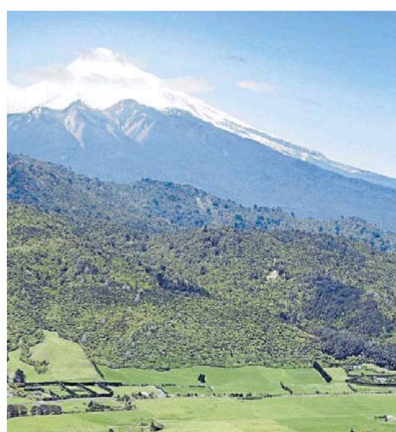


A Little Bit **OUT** THERE - Oakura



The beach is Oakura's primary attraction, but there's much more to enjoy here.



Bush walks can be a peaceful green escape from the summer heat.



Live entertainment in the township adds a social buzz to a visit.

Surf beach a focus for Oakura



Rob Wright

What is your name?

Rob Wright, I'm a manufacturing jeweller here in Oakura.

What is the origin of the name 'Oakura'?

It is Maori for red kura/crayfish or some say it means sunset.

In my time, I have learnt that there are three main ways that people pronounce the word Oakura. You can usually tell how long a person has lived in the area by the way they pronounce the name.

How long have you lived in Oakura and why did you move there?

I have been living here for over 40 years now. I love it because of the consistent surf, it is close to friends and family, plus it was a safe and natural environment to raise my children.

I was also able to set up a large studio in Oakura and still be just a 15-minute drive away from New Plymouth city.

Where do you take your visitors when they come to stay?

Mostly we take them to the exposed surf coast along Surf Highway 45, south of Oakura. It is a very special part of New Zealand. You are able to see very large swells from the southern ocean touching the New Zealand coast for the first time at Cape Egmont.

On quiet days, we like head out to Weld Road and Ahu Ahu reef to collect paua. Another great spot is Koru Pa, just a short drive past my studio on Surrey Hill Road. There you can find a unique bush walk that explores one of New Zealand's oldest Pa sites. Koru Pa is one of the most intact pa sites in Taranaki. You can spot hand-carved terraces where Maori chiefs would have lived, rua pits where food was stored underground and even dwelling sites where house floors used to be. The native bird song is beautiful in this area and there's a great swimming spot nearby in the Oakura River - definitely a must see for every visitor.

What makes you love Oakura?

It is a quiet coastal town with the most consistent surf in Taranaki, in my opinion. When the sea breeze is blowing in central New Plymouth, quite often there are very good waves to be had outside the Oakura Beach Holiday Park and the beaches off Ahu Ahu Road and Weld Road.

I also love Oakura because we are very close to New

THIS IS 'A LITTLE BIT OUT THERE'

From our beaches to our bowl, our waves to our walkways, bank to businesses, magical events to magnificent mountain, Taranaki has always proudly been 'a little bit out there.'

That's the theme for Venture Taranaki's Summer 2016 promotion for our region. This 'A little bit out there' page is the first of seven weekly reveals in the Taranaki Daily News that will give you a glimpse into some of the region's most curious and creative stories, spots and successes that all help make Taranaki unique. From goblin forests to real-life souvenirs, glistening galleries to rogue gorillas, there's no excuse not to get out there and explore everything Taranaki has to offer this summer.

Each of these pages will feature a local personality from the particular town or area in focus who will explain what makes their place so special.

Look for the next pages featuring Inglewood, Opunake, Stratford, Eitiam, Hawera, and Urenui. For advertising options, phone our sales team on 06 757 6854.

Plymouth and with good access to South Taranaki. You drive home from New Plymouth in 15 minutes, but it feels like you're escaping on a summer holiday.

Best thing about your town?

In the years that I have lived here, I have seen our little sleepy coastal town develop into a thriving multicultural hotspot. Back in the day, Oakura was like a holiday town full of beaches and surfers, but now we have people from all around the globe settling in and opening up new businesses and adding new flavours. It is fantastic.

What is the town most well-known for?

It has to be the surf culture and our colourful selection of artists. We were also well-known a few years back for being the home to actor Tom Cruise while he filmed 'The Last Samurai' in the region.

What is the town's best kept secret? (ie great swimming holes, factory shops etc)

I could never tell that! Some of our walkways are stunning though - you can explore our semi-coastal forest and traverse the Kaitake Ranges by following the Davies Track on Surrey Hill Road. When you get to the peak, follow the Waimoku or Sefton Ridge Track back down to Lucy's Gully. It is a great day trip and you experience beautiful views of the Taranaki coastline and Mt Taranaki.

Why do visitors need to come out and visit Oakura?

Oakura is the place to go if you want to feel like you are having a holiday but you don't want to leave Taranaki. Pack up your surfboards, togs, sunblock, books and your children and head out to Oakura for a day trip. Grab an ice cream from the Oakura 4 Square or a coffee from one of our great cafes while

watching the waves and swim bel Oakura beach.

Tell us what makes your town 'there'? (tell us a quirky fact ab Oakura is a place where on one si can find a Yoga class while on the is a live band playing. We also hav in residence - so many that we hc Arts Trail each year. If you aren't is on, there is a self-guided tour o arranged year-round.

Where is the best place to take

The best spots for swimming are at Oakura beach or the river at C is always packed with families on playground and skate park next t Boardriders Club is a great spot f too.

4th-6th March 2016

OAKURA SCHOOL 150th Jubilee
4th - 6th March 2016
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Oakura, a town that is a living canvas.

NOW THAT'S A LITTLE BIT OUT THERE

You only need to look around to know why Oakura is home to so many artists, jewellers, designers and architects.

Get out there experience all of Taranaki this summer!

