



It's the story - right!

Kia Ora and welcome to the February edition of *It's the story - right!* This newsletter is designed to keep you informed of some of the exciting work Interpretation New Zealand is currently involved in, and to share with you some of the most recent interpretive thinking from around the world and New Zealand. We welcome feedback and look forward to working with you to lift your story telling to new heights! Ka kite ano.

Malcolm and Carol

current work

Malcolm and other partners are currently in discussion with a Trust looking to develop a new visitor attraction in the North Island. If the project proceeds it will be the first of its type in the country and will set some new trends in interpreting what can only be described as some fascinating themes.

Working with the Tourism and Leisure Group (TLG) Malcolm was recently involved in reviewing the future operation of Ferrymead Historic Park and any potential link with the proposed Tamaki Experience. A report to TLG's client, the Christchurch City Council, awaits further action from them.

In another project with TLG, Malcolm was involved in reviewing the potential tourism development opportunities at Godley Head. The clients (Department of Conservation and the Christchurch City Council) sought the development of a scoping document to outline future visitor opportunities in this spectacular coastal setting, only twenty minutes drive from downtown Christchurch.

Malcolm is about to commence a fascinating project that returns him to his roots. In his former roles with Real Journeys and the TIANZ, Malcolm managed relationships and the concession process's with the Department of Conservation. This new project involves facilitating discussion on conceptual tourism opportunities with one New Zealand's largest and most diverse private sector investors and their stakeholders. The outcomes from this process will lead to a clearer understanding of further tourism opportunities by all of those involved.

More recently Malcolm reviewed the overall feasibility of a \$ 4 million dollar proposed upgrading of the Mercury Bay Regional Museum in Whitianga. While a Strategic Plan was completed in 2004 and considerable progress has been made towards the redevelopment, the clients thought it was timely to revisit their thinking and the overall feasibility of what they wish to achieve.

A project to work with multi-award tourism winner The Black Cat Group was completed at the end of last year. Using resource material provided by Black Cat, Malcolm produced a series of interpretive messages based on the step interpretive method (see latest thinking below). Further training on how to maximise current interpretive opportunities and a report on some potential new approaches completed the project.

latest thinking

Like most things in life the art of interpretation is constantly being refined. Interpretation New Zealand monitors developments in interpretation around the world, constantly fine tuning our approach. Our latest work involves working with operators to improve the way they approach their story telling. Using a simple six step approach we focus on ensuring visitors receive an authentic, entertaining and integrated experience. Find out more at

www.interpretationnz.co.nz/latestthinking.htm

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research

Recent research on defining that moment when visitors suddenly “get it” suggests the process can easily be facilitated by quality interpretation. For an executive summary of these research findings go to: <http://www.interpretationnz.co.nz/products/researchMarch06.htm>

Many visitor operations use interpretation. Many of them do so without understanding what they are doing or more importantly how effective good interpretation can be in providing that memorable experience. For an executive summary of recent research on how effective interpretation can be go to: <http://www.interpretationnz.co.nz/products/researchMarch06.htm>

the free offer!

The winner of the competition for a free assessment (see last newsletter) of their current visitor interpretation was the National Aquarium www.nationalaquarium.co.nz in Hawkes Bay. Malcolm spent a day looking at the operation and providing some written feedback on how the aquarium could improve the way it shares its stories with visitors.

new products

Interpretation New Zealand has combined with the Tourism and Leisure Group and LDPS NZ Ltd, to offer strategic planning services for new visitor attractions. This new product offers an integrated approach to new or redeveloping ventures. The combined expertise of the partners offers many years experience in strategic planning, business planning, interpretation, technology and innovation and knowledge of the visitor industry. For further information feel free to email us on success@interpretationnz.co.nz

Following the interest by a major investor in tourism in New Zealand, Interpretation New Zealand is now involved in facilitating discussion with stakeholders on tourism opportunities within public conservation lands. This process typically revolves around tourism interests in Department of Conservation statutory documents such as National Park Management plans and Conservation Management Strategies. For further information feel free to email us on facilitate@interpretationnz.co.nz

business planning?

For many of you it is business planning time. If you are looking at new ways to interact with your visitors, want an independent review of your product or want to look at the feasibility of some new development feel free to contact us for a no obligation discussion.

We would also be delighted to discuss any comments in this newsletter, or discuss ways in which we can add value to your visitor business.

Ka kite ano

Malcolm and Carol

quote of the moment...

“the power of imagination makes us infinite”

John Muir (one of the founders of interpretation)