

## **Report 99.219**

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Report to the Landcare Committee  
From Susan Edwards, Manager, Regional Parks (Strategy & Marketing)

### ***KiwiWalks* for the Council's Parks and Forests**

#### **1. Purpose**

This report:

- Backgrounds the *KiwiWalks* Programme; and
- Suggests incorporating the Programme into the Council's parks and forests.

#### **2. *KiwiWalks* Presentation by Sport Wellington Region**

Natalie Baty, Sport Wellington Region, will give a short presentation at the Committee meeting on the *KiwiWalks* Programme and answer any questions members may have.

#### **3. What are *KiwiWalks*?**

The Hillary Commission developed the *KiwiWalks* programme in consultation with local authorities, the Department of Conservation and regional sports trusts. Landcare Division's Graham Laws was involved (as a representative of regional council recreation professionals) in the working party set up to develop *KiwiWalks*. His excellent brochures and pamphlets advertising the Council's Regional Parks were used as a basis and format for *KiwiWalks* publicity material.

The *KiwiWalks* programme is a national long-term campaign promoting short, relatively easy, walks throughout New Zealand. For a walk to qualify as a *KiwiWalk* it must meet certain criteria:

- Able to be completed in one hour or less
- Maintained to a reasonable standard by the controlling authority
- Suitable for most ages and fitness levels
- Easily accessible to a person wearing leisure footwear
- Free to users
- Have a reasonable level of information available.

Sir Edmund Hillary launched the first *KiwiWalk*, along Wellington's inner city waterfront, in December 1997. Since then, many local authorities have adopted *KiwiWalks*. Attached is a list of territorial authorities and other regional councils involved in the programme.

#### 4. **What are the Benefits?**

The potential benefits of *KiwiWalks* to New Zealanders are to:

- Inform them of walking opportunities
- Increase participation in walking as a recreational activity, thereby improving the health of New Zealanders
- Promote and increase use of existing walks

The potential benefits of *KiwiWalks* to the Regional Council are:

- Increased awareness of the Council's walking tracks, and the parks and forests generally, by promoting walking tracks.
- Increased use of the Council's existing walking tracks, and the parks and forests as a whole.
- Improved co-operation between the partners in *KiwiWalks* (i.e. Hillary Commission, local authorities within the region, regional sports trusts and the Department of Conservation).

#### 5. **What will it mean for the Wellington Regional Council's Walking Tracks?**

If the Council agrees to the concept of *KiwiWalks* in its parks and forests, Natalie and her team will assess which of the Council's existing walking tracks qualify as *KiwiWalks*. Several walks that meet the criteria will be chosen as *KiwiWalks*.

Perspex signs will be erected along the walks identifying them as "*KiwiWalks* provided by the Wellington Regional Council". The Council will not need to contribute to the cost of these signs, but will assist in placing them on walkways.

There will be a formal launch of one walk to promote the Regional Council's involvement in *KiwiWalks*.

Sport Wellington will promote the walks to schools, walking groups, kohangas and the public. The walks will also be promoted through Sport Wellington's website and brochures. The Council's walks, and therefore its parks and forests, will be promoted to wider audiences through involvement in the *KiwiWalks* programme. This will be at no cost to the Council.

Wellington Regional Council will be responsible for upkeep of the walking track (as at present) and maintenance of the signage. Further walking tracks could be added to the programme in the future if they meet the criteria.

The Council will receive a plaque from Sport Wellington.

## 6. **Communication**

The formal launch of one *KiwiWalk* on the Council's land will provide the opportunity to promote the Council's involvement in the programme and help raise the profile of the Council and its involvement in the provision of Regional Parks. Media representatives will be invited to the launch and the Council Chairman will receive the plaque from Sport Wellington.

The walkways, and the Parks and Forests they are located in, chosen for *KiwiWalks* will receive promotion through the Sport Wellington web site and brochures.

## 7. **Recommendations**

*That the Committee:*

- (1) *Approves in principle the incorporation of appropriate Wellington Regional Council walking tracks in the KiwiWalks Programme.*
- (2) *Asks officers to report back to the Committee for specific approval once it is clear which walking tracks meet the KiwiWalks criteria.*

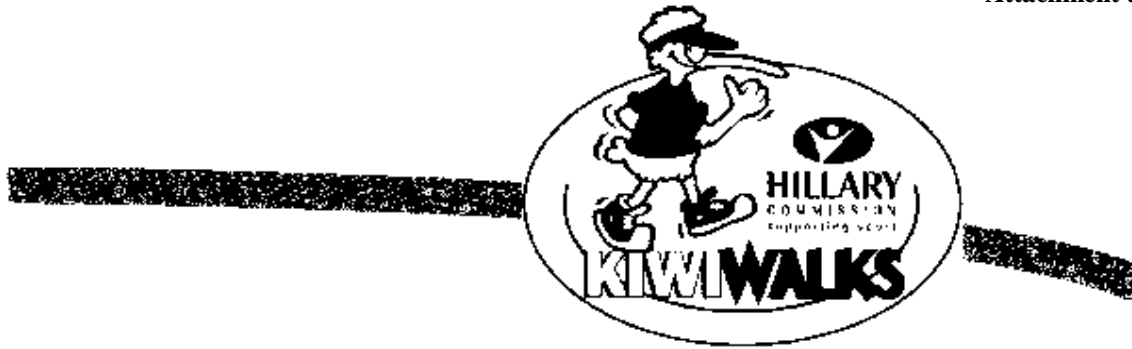
Report prepared by:

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Attachment: *KiwiWalks* Update, incorporating the list of councils involved in the programme.



## KiwiWalks Update

### Something Missing?

Do you feel like you're missing out on something, that your walks are under-utilised and you haven't got a budget to promote them?

### Well the answer is a phone call away!

Just ring the Regional Sports Trust near you and tell them that you want to adopt KiwiWalks.

### What is it you ask?

It is a Hillary Commission initiative to promote short relatively easy *existing* walks which we wrote to you about last year.

### What's in it for you?

You get the opportunity to develop your relationship with the Regional Sports Trust in your area to promote your existing (often under utilised and under promoted) walks by:

- Having a locally published and promoted launch
- Listing them on the KiwiWalks website
- Displaying signage provided by the Hillary Commission
- Hooking in to the Regional Sports Trust user network

### Who else has adopted KiwiWalks?

Christchurch City Council  
DoC – Bay of Plenty  
DoC – Southland  
DoC – West Coast  
Gisborne District Council  
Grey District Council  
Hamilton City Council  
Hastings District Council  
Horowhenua District Council  
Invercargill City Council  
Marlborough District Council  
Napier City Council  
New Plymouth District Council  
Nelson City Council  
Opotiki District Council  
Masterton District Council  
Kapiti District Council

Palmerston North City Council  
Rotorua District Council  
South Taranaki District Council  
Stratford District Council  
Taupo District Council  
Tauranga District Council  
Timaru District Council  
Upper Hutt City Council  
Waipa District Council  
Waitakere City Council  
Wanganui District Council  
Westland District Council  
Whangamata Community Board  
Whangarei District Council  
Carterton District Council  
South Wairarapa District Council  
Wellington City Council