



**I, Steven May, Chief Executive Officer, hereby give notice that
an Economic Development Committee Meeting will be held on:**

Date: Tuesday, 19 June 2018
Time: 1.30pm
**Location: Council Chamber, Wairoa District Council,
Coronation Square, Wairoa**

AGENDA

Economic Development Committee Meeting

19 June 2018

The agenda and associated papers are also available on our website: www.wairoadc.govt.nz

For further information please contact us 06 838 7309 or by email info@wairoadc.govt.nz

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- 1 KARAKIA**
- 2 APOLOGIES FOR ABSENCE**
- 3 DECLARATIONS OF CONFLICT OF INTEREST**
- 4 CHAIRPERSON'S ANNOUNCEMENTS**
- 5 LATE ITEMS OF URGENT BUSINESS**
- 6 PUBLIC PARTICIPATION**

A maximum of 30 minutes has been set aside for members of the public to speak on any item on the agenda. Up to 5 minutes per person is allowed. As per Standing Order 14.14 requests to speak must be made to the meeting secretary at least one clear day before the meeting; however this requirement may be waived by the Chairperson.

7 MINUTES OF THE PREVIOUS MEETING

Ordinary Meeting - 8 May 2018

**MINUTES OF WAIROA DISTRICT COUNCIL
ECONOMIC DEVELOPMENT COMMITTEE MEETING
HELD AT THE COUNCIL CHAMBER, WAIROA DISTRICT COUNCIL, CORONATION SQUARE, WAIROA
ON TUESDAY, 8 MAY 2018 AT 1.30PM**

PRESENT: Cr Denise Eaglesome-Karekare (Deputy Mayor), Ms Karen Burger, Ms Angela Thomas, Ms Whaiora Maindonald

IN ATTENDANCE: G Borg (Chief Financial Officer), K Tipuna (Economic Development & Engagement Manager) G Waikawa (Governance Administrator, Te Rangi Huata ()), Narelle Huata (Chairperson, Ngati Kahungunu Runanga Arts & Culture Board Trust), Steven May (WDC Chief Executive Officer)

1 KARAKIA

The meeting opened with a karakia by K Tipuna.

The Chairperson welcomed Te Rangi Huata and Nerelle and everyone introduced themselves

2 APOLOGIES FOR ABSENCE

APOLOGY

COMMITTEE RESOLUTION 2018/26

Moved: Ms Karen Burger

Seconded: Ms Whaiora Maindonald

That the apology received from His Worship the Mayor, C Little accepted and leave of absence granted.

CARRIED

Nil

3 DECLARATION OF CONFLICT OF INTEREST

Nil

4 CHAIRPERSON'S ANNOUNCEMENTS

Nil

5 LATE ITEMS OF URGENT BUSINESS

Nil

6 PUBLIC PARTICIPATION

A maximum of 30 minutes has been set aside for members of the public to speak on any item on the agenda. Up to 5 minutes per person is allowed. As per Standing Order 14.14

requests to speak must be made to the meeting secretary at least one clear day before the meeting; however this requirement may be waived by the Chairperson.

TE RANGI HUATA – NGATI KAHUNGUNU RUNANGA ARTS & CULTURE BOARD TRUST

A presentation of a trophy was given by Te Rangi Huata (Event Manager, Ngati Kahungunu Regional Kapa Haka Committee), and a letter was presented to the Committee from Ngati Kahungunu Runanga Arts & Culture Board Trust advising “Wairoa was the true star of the Ngati Kahungunu Regional Kapa Haka Competition. As well as hosting the prestigious event, the township dominated the competition, and will send two teams to compete in te Matatini for the first time in Wellington next year. Wairoa has not hosted it for 15 years.

This event was live-streamed by Maori Television and Radio broadcasted by Radio Kahungunu the iwi radio station.

Te Wairoa hosts gave support in the areas of powhiri, mauri, health & safety regulations on site, traffic management, venue, economic development support, catering, security, volunteers and support to the event management.

