

Festive Greetings / MCTT News

1 message

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To: Omaha <omahabeachnz@gmail.com>

DECEMBER 2023 NEWSLETTER



Festive Greetings Trail Lover,

We are excited to bring you the latest [Matakana Coast Trail Trust](#) (MCTT) news and developments. With your continued support, we are making great strides toward creating a vibrant and connected trail network in the Matakana Coast region.

The last couple of months has seen trail construction progress ramp up another notch, which we are super excited about! We are currently reviewing tenders from numerous local business for our anticipated construction on two mini projects in February. We are bracing ourselves for an action-packed summer!

On the events front, it was fantastic to see the huge crowd of runners and walkers enjoying some of our trails in the recent Omaha Half Marathon and Fun Run. A huge thank you to all the volunteers that help to make this event such an epic experience for all those who race.

Further highlights and updates are outlined below.

As we hit the holiday season, we wish you moments of rejuvenation, relaxation, and preparation for a wonderful 2024.

Take the opportunity to savor the company of family and friends, relish delicious food, and, of course, explore the nearby trails. Wishing you all a Merry Christmas, and here's to an even more fantastic 2024!

Thank you for being part of the Matakana Coast Trail Trust Family. Your involvement is crucial in creating a better future for our community through our trail initiatives.

For further information please visit www.mctt.org.nz or contact Meg Eriksen direct: meg@mctt.org.nz.

Ngā mihi nui

Matakana Coast Trail Trust

Movie Night Fundraiser - A Night to Remember!



We're thrilled to report that our sold out Movie Night Fundraiser on the 15th of November, was an overwhelming success! The community came together for an evening of drinks and mingling - making for a truly memorable event.

The night kicked off with a lively atmosphere as donors, partners, and supporters gathered to share in the excitement. The event provided a fantastic opportunity for everyone to connect and celebrate the progress we've made together.

Following the socialising, we dived into a comprehensive trail update, providing insights into the latest developments and future plans. The Q&A session allowed for an interactive discussion, giving our community a chance to engage directly with the Matakana Coast Trail Trust team.

A highlight of the evening was the screening of the award-winning film, "The Engine Inside." For those who couldn't make it, this inspiring film showed the unique power of the bicycle to change lives and build a better world. We highly recommend giving it a watch.

We extend our heartfelt gratitude to everyone who attended, making the night a tremendous success. Your presence, enthusiasm, and support are vital to the success of the Matakana Coast Trail project. We look forward to many more community events that bring us together for a shared vision of a vibrant and connected trail network.

Stay tuned for future events and updates, and thank you for being an integral part of our journey.

Partnership with Saatchi & Saatchi: A Remarkable Collaboration



We are thrilled to announce a remarkable partnership with Saatchi & Saatchi, one of the world's leading creative agencies. Saatchi & Saatchi is graciously contributing their top-tier expertise and resources pro bono to craft a brand-new narrative and identity for the Matakana Coast Trail.

This partnership promises to breathe new life into our trail's identity and will help us communicate our mission, vision, and the unique experiences it offers in an even more compelling manner.

We're eagerly anticipating the unveiling of the results, and we're confident this collaboration will be a pivotal moment in the trail's journey. Stay tuned for updates as we embark on this transformative adventure with Saatchi & Saatchi.

SAATCHI & SAATCHI



Building Bridges: Matakana ITM's Generous Contribution to Trail Development



We are thrilled to announce a significant collaboration set to make a lasting impact – Matakana ITM's generous contribution to the upcoming "Muncaster Bridge" project. In a remarkable display of community spirit, Matakana ITM has pledged a substantial \$34,000 worth of materials to support the construction of this vital trail feature.

This collaboration is more than just a financial contribution; it is a testament to the power of partnerships between local businesses and community initiatives. Matakana ITM's commitment to social responsibility shines through as they actively invest in projects that directly impact the well-being of our community members.

As we embark on this exciting project this summer, we extend our heartfelt gratitude to James and the team at Matakana ITM for their support.



A Q&A with Meg Eriksen, our Matakana Coast Trail Fundraising, Marketing and Admin dynamo. We are very lucky to have Meg's energy and wide skillset to help us bring this community project to reality. Meg loves the area and shares our passion for establishing the trail.

Q: Meg, tell us a little bit about yourself and your connection to the area?

