



BLUFF MOTUPŌHUE

2020 TOURISM MASTER PLAN | DRAFT | FOR CONSULTATION

“Tarere ki whenua uta” Swing the waka towards the shore

The great Māori explorer Tamatea was said to have made this command from his waka Tākitimu, as he sailed along the coast, past what we now call Bluff.

He wished to see the wonders of this beautiful place.

Working together we can offer visitors to our place a wonderful experience.

“He waka eke noa” On our journey together



Sir Tipene O'Reagan
Upoko
Te Runaka O Awarua



Sir Tim Shadbolt
Mayor
Invercargill City Council



Dean Whaanga
Kaiwhakahaere/Chair
Te Runaka O Awarua



Ian Collier
Chair
Great South



Te Runaka o Awarua



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Overview

Great South has facilitated the development of this Tourism Master Plan which provides concepts for the future development of Bluff as a jewel in the crown of the Southland region.

The need for this project was determined as a priority outcome in the recently launched Southland Murihiku Destination Strategy which aligns with the New Zealand Aotearoa Government Tourism Strategy. This regional framework recognised the strategic importance of Bluff and its potential to be a vibrant hub for the local community first and foremost, as well as for its visitors.

The ultimate aim of this Master Plan is to transform and revitalise Bluff to make it a more attractive place to live, work, play, visit and invest in.

This document has been informed by research, analysis and consultation with local community groups and residents, organisations, businesses and government agencies. It reflects a valued partnership with Awarua Rūnanga and will be used to guide the revitalisation of the area over the next 20 years.

The Process

The Master Plan is the culmination of a series of steps illustrated in the figure below, jointly undertaken by Stafford Strategy consultants initially and Great South in its latter stages.



About Bluff/Motupōhue

Bluff is a historic coastal town and seaport situated within the Southland region, and is the southernmost settlement of the South Island of New Zealand. Today an estimated 1,800 people reside in the Bluff area which is administered by the Invercargill City Council and is located approximately 30km by road from the Invercargill city centre business area.

Bluff is home to the port of Bluff which is operated by South Port and which moves approximately 2.2 million tonnes of cargo each year. Visible from Bluff is the Tiwai Point aluminium smelter operated by Rio Tinto.

The Māori name for Bluff is Motupōhue; motu – because of its island-like appearance from the sea; and pōhue because of the white convolvulus that flowers in the forest.

Bluff is dominated by Bluff Hill/Motupōhue, standing at 265m (870 ft), which provides some shelter from the prevailing westerly winds. Bluff Hill/Motupōhue holds a special place in the history of Māori and has been recognised under the Ngāi Tahu Claims Settlement Act 1998 as a site with statutory acknowledgement. The Act acknowledges Ngāi Tahu's cultural, spiritual, historic and traditional association to Motupōhue.

Bluff Hill/Motupōhue was granted Tōpuni status (a legal recognition of its importance to Ngāi Tahu Tribe) in 2000 and one of the newly constructed tracks around that time was later named Tōpuni Track to recognise this. The other track was named Millennium Track. The concept of Tōpuni comes from rangatira (chiefs) extending their mana (power and authority) over places or people by laying their cloaks over them. It symbolises the tribe's commitment to conservation and ensures its values are put into practise in the management of Bluff Hill/Motupōhue.

Te Runaka o Awarua - 1 of 18 Ngāi Tahu Papatipu Runaka, is located in the vicinity of Te Rau Aroha marae, the world's southern-most marae.





History

Bluff was an important site of cross-cultural encounter in the first half of the nineteenth century, with early European settlers and local Māori trading and living in close proximity. While it was not a settlement until the arrival of Europeans, the surrounding area served a variety of functions for Māori before European settlement. The main Māori settlement in the area which became known as Southland, was Ruapuke Island, which with its seven pa was the base of the paramount chief of the South Island, Tuhawaiki. Smaller Māori settlements were scattered along the Southland coast, including villages at Ocean Beach, Omaui and Oue on what is now known as the New River Estuary.

Europeans arrived in Bluff sooner than in many other parts of New Zealand. The first record of a boat entering Bluff Harbour was in 1813 when a Sydney expedition, on board the 'Perseverance', was sent to report on the possibilities of trading in flax.

The first European to settle at Bluff was James Spencer, a veteran of Waterloo. He arrived in 1823, aboard the 'St Micheal' and returned the following year to settle. His house is said to be the first European house in Southland as well as one of the earliest in New Zealand and forms the basis of Bluff's claim to be the oldest permanent European settlement in the country.

The town was officially called Campbelltown in 1856, became a borough in 1878, and was renamed Bluff in 1917.

Tourism

Bluff welcomes a significant number of visitors each year, however their length of stay is often short which presents opportunities and is a focus of this Tourism Master Plan.

Bluff is a popular visitor destination attracting visitors for a variety of reasons. Its rich history and culture is represented with various attractions including the Bluff Maritime Museum which contains an extensive collection of models, boats, artefacts, displays, a working triple expansion engine and a full sized oystering boat, the Monica.

The most-photographed spot in Bluff is the famous signpost at Stirling Point, which is a highlight for any visitor to the South. The signpost points out distances to major cities around the world and marks the beginning of State Highway 1, New Zealand's main highway which traverses the whole length of the country all the way to Cape Reinga in the far north.

Stirling Point is also the end or start point for New Zealand's official walking track the Te Araroa Trail. This 3,000km route stretches to Cape Reinga in the north and takes in spectacular New Zealand landscapes from beaches to volcanoes to forests to cities.

Aside from Stirling Point, the town is probably best known for its iconic and world renown "Bluff Oyster". Each May the Bluff Oyster

Festival is held; this event is a consistent sell-out with the festival itself being one of Southland's most recognisable brands. While the oyster story is often a focus, Bluff is also known for its abundance of a wide variety of seafood (kaimoana). More fish and shellfish are landed here than any other New Zealand port and other such delicacies include blue cod, crayfish, mussels, kina (sea urchin) and paua (abalone). Mutton-birds (Tītī) are also harvested from the offshore islands by Māori every autumn.

Bluff has scenic reserves and public conservation land which are managed for preserving as far as possible, the natural state of native flora and fauna, while allowing public access for recreational activities. This means that Bluff offers many short walks and mountain biking tracks, both bush and coastal, that showcase the stunning scenery and views. This is balanced alongside significant predator free initiatives which not only contribute to environmental outcomes, but support economic, social and cultural outcomes for the community in Bluff and beyond. These are of interest to a growing number of socially and environmentally aware visitors.

Bluff is closely aligned with Stewart Island/ Rakiura in more ways than just providing the terminus for the twice-daily ferry service which runs across the Foveaux Strait.

This is an important service for locals as well as visitors. A chain sculpture at Stirling Point symbolises the Māori legend where demi-god Māui used "Te Waka a Māui" (the South Island) as his canoe which he anchored to Rakiura (Stewart Island); therefore a similar chain sculpture can be found at Lee Bay, Rakiura representing the other end of the chain.

The Southland Murihiku Destination Strategy identified significant potential for Bluff to benefit more from the opportunities tourism presents. Similar to the rest of Southland, this was linked to encouraging visitors to stay longer and spend more by providing products and experiences which fit with the people and place. These would also showcase the unique and compelling aspects of this destination.

STUDY AREA

The Tourism Master Plan applies to the study area shown in the map. It covers the entire SA2 (statistical local area) of Bluff which covers 11.6 square kilometres.

