



**TE ŪNGA MAI**

Bridal Veil Falls, Raglan, Waikato



Professional Development Programme

**MARCH - OCTOBER 2022**

# He moana pukepuke ka terea e te waka

A choppy sea can be navigated by a waka



**NZ MĀORI  
TOURISM**  
HE TOA TAKITINI  
'OUR STRENGTH IS IN UNITY'

## TE ŪNGA MAI O TE MĀTAURANGA (KNOWLEDGE)

To arrive at a place of deeper knowledge.

## TE ŪNGA MAI O TE TANGATA (MANY PEOPLE)

To journey to our destination together with our whanau.

## TE ŪNGA MAI O TE WHAKAARO (DIFFERENT POINTS OF VIEW)

To embrace the shared learning with our peers.

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**TE TAI  
TOKERAU  
NORTHLAND**



Waka Shelter, Waitangi Treaty Grounds Northland



The Langlands Hotel, Invercargill, Southland

**MURIHIKU  
SOUTHLAND**

2

**CONGRATULATIONS  
TO OUR TE ŪNGA MAI  
HOST REGIONS**



**Build capacity and  
capability in Destination  
Management.**

## PROGRAMME PURPOSE


Create a programme and environment to build the knowledge, skills and capabilities, to facilitate a Destination Management approach, in partnership with other stakeholders.

## ABOUT THE PROGRAMME

Te Ūnga Mai is designed to guide and support RTO teams across Aotearoa in developing and implementing future-focused and action orientated Destination Management Plans.

The programme has been curated to meet RTOs wherever they are, on their Destination Management journey and will offer opportunities for tourism professionals to:

- Gather knowledge, insights and practical tools. Share experiences and learning with each other, and from relevant international best practice.
- Develop destination management skills and capabilities with an applied learning approach in a collaborative setting.
- Think strategically, in a supportive environment with your peers and consider the fast changing national and international market contexts.



## WHAT ARE THE LEARNING OUTCOMES OF THE PROGRAMME

- Knowledge and confidence to facilitate / lead Destination Management in your region.
- The ability to benchmark your Destination Management journey and identify specific progress and priority areas for your region.
- Understanding of the key Destination Management principles and characteristics to advocate and engage with stakeholders in your region.
- Tools to enable implementation of your Destination Management Plan and ongoing development with an online learning library curated with content, research, insights and resources.
- Ongoing engagement and support via facilitated online networking and learning.
- Sharing of best-practice and coming together to help shape our industry and its future success.



# NAU MAI HAERE MAI, TE TAI TOKERAU NORTHLAND

**Wānanga Tuatahi**

28 - 31 March 2022

# DAY ONE: Monday 28 March

## 3:00PM ARRIVAL AND CHECK IN

Unpack your bags, relax and settle into the beautiful Te Pēwhairangi Bay of Islands

## 5:00PM PŌWHIRI / MIHIWHAKATAU

The warmest welcome to the Bay of Islands will be waiting for you at Waitangi Treaty Grounds, before an overview on the purpose of the Wānanga.

## 7:00PM EVENING EXPERIENCE: WELCOME FUNCTION

Did someone say cocktails? Network in a special location and get excited about what's to come.



# DAY TWO: Tuesday 29 March

## RELAX AND RENEW

### MORNING SESSION

#### Plenary Session:

1. **International context:** emerging landscape and strategic considerations that will impact the year ahead.
2. **National context:** Strategic considerations that will impact regions in the year ahead.

**Keynote:** Resilient Leadership in a time of crisis

**Panel discussion and group reflection:** What this morning's learning means for each region and their strategic direction

### AFTERNOON SESSION

**DMP World Cafe:** Facilitated break-out session and sharing on key deep-dive topics.

#### Workshops:

1. **Reopening to the World:** Who are the right visitors, and what is the right time. Tourism New Zealand's marketing plan, target audiences, and key messages.
2. **Targeting visitors in a fragmented world** with the latest visitor, digital and media trends.

