

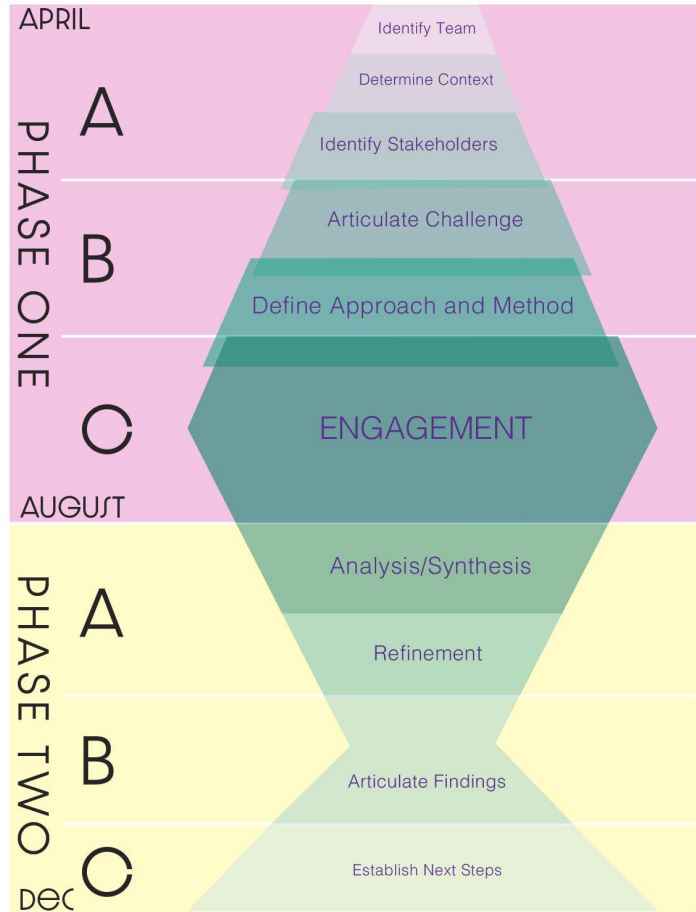
Te Ara o Karangahape

The path of Karangahape

Te Ara o Karangahape, or The Path of Karangahape, is a project tasked with the creation of a meaningful account of K' Rd's cultural identity, one that accounts for the rich ecology and its parts and people. At the same time it needs to deliver an outcome that is practical and adds value to the future endeavours of the Karangahape Road Business Association (KBA), it's membership, the people of K' Rd as well as the various parts of Auckland Council including the Auckland Design Office (ADO), Council Controlled Organisations (CCO's) and the Auckland City Centre Advisory Board (ACCAB).

The project and its outcomes are designed to deliver understanding of the diverse K' Rd community. It will provide the KBA and other stakeholders in a decision making position, the opportunity to understand what is valuable, who it is valuable to, what conditions have enabled it to be, how it will be valuable in the future and how to promote those things so that the K' Rd precinct and its people can prosper through a period of disruption and regeneration.

KARANGAHAPE ROAD IDENTITY PROJECT FRAMEWORK



Te Ara o Karangahape is being carried out between April and December of 2018. It is divided into two main phases.

Phase One establishes the context, stakeholders and approach for a series of research and engagement activities. It also includes the delivery of diverse engagement activities.

Phase Two collates the outcomes of the activities, synthesises it and presents the findings to inform the establishment of next steps.

The project has a live framework in which continuous analysis and evaluation can respond to updated information as new stakeholders emerge and new engagement approaches are developed in response.

It is anticipated that Phase Two will be completed by year end 2018.

THE CONTEXT.

- Karangahape Rd and its network of communities, users, residents, businesses and other groups are facing a period of significant change. Change that is fundamentally based on investment in the K' Rd area, investment in infrastructure, the quality of the built environment, and in intensified housing. It is being led by a schedule of public works alongside renewed private development by existing K' Rd property owners and organisations new to the precinct.
- This change will have its undoubted benefits. A rejuvenated, prosperous K' Rd is in everyone's interests but the process by which we arrive there is not without its challenges and risks.
- Te Awa o Karangahape performs a cultural mapping role, identifying both the people and the place and exploring the nature of the relationship between them. The articulation of these relationships will form the basis of a thorough understanding of the identity of K' Rd. This in turn enabling the KBA to make informed decisions about promotional activity as part of its destination marketing approach.

THE CONSIDERATIONS.

- The concern stemming from the changes taking place on K' Rd are essentially based around the loss of K' Rd's identity. This identity has been acknowledged in many different ways and in many different places. However, it is fair to question how well this identity been captured, articulated, fleshed out, unpicked and understood.
- It is widely recognised, anecdotally and officially that Karangahape Road holds special value as a distinct precinct in Auckland. Auckland Council's K' Rd Plan does this and the Auckland City Centre Advisory Board (ACCAB) also acknowledges it as a "treasure and an asset".

THE CHALLENGE.

In attempting to articulate the identity of Karangahape Road it is acknowledged:

- With a lack of understanding of the K' Rd ecology, the impact on the precinct through the loss of any elements that inform its identity is hard to gauge. There is concern that one of Auckland's and NZ's most iconic areas is at risk of losing the very stuff that makes it distinct. This in turn may impact on K' Rd as a destination for living, working, playing, shopping and simply visiting.
- We can't talk to everyone. It is important that Te Ara o Karangahape hears as many voices as possible but there are practical limitations we must accept and account for.
- A need exists to account for the changing ethnic mix in the K' Road precinct with increased Middle Eastern, African and Asian businesses. Te Ara o Karangahape acknowledges the need to develop means with which to engage with these sometimes insular communities.

THE OBJECTIVES.

1. To understand and articulate the cultural, social and creative heritage of K' Rd.
2. To understand and articulate the diversity and complexity of the K' Rd social ecology.
3. To capture information and develop knowledge around the culture and identity of K' Rd that can inform strategic decision making by the KBA in regards to marketing, promotion and advocacy activity.

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ACTIVITY & APPROACH

RESEARCH & ENGAGEMENT ACTIVITIES. (PART 1, PHASE C).

- A range of facilitated activities are the basis Research and Engagement stage of Te Ara o Karangahape. While a basic outline for each is provided, these activities should be considered responsive and may adapt to suit any developments, findings or determinations made over the course of the project.
- Each activity will be developed by a commissioned practitioner to best elicit responses and deliver outcomes as they see fit in response to a provided activity Brief.
- This Brief will be developed by the project team and presented to the commissioned practitioners within a formal meeting.