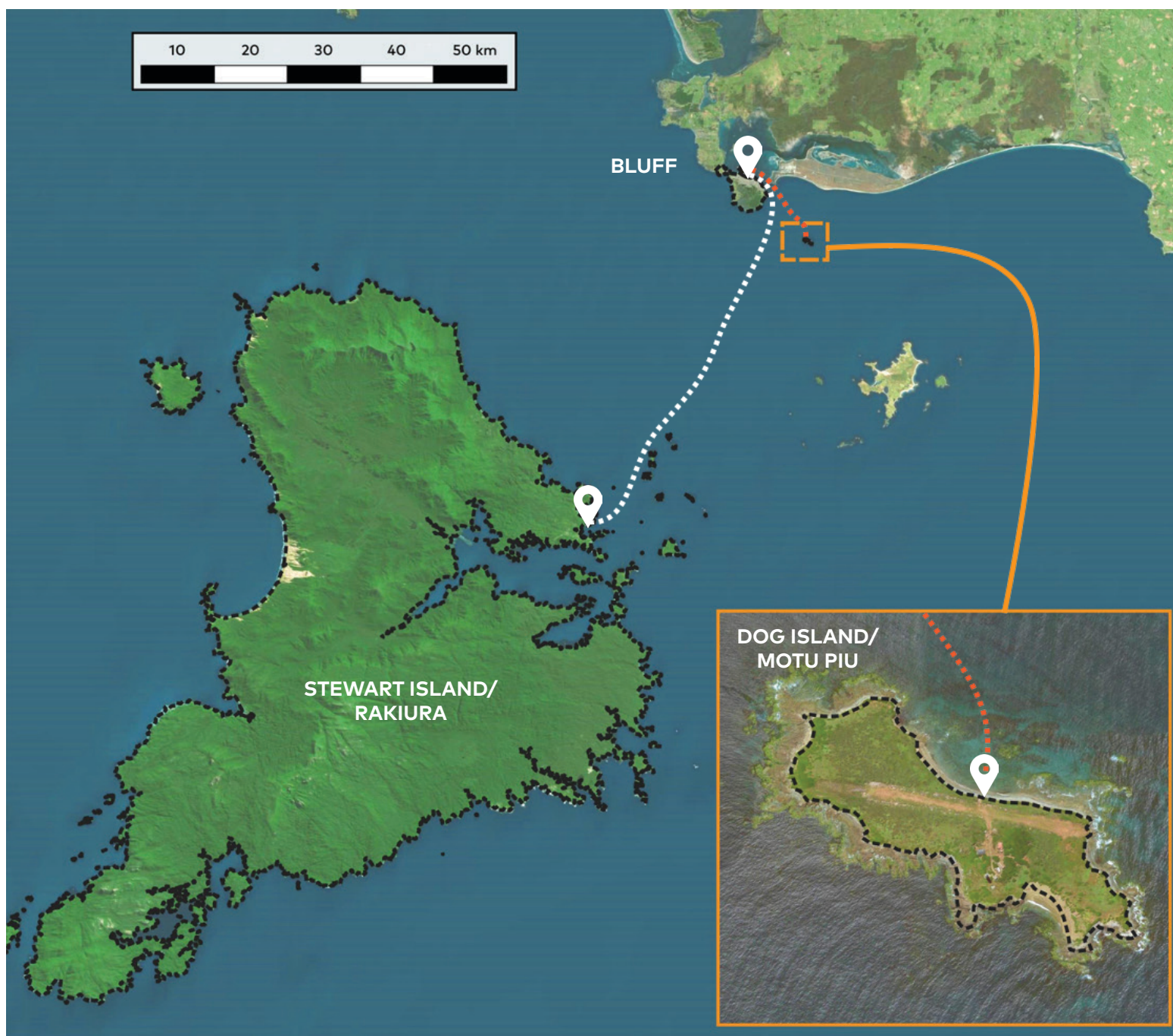


STUDY AREA

KEY

- Study area boundary
- Existing Rail Line
- DOC Conservation Estate





STUDY AREA & CONNECTIVITY

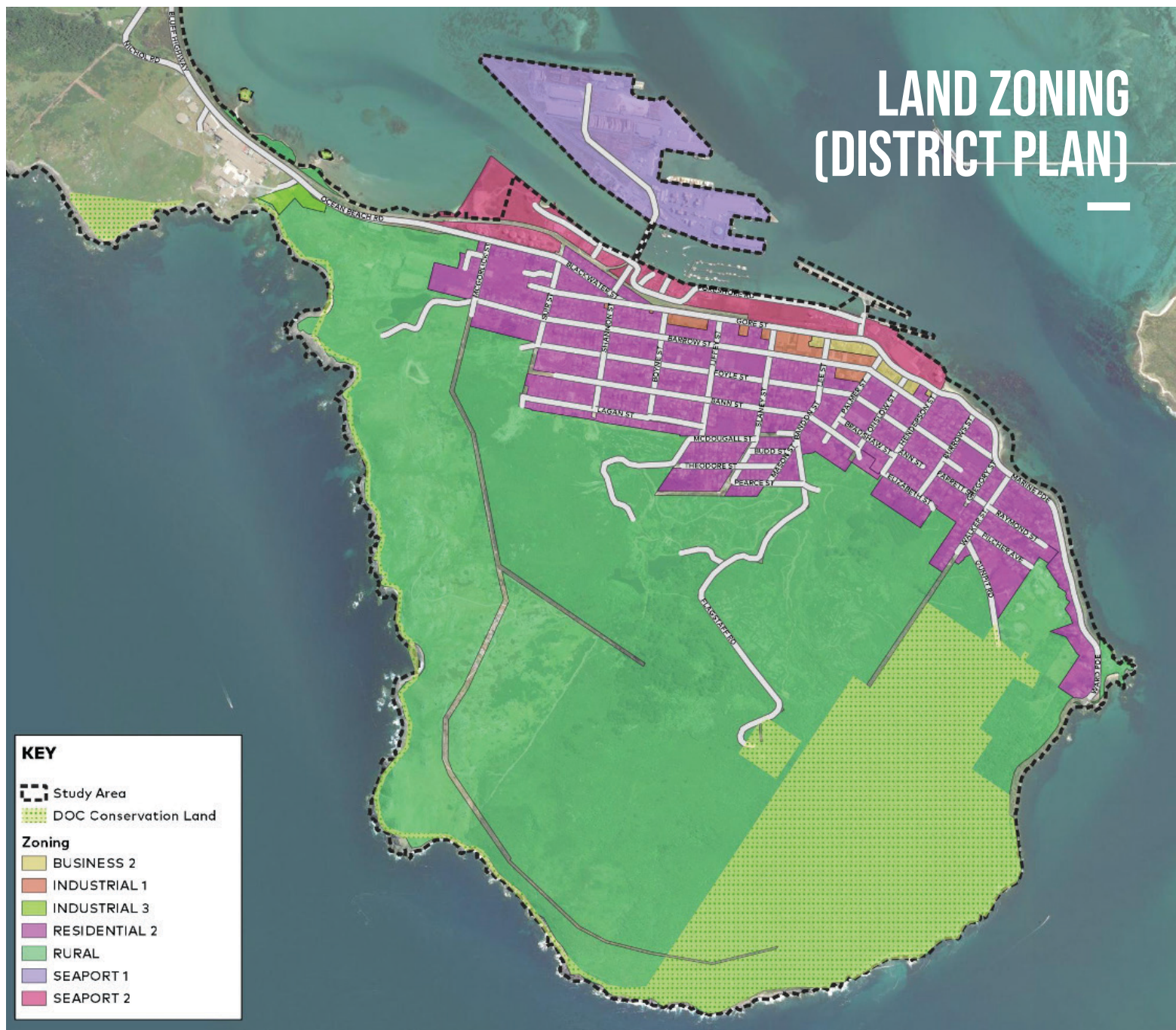
The Tourism Master Plan has also taken into consideration the surrounding islands, including Dog Island (Motu Piu) and Stewart Island/Rakiura. Bluff provides essential connectivity to these destinations.

There are plans for Dog Island (Motu Piu), to be developed for both environmental and tourism purposes and Stewart Island/Rakiura is also keen to expand its tourism offering in a sustainable and carefully managed way.

Bluff has an essential role to play in sustainable tourism growth for both islands including biosecurity considerations relating to predator free initiatives.

SPATIAL MAPPING





This figure demonstrates land zones as per the current Invercargill District Plan for the Bluff area.

The majority of land parcels within Bluff are zoned either Rural or Residential 2.

There are small pockets of Industrial 1 and Business 2 zones along the southern side of Gore Street.

Department of Conservation (DOC) Estate comprises approximately 1/5th of land in Bluff.

Stirling Point, which is a key tourist hub within Bluff, is currently zoned Rural, with the restaurant and hotel facilities on the western side of the site being zoned Residential 2.

Ocean Beach is currently zoned heavy industrial and the owners are considering applying to change this to a zone of mixed use. Please note that DOC and Council also own the foreshore of this area.

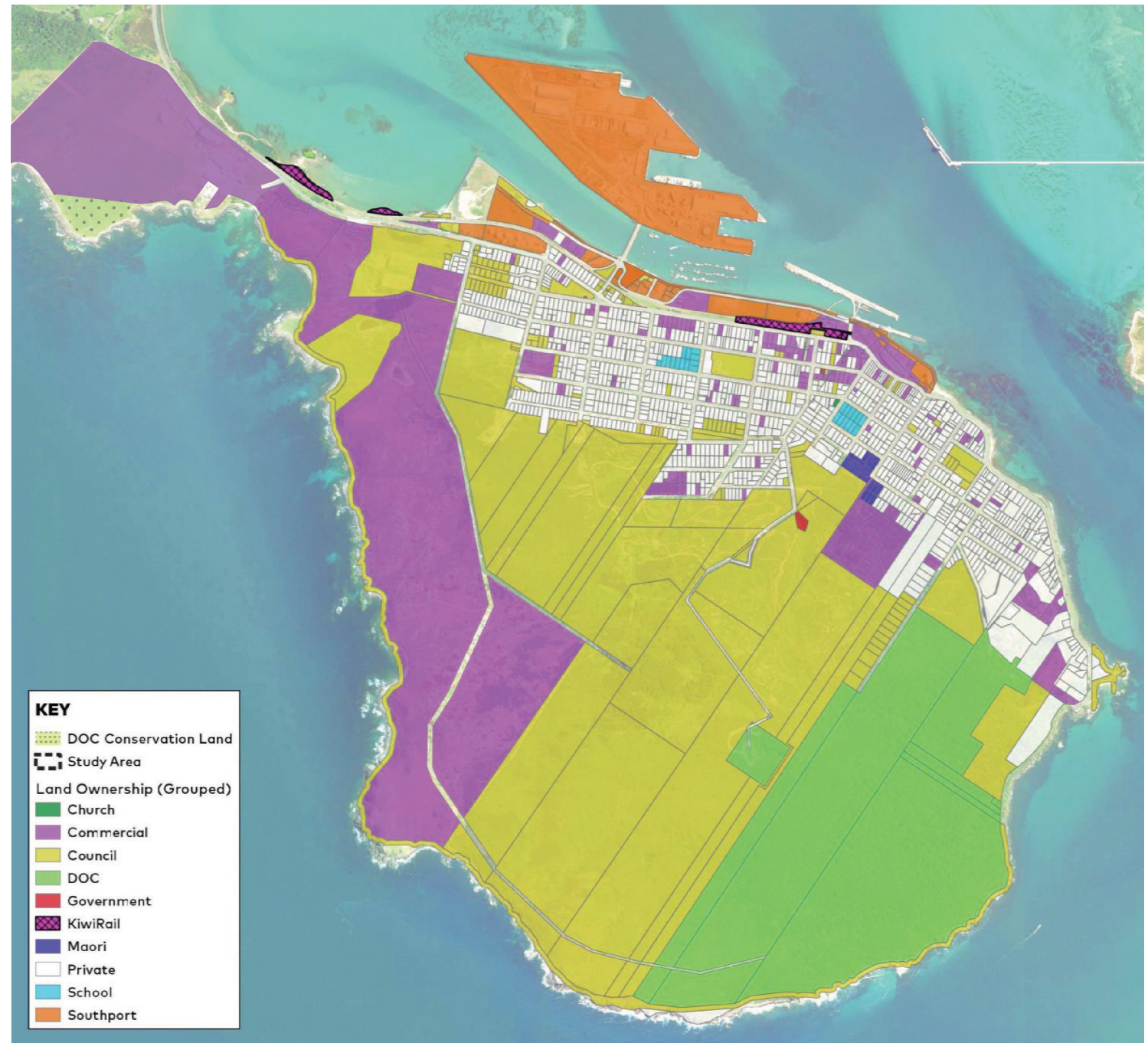
This Tourism Master Plan may offer a timely opportunity to reassess zoning of areas to help activate various tourism and recreational uses.



