

HAURAKI GULF MARINE PARK

DEFINING OUR VISION



Hauraki Gulf
Marine Park
Ko te Pātaka kai
o Tīkapa Moana
Te Moananui-ā-Toi

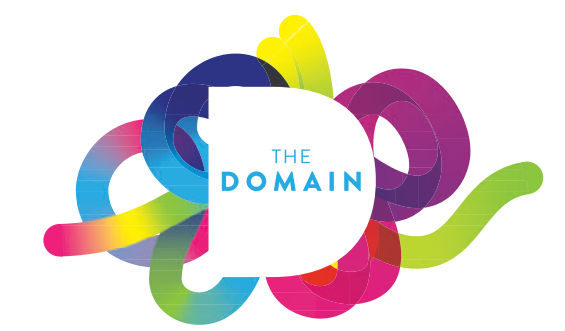
PRINCIPALS



Place brands we've worked with

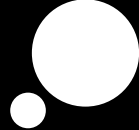


Southland



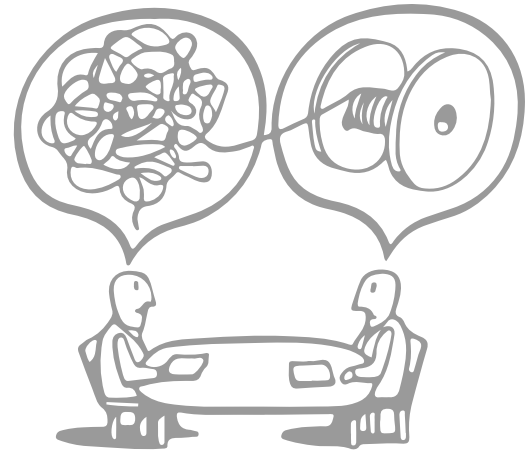
Barangaroo





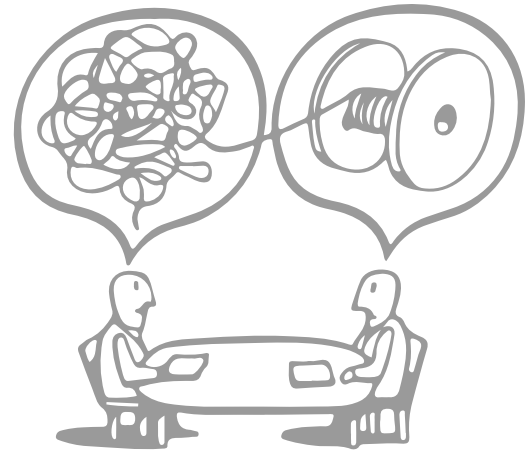
What are we doing and why?

What are we doing and why?



Stand for something

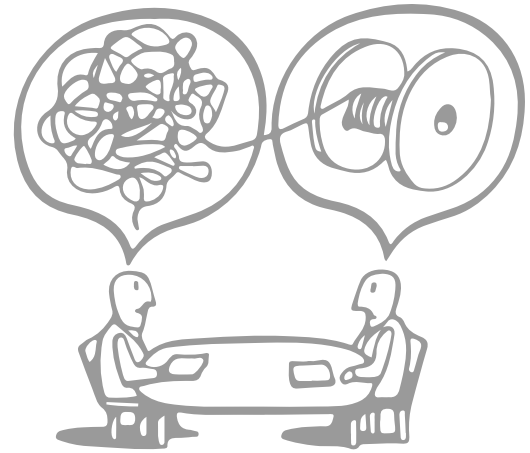
What are we doing and why?



Stand for something

— Put a stake in the ground.

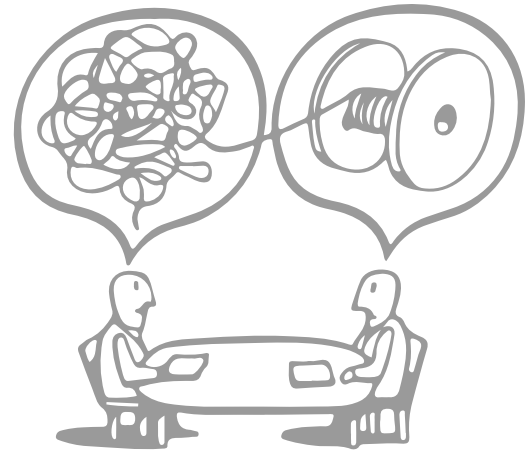
What are we doing and why?



