

**Framework**

**For**

**Franklin's Future:**

***'Visitor Experiences'***

**'Action Plan'**

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***'Prosperous Places'***

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**'Visitor Experiences'  
Innovation Strategy**

**Strategic Objective:**

***'To Provide A Range of Unique, Visitor and Recreational Attractions'***

That will:

- ✓ Underpin the *recreational and residential attractiveness* of the Franklin District for existing and new residents
- ✓ Attract *repeat visits* from residents and visitors from throughout the Greater Auckland Region
- ✓ Attract people in *different age groups* and from different cultural and economic backgrounds
- ✓ Keep *people interested*, involved and engaged for at least 1.5 hours with each experience
- ✓ Capture increased *local resident and visitor 'expenditure'* and extend *'overnight stays'*.

**Important Note:**

The following provides a 'comprehensive' recommended 'Action Plan'.

Each initiative is explained in detail here so that the objectives of each individual initiative remain clear and to avoid the loss of focus that often results from generic 'action plans' that provide only generalised initiatives.

*'Enterprise Franklin'* and the *Franklin District Council* may not have the capacity to begin to work on all these initiatives.

In which case, 'priorities' will need to be set for different initiatives.

Setting priorities will need to take into account the value and importance of each initiative, and the ability to fund and resource individual initiatives.

It is also important to consider who is actually available to pro-actively lead individual initiatives and how much time they realistically have available to 'pro-actively lead' and 'following through' on initiatives.

It will be very important to cover a number of topics at the *one workshop*, so that the same people are not invited to too many separate meetings.

**'Visitor Experiences'  
Innovation Strategy**

**'Action Plan'**

**A. Provide Unique 'Adventure Play' and 'Recreational Activities'**

- ✓ ***That will attract people of all ages with different interests***
- ✓ ***That will attract repeat visits from the 'Auckland Region'***
- ✓ ***That will convert recreational visitors into 'future residents'***
- ✓ ***That will enable young people learn 'new age job skills'***

Action Plan Initiatives:

1. Provide unique 'Adventure Play Areas' for *young children* located in *the centre* of Franklin's townships and villages
2. Provide unique 'Extreme Sports' facilities for *young people* located *near* the retail heart of Franklin's largest townships
3. Provide unique 'Nature Based' and 'Rural Based' recreational, eco-tourism and corporate team building opportunities
4. Provide informal ways for local young people to learn 'new age', 'new economy' job skills

**B. Run 'Regular Themed Events' Throughout The Franklin District**

- ✓ ***So that residents spend more of their 'free time' in the District***
- ✓ ***So that visitors come to Franklin to enjoy 'quality experiences'***
- ✓ ***So that Franklin enhances its reputation for 'targeted activities'***
- ✓ ***So that visitors are attracted to Franklin's 'retail centres'***

Action Plan Initiatives:

1. Work with community groups and special events organisers to *program themed events throughout the year*
2. Celebrate and enhance *Franklin's unique character*, its rural economy and history and *Franklin Country* experiences
3. Initiate programs of events targeting *special interest groups* important to realising Franklin's Economic Strategy
4. Locate and time 'special daily events' to *maximise local retail and other business benefits*

## Franklin's Future: Visitor Experiences 'Action Plan'

### C. Leverage *Local Business Opportunities* From 'Major Events'

- ✓ ***So that local business benefit more from major events***
- ✓ ***So that visitors attending major events spend time elsewhere***
- ✓ ***So those attending major events return frequently to Franklin***
- ✓ ***So that those attracted by major events want to live, work and run businesses in Franklin***

#### Action Plan Initiatives:

1. Turn major events into opportunities to *attract visitors* to Franklin's *town and village centres*
2. Turn major events into opportunities for *longer visits and overnight stays* in the Franklin District
3. Turn *existing rural business activities and events* into interesting tourist and visitor attractions
4. Turn major *sporting and special interest group* events into *longer visits and overnight stays* in the District

### D. Develop Unique '*New Visitor Attractions*' and '*Experiences*'

- ✓ ***That reinforce the 'Franklin Country' experience***
- ✓ ***That reflect the 'character and history' of each locality***
- ✓ ***That reflect the 'rural economy' of the Franklin Region***
- ✓ ***That promote the 'activity clusters' in the 'Economic Strategy'***

#### Action Plan Initiatives:

1. Stimulate provision of *new visitor attractions* that will attract more visitors to Franklin for longer
2. Stimulate provision of *new 'visitor experiences'* created around the '*Franklin Country*' theme
3. Stimulate provision of *new 'visitor experiences'* created around Franklin's *unique rural villages, rural economy and history*
4. Stimulate provision of *new 'visitor experiences'* created around Franklin's *Economic Strategy 'activity cluster'* themes

**'Visitor Experiences'  
'Action Plan'  
Initiatives**

**A. UNIQUE 'ADVENTURE PLAY' AND 'RECREATIONAL ACTIVITIES'**

**V 1 Provision of Unique 'Adventure Play Areas' for Young Children**

*What We Want To Achieve:*

We want to attract retain the incomes of local residents by having spend their free time in Franklin. We want to capture wealth from visitors with young families by having them come frequently to Franklin. We also want to make Franklin a great place to *live, work and play* for people with experience and scarce technical, technology, business and trade skills; new business founders, and 'high net worth' people and their families. We want knew residents to quickly feel they belong to their local community and we want people who could live and work wherever they wish to want to continue to live, work and contribute their experience and expertise to Franklins economy. We also want to reinforce community interaction, create community self-help networks and build 'social capital'.

*Recommended Way Forward:*

Provide a range of exceptional and unique 'Adventure Play Areas' for *Young Children* (different to anything elsewhere) in each town centre and village and at major visitor destinations. So that people with young children will want to come often, stay longer and will frequently return with family and friends.

Celebrate local history, rural character and the local economy in unique themes for 'adventure play areas (e.g. through a 'steel plate' and 'steel pipes' adventure playground at Waiuku.

Locate these 'Adventure Play Areas' for *Young Children* near local shops, and in the centre of villages, so that people walk pass, and spend 'quality family time' near local retail businesses.

*Action Plan:*

V1.1 Work with Franklin Council (particularly its recreational and community development officers), to have this policy accepted and to give it priority and funding in Council's work programs and budgets.

V1.2 Work with Franklin Council (particularly its recreational and community development officers), to identify and prioritise places best suited for locating unique 'Adventure Play Areas' for *Young Children* near local retail businesses (beginning with larger town and villages).

V1.3 Work with Franklin Council (particularly its recreational and community development officers) to identify:

- Suppliers of unique and unusual adventure play equipment
- Local artists, designers and craft people who could help with designs
- Local young people and childcare staff who could help with the design
- Local businesses who could manufacture, installation and maintain.

V1.4 Design, commission and install unique 'Adventure Play Areas' for *Young Children*. (Realise opportunities to engage local school children and local artists and craft people in developing unique themed designs and local businesses in manufacturing, installation and maintenance).

