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Tairāwhiti - Gisborne

Business Case Proposal May 2019

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Background

DRAGONS DEN – AUGUST 2018

- Last minute one-page application
- Dragon's loved the idea on paper of a native garden maze in the shape of a Māori taniwha and was an easy finalist choice
- Location near Gisborne Airport aspect with 'birds eye' view on arrival and departure concept
- Nervous public presentation
- Audience buy-in to idea was overwhelming
- Winner of "new start-up business" category \$10,000 prize money
- Dragons offer to be mentors
- NZ Native Garden Maze company registered by Dion Maaka McLeod

NZ MĀORI TOURISM

HE TOA TAKITINI



Vision & Mission

VISION

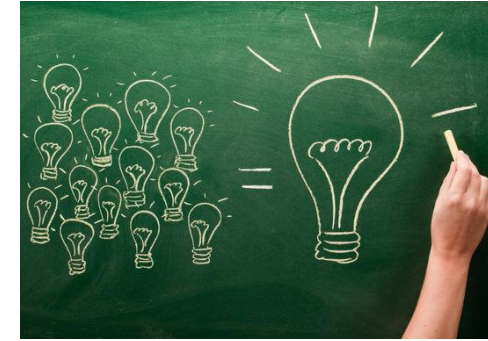
To create an iconic Native Garden
Maze in Tairāwhiti-Gisborne

MISSION

To help visitors have a fun, a-mazing
experience, understand and
appreciate New Zealand indigenous
flora



Business Rationale – Why?



The Problem

- Tairawhiti has a lack of family friendly visitor attractions
- Most NZ children cannot correctly identify native plants, flora and fauna
- Employment opportunities in Tairawhiti are below the national average

The solution

- Develop a new visitor tourism attraction
- Native Garden Maze will allow families, schools, visitors the chance to embrace learning about a variety of native flora
- The Maze will look to develop ancillary attractions to enhance the facilities and make a more enjoyable experience

Key Elements

- The Garden
- The Maze
- Guided Tours
- Local Art
- Specialised Activities

"The experience should enable visitors to have first-hand involvement in ancient traditions, ensuring these not be lost and enrich the values NZ has to offer without damaging the environment"... Dion McLeod



Key Objectives

- Create a new tourism attraction for Tairāwhiti-Gisborne
- Visitors to be able to identify indigenous species of plants and birds
- Create employment
- Create a sustainable business model including a nursery
- Develop a franchise model in partner destinations in Aoteaora

