

**TOURISM BUSINESS PLAN AND HUMAN-SCALE 'VILLAGE' CHARACTER
HEARING 15D – October 2025**

**STATEMENT OF EVIDENCE BY KIRSTY GRANT (MARKETING SPECIALIST)
IN SUPPORT OF SUBMITTERS OUR KERIKERI TRUST, VISION KERIKERI, CARBON
NEUTRAL TRUST AND OTHERS**

Introduction

Extensive community consultation identified “village feel” as a significant factor for the Kerikeri community. Moreover, the current economic downturn means that Kerikeri and other parts of the Far North need to grasp opportunities to generate income and employment. Following extensive research and consultation, a major new tourism initiative is being launched this summer to increase tourist visitation. Using a unique point of difference that focuses on the arts, artisans and culture, the strategy is designed to grow overall tourism spend across the Bay of Islands avoiding cannibalisation from adjacent tourism destinations.

Given the current economic downturn, this tourism business plan is essential for supporting economic wellbeing in Kerikeri. It will also bring economic benefits to other tourist destinations and communities in the district as visitors extend their stay in the Far North. The success of this economic initiative relies entirely on Kerikeri having a human-scale village character that will support visitors' expectations for an arts, artisans and culture destination. It is critical for the experience, products and services to be aligned with the expectations set by the communications programme and branding.

About the author

I have 35 years of professional marketing experience. I hold a Bachelor of Commerce specialising in Marketing and International Business from the University of Auckland. My expertise and experience in this field includes working for direct marketing and digital agencies in New Zealand and London, servicing blue chips clients across the globe. I was also twice awarded the Supreme Marketing Award in the annual New Zealand Marketing Awards (to name a few), along with judging these industry awards. I live and work in Kerikeri, providing marketing consultancy services. I am a Trustee of Our Kerikeri Community Charitable Trust.

Extensive community consultation identified “village feel”

When Our Kerikeri Community Trust was established in 2019, we conducted extensive community research in the wider Kerikeri area. This included a public meeting attended by 300+ people, focus groups, an online survey, discussions with schools and youth, covering a wide range of demographics. Among other things, we asked what made people happy, mad or sad (unprompted). The research methodology was based on my expertise and our data analyst and supported by a proven process used by Focus Paihia who had undertaken a similar community engagement exercise.

We analysed responses from 1600 people in the community. Resoundingly, people said they love the village feel. This consultation process went on to inform the development of a vision and seven goals for Kerikeri used to guide all decision making from simple projects through to complex urban planning. The vision and goals were presented to the community and gained complete buy-in.

This critical community data is summarized in our Hearing 14 statement (section 25 and Annex 1).

Kerikeri Community Goal One is reproduced in Figure 1 below. It highlights the community's desire to revitalize and preserve a 'village feel' in Kerikeri. The goals also include pedestrian-friendly town centre, and a masterplan that enhances village feel -

- **"Revitalise and preserve our vibrant village feel as a people-first place for living, business, connections and enjoyment"**
- It aims to have **"a masterplan for Kerikeri CBD that enhances our village feel"**

The existing buildings in Kerikeri township are almost entirely one-storey residential, and predominantly one or two storey commercial buildings. Most retail shops and offices on the main street have a relatively small ground floor area, supporting boutique offerings and artisan retail. The CBD has some pedestrian alleyways and several wide pavement areas for outdoor cafes. Although the traditional village feel has been diminished over time, the survey indicates that the community wants a village feel to revitalize the town centre as a pedestrian-friendly and **"people-first place for living, business, connections and enjoyment"**.

We recognise the fundamental need for the town to grow and fully support a prosperous, economically sustainable community – indeed this is one of our goals and one of the drivers behind the tourism initiative. Growth can be achieved but must be done so in a way that reinforces the village feel rather than the further erosion of the town aesthetic. The PDP provisions must restrict building height, misaligned design and unnecessary bulk in a way that is contradictory to the vision that the community researched, developed, agreed and presented to local council (among other groups).

Figure 1: Kerikeri community Goal One: "revitalise and preserve our village feel"

GOAL ONE



1 REVITALISE AND PRESERVE OUR VIBRANT VILLAGE FEEL

as a people-first place for living, business, connections and enjoyment



TIAKITANGA:

- We enjoy spaces that encourage socialising and community-wide interactions
- Our identity, points of interest and history are creatively and clearly promoted
- We have mixed use areas and multi-use facilities
- Visitors feel welcome and stay longer
- We feel safe, included and part of our vibrant community
- We have a masterplan for Kerikeri CBD that enhances our village feel

Tourism – an untapped growth opportunity in Northland.

Tourism is Northland's 4th largest industry contributing close to half a billion dollars annually and providing nearly 9% employment. It has long been recognized that Northland tourism has a large untapped potential for generating additional earnings and new jobs.¹ The government recently unveiled a \$13.5 million boost for the tourist industry nationwide, which aims to broaden the geographical spread of tourism by promoting less-visited regions including Northland.²

Northland NZ recently reported that "Tourism is an important export earner for the region and provides an employment pathway for many Northlanders." To promote tourism and visitor numbers, Northland needs "enhanced visitor products and experiences". The report highlighted the potential for future economic growth based on tourism: "... Success looks like a \$138M increase in GDP, 1,922 new jobs and \$108M in export."³

Bay of Islands is seen as the gem in Northland and is a widely recognised brand. While Kerikeri has historically been seen as an attractive, boutique village within the Bay of Islands brand, this positioning has slipped in recent years with many (including FNDC) describing Kerikeri as a service town.

New business plan to boost tourism based on arts, artisans and culture

A year ago, Our Kerikeri Trust carefully examined options for supporting the future economic prosperity and vitality of Kerikeri. Tourism was identified as a key economic driver for the reasons identified above. Based on extensive research, we developed a major business plan to increase tourism in our town (Attachment 2, below). The initiative is based on Kerikeri's points of difference, and is designed to be complementary to activities in other areas.

The rebranding plan does not take tourists from other centres. The plan is designed to provide a cohesive approach and compelling proposition that compliments activities in other towns. This positioning focuses on the existing inventory in Kerikeri, namely the arts, artisans and cultural experiences. This positioning is backed by international research on the role of arts as a driver of tourism visitation.

Our business plan aims to increase visitor numbers overall, and encourage visitors to spend more time and money here. Increasing tourism, with all of the history and arts we have here, will benefit the arts, hospitality and retail trade, increasing economic wellbeing in the district, and increasing the vitality of Kerikeri town.

The business plan is supported by Ngati Rehia, the Kerikeri District Business Association, Creative Northland, tourism operators, and the arts and artisan sectors, the Turner Centre for performing arts, to name a few (further details below). We have \$30,000 funding and are currently in the process of implementing stage 1 of the plan for launch this summer season.

Once rolled out, the project will conservatively generate between \$1.6m and \$4m incremental tourism spend in Kerikeri every year, and expected to benefit other parts of the Far North.

With the focus on arts, artisans and culture, it is imperative that the village, boutique feel is retained and the town is grown using 'people first' design principles. We have done a lot of research on factors that attract tourists and visitors. We know the importance of the human

¹ Beehive releases, <https://www.beehive.govt.nz/release/study-lays-out-northland-opportunities>; <https://www.beehive.govt.nz/release/northland-tourism-and-jobs-heart-economic-development-package>

² Govrenment invests \$13.5m to boost tourism, <https://www.rnz.co.nz/news/national/558139/government-invests-13-point-5m-to-turbocharge-tourism-marketing>

³ Northland Inc, <https://www.northlandnz.com/assets/Resources/docs/Northland-Regional-Deal-Proposal-Redacted-Full-Documnet.pdf>

factor. Visitors don't want three-storey boxes, they want the Ponsonby feeling, the Matakana feeling. Three-storey bulky buildings in Kerikeri would jeopardize this.

Tourism behaviour

It is well known that tourism operates in the same way as product trialling. Visitors often become residents, investors and employers, leading to economic growth. The tourism strategy that has been agreed focuses on Kerikeri's most compelling point of difference (arts, artisans and culture).

While Kerikeri has a sufficient pool of 'products' in these sectors it is equally important that the town feels like it is built around arts, artisans and culture, leveraging the existing 'village' feel that existing residents like and want.

Careful planning is required to ensure this village feeling isn't compromised, undermining this significant economic opportunity.

