



# *Strategic Plan 2024*



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# About TECT Park

TECT Park is one of three subregional parks jointly purchased by Tauranga City Council and Western Bay of Plenty District Council through the Joint Subregional Parks Policy in response to growth challenges. The park has been given significant financial support by the Tauranga Energy Consumers Trust who retain naming rights until 2073.

TECT Park opened in 2010, bringing the initial vision of an 'active sports park' to life. It was initially established to meet the need for accommodating high-energy activities like motorsports and shooting, which were being displaced by the subregion's growth.

The 1650-hectare park is now a resounding success. Over 15 clubs are based at the park, providing activities from four-wheel drive through to paintball and clay target shooting. Regional and national events are held at the park and interest and involvement in user group activities is on the increase. TECT Park provides a secure venue for clubs and the ability to address increasing stringent requirements for the operation of their sport. Over time this will strengthen the role of TECT Park as a major national venue for motorsports and shooting activities and events.

Development of facilities for community use has gone from strength to strength, with trails regularly used for horse riding, mountain bikes, motorbikes, walking/running and a dog exercise area. The Adrenalin Forest is the first commercial enterprise at the park and provides a high wire adventure course that's attracts up to 10,000 visitors per year. A Kiwicamp facility and freedom camping area at the central hub mean people can stay longer and enjoy the range of experiences on offer. Forestry areas provide a significant source of revenue for the park when harvested and are the backdrop for many of the activities on offer.

In 2023, TECT Park won international recognition as a top 10 winner in the Green Flag International People's Choice Award. This follows numerous other Green Flag Awards which recognise park management excellence and the provision of high-quality recreational experiences.

TECT Park is now moving into its next development phase.





# Why we developed this plan

This plan provides high-level direction for the future development, use and operation of the park. It sets out an ambitious framework for the park and identifies what we need to focus on to continue to build on the park's success and provide an outstanding asset for our growing community.

A separate action plan identifies what we will do and when so we can prioritise actions and align this with Tauranga City Council and Western Bay of Plenty District Council Long Term Plan budget processes every three years. The TECT Park Management Plan guides day to day operations, reflecting this higher level direction.

Development of the strategic plan helps to deliver on Council strategic priorities expressed collectively via SmartGrowth and via each Council's relevant strategic direction as shown in the table.

## Western Bay - a great place to live, learn, work and play (SmartGrowth Strategy 2023)

Tauranga	Western Bay
<ul style="list-style-type: none"> <li>• Increase participation by providing easily accessible opportunities for organised and informal play, active recreation, and sport for people of all ages, backgrounds, and abilities.</li> <li>• Our public spaces provide a mature and comprehensive ecological network that support our resilience to climate change and our communities can easily access and experience.</li> <li>• Our public places tell our stories of the past, present and future, acknowledging our bi-cultural history and the diversity of our current and future communities.</li> </ul>	<ul style="list-style-type: none"> <li>• We can all enjoy a healthy and safe lifestyle.</li> <li>• Our communities are vibrant and welcoming to all.</li> <li>• Our environment is clean, green and valued.</li> <li>• Our economy is thriving.</li> <li>• We have authentic Te Tiriti based relationships with tangata whenua.</li> <li>• Empowering communities.</li> <li>• Providing well maintained, resilient and efficient infrastructure.</li> <li>• Responding to climate change.</li> </ul>
	
<b>TECT Park Strategic Plan</b>	

The ambition of this plan is for TECT Park to be a destination that:

- Is full of thriving clubs with fit for purpose facilities and strong memberships.
- Has a variety of free and accessible outdoor experiences, and attractions that encourage our community and visitors to stop, stay and play.
- Clearly reflects tangata whenua values and connections to the park within the natural and built environment.
- Has a vibrant co-ordinated events scene, with national, regional and local events occurring on a regular basis.
- Is home to environmental programmes and initiatives run by community interest groups and promoted to schools for learning opportunities.

The goals that will help to achieve this ambition are:

1. Establishing an outstanding destination experience.
2. Taking good care of the environment.
3. Supporting our community and enhancing the park's capabilities.
4. Enhancing the mauri (life force) of the park.

The values (or principles) that will guide how we do things are 'Play, Create, Learn and Care.'

The Action Plan outlines what we will focus on every three years to deliver on the ambition and goals of the Strategic Plan. This is subject to funding through Council budget processes.

The Councils will work together to monitor the strategic plan throughout its duration, assessing the progress of achieving the plan's actions and deliverables.

# The opportunity

TECT Park is Tauranga and Western Bay of Plenty's premier outdoor adventure park, providing multiple activities and experiences in one location for everyone to enjoy.

