-specific presentations 2. Workstream Summary for Mana Whenua 3. A schedule of engagement tracks on-going engagement with Mana Whenua 4. Evaluation tracks the quality of engagement with Mana Whenua 5. Overview of best-practise-engagement with Mana Whenua 6. Respecting intellectual property 		
Phases within MOP Stage 2– Nga wahanaga		
<ul style="list-style-type: none"> • Phase One: enabling conversations 	<ul style="list-style-type: none"> • Phase Two: defining what aspirations mean and could look like (longlist) 	<ul style="list-style-type: none"> Phase Three: a short list of options and Masterplan refinement

Figure 5 – Overview of the IELP engagement outcomes

3.1 Engagement Outcomes

3.1.1 Bi-weekly Mana Whenua hui including topic-specific presentations

- Fortnightly hui ensure an active Partnership, and the addition of topic-specific presentations enhances an understanding of Ngāi Tahu values, aspirations and uses.
- Please see Appendix B for an overview of the presentation topics during 2020.
- Minutes from this hui will be shared with the project team and the working party within 5 working days. Confirmed meeting minutes and outcomes can be viewed via [MOP SharePoint](#), and will also be distributed bi-weekly to Mana Whenua, MOP Senior Program Manager and MOP Communications Lead.

3.1.2 Workstream Technical Report Summary for Mana Whenua

- This is to be a one-off, high level summary which draws attention to matters that Mana Whenua need to be aware of. The report will include base-line data, issues and gaps - please refer to Appendix C for the report template.
- This report is to be completed by MOP Project Team Leads after they have completed their Technical Reports (approx. June 2020).

- This succinct document enables Mana Whenua to address any gaps or issues during baseline discussions rather than during analysis for the short list.
- All reports will be collated into a reference library for Mana Whenua referral.
- Feedback from Mana Whenua will come through the Mana Whenua bi-weekly hui.

3.1.3 A schedule of engagement tracks on-going engagement

- See Appendix D for the template. The live document can be viewed via [MOP SharePoint](#).

3.1.4 Evaluation to track the quality of engagement with Mana Whenua

Three mechanisms are in place to understand the quality of Mana Whenua collaboration

- On-going internal evaluation captured by Mana Whenua engagement lead throughout Stage 2, in September 2020, December 2020, March 2021, July 2021. See evaluation template Appendix E
- Half-way external evaluation from Mana Whenua. This feedback will be captured via korero with Mana Whenua in December 2020, in line with the evaluation template Appendix F
- End-of-project full evaluation. This evaluation will include feedback from Mana Whenua as well as feedback from MOP Project Lead. Feedback will be captured via korero with Mana Whenua, and via evaluation forms by MOP Project Leads. Feedback will be in line with the evaluation template Appendix F and completed at the end of Stage 2, June 2021.

3.1.5 Overview of best-practise-engagement with Mana Whenua

The following three points below offer best-practise for how MOP engages with Mana Whenua.

- Always Safe!

All parties have followed government guidelines on engagement during the Covid-19 pandemic. This required a shift to virtual engagement only (Stage 1 & Stage 2 of MOP). When Aotearoa moves to Level 2, virtual engagement will still be preferred, given that some Mana Whenua representatives are older/at-risk to exposure of Covid-19, and every safety measure will be adopted to reduce risk of infection or fatality.

Consultation is not simply informing Mana Whenua of impending actions. Clear and concise consultation undertaken early and in good faith is encouraged by parties to promote a 'no surprises' approach.

- Always Ask! Don't Assume

Engagement should seek to find out what benefits Mana Whenua want and how the activity, recommendation and analysis may impact (both positive and negative) on the aspirations and values Ngāi Tahu has in that space. Ngāi Tahu should not be told what will benefit them.

The paradigm from which Ngāi Tahu are making their assessments and assertions needs to be clearly understood by those gathering the information. This is a critical step as Mātauranga Māori and Western Knowledge are misaligned. Knowing and respecting those differences, and recognising that time is needed to adequately work through those differences to a point of mutual understanding, is critical for enduring relationships between parties and authentic outcomes. Respecting and understanding those differences also includes appreciating the variety of skills and expertise required to undertake this work. This begins by acknowledging the value that each group's perspective and experience will bring to our kaupapa.

- Always prepared

- Knowing our mandated responsibilities
- Incorporating existing iwi strategies and relationships into engagement prior to iwi consultation
- Incorporating existing and endorsed aspirations into engagement prior to iwi consultation
- Being aware of time limitations, resource limitations and expectations of each party

3.1.6 Respecting intellectual property that belongs to Mana Whenua

- Matāuranga is knowledge held by kaitiaki whanau and TRoNT. Matāuranga is continually being brought into this Project to enable considered decision-making by Mana Whenua and to weave Ngāi Tahu values throughout.
- This transfer of knowledge needs to be handled with care as according to tikanga Māori, certain things may be publicly known but not open to the indiscriminate use by all. Even if matāuranga is shared it is still not considered to be in the public domain. This sharing of mātauranga also may not convey an on-going use right.
- To ensure that Ngāi Tahu generated matāuranga used within MOP is not utilised for other Projects, a statement of approvals has been developed. See Appendix G for Intellectual Property Agreement (**IPA**)

4 Risks

The following identifies some potential risks to the project. This table will be updated regularly as stakeholder issues and concerns are identified.

Risk	Significance	Probability	Impact	Mitigation and Responses
Covid-19 Global Pandemic Response	The project team, stakeholders or partners are exposed to the virus as a result of project activity and this leads to infection	Low	High	Subject to guidance from the Ministry of Health we will adapt our face to face meetings to be digital, as required. Otherwise stakeholder interactions will work to the principles of social distancing (i.e. maintaining 2m wherever possible between people).
Mana Whenua fatigue or confusion due to ((drowning in useless information)	MOP does not meet the mandated Treaty Partner responsibilities	Low	High	One-off summary in place to ensure whanau are informed of base-line data, issues and gaps – across all MOP workstreams (approx. June 2020)
Aspirations are not compiled, articulated and/or woven throughout MOP	Mana Whenua values are not woven throughout the project	High	High	Ailsa Cain to ensure that iwi aspirations are captured via development of w3. Cultural aspirations framework and questions
Mana Whenua engagement becomes a silo activity away from MOP	Mana Whenua values are not woven throughout the project	Medium	High	Fortnightly hui with topic-experts presenting regularly
Mana Whenua fatigue from repetition of previously expressed aspirations	MOP does not meet the mandated Treaty Partner responsibilities	Low	High	Literature Review
Project doesn't reflect Mana Whenua aspirations	MOP does not meet the mandated Treaty Partner responsibilities	Low	High	Establishment of the Mana Whenua advisory group, with the correct Papatipu Rūnaka leadership guiding decision making
Insufficient resource to enable the practise of Treaty obligations	MOP does not meet the mandated Treaty Partner responsibilities	Medium	High	Prioritisation of engagement, and upskilling and supporting key project staff
Mana Whenua aspirations aren't adequately assessed	Mana Whenua values are not woven throughout the project	Low	High	Evaluation criteria

APPENDICES



Appendix A: The IEIP is part of the MOP Engagement Strategy

- To obtain a copy of the MOP Engagement Strategy please email doneille@kuaiti.co.nz or author, louise.pagan@southlanddc.govt.nz

Appendix B: Schedule of meeting for bi-weekly hui with topic-specific presentations

Week of hui	Topic	Focus	Project Team Leads
18-22 May	Concessions	Ngai Tai Decision Control of cultural narrative Access	Sarah (governance) Mark (legislation) Craig J (tourism) Shane V (tourism)
1-5 June	Scale and Spatial Reach	Masterplan process Linking factors Hubs	Tim (masterplan) Darren (transport) Yvonne (landscape) Craig J (tourism)
15-19 June	World Heritage Status	What does it actually mean? Should it be amended? How to utilise the status	Scott (conservation) Sarah (governance) Mark (legislation)

29 June – 3 July	Development	Existing – maintain/remove New – where, why Resilience	Shane B (infrastructure) Danny (community) Darren (transport) Andrew (hazards)
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Appendix C: Summary document for Mana Whenua – Template

- This is to be a one-off, high level summary which draws attention to matters that Mana Whenua need to be aware of. The report will include base-line data, issues and gaps and is to be completed by MOP Project Team Leads by mid June 2020. This succinct document enables MOP to address any gaps or issues during baseline discussions rather than during analysis for the short list.
- Your summary will be between 4 paragraphs and one page (per workstream), and will cover the following:
 - Description of the workstream including current status/baseline data
 - Matters to consider – general
 - Matters to consider – specifically for Mana Whenua
 - Gaps found
 - Any issues
- Finished summaries are to be sent to Alisa Cain who will collate the information for Russell Halliday and Mana Whenua

Appendix D: Sample template for the MOP schedule of on-going Mana Whenua engagement

The following table is an example of the template used to plan Mana Whenua engagement during Stage 2 of MOP.

The live document can be viewed via [MOP SharePoint](#).

Who	What	Why/How	When	Progress	Outcome
Ailsa & Mana Whenua	Zoom Hui	<ul style="list-style-type: none"> Seek Mana Whenua guidance on mandates, resource approvals, priority work, engagement schedule, and general feedback from Mana Whenua Replaced hui 16 April cancelled due to Mana Whenua booking 	<ul style="list-style-type: none"> 23 April 	Complete	<ul style="list-style-type: none"> Mandates confirmed, Role of TRoNT as advisor confirmed, Mana Whenua video confirmed, approval Ailsa w3 questions/skills matrix for advisory group/IP approvals statement
Ailsa & Mana Whenua	Zoom Hui & Emails to inform Document	<ul style="list-style-type: none"> Masterplan process. Carefully collating research questions which will be the basis of MOP evaluations and opportunities. 	<ul style="list-style-type: none"> 13 May 	Complete	<ul style="list-style-type: none"> Draft 1, Draft 2 and the final document, confirmed 13 May
Project Leads to Mana Whenua	Zoom Video	<ul style="list-style-type: none"> A video which provides a platform for Project Team Leaders to mihī to Mana Whenua ki Fiordland. Virtual introductions replaced hui 27 March cancelled due to Covid-19 	<ul style="list-style-type: none"> 21 April approx 	Complete	<ul style="list-style-type: none"> 9 minute video sent from Keith to Mana Whenua
Project Leads to Mana Whenua	Zoom Video	<ul style="list-style-type: none"> A video which provides a platform for Project Team Leaders to mihī to Mana Whenua ki Fiordland. Virtual introductions replaced hui 27 March cancelled due to Covid-19 Virtual introductions replaced hui 27 March cancelled due to Covid-19 	<ul style="list-style-type: none"> 15 May 	Upcoming	<ul style="list-style-type: none"> 16 minute video sent from Keith to Mana Whenua

Appendix E: Template for on-going internal evaluation

MOP engagement with Mana Whenua MOP Stantec and Boffa Miskell self-review

This form allows Stantec and Boffa Miskell to provide feedback on the Milford Opportunities Project (MOP) engagement process

Engagement titles	
Engagement Dates	
Kaupapa description	
Person responsible	

How did the engagement go?

Impact What were the key outcomes you sought from this engagement?	<i>e.g. Ideas to resolve policy issue, early-stage information gathering, consultation on policy design, socialisation of policy proposal.</i>				
In your view, to what extent did you realise those outcomes? (1 – failed to achieve any outcomes, 5 – achieved all outcomes)	1	2	3	4	5
To what extent did the views you heard through your engagement process impact your policy process? (1 – no impact, 5 – significant impact,	1	2	3	4	5

changed trajectory of process)					
Outline briefly these impacts on your policy process					
Did any aspects of your engagement not go as expected?					
How did you manage any changes to your engagement strategy to ensure engagement was still effective?					

Looking forward

Which elements of this engagement process did not go as well as expected, in your view?	
What steps could be taken in future engagements to improve the effectiveness?	
What feedback did you receive from the engaged group(s)?	<i>e.g. If it was an information only engagement process, do you consider that a collaborative approach would have been more appropriate because there are substantial Māori interests in the kaupapa</i>
In what ways will any feedback influence future engagement processes?	

Appendix F: Template for external evaluations

MOP engagement with Mana Whenua Feedback form

This form allows whanau an opportunity to provide feedback on the Milford Opportunities Project (MOP) engagement process

The information provided will help the Stage 2 Team to improve their processes and capability around engagement.

Feedback should be returned to ailsa@kauati.co.nz

Contact Name	
Engagement Date	
Kaupapa	

How did you find engagement? Was it effective?

Did you feel your contribution had the expected impact on the kaupapa? Was your voice heard?	<i>e.g. if you collaborated on policy options, were your views represented in the options presented to Ministers?</i>
Did this engagement process take account of the timing and scope of any other engagements with the Crown?	<i>If you are involved in several government engagement processes, did you feel that these were poorly aligned, or duplicated effort?</i>
Did your group have sufficient time to consider	

any material provided?					
If preparation material was provided, was it in a form that was accessible					
Overall, how effective did you find this engagement process i.e. how well did it achieve its purpose? (1 - very ineffective, 5 – very effective)	1	2	3	4	5
Additional Comments:					

Did it support the principles of Treaty Partnership?

Was the method of engagement in line with your expectations, given the extent of interest/impact for your Papatipu Rūnanga?	<i>e.g. If it was an information only engagement process, do you consider that a collaborative approach would have been more appropriate because there are substantial Māori interests in the kaupapa</i>				
How would you rate the capability of MOP in communicating and listening effectively (1 – very poor capability, 5 – high capability)?	1	2	3	4	5
Additional Comments:					
How capable was MOP staff with tikanga protocols, and incorporating	1	2	3	4	5

tikanga into engagement methods (1 - very ineffective, 5 – very effective)?					
How would you rate the capability of MOP staff in communicating and listening effectively (1 – very poor capability, 5 – high capability)?	1	2	3	4	5
Additional Comments:					

Communication

Did MOP ensure all your contributions were captured accurately through the engagement process?	
Have you, or do you expect to, get a report-back on the results of engagement and the impact on the kaupapa?	
Did any feedback acknowledge the value that your group's perspective and experience brought to the kaupapa?	

Overall

Overall, how happy was your group in the quality and extent of this engagement from the government (1 - very disappointed/no progress on issues, 5 – very satisfied/effective engagement)?	1	2	3	4	5
Additional Comments:					

Appendix G: Agreement regarding Intellectual Property

Milford Opportunities Reference Group - Terms of Reference

1. PURPOSE

The purpose of the reference group is to assist in creating a future vision for Milford Sound Piopiotahi. There are many stakeholders in this project and it is essential as many opinions and ideas are gathered as possible. To that end, these groups include key stakeholder groups and will be used to give feedback on project ideas and get feedback from other stakeholders.

2. KEY GOALS

The reference group will:

- Give feedback
- Share information, both to the project and to other stakeholders
- Give ideas
- Assist in the development of the project
- Connect Milford Opportunities with its communities of interest

3. SELECTION and MEMBERSHIP

Key stakeholders will be approached to be on the reference group, others may identify themselves, or volunteers may also be sought. The size of the reference group may need to be capped in order to be manageable.

Key abilities sought are:

- Experience in particular group topic
- Creative, objective, and constructive input
- Knowledge of Milford Sound Piopiotahi
- Ability to share ideas and discuss opposing ideas

Whilst some members may be representatives for a wider group not all will be. Members are asked to convey the views of others to the project team but there is no expectation that you will be an advocate for others if you are not comfortable to do so. 'Representatives' need to clearly identify when they are expressing their own view and when they are conveying the views of who they represent.

Members are expected to conduct their dealings with each other, and the project team in ways that:

- Are open, honest and maintain integrity
- Focus on issues rather than personalities
- Maintain confidence in their group
- Keep focus on issues of their group that relate to Milford Opportunities
- Avoid disruptive and lobbying behaviour

The Governance Group reserves the right to exclude members from participating for breaches of the above conduct guidance and/or the media/confidentiality section of this Terms of Reference.

4. MEETINGS

Meeting dates for the group will be set on the basis of the availability of the majority of members. As much notice as reasonably possible will be given, however, no date is likely to suit everyone and the meetings will also need to work in with the wider project schedule.

There will be a range of engagement options used to ensure that people are able to participate. Each reference group member should try to be available to meet with the project team and programme manager if at all possible. Reference group meetings will be attended by members of the project team.

5. TERMS OF APPOINTMENT

The reference groups will be established for the period of this project, which is to June 2021. If a group member chooses not to continue, a replacement may be sought, however, this may in part depend on how far through the project is when that occurs.

6. OPERATION AND OTHER MATTERS

The Milford Opportunities project team will oversee the administration and support of the reference groups.

The group may appoint a co-ordinator/key contact person. The reference group may be asked to attend governance group meetings to discuss particular issues relevant to it. The group will be told of timing as soon as possible.

Should a conflict within the group occur, the group should work together to resolve the issues in a professional manner.

The group will not be the only community liaison that is carried out, with engagement planned for the whole community as well. However, the groups will be a sounding board and a way to test ideas and get feedback as well as a source of information.

7. MEDIA / CONFIDENTIALITY

In order to maintain an environment for 'free and frank' discussion, the reference group members will not talk to the media about what happens in the reference group meetings including the specific topics addressed.

Members are free to express a personal view about the Milford Opportunities project, but they must make it clear it is a personal view and not representative of the reference group.

MOP engagement from June 2020 to June 2021

Please note any engagement carried out by the master plan development team, or any weekly website and social media updates, or any responses to emails from the website are not listed every week/month but are happening.

When	What	Who	Details/Outcomes	Deadline	Budget	Complete
May 2020	Statutory and asset management reference group meeting	Danny et al	Discussions on reference group setup and overall setting up of issues	14 May	Nil	Yes
	Tourism and business reference group meeting	Danny et al	Discussions on reference group setup and overall setting up of issues	15 May	Nil	Yes
	Park user reference group meeting	Danny et al	Discussions on reference group setup and overall setting up of issues	19 May	Nil	Yes
	Aviation reference group meeting	Danny et al	Discussions on reference group setup and overall setting up of issues	19 May	Nil	Yes
June 2020						
	Environmental interests reference group meeting	Danny et al	Discussions on reference group setup and overall setting up of issues	15 June	Nil	Yes
	Short-fire survey	Craig	Themes from engagement	From 8 June to 22 June	Nil	Yes

When	What	Who	Details/Outcomes	Deadline	Budget	Complete
	Advertising for survey	Louise	NZME – focus on online	From 8 June to 22 June	\$7000	Yes
	Mana whenua hui	Aiisa/Donelle	Working with mana whenua on what they want and their stories	Fortnightly	Nil	Yes
	Southland App page	Kate	Local phone app for all things Southland. Te Anau based so large pickup there. Information on project as a base page and then banner ads when reaching out	By Friday 26 June	Banner \$550	Yes
	Attendance at Southland Conservation Board meeting	Simon/John/Kate/Keith	Keep board updated, get feedback, key stakeholder	Thursday 25 June	Nil	Yes
Week starting on 6 July	Press release on survey and what is happening	Louise	Information for people on what is happening with the project	By Friday 10 July	Nil	Yes
	Email to database	Louise	Updating them with the news and the survey	By Friday 10 July	Nil	Yes
	Email to reference groups	Danny	Telling them about the survey and setting up next meeting	By Friday 10 July	Nil	Yes
	Email to national interests	Louise	Keeping them up to date and letting them know about being contacted	By Friday 10 July	Nil	Yes
	Email to key stakeholders on behalf of Keith	Louise	Updating them and keeping them in touch – Milford Sound Tourism, Southland Conservation Board	By Friday 10 July	Nil	Yes

When	What	Who	Details/Outcomes	Deadline	Budget	Complete
	Email to governance group	Louise	Keeping them up to date with what is happening	By Friday 10 July	Nil	Yes
	Mana whenua update	Donelle	Update on what is happening	By Friday 10 July	Nil	Yes
Week starting 13 July	Nationwide survey starts	Louise/Craig	Raising awareness of the project nation, seeking feedback from the nation	Monday 13 to Monday 27 July	Nil	Yes
	Advertising for the survey and raising awareness of the project	Louise/ Kate	NZME, Herald online, Stuff, Dom Post, Press, Southland Times, ODT, Mountain Scene, Express	Monday 13 to Monday 27 July	\$25,000 NZME \$25,000 Stuff \$6700 ODT	Yes
	Mana whenua hui	Aiisa/ Donelle	Work on project	This week	Nil	Yes
	Public drop-in in Queenstown	Kate	At Novotel, invite out 11am – 2pm. Attendance 5. See notes.	Thursday 16 July	\$575	Yes
	Workshop with DQ members	Kate	At Novotel, invite out 2.30pm. Attendance 6. See notes.	Thursday 16 July	See above	Yes
	GOVERNANCE GROUP MEETING IN QUEENSTOWN 17 JULY					
	Aviation meeting with Keith	Louise	At Queenstown memorial centre, invite out at 5pm. See notes.	Friday 17 July	Nil	Yes
Week starting 20 July	Conversations with national interest groups	Russell and team	In depth conversations with key national interests in particular Cruise NZ, Federated Mountain Clubs	All week	Nil	Yes
	Discussion on next round of engagement	Louise/ Russell	First ideas of looking at scenarios around mapping etc	Friday 24 July	Nil	Yes
	Public drop-in at Te Anau	Kate	At Fat Duck, invite out. 11am to 2pm. Attendance 20. See notes.	Friday 24 July	\$290	Yes

When	What	Who	Details/Outcomes	Deadline	Budget	Complete
Week -starting 27 July	Monday at midnight – survey closes	Louise/Craig	No longer on website – note to say it has closed	Midnight	Nil	Yes
	Environment interest reference group meeting	Danny et al	Invitation out – via zoom, discussion on key issues.	Tuesday 28 July	Nil	Yes
	Conversations with national interest groups	Russell and team	In depth conversations with key national interests in particular Cruise NZ, Federated Mountain Clubs	All week	Nil	Yes
	First-up analysis of survey	Gordon	First look at results – just the question boxes	Friday 31 July	Nil	Yes
Week starting 3 August	Tourism and business reference group meeting	Danny et al	Invitation out – via zoom, discussion on survey results.	Monday 3 August	Nil	Yes
	Park users reference group meeting	Danny et al	Invitation out – via zoom, discussion on survey results.	Monday 3 August	Nil	Yes
	Aviation reference group meeting	Danny et al	Invitation out – via zoom, discussion on survey results.	Tuesday 4 August	Nil	Yes
	Communications working group meeting	Louise and Russell	Survey results and next steps for engagement	Tuesday 4 August	Nil	Yes
	Conversations with national interest groups	Russell and team	In depth conversations with key national interests in particular Cruise NZ, Federated Mountain Clubs	All week	Nil	Yes
	Comms and engagement report for governance group	Louise	Report for next meeting – summary of survey, plan for next engagement	Friday 7 August	Nil	Yes

When	What	Who	Details/Outcomes	Deadline	Budget	Complete
	Further analysis of survey data	Gordon	Complete analysis on survey and written information	Friday 21 August	\$15,000	Yes
Week starting on 10 August	E-newsletter being written	Kate	Needs to include survey data	Thursday 13 August	Nil	Yes
	Minutes out to reference groups for feedback	Danny	Information given to group members and feedback received	Friday 14 August	Nil	Yes
	Engagement report for governance group	Louise	Update on engagement processes	Monday 10 August	Nil	Yes
	Conversations with national interest groups	Russell and team	In depth conversations with key national interests in particular Cruise NZ, Federated Mountain Clubs	All week	Nil	Yes
GOVERNANCE GROUP MEETING IN INVERCARGILL 13 AUGUST						
Week starting on 17 August	Plan out engagement for October – what is it and who is doing it	Louise	Scenario plan – using the three hubs – Te Anau, Milford Road, Piopiotahi	Friday 21 August	Nil	Yes
	Conversations with national interest groups	Russell and team	In depth conversations with key national interests in particular Cruise NZ, Federated Mountain Clubs	All week	Nil	Yes
Week starting on 24 August	Engagement work	Louise	Talk to Yves and Swordfox, keep writing doc	All week	Nil	Yes
	Conversations with national interest groups	Russell and team	In depth conversations with key national interests in particular	All week	Nil	Yes

When	What	Who	Details/Outcomes	Deadline	Budget	Complete
			Cruise NZ, Federated Mountain Clubs			
	E-newsletter ready to go out with info on survey	Kate/ Louise	All information in about survey	Friday 28 August	Nil	Yes
	Arrange peer review	Louise	Check with Jim Harland and approach people	By Thursday 27 August	Nil	No – done 10 Sep
	Mana whenua video	Donelle	For website	By Friday 28 August	Nil	No – waiting on approval
Week starting on 31 August	Conversations with national interest groups	Russell and team	In depth conversations with key national interests in particular Cruise NZ, Federated Mountain Clubs	All week	Nil	To be checked
	Engagement work – info gathering from Stantec	Louise	Any in-depth info needed	Start this week	Nil	Yes
Week starting 7 September	Engagement work to Swordfox for website design	Louise	Pages and layout – words complete	Monday 7 September	Discussions continue	Yes
	Conversations with national interest groups	Russell and team	In depth conversations with key national interests in particular Cruise NZ, Federated Mountain Clubs	All week	Nil	To be checked
	Organise advertising with Kia Ora	Louise	For October edition	By Friday 11 September	\$7000	Yes
	Send out material for peer review	Louise	Material for peer reviewer	By Friday 11 September	Price to be arranged	Yes

When	What	Who	Details/Outcomes	Deadline	Budget	Complete
	E-newsletter prepared and out for proofing	Kate	Including information on engagement plan, long list decisions, mana whenua engagement	Proofing back by Friday 11 September	Nil	Yes
Week starting 14 September	Organise possible TV story	Louise	For early October	By Friday 18 September	Nil	Tried but no pickup
	Conversations with national interest groups	Russell and team	In depth conversations with key national interests in particular Cruise NZ, Federated Mountain Clubs	All week	Nil	Yes
	Engagement website work – Swordfox	Louise	Complete and out for proofing	Friday 19 September	Nil	Yes
Week starting 21 September	Media release and emails for next week	Louise	Out for proofing	Monday 21 September	Nil	Yes
	Advertising ready for proofing	Louise/Kate	NZME, Stuff, Allied Press, Kia Ora	By Friday 25 September	Nil	Yes
	E-newsletter out to database	Kate	Keeping people up to date with information and happenings	Friday 25 September		Yes
Week starting 28 September	Engagement proofed	Louise	Ready to go - complete	Wednesday 30 September	Nil	Yes
	Minister updates about the engagement	Rachael and Abby	Keeping ministers up to date with happenings	Friday 2 October	Nil	Yes

When	What	Who	Details/Outcomes	Deadline	Budget	Complete
	Press release on engagement and what is happening	Louise	Information for people on what is happening with the project	By Friday 2 October	Nil	Yes
	Email to reference groups	Danny	Telling them about the engagement and setting up next meeting	By Friday 2 October	Nil	Yes
	Email to national interests	Louise	Keeping them up to date and about the engagement	By Friday 2 October	Nil	Yes
	Email to key stakeholders on behalf of Keith	Louise	Updating them and keeping them in touch – Milford Sound Tourism, Southland Conservation Board	By Friday 2 October	Nil	Yes
	Email to governance group	Louise	Keeping them up to date with what is happening	By Friday 2 October	Nil	Yes
	Engagement report for governance group	Louise	Update of where we are at	Friday 2 October	Nil	Yes
Week starting 5 October	Engagement begins	Louise	Online – goes for a month	Monday 5 October to Friday 30 October	Nil	Yes
	Advertising begins	Louise/Kate	NZME, Stuff, Allied Press, Kia Ora	Monday 5 October	\$75,000	Yes
	Reference group meetings	Danny et al	Taking groups through long list work and engagement work	From Monday 5 October	Nil	Yes
	Conversations with national interest groups	Russell and team	In depth conversations with key national interests in particular Cruise NZ, Federated Mountain Clubs	All week	Nil	Yes
GOVERNANCE GROUP MEETING IN INVERCARGILL THURSDAY 8 OCTOBER						

When	What	Who	Details/Outcomes	Deadline	Budget	Complete
Week starting 12 October	Public meeting in Invercargill	Louise/Kate	Try area to see if people interested in project and will attend	Thursday 8 October		Yes
	Engagement, advertising and reference group meetings continue	Louise/Kate/ Danny et al	Ongoing work, answering questions	From Monday 5 October	Nil	Yes
	Conversations with national interest groups	Russell and team	In depth conversations with key national interests in particular Cruise NZ, Federated Mountain Clubs	All week	Nil	Yes
Week starting 19 October	Public meeting in Queenstown	Louise/Kate	Talk to people – find out what they think	From Monday 5 October		Yes
	Public meeting in Te Anau	Louise/Kate	Talk to people – find out what they think	From Monday 5 October		Yes
	Meet with residents in Milford Sound Piopiotahi	Louise/Kate	Talk to people – find out what they think	From Monday 5 October		Yes
	Meeting with key interest in Weillington	Simon/Abby	Talk to people – find out what they think	From Monday 5 October		Yes
	Engagement, advertising and reference group meetings continue	Louise/Kate/ Danny et al	Ongoing work, answering questions	From Monday 5 October		Yes
	Conversations with national interest groups	Russell and team	In depth conversations with key national interests in particular Cruise NZ, Federated Mountain Clubs	All week	Nil	Yes

When	What	Who	Details/Outcomes	Deadline	Budget	Complete
Week starting 26 October	Engagement finishes	Louise		Friday 30 October		Yes
	Conversations with national interest groups	Russell and team	In depth conversations with key national interests in particular Cruise NZ, Federated Mountain Clubs	All week	Nil	Yes
	Coding and analysis of engagement results continue	Kate/ Gordon	Analysing all feedback from the engagement	Mid -November	\$25,000	Yes
November 2020	Website, Facebook, Instagram, Southland App, E-newsletter	Kate	Keeping people up to date with all happenings – regular and frequent	Every week – monthly for e-newsletter	\$1500	Yes
	Update ministers	Keith and Abby	Ensuring a no surprises situation and ministers if new know what is happening	Nil		Yes
	Media update	Kate	Information update	Once in month	Nil	Yes
	Mana whenua update	Donelle/Ailsa	Mana whenua understanding and feedback	Frequently	Nil	Yes
	National interest group updates	Kate	Information update	Once a month	Nil	Yes
	Comms and engagement report for governance group	Louise	Report for next meeting – summary of survey, plan for next engagement	Tuesday 10 November	Nil	Yes
			GOVERNANCE GROUP MEETING IN INVERCARGILL TUESDAY 17 NOVEMBER			

When	What	Who	Details/Outcomes	Deadline	Budget	Complete
December 2020	Website, Facebook, Instagram, Southland App, E-newsletter	Kate	Keeping people up to date with all happenings – regular and frequent	Every week – monthly for e-newsletter	\$1500	Yes
	Media update	Kate	Information update	Once in month	Nil	Yes
	Mana whenua update	Donelle/Aiisa	Mana whenua understanding and feedback	Frequently	Nil	Yes
	National interest group updates	Kate	Information update	Once a month	Nil	Yes
	Update ministers	Keith and Abby	Ensuring a no surprises situation	Early December	Nil	Yes
	Comms and engagement report for governance group	Louise	Report for next meeting – summary of survey, plan for next engagement	Tuesday 1 December	Nil	Yes
	GOVERNANCE GROUP MEETING IN INVERCARGILL TUESDAY 8 DECEMBER					
January 2021	Website, Facebook, Instagram, Southland App, E-newsletter	Kate	Keeping people up to date with all happenings – regular and frequent	Every week – monthly for e-newsletter	\$1500	Yes
	Media update	Kate	Information update	Once in month	Nil	No – nothing to tell
	Mana whenua update	Donelle/Aiisa	Mana whenua understanding and feedback	Frequently	Nil	Yes
	National interest group updates	Kate	Information update	Once a month	Nil	Yes

When	What	Who	Details/Outcomes	Deadline	Budget	Complete
February 2021	Website, Facebook, Instagram, Southland App, E-newsletter	Kate	Keeping people up to date with all happenings – regular and frequent	Every week – monthly for e-newsletter	\$1500	
	Media update	Kate	Information update	Once in month	Nil	
	Mana whenua update	Donelle/Aiisa	Mana whenua understanding and feedback	Frequently	Nil	
	National interest group updates	Kate	Information update	Once a month	Nil	
	Update ministers	Keith and Abby	Ensuring a no surprises situation	Mid-month	Nil	
March 2021	Website, Facebook, Instagram, Southland App, E-newsletter	Kate	Keeping people up to date with all happenings – regular and frequent	Every week – monthly for e-newsletter	\$1500	
	Media update	Kate	Information update	Once in month	Nil	
	Mana whenua update	Donelle/Aiisa	Mana whenua understanding and feedback	Frequently	Nil	
	National interest group updates	Kate	Information update	Once a month	Nil	
	Evaluation panel for reviewing draft master plan	Louise	Gain feedback on draft plan, insight into things we may have missed etc	Feb/March – complete before 31 March	Nil	
April 2021	Website, Facebook, Instagram, Southland App, E-newsletter	Kate	Keeping people up to date with all happenings – regular and frequent	Every week – monthly for e-newsletter	\$1500	

When	What	Who	Details/Outcomes	Deadline	Budget	Complete
	Work the draft plan through with Ministers	Abby/Rachael/ Keith	Ensuring a no-surprises situation and get feedback			
	LAUNCH	Louise	Milford or Te Anau/	APRIL	??	

2018 engagement feedback summary

The Milford Opportunities project working group met with more than 100 stakeholders in September/October 2018 to discuss the project and what has been done so far, and to find out people's thoughts and opinions on the issues facing the sound and the surrounding area.

Stakeholders included recreational boaties, including members of the Southern Sport Fishing Club and the Fiordland Recreational Conservation Trust; members of the Te Anau Community Board, the Fiordland Marine Guardians, members of Destination Fiordland, which included businesspeople from Milford, Te Anau and Queenstown, pilots, and the general public at a drop-in session. Meetings have also been held with iwi, the conservation board and those working and living in Milford.

A meeting with commercial fishing companies is still to be held.

Invitations were sent to Destination Queenstown and the Milford Community Trust, but unfortunately no one could attend at that time. Further meetings will be organised. Meetings for other stakeholders, such as iwi and national organisations, including central government, are taking place or being organised at the moment.

Every meeting began with an introduction to Milford Opportunities and a summary of the research and work that has happened in the first eight months. It was highlighted by group members the need to consider the other work being done at the moment, including the park management plans, and also to engage properly to ensure this is done properly.

Themes

Common themes emerged very quickly, with everyone acknowledging there were issues and we needed to deal with them. It was highlighted that this is not the first time Milford has been looked at and it was essential that this project delivered on the issues.

Many suggested charging for some part of the experience, whether it be a toll road or access into the sound for visitors. Better information online is essential particularly around travel times, facilities, parking etc. Tourists are woefully unprepared for both the road and the situation in Milford itself.

Many highlighted the need to ensure New Zealanders had access as Milford was their place as well as the visitors. It is important Kiwis are not squeezed out.

Specific group summaries

For the recreational boaties, the key issue was around ensuring there was adequate and appropriate parking for people using the area, both for short-term and longterm visitors. There were also concerns around Deep Water Basin, which included the facilities available at the White House and the maintenance of such and the ramp use and safety around that.

Solutions suggested including improving the White House with users paying for that, and then having a system of swipe cards or other such options for usage.

The ramp needs to be either widened or another one built away from the commercial users.

Destination Fiordland member businesspeople said tourists do not pay to keep the road open or look after the conservation estate so there needs to be a charge on the road. The story needs to be told better – more

information needs to be out there around driving times/best time to travel, and it needs to be one story from everywhere including Queenstown and from the tourism companies. There needs to be lots of information eg limited petrol and the isolation as people don't realise how isolated Milford Sound is.

It is important to look at the footprint in Milford and future proof it so the whole project needs to be sold well and take New Zealanders along with it. There are third world elements to Milford at the moment and staff accommodation both at Milford and Te Anau is very tight.

A structured approach to transport is needed and an idea is to incentivise people getting on a bus eg using marketing to say take a break from driving. This will also help with getting people at different times during the day, as will adjusting pricing. Is a cap needed on free independent travellers or on Milford itself?

The question was asked about whether we are trying to conserve what MS is rather than overload it. What is enough – if you look at the big parks in the US and their structured approach, there are some good ideas there.

More people coming through Te Anau is great and more people spending time in Te Anau is also great so the future of Te Anau and Milford Sound is linked totally. We need to ensure Te Anau has more things to do at all times of the year and it has the facilities to cope with the increase, including things like more money for ambulance services.

Accommodation is a big issue in Te Anau as we are at a stalemate if people can't find a place to live – we need high density housing. We need to look at the marketing of Queenstown to Milford and change that as well to get more people in Te Anau, but if businesses start up, there are risks of being able to survive through winter in Te Anau

There needs to be more made of the journey – what can you stop and see on the way in/out of Milford, and encourage people to come in the off peak season.

The project needs to ensure continued engagement with everyone and that there is feedback from that. We also need to talk to the visitors when they go in there and find out what they think.

Te Anau Community Board members believed a road levy would be beneficial, not only for management of the road and Milford but also for investment back into our community. In order for people to have a great experience, there needs to be sympathetic infrastructure and what's in there needs to be enhanced. However, we don't want Te Anau or Milford to be another Queenstown as they are different.

Information is key as well, with some websites' driving times from Queenstown to Milford an hour out. More signage and information is needed.

The public drop-in session saw people suggesting capping numbers, and highlighted the fact that we have been here before and we need to deliver. Whatever came out of this project needed to align with Department of Conservation management plans and maybe in the future, Milford is not do-able in one day from Queenstown.

The pilots group said there needs to be an action plan as we go along because we are in trouble if this process takes 10 years. More than 20 million people go to Venice yearly and they handle it so we need to look at examples overseas and how attractions are managed.

The boat cruises dictate timings of visitors, and we need to create options for visitors for all day. We need to reduce cars but we need to have a place to park planes and buses. The airport can be used for about 160 days in the year, but we need to be smarter and have facilities at the airport, such as a toilet. About 10% of visitors to Milford come via a plane or helicopter.

The project needs to have close links with the Queenstown Milford Users Group and put together a plan as to what numbers we are going to fly in. Continued air services are a must and they can offer other services such as flights into valleys and other experiences.

Landings concessions expires in 2021 and allowed landings are already decreasing (2004 15,000 landings, 2017, 10,000 landings). There are four fixed wing companies and four helicopter companies and these companies have a significant investment in Milford particularly in relation to aircraft. The costs are high to land in Milford and perhaps people could fly in and use Knobs Flat as an alternative.

Most fly to reduce the timeframe to get to Milford to get on a boat but 90% get back off in Queenstown thinking the scenic flight was the best thing.

Doing nothing will kill Milford and it is essential to get the real value out of Milford – currently it is grossly undersold.

The Fiordland Marine Guardians spokesman said there was pressure on the Fiordland Marine area (FMA) and their focus was on the coastal plan v NDMPS.

The issues are with managing cumulative effect rather having to deal with individual cases and the key areas are around fishing, mooring and volume of both commercial and recreational vessels and how this damages the environment.

We need to be able to protect the “china shops” in the fiords and manage the increasing trends, including expeditionary cruise ships which can stay in Fiordland for a week.

There is a big opportunity for the guardians right now with the pressure on marine areas from Puysegur up past Milford and we need to be part of the coastal plan. Milford is the easiest and most used access to Fiordland marine areas and there is a steady increase in recreational vessels out there.

The guardians are not here to stop things, but to manage and more controls are needed to make consents reasonable, including looking at the cumulative effect, rather than just the individual consent.

Milford residents and workers said the working group should spend a few days and nights at Milford in order to understand the place better. People’s livelihoods are at Milford and it is their home

Suggestions were made that campervan numbers needed to be reduced, and park and ride was essential. Safety concerns on the road are more about the drivers than the vehicles and rentals should not be allowed to travel on the road during winter. Only professional drivers should be on the road and this might mean that the road could stay open longer and more often. Reduced speed limits, rumble lines and passing lanes are needed.

People need more things to do during their time here, as do the residents, so some of the old tracks should be reinstated and a walking path from the sound to the first bridge could be created. A public water fountain fed by the Bowen Falls where people can fill their water bottles for free was suggested, as was not allowing people to leave rubbish in at Milford. They should be told to take it out and leave at Te Anau.

Visitors are enthralled by the kea but maybe have specific feeding stations with better food where people can gather to see the birds, eg. Bowen Falls.

Thought needs to be given about the great walks as well, including booking huts online, whether the walks can be managed year round and how the reverse direction on the Milford track could be done better.

It is essential better information is got out to visitors regarding car parking, camping, accommodation, etc. Social media needs to be utilised more and it would be really great to see an app produced that gives up to date information on Milford and it could include a ride-sharing app. Interactive/responsive/live signage needed that is continually being updated is needed.

2019 engagement feedback summary

Members of the Milford Opportunities project working group met with about 60 stakeholders in November/December 2019 to update them on the project, why there had been a delay and to create a clear list of ideas for the sound and the surrounding area.

Meetings were open to the public and were held in Te Anau, Queenstown and Milford Sound Piopiotahi.

There was a level of frustration among those attending the meetings that this was taking too long and nothing was happening. A few believed the exercise of identifying what is working and what isn't, along with the ideas of the area, was not worthwhile because it had been done before. However, others found it valuable to identify key ideas for the area.

Responses to questions

All three groups' responses have been summarised in each question as there were many similar responses. The most frequent responses have been summarised at the top of each set of answers.

What is working well in Milford Sound Piopiotahi?

- Milford Road Alliance maintenance commitment to road maintenance is excellent (and appreciated), road status online notification in Te Anau is excellent, communication of road status at Lower Hollyford Road intersection gates (when closed) has improved, management of tunnel, road status updates a day before – a lot of support for the processes and work done
- Milford Sound Tourism parking area staff do a fine job, good use of them as wardens and giving directions, digital signage a positive as well. Parking for coaches is also better.
- Praise about the boat terminal, scheduling and the work the harbour master does
- Fiordland National Park, including Milford Sound Piopiotahi, is a world class destination – the scenery (and sand flies) are outstanding, along with the native vegetation around Freshwater Basin foreshore. Foreshore Walk is a beautiful, local and valuable foreground to Milford Sound and enables a good flow of people.
- Community spirit and the cohesiveness of the community were remarked on, along with staff accommodation and the work of the medical team and fire station and how the emergency response is co-ordinated.
- Airways and the work at the airport tower were supported by several.
- The visitor flight experience was superb.
- Other elements receiving positive feedback included: the Bowen Falls boat, the spread to early cruises ex Te Anau, the Milford Track, the hydro plant, fuel delivery, weka and putangitangi (paradise duck) are breeding in the perimeter of Freshwater & Deepwater Basins, providing accessible wildlife encounters, the high standard of constant upgrades to Milford Sound Lodge, the updated Lobster Company facilities, the airport carpark shuttle as a two-bus operation, and the international promotion of Milford Sound Piopiotahi.

What doesn't work in Milford Sound Piopiotahi?

- Management of the sound – too many agencies involved and the fees and concessions are too high, particularly when the infrastructure is not reliable, getting initiatives under way hamstrung by red tape, self-regulating structure of Milford Sound Tourism with two dominant owners and players inevitably leads to self-interested management decision making; future planning – co-ordination (SDC, DOC, ES, NZTA, MNZ, iwi, Govt)
- Parking during summer - new machines and charges – customer dissatisfaction, large lines in terminal, inaccurate data, too expensive, complex to use; Lake Mistletoe car parking entry location is dangerous; excessive parking area at The Divide, Lake Marian Track and Deepwater Basin
- No airport facilities, including no terminal, bathroom, bus pickup space, bus turnaround, insufficient aircraft parking – no integration from DOC and uncertainty about airport future and unfair landing allocations
- Overcrowding – noise pollution from helicopters and aircraft, and from buses idling at popular stops, ad hoc infrastructure, deplorable condition of buildings particularly in Freshwater Basin, vehicle crowding, and noise and visual pollution from commercial activities; overcrowding at Mirror Lakes, The Chasm, Lake Howden
- No 'wow' moment of arrival at Milford Sound Piopiotahi itself, just a distracting visual confusion of infrastructure competing for attention with nature, Milford Sound Piopiotahi is tired
- Communication – internet speeds, band width, cellphone coverage on road
- Foul sewerage odours present at Milford Sound Piopiotahi Visitor Centre dockside, Knobs Flat and Freshwater Basin
- Lack of a hub for the community, no pub, no place for people to hang out and relax
- Lack of facilities and boat ramp not fit for purpose in Freshwater Basin
- Visitor terminal has the atmosphere of a suburban shopping mall - noisy, crowded, and heavy with commercial presence, nil acoustic control materials in terminal leads to painful human noise levels and it leaks
- Other criticisms included: Te Anau Downs Station land use has adverse environmental effects to Te Anau basin and surrounding conservation, illegal camping, attitude of cruise ship pilots, costs of services, lack of consideration of use of Milford Sound Piopiotahi for NZers, waste management, road safety around the sound, no full time medic; lack of toilets at The Chasm and smelly toilets at The Divide car park; New Zealand Police rarely patrol SH94 within Fiordland National Park - slow moving drivers in the afternoons create an indirect hazard, a real time communication system to NZ Police traffic patrol officers within SH94 would enhance road safety; no publicly visible master plan guiding future use of Milford Sound Piopiotahi dust nuisance at Deepwater Basin; pot holes at Deepwater Basin; space utilisation, boat schedules not adhered to, 1080 drops in local areas and a lack of accommodation, visual pollution from regulatory signage e.g. No Drones signage at Eglinton Valley, Monkey Creek and Milford Sound Piopiotahi; visual degradation of Christie Falls and Hollyford River with mixed materials and forms when the same safety outcome could have been achieved with a higher standard of design, such as a natural rock wall; visual degradation of Homer Tunnel by application of unnecessary white paint on walls; visual degradation of Eglinton Valley by unnecessary steel roadside barriers between Walker Creek and Mackay Creek degradation of Cascade Creek meadow, Eglinton Valley by camping infrastructure - island toilet blocks, gravel parking areas, island shelters- no longer a natural amenity, now a parking, toileting and accommodation site

What changes would you make in Milford Sound Piopiotahi if you could do anything?

- One unified body in charge of the purse strings, disestablish Milford Sound Tourism, compensate existing investors as required, replace with a governing body independent of commercial interest, limit concessions and make them contestable at defined intervals, establish visitors and locals user groups providing input to decision making, not just a commercial and regulatory stakeholder group; less red tape, royalties returned to area. Remove DOC management, have a master plan and look at what is done overseas!
- Start again with a clean slate for parking, bus turnaround, and overall modernisation of tired facilities; transform the Milford Sound Piopiotahi foreshore at Freshwater Basin to return it to a peaceful, natural place to visit - that is what visitors are coming to experience. Consider moving visitor terminal to Deepwater Basin so that Freshwater Basin is reserved for natural values only; demolish existing terminal, make replacement subject to a national design competition to attract NZ best architects, and direct brief to make the building an experience of the natural features of the location, restore Freshwater Basin to a place for people and nature, while allowing fishing, kayaking, cruise boat and private boat launching operations to operate from a redesigned Deepwater Basin. Make foreshore arrival wow moment.
- Relocate means of travel from Te Anau (cars, buses) away from the Milford Sound Piopiotahi foreshore – maybe new arrival hub between the Tutoko River bridge and Milford Sound Lodge; provide high frequency public bus operations along SH94 between desired access points (park and ride system); allow private vehicles for locals, levy punitive penalty rates for international tourists who insist on bringing a car in to the National Park; park and ride for all people – or exclude NZ drivers or permits for Milford operations, staff etc; move to professional drivers only; explore electrification of buses and boats with incentives for conversion; consider traffic capacity caps based on tunnel loads, have an intermediate mass transport system between the valley arrival hub, disincentive bus travel from Queenstown in one day
- Better accommodation – demolish the old hotel and other buildings around there and rebuild a new world class one
- More activities for tourists than just cruising or kayaking – Milford History Museum, abseiling, more nature walks, reopen Bowen Falls walkway and build a shelter at the top, waterfront restaurant/gastro pub with local cuisine
- Create airport facilities – a terminal with bathrooms, bus area with turnaround and scrap landing allocations as weather does that naturally
- New staff and crew accommodation – communal, not based around the businesses, with a community centre and pub
- Get rid of paying for parking – charge visitors a fee to enter the park
- Cap daily visitor numbers – like a lottery system, with more people in the shoulder and winter season
- Grounds maintenance – general tidy up of public areas, litter, make the place look nicer, keep natural but nice
- Signage – foreign language for directional and instructions eg parking, maps- Deepwater Basin carparking, foreshore walkway, clear and concise instructions for parking/ overnight camping etc, warnings before entering Milford Road – no petrol station, check fuel, no Wi-Fi, no service, drive with care – let cars pass
- Ensure there is an info centre that has after hours help for tourists
- Public facilities at Deep Water Basin and Airport– boat ramp and toilets and changing areas

Other ideas included: move primary ticket sales function to Te Anau, levy punitive penalty rates if sold at Milford Sound with 100% margin transferred to conservation project budgets in Fiordland National Park. Relocate helicopter operations up valley to arrival hub to reduce noise pollution at foreshore; transition fixed wing aircraft operations to quiet aircraft types only; remove white paint from Homer Tunnel and tidy up electrical services on tunnel walls; commission a heritage conservation plan for Mitre Peak Lodge and enforce it; reduce staffing at Milford Sound by moving sales to Te Anau, demolish redundant housing at Freshwater Basin; implement a multilingual must-read telephone app for all visitors prior to entering FNP as a substitute for visually polluting regulatory signage, have a building standards master plan and stick to it. Accelerate return of tussock grassland to Eglinton Valley with reintroduction of Takahē to follow, banning plastic bottles; relevant informative signs that work – ie Mossburn – road closed; reinstate Bowen Falls walk; improve Wi-Fi and cell coverage; new hydro scheme and remove large cruise ships, a casino, create a fuelling service wharf in Deepwater Basin to relieve pressure from Freshwater, better road condition communication with Milford companies as in when road will open/close and not opening for only 2 hours in a day, developing Little Tahiti site for freedom campers, develop true right bank of Tutoko River Milford side of Tutoko bridge, use the food waste to have a biogas plant, become more eco-friendly, on call/equipment for tourists if they have car issues.

Milford Opportunities Project - Open Public Survey Report July 2020

This report summarises the results of a large open-access public survey. The survey explored attitudes and preferences towards a range of possible development options for improving the visitor experiences, operations and outcomes associated with Milford Sound Piopiotahi and the Milford Road Corridor. The key point summary below presents high level conclusions in relation to each of the development option themes. Additional summary detail is outlined in the report. In-depth investigatory analysis was outside the current scope of this summary report but is possible through deeper database analysis.

Key Point Summary

1. Background

- **Response level** – 978 usable responses
- **Previous site experience** – this was very high, with 93% having visited Milford Sound Piopiotahi before.
- **Previous consultation involvement** – very low, with only 5% having been involved in the wider project before.
- **Respondent geographical coverage** – wide-ranging, with 41% from the North Island, 18% from the local area and Southland).
- **Respondent interest areas** – wide-ranging, with recreation, tourism, conservation and public perspectives represented.

2. Cruise Ship Theme

- More management of cruise ship access and impacts was clearly a strong key theme. Calls for bans were not prominent.

3. Milford Sound Piopiotahi Arrival 'Gateway' Theme

- Some form of greater site/area definition and recognition was a notable theme emerging here, although not dominantly. Almost half the respondents were uncertain if anything was needed. Low key, natural, or 'setting-appropriate' options were preferred (if any). Many felt nature did the job by default (especially around Homer Tunnel). Specific proposals would be required to garner true preferences.