Stand for something

- Put a stake in the ground.
- Or in this case the water.

What are we doing and why?



Stand for something

- Put a stake in the ground.
- Or in this case the water.
- Articulate a Brand Vision/Story...



Taranaki

Capturing and promoting the spirit of a region
— locally, nationally, internationally



A region like no other



Brand Promise

Taranaki — Like no other



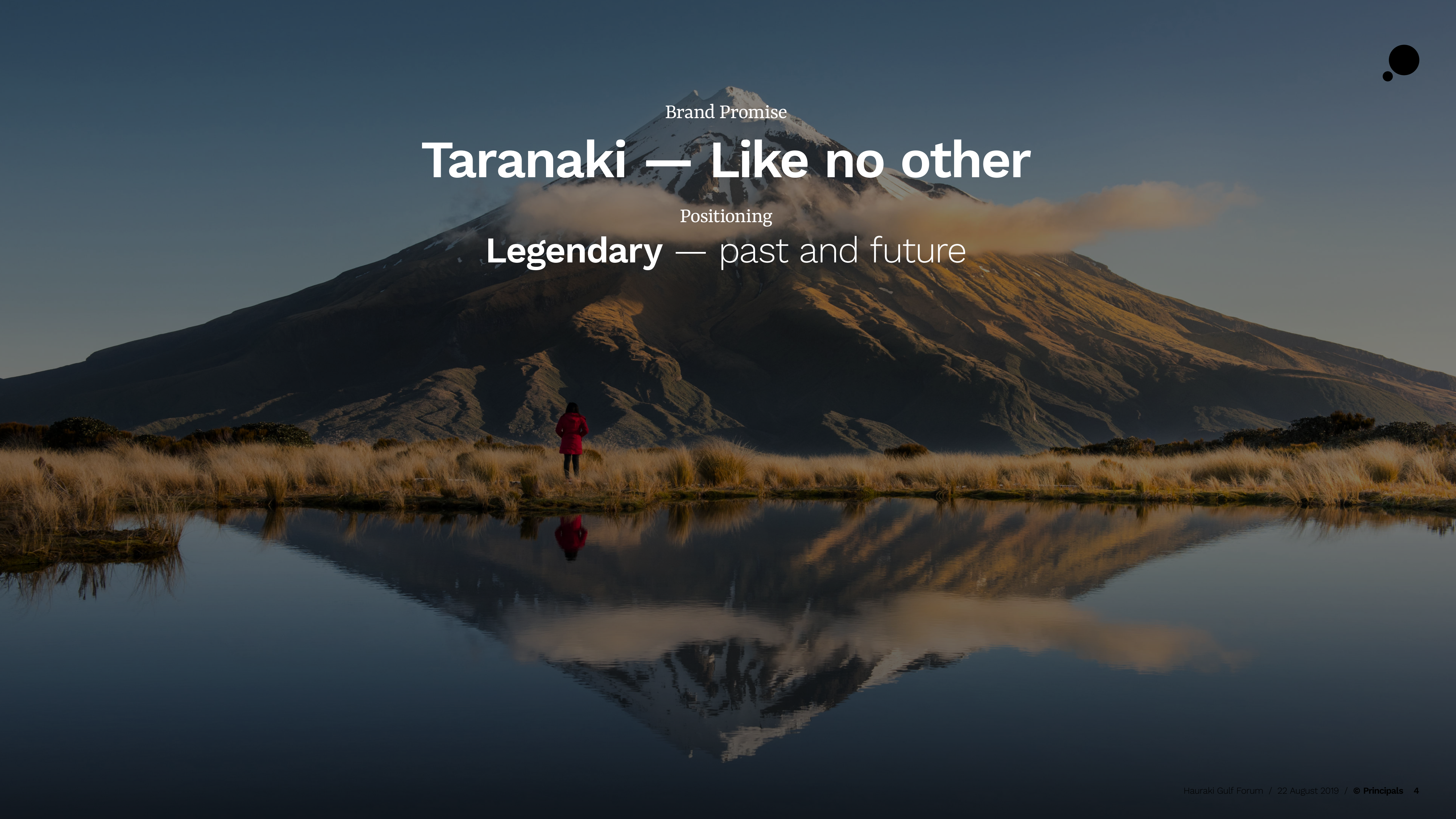


Brand Promise

Taranaki — Like no other

Positioning

Legendary — past and future





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Positioning

Legendary — past and future

Values

Spirited, Inclusive, Proud, Balanced, Raw and Untamed



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Spirited, Inclusive, Proud, Balanced, Raw and Untamed

