

OTUREHUA COMMUNITY PLAN



July 2014

Contents

Background	3
Community Plan process	3
Vision.....	4
We value.....	4
Our Community.....	4
Our Economy.....	4
Recreation	4
Our Heritage.....	4
Our Environment.....	4
Our community action plan	5
Community Profile	7
History.....	7
Environment	7
Lifestyle	8
Social infrastructure.....	8
Special features of the area	9
Community Development.....	10
1. Communication.....	10
2. Volunteers.....	11
3. Newcomers	11
4. Community events	12
5. The Winter Sports Club	12
Heritage, history and culture	13
Recreation.....	14
Environment and Planning.....	15
1. Town entrances.....	15
2. Roding	16
Economy.....	17
1. Business.....	17
2. Tourism	18

Background

This Community Plan has emerged from the consultative process designed to encourage community participation. Emphasis has been placed on obtaining community views regarding the Oturehua area, identifying its points of difference and determining what opportunities there might be to ensure that it remains an attractive and desirable place in which to live, work and play.

This Plan has distilled the individual opinions into a collective community vision and proposes a number of key recommendations that will assist in the development of Oturehua as a sustainable community. While the Plan has no legal status, it does provide an important insight on the direction the community would like to head for many of the organisations involved or identified in it. To this end having a community group to oversee the aims of this Plan, on behalf of the community, will be important and help to drive many of its recommendations. It should be noted that there are community plans for the Maniototo, Naseby, Waipiata and Patearoa which need to be considered in conjunction with this Plan when looking at the Maniototo as a whole.

In defining the Oturehua community, the Plan also acknowledges that there is a wider community including both private individuals and national organisations which for historical, ancestral and heritage reasons consider themselves to hold an interest in the future of this area. This plan provides a framework from which further activities and actions can be developed and this may see a possible broadening of the scope of the plan in the future.

A challenge for this community will be funding the various initiatives identified in this Plan. This will require some prioritisation of work and a planned approach for how to fund initiatives. The community will need to be aware of who to approach for funding and how to apply.

Community Plan process

The outline planning process and time frame is as follows:

Community, Business and Visitor Surveys	December 2013
Community workshop held	February 2014
Draft plan developed	April 2014
Draft plan available for community comment	May 2014
Submissions – reviewed by working party	June 2014
Changes made to plan	July 2014
Community Plan confirmed by working party	July 2014
Implementation	August 2014 onwards

Vision

To retain our unique character and scenery. To work together in harmony in a safe, strong community.

We value...

Our Community

- Strong community spirit
- The peace and quiet and relaxed lifestyle of our small town
- The local characters and people who make our town special

Our Economy

- Diversity of local businesses
- Otago Central Rail Trail and the opportunities it brings

Recreation

- Recreational opportunities and community facilities including domain, hall, tennis courts and Idaburn dam
- Local events that all members of the community can enjoy

Our Heritage

- Historic sites and buildings

Our Environment

- Pride in our town and its unique vistas
- Protecting our landscape and scenery

Should all or any of these values we consider important be diminished or lost, the area will no longer be a "special place".

Our community action plan

The following is a list of recommendations that have been prioritised by the working group. From these priorities, timelines for working on these recommendations will be developed.

H – High, M – Medium, L – Low.

