

FACT



- Milford Opportunities Masterplan launched today
- Project started in 2017.
- Project governance group made up of representatives from Southland, Queenstown Lakes District Councils, DOC, MBIE, Waka Kotahi NZTA, mana whenua, tourism businesses, and led by independent chair Dr Keith Turner.
- Project in three stages – one and two now complete, stage three is about to get under way.
- Milford Opportunities vision: Piopiotahi – New Zealand as it was, forever.

Milford Opportunities pillars:

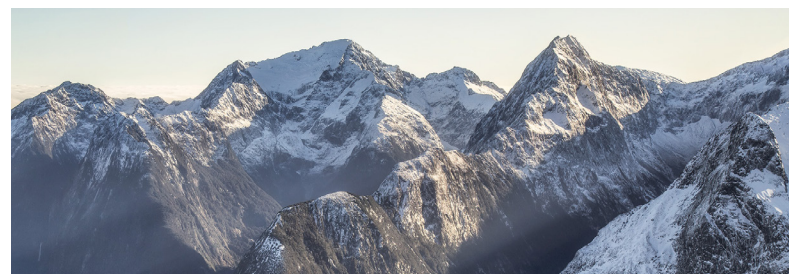
1. Mana whenua values woven through
2. A moving experience
3. Tourism funds conservation and community
4. Effective visitor management
5. Resilient to change and risk
6. Conservation
7. Harness innovation and technology

Milford Opportunities objectives:

1. The role of Ngāi Tahu, as mana whenua and Treaty partner, is acknowledged and Te Ao Māori values are embedded throughout.
2. Milford Sound Piopiotahi is protected now and into the future, recognising its World Heritage Status
3. The visitor experience is world class and enhances conservation and community.
4. Infrastructure is effective, efficient, resilient and sustainable (including access methods).
5. Visitors benefit the communities of Te Anau, Southland and Otago.

Milford Opportunities core concepts:

1. Recognise and develop landscape conservation and cultural experience
2. Establish a new governance model
3. Facilitate broader Murihiku and Southland benefits
4. Charge international visitors an access fee
5. Introduce a zero-emission coach-based park and ride, hop-on/hop-off transport model
6. Establish a new Te Anau hub and enhanced local experience choices
7. Develop multiple experiences along the corridor structured around key nodes
8. Encourage sustainable practices and use of green technology
9. Reorganise Milford Sound Piopiotahi to remove visitor conflicts
10. Modernise infrastructure at Milford Sound Piopiotahi



What will it achieve?

1. Te Anau as the gateway
2. Slows the journey
3. Spread the visitor load, avoid midday crush
4. Multiple experiences on the corridor
5. Intertwine iwi culture and history at every touch point
6. A zero carbon world reference wilderness experience

Ten technical reports (1600 pages) supported the preparation of the masterplan. They are:

1. Conservation impact analysis report
2. Governance, management and legislation report
3. Hazards and visitor risk review report
4. Infrastructure assessment report
5. Land analysis report
6. Mana whenua aspirations and values report
7. Te Anau Basin study
8. Tourism report
9. Transport and access report
10. Communications and engagement report

- Cost of project so far: \$3.25 million from central Government
- Engagement began in September 2018 with stage one, with extensive engagement through stage two, including public meetings in Te Anau, Milford Sound Piopiotahi, Invercargill and Queenstown, surveys, reference groups, update email newsletters, social media, a school competition, one on one interviews and two nationwide surveys, with nationwide advertising campaigns along them.

