

# BLUFF MOTUPŌHUE

2020 TOURISM MASTER PLAN



# “Tārere 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.



**Sir Tipene O'Reagan**  
*Upoko*  
Te Rūnaka o Awarua



**Dean Whaanga**  
*Kaiwhakahaere/Chair*  
Te Rūnaka o Awarua



**Ian Collier**  
*Chair*  
Great South



**Sir Tim Shadbolt**  
*Mayor*  
Invercargill City Council



**Ray Fife**  
*Chair*  
Bluff Community Board



Te Rūnaka o Awarua



# CONTENTS

---

<b>3</b>	<b>CONTEXT</b>
<b>9</b>	<b>STUDY AREA</b>
<b>13</b>	<b>SPATIAL MAPPING</b>
<b>17</b>	<b>THE VISION</b>
<b>19</b>	<b>THE TOURISM MASTER PLAN</b>
<b>23</b>	<b>ABOUT THE CONCEPTS PRECINCTS AND HUBS</b>
<b>27</b>	<b>TRANSFORMATIVE CONCEPTS PROJECTS AND STAGING</b>
<b>31</b>	BLUFF GATEWAY ENTRANCE HUB
<b>33</b>	OCEAN BEACH AQUACULTURE PRECINCT
<b>35</b>	HERITAGE LANDSCAPE PRECINCT
<b>37</b>	COMMUNITY RECREATION PRECINCT
<b>39</b>	ACTIVE RECREATION PRECINCT
<b>41</b>	BLUFF CENTRAL TOURISM PRECINCT
<b>43</b>	COMMERCIAL PRECINCT
<b>45</b>	STIRLING POINT PRECINCT
<b>47</b>	BLUFF HILL/MOTUPŌHUE LOOKOUT HUB
<b>49</b>	SOUTH PORT HUB
<b>51</b>	WIDER BLUFF AREA
<b>53</b>	<b>IMPLEMENTATION</b>

# CONTEXT



## 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 Rūnaka 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 town and commercial seaport situated within the Southland region and is the South Island's southernmost settlement. 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 New Zealand Limited and which moves approximately 2.2 million tonnes of cargo each year. Visible from Bluff is the Tiwai Point aluminium smelter operated by New Zealand Aluminium Smelters Limited, which is majority owned by Rio Tinto.

The Māori name for the Bluff peninsula 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 265 m (870 ft)), which provides shelter from the southerly winds. Bluff Hill/Motupōhue holds a special place in Ngāi Tahu history and is acknowledged in the Ngāi Tahu Claims Settlement Act 1998 as a Tōpuni.

In 2000, a newly constructed track was named Tōpuni Track while another was named Millennium Track. The legislative concept of Tōpuni comes from rangatira (chiefs) extending their mana (power and authority) over places or people by laying their tōpuni (a prestigious form of cloak) over them. The metaphorical cloak laid over Motupōhue symbolises the tribe's commitment to conservation and ensures its values are put into practise in the management of Bluff Hill/Motupōhue.

Te Rūnaka o Awarua - 1 of 18 constituent members of Te Rūnanga o Ngāi Tahu – is located within the town's Te Rau Aroha Marae complex, the world's southernmost marae.

## History

Bluff was an important site of cross-cultural encounter in the first half of the nineteenth century and is home to a relatively large and resilient Ngāi Tahu community today. European and American sealers, whalers, and traders lived and worked with Ngāi Tahu communities around the Foveaux Strait region from about 1800. Some of

these people were based at Bluff from the mid-1830s when shore-whaling was established there.

While the port was not a permanent settlement until that time, the surrounding area served a variety of functions for Ngāi Tahu. The main settlement in the area between the 1820s and 1840s was Ruapuke Island, which with seven villages, was the base of the preeminent Ngāi Tahu chief, Tūhāwaiki. Smaller Ngāi Tahu settlements were scattered along the Southland coast, including villages at Ocean Beach, and Ōmāui 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 investigated the extent and quality of harakeke (flax). Whalers referred to the summit of Motupōhue as The Bluff, and this gave the harbour and adjacent littoral settlement its name on the pre-colonial frontier.

The colonial-era town was officially known as Campbelltown between 1856 and 1917, after which the borough, established in 1878, was officially named Bluff.

## 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 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 pāua (abalone). Tītī (muttonbirds) are also exclusively harvested from three dozen islands south of Bluff by Kāi Tahu 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 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