## Franklin's Future: Visitor Experiences 'Action Plan'

### V 2 Provision of Unique '*Extreme Sports*' Facilities For *Young People*

#### *What We Want To Achieve:*

We want to attract retain the expenditure of local young people and capture wealth from visitors (including attracting families with teenage children). We also want to make Franklin a great place to *live, work and play* for young trades people and technology specialists. We need to increase the time local people and visitors spend recreating in Franklin to capture their discretionary expenditure and so these people wish to live and work in the Franklin District. We also want to provide '*diversionary activities*' for local youth to reduce anti-social behaviour and to reduce their loitering in Franklin's town and village centres (where their behaviour can discourage shoppers - especially the other young people, the elderly, young women and those with young children).

#### *Recommended Way Forward:*

Provide quality unusual '*Skate Board Parks with Climbing Walls*' for *Teenagers and Young Adults* in each Franklin Town Centre. Design these, with local skateboarders to challenge a full range of skill levels.

Locate these '*Skate Board Parks*' in prominent, highly visible positions just away from the retail heart. So that *young people* are attracted away from the pedestrian heart of town, but can be seen to 'show off' their skills and to increase security and reduce anti-social behaviour).

Link these '*Skate Board Parks*' with interesting '*skate board trails*' and '*bike tracks*' and '*bike trails*' to the centre of town, local high schools, local residential areas, sports fields and other outdoor recreation, community and youth facilities (to increase their use, to provide safe access and improve the visitor experience and increase time spent).

#### *Action Plan:*

V2.1 Work with Franklin Council (particularly its recreational and community development officers), to have this policy accepted and to give it priority and funding in Council's work programs and budgets.

V2.2 Work with Franklin Council (particularly its recreational and community development officers), to identify and prioritise places best suited for locating '*Skate Board Parks*' near, but not in the retail heart of Franklin's major centres.

V2.3 Work with Franklin Council (particularly its recreational and community and youth development officers) and local skate board riders, to design, and build unusual and different '*Skate Board Parks*' to challenge teenagers and young adults with different skill levels (that will also earn peer group respect and build personal self-esteem). (Engage local businesses in their design, manufacture and installation)

V2.4 Work with Franklin Council (particularly its recreational and community development officers) to link these '*Skate Board Parks*' with '*skate board trails*' and '*bike tracks*' and '*bike trails*' to the centre of town, local high schools, local residential areas, sports fields and other outdoor recreation, community and youth facilities.

## Franklin's Future: Visitor Experiences 'Action Plan'

### V 3 Provision of 'Nature Based' and 'Rural' Recreational Opportunities

#### *What We Want To Achieve:*

We know that people with experience and scarce technical, technology, business and trade skills; new business founders, and 'high net worth' people and their families are attracted by quality 'informal' outdoor recreational opportunities. We want to make Franklin a great place for these people to *live, work and play*. We want to attract them by the quality of the rural and outdoor recreation experience so that we can convert them into local workers, locale business founders and local residents. We want to attract business people to corporate team building activities so they return as recreational visitors and as future residents and new business founders. We also want to attract as many recreational 'day-visitors' and tourists as possible. We want these visitors to spend as long as possible in Franklin and to visit local towns and villages if we are to capture more of their discretionary expenditure.

#### *Recommended Way Forward:*

Develop and promote a range of good quality *rural and nature based* informal 'outdoor recreation' visitor attractions and experiences.

Invest in improving, maintaining and diversifying Franklin's 'visitor infrastructure' that is best able to attract and retain the interest people in different age groups for at least 1.5 hours (so as to capture greater visitor expenditure).

Link these 'outdoor visitor experiences' into Franklin's village and town centres. So that tourists, recreational visitors, residents and their friends also visit these centres. So that local retailers can benefit from greater visitor expenditure. (For instance, by providing 'experiential' walking paths, boardwalks, walking trails, bike paths, bike trails, skateboard and horse trails)

#### *Action Plan:*

V3.1 Work with Regional Council and Franklin Council Officers, and existing and potential future 'rural visitor' attraction operators to:

- Identify and realise 'new' *outdoor recreational* and *corporate team building* attractions (that will keep visitors for at least 1.5 hours each)
- Ensure 'existing' *outdoor recreational visitor attractions* could be improved (to keep visitors for at least 1.5 hours each)
- Identify how 'existing' and possible 'new' *outdoor recreational visitor attractions* could best be linked with Franklin's village and town centres (so that recreational visitors also support local retailers).

V3.2 Work with Franklin Council and private operators to identify and access funding, grants and assistance to develop and improve places and attractions. (Prioritising those that will attract people in different age groups to stay at least 1.5 hours).

V3.3 Work with Franklin Council to:

- Develop and improve *informal* outdoor recreational attractions (as 'visitor destinations' able to attract and engage different age groups for at least 1.5 hours each)
- Provide *unique* informal outdoor recreational attractions that *can be enjoyed by the disabled and sensory impaired* (e.g. with wheelchair trails, 'sensory trails', trees to hug, table seating with spaces for wheel chairs, playground equipment that challenges the impaired etc)
- Link these outdoor recreational attractions *with each other*
- Link these outdoor recreational attractions *with Franklin's town and village centres*.

## Franklin's Future: Visitor Experiences 'Action Plan'

### V 4 Provision For Local Young People To Learn 'New Age' Job Skills

#### *What We Want To Achieve:*

We want to be seen as a 'inclusive', 'caring' community that meets young people's needs. This is also very important to attract creative and talented with scarce technical, technology, business and trade skills. We want to create meaningful job opportunities for early school leavers and non-main stream young people who will not return to formal education. We want to provide interesting '*diversionary activities*' for local young people, that also enables them to learn potentially 'marketable', 'new age', 'new economy' skills in informal recreational environments.

#### *Recommended Way Forward:*

Identify ways to attract, interest and engage 'non-mainstream' young people in informal recreational activities that will:

- Help them to learn 'new age' skills
- Help them to earn peer group respect
- Help them build self-respect and self-esteem
- Provide them will potential job skills.

Pro-actively pursue these initiatives outside of formal educational system and institutional settings.

Concentrate on creative, 'new age', 'new economy' skills. (Successful initiatives have been 'community art', 'computer game' building, rural crafts and skills, landscaping design and construction skills, 'on-line' computer graphics, recording studios, mixing and CD cutting studios, computer aided music composition, photography, film, documentary making; stage hand, roadie gang skills and computer lighting effects, laser light shows, cartooning, personalising cars and working on hot rods, bikes and street machines).