Personality

More male, 35-40, in touch with past, powerful sense of identity, going places/entrepreneurial genuine and friendly, whanau and community focused, professional in gumboots/renaissance man – traveled, arts, sporty/outdoors, dirty 4WD, Nth Sth, Listener, Mana Mag, REM, Womad, jazz, classical...



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Key messages

- Magical mix, 'like no other...' heartland/ cosmopolitan, Maori and Pakeha, wild/civilised....
- Top economic performer
 - punch above our weight
- Tourism – accessible and worth it
- Mind, body and soul – great place to live, great to visit
- Proud, unique and strong – an identity forged from turbulent history epitomising NZ exp.
- Friendly and welcoming
- Climate – gently...
- Just far enough away
- Taranaki is an attitude
- Our place to stand – richly diverse but one people.
- The best of heartland New Zealand coming of age...



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Brand Voice

- The Taranaki brand's written voice is spirited, proud and direct.
- It acknowledges the past and celebrates the future.
- It understands the duality present in Taranaki and how this unique mix makes it a region 'like no other'.

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Brand story

“There's something about Taranaki. Locals know. Visitors feel it. A crucible in the forging of New Zealand's identity, its very existence originates from the legend of a lovelorn mountain banished to the rugged west coast to stand in proud isolation. Today the region remains just far enough away, both geographically and in spirit. Here the past is alive..you can feel it in the air. So is the future. Wild, yet excitingly cosmopolitan, this is the best of heartland New Zealand coming of age.”



