

KI UTA KI TAI  
FROM THE MOUNTAINS  
TO THE SEA

THE BIG IDEA FOR  
REGENERATING  
THE RED ZONE



"We look forward to a strong partnership based on cultural heritage (tikaka) and science (matauraka) to restore this great food-basket to its former glory, and in developing and promoting a shared vision for its enduring legacy"

**Henare Rakiihia Tau. Chairman of the Ihutai Trust  
(To: Water for Life trustees, June 2014)**



Sir Tim Smit and Prof David Simmons exchange gifts on occasion of formal visit, July 2014

"We are really excited about what we have heard. The project can be not just a tourism destination but also a place that celebrates the culture of Maori and the environmental movement that is coming out of New Zealand. There is something very symbolically powerful that is coming out of the ruins of the dreadful earthquakes.

There is also something very symbolic about a collaboration between two countries and two groups who have an understanding and narrative about a positive future rather than a negative past.

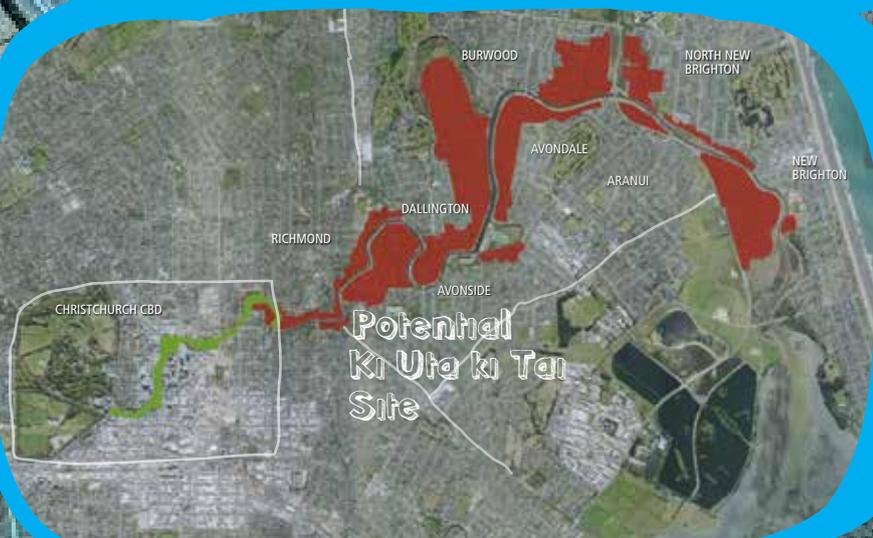
We are excited about our collaboration, the project's potential... and we look forward to seeing you soon."