#### *Action Plan:*

V4.1 Work with Franklin Council (particularly its recreational and community and youth development officers), staff of the 'Franklin Arts Centre', youth training specialists and local youth workers to:

- Identify *existing* and *proposed* youth programs that provide creative, 'new age' and 'new economy' skills.
- Identify and 'prioritise' *possible realistic new* initiatives that will develop and build creative, 'new age', and 'new economy' skills.
- Identify the *best way to pro-actively engage* 'non-main stream' local young people in such activities.
- Identify possible locations and venues for such activities (outside of formal education and training venues)
- Local young people, youth workers, interest local people who can help (Engage them in forums to address the same issues)

V3.2 Work with Franklin Council, groups and individuals to identify, access and source funding (grants and assistance) to develop and trial a number of these initiatives. (Including 'developer contributions')

V3.3 Trial and evaluate initiatives *in different parts* of Franklin District.

V3.4 Celebrate their success by *themed events* that show off these skills (e.g. '*Battle of The Bands*', '*New Release Disk*' street parties, street art competitions, new age '*painted barns*' tours, laser light shows).

## B. REGULAR 'THEMED EVENTS' RUN THROUGHOUT THE DISTRICT

### V 5 A Program of Successful 'Themed Events' Run Throughout The Year

#### *What We Want To Achieve:*

We want residents, tourists and visitors to come and stay longer in the Franklin District so that we can capture their 'disposable income' and grow local employment. We want people and families to travel from throughout the Greater Auckland Region to visit Franklin at weekends. We want Greater Auckland residents, tourists and travel agents and *i-site* staff to be confident there will always be something interesting to do in Franklin every weekend. We want Franklin to be recognised as being an interesting place, full of vitality, with creative, active communities. This is particularly important to attract creative and talented people; for the District to retain its own young people and young families, and for the Franklin District to attract and retain creative and talented people with scarce skills.

#### *Recommended Way Forward:*

Identify existing events able to attract visitors from throughout the Greater Auckland Region and keep them for at least 1.5 hours. (Include events that will attract partons from Major Regional Events. See Action Plan initiatives *Actions 'C' V9, V10, V12*)

Progressive build up from a program of monthly events, towards an event somewhere in Franklin on 'each weekend', throughout the year.

Develop collaborative networks to scheduling and bring new events to the Franklin District. (Especially ones that reinforce the *Franklin Country* experience and those that will promote Franklin's reputation for specialisations in Franklin's '*Economic Strategy*')

#### *Action Plan:*

V5.1 Identify all events planned for the Franklin District for the coming year and identify which will appeal to people in different family circumstances and in different age groups.

(Attachment 'A' provides additional guidance and advice)

V5.2 Identify existing gaps in the program of events of interest to each target group, and identify how best to fill these gaps. (Including identifying events elsewhere and how to attract these to Franklin).

V5.3 Work with existing and potential future events organisers to develop regular monthly events to attract these 'target groups' to Franklin. (Including vineyards, olive groves, horticulturalists, café proprietors)

V5.4 Identify and mobilise 'financial support' and in 'kind help' required to realise the required program of events (For example, by offering public spaces in the new 'Franklin Arts Centre' for community and *special interest groups* to 'take-over' for a month at a time to stage events)

V5.5 Develop and deliver this program of events tailored to suite different age groups. Monthly at first, but progressing to each weekend, as visitor numbers and the reputation of Franklin develops for these events. (Ensure each part of the District shares in these events).

V5.6 Liaise widely to identify and utilise the best way to advertise, market and promote these events to the targeted visitors. (Pay particular attention to 'on-line' Internet promotions and creating lists to advise past visitors).

## Franklin's Future: Visitor Experiences 'Action Plan'

### V 6 Celebrate *Franklin's Character* and *Franklin Country Experiences*

#### *What We Want To Achieve:*

We want residents, tourists and visitors to consciously and sub-consciously recognise, and come to appreciate the unique Franklin District character and that special '*Franklin Country*' experience. This is important to attract residents, tourists and visitors and generate repeat visits. It is also important to 'differentiate' the Franklin District and create a 'unique identity' for the Franklin District. It is particularly important to attract innovative and creative people, and to attract the 33% of talented people with scarce skills, high net worth people and new business founders who are most attracted to rural communities located close to metropolitan areas. We know that most of these people react adversely to direct marketing and promotion and are most receptive when they discover places and their attractions for themselves.

#### *Recommended Way Forward:*

Identify key attributes of Franklin's natural, environmental and rural character and identify interesting and unique aspects of Franklin's cultural and economic history and existing economic strengths.

Celebrate these when creating unique public places and spaces; in creating community settings, adventure playgrounds; in street furniture and landscaping and by creating new visitor attractions.

Identify how these themes and attractions can attract and keep visitors from throughout the Greater Auckland Region for at least 1.5 hours.

#### *Action Plan:*

V6.1 Review recent and past work that identifies key attributes of Franklin's natural, environmental and rural character and identify interesting and unique aspects of Franklin's cultural and economic history and existing economic strengths.

V6.2 Work with Franklin Council staff, the New Franklin Arts Centre', local interest groups; knowledgeable individuals, and representatives of Franklin communities and hospitality industry to identify how these special *characteristics* can be built into *existing* and *new* visitor and business attractions. (Pay particular attention to how these attractions can be used to attract different age groups to stay for at least 1.5 hours. e.g. how could the Pokeno '*Land Wars Redoubt*' theme be developed to keep visitors of different ages interest in Pokeno for at least 1.5 hours.)

V6.3 Work with Franklin Council staff, the New Franklin Arts Centre', local interest groups, local artists and local business communities to identify and create *places and spaces* that celebrate the natural, environmental and rural character and Franklin's unique cultural and economic history and existing economic strengths. (For example, by seating, street furniture, community art and landscaping that celebrates Franklin's horticulture, birds and wildlife, steel industry and Glenbrook rail heritage)

V6.4 Work with Franklin Council, local artists, designers, local industries and businesses to design and commission public art; street furniture and adventure play equipment, interior designs, paving, furniture and soft furnishings that celebrates Franklin's natural, environmental and rural character and Franklin's unique cultural and economic history and existing economic strengths. (Include these themes in the interior designs and furnishings of public places, spaces and buildings – including libraries, childcare centres and the new 'Franklin Arts Centre').

## Franklin's Future: Visitor Experiences 'Action Plan'

### V 7 Events Targeted At *Interest Groups* In Franklin's Economic Strategy

#### *What We Want To Achieve:*

No economy can be truly successful unless it specialises in something. Franklin needs to be seen as a place specialising in innovation in particular activities, identified in the Economic Strategy. Therefore, Franklin needs to be seen 'as the place to come', those with interests in the specialisations that the Franklin District intends to grow. We know that these people need to discover places for themselves. (They do not respond well to traditional promotion and advertising campaigns). We want to attract these people first as visitors by developing Franklin's reputation for activities they are interested in, so that they will become future residents and new business founders.

#### *Recommended Way Forward:*

Identify special events (including talks, guided tours, workshops, information evenings, breakfasts with eminent people) that will appeal to people with interests in the types of specialisations in which Franklin is seeking to develop its reputation. (Including, *sporting horses, horticulture and health products, fashion and design, building products, soft- furnishings and interior design, gardens, and pools, lighting and landscaping, use of recycled building products, innovative use of new materials, innovations in steel and its uses*).