Brand Promise

Taranaki — Like no other

Positioning

Legendary — past and future

Values

Spirited, Inclusive, Proud, Balanced, Raw and Untamed

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TARANAKI

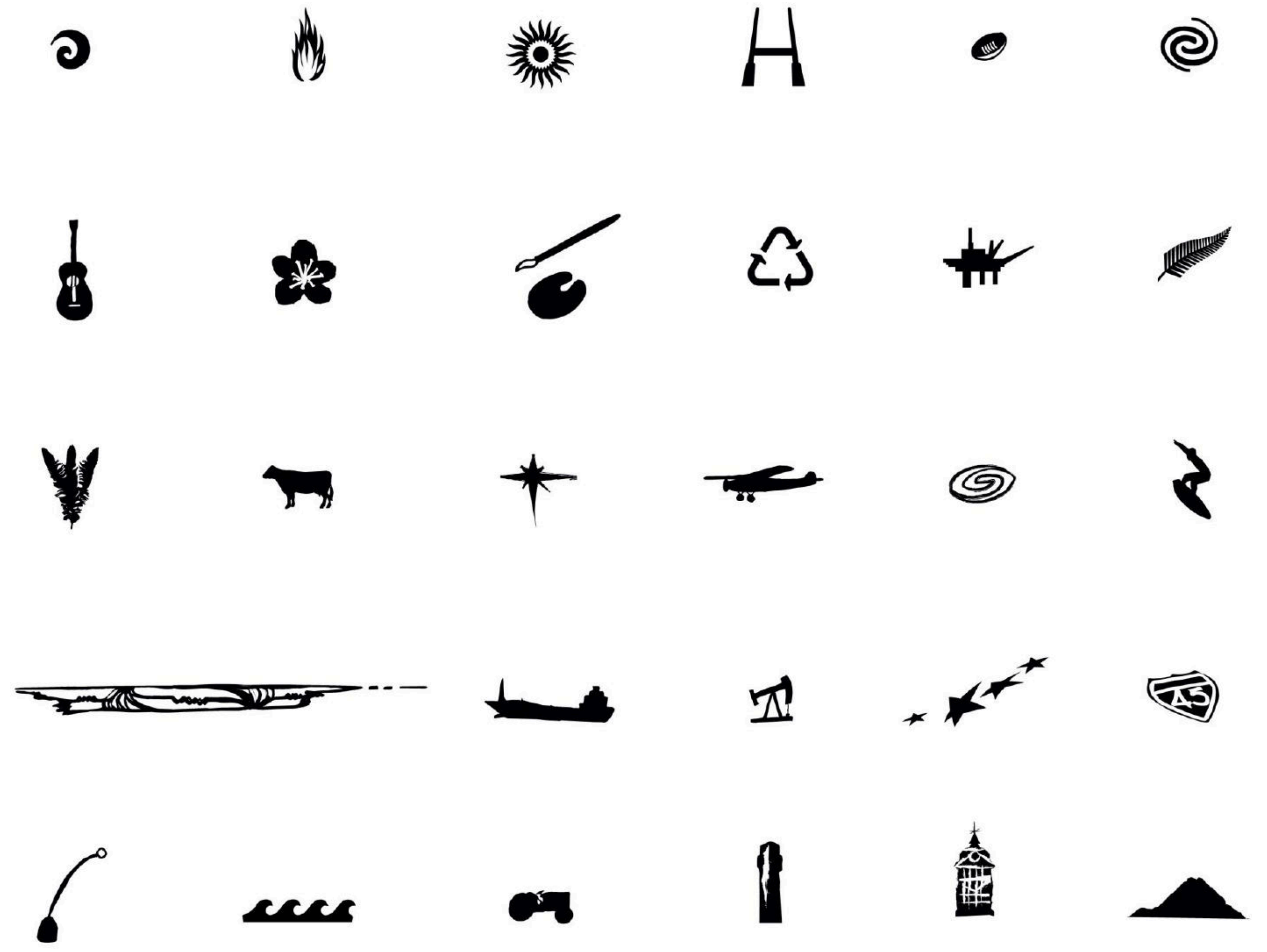


HAUKA



like







TARANAKI
like no other

There's 'something' about Taranaki.
Locals know it. Visitors feel it.

A crucible in the forging of New Zealand's identity, Taranaki's very existence originates from the legend of a lovelorn mountain banished to the rugged west coast to stand in proud isolation for all time.

Today the region remains just far enough away, both geographically and in spirit.

Here the past is alive...you can feel it in the air. And so is the future. Wild, yet excitingly cosmopolitan, this is the best of heartland New Zealand coming of age.

Legendary.



R. & E. TINGEY & CO.

TARANAKI
like no other

just far enough away
A region apart

www.taranaki.co.nz

MULTIPLEX

File: RLT1/21

8 April 2005

Mr S Trundle
Chief Executive Officer
Venture Taranaki Trust
PO Box 670
NEW PLYMOUTH



Dear Sir

Change of date: Regional Land Transport Strategy Workshop

Further to my letter of 31 March 2005, I wish to advise that the date for the workshop on the Regional Land Transport Strategy has been changed and will now be held on **Thursday, 5 May 2005**.

The start time (10.00am) and venue (Taranaki Regional Council Chambers, Cloten Road Stratford) are unchanged.

I apologise for any inconvenience caused by the change.

I look forward to seeing you at the workshop.

Yours faithfully
B G Chamberlain
Chief Executive

A handwritten signature in blue ink, appearing to read "D G Knowles".