Page	Recommendation	Priority
10	<ul style="list-style-type: none"> Continue to produce the local newsletter and investigate the best options for distribution, keeping in mind the cost involved in printing the newsletters. 	H
	<ul style="list-style-type: none"> Compile a list of locals contact details and put processes in place to ensure the list remains up-to-date, relevant and accessible. 	H
	<ul style="list-style-type: none"> Hold regular community meetings to keep everyone up-to-date on current projects and happenings in the community. 	M
11	<ul style="list-style-type: none"> Identify individual's strengths and interests and encourage involvement in volunteer activities that utilise those strengths. 	L
	<ul style="list-style-type: none"> Create an Oturehua welcoming committee to welcome and farewell residents. 	H
	<ul style="list-style-type: none"> Identify useful information for the Oturehua area that could be included in a welcome pack and ensure welcome packs are given out to new residents. 	H
12	<ul style="list-style-type: none"> Develop an increased focus on activities that all members of the community can enjoy. 	H
	<ul style="list-style-type: none"> Educate the wider community about the Winter Sports Club, what it does and its role in the community. 	H
13	<ul style="list-style-type: none"> Identify the key heritage sites that require signage and appropriate interpretation of the heritage values. 	M
	<ul style="list-style-type: none"> Consider developing a booklet of the history of the area. 	M
	<ul style="list-style-type: none"> Investigate options to develop cultural material featuring local artist's work. 	M
	<ul style="list-style-type: none"> Determine and agree on the content for cemetery signage and investigate mapping and signage options, as well as options for funding. 	M
14	<ul style="list-style-type: none"> Identify key recreational opportunities to be highlighted and investigate funding for appropriate signage. 	M
	<ul style="list-style-type: none"> Discuss information and locations for kiosk signage. 	M

	<ul style="list-style-type: none"> Investigate funding options for establishing playground equipment. 	M
15	<ul style="list-style-type: none"> Determine the best location for Oturehua welcome signage and consider factors such as size and colour. Determine what sort of plants/trees could be planted and consider the best location for these. Identify who will be responsible for the maintenance of any plants and/or trees. Identify what aspects of the Hall and Dam facilities need to be maintained and consider options for funding. 	L L L H
16	<ul style="list-style-type: none"> Advocate for an extension to the speed limit at the northern end of town. 	H
17	<ul style="list-style-type: none"> Identify opportunities for businesses to diversify. Encourage open communication between existing businesses. Lobby for better telecommunications and broadband access for the area. 	L H H
18	<ul style="list-style-type: none"> Identify Oturehua's key points of difference and investigate the best ways to promote these. Investigate options for creating a website for Oturehua and consider means for funding. 	M L

Community Profile

History

Oturehua, 26 kilometres from Ranfurly, was named Rough Ridge until 1908. Oturehua's boundary is large and is described as the area from Boundary Road northwards to the Hawkduns between Rough Ridge and Blackstone Hill. It is one of the areas where early Maori travellers used to quarry quartz from which flake tools were made.

While Oturehua did not have the flashy reputation that some of the major alluvial mining regions had, it nonetheless has relics showing its role in gold recovery. At the Golden Progress mine site, about two kilometres north of the town, is Otago's last remaining poppet head. It stands 14 metres high, above a 46-metre mine shaft, and supports the wheels over which ropes ran to lift ore to the surface. To the south is the well-known Hayes Engineering Works which was established in 1895. It is particularly famous as the home of the iconic Hayes fence wire-strainer which is still used on farms in New Zealand and around the world. The water-powered works were operated by overhead shafts, belts and pulleys which are still in working order and of great historical interest.

Oturehua School opened in 1895 as Rough Ridge School and changed its name in 1908, when Oturehua was adopted as the name for the town. The School closed in 1997, but locals have retained the historic general store. Thomas Gilchrist bought the store in 1902 and it remained in the Gilchrist family for 87 years. The building is now owned by locals and operates as Gilchrist's Oturehua Store, retaining its historic links.

Andy Stewart built the first garage in Oturehua and operated it with his son Kelvin for 40 years. In 1961, the garage was bought by Brian and Owen Becker who built it into a thriving business – Beckers Transport and Garage. Laurence (Scobie) McConnell, who had worked for the Becker brothers since 1961, and his wife Kathryn, took over the business in 1991 and sold it in 2010. Today Beckers Transport services the area's transport and mechanical needs.