It's the only public outdoor adventure park in the Bay of Plenty region that offers such a wide array of experiences, catering to both club activities and facilities for the wider community to access and use.

The park includes, but is not limited to, high-energy activities such as shooting and motor sports, effectively filling a gap in the Bay of Plenty's spaces and places offerings by providing a designated space for these pursuits within the park.

One of the primary purposes of the park is to offer a comprehensive adventure experience that accommodates diverse interests and promotes active community engagement.

Future opportunities will continue to build on the outdoor adventure park experience, along with enhancing cultural, environmental, social, and economic outcomes for the park.

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# How we developed this plan

This plan is our response to what the community told us they would like for the future of TECT Park.

We talked to tangata whenua, who would like to see a greater recognition of the cultural association with the park and Puwhenua (adjacent to the park), to be involved in environmental restoration and protection of areas of cultural significance. A broader aspiration is to be involved in the park ownership, development and management.

We talked to clubs and community groups based at the park. They are positive about what has been achieved and would like to continue to build on this in the future.

All activities have the space to accommodate their future plans, however challenges include funding, length of tenure, support for volunteers and required public infrastructure improvements such as water, power and public toilets.

We talked to key stakeholders including TECT, Tourism BOP and Department of Conservation (DOC). They identified the potential to create a tourist destination and a wider range of experiences, to think strategically about how the park might respond to bigger picture challenges in the subregion (e.g. providing suitable venues for a range of recreational activities) and to connect with environmental programmes undertaken in adjacent areas.

We heard from the community and how much they love TECT Park and everything that's been achieved. They identified that there is also plenty more opportunities such as development of a visitor centre, café, family friendly activities, improvements to the trails and better promotion and information to navigate around the park.

These are all great ideas! The goals and actions reflect what we will do to respond to this feedback and provide a programme of work to turn these ideas into a reality over time. This will take time and is subject to funding and resources, but having a plan will keep us focused on achieving our ambitions for the park.



# What we want to achieve

Four key goals have been identified to help bring our ambition to reality:

1. Establishing an outstanding destination experience.
2. Taking good care of the environment.
3. Supporting our community and enhancing the park's capabilities.
4. Enhancing the mauri (life force) of the park.

Actions outline what we need to do to achieve the goals.

# What values guide how we do things

The four core values or principles of Learn, Play, Create and Care are relevant to everything we do at TECT Park and are reflective of the original vision for this park which was 'A regional destination that caters for a wide range of adventure and education activities in a managed sustainable way'.



**PLAY**  
Whether you're after fast-paced action or some leisurely time-out, this is your opportunity to relax and have fun in the park.



**CREATE**  
Inspire yourself and others by helping establish your own dream playground. The options are limited only by your imagination.



**LEARN**  
The world is your classroom and this park provides an ideal opportunity to learn from, and about, the environment.



**CARE**  
Maintaining what we've got and helping improve these facilities will ensure this beautiful park is a special place for generations to come.



# ***Goal 1: Establishing an outstanding destination experience***

## **What this looks like**

TECT Park accommodates a variety of activities, providing something for everyone. All ages and abilities can experience the park either freely or as a member of a club. The scale of the park and facilities available provide the opportunity for people to stay and play for as long as they want, making the trip to the park well worth the effort.

The park is actively promoted as a tourist destination, providing a point of difference from popular coastal experiences, and contributing to the network of extensive 'rural' park experiences within proximity to the urban environment.

The park is a great example of how we can successfully achieve social, cultural, economic and environmental outcomes, all in one location. Connections to surrounding landscapes and beyond strengthens the cultural, ecological and recreational values of the park and recognises that these values have no boundaries.

The significance of the area to Māori and proximity to Otanewainuku and Puwhenua is evident, acknowledging our past and providing a foundation for our iwi and hapū partnerships to develop further. Connected, protected, and conserved areas are stronger, and ecological corridors are a major component in strengthening biodiversity.

Walking and cycling tracks connect the 'mountains to the sea', attracting locals and visitors with TECT Park a key destination for this experience.



## What we need to focus on

- Improve promotion and visibility of TECT Park as a destination for locals and visitors to the Bay of Plenty region.
- Explore the opportunity for TECT Park to be part of a 'mountains to sea' corridor, with the potential for this to enhance cultural, ecological and recreational values and connections.
- Enable the development of commercial facilities and activities that contribute to a destination experience and generate income for the park and the sub-regional economy. Consider the potential for commercial activities to also support user groups operating at the park.
- Ensure TECT Park is a welcoming, safe and accessible place for everyone.
- Create opportunities to collaborate with existing clubs to provide opportunities for the community to 'give it a go,' promoting the clubs and their activities while encouraging increased membership from such initiatives.