LAND OWNERSHIP

Land ownership (demonstrated in the following figure) has been grouped to offer anonymity, particularly for private land holders. It demonstrates the following.

- » A large proportion of Bluff's land parcels are owned by Invercargill City Council, particularly those sites which fall within the Rural zone.
- » Private land parcels are largely situated within the Residential 2 zone and primarily comprise of single dwelling houses.
- » South Port is a major landholder along the northern coastline of Bluff.
- » Bluff Hill/Motupōhue is administered partly by DOC (the Lookout and Public Conservation Land) and the surrounding land is owned by Invercargill City Council.
- » Many landowners have development planned, some of which is tourism related and it is suggested that there is an opportunity to integrate and align where practical and possible.



THE VISION

The community's vision builds on the tribal philosophy of Te Rūnanga o Ngāi Tahu: "Mō tātou, ā, mō kā uri ā muri ake nei – for us and our children after us. It was agreed after a series of community workshops that the vision for the community could be:

"A thriving place to live, work and visit for us and our children after us"

If one adds in a commercial sector perspective this could be:

"The economic vitality of Bluff will encourage existing businesses to expand and new businesses to locate to Bluff."

If one includes DOC and other government agencies this could be:

"Bluff is recognised as one of the most economic and environmentally sustainable communities nationally"

An amalgam of the above offers a vision for Bluff, being:

“A special place, that connects the community and visitors with the landscape, our marine environment and our visitor economy, within a culture of respect, safety and care.”

Photo: Erica Sinclair (Te Whānau a Apanui)



THE TOURISM MASTER PLAN

The Tourism Master Plan is at concept level only. It deliberately isn't at a detailed design stage as many projects are still only concepts, subject to feasibility studies and business plans to verify their viability and scale.

Specific sites for various development project elements are still fluid, so only general areas are indicated at this concept stage within the mapping.

Some of the project concepts were identified within the recent Southland Murihiku Destination Strategy, and reflect new visitor experiences to help grow visitation, visitor yield and length of stay in Southland.

Some of the projects reflect community stakeholder aspirations as identified in previous community plans for Bluff, particularly in relation to improved recreational facilities.

This Tourism Master Plan is deliberately not text heavy, but rather a visual representation of what is being considered in various areas within Bluff. This is to allow stakeholders to consider all the various possible project elements within their proximity to other designated tourism hubs and precincts. This will also enable better understanding of the need to cluster tourism and recreational elements together where possible to help them leverage off one another and to consolidate infrastructure.

The visual representation also allows stakeholders to see the myriad of different land ownerships, to better understand the different visions and commercial/community requirements of key stakeholders, and to better understand the challenges of trying to find workable solutions for improved access and connectivity between these.

There are eleven hubs or precincts identified in this Tourism Master Plan:

1. Bluff Gateway Entrance Hub
2. Ocean Beach Aquaculture Precinct
3. Heritage Landscape Precinct
4. Community Recreation Precinct
5. Active Recreation Precinct
6. Bluff Central Tourism Precinct
7. Commercial Precinct
8. Stirling Point Precinct
9. Bluff Hill/Motupōhue Lookout Hub
10. South Port Hub
11. Wider Bluff Area

Each hub is connected by infrastructure such as roading as well as cycling and walking trails and these connections need to be further explored.

KEY

+++ Existing Rail Line

DOC Conservation Estate

Bluff Gateway Entrance Hub

Ocean Beach Aquaculture Precinct

Heritage Landscape Precinct

Community Recreation Precinct

Active Recreation Precinct

Bluff Central Tourism Precinct

Commercial Precinct

Stirling Point Precinct

Bluff Hill Motupōhue Lookout Hub

South Port Hub

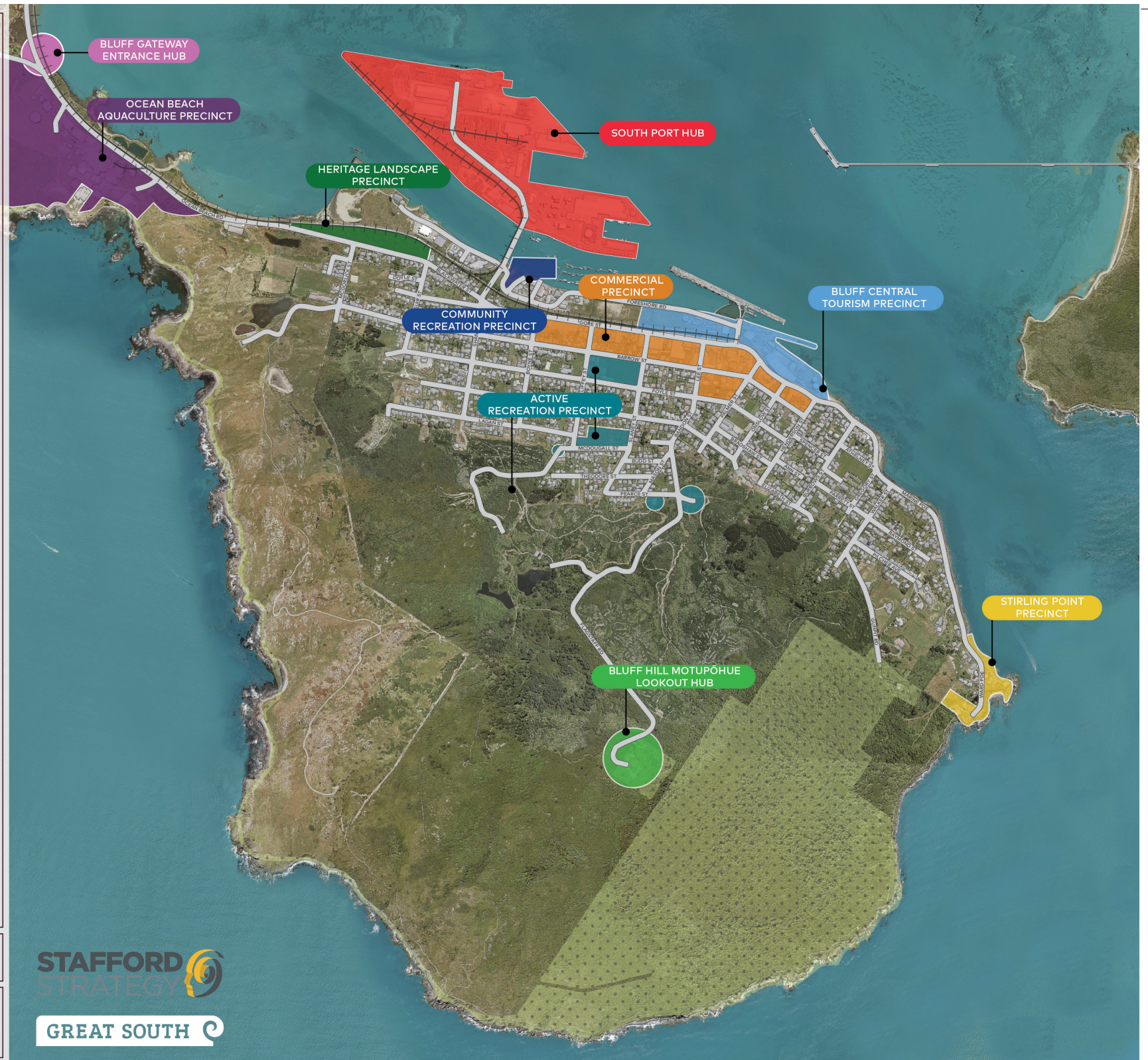
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2000m

BLUFF TOURISM MASTER PLAN PRECINCTS

STAFFORD
STRATEGY

GREAT SOUTH



ABOUT THE CONCEPTS PRECINCTS AND HUBS

Bluff Gateway Entrance Hub

This hub proposes significant landscaping and signage to create a strong sense of arrival into Bluff. It suggests a location which allows Ocean Beach to be included within Bluff and the aim is to provide a gateway entrance which reflects the marine related focus of Bluff and its unique history and heritage. This is hoped to evoke interest and excitement from visitors and a strong sense of pride from locals.