### EVENING EXPERIENCE



#### Take time for you and your team:

A leisurely morning to prepare for the day ahead. Attendees will have the choice to take time out or participate in pre-planned activities.



#### Experience the Manaaki:

Spend time reflecting on the days learnings or catching up with your industry friends and whanau during an authentic local showcase of our host region.



# DAY THREE: Wednesday 30 March

## RELAX AND RENEW

### MORNING SESSION

#### Plenary: Environmental Stewardship:

*Part 1: Regenerative principles* and best practice application in Destination Management. How to build meaningful connections with your community and other sectors.

*Part 2: Applying sustainability and the four well-beings* in your region: case-studies for operators, destinations and your organisation.

**Reflection and discussion** on what this morning's learning means for each region.

### AFTERNOON SESSION

#### Content Stream One: Leadership & Structures

##### Workshop [CEs/GMs]:

1. Funding for the future. Latest on CG, LG and alternative funding mechanisms + best practise models for alternative funding mechanisms.

#### Content Stream Two: Experience & Product Development

##### Workshop:

1. Sustainable experience development: concept, feasibility, investment and everything in between.
2. Experience development excellence. Apply an experience design tool to real-life case-studies.

##### Keynote

Leading change and transformation from Destination Promoter to Destination Steward.

## EVENING EXPERIENCE



**Opportunity for shared learnings and discussion included throughout the programme structure.**



### Content streams to suit your team:

To maximise learning opportunities and connectivity for all attendees, delegates will break out into two cohorts on day three to focus on enhancing their expertise.



### Renew your love of our industry:

An evening experience designed to remind our friends and colleagues why we treasure our industry.

# DAY FOUR: Thursday 31 March

## RELAX AND RENEW

### MORNING SESSION

**Plenary: Building effective partnerships** and relationships with stakeholders and with iwi/hapu.

**Workshop:**

Wrap-up: key learnings and personal actions.

### 12:00PM - 2:00PM LUNCH & DEPARTURE

Te Tai Tokerau Northland Farewells you, haera rā and travel safely home.



### Stay for the weekend...

Maximise your time away by extending your stay for the weekend and arrive home refreshed and ready to dive into destination management.



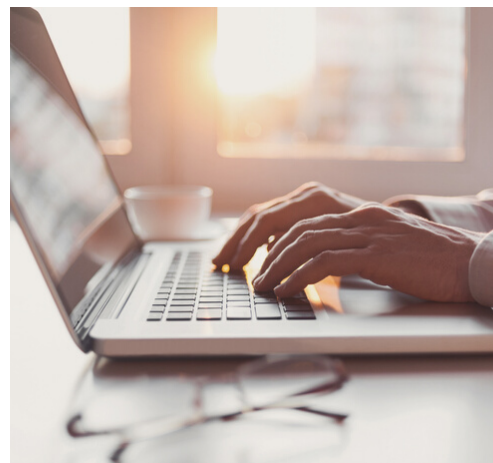
## SELF-ASSESSMENT

A comprehensive self-assessment tool that leaders and teams can use to benchmark their Destination Management journey and identify progress and priority areas.



## NETWORKING TOOL

A network of ongoing support and communication between regions.



## ONLINE LEARNING PORTAL

Ongoing learning and development with useful content, research, insights and tools.



# PROGRAMME TOOLBOX



Hobbiton Movie Set, Matamata



# NAU MAI HAERE MAI, MURIHIKU SOUTHLAND

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SAVE THE DATE

**Wānanga Tuarua**

27 - 30 June 2022



**Sustainability is a top priority for RTNZ and we will strive to uphold regenerative tourism principles - in line with a destination management approach - as we develop the Te Ūnga Mai programme.**

## OUR COMMITMENT TO OUR ENVIRONMENT

- Successful delivery of carbon neutral status at our hosted wānanga events in Northland and Southland
- Implementation of a robust waste management policy
- Consideration of the impact of our online learning and networking tools on the environment and how to mitigate these effects