Develop a program of events (progressively build up to regular monthly events, successfully attracting people with strong 'life-long interests' in these topics). Require people to leave details to get/ pick up free ticket, use this to build list of people with each set of interest to invite to other events.

Develop collaborative networks to scheduling and bring new speakers and special interest events to the Franklin District. (Especially ones that reinforce the *Franklin Country* experience and those that will promote Franklin's reputation for specialisations in Franklin's 'Economic Strategy' see V12).

#### *Action Plan:*

V7.1 Hold small 'focus group' meetings with *key informants* who can best advise on how to attract visitors to Franklin in each interest group.

V7.2 Identify short evening, breakfast and weekend events that the Franklin District could either develop, or host, that would attract people with these interests both locally and from throughout the Auckland Region. (Attachment 'B' provides additional guidance and advice).

V7.3 Identify respected, informative, local Franklin and Auckland Region people who could present their work, give talks, lead workshops and guide tours. (Attachment 'C' identifies possible topics and speakers)

V7.4 Negotiate with appropriate venues to hold regular events for each *interest group* activity. (For example, 'Franklin Arts Centre' for monthly talks on *interior design/designer products*; a restaurant or olive grove for *health and beauty products*; a café or winery for talks on *designer foods*; a nursery for *gardens, landscaping* and 'meeting point' for tours).

V7.5 Identify and arrange for *supporting, reinforcing and back-up activities* at or close to venues (For example, library, art and product displays, books and art works for sale on the topic, demonstrations of 'on-line' design software, animations, cartoons and short films on the topic)

V7.6 Identify and approach respected, knowledgeable, people to lead each program of monthly *short events* in Franklin.

## Franklin's Future: Visitor Experiences 'Action Plan'

### V 8 Locate and Time 'Special Daily Events' To Create More Retail Trade

#### *What We Want To Achieve:*

We want residents and visitors to stay longer in and near our town and village centres so that we can capture more of their 'disposable income' to support local retailers, hotels, cafes and restaurants and create more local employment. We *do not* want visitors to just drive up, stay a very short while, leave their litter and drive away again, without spending much time or money locally. We know visitors and residents will wait 15 minutes for a *regular event* that occurs 'on the hour'. We know people will wait up to 30 minutes for a *special event* but will quickly dissipate afterwards, unless it is the 'time of the day' when they need to eat, after which they will stay around and spend more time and money locally.

#### *Recommended Way Forward:*

Create special attractions that occur at *regular intervals* throughout the day. (Include events that will attract partons from Major Regional Events. Also see Action Plan Initiatives 'C' V9, V10, V12)

Provide a well promoted and publicised program of '*daily special events*' located in Franklin's major town and village centres. Time these '*special events*' to attract people just before lunch and just before tea and to keep them interested in the early evening.

Begin with regular summer weekend events and progress to a regular program of events on weekends throughout the year (with daily events during summer school holidays).

#### *Action Plan:*

V8.1 Hold small 'focus group' meetings with *local business people* to identify:

- Possible *attractions* that could occur *regularly 'on-the-hour'*.
- Possible *special events* that could be held *once or twice a day* (Identify different ones, for different villages and town centres and where they could be located. Try to devise ones that relate to Franklin's natural, environmental, rural character or unique cultural and economic history and existing economic strengths. Also events attractive to different age groups. For example, an animated bugs bunny eating horticultural crops, a model Glenbrook train that runs a small above ground circuit in a shopping centre, buckets that fill from a model 'parish pump' that empty automatically ever hour, a travelling tomato fight, cucumber/bell pepper throwing, tomato eating contests)

V8.2 Identify and approach different business and corporate sponsors, local artists and possible organisers (including community groups and service organisations) and assess their willingness and interest in participating.

V8.3 Interest local businesses and Council in funding or providing permanent *special feature attractions* that operates *regularly 'on the hour'*. (Begin with one or more shops, shopping centres and town or village centres and progress to different *special feature attractions* at other centres)

V8.3 Trial a number of *special summer weekend events* at different venues. (For example, paper lantern, paper bird and animal making followed by an *evening paper lantern possessions*, unusual street theatre/street performers sponsored by local business and the Franklin Art Centre. Don't 'give up' because of low initial attendances, because word of these activities often spreads slowly, by word of mouth)

## C. LEVERAGE *BUSINESS OPPORTUNITIES* FROM 'MAJOR EVENTS'

### V 9 Attract Visitors From Major Events To Franklin's Towns and Villages

#### *What We Want To Achieve:*

We want visitors attracted to 'Major Regional Events', in and near the Franklin District, to also visit and spend time and money in Franklin's town and village centres (rather than visitors just coming to attend the event and leaving the District). This will enable local businesses to attract more passing trade and employ more people, (This demand will increase business profitability and allow a greater price range and variety of products and better quality services to be provided locally. It will also increase passing trade and vitality of Franklin's towns and village centres on public holidays and at weekends). Most importantly this will provide opportunities for those attracted to these events to better appreciate what the Franklin District has to offer so that they will consider living, working, investing, setting up businesses, or returning frequently to Franklin with family and friends.

#### *Recommended Way Forward:*

Work with 'Major Regional Events' organisers in the District and beyond and local retail businesses and retail centres to provide information and incentives for those attending events to visit Franklin's village and town centres.

Provide additional *themed attractions* and *events* Franklin's village and town centres that will appeal to those with interests in each particular Major Event. (Build these activities into Action Plan Initiatives 'B' V5, V8 and 'C' 12)

#### *Action Plan:*

V9.1 Hold small 'focus group' meetings with *local business people* to identify:

- Major Regional events that Franklin businesses could leverage customer attraction off (For example, the Karaka Horse Sales, Counties Racing Carnivals, the new Motor Racing Track events).
- How patrons to these events could best be attracted to Franklin's village and town centres (Including information and incentives, such as free drinks and ice creams for children, special meal deals)
- How individual businesses could 'theme their products' and 'window displays' and cafes, restaurants and hotels 'theme their drinks and menus' to reflect these events and attract patrons from these events.
- Which businesses would be most interested and most proactive in pursuing these initiatives. (Seek their commitment to participate)

V9.2 Hold small 'focus group' meetings with local facilities and local events managers (such as the Arts Centre and Library) and Major Regional Events managers to identify:

- How people attending these Major Regional Events could best be attracted to Franklin's village and town centres
- How local activities and local events could be tailored to attract visits from patrons from these Major Regional Events. (For example, by art and book displays based on motor racing or horse racing, talks by eminent identities, themed children activities and street parades).
- How information about these village, town centre and retail centre attractions could best be conveyed to patrons attending Major Events (Seek Major Events Managers' commitment to help with this)

V9.3 Implement the first trial attractions when there is a Major Regional Event. (Don't 'give up' because of low initial attendances, because word of these activities often spreads slowly, by word of mouth)

## Franklin's Future: Visitor Experiences 'Action Plan'

### **V 10 Turn Major Regional Events Into Longer Visits and Overnight Stays**

#### *What We Want To Achieve:*

We want people attending Major Regional Events to take the opportunity to stay longer in the Franklin District and desirably to stay 'over-night', for 'the weekend' or longer. This will enable local businesses to attract more trade and employ more people and increase the levels of activity and the vitality of Franklin's towns and villages (particularly at week ends and on public holidays). Most importantly this will provide opportunities for visitors to better sample Franklin's 'quality of life' attractions so that they will consider living, working, investing, setting up businesses, or returning frequently to spend time in the Franklin District with family and friends.