# OUTLINING THE STUDY AREA

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

## KEY

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



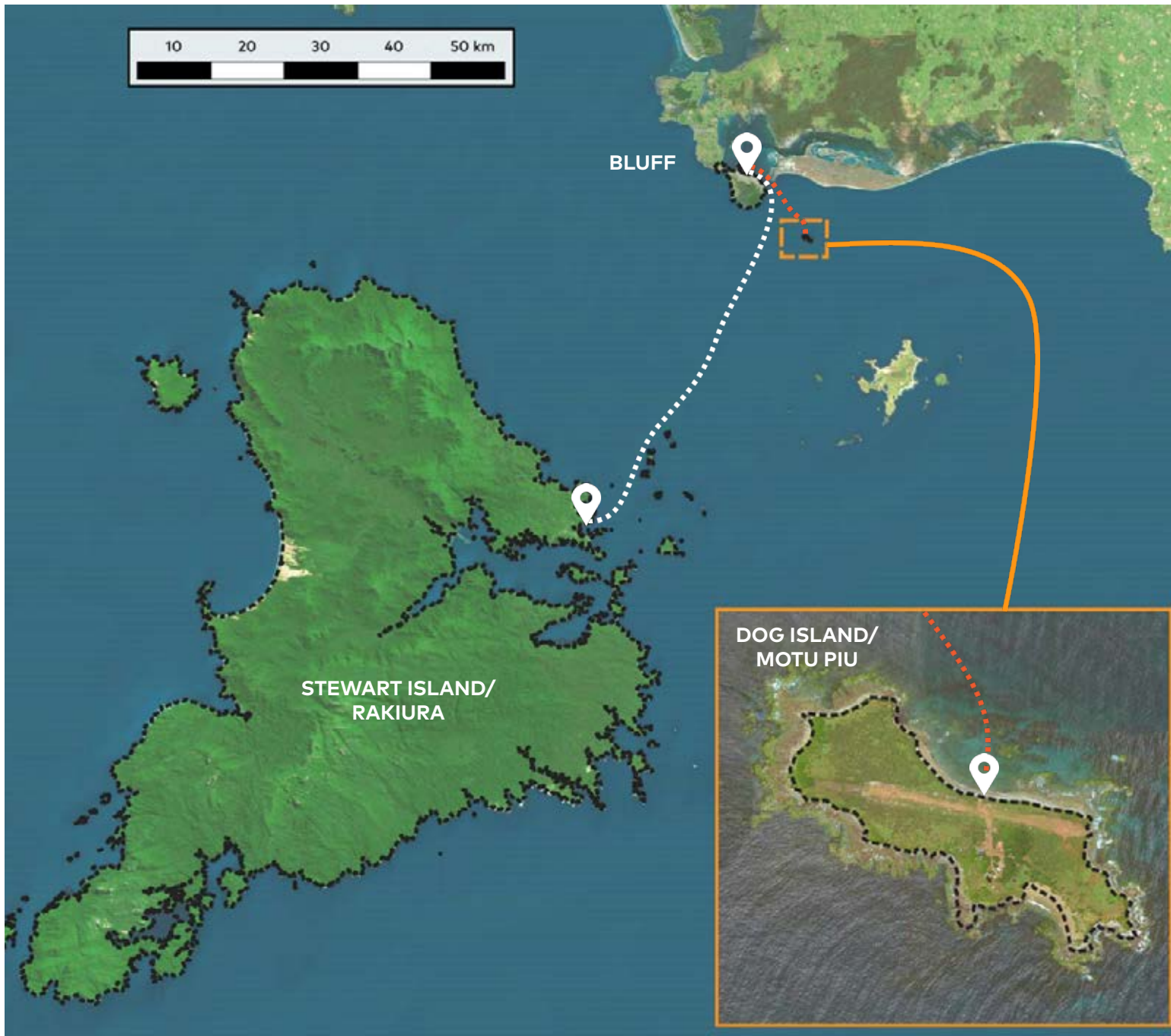
# POINTS OF INTEREST IN THE STUDY AREA

The map illustrates points of interest and reflects the wide spread of these within Bluff.

For this reason, a series of tourism hubs and related precincts is required to cluster product and opportunities together where possible.



- Points**
- Tourism Site/Attraction [11]
  - Public Toilets [1]
  - Services & Infra [7]
  - Schools [2]
  - Retail [16]
  - Recreation [6]
  - Marae & Churches [4]
  - Industry [12]
  - F&B [7]
  - Accommodation [11]