In short, consumers buy with their hearts, not their heads. Economic prosperity and growth will NOT be achieved by taller buildings, instead we need to focus on creating a cohesive, appealing destination that is compelling to prospective visitors. This in turn will increase the vitality of Kerikeri town centre and increase economic wellbeing in this area and the surrounding district.

Attachment 1: Supporting evidence on Tourism Behaviour

Below, a curated list of resources that highlight the role of emotive factors that drive decision making in the context of tourism marketing.

- Pine, B. J., & Gilmore, J. H. The Experience Economy. Free Press (1999)
- Crompton, J. L. An introduction to consumer behaviour in tourism. In: The Encyclopaedia of Tourism (2nd ed.). Elsevier
- Oh, H., & Feindt, P. Scents and sensibilities: sensory branding in tourism. In: The SAGE Handbook of Tourism Marketing (2020s)
- Saudi, P., & Uysal, M. The motivational psychology of tourism: a contemporary review. Journal: Annals of Tourism Research
- Kunz, S., & Kolar, T. Emotions in tourism experiences: a qualitative study of destination images and affect. Journal: Journal of Travel Research
- Elliott, J., et al. Destination image and affect: how positive affect drives intention to visit. Journal: Tourism Management
- Schmitt, B. Experiential Marketing: How to Design Memorable Customer Experiences. (Book and articles)
- Hultén, B., Broweus, N., Van Dijk, J. Sensory Marketing. Palgrave Macmillan (2009)

Kerikeri Tourism Initiative

Arts, Artisans and Culture Marketing Initiative

Business Plan and Rationale

Implemented by Our Kerikeri Community Charitable Trust

supported by Kerikeri District Business Association

Ngāti Rehia

Creative Northland

Business Bay of Islands

Turner Centre performing arts venue

Tourism, hospitality, arts and artisan businesses

- **Project Status as at October 2025**
 - **Funding secured for stage 1**
 - **Stage 1 implementation currently in progress**
 - **Roll out due summer 2025**
- **Economic benefit to Kerikeri & Far North:**
 - **Increased tourism revenue of \$1.6m - \$4.8m in year one (assuming conservative to moderate outcomes).**
 - **Additional economic benefits to other Far North communities not quantified but likely to be considerable.**

Business Plan

Kerikeri Tourism Branding & Marketing Initiative

Funded by: Te Tai Tokerau Impact Fund

Lead organisation: Our Kerikeri Community Charitable Trust

Update: October 2025

Executive Summary

The Our Kerikeri Community Charitable Trust (“OKK Trust”) is launching a strategic tourism marketing initiative to increase tourism spend by positioning Kerikeri as the leading destination for arts, artisans, and culture within the Bay of Islands. This project aims to attract high-value visitors, invigorate local businesses, and stimulate the regional economy by harnessing the town’s rich artistic heritage, dynamic artisan community, and iconic cultural landmarks. This market positioning strategy complements existing tourism offerings in the Bay of Islands, diversifying the visitor demographic, encouraging extended stays, and boosting off-season tourism. Its impact will extend beyond Kerikeri, driving economic growth throughout the wider Bay of Islands community.

Beyond economic gains, the initiative will establish a unique identity for Kerikeri, fostering a deeper sense of belonging, community pride, and unity — key components of social cohesion and resilience.

The OKK Trust has received \$20,000 funding from the Te Tai Tokerau Impact Fund. This funding will be applied to a total first year execution budget target of \$55,000. This overall budget includes:

- Initial pre-launch startup costs of \$20,000 to be used for the creation of Kerikeri’s tourism brand and logo, along with the development of crucial marketing ‘infrastructure’ components such as a website, promotional collateral and materials for both print and digital platforms, and a public relations strategy, and
- The costs for execution of the first year of on-going marketing costs, budgeted at \$35,000, which includes the cost for advertising in tourism publications and maps, digital marketing content creation, media spend and SEO, arts/artisan provider identification/signage development, and execution of a public relations strategy.

The rationale for approving Our Kerikeri’s requested grant funding was two-fold. Firstly, the initiative promises exceptional economic returns on investment. Secondly, such a programme can only be accomplished by community organisation, and OKK Trust not only has the desire and motivation to take this on, but also has an experienced leadership team and robust network of supporters that will enhance its success.

Project Overview

Background & Motivation

The Our Kerikeri Community Charitable Trust (OKK Trust) is committed to fostering community-led projects that enhance Kerikeri's social, cultural, environmental and economic vibrancy. A recurring concern has emerged in conversations with community members: Kerikeri is 'losing its mojo.'

Once celebrated as a Top Town and a "gem" of the Bay of Islands, Kerikeri was known for its exceptional climate, convenient access to the Bay, appealing town entrance, cosmopolitan character, and charming "village feel." The CBD was bustling, offering essentials alongside vibrant cafés, boutique shops, and a lively atmosphere.

While the climate and proximity to the Bay remain unchanged, Kerikeri's charm has diminished over the years due to rapid growth and urban challenges. Key issues include:

- **Traffic congestion** in the CBD and poor urban planning
- **Inadequate infrastructure**
- **Erosion of the 'village feel'**
- **Decline in town entry aesthetics**, impacted by residential subdivisions, billboards, and urban sprawl

More critically, Kerikeri faces:

- **Economic Vulnerability:** The local economy is heavily reliant on residential development and construction, driven by new residents. This dependency makes Kerikeri especially vulnerable during economic downturns when growth slows.
- **Loss of Identity:** Kerikeri is increasingly viewed less favourably, referred to as the "mid-Northland service centre" or, worse, "Northland's retirement village."

Based on detailed analysis, OKK Trust concluded that tourism can address these challenges. As the fourth-largest contributor to Northland's GDP, tourism plays a vital role, adding \$491.7 million to the region's GDP and employing 7,192 people in 2023. Tourism accounted for 8.8% of Northland Region's total employment that year.⁴

While detailed statistics by destination are unavailable, the Bay of Islands is widely recognized as Northland's most popular and economically significant tourism hub. Despite being an integral part of this community, Kerikeri receives comparatively little visitor attention, with most activity focused around Paihia, Waitangi, and Russell. Furthermore, Kerikeri currently lacks a coordinated effort to attract tourists; it does no tourism marketing at present. This represents a significant missed opportunity given the Bay's existing visitor appeal.

By positioning Kerikeri as an appealing and complementary destination to Paihia, Waitangi, and Russell, OKK Trust believes it can expand the visitor spend in the Bay of Islands overall. This positioning strategy will boost tourism spending and generate economic benefits with relatively low effort compared to launching new industries or infrastructure projects.

⁴ Northland Inc. data.

By positioning Kerikeri as an appealing and complementary destination to Paihia, Waitangi, and Russell, OKK Trust believes it can expand the visitor spend in the Bay of Islands overall. This positioning strategy will boost tourism spending and generate economic benefits with relatively low effort compared to launching new industries or infrastructure projects.

Additionally, tourism is seen as the first step in attracting permanent residents, further supporting economic prosperity in the town and region.

In response to this need, OKK Trust is taking on a leadership role in developing and executing a collaborative community marketing initiative. This initiative aims to establish Kerikeri as a genuinely appealing visitor destination while driving tourism activity across the wider Bay of Islands area.

Vision and Objectives

The Kerikeri Tourism Marketing and Branding Initiative aims to:

- **Position Kerikeri as the cultural and artistic hub** of the Bay of Islands, utilizing the “arts, artisans, and culture” theme as its unique selling point.
- **Support and promote local artists, artisans, and cultural institutions** to deliver exceptional visitor experiences.
- **Enhance visitor engagement and tourism spending** in Kerikeri and the wider Bay of Islands region.
- **Offer an alternative attraction** for visitors seeking something beyond traditional adventure or historical tourism.
- **Extend visitor stays** and boost tourism activity beyond peak summer months.
- **Develop a sustainable marketing strategy** that continues beyond initial funding.
- **Attract new permanent residents** by creating enjoyable experiences that inspire long-term connections with Kerikeri.

Rationale for the Market Positioning Strategy

In selecting “arts, artisans, and culture” as Kerikeri’s unique selling point, OKK Trust evaluated three critical attributes necessary for marketing success:

1. **Differentiation:** The unique selling point must be distinct from competitors.
2. **Authenticity:** The product and promises being promoted must be genuine and credible.
3. **Market Potential:** The targeted audience and anticipated benefits must be substantial enough to justify the investment.