4. Milford Sound Piopiotahi Visitor Information Centre Theme

- Enhancement of visitor/information service was a strong theme. Specific proposals would be required to garner true preferences. Some respondents noted that for a visitor centre to work more discretionary time would be required in Milford Village.

5. Milford Sound Piopiotahi Vehicle Parking Theme

- Removing vehicle presence in the foreshore area was a key theme, along with reduced vehicle numbers in general and traffic volume management – especially by shuttle services/park 'n ride options. Exemptions for some activity uses/needs were noted, but not prominently.

6. Visitor Park and Ride Theme

- Strong support of the park 'n ride option was a key theme, associated with a strong desire to reduce traffic volumes. Most support was however subject to flexibility of access being allowed for various (non-mass) recreational activity needs.

7. Transport Options (Hop On/Off services) to Milford Road Visitor Sites Theme

- Hop on/off services options along the Milford Road corridor were supported. Most support was however subject to allowing some form of access flexibility for those undertaking recreational activity (as opposed to general mass tourism activities). This support and related reasonings were often overlapping with that for the park 'n ride option.

8. Milford Road (Corridor) Visitor Sites/Activities Theme

- Improvement in activity opportunities (and related facilities) along the Milford Corridor was a key theme; this included allowance for new opportunities. Most support was qualified by a preference that any developments/improvements be low key, minimal impact and appropriate to the natural setting.

9. Milford Road (Corridor) Accommodation Sites/Facilities Theme

- Improvement in accommodation (mostly camping) opportunities and options was a key theme, development was supported subject to having low impacts, and maintaining natural standards, settings and experience sensitivities. Freedom camping was not favoured.

10. Airport/Air Services at Milford Sound Piopiotahi Theme

- Creating an improved status quo was a key theme. This was subject to appropriate management (minimisation) of key perceived impacts (especially noise) being incorporated into any developments / improvements. Few respondents called for the removal of landings (with some respondents noting safety requirements). Some noted the differences between helicopter and fixed wing capabilities, services, requirements, and impacts (i.e. fixed wing needed more space than rotary).

11. Milford Sound Piopiotahi Visitor Activities/Facilities Theme

- Having options for more things to do was a key theme, with a stronger focus on natural/low impact experiences. Some built facilities were considered acceptable subject to having low impact and being setting sensitive. Some considered changed mass trip patterns would be required to optimise additional Visitor Activity/Facility use outcomes.

12. Milford Sound Piopiotahi Accommodation Theme

- Improved accommodation options were supported, although not so much for higher end accommodation. More focus was placed on the general visitor and staff accommodation. A frequent qualification was that any options be low impact and be setting sensitive.

13. Costs to look after Milford Sound Piopiotahi Theme

- Some focus upon user-pays options was a key theme here, particularly with respect to international visitors (and associated providers), although with acknowledgment that any systems had to be mixed model.

14. Final Comments

- No single theme was predominant among the 27 themes identified. The only themes with greater than 20% citation related to limiting visitor numbers/activities, or to develop new activity options to cater for a wider range of visitors needs / interests (appropriate to the setting).

This survey

The Milford Opportunities Project was established in 2017 to create an ambitious and innovative masterplan for Milford Sound Piopiotahi, the Milford corridor and the region surrounding it. Engagement with stakeholders and the public is an essential part of the project. A variety of approaches have therefore been used to gain feedback and perceptions from every perspective.

Earlier public forums and stakeholder engagement identified a number of improvement suggestions. Because of the area's national importance, the project team wanted further feedback on these suggestions as well as new input from as wide a range of New Zealanders as possible. An open public online survey was developed and circulated widely through key contacts and organisations and via published public notifications.

To assist the analysis of responses an initial set of questions were used to gain context around respondents' affiliations and perspectives.

1. *Response Sector and Perspective*

Previous public forums and stakeholder engagement identified a range of potential improvement approaches. These suggestions were summarised and grouped as option categories under a series of key themes. In this survey respondents were asked to comment on each key theme using a mixture of closed and open-ended questions. The theme areas were:

2. *Cruise ships*
3. *Milford Sound Piopiotahi Arrival Experience*
4. *Milford Sound Piopiotahi Visitor/Information Centre*
5. *Milford Sound Piopiotahi Vehicle Parking*
6. *Visitor Park and Ride (to Milford Sound Piopiotahi)*
7. *Transport Options to Milford Road Visitor Sites (along State Highway 94)*
8. *Milford Road Visitor Sites/Activities (along State Highway 94)*
9. *Milford Road Visitor Accommodation Sites/Facilities (along State Highway 94)*
10. *Airport/Air Services at Milford Sound Piopiotahi Airport*
11. *Milford Sound Piopiotahi Visitor Activities and Facilities*
12. *Milford Sound Piopiotahi Accommodation*
13. *Costs*

Response Level

The survey link was opened by approximately 1,400 prospective respondents. Of these there were 978 responses with sufficient content to provide value. Response totals for the different individual questions and their associated open-ended supplementary questions varied.

This Summary Report

This report presents a summary of the main findings. The data are the results of questions with tick-box option selections and supplementary open-ended questions which have been coded. An associated database spreadsheet has been assembled to allow for any additional drill-down investigatory analyses that may be desired.

This material represents the result of a large consultation process. Due to respondents being self-selected, the results do not provide any statistical representation of the wider population. What they do provide are high level interest and preference indications for stakeholders and interested parties.

Respondent Context and perspective

To provide context respondents were asked a series of background questions. These questions established:

- Few respondents (48 = 5%) had previously participated in any earlier project consultation.
- Virtually all respondents (901 = 93%) had previously visited Milford Sound Piopiotahi.
- Respondents were geographically dispersed across New Zealand. (see 1.1 Respondent Geographical Distribution below)
- Most respondents indicated they were primarily coming from a ‘Wider general public’ or ‘Recreation user’ perspective. While ‘Tourism’ and ‘Conservation’ perspectives were also well represented (see 1.2 ‘Respondent Sector Coverage’ below).

1.1 Respondent Geographical Distribution

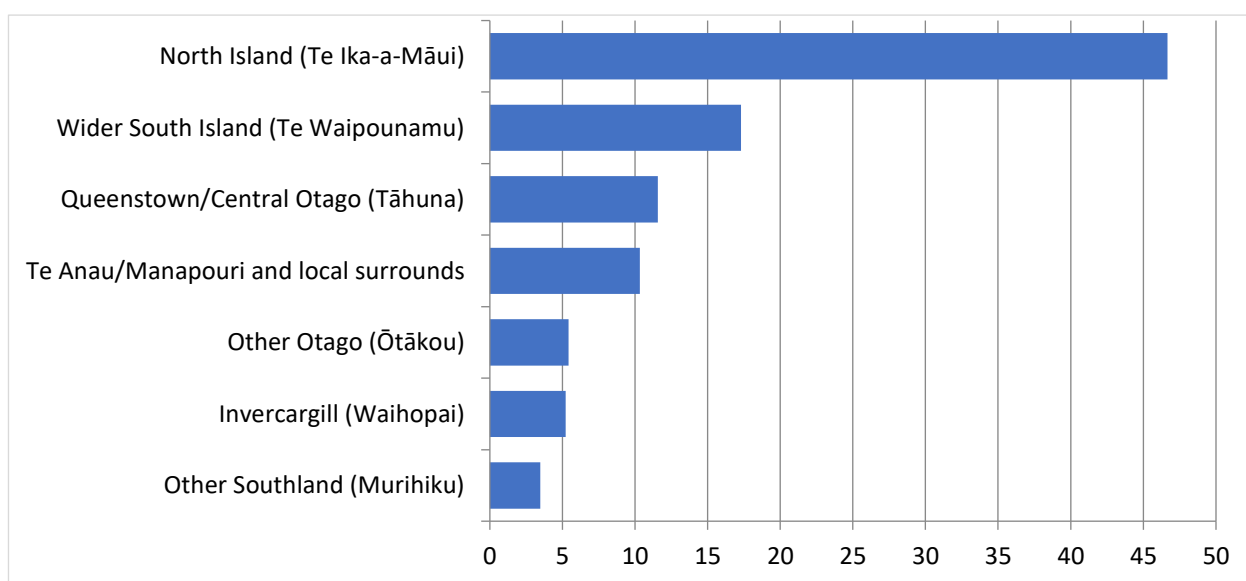
To provide some context for their responses respondents were asked the general area they lived in. Table 1.1 and Figure 1.1 summarise the findings. Results demonstrate:

- a wide geographical spread of responses, and
- a healthy proportions of local area respondents.

Table 1.1: Respondent Geographical Distribution

	Count	%
North Island (Te Ika-a-Māui)	456	47
Wider South Island (Te Waipounamu)	169	17
Queenstown/Central Otago (Tāhuna)	113	12
Te Anau/Manapouri and local surrounds	101	10
Other Otago (Ōtākou)	53	5
Invercargill (Waihopai)	51	5
Other Southland (Murihiku)	34	3
		(Total = 977)

Figure 1.1: Respondent Geographical Distribution (%)



1.2 Respondent Sector Coverage

Respondents were asked to tick the box that most strongly represented their main response perspective, 977 responses were received (see Section 1.2.1).

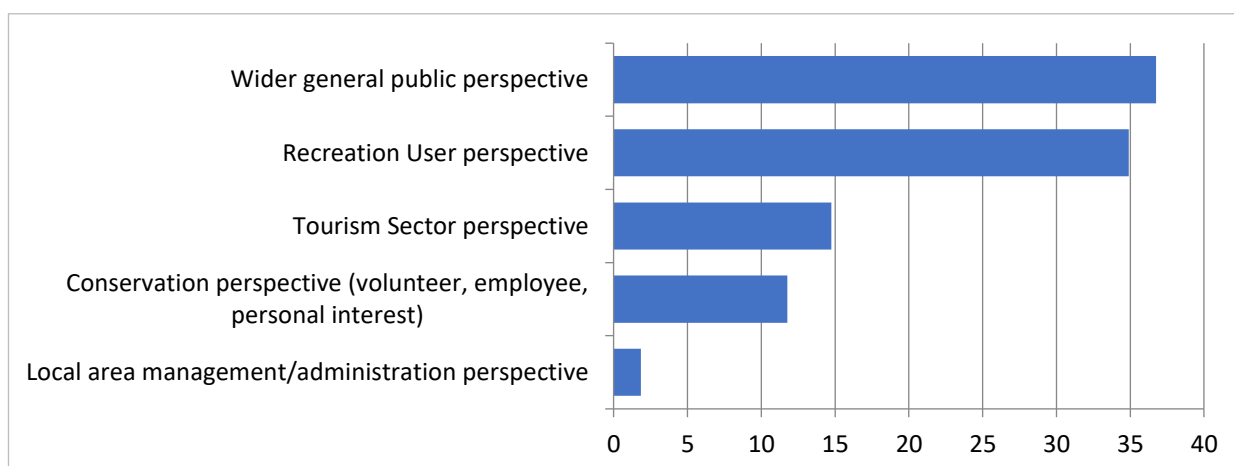
To provide added context respondents were then also asked a follow up open-ended question in which they could themselves describe the nature of their primary perspective/interest. Of the 977 overall respondents who ticked a category response, 847 provided added self-descriptive content which is summarised in Section 1.2.2 (overleaf).

1.2.1 Respondent Primary Perspectives - tick box option.

Table 1.2.1: Respondent Primary Sector Perspective

	count	%
Wider general public perspective	359	37
Recreation User perspective	341	35
Tourism Sector perspective	144	15
Conservation perspective (volunteer, employee, personal interest)	115	12
Local area management/administration perspective	18	2
		Total 977

Figure 1.2.2: Respondent Primary Sector Perspective (%)



In summary, tick box results demonstrated:

- a high proportion of general public/recreation user respondents.
- a notable number of tourism and conservation sector respondents.
- Looking at perspective relative to home location, the more local-area respondents tended to have higher proportions of tourism perspectives; while respondents from further away tended to have more general public and/or recreation sector perspectives.
- The follow-up open-ended question allowing respondents to self-describe their interest perspectives on Milford Sound Piopiotahi highlighted a greater diversity of often overlapping perspective themes, which featured:
 - higher proportions citing 'Recreation' and 'Conservation' themes among their perspectives.
 - an unchanged proportion citing 'Tourism' sector themes.
 - lower level themes around visitor impact and management preferences.

1.2.2 Respondent Self-Described Perspective themes

Overall, 847 of the 977 tick box respondents gave supplementary self-completed descriptions of their main response perspectives, which usually involved multiple perspective themes. If their descriptions highlighted multiple perspectives, then these were included individually in the respective summary themes¹. These are summarised into the 28 perspective themes presented in Table 1.2.2. These themes illustrate a wide variety of multiple interests held and/or represented by the respondent group. Tables 1.2.3 (i. fine level) and 1.2.4 (ii. Summary level) overleaf summarise further with some 'like' themes combined.

Table 1.2.2: Self-described Sector Perspectives of Survey respondents

Individual self-described perspective themes	Count of mentions	% of 847 respondents
Need to protect/ sustain/ care for special places	281	33
Back-country activity participant	184	22
Need to reduce tourism numbers/impacts	165	19
Unspecified recreation interest/ NZ Tourist-Visitor	157	19
Front-country activity participant	140	17
Maintain/improve access & affordability (mostly for NZ locals)	101	12
Need to protect/ maintain/ enhance visit experiences	76	9
Have visited a lot	68	8
Marine/freshwater activity participant	62	7
Have visited a few times	48	6
Need to enhance the economy/community	44	5
Tourism Activity/Experience Provider	44	5
Tourism Travel Provider	40	5
Lived/worked in Te Anau	39	5
Lived /worked in local region	39	5
Unspecified Tourism involvement	35	4
Management/governance perspective	29	3
Tourism Accommodation Provider	25	3
Lived/Worked in Milford	24	3
Have made only one visit	23	3
Been in conservation employment	22	3
Done voluntary conservation work	16	2
Have not visited Milford Sound Piopiotahi	15	2
Air activity participant	11	1
Have Cultural perspectives	10	1
Aircraft tourism activity sector	9	1
Marine/Freshwater tourism activity sector	7	1
Other miscellaneous perspectives & comments	50	6

¹ Hence the percentage figures in Table 1.2.2 are the total theme 'mention' percentages from the response group of 847 respondents.

Table 1.2.2: Self-described Sector Perspective themes - categorised (i. fine level)

	% of 847 respondents
Recreation activities/uses (cumulative including multiple themes...)	45
<i>Back-country activity participant</i>	22
<i>Unspecified recreation interest/ NZ tourist-visitor</i>	19
<i>Front-country activity participant</i>	17
<i>Marine/freshwater activity participant</i>	7
<i>Air activity participant</i>	1
Conservation concern (cumulative including multiple themes...)	36
<i>Need to protect/ sustain/ care for special places</i>	33
<i>Been in conservation employment</i>	3
<i>Done voluntary conservation work</i>	2
Setting familiarity (local knowledge) (cumulative including multiple themes...)	29
<i>Have visited a lot</i>	8
<i>Lived/ worked in Te Anau</i>	5
<i>Lived /worked in local region</i>	5
<i>Management /governance perspective</i>	3
<i>Lived/ Worked in Milford</i>	3
<i>Have visited a few times</i>	6
<i>Have made only one visit</i>	3
Tourism sector involvement (cumulative including multiple themes...)	15
<i>Tourism Activity/Experience Provider</i>	5
<i>Tourism Travel Provider</i>	5
<i>Unspecified Tourism involvement</i>	4
<i>Tourism Accommodation Provider</i>	3
<i>Aircraft tourism activity sector</i>	1
<i>Marine/ freshwater tourism activity sector</i>	1
Need to reduce tourism numbers/impacts	19
Maintain/improve access/affordability (mostly for NZ locals)	12
Need to protect/ maintain/ enhance visit experiences	9
Need to enhance the economy/ community	5
Have not visited Milford Sound Piopiotahi	2
Have Cultural perspectives	1
Other miscellaneous perspectives /comments (many off topic)	6

Table 1.2.3: Self-described Sector Perspectives – categorised at higher level (ii. Summary level)

	% of 847 respondents	Tick box perspective levels (Table 1.2.1)
Recreation activities/uses	45	35
Conservation concerns	36	12
Setting familiarity references (local knowledge)	29	
Tourism sector involvements	15	15
Need to reduce tourism numbers/impacts	19	
Maintain/improve access/affordability (mostly for NZ locals)	12	
Need to protect maintain/ enhance visit experiences	9	
Need to enhance the economy/ community	5	
Have not visited Milford Sound Piopiotahi	2	
Have Cultural perspectives	1	
Other miscellaneous perspectives /comments	6	

Compared with the tick box perspectives shown in Table 1.2.1, these wider perspectives highlight greater recreation and conservations perspectives in particular. Together these all provide a clear representation of wide sector and interest coverage among the survey respondents².

² Drill down analyses are possible for investigating specific-perspective responses, although this represents considerable database work to extract and would only be of value for high priority and highly targeted questions (subject to response levels and variability).

2. Response Theme - Cruise Ships

Respondents were asked to tick a box for their most preferred option for future management of cruise ships (968 respondents). Table 2.1 and Figure 2.1 summarise tick box responses. In addition, 547 respondents added extra comments about cruise ships in Milford Sound Piopiotahi. Table 2.2 summarises those responses overleaf.

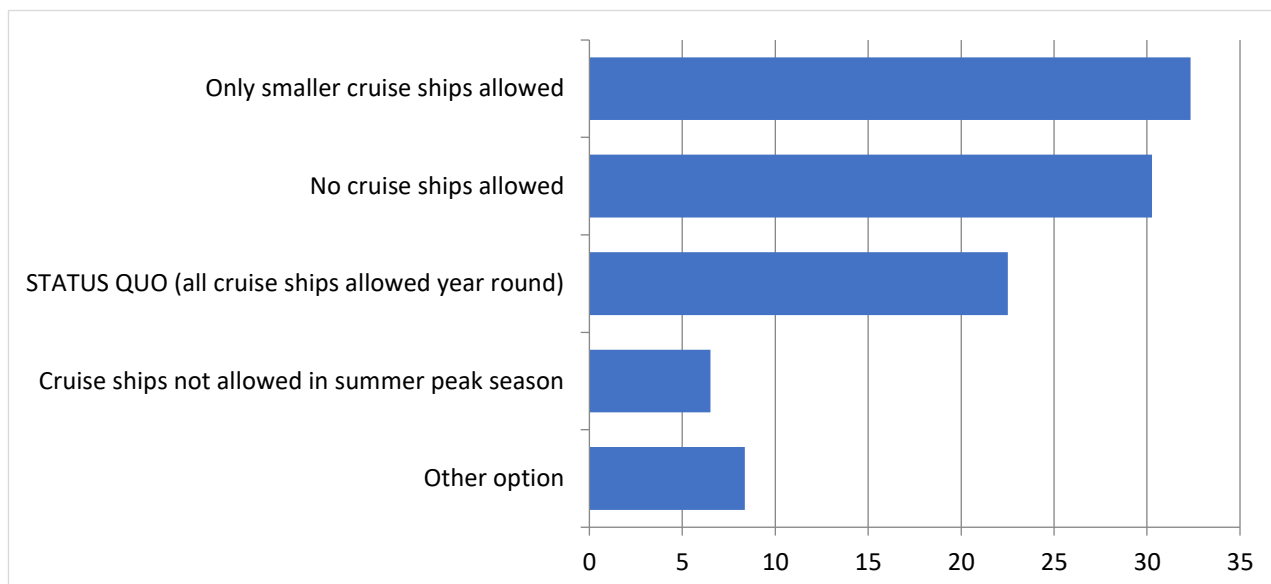
In summary, the primary tick box results for cruise ships (with notes from open-ended responses) showed:

- Only 23% favoured the current Status quo, indicating a strong desire for change.
- However, only 30% favoured this change being the banning of cruise ships (only 7% among open-ended responses).
- The remaining 47% collectively indicated acceptance of Cruise ship retention – subject to management and/or impact change. Tick box responses favoured allowing only smaller cruise ships.
- Open-ended responses also indicated a high proportion of respondents (34%) favoured management options. Their concerns typically related mostly to visitor experience (33%) and environmental (30%) impacts, with some (19%) also indicating a lack of economic contribution as an issue.
- Among those 8% specifying some ‘Other option’ the most prominent responses were:
 - Limited cruise ship numbers.
 - Only allow vessels meeting environmental impact standards.
- **More management of cruise ship access and controlling impacts was clearly a strongly key theme here.**

Table 2.1: Preferred Management Option – Cruise Ships (n=968)

	count	%
Only smaller cruise ships allowed	313	32
No cruise ships allowed	293	30
STATUS QUO (all cruise ships allowed year around)	218	23
Cruise ships not allowed in summer / peak season	63	7
Other option	81	8

Figure 2.1: Preferred Management Option – Cruise Ships (%)



A supplementary open-ended question allowed for expansion of additional ideas, comments on cruise ships. Responses (547) were summarised into 7 themes and 21 sub themes (see Table 2.2).

Table 2.2: Cruise Ship Comment themes - categorised

	Count of 547 respondents	% of 547 respondents
More management needed (cumulative including multiple themes...)	184	34
<i>Cruise ships acceptable if appropriately managed</i>	83	15
<i>Limit ship numbers</i>	74	14
<i>Only smaller vessels</i>	72	13
<i>Managed access times/ seasons</i>	38	7
<i>Only vessels meeting environmental/behaviour/ waste management standards</i>	31	6
<i>Limited /no passenger landings</i>	16	3
<i>Physical separation/ dispersal (to other sites, areas, seasons or times)</i>	10	2
Visitor experience impact concerns (cumulative including multiple themes...)	181	33
<i>Visual experience impact, visual impact, wilderness</i>	93	17
<i>Not appropriate to setting/ out of place</i>	61	11
<i>Too big/ too many people</i>	59	11
<i>Safety risks</i>	17	3
Environmental concerns (cumulative including multiple themes...)	166	30
<i>Environmental risk/ impact concern</i>	108	20
<i>Pollution concern</i>	72	13
<i>Smoke, noise, waste emissions</i>	50	9
Need better economic contribution (cumulative including multiple themes...)	102	19
<i>Low economic or other benefit</i>	69	13
<i>Use local providers to explore/ better / more immersive experiences</i>	24	4
<i>Charge more / returns to Mgmt</i>	16	3
Cruise ship benefits (cumulative including multiple themes...)	66	12
<i>Have econ /experience benefits</i>	41	7
<i>Low impact activity</i>	14	3
<i>Provides access option</i>	9	2
<i>Reduces road pressure</i>	8	1
Ban cruise ships	39	7
Other miscellaneous perspectives /comments (many off topic)	21	4

3. Response Theme – Milford Sound Piopiotahi Arrival Experience

Respondents were asked to tick a box for their most preferred option for future management with respect to an ‘arrival experience/gateway’ (963 respondents). Table 3.1 and Figure 3.1 summarise the tick box responses. In addition, 426 respondents added extra comments about the arrival experience. Table 3.2 summarises those responses overleaf.

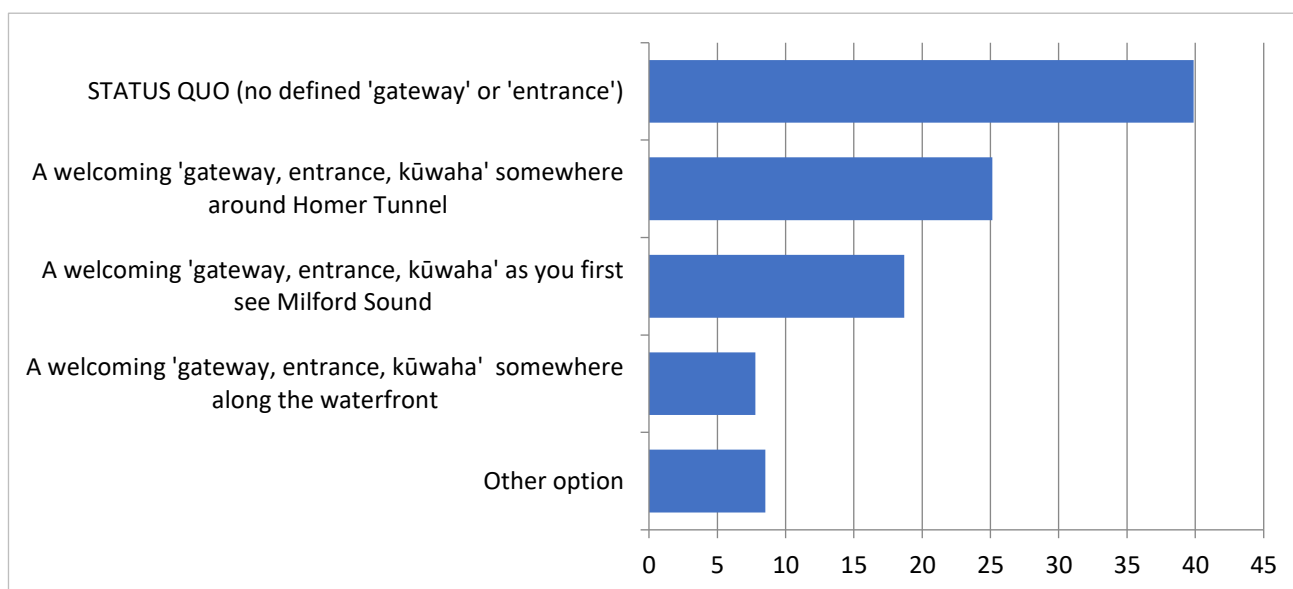
In summary, the primary tick box results for arrival experiences (with notes from open-ended responses) showed:

- 40 % felt there should be no defined ‘gateway’ or ‘entrance’ (Status quo), and this was consistent with a similar level expressed through the open-ended responses (46%)
- Of the 60% who indicated a defined ‘gateway’ could be created, most felt it should either be around Homer Tunnel (25%) or when you first see Milford Sound Piopiotahi (19%). Relatively few (8%) favoured along the waterfront at the village.
- Areas around Homer Tunnel were the main location preference indicated in the open-ended responses, although the proportion was much less (9%).
- Less than 10% specified some ‘Other option’ (in tick boxes or open-ended questions). Of these other options the most prominent responses featured Te Anau or along the Milford Road/ FNP boundary. Some noted that the overall experience included what unfolded along the Milford Road (not just the experiences at the journey endpoint).
- Open-ended responses also highlighted a largely split preference for/against some form of ‘gateway/arrival entrance’.
- **Some form of greater site/area definition and recognition was a key theme emerging here, although not strongly. Many felt nature did the job by default (especially around Homer Tunnel). Specific proposals would be required to garner true preferences (respondents had varied interpretations what was meant by ‘gateway’).**

Table 3.1: Preferred Management Option – Milford Sound Piopiotahi Arrival Experience (n=963)

	count	%
STATUS QUO (no defined 'gateway' or 'entrance')	384	40
A welcoming 'gateway, entrance, kūwaha' somewhere around Homer Tunnel	242	25
A welcoming 'gateway, entrance, kūwaha' as you first see Milford Sound	180	19
A welcoming 'gateway, entrance, kūwaha' somewhere along the waterfront	75	8
Other option	82	9

Figure 3.1: Preferred Management Option – Milford Sound Piopiotahi Arrival Experience (%)



A supplementary open-ended question allowed for expansion of additional ideas, comments on 'Gateway, entrance, kūwaha' options. Responses (426) were summarised into 9 main themes and 13 sub themes (see Table 3.2).

Table 3.2: 'Gateway, entrance, kūwaha' comment themes - categorised

	Count of 426 respondents	% of 426 respondents
Not needed/priority (cumulative including multiple themes...)	195	46
<i>Not needed/nature sufficient</i>	158	37
<i>Not appropriate/gimmick/commercial</i>	43	10
<i>Add congestion (vehicles, parking, photos, distraction etc.)</i>	21	5
<i>Not a main priority</i>	13	3
Suggested content/purpose/design (cumulative including multiple themes...)	157	37
<i>Gateway purpose/design features</i>	82	19
<i>Keep natural/low key</i>	74	17
<i>Cultural/Heritage component</i>	30	7
Location preference/suggestion (cumulative including multiple themes...)	80	19
<i>Site around Homer Tunnel area/'natural gateway'</i>	40	9
<i>Site around Te Anau/down Eglinton Valley</i>	22	5
<i>Site coming into village/foreshore</i>	20	5
<i>Site elsewhere</i>	4	1
Good idea/positive (cumulative including multiple themes...)	46	11
<i>Good idea/useful/rates highlighting</i>	25	6
<i>Current entry/waterfront/needs improvement</i>	24	6
Planning & Management options (site use/transport)	33	8
Limit use (vehicles/visitors)	25	6
Milford Road is key part of experience, not just the Sound.	15	4
OK as is	6	1
Other miscellaneous perspectives/comments (many off topic)	24	6

4. Response Theme – Milford Sound Piopiotahi Visitor/Information Centre

Respondents were asked to tick a box for their most preferred option for future development / management with respect to Visitor/Information Centre services (950 respondents). Table 4.1 and Figure 4.1 summarise the tick box responses. In addition, 307 respondents made additional comments. Table 4.2 summarises those responses overleaf.

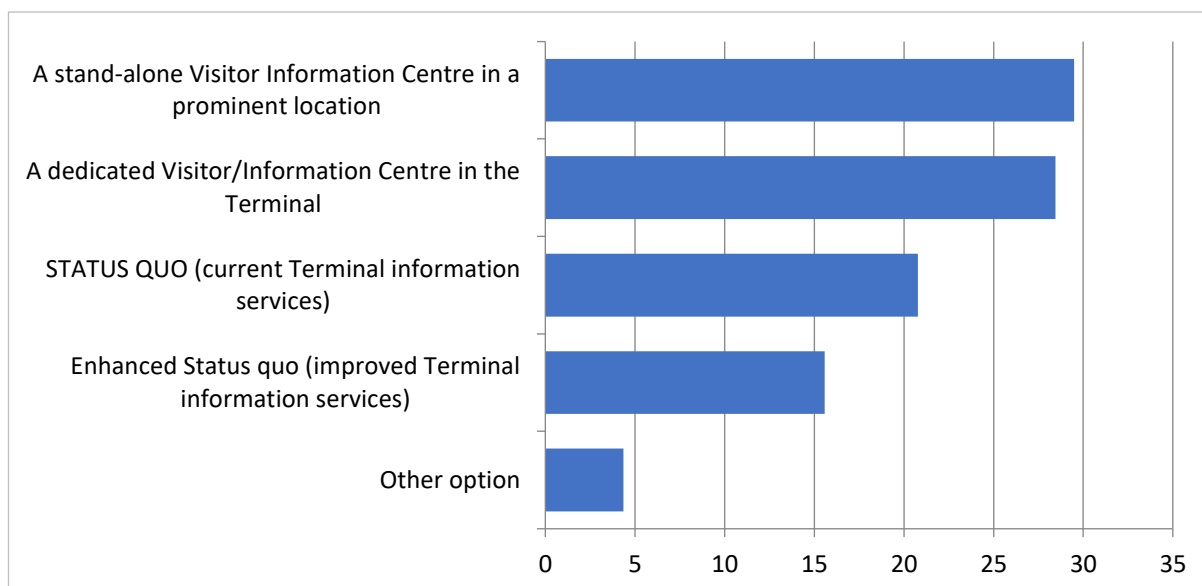
In summary, the primary tick box results for visitor/information centre services (with notes from open-ended responses) showed:

- Only 21 % favoured the current status quo in the terminal (corresponding with only 17% of open-ended responses indicating no enhanced visitor/information centre was needed).
- The remaining 79% indicated some improved provision, with most preferring some dedicated site either:
 - at some new standalone location (29%) (also 22% from open-ended responses),
 - or a dedicated space/facility in the current terminal (28%), or at least some improvement of the current service there (16%).
- Few (4%) specified some 'Other option'
- Most open-ended responses also highlighted preference for enhanced visitor information/centre services (>80% in total), with 62% indicating a variety of desired contents and/or purposes.
- **Visitor/information service enhancement was a key theme here. Specific proposals would be required to garner true preferences and viabilities (with respect to site visit time/use-patterns etc).**

Table 4.1: Preferred Management Option – Milford Sound Piopiotahi Visitor/Information Centre (n=950)

	count	%
A stand-alone Visitor Information Centre in a prominent location	284	29
A dedicated Visitor/Information Centre in the Terminal	274	28
STATUS QUO (current Terminal information services)	200	21
Enhanced Status quo (improved Terminal information services)	150	16
Other option	42	4

Figure 4.1: Preferred Management Option – Milford Sound Piopiotahi Visitor/Information Centre (%)



A supplementary open-ended question allowed for expansion of additional ideas, comments on Visitor/Information Centre options. Responses (307) were summarised into 8 main themes and 13 sub themes (see Tables 4.2).

Table 4.2: Visitor/Information Centre comment themes - categorised

	Count of 307 respondents	% of 307 respondents
Visitor/Info Centre purpose/content (cumulative including multiple themes...)	191	62
<i>Preferred content types/purposes</i>	117	38
<i>Appropriate design/ style/location for setting and purpose (various ideas)</i>	53	17
<i>Should disperse crowds/minimise congestion</i>	42	14
<i>Not with a commercial focus</i>	23	7
Visitor/Info Centre need (cumulative including multiple themes...)	182	59
<i>Additional information/interpretation</i>	59	19
<i>General improvement in information services needed</i>	29	9
<i>About additional activity options</i>	28	9
<i>Cultural themes</i>	15	5
<i>Services would add value</i>	11	4
<i>Wet weather option</i>	9	3
No enhanced Visitor/Info Centre need (cumulative including multiple themes...)	53	17
<i>No development/buildings (or only limited)</i>	32	10
<i>OK as is/change not needed</i>	21	7
<i>Only have limited time on visits to use one</i>	9	3
Stand-alone visitor centre facility	68	22
Enhanced/dedicated terminal information facilities	37	12
Specific site/location for services elsewhere	24	8
Specific site/location for services in village area	20	7
Other miscellaneous perspectives/comments (many off topic)	39	13

5. Response Theme – Milford Sound Piopiotahi Vehicle Parking

Respondents were asked to tick a box for their most preferred option for the future management of parking at Milford Sound Piopiotahi (954 respondents). Table 5.1 and Figure 5.1 summarise the tick box responses. In addition, 369 respondents added extra comments about parking. Table 5.2 summarises those responses overleaf.

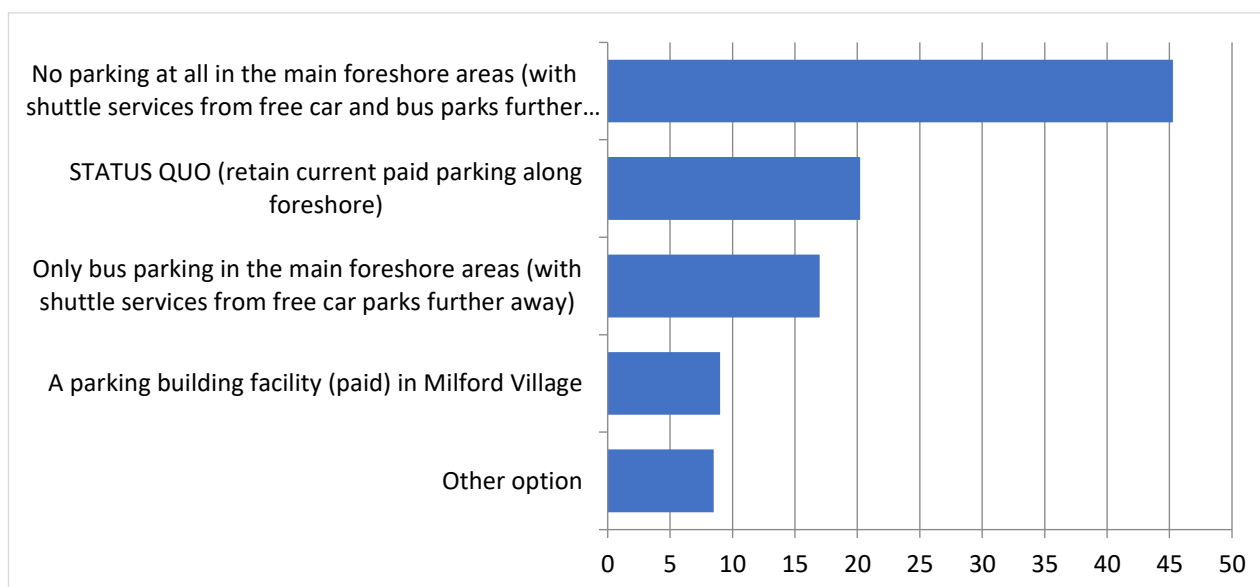
In summary, the primary tick box results for vehicle parking (with notes from open-ended responses) showed:

- Only 20 % favoured the current status quo (with only 4% of open-ended responses).
- Most of the remaining 80% favoured removal or significant reduction of parking in the foreshore area.
- Of those specifying some 'Other option' (8%), most referred to some form of 'park and ride' and/or similar shuttle-related options from more distant parking areas. Parking costs were noted by only a few respondents. Open-ended responses highlighted park and ride options more strongly (37%).
- Most open-ended responses also highlighted preference for limited (especially self-drive) vehicle access (50%), changed (mostly reduced) parking capacities (42%), park and ride type options (37%), various access exemptions/flexibilities (29%), while only a few (11%) noted parking cost issues.
- **Removing vehicle presence in the foreshore area was a key theme, along with reduced vehicle numbers and traffic volume management – especially by park and ride.**

Table 5.1: Preferred Management Option – Milford Sound Piopiotahi Vehicle Parking (n=954)

	count	%
No parking at all in main foreshore areas (with shuttle services from free car/bus parks further away)	432	45
STATUS QUO (retain current paid parking along foreshore)	193	20
Only bus parking in main foreshore areas (with shuttle services from free car parks further away)	162	17
A parking building facility (paid) in Milford Village	86	9
Other option	81	8

Figure 5.1: Preferred Management Option – Milford Sound Piopiotahi Visitor/Information Centre (%)



A supplementary open-ended question allowed for expansion of additional ideas and comments on parking management options. Responses (n=307) were summarised into 9 main themes and 20 sub themes (see Table 5.2).

Table 5.2: Vehicle parking comment themes - categorised

	Count of 369 respondents	% of 369 respondents
Limit vehicle access (cumulative including multiple themes...)	185	50
<i>Vehicle Limits /Reduction</i>	170	46
<i>Private vehicle limits</i>	120	33
<i>Commercial vehicle/bus limits</i>	44	12
<i>Visitor Number limits</i>	13	4
Changed parking capacity (cumulative including multiple themes...)	154	42
<i>Reduced/ removed foreshore parking - all</i>	77	21
<i>Reduced/ removed foreshore parking - specific type</i>	21	6
<i>Extra parking areas</i>	20	5
<i>No parking building</i>	19	5
<i>No extra parking areas</i>	18	5
<i>Parking building</i>	17	5
Park and Ride/Shuttle options (cumulative including multiple themes...)	137	37
<i>Park n Ride option (open)</i>	137	37
<i>Shuttles from nearby parking areas</i>	67	18
<i>Park N Ride from Corridor</i>	26	7
<i>Park N Ride from Te Anau</i>	26	7
Parking access/management options/flexibility (cumulative including multiple themes...)	107	29
<i>Parking Planning & Management tools</i>	37	10
<i>Mixed access systems</i>	34	9
<i>Options/exemptions for Corridor/non-boat trip/ Deepwater basin users</i>	32	9
<i>NZ use cheaper/ more access</i>	17	5
<i>Need access</i>	15	4
<i>Flexible options for peaks</i>	2	1
Parking cost issues	41	11
Road/ Safety considerations	15	4
Minimal development/ disturbance in any changes	10	3
<i>OK as is/change not needed</i>	14	4
Other miscellaneous perspectives/comments (many off topic)	22	6

6. Response Theme – Visitor Park and Ride (by bus/shuttle service)

Respondents were asked to tick a box for their most preferred option for park and ride services to Milford Sound Piopiotahi (951 respondents). Table 6.1 and Figure 6.1 summarise the tick box responses. In addition, 390 respondents added extra comments about park and ride. Table 6.2 summarises those responses overleaf.

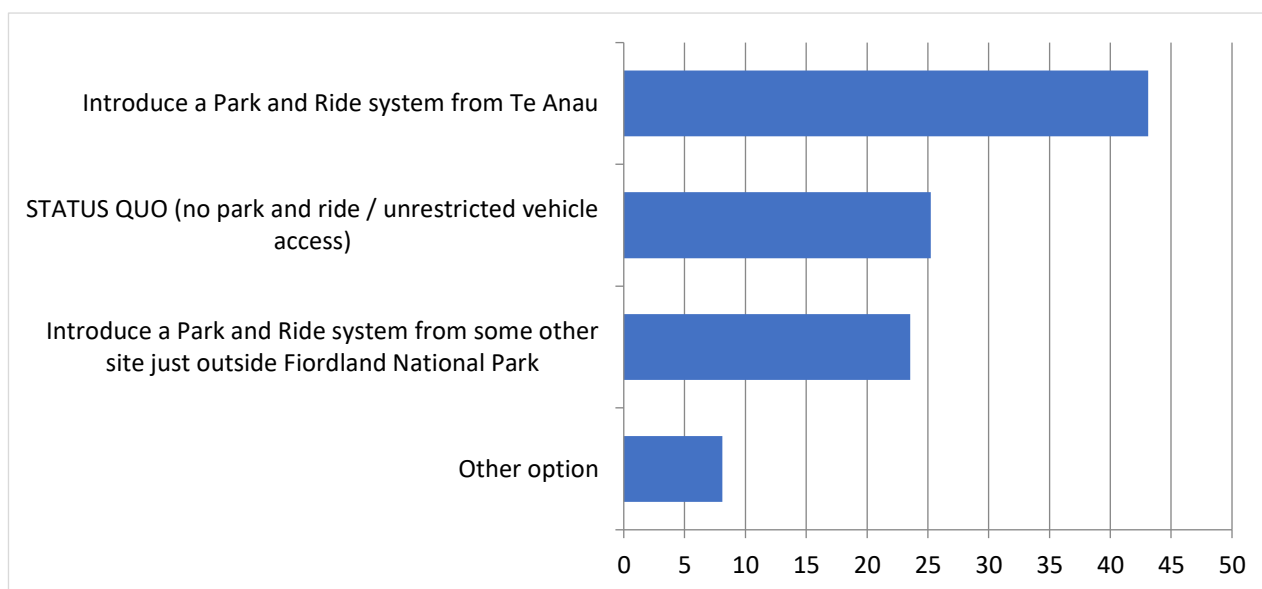
In summary, the primary tick box results for park and ride options (with notes from open-ended responses) showed:

- Only 25% favoured the current status quo (with only 5% of open-ended responses opposed to Park and Ride).
- Most of the remaining 75% favoured some type of park and ride system, with most favouring Te Anau as a base (43%).
- Of those who specified some 'Other option' (8%), most referred to some form of mixed system incorporating various 'park and ride' sites and other free access options.
- Most open-ended responses also highlighted support for park and ride options (69%), although most of these respondents (63%) qualified their support with a need for mixed options/flexibility to allow for wider recreation activity and user needs in the area (43% of all respondents overall). A number (27%) also noted Park and Ride benefits, with road safety and economic gains for Te Anau most prominent. A similar proportion (28%) also noted a need to reduce traffic flows/volumes in their responses, which most associated with being a benefit derived from Park and Ride.
- **Support of the park and ride option (subject to flexibility of recreational access) was a key theme here, especially associated with a desire to see traffic volumes reduced.**

Table 6.1: Preferred Management Option – Visitor Park and Ride (by bus/shuttle service)

	count	%
Introduce a Park and Ride system from Te Anau	410	43
STATUS QUO (no park and ride / unrestricted vehicle access)	240	25
Introduce a Park and Ride system from other sites just outside Fiordland National Park	224	24
Other option	77	8
		Total 951

Figure 6.1: Preferred Management Option – Visitor Park and Ride (by bus/shuttle service) (%)



A supplementary open-ended question allowed for expansion of additional ideas, references or other comments about park n ride options. Responses (390) were summarised into 9 main themes and 18 sub themes (see Tables 6.2).

Table 6.2: Visitor Park and Ride comment themes - categorised

	Count of 390 respondents	% of 390 respondents
Support Park and Ride system/option (cumulative including multiple themes...)	268	69
<i>Park N Ride option (open)</i>	266	68
<i>Park N Ride from Te Anau</i>	67	17
<i>Park N Ride from Corridor</i>	33	8
<i>Shuttles from nearby parking areas</i>	14	4
Mixed/flexible options with any park and ride (cumulative including multiple themes...)	168	43
<i>Allow Other recreational user options/ freedom</i>	103	26
<i>Optional/voluntary system/mixed options</i>	68	17
<i>Milford Road drive/stops experience freedom</i>	66	17
<i>NZ, Local or special activity access/exemptions</i>	45	12
<i>Private Boat user options</i>	6	2
Reduce vehicle/visitor numbers (cumulative including multiple themes...)	108	28
<i>Reduce/limit vehicles numbers</i>	79	20
<i>Reduce congestion/pressure</i>	32	8
<i>Reduce /Limit visitor numbers</i>	21	5
Park and Ride benefits (cumulative including multiple themes...)	107	27
<i>Road safety</i>	57	15
<i>Economic benefit</i>	30	8
<i>Environmental benefit/ issue</i>	27	7
<i>Enhance visitor experience</i>	23	6
No Park and Ride	21	5
<i>Don't like park n Ride</i>	13	3
<i>OK as is</i>	8	2
Planning & Management options/tools	62	16
Keep costs low/affordable	28	7
Don't over commercialise/overdevelop	12	3
Other miscellaneous perspectives/comments (many off topic)	18	5

7. Response Theme – Transport Options to Milford Road Visitor Sites

Respondents were asked to tick a box for their most preferred option for future transport management to sites along the Milford Road (952 respondents). This featured Hop On/Off (HOHO) shuttle/bus options and/or private vehicles. Table 7.1 and Figure 7.1 summarise the tick box responses. In addition, 278 respondents added extra comments about transport options. Table 7.2 summarises those responses overleaf.

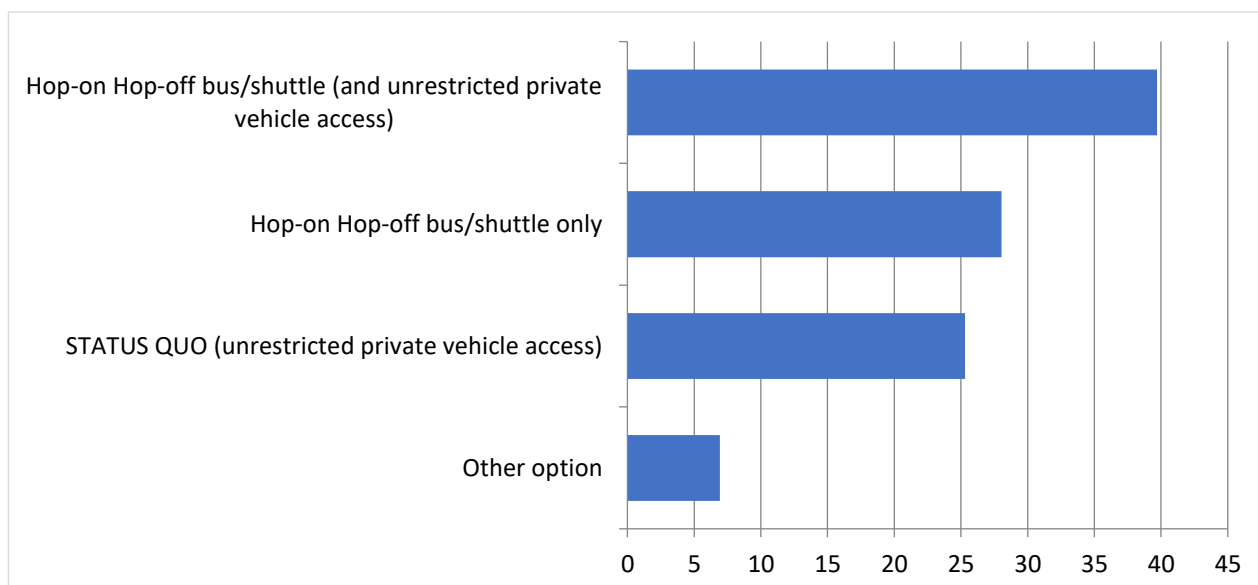
In summary, the primary tick box results for Milford Road site transport options (with notes from open-ended responses) indicated:

- Only 25% favoured the current status quo (with only 6% of open-ended responses).
- Of the remaining 75%, most (68%) favoured incorporation of some form of Hop-on/Hop-off bus/shuttle services.
- Of these most (40%) preferred mixed systems allowing private vehicle access while others preferred an exclusive system (20%).
- Of those who specified some 'Other option' (7%), most referred to some sort of mixed system incorporating both Hop-on/Hop-off and private components.
- Most open-ended responses also highlighted support for mixed transport systems incorporating Hop on/off options (63%), although the majority of these respondents qualified their support (as with Park and Ride options in Section 6) with a need for mixed options/flexibility to allow for wider recreation activity and user needs in the area. A number (38%) also noted Hop on/off service benefits, with a similar proportion as for Park and Ride options (Section 6) (with 26% referring to reduced traffic flows/volumes). Over a quarter of the responses (28%) were positive about hop on/off options.
- **Support of the hop on/off service options (subject to flexibility of recreational access) was a key theme for the Milford Road corridor. This support was sometimes overlapping with that for the park and ride option.**

Table 7.1: Preferred Management Option – Transport Options to Milford Road Visitor Sites

	count	%
Hop-on Hop-off bus/shuttle (and unrestricted private vehicle access)	378	40
Hop-on Hop-off bus/shuttle only	267	28
STATUS QUO (unrestricted private vehicle access)	241	25
Other option	66	7

Figure 7.1: Preferred Management Option – Transport Options to Milford Road Visitor Sites (%)



A supplementary open-ended question allowed for expansion of additional ideas, and comments about Milford Road site transport options. Responses (278) were summarised into 8 main themes and 10 sub themes (see Table 7.2).

Table 7.2: Milford Road Sites transport option comment themes - categorised

	Count of 278 respondents	% of 278 respondents
Need mixed/flexible transport options (cumulative including multiple themes...)	174	63
<i>Mixed/flexible options for different users (support HOHO)</i>	132	47
<i>NZ, Local or special need/activity access</i>	75	27
<i>Rec User needs</i>	55	20
Hop on/off service benefits (cumulative including multiple themes...)	106	38
<i>Control/reduce vehicles/ visitor numbers</i>	73	26
<i>Environmental benefit/ issue</i>	18	6
<i>Road safety</i>	17	6
<i>Visitor experience benefits</i>	13	5
<i>Economic cost/benefit/affordability</i>	13	5
Planning & Management options/tools	90	32
Positive about hop on/off & park n ride options	78	28
Hop on/off service starting site options (cumulative including multiple themes...)	17	6
<i>Starting from Te Anau</i>	13	5
<i>Starting from other sites (Knobs Flat)</i>	7	3
Milford Road experience is good	9	3
<i>Leave as is/unrestricted</i>	18	6
Other miscellaneous perspectives/comments (many off topic)	23	8

8. Response Theme – Milford Road Visitor Sites/Activities

Respondents were asked to tick a box for their most preferred option for Milford Road visitor sites and activities (949 respondents). Table 8.1 and Figure 8.1 summarise the tick box responses. In addition, 301 respondents added extra comments about sites and activities. Table 8.2 summarises those responses overleaf.