The Brass Monkey Rally is cemented as a key event on the Oturehua annual calendar. In 1980, six members of the Otago Motor Cycle Club decided that a mid-winter motorcycle rally would be fun and Oturehua was chosen as the site. They approached Irv McKnight, president of the Oturehua Winter Sports Club about providing a hot meal and the Winter Sports Club has catered for the event ever since. A steady 2,000 hardy souls now attend the event each year, socialising in temperatures that have reached minus 15 degrees centigrade. (The Cyclopaedia of Otago and Southland Vol 2 Edited by Paul Sorrell Published 1999).

Environment

Oturehua's distinctive landscape, heritage aspects and access to recreational opportunities in and around the area are widely considered to contribute to the perception of it being a 'special place'. The vast open space boasts a superb vista which takes in Rough Ridge, Mt Ida and the Hawkdun Range, and Blackstone Hill.

The Central Otago District Plan schedule 19.4 Register of Heritage Buildings, Places, Sites and Objects identifies the General Store, Ida Valley flourmill (former), Hayes Engineering Works and Golden

Progress Mine. The community needs to further identify in detail those landscapes and heritage items it values before they come under development pressure.

As Oturehua continues to experience growth and development, more people are likely to be attracted here and house numbers may increase. This may ultimately put pressure on infrastructure such as water supply, refuse collection and roading services such as footpaths and street lighting.

Lifestyle

The Oturehua area is essentially populated by people with a strong sense of connection to the area. The people of Oturehua like the small community and relaxed rural lifestyle. They appreciate having a peaceful location and enjoy the feeling of a safe community. There are many families who have been here for generations attracted by either the mining or farming opportunities. More recently people who want to enjoy a rural lifestyle in a small town that offers some work and business opportunities have moved to Oturehua. The population for the greater Oturehua community numbers 112 permanent residents.

For younger people, the area will always be home, but they have a tendency to leave the area to find a wider range of employment and/or education opportunities. In recent times this trend has changed with increasing numbers of apprenticeships in all trades helping to keep some youth in the wider Maniototo area.

Social infrastructure

Maniototo has a wide range of social infrastructure available including health services via Maniototo Health, the Chalet Rest Home, a volunteer ambulance service, two volunteer fire brigade groups, doctor, visiting dental nurse and optometrist. There are also several churches representing a number of different denominations, Plunket and early childhood education. Oturehua District feeds the St Johns Primary School, Poolburn Primary School and the Maniototo Area School. A local radio station broadcasts from Ranfurly owned by a charitable trust and run by a committed group of volunteers. Oturehua itself has a hall, domain, swimming pool, tennis court, pub, store, café and church.



Special features of the area

Population	The Oturehua community numbers approximately 112.
Population – 2006	Maniototo – 1,035 Ranfurlly – 711
Population – 2013	Maniototo – 1,689 Ranfurlly – 666
People	Families, retirees, farmers, trades people, property owners, holidaymakers.

	2013	2006
% of population aged under 15 years:		
wider Maniototo	20%	20%
Central Otago	18%	18%
% of population aged 25 – 64:		
wider Maniototo	50%	51%
Central Otago	52%	54%
% of population aged over 65:		
wider Maniototo	22%	21%
Central Otago	21%	17%

Climate	Continental. The average rainfall is approximately 350mm. There are on average 70 wet days per year. There is a marked variation in winter (down to -15°C) and summer temperatures (up to 38°C).
Features	The mountain ranges include Mt Ida, Rough Ridge and Hawkdun Range and Blackstone Hill. Idaburn Dam Golden Progress Mine Hayes Engineering
Regular Events	Brass Monkey Motorcycle Rally Bonspiel Curling Tournament (when weather permits) Annual pre-Christmas community get-together Annual Easter Ducks and Drakes vs Oturehua Cricket match
Industries	Agriculture, tourism and hospitality, trade and commercial services.

Community Development

The Oturehua community place value on their strong community spirit, the peace and quiet of their small town and the safe community environment it offers. They want to retain their can-do-attitude and sense of humour born out of living and working in an independent, self-reliant community.