A: About three and a half years back, we traded the city hustle for the laid-back charm of Matakana, craving nature and room to roam for our little squad. Prompted by our experience of being confined to a small city pad during COVID lockdown. Both my husband Tim and I come from rural roots, and we wanted to give our trio of kiddos (Theo - 10, Lola – 8, Florence – 5) that same country living.

With our family meat business in Auckland and the slick new motorway, Matakana was the perfect daily commute. We couldn't be happier with our move. We've got amazing friends, a tight-knit community, beaches galore in our backyard, and easy access to Northland's beauty – it's all right here.

Q: When and Why did you join the team?

A: I joined the team a year and half ago with a desire to enhance our community's well-being and connection with nature. I can't wait for the day my children can hop on their bikes and cycle to school, not only for their own mental and physical health but for environmental reasons too. As a keen runner I'm super motivated to create more off road trails to safely run on.

Q: What challenges have you faced in garnering support for the project?

A: The community support for this project is phenomenal and we have full endorsement from the local board and governing bodies.

The biggest challenge that we face is securing funding from the public purse in this current economic climate. We are optimistic that the change in government will help our cause, but we understand we need to be patient and persistent.

Q: How can the local community get involved and contribute to the success of the Matakana Coast Trail?

A: Well if you have a million or two spare that would be super helpful!

There are numerous ways for the community to get involved. We welcome volunteers for various tasks, from trail maintenance, construction, project management to event organisation.

Individual donations, corporate sponsorships, or participating in our fundraising events. Every contribution, big or small, plays a vital role in bringing the Matakana Coast Trail to

life.

Q: What are you looking forward to most about the summer of 2024?

A: Achieving the perfect balance of Vitamin D and G&T! And of course spending quality time with the family. I'm super exciting about cycling The Central Otago Rail Trail later this summer – one to tick off the bucket list!

MCTT People – Liam Walker Q&A



A Q&A with Liam Walker, Partner, BDO, who's supporting the Matakana Coast Trail Trust as Treasurer. We are hugely grateful for people like Liam who is providing his professional services free of charge to support our community initiative.

Q: Liam, tell us a little bit about yourself and your connection with the area?

A: I was born and raised in West Auckland, currently residing in Hobsonville Point whilst we await our build to get underway in Te Arai. I have been with BDO Auckland for 15 years and became a partner on 1 January this year. My role entails partnering with small to medium size businesses on their growth journey to help business owners sleep at night, as well as push them to hit their goals.

I have always had a love for sports and the outdoors since I was young. Whilst some of the sports have fallen by the wayside I still have a love for golf and the outdoors. This has drawn me to make the move out of Auckland to be closer to the amazing coastline and activities that the Matakana/Mangawhai region offers.

Q: Why did you get involved and what excites you about the project?

A: I got involved as I wanted to give back and assist where I could to see the project succeed. As mentioned above I have always had a passion for the outdoors and sports – so the trail is a no brainer for me to get people outdoors, active and to give people the opportunity to navigate such a beautiful area. I look forward to the day we can all jump on a bike to explore the area safely, and give the kids in the region the chance to out and about on their bikes and parents have the peace of mind they are safely off the road. We all grew up with the freedom to ride our bikes around the suburbs so it would be nice for our kids to have the same opportunity.

Q: How would you encourage locals to help the MCTT achieve the end goal of creating the trails?

A: I would encourage to donate and sponsor where they can. Be vocal around the need for the trail in the area, keep an eye out for MCTT communications and support initiatives where you can – whether it be with your time or donations of money or goods/services. It would be great if you can share the message far and wide via the likes of social media to ensure your friends, family and people in the community are aware of MCTT in case they can support us with reaching the end goal.

Q: What are you looking forward to most about the summer of 2024?

A: I am really looking forward to unwinding after a busy year with a few weeks in Vietnam for some R&R. When we get back to New Zealand I will be making the most of the weekends and warm weather and setting up shop at either Tawharanui or Forestry Beach most weekends to make the most of hopefully a long hot summer after the weather we have all encountered this year!

Matakana Coast Trail Trust is a not-for-profit charitable organisation. As you can see we are busier than ever constructing new trails, creating a new brand, fundraising, as well as working on loads of exciting future trail plans.

We rely on the support of every Trail Lover.

[**DONATE TO MATAKANA COAST TRAIL TRUST**](#)



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