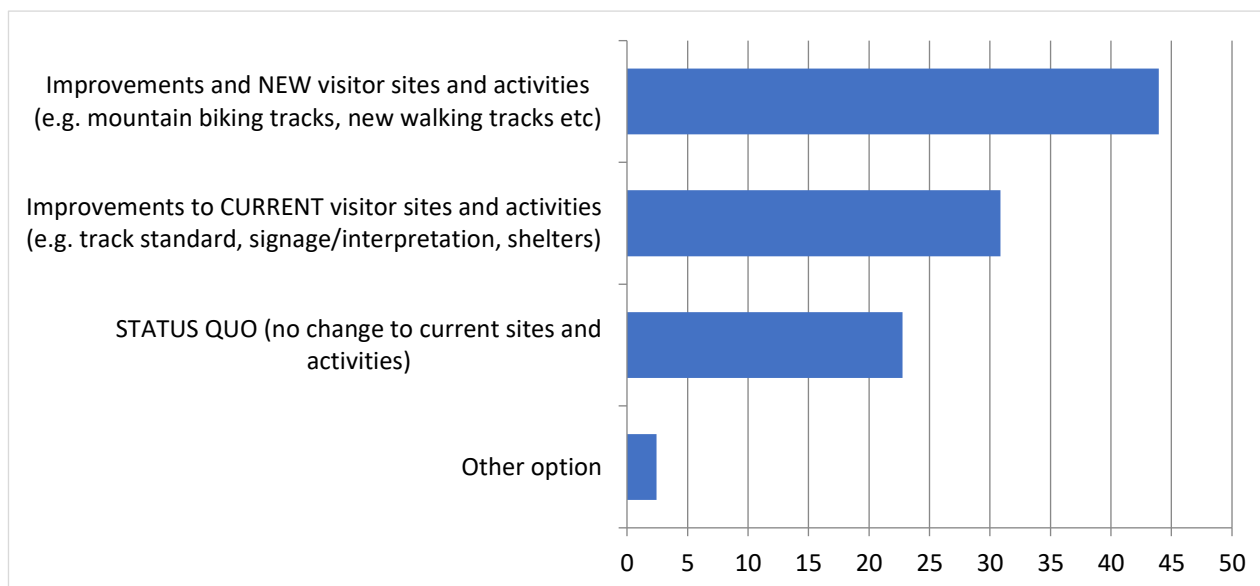
In summary, the primary tick box results for Milford Road visitor site/activity options (with notes from open-ended responses) showed:

- Only 23% favoured the current status quo (with only 7% in open-ended responses).
- Of the remaining 77%, most (44%) favoured enhancing current sites and creating new site and activity options. The others (31%) favoured at least current site improvements.
- Only a very few specified some 'Other option' (7%).
- Many open-ended responses also highlighted support for greater site and activity option development/ improvement (38%), supporting infrastructure/facilities at sites (18%), general developments/ improvements (19%) and site-specific developments/improvements (17%). However, respondents mostly qualified their support with a need for any such activity option developments/improvements to be low impact and sensitive to their settings, and to reduce visitor experience and environmental pressures.
- **Improvement in activity opportunities was a key theme here (qualified by a need for sensitivity to the natural environment and overall visitor experience).**

Table 8.1: Preferred Management Option – Milford Road Visitor Sites/Activities (n=949)

	count	%
Improvements and NEW visitor sites and activities (e.g. mountain biking tracks, new walking tracks etc)	417	44
Improvements to CURRENT visitor sites and activities (e.g. track standard, signage/interpretation, shelters)	293	31
STATUS QUO (no change to current sites and activities)	216	23
Other option	23	2

Figure 8.1: Preferred Management Option – Milford Road Visitor Sites/Activities (%)



A supplementary open-ended question allowed for expansion of additional ideas, and comments about Milford Road site/activity options. Responses (n=302) were summarised into 9 main themes and 10 sub themes (see Table 8.2).

Table 8.2: Milford Road Visitor Sites/Activities option comment themes - categorised

	Count of 302 respondents	% of 302 respondents
Control/ limit development/appropriate (cumulative including multiple themes...)	138	46
<i>Limit development/only low impact/keep natural</i>	71	24
<i>Reduce/spread numbers/manage demand</i>	57	19
<i>Environmental issue/impact concern</i>	32	11
<i>Limit specific activity/facility (most MTB)</i>	26	9
More or better site/activity options (cumulative including multiple themes...)	115	38
<i>More/better facilities - tracks/walks</i>	113	37
<i>Increase specific activity/facility (most MTB)</i>	49	16
<i>More/better facilities/activity options</i>	44	15
More or better supporting infrastructure facilities (cumulative including multiple themes...)	53	18
<i>More/better facilities - roadside/ carpark/ roadend</i>	31	10
<i>More/better facilities - toilets</i>	21	7
<i>More/better Interpretation/Information/Signage</i>	18	6
Development/improvement suggestion - general	57	19
Development/improvement suggestion - specific site/area	50	17
Planning & Management options/ tools	26	9
Economic benefit /cost/affordable	19	6
<i>OK as is</i>	22	7
Other miscellaneous perspectives/comments (many off topic)	32	11

9. Response Theme – Milford Road Accommodation Sites/Facilities

Respondents were asked to tick a box for their most preferred option for Milford Road visitor accommodation options (953 respondents). Table 9.1 and Figure 9.1 summarise the tick box responses. In addition, 280 respondents added extra comments about accommodation options. Table 9.2 summarises those responses overleaf.

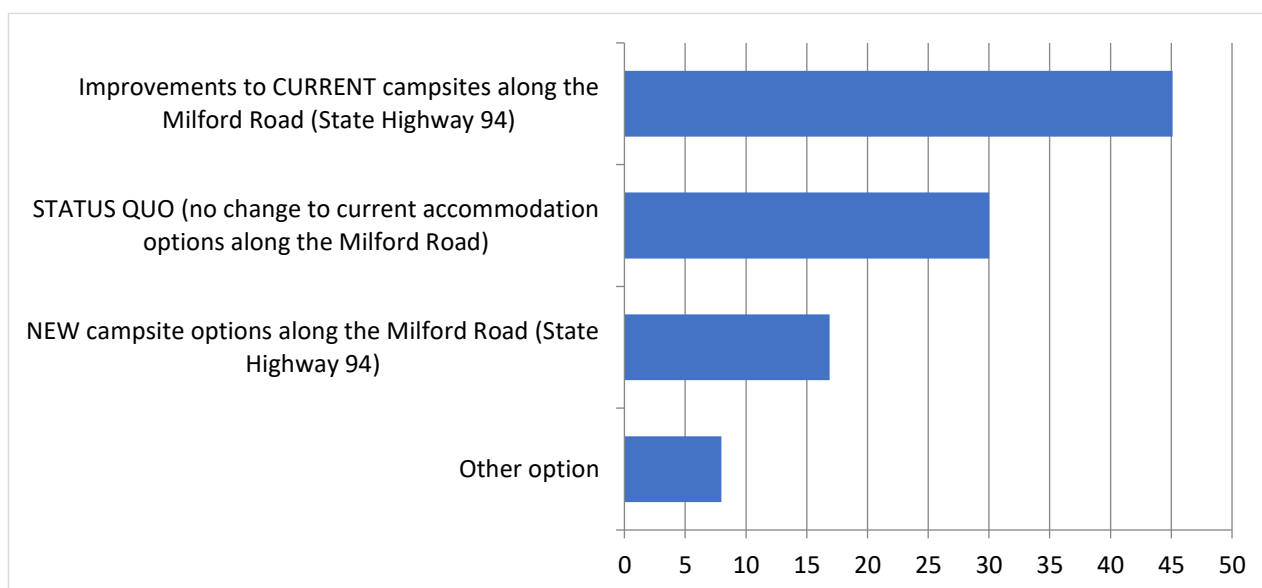
In summary, the primary tick box results for Milford Road visitor accommodation options (with notes from open-ended responses) showed:

- Only 30% favoured the current status quo (with only 11% in open-ended responses).
- Of the remaining 70%, most (44%) favoured enhancing current sites. Many (30%) also favoured creating new site options.
- Of those who specified some ‘Other option’ (8%), most referred to some sort of restricted uses, particularly with respect to freedom camping. In open-ended responses a higher proportion (20%) favoured restrictions on freedom camping/non self-contained campervans.
- Many open-ended responses also highlighted support for enhanced accommodation (usually campsite) capacity, improved variety and facility standards (53%), although considerable proportions also indicated developments should be limited and/or low impact/sensitive (41%), or that demand should be reduced/managed (31%). A few noted that Te Anau should be an accommodation base (5%) or that accommodation should be linked to Park and Ride options (4%).
- **Improvement in accommodation (mostly camping) opportunities and options was a key theme here, subject to appropriate maintenance of low impact/natural standards and setting/experience sensitivities. Freedom camping was not favoured.**

Table 9.1: Preferred Management Option – Milford Road Accommodation Sites/Facilities (n=953)

	count	%
Improvements to CURRENT campsites along the Milford Road (State Highway 94)	430	45
STATUS QUO (no change to current accommodation options along Milford Road)	286	30
NEW campsite options along the Milford Road (State Highway 94)	161	17
Other option	76	8

Figure 9.1: Preferred Management Option – Milford Road Accommodation Sites/Facilities (%)



A supplementary open-ended question allowed for expansion of additional ideas and comments about Milford Road accommodation options. Responses (280) were summarised into 9 main themes and 13 sub themes (see Table 9.2).

Table 9.2: Milford Road Visitor Accommodation option comment themes - categorised

	Count of 281 respondents	% of 281 respondents
Increase capacity/standards/options (cumulative including multiple themes...)	149	53
<i>Development/improvement suggestion - general</i>	50	18
<i>Variety of options</i>	48	17
<i>Development/improvement suggestion - specific site/ area</i>	43	15
<i>More campsites/capacity/supply</i>	40	14
<i>Upgrade/new toilet & waste</i>	29	10
<i>More Lodges/hotels/higher end</i>	9	3
Limit any new development (cumulative including multiple themes...)	116	41
<i>No new developments needed/limit supply</i>	55	20
<i>Minimal develop/low impact/sensitive</i>	47	17
<i>OK as is</i>	32	11
<i>No new Lodges/hotels/higher end</i>	6	2
Limit/reduce demand (cumulative including multiple themes...)	86	31
<i>Ban freedom camping/non-contained campervans</i>	55	20
<i>Manage/limit demand</i>	26	9
<i>NZ special access/options</i>	13	5
Planning & Management options/tools	50	18
Environmental issue/concern	18	6
Te Anau as accommodation base	14	5
Link accommodation to Park n Ride	12	4
Costs/affordability	10	4
Other miscellaneous perspectives/comments (many off topic)	20	7

10. Response Theme – Airport/Air Services at Milford Sound Piopiotahi

Respondents were asked to tick a box for their most preferred option for Airport/Air Service at Milford Sound Piopiotahi (948 respondents). Table 10.1 and Figure 10.1 summarise the tick box responses. In addition, 282 respondents added extra comments about Airport/Air service options. Table 10.2 summarises those responses.

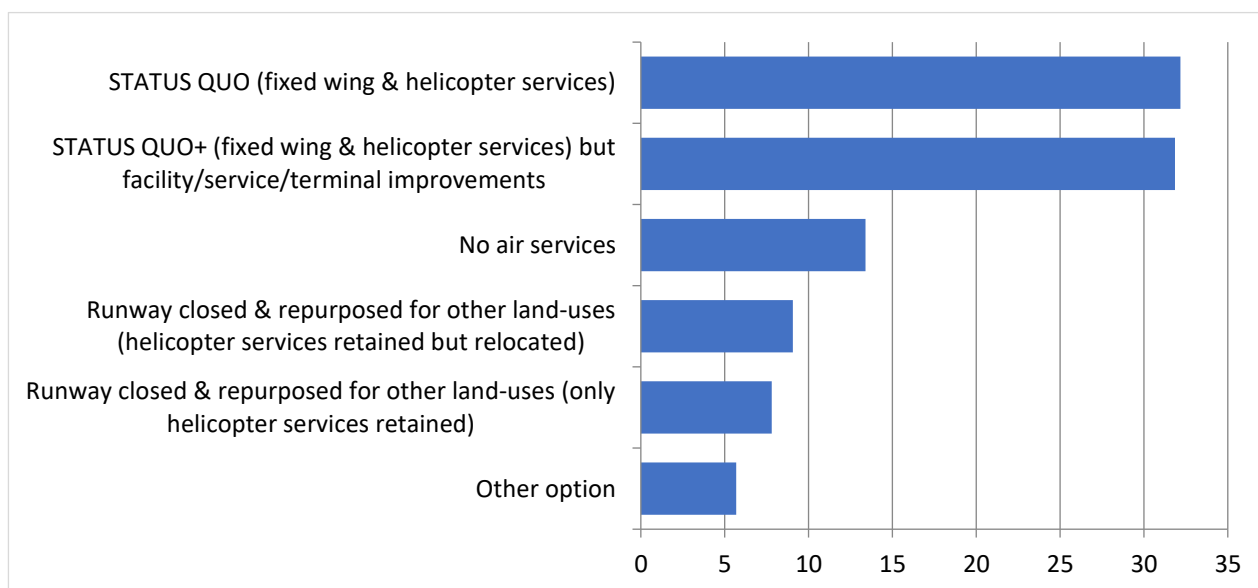
In summary, the primary tick box results for Airport/Air Services options (with notes from open-ended responses) showed:

- Only 13% favoured removing air services from the airport (with around 17% favouring runway closure but retaining helicopter services).
- Of the remaining 80+%, most (64%) favoured retaining the status quo (with some key facility /service improvements).
- This was similar to open-ended responses where 58% favoured retaining some flight/runway services. However, only 5% of open-ended responses indicated Airport/Air Services were OK as is, suggesting a high proportion of respondents felt changes and/or improvements to Air Services were required. Open-ended responses highlighted noise impact issues (37%) in particular.
- **Improved status quo was a key theme here, subject to the management/minimisation of key impact issues being incorporated into any improvements. Some respondents noted differences between helicopter and fixed wing capabilities, services, requirements and impacts.**

Table 10.1: Preferred Management Option – Airport/Air Services (n=948)

	count	%
STATUS QUO (fixed wing & helicopter services)	305	32
STATUS QUO+ (fixed wing & helicopter) but facility/service/terminal improvements	302	32
No air services	127	13
Runway closed & repurposed for other uses (helicopter services retained but relocated)	86	9
Runway closed & repurposed for other uses (only helicopter services retained)	74	8
Other option	54	6

Figure 10.1: Preferred Management Option – Airport/Air Services (%)



A supplementary open-ended question allowed for expansion of additional ideas and comments about Airport/Air Service options. Responses (282) were summarised into 9 main themes and 12 sub themes (see Table 10.2).

Table 10.2: Airport/Air Service option comment themes - categorised

	Count of 281 respondents	% of 281 respondents
Retain all/some flight/runway services (cumulative including multiple themes...)	163	58
<i>Flight reductions/controls</i>	81	29
<i>Retain/enhance current flight services</i>	52	19
<i>Retain basic flight services capacity (safety/management/backcountry access)</i>	43	15
<i>Services give safety backup options</i>	36	13
<i>Flight experiences are exceptional</i>	30	11
<i>Services give accessibility options for backcountry users/Milford visitors</i>	22	8
Noise impacts from flights	104	37
Improved terminal facilities	31	11
Close runway/airport (cumulative including multiple themes...)	28	10
<i>No flights</i>	18	6
<i>Other uses for airport/runway site</i>	13	5
Allow scenic overflights (through other sites)	16	6
Improve aircraft/operation (reduce impacts)	15	5
Investigate impacts/management options	9	3
<i>OK as is</i>	13	5
Other miscellaneous perspectives/comments (cumulative including multiple themes...)	44	16
<i>Economic contributions (positives/negatives)</i>	8	3
<i>Environmental issues/ concerns (non-noise)</i>	8	3
<i>Reduces road traffic</i>	8	3
<i>Miscellaneous - other</i>	20	7
Reference - Helicopter specific comments	49	17
Reference - Fixed-wing specific comments	30	11

11. Response Theme – Milford Sound Piopiotahi Visitor Activities/Facilities

Respondents were asked to tick a box for their most preferred option for Milford Sound Piopiotahi Visitor Activities/Facilities (951 respondents). Table 11.1 and Figure 11.1 summarise the tick box responses. In addition, 250 respondents added extra comments about Milford Sound Piopiotahi visitor activity options. Table 11.2 summarises those responses.

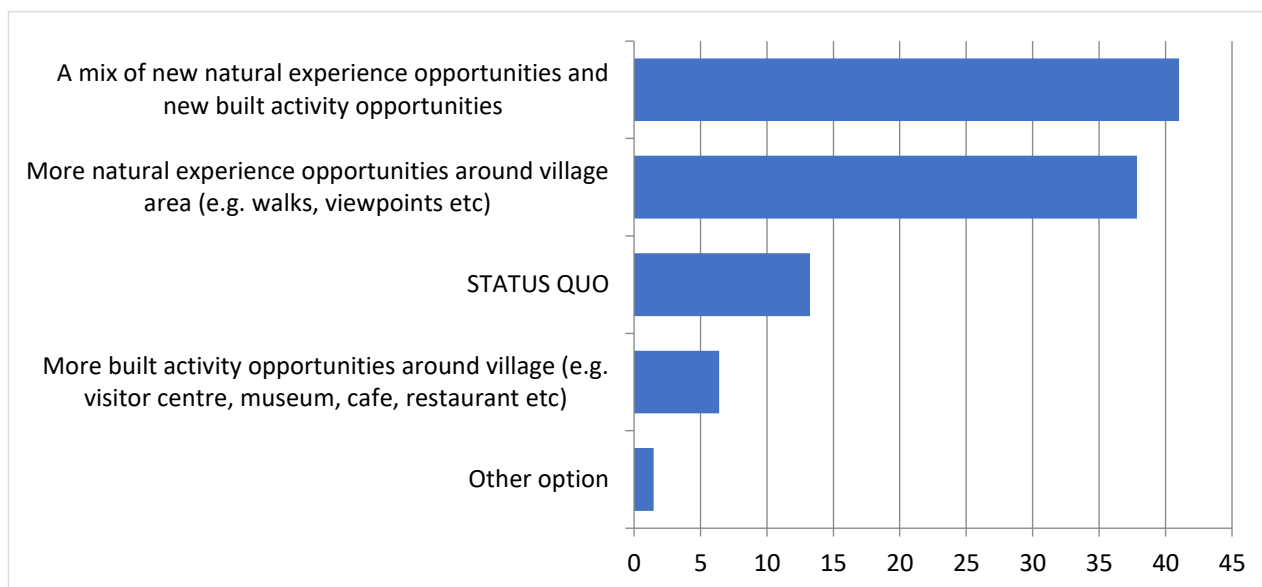
In summary, the primary tick box results for Milford Sound Piopiotahi Visitor Activities/Facilities options (with notes from open-ended responses) showed:

- Only 13% favoured the status quo of visitor activities and related facilities around the village.
- Of the remaining 87%, most (79%) favoured either a mix of new or improved natural and/or built visitor experience opportunities (41%). Most of this focus was on the natural experience opportunities, with only a few (6%) favouring only built activity opportunities. In open-ended comments the preferences for built options were a little higher (such as food and beverage options 17%). Only a few respondents (under 'other') mentioned wet weather options.
- Open-ended responses highlighted support for a variety of desired new/improved activities and facilities, although most qualified this response with preferences that anything new would have to be low impact and natural in orientation where possible.
- **Having options for more things to do was a key theme here, with a stronger focus on natural/low impact experiences. Some built facilities were acceptable subject to having low impact/ setting sensitivities. Changed mass trip patterns would be required to optimise Visitor Centre outcomes.**

Table 11.1: Preferred Management Option – Milford Sound Piopiotahi Visitor Activities/Facilities (n=951)

	count	%
A mix of new natural experience opportunities and new built activity opportunities	390	41
More natural experience opportunities around village area (e.g. walks, viewpoints etc.)	360	38
STATUS QUO	126	13
More built activity opportunities around village (e.g. visitor centre, museum, cafe, restaurant etc.)	61	6
Other option	14	1

Figure 11.1: Preferred Management Option – Milford Sound Piopiotahi Visitor Activities/Facilities (%)



A supplementary open-ended question allowed for expansion of additional ideas and comments about Milford Sound Piopiotahi Visitor Activities/Facilities options. Responses (250) were summarised into 8 main themes and 12 sub themes (see Table 11.2).

Table 11.2: Milford Sound Piopiotahi Visitor Activities/Facilities comment themes - categorised

	Count of 250 respondents	% of 250 respondents
Minimal/Low Impact Activity/Facility Features (cumulative including multiple themes...)	163	65
<i>Natural/low key</i>	63	25
<i>Limited development/commercialisation</i>	40	16
<i>Minimal buildings/facilities</i>	29	12
<i>Enhances nature/landscape/experience</i>	21	8
Preferred Activity/Facility Types (cumulative including multiple themes...)	133	53
<i>Walk/ view options</i>	67	27
<i>Food & Beverage</i>	43	17
<i>Variety other activities</i>	30	12
<i>Info/ interpretation facilities/services</i>	24	10
<i>Museum</i>	15	6
Upgrade/ reorganise current structure/layout (cumulative including multiple themes...)	69	28
<i>Rationalise current buildings/services/layouts /flows/front-back of house</i>	36	14
<i>Specific suggestion/ site</i>	23	9
<i>Under-done facilities/general improvement/upgrade needed</i>	22	9
Planning & management tools/options	35	14
Limit/manage/reduce visitor and/or vehicle numbers	19	8
Economic contributions (positive/negative)	13	5
Te Anau role in activity/facility provision	10	4
Other miscellaneous perspectives/comments (many off topic)	44	18

12. Response Theme – Milford Sound Piopiotahi Accommodation

Respondents were asked to tick a box for their most preferred option for Milford Sound Piopiotahi accommodation options (947 respondents). Table 12.1 and Figure 12.1 summarise the tick box responses. In addition, 262 respondents added extra comments about Milford Sound Piopiotahi accommodation options. Table 12.2 summarises those responses.

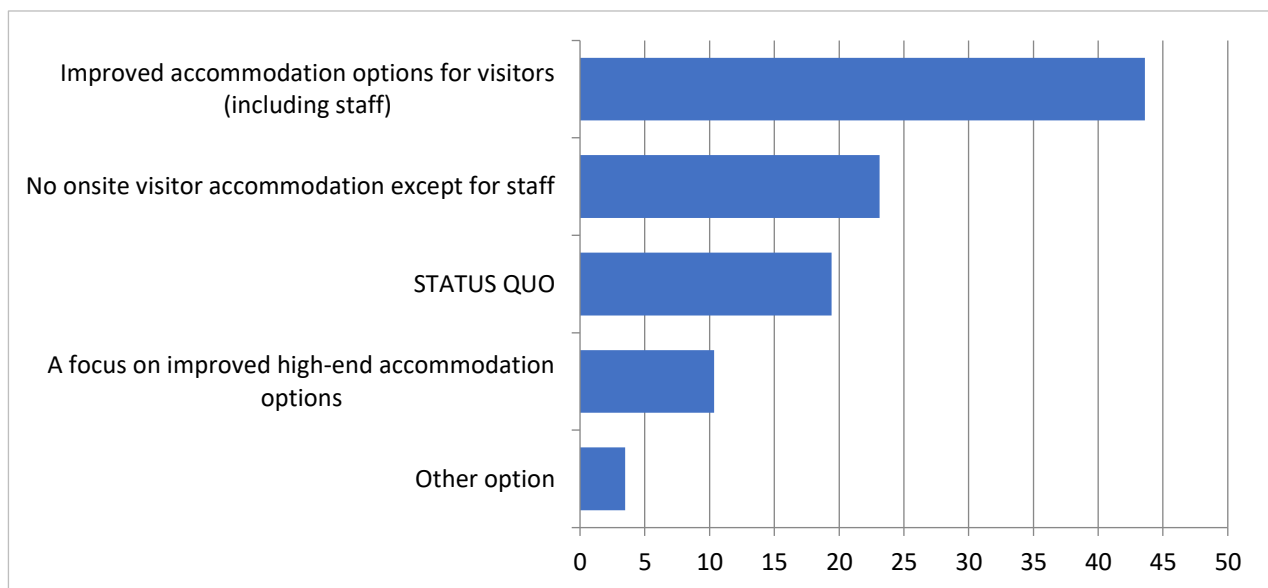
In summary, the primary tick box results for Milford Sound Piopiotahi accommodation options (with notes from open-ended responses) showed:

- Only 19% favoured the status quo for accommodation around the village.
- Of the remaining 81%, most (67%) favoured improvement in accommodation options around the village for visitors and staff, although for many (23%) this was focussed on staff needs only.
- High end accommodation options were not strongly favoured (10%), and this was reflected in open-ended question responses (12%).
- Open-ended responses highlighted support for more and/or improved accommodation options (68%), although a considerable number (41%) also indicated a range of reservations that included desire for less but better standard options.
- **Improved accommodation options were a key theme here, (although not so much targeted at meeting high end needs) focus was on meeting staff and general visitor needs. There was a frequent preference for all options to be low impact and be sensitive to the setting.**

Table 12.1: Preferred Management Option – Milford Sound Piopiotahi Accommodation (n=262)

	count	%
Improved accommodation options for visitors (including staff)	413	44
No onsite visitor accommodation except for staff	219	23
STATUS QUO	184	19
A focus on improved high-end accommodation options	98	10
Other option	33	3

Figure 12.2: Preferred Management Option – Milford Sound Piopiotahi Accommodation (%)



A supplementary open-ended question allowed for expansion of additional ideas and comments about Milford Sound Piopiotahi Visitor Accommodation options. Responses (262) were summarised into 7 main themes and 15 sub themes (see Table 12.2).

Table 12.2: Milford Sound Piopiotahi Accommodation comment themes - categorised

	Count of 281 respondents	% of 281 respondents
More/improved accommodation options (cumulative including multiple themes...)	178	63
<i>Variety of accommodation options</i>	58	21
<i>Affordable options</i>	45	16
<i>Low impact/environmentally appropriate/sensitive improvements/developments</i>	40	14
<i>Rationalise/improve current options/footprint</i>	40	14
<i>High end/yield options</i>	33	12
<i>Better staff accommodation options</i>	28	10
<i>Specific site suggestions</i>	25	9
<i>Currently poor accommodations standards</i>	13	5
<i>Special need/purpose accommodation options</i>	12	4
<i>Overnight stays provide good experiences</i>	11	4
Reduced/Limited accommodation options (cumulative including multiple themes...)	114	41
<i>Reduce/limit accommodation options/ capacities</i>	49	17
<i>No new accommodation development</i>	47	17
<i>No stays/accommodation</i>	19	7
<i>Environmental/infrastructure capacity concerns</i>	18	6
<i>Reduce/limit overall visitor numbers</i>	16	6
Economic contribution (positive/negative)	27	10
Te Anau role in accommodation options	20	7
Planning & Management tools/options	14	5
<i>OK as is</i>	7	2
Other miscellaneous perspectives/comments (many off-topic)	44	16

13. Response Theme – Costs to look after Milford Sound Piopiotahi

Respondents were asked to tick a box for their most preferred option for generating revenue/funding for looking after Milford Sound Piopiotahi (including the corridor and road) (960 respondents). Table 13.1 and Figure 13.1 summarise the tick box responses. In addition, 337 respondents added extra comments about Milford Sound Piopiotahi revenue/funding options. Table 13.2 summarises those responses overleaf.

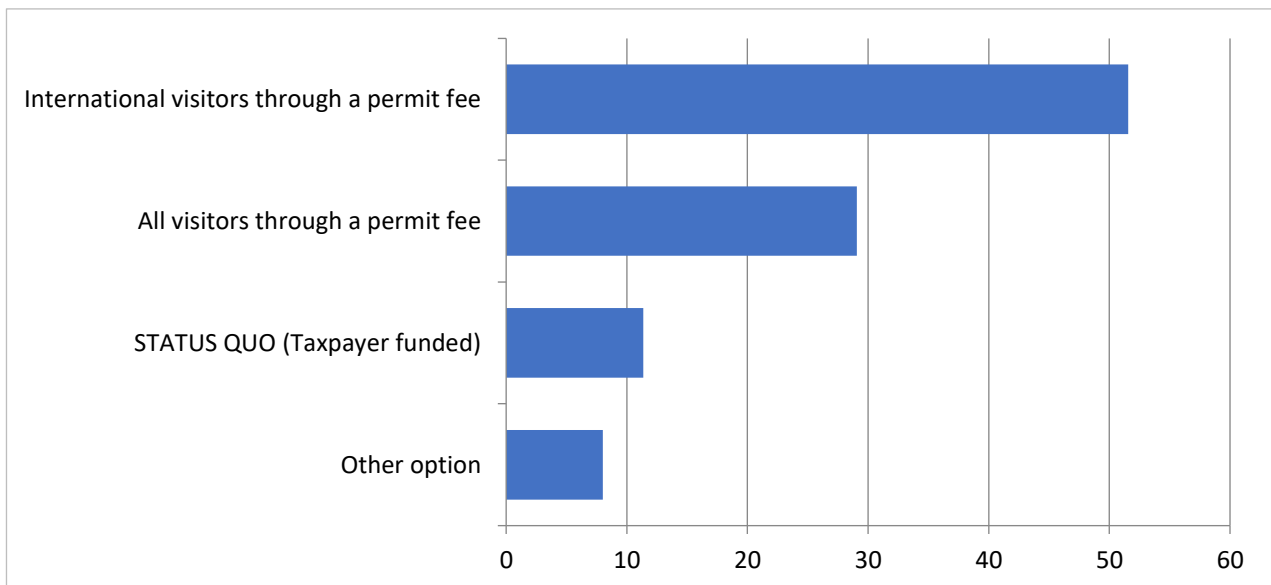
In summary, the primary tick box results for Milford Sound Piopiotahi revenue/funding options (with notes from open-ended responses) showed:

- Only 11% favoured the status quo (taxpayer) sources for most costs and funding of Milford Sound Piopiotahi, and this level was reflected in the open-ended responses (10%).
- Of the remaining 89%, most (52%) favoured more cost recovery through permit fees on international visitors, and this level was also reflected in the open-ended questions (50%).
- A smaller proportion (29%) favoured permit fees for all visitors.
- Of those who specified some ‘Other option’ (8%), most referred to some sort of mixed funding systems. A few also mentioned specific exemptions for locals and/or New Zealanders.
- Some open-ended responses referred to a fee/permit system for use of the Milford Road and/or accessing Milford Sound Piopiotahi.
- **Focus upon user-pays options was a key theme here, particularly with respect to international visitors (and associated providers), although there was some acknowledgment that any systems should be a mixed model.**

Table 13.1: Preferred Management Option – Revenue/Funding to look after Milford Sound Piopiotahi (n=960)

	count	%
International visitors through a permit fee	495	52
All visitors through a permit fee	279	29
STATUS QUO (Taxpayer funded)	109	11
Other option	77	8

Figure 13.2: Preferred Management Option – Revenue/Funding to look after Milford Sound Piopiotahi (%)



A supplementary open-ended question allowed for expansion of additional ideas and comments about Milford Sound Piopiotahi revenue/funding options. Responses (337) were summarised into 12 main themes (see Table 13.2).

Table 13.2: Milford Sound Piopiotahi Revenue/Funding comment themes - categorised at higher level

	Count of 337 respondents	% of 337 respondents
User pays fee combination - International pay more	167	50
Access fee/permit for park/road	98	29
User pays fee combination (balance not stated)	67	20
Provider levy/ concession component	38	11
Planning & Management tools/options	36	11
Tax (incl. rates) component (personal/GST)	35	10
No NZ fee/cost	33	10
NZ already pay (taxes/ rates)	23	7
Tourism tax component	12	4
No cost/cost increase	10	3
User pays fee combination - New Zealanders pay more	5	1
Other miscellaneous perspectives/comments (many off-topic)	29	9

14. Final Comments

Respondents were asked to make any final comments about the Milford Opportunity Project. Additional comments were made by the 303 respondents. They were summarised into the following 27 descriptive response categories outlined in Table 14.1. These have been presented here for reference (should any more detailed follow up analysis be required). No single theme was predominant. The only themes with greater than 20% citation related to limiting visitor numbers/activities and to developing new activity options.

Table 14.1: Final Comment themes (open-ended for any topic)

	Count of 303 respondents	% of 303 respondents
Limit/manage visitor numbers/ activities	79	26
New or improved activity/product options	63	21
Economic contributions (positive/negative)	54	18
Reduce/manage vehicle numbers	47	16
Conservation/Preservation priority needs	43	14
New Zealander/local user priority	41	14
Management & Planning Options/Tools	38	13
Limit development/low impact/keep natural	37	12
Specific facility/development needs	35	12
Milford Road Access issue	34	11
Visitor experience impact issues/concerns	33	11
New road/access links/monorails etc.	24	8
Particular site/area needs	21	7
Te Anau role/focus	21	7
Information/education/ interpretation need	20	7
Milford Village layout/facility needs	19	6
Particular activity limits	15	5
Positive visitor experiences	14	5
Environmental impact issues/concerns	14	5
Management revenue/funding needs	14	5
Governance issues	12	4
Cultural/ Heritage focus need	11	4
COVID Change Opportunity	9	3
Alternative energy options	8	3
Leave as is	4	1
Consultation/Collaboration offers	3	1
Other miscellaneous perspectives/comments	25	8

Milford Opportunities Project – Online Engagement Summary – October 2020

In October 2020, the Milford Opportunities Project launched another nationwide engagement campaign run via Southland District Council. This was presented as the final chance for large-scale engagement on this project prior to the project Governance Group making decisions for the final masterplan. The Project was seeking public feedback on the 6 main summary themes and 29 associated key ideas emerging from the work to date. The table below lists the 6 main summary themes and their respective rationales¹.

Main themes and respective rationales²

1. Te Anau and its district – a destination.
<ul style="list-style-type: none"> The Milford Opportunities Project sees Te Anau as the hub for visiting Milford Sound Piopiotahi and a destination in its own right
2. Develop new transport models to manage visitor flows.
<ul style="list-style-type: none"> The Milford Opportunities Project governance group is recommending controlling access into Milford Sound Piopiotahi. The development of new transport models will help to manage visitor flows. Two general models are being looked at which represent different combinations of public and private transport modes and their management to achieve optimum results.
3. Give visitors choice on the Milford Corridor.
<ul style="list-style-type: none"> Creating a Milford Corridor experience for visitors is another goal for the governance group. It is suggesting the Milford Corridor experience be improved to strengthen the options available to visitors.
4. Conservation supported by tourism.
<ul style="list-style-type: none"> A key pillar of the Milford Opportunities Project is conservation and using funds raised by tourism to meet costs of improved conservation, access, infrastructure, operations and mana whenua aspirations.
5. Encouraging visitors to experience the full Milford Sound Piopiotahi story.
<ul style="list-style-type: none"> The Milford Opportunities governance group wants to encourage visitors to stay longer in Milford Sound Piopiotahi and contribute to the local economy by developing a compelling suite of experiences and redesigning the Milford village to reflect its world-class status.
6. Behind the story of Milford Sound Piopiotahi.
<ul style="list-style-type: none"> The opportunity exists to reassess how we are governing, managing, and developing Milford Sound Piopiotahi. The telling of the Piopiotahi story also needs to be brought together in a fresh coherent and visionary way. The area’s infrastructure needs to protect both the natural environment and visitors to ensure it remains a world class natural environment.

Links to a dedicated webpage were circulated widely by Southland District Council for feedback response. Feedback was voluntary in open-ended text box responses (with separate submission-style responses also allowed for in the overall approach). Summary responses from the feedback received are presented on the following pages. These represent the main summary response content themes coded from the raw text replies. These coded themes capture the collective summary online content and intention of the highly diverse individual text replies received. Multiple codes could be assigned to an individual text response (where multiple themes were apparent). For example, a respondent may have indicated both positive and negative perceptions of a proposed initiative.

Response levels were limited by the voluntary response mode. However, the approach reached a wide variety of the public and interested parties, and the eventual responses received ranged from interested individuals through to senior stakeholder representatives. This process was not a statistical survey, but a further stage of consultation and concept testing within a much broader consultative process.

The remainder of this report summarises the findings of these online engagement responses.

¹ Each response theme was accompanied by respective sets of specific Key Ideas which provided the response templates for feedback engagement. Responses for the 29 Key Ideas are presented in part in the Summary Tables on pages 3-4 and more fully with coding’s in Appendix 1 (The full list of themes and key ideas is presented in Appendix 2).

² Note that there was additional descriptive content about each listed Key Idea presented in the webpage content seen by respondents, and this additional contextual description is presented in the results pages for the individual Key Ideas under the heading ‘Idea Description’ in Appendix 1. These descriptions are part of what respondents saw.

Results Summary

Responses across all 29 Key Ideas are summarised in a [Master Summary Table](#) (refer pages 4-5). Behind this summary table, coded responses to the [individual Key Ideas](#) are also summarised in more detail by Theme in Appendix 1 (refer pages 6-69).

From the Master Summary Table, the following summary tables of [most](#) and [least](#) positively received Key Ideas have been extracted. The coding of text responses coding took two approaches:

1. Overall [positive or negative response](#) codes were assigned subjectively to individual response comments based on the comment's overall balance of positivity/support versus negativity/opposition, and
2. This was accompanied by [thematic coding](#) of the responses into [summary response categories](#) for each of the 29 respective Key Ideas³.

Key Interpretation Note - Multiple codes were assigned to individual text responses where multiple themes were apparent (for example a respondent may have identified both positive and negative perceptions of an idea). Table counts and associated % figures can cumulatively add up to over the base text response number (n=) and 100% respectively (Table column figures should not be totalled).

Most positively received Key Ideas (Top 10)

These were the Key Ideas which had the [highest 'positive'](#) comment levels overall:

(here listed in descending order from highest).

- While response numbers were not high, for each of the Key Ideas listed below the proportion of respondents giving overall comments identified as being predominantly positive exceeded 85%.
- These Key Ideas were clearly seen highly positively by those (self-selected) respondents who made comment on them.

Top 10 Key Ideas	% positive responses	Main comment themes (in summary) (refer Appendix 1 for detail)
Create new walking/cycling tracks connecting into Te Anau. <i>(Key Idea 1.2, n=71)</i>	96	Cycling positive; preferences of more activity options; specific site track site, type & networking suggestions; benefits to Te Anau.
Develop better Piopiotahi facilities and infrastructure for basic services (e.g. water, wastewater, power, comms). <i>(Key Idea 6.3, n=25)</i>	96	Priority upgrade needs; upgrades need to be resilient, quality, sustainable; reduce where possible. Variety of other comments.
Tourism funding conservation. <i>(Key Idea 4.1, n=51)</i>	94	Need to support conservation; lower costs/affordable for kiwis/taxpayers; various charging/management suggestions.
Develop new walking tracks and observation points in Piopiotahi. <i>(Key Idea 5.7, n=43)</i>	93	Need more walks options; short walks & viewpoints good; specific track site suggestions (usually Bowen Falls, including some negative). Variety of other comments.
Upgrade short stop options along Milford Road corridor. <i>(Key Idea 3.5, n=35)</i>	91	Prefer more options; specific site and management suggestions; spreads pressure; keep low key. Few other comments.
Develop new family-friendly experiences in the Te Anau basin. <i>(Key Idea 1.5, n=51)</i>	90	Specific attraction, site & activity suggestions; impact concerns; family-friendly options; nature focussed/not gimmicks; more options
Create a strong national park entry where the road enters Fiordland NP. <i>(Key Idea 3.1, n=37)</i>	89	Need for some indication/entry point; keep low key. Few other comments.
Redesign the Te Anau waterfront and town centre. <i>(Key Idea 1.1, n=53)</i>	87	Preferences for more activity options (well designed); activity ideas/suggestions; low impact/sensitive.
Develop the Knobs Flat experience hub. <i>(Key Idea 3.2, n=31)</i>	87	Some indication for more short walk options; keep low key. Few other comments.
Investigate options in the upper and lower Hollyford Valley <i>(Key Idea 3.7, n=35)</i>	86	More short, long loop walk options; specific site/network suggestions; rebuild suggestions. Variety of other comments.

(The [least](#) positively received ideas are summarised overleaf)

³ See coded response details [Appendix 1](#).

Least positively received Key Ideas (Top 10)

These were the Key Ideas which had the lowest ‘% positive’ comment levels overall:
(here listed in increasing order from the lowest).

- While most of these ‘least positive’ Key Idea responses were well over 50% positive overall, notable proportions also were also negative), indicating that respondent perspectives on them were more diverse
- Only the Key Idea related to runway removal at Piopiotahi Milford stood out as being commented upon in highly negative terms overall, by those (self-selected) respondents who made comment on them. This Key Idea also was that one most responded to (n=93).

Bottom 10 Key Ideas	% positive responses	Main comment themes (in summary) <i>(refer Appendix 1 for detail)</i>
Remove fixed wing plane runway from Piopiotahi (via a phased withdrawal). <i>(Key Idea 1.2, n=93)</i>	14	Largest and most negative response by far; comments on reduced economic benefit, visitor experiences, safety, accessibility (higher costs, traditional), heritage; relative negatives of helicopters. Variety of other comments.
Enhance the Cascade Creek campsite. <i>(Key Idea 1.2, n=31)</i>	48	More negative; low key; flood hazard; management challenges. Few other comments.
Homer Tunnel portals <i>(Key Idea 3.8, n=31)</i>	52	Hazards & traffic issues; impact concerns (kea). Few other comments.
Mixed access option A (some private vehicles). <i>(Key Idea 1.2, n=67)</i>	63	Various vehicle management suggestions; flexible for recreation/local users; more access for kiwis; mixed modes good; reduce vehicle/visitor numbers
Mixed access option B (no private vehicles - some exemptions). <i>(Key Idea 1.2, n=80)</i>	66	Various vehicle management suggestions; flexible for recreation/local users; more access for kiwis; mixed modes good. (Slightly more preferred than option A).
Develop new Piopiotahi visitor accommodation. <i>(Key Idea 1.2, n=42)</i>	64	Use existing spaces better; remove/reduce buildings; impact concerns; accommodation type/siting suggestions. Variety of other comments.
Rebrand to recreate the Piopiotahi story. <i>(Key Idea 1.2, n=20)</i>	60	Smallest response. No change needed. Variety of other comments.
Redevelop the tourist boat terminal. <i>(Key Idea 1.2, n=42)</i>	62	Current terminal OK but needs upgrade; facility/function improvement suggestions; minimise facilities/services in Milford. Variety of other comments.
Create a super track head within the Divide area. <i>(Key Idea 1.2, n=32)</i>	69	Some indication for improved facilities at Divide; track network suggestions; keep low key. Few other comments.
Establish a new Piopiotahi visitor hub. <i>(Key Idea 5.2, n=48)</i>	71	Hub content, purpose & siting suggestions; keep low key; don’t need; need more activity options. Variety of other comments.

Master Summary Table – all 6 Theme and 29 Key Idea responses (listed in presentation order)

Theme no.	Idea no.	Key Idea text	Positive response %*	Negative response %*	n=	Main comment themes in summary (key take aways)
1	1.1	Redesign the Te Anau waterfront and town centre.	87	19	53	Preferences for more activity options (well designed); activity ideas/suggestions; low impact/sensitive.
1	1.2	Create new walking/cycling tracks connecting into Te Anau	96	3	71	Cycling positive; preferences of more activity options; specific site track site, type & networking suggestions; benefits to Te Anau.
1	1.3	Develop a Te Anau transport hub/bus interchange	83	28	70	Needed to reduce traffic; suggestions around Te Anau hub and other traffic management tools/options; maintain recreation user access.
1	1.4	Develop a Milford corridor and Piopiotahi experience hub in Te Anau	85	10	61	Hub content, information & delivery mode suggestions; more activity options; management/partnership suggestions; enhances Te Anau hub role.
1	1.5	Develop new family-friendly experiences in the Te Anau basin	90	14	51	Specific attraction, site & activity suggestions; impact concerns; family-friendly options; nature focussed/not gimmicks; more options
2	2.1	Mixed access option A (some private vehicles)	63	51	67	Various vehicle management suggestions; flexible for recreation/local users; more access for kiwis; mixed modes good; reduce vehicle/visitor numbers
2	2.2	Mixed access option B (no private vehicles - some exemptions)	66	46	80	Various vehicle management suggestions; flexible for recreation/local users; more access for kiwis; mixed modes good. (Slightly more preferred than option A).
3	3.1	Create a strong national park entry where the road enters Fiordland NP	89	16	37	Need for some indication/entry; keep low key. Few other comments.
3	3.2	Develop the Knobs Flat experience hub	87	19	31	Some indication for more short walk options; low key. Few other comments.
3	3.3	Develop the Knobs Flat accommodation hub	70	27	30	Some indication for more options; within current footprint; keep low key. Few other comments.
3	3.4	Create a super track head within the Divide area	69	31	32	Some indication for improved facilities at Divide; track network suggestions; keep low key. Few other comments.
3	3.5	Upgrade short stop options along Milford Road corridor	91	17	35	Prefer more options; specific site and management suggestions; spreads pressure; low key. Few other comments.
3	3.6	Enhance the Cascade Creek campsite	48	55	31	More negative; keep low key; flood hazard; management challenges. Few other comments.
3	3.7	Investigate options in the upper and lower Hollyford Valley	83	14	35	More short, long loop walk options; specific site/network suggestions; rebuild suggestions. Variety of other comments.
3	3.8	Homer Tunnel portals (short stop)	52	34	29	Hazards & traffic issues; impact concerns (kea). Few other comments.
4	4.1	Tourism funding conservation	94	12	51	Need to support conservation; lower costs/affordable for kiwis/taxpayers; various charging/management suggestions.
5	5.1	Create a compelling sense of arrival into Piopiotahi	65	38	34	Nature already does this; not needed; visual impact concern; don't overdevelop. Variety of other comments.

5	5.2	Establish a new Piopiotahi visitor hub	71	23	48	Hub content, purpose & siting suggestions; keep low key; don't need; need more activity options. Variety of other comments.
5	5.3	Develop new Piopiotahi visitor accommodation	64	40	42	Use existing spaces better; remove/reduce buildings; impact concerns; accommodation type/siting suggestions. Variety of other comments.
5	5.4	Redevelop the tourist boat terminal	62	38	42	Current terminal OK but needs upgrade; facility/function improvement suggestions; minimise facilities/services in Milford. Variety of other comments.
5	5.5	Restrict cruise liners in inner sound/ impacting sight lines of Mitre Peak	72	34	50	Pollution/visual impact concerns; questions on appropriateness; management suggestions. Variety of other comments.
5	5.6	Remove fixed wing plane runway from Piopiotahi (via a phased withdrawal)	14	85	93	Largest and most negative response by far; comments on reduced economic benefit, visitor experiences, safety, accessibility (higher costs, traditional), heritage; relative negatives of helicopters. Variety of other comments.
5	5.7	Develop new walking tracks and observation points in Piopiotahi	93	9	43	Need more walk options; short walks & viewpoints good; specific track site suggestions (usually Bowen Falls, including negative); Variety of other comments.
5	5.8	Establish an interpretive Marine Centre in Piopiotahi	77	18	39	Site/facility/content suggestions; more activity options good. Variety of other comments.
5	5.9	Incorporate the commercial port (Deep Water Basin) into the visitor experience	74	32	38	Should not mix tourism/commercial port functions; provide retail opportunity; more activity options good. Variety of other comments.
5	5.1	Relocate Piopiotahi resident accommodation	63	31	32	Site suggestions; need for improvements; need for planning; low key. Variety of other comments. Some not understanding 'residents' = 'staff'
6	6.1	Development & management decisions led by one governance entity	71	29	28	Using current organisations/legislation; streamlined processes; inclusive and not captured. Variety of other comments.
6	6.2	Rebrand to recreate the Piopiotahi story	60	40	20	Smallest response. No change needed. Variety of other comments.
6	6.3	Develop better Piopiotahi facilities and infrastructure for basic services (e.g. such as water, wastewater, power, communication)	96	4	25	Priority need; upgrades need to be resilient, quality, sustainable; reduce where possible. Variety of other comments.

*NOTE - the % positive and % negative figures may not combine to = 100% as:

- in some cases responses had both significant negative and positive content in which case both positive and negative codes were applied, and
 - in other cases no clear positive or negative content was apparent from the comment made.
- The % figures were determined against the total number of comments made (n=)

Specific details of coded responses for each of the 29 Key Ideas (by theme in presentation order) are presented in Appendix 1 (p6-69 overleaf).

Appendix 1: Coded Results

(for the 6 Themes/29 Key Ideas)

1. Te Anau and its district – a destination

The Milford Opportunities Project sees Te Anau as the hub for visiting Milford Sound Piopiotahi and a destination in its own right. It believes it is essential to support the Fiordland Community Board, Destination Fiordland and Great South in the development of a destination management strategy and the implementation of that strategy. We are working with Ngāi Tahu to consider how their identity will be expressed in Te Anau.

The key ideas presented for responses under Theme 1 were:

- 1.1 Redesign the Te Anau waterfront and town centre.
- 1.2 Create new walking/cycling tracks connecting into Te Anau.
- 1.3 Develop a Te Anau transport hub/bus interchange.
- 1.4 Develop a Milford corridor and Piopiotahi experience hub in Te Anau.
- 1.5 Develop new family-friendly experiences in the basin.

Responses related to each are summarised on successive pages.

1.1 Redesign the Te Anau waterfront and town centre

Idea description: Making as much as possible of the Te Anau waterfront and town centre assets; this idea could see development of such things as lakefront hot pools, walking and cycling paths, and new landscaping. Initiatives would be designed to improve the year-round experience for residents and visitors alike.

Response number - 53 comments were received.

Response balance - most responses (87%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Preferences for more activity options (well designed); activity ideas/ suggestions; low impact/ sensitive development focus.

- **Summary Table** (n=53)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	46	87
• 'Negative/opposition/not needed' response	10	19
Specific response themes referred to in text:	count	%
• New attraction/facility suggestions	18	34
• Good having more options	17	32
• Needs good management /design	17	32
• Impact concerns (intrusive, congestion, commercial)	14	26
• Leave as is	9	17
• Bad weather/ off season options	8	15
• Bike & Walk suggestions /comments	8	15
• Benefit to Te Anau and area	7	13
• Supports Te Anau hub role	4	8
• Funding issues/options	3	6
• Other (or off topic)	5	9
Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=53 & 100%	X	(n=53)

- **Example quotes:**

These are a selection of 10 text responses (as received) from the 53 received that are broadly indicative of the types of the main response themes received.

"Te Anau needs cafes & restaurants DIRECTLY by the lake with open view of the lake and mountains (not behind Te Anau Terrace / Lakefront Drive). Hot Pools will be beneficial."

"Great idea, currently Te Anau is just the thing you have to get past to get to the destination and is very unremarkable. If hot pools are possible that is fantastic. Walking and cycling are great ways to see nature and should be encouraged. This also provides rental opportunities for locals."

"The Te Anau waterfront should be kept in as natural state as possible, it is a defining feature of the town compared to Queenstown which has a retail and lake wall frontage to Lake Wakatipu. The community has stated that it wants to pursue the idea of bringing the national park into the town. Support walking and cycling paths 100%, do not support additional commercial activity on the lakefront itself."

"Yeah, multiuse paths (including dog friendly) with cars kept well away, with places to stop and sit along the way. not keen on hot pools but a large area should be set aside in a great location for public outdoor events."

"Redesign of the waterfront including cycle lanes and hot pools would be beneficial for locals and tourists. Please make sure to connect the new developments too and make sure that they have cafes and public amenities too."