## OUR COMMITMENT TO REDUCED INEQUALITIES

- Ensure that all accessibility requirements are considered and actioned
- Thoughtful curation of speakers and attendees, ensuring that we deliver an inclusive and diverse programme for our attendees
- Consideration of suppliers integrity and transparency of human rights policies and supply chain management

## OUR COMMITMENT TO OUR COMMUNITY

- Offer opportunities for the wānanga to benefit our host region/s communities, environment and economy
- Carefully consider health and safety protocol for all attendees, partners and the wider community
- Consideration of carbon offset schemes that have a direct and positive impact on our host regions



PRICE

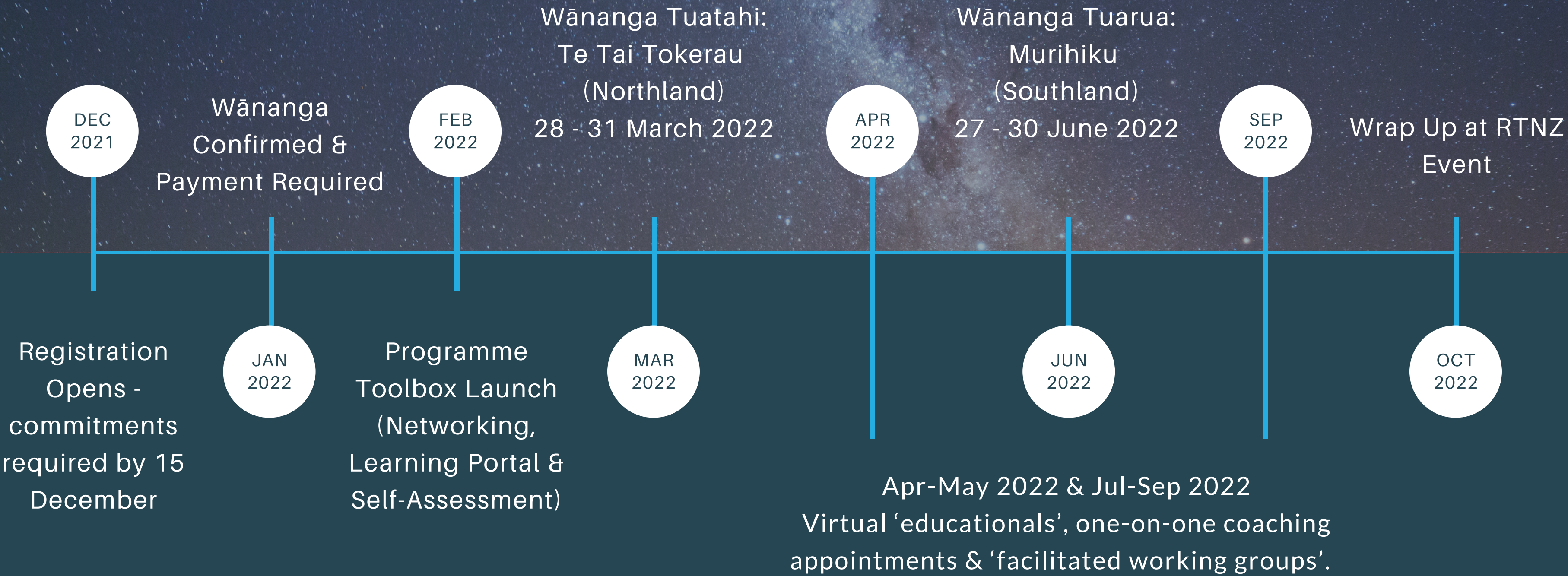
**\$8,900**

**per RTO inclusive of two people  
attending both wānanga and  
online learning**

excludes flights & accommodation  
[options to follow]