## THE STUDY AREA AND 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



# LAND ZONING (DISTRICT PLAN)

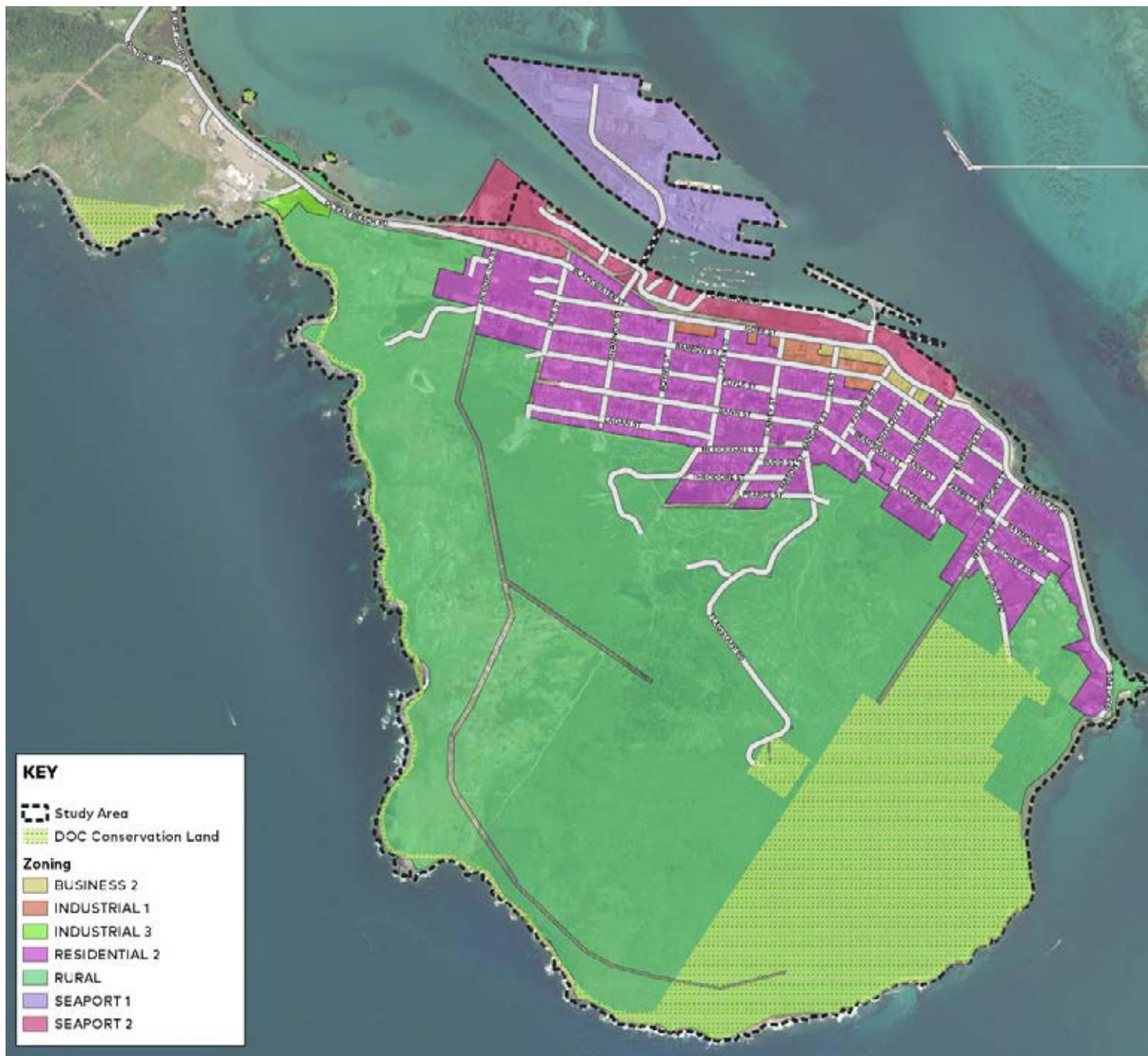
This figure demonstrates land zones as per the current Invercargill District Plan for the Bluff area.

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 ICC also own the foreshore of this area.

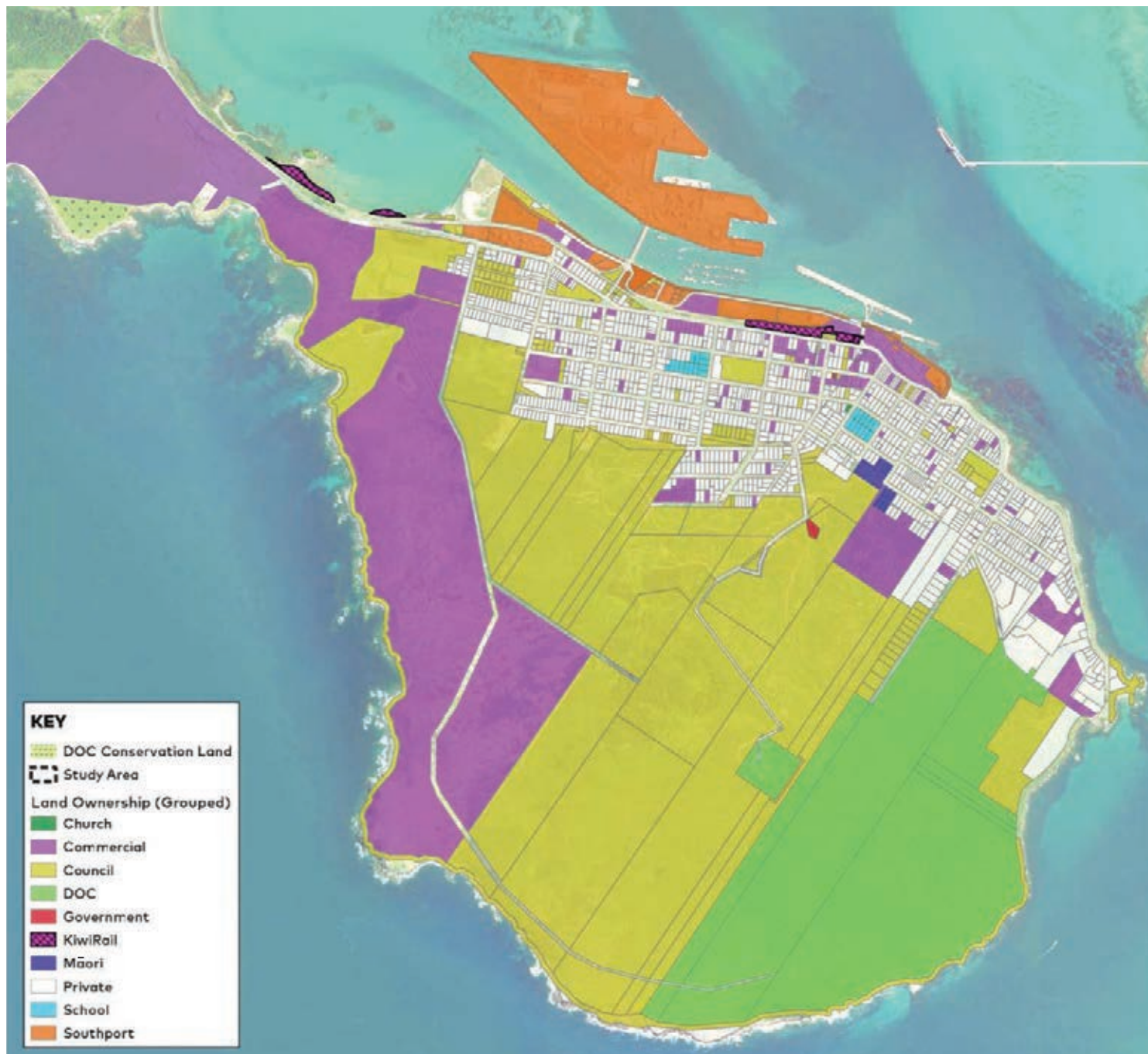
This Tourism Master Plan may offer a timely opportunity to reassess zoning of areas to help activate various tourism and recreational uses.