These attributes are explored in detail below:

Competitive Differentiation The Bay of Islands tourism sector is currently dominated by Paihia, Waitangi, and Russell, each with distinct identities:

- **Paihia** is renowned for “sun & sand,” aquatic activities, and adventure tourism.
- **Waitangi** holds historical and cultural significance as a key centrepiece of New Zealand’s heritage.
- **Russell** exudes “romantic charm,” appealing to visitors seeking a quaint, historical ambience.

While Kerikeri offers its own historic and cultural sites, including the Stone Store, Kemp House, and Te Ahurea, competing directly with Waitangi's well-established position as the Bay's historic and cultural hub would divide demand, leaving Kerikeri at a competitive disadvantage. Similarly, Kerikeri lacks the infrastructure and natural assets to compete with Paihia's "gateway to the Bay" aquatic tourism or with Russell's romantic and historic allure.

What sets Kerikeri apart is its unmatched blend of arts, artisans, culinary experiences, winemakers, and creative enterprises. This differentiation provides Kerikeri with an opportunity to establish a distinct identity that complements the existing tourism offerings in the Bay of Islands.

Authenticity of the Product Claim Kerikeri's artistic heritage, thriving artisan community, and cultural landmarks authentically position it as the premier arts, artisan, and cultural hub of the Bay of Islands. Supporting evidence includes:

- **Visual Arts:** Kerikeri has a long history of attracting artists and creatives. The annual KOAST Art Trail showcases the work of 140 participating artists, emphasising Kerikeri's significance as an arts hub.
- **Artisan Businesses:** The Upper Kerikeri Road is home to numerous artisan enterprises, including Packhouse Market, Makana Confections, Kaleo Designs, and Kauri Workshop.
- **Performing Arts:** The Turner Centre offers year-round performing arts productions, complemented by local theatre groups like the Kerikeri Theatre Company and art film screenings at Cathay Cinema.
- **Wine and Culinary Arts:** Kerikeri boasts renowned wineries like Marsden Estate and Kainui, alongside award-winning food producers such as Mahoe Cheese and Makana Confections. A selection of restaurants and cafes caters to the needs and wants of gastro-tourists.
- **Māori Arts and Culture:** Kerikeri is enriched by a vibrant community of Māori artists who celebrate and preserve indigenous traditions through carving, weaving, painting, music, and performance art. Their work is featured prominently in local galleries, markets, and festivals.

This wealth of creative assets validates Kerikeri's claim as a genuine arts, artisan, and cultural destination. Furthermore, as this identity gains traction, it is expected to inspire greater creative activity and enterprise.

Market Potential: For the marketing strategy to be effective, the target market for arts, artisans, and culture must be sufficiently robust enough to justify the investment. Supporting evidence includes:

- The global art tourism market size was valued at USD 44.0 billion in 2023 and is projected to grow at a CAGR of 3.1% from 2024 to 2030.⁵
- The arts are the fourth largest driver of tourism and influence decisions made when planning travel.⁶
- International studies show that arts tourism drives year-round tourism, boosts local economies, and fosters cultural connections. For example:

⁵ www.grandviewresearch.com

⁶ www2.americansforthearts.org

- A report from Australia Council for the Arts found that international visitors were more likely to attend arts events (43%) than visit wineries (13%), casinos (12%), or sporting events (6%).
- In the UK, culture and heritage attractions account for over a quarter of international visitor spending.⁷

Locally, Kerikeri's tourism data further validates the appeal of arts and artisan attractions. Makana Confections consistently draws more visitors annually than the Stone Store, and the Packhouse Market enjoys strong weekly attendance. The KOAST Art Trail attracted over 4,000 attendees during its most recent three-day event, with approximately 18% of visitors coming from outside Northland.

Having assessed these three attributes, OKK Trust is confident that positioning Kerikeri as the Bay of Islands' premier arts, artisan, and cultural destination is not only complementary to existing tourism identities but also authentic and supported by a market with significant potential. This strategy promises strong opportunities for growth and justifies the investment required to execute the marketing initiative.

Implementation Plan

The branding and marketing initiative will be rolled out in two distinct stages to ensure its success.

Stage 1: Building Marketing Infrastructure This initial stage focuses on establishing the foundational marketing elements or 'infrastructure' required to launch the promotional campaign effectively. Key tasks include:

- **Scoping:** Develop clear, detailed briefs outlining the marketing strategy, including target audience identification, product attributes, and competitive analysis. This phase will involve desk research and interviews with consumers, tourism operators, and community stakeholders. *Budget: \$0.00 (to be handled by OKK Trust tourism working group) Timetable: June 2025*
- **Create a Tourism Brand:** Design the visual identity for Kerikeri's tourism marketing strategy. This includes creating a logo/icon, strapline, colour palette, tone of voice, and guidelines for usage across digital formats. *Budget: \$4,000 Timetable: July/Aug 2025*
- **Develop a Communications Plan:** Create a 12-month communications plan with key messages, media strategies, and timing for delivery. The plan will address all target segments, including consumers, tourism operators, and stakeholders. *Budget: \$1,500 Timetable: Aug 2025*
- **Design and Launch a Consumer-Facing Website:** Develop an engaging, user-friendly website for prospective visitors, showcasing Kerikeri's unique arts, artisan, and cultural experiences. Essential features include:
 - Home page presenting the brand story
 - Interactive map of attractions with links
 - Calendar of events
 - Listings of art-related providers by category
 - Featured activities section
 - Tips for visitors

⁷ "Arts vital for the future of tourism says Creative New Zealand", Creative New Zealand.

- Sign-up page for email updates
- Testimonials and links to reviews.
- Competitions

Budget: \$5,000 Timetable: September 2025

- **Create a Tourism Provider Website:** Develop private portal for tourism providers. This will include project updates, performance metrics, downloadable brand/logo assets, contact details for the OKK Trust team, and a forum for collaboration and idea sharing. *Budget: \$2,500 Timetable: November 2025*
- **Collateral Design and Planning:** Design templates for supporting marketing materials such as Google Ads, social media posts, DLE cards, and signage for participating providers. Establish social media and accounts and prepare content for the initial three months of campaigns. *Budget: \$7,000 Timetable: November 2025*

The total budget for Stage 1 is \$20,000.

It should be noted that the budget for the Stage 1 work is materially below market rates. The reduced cost is a result of OKK Trust's access to local marketing service providers who have offered to perform some of the work on a pro bono basis.

Stage 2: Activating the Marketing Plan

The second stage of the Kerikeri Tourism Branding and Marketing Initiative focuses on activating the marketing plan and delivering Kerikeri's key messages to its target audience. This is the critical phase where advertising, public relations, and promotional efforts 'go live' to bring Kerikeri to the attention of visitors considering or planning their Bay of Islands trip.

Execution Plan: The key components of Stage 2 are outlined below:

- **Mapping and Product Development:** The initial step involves identifying individuals, organisations, and businesses ("providers") within Kerikeri's artistic and artisan community that can deliver arts, artisan, and cultural experiences to visitors. While a strong base of existing providers (e.g., Turner Centre, Packhouse Market, KOAST Art Trail, Marsden Winery, Makana Confections, Little Black Gallery, Kaleo Designs) already exists, OKK Trust will take a leadership role in fostering collaboration among providers. This includes organizing meetings and creating opportunities for providers to contribute ideas, connect, and collaborate to develop new events and experiences that appeal to visitors.
- **Visitor Guide Advertising:** Kerikeri's arts, artisan, and cultural offerings will be promoted through advertising in visitor guides and platforms such as:
 - Te Tai Tokerau Northland Visitor Map
 - BOI Visitor Map
 - Creative Northland's Northland Art Guide
 - Kerikeri Visitor Guide
 - Commercial tourism websites like See & Do NZ and Must Do NZ
- **Website Enhancement:** The website will serve as a centralised hub for Kerikeri's arts and cultural events. Beyond static pages (e.g., home page, contact page), it will feature dynamic content such as:
 - Upcoming arts and cultural activities
 - Rotating profiles of featured artists and artisans

- A curated collection of creative experiences for visitors
- **Digital Arts, Artisan, and Culture Trail Map:** A digital map will showcase the locations of participating arts and cultural providers, helping visitors explore Kerikeri’s creative community.
- **Social Media Marketing:** Activate social media campaigns, including targeted ads (e.g. Facebook, Google Ads) and regular posts. These will highlight upcoming events, featured arts/artisan providers, and arts-related activities, fostering awareness and interest among potential visitors.
- **Event Development:** In collaboration with providers, Kerikeri will encourage and facilitate a variety of events, both by leveraging existing ones (e.g. Kerikeri Street Party, Summer Jazz Festival) and by introducing new concepts, such as:
 - Wine and chocolate tastings featuring local artisans
 - Fashion shows with local designers
 - Festivals celebrating music, crafts, food, wine, and beer
 - A “Kerikeri Long Lunch” showcasing dishes by local chefs
 - Weekly “pop-up” galleries featuring artists and artisans
- **Public Relations:** A comprehensive PR programme will aim to:
 - Raise awareness of Kerikeri’s attractions among potential visitors and regional residents, who often serve as referral sources.
 - Strengthen relationships with key community stakeholders, such as Ngāti Rēhia, Northland Inc, business leaders, and local government, through regular updates and engagement.
- **Analytics & Reporting:** Implement a reporting system with biannual reports aligned to high and low tourism seasons. Metrics will measure success against SMART (specific, measurable, achievable, relevant, time-based) objectives, enabling strategy adjustments to optimise outcomes.