Oturehua has a diverse population, from young families to the elderly. The community have identified that they need to encourage population growth to retain the infrastructure and services in the area for locals and visitors alike. People are a valuable resource for the wellbeing of the area. The community value 'the locals'; those individuals, families and businesses which have been in the local community for generations and have a vested interest in the welfare of the community.

With a small but changing population the challenge will be for the local community to keep its uniqueness and maintain the community values outlined earlier in this plan.

1. Communication

Improving communication was identified as a key opportunity in both the community survey, business survey and at the community meeting. In particular people want to be informed of local events and things happening within the community. There is currently a newsletter that is being produced locally which is well received by the community; however there is a need for more reliable means of distribution. As well as email, the newsletter could be placed in areas frequented by locals like the store, pub, café and Hall. It could also be distributed via email to people in the wider District.

It was suggested at the community meeting that a list of addresses, phone numbers and email addresses of people in the community is a good way to be able to keep in contact and know who to contact for various things; however the list would need to be managed and kept up-to-date with newcomers and leavers to remain relevant and useful. The community would need to discuss and confirm the best place for this information to be available, to ensure both accessibility and privacy.

The community feel strongly about alleviating some negative communication and gossip that is occurring within the community and that a good way to do this is through open, honest communication. There is a belief within the community that with good communication anything can be achieved.

Objective

Promote open and positive communication within the community.

Recommended actions:

- Continue to produce the local newsletter and investigate the best options for distribution, keeping in mind the cost involved in printing the newsletters.
- Compile a list of locals contact details and put processes in place to ensure the list remains up-to-date, relevant and accessible.
- Hold regular community meetings to keep everyone up-to-date on current projects and happenings in the community.

2. Volunteers

Volunteers are an integral part of the Oturehua community. However concern was expressed at the community meeting that there are not enough people willing to get involved in volunteer activities. A small number of people do a large amount of the volunteer work and there is concern that they risk 'burn out' and therefore a potential decline in volunteer driven activities.

With busier lifestyles and less time to dedicate to volunteer work the community would like to see more people put their hands up to volunteer and share the workload. It was mentioned at the community meeting that a good way to encourage more participation is to identify individuals' strengths and use them by encouraging people to get involved with things that interest them.

The community place importance on looking out for each other, and in particular looking after the elderly, ill, injured, new families and new babies. A suggestion at the community meeting was to have a small group of volunteers who can be contacted and available to bake, visit or prepare meals for those in need. Volunteers are very important resource to be able to provide this support.

Objective

A community that supports each other and works together for the benefit of the whole community.

Recommended actions:

- Identify individual's strengths and interests and encourage involvement in volunteer activities that utilise those strengths.

3. Newcomers

New people bring a variety of new skills in to a community. The Oturehua community have recognised that in order to encourage new people to the area, they need to make them feel welcome.

The Oturehua community feel that a welcome pack would be useful in helping provide relevant information for new residents to get to know contacts for various groups and services available in Oturehua. The community would also like to hold events to farewell people who are leaving the community and to welcome newcomers and provide an opportunity for them to meet other locals.

Objective

An inclusive community in which people want to live and share a common vision for the future.

Recommended actions:

- Create an Oturehua welcoming committee to welcome and farewell residents.
- Identify useful information for the Oturehua area that could be included in a welcome pack and ensure welcome packs are given out to new residents.

4. Community events

The Oturehua community have three key events on their annual calendar, a pre-Christmas party for the locals to get together, the Brass Monkey Motorcycle Rally and Bonspiel curling which are both widely supported throughout the region and the country. However the community has expressed a desire for more community events and get-togethers, suitable for all members of the community and to make better use of some of the community facilities.