# LAND OWNERSHIP

Land ownership (demonstrated in the accompanying 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 that 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. 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."*

# 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.

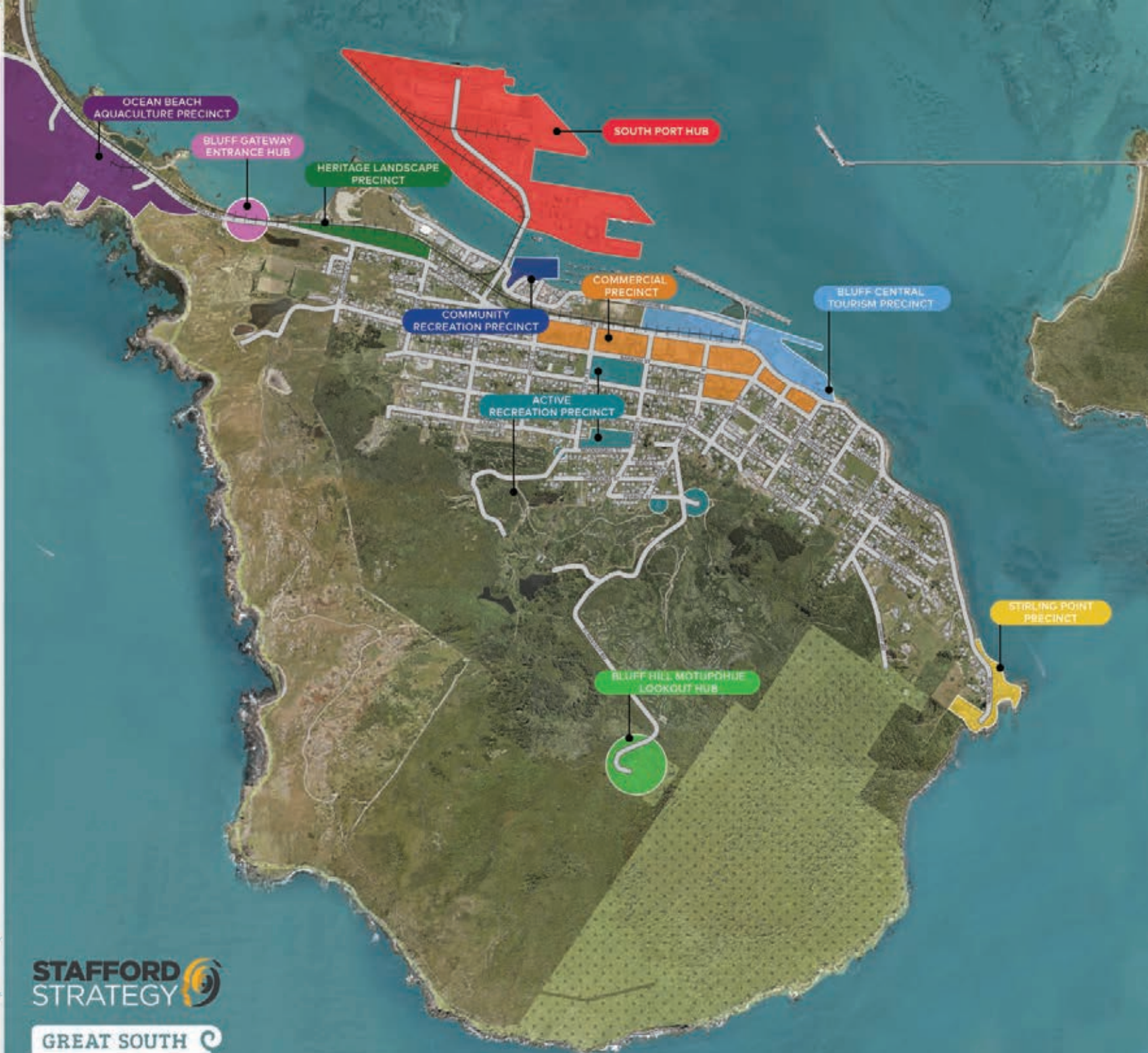
### **There are eleven hubs or precincts identified in this Tourism Master Plan:**

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 Matupohue Lookout Hub
- South Port Hub



1000m 2000m



## BLUFF TOURISM MASTER PLAN PRECINCTS



# 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. The current location, situated in close proximity to Ocean Beach, aims 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 team at Ocean Beach have a vision to create 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 and grow-out facilities for finfish, shellfish and sea weed. In future there will be aquaculture tours as well as artisan retail and hospitality venues showcasing Southland arts, crafts and produce on the site. Ocean Beach have specifically partnered with the Southern Pioneers Food Hub to create a Southland food manufacture and show case destination. There will be an obvious

focus on seafood but there will also be a broad range of Southland foods available to taste and purchase. The Ocean Beach team are also working through improving the connection of Te Araroa Trail, coastal walkway and Motupōhue walking and cycling trails to Stirling Point and Bluff.

