



# CONFERENCE PROGRAM



# Conference Program

Day One – Tuesday 19<sup>th</sup> March 2024

From 7:45am	45 mins	Registrations open	
8.30am	10 mins	Introduction to the day	Kylie Ruwhiu-Karawana <i>TRC Tourism</i>
8.40am	10 mins	Welcome to NZ – Mihi Whakatau	Kylie Ruwhiu-Karawana <i>TRC Tourism</i>
8.50am	10 mins	Welcome to the Conference	Janet Mackay <i>TRC Tourism</i>
9.00am	5 mins	Central Otago Mayor Address	Mayor Tim Cadogan <i>Central Otago District Council</i>
9.05am	40 mins	Welcome to the Central Otago region Showcase of Story of Otago Trail Network, its evolution and marketing insights.	Anthony Longman Geoff Marks <i>Central Otago District Council and Tourism</i> Janeen Wood <i>Southern Lakes Trails</i>
9.45am	1 hour	KEYNOTE – The Accidental Traveller	Mark Inglis <i>ONZM</i>
10.45am	30 mins	Morning tea	
11.15am	30 mins	KEYNOTE – Conservation Benefits	Lou Sanson <i>World Commission on Protected Areas</i>
11.45am	30 mins	Setting the Scene on the current walking and cycling market in NZ and Australia	Cristine Angus <i>Angus &amp; Associates</i>
12.15pm	30 mins	Quality trails are not the panacea for branding and marketing mountain bike destinations.	Carl Solomon <i>Destination Marketing Store</i> Scott Ketley <i>SWELL Design</i>
12.45pm	30 mins	MORNING SESSION FORUM	
1.15pm	1 hour	Lunch	

<b>PANEL SESSION ONE: CREATING TRAIL DESTINATIONS</b>			
2.15pm	30 mins	How Tourism North East turned Victoria's High Country into an outdoor active destination.	<i>Bess Nolan-Cook CEO Tourism North East</i>
2.45pm	20 mins	Creating a vision – the Yunbenun Magnetic Island National Park Trails Project	<i>Jo Peterson and Andy Causebrook Queensland Parks and Wildlife Service</i>
3.05pm	15 mins	The Proposed Glacier Country Cycle Trail - testing a Great Idea.	<i>Chris Rose TRC Tourism</i>
<b>3.20pm</b>	<b>20 mins</b>	<b>FORUM - PANEL SESSION ONE</b>	
<b>3.40pm</b>	<b>30 mins</b>	<b>Afternoon tea</b>	
<b>PANEL SESSION TWO: TRAILS WITH THE COMMUNITY IN MIND</b>			
4.10pm	30 mins	Accessibility and Inclusivity Wildly Accessible Trails: Bridging Gaps Socially inclusive all abilities trails	<i>Mark Inglis Katie Owen Recreation NZ</i>
4.40pm	20 mins	Community Led Trail Projects – Keys to their success.	<i>Daniel Le Blanc Development Director Dungog Common Reserve</i>
5.00pm	30 mins	Growing the Mountain Bike Community Through Marketing and Content	<i>Jono Wade Flow Mountain Bike</i>
<b>5.30pm</b>	<b>20 mins</b>	<b>FORUM - PANEL SESSION TWO</b>	
5.50pm	10 mins	Wrap up and out for drinks	
<b>6.00pm - 9.00pm</b>		<b>Networking and welcome buffet dinner at Gentle Annies</b>	

