

## Progress with Marketing Parks and Forests 2000/01

Programme	Progress
<p><b>Strategy &amp; Marketing</b></p> <p><i>Healthy People in a Safe Region</i> Re-assess which brochures to produce</p> <p>Re-assess the distribution methods for the brochures</p> <p>Update and reproduce appropriate brochures</p> <p>Develop a new brochure</p> <p>Put brochures on the web-site</p> <p>Upgrade the web-site with a diary of events and activities in the parks and forests</p> <p>Target advertising to joint marketing with other agencies and in publications specifically targeted at the audiences we wish to reach</p> <p><i>A Prosperous and Viable Region</i> Distribute the filming promotional video</p> <p>Complete the concessions policy review</p> <p>Begin undertaking a process of identifying eco-tourism and commercial recreational opportunities available on the parks and forests</p> <p><i>A High Quality Environment</i> Develop new interpretation on the environmental and cultural heritage values of the parks and forests within existing budgets or through identifying new funding opportunities</p> <p><b>Operations</b></p> <p><i>Healthy People in a Safe Region</i> Rangers to run one event (focusing on one or more of the specified marketing objectives) in each of their parks or forests</p> <p>Develop one additional track to <i>KiwiWalk</i> standard</p> <p><i>A High Quality Environment</i> Rangers will be trained in delivering on-site interpretation and presentations</p>	<p><b>Strategy &amp; Marketing</b></p> <p><i>Healthy People in a Safe Region</i> Brochure production re-assessed. Put low-volume brochures on the web and print as requested.</p> <p>Put brochures on the web, distribute <i>KiwiWalk</i> brochures through Sport Wellington</p> <p>High-volume brochures updated and reprinted; Kaitoke Regional Park native forest trail brochure updated</p> <p><i>KiwiWalk</i> and Kilmister Track brochures developed</p> <p>Brochures and publications are listed on the web-site</p> <p>Parks and Forests events are listed on the web-site</p> <p><i>KiwiWalks</i> advertised jointly with Sport Wellington; advertised in Forest &amp; Bird and Wilderness targeted at 'outdoor environmental' audiences. Worked with Power Pramming and Walk Wellington authors to ensure coverage of Council's walks in those publications.</p> <p><i>A Prosperous and Viable Region</i> Filming video distributed to film industry</p> <p>Concessions policy review completed</p> <p>Consultants engaged to identify eco-tourism and commercial recreational opportunities available on the parks and forests</p> <p><i>A High Quality Environment</i> New interpretation signs developed for the QEP sand dunes; cultural heritage interpretation being developed for Belmont water supply and magazines</p> <p><b>Operations</b></p> <p><i>Healthy People in a Safe Region</i> Rangers ran events in each of the parks and forests through the Regional Outdoors summer events programme</p> <p>Tane's Track developed to <i>KiwiWalk</i> standard</p> <p><i>A High Quality Environment</i> Rangers are trained in delivering on-site interpretation and presentations. Educational programme developed by Battle Hill Ranger</p>