Ocean Beach Aquaculture Precinct

The owners of the Ocean Beach site have a vision of creating New Zealand's foremost land based aquaculture park. As part of this vision they are looking to partner with industry to create world class hatcheries for both finfish and shellfish. They are also keen to partner with the community to create artisan retail showcasing Southland arts, crafts and produce. There will be an obvious focus on seafood, with hospitality and leisure facilities proposed. There is also the opportunity to connect the various coastal walking and cycling trails around the Bluff headland to Stirling Point.

Heritage Landscape Precinct

This is a gateway precinct into Bluff and provides the potential for public art (sculpture trail, art work on the tanks) and harbour edge connectivity. It should be well landscaped and provide an attractive area for locals and visitors to evoke a strong sense of local pride.

The Te Araroa Walking Trail traverses through or beside this area so should be included and there is an option of community swimming access being located here near the Awarua Rowing Club.

Community Recreation Precinct

This is a dedicated precinct to help meet the needs of locals first and foremost. Its purpose is to provide a safe and easy link to the water for swimming and recreational activities including an improved boat ramp and possibly an upgrade to the indoor community swimming pool. The area could consist of a dedicated public event space if the Maritime Museum were ever to relocate.

Active Recreation Precinct

The vision is to create a precinct where people interested in exploring Bluff's outdoor environment (with a focus on mountain biking and running/walking) can visit to learn more and enjoy what is on offer. There is a need to carefully develop this precinct in a way that does not impact on the biodiversity enhancement work progressing on Bluff Hill/Motupōhue and surrounds. The local sports amenities (including the Bluff Pool) complement the offering in this area.

Bluff Central Tourism Precinct

This is the primary visitor hub in Bluff. It provides the ferry link to Stewart Island/Rakiura and could contain a variety of tourism related visitor attractions, facilities, amenities and services. Over time it will develop, creating a visitor focussed hub with various experiences, many of which can be clustered together. Its location is close to the commercial precinct for easy access to shops, cafes etc which is important.

Commercial Precinct

The commercial precinct aims to provide sufficient space for future commercial growth to support the local community, its businesses and the visitor economy. The purpose of the commercial precinct is to ensure that commercial ventures can be clustered together, to leverage off one another and to help improve connectivity between commercial businesses and related events.

Stirling Point Precinct

Stirling Point is a significant site being the end of the Te Araroa Trail, the location of the famous “Bluff Signpost” as well as dispersal point for many walking trails. This precinct aims to improve the visitor experience particularly during peak season periods when parking is challenging and pedestrian movements are constrained. It suggests the potential for a “Park and Ride” service from the Bluff Central Tourism Precinct car park to Stirling Point to help reduce parking congestion, improve safety and create better walking trail links for local users in particular.

Bluff Hill/Motupōhue Lookout Hub

It is proposed to enhance the existing road to the top of Bluff Hill/Motupōhue with a small attractive cluster of activities potentially including an expanded parking facility, star gazing experience (with a focus on Aurora Australis etc) and a pouwhenua or “Taurapa” stern post.

The strong cultural significance of Bluff Hill/Motupōhue with its Tōpuni status, underpins all suggested concepts. This hub also acknowledges that Bluff is the starting point for any journey north through New Zealand and as such the symbolic positioning of a pouwhenua at the summit will strengthen and recognise the important spiritual connection of mana whenua to the land and this will assist travellers on their journey north.

There is a need to carefully develop this hub in a way that does not impact on the biodiversity enhancement work progressing on Bluff Hill/Motupōhue and surrounds and in particular, the Predator Free Bluff initiative. A number of walking tracks can also be accessed from this hub connecting to other hubs within Bluff.

South Port Hub

The South Port hub recognises the significant operational requirements of the port and the need to maintain a safe and effective separation between port activity and non port related vehicle and pedestrian movements.

The port needs to retain flexibility to enable changes to port activity and shipping over time. It also has the potential for tourism activity to become a more dominant element of the hub over time if desired. Its strategic location also allows it to effectively link to the Bluff Central Tourism Precinct and Community Recreation Precinct.

Wider Bluff Area

It is important that the connectivity between Bluff and surrounding areas and their projects is considered. This includes the Bluff to Invercargill cycle trail, Te Araroa Walking Trail and other Awarua, Waituna, Catlins and Omaui projects. Bluff also remains an essential gateway to various islands including Stewart Island/Rakiura and as such there are also important biosecurity and accessibility considerations.



TRANSFORMATIVE CONCEPTS PROJECTS AND STAGING

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1. **Upgraded & expanded coastal walking tracks**, extending from Stirling Point through to the Ocean Beach Aquaculture Precinct to be developed and expanded.
2. **Completion of the Bluff to Invercargill cycle trail/Te Araroa trail** running from Stirling Point through to Invercargill.
3. **Park and Ride facility for Stirling Point** to future-proof the precinct and manage capacity issues, including parking facilities and a bus drop off/pick up bay within the Bluff Central Tourism Precinct.
4. **Enhanced Stewart Island Ferry Terminal development** including adding Bluff tourism product experiences, which creates a more memorable regional stay and stimulates higher visitor spend.
5. **Development of the Bluff Southern Marine Discovery Centre** which includes the suggestion of relocating the existing Maritime Museum, which adds a new experience with a focus on the marine life in Foveaux Strait and the marine industry which relies on this.
6. **Development of an Active Recreative Precinct** by reinventing existing recreation facilities into an active recreation hub, including investigating improved carparking facilities at the mountain bike access point. This could be achieved through rebranding, and profiling of existing facility offerings and refurbishments/facility enhancements.
7. **Expanded visitor parking at Bluff Hill/Motupōhue Lookout** to improve access and vehicle flow.
8. **Pouwhenua at Bluff Hill/Motupōhue Lookout** which aims to position Bluff as the starting point for a journey up through New Zealand and to guide experiences throughout the wider Southland Murihiku region.
9. **Expanded visitor parking at the end of Gunpit Road** along with improved signage to direct visitors walking down to Stirling Point and around the Bluff Headland.
10. **Bus drop off & pedestrian improvements at Stirling Point** to cater for the park and ride shuttle as well as limiting car parking at Stirling Point and walking path improvements to add to pedestrian safety and the quality of the experience.
11. **Pop-up seasonal visitor information facility at Stirling Point** to provide information to visitors, which can be moved and relocated during non-peak periods.
12. **Heritage sculpture trail & silo art in harbour-edge precinct** to activate and beautify the Heritage Landscape Precinct and to visually tell the history of Bluff.
13. **Bluff gateway entrance signage & landscaping** including the potential relocation of the existing Bluff entry sign to create a stronger point of entry and sense of arrival into Bluff as well as including the Ocean Beach Aquaculture Precinct.

- 14. Development of an aquaculture retail facility at Ocean Beach** being part of a major marine harvesting and wholesale commercial facility to position Bluff as the seafood capital of New Zealand.
- 15. Enhancement of commercial precinct & possible consolidation of zoning** to offer future proofing to meet ongoing demand and to encourage the clustering of commercial activity together.
- 16. Public event space** to be developed if the Maritime Museum relocates to the Bluff Central Tourism Precinct.
- 17. Upgraded boat ramp and kayak access site** for improved public use and access to the water.
- 18. Potential public ocean pool and/or enhanced community swimming access** to be considered for public use and safe access to the water. Investigate linkage of ocean pool to existing redeveloped indoor pool facility as a further offering especially for water education/recreation. NB link to project 6 Active Recreation Hub.
- 19. Visitor welcome bay** to provide visitor information about Bluff including an information kiosk.
- 20. Restoration of old harbour wharf for possible public fishing** under the proviso that this will avoid any conflict with commercial port activity and related safety concerns.
- 21. Star gazing experience** at Bluff Hill/ Motupōhue Lookout to enhance viewing opportunities of the Aurora Australis, solar events and tell the cultural significance of the skies to manu whenua.
- 22. Dog Island Motu Piu eco-tourism development** which may offer a variety of eco tours and experiences including that of having New Zealand's tallest lighthouse.
- 23. Ecological restoration initiatives** including removal of pest plants, planting of native revegetation, and ongoing monitoring and maintenance
- 24. Predator free Bluff** is the cornerstone of a large landscape project, envisioned by the Predator Free Southland partnership initiative, among agencies and iwi, that aims to progress the region towards PF2050 goals. It builds on a 10 year commitment from the Bluff Hill/ Motupōhue Environmental Trust and aims to eliminate introduced predators to provide a safe habitat for native species on the hill. It is also an essential component of providing biosecurity for other predator free initiatives on Rakiura and the Sub Antarctic Islands.
- 25. Waka landing interpretation** aims to tell the story of the great Māori explorer Tamatea in his waka Tākitimu, as he sailed along the coast, past what we now call Bluff.