At the community meeting there were a number of suggestions for events that also provided opportunities to make better use of the facilities including, a ball/dances, games nights (quiz nights, card games), badminton and movies which could all be held in the Hall, sports tournaments (20/20 cricket, touch rugby) and community BBQs at the domain, social tennis at the tennis courts and fishing competitions at the Dam. It was suggested that some of these events should be organised as 'one-offs' so that they remain exciting and engaging for the community.

These events rely on the good will of volunteers to facilitate and organise them and, in some cases, funding for equipment, supplies etc. Volunteers and funding would need to be taken into consideration before organising these events. Good communication is also necessary to make the community aware of any event with plenty of notice.

Objective

Continue current and further develop quality events for the area.

Recommended actions:

- Develop an increased focus on activities that all members of the community can enjoy.

5. The Winter Sports Club

The Winter Sports Club is the name of a well-established community organisation that drives many of the community initiatives and provides much of the funding for these initiatives. This organisation was established in 1933 and has catered for the Brass Monkey rally since the rally started in 1980. The money raised at this event each year has provided income for the community.

Objective

Encourage community organisations and groups to work together for the benefit of the community as a whole.

Recommended actions:

- Educate the wider community about the Winter Sports Club, what it does and its role in the community.

Heritage, history and culture

Oturehua has a proud history and heritage associated with its agricultural and mining past which is very important to the community. Whether it is its farming heritage, mining history or the area's historical buildings there is a wide range of history to be appreciated. In order to protect and preserve the area's heritage, the Oturehua community must consider all aspects of its heritage before allowing any uncontrolled growth or development that may compromise it.

Hayes Engineering Works, Gilchrist's General Store and Golden Progress Mine are some of the heritage sites that hold an important place in the area's history and prove to be popular attractions for visitors to the area. The community have identified an opportunity to further enhance the visitor experience and celebrate their heritage story through appropriate interpretation signage and information boards at historic sites throughout the area. Heritage signage would require Council consent and would need to meet design, location and size requirements. Resources are available through Council to help communities work through the things to consider when developing heritage signage including assessing the suitability of the site, interpretive signage, materials, colours, specifications etc.

Another opportunity, identified at the community meeting, was to celebrate the areas cultural heritage for locals and visitors alike by having local artist's works produced in natural materials available to view in the landscape. Grants for Community Arts are available through funding sources such as Creative NZ.

It is also important to the community to document their heritage through mapping the cemetery and erecting signage to tell the story of the people of the area.

Objective

Protect and celebrate the heritage character of the Oturehua area for the appreciation of locals and visitors alike.

Recommended actions:

- Identify the key heritage sites that require signage and appropriate interpretation of the heritage values.
- Consider developing a booklet of the history of the area.
- Investigate options to develop cultural material featuring local artist's work.
- Determine and agree on the content for cemetery signage and investigate mapping and signage options, as well as options for funding.



Recreation

Oturehua is a convenient access point to a vast range of recreational opportunities. The surrounding hills, river and the Idaburn Dam provide recreational opportunities for walking, cycling, fishing, swimming, camping, picnics and ice skating and curling when weather permits. There is also a tennis court in the town however it was mentioned in the community and visitor surveys that some maintenance is required to make the best use of this facility, in particular the lines need to be repainted. The old Oturehua School swimming pool is also available for the public to take a swim.

The Otago Central Rail Trail travels through Oturehua which provides a convenient and interesting place for the many cyclists and visitors to stop. The community would like to encourage visitors to stop for longer in Oturehua and promote the town as a destination rather than a town to pass through. To do this the community needs to promote the area's attractions more and make these attractions more accessible. Clear directional and information signage around the town to point out key sights (as mentioned in the Heritage, history and culture section above) as well as provide interesting information about what to see and do in the area highlighting the walking trails, the river, historic sites and the recreational opportunities, will help encourage visitors to stay and look around. All directional and information signage/kiosks would require Council consent and would need to meet design, location and size requirements.