#### *Recommended Way Forward:*

Work with 'Major Regional Events' organisers in the District, and beyond, and local tourist and visitor accommodation managers and tourist and visitor attraction managers in the Franklin District to provide information and provide incentives for those attending Major Events to spend longer and stay overnight in the Franklin District.

Provide *themed attractions* and *events* in Franklin's village and town centres timed to attract visitors with these particular interests to stay longer, and stay overnight in the Franklin District. (Build these activities into Action Plan Initiatives 'B' V5, V8 and 'C' 12)

#### *Action Plan:*

V10.1 Hold small 'focus group' meetings with local *visitor accommodation* and tourist and *visitor attraction managers* in the District to identify:

- Major Regional events that Franklin businesses could best leverage longer visits off (For example, the Karaka Horse Sales, Counties Racing Carnivals, the new Motor Racing Track events).
- How patrons to major events could best be attracted to spend more time before and after these events recreating in the Franklin District. (Including information and maps. Incentives, such as visiting different restaurants for each courses of meals, discounts on attractions if staying overnight, free multiple entry on days before/after events)
- How individual businesses could contribute to information, marketing and promotion initiatives, stage evening or night time events or provide incentives or discounts for those staying in Franklin overnight. (Seek their commitment to participate)

V10.2 Hold small 'focus group' meetings with local facilities and local events managers (such as the Franklin Arts Centre and Farmers Markets), and Major Regional Event promoters and managers to identify:

- How people attending Major Regional Events could best be attracted to come early, stay longer and stay overnight in Franklin.
- How local activities and local events could be tailored to attract visits before and after these Major Regional Events. (For example, by activities and attractions before and after major Events, especially evening and night time activities, that will encourage overnight stays)
- How information about these local attractions and events could best be conveyed to patrons attending Major Events (For example, discount coupons on back of event tickets, maps and local event details on Major event web sites and printed on programs. (Seek commitment to help with this)

V10.3 Implement the most promising of these initiatives. (Don't 'give up' on these initiatives, because word often spreads slowly)

## Franklin's Future: Visitor Experiences 'Action Plan'

### V 11 Turn *Rural Activities and Events* Into Interesting *Visitor Attractions*

#### *What We Want To Achieve:*

We want people to come to the Franklin District because of its rural character and rural economic attractions. We want these tourists and 'day-visitors' to stay longer in the Franklin District and to want to come back and stay 'over-night', for 'the weekend' or longer. This will enable local businesses to attract more trade and employ more people and increase the levels of activity and the vitality of Franklin's towns and villages. Most importantly this will provide opportunities for Regional residents and visitors to better appreciate the Franklin District's *Franklin Country* 'quality of life' so that they will consider living and working in the Franklin District.

#### *Recommended Way Forward:*

Identify major rural activities and events that could be promoted and marketed or further developed to attract tourists and overseas or Regional visitors.

Identify rural businesses that could be promoted and marketed or further developed in to tourist and visitor attractions.

Work with willing businesses and rural events managers to develop these opportunities for additional rural tourist and visitor attractions.

Work to attract visitors to these rural activities to spend time elsewhere in the Franklin District, visit Franklin village and town centres and stay overnight. (Through this and other Action Plan Initiatives 'B' V5, V8, 'C' V9, V10, V12)

#### *Action Plan:*

V11.1 Hold small 'focus group' meetings to identify:

- Local rural events which could be marketed or further developed as visitor attractions (For example, *the Tuakau 'saleyards' auctions and Pukekohe 'small farm animal' market*)
- New rural events and activities that could be marketed or further developed as visitor attractions (For example, '*Shed Side Art*' by local youth, through the Franklin Arts Centre, re-introduce '*open gardens*' as coach and self-drive tours; fixed and mobile '*small farm animal nursery*' that travel to other events)

V11.2 Convene meetings of local farmers, horticulturists, olive and grape growers to:

- Identify any ways their businesses could help support this initiative (For example, by provided guided tours, self-picking events, venues and courses on varieties, selecting, growing and cooking)
- Confirm interest of growers and confirm initiative is worth pursuing.
- Gain support to begin to plan a program of such activities.

(Begin by making personal contact 'one-on-one' and then issue a personal invitation to a small meeting of those identified as being most interested, and most likely to support and contribute to such initiatives)

V11.3 Confirm which initiatives are easiest and quickest to realise, given the interest of those needed to realise the opportunity.

V11.4 Work on a program to turn the first of these opportunities into reality (Beginning by gaining the full, willing co-operation of those able to contribute most to turning each opportunity into reality)

## Franklin's Future: Visitor Experiences 'Action Plan'

### V 12 Turn Major *Sporting Events* Into *Longer Visits* and *Overnight Stays*

#### *What We Want To Achieve:*

Franklin, and its businesses, can benefit more from *major sporting events* and attracting *special interest groups* to come and stay longer in the Franklin District. These activities provide the opportunity to attract these people and their families, relatives and friends to visit Franklin's village and town centres and to stay overnight. So that they spend more time and money in the Franklin District and help to create more trade and activate the District (at weekends and during school holidays). Attracting these visitors to spend longer in the Franklin District will enable them to better appreciate the Franklin District's *Franklin Country* 'quality of life' so that they will consider living, working and establishing businesses in the Franklin District.

#### *Recommended Way Forward:*

Identify major sporting and recreational events that Franklin already attracts and others events that existing and proposed new facilities could attract (Such as hockey, netball, horse riding, biking and rock band events).

Identify *special interest groups* that the Franklin District already attracts or could seek to attract. (Especially *special interest groups* that will reinforce Franklin's reputation for specialisations in the District's '*Economic Strategy*' – such as *gardens and landscaping, motor racing, rural crafts, recycled building materials, soft furnishings, interior decorating, arts, fashion and design, cooking and gardening, health and beauty; cottage and designer foods*)

Identify and provide attractions and provide information and incentives for those attending events to visit Franklin's village and town centres and to spend time at other places in the Franklin District.

