

Waitaki Whitestone Geopark

environment | science | culture
education | sustainable development



Waitaki
Whitestone
Geopark

Business & Community Ambassador Programme



"Ka titiro ake ki te tihi o
Aoraki,

Heke atu ki te awa
tapu o Waitaki,

Huri ki te Moana
o Āraiteuru,

Tēnā koutou katoa"

"Look up to the top of Aoraki,

and back down the
Waitaki River,

to the Coast of the
ancient canoe of the Gods,
Āraiteuru,

Greetings to you all"

This mihi is kindly given to the
people of and visitors to Waitaki
by Ngāi Tahu Whānui, the original
peoples of Te Waipounamu

Putting it simply

What is a Geopark?

- A geopark is a defined area with geological significance that advances the protection and use of geological heritage in a sustainable way, and promotes the economic well-being of the people who live there
- It's about telling the stories of how the land (and sea) have supported our existence, and shaped our lives
- Geoparks actively involve and support local and indigenous peoples, preserving and celebrating their culture
- Uses the past to make people want to look to a better future

Why do we want to be one?

- Our place is facing earth-based and societal challenges – so we need to take better care of it and each other
- The Geopark will better connect everybody to our land and to the various communities which exist because of it
- If people understand the land, they will appreciate it and protect it

What will we do about it?

- Seek the most suitable level of protection for our geological features
- Educate locals and visitors about our unique land by providing a unifying platform to tell the stories of our land and its impact on our people
- Support Te Rūnanga o Moeraki to protect their cultural landscapes
- Provide ways to explore, experience and engage with the geology and related stories of our place
- Provide events and activities to bring people together to celebrate our land and each other

How will we do this ? – We will focus on:

- Geo-conservation (protection of and access to geosites)
- Education – informing our generations about our place and the need to protect it
- Sharing and sign-posting to local and indigenous knowledge

Outcome

- Protection of and access to our geological heritage
- Informed and engaged residents, school children and visitors
- Authentic and engaging experiences for locals and visitors
- Kaitiaki of our place
- District and Community identity
- Greater knowledge of the Ngāi Tahu Whānui cultural histories and sites
- An environmentally friendly visitor economy endorsed by locals

Business & Community Ambassador Programme



The Business & Community Ambassador Programme is for all organisations (profit & not-for-profit) who support the Waitaki Whitestone aspiring Geopark and are proud to be part of the concept. Let's together promote our special place, our local businesses, slow tourism and community education and resilience.

A business ambassador might be a retail or tourism business that aligns with our values and appreciates the benefit of the Geopark to their business. A community ambassador might be an organisation that works towards a vision that is aligned with ours.



Minimum criteria for becoming a Business & Community Ambassador for the Waitaki Whitestone UNESCO Global Geopark:

- The organisation is located within the Waitaki Whitestone Geopark (within the boundaries of the Waitaki District Council)
- The organisation complies with all laws and regulations relevant to its operations
- The organisation commits to represent, support and communicate our values:

Kaitiakitanga

We are guardians and protect our natural, built and cultural resources for the benefit of current and future generations.

Manaakitanga

We care for our manuhiri (visitors) and we care for each other, are hospitable and generous.

Whanaungatanga

Whanau (family) are at the core in everything we do. We build relationships through shared experiences and working together to create a sense of belonging.

Whakaute

Respect for each other, and respect for all.



What can the Geopark do for you?