KEY

+++ Existing Rail Line

DOC Conservation Estate

Bluff Gateway Entrance Hub

Ocean Beach Aquaculture Precinct

Heritage Landscape Precinct

Community Recreation Precinct

Active Recreation Precinct

Bluff Central Tourism Precinct

Commercial Precinct

Stirling Point Precinct

Bluff Hill Motupohue Lookout Hub

South Port Hub

- 1 Upgraded & expanded coastal walking tracks
- 2 Completion of Bluff to Invercargill Cycle Trail/Te Araroa Trail
- 3 Park & Ride facility for Stirling Point
- 4 Enhanced Stewart Island Ferry Terminal development
- 5 Development of Bluff Southern Marine Discovery Centre
- 6 Development of active recreation precinct
- 7 Expanded visitor parking at Bluff Hill Lookout
- 8 Pouwhenua at Bluff Hill Lookout
- 9 Expanded visitor parking at end of Gunpit Road
- 10 Bus drop off & pedestrian improvements at Stirling Point
- 11 Pop-up seasonal visitor information facility at Stirling Point
- 12 Heritage sculpture trail & silo art in harbour-edge precinct
- 13 Bluff gateway entrance signage & landscaping
- 14 Development of aquaculture retail facility at Ocean Beach
- 15 Expansion of commercial precinct & consolidation of zoning
- 16 Public event space
- 17 Upgraded boat ramp and kayak access site
- 18 Potential public ocean pool/enhanced swimming access
- 19 Visitor welcome bay
- 20 Restoration of old harbour wharf for possible public fishing
- 21 Star gazing experience
- 22 Dog Island eco-tourism development
- 23 Ecological restoration initiatives
- 24 Predator free Bluff
- 25 Waka landing interpretation

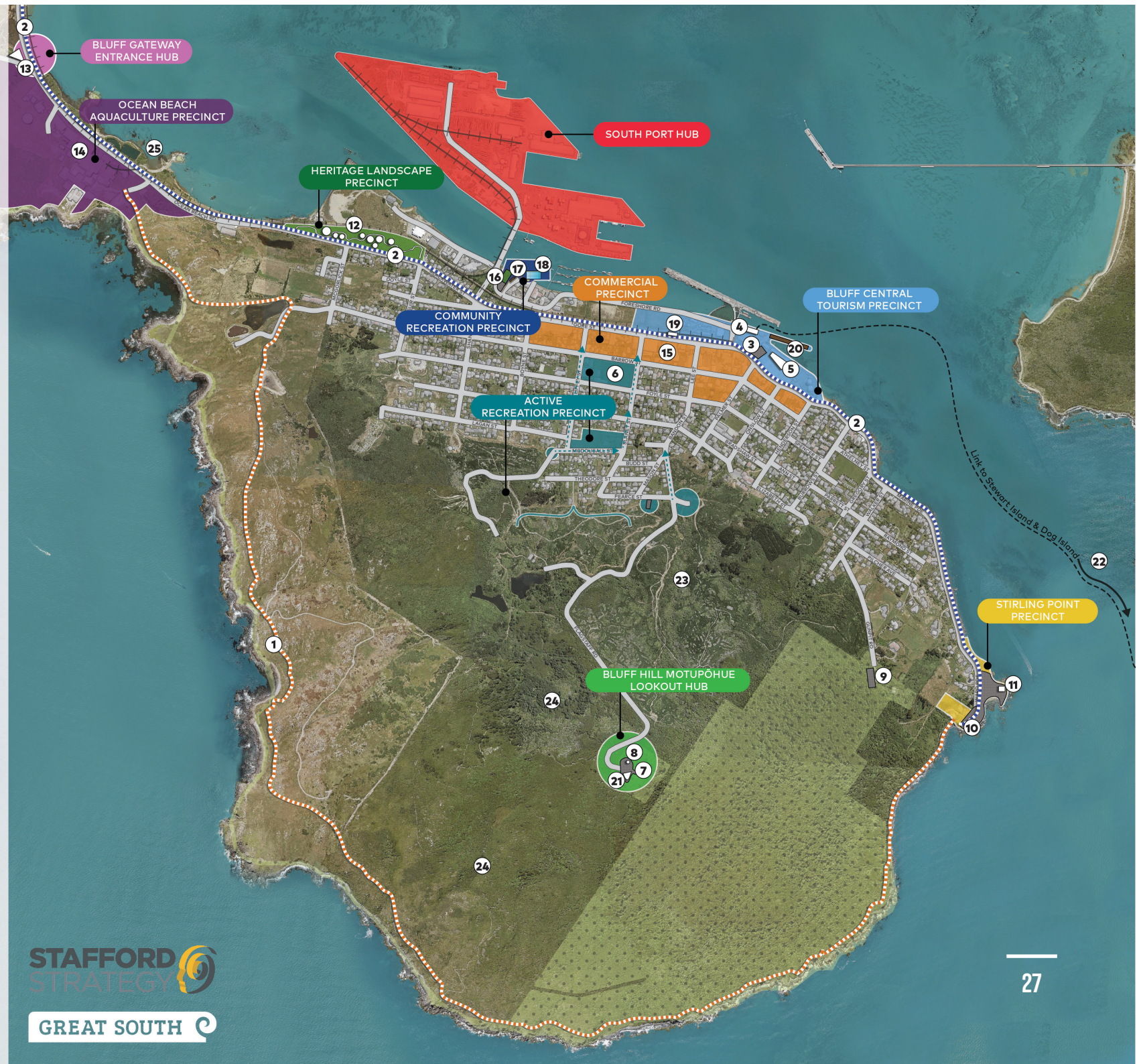
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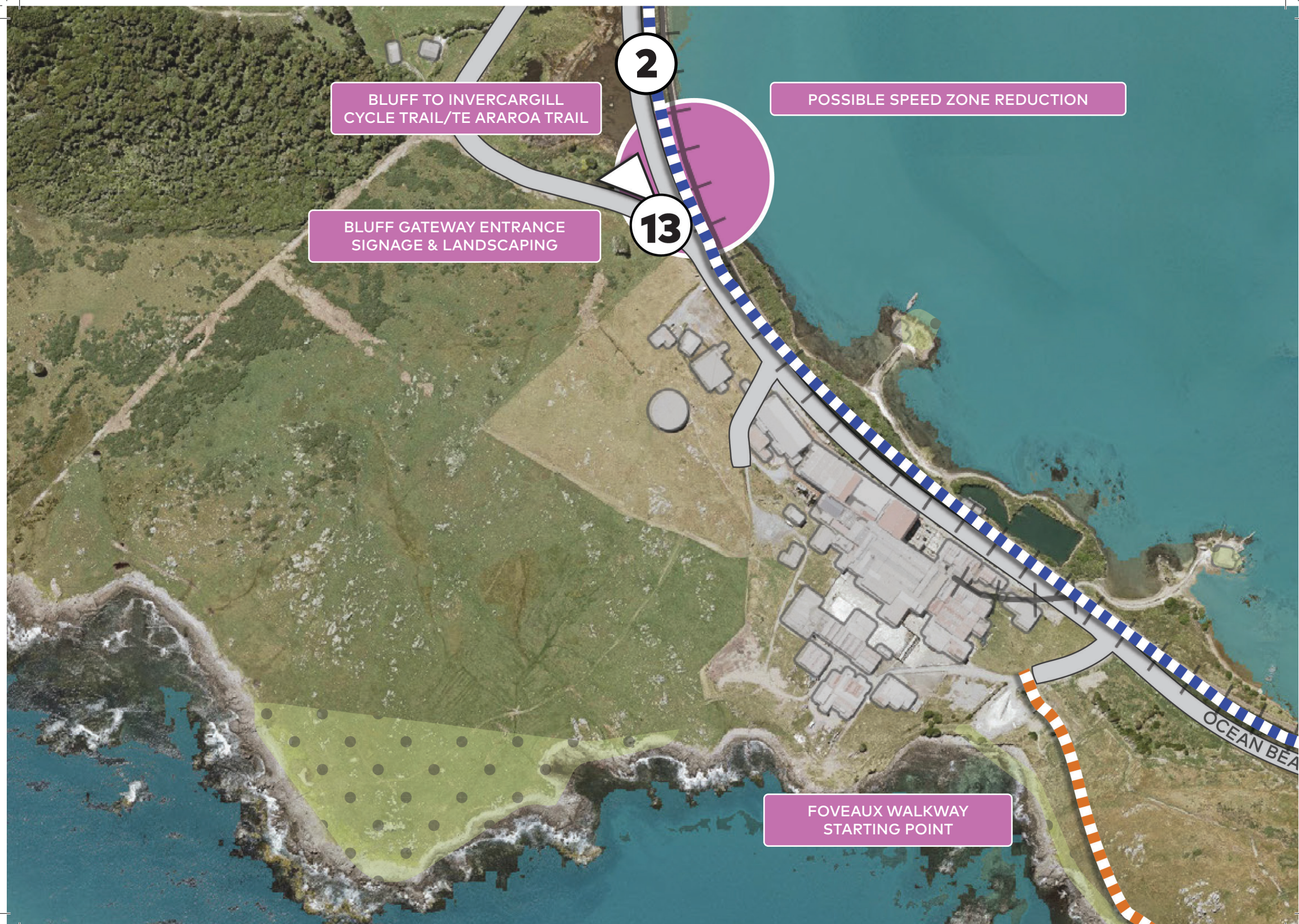
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BLUFF TOURISM MASTERPLAN PRECINCT AND PROJECT CONCEPTS

STAFFORD
STRATEGY

GREAT SOUTH





BLUFF GATEWAY ENTRANCE HUB CONCEPTS

The vision for the gateway entrance hub is to create a clear sense of arrival into Bluff, evoking interest and excitement from visitors and a strong sense of pride from locals.