The Stage 2 activities, once commenced, will recur annually, extending the marketing effort and benefits for years into the future. The targeted Stage 2 budget for the first year is \$35,000, which is based on a consultant’s assessment as to a level of annual marketing spend that would allow for an impactful campaign. The funding for the Stage 2 activities will be derived largely from the Kerikeri commercial community, and will take the form of:

- Advertising revenues paid by tourism-related providers (moteliors, artisan businesses, restaurateurs, etc.) for maintaining a branding/promotional presence in consumer-targeted marketing devices we will create (e.g. website ads and listings, arts trail maps, spots for featured artists, etc.).
- Sponsorships from businesses benefiting from increased tourism spending in Kerikeri.

OKK Trust has had initial discussions with a variety of potential advertisers and sponsors in order to test the level of financial support for OKK Trust’s tourism marketing initiative. Based on this feedback, together with the Trust’s experience raising funds for other of its past community initiatives, we believe we will have success in raising funding to sustain an effective level of tourism marketing on a recurring annual basis for at least several years into the future.

Timeline: Stage 2 activities will begin in July 2025, with all tasks fully completed by April 2026. However, several key elements — specifically, the consumer-facing website launch, digital marketing, press releases and visitor guides advertising will be developed to a stage that will enable commencement of marketing activity in November 2025, in time to influence visitors ahead of the next summer season.

Justification

Economic Impacts:

The core economic premise of OKK Trust’s tourism branding and marketing initiative is that positioning and promoting Kerikeri as the premier destination for arts, artisans, and culture in the Bay of Islands will:

1. **Increase tourism numbers**, specifically visitor nights spent across the region.
2. **Boost direct visitor spending** within the wider Bay of Islands.
3. **Drive indirect economic benefits** through a multiplier effect, amplifying the positive economic impact throughout the region.

This premise is supported by research findings, summarized below:

- **Arts tourists stay longer and spend more:** The *Ontario Arts and Culture Tourism Profile (2023)* notes that:
 - Arts and culture trips generate nearly triple the economic impact of non-arts and cultural trips.
 - These tourists are more likely to extend their stays and spend more during their visits.⁸
- **Year-round appeal:** Unlike beach or adventure tourism, which is often season-dependent, arts and cultural tourism drives visitation year-round. According to *Creative Australia (2020)*:
 - Arts tourists travel further, stay longer, and spend more than average domestic tourists.
 - Arts overnight trips in 2018 averaged five nights, compared to 3.5 nights for other trips.
 - The average spend for [Australian] overnight arts trips was A\$1,068—nearly A\$400 more than the general overnight trip spend of A\$685.⁹

Impact on Visitor Nights

OKK Trust projects increased visitor nights in the Bay of Islands arising from Kerikeri’s arts-focused strategy based on the following rationale:

- **Attracting new demographics:** The arts, artisan, and cultural theme appeals to visitors who may not be drawn to the Bay’s established “sun, sand, and sea” identity.
- **Encouraging extended stays:** Adding new arts-related experiences will encourage existing visitors to extend their time in the region to explore Kerikeri’s offerings.

⁸ <https://www.arts.on.ca/oac/media/oac/Publications/Research%20Reports%20EN-FR/Economic%20Contribution%20of%20the%20Arts/Ontario-Arts-and-Culture-Tourism-Profile-2023-FINAL-s.pdf>

⁹ <https://creative.gov.au/news/media-releases/arts-and-creativity-can-revitalise-regional-tourism-and-support-local-economies/>

- **Weather-independent appeal:** Art tourism provides activities that are not weather-dependent, offering greater incentives for off-season visits.

Northland Inc reported 1.7 million visitor nights across Northland in 2024. While no specific breakdown by sub-region is available, OKK Trust used tourism GDP data to extrapolate that the wider Bay of Islands area conservatively accounts for 27.3% of Northland's total visitor nights, or 464,100. Using this as a baseline, potential increases in visitor nights, based on subjective probability estimates, are as follows:

	Visitor Nights		
	<u>Downside</u>	<u>Moderate</u>	<u>Upside</u>
Northland - 2024	1,700,000	1,700,000	1,700,000
BOI Share - 2024 (27.3%)	464,100	464,100	464,100
% Increase with marketing	0.50%	1.50%	3.0%
Increased BOI Visitor Nights	2,320	6,961	13,923

These projections represent near-term estimates. Over time, the cumulative effect of consistent marketing, leading to increased awareness, is expected to enhance results further.

Visitor Spending

With an average visitor spend of \$694.71 per night (as reported by Northland Inc), the projected increases in direct tourism spending for the Bay of Islands are as follows:

	Increased Direct Tourism Spend in BOI		
	<u>Downside</u>	<u>Moderate</u>	<u>Upside</u>
Increase in Visitor Nights	2,320	6,961	13,923
Northland Average Spend	\$694.71	\$694.72	\$694.73
Increase Direct Spend BOI	\$1,611,727	\$4,835,876	\$9,672,447

The return on the \$20,000 investment from the Te Tai Tokerau Impact Fund clearly justifies the initiative. Additionally, the projected economic returns support the recurring \$35,000 annual investment target by Kerikeri's business community to sustain the marketing strategy.

Indirect Economic Benefits

- **Economic Multiplier Effect:** The tourism multiplier effect will amplify the economic impact as increased visitor spending generates further income, employment, and output across sectors, not just those directly related to tourism.
- **Attracting Permanent Residents:** Positive visitor experiences often lead to future relocation. Many real estate agents in Kerikeri regard tourism as a key driver of new residents, further boosting the local economy.

Non-Economic Benefits

- **Social Cohesion:** The initiative will enhance Kerikeri's sense of place, fostering community pride, civic responsibility, and social interaction. This contributes to improved stability, increased property values, and an enhanced quality of life for residents.
- **Cultural Preservation:** Highlighting Māori art and artisans not only supports cultural sustainability but also increases revenue streams for indigenous artists. Visitors will gain meaningful insights into local traditions, fostering cultural appreciation.
- **Resilience and Sustainability:** The creation of all-weather attractions addresses the seasonality challenges of Northland's tourism sector. Year-round tourism boosts employment opportunities, enhances asset utilisation, and reduces economic volatility, contributing to a more stable community.

Community Alignment & Support

OKK Trust has tested community support for our strategic marketing initiative through consultation. We focused on two groups:

- (a) Community stakeholders such as local iwi, local government, prominent figures in the arts and artisan community, business associations in Kerikeri and Paihia, and others. The objective was to test the level and depth of community support for the marketing initiative, including the market positioning. We established from our consultations that there is significant support for the proposal for a community-led tourism marketing initiative. In regards to the choice of the positioning strategy — i.e. selecting “arts, artisans and culture” as the unique selling point — we also found significant but not universal support. A small number of stakeholders initially expressed views that Kerikeri should promote an identity based on its history (e.g. “the birthplace of the nation”) or its multi-cultural nature (e.g. “NZ’s first bi-lingual town”), but most became supportive of the “arts, artisan and culture” theme when the logic for this positioning selection was explained.