**Sir Tim Smit (video message; July 2014)**

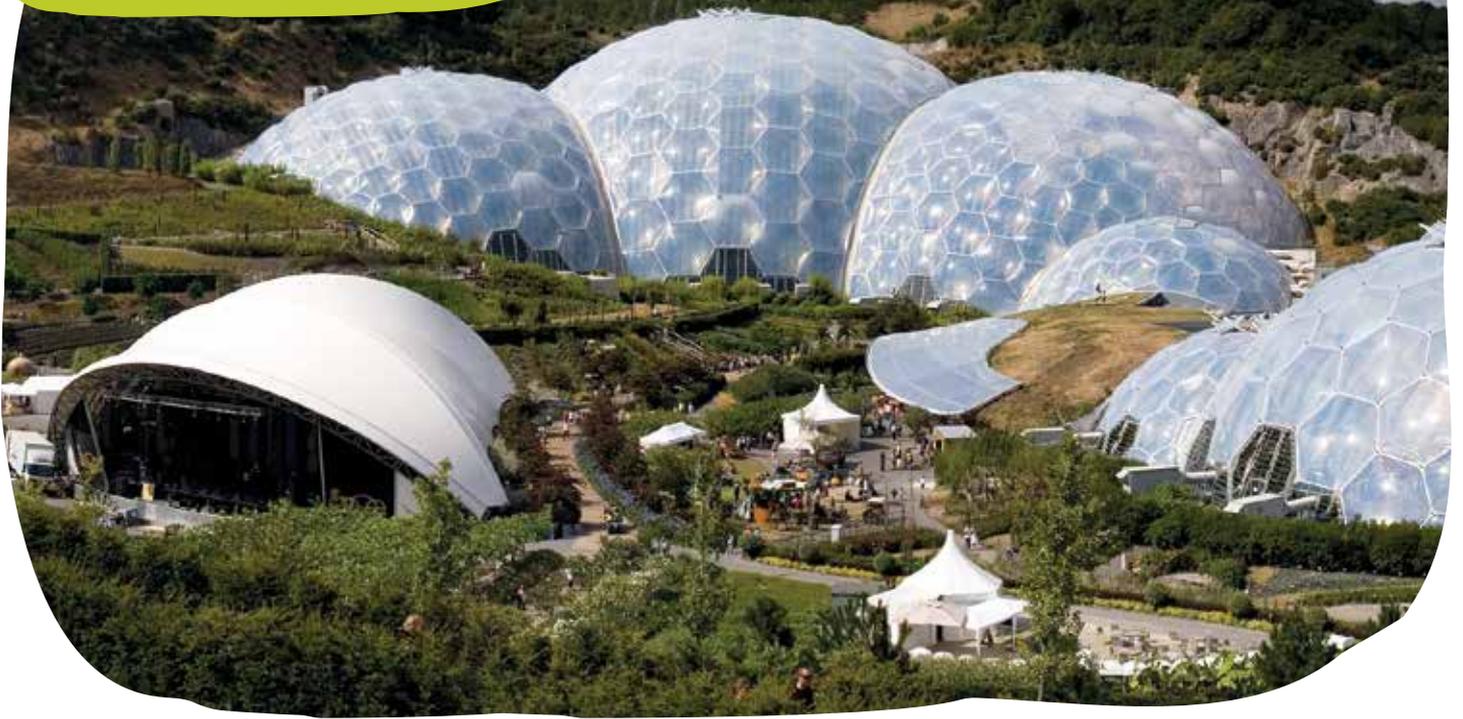
## THE RED ZONE

Tourism and recreation have an essential role to play in Christchurch's economic and social recovery. Since the earthquake sequence of early 2011 Christchurch has lost over one million guest nights, with two thirds of them being international visitors. Their withdrawal has taken \$180m from the local economy, for which tourism had previously been estimated as generating 12 percent of all employment.

Attractions are the anchor stone of destination development. Very few standalone visitor attractions have the potential to influence decision making to visit a specific destination. They generally are far too small to have that impact. The New Zealand Project has the potential to be New Zealand's major attraction and encourage people to visit both New Zealand and Christchurch while re-establishing Christchurch as a destination in its own right.



# WHAT IS THE UK'S EDEN PROJECT?



- # The world's leading man made environmental centre
- # A theme park with a serious sustainable message for the world
- # Founded on environmental technologies, science, education, arts and leisure
- # Transformed the way Cornwall is perceived by the world and in turn the way Cornwall sees itself and the future
- # 13 million visitors over 11 years
- # £1 billion into the Cornish economy
- # 50<sup>th</sup> strongest brand in the UK
- # The third strongest brand in leisure and entertainment in the UK

The Eden vision is:  
"To take the most derelict and sterile place we could find and transform it into life"

## BENEFITS OF KI UTA KI TAI

To regain its status as the hub of South Island Tourism, Christchurch needs to reinstate itself as a premium destination. To achieve this we must now construct an attraction that stands out on the global stage, is globally branded, is innovative and speaks to the heartbeat of who and where we are.