Stakeholders

The driver of this hub development needs to be the local community and in particular, the Bluff 2024 group who currently look after the welcome signage. This will be with support of Council and other stakeholders and in alignment with the Ocean Beach Aquaculture Precinct.

Description

This hub proposes significant landscaping and signage to create a strong sense of arrival into Bluff. It suggests a location which allows Ocean Beach to be included within Bluff and the aim is to provide a gateway entrance which reflects the marine related focus of Bluff and its unique history and heritage.

There needs to be consideration that if people are encouraged to stop here, that the area can manage this (e.g. safe parking, possible lower speed zone).

Implementation and Timing

The Bluff to Invercargill Cycle Trail is currently being constructed and will be completed in 2021. Relocating the existing welcome signage to a new location could be considered at a later date once the Ocean Beach Aquaculture Precinct has progressed.



COMPLETION OF BLUFF TO INVERCARGILL
CYCLE TRAIL/TE ARAROA TRAIL

2

POSSIBLE SPEED ZONE REDUCTION

25

WAKA LANDING
INTERPRETATION

14

DEVELOPMENT OF
AQUACULTURE RETAIL FACILITY

OCEAN BEACH RD

FOVEAUX WALKWAY
STARTING POINT



OCEAN BEACH AQUACULTURE PRECINCT CONCEPTS

The vision for Ocean Beach is to create New Zealand's foremost aquaculture hub with first class facilities, which is a major driver of visitation to Bluff.



Stakeholders

The key driver of this precinct's development is the operating company of Ocean Beach with strong support from the local community and other stakeholders. The Waka landing interpretation project will be developed by Awarua Runanga and relevant landowners, the Department of Conservation, Council and other stakeholders will be involved in walking and cycling trail developments.

Description

The developers of the Ocean Beach site intend to create a world class hatchery, wholesale and retail facility to showcase regional seafood. This aquaculture precinct may also provide for extended walking trails and cycling trails around the Bluff headland to benefit locals and visitors.

It is noted that there are other initiatives in this Ocean Beach vicinity linked to DOC, Awarua Runaka and if the gateway hub was to be moved, this would also need to be considered.

Implementation and Timing

The rejuvenation of Ocean Beach as New Zealand's foremost land based aquaculture centre is well underway. The New Zealand Abalone Company has established itself on site and a number of other exciting Aquaculture ventures are proposed for the site over the coming years. A food innovation hub connected to the coastal walkway to Stirling Point and aquaculture tours is also proposed for completion prior to Bluff's 200 year anniversary in 2024.



POSSIBLE OPTION FOR COMMUNITY SWIMMING
ACCESS NEAR ROWING CLUB

GENERAL WATER FRONT TIDY

12

HERITAGE SCULPTURE TRAIL & SILO ART
IN HARBOUR-EDGE PRECINCT

2

TE ARAROA WALKING TRAIL
TRAVERSES THROUGH HERE

MCGORLICK

DOYLE ST

SUIR ST

BLACKWATER ST

VON ST

HERITAGE LANDSCAPE PRECINCT CONCEPTS

The vision is to create a quality outdoor art and heritage experience which engenders much community pride.

Stakeholders

The Bluff community need to drive this project and in particular the Bluff Community Board alongside other organisations operating in this area (e.g. Mobil, Te Araroa Trails Trust, Awarua Rowing Club etc).

Description

This is a gateway precinct into Bluff and provides the potential for public art (sculpture trail, art work on the tanks) and harbour edge connectivity. It should be well landscaped and provide an attractive area for locals and visitors to evoke a strong sense of local pride. The Te Araroa Walking Trail traverses through or beside this area so should be included and there is an option of community swimming access being located here near to the Awarua Rowing Club.

Implementation and Timing

Further investigation into the opportunities associated with this precinct are required in the first instance before timing can be considered.



POSSIBLE OPTION FOR COMMUNITY SWIMMING ACCESS NEAR ROWING CLUB

UPGRADED BOAT RAMP & KAYAK ACCESS SITE

PUBLIC EVENT SPACE

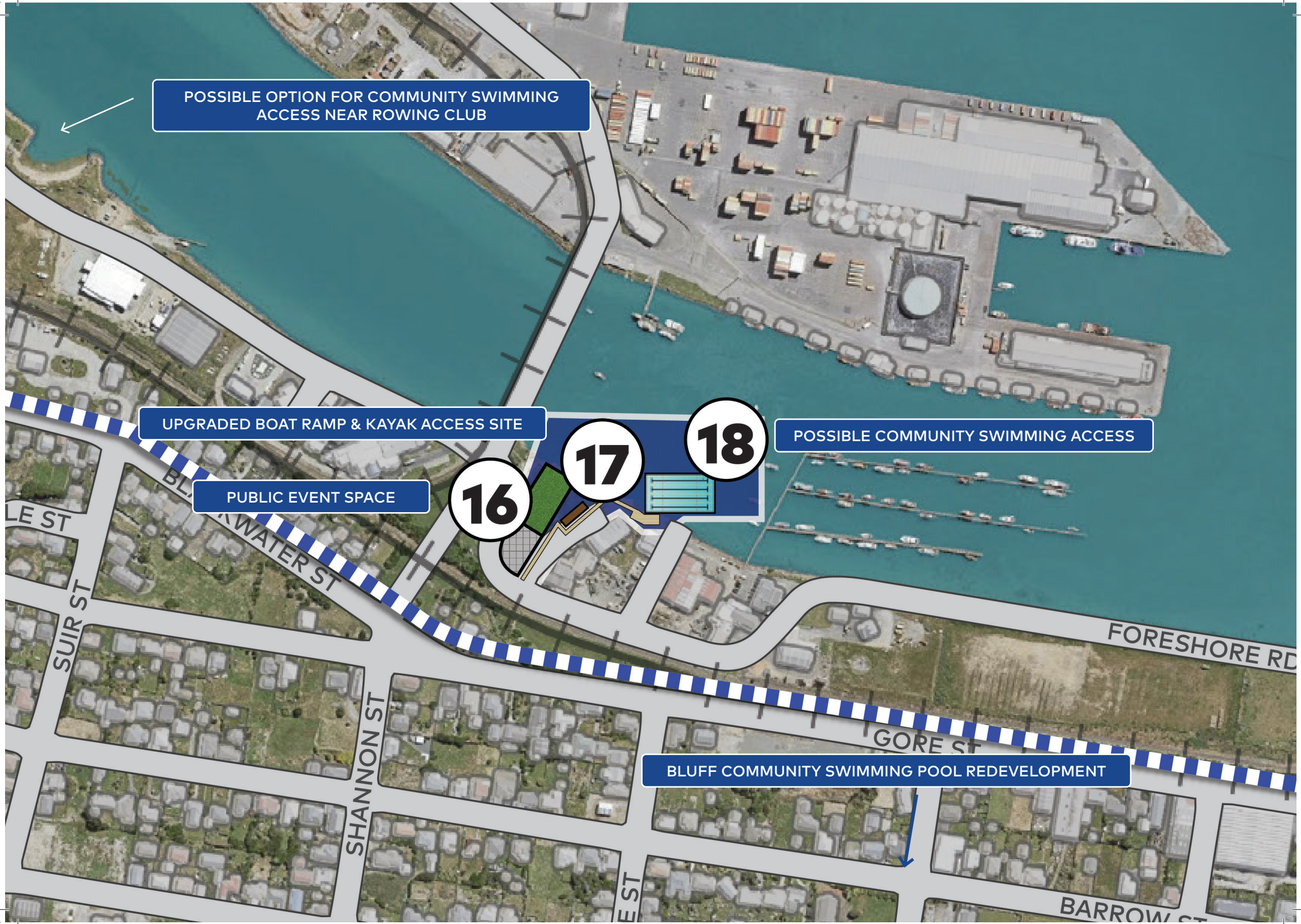
16

17

18

POSSIBLE COMMUNITY SWIMMING ACCESS

BLUFF COMMUNITY SWIMMING POOL REDEVELOPMENT



COMMUNITY RECREATION PRECINCT CONCEPTS

The vision is to create a highly attractive precinct for resident's local recreational use, with a focus on accessing the harbour.



Stakeholders

The Bluff community need to drive this project and in particular the Bluff Community Board alongside other organisations who operate within, or use this area.