An estimation of how many people came through the gate a minimum of 5,000. Donation to the gate \$5,000

7 MINUTES OF THE PREVIOUS MEETING

COMMITTEE RESOLUTION 2018/27

Moved: Ms Angela Thomas

Seconded: Ms Whaiora Maindonald

That the minutes [and confidential minutes] of the Ordinary Meeting held on 27 March 2018 be confirmed.

CARRIED

8 GENERAL ITEMS

8.1 ECONOMIC DEVELOPMENT AND ENGAGEMENT MANAGER'S REPORT

COMMITTEE RESOLUTION 2018/28

Moved: Ms Karen Burger

Seconded: Ms Angela Thomas

That the Economic Development Committee receive the Economic Development Update Report as at 01 May 2018

CARRIED

The Economic Development and Engagement Manager's report updated the Committee on Summary of Activities being Ngati Kahungunu Regional Kapa Haka Competitions 2018, Cultural tourism symposium, Ministerial visits, Great Things Grow Here Wairoa brand champions event, East

Coast Farming Expo, Wairoa Maori Film Festival (Queen's Birthday Weekend – 1-3 June 2018), Matariki Reds Governance Arrangements, Kahutia Accord and Connecting Tairāwhiti.

Acknowledge Narelle and Te Rangi for their presentation and acknowledge the support of Council, Councillors and staff, ED Committee for hosting the event.

8.2 REPORT FROM THE CHAIR OF TE MATARAE O TE WAIROA TRUST

COMMITTEE RESOLUTION 2018/29

Moved: Ms Whaiora Maindonald

Seconded: Cr Denise Eaglesome-Karekare

That the Economic Development Committee receive the report on the Trust's recent activities.

CARRIED

Mrs Angela Thomas presented her report and reported on Maori Land Development being Project Officer, The Gaiety Theatre, Made In Wairoa Market, Speaker series/Wairoa Business Week and Trustee Resignation.

Wairoa Business week (2nd – 6th July 2018) – A tentative agenda has been set, and various organisations approached for sponsorship. The event is to be held at the War Memorial Hall with TED talks planned at the Gaiety during lunchtimes. A lunch is organised for Friday that will promote local products with Lioness catering.

The meeting closed at 2.59pm by K Tipuna.

The minutes of this meeting were confirmed at the Economic Development Committee Meeting held on 19 June 2018.

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CHAIRPERSON

8 GENERAL ITEMS

8.1 REPORT FROM THE CHAIR OF TE MATARAE O TE WAIROA TRUST

Author: Kitea Tipuna, Economic Development & Engagement Manager

Authoriser: Steven May, Chief Executive Officer

Appendices: 1. Report from the Chair of Te Matarae o Te Wairoa Trust [↓](#)



1. PURPOSE

1.1. This report provides information to the Economic Development Committee on the Trust's recent activities. No decisions are required by the Committee at this stage.

RECOMMENDATION

The Chair of Te Matarae o Te Wairoa Trust RECOMMENDS that the Economic Development Committee receive the report on the Trust's recent activities.

Signatories

	
Author Kitea Tipuna	Approved by Steven May



Wairoa District Council ED committee meeting- 8 June 2018

1) Maori Land Development

Work carried out in the second month of the project continued focusing around data collection, updating stakeholder and service provider's contact and information lists, meeting with service key personnel, communicating with Maori landowners and working towards completing the workshop programme and setting in place dates for those landowner hui/workshops.

2) The Gaiety Theatre

The three year commitment and lease agreement between Wairoa District Council and the Trust comes to end in November 2018. Angela and Karen had a recent meeting with WDC rep's to discuss alternative options for the running of the Gaiety Theatre now that it has been operating for 3 years and proven to be a viable and appreciated facility to the community.

3) Wairoa Maori Film Festival

Wairoa Maori Film Festival received a grant of \$5,000 from Wairoa District Council which has been managed and overseen by the Trust as per the agreed terms set between the WMFF organisers and WDC. This year the festival benefitted from having a wider team to support the festival activities and as a result the awards evening was a great success with an audience of approx 150 attending.

