

**PLACES THAT TELL  
OUR STORIES**

**LANDMARKS**  
*Whenua Tohunga*



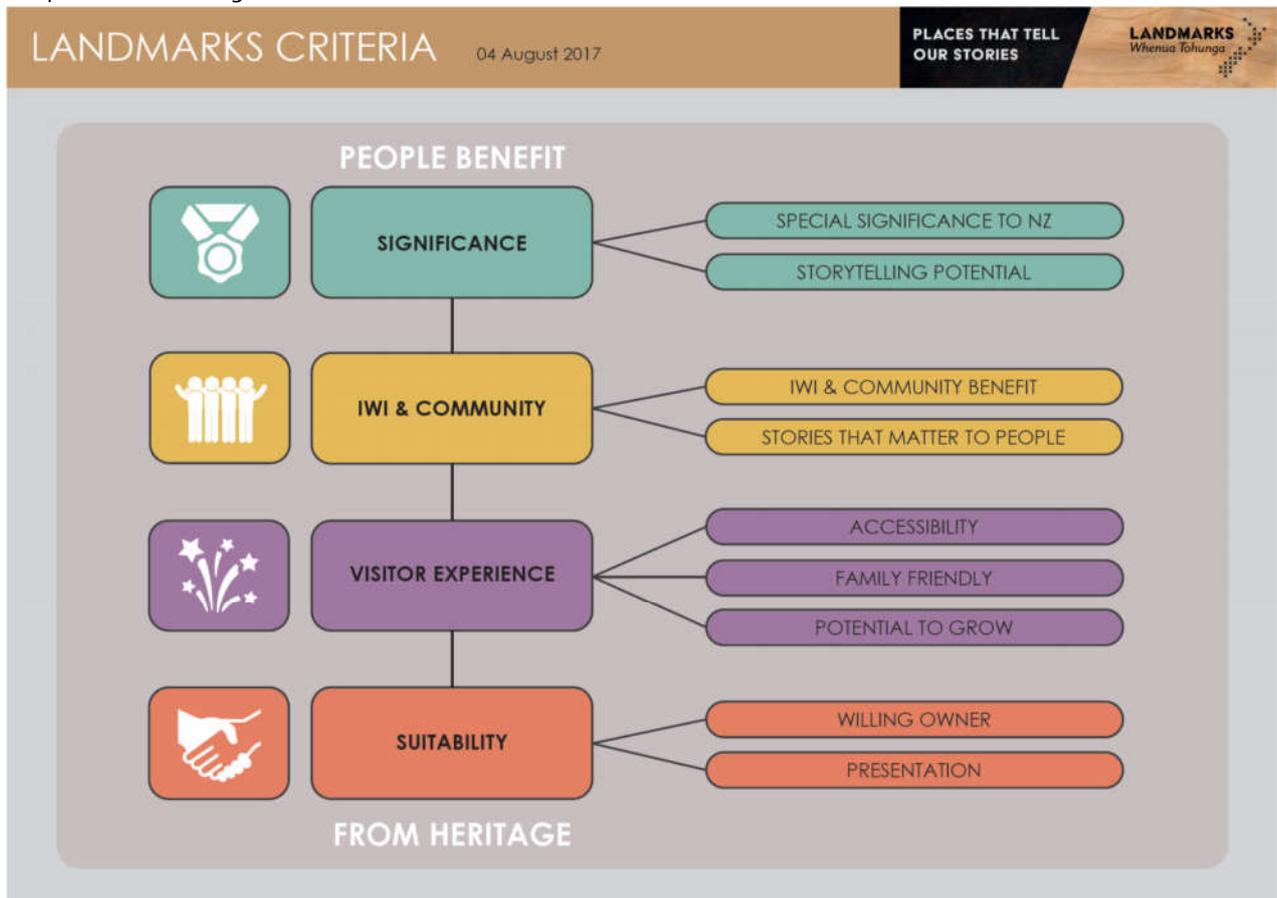
# NEW ZEALAND LANDMARKS

## CRITERIA GUIDELINES

DOCCM-3143824

## What are Landmarks?

Landmarks are places that have shaped our nation and created our stories. New Zealanders and visitors can gain a deeper understanding of who we were and who we are at our Landmark sites.