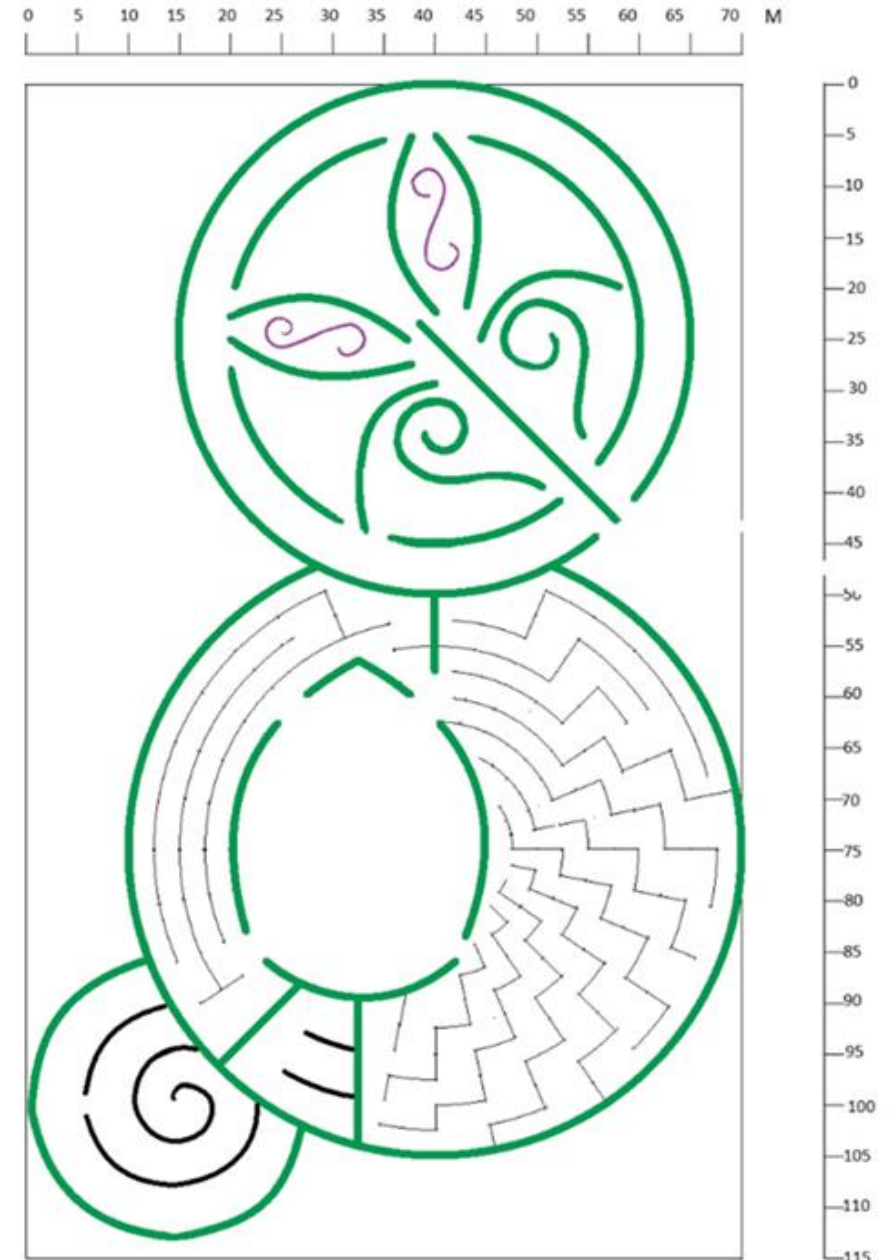
OBJECTIVES



Maze design

- The design is themed as a taniwha because it reflects the ancient guardians of Tairāwhiti
- A taniwha face works as a maze type structure because of the koru and spiral patterns
- Once the basic shape is built, we can use trees, flaxes and ferns in specific areas ie. kawakawa around the eye lashes and kowhai trees for eyes
- Plants that have traditional medicinal values will attract native birds
- Interpretation signage for flora and fauna

“A Maori design with influence and direct relation to Tairawhiti. Plant by combining native plants, trees and flaxes to develop the attraction to be fully grown in two years time”. Dion McLeod



Location

Potential site options

- Gisborne Airport
- Gisborne CBD
- Iwi land

Site requirements m2

- Stage 1 – 50 x 100m (approx)
- Stage 2 - tba
- Stage 3 - tba



Attraction Details



The Garden

What? The main learning hub will contain specialty plants which will also highlight areas of the design

Timeline: Targeted for completion in 2 years for public, private use could be less

Audience: Initially summer domestic and international visitors to region e.g. cruise. Education, schools and visitor groups in winter

How: With array of species of native fauna divided by hedges which encourages visitor to take in your surroundings

Staff Role: Enhance the learning signage, make clear structures are safe

2020 Vision: 100 varieties of specialty trees and plants

Self-sustaining nursery



The Maze

What? Some may call it a Labyrinth which is a fun mind puzzling side to the concept

Timeline: Until the garden matures to acceptable height (Stage 1), the Maze component is a work in progress

Audience: Initially summer domestic and international visitors to region e.g. cruise. Education, schools and visitor groups in winter

How: Stage 1 of planting will insure the overall design yet will be aim to misguide the visitors

Staff Role: The majority of maintenance will be important as 70% will be hedge

2020 Vision: Stage 2-3 of the labyrinth will have more complex maze challenges

Café and Ablution facilities



Guided Tours

What? An informative and engaging natural garden experience with a fun maze

Duration: Pre-arranged to suit for groups, basically consist of 30 minute or 1 hour packages depending in time and group

Audience: Initially summer domestic and international visitors to region e.g. cruise. Education, schools and visitor groups in winter

How: Work with tourism experts to share what is required and expectations of customers

Staff Role: Guided interpretation of native plants and maze. Need to have good knowledge of the region and other attractions and activities.

2020 Vision: 5 different tours depending on the clients needs

Education Centre

Attraction & Ancillary Services



Art & Sculptures

What: An outdoor gallery with large scale pieces provided by artists which can exhibited and sold on behalf

Timeline: Some pieces available now but can be built to demand

Audience: Visitors and locals appreciate local art, but lets WOW the world

How: Relationships with contacts from family, friends, schools & art organizations

Staff Role: Handling enquiries on behalf of the Artists, relaying the significance and upkeep

2020 Vision: Enable artists to work on site



Specialized Activity

What: Program consists of different programs with ideas from themed events, navigational races etc.

Duration: Prearranged again to suit the client

Audience: School holiday programs to corporate groups, a wide range of activities could be developed.

How: Depending on the needs, costs vary and could be met by the client or sponsors

Staff Role: Covering all aspects, including management, training and support.

2020 Vision: The ideas are endless from electric buggies, kids water blasters to wagher gardens to remote controlled boats on ponds



Next steps & franchise

What: Development the correct template to reproduce in different location around NZ

Duration: This is done and dependent on relations achieved through regional councils and private sector

Audience: Tourism destinations that can see the benefits it could provide

How: Ultimately creating a franchise for execution in different locations and expect to use negatives to build better solutions.

Staff Role: Network and grow relationships, create more jobs & create a world wide identity for NZ?

2030 Vision: Multiple franchise businesses around NZ



Potential added value



ACTIVATE
TAIRĀWHITI



NZ MĀORI
TOURISM
HE TOA TAKITINI
OUR STRENGTH IS IN UNITY



GISBORNE
DISTRICT COUNCIL



tourism
export
council
OF NEW ZEALAND



native
garden
nursery

The logo for Native Garden Nursery, featuring a stylized blue flower above a blue hand holding a plant.

Relationships

- Activate Tairawhiti
- Gisborne District Council
- Native Garden Nursery
- Larsen Timber
- E.I.T – Eastland Institute Technology
- NZ Maori Tourism
- Tourism Export Council NZ

NZ Native Garden Maze - Organisational structure

