

PICTON MARLBOROUGH SOUNDS

VISITOR ECONOMY GROUP

Submission to Marlborough District Council Annual Plan Update 2017-18

Picton Marlborough Sounds Economy Group (PMSVE) is working collectively as Residents and Owner-Operators of Picton and the wider Marlborough Sounds. We believe it is imperative to have a voice and input in the growth and promotion of our community.

Our focus is to promote Picton & Marlborough Sounds as the “Centre of Natural New Zealand”, with the three key attributes – Conservation, Recreation and Appreciation.

Since our beginnings in 15 June 2016 we have modelled our organisation on the success of Lake Wanaka Tourism, Regional Tourism Organisation (lakewanaka.co.nz).

We wish to be recognised as a Visitor Economy Group and work closely with Destination Marlborough exactly and successfully as Wanaka Lake Tourism works with Queenstown New Zealand (queenstownnz.co.nz).

We wish to be inclusive and open in our promotion of Picton & the Marlborough Sounds, to that end we have invited and meet with key stakeholders in Picton and openly shared our discussions and initiatives for Picton & the Marlborough Sounds.

PMSVE Initiatives:

- World Meteorological Organisation (WMO) Weather Station for Picton – confirmed by MDC February 2017
- Strategic planning facilitated by Auckland marketing consultant Rob Davis
- Marketing – “I Love Picton” photo frame on Picton Foreshore; I Love Picton facebook page
- Picton Marlborough Sounds Greeters – Global Greeters Membership
- Visitor Information – High Street shop front display and information
- Adequate and consistent radio reception for Picton – radio network coverage to be improved
- PMSVE Member briefings – regular briefings on industry matters and networking

We look forward to working with Marlborough District Council on these initiatives.

We would like to thank the Marlborough District Council Chief Executive Office, Mark Wheeler for including in the Annual Draft Plan, \$25,000 for the Marlborough District Council to implement the WMO Weather Station for Picton. We believe this will not only be of strategic importance to the community of Picton and the Visitor Economy at the top of the South Island but we understand that a WMO weather station here in Picton will be a valuable asset to Marlborough District Council in aiding the resource management process.

We also support other key initiatives in Picton & the Marlborough Sounds

- Marlborough District Council Refresh of London Quay/Picton Foreshore/Upper-Lower High Street
- Queen Charlotte Track Incorporated
- BikeWalk Marlborough
- Link Pathway
- Picton MTB Trails
- Cruise Ship visits

Presentation of our submission - we request an opportunity to present our submission at the hearing.