## Criteria guidelines

Criteria	What we are looking for	Tips
<b>Special significance to New Zealand</b>	Is the place of special significance to New Zealand's history or culture?	<p>Places that are among the 'best of the best' of New Zealand's heritage places</p> <p>Places of relevance for all New Zealanders are likely to be popular</p> <p>Heritage listings may help demonstrate significance</p>
<b>Storytelling potential</b>	<p>Does it have a special story to tell?</p> <p>Is it one of the best places to tell that story compared to other places?</p> <p>Is there something at the place that helps visitors understand the story?</p>	<p>Places that tell important New Zealand stories</p> <p>Places with a direct connection to the story and places that have strong evidence of the story at the site</p>

		People enjoy immersive experiences, e.g. tunnels at mining sites, original furniture in houses, or buildings that have not changed since their story took place
<b>Iwi benefit</b>	<p>Will it benefit iwi if the place is developed and attracts more visitors?</p> <p>Do iwi see opportunities to support or enhance kaitiakitanga and manaakitanga at the place?</p>	<p>Places where iwi see opportunities to further cultural, social and economic aspirations</p> <p>Places where iwi choose to share the stories of places where they have mana whenua or acknowledge traditional or cultural associations</p> <p>Places where iwi see opportunities to safeguard Māori heritage and ensure it is valued more greatly by all</p>
<b>Community benefit</b>	<p>Will it benefit locals if the place is developed and attracts more visitors?</p> <p>Are international/domestic visitors likely to stay in the region for longer when they visit the site?</p> <p>Will the place encourage international/domestic visitors to spend money locally?</p> <p>Will it create business opportunities and support local employment?</p> <p>Do locals, or community groups use, protect, or promote the place?</p> <p>Does the place have other social benefits?</p>	<p>Heritage plays an important part in our well-being and quality of life</p> <p>Visitors can spend money on retail, food, accommodation</p> <p>Year-round experiences that have the potential to provide sustainable economic benefits</p> <p>For example, the place is the focus of special events</p> <p>People can develop much stronger, long-lasting connections with their communities through heritage.</p>
<b>Stories that matter to people</b>	<p>Does it tell a story of special significance to Maori?</p> <p>Do people think the place has a compelling New Zealand story to tell?</p>	<p>Places that tell the stories of tangata whenua</p> <p>Stories that are well-known and understood in New Zealand will draw people to a place. A strong social media presence on multiple platforms can demonstrate people's interest in a place or story</p>
<b>Accessibility</b>	<p>Does it take less than half the time to drive from a tourism hub, town or city as it takes to complete the experience?</p> <p>Is it a short journey from a State Highway or tourism route?</p> <p>Is there a carpark at the place?</p> <p>Can people with mobility issues experience parts of the site?</p>	<p>A place that is accessible by public transport makes it easy for more people to enjoy the site</p> <p>A sealed road makes access easy, and people prefer no more than a ten minutes' drive on a gravel road</p> <p>People prefer to be able to park and walk to the place easily</p>

<b>Family friendly</b>	<p>Can most people walk around the place easily and comfortably?</p> <p>Can most people visit the place without specialist gear or skills?</p> <p>Does it have the amenities needed for the length of the experience?</p> <p>If there is an entry fee, do families consider it worth paying? Is there a concession (for children, students, New Zealanders or locals?)</p>	<p>Walkways are clearly marked, safe, reasonably dry and durable, and suitable for all ages and fitness levels.</p> <p>People should be able to wear ordinary walking shoes and shouldn't need special clothing or equipment</p> <p>Families prefer experiences between 30 minutes and 3 hours. Amenities needed are:          &lt;30mins: none          30 mins-2 hours: toilet          2+ hours: toilets, water, shelter</p> <p>Families prefer experiences that are free, low cost or good value for money.</p>
<b>Potential to grow</b>	<p>What is the current level of visitation?</p> <p>Is it close to a popular attraction?</p> <p>Does it have other features that will attract visitors?</p> <p>Is there a plan for managing the impact of increased visitation?</p>	<p>People might expect places that are already a popular heritage experience to become a Landmark</p> <p>A popular attraction close-by encourages people to add it to their itinerary</p> <p>People enjoy:</p> <ul style="list-style-type: none"> <li>▪ outstanding/regionally unique scenery (e.g. beaches, glaciers, lakes and geothermal activity)</li> <li>▪ at least one 'wow' photo opportunity</li> <li>▪ connecting with Maori cultural stories</li> <li>▪ iconic wildlife, e.g. birds, seals, glow worms</li> <li>▪ different ways of experiencing a site, e.g. cycling</li> </ul>
<b>Presentation</b>	<p>Are the amenities at a standard that visitors are comfortable with and that support a high-quality experience or a plan in place to improve the standard?</p> <p>Are signage, interpretation, and online information high quality and well-maintained?</p>	<p>People prefer to visit and engage with places that are cared for</p> <p>People need clear signage and enjoy interactive interpretation</p>
<b>Willing Owner</b>	<p>Does the owner want the place to become a Landmark?</p> <p>Is the owner committed to maintaining the place to a high standard?</p>	<p>This is required for places not owned by the Crown</p> <p>Owners must commit to maintaining the place to a high standard; maintenance &amp; management plans can demonstrate this</p>

## Applying the Criteria

The Landmarks team will work with Treaty partners, local government, and community groups to identify candidates. Iwi support is required and community support is desirable for places that are of special significance to them. Candidates will be assessed on their overall performance against all criteria. The criteria will be used to create a short list of candidates that will be tested to find the Landmarks in each region.