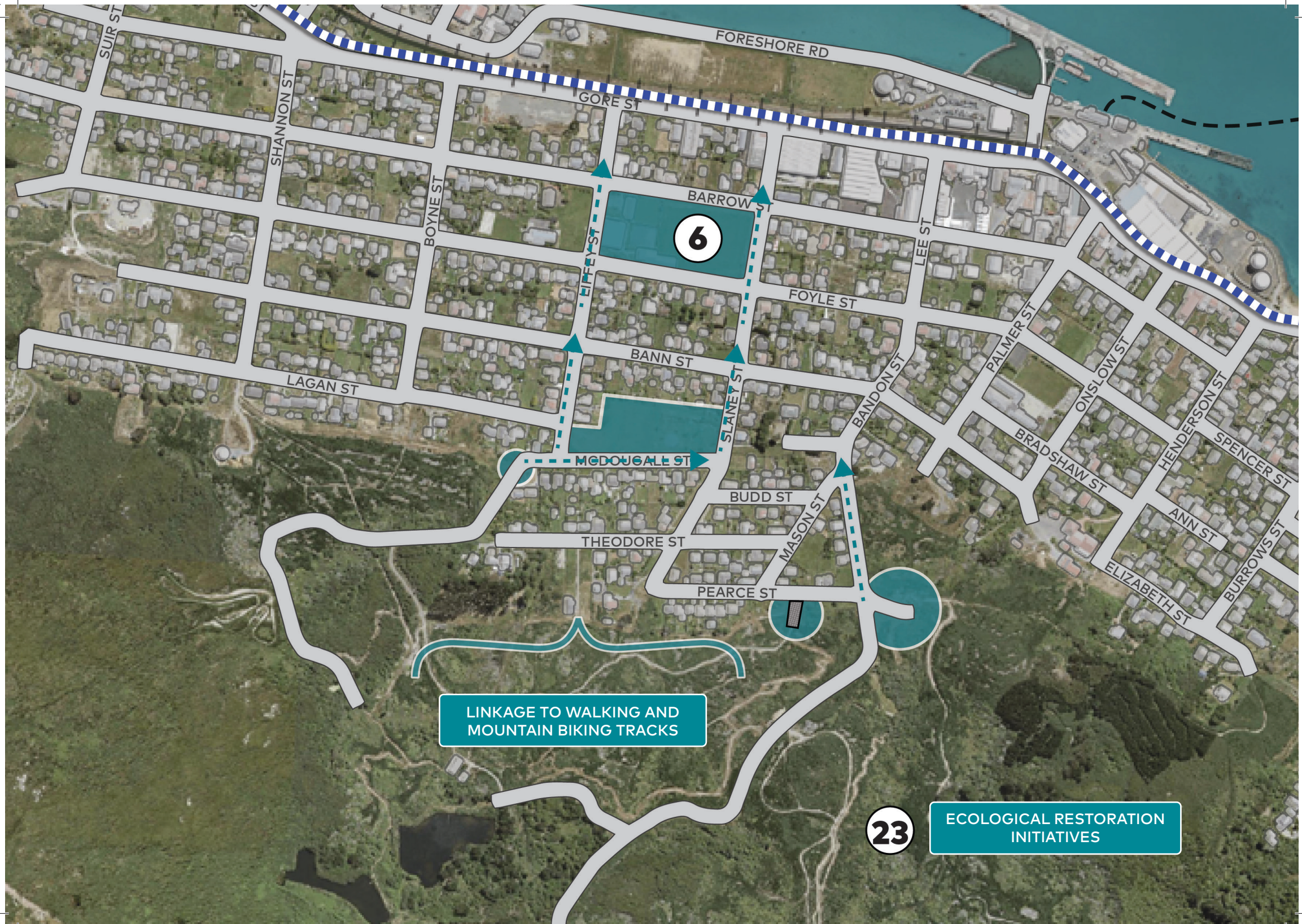
Description

This is a dedicated precinct to help meet the needs of locals first and foremost. Its purpose is to provide a safe and easy link to the water for swimming and recreational activities including an improved boat ramp and possibly an upgrade to the indoor community swimming pool. The area could consist of a dedicated public event space if the Maritime Museum were ever to relocate.

Implementation and Timing

The development of an improved boat ramp and various swimming access opportunities are currently being investigated alongside relevant stakeholders.





6

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LINKAGE TO WALKING AND
MOUNTAIN BIKING TRACKS

ECOLOGICAL RESTORATION
INITIATIVES

ACTIVE RECREATION PRECINCT CONCEPTS

The vision is to create a precinct where people interested in exploring Bluff's outdoor environment (with a focus on mountain biking and running/walking) can visit to learn more and enjoy what is on offer. There is a need to carefully develop this precinct in a way that does not impact on the biodiversity enhancement work progressing on Bluff Hill/Motupōhue and surrounds.



Stakeholders

The Bluff community need to drive this project and in particular the Bluff Community Board alongside other organisations who operate within, or use this area including the Southland Mountain Bike Club, Bluff Hill/Motupōhue Environment Trust etc.

Description

The precinct gives visitors and the community a central point for understanding what is on offer and a place to meet to undertake outdoor activity especially mountain biking/cycling and other sports. This precinct will connect closely with other biking, walking and cycling access points around the Bluff environment. Improved wayfinding and programming/production will be a key consideration through any future walk.

There is a need to carefully develop this precinct in a way that does not impact on the biodiversity enhancement work progressing on Bluff Hill/Motupōhue and surrounds. If done well, it could complement rather than detract from this. The local sports amenities (including the Bluff Pool) complement the offering in this area.

Implementation and Timing

Scoping and concept development of this precinct is underway alongside relevant stakeholders.





VISITOR WELCOME BAY
INCLUDING INFORMATION KIOSK

19

PARK & RIDE FACILITY
FOR STIRLING POINT

3

ENHANCED STEWART ISLAND FERRY TERMINAL

4

FACILITATE WHARF ACCESS FOR
POSSIBLE PUBLIC FISHING

20

BLUFF SOUTHERN MARINE
DISCOVERY CENTRE

5

2

BLUFF CENTRAL TOURISM PRECINCT CONCEPTS

The vision is to create a highly appealing and attractive tourism precinct which generates greater visitor length of stay and visitor spend in Bluff.



Stakeholders

Those involved in the tourism industry in Bluff and landowners will be directly involved with the development of this precinct. This includes Real Journeys, Awarua Runanga, local operators as well as the Bluff Community Board, Council, Great South, Bluff Promotions and others interested in supporting the activation of tourism development opportunities.

Description

This is the primary visitor hub in Bluff. It provides the ferry link to Stewart Island/Rakiura and could contain a variety of tourism related visitor attractions, facilities, amenities and services. Over time it will develop, creating a visitor focussed hub with various experiences, many of which can be clustered together. Its location is close to the commercial precinct for easy access to shops, cafes etc which is important. Developing this hub with a visitor centric focus is important as this is the key target market.

The Bluff Southern Marine Discovery Centre and Enhanced Stewart Island Ferry Terminal project were two of five high priority investment recommendations identified in the Southland Murihiku Destination Strategy and were considered 'game changers' for Southland developing as a visitor destination.

Implementation and Timing

COVID-19 is having a significant impact on local, national and international tourism. This current uncertainty will impact the implementation and timing of this precinct including suggested projects within it.



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EXPANSION OF COMMERCIAL PRECINCT
& CONSOLIDATION OF ZONING

BLUFF OYSTER AND FOOD FESTIVAL

COMMERCIAL PRECINCT CONCEPTS

The vision is to create an attractive, dynamic and exciting precinct to support local businesses and to encourage sustainable business growth for the long term.



Stakeholders

The drivers for achieving the vision will need to include the local business community, Council and Great South (as the region's economic development agency).

Description

The commercial precinct aims to provide sufficient space for future commercial growth to support the local community, its businesses and the visitor economy.

The purpose of the commercial precinct is to ensure that commercial ventures can be clustered together, to leverage off one another and to help improve connectivity between commercial businesses and related events.

Implementation and Timing

The implementation of the development of this precinct needs to consider the impact of COVID-19 and the views of the local business community.



TŌPUNI WALKING TRACK

GUNPIT RD

9

GUNPIT ROAD EXPANDED
VISITOR PARKING

GLORY WALKING TRACK

WARD PDE

10

BUS DROP OFF & PEDESTRIAN
IMPROVEMENTS

POP-UP SEASONAL VISITOR
INFORMATION FACILITY

11

END OF TE ARAROA WALKING TRAIL

FOVEAUX WALKWAY

STIRLING POINT PRECINCT CONCEPTS

The vision for Stirling Point is to make it a highly memorable, safe and significant experience for all visitors and locals.



Stakeholders

Key stakeholders involved with developing this precinct include various landowners, organisations and users of the site.

Description

Stirling Point is a significant site being the end of the Te Araroa Trail, the location of the famous “Bluff Signpost” as well as dispersal point for many walking trails. This precinct aims to improve the visitor experience particularly during peak season periods when parking is challenging and pedestrian movements are constrained. It suggests the potential for a “Park and Ride” service from the Bluff Central Tourism Precinct car park to Stirling Point to help reduce parking congestion, improve safety and create better walking trail links for local users in particular.

Implementation and Timing

Investigation into options for various components of this precinct are underway. Some suggestions such as the pop up seasonal visitor information facility and “Park and Ride” service will be dependent upon the wider tourism sector and impact of COVID-19 and visitor demand.

FLAGSTAFF RD

23

ECOLOGICAL RESTORATION INITIATIVES

24

PREDATOR FREE BLUFF



POUWHENUA

STAR GAZING EXPERIENCE

8

EXPANDED VISITOR PARKING

7

21

MILLENNIUM WALKING TRACK

TŌPUNI WALKING TRACK



BLUFF HILL MOTUPŌHUE LOOKOUT HUB CONCEPTS

The vision is to create an iconic destination hub which acknowledges the cultural significance of this important site and which stimulates strong visitation and recognition that this is the beginning of a journey through New Zealand, and not the end point.