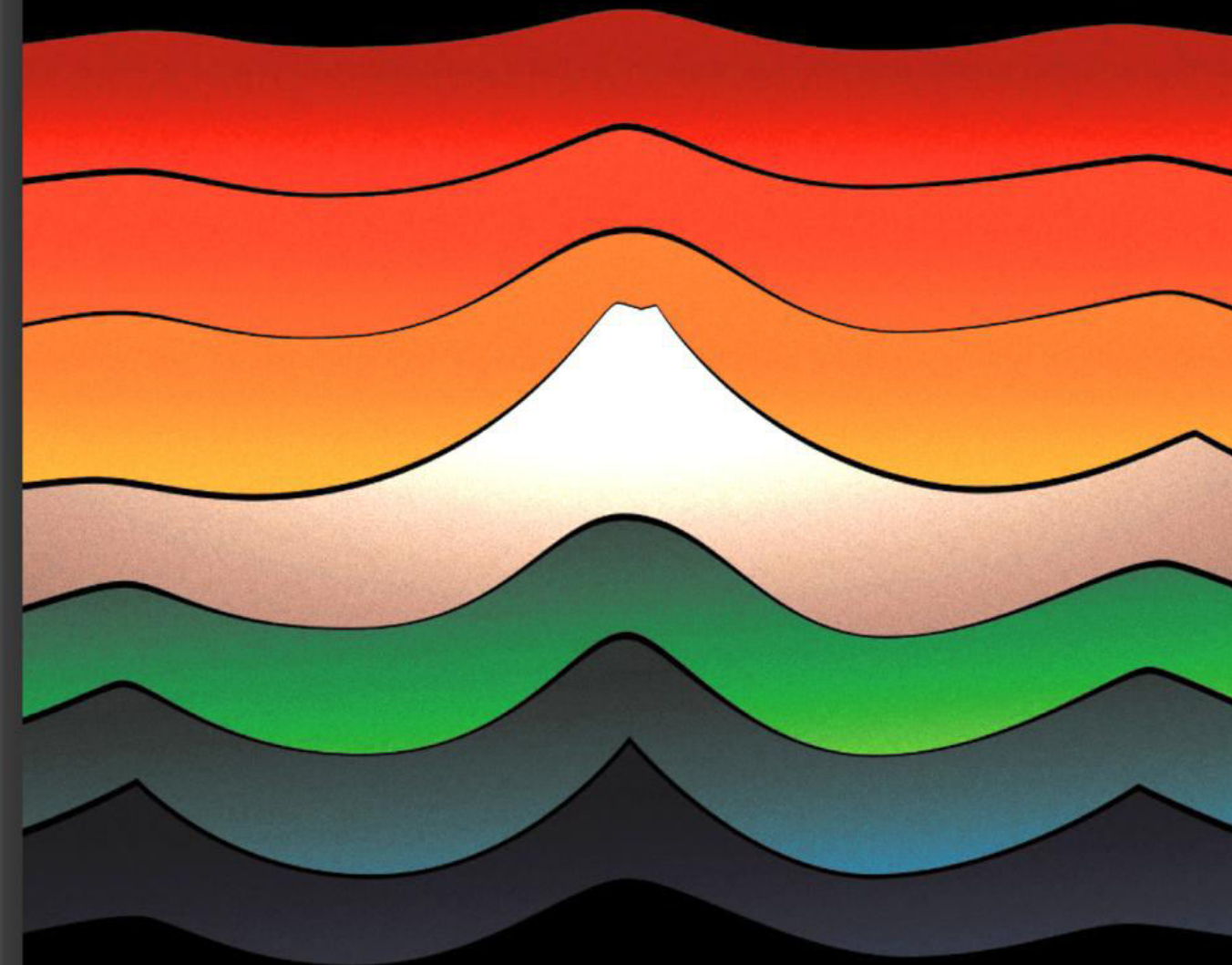
per: D G Knowles
Director - Operations

amended
B G Chamberlain

Taranaki Regional Council:
Working with people, caring for our environment



TARANAKI FESTIVAL OF THE ARTS 27 JUL - 14 AUG 2005



PICK UP YOUR PROGRAMME NOW!

FROM THE TSB SHOWPLACE, TARANAKI DAILY NEWS OUTLETS, & ALL 1-7/11s

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TARANAKI
like no other

TARANAKI
like no other

WOMAD MEDIA CLIPPINGS



WORLD OF MUSIC ARTS AND DANCE
TARANAKI 11 - 13 MARCH 2005
Brooklands Park & TSB Bowl, New Plymouth
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EVENT PARTNERS: Todd Energy
CORE FUNDERS: TSB Community Trust NEW PLYMOUTH DISTRICT COUNCIL
newplymouthnz.com



Southland

Capturing and promoting the spirit of a region
— locally, nationally, internationally

Go South

The Southland Story



What makes Southland a great place to live and work and visit – and how do we articulate this?

SOUTHLAND BRAND STORY

Go South



VALUES / KEY THEMES

**We Make Big Things Happen | We Live on the Edge | We're Down to Earth
We Choose More Time | We Are Southern Hospitality**

OUR STORY

Southland is world famous. We're home to Fiordland and some of New Zealand's most dramatic, awe-inspiring and iconic wilderness and wildlife.

