

CASE STUDY: Christchurch City Council, New Zealand



The problem:

There are lots of parks in our municipal networks, but many of them have few staff so we are unable to assist all visitors.

The solution:

Agents of Discovery provides an engagement opportunity in parks where we have a few on the ground resources. This is particularly helpful during the COVID-19 pandemic.



Te Papa Ōtākaro /
Avon River Precinct

Agents of Discovery can be updated regularly and gives visitors information that is up-to-date and relevant to the location.



“This summer [2020] families have been on their phones at Victoria Park. It’s not what you think though; visitors aren’t ignoring the park to check their social media feeds, instead they are using an app that gets ‘indoors’ kids outside.

Agents of Discovery is a games app that combines smartphone technology with nature. It’s used at many parks in the USA and Canada and it’s a bit like Pokemon Go but all the activities and games are directly related to the park.

For example, families discover native bird calls, volcanic rock formations, identify plants and find out why there is a memorial for a dog.

The app has been at Victoria Park since December and will travel to different parks through 2020. So far it’s proving very popular, we’ve had 1250 users and it’s likely to pick up more momentum as other Christchurch organisations come online.”

Amy Johnston-Bray
Interpretation & Exhibition Designer
Visitor Experience Team
Parks Unit



Christchurch Botanic Gardens