Stakeholders

There are multiple stakeholders involved with this hub including Awarua Runanga, DOC, Bluff Hill/Motupōhue Environment Trust, Council and many others.

Description

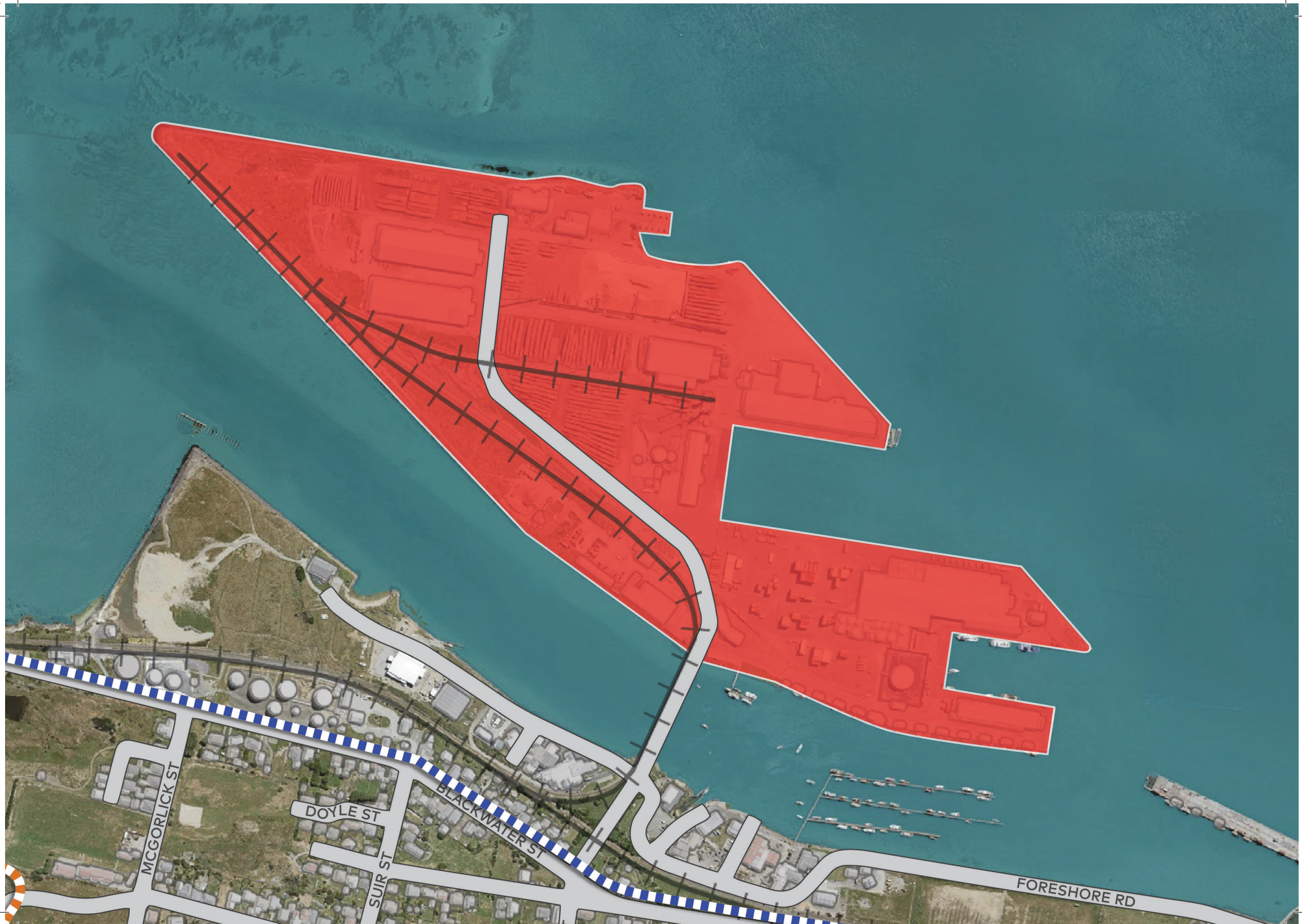
It is proposed to enhance the existing road to the top of Bluff Hill/Motupōhue with a small attractive cluster of activities potentially including an expanded parking facility, star gazing experience (with a focus on Aurora Australis etc) and a pouwhenua or “Taurapa” stern post.

The strong cultural significance of Bluff Hill/Motupōhue with its Tōpuni status, underpins all suggested concepts. This hub also acknowledges that Bluff is the starting point for any journey north through New Zealand and as such the symbolic positioning of a pouwhenua at the summit will strengthen and recognise the important spiritual connection of mana whenua to the land and this will assist travellers on their journey north.

There is a need to carefully develop this hub in a way that does not impact on the biodiversity enhancement work progressing on Bluff Hill/Motupōhue and surrounds and in particular, the Predator Free Bluff initiative. A number of walking tracks can also be accessed from this hub connecting to other hubs within Bluff.

Implementation and Timing

Various aspects of this hub’s development will be investigated and implemented at different times. The Bluff Hill/Motupōhue Environmental Trust (BHMET) has been conducting predator control on Bluff Hill/Motupōhue for over 10 years and has significant plans to build on progress to date. DOC and Council are looking at enhanced recreation and ecological restoration initiatives ([link to Active Recreation Hub](#)).



SOUTH PORT HUB CONCEPTS

The vision for the port is for its sustainable long term growth to support both Bluff and the wider regional Southland economy.



Stakeholders

The driver for this is South Port and their stakeholders.

Description

The South Port hub recognises the significant operational requirements of the port and the need to maintain a safe and effective separation between port activity and non port related vehicle and pedestrian movements. The port needs to retain flexibility to enable for changes to port activity and shipping over time.

It also has the potential for tourism activity to become a more dominant element of the hub over time if desired. Its strategic location also allows it to effectively link to the Bluff Central Tourism Precinct and Community Recreation Precinct.

Implementation and Timing

South Port will determine the timing of various aspects of activity within their operations.

A satellite map of the South Island of New Zealand, oriented with the top of the image to the left. The map shows the coastline, major cities, and inland terrain. Two location pins are placed on the map: one near the top left labeled 'INVERCARGILL' and one near the bottom left labeled 'BLUFF'. Several teal-colored rectangular callout boxes with white text are overlaid on the map, pointing to various project areas. The boxes are labeled: 'BLUFF TO INVERCARGILL CYCLE TRAIL' (pointing to the central-western coast), 'OMAU PROJECTS' (pointing to the western coast), 'TE ARAROA WALKING TRAIL' (pointing to the central-eastern interior), 'WAITUNA AND CATLINS PROJECTS' (pointing to the eastern coast), 'UPGRADED AND EXPANDED COASTAL WALKING TRACKS' (pointing to the southern coast), 'STEWART ISLAND/ RAKIURA PROJECTS' (pointing to the island at the bottom), and 'DOG ISLAND PROJECTS' (pointing to a small island at the bottom right).

INVERCARGILL

BLUFF TO INVERCARGILL CYCLE TRAIL

OMAU PROJECTS

TE ARAROA WALKING TRAIL

WAITUNA AND CATLINS PROJECTS

UPGRADED AND EXPANDED
COASTAL WALKING TRACKS

BLUFF

STEWART ISLAND/
RAKIURA PROJECTS

DOG ISLAND PROJECTS

WIDER BLUFF AREA CONCEPTS

While the scope of this tourism master plan focusses on Bluff, it is acknowledged that there needs to be consideration of other projects and initiatives in surrounding areas.



Stakeholders

Individual projects will have various stakeholders involved. The importance of collaboration and partnership between key organisations and leaders will be critical to ensuring a holistic and aligned approach.

Description

It is important that the connectivity between Bluff and surrounding areas and their projects is considered. This includes the Bluff to Invercargill cycle trail, Te Araroa Walking Trail and other Awarua, Waituna, Catlins and Omaui projects. There should be effort to align these projects as much as possible, considering a visitor centric view point and this could be achieved with consistent interpretation messaging as well as promotion/marketing when appropriate. Some projects such as cycle trails and predator free, traverse all areas and should be a focus point.

Bluff also remains an essential gateway to various islands including Stewart Island/Rakiura and as such there are important biosecurity and accessibility considerations.

Implementation and Timing

Implementation will be determined project by project and individual projects will have varying interest or impact on Bluff. Projects which traverse areas should be prioritised e.g Predator Free Bluff and Stewart Island/Rakiura and cycle trails as well as consideration of the provision of subsequent infrastructure, amenities and facilities.



WHERE TO FROM HERE?

- » The Draft Tourism Master Plan is just that; it is a starting point to gather feedback from all key stakeholders on ways to sustainably grow the visitor economy for Bluff
- » Consultation will be undertaken with all stakeholder groups to gather feedback and to test ideas being suggested
- » Assumptions on project components, and their potential timing will be reviewed and refined
- » The staging of suggested tourism development and recreational project elements can be adjusted to better align with stakeholder expectations and needs
- » A revised tourism concept master plan can be provided once all feedback has been gathered on the draft, by Great South
- » This may also include more detailed landscaping suggestions to illustrate how tourism project elements will be effectively linked, including between projects clustered together, and between different tourism precincts and hubs; and
- » Funding options can be identified once the core project elements are confirmed and agreed by stakeholders.
- » COVID-19 is having a significant impact on local, national and international tourism and will be a key consideration affecting the overall implementation and timing of this tourism master plan.



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