

Community Engagement

Lets make this work!



Whānau and Local Community



Touchpoints:

- School programmes and tamariki trail days
- Local volunteer networks / "Adopt a Trail" initiatives
- Marae and iwi partnerships for cultural interpretation
- Community working bees / planting days
- Local storytelling (signage, QR codes, digital content)

A key person representing a group

Educations/schools

Residents

Local sports trusts/clubs service clubs

Funders

- Council
- Govt
- Charitable Trusts
- Iwi/Marae
- Sponsorship

Commercial Operators

Tools Needed:

- Easy-to-use volunteer sign-up & rostering tools
- Trail story templates for local contributors
- Trail survey & feedback tools
- Shared calendar for local events
- Small activation fund (e.g. BBQs, thank-you packs)
- Database of contacts
- Clarity of tasks
- Relationships and trust (soft)
- Communication plan and will vary
- Provide value in different ways
- Mutual respect/partnership
- Go to their place / koha
- Communicate first
- A learning
- The right people
- Saying Thank You

Visitor Engagement & Storytelling



Touchpoints:

- Trailhead welcome experiences (signage, maps, guides)
- Pre-visit planning tools (Great Rides app, websites)
- On-trail interpretation (audio guides, augmented reality, iwi voices)
- Post-ride engagement (photo walls, social media sharing, reviews)

Information (isites, operators, TNZ)

Our people / korero (heritage, cultural, personal experiences, iwi involvement)

Trail Events

Trail Partners (Accommodation, Gear, Events, Rentals)

Word of Mouth

Cross promotion of other rides / activities

Magazine / Media (eg Kia ora)

RTO's/TNZ

Tools:

- Co-branded visitor engagement templates (e.g. survey postcards, visitor pledges)
- Shared photo/media library
- User-friendly donation and feedback platform
- Social media toolkits with consistent hashtags

Website / insta/ social media

Maps and signage

QR Code and trail apps

Structured and informal

Interpretation Boards

Planning FAQ info

Trip Advisor e.g. review sites

Brochures / other operators

RTO's/TNZ

RTO and Business Collaboration



Touchpoints:

- Co-promoted itineraries (accommodation + trail + food)
- Staff training for front-of-house teams (what to say about the trail)
- Local product on the trail (e.g. fresh fruit, coffee, trail-friendly kai)
- Joint events and promotions (e.g. Ride Weekends, Great Ride Challenges)

People/manuhiri/staff

Suppliers / providers

Surveys

Trail hubs

Shuttle vehicles

Education / safety info

FAQ's

Tools Needed:

- RTO + Trail shared marketing calendars
- Operator comms toolkit (FAQs, key messages, maps)
- Templates for joint promotions
- Directory of businesses who support trail values
- Reception
- Shared tech/calendars
- Trackers
- Effective comms (website, client updates, manifests)
- NZ Ride App
- Quick IMD reception
- Coverage – mobile
- Maps (printed/digital)
- Charging facilities
- Famils
- Campaigns

Stewardship and Governance



Touchpoints:

- Transparent governance structures that reflect iwi, community, business
- Annual stakeholder hui to share updates and invite input
- Kaitiakitanga plans co-developed with mana whenua
- Youth ambassador or trail ranger programmes

Clear comms

Agency

A shared vision

Tools Needed:

- Governance templates and induction packs
- Stakeholder contact database
- Framework for trail values + impact reporting
- Template for formalising iwi-trail partnerships
- A say
- Shared vision
- Regular stakeholder meetings (monthly/annual)

Local & Central Government Alignment



Touchpoints:

- Clear alignment with local DMPs, A25, and NZCT strategies
- Inclusion in transport, infrastructure, and placemaking plans
- Trail reporting that demonstrates impact (visitor numbers, economic uplift, jobs)
- Elected member trail rides and site visits

Funding

Knowledge of lifecycles/key points/costings

Data, insights, value!

Hours

Resources

Cash

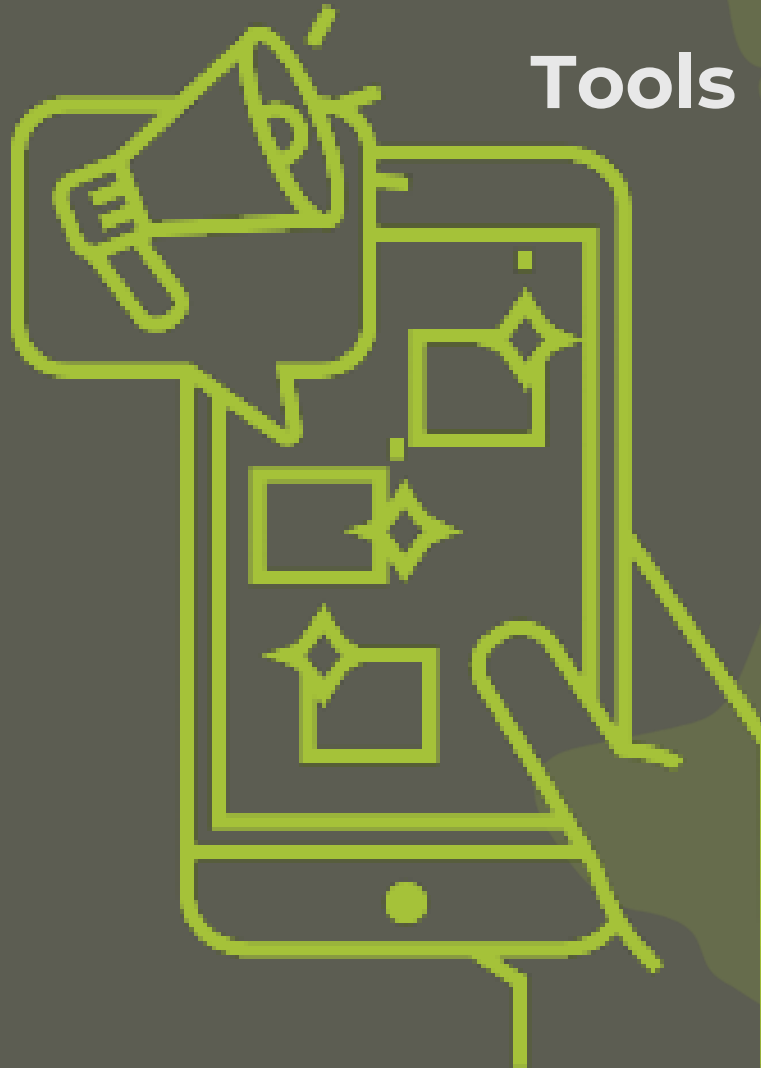
Tools Needed:

- Quarterly trail impact dashboard
- "One-pager" trail value summary
- Templates for council reports and funding updates
- Government-ready investment proposals
- Long Term Plan (submissions/support/BIM and BIC's/BAT's, support business people / data)
- Famils/media
- Engagement
- Evaluation of Data
- Evidence of value

Digital & Communications Infrastructure

Touchpoints:

Tools Needed:



- What are we already doing?
- What's missing?
- What tool or idea could we trial in the next 90 days?

Thanks for coming!

Ka kite anō ...