Major benefits include of such a regeneration project are:

- # An increase in international visitors to New Zealand and Christchurch
- # An anchor project around which other attractions and visitor services can cluster
- # A place for locals to engage with cutting edge science focussed on one of our most precious resources – water
- # A project to add quality to visitor experiences (international and domestic) and act as a growth pole for accommodation, transport, recreational services and events
- # A source of regional employment, enjoyment and pride
- # Opportunity for Kotahitaka (Unity) across all sectors of the Christchurch Rebuild
- # To foster the continued development of "Maori Cultural Awareness" within the natural & built environments

# KI UTA KI TAI LAND, WATER & PEOPLE



All aspects of our lives are shaped by water. To indigenous Māori, the Takata Whenua (people of the land), land represents their earth-mother; and together with air and water form an essential part of their mauri (life force, source of emotions).

To the scientific eye, the land on which we live (Canterbury; New Zealand) has been shaped by snow, ice and water, and is seen as a source of production, wealth and opportunity.

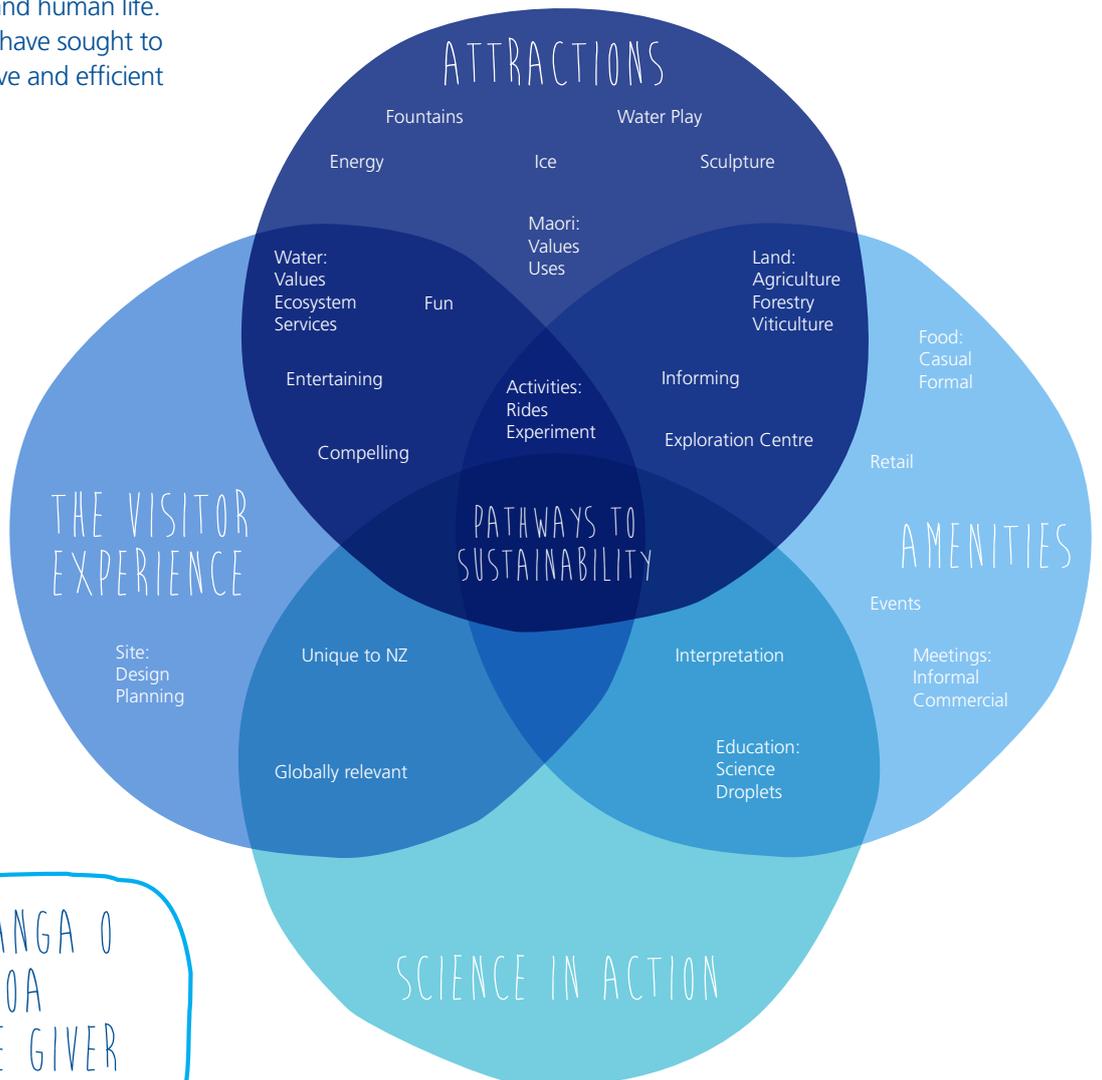
As a bicultural society these sets of beliefs shape New Zealand's contemporary views of resource management and the search for pathways to sustainability.