There were a number of comments in the community and visitor surveys about establishing playground equipment in the domain. This would provide somewhere for local children and visitors to exercise and have fun.

Objective

Maintain recreation facilities and develop signage to promote and highlight recreational opportunities for visitors.

Recommended actions:

- Identify key recreational opportunities to be highlighted and investigate funding for appropriate signage.
- Discuss information and locations for kiosk signage.
- Investigate funding options for establishing playground equipment.



Environment and Planning

1. Town entrances

The Otarehua community takes pride in their town and the beautiful location and scenery it provides. To better reflect this there is an opportunity to enhance the look of the entrances to the town as well as the general feel of some parts of the town itself. There is a feeling that this will help unite the community in the sense of pride in their town and provide visitors with a nice place to come to, look around and spend some time.

First impressions last and the community would like to welcome visitors to the town with new welcome signage that is unique to Otarehua and the area. Welcome signs would require Council consent and would need to meet size, design and location requirements. It is worth noting that each application for consent from Council has a cost and depending on the priority and timing the community places on various signage requirements around the town including heritage signage (see Heritage and History section), directional and informative signage (see Recreation section) and welcome signage, it may be worth considering one consent application to keep the cost to a minimum.

There is also a desire within the community to plant trees and flowers along the verges to make it look more attractive and welcoming. Consideration would need to be given to the on-going maintenance and long term responsibility for any potential planting, for example, the community may like to embrace an 'adopt a tree' plan, with individuals/families taking responsibility for a tree or section of planting.

General maintenance around the town is also important to the community with comments in the community survey about having the verges mown more regularly and ensuring the roadside is well maintained. Council verges are maintained throughout the district on a cyclical basis and having the verges mowed more frequently would come at a cost to the community.

It was also suggested that some of the town's facilities require maintenance, in particular repainting the shop sign and freshening up the Hall and Idaburn Dam facilities.

Objective

For an attractive and welcoming town with good signage and well maintained facilities.

Recommended actions:

- Determine the best location for Otarehua welcome signage and consider factors such as size and colour.
- Determine what sort of plants/trees could be planted and consider the best location for these.
- Identify who will be responsible for the maintenance of any plants and/or trees.
- Identify what aspects of the Hall and Dam facilities need to be maintained and consider options for funding.

2. Roothing

Roothing is an integral part of any rural community; the ability to get around with ease is important. Because the number of tourists on our roads is increasing the standard of roads becomes an issue as many visitors are not used to driving in New Zealand conditions.

Concerns were expressed both in the community and visitor surveys and at the community meeting at the speed of traffic going through the town. There may be a requirement to slow the traffic by extending the reduced speed zone, primarily for safety reasons but also to encourage travellers to slow down and see the town as somewhere to stop rather than drive through. Business owners also commented in the business survey that this would help make Oturohua 'a better place to operate a business'.

It should be noted that Council roading work is done on a district wide basis and conforms to Land Transport New Zealand policies. The roading programme is assessed on a yearly basis and any proposed roading work would need to be considered against other proposals. Council reviews its speed zone limits on a cyclical basis, generally every three years. Council have received a request for the speed zone limit at the northern end of Oturohua to be reviewed. This has been recorded in the Roothing Asset Management & Maintenance system and will be included in the next review. At the time this Plan was written (April 2014), the date of the next review had not yet been confirmed.

Community Boards fund car parks, footpaths, kerb and channel work and any proposed work on these would be forwarded to the Board.

Objective

Have a roading network that meets the needs of the community and visitors to the area.

Recommended actions:

- Advocate for an extension to the speed limit at the northern end of town.



Economy

1. Business

The Oturehua community have clearly expressed through the survey and the community meeting that they place a lot of value on the local businesses. Oturehua has a range of businesses which is vital to maintaining a thriving community. The majority are small, locally owned businesses which have been operating in the community for 10 years or more. Business outlook is positive in Oturehua and local businesses value the support from locals and the opportunities that Otago Central Rail Trail offers.