The community stakeholders we engaged with were:

Ngati Rehia	Support letter attached (Appendix A)
Kerikeri District Business Assoc.	Support letter attached (Appendix A)
Creative Northland	Support letter attached (Appendix A)
Business Bay of Islands	Support letter attached (Appendix A)
Turner Centre	Support letter attached (Appendix A)

- (b) Financial supporters who will be called upon to contribute financial resources on a recurring annual basis to the cooperative marketing effort by way of advertising or sponsorships. The on-going cooperative funding of the marketing initiative is obviously critical to its success. We were very encouraged by the positive response of the business operators we contacted. There seems to be a very strong consensus amongst the Kerikeri business community that Kerikeri’s businesses will get economic benefit by creating and promoting an identity for the town that will attract more visitors, and the businesses recognise the need to contribute to the cost of doing this.

The businesses we engaged with were:

Packhouse Market (artisans)	Support letter attached (Appendix A)
Makana Confections (artisan)	Support letter attached (Appendix A)
Stay Kerikeri (accommodation)	Support letter attached (Appendix A)
Dennis Corbett (property developer)	Support letter attached (Appendix A)
REAL Kerikeri Ltd (real estate)	Support letter attached (Appendix A)
Kerikeri Heights (property developer)	Support letter attached (Appendix A)
Treggan Lodge. (accommodation)	Support letter attached (Appendix A)
BDO Northland (financial services)	Support letter attached (Appendix A)

Arvida (retirement village)	Support letter attached (Appendix A)
Kerikeri Retirement Village	Support letter attached (Appendix A)
Kaleo Designs (artisan)	Support letter attached (Appendix A)

We have concluded from our community engagements that there is a shared consensus that OKK Trust's tourism marketing initiative represents an idea whose time has come. We recognise that continued collaboration both within the broad community as well as within the arts, tourism and business sectors — is vital to its success. This spirit of alignment and shared purpose sets a strong foundation for achieving the project's goals.

Conclusion

This business plan articulates a vision for a tourism marketing initiative that not only establishes a unique and compelling identity for Kerikeri but also enhances the wider Bay of Islands' standing as a premier destination. By delivering tangible economic benefits across the region, the initiative will enrich both Kerikeri and the wider community.

By promoting Kerikeri's diverse creative assets through the unifying theme of "arts, artisans, and culture," the marketing strategy adds depth to the appeal of the broader Bay of Islands area, complementing its existing identity as a destination renowned for "sun, sand, and water-based activities."

The project will foster collaboration with local businesses, creatives, and key community stakeholders to drive increased visitor spending, generate employment, and support small enterprises. In doing so, it will not only address economic goals but also contribute to the region's social cohesion, cultural preservation, and long-term resilience.

With a commitment to careful planning, sustainable practices, and strategic partnerships, this initiative holds immense potential to become a cornerstone of regional growth and opportunity, benefiting both residents and visitors for years to come

Appendix A

Letter of support from Ngati Rehia



26 March 2025

Our Kerikeri Community Charitable Trust
Kerikeri
Attention: Kirsty Grant - Trustee

Tēnā koe Kirsty,

RE: Letter of Support for Visitor Promotion Strategy for Kerikeri

On behalf of Te Rūnanga o Ngāti Rēhia, I am writing to express our support for the Visitor Promotion Strategy developed by the Our Kerikeri Community Charitable Trust. This strategy's vision to enhance the economic prosperity and cultural vibrancy of Kerikeri aligns well with our commitment to the community and our shared aspirations for its future.

We commend the Trust's efforts in crafting a strategy that seeks to revitalise Kerikeri by harnessing its unique attributes, including its rich arts scene and culinary offerings. We appreciate the opportunity to have been consulted as a key stakeholder and are pleased to offer our endorsement.

While we have suggested some enhancements to further emphasize Kerikeri's rich Māori heritage and its status as Northland's first bilingual town, we trust that the leadership and direction you have set forth will indeed foster a greater appreciation and understanding of our unique cultural landscape. We hope that these elements can be considered to enrich the strategy further, ensuring that it fully celebrates the bicultural foundation of our town.

Te Rūnanga o Ngāti Rēhia looks forward to seeing the positive outcomes this strategy will undoubtedly bring to our community. We are keen to continue our involvement and support, assisting in any way that can contribute to the strategy's success and the promotion of Kerikeri as a premier destination within the Bay of Islands.

Please feel free to reach out if further discussion is needed or to explore additional collaborative opportunities. We are committed to working together to achieve the goals outlined in this promising initiative.

Mauri ora,



Kipa Munro

Chair, Te Rūnanga o Ngāti Rēhia

Letter of support from Kerikeri District Business Association



Kerikeri District Business Association

11 April 2025

Annika Dickey, Chair

Our Kerikeri

Dear Annika,

Letter of Support – Our Kerikeri Visitor Promotion Strategy

On behalf of the Kerikeri District Business Association, I am writing to confirm our support for the Our Kerikeri Trust's Visitor Promotion Strategy initiative.

We agree with Our Kerikeri's assessment of the current challenges facing our town & we recognise the benefits that can come from a coordinated, strategic approach to revitalising our town's identity and boosting local economic resilience through enhanced visitor engagement.

The proposed strategy to position Kerikeri as the Bay of Islands' premier destination for arts, artisans, and culture is, in our view, a natural fit. Kerikeri's rich creative community, artisan businesses, performing arts venues, and culinary offerings set us apart — and present a compelling, authentic story that will attract and delight visitors, as well as foster pride among residents.

We particularly commend the plan's emphasis on collaboration, stakeholder engagement, and long-term sustainability through collective promotion and event development. This approach aligns strongly with our mission to support and advocate for the economic prosperity and vibrancy of Kerikeri and the wider region.

Accordingly:

The Kerikeri District Business Association are pleased to offer our full support, in principle, for the proposed initiative.

We would like to be kept informed throughout the project's development. We also look forward to identifying ways in which we can work alongside the Trust to maximise the success of this important initiative.

Ngā mihi nui,



Sarah Curtis

Chairperson Kerikeri District Business Association

Letter of support from Creative Northland



Tēnā koe Annika,

Thank you for sharing the proposed Visitor Promotion Strategy for Kerikeri and the wider Bay of Islands. We've reviewed your proposal and are pleased to confirm Creative Northland's full support for this initiative.

1. **Do you, in principle, support this initiative?**

Yes, Creative Northland supports this initiative. We believe it offers a well-aligned and much-needed approach to strengthening the arts, artisan, and cultural identity of Kerikeri, while contributing to regional prosperity and community impact.

2. **To what extent would you like to be involved as we progress this work?**

We would like to be **consulted** as the project progresses. Creative Northland can contribute sector insights, help connect with local artists and creative practitioners, and support the alignment of this strategy with wider regional cultural and tourism frameworks. This kaupapa can also nicely feed into our initiatives so it would be great to develop a deepened relationship with the committee.

The recognition of Kerikeri's thriving creative ecosystem and the strategic focus on arts, culture, and culinary experiences is timely and valuable. This initiative not only reinforces the identity and vibrancy of Kerikeri, but also supports the broader cultural and economic development of Tai Tokerau.

Ngā mihi nui,

Olivia Garelia,

Director of Creative Northland

027533962

Letter of support from Business Bay of Islands

7 Subject: Re: Visitor Promotion Strategy

Hi Melanie,

Great to catch-up at the event at the Turner Centre and our call after that.

Thanks so much for sharing your draft Visitor Promotion Strategy. We had the opportunity to discuss it at our Business Bay of Islands Executive Committee meeting last night, and we really appreciate the energy and thought that's gone into your proposal.

The committee is very supportive of any initiative that brings more visitors to the Bay of Islands – it's a positive for the whole region. Many of our members, invest significantly in attracting visitors to the area, and we'd be happy to share more about this with you.

We're strong advocates for the "Bay of Islands" brand as the lead destination identity, and we're keen to see all regional marketing efforts align with and strengthen that shared identity. That said, we see real value in showcasing the unique qualities of Kerikeri – especially the artisan angle you've highlighted – as part of the broader Bay of Islands story. There's definitely a place for this kind of content in our existing promotional channels.

With that in mind, we'd love to explore ways that "Our Kerikeri" content could be integrated into the **VISITBOI** <https://www.visitboi.co.nz/> website, which already carries a lot of the region's digital presence and investment. Rather than creating a new standalone platform, building on what's already in place would help ensure consistency and amplify the reach of all our efforts.