"Agree 100% Te Anau needs experiences that are NOT dependant on the lake. On a recent 2-day visit, when the weather was poor there was nothing much open or for people to do when lake activities got cancelled and the road was shut."

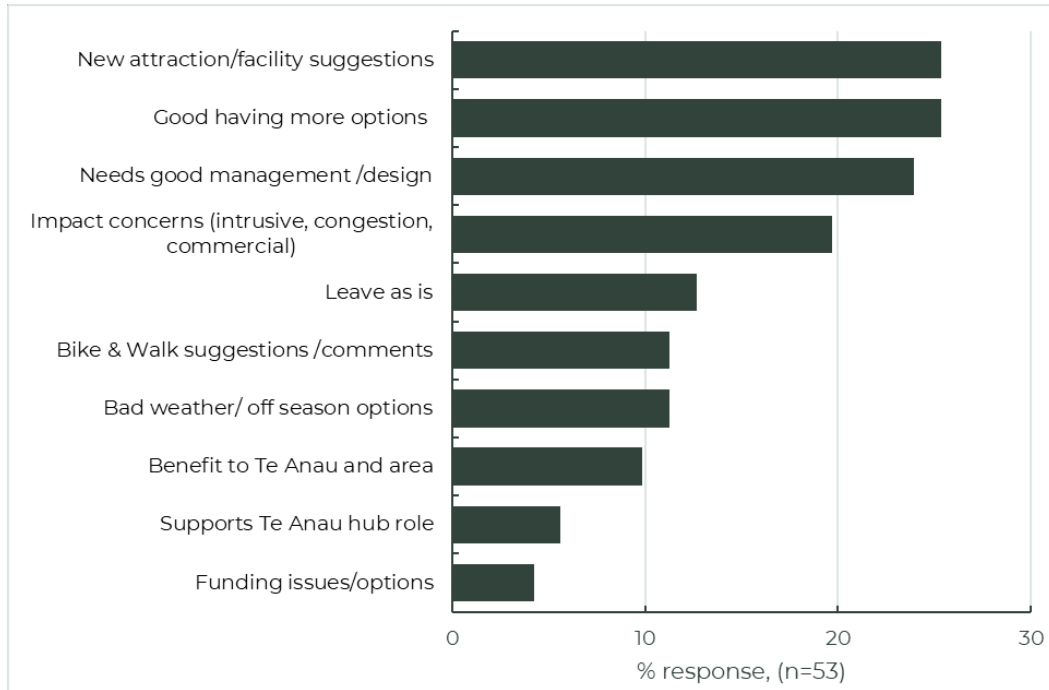
“Keeping small town feel is important to visitors. Staying away from too much commercialism like Wanaka and Queenstown.”

“The major asset of the lakefront is a view right out to the national park and the lake. I think a redesign to have business facing the lake, needs to be very evenly tempered with protecting that asset, those marvellous views out to the park. Let’s not make it the gold coast.

“Definitely some real topics here to address. As a lakefront operator I think there is room for developing a central focus to include vessel departures, float plane, kayaking, beach front activities etc, but again with the modesty and subtlety of being on the edge of a National Park.”

“We don’t want to ruin Te Anau and end up with another commercialised Queenstown. Don’t clog up the lake front with hot pools, it would make traffic and parking even more congested than it is already.”

• **Summary Chart: Coded specific response themes**



1.2 Create new walking/cycling tracks connecting into Te Anau.

Idea Description: This concept would build up the range of supplementary walking & cycling experiences (of different durations) that visitors could undertake from town. The objective would be to strengthen the range of Te Anau-based experiences on offer & encourage visitors to see the town as both a regional accommodation & experience hub. This would lead to visitors both basing themselves in Te Anau and staying for longer.

Response number - 71 comments were received.

Response balance - most responses (96%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**

- Cycling positive; preferences of more activity options; specific site, track site, type & networking suggestions; benefits to Te Anau.

- **Summary Table** (n=71)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	68	96
• 'Negative/opposition/not needed' response	2	3
Specific response themes referred to in text:	count	%
• Cycling positive	28	39
• More activities/ options good	23	32
• Specific track <u>site</u> suggestion	22	31
• Benefit to Te Anau and area	17	24
• Specific track <u>type</u> suggestion	14	20
• Connect to wider trail networks	12	17
• Other activity suggestion	9	13
• Te Anau destination /hub role	6	8
• Management suggestion/ reference	6	8
• Conservation /impact comment	6	8
• Cycling negative	2	3
• Other (or off topic)	11	15
Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=71 & 100%	X	(n=71)

- **Example quotes:**

These are a selection of 10 text responses (as received) from the 71 received that are broadly indicative of the types of the main response themes received:

"Absolutely yes - the triangle from Te Anau, along Hillside Road, and back to Manapouri, stopping off at sites and farms along the way. Could try local produce, shear a sheep etc. Mountain bike trails a must for the area."

"Sounds good. Loop tracks of up to 5 hours for walks would be a good addition to the walking capital of NZ. Cycle track to Te Anau Downs would be good."

"The more to do the better. Walking and the hills are already there. Having well developed trails for all abilities that are easily accessible provide people with option and give people another reason to come."

"100% agree with walking and cycle paths. If you build it, they will cycle [and walk and run] [London School of Economics: The British Cycling Economy]. Create a town with trail and path links between the town centre, accommodation (residential and commercial) and trails out of town. Such links enable active commuting for locals and an attraction for visitors (and save the environment, keep people healthy, tie in with our clean, green image...)"

“Appropriate to have these opportunities outside the Milford Corridor, to Manapouri, Percy Saddle, Borland etc. Apart from the Hollyford Track (perhaps??), if the road is managed as 'Park and Ride' then cycling on the road should be 'no issue!!'.”

“We support an increase in access to conservation areas. Care needs to be undertaken when selecting route to avoid damage to wetlands and high value vegetation.”

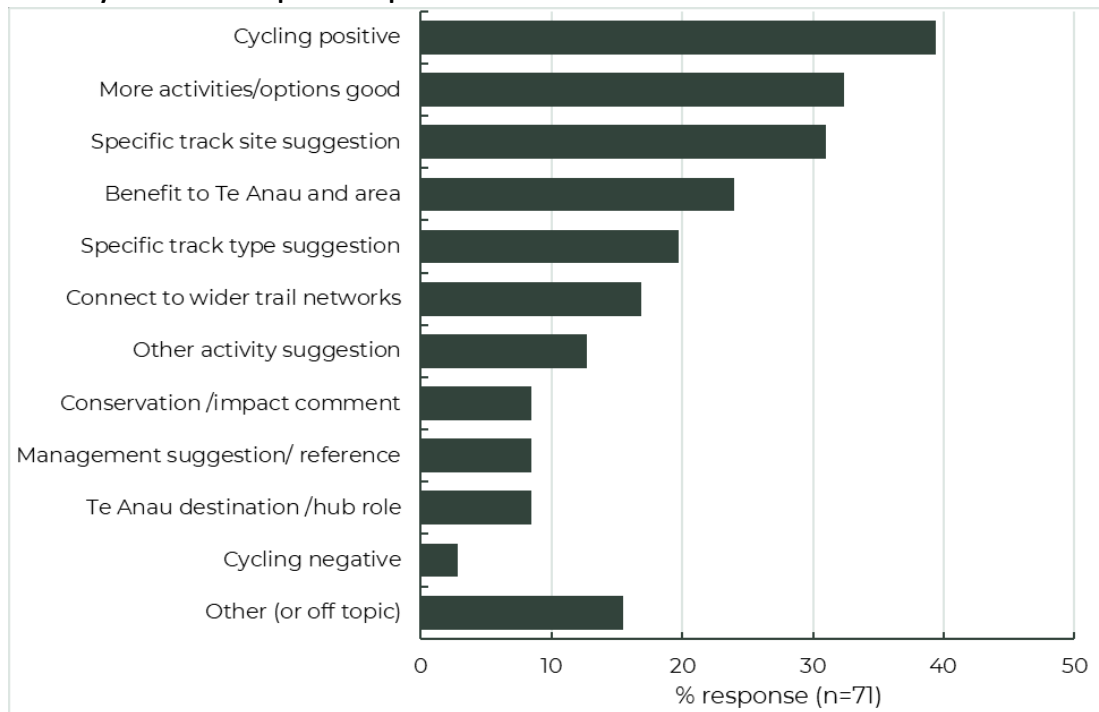
“Any new bike trail development needs to be done by professional MTB trail designers & builders, not just more (dull) gravel cycle 'roads'. Follow examples such as Old Ghost Road and Pike 29 for quality example that people travel from across the country to ride.”

“Te Anau has the potential to be one of the great cycling/mountain biking destinations. We need to open up Fiordland to Mountain biking. The great walks should be open to mountain biking in winter. We should create trails on Hartz Hill which is close to Te Anau. And build a Fiordland Cycle Trail. From Tuatapere to Manapouri to Te Anau to Haast and also connecting to Glenorchy. Cycling is a growth market we need to be a part of!”

“I think this is a great idea around Te Anau but not in the National Park. Please conserve the peaceful and tranquil feel of the bush. Cyclists are often in such a hurry that they do not appreciate the tranquillity and native flora and fauna. They can also be a danger to walkers.”

“Very important to offer those whose trips may be affected by road closures other activities to still enjoy the area.”

• **Summary Chart: Coded specific response themes**



1.3 Develop a Te Anau transport hub/bus interchange.

Idea Description: This hub is essential for providing the starting point for a bus focused visitor transport model into Milford Sound Piopiotahi. It would enable a reduction in rental and private vehicle numbers into Piopiotahi and visitor access to be spread out more evenly throughout the day, giving a better experience and strengthening Te Anau as a regional accommodation hub.

Response number - 70 comments were received.

Response balance - most responses (83%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Needed to reduce traffic to reduce congestion/enhance safety; suggestions around Te Anau hub and other traffic management tools/options; maintain recreation user access.

- **Summary Table** (n=70)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	58	83
• 'Negative/opposition/not needed' response	18	26
Specific response themes referred to in text:	count	%
• Need to limit /control vehicles/ numbers	29	41
• Other traffic management options	17	24
• Te Anau transport hub suggestions	15	21
• Maintain private recreation user /local's access	14	20
• Manage buses schedules better	10	14
• Possible negative impacts	9	13
• Road safety/ enjoyment issues	8	11
• Change/ improve visitor experience	8	11
• Careful design/ planning required	8	11
• Benefit to Te Anau and area	6	9
• Other transport hub site suggestions	5	7
• Keep affordable /cost issues	4	6
• Hop On/Off options good	4	6
• New/ better transport options	4	6
• The drive is an attraction	4	6
• Fewer emissions/ more sustainable	4	6
• Other (or off topic)	17	24
Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=70 & 100%	X	(n=70)

- **Example quotes:**

These are a selection of 10 text responses (as received) from the 70 received that are broadly indicative of the types of the main response themes received:

“The Milford Rd was too crowded and frankly, dangerous. Using Te Anau as a hub with a dedicated visitor centre that can receive inbound cars and buses and provide them with all the pre-visit information they need including virtual tours, nature education, food and amenities, DoC facilities and even shift the bird sanctuary. It could be sited to keep the traffic out of the town centre but close enough to walk to. The centre could be the start/end point for a range of pre-qualified hop-on/hop-off buses that have experienced and certified drivers that can provide a safe and interesting trip to the sound, enhancing the journey itself and making the whole trip that much better.”

“Yes! Anything to cut the number of buses and to encourage visitors to soak up the Te Anau area instead of bussing in from Queenstown.”

“The Interchange should be perhaps at the current Alpine Centre, future Fiordland Museum. The museum should incorporate interpretation displays about history, nature, etc. Pls DON'T create two museums or expositions, just one please!!!”

“The Te Anau Airport should be considered as part of the transport hub. If Te Anau becomes the hubbing point out to Milford, providing people with options to fly (either into Te Anau itself or from Te Anau to Milford) would be attractive to a certain part of the market. Encouraging and supporting operators to use the airport to grow a critical operational mass of aircraft, so growing the reputation of this option, will help develop and support the growth and sustainability of travel in this important area. Options are important.”

“Totally agree with the transport hub as there is and never will be enough parking space at Milford for the huge number of cars that zoom in and out. Bus from Te Anau and pick up on way to Milford.”

“Yeah shared transport to Milford is essential, but as a local who lives along the Milford Rd i want to be able to drive my own car along the road, sometimes as far as Milford, when I like.”

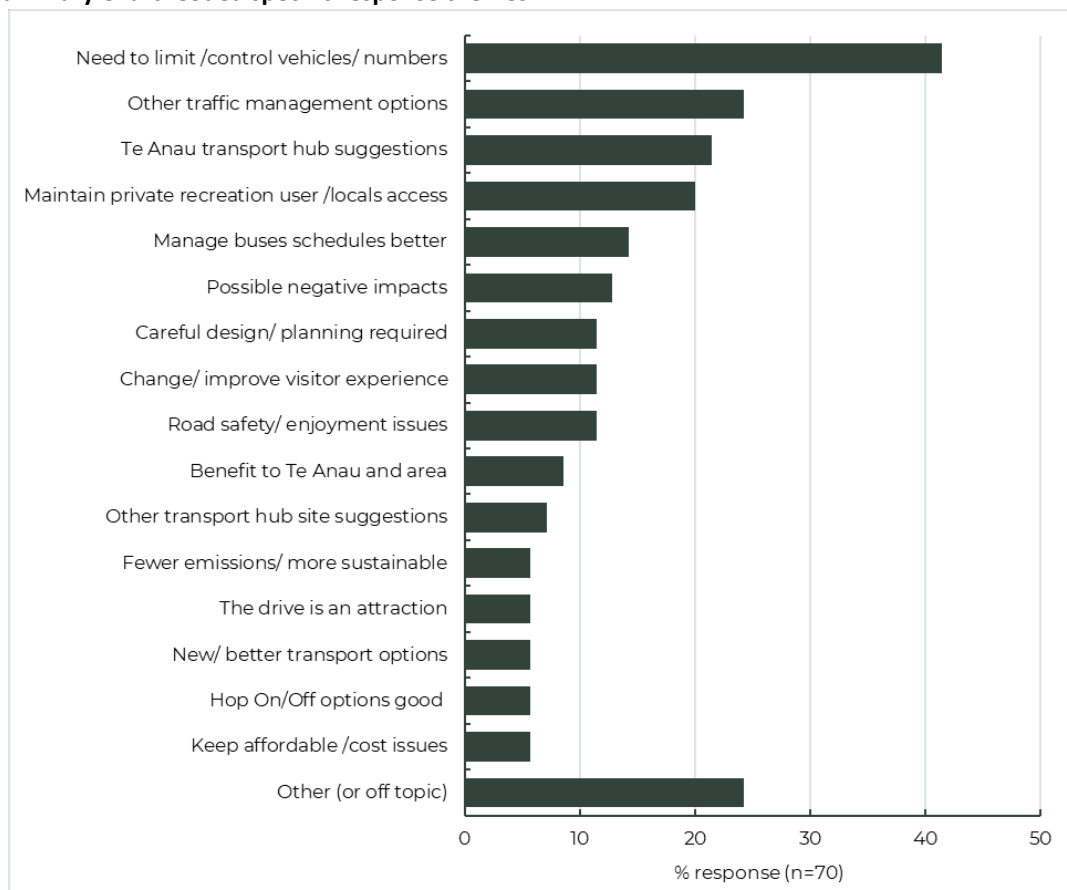
“Yup, great idea!! Make this an information and booking centre for Milford travellers to book other local experiences also. This is not just about Milford, but maximising a travellers experience in the surrounding region also. The support local operators should receive through this will potentially be life saving for small business.”

“Yes a good idea. But perhaps a good start would be to charge international drivers to travel on the Milford Road. This should be a substantial fee that would encourage them to take a bus. Perhaps \$120.00 and funds collected and then be put back into the road.”

“Lived in Te Anau for 7 years, Te Anau can be developed to maintain the tourist numbers to keep burden off the sound and Fiordland park itself.”

“It is essential that the Visitor Centre is in the centre of Te Anau so that visitors can have an authentic NZ town experience and readily access the lakefront on foot from the visitor centre. Rental and private vehicles will have to be accommodated underground in the town centre, or in a parking area elsewhere with shuttle bus service to the visitor hub which also functions as the bus station. Not acceptable to increase visitor traffic in town, and not acceptable to develop a new retail area at a town fringe carpark – that would be a fail for visitors and a fail for Te Anau.”

• **Summary Chart: Coded specific response themes**



1.4 Develop a Milford corridor and Piopiotahi experience hub in Te Anau.

Idea Description: This hub would deliver visitors information on Fordland’s cultural significance, history, natural environment, geology and conservation. It would contain static and interactive interpretation displays, audio-visual and guided experiences. It plays an essential role anchoring the start of the Milford Sound Piopiotahi experience in Te Anau. It would be an attraction in its own right and be joined to the Te Anau transport hub/bus interchange.

Response number - 61 comments were received

Response balance - most responses (85%) were positive overall towards this idea

Main specific response themes:

- **Key Take Aways:**

- Hub content, information & delivery mode suggestions; more activity options; management/partnership suggestions; enhances Te Anau hub role.

- **Summary Table** (n=61)

Overall response balance (may not total 100%)	count	%
• ‘Positive/supportive/needed’ response	52	85
• ‘Negative/opposition/not needed’ response	6	10
Specific response themes referred to in text:	count	%
• Content /information /delivery suggestions	17	28
• Enhances Te Anau Hub role	12	20
• Adds to activity options available	12	20
• Management /operational suggestion	10	16
• Visitor experience benefit	10	16
• Collaboration/ partnership suggestion	8	13
• Benefit to Te Anau and area	6	10
• Conservation /heritage learning benefit	4	7
• Link to Te Anau transport hub idea	4	7
• Reduces Milford Piopiotahi pressure	4	7
• Bad weather/ Road closed option	3	5
• Possible impact issue	3	5
• Other (or off topic)	11	18
Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=61 & 100%	X	(n=561)

- **Example quotes:**

These are a selection of 10 text responses (as received) from the 62 received that are broadly indicative of the types of the main response themes received:

“I think the vision for this should be stronger world class interactive science museum explores rainforest ecology, glacial history, human interaction with the landscape, trees and climate effects. This centre become a major attraction to the Southland Region in it’s own right. The ‘hub’ idea reads very weak and washy.”

“I can’t fully envision this but as part of a bus/transport station it makes sense to expand people’s knowledge of the area and invite them into more time spent there.”

“Be careful of creating buildings for buildings sake. Surely the gateway visitor hub should be in Te Anau. Facilities to provide services for active transfer of knowledge I support, but consider whether these need to be built assets, buildings, and if so where to locate. Can technology provide a lower carbon footprint way of achieving the same thing? Apps, headsets. Even the living building challenge level of sustainable accreditation for buildings would have a detrimental impact on Milford sound.”

“People coming into new areas want to be educated so they can make the most of the experience. Having very good, modern and intuitive interpretation is critical to the experience. It also makes people stop and other opportunities come from that.”

“The hub should be part of future Fiordland Museum, please AVOID creating two museums / expositions, it would be so messy. We don't need two expositions in our small town.”

“The DoC visitor centre already does this well, and there's the film at the local cinema if I recall that was also excellent. Having said that, a second museum/centre that isn't in conflict with those would work well. Tromso in Norway has its Arctic museum, so Fiordland could have a sister museum.”

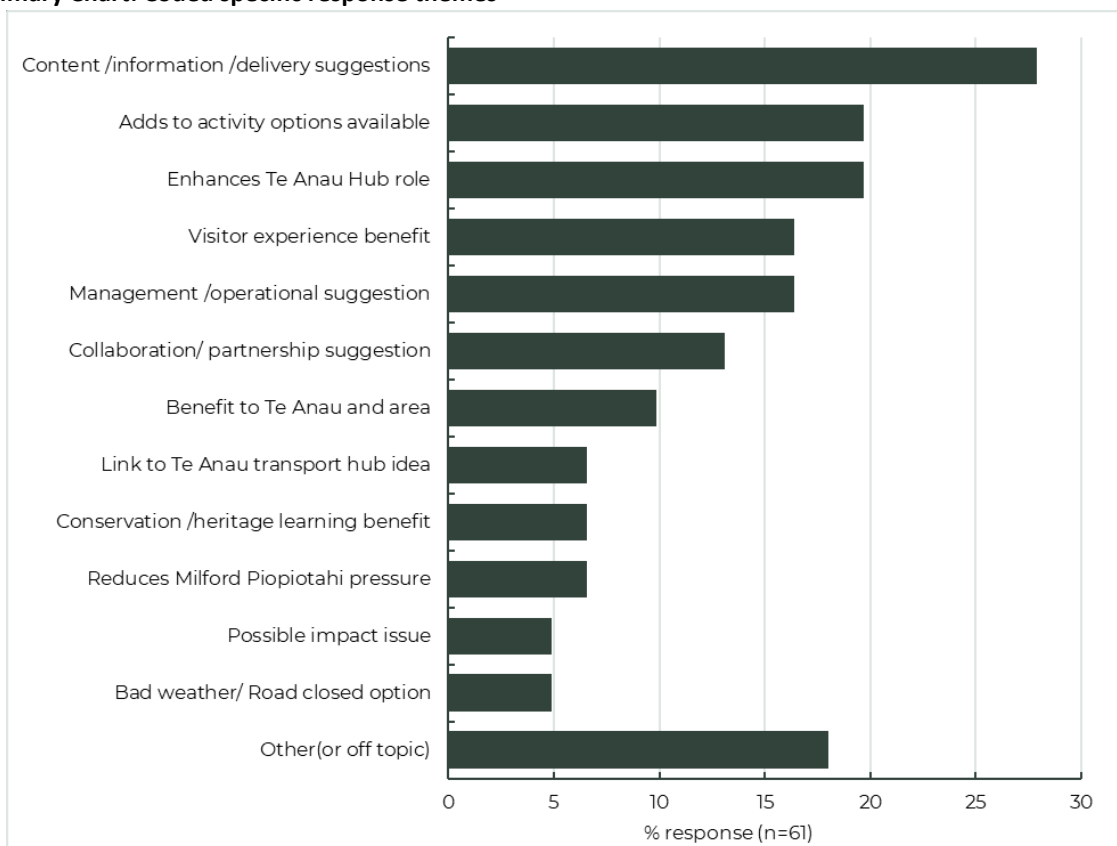
“Awesome idea...but I think the DOC centre does this really well.....maybe you could add a cafe to the Doc centre.”

“Support this concept because visitors would be preinformed, and it means this kind of attraction is in an existing hub town (Te Anau) and not cluttering Piopiotahi itself, thus supporting the tagline New Zealand as it was, forever.”

“I can't fully envision this but as part of a bus/transport station it makes sense to expand peoples knowledge of the area and invite them into more time spent there.”

“Support the development of a world class heritage centre in Te Anau. Have been involved with this for last twenty five years, just need \$10m to get it off the ground. all the planning work has been done, just need the dollars.”

• **Summary Chart: Coded specific response themes**



1.5 Develop new family-friendly experiences in the basin.

Idea Description: As part of a drive to strengthen Te Anau as a visitor hub, existing nearby sites such as a Brod Bay campground could be developed further into family friendly short stay or short stop experiences. This would see the potential inclusion of additional short loop walks, toilets, observation points, a forest observation tower at canopy level, and linkages to adjoining sites of interest, such as the Hidden Lakes.

Response number - 51 comments were received.

Response balance - most responses (90%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**

- Specific attraction, site and activity suggestions; impact concerns; family-friendly options; nature focussed/not gimmicks; more options.

- **Summary Table** (n=51)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	46	90
• 'Negative/opposition/not needed' response	7	14
Specific response themes referred to in text:	count	%
• Specific new attraction /activity suggestions	13	25
• Specific track/ site suggestions	11	22
• Impact concerns	11	22
• Family friendly /all-inclusive options	10	20
• Nature focussed /sensitive / no gimmicks	10	20
• Need to maintain/ improve experiences	9	18
• Good to have more activity options	8	16
• Cycle options	6	12
• Affordable /cost issues	4	8
• Benefits to Te Anau and area	3	6
• Te Anau Hub/ destination	3	6
• Good to have bad weather/ disruption options	2	4
• OK as is	2	4
• Other (or off topic)	3	6
Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=51 & 100%	X	(n=51)

- **Example quotes:**

These are a selection of 10 text responses (as received) from the 51 received that are broadly indicative of the types of the main response themes received:

"I think this is a good idea, but DoC struggle to keep their toilets etc, clean now. Brod Bay is a popular spot and rubbish and toilets are already an issue. Walking tracks to hidden lakes is a great idea to encourage more day tramps. Bird park can be expanded. Ivon Wilson Park is under utilised has great cycle tracks and could have more or be extended, also signage down at the control gates loads of tracks their for mountain biking."

"Brod Bay was always a favourite as a kid, easy walk and good swimming. If you market it, then DoC will need manpower and support to clean up and maintain the track. I like the idea of introducing kids to the national park and walking experience though. Education about the mountains and safety and enjoyment is important. Many kids in the north island miss out on that. How about a wilderness camping experience with locals guiding? Experience local venison, local stories, only has to be for a night."

"Multi-use trails are the most commonly used man-made facility for physical activity [refer Sports and Recreation Survey], catering to all ages, walkers, runners, prams, cyclists, mobility scooters etc. Trails mentioned above would provide short stop opportunities as well as full day activities and can be combined with other activities such as a jet boat ride."

“A track to link Brod Bay to the Hidden Lakes track would be neat and add value. A forest observation tower would bring a large environmental impact and feels inappropriate inside the National Park. Perhaps a few more toilets may be needed to meet demand, but I would say that this is already a family friendly short stay experience - what could beat forest and lakeshore to entertain kids?”

“Te Anau still has places to further develop. Brod bay to Hidden lakes link track is a good option. But also Manapouri across the Waiau River is still an area to upgrade existing tracks and facilities to make better use from a wider group of people. A link track to the Borland area is also part of this option and a bike track down the western side of the Waiau to the South coast.”

“Yes please, extend the walkway / bike trail to Hidden Lakes! Create a short and longer loops, build a watchtower on Harts Hill with views of Lake Manapouri.”

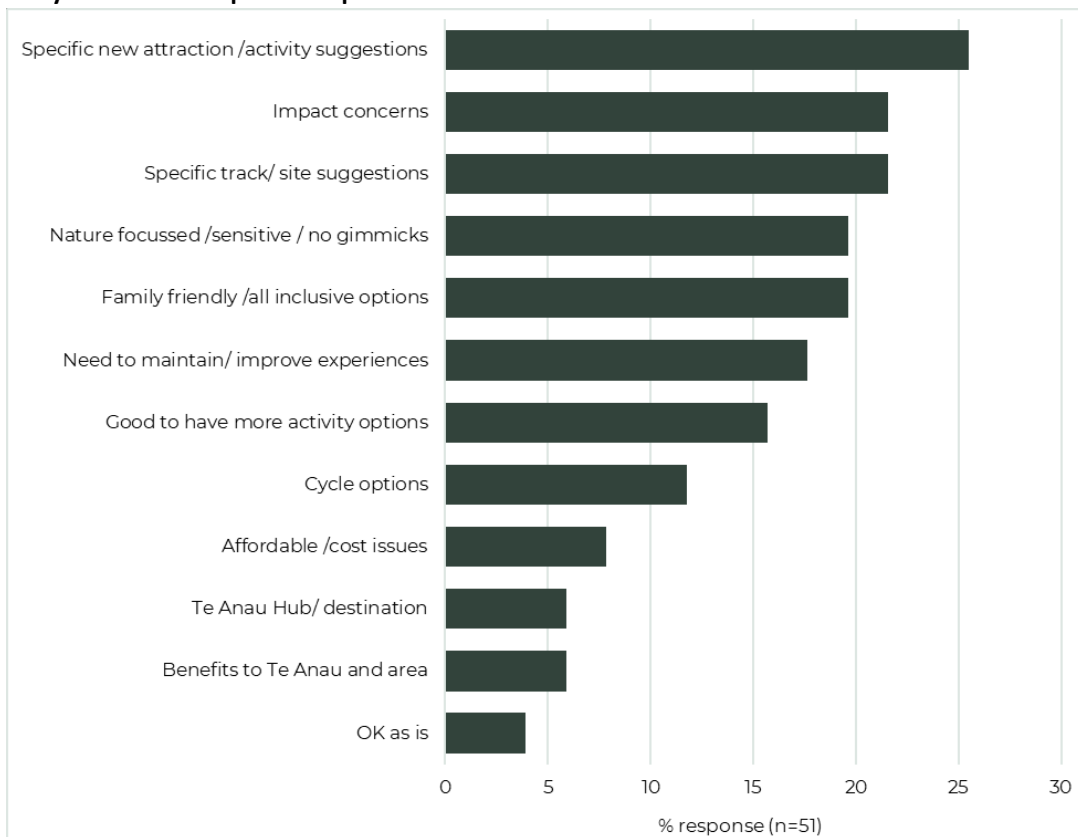
“How about a tree top walk with cafe and wildlife information station.....Also DOC used to run awesome holiday programmes....kiwi spotting...stoat trapping...volunteer work days. where visitors pay big money to fly in to the National park and do work experience day...seed collecting....pest eradication.....track maintenance.....sailing and paddling competitions. Try something intrepid. ... Explore the more challenging end of the caves...potholes.”

“Yep but Te Anau also needs to realise it needs to do things to attract people/families instead of going to Qtwn. Things to do inside when weather isn't so good. Sales on clothing to attract visitors etc. The contrast between Qtwn and T.A is stark in terms of looking after visitors and giving them options on things to do. Don't necessarily become a Qtwn BUT you do need to provide options for activities to fill a long weekend or 2-3 day visit.”

“Agree. But need to have an idea of how much volume the area can handle to stay pristine before looking at other attractions. The past has shown that developing tourist attractions without any idea of maximum sustainable volume before planning attractions results in the unsustainable situation that currently exists in many of our tourist areas such as Milford.”

“Not sure on this one - I like how the Hidden Lakes remain untouched; natural; would hate to see it turned into a full blown tourist destination.”

• **Summary Chart: Coded specific response themes**



2. Develop new transport models to manage visitor flows.

The Milford Opportunities Project governance group is recommending controlling access into Milford Sound Piopiotahi. The development of new transport models will help to manage visitor flows. The two broadly similar key ideas (with Option B being more limited to private vehicles) presented for responses under Theme 2 were:

- 2.1 Mixed access Option A - some private vehicles - including exemptions.
- 2.2 Mixed access Option B - no private vehicles - some exemptions (more limited)

Responses related to each are summarised on successive pages.

2.1 Mixed access Option A (some self-drive vehicles/ public parking – with exemptions)

Idea description: This option is largely public transport focused with a mix of tour bus, hop-on hop-off and non-stop buses designed to support a more immersive visitor experience on both the Milford Corridor and in Milford Sound Piopiotahi. Low or zero carbon buses would be used. However, under this model some pre-permitted self-drive visitor parking would still be retained at Milford Village (potentially 60% less than current levels) and along the Milford Road corridor. Access to parking at key visitor locations could be balloted and/or priced in advance of arrival to reduce congestion. Those camping or staying at accommodation would also be allowed private vehicle access. Ngāi Tahu whānui, recreationists that require private vehicles (such those with boats, heavy equipment, or hunters, walkers and trampers) and commercial services for Piopiotahi would be provided permitted access. New infrastructure improvements to the road corridor would be required to facilitate safer overtaking/stopping to accommodate larger visitor numbers to destinations along the corridor.

Response number – 67 comments were received.

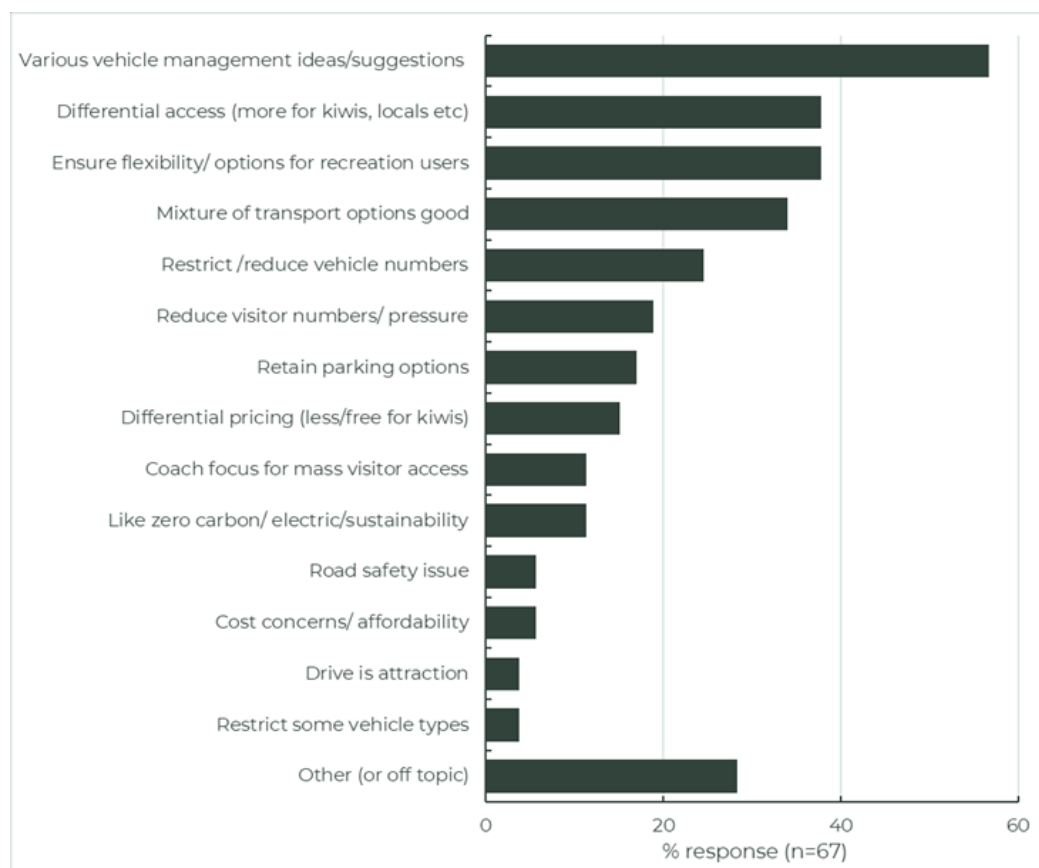
Response balance - most responses (63%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Various vehicle management suggestions; flexible for recreation/local users; more access for kiwis; mixed modes good; reduce vehicle/visitor numbers.
- **Summary Table** (n=67)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	42	63
• 'Negative/opposition/not needed' response	34	51
Specific response themes referred to in text:	count	%
• Various vehicle management ideas/suggestions	28	42
• Ensure flexibility/ options for recreation users	20	30
• Differential access (more for kiwis, locals etc)	20	30
• Mixture of transport options good	18	27
• Restrict /reduce vehicle numbers	13	19
• Reduce visitor numbers/ pressure	10	15
• Retain parking options	9	13
• Differential pricing (less/free for kiwis)	8	12
• Coach focus for mass visitor access	6	9
• Like zero carbon/ electric/sustainability	6	9
• Cost concerns/ affordability	3	4
• Road safety issue	3	4
• Restrict some vehicle types	2	3
• Drive is attraction	2	3
• Other (or off topic)	22	33
Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=67 & 100%	X	(n=67)

- **Summary Chart: Coded specific response themes**



- **Example quotes:**

These are a selection of 10 text responses (as received) from the 67 received that are broadly indicative of the types of the main response themes received⁴:

“Totally support any form of control on the road during the peak season December to end of April, but still have a option for limited private cars per day. This can be controlled at the Homer Tunnel. Each car would book for either am or pm passage through the tunnel with the car rego being read at the tunnel with a gate opening like at car parking buildings. This would require no change to parking areas in Milford and would or could reduce them. Workers and locals could have a year permit to pass at anytime.”

“We frequently launch our private boat at Milford sound to access the fishing, tramping and hunting between Big Bay and George Sound. Often this is at short notice due to the weather. We would be very concerned if we are not able to have sufficient parking available to private Kiwi users. Milford Sound is not just a destination to milk money out of tourists. It's our treasured back yard.”

“The development of a transport hub such as “Option A” is in effect now be it in a limited basis, the only real difference is that people are collected from their accommodation or meet at certain point around Te Anau. We have serious doubts about the ability of a “Hop on Hop off” service being able to work even if this is based at Knobs Flat. For this to be successful you would have to have coaches coming past every 30 minutes as few sights on the road corridor would justify longer stops, it needs to be remembered that coach operations stop at most attraction on the road at present and with the Fiordland environment few people will leave their transport unless it is a fine clear day. What is obvious is that development need to be at Knobs Flat that is suppling advice, information and food plus the establishment of accommodation and walks. In doing this you will educated people of the area that they are traveling through, bring forward the cultural facts of the greater area and give people options to spend time in and area with a much reduced rain fall to that of Milford. This would make it easier to convert people to coach transport options and require considerably less capital outlay for transport vehicles.”

“As ratepayers and taxpayers, all kiwis should have free vehicle access to Milford. All overseas visitors should be required to travel to and from Milford by public buses or by air. Overseas visitors are too dangerous on the roads, and cause serious congestion.”

⁴ Note that the text responses for both Options A & B are largely interchangeable, except where clear preferences are expressed for either of the respective options.

“Both of these 2 options are ridiculous, neither of them take into account the thousands of kiwis who drive the Milford Road each year and visit Milford sound in their own vehicles, not everyone wants to take a bus. Both of these options will have the effect of taking away the freedom of kiwis to visit our own country.”

“Access to commercial tourism ventures by bus, including guided walks. Ban rental cars and hire campers. Access for self directed tramping, hunting fishing, climbing etc by private vehicle. Limited car parking for private vehicles provided at village. Happy to pay a toll for road use upkeep and parking.”

“Definitely need to think of those kiwis like ourselves who use Milford Sound as an entrance or exit into the outer sounds, George etc.”

“I believe this (A) is the best of the two options as it essentially formalises what I understand happens already. As a trumper and recreational fisherman I fully support preserving private transport access with the flexibility and enhancement of experience that it allows. Tourists who wish to see Milford but not drive are best accommodated by buses for ease of logistics and safety as demonstrated elsewhere (Yellowstone NP, Yorkshire Dale’s, Swiss Alps etc) globally.”

“More detail is needed to be able to form an opinion with respect to the two proposed transport models. We note that both models support the allowance of visitors driving their own vehicles to their place of accommodation, including XXX, we support this. We note that many of our visitors drive to and from Piopiotahi outside of the peak traffic periods on the Milford Road. Our guests tend to arrive late on the day of arrival and leave early on the day of departure. We understand the need for buses to be used as an interim measure to reduce congestions and we support the use of carbon neutral buses. However, the planning provisions and master plan should not prevent other mass transport options which may be more appropriate in the future.”

“There must be guaranteed free and unfettered access to all points on the Te Anau to Milford Rd for all NZers at all times. The land is public land and public access must be retained with no cost or restrictions.”

Note a couple of comments made reference to aircraft roles, along with mentions of other transport modes (i.e., monorail, gondola etc). These references were coded under ‘Other’.

2.2 Mixed access Option B (no self-drive vehicles/public parking – with some exemptions)

Idea Description: Under this option most visitors would be required to access Piopiotahi and the Milford Road corridor via bus (with some limited exceptions where this is entirely impractical). This is a public transport model focused on a mix of tour bus, hop-on hop-off and non-stop buses designed to support a more immersive visitor experience on both the Milford Road and in Milford Sound Piopiotahi. Low or zero carbon buses would be utilised. Under this model no self-drive visitor parking would be retained at Milford Village. Those camping or staying at accommodation would be allowed permitted private vehicle access only as far as their pre booked accommodation location. Ngāi Tahu whānui, recreationists that require private vehicles (such those with boats, heavy equipment, or hunters, walkers and trampers) and commercial services for Piopiotahi would be provided access.

Response number - 80 comments were received.

Response balance - most responses (66%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Various vehicle management suggestions; flexible for recreation/local users; more access for kiwis; mixed modes good. (Slightly more preferred than Option A).

- **Summary Table** (n=80)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	53	66
• 'Negative/opposition/not needed' response	37	46
Specific response themes referred to in text:	count	%
• Ensure flexibility/ options for recreation users	31	39
• Differential access (more for kiwis, locals etc)	27	34
• Various vehicle management ideas/suggestions	19	24
• Mixture of transport options good	12	15
• Road safety issue	8	10
• Restrict / reduce vehicle numbers	7	9
• Differential pricing (less/free for kiwis)	7	9
• Coach focus for mass visitor access	6	8
• Restrict some vehicle types	6	8
• Reduce visitor numbers/ pressure	6	8
• Drive is attraction	6	8
• Retain parking options	6	8
• Cost concerns/ affordability	5	6
• Like zero carbon/ electric/sustainability	4	5
• Other (or off topic)	23	29
Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=80& 100%	X	(n=80)

- **Example quotes:**

These are a selection of 10 text responses (as received) from the 81 received that are broadly indicative of the types of the main response themes received⁵:

“Again, the bus idea is great and a simple system. It would ensure that there is less cars and associated pollution. Possibly do a one year trial of option A and if it works well progress to option B.”

“Bus tours to Milford Sound are already far too expensive. Requiring the vast majority of visitors to access the corridor by bus will only cause the experience to become completely unaffordable and out of reach for some who it may not currently be the case. Also, not everyone who wants to visit Milford Sound wants to go on an overpriced, generic cruise of the sound, when they have already been before. Again, this also ignores the National Parks Act which, again, says the national parks should be free to access. By requiring people to pay for a bus to access Milford Sound, it removes the ability for people to access this part of Fiordland National Park without charge, as who gets classified as a walker or a tramper? Both of these models penalise New Zealanders, especially those who pay taxes, and ignore what is set out in the National Parks Act. ‘

“Good idea. Key will be keeping the cost of the shuttle low, ie: \$5, and a regular reliable schedule. A great example of how to do this is Zion.”

“I agree with this option, nearly no access to parking in the village. I lived there for one year working in the hotel and agree congestion is killing it and taking from it its silent natural beauty. This 2nd option is what I agree to for the good of this special place. No cruise ships either.”

“I like this option better, if you are a tourist, bus is the only option. What percentage of crashes on the Milford Road are caused by Tourists? This could save lives. It will also free up land for parking such as by the cafe or overspill in DWB. It will also allow locals and users of the area space to park and enjoy their backyard.”

⁵ Note that the text responses for both Options A & B are largely interchangeable, except where clear preferences are expressed for either of the respective options.

"I think this option focuses too much on day trip tourism access at the expense of private access for self guided activities like tramping, fishing and hunting. While I agree access needs to be managed for tourism and conservation, I believe preserving access for activities other than tourism with as few restrictions as possible is more important."

"People would still have to have the option of staying at Milford again control at the tunnel with these people being allowed in after 3pm. Zero carbon buses is the long term aim we should be going for. Any one wanting to use the road east of the Homer Tunnel will have no restrictions of use. Recreational boaties can apply on line for early morning access, this could have a limit of say 25 boats which would be more than enough per day, they have to be through the tunnel by 6am. The Homer Tunnel is the perfect place to control access to Milford."

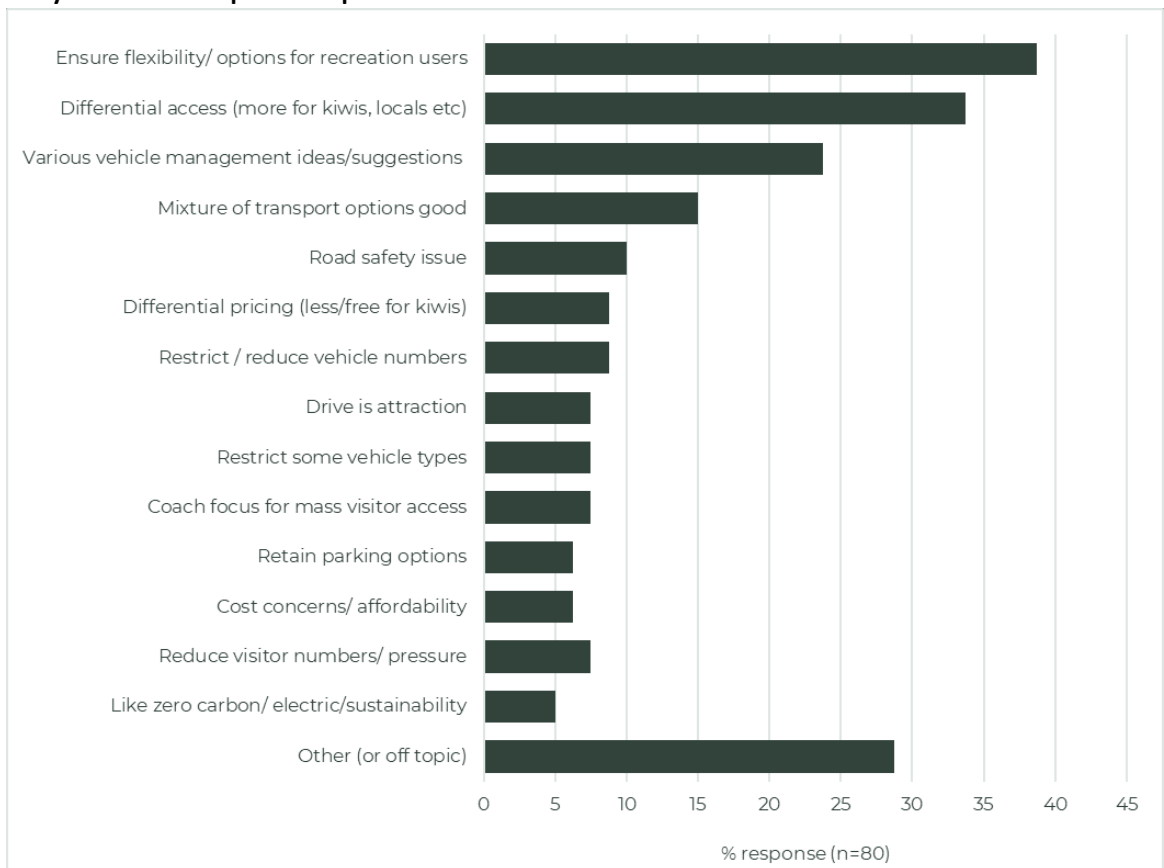
"Although this works from a zero carbon and safety perspective I hate the idea of sitting in a bus going to Piopiotahi. As a taxpayer and NZer how can it be fair to ban us from this road. I enjoyed the journey as much as the destination and you will take this away."

"Yeah I like this one, but please include exemptions for locals. the reason I live here is so I can access these places in my free time, I don't want to be lumped in with the tourist."

"Both options have pros and cons. Affordability and frequency should be kept in mind. Will camper vans be allowed? What if folks are travelling with bicycles or camping equipment? What about larger families? How will public transport only impact on their ability to access the area in terms of cost?"

Note a couple of comments made reference to aircraft roles, along with mentions of other transport modes (i.e., monorail, gondola etc). These references were coded under 'Other'.

• **Summary Chart: Coded specific response themes**



3. Give visitors choice on the Milford Corridor.

Creating a Milford Corridor experience for visitors is another goal for the governance group. It is suggesting the Milford Corridor experience be improved to strengthen the options available to visitors.

The key ideas presented for responses under Theme 3 were:

- 3.1 Create a strong national park entry where the road enters Fiordland National Park
- 3.2 Develop the Knobs Flat experience hub.
- 3.3 Develop the Knobs Flat accommodation hub.
- 3.4 Create a super track head within the Divide area.
- 3.5 Upgrade short stop options along Milford Road corridor.
- 3.6 Enhance the Cascade Creek campsite.
- 3.7 Investigate options in the upper and lower Hollyford Valley.
- 3.8 Homer Tunnel portals (short stop)

Responses related to each are summarised on successive pages.

3.1 Create a strong national park entry where the road enters Fiordland NP.

Idea description: The objective of this idea is to clearly define the transition into Fiordland National Park and give visitors a sense of crossing a threshold. This crossing over experience comes with an expectation on visitors that they will adopt appropriate behaviours when inside the park because they are now somewhere different – somewhere special. The threshold could be marked in many different ways such as with sculptural elements, kūwaha, signage and/or landscaping.

Response number - 37 comments were received.

Response balance - most responses (89%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**

- Need for some indication/entry; keep low key. Few other comments.

- **Summary Table** (n=37)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	33	89
• 'Negative/opposition/not needed' response	6	16
Specific response themes referred to in text:	count	%
• Need symbolic entranceway / gateway / pou whenua	10	27
• Low key/ Don't over-develop	9	24
• Increases awareness of threshold /place	6	16
• Not needed/ nature is enough	4	11
• Link with targeted info provision	4	11
• Cultural component	3	8
• Concern with traffic issues /congestion	3	8
• More suitable in different location	3	8
• Part of larger theme / story/ info network	2	5
• Cost concerns /issues	1	3
• Other (off topic)	8	22
• Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=37 & 100%	X	(n=37)

- **Example quotes:**

These are a selection of 10 text responses (as received) from the 37 received that are broadly indicative of the types of the main response themes received:

"An old USA park service concept that is phased out. FNP does not need a grandiose entrance. Leave it as NATURAL entrance, leaving natural elements and processes to provide the following expectation of a sequential experience. No booth with park ranger handing out pamphlets required."

"Defined point of entry, also a large road map to show various points of interest and include stop points such as Hollyford Rd/Chasm, areas affected in road closure."

"Great idea - a pou whenua would be beautiful but would perhaps need to consider if people would stop to take photos contributing to congestion."

"I like the idea of expecting visitors to show a greater respect once they are inside the Park. A greater acknowledgement of the park boundary could achieve this - I'm thinking of how once you enter a U.S. National Park, it is very clear that there are now a set of rules you must abide by"

"It wouldn't be a bad idea to increase the awareness of visitors that they are entering Fiordland National Park by having something tasteful at the entrance. It is after all, part of Te Waihiponamu, South Westland, which is a UNESCO World Heritage area, however, it shouldn't be anything that is over the top or fits into the category of visual pollution."

“Only if it is subtle. The transition from farm to rainforest is already crystal clear, so it could be something as simple as a speed limit reduction on approach to park boundary of 30km/h and a cobbled road surface. Don't want to be yelled at with signage.”