Other goals, actions and measures are also relevant. The action plan provides further detail on what we will do, when we will do it and how much it will cost.

## How do we know we have been successful

- Greater profile of TECT Park in the region and nationally (e.g. promotional articles).
- Increasing visitor numbers.
- Increasing number and variety of events.
- Commercial activities operate successfully and provide additional revenue streams to assist with park operations.
- Improving trends in community perceptions and awareness of TECT Park.
- The park contributes to the subregional economy as a tourist attraction.



# ***Goal 2: Taking good care of the environment***

## **What this looks like**

The opportunity to connect park habitats with neighbouring areas to provide corridors and coordinated habitat improvements is being achieved. This provides greater environmental benefits including uninterrupted habitat for fauna and flora, soil retention, and water and air purification. This opportunity is the result of an effective and enduring collaboration between Western Bay of Plenty District Council, Tauranga City Council, tangata whenua, Department of Conservation and Bay of Plenty Regional Council. Education based programmes involving the community and students, have played a key role in establishing this ecological corridor to benefit current and future generations. This award winning 'mountains to sea' collaboration also achieves significant cultural, recreational and tourism benefits for our region.

Native plantings are increasing within the park, recognising the need to balance recreational use as the primary purpose of the park, with environmental and cultural aspirations. Some areas of native bush are formally protected under the Tasman Accord and District Plan protection lot status. Park 'no-go areas' continue to protect the most important ecological areas in the park from recreational development or the potential for adverse effects. Council's proactive support for the delivery of pest and weed control and predator free programmes by the community, have made a marked impact on overall environmental improvements at the park.

Commercial forest activities continue to operate using sustainable management practices. Production forest areas are valued as both a recreation resource and an income generating stream, partially offsetting operational costs of the park and contributing to delivery of strategic and operational goals. A robust process is followed to determine future use of harvested areas, assessing the costs, benefits and trade offs of various options against the aspirations and approach outlined in this plan. As an example, replanting in production forest reduces emissions, partially offsets operational costs, and can contribute to recreational experiences. However a potential trade off is the ability to achieve environmental and cultural aspirations through development of native planting.



## What we need to focus on

- Collaboration with tangata whenua and key organisations to improve environmental connectivity with adjoining sites and beyond.
- Actively support existing and new tangata whenua and community driven initiatives that protect and enhance the environmental values of the park.
- Incorporate sustainable, energy efficient and low impact design, materials and techniques in development and management of the park.
- Explore opportunities to improve the quality of former cutover areas through initiatives such as natural regeneration of native flora, as part of a cost/benefit/trade off assessment process of all options for the future of these areas.

Other goals, actions and measures are also relevant. The action plan provides further detail on what we will do, when we will do it and how much it will cost.

## How do we know we have been successful

- Increased number of community environmental programmes operating at the park.
- Environmental monitoring framework in place to assess effectiveness of environmental improvements on water quality, bird life, bees, pest reduction etc.
- Increase in native planting and regeneration throughout the park.
- Defined ecological corridors identified and developed throughout the park, linking to adjacent areas and beyond.





# ***Goal 3: Supporting our community and enhancing the park's capabilities***

## **What this looks like**

TECT Park is full of thriving clubs with fit for purpose facilities and strong membership. Some clubs have been at the park since it's inception while others bring in exciting new experiences as recreational trends change over time. Club success is a result of significant volunteer input. Clubs operate in a self sufficient manner and have good relationships with other clubs at the park and park management. The central hub and sub hub concept continues to serve the park and its users well, clustering similar activities and clubs together to gain greater coordination, efficiency and viability. A great example of this is the Motorsports Masterplan which provides a coordinated approach to club aspirations and development of new activities, along with the services and amenities required to link these activities together and maximise the success of all clubs involved.

TECT Park is a destination for all; families, individuals, young people, older people, nature lovers, adrenalin junkies and those seeking new adventures! There is a wide range of outdoor experiences and attractions that encourage locals and visitors to the region, to stop, stay and play. The central hub provides a one stop shop of park information, and public amenities around the park (signage, public toilets, shelter, activity, event and club information) facilitate safe and easy access to the experiences on offer. A focus on providing accessible and inclusive facilities has meant more people can come and enjoy TECT Park than ever before.

Training and educational opportunities share the experience of operating and managing this unique asset and link to the original vision for the park. They help people to develop new capabilities and interests while increasing the parks operating capacity and potentially creating new employment pathways.

