

Report No:	RFN11-11-14
File No:	C797
Date:	29 November 2011
<b>Information Only – no decision required</b>	

## REPORT SUMMARY

**Report to:** Communications Subcommittee  
**Meeting Date:** 29 November 2011  
**Subject:** Policy regarding the use of the name  
Tasman's Great Taste Trail  
**Report Author:** Chris Choat – Communications Advisor

### EXECUTIVE SUMMARY

As part of the development of the National Cycleways initiative promoted by Central Government the Tasman District Council supported the Nelson Tasman Cycle Trails Trust bid for funding for the development of two nationally recognised trails in Tasman and Nelson.

The successful bid culminated in the agreement to support, develop and open the Dun Mountain Trail in Nelson and what was previously known as the Tasman Loop.

In tandem with the construction the Cycle trust initiated a logo and naming competition to identify identities for each trail that would promote and support each trail within the competitive tourism cycle trail market.

The results of the competitions and the development of the concepts have been previously reported to Council. As a result of the previous reports the Council have requested a policy to govern and protect the use of the name Tasman's Great Taste Trail.

This policy is attached.

### RECOMMENDATION/S

That the report be received.

### DRAFT RESOLUTION

**THAT the Communications Subcommittee receives the Policy regarding the use of the name Tasman's Great Taste Trail RFN11-11-14.**

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## 1. Naming of Tasman's Great Taste Trail

### 1.1 Background

As part of the development of the National Cycleways initiative promoted by Central Government the Tasman District Council supported the Nelson Tasman Cycle Trails Trust bid for funding for the development of two nationally recognised trails in Tasman and Nelson.

The successful bid culminated in the agreement to support, develop and open the Dun Mountain Trail in Nelson and what was previously known as the Tasman Loop.

In tandem with the construction the Cycle Trust initiated a logo and naming competition to identify identities for each trail that would promote and support each trail within the competitive tourism cycle trail market.

The name of the Trail, previously given the working title of 'The Tasman Loop' has officially been given the name of 'Tasman's Great Taste Trail'.

The name, Tasman's Great Taste Trail, was chosen as it fulfils two naming imperatives – the location and the unique propositions this trail offers amongst the other trails.

The results of the competitions and the development of the concepts have been previously reported to Council. As a result of the previous reports the Council has requested a policy to govern and protect the use of the name Tasman's Great Taste Trail.

### 1.2 Development of the Policy

The Tasman District Council, working with the Nelson Tasman Cycle Trail Trust to identify and project the name of the District's Cycle trail within the Nga Haerenga National cycleway, is charged with establishing a naming policy.

The policy is designed to maintain the integrity of the name, specifically chosen and designed to support the unique proposition the Trail offers and its location.

This naming policy will identify the use of, and the rules by which, the Trail's name shall be used in marketing, related publicity and signage. This policy will determine and guide the use of the name by all parties.

The policy on the use of the name Tasman's Great Taste Trail is attached as Appendix 1

## **2. RECOMMENDATION/S**

That the report be received.

## **3. DRAFT RESOLUTION**

**THAT the Communications Subcommittee receives the Policy regarding the use of the name Tasman's Great Taste Trail RFN11-11-14.**

## Appendix 1:

Policy: The Use of the name Tasman's Great Taste Trail

In all publicity, marketing, trail signage and related uses the trail will be identified and referred to by its full name 'Tasman's Great Taste Trail'.

The title will be used in its entirety when being referred to or quoted within all publicity, with or without the use of the accompanying logo.

The one exception will be when the name is used on the trail direction marker posts alongside the trail. In this context the name will be used within the approved logo designed to fit within the space confines of the prescribed posts.



For all other purposes the name will be used in its entirety;  
**'Tasman's Great Taste Trail'.**

For enquiries about this naming policy, its use and the use of the associated logo please contact Fiona Newey, NTCTT Executive Officer.

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