Branding

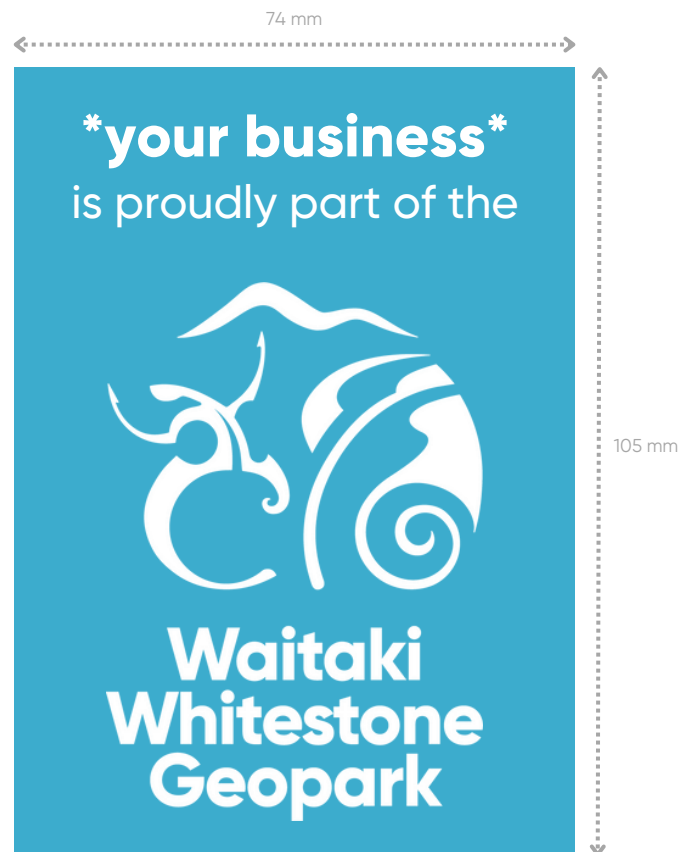
- You will receive a unique WWG Ambassador logo
- Either as a sticker (A7) for your window, and/or as a digital file for your website

WWG Info

- We will provide you with an introduction video about the Geopark for yourself and your staff
- Geopark brochures are available if desired
- You will receive our monthly newsletter

Promotion

- Listing as official ambassador on the Geopark website
- Announcement of business ambassador agreement will be communicated via a blog post on our website, our social media channels, the newsletter and media where appropriate



What can we do together?

- Social media sharing
- Mutual links between the Ambassador and WWG websites
- There will be mutual promotion of activities that fit with our charitable purposes and if appropriate the Ambassador can promote and/or sell Geopark publications and merchandise
- Further development of the scheme based on your feedback

Contact us

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Geopark Alive

Let's have a look at how the Geopark concept comes alive! These are a few examples of what has been achieved so far:



Our Geoeducator provides education programmes to school and public engagement opportunities. As of April 2022, the classroom series has reached 18% of all school age children in the Waitaki engaged with the Geopark as part of their curriculum. This was achieved despite COVID, and having to develop the program from scratch.



Additional Touring Routes have been added to the free Waitaki Whitestone Geopark Touring App.



The Trust offers informative bus tours or webinars to the public and interested stakeholders such as Alps 2 Ocean Cycle Trail operators.



The Geopark provides a presence in the Oamaru & Waitaki Visitor Centre.



The Trust organised a volunteer party to plant 800 native trees at Five Forks to support the Clifton Falls Walkway Community project. This brought a range of volunteers from diverse backgrounds.



The popular Discovery Trail through Ōamaru Public Gardens was launched. It is designed to introduce families to some basic map reading skills and the geological and social histories that are reflected in the Ōamaru Gardens.



The Geopark organised a 'Guide Your Geopark' workshop, provided through the Sustainability Project's 'Summer School' 2019 programme. Participants learned more about the fascinating geologic and human history of some of our most iconic local geologic attractions in Ōamaru.



The Geopark Public Talk series saw experts from all kinds of backgrounds come to Oamaru to share their knowledge and expertise with Waitakians. It is consistently well attended attracting audiences of up to 80 people at a time.



The Geopark collaborates with the University of Otago's Centre for Science Communication. The aim of the project is for science communication students to produce new and innovative resources for use by the Geopark.



The Trust facilitated landowner engagement for the successful Tourism Infrastructure Fund (TIF) application to improve facilities at Elephant Rocks.



Interpretative signage has been installed at a number of sites and a project is currently underway to refresh signage in conjunction with Vanished World and install more at key Geosites.





www.whitestonegeopark.nz