We see our role in your initiative as somewhere between being consulted and actively involved, and we'd like to work with you to clarify how that might look moving forward. Let us know what you see as the next steps, and we'll confirm who from our Executive Committee would be best to represent Business Bay of Islands in those conversations.

Looking forward to collaborating further.

Thanks,
Lesley

Lesley Lucas
CHAIR BBOI

M: +64 27 830 0388

E: chair@businessboi.co.nz

W: www.businessboi.co.nz / www.visitboi.co.nz

Letter of support from Turner Centre - Performing Arts & Conference venue



TURNER CENTRE
PERFORMING ARTS &
CONFERENCE VENUE
TE PUAWAI

10th April 2025

Kia ora Our Kerikeri,

I am writing to express my support for the development of a visitor promotion strategy proposed by Our Kerikeri Trust. It is encouraging to see efforts aimed at revitalising our community and enhancing the economic potential of Kerikeri.

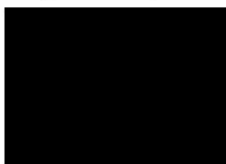
I appreciate the insights outlined in the proposal regarding the strengths of our arts and artisan community, culinary arts, and quality of life appeal. It would be beneficial to consider that the "Thriving Arts and Artisans Community" should also encompass a strong cultural element. By highlighting our rich Māori and bicultural history as part of this focus, we can play an important role in our marketing efforts and attract visitors who are interested in authentic cultural experiences.

Additionally, elevating Kerikeri's vibrant event calendar, including festivals and live performances, enhances this thriving arts scene and offers a wonderful opportunity to showcase our community spirit and welcoming atmosphere.

There is a great opportunity to develop a world-class strategy for our fast-growing town, and I believe that engaging a consultant or agency with expertise in developing visitor destination plans will provide valuable insights and help us create a strategy that is comprehensive, inclusive, and accurately reflects the dynamic identity of Kerikeri.

As this strategy evolves, I look forward to contributing feedback alongside other community groups, major stakeholders, and visitors, and to seeing how our collaborative narrative is woven together. Thank you for your dedication to this important initiative.

Ngā mihi nui,



Gerry Paul

General Manager

E: gerry.paul@turnercentre.co.nz

T: 027 600 3369

W. www.turnercentre.co.nz

Letter of support from Kerikeri District Business Association



PO Box 456, Kerikeri 0245

1 Ruatara Drive, Kerikeri 0230

www.kerikerivillage.co.nz
admin@kerikerivillage.co.nz

p 09 407 0070

28 May 2025

Attention: Jim Makaweo
Our Kerikeri Community Charitable Trust
Via email

Dear Jim

Letter of Support – Kerikeri Tourism Branding & Marketing Initiative

On behalf of Kerikeri Retirement Village, I am pleased to express our full support for the Kerikeri Tourism Branding and Marketing Initiative being spearheaded by the Our Kerikeri Community Charitable Trust.

Kerikeri boasts a vibrant community of artists, craftspeople, cultural attractions, and culinary experiences. However, we currently see limited benefit from the broader Bay of Islands tourism economy. We share the Trust's perspective that this is a missed opportunity and that a unified, strategic approach to tourism marketing is long overdue.

Promoting Kerikeri as the Bay of Islands' leading destination for arts, culture, and artisan experiences is both an authentic reflection of our identity and a savvy move in terms of market potential. We can see easily how this strategy enhances what neighbouring towns already offer and aims to attract a broader range of visitors who are more likely to stay longer and explore deeper.

Kerikeri Retirement Village supports this initiative and will be open to discussions about how we might contribute to its success. We believe this project stands to benefit not only our organisation but the Kerikeri community and economy as a whole.

We commend the Our Kerikeri Trust for its leadership and look forward to remaining engaged as the project develops.

Yours sincerely



Hilary Sumpter
Chief Executive

Letter of support from Packhouse Market



To: Our Kerikeri Community Charitable Trust
Subject: Letter of Support – Kerikeri Tourism Branding & Marketing Initiative

Hello – to Board Members and to whom it may concern

On behalf of The Old Packhouse Ltd, I am pleased to offer our support for the Kerikeri Tourism Branding and Marketing Initiative led by the Our Kerikeri Community Charitable Trust.

Kerikeri is home to a remarkable community of artists, artisan producers, cultural venues, and food and wine experiences — yet we currently see little benefit from the Bay of Islands' visitor economy. We agree with the Trust's view that this represents a missed opportunity, and that coordinated, well-positioned tourism marketing is long overdue.

Positioning Kerikeri as the Bay's premier destination for arts, artisans, and culture is both authentic to who we are and smart in terms of market opportunity. This approach complements the existing strengths of nearby towns while inviting new and longer-staying visitor segments to our region.

We understand that funding of Stage 1 of the project is already underway, and that Stage 2 — the activation of a targeted marketing campaign — will be supported through business advertising and sponsorships.

Both of our businesses, The Old Packhouse Ltd, and Hylands Ancient Kauri Ltd, supports this initiative and is open to contributing financial resources in the form of advertising and/or sponsorship once Stage 2 is underway. We believe this initiative will bring broad benefits not only to our business but to the wider Kerikeri economy and community.

We welcome the opportunity to stay involved as the project progresses.

Yours sincerely

Judy Hyland

Director

Letter of support from BDO Northland Ltd.



Tel: +64 9 407 7250
Fax: +64 9 407 7129
kerikeri@bdo.co.nz
www.bdo.nz

BDO NORTHLAND LIMITED
108 Kerikeri Road
P O Box 304
Kerikeri 0245
NEW ZEALAND

28 May 2025

To: Our Kerikeri Community Charitable Trust

Subject: Letter of Support - Kerikeri Tourism Branding & Marketing In initiative

On behalf of BDO Northland Ltd I am pleased to offer our support for the Kerikeri Tourism Branding and Marketing Initiative led by the Our Kerikeri Community Charitable Trust.

Kerikeri is home to a remarkable community of artists, artisan producers, cultural venues, and food and wine experiences – yet we currently see other regions benefiting from the visitor economy over Kerikeri. We agree with the Trust's view that this represents a missed opportunity, and that coordinated, well-positioned tourism marketing is long overdue.

Positioning Kerikeri as the Bay's premier destination for arts, artisans, and culture is both authentic to who we are and smart in terms of market opportunity. This approach complements the existing strengths of nearby towns while inviting new and longer-staying visitor segments to our region.

We understand that the funding of Stage 1 of the project is already underway, and that Stage 2 – the activation of a targeted marketing campaign – will be supported through business advertising and sponsorships.

BDO Northland Limited supports this initiative and is open to contributing financial resources in the form of advertising and/or sponsorship once Stage 2 is underway. We believe this initiative will bring broad benefits not only to our business but to the wider Kerikeri economy and community.

We commend the OKK Trust for its leadership and welcome the opportunity to stay involved as the project progresses.

Kind regards
BDO Northland Limited



Joanne Roberts
Director

Email: joanne.roberts@bdo.co.nz
Visit our website: www.bdo.nz

Letter of Support from Arvida



P 0800 20 24 20
E info@tepunawaiaora.co.nz

59 Hall Road
Kerikeri 0230
tepunawaiaora.co.nz

27 May 2025

Dear, Our Kerikeri Community Charitable Trust

Re: Letter of Support – Kerikeri Tourism Branding & Marketing Initiative

Hi,

On behalf of Arvida Te Puna Waiora, I am pleased to offer our support for the Kerikeri Tourism Branding and Marketing Initiative led by the Our Kerikeri Community Charitable Trust.

Kerikeri is home to a remarkable community of artists, artisan producers, cultural venues, food and wine experiences and accommodation providers — yet we currently see little benefit from the Bay of Islands' visitor economy. We agree with the Trust's view that this represents a missed opportunity, and that coordinated, well-positioned tourism marketing is long overdue.

Positioning Kerikeri as the Bay's premier destination for arts, artisans, and culture is both authentic to who we are and smart in terms of market opportunity. This approach complements the existing strengths of nearby towns while inviting new and longer-staying visitor segments to our region.

We understand that funding of Stage 1 of the project is already underway, and that Stage 2 — the activation of a targeted marketing campaign — will be supported through business advertising and sponsorships.

Arvida Te Puna Waiora supports this initiative and will be open to discussions about contributing financial resources in the form of advertising and/or sponsorship once Stage 2 is underway. We believe this initiative will bring broad benefits not only to our business but to the wider Kerikeri economy and community.