From snow covered mountains to the fertile lowland plains Ki Uta ki Tai traces the numerous interactions between land, water and human life. Generations of human endeavour have sought to harvest nature's bounty in innovative and efficient ways.

Ki Uta ki Tai tells the unfolding story of our endeavour, science, and experiments in a continuing search for a catalyst to longevity, vitality and rebirth.

As our bodies are 57 – 60% water the safety, purity and stewardship of water is a central concern for us all. Our hope is that through your engagement with Ki Uta ki Tai you will develop new understanding of the importance of water in your life – and take home new perspectives on how to treat it more gently.

## THE BIG IDEA! THE BEST OF EDEN (UK) & THE ESSENCE OF NEW ZEALAND



KO TE WAI TE ORANGA O  
NGA MEA KATOA  
WATER IS THE LIFE GIVER  
OF ALL THINGS

# THE EDEN BRAND



The Eden Project is a highly successful visitor attraction. The Eden Project has become an international icon and brings with it the benefit of a strong, established brand and a proven concept. It is unique and compelling, with opportunities transferable to New Zealand.

"We have a vision that, after 10 years successful operation, we feel ready to share with a few selected partners around the world to grow and build new and culturally distinct iconic centres that will each make their own unique contributions "

**Sir Tim Smit, KBE, Chief Executive Eden Regeneration Ltd & Co-founder the Eden Project**



**eden project**

# THE NEXT STEPS

We have already confirmed our relationship with Eden UK. Over the next two months the Ki Uta ki Tai Team will develop this project further by:

- # Confirming the core themes for Ki Uta ki Tai
- # Integrating the project into the Recovery Strategy for Greater Christchurch
- # Identifying and agreeing land options and project location
- # Securing financial support for and undertake a project feasibility study



"We applaud the initiative of the local New Zealand Project Team. Using our experience we will be able to provide advice and support that will assist this New Zealand team in providing a value proposition for the Ki Uta Ki Tai Project in Christchurch of international standing"

**Sir Tim Smit, KBE, Chief Executive Eden Regeneration Ltd & Co-founder the Eden Project**



"The Ki Uta ki Tai project has the potential to make Christchurch a major destination for international eco tourists. The project would showcase New Zealand's unique environment and demonstrate our community's commitment to regeneration and sustainability.

The project would be an opportunity to showcase New Zealand's unique and varied environments, from our alpine region to our wetlands, together with the plant communities that flourish in all of these."

**Lianne Dalziel, Mayor of Christchurch**

# KI UTA KI TAI PROJECT TEAM

The Project team is made up of representatives from Beca, Fletcher, Lincoln University, Ngai Tahu / Ihutai Ahu Whenua Trust, The Tourism & Leisure Group and Warren & Mahoney. Each of the individuals represented are actively dedicated to the rebuild of Christchurch and the success of Ki Uta ki Tai.

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