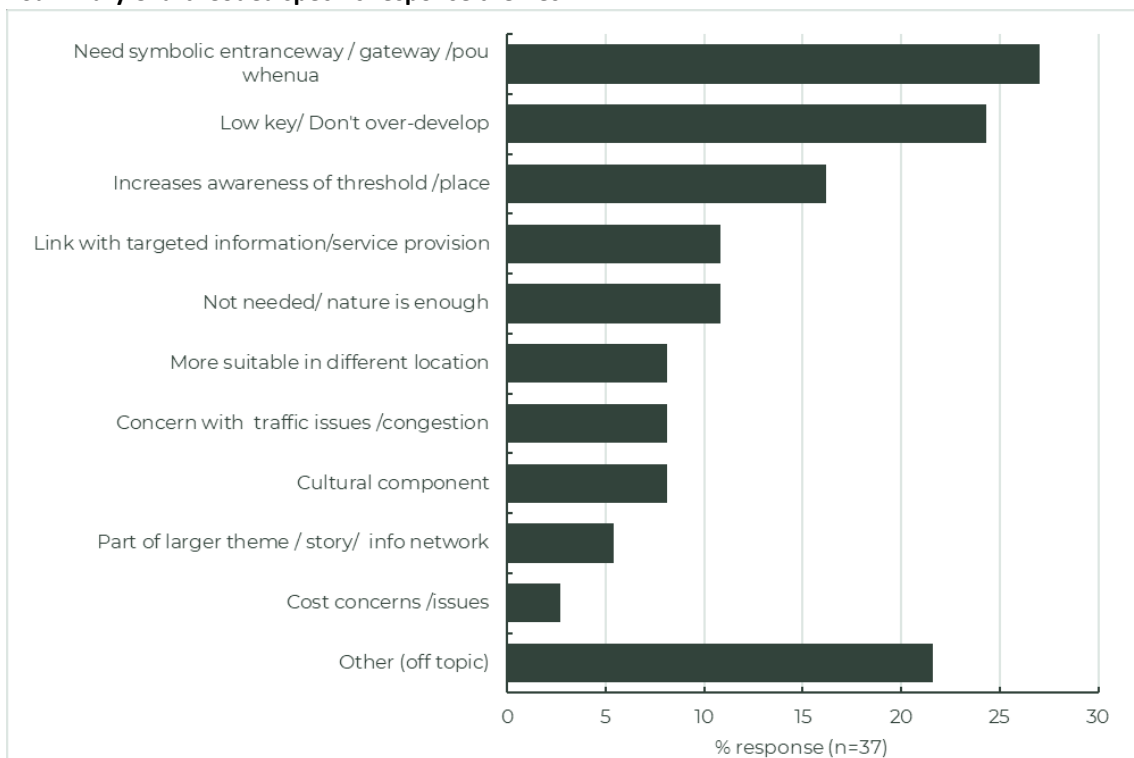
“I disagree with the creation of a strong park entrance as while yes that may make people think about what they do within the park, it will also mean they can do whatever when they exit the park eg dump their rubbish, trample on flora. I think this entrance to Fiordland would be better suited at Te Anau or even Mossburn so they realise the natural beauty of the area is protected from there.”

“Where are you talking about? People are alongside the National Park boundary and looking at the Park from Te Anau. The Road enters and exits National Park up Lake Te Anau. I think people are 'somewhere special' while in Te Anau and onwards. How about fostering that mindset with something at the town entrance?”

“There is ample room to do this at the entrance of the park, (privately owned paddock at the moment). You could also have a car park here for more park and ride.”

“Think this would be a good idea as long as a place to pull over off the road area is considered as many travellers like to stop take picture leaving one place entering another. It would need to be in keeping with the area not to ostentatious.”

• **Summary Chart: Coded specific response themes**



3.2 Develop the Knobs Flat experience hub.

Idea description: *Knobs Flat has the potential to be a key interpretive hub for the Milford Road experience. This could involve the development of a series of covered shelters containing interpretation displays, pūrākau, interpretive nature trails, observation points and a network of loop tracks. Much of the current footprint at Knobs Flat is already highly modified but is close to forests of high conservation value.*

Response number – 31 comments were received.

Response balance - most responses (87%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**

- *Some indication for more short walk options; low key development. Few other comments.*

- **Summary Table** (n=31)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	27	87
• 'Negative/opposition/not needed' response	6	19
Specific response themes referred to in text:	count	%
• More short walk options	8	26
• More info/ sign suggestions	8	26
• Impact concerns	7	23
• Don't over develop / keep minimal	7	23
• Other activity options	4	13
• Leave as is	4	13
• More longer walk options	2	6
• Transport connections	1	3
• Manage visitors /numbers	1	3
• Covered already in Te Anau	1	3
• Other (or off topic)	6	19
Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=31 & 100%	X	(n=31)

- **Example quotes:**

These are a selection of 10 text responses (as received) from the 31 received that are broadly indicative of the types of the main response themes received:

"We fully support this as an initiative that would provide visitors with essential information and amenity as they journey into Milford. It could also be a very suitable transition point from cars to coach shuttle services. This could also be a good location to create a strong national park entry point."

"I particularly like the idea of shorter walks, to give day visitors an opportunity to experience some of the beauty on their own, without having to organise a longer and more expensive overnight stay."

"Are we duplicating by aiming for a 'hub' in Te Anau AND Knobs Flat? Yes to trails. Perhaps some simple displays."

"Earlier on this area used to be a busy stopping point but quite often be passed on the journey in nowadays as has little to offer and the end journey is where people's minds are on. Be interesting to see what could be developed in this area without taking away from the Te Anau township."

"If those forests have such high conservation value, then simple, leave the area alone. The shelter and interpretation displays at Knobs Flat are already of a good enough standard."

"Support some development - this is a wonderful spot and could lose the sense of majesty through too much visitation - consider moving kea point concept to this location."

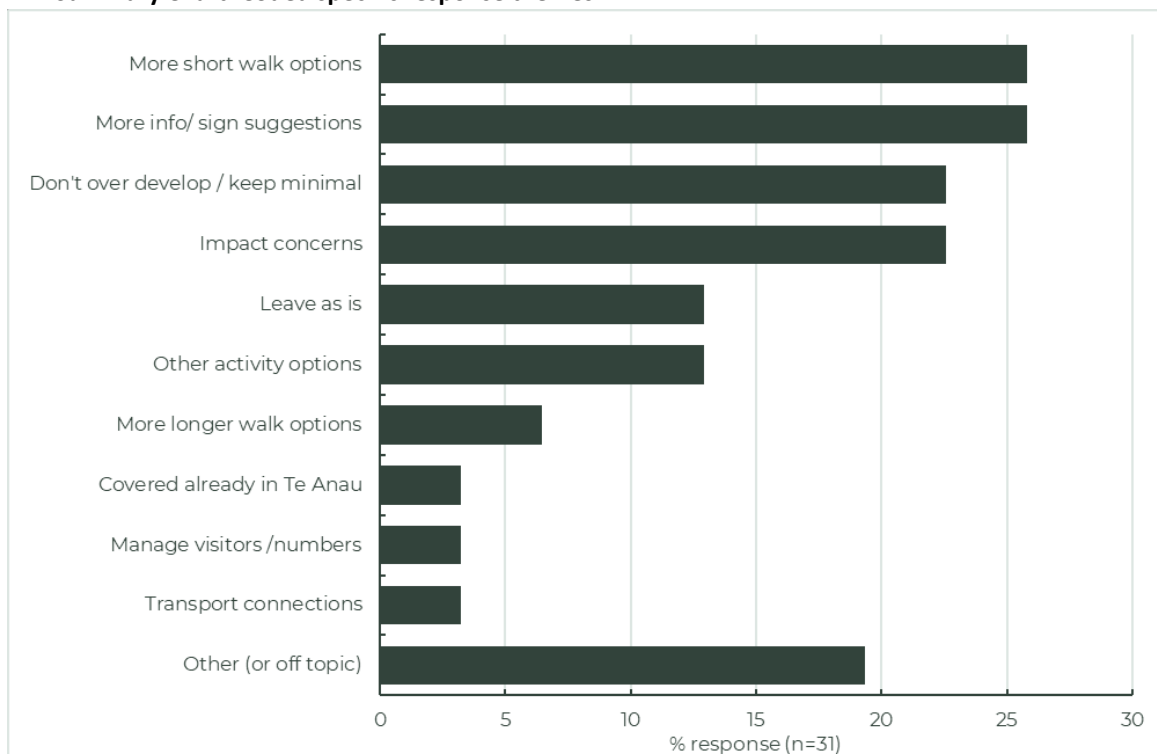
“Support, provided it is low key and situated in nature itself, i.e. not another artificial indoor intervention. Don't want to repeat the function of the Te Anau Visitor Hub in Fiordland National Park.”

“The forest is interpretation enough in my opinion - People don't read signboards. give them chances to walk in the forest - the old track from Deer Flat to Knobs flat was outstanding, but was shut to allow the site to be used as a gravel dump for roading. You need to take real care that all this endless development does not score an own goal and destroy that which you're trying to show off.”

“The interpretation displays that are already present at Knobs are interesting, with great historical photos. Let's not develop for development's sake. A short nature walk would be nice, but again, keep the impact low.”

“There should be good publicity of car parking costs and consideration of a graduated car parking charge at Milford with cost of parking increasing at present peak times of the day. If this is done at Knobs Flat it gives people the options of delaying their arrival time at Milford while experiencing other options, be they at Knobs Flat or on the road.”

• **Summary Chart: Coded specific response themes**



3.3 Develop the Knobs Flat accommodation hub.

Idea description: Because of its location and modified site footprint, Knobs Flat has the potential to become a key accommodation location along the Milford Road. With improved landscaping the site could be developed to accommodate tent and campervan sites and simple cabins. Potential also exists for a lodge to be developed and for cultural elements to be expressed via the built landscape.

Response number - 30 comments were received.

Response balance - most responses (70%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Some indication for more options; within footprint; keep low key. Few other comments.

- **Summary Table** (n=30)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	21	70
• 'Negative/opposition/not needed' response	8	27
Specific response themes referred to in text:	count	%
• OK to develop already altered areas	11	37
• Development must be well planned /designed	11	37
• Accom type variety good	6	20
• No large development /small scale	6	20
• Manage /limit visitor numbers	5	17
• Leave as is	4	13
• Impact concerns	3	10
• Manage /limit campervans/ freedom use	2	7
• Cost concerns /issues	1	3
• Link to transport options	1	3
• Reduce Milford pressures	1	3
• Focus in Te Anau	1	3
• Other (or off topic)	2	7
Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=30 & 100%	X	(n30)

- **Example quotes:**

These are a selection of 10 text responses (as received) from the 30 received that are broadly indicative of the types of the main response themes received⁶:

"Needs to be developed somehow so it can't be seen from the road, keep small scale and charge well for using."

"Some landscaping to provide tent sites would be good, and perhaps some simple cabins. But a lodge does not sit well with me. Keep it simple, minimal impact - we are within a National Park, after all!"

"The amount of accommodation lost on the Milford Road, with the loss of Cascade Creek Lodge, Gunns Camp, and Milford Sound Hotel, over 400 beds have been lost. This could be regained with careful planning."

"Better to have accommodation here than to allow ribbon development along the Eglinton Valley - which will happen if any operator is allowed a new site."

"Best for any such developments to happen where the environment is already modified."

⁶ Note that the text responses for both Options A & B are largely interchangeable, except where clear preferences are expressed for either of the respective options.

“Emergency Management Southland (EMS) see Knobs Flat as being a good location for all accommodation in the Milford Corridor/Sound and that only day visitors can visit Milford Sound. This will reduce the number of people overnighing in Milford Sound and would greatly reduce the risk of entrapment or isolation. It would also make it easier to control numbers of visitors and simplify evacuation.”

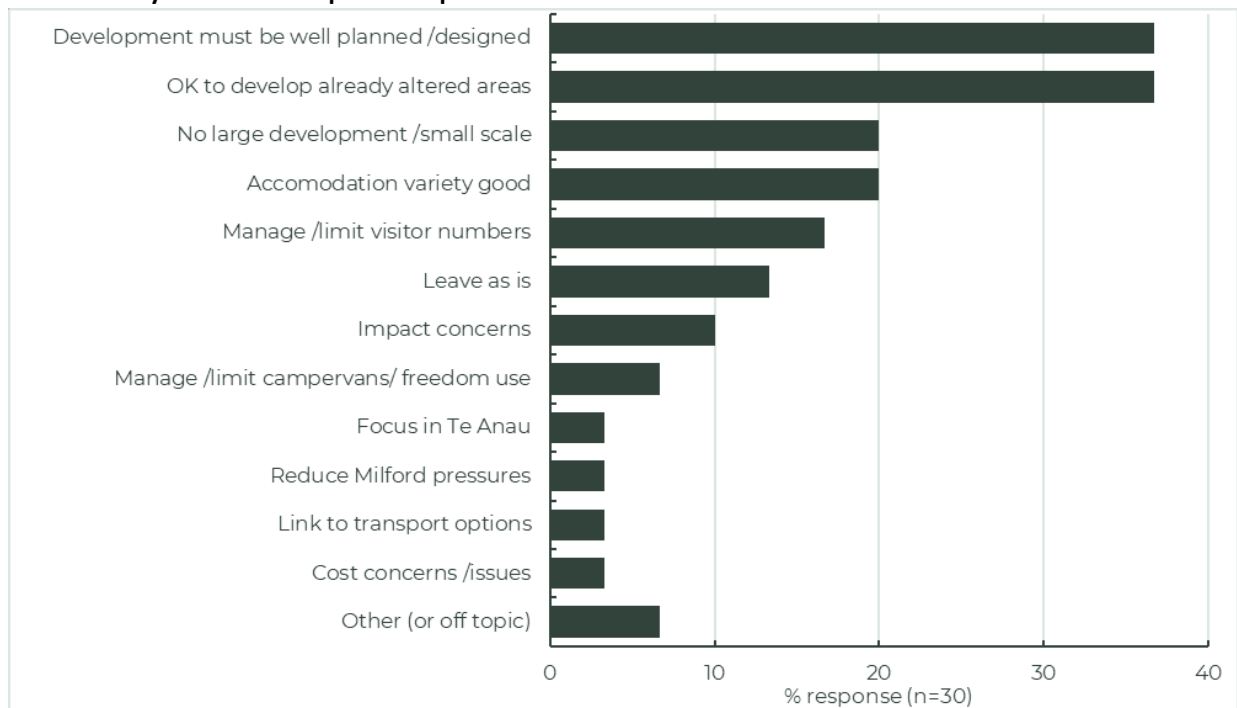
“Enhancing the Milford corridor is a must with so many people travelling but will thus continue in this everchanging new environment. All options would need careful consideration and prioritising from here on in. This area did/ does have some cabins but I think they're under utilised due to proximity to the township. This area would need careful well thought out planning so as not to underutilized knobs flat or Te Anau as the fluctuations you do get accommodation wise are felt hard enough already at certain times if the seasons.”

“Sewage, water etc infrastructure is needed. • A large accommodation complex will degrade the intrinsic value of the Eglington Valley. • There is limited room in the Knobs flat township area footprint described (3.8 Hectares) to put it in perspective this is equivalent to just the visitor centre area at the heavily congested Milford Sound.”

“Too big - not appropriate, there is plenty of accommodation in Te Anau. how many info hubs do we need? Do a good job with this in Te Anau then we just need smaller 'reminder' info spots in the national park itself. please limit the amount of additional development within the national park, it is not necessary, nature speaks for itself.”

“Just have camping and the current accommodation options, just more presentable that what is there currently, and coffee.”

• **Summary Chart: Coded specific response themes**



3.4 Create a super track head within the Divide.

Idea description: This iconic new visitor node would include interpretation, toilets, shelter & new track sections. It centralises access, linking numerous longer tracks together. It also potentially facilitates access to a series of shorter walks & key observation points, such as Key Summit. For mana whenua it represents a modern reinstatement of the Whakatipu Trail and serves as a wānanga (living classroom) for Ngāi Tahu. It recognises ngā ara tawhito (trails) which are an integral part of Ngāi Tahu culture. The technical challenges of achieving this concept are significant and implementation would be dependent on a detailed feasibility analysis.

Response number - 32 comments were received.

Response balance – many responses (69%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Some indication for improved facilities at Divide; track network suggestions; low key. Few other comments.

- **Summary Table** (n=32)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	22	69
• 'Negative/opposition/not needed' response	10	31
Specific response themes referred to in text:	count	%
• Better facilities at the Divide	10	31
• Track network suggestions	10	31
• Leave as is	8	25
• Impact concerns	7	22
• Reduce visitor numbers/ concentrations	6	19
• Do not over develop	6	19
• Information services /signs	5	16
• New walk options	2	6
• New activity options	2	6
• Fix Hollyford Road and facilities	2	6
• Parking need	2	6
• Other (or off topic)	3	9
Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=32 & 100%	X	(n=32)

Example quotes:

These are a selection of 10 text responses (as received) from the 32 received that are broadly indicative of the types of the main response themes received⁷:

“Short walks with minimal interpretation are good. No more buildings please.”

“The Routeburn track and Key Summit are a popular spot for tourists and the current infrastructure is dated. There are currently insufficient toilets to keep up with the flow of visitors. Parking should be retained for those going further into the park. Several peaks and remote areas of conservation estate are accessed off the Routeburn track. This site, however, will never be the only ‘super track’ as there are many other tracks in the park.”

“Better toilet facilities and parking is required at the divide, shelter and information would be an advantage.”

⁷ Note that the text responses for both Options A & B are largely interchangeable, except where clear preferences are expressed for either of the respective options.

"The loop track beyond Key Summit would be a world beater with sun rises and sunsets over the Fiordland Mountains only being rivalled at Luxmore Hut. With Howden Hut destroyed a better replacement option would be on the ridge of Key Summit southwards with the track linking into the Greenstone giving a nice over night alpine experience."

"Terrible idea, given away by word 'iconic'. This is the last thing the corridor needs - we are supposed to be delivering an experience of nature, not an experience of human infrastructure in nature. Limited space on the ground, weather often poor here. Just adds more development and not aligned with FNP NP Management Plan which encourages development to existing locations, not new ones. Do not support Super Track Head idea. This creates point concentration of visitors. Far preferable to think of the Hollyford and Eglinton Valleys as spines with multiple nodes along them, none preferred over others. A trail the length of the Eglinton Valley, completely separate from the highway, is the obvious infrastructure project which makes a spine a highly valuable visitor amenity."

"Given the popularity of the tracks leaving from the Divide, an upgraded shelter probably wouldn't go amiss. However, at peak times it was already far too busy, with the car park dangerous to navigate sometimes. This proposal just serves to further increase human impact of the area, and again, destroy our precious native forest, just for the sake of increasing the number of people that can be packed on to a track at any given time. Additionally, it would only serve to further disturb and decrease the habitat of some of our threatened and endangered native species."

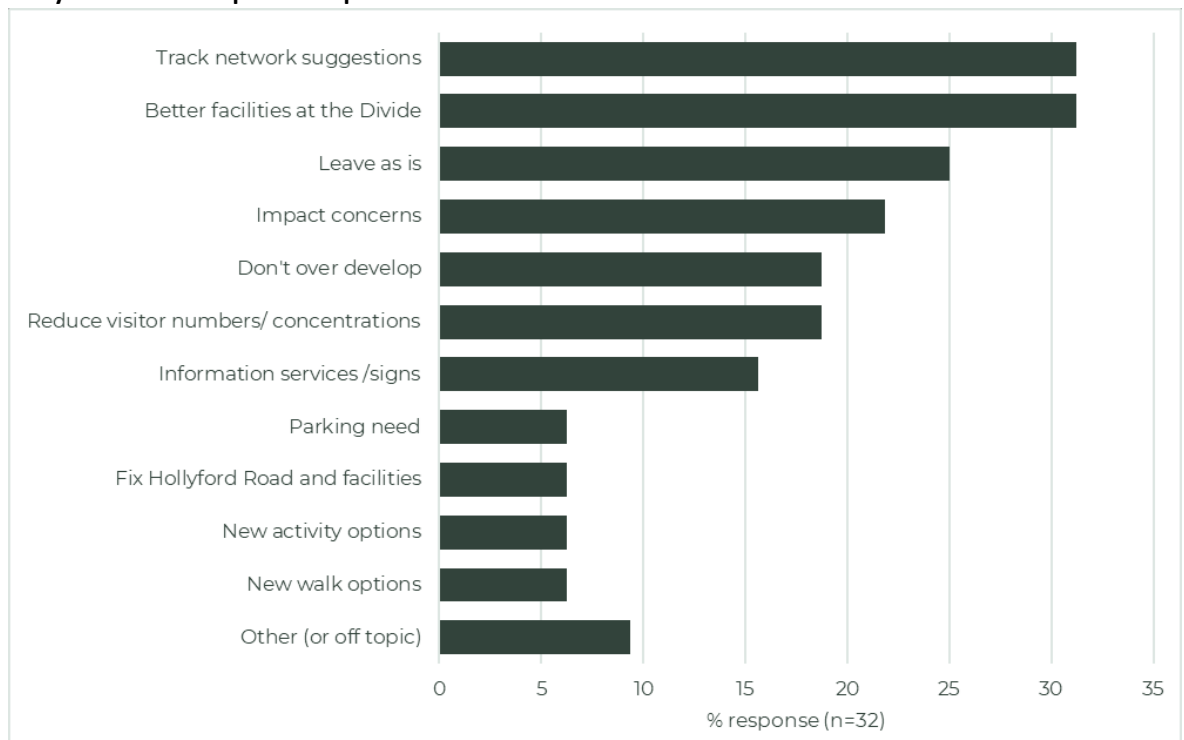
"I like the idea of a multiuse trail from the Divide a) down Pass Creek and the Hollyford at least to Alabaster, ideally to Martins Bay b) over to the Greenstone and down to Lake Wakatipu with a link up Pass Burn to Mavora Lakes (upgrade Te Araroa Trail and old stock route; keeps Caples for walking only) c) down to Te Anau (subject to feasibility). Imagine the attraction and permutations of trips."

"Sounds too big and obtrusive, keep it low key but informative. aren't we trying to preserve the wildness and nature of the area - we don't need big intrusive nodes or hubs."

"People from within nz and overseas are looking more and more to get into nature and experience the beauty and quality walking tracks. With the great tracks ever increasingly book out developing further tracks/ trails to be available is not a silly idea as long as it's within keeping to the world heritage reputation that we already uphold."

"Worth a doing the detailed feasibility study as the idea is excellent."

• **Summary Chart: Coded specific response themes**



3.5 Upgrade short stop options along Milford Road corridor.

Idea description: Increase the range and quality of short-stop areas that visitors can stop at. In most instances these sites are already established close to the road but lack appropriate interpretation, (e.g. Lake Gunn Walk) small loop tracks, viewing areas and cultural narrative. Improvements would be aimed at enabling greater accessibility for those with mobility restrictions (such as disabled, older adults and children). An objective would be to let the widest possible range of visitors feel the wairua (spirit) of the place.

Response number – 35 comments were received.

Response balance – almost all responses (91%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**

- Prefer more options; specific site and management suggestions; spreads pressure; keep low key. Few other comments.

- **Summary Table** (n=35)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	32	91
• 'Negative/opposition/not needed' response	6	17
Specific response themes referred to in text:	count	%
• More options are good	11	31
• Specific site comment/ suggestion	9	26
• Management challenge /need /suggestion	8	23
• Spreads visits over more sites	6	17
• Variety of options is good	5	14
• Do not overdevelop too much	5	14
• Make sure more signage/ info	5	14
• Loop tracks	4	11
• Integrate with transport	3	9
• Other traffic issues/ volume/ safety	3	9
• Potential impact issues	3	9
• Control /limit numbers	2	6
• Keep as is/ don't change	2	6
• Other (or off topic)	2	6
• Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=35& 100%	X	(n=35)

Example quotes:

These are a selection of 10 text responses (as received) from the 35 received that are broadly indicative of the types of the main response themes received:

"Giving people the opportunity to get out and touch/feel/smell the area can only be a good thing. Well signed, interpreted and flagged stops that give people the opportunity really engage with the environment is critical to the experience. Other country's, like Switzerland, do this well. Maybe learn from what they are doing."

"Support this idea, anything that distributes visitors more evenly along the corridor is excellent, lots of choices will help achieve this. A trail the length of the Eglinton Valley, completely separate from the highway, is the obvious infrastructure project which makes a spine a highly valuable visitor amenity."

"I particularly like the idea of shorter walks, to give day visitors an opportunity to experience some of the beauty on their own, without having to organise a longer and more expensive overnight stay."

"A trail from Te Anau to Te Anau Downs would create multiple short stop options as there would be multiple access points and multiple options for transport (walk, bike, boat, bus, private vehicle...). Lake Mistletoe is underrated and could be upgraded, including improving the return loop from where it exits on the Milford Highway. There is existing accommodation and catering nearby."

“Options for longer day walks could be developed up to 5 hrs and loop tracks. Mistake Creek would be one possibility.”

“There are options for this but funding has been the problem over time. I know as I have tried to gain funding for several projects over the last twenty years. I was successful with some upgrades, such as the chasm. There could be walk developed in the upper Hollyford valley to cater for all, from Homer Huts to the large clearing about 1.5 ks up valley. A total upgrade of the lake Marion walk to suit all walkers (\$2.5m). Access to Sandfly point at all time of the year for everyone, this could be done as the trip to the Bowen Falls. The Track to Lake Ada is one of the best early morning walks in Fiordland. There are three other options, and Eglinton Bike trail down the west side, allowing bikes to go as far as lake Alabaster on the Hollyford track.”

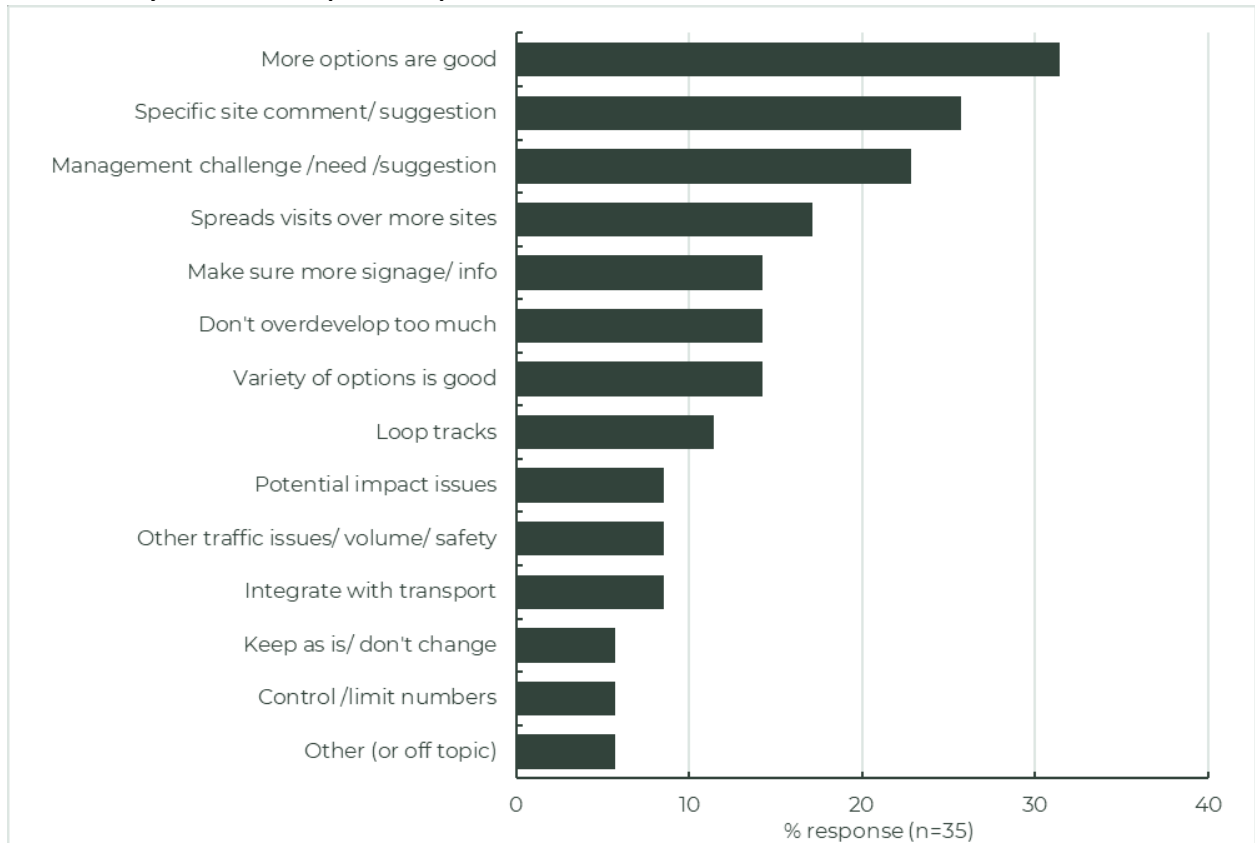
“The issue here is not just the quality and interpreted content in short-stop areas; the biggest challenge is that most of the existing off-road parking areas are inadequate in size and unsafe in respect to their proximity to fast moving traffic. ”

“Totally agree, the more walking/cycling tracks the better to encourage the immersive experience and encourage visitors to take their time on this journey. Linking to longer distance track networks should also be provided.”

“While this sounds like a good idea, having seen what happens with the likes of the Mirror Lakes Walk, The Chasm, the Eglinton valley, and Falls Creek, at peak times it just becomes too crowded, so you cannot stop there safely. Also, when these places become that crowded, it spoils the experience that would have previously been had.”

“This needs further planning. A list of proposed locations should be generated for community consultation. Sites range in significance to members as they provide access to backcountry terrain and conservation efforts including trap lines. Focus should be on quality over quantity. Each site developed for short term tourist attractions needs to have adequate [bus] parking, toilets and wet weather sheltered interpretation panels.”

• **Summary Chart: Coded specific response themes**



3.6 Enhance the Cascade Creek campsite.

Idea description: Camping opportunities along the Milford Corridor are in high demand. Through improved landscaping and some additional infrastructure, such as toilets, existing camping opportunities can be expanded and enhanced at Cascades Creek. Because of flooding risks this site is not considered appropriate for other facilities (such as small cabins).

Response number - 31 comments were received.

Response balance - responses were split (only 48% positive) overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - More negative; keep low key; flood hazard; management challenges. Few other comments.
- **Summary Table** (n=31)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	15	48
• 'Negative/opposition/not needed' response	17	55
Specific response themes referred to in text:	count	%
• Management challenges /maintenance	7	23
• Do not over-develop	7	23
• Site safety risk/ flood hazard	6	19
• Fine as is	6	19
• Limit use numbers/ manage access	5	16
• More camping capacity	4	13
• More accommodation options	4	13
• Impact concerns	4	13
• Already in place/ developed	3	10
• Needs better design	3	10
• Specific aspect/ site suggestion	2	6
• Transport issues	2	6
• Only camping /no accommodation buildings	1	3
• Other (or off topic)	3	9

- **Example quotes:**

These are a selection of 10 text responses (as received) from the 81 received that are broadly indicative of the types of the main response themes received:

"A flood plain is inappropriate for any form of development. The Cascade Lodge was washed away by the 1994 flash flood. Only one exit to camping making users vulnerable to flooding and fire."

"A very popular area for stopping over and the last enhancement s went down well I'm sure some cabins would be well received but all flooding risks would have to be well mitigated before it went ahead."

"Do not support expansion of Cascade Creek. The site needs rehabilitation from DOC's own kneejerk response to increased visitor numbers. An attractive meadow has been turned into a gravel vehicle park populated with island toilet blocks. Toilets and parking areas should be more integrated into the landscape - again landscape architect design advice is necessary, and community consultation of proposals."

"This was done I was involved with the planning for the upgrade in 2018. It could be made bigger, but I feel if any work was done in the future it should be at Kiosk Creek as this site has far more summer and winter sunshine. I would leave all the others as they are. The lodge proposal for the Eglinton should proceed as it allows more people to enjoy this valley. With Gunns Camp being lost there should be more options for people to stay at Camps, cabins and a lodge."

“The Cascade Creek Campsite is already very large and highly developed. • With the park and ride proposal above it could be anticipated that there would be a greater emphasis on staying in Te Anau where there is better infrastructure to handle the high demand. • The summer water supply is the biggest issue at the cascade campsite. The tanks frequently run empty with the share volume of visitors. This leaves the untreated creek water as the primary source (which is fine for personal use however it doesn’t meet the national water standard guidelines).”

“We don’t need accommodation built along the road, but increasing the camp sites and enhancing these is a good option. just make sure that people have to pay to stay in their camper vans/tents. Don’t make it too expensive or the fees will be avoided.”

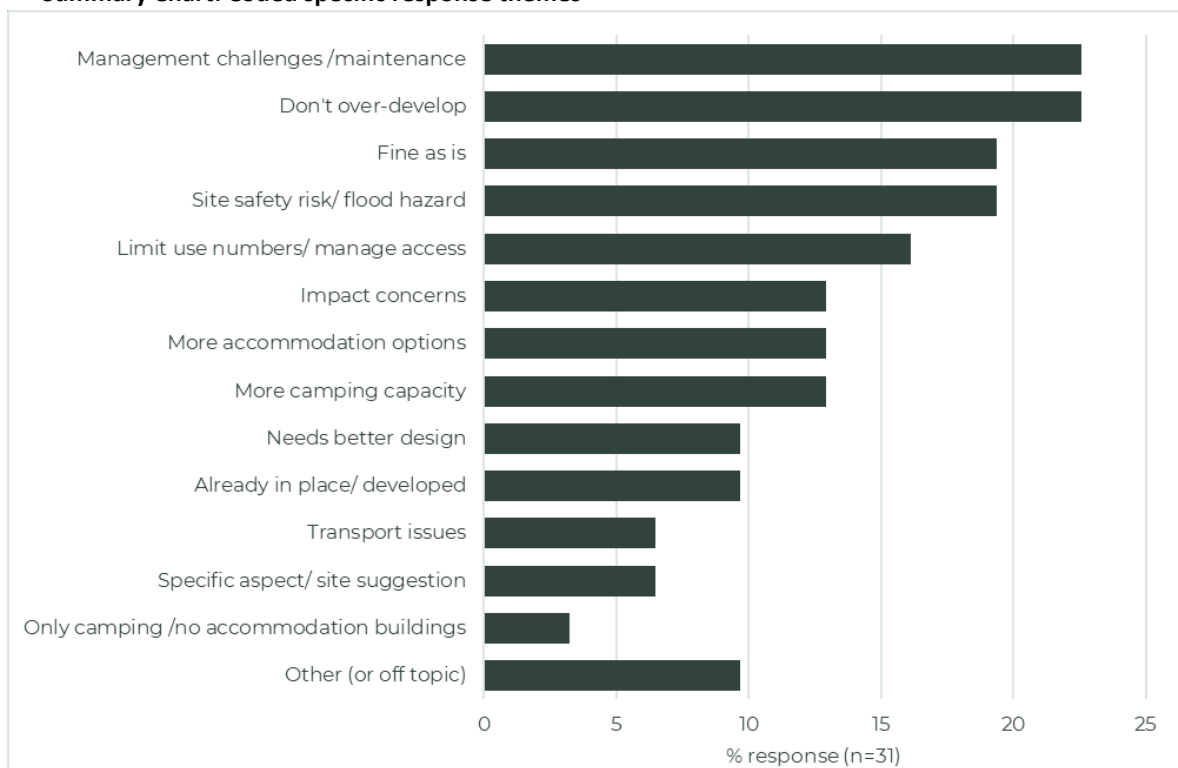
“Consider how restrictions regarding transport to these sites may impact on their use. Is it practical to implement public transport only for campers bringing along all their camping equipment and food etc?:”

“Cascade Creek already has a large number of toilets and is highly landscaped. Please beware of detracting from the wairua of the place further in creating more man made structures in the area.”

“Support minor functional improvements but limiting numbers and pre-booking.”

“This isn’t something I’ve needed in the past but I’m sure many would use it esp intl travellers when things open up in future.”

• **Summary Chart: Coded specific response themes**



3.7 Investigate options in the upper and lower Hollyford Valley.

Idea description: In appropriate locations minimal impact road end/track enhancements, extensions and/or new tracks could be established. This could form part of reconnecting the Whakatipu Trail. It also links to the idea of creating a super track head.

Response number - 35 comments were received.

Response balance - most responses (86%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - More short, long loop walk options; specific site/network suggestions; rebuild suggestions. Variety of other comments.

- **Summary Table** (n=35)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	29	83
• 'Negative/opposition/not needed' response	5	14
Specific response themes referred to in text:	count	%
• Specific new site/ track /option suggestions	11	31
• More long walk /track options	10	29
• More short walk /track options	7	20
• Impact concerns	6	17
• Track network suggestions	4	11
• Rebuild road/ airstrip	4	11
• Loop tracks	4	11
• Wider Hollyford-Haast Road suggestions	4	11
• Cultural perspective	3	9
• Leave as is	3	9
• New accommodation options /huts etc	2	6
• New use types/ suggestions	2	6
• Limit/ manage visitor numbers	1	3
• Signs /info provided	1	3
• Other (or off topic)	4	11
Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=35 & 100%	X	(n=35)

- **Example quotes:**

These are a selection of 10 text responses (as received) from the 35 received that are broadly indicative of the types of the main response themes received:

“As mentioned before options in the upper Hollyford, Lake Marion track upgrade, bike trail to lake Alabaster. The Hollyford Track has been under used for the last forty years and with allowing it to be used by mountain bikes will in some way produce a return on the millions spent down there in the early 1980s, during the PEP schemes. The road damage is not likely to be repaired beyond the Hollyford Airstrip, so a bike option to Lake Alabaster would see a very viable option for a large number of people today.”

“Be lovely to get this are up and running again and to further enhance it with good connectivity to track networks. It is a well sort after area to people from all walks of life. Be good to have cabins back in there in a safe position as many varied groups went there to get into the outdoors and use the tracks that were easily accessible. Sound a worthwhile opportunity to look further into this.”

“Cycling the Hollyford Track would create an attraction and income for track maintenance from hut fees and concession. It could be managed year-round or restricted season, like the Heaphy Track.”

“Fix the Hollyford Road and open access down to the airstrip and make this the new start of the Hollyford Track officially with parking & toilets.”

"I like the idea of identifying a small number of additional tracks, I want to explore more of Fiordland, as long as the options are not just great walks, they should remain pretty difficult. I do not support any major road enhancements"

"Love the idea of reconnecting the whakatipu trail, from Mavora to Martins Bay, allowing visitors to walk along the route of Maori. Would require more information on what 'minimal impact road extensions would look like' to comment further. This is not an appropriate way to consult on changes."

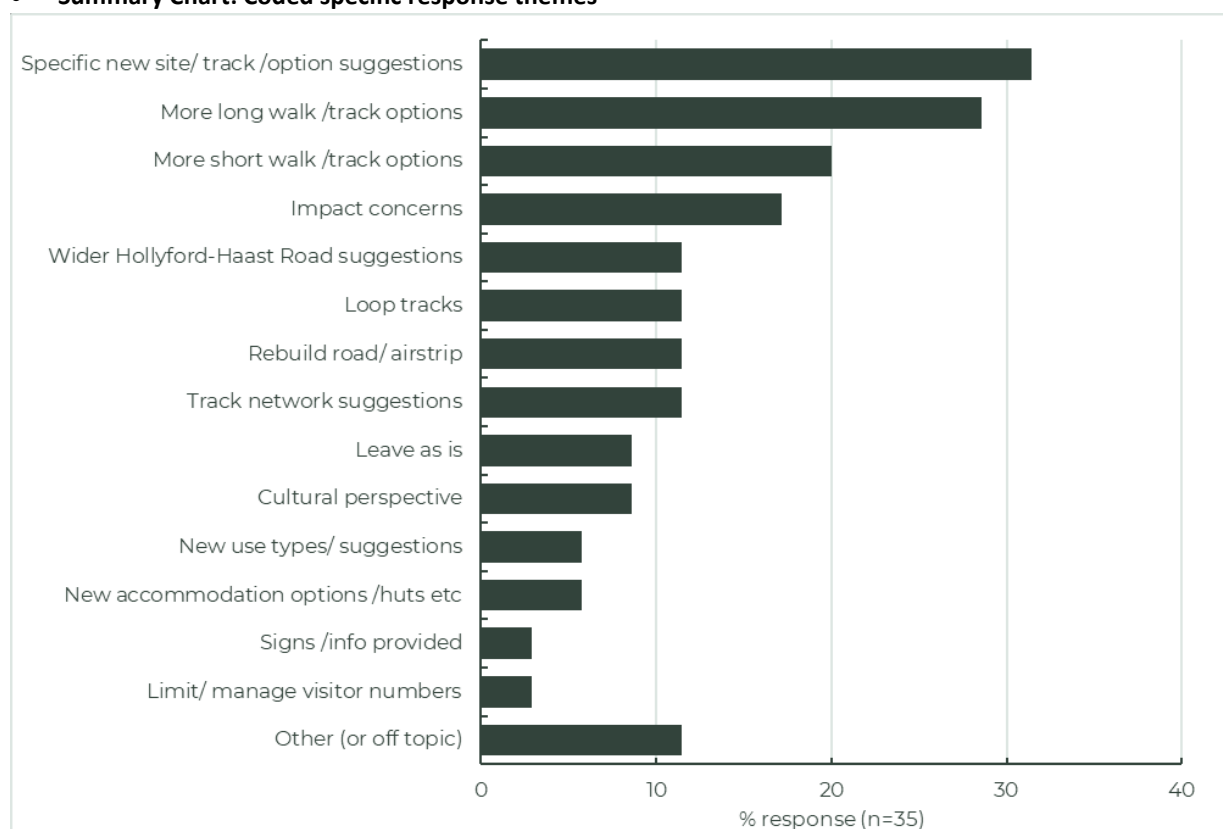
"Low impact would be vital. It's important to keep the visitor infrastructure in the main road corridor as much as possible."

"Yes support this. Linkages to other tracks networks for example up to Lake Marian, Hollyford, Routeburn would be excellent and encourage wider exploration of the area on foot."

"Why not do something really bold and complete the link to the west coast? This would create a brilliant link and would take pressure off Queenstown and offer many options. Coupled with an enhanced bike/walking path."

"Tracks that were there already, should definitely be returned to what they were if they get damaged. However, to enact such changes would again only increase the number of people using these tracks, and start snowballing, putting pressure on the present infrastructure, but it is also nice to have a range of tracks some of which provide a bit more of a challenge than e.g., the Great Walks."

• **Summary Chart: Coded specific response themes**



3.8 Homer Tunnel portals (short stop).

Idea description: This strong well engineered observation portal (sheltered from rock and avalanche risks) would offer a safe viewing location on the Milford Sound Piopiotahi side of the Homer tunnel. It would offer good sightlines over the alpine environment and into Piopiotahi and the best opportunity for passive (non-interactive) observation of kea.

Response number - 29 comments were received.

Response balance – around half responses (52%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Hazards & traffic issues; impact concerns (kea). Few other comments.

- **Summary Table** (n=29)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	15	52
• 'Negative/opposition/not needed' response	10	34
Specific response themes referred to in text:	count	%
• Hazard /risk comment	10	34
• Kea experience/ protection comments	8	28
• Traffic issues	8	28
• Impact concerns	8	28
• Control/manage use/ numbers	5	17
• Good design needed	3	10
• Cost issues	2	7
• Leave as is	2	7
• Other site suggested	2	7
• Minimal /No development	1	3
• Other (or off topic)	8	28
Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=29 & 100%	X	(n=29)

- **Example quotes:**

These are a selection of 10 text responses (as received) from the 29 received that are broadly indicative of the types of the main response themes received:

"Agree as long as kea are protected. The beauty of Fiordland and what everyone seeks is the untouched beauty. Don't spoil that experience which is becoming rare globally."

"Can not guarantee observations of kea would be passive. Parking in alpine area with kea will encourage damaging interactions even with precautionary steps in place."

"For years the Milford Road Alliance has discouraged vehicles from stopping in these areas near the tunnel due to rockfall and avalanche risk. Even if a well engineered observation portal was built we believe that the cost of creating vehicle parking in this area would be prohibitive. Vehicle stopping in this area may also impede the smooth flow of vehicle traffic through this area during the peaks of the day."

"Again - very difficult to understand what you are proposing - extending the portals or using current infrastructure? This is an area of outstanding natural beauty that should not be developed further. Also a local biodiversity hotspot with several point endemic species in the near vicinity. A safe, open area, already modified and suitable for alpine walk etc, is at the Chapel, remove the downer buildings there to enhance the visitor experience."

"I am not sure you could get a big enough area safely to view, but a good idea as long as you have a limit on how many can stop at a time."

“Not sure how you'd park cars to access this. Combined with the public transport options perhaps the road users will lower, which will allow more space for vehicles to pull over at a place of their choosing, rather than all vehicles trying to get into the same viewing area. This idea has merit for sure.”

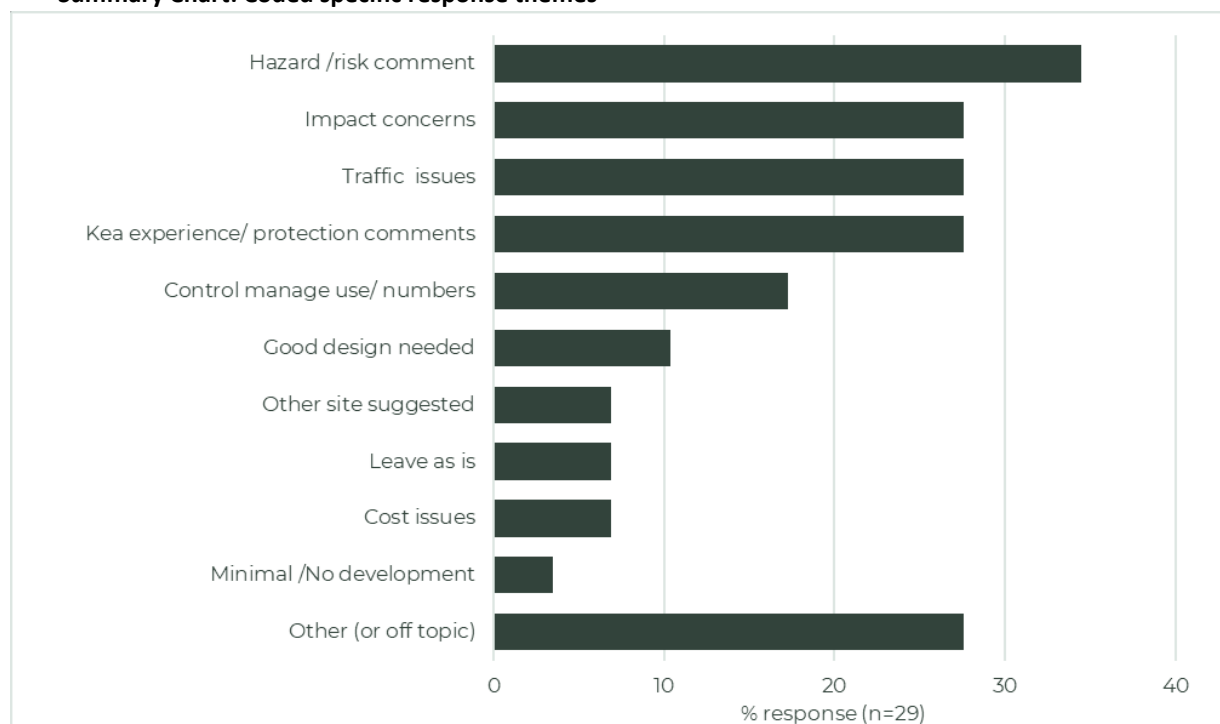
“Stunningly beautiful area but gave concerns for the potential risks that are high in that area as well as the portal observation pot there would need to be parking well enough off the crowd to not effect the continual traffic flow in the area and all risks mitigated.”

“Support the idea only if a landscape architect and architect have design oversight of NZTA appointed civil engineers. This is essential for the 'world class' experience that MOP aspires to. NZTA do not have this level of design expertise in a sensitive natural landscape.”

“Yes support. This tunnel is the gateway to Milford Sound and at present is extremely ugly - particularly from the eastern side - a major tidy of signs is required and wiring/services need to be hidden. At present it is a major visual degradation of the entry point to Milford Sound.”

“This area is highly prone to rock fall and avalanches so increasing the amount of time vehicles are stopped in the area and the general number of people walking around is unwise. • People ignore signs and feed Kea. This is what attracts them to the area. This is a high traffic area and Kea flock around moving cars, putting them at risk and they cause vehicle damage.”

• **Summary Chart: Coded specific response themes**



4. Conservation supported by tourism.

A key pillar of the Milford Opportunities Project is conservation and using funds raised by tourism to meet costs of improved conservation, access, infrastructure, operations and mana whenua aspirations.

The single key idea presented for responses under Theme 4 was:

4.1 Tourism funding conservation

Idea description: Charges could be applied to support a broad range of conservation and land management initiatives. These initiatives would likely include predator control, the reintroduction of native fauna (such as kakapo and tieke) following successful predator control, weed management, marine biosecurity surveillance, soil control, conservation research into key ecosystems and species, and mana whenua narration costs. Charges could also be used to support the visitor experience in areas such as infrastructure maintenance, visitor interpretation, visitor safety and emergency response.

Response number - 51 comments were received.

Response balance – almost all responses (94%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Need to support conservation; lower costs/affordable for kiwis/taxpayers; various charging/management suggestions.
- **Summary Table** (n=51)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	48	94
• 'Negative/opposition/not needed' response	6	12
Specific response themes referred to in text:	count	%
• Need to support nature/ conservation	23	45
• Differential pricing (less for kiwis/ kiwis pay tax etc)	16	31
• Various charging/fee option ideas/suggestions	15	29
• Various management option ideas/suggestions	12	24
• Various governance-admin ideas/suggestions	12	24
• Keep experiences affordable	9	18
• Ensure flexibility/options for recreation users	3	6
• Other comments	7	14
Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=51 & 100%	X	(n=51)

Example quotes:

These are a selection of 10 text responses (as received) from the 51 received that are broadly indicative of the types of the main response themes received:

"Absolute necessary! flora and fauna needs to be strongly supported. Fiords are also to be seen elsewhere. the plants and animals make NZ and the region unique."

"Absolutely agree with this proposal. Vitaly important conservation initiative. Pricing model should be fair to ensure that cost to visit remains inclusive for typical Kiwi families. A tricky balance."

"Absolutely, although there should be different pricing for locals, nationals, and internationals. New Zealand is one of the few places in the world that does not charge for to access national parks. For trampers who tend to jump from point to point, access should be on a daily or weekly pass, rather than charging for each entry and exit."

"Agree but suggest only charge over sea's visitors, locals already pay tax."

“This is not a bad idea. It is only fair that people visiting the area and enjoying it's unique and special biodiversity should contribute to helping maintain and improve it. Having it as a built in charge to their experiences would make sure no one skipped paying, and makes it fair.”

“The fee should only be for international tourists, kiwis shouldn't be charged for exploring their own country. The south Island is already a very expensive destination.”

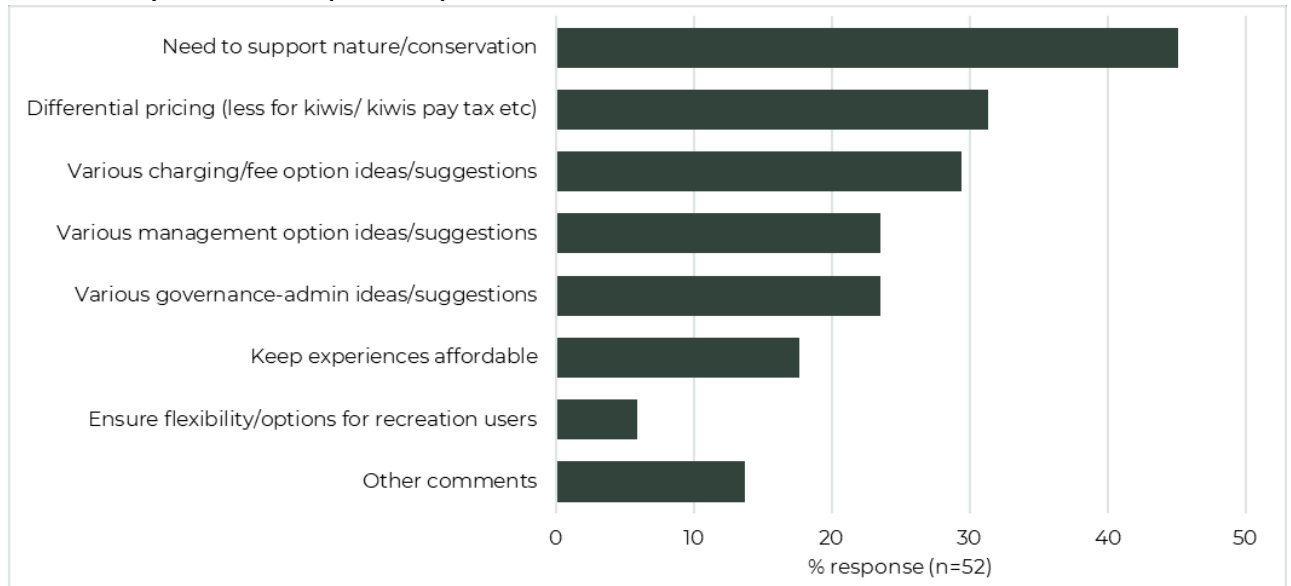
“This is a good concept though the visits are already a bit pricey, especially for NZ travellers, so this needs to be considered properly and weighed up against the margins the companies are trying to meet.”