We commend the OKK Trust for its leadership and would welcome the opportunity to stay involved as the project progresses.

Yours sincerely,



Monique Hawker

Village Manager

Letter of support from Treghan Lodge



To: Our Kerikeri Community Charitable Trust

Subject: Letter of Support – Kerikeri Tourism Branding & Marketing Initiative

Good afternoon

On behalf of Treghan Lodge, I am pleased to offer our support for the Kerikeri Tourism Branding and Marketing Initiative led by the Our Kerikeri Community Charitable Trust.

Kerikeri is home to a remarkable community of artists, artisan producers, cultural venues, and food and wine experiences — yet we currently see little benefit from the Bay of Islands' visitor economy. We agree with the Trust's view that this represents a missed opportunity, and that coordinated, well-positioned tourism marketing is long overdue.

Positioning Kerikeri as the Bay's premier destination for arts, artisans, and culture is not only authentic as to who we are but also smart in terms of market opportunity. This approach also aligns with the strengths of nearby towns while inviting new and longer-staying visitor segments to explore our region.

We understand that funding of Stage 1 of the project is already underway, and that Stage 2 — a targeted marketing campaign — will be supported through business advertising and sponsorships.

We support this initiative and will consider contributing financially to advertising and/or sponsorship once Stage 2 is underway. We believe this initiative will bring broad benefits not only to our business but to the wider Kerikeri economy and community.

We are delighted this has been implemented by Our Kerikeri Community Charitable Trust and welcome the opportunity to stay involved as the project progresses.

Yours faithfully

Anna Hamilton

Director, Treghan Lodge

Letter of support from Kerikeri Heights Limited

David McLelland - Kerikeri Heights Limited

23rd May 2025

To: Our Kerikeri Community Charitable Trust

Subject: Letter of Support – Kerikeri Tourism Branding & Marketing Initiative

Hi,

On behalf of Kerikeri Heights Limited, I am pleased to offer our support for the Kerikeri Tourism Branding and Marketing Initiative led by the Our Kerikeri Community Charitable Trust.

Kerikeri is home to a remarkable community of artists, artisan producers, cultural venues, and food and wine experiences — yet we currently see little benefit from the Bay of Islands' visitor economy. We agree with the Trust's view that this represents a missed opportunity, and that coordinated, well-positioned tourism marketing is long overdue.

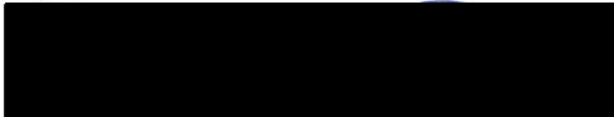
Positioning Kerikeri as the Bay's premier destination for arts, artisans, and culture is both authentic to who we are and smart in terms of market opportunity. This approach complements the existing strengths of nearby towns while inviting new and longer-staying visitor segments to our region.

We understand that funding of Stage 1 of the project is already underway, and that Stage 2 — the activation of a targeted marketing campaign — will be supported through business advertising and sponsorships.

Kerikeri Heights Limited supports this initiative and is open to being approached to contribute financial resources in the form of advertising and/or sponsorship once Stage 2 is underway. We believe this initiative will bring broad benefits not only to our business but to the wider Kerikeri economy and community.

We commend the OKK Trust for its leadership and would welcome the opportunity to stay

signed

A large black rectangular box redacting the signature of the Director.

Director

Letter of support from Makana Confections



25th May 2025

To:
Our Kerikeri Community Charitable Trust

Subject:
Letter of Support – Kerikeri Tourism Branding & Marketing Initiative

On behalf of Makana Confections, we are pleased to offer our support for the Kerikeri Tourism Branding and Marketing Initiative led by the Our Kerikeri Community Charitable Trust.

This initiative is recognised by many in the Business and Tourism sectors as essential to the acknowledgement of the value that the artisan producers, artists, cultural events, food and wine experiences contribution to the visitor experience. We agree with the Trust's view that this represents a missed opportunity, and that a coordinated, well-positioned tourism marketing initiative is long overdue.

We understand that funding of Stage 1 of the project is already underway, and that Stage 2, (the activation of a targeted marketing campaign) will be supported through business advertising and sponsorships.

Makana fully supports this initiative and is open to contributing financial resources in the form of advertising and/or sponsorship once Stage 2 is underway. We believe this initiative will bring broad benefits not only to our business but to the wider Kerikeri economy and community and commend the OKK Trust for its leadership.

We look forward to seeing this project progress.

Brian Devlin (Director)

Carole Flowers (Director)

Letter of support from property developer Dennis Corbett

Dennis Corbett

23rd May 2025

To: Our Kerikeri Community Charitable Trust

Subject: Letter of Support – Kerikeri Tourism Branding & Marketing Initiative

Hi,

I am pleased to offer support for the Kerikeri Tourism Branding and Marketing Initiative led by the Our Kerikeri Community Charitable Trust.

Kerikeri is home to a remarkable community of artists, artisan producers, cultural venues, and food and wine experiences — yet we currently see little benefit from the Bay of Islands' visitor economy. I agree with the Trust's view that this represents a missed opportunity, and that coordinated, well-positioned tourism marketing is long overdue.

Positioning Kerikeri as the Bay's premier destination for arts, artisans, and culture is both authentic to who we are and smart in terms of market opportunity. This approach complements the existing strengths of nearby towns while inviting new and longer-staying visitor segments to our region.

I understand that funding of Stage 1 of the project is already underway, and that Stage 2 — the activation of a targeted marketing campaign — will be supported through business advertising and sponsorships.

I support this initiative and am open to being approached to contribute or rally support for financial resources in the form of advertising and/or sponsorship once Stage 2 is underway. I believe this initiative will bring broad benefits to businesses and to the wider Kerikeri economy and community.

We commend the OKK Trust for its leadership and would welcome the opportunity to stay

signed



Letter of support from Kaleo Designs – clothing designer

Kaleo Designs
May 25th, 2025

To: Our Kerikeri Community Charitable Trust

Subject: Letter of Support – Kerikeri Tourism Branding & Marketing Initiative

Hi,

On behalf of Kaleo Designs, I would like to express our support for the Kerikeri Tourism Branding and Marketing Initiative led by the Our Kerikeri Community Charitable Trust.

Kerikeri is home to a remarkable community of artists, artisan producers, cultural venues, and food and wine experiences — yet we currently see little benefit from the Bay of Islands' visitor economy. We agree with the Trust's view that this represents a missed opportunity, and that coordinated, well-positioned tourism marketing is long overdue.

Positioning Kerikeri as the Bay's premier destination for arts, artisans, and culture is both authentic to who we are and offers a unique marketing opportunity. This approach compliments the existing strengths of nearby towns while inviting new and longer-staying visitor segments to our region.

We understand that funding of Stage 1 of the project is already underway, and that Stage 2 — the activation of a targeted marketing campaign — will be supported through business advertising and sponsorships.

Kaleo Designs supports this initiative and is open to contributing financial resources in the form of advertising and/or sponsorship once Stage 2 is underway. We believe this initiative will bring broad benefits not only to our business but to the wider Kerikeri economy and community.

We are in full support of the OKK Trust for its leadership in this matter and would welcome the opportunity to stay involved as the project progresses.

Christine Makaweo
Owner



459 Kerikeri Road
Kerikeri, 0293

Letter of support from REAL Property Kerikeri



info@realkerikeri.co.nz
realkerikeri.co.nz
Real Property Kerikeri
Licensed REAA 2008

Steve Deruiter

23rd May 2025

To: Our Kerikeri Community Charitable Trust

Subject: Letter of Support – Kerikeri Tourism Branding & Marketing Initiative

Hi,

REAL Property Kerikeri Ltd is pleased to offer our support for the Kerikeri Tourism Branding and Marketing Initiative led by the Our Kerikeri Community Charitable Trust.

Kerikeri is home to a remarkable community of artists, artisan producers, cultural venues, and food and wine experiences — yet we currently see little benefit from the Bay of Islands' visitor economy. We agree with the Trust's view that this represents a missed opportunity, and that coordinated, well-positioned tourism marketing is long overdue. Our company has been servicing the real estate sector in Kerikeri for over 20 years. We have worked with thousands of people moving into our town during this period. All of them at one time started their journey here as visitors and many have gone on to build businesses and contribute to our community.