### **Heritage Landscape Precinct**

This is a gateway precinct into Bluff and provides the potential for public art 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.

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 a renewed 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 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 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 Ōmāui 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.



Photo supplied by: South Sea Spray

# TRANSFORMATIVE CONCEPTS PROJECTS AND STAGING



1. **Upgraded and expanded coastal walking tracks**, extending from Stirling Point through to the Ocean Beach Aquaculture Precinct.
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, to create a more memorable regional stay and stimulate higher visitor spend.
5. **Development of the Bluff Southern Marine Discovery Centre** which includes the suggestion of relocating the existing Maritime Museum, to add a new experience with a focus on the marine life in Foveaux Strait and the marine industry that relies on this.
6. **Development of an Active Recreation Precinct** by reinventing existing facilities into an active recreation hub, including 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 and 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. **Heritage sculpture trail and public art in harbour-edge precinct** to activate and beautify the Heritage Landscape Precinct and to visually tell the history of Bluff.
12. **Bluff gateway entrance signage and landscaping** creating a stronger point of entry and sense of arrival into Bluff.
13. **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.

14. **Enhancement of commercial precinct and possible consolidation of zoning** to offer future proofing to meet ongoing demand and to encourage the clustering of commercial activity together.
15. **Public event space** to be developed if the Maritime Museum relocates to the Bluff Central Tourism Precinct.
16. **Upgraded boat ramp and kayak access site** for improved public use and access to the water.
17. **Potential for enhanced community swimming access** to be considered for public use and safe access to the water.
18. **Visitor welcome bay** to provide visitor information about Bluff including an information kiosk.
19. **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.
20. **Star gazing experience** at Bluff Hill/Motupōhue Lookout to enhance viewing opportunities of the Aurora Australis and solar events, and tell the cultural significance of the skies to mana whenua.
21. **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.
22. **Ecological restoration initiatives** including removal of pest plants, planting of native revegetation, and ongoing monitoring and maintenance
23. **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 Stewart Island/Rakiura and the Sub Antarctic Islands.
24. **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 Motupöhue 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 Heritage sculpture trail and public art in harbour-edge precinct
- 12 Bluff gateway entrance signage & landscaping
- 13 Development of aquaculture retail facility at Ocean Beach
- 14 Expansion of commercial precinct & consolidation of zoning
- 15 Public event space
- 16 Upgraded boat ramp and kayak access site
- 17 Enhanced community swimming access
- 18 Visitor welcome bay
- 19 Restoration of old harbour wharf for possible public fishing
- 20 Star gazing experience
- 21 Dog Island eco-tourism development
- 22 Ecological restoration initiatives
- 23 Predator free Bluff
- 24 Waka landing interpretation

1000m      2000m

## BLUFF TOURISM MASTERPLAN PRECINCT AND PROJECT CONCEPTS



**STAFFORD  
STRATEGY**

**GREAT SOUTH**

2

BLUFF TO INVERCARGILL  
CYCLE TRAIL/TE ARAROA TRAIL

POSSIBLE SPEED ZONE REDUCTION

FOVEAUX WALKWAY  
STARTING POINT

OCEAN BEACH RD

BLUFF GATEWAY ENTRANCE  
SIGNAGE & LANDSCAPING

12

MCGON





# 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 the 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. The current location, situated in close proximity to Ocean Beach, aims to provide a gateway entrance that reflects the marine related focus of Bluff and its unique history and heritage.

## Implementation and Timing

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).

The Bluff to Invercargill Cycle Trail is currently being constructed and will be completed in 2021.