“I'd be interested to know how the charge would be applied. It would be unfair for local Southland trampers and climbers to have to pay every time we go there. An annual pass, once a year fee would be workable.”

“In many countries around the world visitors are charged a small tourist tax per night when checking into their hotels. This fee could be put towards conservation, reintroduction if native species and eradication of pests and predators. .Also, consider a daily limit on the number of tourists visiting Milford Sound and other areas of interest to reduce pressure on important ecosystems and thus reducing or eliminating the use of large coaches to such areas. I'm all for tourism but managed tourism is a sensible way to go.”

“I fully support this concept. Tourism needs to shift from low-quality high-quantity destructive activities to a sustainable high-quality experience that pays for its own upkeep and the protection of the environment, by charging a fair levy or visitor's fee that is going 100% towards conservation, operation and maintenance.”

• **Summary Chart: Coded specific response themes**



5. Encouraging visitors to experience the full Milford Sound Piopiotahi story.

The Milford Opportunities governance group wants to encourage visitors to stay longer in Milford Sound Piopiotahi and contribute to the local economy by developing a compelling suite of experiences and redesigning the Milford village to reflect its world-class status.

The key ideas presented for responses under Theme 5 were:

- 5.1 Create a compelling sense of arrival into Piopiotahi.
- 5.2 Establish a new Piopiotahi visitor hub.
- 5.3 Develop new visitor accommodation.
- 5.4 Redevelop the tourist boat terminal.
- 5.5 Restrict cruise liner access in inner sound from impacting sight lines of Mitre Peak.
- 5.6 Remove fixed wing plane runway from Piopiotahi (via a phased withdrawal).
- 5.7 Develop new walking tracks and observation points in Piopiotahi.
- 5.8 Establish an interpretive Marine Centre in Piopiotahi
- 5.9 Incorporate the commercial port (Deep Water Basin) into the visitor experience.
- 5.10 Relocate resident accommodation.

Responses related to each are summarised on successive pages.

5.1 Create a compelling sense of arrival into Piopiotahi.

Idea description: This sense of arrival can be achieved through better landscaping (naturally framing key viewshafts), clearing visual pollution and potentially the introduction of pou whakairo.

Response number - 34 comments were received.

Response balance – many responses (65%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Nature already does this; not needed; visual impact concern; don't overdevelop. Variety of other comments.

- **Summary Table** (n=34)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	22	65
• 'Negative/opposition/not needed' response	13	38
Specific themes referred to in text:	count	%
• Nature fulfils this function	11	32
• Leave as is / not needed	8	24
• Visual impact concern	7	21
• Impact concerns	6	18
• Do not over develop/ keep simple	6	18
• Needs improvement	5	15
• Content/ purpose suggestions /questions	4	12
• Cultural content comment	4	12
• Siting suggestions /questions	3	9
• Cost concerns	2	6
• Would need careful consultation and planning	1	3
• Crowding /congestion /parking concerns	1	3
• Other (or off topic)	3	9
• Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=34 & 100%	X	(n=34)

- **Example quotes:**

These are a selection of 10 text responses (as received) from the 34 received that are broadly indicative of the types of the main response themes received:

"Agree - the entrance into Milford Sound itself is underwhelming and somewhat messy."

"Sure. Don't get too carried away with needing to build stuff, people are coming here to see how the planet was before we came and thought we could do a better job. Natural beauty is the winner here, not landscaping what is already spectacular."

"I think the arrival into Milford Sound via air or road is world class. No need to spend funding on this. The place SPEAKS well for itself."

"The grandeur and scale of Milford Sound is already very apparent upon arrival. More viewing platforms on the foreshore would be a benefit especially if they have some rain protection to enable visitors to view the fiord in all weather conditions. We note however that to achieve this outcome would require removal of a substantial amount of native bush. "

"Why? It's impressive enough without messing about with framing viewshafts."

"There shouldn't be any destruction to the landscape. It should be left as it is, after all, that is what attracts people to the area. However, clearing visual pollution (human impact) is a great idea."

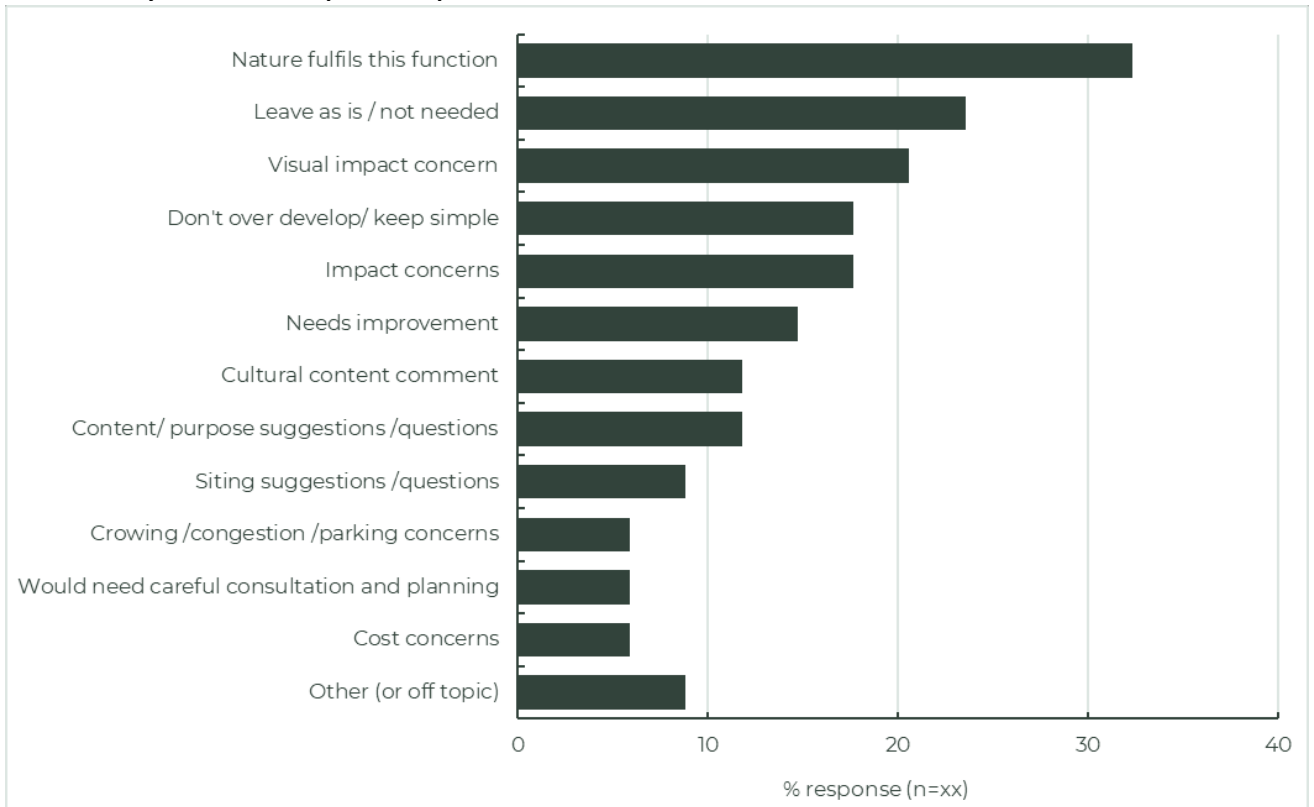
"Yes this a option, a better arrival point should be developed. The pou whakairo is a great idea."

“The best thing you can do is get rid of the carparking. No amount of landscaping can make a carpark into a nice destination.”

“Most overseas visitors are not even going to notice. For many it is seeing Mitre Peak that counts - being in the picture from the advertising blurb. It's a bucket list item for many and once photographed and ticked off they're on to the next item on the list. For FITs a good idea.”

“I enjoy the current arrival into Milford Sound by road, the parking area just after the tunnel provides adequately for checking out the view.”

• **Summary Chart: Coded specific response themes**



5.2 Establish a new Piopiotahi visitor hub.

Idea description: This facility plays multiple roles serving as a place of arrival and departure (via bus), a location for booking visitor experiences, a place to eat, a refuge from inclement weather and natural hazards and a place to learn about the wonders of Piopiotahi. It also provides mana whenua a purpose-built space for active transfer of knowledge and use of cultural materials.

Response number - 48 comments were received.

Response balance - many responses (75%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Hub content, purpose & siting suggestions; keep low key; need more activity options. Variety of other comments.
- **Summary Table** (n=48)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	34	71
• 'Negative/opposition/not needed' response	11	23
Specific themes referred to in text:	count	%
• Content/ purpose suggestions /questions	14	29
• Need more activity options	10	21
• Do not over develop/ keep simple	10	21
• Siting suggestions /questions	9	19
• Need improved facilities	8	17
• Leave as is / not needed	7	15
• Natural focus priority	7	15
• Would need careful consultation and planning	6	13
• Cost concerns	3	6
• Management /governance issues	3	6
• Focus some facilities & services in Te Anau	3	6
• Already exists	2	4
• Need changed visit model	2	4
• Linked to runway closure concern	2	4
• Other (or off topic)	6	13
• Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=48 & 100%	X	(n=48)

- **Example quotes:**

These are a selection of 10 text responses (as received) from the 48 received that are broadly indicative of the types of the main response themes received:

"Development of a central hub would be great, but keep it simple and in keeping with the area. People are there to see Milford sound, not a building."

"I will be happy to drive the bulldozer to flatten every building on the hotel, cafe site and start again with blank sheet. Milford Track walkers should have a lodge beyond the Staff village down the south side of the airstrip there is land here suitable. The existing area is given a total make over. Do it once and do it well. Someone has to brave to make this call, and the Govt could fund the complete project with rents funding the cost over time."

"My immediate reaction is that we should bury as much of it as we can so the area isn't visually dominated by buildings and paving. Grow local plants on top."

"Push learning facilities here - staff members to give information that won't impact the cruise commentary, additional knowledge."

“Yes support this idea, particularly a large interpretive centre. All transport systems within Milford Sound village are should be electric (renewable energy).”

“Support with some provisos. Needs to be the subject of a national, open architectural design competition with a robust brief appropriate to the location. Do NOT support booking visitor experiences here, that means more staff, more housing, and a continuation of commercial operators screaming for attention with branding signage etc. This function should be decanted to the Te Anau Visitor Hub, could be managed at Piopiotahi with vouchers and independent 'hosts' who manage spontaneous enquiries on behalf of all the commercial operators.”

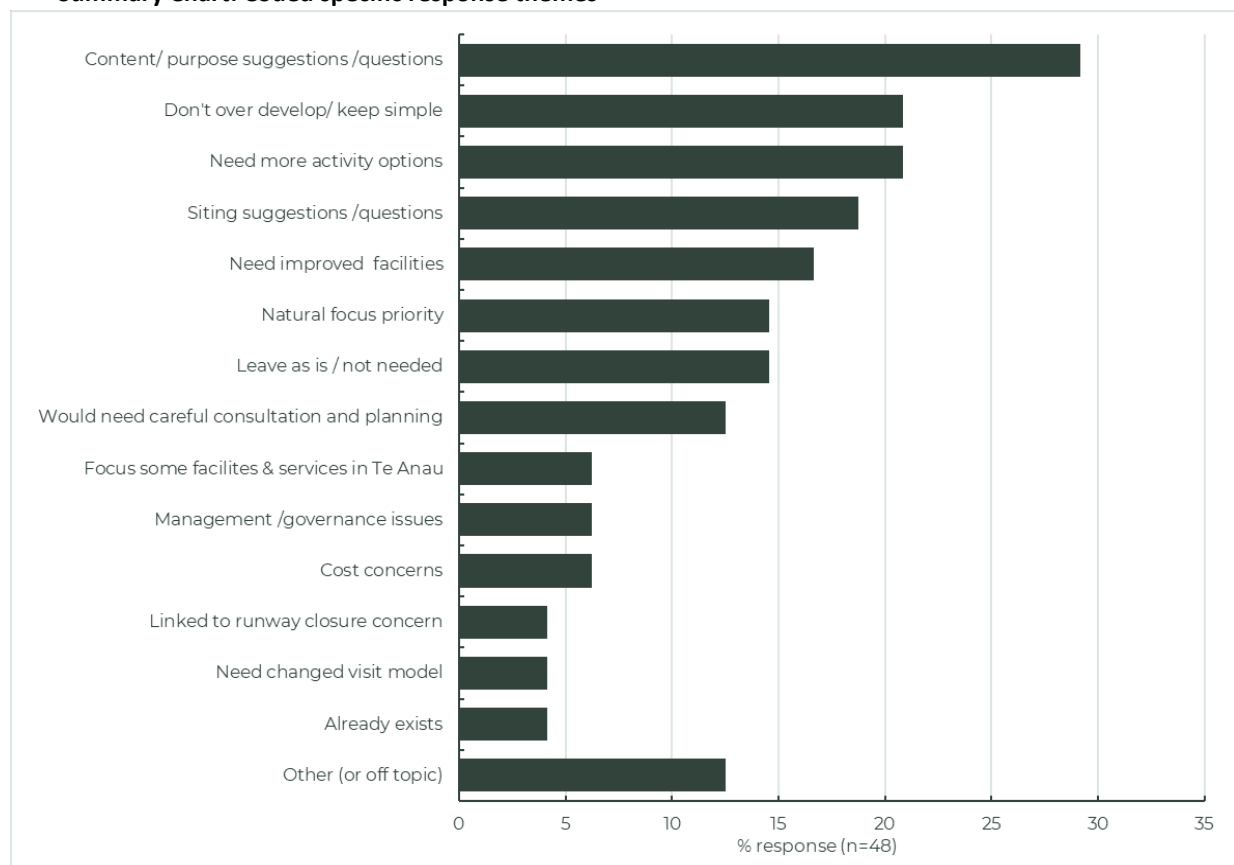
“The current visitor centre (cafe) is well aged and ideally as this is a world class destination I believe we should have govt funding to provide world class modern facilities.”

“The idea of an all-in one visitor centre is a good one providing that it has effective flow control and is synergised with the cruise operations.”

“Yes milford sound village should be more than a run down accommodation block and a carpark. Quality experiences, dining, landscaping should all support the natural beauty. And offer a more total package to visitors.”

“This could be done well, or it could become a circus. I would like to see this kept simple, and I fear it becoming a space aimed at make money off visitors.”

• **Summary Chart: Coded specific response themes**



5.3 Develop new visitor accommodation.

Idea description: This accommodation at a minimum would serve walking tours and other Piopiotahi activities. It is envisaged as being a modest scale accommodation facility (say with 125 beds) with potentially two standards catering for high end and tourist/walker standards.

Response number - 42 comments were received.

Response balance - many responses (64%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Use existing spaces better; remove/reduce buildings; impact concerns; accommodation type/siting suggestions. Variety of other comments.
- **Summary Table** (n=42)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	27	64
• 'Negative/opposition/not needed' response	17	40
Specific themes referred to in text:	count	%
• Utilise current options /spaces better	14	33
• Remove buildings as much as possible	12	29
• Impact concerns	11	26
• Accommodation type suggestions	8	19
• More options /variety	8	19
• Do not over develop/ keep simple/ natural	6	14
• Accommodation siting suggestions	5	12
• Locate further away (Te Anau)	5	12
• Could add to infrastructure /service pressures	5	12
• Cost concerns	4	10
• Would need careful design and planning	3	7
• Safety concerns /issues with siting	3	7
• Leave as is	3	7
• Linked to runway removal concern	1	2
• Other (or off topic)	2	5
• Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=42 & 100%	X	(n=42)

Example quotes:

These are a selection of 10 text responses (as received) from the 42 received that are broadly indicative of the types of the main response themes received:

"A less is more approach is what is needed. The preservation of the natural state of Milford is paramount. Any buildings, trails or land development should be done in a clean precise way, preferably in existing footprints. Felling of trees or disturbing any more of Milford would be short sighted."

"I support the current location and style of Milford Sound Lodge which is well integrated into its natural environment. An additional accommodation site should provide alternative price points to that already provided. i.e. very high end or very low end. I would not like to see more than two accommodation operations in Milford Sound."

"Do not support any additional visitor accommodation at Piopiotahi. Replacement of existing is acceptable to me. Again means more staff, more infrastructure, more parking. Development has an unavoidable footprint in conflict with the NZ as it was forever mantra."

"Has my full support. Please don't go any bigger - keep it small and go for quality instead."

"I don't believe overnight stays should be encouraged due to the significant hazard risk in Milford Sound. Recent events have proven just how hard it is to keep track of and evacuate visitors in adverse conditions, following emergency events."

"I think Milford should be kept mostly as a day trip location however some accommodation should be provided for people wanting overnight activities."

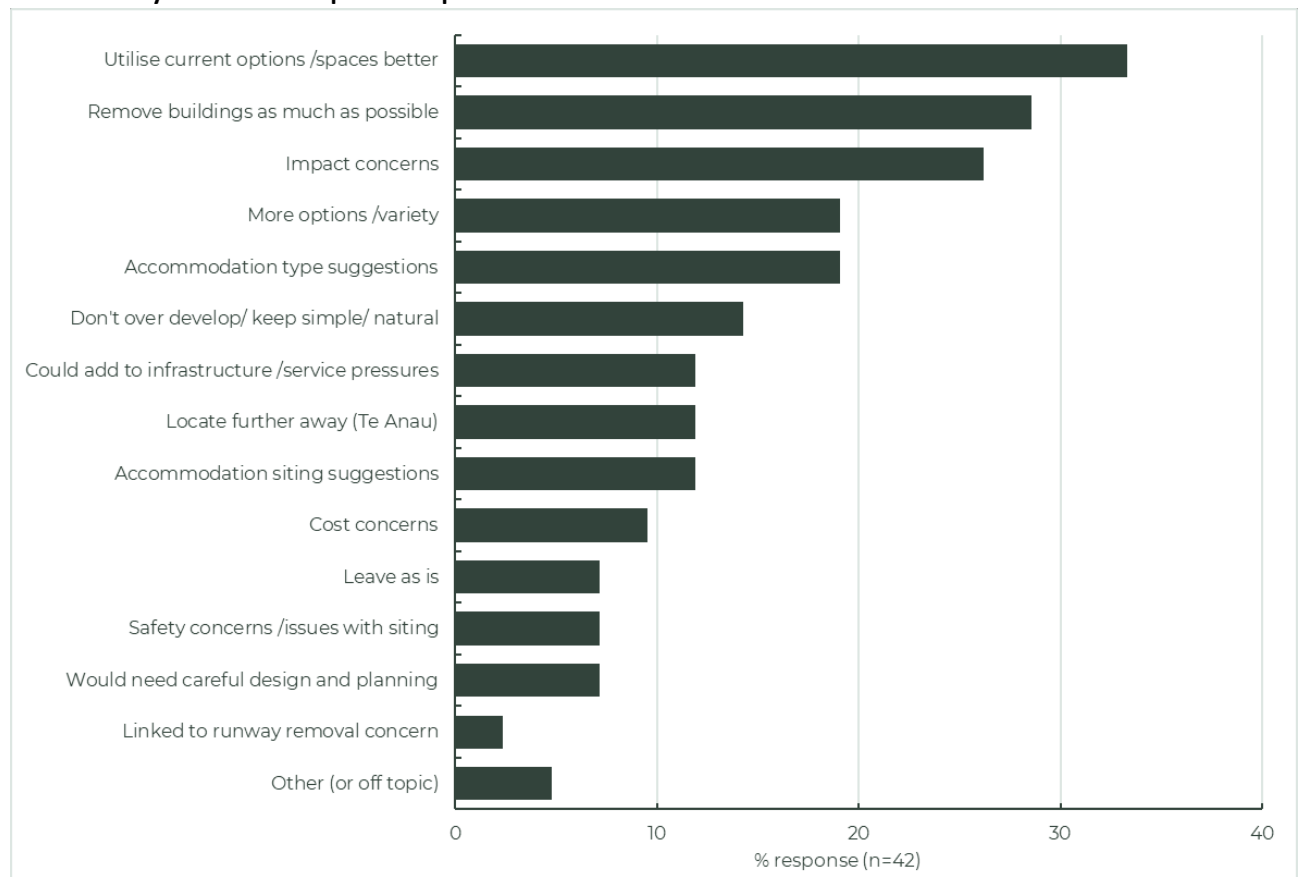
"Open accommodation facilities that are currently there. They are not fully utilised at the moment."

"No. The combination of impacts, servicing impacts, staffing impacts, natural hazards, etc means we need to put sleeping elsewhere and get rid of some of what is there. With shuttle buses at all times of the day (and night) there is no need to stay overnight to enjoy the place. Put something on private land just outside the park."

"Yes, we need more accommodation in Milford Sound. Especially a mid 3-4 category to be affordable for normal tourists."*

"Piopiotahi definitely needs some tramper/walker accommodation (because there is none at the moment) but I am not convinced there should be significantly more accommodation. High-end standards would require the development of other resources and supporting facilities. The majority of visitors should likely stay in Te Anau or Downs rather than Milford Sound / Piopiotahi. Being able to stay should be a rare privilege."

• **Summary Chart: Coded specific response themes**



5.4 Redevelop the tourist boat terminal.

Idea description: This idea would see the existing boat terminal redeveloped as a lower profile structure that serves as a transfer terminal building (like an airport) rather than as a visitor centre. Use of the visitor hub for ticketing/validation would reduce the time visitors are waiting in this location.

Response number – 42 comments were received.

Response balance - many (62%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**

- Current terminal OK but needs upgrade; facility/function improvement suggestions; minimise facilities/services in Milford. Variety of other comments.

- **Summary Table** (n=42)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	26	62
• 'Negative/opposition/not needed' response	16	38
Specific themes referred to in text:	count	%
• Ok as is/ change not needed	13	31
• Current terminal needs upgrade	10	24
• Facility /function improvement suggestions	7	17
• Have separate visitor centre	7	17
• Only low impact /nature sensitive options	6	14
• Minimise facilities in Milford/focus ticketing elsewhere	6	14
• Basic terminal /transit services focus	6	14
• Needs greater service capacity	4	10
• Site hazard /risk issues	3	7
• Combine services to minimise buildings	2	5
• Cost concerns	1	2
• Other (or off topic)	6	14
• Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=42 & 100%	X	(n=42)

Example quotes:

These are a selection of 10 text responses (as received) from the 42 received that are broadly indicative of the types of the main response themes received:

"Better shelter for people when boarding cruises would be preferential, perhaps clearer lanes for each terminal so passengers do not become confused. Create clear loading lanes."

"Definitely. Move everything that isn't vital to Te Anau or just outside the park. Minimise the building - we need people to go to Milford willing to be in the environment for most of their time, not just going from bus to building to boat."

"I can't understand why you'd reduce this facility given that it currently struggles to move enough people on a busy day. Build the hub and see how it performs before changing what currently works."

"Nice thinking but reality is visitors are spending very little time in the building, it is predominantly a toilet stop before going on to the boats and most visitors are arriving just before departure."

"Support, provided that the ticketing function is performed in the Te Anau visitor hub, not Piopiotahi Visitor Hub. The presence of the commercial ticket desks in the existing visitor centre is incompatible with an experience that immerses visitors in the natural site. The commercial presence dominates indoors, it should be relocated to the Te Anau Visitor Hub. Also suggest that all boating activity (cruise boats and fishing boats) are aggregated at Deepwater Basin, therefore reserving one of the two bays as a natural site without human infrastructure (NZ as it was...forever)."

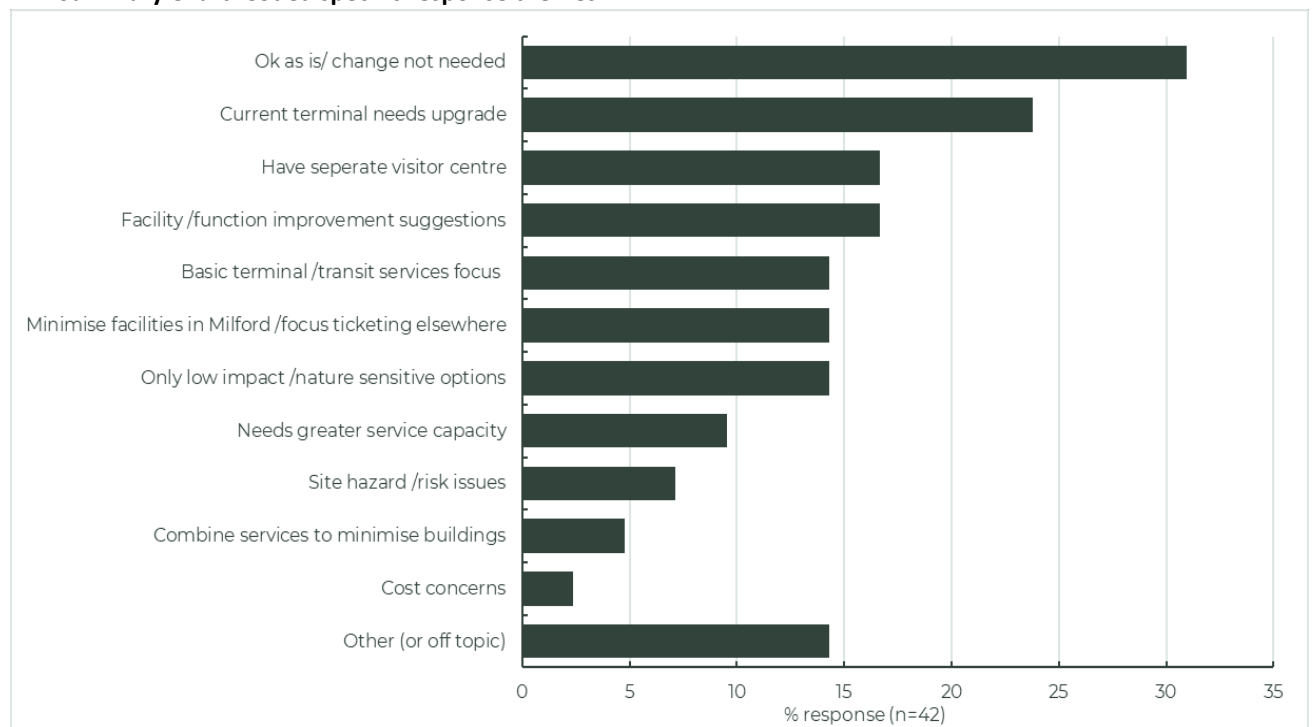
“The current boat terminal is overwhelmed in peak season. Developing a multi storey building with lookout deck would allow for future growth. Again we pride ourselves with having a world class destination but currently have sub standard facilities.”

“While a lower profile structure wouldn't be bad for the appearance of the village, having a visitor hub, ticketing service, and a transfer building, which coincidentally is what is already there, would be a much better idea, as it reduces the number of buildings present in the village, and therefore reduces the built-up appearance that having too many buildings in such an area can cause.”

“With this type of development at Knobs Flat it removes the need for the development of a Visitor hub come information centre at Milford. We do not believe that there is a clear understanding of how well the present visitor terminal at Milford works. There is constant interaction between vessel crews and company offices and booking desks contained within the present terminal. People are greeted and shown what vessel they are to travel on and were to go to board. The simple act of a person going to the toilet does cause delays in the departure of vessels. The fact that people arrive at this site where booking desks are also allows staff to keep vessels fully informed should an aircraft or coach be delayed. There is a need to congregate people as near to the vessels as possible so that boarding is completed smoothly. Milford does not have dedicated boarding areas under cover as you have with an airport and the present structure works well. Another comment is that the present terminal is built on fill which I do not believe is correct. Milford experiences more sizable earthquakes than many areas in New Zealand and this has been the case for many years with out any sign of damage to the buildings. Flooding can be corrected with out a large or costly action as all flooding of the building has been caused by stones and rocks blocking a culvert. The terminal should remain as a terminal but encourage more creative commentary and interpretation on the vessels.”

“Yes I agree that ticketing etc should happen prior to entering the park. There is nothing worse than seeing rows of tourists queuing at Milford”

• **Summary Chart: Coded specific response themes**



5.5 Restrict access of cruise liners in the inner sound from impacting sight lines of Mitre Peak.

Idea description: This would involve revising policies around cruise liners within Milford Sound Piopiotahi to reduce visual and environmental impacts, smoke emission and tsunami risks.

Response number - 50 comments were received.

Response balance - many responses (72%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**

- Pollution/visual impact concerns; questions on appropriateness; management suggestions. Variety of other comments.

- **Summary Table** (n=50)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	36	72
• 'Negative/opposition/not needed' response	17	34
Specific themes referred to in text:	count	%
• Pollution concern (smoke, emissions)	13	26
• Nature/Visit impact concerns	12	24
• No cruise ships in Sounds / not appropriate	10	20
• Visual impact concerns	9	18
• Cruise visit management suggestion	8	16
• Milford cruise visits important for economy	8	16
• Reduce/limit cruise ship numbers	6	12
• Only allow smaller ships /transfer vessels	6	12
• Cruise ships provide visit experience benefits also	6	12
• Leave as is / well managed /not a big issue	5	10
• Have minimal impacts / can be managed	4	8
• Hazard /risk concerns	3	6
• Need better economic return from cruise ships	3	6
• Ships should meet environmental standards	2	4
• Should encourage more shore visits off ships	2	4
• Other (or off topic)	10	20
• Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=50& 100%	X	(n=50)

Example quotes:

These are a selection of 10 text responses (as received) from the 50 received that are broadly indicative of the types of the main response themes received:

"Cruise ships are an important component of tourism in Fiordland, however, I do agree that they are highly obtrusive and should be restricted from accessing the inner fiords for a number of reasons - impact on amenity values, huge safety risk in the event of an emergency, air emissions, effects on biodiversity. This is a World heritage area and is already hugely over-allocated. Numbers, access and associated activities should not be in any way increased."

"Cruise liners producing excess visible smoke from stacks be it through carbon scrubbers or not should be banned from NZ waters. Example being Norwegian Jewel and the Ovation of the Seas. When Milford is filled with thick cruise ship smog the damage to our Tourism brand is immeasurable."

"Having large cruise liners in the fiord diminishes the experience for visitors in Milford sound due to the smoke haze from these liners and the obstruction to the views of the natural environment due to the scale of cruise liners."

"I don't think this is a problem for the short time these vessels visit. Minimal emissions, minimal wave effect compared to the weather, visual impact is very temporary, and the benefit of the ships coming in is that it educates people about our natural beauty, and will help promote the region."

"Reduce perhaps, but cruise passengers should be able to see the views also."

"Yes I agree, also they should have to meet environmental standards as well, noise and engine pollution."

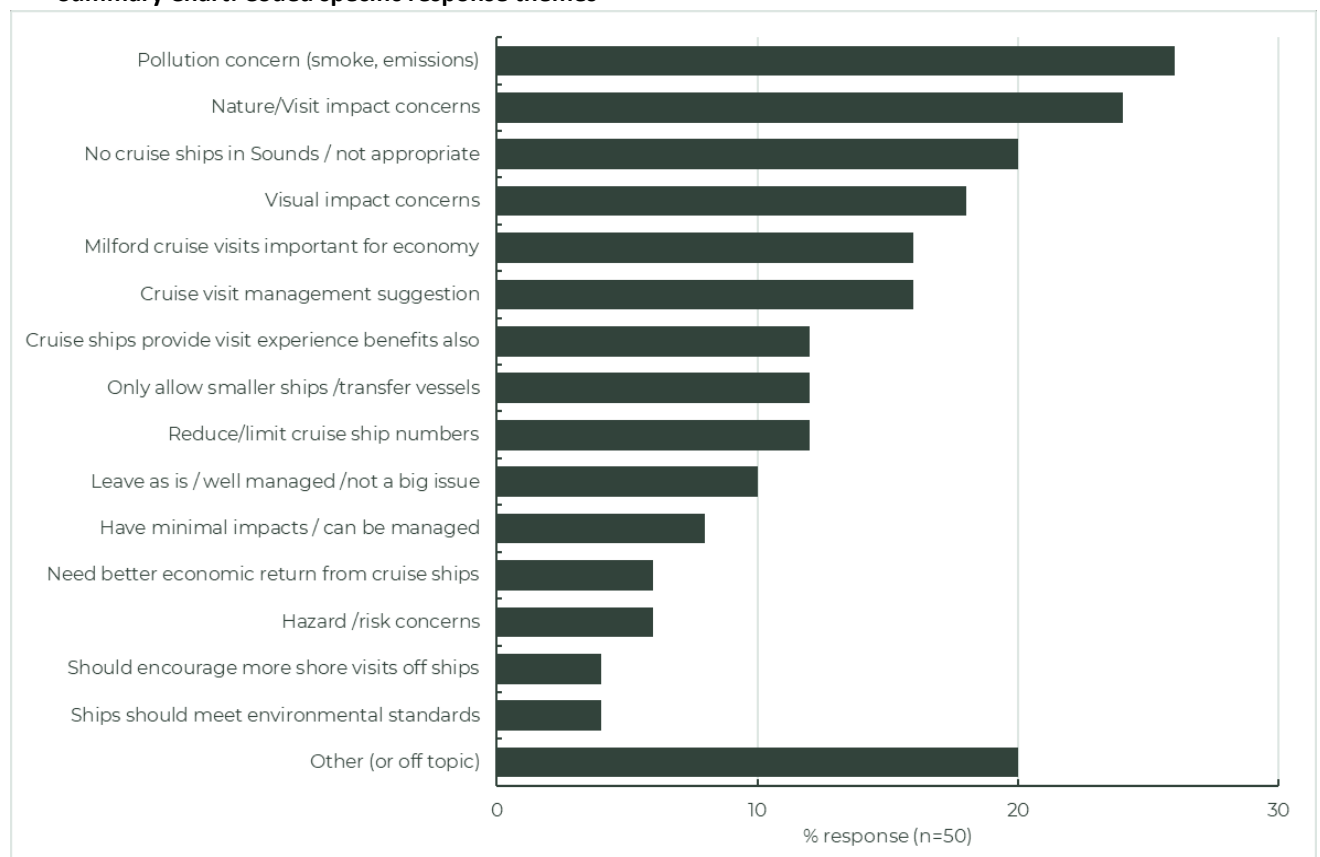
"Yes, cruise liners should be restricted. At least they should not be allowed to pollute (currently they create huge bluish inversion clouds - it is disgusting)."

"Yes please, a great idea (and i work on one of these ships - we can do without their impact)."

"This is the best idea that has ever been thought of and has been thought of and wanted by many. If tourists want to see Milford sound they can come to NZ, support local businesses and use local boats."

"I think with the tourism as it is, we shouldn't restrict the current situation as this would just push them to more pristine fiords. Keep Milford as our tourism (money maker) fiord and try and preserve the rest."

• **Summary Chart: Coded specific response themes**



5.6 Remove fixed wing plane runway from Piopiotahi (via a phased withdrawal).

Idea description: Undertake the phased removal (for example with a three to five-year notice period) of the fixed wing plane runway. This would free up what is very scarce flat space at Piopiotahi for a broad range of visitor uses such as a visitor hub and experience centre, spectacular viewing lines, coastal walks and tracks, and helipads. The use of helicopters would remain.

Response number - 93 comments were received (the most for any issue).

Response balance - most responses (86%) were negative overall towards this idea.

Main specific response themes:

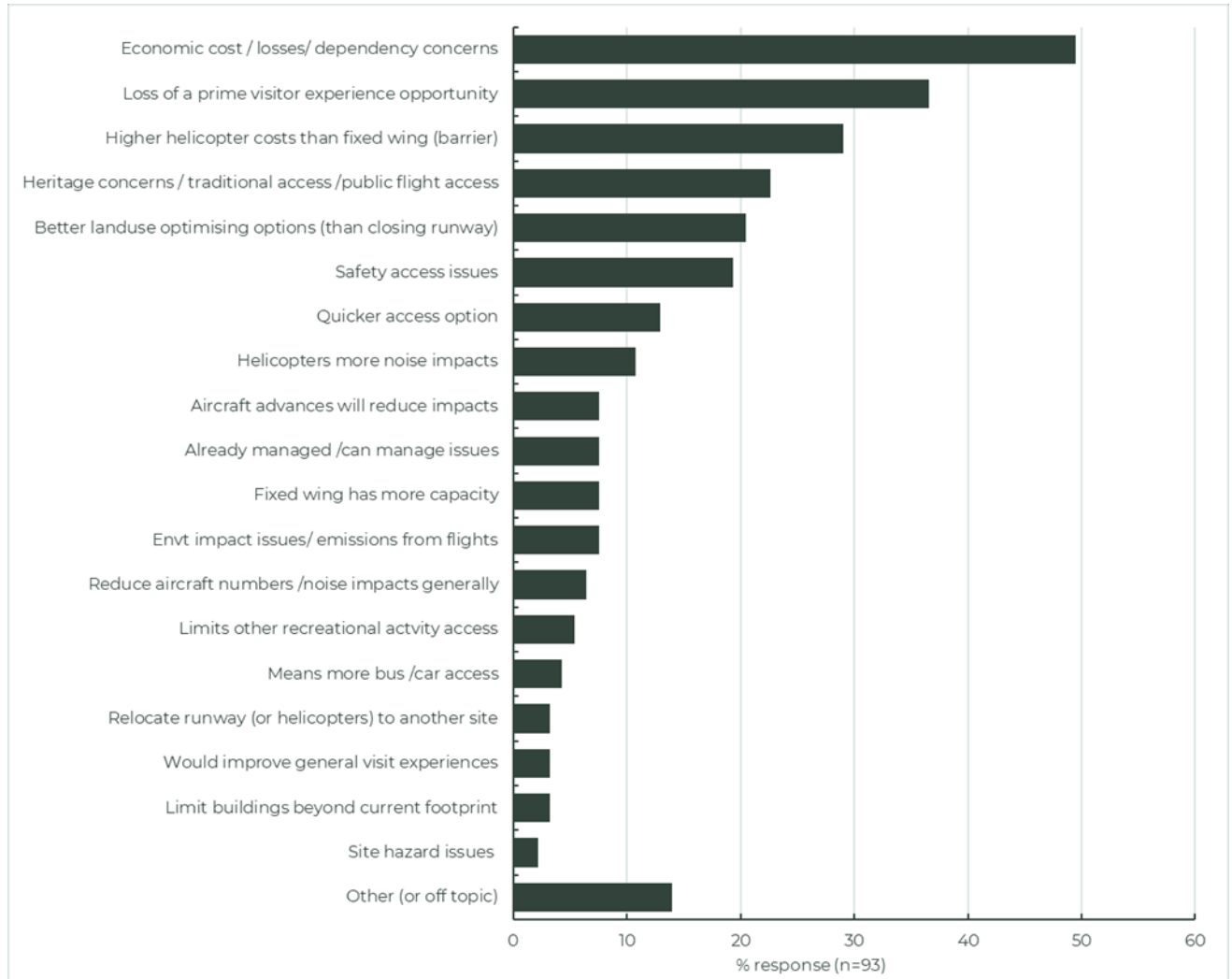
- **Key Take Aways:**

- Largest and most negative response by far; comments on reduced economic benefit, visitor experiences, safety, accessibility (higher costs, traditional), heritage; relative negatives of helicopters. Variety of other comments.

- **Summary Table** (n=93)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	13	15
• 'Negative/opposition/not needed' response	79	86
Specific themes referred to in text:	count	%
• Economic cost / losses/ dependency concerns	46	49
• Loss of a prime visitor experience opportunity	34	37
• Higher helicopter costs than fixed wing (barrier)	27	29
• Heritage concerns / traditional access /public flight access	21	23
• Better landuse optimising options (than closing runway)	19	20
• Safety access issues	18	19
• Quicker access option	12	13
• Helicopters more noise impacts	10	11
• Environmental impact issues/ emissions from flights	7	8
• Fixed wing more capacity	7	8
• Already managed /can manage issues	7	8
• Aircraft advances will reduce impacts	7	8
• Reduce aircraft numbers /noise impacts generally	6	6
• Limits other recreational activity access	5	5
• Means more bus /car access	4	4
• Limit buildings beyond current footprint	3	3
• Would improve general visit experiences	3	3
• Relocate runway (or helicopters) to another site	3	3
• Site hazard issues	2	2
• Other (or off topic)	13	14
• Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=93 & 100%	X	(n=93)

• **Summary Chart: Coded specific response themes**



Example quotes:

These are a selection of 10 text responses (as received) from the 93 received that are broadly indicative of the types of the main response themes received:

“This is a bold proposal. While some of the outcomes appear attractive, it worsens the impact of aircraft noise, for two reasons: 1. most helicopters visiting Piopiotahi are noisy helicopter types, 2. As most helicopters have a lower passenger capacity than fixed wing aircraft, it means more aircraft movements = more noise. The runway has a role to play in reducing noise impacts because by far the quietest aircraft to land at Milford Sound Airport are also the largest passenger carriers: the Cessna 206 Caravan turbine engined aircraft type. Use of more quiet turbine engined fixed wing aircraft would be an advantage of keeping the runway.”

“Stupid idea. Closing one of New Zealand's most iconic runways that people do travel to world to fly int will not provide any benefits. Fixed wing access is required for events such as last summer when the road washed out. Helicopters are not able to move the amount of people/cargo fixed wing can. There is no need for another visitor centre, the current boat terminal needs updating and this could be incorporated with this. The new viewing lines and walks and track would be no different to what is there already and just a waste of time. The current airport terminal does need updating and more facilities however. Moving to just helicopters is ridiculous and risks a large amount of jobs in Milford itself, Te Anau and Queenstown. This a joke suggestion that needs to be binned.”

“I think you need to seriously consider if visitor buildings, a helicopter pad, and walkways are the reason people travel to Milford sounds, and is worth closing the airport down for. People want a unique experience when in this remarkable part of the world- a scenic flight is certainly one of the best ways to experience this- and for those on a budget, fixed wing aircraft is the way to go. Why are you changing what already brings people in, is sustainable, and with landing fees is already bringing a cash flow to the local area. I think you need to tread carefully before you wonder where your tourism lifestyle went, especially in this tender economic climate. This is also my opinion on the cruise ships also.”

“Has my full support. Notice period is ok. In addition to helicopter access a small airfield for vertical-take-off-and-landing (VTOL) zero-emission aircraft could be provided. A deadline on fossil-fuel aircraft should be considered, in line with technological progress, and fossil-fuel aircraft operators should have to offset their carbon emissions with a levy towards conservation.”

“I think by removing the runway at Milford Sound you are making the access by air to Milford Sound only for the rich and exclusive. As very few job opportunities for pilots exist in New Zealand, it will be a sad day indeed if this was to occur and would limit the amount of experienced pilots New Zealand is known to produce. Additionally to this, these aircraft bring a great influx of people to the sound on a good day, and contribute greatly to the funds raised by doc and the operators.”

“No. Absolutely not. Fixed-wing access provides a more affordable alternative to helicopters, while being faster than busses or cars. This would significantly reduce visitor numbers.”

“In terms of air transport airplanes have far greater capacity with much lower impact than helicopters. Yes an airport takes up space however flying into milford is a great scenic option as well as transport and airplanes provide better scenic value with more passenger per aircraft creating lower air traffic. Less fuel consumption and more reasonable costs.”

“Removal of the fixed wing access and runway will not free up the scarce flat land of the current airport. Helicopters will still need to have the flat land and with helicopters seating a max of 6 passengers replacing the current fixed wing max of 13 pax there will be a lot more helicopter traffic to accommodate the day trippers and time poor visitors from Queenstown who wont want to overnight in Te Anau. The visitor experience is not going to be enhanced if a visitor hub and experience centre is located in close proximity to arriving and departing helicopters. There is a reasonable amount of unused flat land to accommodate a visitor centre and visitor experience without putting it next to a heliport. Fixed wing aircraft are considerably quieter and more efficient than helicopters with lower emissions. Within 5 years fixed wing operators will have electric powered aircraft available. Prototypes of electric powered Cessna Caravans are already flying. Currently there are no electric helicopter prototypes, they will still be sometime away. I would strenuously protect access for fixed wing and leaving the airport in place with a runway.”

“This is the worst idea of the lot and will cost huge numbers of highly skilled jobs and the closure of several highly respected businesses. Fixed wing Scenic flight access to Milford sound is part of the historic success of milford sound tourism. to bring this up during a period of struggle for these businesses is disrespectful to their efforts. NZ tourism obviously values these companies as the have all received STAPP funding as iconic NZ tourism Attractions. I know for a fact this suggestion has enraged the Mayor of Queenstown and does not match with your own survey data which showed a majority of public feedback backing the airports existence. This suggestion is a betrayal of the trust of the Aviation Reference group who has worked constructively with MOP.”

“The constant drone of overhead aircraft adds a cacophony of noise disturbing the valued remoteness of the experience”

5.7 Develop new walking tracks and observation points in Piopiotahi.

Idea description: These loop walks and observation points would afford views and cultural narration to Bowen Falls, Mitre Peak, Devils Arm, and rivers. There is potential for elevated walks (above the current hotel and to the top of Bowen Falls) that could add spectacular viewpoints to those at sea level.

Response number - 43 comments were received.

Response balance – almost all responses (93%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**

- Need more walk options; short walks & viewpoints good; specific track site suggestions (usually Bowen Falls, including negative). Variety of other comments.

- **Summary Table** (n=43)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	40	93
• 'Negative/opposition/not needed' response	4	9
Specific themes referred to in text:	count	%
• Need more walk options	16	37
• Short walks/ viewpoints good	12	28
• Specific track suggestions	7	16
• Don't over develop/ keep simple	6	14
• Safety concerns /issues	5	12
• Need some longer walks	4	9
• Some track options not favoured	3	7
• Need available time	2	5
• Reduce numbers	1	2
• Impact concern	1	2
• Other (or off topic)	5	12
• Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=43 & 100%	X	(n=43)

Example quotes:

These are a selection of 10 text responses (as received) from the 81 received that are broadly indicative of the types of the main response themes received:

"I believe the Bowen falls view should be reinstated by the walking track, as many families who travel their own country are unable to afford the boat trips that have monopolised this view. Bring it back. There may also be room for some short walks in nature but these need to be limited or you will destroy the wild natural beauty of the area, which is its attraction."

"Very good idea. These walks are really missing in Piopiotahi, in order to give another option to enjoy the sounds, not only through cruises. My clients always ask if we can stay longer in Milford sound and enjoy a walk to get a different feeling than the cruise."

"Yes. we need more for people to do when they get to Milford. People always ask what can we do in Milford? At present other than a cruise there isn't much."

"The topography does not allow for more 'easy' walking tracks. A walk to the top of the Bowen Falls is unsafe. We service traplines in the Bowen Valley and it's extremely rugged with fixed ropes down cliffs. A tourist fell to his death from the top of the falls."

"We support the MOP proposed tracks however longer walks are also required and are requested on a daily basis by visitors and staff. There is strong support for:

1. *an upgrade to the existing Cleddau River Walk linking MSL with Deepwater Basin Road. This track helps to reduce parking congestion by allowing guests to leave their vehicles at MSL and walk to cruise departures or to visit other aspects of Piopiotahi. It provides the only safe walking access to the wider village area as the road is unsafe for pedestrians.*

2. new linking track from the Cleddau River Walk to the Tutoko Track (at the Tutoko Bridge). This track would provide greater opportunities to explore the wider area over one to several hours. This track would be used by visitors and residents. Residents are currently forced to jog or walk for exercise on the road to the Tutoko Bridge which is not safe.
3. upgrade of the Tutoko Track to a higher standard to allow even wider exploration of the area and commanding views of Mt Tutoko (Fiordlands highest mountain).
4. reinstate the bridge over the Cleddau River downstream of MSL and reopen the track on the true left bank of the Cleddau River between this bridge and the historic bridge near the confluence of the Cleddau and Gulliver Rivers. This track would further enhance the visitor and resident access and provide a vital safe access to allow ground predator control operations to be extended south of the Cleddau River."

"Absolutely essential. Milford Sound due to its remoteness is always going to be an expensive place to visit and so we must provide free immersive activities as well. The obvious one being more walking tracks. A track from Deep Water Basin road to the Tutoko Track is required. Additionally I recommend reopening the old pack track from the Grave Talbot Bridge to opposite Milford Sound Lodge where a swing bridge once allowed use of this track. A new bridge crossing would be required as well. This would also encourage visits to the historic Grave Talbot Bridge. This wider track system would also greatly facilitate the proposed predator control/ecosystem restoration work."

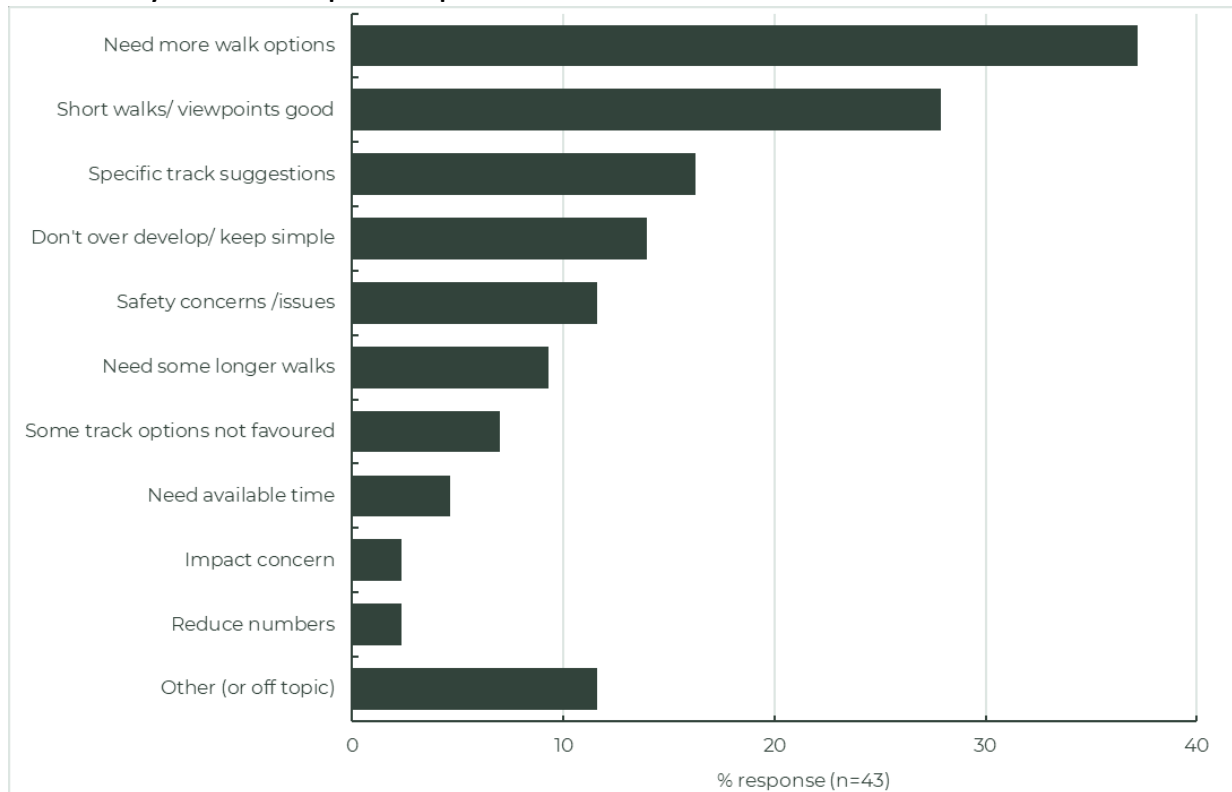
"Do not support walk to top of Bowen Falls as that would make humans visible at top of falls to cruise boat passengers. Support walk to base of Bowen Falls and upgrade of existing trapping trails in the Cleddau River delta forest."