#### *Action Plan:*

V12.1 Hold small 'focus group' meetings to identify:

- *Sporting and recreational events* that Franklin already attracts and others that existing and proposed new facilities could attract
- How visitors attending *these events* could be attracted to visit Franklin's villages and town centres and stay longer and overnight
- *Special interest groups* that the Franklin District already attracts or could seek to attract (supporting *Economic Strategy* specialisations).
- How visitors attending *these events* could be attracted to visit Franklin's villages and town centres and stay longer and overnight

V12.2 Hold small 'focus group' meetings with local facilities and local events managers; local '*special interest groups*' and '*sporting and recreational events*' managers to identify:

- How local activities and local events could be tailored to attract visits from these *special interest groups*' and '*sporting and recreational*' events. (For example, art work/library books displays, film clips and laser art on topics that reflect these events, such as soccer, hockey, 'gardens of the world', discounts for meals at different places - '*morning tea*' at Tuakau, '*lunch*' at Waiuku, '*evening drinks*' etc).
- How information about these local attractions and events could best be conveyed to patrons attending *special interest groups*' and '*sporting and recreational*' events.(Seek commitment to help)

V12.3 Work on a program to turn the first of these opportunities into reality.

(Incorporate local events to attract these groups into the Action Plan initiatives for *Actions 'B' V5, V8, Actions 'C' V9, V10*)

## D. DEVELOP UNIQUE NEW VISITOR ATTRACTIONS AND EXPERIENCES

### V 13 Stimulate *New Attractions That Will Keep Franklin Visitors Longer*

#### *What We Want To Achieve:*

We want more visitors to stay at least 1.5 hours at each visitor attraction so that Franklin businesses can capture more of these visitors' *disposable income*. Attractions need to be interesting enough to engage people of different age groups for this period of time (including those with young children, teenagers and young adults, older people and the elderly). Attractions need to be unique or sufficiently different so that visitors from the Greater Auckland Region will come and returning frequently with family and friends. Also so that visitors tell others to come to Franklin. There needs to be sufficient attractions for 'different age groups' that people spend so much time enjoying themselves in the Franklin District that they want to stay overnight. Such attractions will enable the Franklin District to market itself as a place where talented people and their families want to live, work and establish businesses.

#### *Recommended Way Forward:*

Work with those operating Franklin's visitor attractions and Council's sport and recreation officers and facilities managers to identify opportunities to build longer duration attractions for different age groups into their developments.

Work with potential developers of new visitor attractions in Franklin to build in these longer duration attractions for different age groups into their development plans.

#### *Action Plan:*

V13.1 Hold workshop for existing and potential visitor attraction operators and Council youth, recreation and facilities managers to:

- Explain the 'Visitor Attraction' aspect of the Economic Strategy
- Set it in the broader Franklin 'Economic Strategy'
- Explain the reasons and greater value for this initiative

(Offer to help existing and potential visitor attraction operators to work through the opportunities. Create 'competition' to access this help by explaining limited time, so can only help the first few to request it)

V13.2 Help existing and potential visitor attraction operators to work through the following opportunities:

- Identify what 'market segments' each seeks to attract
  - What 'age groups' they could engage for at least 1.5 hours
  - *Attractions* reflecting *specialisations* in the 'Economic Strategy'
  - *Attractions* reflecting *Franklin Country* themes
- (Explain limited time to help only first few to request it)

V13.3 Hold workshop for Council youth, recreation and facilities managers to:

- Identify what Council *attractions* already exist to engage different 'age groups' and their families for at least 1.5 hours
- What additional *attractions* Council could provide to engage different 'age groups' and their families for at least 1.5 hours (For example, walking tracks, bike trails in high amenity areas and linking local attractions, natural areas, recreation facilities)
- Identify *additional attractions* Council could provide reflecting *specialisations* targeted in the 'Economic Strategy'

V13.4 Prepare and disseminate '*Opportunity Prospectuses*' seeking new investors and attractions with these themes. (This will help stimulate local initiatives to compete and further market and promote Franklin).

## Franklin's Future: Visitor Experiences 'Action Plan'

### V 14 New 'Visitor Experiences' Around The 'Franklin Country' Theme

#### *What We Want To Achieve:*

We want to reinforce the 'Franklin Country' theme as a 'point of difference' and an important reason to visit, recreate, and spend 'quality time' in the Franklin District. We also want to reinforce the 'Franklin Country' theme as a reason people want to live, work and play; invest and establish businesses in the Franklin District. This means more than just engaging in tourist and visitor promotions. Being 'pro-active' in this regard will itself help stimulate greater awareness and interest in the District.

#### *Recommended Way Forward:*

Identify ways places and Regions have successfully developed their economy and attracted visitors, tourists and investment through 'Country' experiences.

Bring people with these experiences to Franklin to stimulate local interest in similar initiatives and the Franklin District can benefit from their experience.

Identify which of these initiatives are realistic and easiest or most beneficial for the Franklin District to pursue. Network those with experience with local stakeholders to successfully pursue these initiatives in the Franklin District.

#### *Action Plan:*

- V14.1 Conduct Internet Search and use personal contact networks to identify;
- Places and regions that have best developed their economies based on 'Country Visitor Experiences'
  - The types of 'initiatives' that have been most successful, that would best suite the Franklin District context
  - The person/s most directly involved in successful implementation
- V14.2 Hold an open 'Future Search Workshop' to identify ways the Franklin District could best develop its 'Franklin Country Visitor Experiences'.
- The first part where 'invited participants' explain and comment on approaches and what worked and did not work elsewhere
  - The second part where 'all comers' work to identify what to progress in Franklin, to assess the feasibility of progressing, and how best to progress those initiatives that pass the test.
- (Seek local businesses and champions willing to support any initiative)
- V14.3 Prioritise 'recommended initiatives' according to their practicality and identify how best to pursue them through local champions. (Consider the costs and benefits and any local issues of asking those who successfully lead such initiatives elsewhere to work in Franklin for 3 to 12 months to trial their successful initiatives in the Franklin District)
- V14.4 Identify and source the necessary resources and funding. (Seek out opportunities for local 'in-kind' support).
- V14.5 Find ways to keep local people and businesses and organisations that expressed real interest engaged with the initiative. (This will help maintain continued local interest and help 'lock-in' long-term support)

## Franklin's Future: Visitor Experiences 'Action Plan'

### V 15 New 'Visitor Experiences' Around The 'Rural Economy' Theme

#### *What We Want To Achieve:*

We want to develop Franklin's a 'point of difference' based on its rural economy and villages and rural history. So that these become reasons to visit, recreate, and spend 'quality time' in the Franklin District. This means more than merely engaging in tourist and visitor promotions. Being 'pro-active' in this regard will itself help stimulate greater awareness and interest in the District.

#### *Recommended Way Forward:*

Identify ways places and Regions have successfully developed their economy and attracted visitors, tourists and investment through rural economy and rural villages and rural horticulture visitor experiences.

Bring people with experience in developing these visitor experiences to Franklin to stimulate local interest in similar initiatives and the Franklin District can benefit from their experience.

Identify which of these initiatives are realistic and easiest or most beneficial for the Franklin District to pursue. Network those with experience with local stakeholders to successfully pursue these initiatives in the Franklin District.