## What we need to focus on

- Support development of strong sustainable clubs based at TECT Park. Support includes facilitating coordinated funding approaches, club forums, development of public infrastructure, security of tenure, usage data and park promotion.
- Continue to improve public infrastructure\* including:
  - Sealed roads, signage and navigation, accessible public toilets and changing facilities, shelter, shade, communications, power and water connections to club leased areas.
  - Increase and improve the trails available for walking, running, horse riding and mountain biking, development of scenic viewpoints and additional dedicated dog exercise areas.
  - Development of family and child friendly activities and experiences including natural and inclusive play areas, BBQ and picnic areas, learning opportunities.
  - Sites for motor vehicle freedom camping and tents.
  - Enabling development of new activities like archery, disc golf, orienteering, rock climbing and nature experiences.
- To help build capacity and create learning opportunities, explore the development of training and educational opportunities in a variety of areas including park management, cultural development (with tangata whenua), environmental programmes, recreation activities and tourism. This could include apprenticeship or park ranger training schemes which would provide additional staff and build capability and career growth internally.
- Consider resource to coordinate and support club volunteer activity to help build and maintain club membership and investment.
- Explore funding and revenue generating opportunities to contribute to costs associated with park development, management and operations.

Other goals, actions and measures are also relevant. The action plan provides further detail on what we will do, when we will do it and how much it will cost.

## How do we know we have been successful

- Increasing visitor numbers.
- Increasing club membership trends.
- Positive club feedback.
- Improving trends in community perceptions and awareness of TECT Park.

\* Public infrastructure and public amenities is the base level of service that councils fund and provide to benefit the wider community and support the overall purpose of the park, in addition to park maintenance and operations.





# Goal 4: Enhancing the mauri (life force) of the park

## What this looks like

Councils and tangata whenua are working together to realise opportunities for active participation in cultural initiatives at the park and continue to build on the positive relationships that have been created.

The governance and ownership aspirations of iwi and hapū in TECT Park are part of a wider 'governance to governance' conversation between councils and tangata whenua.

## What we need to focus on

- Identify opportunities to share tangata whenua perspectives and stories and express them around the site. Includes consideration of the identification and protection of significant sites\*, recognition of significance of surrounding cultural landmarks (Puwahenua, Otanewainuku), development of pouwhenua, interpretation panels and inclusiveness of Te Ao Māori in TECT Park signage where appropriate, and communications.
- Enable tangata whenua involvement in environmental restoration and protection initiatives and identify opportunities for participation in employment and training programmes at the park.

## How do we know we have been successful

- Active involvement of tangata whenua in development of cultural initiatives at the park.
- Clear recognition and visual presence of cultural values at the park.

Further information on the tangata whenua relationships with TECT Park is included in the Cultural Assessment for TECT Park (December 2008). This identifies the hapu and iwi groups and their historical relationships with the Park, maps sites and areas of significance, and outlines their interests in relation to the future use of the Park. Hapu and iwi groups who participated in this Cultural Assessment Report are:

- Ngati Ranginui Hapu (Ngai Tamarawaho, Ngati Ruahine and Ngai Te Ahi).
- Tapuika (statutory acknowledgement recognises the iwi have a special relationship with TECT Park. This is also recognised in any relevant proceedings under the Resource Management Act 1991).
- Waitaha a Hei.
- Ngati Rangiwehehi.

\* Reference the 2009 TECT Park Cultural and Heritage Assessment.





# ***Governance, review, monitoring and delivery***

## **Roles and responsibilities**

WBOPDC is the lead agency for development and management of TECT Park.

The WBOPDC General Manager: Infrastructure Services has overall responsibility for managing and delivering on this plan over time. This includes ensuring co-ordination with the TCC Group Manager: Community Services.

WBOPDC's Reserves and Facilities Manager and Recreation Planner are responsible for managing the review, monitoring, and reporting processes for this plan. This includes ensuring co-ordination with the respective TCC roles via the joint project control group.

## **Delivery, monitoring and review**

Councils and clubs/community organisations are already doing a lot of great work at TECT Park, and you can find out more about what's going on [here](#).

The action plan that outlines priorities for implementation of the strategic plan is reviewed every three years, normally in the year prior to developing each draft Long-term Plan.

Progress monitoring and reporting will be done annually. This will include an action status update as well as overall progress towards the aspirations of the plan, informed by the measures of success identified under each goal. This process or if any matters arise that may necessitate the need for a rethink, will determine the timing of any future reviews of this strategic plan.





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