2

COMPLETION OF BLUFF TO INVERCARGILL  
CYCLE TRAIL/TE ARAROA TRAIL

POSSIBLE SPEED ZONE REDUCTION

WAKA LANDING  
INTERPRETATION

DEVELOPMENT OF  
AQUACULTURE RETAIL FACILITY

13

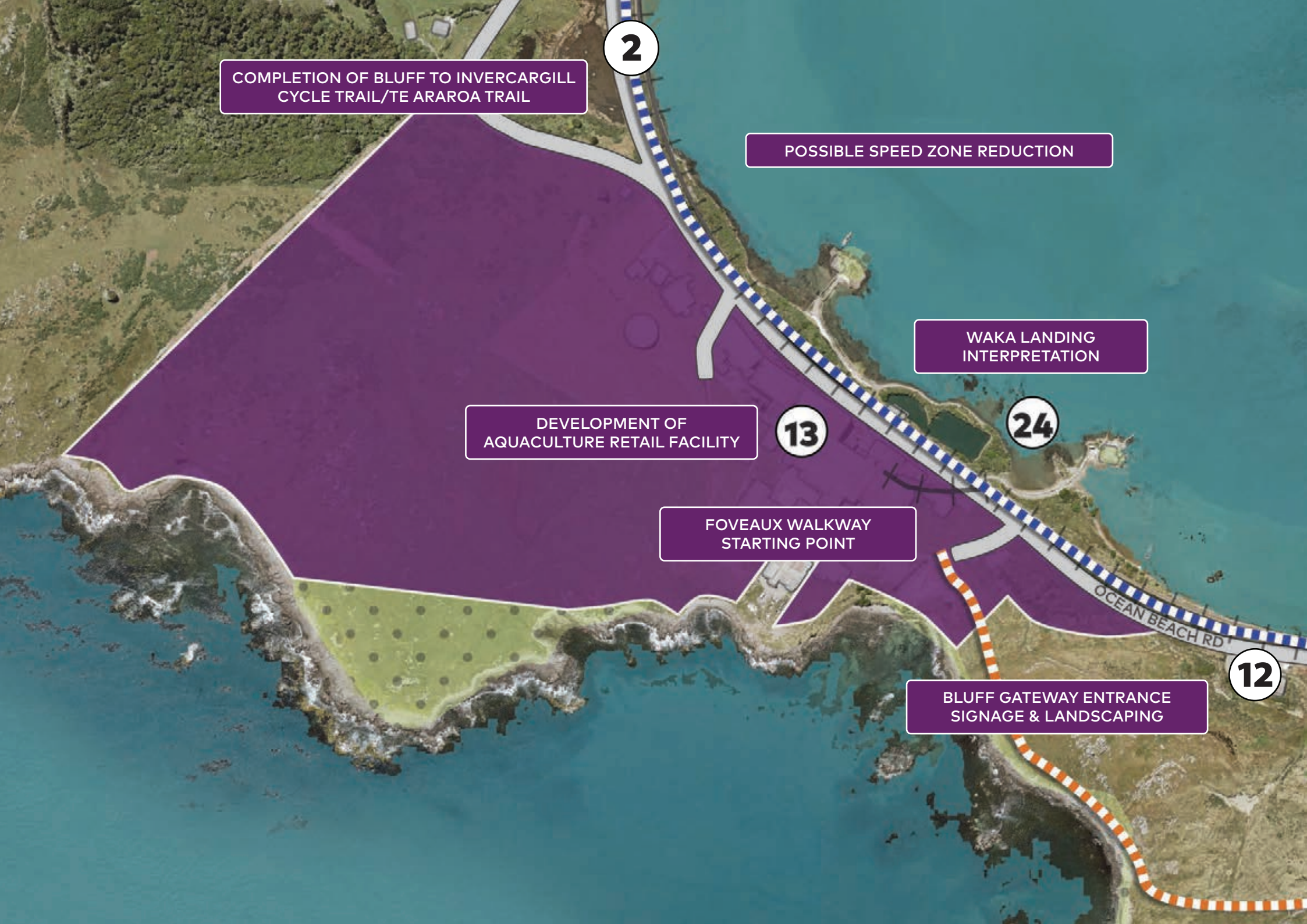
24

FOVEAUX WALKWAY  
STARTING POINT

OCEAN BEACH RD

BLUFF GATEWAY ENTRANCE  
SIGNAGE & LANDSCAPING

12



# OCEAN BEACH AQUACULTURE PRECINCT CONCEPTS

---

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



## Stakeholders

The key driver of this precinct's development will be the operating company and team at Ocean Beach with strong support from the local community, Government and other stakeholders. The Waka landing interpretation project will be developed by Awarua Rūnaka and relevant landowners, the Department of Conservation, Council and other stakeholders will be involved in walking and cycle 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 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 and Awarua Rūnaka that 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, farming pāua, 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 are 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

11

HERITAGE SCULPTURE TRAIL & PUBLIC  
ART IN HARBOUR-EDGE PRECINCT

2

TE ARAROA WALKING TRAIL  
TRAVERSES THROUGH HERE

MCGORLICK

DOYLE ST

SUIR ST

BLACKWATER ST

DN ST

# HERITAGE LANDSCAPE PRECINCT CONCEPTS

---

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



## Stakeholders

The Bluff community need to drive this project - 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 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. 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.

## Implementation and Timing

Further investigation into the opportunities associated with this precinct, including defining the final location of any public art, is 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



