

Welcome to the Rangitikei Billboards

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1. Reason for Report

1.1 There is a need to update the 'Welcome to the Rangitikei' billboards which were last updated in 2010- 14 years ago.

2. Context

2.1 The Te Kahui Tupua group who last funded the billboards is now disestablished and no longer has a presence in our district. The billboards are out of date and looking less than appealing.

3. Discussion and Options Considered

3.1 Many surrounding districts/regions have updated and modernised their welcome signs. These signs are showing scenic highlights of the regions such as the nearby mountains, rivers, native bush as well as activity attractions such as fishing, rowing, cycling etc.

3.2 The billboards are a prime opportunity to showcase the uniqueness of our district, the hidden scenery and the activities that have the potential to attract more people to the area.

3.3 The areas that have been identified as having the potential to attract more visitors are:

1. Rafting and kayaking
2. Golf- 5 courses throughout Rangitikei
3. Cycling- quiet, scenic backcountry roads
4. Fishing- river and coastal
5. Walkways and reserves

3.4 The idea is to promote these attractions in the specific areas they are located.

4. Financial Implications

4.1 The signs are estimated to cost \$10,200 +GST to replace. This would come from the District Promotions budget.

5. Impact on Strategic Risks

5.1 We are communicating with community groups to keep them informed on the decision-making process.

5.2 There is a risk of nothing happening to update the signs if groups are not in agreement as to the images or look of the billboards as there is a limited amount of time that can be spent on this project due to other commitments.

6. Strategic Alignment

- 6.1 The proposed new billboards are in alignment with the Destination Management Plan in terms of promoting and celebrating our best natural assets and activities.

7. Mana Whenua Implications

- 7.1 Te Kahui Tupua (Iwi tourism group) is now disestablished so there is no conflict of interest. It was also stated in the MOU that the billboards would become Council's responsibility after 30th June 2010.
- 7.2 The macron will be used in Rangitikei as the correct spelling.

8. Statutory Implications

- 8.1 NZTA is being consulted due to the visibility next to the state highways.

9. Conclusion

- 9.1 The 'Welcome to The Rangitikei' billboards need to be updated and modernised. They are a key asset to promote and showcase the amazing scenic locations and activity attractions throughout our district.

10. Decision Making Process

- 10.1 We would like to keep the community informed of the revitalisation of the district signage and our communications team will keep all community groups updated about the project.

Recommendation

That the 'Welcome to the Rangitikei Billboards ' report be received.

Recommendation

That the new 'Welcome to The Rangitikei' billboards be accepted as a positive step and inclusion to the Destination Management Plan with the intention of showcasing our natural assets and activities from around the district.