#### *Action Plan:*

V15.1 Conduct Internet Search and use personal contact networks to identify;

- Places and regions that have best developed their economies and individual businesses based on *rural villages* and *horticulture 'visitor experiences'*. (There are good examples in New Zealand, S.E. Qld and Northern NSW)

- The types of *'initiatives'* that have been most successful, that would *best suite the Franklin District context*
- The *person/s* most *directly involved* in successful implementation

V15.2 Hold an open *'Future Search Workshop'* to identify ways Franklin could best develop its *'Rural Villages' and 'Horticulture' Visitor Experiences'*.

- The first part where *'invited participants'* explain and comment on approaches and *what worked and did not work elsewhere*
- The second part where *'all comers'* work to identify what to progress in Franklin, to assess the feasibility of progressing, and how best to progress those initiatives that pass the test.

(Seek local businesses and champions willing to support any initiative)

V15.3 Prioritise *'recommended initiatives'* according to their practicality and identify how best to pursue them through local champions. (Consider the costs and benefits and any local issues of asking those who successfully lead such initiatives elsewhere to work in Franklin for 3 to 12 months to trial their successful initiatives in the Franklin District)

V15.4 Identify and source the necessary resources and funding. (Seek out opportunities for local 'in-kind' support).

V15.5 Find ways to keep local people and businesses and organisations that expressed real interest engaged with the initiative. (This will help maintain continued local interest and help 'lock-in' long-term support)

## Franklin's Future: Visitor Experiences 'Action Plan'

### V 16 New 'Visitor Experiences' Around The 'Economic Clusters' Themes

#### *What We Want To Achieve:*

We want to reinforce Franklin's image and potential for developing the economic clusters and specialisations identified in the 'Future Franklin Economic Strategy'.

We want talented people with skills in these specialisations to want to live, work, recreate, invest and start businesses based on these activities in the Franklin District. This requires more than merely tourist and visitor promotions. Franklin needs to be seen as 'pro-active' place and a future 'hot spot' for these activities. For this reason this initiative itself will help stimulate greater awareness and interest in the District.

#### *Recommended Way Forward:*

Identify ways places and Regions have successfully developed the image and reputation for specialisations important to Franklin's 'Economic Strategy'.

(Including, *innovations in steel, fashion and interior design, innovative building products, use of recycled building products, gardens and landscaping*).

Bring people with experience in developing these 'visitor experiences' to Franklin to stimulate local interest in similar initiatives and the Franklin District can benefit from their experience. (For example, developing 'retailing clusters' around the themes of *fashion, interior decorating, designer furnishings, office and residential fixtures and fittings, gardens, recycled building materials*).

Identify which of these initiatives are realistic and easiest or most beneficial for the Franklin District to pursue. Network those with experience with local stakeholders to successfully pursue these initiatives in the Franklin District.

#### *Action Plan:*

V16.1 Conduct Internet Search and use personal contact networks to identify;

- Places and regions that have best developed their economies and individual businesses based on specialisations important to Franklin's 'Economic Strategy'
- The types of 'initiatives' that have been most successful, that would *best suite the Franklin District context*
- The *person/s* most *directly involved* in successful implementation

V16.2 Hold an open 'Future Search Workshop' to identify ways Franklin could best develop its image and reputation for 'Specialisations' through 'Visitor Experiences'.

- The first part where 'invited participants' explain and comment on approaches and *what worked and did not work elsewhere* (For example, the use of steel blocks in BBQs, play equipment, steel floors, girders, grinders used by 'Tap Dogs' in their dance routines)
- The second part where 'all comers' work to identify what to progress in Franklin, to assess the feasibility of progressing, and how best to progress those initiatives that pass the test.

(Seek local businesses and champions willing to support any initiative)

V16.3 Prioritise 'recommended initiatives' according to their practicality and identify how best to pursue them through local champions. (Consider the costs and benefits and any local issues of asking those who successfully lead such initiatives elsewhere to work in Franklin for 3 to 12 months to trial their successful initiatives in the Franklin District)

V16.4 Find ways to keep local people and businesses and organisations that expressed real interest engaged with the initiative. (This will help maintain continued local interest and help 'lock-in' long-term support)

ATTACHMENT 'A'

**Attracting People  
From Different 'Age Groups'**

We want to attract residents and visitors in different age groups to spend more time in Franklin.

This means providing attractions that will engage people in different age groups.

It is important to retain the interest of all those of different ages who come in family and special interest groups.

It is important to keep these people of different ages happily engaged otherwise the family or group will quickly leave.

Therefore we need to be sure that some destinations are *attractive to each age group*.

However, major visitor destinations in Franklin need to be attractive and engage *all of these age groups at the one location*.

Therefore, it is important to identify which activities and attractions will attract and keep the following age groups happily engaged for at least 1.5 hours:

1. *Pre-school and primary school children (their parents and carers).*
2. *Secondary school children (their parents and carers).*
3. *Teenagers.*
4. *Young adults.*
5. *Single adults, and couples without children (including 'empty nesters').*
6. *Older people and elderly retirees (including those on family outings).*

**Attracting People In  
'Targeted Interest Groups'**

We want to Franklin to attract people in targeted interest groups as visitors, so that we can attract them back as future residents and future business founders in the Franklin District. By attracting people with these specialised interests we can build Franklin's *reputation* for particular specialisations.

This, in turn, will bring more residents and businesses of these types and create retail specialisations that will attract more high value businesses.

In this way the Franklin District can develop as 'hot spot' with a high level of activity, attracting people with interests and businesses with specialisations around which we are seeking to grow Franklin's future jobs and economic success.

We have identified the opportunity to 'value-add' and develop 'high value', 'high employment' businesses in Franklin based on:

- Interior decorating and design
- High quality furnishings
- High quality building fittings and finishing
- Pools and gardens (designs, construction and furniture)
- Shop fitting and commercial fit-outs (designs, construction and furniture)
- Innovative use of 'steel' (in domestic and commercial construction)
- Use of 'new materials' (in domestic and commercial construction)
- Use of 'recycled building materials' (in domestic and commercial construction).

These designer products, design and building finishing and improvement skills and businesses will reinforce the *'high value activity clusters'* that form the basis of the *'Future Franklin Economic Strategy'*.