POSSIBLE COMMUNITY SWIMMING ACCESS

BLUFF COMMUNITY SWIMMING POOL RENEWAL



BOYLE ST

SUIR ST

WATER ST

SHANNON ST

EAST

GORE ST

FORESHORE RD

BARROW ST

# COMMUNITY RECREATION PRECINCT CONCEPTS

---

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



## Stakeholders

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

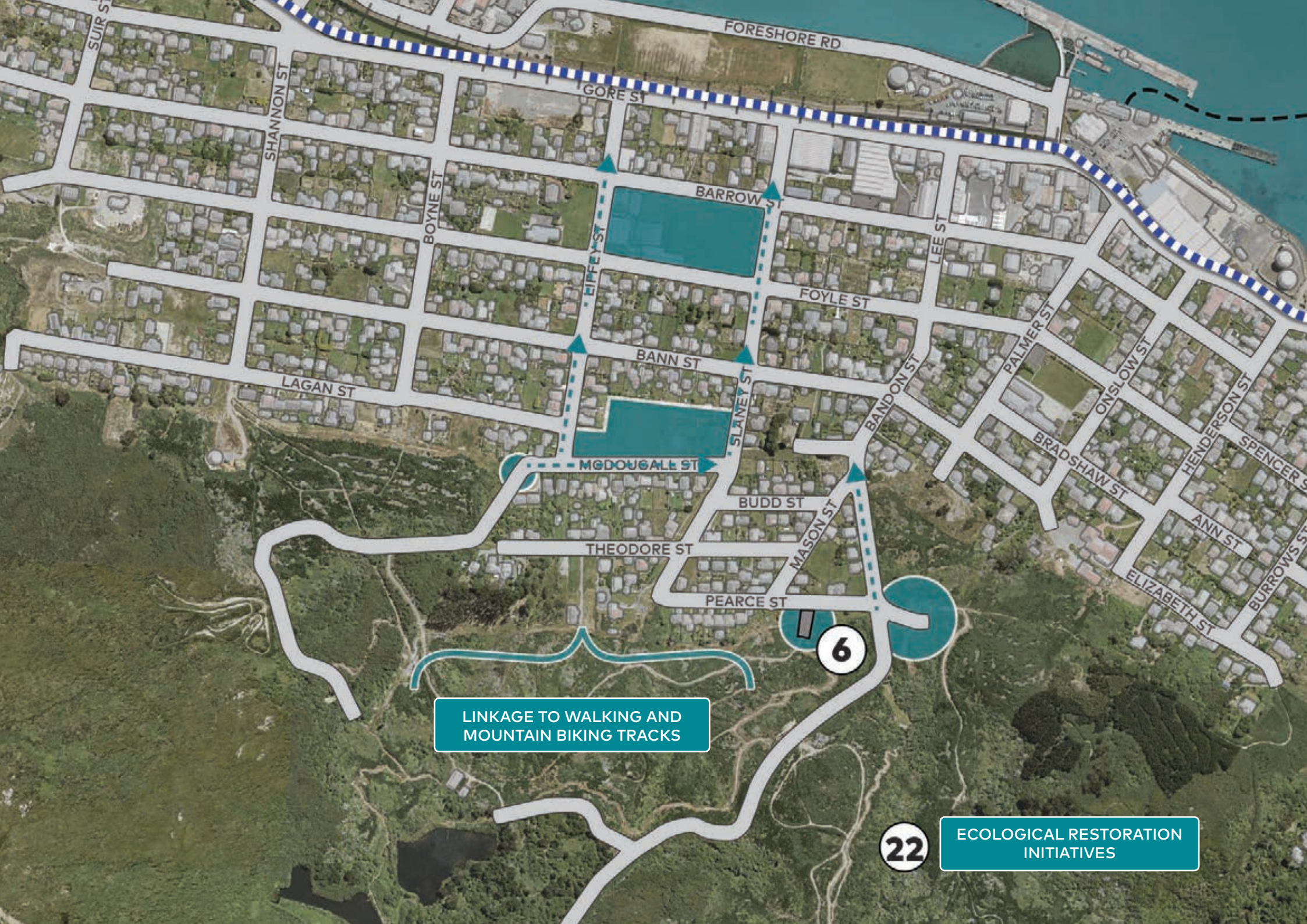
## Description

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

## Implementation and Timing

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





LINKAGE TO WALKING AND MOUNTAIN BIKING TRACKS

22

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 - 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 for 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

18

ENHANCED STEWART ISLAND FERRY TERMINAL

4

3

PARK & RIDE FACILITY  
FOR STIRLING POINT

FACILITATE WHARF ACCESS FOR  
POSSIBLE PUBLIC FISHING

19

BLUFF SOUTHERN MARINE  
DISCOVERY CENTRE

5

2

# BLUFF CENTRAL TOURISM PRECINCT CONCEPTS

The vision is to create a highly appealing and attractive tourism precinct that 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 RealNZ, Awarua Rūnaka, 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-focused 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.



FORESHORE RD

GORE ST

14

EXPANSION OF COMMERCIAL PRECINCT  
& CONSOLIDATION OF ZONING

BARROW ST

BLUFF OYSTER AND FOOD FESTIVAL

BOYNE ST

LIFFEY ST

LEE ST

FOYLE ST

BANN ST

PALMER ST

ONSLOW ST

MCDUGALL ST

SLANEY ST

BANDON ST

BRADSHAW ST

HENDERSON ST

SPENCER ST

# 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.



# 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 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. Future suggestions such as the ‘park and ride’ service will be dependent upon the wider tourism sector and impact of COVID-19 and visitor demand.

22

ECOLOGICAL RESTORATION INITIATIVES

FLAGSTAFF RD

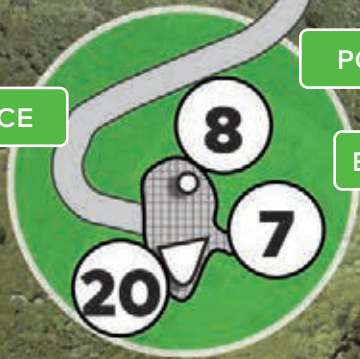
23

PREDATOR FREE BLUFF



POUWHENUA

STAR GAZING EXPERIENCE



EXPANDED VISITOR PARKING

MILLENNIUM WALKING TRACK

TŌPUNI WALKING TRACK



# BLUFF HILL MOTUPŌHUE LOOKOUT HUB CONCEPTS

---

The vision is to create an iconic destination hub that acknowledges the cultural significance of this important site and that 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 Rūnaka, DOC, Bluff Hill Motupōhue Environment Trust and Council.