There are a number of challenges faced by businesses operating in Oturehua. A major challenge identified by the business community is the isolation and in particular the isolation from major facilities and services which can be slow and expensive, and their ability to attract and retain staff. More full time employment opportunities are needed to encourage people to want to live and work in Oturehua. Tourism development in the area was seen as key to attracting more employment in the area.

In encouraging more businesses and people into the area, poor telecommunications and broadband could be an issue. With the nature of business now and the opportunity to operate businesses remotely, it is important that electronic services in Oturehua are improved. According to the Vodafone Rural Wireless Broadband Initiative, Oturehua will have limited fast broadband coverage in 2015 and then more widely available coverage in 2016.

The community place a lot of value on the Otago Central Rail Trail and seek to take advantage of the opportunities it provides, but they also suggested that they would like to see less reliance on the Otago Central Rail Trail and encourage businesses to diversify. Diversification into other income streams will help insulate the local economy and would have the flow-on effect of encouraging people to work and live in the local community. A suggestion from the community survey and community meeting was to promote Oturehua as Central Otago's wedding destination, promoting the existing facilities, accommodation options and beautiful scenery as key points of difference.

There was concern expressed by the community and businesses themselves about the lack of cohesion and support between local businesses. Currently some businesses are not working well with each other and there is feeling amongst the community that better working relationships between businesses would be beneficial for the community as a whole. It was suggested that better communication and mutual respect are key to improving business relationships.

Objective

To have a thriving business community that supports each other and works well together.

Recommended actions:

- Identify opportunities for businesses to diversify.
- Encourage open communication between existing businesses.
- Lobby for better telecommunications and broadband access for the area.

2. Tourism

Oturehua's landscape and scenery, relaxed pace and historical sites are what attract visitors to the town. Being located on the Otago Central Rail Trail and being on route from Dunedin to the rest of Central Otago, Queenstown and Wanaka means a large number of people pass through and stop in Oturehua.

Each year Central Otago attracts an increased number of domestic and international visitors. The Commercial Accommodation Monitor (CAM) records show nearly 294,000 guest nights and nearly 136,000 guest arrivals in Central Otago for 2013 (to year ended January 2014; includes both domestic and international visitors based on GST registered accommodation) and these trends have remained relatively consistent over the past three years. Particularly relevant for Oturehua are the visitor numbers that relate to the Otago Central Rail Trail. Approximately 14,000 people complete the whole trail in a year with many more choosing to do only some sections of it, providing a large number of people passing through the town.

Tourism Central Otago is responsible for coordinating the marketing of Central Otago as a region, both domestically and internationally. Central Otago is positioned as a vibrant, exciting and natural holiday destination. The themes that attract tourists to the district include wine and food, cycling, heritage and camping. CODC has endorsed a destination management approach to tourism which focuses on sustaining the attractions that make Central Otago a desirable place to visit.

The Oturehua community place a lot of value on the Otago Central Rail Trail which continues to grow in popularity with rider numbers increasing each year. The community believe there is an opportunity to promote Oturehua's key points of difference to Rail Trail users, with the aim of encouraging them to stay in Oturehua for longer and see the sights, including heritage sites, other recreational opportunities, and the incredible 'night lights' that a clear Oturehua night offers. Providing quality services to Trail users is seen as an important factor in ensuring a viable future for businesses in Oturehua.

In order to promote Oturehua, it was suggested that a website would be a good option. Consideration would need to be put into the sort of information available on the website and keeping it up-to-date and relevant for visitors. Council has helped facilitate the development of websites for some communities e.g. Roxburgh, however this has come at a cost to the community.

Objective

Encourage and promote tourism opportunities that meet the needs and demands of the area.

Recommended actions:

- Identify Oturehua's key points of difference and investigate the best ways to promote these.
- Investigate options for creating a website for Oturehua and consider means for funding.