## Day Two – Wednesday 20<sup>th</sup> March 2024

8.00am	10 mins	Recap on Day One	Chris Rose <i>TRC Tourism</i>
<b>PANEL SESSION THREE: BRINGING OUR LANDSCAPES ALIVE</b>			
8.10am	30 mins	Indigenous Ways result of the conference 2022 working with World Trails Network <ul style="list-style-type: none"> <li>- Framework for Purposeful Engagement</li> <li>- Storytelling</li> <li>- Workforce Development</li> <li>- Indigenous Ways Global Rating System</li> </ul>	Kylie Ruwhiu-Karawana <i>TRC Tourism</i>
8.40am	25 mins	Digital Storytelling -Storymapp is a creative new way to deliver visitor experiences in parks, trails and urban environments creating sustainable re-generative tourism outcomes	Chris Hay <i>Locales</i>
9.05am	25 mins	'Solesolevaki' – a concept for the Fiji National Trail Connecting People back to Nature	Ben Semira and Jake Taoi <i>Talanoa Treks</i>
9.30am	30 mins	<b>FORUM SESSION FROM PANEL SESSION THREE</b>	
10.00am	30 mins	Morning tea – grab a quick bite, and prepare for field trip	
10:30am		<i>REGATHER IN MAIN CONFERENCE ROOM by 10.30am for field trip grouping and instructions</i>	
10:40am–4/5pm		<b>FIELD TRIPS – Buses depart 10.40am</b>	
		Delegates to make own arrangements for dinner	

## Day Three – Thursday 21st March 2024

8.40am	10 mins	Recap on day two including Photo montage of Field trips	
8.50am	30 mins	The Story of the Tongariro Crossing, iwi partnerships and visitor management	Cher Nights <i>Department of Conversation NZ</i>
9.20am	20 mins	Visitor management models for Australia’s great walks	Janet Mackay <i>TRC Tourism</i>
9.40am	20 mins	<b>PANEL SESSION</b>	
10.00am	30 mins	Morning tea	
10.30am-12.00pm	<b>CONCURRENT SESSIONS (choose which one to attend)</b>		
<b>1 - CONSTRUCTION AND MAINTENANCE TECHNIQUES AND INNOVATIONS</b>			
<i>Facilitated by Janet Mackay TRC Tourism and Lachy Mackay-Wiggins TRC Trails</i>			
10.30am 20mins	The Modern Trail Landscape – current innovations when it comes to new and existing trails		Craig Stonestreet <i>Natural Trails</i>
10.50am 20mins	Construction of Lake Dunstan Trail		Tim Dennis <i>Southland Co</i>
11.10am 20 mins	Pump Tracks and skills parks		Mike Brown <i>Pacific Bike Parks</i>
11.30am 10 mins	Building Trails with Progression in mind		Jo Larkin <i>TRC Tourism &amp; MTB Bike Coach</i>
11.40am 20 mins	Group discussion		
<b>2 – PLANNING AND GOVERNANCE</b>			
<i>Facilitated by Chris Rose &amp; Debby van der Scheer</i>			
10.30am 20mins	Lessons learnt over 20 years of trail design, planning and consultation.		Gerard McHugh <i>World Trail</i>
10.50am 15 mins	Tongariro Crossing governance.		Cher Nights <i>DoC</i>
11.05am 15 mins	Innovations in funding trail maintenance: How events can be used to gain funding for trail maintenance		Terry Davis <i>Highland Events NZ</i>
11.20am 10 mins	Power of strong governance and engagement		Lynley Twynam <i>Timber Trail NZ / Mountains to Sea</i>
11.30am 30 mins	Group discussion		<i>Nga Ara Tuhono</i>
12.00pm	1 hour	Lunch	

**PANEL SESSION – OPEN DISCUSSION AND PRESENTATION ON TRAIL GRADINGS AND NATIONAL STRATEGIES**

1.00pm	30mins	Regenerative Experience Economy Transforming the tourism marketing journey to a tourism management journey: Learnings from Destination Queenstown's transition to regenerative tourism.	Dave Hockly <i>DataStory NZ</i>
1.30pm	20mins	Off-road Cycling Trail Grading in New Zealand. Findings and Emerging Issues from Grading in Six Territories Nationally in the Presence of Three Different 'Standards'	Simon Noble <i>Envisage NZ</i>
1:50pm	20mins	<b>PANEL DISCUSSION</b>	
2.10pm	<b>OPEN WORKSHOP – Facilitated by Chris Rose</b>		
2.10pm	1 hour	NZ National Trail Strategy AU National Trail Body	
3:10pm	20mins	<b>Workshop findings and outcomes</b>	
3:30pm	30 min	<b>Afternoon Tea</b>	
4.00pm	45mins	WRAP UP FORUM – topics for next year	Facilitated whiteboard session
4.45pm		<b>Conference ends</b>	
6.30pm		<b>Gala event at the Stoker Room Cromwell</b>	