Therefore, we need to concentrate on attracting, as regular visitors to Franklin, those with the following *interests*:

1. *Fashion, design and designer products.*
2. *Interior decorating, soft furnishing*
3. *Home and building fixtures and fittings (including lighting, appliances)*
4. *Landscaping, pools, spas and gardens (including lighting and furniture)*

We need to attract to regularly attract to Franklin:

- a. *Artists, craft people and those in creative industries.*
- b. *New home-owners and home builders*
- c. *Architects, designers, interior decorators*
- d. *Builders and trades people engaged in fit-outs (of homes, offices, visitor accommodation)*
- e. *Local businesses and trades people engaged in cabinet making and in local building and finishing trades (exposing them to new products, designs and other high 'value-adding' opportunities).*

**Possible Regular  
'Monthly Interest Talks'**  
(Topics specially selected to develop Franklin's reputation  
for 'Economic Strategy' Specialisations)

*It is important for these to be run to a regular, easily to remember schedule or timetable, so that people do not need to think when they are next on.*

*These talks could be held 'fortnightly' by alternating between garden/landscaping and building/home topics*

**'Trends In Creative Home Making' Series:**

Trends in *Interior Decorating and Design*' (Nelson Morrow and Rachel Buxton)  
Trends in *Kitchen Appliances and Design*' (Nautica Homes, Lifestyle Appliances)  
Trends in *Bathroom Fittings and Design*' (St Michaels, Kindsay Construction)  
Trends in *'Interactive Places for Teenagers'*  
Trends in *'The Use of New Age Fabrics and Materials'*  
Trends in *'The Curtains, Shutters, Louvers and Blinds'*  
Trends in *Floorings and New Age Floor Coverings*' (Mondial Flooring)  
Trends in *'Heating and Cosy Comfort'* (Home Ideas Centre, Real Fires)

**'Innovation In Building Materials' Series:**

*'Recycled Building Materials' in Home and Business Design*  
*'New Uses for Steel' in Home and Business Design*  
*'New Age Materials' in Home and Business Design*  
*'New Recycled Materials' in Home and Business Design*  
*'The Use of New Age Fabrics' in Home and Business Design*  
*'Innovative Shop Fittings For the 'Global Economy'* (ShopFX, Image Builders)

**'Creative Garden' Topics:**

*'The Virtual Gardener' - Computers in Garden Design* (Living Proof Design)  
*'Grottoes and Water Gardens'* (Ian Massan and Avelyn Davidson)  
*'Pools, Spars and Garden Furniture'* (Ethan, Danske Mobler, Cottage IronWork)  
*'Mood Lighting' - for Gardens and Pools* (Trudy Gerar and Frontier Pools)  
*'Stress Landscapes' - Garden Plantings* (Barbara Garrett Plant Design)  
*'Art in the Garden' – sculptures and artworks in gardens*  
*'Birds in The Home Garden' – attracting and caring for them*

**Other Topics:**

*'Public Art With Taggers'* (Jan at the Franklin Arts Centre)  
*'Panel, Wall and Barn' Art* (Jan at the Franklin Arts Centre)

(The following table identifies some Auckland businesses and interesting speakers that could give short talks that would attract targeted interest groups)

## Franklin's Future: Visitor Experiences 'Action Plan'

<i>Artists &amp; Designers for talks</i>			
<i>Business / Person</i>	<i>Topic</i>	<i>Contact Details</i>	<i>Comments</i>
<b>Matisse</b>	Interior design	<a href="http://www.matisse.co.nz">www.matisse.co.nz</a> <a href="mailto:design@matisse.co.nz">design@matisse.co.nz</a> 99 The Strand, Parnell 09 302 2284	Matisse designed a beautiful home interior collection named 'moroso' (by Ron Arad & Patricia Urquiola)
<b>Sutcliffe</b>	Jeweller	<a href="http://www.sutcliffejewellery.com">www.sutcliffejewellery.com</a> 203 Parnell Rd, Parnell 09 3090127	British jeweller of the year 2003
<b>Peter Wedde</b>	Antiques	<a href="http://www.peterweddeantiques.co.nz">www.peterweddeantiques.co.nz</a> 04 475 9858 Wellington	Antique dealer in Wellington and appears on tv and radio antique shows. A cross between a detective and a researcher.
<b>Decade Timeless Furniture</b>	Furniture design	<a href="http://www.decade.co.nz">www.decade.co.nz</a> <a href="mailto:info@decade.co.nz">info@decade.co.nz</a> 03 5441980	Design, manufacture, and sell their own range of unique painted, solid timber furniture.
<b>Guy Bowden</b>	Growing native trees	<a href="mailto:tawapou@igrin.co.nz">tawapou@igrin.co.nz</a> 09 434 3971	
<b>Vanda Symon</b>	Crime novels		
<b>Ed Cruikshank</b>	Furniture design	Cruikshank Ltd 50 Buckingham St, Arrowtown 03 409 8570	Runs a design consultancy and has a store.
<b>Aiman Samy</b>	Growing mushrooms		Growing mushrooms under the label mytopia
<b>Timothy Bell</b>	Topiary (sculptured plants)	025 244 5244	Art of clipping and training plants into decorative shapes
<b>Karen Goode</b>	Historic Visten Homestead		Became custodian of homestead for Howick Historical Society when Hattoway family 119 year ownership
<b>Rebecca Skinner</b>	Music Videos	Auckland	Returned to NZ after 5 years Founder of music video arm h51 in LA
<b>Antoinette Godkin</b>	Art	2nd Floor 35 High Street Auck 09 309 9665	NZ, set up London art gallery returned to Auckland to set up Vavasour Godkin Gallery
<b>Rachel Buxton</b>			
<b>Hoglund Art Glass</b>	Art glass as a business	285 Parnell Road 64 9 300 6238 <a href="mailto:auckland-gallery@hoglund.co.nz">auckland-gallery@hoglund.co.nz</a>	Original art glass by Marie Simberg Hoglund
<b>Joanna McLeod</b>	Blogging for beginners	<a href="http://www.hubris.co.nz">www.hubris.co.nz</a>  <a href="http://www.gardenbronze.co.nz">www.gardenbronze.co.nz</a> 26 Ashfield Street, Glenfield	Wellington web coordinator for teenagers (also Rachel Harrison Internet Safety Group (Netsafe) NZ)

<i>Artists &amp; Designers for talks</i>			
<i>Business / Person</i>	<i>Topic</i>	<i>Contact Details</i>	<i>Comments</i>
<b>Lifestyle Appliances</b>		77 the Strand, Parnell 334570	
<b>St Michaels</b>	Bathrooms	Coban Road Henderson	
<b>Home Ideas Centre</b>	Real Fires	444 7331	
<b>Mondial Flooring</b>		106 St Georges Bay Rd, Parnell 377 3068	
<b>Nautica Homes</b>	Kitchens		2006 Lifestyle Awards Kitchen Award for home at dairy flat Auckland
<b>Kindsay Construction</b>	Bathrooms		Bathroom Award for homes at Russell
<b>ShopFx Image Builders</b>	Commercial Interiors	Bruce Anderson 8201918	Shop fitting, retail and commercial interiors Clients in Au, Singapore and Paris
<b>Living Proof Design</b>	The Virtual Gardener		Computers in garden design
<b>Ian Massan &amp; Avelyn Davidson</b>	Grottoes and water gardens Pools, spas and garden furniture		Ethan, Danske Mobler, Cottage Ironwork
<b>Trudy Gerar</b>	Frontier Pools		Mood lighting for gardens and pools
<b>Barbara Garrett</b>	Plant Design		Stress landscape garden plantings