## Description

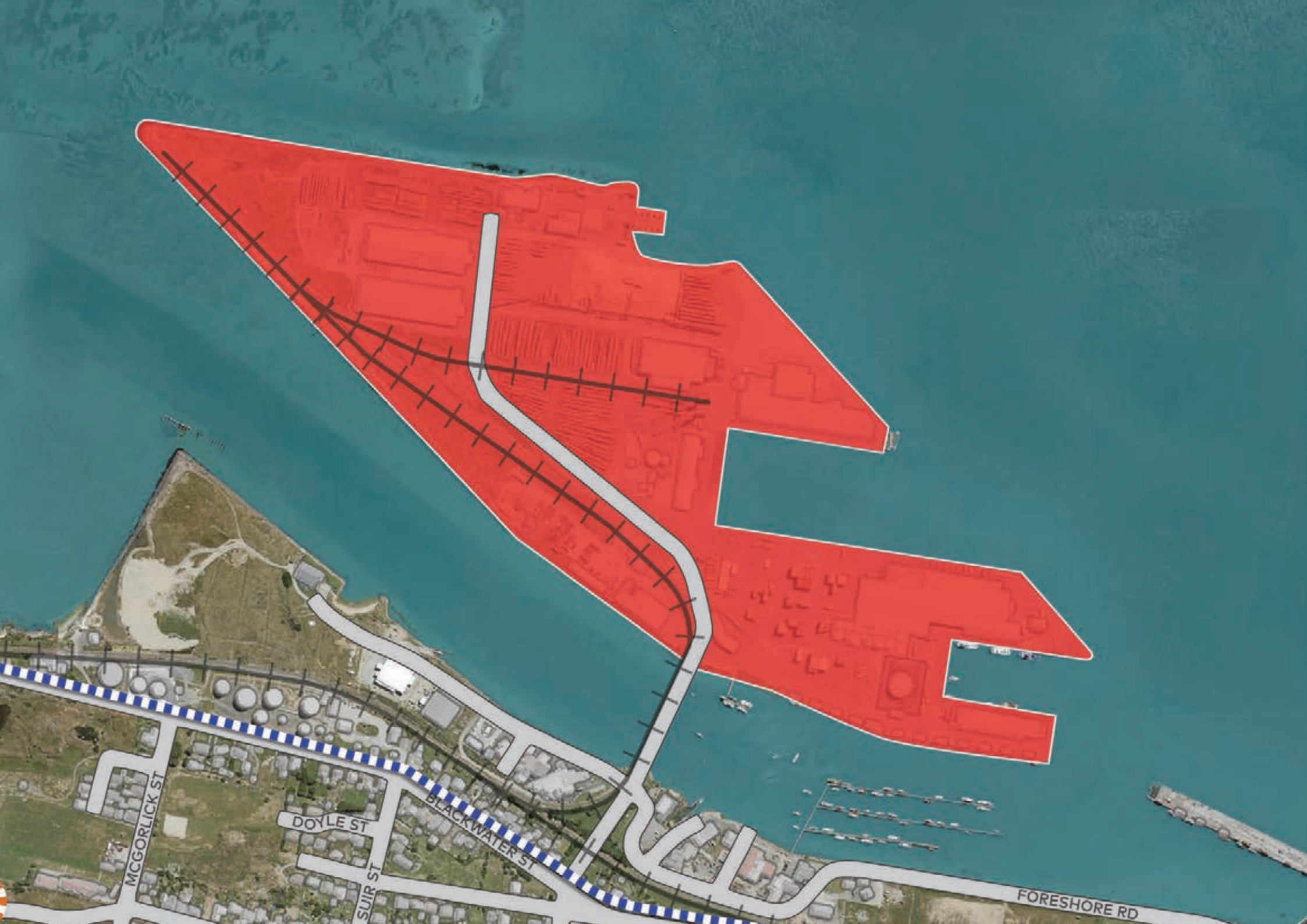
It is proposed to enhance the existing road to the top of Bluff Hill/Motupōhue with a small attractive cluster of activities potentially including an expanded parking facility, star gazing experience (with a focus on Aurora Australis) and a pouwhenua or “Taurapa” stern post.

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 - 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](#)).



MCGORLICK ST

DOYLE ST

SLUIR ST

BLACKWATER ST

FORESHORE RD

# 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 its operations.



INVERCARGILL

BLUFF TO INVERCARGILL CYCLE TRAIL

ŌMĀUI 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 Ōmāui 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 that 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.

# IMPLEMENTATION



The Bluff Motupōhue 2020 Tourism Master Plan has identified 11 overall hubs or precincts and then a more specific list of 24 transformational concepts, projects and staging.

Each of these concepts, projects and staging collaboratively transform and revitalise Bluff to make it a more attractive place to live, work, play, visit and invest in.

A working group was established with representatives from Invercargill City Council, Awarua Rūnaka, Bluff Community Board and Great South to prepare an Implementation Plan to sit alongside the Bluff Motupōhue 2020 Tourism Master Plan.

This implementation plan identifies projects that are directly complementary and fit together as a bundle. Some projects naturally need to go ahead of others as they provide the foundation or building block opportunities for others. It provides an update of the progress to date on some projects and identifies the pathway forward in the future for others.

It is important to acknowledge that the Master Plan is a 20 year vision and the status and progress towards that vision is predicated on the level of support from key stakeholder organisations - especially council and central government - and the level of resourcing able to be applied by both government and the private sector.

COVID-19 is still 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.

*“He waka eke noa”  
On our journey together*





[www.greatsouth.nz](http://www.greatsouth.nz)

Phone +64 3 211 1400 • Email [info@greatsouth.nz](mailto:info@greatsouth.nz)

143 Spey Street, PO Box 1306, Invercargill 9840, New Zealand