Positioning Kerikeri as the Bay's premier destination for arts, artisans, and culture is both authentic to who we are and smart in terms of market opportunity. This approach complements the existing strengths of nearby towns while inviting new and longer-staying visitor segments to our region.

We understand that funding of Stage 1 of the project is already underway, and that Stage 2 — the activation of a targeted marketing campaign — will be supported through business advertising and sponsorships.

We support this initiative and are open to contributing directly and rallying support for financial resources in the form of advertising and/or sponsorship once Stage 2 is underway. We believe this initiative will bring broad benefits to my business and to the wider Kerikeri economy and community.

We commend the OKK Trust for its leadership and would welcome the opportunity to stay informed.

signed

A solid black rectangular box used to redact the signature of the Director of REAL Property Kerikeri Limited.

Director REAL Kerikeri Limited

Letter of support from Stay Kerikeri

Stay Kerikeri Boutique Apartments + Studios

26th May 2025

To: Our Kerikeri Community Charitable Trust

Subject: Letter of Support – Kerikeri Tourism Branding & Marketing Initiative

Dear All,

On behalf of us at STAY KERIKERI I am pleased to offer our support for the Kerikeri Tourism Branding and Marketing Initiative led by the Our Kerikeri Community Charitable Trust.

Kerikeri is home to a remarkable community of artists, artisan producers, cultural venues, and food and wine experiences — yet we currently see little benefit from the Bay of Islands' visitor economy. We agree with the Trust's view that this represents a missed opportunity, and that coordinated, well-positioned tourism marketing is long overdue.

The vision you offer is definitely a shared vision and has always been part of our business and action plan. It is pleasing to see this shared vision emerging.

Positioning Kerikeri as the Bay's premier destination for arts, artisans, and culture is both authentic to who we are and smart in terms of market opportunity. This approach complements the existing strengths of nearby towns while inviting new and longer-staying visitor segments to our region.

We understand that funding of Stage 1 of the project is already underway, and that Stage 2 — the activation of a targeted marketing campaign — will be supported through business advertising and sponsorships.

Stay Kerikeri supports this initiative and is open to contributing financial resources in the form of advertising and/or sponsorship once Stage 2 is underway. We believe this initiative will bring broad benefits not only to our business but to the wider Kerikeri economy and community.

We commend the OKK Trust for its leadership and would welcome the opportunity to stay involved as the project progresses.

Signed as

Bill and Paula Schwass

Appendix B

Introducing the Our Kerikeri Community Charitable Trust Tourism Branding and Marketing Team

ANNIKA DICKEY

Annika is a Chartered Accountant, business leader and Director of Whitelaw Weber, Chartered Accountants, in Kerikeri, where she has worked for over 25 years supporting businesses across the Far North. Her professional expertise includes strategic planning, financial management, business coaching, and governance advisory, with a strong passion on sustainable growth and community-minded enterprise.

As Chairperson of Our Kerikeri Community Charitable Trust, Annika plays a leadership role in guiding the strategic direction of the Trust and driving community-led projects that enhance the social, cultural, and economic vibrancy of Kerikeri. She brings a deep understanding of both financial stewardship and stakeholder engagement to the role, helping to ensure projects are well-planned, accountable, and impactful.

Annika is also Treasurer and Advisor to Bald Angels Charitable Trust, which supports vulnerable children and whanau across Northland—further reflecting her long-standing commitment to community wellbeing.

Though not originally from the Far North, Annika has proudly called Kerikeri home for the past 25 years. She and her husband have raised their three children here—one now living in Auckland—and remain active participants in the local community.

Annika is a Trustee and Chair of the *Our Kerikeri Community Charitable Trust*

KIRSTY GRANT

Kirsty is a passionate advocate for community-led change and has been actively involved in various business and community groups since moving to Kerikeri in 2009.

As a business owner, marketer, parent, wife and Kerikeri resident, she has experienced first-hand the joys of living in a small community alongside the challenges associated with a region that teeters on the tipping point of financial and social sustainability.

With 30+ years' experience in marketing and business management she is driven to apply these skills to support SMEs, employment and investor opportunities.

Her Tourism / Hospitality / Leisure sector experience includes:

- Strategy, analytics, campaign management and communications expertise to the rebranding of Air NZ's loyalty programme, Airpoints
- Campaign management for House of Travel
- Strategic planning and business coaching for hospitality businesses in the Far North
- Analytics, data modelling, rebranding and roll out of Sky City's loyalty programme

Kirsty is a Trustee and Treasurer of the *Our Kerikeri Community Charitable Trust*

VINCE BUXTON

Vince moved back to Kerikeri, New Zealand, in 2002 after spending 15 years in the United States. He is the co-owner/operator of REAL Property Kerikeri Ltd, the top-selling real estate agency in the area for over 20 years.

Vince completed post-graduate studies in Actuarial Science in the US and worked for a Fortune 80 company in executive roles across Finance, Operations, Business Development, and Integration. Since returning to New Zealand, he has focused on property development, investment, and growing his real estate business.

Vince was part of the original volunteer group that developed a community vision for Kerikeri, which led to the formation of the Our Kerikeri Community Charitable Trust. He helped set up governance structures and deliver projects. He has also led initiatives to influence Kerikeri's growth in line with the community's vision.

With experience in large corporate organizations and small business operations, Vince has a broad skill set in strategy, sales, financial analysis, marketing, project management, and change management. He is passionate about Kerikeri and strives to create positive change for the community.

Vince is a Trustee of the Our Kerikeri Community Charitable Trust

JIM MAKAWEO

Jim, who originally hails from Hawaii, has resided in Kerikeri since 1997, and is best known in Northland as the founder of the award winning gastro-tourism business, Makana Confections, with stores located in Kerikeri and Blenheim.

Since selling the Makana business, Jim has been enjoying semi-retirement but remains engaged in a consulting capacity with several successful NZ entrepreneurs, specialising in business development. Jim has also been very active in the Northland community, having served in various governance roles including directorships at Northland Inc. and the Turner Centre, and other active involvement with other civic groups.

Jim brings to the table a wide range of private-sector business experience. Prior to relocating to New Zealand, Jim's business experience started in the corporate world leading to several successful CEO assignments. Subsequently, Jim was the co-founder of a successful consultancy business specializing in providing international business development services to corporate specialty food companies. Jim is best described as a generalist. His areas of special ability include strategy, business development, financial analysis, acquisitions/divestitures, turnarounds and marketing.

Jim is leading the Tourism and Branding Marketing Team for the Our Kerikeri Community Charitable Trust.

ADELE WOODWARD

Adele has extensive experience in the non-profit sector and a strong, long-term connection to the local community. She has worked alongside a variety of organisations that make a tangible difference. Over the years, she has played a key role in driving successful fundraising campaigns, securing partnerships and fostering opportunities for growth and development within the community. She has a hands-on approach and is dedicated to the causes she supports. This has resulted in her leading initiatives that have a lasting positive impact.

She cultivates meaningful relationships with local stakeholders, donors, and partners, which give her deep understanding of the challenges and needs faced by the community. This experience has equipped her with the skills to lead projects that inspire and mobilise others to contribute to the collective good. She is committed to supporting organisations that improve the lives of others and strengthen the fabric of the community.

Adele is assisting lead the Our Kerikeri Community Charitable Trust Branding Team.

MELANIE CHANDLER-WINTERS.

Melanie has extensive experience in the arts, entertainment, and cultural sectors, with a strong background in event management, artist development, and strategic governance. Originally based in Auckland, she relocated to the Far North in 2003 and has since played a key role in advancing the region's creative industries.

Melanie co-founded and continues to co-own a successful entertainment business specialising in large-scale events, including music festivals, artist management, touring, recording, and promotion. She has previously

worked in the Senior Human Resources sector with large commercial companies and Government departments.

She was General Manager of The Turner Centre in Kerikeri for five years and currently serves as Creative Advisor for Creative Northland supporting artists, arts organisations, and museums across the region integrate arts into tourism and economic development. She also collaborates with the Far North District Council on the implementation of the Arts, Culture & Heritage Strategy, focusing on the sustainability and development of Northland's creative industries.

Melanie is a strong advocate for the arts as a key contributor to economic and cultural development in Te Tai Tokerau, supporting initiatives that strengthen Northland's creative sector and its presence on both national and international stages.