Additional team members can attend at a fixed  
cost of \$1,250 per person

# TE ŪNGA MAI TIMELINE

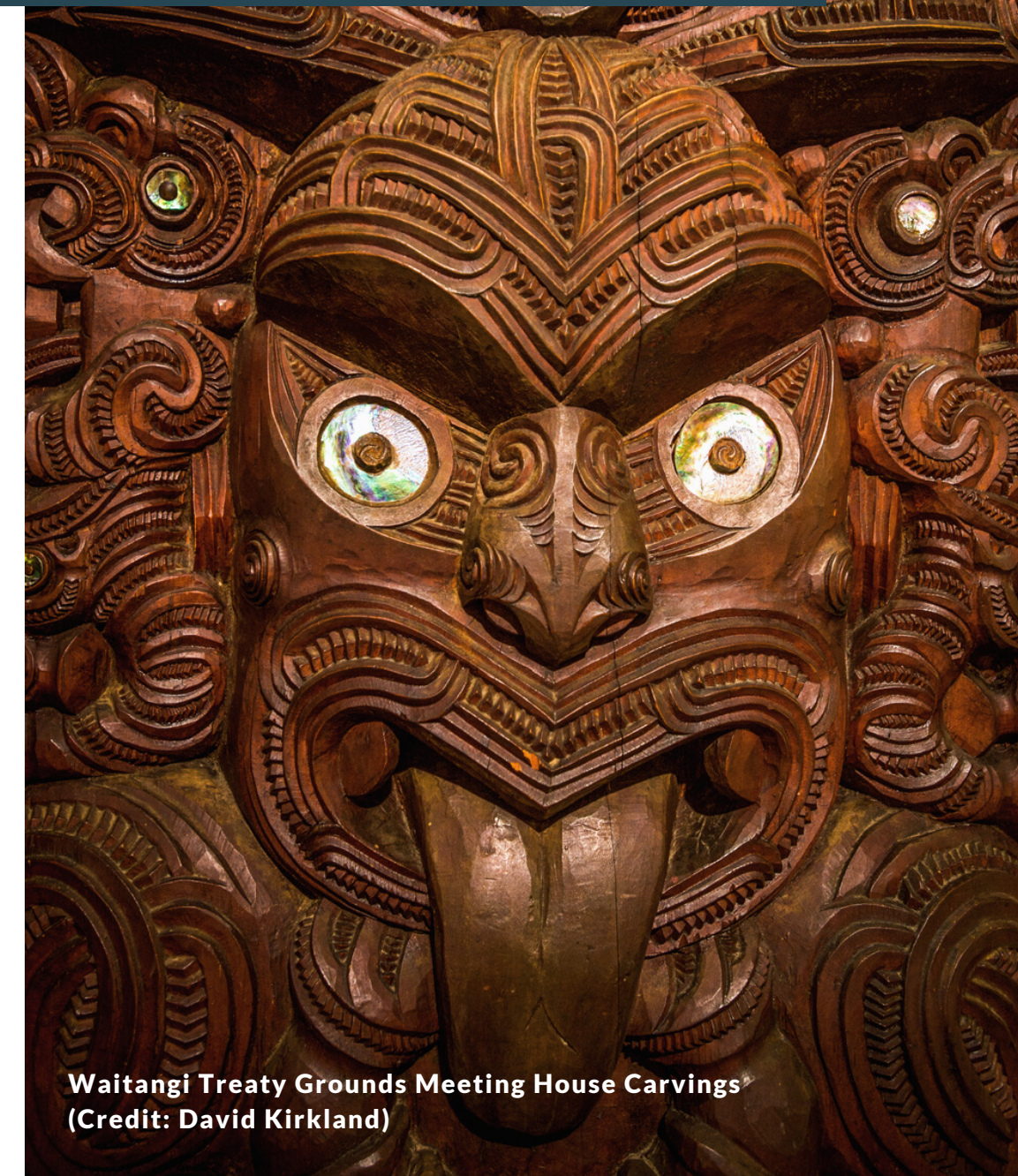


# TE ŪNGA MAI

Together, we have got this.

**Mai i te kōpae ki te urupa,  
tātou ako tonu ai**

From the cradle to the grave we are forever  
learning.



Waitangi Treaty Grounds Meeting House Carvings  
(Credit: David Kirkland)