

## Career Highlights

- Director  
Interpretation New Zealand  
2005 –
- Project Director  
Mackenzie Community Trust  
Christchurch  
2003 - 2005
- EDIT Fellow  
Executive Development Institute for Tourism  
University of Hawaii (Manoa)  
2001
- Manager Tourism Planning and Development  
Tourism Industry Association New Zealand  
Christchurch  
1999 - 2003
- Environment / Resources Manager  
Real Journeys / Fiordland Travel Limited  
Te Anau  
1996 - 1999
- Winston Churchill Fellow  
Winston Churchill Memorial Trust Board  
Alaska, Canada and North America  
1995
- Special Projects Manager  
Real Journeys / Fiordland Travel Limited  
Te Anau  
1993 - 1996
- Public Awareness Co-ordinator  
Senior Conservation Officer  
Department of Conservation  
Te Anau  
1990 - 1993
- Director  
Boyle River Outdoor Education Centre  
North Canterbury  
1987 – 1990
- Teacher  
Ashgrove School  
Rangiora  
1984 – 1987



PO Box 77, Duvauchelle 7545, Banks Peninsula, Canterbury, New Zealand © 2011

Call: + 64 027 294 2132 | Email [info@interpretationnz.co.nz](mailto:info@interpretationnz.co.nz)  
[www.interpretationnz.co.nz](http://www.interpretationnz.co.nz)

*"Dry words and dry facts will not fire hearts" John Muir*

A period of classroom teaching was followed by a role as the **Director of an outdoor education centre** in the Southern Alps of New Zealand.

Malcolm next co-ordinated the Department of Conservation's **public awareness team** in New Zealand's largest National Park - Fiordland National Park. This role involved managing the public interface of the Department with the local, regional, and national communities.

Malcolm spent five years working with New Zealand's largest privately owned tourism company, **Fiordland Travel** based in Fiordland, Queenstown and Stewart Island. Key roles as Special Projects Manager included **change management, product development, training, strategic planning, iwi liaison and environmental interpretation**. As the Company's Environment and Resource Manager, the last two years with Fiordland Travel were spent **managing the company's extensive resource management and concession management programmes, conservation management programme, product development planning and implementation**.

Malcolm travelled widely through both Canada and Alaska in 1995, during a **Winston Churchill Fellowship** sponsored study into international trends in ecotourism. Malcolm has also attended and graduated from the **Executive Development Institute for Tourism** at the University of Hawaii (Manoa) in 2001.

More recently Malcolm spent time with the Tourism Industry Association of New Zealand in a national role. Key roles included; and industry change management and the development of the **Qualmark** quality process, the strategic development, implementation, marketing and sales strategy of the **environmental sustainability programme (Green Globe 21)**, development of **industry training modules (ATTTO / SFRITO)**, **industry advocacy and policy development**, and small and medium enterprise business projects related for the **New Zealand Tourism Strategy 2010**.

Malcolm's spent three years as Project Director for the Mackenzie Heritage Centre. This was a \$ 16.5 million greenfields project planned for Lake Tekapo. The interactive, story based attraction was to be one of New Zealand's key cultural icons. The role included all aspects of **general business development with a particular emphasis on strategic development, communication, marketing, sales, relationship building, product development** and development of an enterprising internal culture.

Malcolm is currently a Director of Interpretation New Zealand. This company has over the last five years set new standards in the field of developing and implementing modern visitor experiences for the museum, attraction and tourism sectors. Clients include New Zealand's leading tourism companies and multi tourism award winners such as; **Black Cat Group, Real Journeys, Buried Village, Wilson's Abel Tasman, Tranz Scenic and Air New Zealand** (in progress). Strategic planning, feasibility studies and conceptual planning for major re-developments has included a range of public and private enterprises including; **New Zealand Air Force (Ohakea), Ferrymead Historic Park, Godley Head / Awaroa, Meridian Energy, Raglan Museum, Tirau Crimateorium, Brunner Industrial Mine Site, the former Fonterra Visitor Centre in Hawera and Mercury Bay Regional Museum**.

Malcolm continues to work with clients in the development and procurement of both regional and national concession and consents. As part of these roles Malcolm responds on behalf of clients to both regional and national statutory management plans (e.g. National Park Management Plans, CMS's, RMA plans). Clients have/currently include **Coral Princess Cruises, Ngai Tahu Tourism, and Te Runanga o Ngai Tahu**.

Malcolm has also moved into the field of developing and implementing interpretation technology with the cutting edge development of **i-box™ and i-spaces™**.

Malcolm is a dynamic presenter has spoken to numerous **domestic and international audiences**; in particular as a guest lecturer on international cruise ships and for National Geographic, and on developing quality and sustainable visitor experiences.