It's always been like this. Maori drew on several hundred years of local know-how and formed a unique bond with early Europeans, leading to the rapid growth of exports by both. We reckon there must be something in the water (and not just Bluff Oysters).

Today, Southland's economy is booming, bringing real opportunity and benefits to the entire region, from our smallest settlements to our largest city. But you don't have to be rich to enjoy our rich lifestyle. Anyone with the right attitude can create the future and freedom they've always wanted.

Our streets are safe, the quality of education high, and the cost of living low. Homes are more affordable, and the traffic won't drive you up the wall. Workdays have a before and after too, so you'll always find time to enjoy our wide open spaces, eateries, thriving arts scene and world-class sports facilities.

Southlanders are surrounded and sustained by lush farmland, rich waters, bountiful coastlines and abundant nature. We care deeply about the treasures in our backyard, and the Maori spirit of Kaitiaki (guardianship) over them is something that anchors and unites us all.

We're a welcoming, generous lot. Down to earth, unapologetically proud, and focused on an exciting future. We could go on, but the long and short of it is that the door's always open, the jug's always on, and we can't wait to show you around.

We Make Big Things Happen

We're innovative, creative and entrepreneurial.

We roll our sleeves up and get stuck in.

We make the most of opportunities.

We're destined for big things.

Go South

A scenic coastal landscape under a blue sky with light clouds. In the foreground, a person with long hair, wearing a blue jacket, is crouching on a sandy beach, holding a camera to their eye. In the middle ground, a seal is sitting on the sand. To the left, there are dark, rocky formations. In the background, a white lighthouse with a dark top sits on a grassy hill. The ocean is visible on the far left.

We Live on the Edge

We live in a remarkable place – and we're connected to the nature that surrounds us.

It infuses our spirit and enthusiasm for getting the most of our place in the world – a place of opportunity and fresh thinking.

Go South

A woman with long brown hair, wearing a dark jacket with pink stars and khaki pants, is walking on a wooden boardwalk that winds through a dense, lush forest. The forest is filled with various types of green ferns and trees, creating a vibrant and natural setting. The boardwalk has wooden railings on both sides. The overall atmosphere is peaceful and immersive in nature.

We're Down to Earth

We're genuine and refreshingly real.

We call a spade a spade, a cheese roll a delicacy, and community values ring true here.

Go South

A person in a black wetsuit is walking away from the viewer into the ocean, carrying a blue surfboard under their arm. The water is splashing around their legs. The background shows a sunset or sunrise with a warm, orange glow in the sky and gentle waves in the sea.

We Choose More Time

We choose to live here because time goes further.

We choose to have a before and after work.

We choose long summer evenings.

We choose quality of life.

Go South

A man and a woman are shown from the chest up, looking towards the right. The man is wearing a patterned shirt and has sunglasses hanging from his collar. The woman is wearing a dark jacket over a patterned top. They are both smiling. In the background, there is a city street with buildings, including one with a sign that says 'REARMOATA'.

We Are Southern Hospitality

Home is where the heart is – and heart is something we have plenty of.

You'll see it in our strong sense of manaakitanga.

And our united, inclusive and increasingly diverse community.

We're respectful and generous – and you're welcome anytime.

Go South



Hauraki Gulf Marine Park

Articulating our Vision/Brand Story



Vision/Story

Our Group's Perspective

- (a) The Hauraki Gulf Marine Park is:
- (b) For:
- (c) It's reason for being is:
- (d) This is/will be made possible by (who/what/how etc):
- (e) So the following outcomes will be achieved (x3):
 - 1.
 - 2.
 - 3.

Referencing our two big goals:

- 1. **At least 20% of the waters protected**
- 2. **1,000sqkm of shell-fish beds and reefs are restored**



Vision/Story

From the Park's Perspective

- (a) As the Hauraki Gulf Marine Park I am:
- (b) For:
- (c) My reason for being is:
- (d) This is/will be helped and made possible by (who/what/how):
- (e) So we can achieve following outcomes together (x3):
 - 1.
 - 2.
 - 3.

Referencing our two big goals:

- 1. At least 20% of the waters protected**
- 2. 1,000sqkm of shell-fish beds and reefs are restored**



Thank you!