"My response depends in part upon what is meant by track. If the track to the top of Bowen Falls is to be boardwalked etc, I do not support this level of impact. A more rustic and simple trail could work well."

"Bowen falls can be utilised again as it is an iconic view that would attract people to see it."

"There is a terrible lack of strolling options on reaching Milford Sound. People love to walk. It adds value to peoples experience."

• **Summary Chart: Coded specific response themes**



5.8 Establish an interpretive Marine Centre in Piopiotahi.

Idea description: This facility is envisaged to play a key marine education role. It would be used to deliver / reinforce conservation messages and interpret the marine reserve. It would contain a range of open aquarium tanks containing fish, static and interactive interpretation displays, and audio-visual experiences. Mana whenua could be employed in the delivery of mātauranga and kaitiakitanga.

Response number - 39 comments were received.

Response balance – many responses (77%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**

- Site/facility/content suggestions; more activity options good. Variety of other comments.

- **Summary Table** (n=39)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	30	77
• 'Negative/opposition/not needed' response	7	18
Specific themes referred to in text:	count	%
• Site/ facility suggestion	11	28
• Content / management suggestion	6	15
• More activity options needed	6	15
• Already have a facility	5	13
• More info & interpretation good	4	10
• No more development	3	8
• Other (or off topic)	7	18
• Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=39 & 100%	X	(n=39)

Example quotes:

These are a selection of 10 text responses (as received) from the 39 received that are broadly indicative of the types of the main response themes received:

"We already have an "interpretative marine centre" in the form of the Discovery Centre and Underwater Observatory in Harrison Cove. This facility is owned by Southern Discoveries."

"This centre could be established at the hub in Te Anau, thus reducing impact and waiting at Milford Sound."

"The idea to encourage more people to stay longer is a great idea, there needs to be more walking tracks in and around the sound, at present everyone turns up and, unless they get on a boat, they find there's nothing to do so they turn around and leave."

"This would be yet another building in the village. If either of the road access plans were to be adopted then where are visitors going to get the time to experience all these experiences being suggested for development."

"All very lofty goals but fundamentally you have to change today's travellers. Even with Covid 19 most visitors want to come in and go back to Queenstown in one day. Trying to get them to experience, for example, the Underwater Observatory, is most of the time futile because of time constraints."

"Yes this is great, but this should be incorporated into the visitor centre."

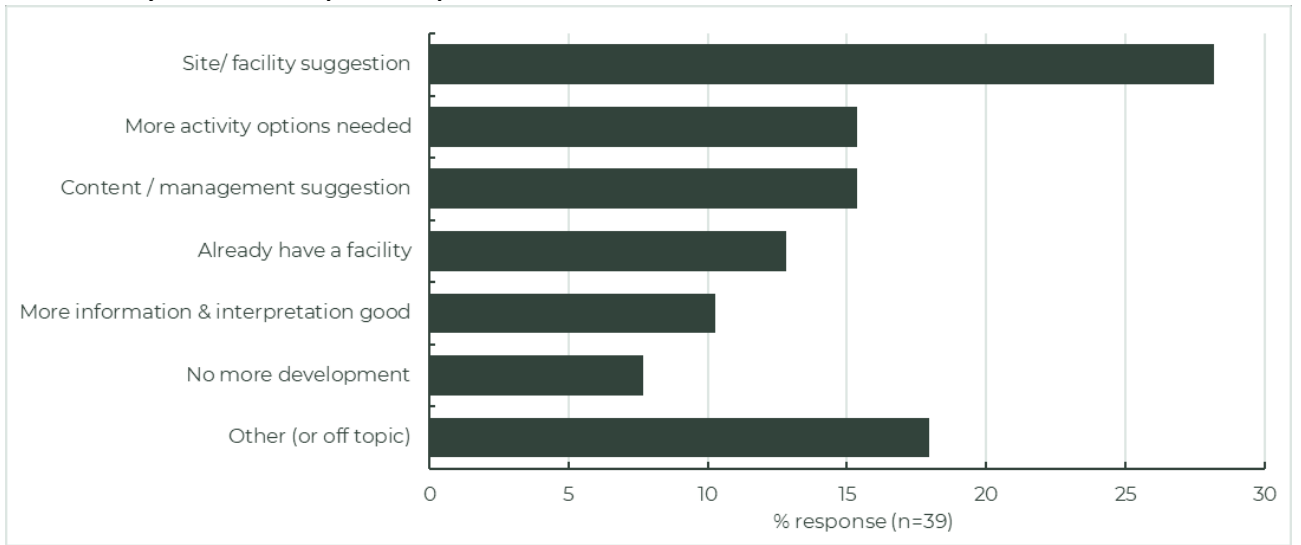
"Should not be a separate building from the proposed visitor centre, should be part of it. Absolutely do not support aquarium tanks of live animals, terrible idea, Piopiotahi is no place for captive animals of any kind for visitor entertainment except humans. Do not support audio visual displays. They belong in the Te Anau Visitor Hub, reserve Piopiotahi for immersive experiences in nature only - that is what visitors are there for, not a filtered experience of what is just outside the window."

"Education is great, but I think it would be better with another underwater observatory that is accessible via a walk starting at the main visitor hub so that you can see the marine life in their natural habitat not in tanks."

"My clients always ask if we can stay longer in Milford sound and enjoy a walk to get a different feeling than the cruise."

“Perfect spot for additional donations towards conservation work, how is Milford protecting marine life?”

• **Summary Chart: Coded specific response themes**



5.9 Incorporate commercial port into the visitor experience (Deep Water Basin).

Idea description: This idea links the existing commercial operations into the overall visitor experience (rather than attempting to hide this activity). Through a series of walkways and observation points visitors would be able to observe activity and have it interpreted but be kept at a safe distance. The potential also exists to leverage the fresh seafood story by serving seafood.

Response number - 38 comments were received.

Response balance - most responses (86%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Should not mix tourism/commercial port functions; provide retail opportunity; more activity options good. Variety of other comments.

- **Summary Table** (n=38)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	28	74
• 'Negative/opposition/not needed' response	12	32
Specific themes referred to in text:	count	%
• Shouldn't mix visitors and working port/ slipway operations	8	21
• Would provide added retail / commercial opportunities	8	21
• Visitor uses of area inappropriate/ unnecessary	7	18
• Need more visitor activity opportunities in Milford	7	18
• Can add to visitor experiences / stories about Milford	7	18
• Would need careful consultation and planning	7	18
• Health and safety issue	5	13
• Need to consult industry	3	8
• Basin area needs an upgrade	2	5
• Don't over develop/ keep simple	2	5
• Any development within current footprint	2	5
• Other (or off topic)	7	18
• Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=38 & 100%	X	(n=38)

Example quotes:

These are a selection of 10 text responses (as received) from the 38 received that are broadly indicative of the types of the main response themes received:

"It is important that tourism activities do not implicate the current commercial activities in Deepwater Basin, e.g. safety, access and security of fishing and recreational vessels. In saying that, Deepwater is currently an eyesore and could do with improvements (the kayaking operations in this area are messy)."

"Nah, keep this separate, not part of the tourist trail. if the guys want to make money they can sell their produce at the hotel or store in Milford or in a 'special shop' in Te Anau."

"No, the commercial fishermen area is for their use and recreational boats, not tourists."

"This is a working fishing port and full of hazards. Given that it would be very costly to keep visitors separated from danger in this space, we do not feel that this would be easy to manage from a Health and Safety perspective, nor would it be a particularly productive investment."

"This is ok if commercial operators agree on it as do they want people to see everything they are doing? I can't see how there is enough room to build these facilities though, as most of the land is currently being used. It current operators are going to loose existing land then this is not ok. There is plenty of room at the visitors centre as it is but car parking has taken up lots of space - better car parking facilities and park and ride would give access to more land for a visitors centre."

“Yes support his, it's part of the Milford story and people are curious. It should have interpretive displays to make it clear that the fisheries are being managed in a responsible way, this would also justify the provision/access to local sea food.”

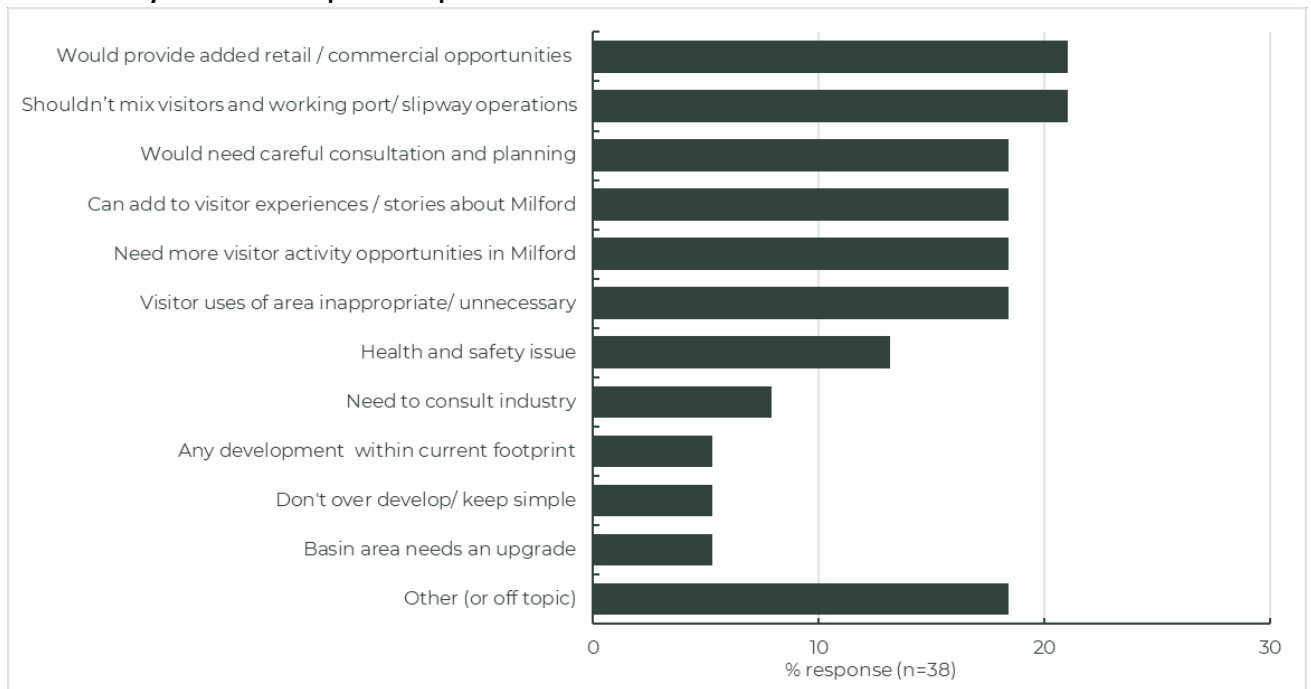
“Yes why not. But it doesn't make sense to develop aesthetic viewing portals to view landmark scenes, at great cost no doubt, then go and incorporate a commercial port into the mix. Personally I enjoy seeing all sides of a place.”

“Yes, this would be great sell the kiwi story and help show the agricultural heritage of NZ.”

“Yes, we already quite often take our clients to the Deep Water Basin.”

“This area does need tidying up, but not sure it needs to be on show.”

• **Summary Chart: Coded specific response themes**



5.10 Relocate resident accommodation.

Idea description: Establishing new resident accommodation would enable better quality, more compact housing to be developed in a safer location and this would free up scarce flat land for visitor purposes.

Response number - 32 comments were received.

Response balance - many responses (63%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Site suggestions; need for improvements; need for planning; low key. Variety of other comments. Some not understanding 'residents' = 'staff'.

- **Summary Table** (n=32)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	20	63
• 'Negative/opposition/not needed' response	10	34
Specific themes referred to in text:	count	%
• Accom site suggestions / questions	9	28
• Needs improvement	8	25
• Would need careful consultation and planning	8	25
• Don't over develop/ keep simple	5	16
• Locate further away, linked by better transport options	4	13
• Leave as is	4	13
• Accom type suggestions /questions	3	9
• Safety concerns / issues with siting	3	9
• Cost concerns	3	9
• Linked to runway removal opposition	3	9
• Develop within current footprint	3	9
• Could add to infrastructure /service pressures	2	6
• Other (or off topic)	3	9
• Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=32 & 100%	X	(n=32)

Example quotes:

These are a selection of 10 text responses (as received) from the 32 received that are broadly indicative of the types of the main response themes received:

"Moving the existing accommodation out of the Milford Sound community area would have adverse impacts on both operations and on staff welfare."

"Relocation of the resident accommodation and the concept of communal accommodation we strongly oppose. We are also surprised by the comment that the present accommodation is of a poor standard. We would happily invite you to inspect our accommodation area as we have gone to considerable lengths to establish a home environment that is both private, dry and warm. Different staff have different needs, older staff seek privacy and the need to get away from people at the end of the day. Younger tend to mix and there is a need for some form of community centre or tavern, the loss of the public bar did have a negative effect on the total Milford community including the fishermen. To relocate the accommodation area to develop tourist accommodation is questionable when further development of the Mitre Peak Lodge and the Milford Sound Lodge appears to be a more sensible option and within the dedicated tourist accommodation areas. It also "begs the question" of where the new staff accommodation area would be safely built? There is a need to upgrade the power, water and phone and digital communications to bring these up to an acceptable standard. All these areas have lacked acceptable investment over a number of years."

"A less is more approach is what is needed. The preservation of the natural state of Milford is paramount. Any buildings, trails or land development should be done in a clean precise way, preferably in existing footprints."

“Accommodation that is still local, offers complimentary transport to staff or encourages biking/ walking if feasible. Accommodation that is in-keeping with the surroundings and at a safe distance for earthquake and tsunami risks.”

“Agree that significant improvements need to be made in this area, perhaps a contained accommodation village? The current set up is messy and run down in certain areas.”

“And where again is this land coming from? I think Milford Sound needs some development but not at the expense of the current operators who are creating all the income of the area now. Land is obviously an issue but getting rid of fixed wing and inevitably helicopters too isn't going to solve all problems as aircraft bring plenty of income to Milford Sound.”

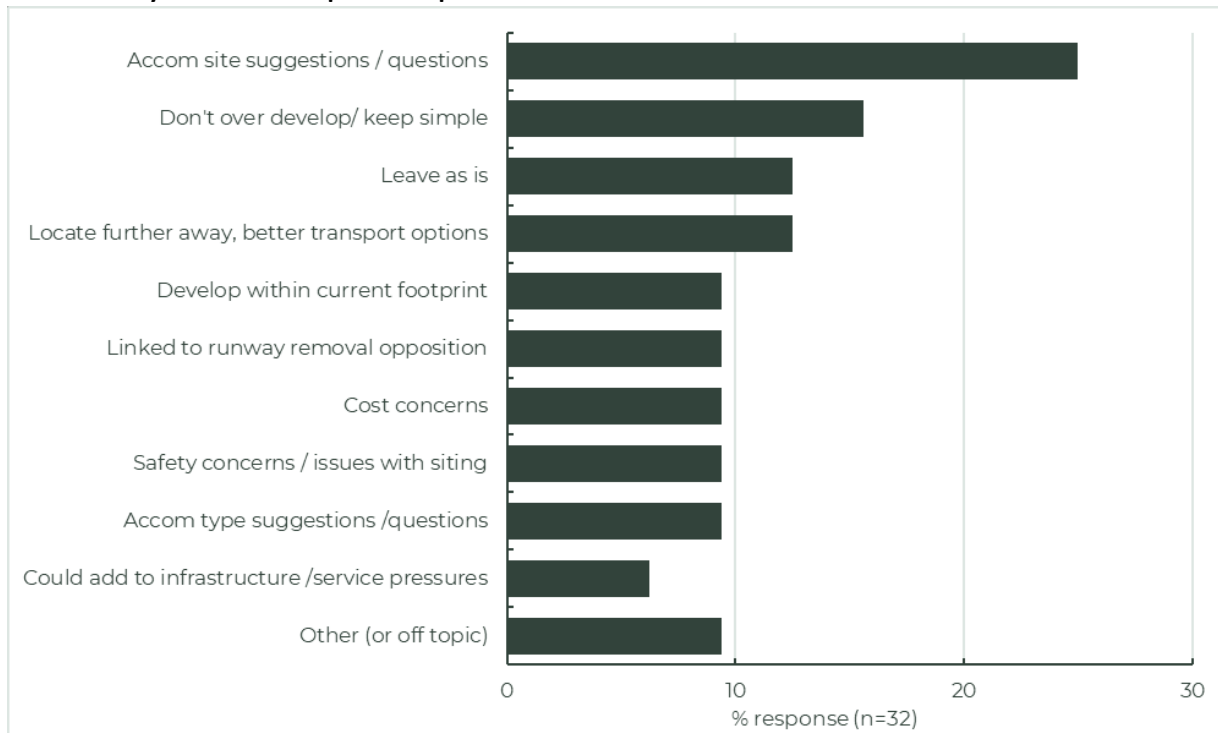
“Increasing the quality of the resident accommodation isn't a bad idea, as some of the accommodation is getting old. However, doing this to free up land for unnecessary visitor experience buildings is a terrible idea.”

“No, it has already been relocated once before at huge cost. A lot of the accommodation is already a good standard and is relatively new. At whose cost would you relocate it? Individual companies pay for their own accommodation to be built at present so not sure how you think you can ask them to move and rebuild again.”

“Things can definitely be implemented better than they are. Better to have more efficient use of space, rather than unplanned sprawl.”

“Perhaps a more compact, 2-3 stories buildings might be better for future longer term planning.”

• **Summary Chart: Coded specific response themes**



6. Behind the story of Milford Sound Piopiotahi

The opportunity exists to reassess how we are governing, managing, and developing Milford Sound Piopiotahi. The telling of the Piopiotahi story also needs to be brought together in a fresh coherent and visionary way. The area's infrastructure needs to protect both the natural environment and visitors to ensure it remains a world class natural environment.

The key ideas presented for responses under Theme 2 were:

- 6.1 Development and management decisions could be led by one governance entity.
- 6.2 Rebrand to recreate the Piopiotahi story.
- 6.3 Develop better facilities and infrastructure for basic services such as water, wastewater, power and communication.

Responses related to each are summarised on successive pages.

6.1 Development & management decisions led by one governance entity.

Idea description: In order to streamline management and development decisions associated with Milford Sound Piopiotahi and the Milford Road corridor, a single governance entity could be established.

Response number - 28 comments were received.

Response balance – many responses (71%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Using current organisations/legislation; streamlined processes; inclusive and not captured. Variety of other comments.
- **Summary Table** (n=28)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	20	71
• 'Negative/opposition/not needed' response	8	29
Specific themes referred to in text:	count	%
• Based on current legislation and admin (e.g. DOC)	10	36
• Streamline administration/ legislative constraints	9	32
• Is democratic /inclusive /equitable	8	29
• Not corporate/ commercial dominated	7	25
• Single entity risks capture	7	25
• Has conservation priority	5	18
• Independent public body	3	11
• Local government lead	2	7
• Governance body has business skills	1	4
• Include iwi	1	4
• Other (off topic)	8	29
• Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=28 & 100%	X	(n=28)

Example quotes:

These are a selection of 10 text responses (as received) from the 28 received that are broadly indicative of the types of the main response themes received:

"It should go back to being managed by DOC as part of a national park. Milford, like Mt Cook and Whakapapa, have drifted over time into being little urban areas in a national park. We need to reverse that, and gradually move everything that doesn't need to be there back to private land. Accommodation, sewage, staff accommodation, car parking."

"Your suggestion of a single "governance entity" has much merit and we totally support this proposal, the present multi-tiered system of governance is responsible for many delays and the resulting lack of investment in many areas. One example is the delays that we experienced in obtaining our last building permit for a staff house. Sight plans, building plans including colours of roof and walls and boundary lines and "setbacks" on boundary agreed with the Department of Conservation, the land owner. This then had to be advertised for forty working days even though the Milford accommodation area had been advertised previously agreed to and Resource Consents obtained. We submit an application for a building permit with the Council and answer questions on boundary lines, colours design which was all included in the supporting DOC report and then find after almost a year of delays that our application is being processed in Christchurch and not by the Southland Council. Total time around one and half years and during that time we have Staff living in some transportable units."

"We strongly support the need for a new governance model for Piopiotahi. Any new entity must however make decision making, funding and conservation actions easier, quicker and more transparent. A new entity must not simply be yet another layer of governance in an already unwieldy system. It must clearly be rooted in strong conservation values but allow for accountable practical decision making and foster a strong community of visitors and residents. It must delivery on the "100% Pure" promise and promote action world class sustainable solutions. This new entity should encompass the land and marine environment as the two are linked in every way."

“Unless this agency was the Department of Conservation I strongly disagree with signing over development rights to any agency that has commercial interests in a national park - this in essence equates to private corporations having governance over public conservation land. Nothing could illustrate this point more than the current parking fee's implemented for the benefit of local companies, and detriments of anyone else.”

“We agree that a single governance entity would speed up improvements and management decisions.”

“Agreed, and not dominated / owned by commercial interests as is the current Milford Sound Tourism Limited. Should be an independent public body.”

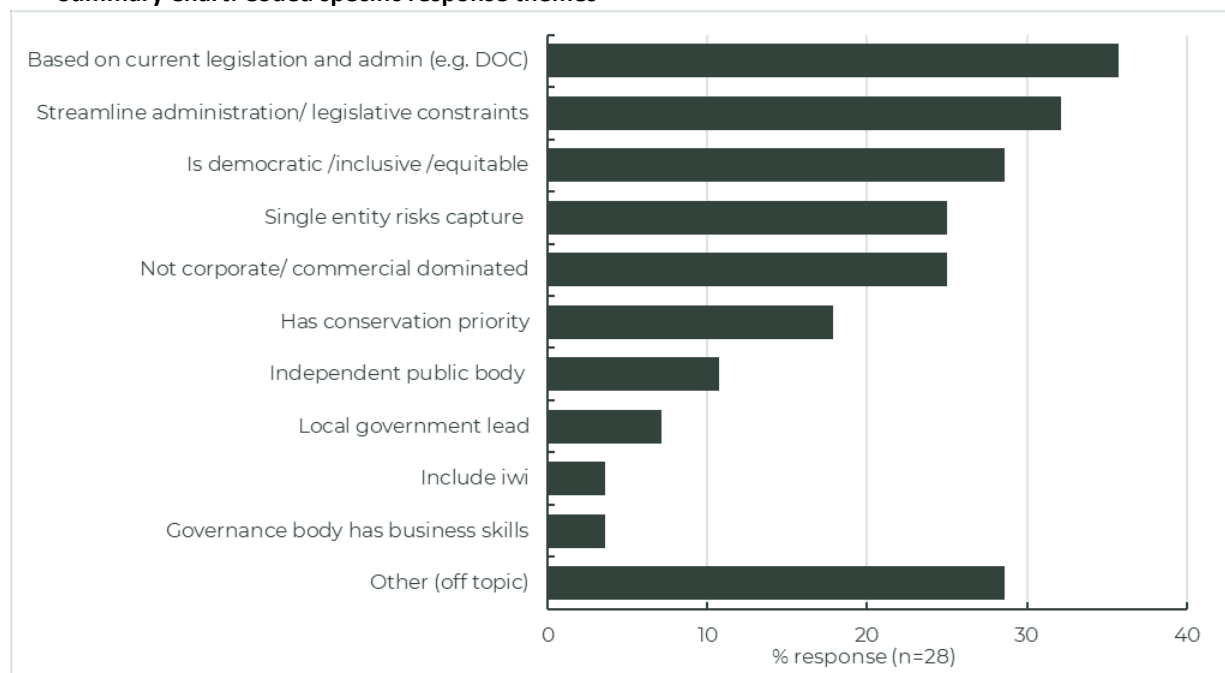
“Probably better that all of the governance entities remain separate to ensure that one set of interests doesn't take priority over another. Thinking specifically of conservation here. If anything, development needs to be encumbered rather than streamlined in the middle of a national park.”

“I would like to seek advice on government and local government employees, but not the management committee because the above are not business people. Therefore, I would like to see an independent business management committee formed.”

“I see this being like when QLDC gave QAC control of the Wanaka airport. Consultation took place to gain feedback from all parties concerned yet feedback was not actually considered as the 'ball was rolling' and it was just due process box ticking. What this means is that the small guys who have been involved in Milford and are the pioneers of what we know as tourism in Milford today get ousted out by the large group with predetermined plans to get rid of them. This is not what 'we' want. Keep the place real with real iconic people and activities. It is a danger to the small operators to have governance by one group. It is a NO from me.”

“It would be great for customers and ALL tour operators to be heard. There are many bus drivers who have years of experience and employees within Milford who understand how to improve, rather than just listening to the 'bigger players' it would be great for all parties to feel heard throughout the changes and daily development in the future.”

• **Summary Chart: Coded specific response themes**



6.2 Rebrand to recreate the Piopiotahi story.

Idea description: Milford Sound Piopiotahi would benefit from a rebranding initiative that ideally would form part of a wider full redesign of the sub-regional tourism proposition. This would reinforce the objectives of the project and would drive home to potential visitors that there are multiple opportunities on offer rather than just a few.

Response number - 20 comments were received.

Response balance - many responses (60%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - More short, long loop walk options; specific site/network suggestions; rebuild suggestions. Variety of other comments.
- **Summary Table** (n=20)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	12	60
• 'Negative/opposition/not needed' response	8	40
Specific themes referred to in text:	count	%
• Not needed /already well known	5	25
• Delivery suggestion	4	20
• Key iwi themes /roles	3	15
• Need wider Fiordland context	3	15
• Consistent integrated message & delivery	1	5
• Key conservation /sustainability themes	1	5
• Other (or off topic)	6	30
• Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=20 & 100%	X	(n=20)

Example quotes:

These are a selection of 10 text responses (as received) from the 20 received that are broadly indicative of the types of the main response themes received:

"Rebranding must be in connection with Te Anau/Manapouri so we can really get the message out to visit milford from our area, stay and enjoy."

"Communication of the tourism proposition has as much to do with branding as it does with a positive visitor journey, from initial search for information online to user experience online to arrival in Milford Sound Piopiotahi and end of the visit. Seamless, integrated and consistent messaging."

"Depending on the type of legal status that the Milford Sound Village are may receive as part of the governance review. Rebranding should include a strong vision that Milford Sound is being managed in a very sustainable way - an exemplary way. This could be achieved perhaps by designating the village a UNESCO Biosphere Reserve within the World Heritage Area of Piopiotahi which would allow for the controlled management of the development activities (<https://en.unesco.org/biosphere/wnbr>) As done for example at Kosciuszko in Australia. Milford Sound Village needs to demonstrate to all visitor and residents that it is sustainable, particularly in terms of it energy and waste streams - let's be the example for the world - we should be aspirational here."

"Good idea, needs to be Iwi and Runaka driven. No need to recreate the story when Kai Tahu have know it for generations."

"If done well this could be good but if done badly could turn into an expensive example of looking like doing the good thing. Something creative and interactive that connects with people emotionally would be great."

"If you asked people around the world what are the "must see places in New Zealand", Milford Sound would be listed in the top three must see places. The last decade of growth of visitation is testament to this. Milford Sound does not have a problem with branding. Any re-brand should only be initiated after improvement changes to tourist facilities and processes is completed."

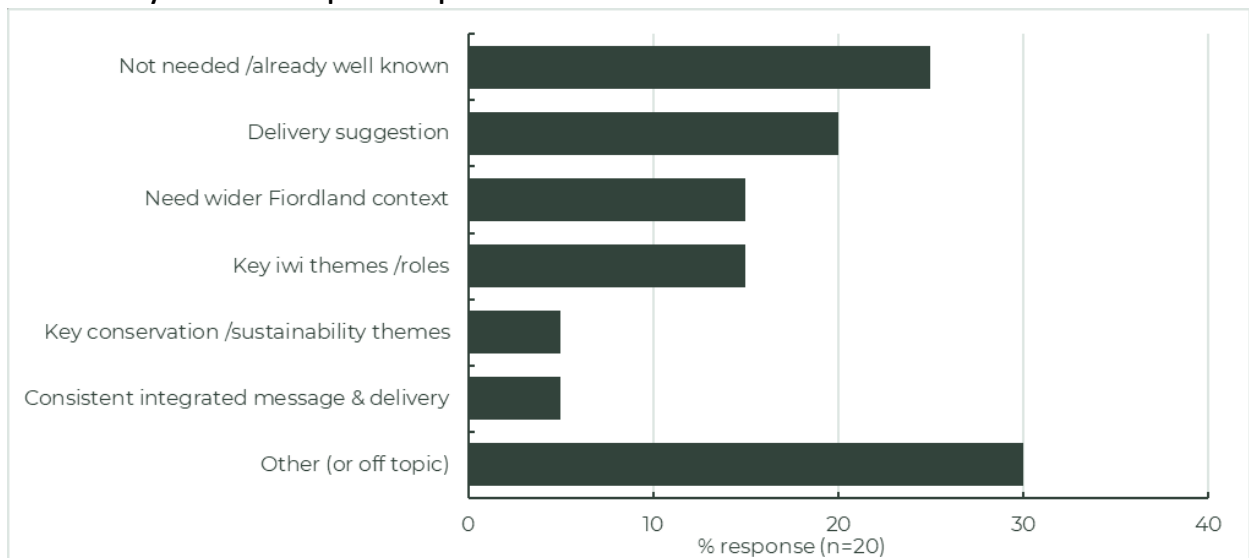
“This statement is in conflict with itself - refers only to Piopiotahi, whereas the multiple opportunities have to include the full length of the corridor. It is not clear what you are proposing to rebrand here. Certainly support any initiative that communicates Fiordland, and western Southland, it’s much more than milford Sound only.”

“The area is already well advertised, especially when word of mouth via social media is factored in. The area is getting far too busy, and could do with less advertising and incentives to visit.”

“There are so many operators, tourist businesses, Destination Fiordland etc am not sure how you would get this to work, or if you could get everybody to agree.”

“Pretty sure tourists don't pay much attention to branding documents, but I support the idea of reshaping the way that people see Piopiotahi.”

• **Summary Chart: Coded specific response themes**



6.3 Develop better Piopiotahi facilities and infrastructure for basic services (e.g. such as water, wastewater, power, communication).

Idea description: Much of the infrastructure within Milford Sound Piopiotahi and the Milford Road corridor is old and under pressure from visitor demands and the impacts of the natural environment. More robust fit for purpose infrastructure up to modern environmental standards should now be developed. Appropriate access and separation between users of Deep-Water Basin is currently being investigated.

Response number - 25 comments were received.

Response balance - almost all responses (96%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**

- Priority need; upgrades need to be resilient, quality, sustainable; reduce where possible. Variety of other comments.

- **Summary Table** (n=25)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	24	96
• 'Negative/opposition/not needed' response	1	4
Specific themes referred to in text:	count	%
• Upgrade is priority need/ important	12	48
• Upgrades sustainable /resilient/ eco-friendly	7	28
• Reduce demand	5	20
• Upgrades are high quality	4	16
• Reduce amount /impact of infrastructure	4	16
• Quality infrastructure as a feature	4	16
• Relocate some facilities out of area	2	8
• Specific upgrade need examples	1	4
• Other (or off-topic)	7	28
• Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=25 & 100%	X	(n=25)

Example quotes:

These are a selection of 10 text responses (as received) from the 25 received that are broadly indicative of the types of the main response themes received:

"The key is pushing impacts out of the park. Milford has high natural hazard risks and any services infrastructure will impact. Cut overnight accommodation, parking, etc to cut down the need for servicing infrastructure. Milford, like Mt Cook and Whakapapa, have drifted over time into being little urban areas in a national park. We need to reverse that, and gradually move everything that doesn't need to be there back to private land - Accommodation, sewage, staff accommodation, car parking."

"There is no doubt the infrastructure in Milford is dated and struggled to cater for the pre-covid numbers of guest to the area. Good amenities will always add value to an area."

"This is a must and long over due. Apart from road improvements and basic infrastructure, limiting the numbers of people into the park per day will help."

"We agree that the power and water infrastructure has not kept up with demand growth and is a dilapidated and unreliable state. There is also over-use of diesel power generators due to the inadequate hydro scheme. This needs to be addressed with urgency. The lack of broadband access holds Milford back from both a business operation and visitor experience perspective."

"Yes, excellent opportunity to show case simple, low and high tech solutions that minimise the impact on the environment."

"All the infrastructure has been developed over a long time and for far less numbers. The best infrastructure in under the new staff village. The rest is all old and has just been kept going on an adhoc way. Everything along the Milford road, apart for Falls Creek has been last

developed during the early 1980s. The govt paid for this through the Employment schemes. The Chasm was upgraded during 2010, but will have to be repaired after the be Floods.”

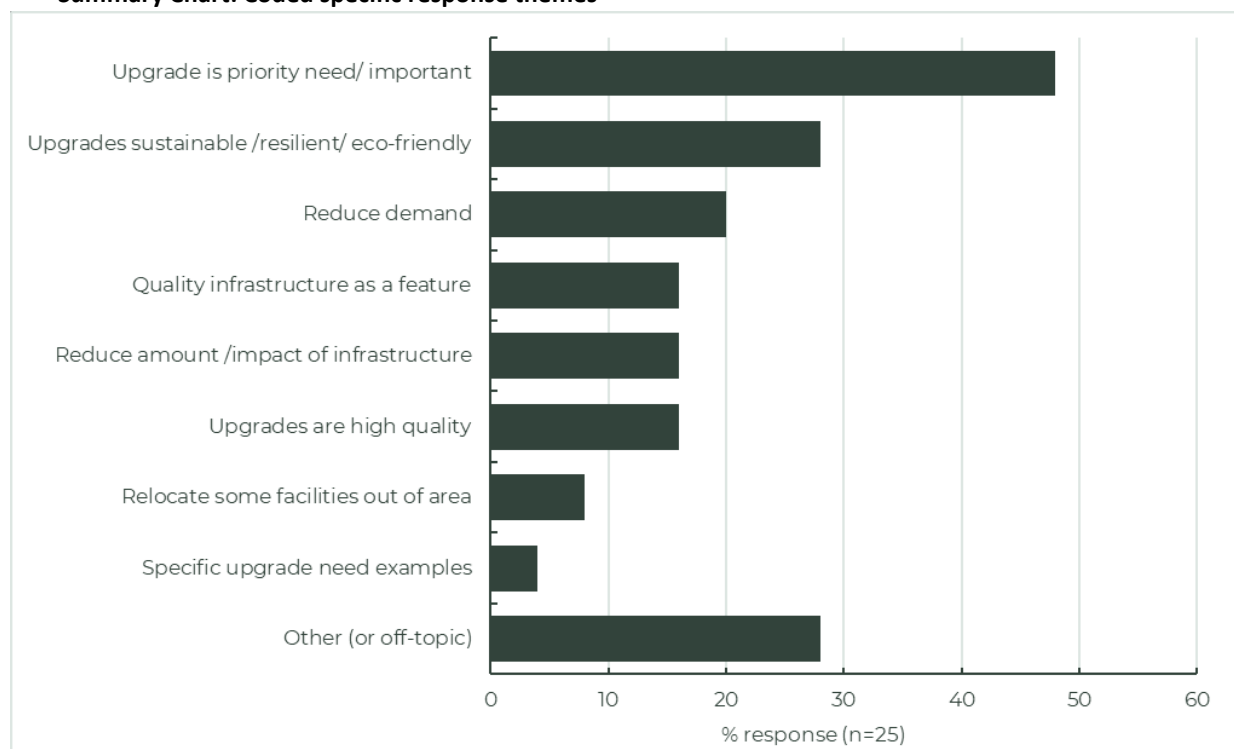
“Some older assets are ready for replacement. Less development, not more. Enough damage has already been done. Over the years we have also seen tourist numbers and popularity grow without bound. The long-term targets should not be further growth, instead we should strive to measure success by visitor satisfaction, environmental impact reduction and community wellbeing.”

“Strongly support. As previously stated NZTA badly need design oversight from a landscape sensitivity viewpoint - they are better at adding than subtracting the presence of their infrastructure, and not in a good way. One way to reduce impact at Piopiotahi itself is to reduce the number of residents there by relocating their existing functions to the Te Anau Visitor Hub.”

“I work in this industry and have knowledge in the area. If one entity, preferably council due to their experience with infrastructure took ownership, would this give a better level and more consistent service than what is in place now?”

“Agree, resilience and sustainability are key elements and should be done so well that they actually form part of the Milford story for visitors and are on display via the interpretive centre/visits to infrastructure (eg hydro and waste plants).”

• **Summary Chart: Coded specific response themes**



Appendix 2: All Themes and Key Ideas

<p>Te Anau and its district – a destination.</p> <ul style="list-style-type: none"> • Redesign the Te Anau waterfront and town centre. • Create new walking/cycling tracks connecting into Te Anau. • Develop a Te Anau transport hub/bus interchange. • Develop a Milford corridor and Piopiotahi experience hub in Te Anau. • Develop new family-friendly experiences in the basin.
<p>Develop new transport models to manage visitor flows.</p> <ul style="list-style-type: none"> • Mixed access option A (some private vehicles). • Mixed access option B (NO private vehicles - some exemptions).
<p>Give visitors choice on the Milford Corridor.</p> <ul style="list-style-type: none"> • Create a strong national park entry where the road enters Fiordland National Park. • Develop the Knobs Flat experience hub. • Develop the Knobs Flat accommodation hub. • Create a super track head within the Divide area. • Upgrade short stop options along Milford Road corridor. • Enhance the Cascade Creek campsite. • Investigate options in the upper and lower Hollyford Valley. • Homer Tunnel portals (short stop).
<p>Conservation supported by tourism.</p> <ul style="list-style-type: none"> • Tourism funding conservation.
<p>Encouraging visitors to experience the full Milford Sound Piopiotahi story.</p> <ul style="list-style-type: none"> • Create a compelling sense of arrival into Piopiotahi. • Establish a new Piopiotahi visitor hub. • Develop new visitor accommodation. • Redevelop the tourist boat terminal. • Restrict access of cruise liners in the inner sound from impacting sight lines of Mitre Peak. • Remove fixed wing plane runway from Piopiotahi (via a phased withdrawal). • Develop new walking tracks and observation points in Piopiotahi. • Establish an interpretive Marine Centre in Piopiotahi • Incorporate the commercial port (Deep Water Basin) into the visitor experience. • Relocate resident accommodation.
<p>Behind the story of Milford Sound Piopiotahi</p> <ul style="list-style-type: none"> • Development and management decisions could be led by one governance entity. • Rebrand to recreate the Piopiotahi story. • Develop better facilities and infrastructure for basic services such as water, wastewater, power and communication.



Milford Opportunities Project Communications Peer Review Draft Report

Submitted by the AR & Associates in partnership with Popamono.



Milford Opportunities Project (MOP) Communications Peer Review

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Document Review

Role	Name	Review Status
Programme Manager	Gavin Flynn	Draft
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Document Sign-off

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Senior Responsible Owner/Project Executive	Louise Pagan, Communications Manager, Southland District Council	

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1. Introduction and summary

1.1 Our understanding of the situation

The Milford Opportunities Project was established in 2017 to create an ambitious and innovative masterplan for Milford Sound Piopiotahi, the Milford corridor and the region surrounding it.

The project has navigated several challenges in its life cycle, including stopping in 2018 and recommencing and engaging new suppliers in 2019. COVID-19 has also impacted the project delivery through lockdown periods and significant impacts to several stakeholders.

At this stage, the project team are seeking a peer review of the Communications and Engagement Strategy for the project and identification of any improvement opportunities. Given the strategy was first drafted in January 2020, this review will look at both the technical merits of the strategy, in addition to assessing its success in delivery from a desktop review perspective. The scope of the review does not include stakeholder communications evaluation as it was decided to undertake this review after the Masterplan process has been completed. The outputs of this report can inform the approach for future communications.

1.2 Our Team

AR and Associates has teamed up with Popamono to bring together communications expertise with deep experience in strategic planning and program management for regions.

Popamono is an independent communications and strategy advisory firm that specialises in crafting the powerful stories that underpin big goals or projects. AR & Associates is a high-end multidisciplinary planning, civil and environmental engineering design consultancy, firmly founded on our core values of quality, respect, integrity and balance.

Led by Gavin Flynn (AR & Associates) and Ben Smith (Popamono), this team has collectively supported more than 100 major projects across Australia and New Zealand.

Both Gavin and Ben have a strong understanding of the Milford area, the stakeholder context and the sustainable tourism sector through their experience supporting similar projects in New Zealand. They have worked closely together in the past to support similar plans and developments in Queenstown, Cromwell, the Coromandel, and the Kaipara Districts. Both Ben and Gavin have previously supported significant developments in Auckland, Brisbane, Canberra, the Gold Coast, and several regional areas.

Resumes for our team members have been provided as an Appendix at the back of this report.

2. Executive summary

Our review of the Communications and Engagement Strategy and associated documents has found that the project has applied a robust approach to communications and engagement.

Through applying this strategy, the project has achieved a broad reach, and this has facilitated the flow of meaningful inputs into the planning process.

Substantial media coverage has been achieved, with 61 articles published across mainstream media, industry publications and government papers.

Despite the impacts of COVID, face to face engagement has been positive and it has provided many different opportunities to connect with the project and contribute to the planning.

The project has outlined a very proactive approach to working with Iwi to capture and support Iwi aspirations for Milford. Similar partnerships have been formed through reference groups, targeted briefings, and extensive government liaison.

Surveys have been well utilised, with almost 1,000 people providing feedback and social media, while still small in its reach, has played its role in engaging online and connecting people with the website.

Advertising investment has been targeted and effective in the way that it has supported consultation activities.

Project Team members, alongside the governance and working groups, have acted as conduits for the project, leveraging their networks and adding their expertise. Through the expertise that they bring, the project team members have acted as spokespeople for the project, discussing workstreams and supporting engagements.

With all of this in mind, the Communications and Engagement Strategy (for Phase 2) has been delivering against its aspirations to tell the story of Milford, engage a broad base, keep everyone up to date and to do this through multiple tactics across varied channels.

2.1 Opportunities for improvement

All plans can improve through objective review. In this case, there is opportunity for the Milford Opportunities Project to apply a more targeted, specific, and measurable approach to its communications.

While a broad brush approach that targets the general public is useful in the formative stages of a project, it can make it hard to achieve a specific outcome with a targeted group and it also poses challenges around the ability to measure the success of your communications.

Some of the project's communications channels are currently underutilised and the project messaging could be more targeted to achieve improved responses and to minimise risks. There is also an opportunity to communicate in a more visual and dynamic way with small investments into infographics, short videos, and more strategic social media use. We recognise that to date this has

been a challenge due to the limited availability of site-specific plans and designs. With more specific visual information available from this point on, the project can provide a greater sense of what is to come and what the broad engagement feedback has contributed to.

As the project moves into its final stages and a Masterplan is finalised, it will be important to keep communicating to ensure momentum is maintained and the relevant investment proposals and approval requests are supported by evidence of well informed and meaningful engagement. This approach will also help to develop a sense of ongoing ownership in the process and the outcomes.

As outlined in section 6, our suggestions for improving the reach and effectiveness of this strategy are captured in these eight recommendations:

1. Apply more specific targets and objectives.
2. Provide more detail on the case for change and investment.
3. Keep demonstrating how feedback has been used to inform decision making.
4. Use infographics to demonstrate process and structure.
5. Develop more short, informal videos to explain key aspects of the Masterplan.
6. Improve the reach of your social media channels.
7. Make greater use of industry publications.
8. Use online engagement software to engage around site-specific plans.

3. Our Approach

As shown in the diagram below, the agreed peer review approach included five main steps. The kickoff meetings informed the status of the project, the scope of the requirement and the extent of documents and channels to be reviewed. This meeting also confirmed the deliverables and the desired delivery timing. A meeting was also held with Craig Jones from Visitor Solutions to provide a briefing on the content of the Masterplan options and background of some of the key issues. A telephone discussion was also held with Alisa Cain to gain a background on the iwi engagement and how this has influenced the direction of the masterplan process.

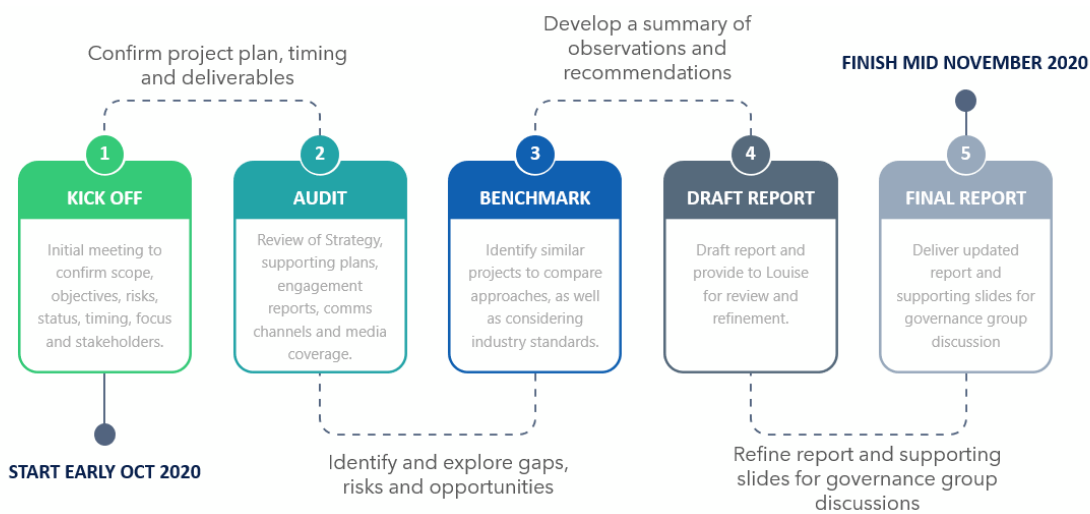


Figure 1: Peer review process

The audit involved a desktop review of:

- the strategy and supporting plans/schedules to identify gaps, risks and opportunities.
- the engagement reports/survey feedback to understand trends and issues
- the use and content in active channels to see the strategy in action
- media coverage and industry discussion to understand results and context

The following documents were reviewed:

- Stage 1 Communications & Engagement Plan for Milford Opportunities
- Milford Opportunities comms and engagement strategy - Stage Two - January 2020
- MOP Engagement from June 2020 to June 2021 (action plan)
- MOP Reference Group list and background
- MOP Risk Register (October 2020)
- Iwi Engagement Implementation Plan
- Report on Communications and engagement Milford Opportunities governance group
- MOP national survey summary report
- MOP media log

Once the audit was completed, a benchmarking assessment was completed to compare MOP communications and engagement to other similar projects and industry frameworks.

The findings from the audit and benchmarking analysis were used to develop a summary of observations and recommendations tabled in a draft report that was reviewed and updated in partnership with the MOP project team.

4. Detailed review observations and suggestions

4.1 Milford Opportunities Communications and Engagement Strategy v2 (2020) review

4.1.1 Summary

The Milford Opportunities Communications and Engagement Strategy outlines a broad and far reaching communications approach that has been in delivery for much of 2020. This review considers the focus of this strategy and the tools, tactics and channels that enable its delivery.

The strategy demonstrates the significant effort that has been invested into sharing the story of this project to date. The aspirational nature of this strategy aligns with the ambitious nature of the project. A wide audience has been engaged and there is strong evidence of the strategy achieving its goals around connecting with a broad audience and using a wide range of tools and tactics to do this. It must be noted that the

With this in mind, the feedback provided in this section focuses on opportunities for improvement that are derived from objective review, benchmarking with other projects and applying industry best practice approaches.

4.1.1.2 Feedback by section

The observations and suggestions listed below focus on the elements that could be reviewed or improved as part of future communications.

SECTION	OBSERVATIONS	SUGGESTIONS
Background	<p>The project vision statement is not clear in exactly what it is aiming for.</p> <p>Piopiotahi – New Zealand as it was, forever</p> <p>Does this mean the goal is to return it to the pre-European settlement state, or before the impacts of mass tourism? While the pillars provide a bit more clarity on the aspirations, the vision is still somewhat vague as a standalone item.</p>	<p>It is worth considering how this could be clarified through some supporting messages or a modified vision. It will also be important to be specific about what the project aims to achieve through its investment objectives – such as reduced environmental impacts, reduced congestion, increased mode share, improved ecosystem resilience.</p>

SECTION	OBSERVATIONS	SUGGESTIONS
<p>Aim, purpose, approach and measuring the strategy</p>	<ul style="list-style-type: none"> The aim and purpose outlined are very broad and do not provide specific targets to achieve in a way that can be measured. If the purpose is intended to represent the strategy objectives, they would benefit from some more specific outcomes and targets to allow for better targeting of efforts and more meaningful measurement. The approach also targets an overly broad audience with very little segmentation. While the action plan does provide a level of targeting, some better definitions of segmented audiences and customer types and how they will be engaged would provide more clarity for communications planning and measurement. The measurement stated here is very holistic and points more to a progress milestone than useful metrics. 	<ul style="list-style-type: none"> Identify more specific objectives for future communications phases. It would be beneficial to consider the IAP2 Framework's approach to separating goals into emotive and transactional categories so their measurement can be logically aligned. See more detail on this in section 4.1. Use Stakeholder mapping or customer segmentation to better inform targets and messaging. See section 5 for more detail.
<p>Key messages</p>	<p>As per the comments above, the key messaging presented here is quite broad and not aligned to targeted audiences or events. Regarding the messages presented, some queries are highlighted below.</p> <p><i>This project is about ensuring our special places stay that way for everyone – we're all in this journey together</i></p> <ul style="list-style-type: none"> Without context it is hard to understand exactly what is being preserved. This may be better as two messages with more specific descriptions of what is being preserved and how we all contribute to that. <p><i>This project is led by a group with the skills and perspective to create a successful and unified masterplan</i></p> <ul style="list-style-type: none"> This message may not come across as very inclusive. It may benefit from linking to partnership messages that include the value of community input. 	<ul style="list-style-type: none"> Tailoring messages to align with targeted audience needs would be useful either here or in the audiences and tactics section. Consider more clearly outlining how feedback had been used to inform the decisions that will be made by those with the right technical skills. Make the most of the opportunity to connect evidence of unwanted impacts today that require action to preserve Piopiotahi and ensure a more sustainable future. Clearly outline the existing problems – not just congestion at key times. This shows the issues as being as being more layered with multiple organisations responsible for the different parts of these problems. This also provides the clear rationale for multi-agency

SECTION	OBSERVATIONS	SUGGESTIONS
	<p>The masterplan will not just look at here and now but create a vision for the next 50 years at least.</p> <ul style="list-style-type: none"> This would be strengthened by outlining how today's situation/challenges/opportunities are informing planning for the next 50 years. 	<p>approach to the masterplan and future implementation.</p>
<p>Audiences and tactics</p>	<p>This is useful and may benefit from identifying audience specific messages that can be applied to specific channels. For example, specific messaging may be required for the cruise industry regarding consideration of operational changes.</p>	<ul style="list-style-type: none"> Keep refining the messaging based on the needs of the audience. This appears to have occurred in practice.
<p>Summary action plan for Stage Two</p>	<p>This is a useful summary, and we note the inclusion of more detailed action plans. We provide more specific feedback against these action plans.</p>	<ul style="list-style-type: none"> This section would benefit from an outline of how COVID-19 has impacted engagement tactics.
<p>Evaluation</p>	<p>While there is merit in providing flexibility in targets and evaluation, this section is not clear on how and when evaluation will occur. Also, the three measures provided could be strengthened by providing a baseline and a target for growth on top of this.</p>	<ul style="list-style-type: none"> Confirm how and when evaluation will occur. Provide SMART goals. Include benchmarks for comparison.
<p>Tactic Plan</p>	<p>This section is fairly general given it was written some time ago. It demonstrates a breadth of actions delivered throughout the year. We provide more specific feedback on the action plans and the channels themselves below.</p>	<ul style="list-style-type: none"> See relevant sections.

