

Towards 2020 Project Schedule & Performance Measurements

This document is by necessity a summary and should not be used for further planning without consulting the Towards 2020 Strategy

Mid 2004 – Mid 2007:

Commencement	Lead	Performance Measurements		
		07/04 – 07/05	07/05 – 07/06	07/06 – 07/07
(6b) Away Day: “Kick starting Destination Management & Tourism Infrastructure Development in The Coromandel” †	Board of Tourism Coromandel	The identification of a number of projects to dev tourism product esp. eco-tourism (4j-k) // a brief for the Destination Management Planning Ex. (4a-c)		

Projects	Lead	Performance Measurements		
		07/04 – 07/05	07/05 – 07/06	07/06 – 07/07
(6i) Improved local data collection: Development of database to collate info to monitor/ measure Towards 2020 achievements & inform Destination Management Plan (4a-c)	Tourism Coromandel (possibly a DOC / TCDC / HDC / VIN joint project)	Scoping exercise to identify funding, establish different organization information needs and avoid duplication.	Networked database and information gathering system to measure yield, no. of operators, sector & income, visitor feedback [Early 2005]	
(4j-k) Development of Tourism Infrastructure (small scale) † Coordination of a number of projects developing tourism product – to be identified at Away Day.	Tourism Coromandel with range of interested parties	Project Execution Plan(s) to be formulated	<ul style="list-style-type: none"> • Increase in number of operators / product especially eco-tourism-related • Increase in yield per head • Increases in length of stay • Visitor feedback 	
(4a-c) Destination Management Planning Exercise Planning Ex + Consultation with community to I.D. local flavours (to form part of next LTCCP consultation process)	Tourism Coromandel with external / seconded consultant planner	Draft proposal to Council for additional funding – informed by Away Day	Plan for destination management & tourism devt – areas zoned as hard/medium/soft and local flavours to inform architects, developers, district plans and branding ex	<ul style="list-style-type: none"> • Enforced through LTCCPs and District Plans • Information packs for developers • Reflected in branding ex

Project	Lead	Performance Measurements		
		07/04 – 07/05	07/05 – 07/06	07/06 – 07/07
(5c) Cultural Heritage – capability project † See cultural Heritage Project Initiation Document for more details.	Tourism Coromandel	<ul style="list-style-type: none"> • Priority projects identified • Branding exercise • Networks established • Scoping ex for funding 	<ul style="list-style-type: none"> • Number of projects seeded • Funding streams established 	<ul style="list-style-type: none"> • Number of longer term projects seeded
(5e) Interpretation Centres / (3o) VIN / (4h) Regional Transport Centre	Tourism Coromandel	Scoping exercise and submission of a draft proposal for Councils	To be informed by scoping ex / TLA decision	
(5i) – (5k) Events Development; (5l) Clarification of events structure † See Events Strategy for more information & schedule	Tourism Coromandel	<ul style="list-style-type: none"> • Community ownership of events • Events adhere to principles of Towards 2020 Strategy • Grow top 6 events in The Coromandel and funding streams developed [Major sponsors for existing events / seed funding for new events] • Three new events in the region 	<ul style="list-style-type: none"> →Community feedback →Increase in yield / visitors / participants →Increase in length of stay →Visitor feedback 	
(4l) Campgrounds preservation/increase in no. of campgrounds	To be confirmed	To be informed by Away Day (6a)		
(4i) Signage Pilot (Karangahake) & research into impact. Leading to roll out across The Coromandel	Tourism Coromandel / TCDC / HDC / Transit NZ	Project execution plan formulated	<ul style="list-style-type: none"> • TCDC / HDC / Tourism Coromandel strategy for signage for the region reflecting The Coromandel branding 	
(3g) Diversifying target markets/seasonality – conference / team building †	Tourism Coromandel	Project execution plan formulated	<ul style="list-style-type: none"> • Number & variety of conference facilities/conferences • Number & variety of team building outfits/exercises • Increase in yield of conference sector operators • Increase in yield of team building sector operators • Increase in yield of support sector businesses (e.g. audio-visual) • Increase in employment opportunities 	
(3g) Diversifying target markets/seasonality – domestic marketing e.g. weekend 'drive & veg' in Autumn/Winter	Tourism Coromandel	Project execution plan formulated	<ul style="list-style-type: none"> • Visitor numbers – changes to seasonal spread 	

Project	Lead	Performance Measurements		
		07/04 – 07/05	07/05 – 07/06	07/06 – 07/07
(5m) Education Programme: Customer service 'Coro-module'	Econ Devt Group	Details to be defined by Hauraki Coromandel Economic Development Group	<ul style="list-style-type: none"> Customer services/local knowledge qualification readily accessible across The Coromandel Tourism operator skills audit beginning and end of project Visitor feedback 	
5c(III) A partnership led by Maori to develop the interpretation of Maori sites and history, especially coastal pa sites	Maori partnership	To be informed by Cultural Heritage project (5c) / Hauraki Maori Trust Board tourism strategy / Ngati Maru identification of Maori product	<ul style="list-style-type: none"> Increase in Maori product Increase in yield of this operator sector Visitor feedback 	
(4h) Whangamata Intercity Service / Free calling area	Tourism Coromandel		Intercity or shuttle service to Whangamata / Free calling area	
5c(I) A town based heritage trail / tourism products	Tourism Coromandel		To be informed by conclusions of 5c (Dec 2004)	
5c(II) A gold heritage park concept based around key facilities	Tourism Coromandel		To be informed by conclusions of 5c (Dec 2004)	
5c(IV) A community based arts network to provide a strategic lead to arts and crafts in the area	Tourism Coromandel		To be informed by conclusions of 5c (Dec 2004)	
5f(I) Integrate cultural and heritage products into existing international marketing	Tourism Coromandel		To be informed by conclusions of 5c (Dec 2004)	
(3a) Branding Exercise – link branding to Towards 2020 and local flavours Informed by: Destination Management Plan (4a-c) & Events Devt (5i-k) & Cultural Heritage Project (5c) & Signage pilot (4i) & Maori product (5cIII)	Tourism Coromandel		Outline of rebranding exercise and estimated cost to TLA's.	Rebranding of the region in line with the principles of the Towards 2020 Strategy – subject to funding

Project	Lead	Performance Measurements		
		07/04 – 07/05	07/05 – 07/06	07/06 – 07/07
(4d III) Protection of Coastal Areas	HDC / TCDC			Destination Management Plan (4a-c) to inform District Plans & LTCCP to ensure coastal protection in place
(4j-k) Development of Tourism Infrastructure (large scale) † Informed by Destination Management Plan (4a-c) / Database (6i) <i>ongoing into 2007-9</i>	Econ Devt Group			Appropriate zoning in LTCCP/District Plans in response to Destination Management Plan Seeding of new tourism infrastructure projects through public/private partnership

† Projects also relate the to regional economic development strategy