



## *It's the story - right!*

Kia Ora and welcome to the Spring 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!

### **research**

Just how effective is interpretation? Recent research attempted to identify people's recollection of an interpretive experience. Three of these qualities were particularly important for visitor re-collection... More at

<http://www.interpretationnz.co.nz/documents/Research-highlights-Nov-06.pdf>

How effective are your guides at delivering quality interpretation? A study of cruise based nature visitors in Alaska attempted to define quality guides. How do your guides rate in these key areas? More at...

<http://www.interpretationnz.co.nz/documents/Research-highlights-Nov-06.pdf>

If you would like to know more about any of these research findings please feel free to contact us so we can discuss how you can use the findings to improve your business.

### **current work**

A national competition to redefine visitor experiences in the former Fonterra run Dairyland in Hawera was won by Interpretation New Zealand. Organised by the **South Taranaki District Council** our entry in the competition used the key principles of interpretation to develop a new conceptual approach to showcasing the best of South Taranaki. Mixed with plenty of innovation and a great presentation

Malcolm has just completed a feasibility study into an exciting new attraction planned for the North Island. The combination of stunning interpretation and technology will deliver a powerful visitor experience. Watch this space - all we can say is that this project definitely has some great and unusual stories to tell.

The **Buried Village** is one of Rotorua's must see attractions. Malcolm is currently working with the Village to develop a new Interpretation Plan for all visitor experiences. While the current interpretation is at a good level the plan will seek to lift this to an even higher level using the thinking outlined at:

<http://www.interpretationnz.co.nz/documents/Approaches-in-Interpretation-Feb-2006.pdf>

The **Raglan** community are currently working to develop a new museum on a stunning site adjacent to the waters edge. Malcolm worked with the New Museum committee to prepare a feasibility study into the project. Several new key exhibitions are planned along with re-housing of the collection in a more appropriate manner.

**DoC, the local community and the New Zealand Historic Places Trust** are currently working with Interpretation New Zealand to re-define visitor experiences at the Brunner Industrial mine site just out of Greymouth. The site has many stories to tell and with conceptual planning at an early stage some exciting possibilities are emerging.

Many forward thinking tourism companies are working closely with their guides as a key point of contact with visitors. **Real Journeys** recently organised a training session for their key interpreters. Facilitated by Malcolm the two day session focused on delivering stories in an entertaining, relevant, organised and themed way.

Malcolm continues to put the best interpretation theories into practise. This summer he joins **Coral Princess Cruises** as a guest lecturer on two journeys to the Bay of Islands and a 12 day expedition from Auckland to Fiordland.

Using his right brain (as opposed to his more creative left brain) Malcolm is working with **Ngai Tahu Tourism** (boating division) to facilitate their relationship with DOC - particularly in relation to statutory management plans.

## 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 interpretive 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...

**“It matters only that you manifest your genius; it doesn’t matter when”**



Sample exhibition for North Island attraction

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