4.2 MOP engagement from June 2020 to June 2021 (action plan)

4.2.1 Summary

This plan demonstrates a useful mix of communications and engagement activities. There appears to be strong coverage across a range of channels in line with the plan's objective to use multiple channels to achieve a broad reach. Each channel is reviewed in more detail below.

4.3 Channel review

4.3.1 Overview

Through this review we have found that, as outlined in the strategy, the project has indeed activated wide range of tactics and channels to share the project story and engage a broad audience to help inform the future of Piopitahi. The channel review below aims to take the approach outlined in the strategy and test the effectiveness of each channel both on their own and in addition to in the context of an integrated communications campaign. To do this, each channel has been assessed objectively and in comparison, to how they have been used in other similar projects.

4.3.2 Website analysis

"The goal of the website and associated social media is to not only inform people about the project but also encourage people to be involved. We want to hear what people think" working group leader Simon Moran.

A central website plays a pivotal role for a project, as it acts as a hub for all information and is effectively forms the centrepiece of the project's story. Through all the targeted messaging, time-based discussions and channel specific activity, the website remains the consistent visual 'home' of the project and therefore it is easily the most important digital asset.

The common goal of a communications campaign is to drive traffic towards the website and once people arrive there, help them to flow intuitively through the information in a planned sequence. Importantly, the flow of the reader needs to pass through what, why, when and how in a way that helps them make informed judgements and provide meaningful inputs into the project discussions. Many campaigns will set targets around website visits and impressions and equally, there will be consideration of how people have moved around the site to understand where their interests lie.

The Milford Opportunities Project website provides a highly visual platform that brings together a range of materials that form the basis of the project story and the central connection point for all communications channels. There are some opportunities for improvement that can help to ensure the site visitors have the best possible opportunity to understand, embrace and support the project vision through providing

meaningful inputs into the planning. The table below outlines some observations and suggestions aimed at making minor, yet high value improvements.

Table 1: Website review observations and recommendations

SECTION	KEY OBSERVATIONS	SUGGESTIONS
<p>Home page</p>	<ul style="list-style-type: none"> The intro video sets a clear intent, but it does not actually explain the project drivers, or even the place. The 'How we began' section is useful, but it could be a bit more specific about the impacts of the current situation to help establish why the project is required. The content on this page required quite a bit of scrolling and the flow of the story is not very intuitive. It takes quite a bit of scrolling to get to the staging and the pillars. The pillars are not introduced – it would be good to clarify what they are for and how they have been used in the Masterplan development. The timeline for the project delivery is logically spread across three sections but this may be easier to understand in a linear timeline graphic. The imagery used does not always linked to the words. For example, is the image of people lining up for a boat intended to demonstrate congestion? Is the landscape shot with the sketching on it intended to demonstrate planning and design? 	<ul style="list-style-type: none"> The slightly longer video used in the August newsletter provides a better project summary that complements this page. It may be useful to provide some more evidence of the environmental impact, the impacts on visitor experiences, the level of emissions, the cost of maintaining the roads, etc. This rationale will be useful to both establish the case for change and to support investment applications. The pillars could be briefly introduced to better outline their purpose and use in developing masterplan options. It may be useful to reduce the number of images used in this page to reduce the level of scrolling required. A project timeline, as shown in section 5, may be useful (Note -this has subsequently been established under the project details section)
<p>Project details</p>	<ul style="list-style-type: none"> This page just includes links that don't really describe the project. The links provided dive into detailed summaries that are not very user friendly. This page lacks an introduction to the technical documents and while they are chronologically arranged, it may be more intuitive to arrange them by categories such as planning/ feedback. 	<ul style="list-style-type: none"> The project introduction information in the August newsletter could be used here. Either rename this page to reflect its content and then add some lead in content to briefly explain it. Rearrange the attachments and provide some lead in content to demonstrate how they have been used.

SECTION	KEY OBSERVATIONS	SUGGESTIONS
<p>Get involved/have your say</p>	<p>The latest consultation provides the preferred way forward for much of the masterplan but does not feel like an options discussion as there is generally one idea discussed.</p>	<ul style="list-style-type: none"> There is an opportunity to demonstrate how previous engagements have been used to inform the project decisions. This helps to close the loop on previous engagements while also showing a healthy process and project momentum. <p>For readers not familiar with the context, they may find it hard to provide informed feedback without more details and a map to guide where the intervention is intended. For future masterplan consultation, hosting the options considered on the website shows the reader why the preferred option is favoured from the analysis that has been conducted. It also shows the process undertaken is transparent and open.</p>
<p>News</p>	<p>The number of news items is very limited, particularly in relation to the many articles and papers that have been published on the project. Our understanding is that media are waiting for the masterplan substance to be delivered before launching into news items.</p>	<p>Including links to broader news of relevance to the project under other headings (such as articles/discussion papers/social media feeds) would be useful to both demonstrate the level of wider interest, as well as providing broader context for readers.</p>
<p>The Team</p>	<p>The reader may not understand what all these groups do and how they relate to each other.</p>	<p>The explanation of the project working group and the project team should be further up the page so people can understand what the governance group, working group and the project team do and how they relate to each other. A logo structure chart may assist for readers not familiar with the various organisations involved. Given the project team discipline leads are communications conduits, I would suggest profiling them.</p>
<p>Social Media</p>	<p>No comments</p>	<p>See comments in recommendations and channel review.</p>

SECTION	KEY OBSERVATIONS	SUGGESTIONS
Contact Us	No comments	

4.3.3 Review of other channels

The table below outlines observations and suggestions for all other communication channels and engagement tactics applied to deliver the communications and engagement strategy (and action plans).

Table 2: Summary of observations and recommendations for other channels

SECTION	KEY OBSERVATIONS	SUGGESTIONS
lwi engagement	The lwi engagement implementation plan presented is quite comprehensive and by all accounts, is working very well. We have no specific suggestions to add in this area.	None
Targeted briefings by interest area	We applauded the decision to break up the stakeholders into specific areas of interests and brief them directly.	It would be good to see some more communications products, such as videos and industry specific articles that show the outputs of these discussions and how they have contributed to a preferred option for that workstream.
Newsletter	The newsletter appears to be a useful summary of project status and updates.	The only improvement we suggest considering is adding a contents page to the front, so the reader understands what's inside. There may also be a format that is easier to open from email.
Advertising	Advertising has occurred in support of consultation activities and to drive survey responses. Most of the advertising investment appears to have been allocated through NZME	Given the strategy has aimed to achieve a broad reach, advertising in the national and more expensive publications like Stuff makes sense. But, making greater use of more strategic social media advertising may provide a broad

SECTION	KEY OBSERVATIONS	SUGGESTIONS
	and into mainstream publications. Some investment is shown in social media to support engagement activities.	reach with more specific exposure to the targeted audiences, such as travellers in a certain demographic.
Surveys	Surveys have been used effectively to gather thoughts on the future of Milford and potential improvements.	While the surveys have received a strong response, this data would be more useful if it was presented in a more user-friendly way with less text and more infographics.
Stakeholder emails	Stakeholder emails from project leaders have played a role in engaging with stakeholder groups.	We don't have much to add here, aside from encouraging the team to make sure the messages are specifically tailored to your audience.
Facebook and Instagram	The Facebook content is healthy and is gaining some growing attention. The activity on Instagram is not as strong at this point. However, the target audience on both platforms is unclear and there needs to be more calls to action and consistent voice and branding. Engagement is low and stakeholders do not seem to be sharing many posts or using project hashtags. There is also little of evidence of integration between channels to share articles, connect between platforms and drive traffic to a defined place.	There is potential to use networks, humour, hashtags, sponsored posts, integrated marketing, infographics and short videos to better leverage these channels in current and future phases. See more in the recommendations section.
Public meetings	The project has used public meetings to engage with relevant communities, such as Te Anau, Invercargill and Queenstown.	Nothing to add.
Media Liaison	Through a review of the media coverage summary (Appendix C), the project has achieved good coverage through liaison with a range of media outlets.	There is an opportunity to engage more with industry publications and the media achieved could be leveraged more through social media shares.

SECTION	KEY OBSERVATIONS	SUGGESTIONS
<p>Targeted meetings</p>	<p>The project team has engaged proactively with national interest groups.</p>	<p>It is noted that some of the stakeholders such as the Conservation Board have been included quite late in the process. It may pay to review the partner and stakeholder list to ensure that as wider coverage of potential groups is being notified ahead of the next consultation launch. For example, NZ Cruise Association or the Queenstown Chamber of Commerce do not appear on the list but could already be engaged with.</p>
<p>Government liaison</p>	<p>The project directly with central government in Wellington, through both ministerial and agency meetings.</p>	<p>Nothing to add here.</p>

5. Project benchmarks

5.1 Benchmark projects

The projects profiled below are of a similar nature to the MOP. Each project is explained, and key aspects of their communications highlighted for consideration for MOP.

5.1.1 Barrier Reef 2050 Long Term Sustainability Plan



5.1.1.1 What the project is about

The Australian and Queensland governments are reviewing the Reef 2050 Long-Term Sustainability Plan, also known as the Reef 2050 Plan. This plan is Australia's long-term strategy to protect and manage the Great Barrier Reef.

The plan sets clear actions, management goals, objectives and outcomes. These guide the short, medium and long-term management of the reef.

The 2020 Review is the plan's first 5-yearly review. We are reviewing the Plan to ensure it contains the right priorities and actions to support the health and resilience of the Great Barrier Reef.

They recently invited all Australians to have their say on the draft updated Plan. Public consultation on the draft updated Reef 2050 Plan closed on 30 September 2020. These views and insights were shared through an online survey and written submissions.

5.1.1.2 What they did well and what is useful for MOP?

This project has been well supported and has a positive reputation. The notable features of their communications and engagement include multidisciplinary working groups, strong industry engagement, collaborative planning with Traditional Owners and communities, education programs, targeted marketing and media and extensive use of short videos, including these examples:

- [Project overview film](#)
- [Outline of project challenges](#)
- [Embracing indigenous knowledge](#)

5.1.2 Shipwreck Coast Masterplan



5.1.2.1 What the project is about

The Shipwreck Coast Master Plan is a comprehensive and visionary program to protect the fragile coastline between Princetown and the Bay of Islands, improve opportunities for visitors and strengthen the local economy and employment opportunities through sustainable tourism. The Master Plan vision covers how public land is managed by state and local governments and also aims to provide confidence for business investment along the Shipwreck Coast and Hinterland.

The Shipwreck Coast encompasses 28 kilometres of spectacular coastline in Victoria's south-west, incorporating Port Campbell National Park, the Bay of Islands Coastal Park, the Twelve Apostles Marine Park, the Arches Marine Sanctuary and the townships of Princetown, Port Campbell and Peterborough. The Great Ocean Road runs right along the Shipwreck Coast, close to the cliff-tops and the waterfront, linking the townships.

With visitor numbers to the Shipwreck Coast continuing to grow rapidly, improved infrastructure will provide a better, safer and more connected experience taking in the many attractions on the Shipwreck Coast and its hinterland, including the Twelve Apostles, the Blowhole and the Bay of Islands and local townships like Port Campbell, Timboon and Cobden.

The Shipwreck Coast Master Plan is a key part of the Victorian Government's Visitor Economy Strategy, released in July 2016, which aims to attract investment that drives increased visitation and yield in regional Victoria, including the state's world class nature-based tourism destinations.

It aims to protect, enhance and celebrate the Twelve Apostles, one of Australia's most recognisable and visited natural attractions. The Master Plan is multi-faceted, comprising 72 projects and initiatives, which will guide investment in facilities and infrastructure over the longer term.

5.1.2.2 What they did well and what is useful for MOP?

This Plan was developed over a three-year period and it featured extensive consultation, including working with Traditional owners to better protect and explain areas of cultural significance. The features of the project from a communications perspective included:

- Extensive consultation and engagement with the community and stakeholders through face-to-face workshops, briefings and a dedicated online consultation tool: www.shipwreckcoastyourplan.com.au
- Strong visuals (as shown in the "Access and movement Strategy" visual below)
- Targeted communications and engagement
- Use of clear rationale for change and demonstration of benefits (see infographic below).



Figure 2: Shipwreck Coast Masterplan benefits infographic

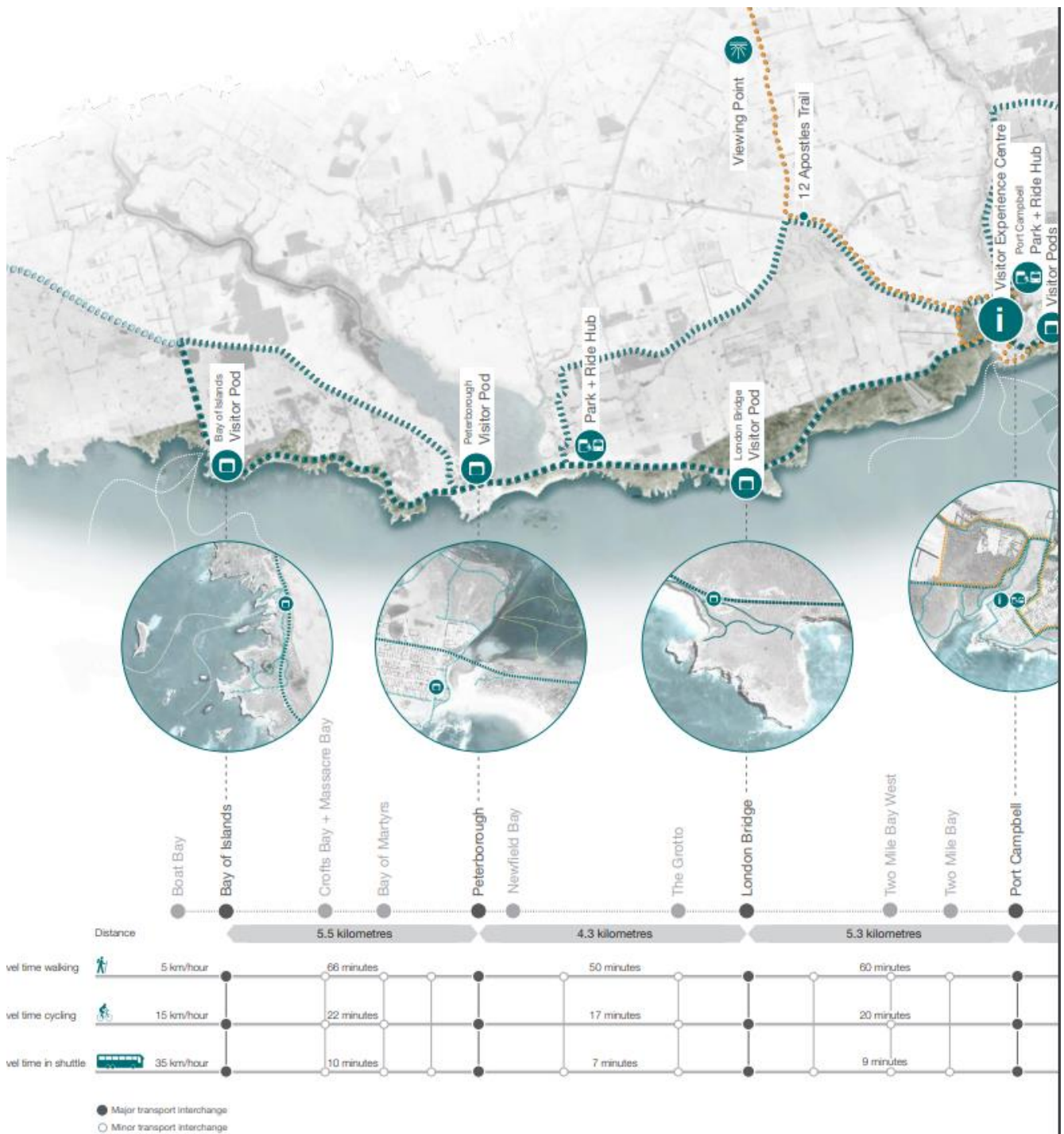


Figure 3: Shipwreck Coast Access and movement Strategy outline

5.1.3 Uluru-Kata Tjuta National Park Management Plan



5.1.3.1 What the project is about

The Aboriginal traditional owners of Uluru-Kata Tjuta National Park (Ngararitja) have looked after, and in turn been looked after by, the land for over one thousand generations. Aboriginal use of the land over that time is reflected throughout the Uluru-Kata Tjuta landscape, which is recognised as a World Heritage area of outstanding universal value. Many places in the park are of enormous spiritual and cultural importance to Ngararitja. The park also contains features such as Uluru-Kata Tjuta which have become major symbols of Australia.

Joint management brings together cultural and scientific knowledge and experience, different governance processes, and interweaves two law systems - Piranpa law and Tjukurpa. Working together means learning from each other, respecting each other's cultures and finding innovative ways to bring together different ways of seeing and interpreting the landscape and its people.

Ngararitja and Parks Australia share decision-making for the management of Uluru-Kata Tjuta National Park. This plan will set out how this cultural landscape and iconic national park will be managed for the next 10 years.

5.1.3.2 What they did well and what is useful for MOP?

This project demonstrated a community led approach to developing the management plan. The governance group featured strong leadership from Traditional Owners and through this plan they set and communicated their aspiration and approach to delivering the plan for the National Park.

From a communications perspective, the most recognised aspect of this plan was the closure of access to Uluru. The rationale for this was clearly outlined and communicated over a number of years, ahead of a highly publicized closure. This project achieved huge media recognition in addition to demonstrating a commitment to preserving the cultural and natural value of Ayers Rock. **Milford Sound can be considered in a similar way and with this in mind, if ambitious changes were to be made for Piopiotahi, following the firm stance, clear story and long notice period of this project would be a useful approach.**



Figure 4: Tourists viewing Uluru from designated areas

5.1.4 World Heritage Journeys



5.1.4.1 What the project/place is about

UNESCO has launched the first-ever web platform dedicated to World Heritage and sustainable travel. Supported by the European Union, the platform features 34 selected World Heritage sites spread across 19 European Union countries, and it has been developed in collaboration with National Geographic.

It encourages people to travel beyond the major tourist hubs, staying longer and experiencing more of what the local region has to offer. This initiative is part of a new alliance formed between UNESCO and National Geographic.

“Our goal is to change how people travel. Staying longer in destinations, experiencing the local culture and its environment, and gaining a deeper knowledge and appreciation of World Heritage values,” said Mechtild Rössler, Director of the World Heritage Centre at UNESCO.

World Heritage Journeys invites travelers to travel along four cultural heritage itineraries—Royal Europe, Ancient Europe, Romantic Europe and Underground Europe—which intertwine to tell fascinating stories of Europe’s heritage and history. The website has practical information and tools to support travelers in planning their European holidays based on local knowledge about the destinations’ cultural heritage.

“In addition to reaching travelers directly, we hope that the travel industry—including tour operators, travel agents, and local and national tourism authorities—will be inspired by the content we have curated, and will develop and promote authentic tourism that aligns with the goals of the project and reflects the outstanding universal value of World Heritage,” added Ms. Rossler.

5.1.4.2 What they did well and what is useful for MOP?

This initiative demonstrates how attractions with similar values can work together to encourage a targeted type of travel behaviour. In addition to the infrastructure solutions introduced by a Masterplan for Piopiotahi, enabling a new type of tourist can play a role in a more sustainable future. In keeping with the Tiaki promise, a sense of reciprocity from visitors is an important part of achieving the project's aspirations.

Within the World Heritage Journeys destinations is Mont-Saint-Michel. Perched on a rocky islet in the midst of vast sandbanks exposed to powerful tides between Normandy and Brittany stand the 'Wonder of the West', a Gothic-style Benedictine abbey dedicated to the archangel St Michael, and the village that grew up in the shadow of its great walls. Built between the 11th and 16th centuries, the abbey is a technical and artistic tour de force, having had to adapt to the problems posed by this unique natural site.

This site has similar access challenges to Milford Sound and over time they have made big changes in the way the place is accessed to preserve it. As the Masterplan is developed and delivered for Milford, the customer communications and transport configuration applied in Mons Saint Michel will be worth reviewing. See an example below.

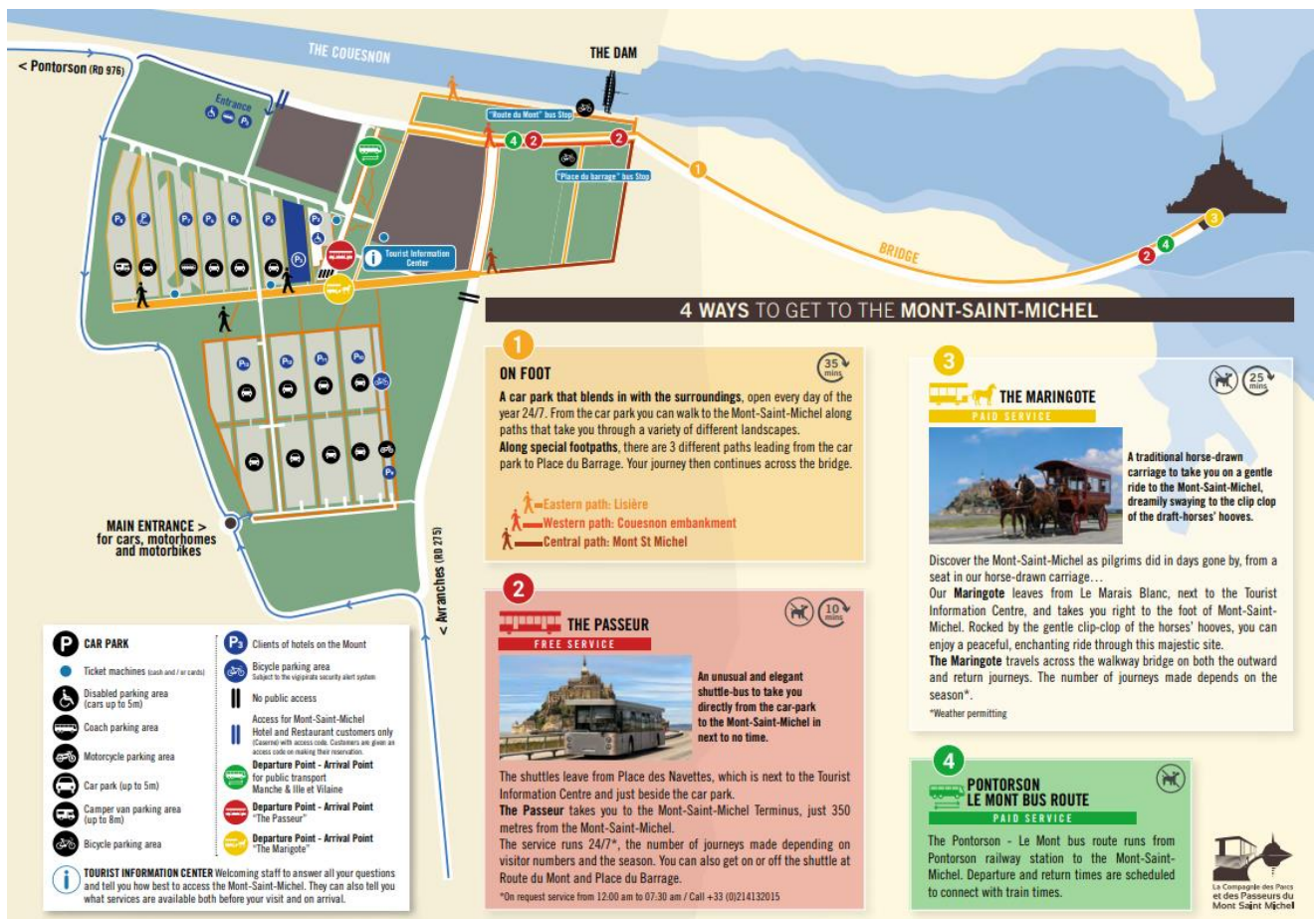


Figure 5: Outline of how to get to Mont Saint Michel

6. Recommendations and delivery steps

6.1 Recommendations

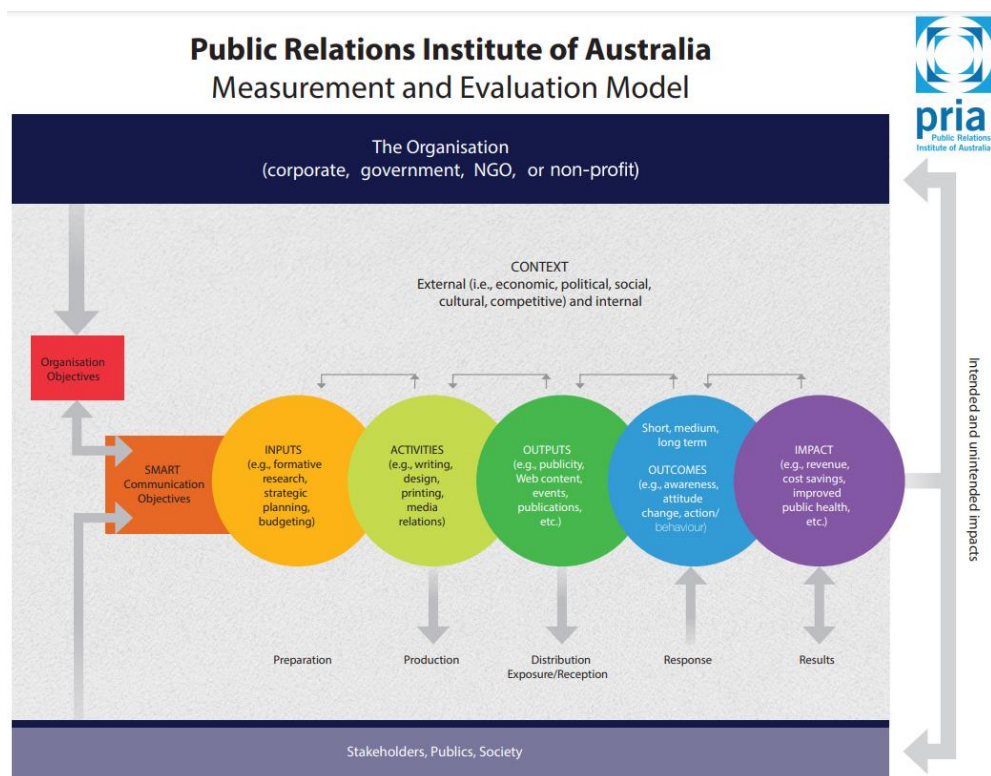
Based on the findings outlined in this report, we recommend taking the actions outlined below.

6.1.1 Apply more specific objectives, measures and messages

As noted in the review feedback. The strategy may benefit from some more specific objectives and measures that are shaped around the specific outcomes required in targeted areas and with specific stakeholders. The International Association for Public Participation (IAP2) provides a useful breakdown of engagement goals into emotive or commercial or transactional goals, as shown in the diagram below.



The PRIA measurement and evaluation model shown below provides guidance, alongside the recommendation to apply SMART (Specific, Measurable, Achievable, Relevant and Time-based) goals.



6.1.2 Provide more detail on the case for change and investment

It is important to ensure everyone understands why things need to change and what the case for change and investment is. This is briefly addressed on the website through this text:

The current Milford Road corridor and Milford Sound Piopiotahi itself are under stress. This requires new thinking to safeguard the core character and values, World Heritage status, conservation values and the visitor experience.

It would be useful to back this up with quantifiable evidence around things like environmental impacts, productivity loss through congestion, experiential impacts, and safety/engineering requirements. This rationale will be critical in future investment proposals and for maintaining support through the planning and consenting process.

Equally, when the Masterplan is finalised, it needs to include clear investment objectives that stipulate what will be achieved, such as improved environmental outcomes, reduced congestion, improved visitor experiences -with quantifiable measures for each compared to an accepted baseline.

6.1.3 Keep demonstrating how feedback has been used to inform decision making

While there is great evidence of gathering feedback through the surveys and engagement activities, it is not clear how this has been used to shape the masterplan options.

As the current consultation progresses, it will be valuable to ensure that the feedback gathered is summarized in a user-friendly way and shown to be used in firming up and selecting the masterplan options.

It is important to be clear on what level of engagement is being applied and demonstrate this through your process. The IAP2 spectrum below shows the characteristics of each level of engagement.

IAP2 Spectrum of Public Participation

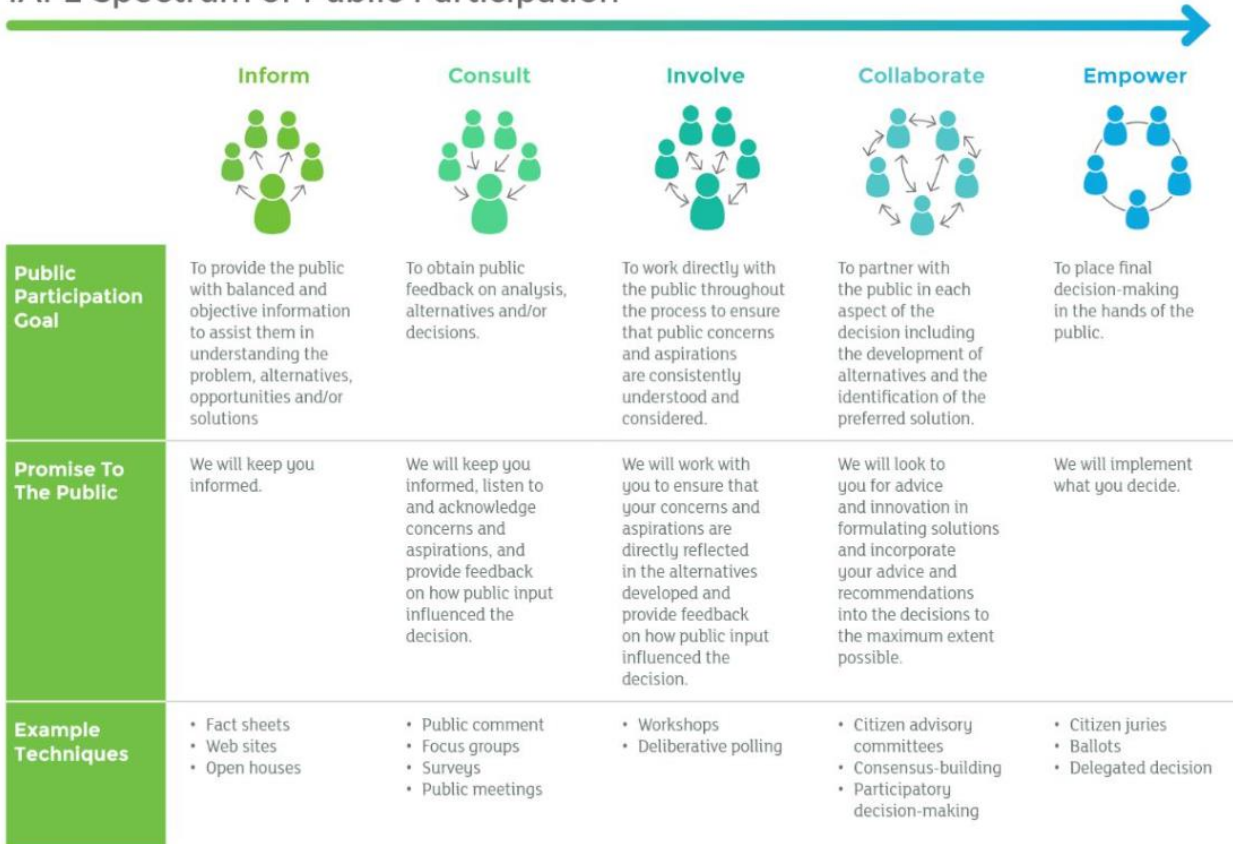


Figure 6: International Association for Public Participation (IAP2) Participation Spectrum

6.1.4 Use infographics to demonstrate process and structure

There is an opportunity to make greater use of infographics to explain the project rationale, aspirations, development process and governance structure. These graphics would be useful both for communications regarding the plan and within the plan itself. See some examples below.



Figure 7: Cromwell Masterplan development timeline graphic

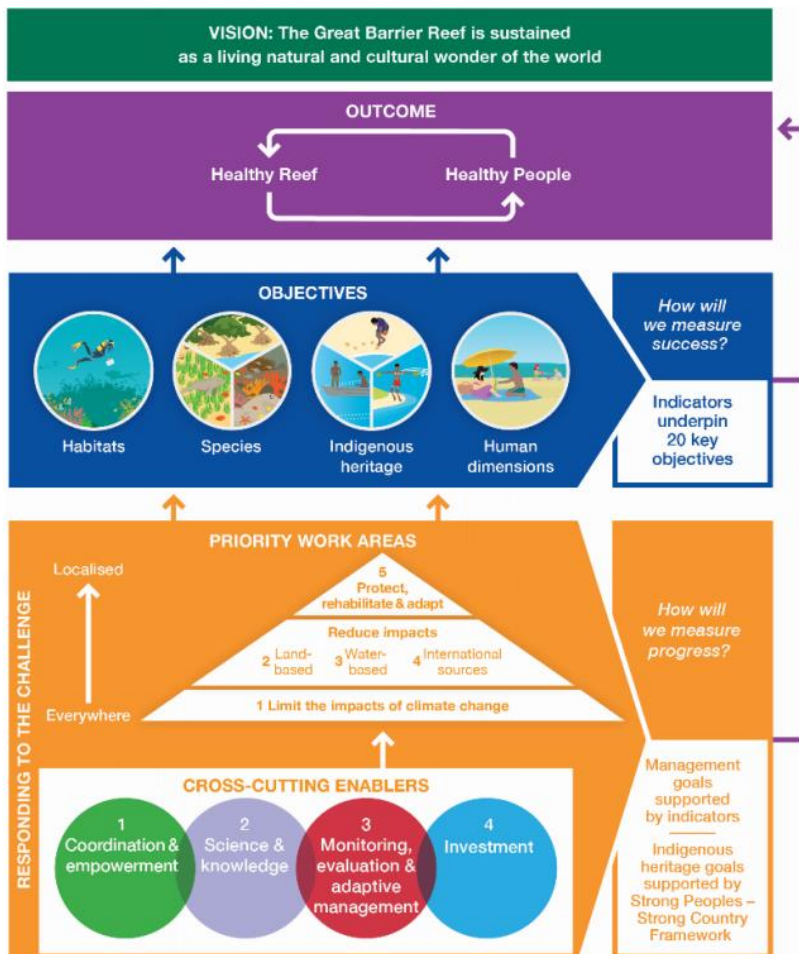


Figure 8: Reef 2050 outcomes and implementation Framework. Sourced from <https://haveyoursay.awe.gov.au/reef-2050-plan>

6.1.5 Develop more short, informal videos to explain the key aspects of the Masterplan

The MOP has already made a great start on using short films to explain the vision for the project and the opportunity to contribute to Milford's future. As the project confirms what will be done in each of the workstreams, it's a great opportunity to use the expertise within the governance/working groups and the project team to explain these options using a mix of interview footage, artists impressions and footage of the sound in general.

Using an informal interview style approach, the project could produce a range of desktop films to help outline what was considered, how decisions were made and what the key features for each aspect of the masterplan will be. Using the technical experts for each workstream provides a level of third-party assurance that people typically find relatable. Below are links to some similar films. The Capital Metro films listed below were created on a small budget and produced quickly as part of an integrated campaign.

Barrier Reef 2050 Long-Term Sustainability Plan

- [Project overview film](#)
- [Outline of project challenges](#)
- [Embracing indigenous knowledge](#)

Capital Metro Light Rail

- <https://www.youtube.com/watch?v=-Ubnmwdmv9c>
- <https://www.youtube.com/watch?v=eEtuJJUpVxk>
- <https://www.youtube.com/watch?v=CIZKG46rxSg>

6.1.6 Improve social media channel reach

As noted above, our review found that the project's social media has great potential and given it has not been in place for very long, it has the potential to support increased engagement through the consultation and project implementation phases.

Below are some suggestions for improvement and questions worth asking. Otherwise, a great guide for best social media practice is The Social Media Examiner - <https://www.socialmediaexaminer.com/>

Get specific

Get really clear on who you are talking to, where they hang out, what you want them to do and how they can do it. Do you want an international, national or local response? Utilise sponsored posts on FB and IG to target specific locations, demographics and interests (eg Milford Sound, travel, New Zealand, hiking etc). Target people who have previously travelled to Milford Sound, or intend to via stakeholders' social channels and email databases.

Get graphic

Brand every post to help create familiarity and stop the scroll. With so many breathtaking Milford Sound photos gracing socials, it could be easy for your message to get lost in the crowd. Too much text can be overwhelming, but you could continue the green shapes used on previous public drop in session posts to draw attention, as used here <https://www.instagram.com/p/CCcdtvxDtG/>

Perhaps try something like a green heart rate monitor line mimicking mountains down to the sea floor, eg

https://img.freepik.com/free-vector/green-heart-pulse-monitor-with-signal-heart-beat-icon-ekg_42077-1171.jpg?size=626&ext=jpg

A small speech bubble graphic can say a lot without dominating the image, eg "milfordopportunities.nz Your Milford. Your Say. By 30 October" similar to <https://www.instagram.com/p/B88o487HsaE/>

Dive deep

Create specific, branded posts and polls with a call to action and website link for each of the 29 themed options so people are aware of the exact scenarios they are able to provide feedback on. It's ok to post more than once a day - just batch your posts in Creator Studio or a scheduling app like Buffer or Hootsuite so you can set and forget.

Get moving

Video is hands down THE best tool for social media engagement. Creating *short* video posts where someone speaks to camera is more interesting than photos with text. Make the most of IG and FB stories as they sit at the very top of people's feed. People are more likely to watch videos under a minute long.

Tag along

Have some fun with hashtags like #nosykiwis or #milfordsoundingboard to inject lightness beside the #haveyoursay and #milfordopportunities style.

Get a little nostalgic

People LOVE to reminisce on socials, so providing opportunities for the public to comment on old photos and videos is a great hack to increase engagement and sharing. It gets them thinking about returning and creating new experiences with other generations. Be sure to include a call to action and link to the website on every post. Case in point is the Old Te Anau Facebook group. Consider creating short clips from old footage like Iain Campbell's 'Te Anau to Milford' video - <https://www.facebook.com/iain.campbell.967/videos/853264281454091/>

Get groovy

A theme song like Marvin Gaye's 'Ain't No Mountain High Enough' will inject some humour into your videos and FB and IG stories and support CTAs like 'We may be miles apart, but you can still have your say'.

Get cute

Create a simple graphic icon of a Kiwi like the one shared by Helen Clarke on IG <https://www.instagram.com/p/CGSHbnxBOrs/> This helps create familiarity and humour. Create a specific CTA like, 'Milford Opportunities want to know what you think about the future of Milford Sound by 30 October! Well, you should jump online and tell them a thing or two! Nosy Kiwis...'

For the birds

Use recorded Milford bird song and video as "Calls to Action" and inject a little humour, eg "You wouldn't swipe left on a pretty bird or forget to turn up for a date. Be sure to show your interest in the future of Milford Sound by 30 October."

Ask the experts

Pop into online Milford Sound review pages and forums to ask for feedback from people who have been there, done that and got the t-shirt; e.g. TripAdvisor, tourists, hikers, runners, adventurers, local events, or the Milford Sound FB location page - <https://www.facebook.com/milford.sound.fiordland/reviews/>

Influencers

Request permission from South Island photographers like Martin Silva or influencers like Trey Ratcliff and Liz Carlson to repost some of their existing Milford content. Invite them to create an IG or FB Story asking their followers to jump online to provide feedback by 30 October. Heck, while you are at it, ask all your stakeholders to post a quick video in their stories for you.

Action heroes

Got some photos or video from epic adventure and movie sets? Dust them off - it's time to get a little creative. For example;

"Your mission, should you choose to accept it, is to capture your ideas to improve the Milford Sound experience in under 150 words," with a photo from the Mission Impossible Fallout filming. Or, "Don't leave us hanging. Have your say on the future of Milford Sound" with God Zone race abseiling photos.

Be Wonderful

Create content that reflects on Milford's world heritage status. For example, "New Zealand's breathtaking Milford Sound was hailed by Rudyard Kipling as "the 8th wonder of the world" and we want to keep it that way. So naturally, we're wondering how you think we can make the Milford Sound experience more awesome. We invite you to provide feedback online on 29 scenarios for the future of the area, but you only have until 30 October to comment, so click to it! Until then, we'll just be here, wondering..."

Design your Milford

Super impose the handcrafted Design Your Milford entries from children into photos of the natural environment and share and tag the schools so they can repost to their socials and help spread the word.

Tap your friends on the shoulder

Not many posts are being shared from the MOP FB and IG pages and engagement is low. So it's time to lean your mates and ask them to help spread the word. Tag relevant stakeholders and also ask them to repost on their socials or share project details to their email database. Make the most of the Stuff.co.nz sponsored article (5 Oct) and ask other Milford stakeholders to also share it -

<https://www.stuff.co.nz/national/122945563/have-your-say-on-the-future-of-milford-sound-piopiotaahi>

There is an endless list of social pages and email databases where your message can be shared. These are but a few suggestions:

- Iwi
- Queenstown Lakes District Council
- Department of Conservation
- New Zealand Transport Agency
- Ministry of Business, Innovation and Employment
- Milford Tourism Operators
- Entrada Travel Group
- Te Anau Events
- Scouts NZ
- Destination Queenstown
- Tourism Industry Aotearoa
- Tourism New Zealand
- Local photographers and influencers
- Fiordland community boards
- Fiordland Trails Trust

Calls to action (CTA)

Every single social post should have a call to action until the feedback deadline, so try to mix it up and have some fun with them.

CTA suggestions: See our plans / Share your ideas / Tell us what you think / Have your Say / The future starts here / We want to hear from you / Don't leave us hanging / Predict the future / Look into our crystal ball / Let us know / Learn more / Got any suggestions / Be a voice for change / Walk with us / Fill us in / Provide feedback /

- Don't move at glacial speed – jump online now to tell us how you feel about the future of Milford Sound
- Swipe up and up and up (on a Mitre Peak photo in IG stories)

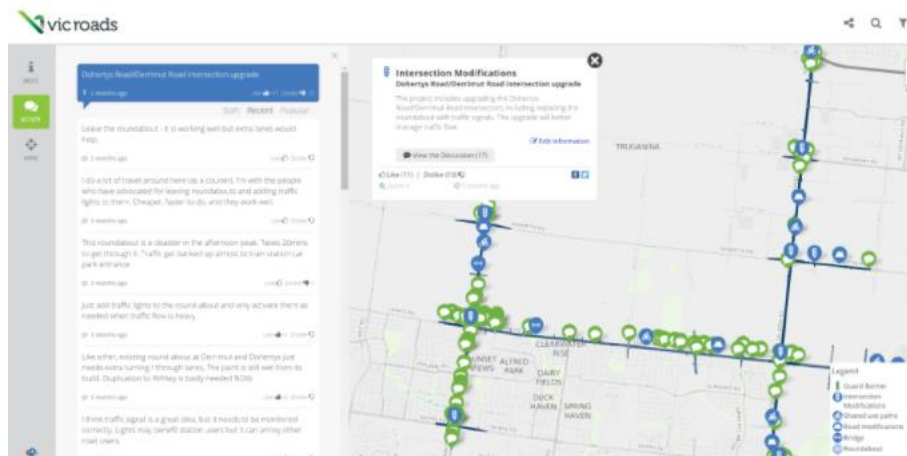
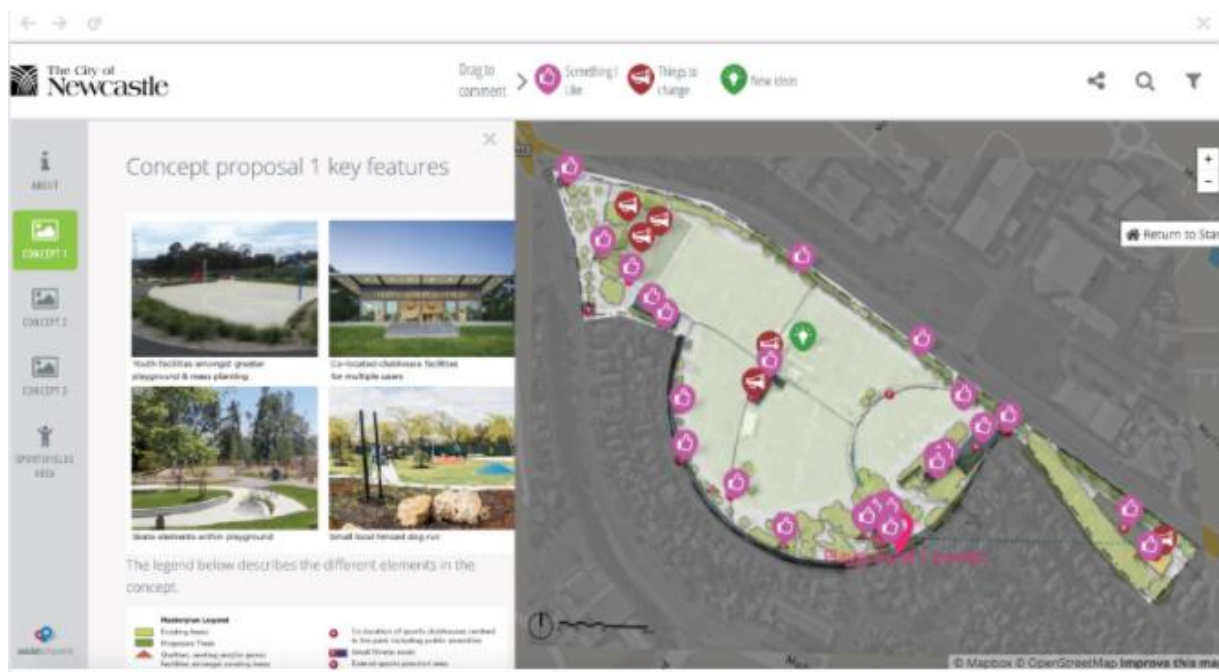
- The feedback window closes on 30 Oct! But no need to peak – leave that to us experts
- So, jump on the website and pick your favourite idea.
- Be a good ancestor – get online and share your wisdom!
- Plenty to reflect on in Milford Sound. Have your say.

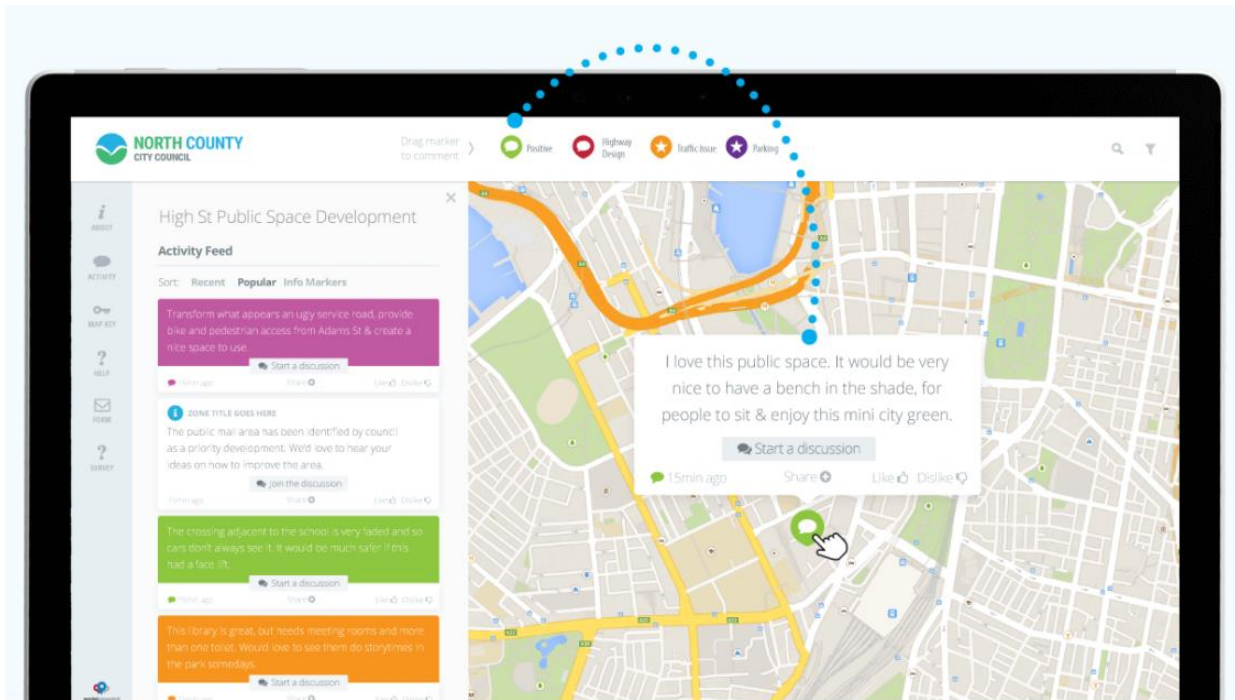
6.1.7 Continue to use industry publications

Given the relevance of the tourism market, it makes sense to engage with tourism industry publications, such as [Travel News Daily](#) to engage with and educate the industry on the specific changes you are considering.

6.1.8 Use online engagement software to engage around site-specific plans

While much of the project's engagement has already occurred, digital platforms such as [social pinpoint](#) would be useful for future discussions on each individual project as it is delivered. Social Pinpoint allows you to share graphics outlining a planned development in a certain location and host discussions that are informed by maps and artists impressions/designs, etc. See examples below.





7. Risk considerations

It is important to consider how your communications strategy helps to minimise and mitigate project risks. From our perspective, we have listed four high level risks and potential mitigations for consideration for the current and future communications phases.

Table 3: High level risk analysis

Communications and Engagement Risk Analysis			
Issue / Risk	Likelihood	Consequence	Mitigation measures
The perception of limited evidence to justify major changes at Piopiotahi or the Te Anau to Milford corridor.	High	Judicial review of the process. Negative publicity from media. Court proceedings.	Sharing a solid evidence base for all options analysis and decision-making. Legal review of the most controversial changes to ensure that no Acts have been contravened. Proactively meeting with companies that are perceived to be disadvantaged and working through reasoning and alternatives.
Backlash at the cost to implement Masterplan when businesses are going broke in Te Anau.	Medium	Perception that investment will be targeted at specific projects that may not benefit the wider Southland District or region.	Messaging needs to show that the interventions within the masterplan benefit more than the commercial interests in Piopiotahi and Te Anau. Need to showcase the additional benefits to the wider community and how this will support struggling tourism businesses in the Southland region.
Unable to reach the wider community where the future changes will be made	Low	Negative publicity by the media. Elected members make negative public statements. Claims of not being listened to.	Due to COVID restrictions there was a reliance on web-based communications. Consideration of utilising Southland councils' quarterly rates letter as a cost-effective mechanism to inform all ratepayers of the masterplan consultation.
Reaction from business owners regarding changed operations (cruise ship/ fixed wing aircraft)	Medium	Potential push back and delay to making any proposed operational changes	Proactively meeting with companies that are perceived to be disadvantaged and working through reasoning and alternatives. Providing strong evidence to support the rationale for the change.

8. Appendices

8.1 Appendix A: MOP Communications and Engagement Strategy

8.2 Appendix B: Team member resumes

8.3 Appendix C: Media coverage summary