This district's local talent was beautifully showcased and a highlight throughout the evening with performances from Te Rerenga Kotuku Wairoa's regional winner's Kapa haka group, NRG Rising, Toni Huata, Kiri Gilbert, Susan Tipuna and other past Wairoa College students and most notably our MC for the evening Rangiteaorere Hepi (Matua Rangi) who provided a light hearted and celebratory tone throughout the evening.

It was particularly disappointing to have the First Light Community Foundation application declined which added pressure with the costs to finance the evening which were to help with local advertising and sound, lighting and technical services for the evening. As a result additional support from WDC of \$750 was given to provide the invaluable services from Anarau Cooper to manage the sound system throughout the evening for the live performances, MC and award ceremony.

The pre allocation of tickets didn't allow much time for outside ticket sales which needs to be addressed for future planning to help assist the festival to stand alone as a financially viable festival.

4) Business Week

Wairoa Business Week – Five days of all things Business.

A draft programme has been set for Business Week which is scheduled to run 2-6th July 2018. A website is currently being built with all the content for Wairoa Business Week 2018 with the capacity to be reused each year.

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Following from the Business Week and utilising the database set up from the event will develop the Wairoa Business Network which will be a subscription based membership based entity providing monthly meetings where they can build on their capability, learn from the experts and one another, strengthen their local profile and gain support from supplier offerings as well as receiving notifications of upcoming events and changes in policy that may affect their business.

5) Safe Communities

As part of our ongoing commitment to support Safe Communities, Roz attended the bi monthly meeting of Te Wairoa He Hapori Haumaru (Safe Communities). The main priorities areas for the steering group are safe public spaces and safety in the home.

Angela Thomas

Chairperson

Te Mātārae o Te Wairoa Trust

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8.2 REPORT FROM THE ECONOMIC DEVELOPMENT & ENGAGEMENT MANAGER**Author:** Kitea Tipuna, Economic Development & Engagement Manager**Authoriser:** Steven May, Chief Executive Officer**Appendices:** Nil**1. PURPOSE**

- 1.1 This report provides information for the Economic Development Committee on Council and community activities. No decisions are required by the Economic Development Committee at this stage.

RECOMMENDATION

The Economic Development & Engagement Manager RECOMMENDS that the Economic Development Committee receive the Economic Development Update Report as at 12 June 2018

SUMMARY OF ACTIVITES**2. VISITOR ENQUIRIES THROUGH THE WAIROA VISITOR INFORMATION CENTRE (I-SITE)**

This report will now track visitor enquiries through the Wairoa Visitor Information Centre (Wairoa i-Site) as a matter of interest for members of the Economic Development Committee with comparisons to the same month this time last year. The purpose of this level of reporting is to demonstrate increased visitor enquiries through the i-Site and clearly shows an increase compared to this time last year.

Table 1: Wairoa i-Site visitor enquiries for April and May 2018

Month	Local	Domestic	International	Total	Rocket launch enquiries
April 18	906	403	266	1575	112
May 18	899	358	165	1422	80

Table 2: Wairoa i-Site visitor enquiries for April and May 2017

Month	Local	Domestic	International	Total
April 17	923	346	239	1508
May 17	889	296	157	1342

3. YROA YNOT MINISTRY OF YOUTH DEVELOPMENT YOUTH ENTERPRISE OPPORTUNITIES FOR YOUNG PEOPLE

YROA YNOT was successful in securing \$5,000 from the Ministry of Youth Development for a Youth Enterprise Opportunities for Young People project. The outcomes of the project and

associated funding is to support individuals and/or groups of youth who have a new and/or innovative enterprise project or idea, and need knowledge, skills, competencies or mentoring to help them execute their project or idea and/or transform from an idea or fledgling operation into a viable business. In a rapidly and constantly changing global environment, young people with entrepreneurial attitudes, behaviours and capabilities are more likely to succeed personally, academically and in business.

The project is aimed at supporting up to 20 young people from Wairoa, between the ages of 12-24 and will seek to teach merchandising and negotiation skills. The participants will design and develop tourism related merchandise. A winning design will be selected and merchandise stock will be commissioned and sold through the Wairoa i-Site. The young entrepreneur must enter negotiations for this commission to develop the skills of seeking to get their product placed and what that commission might look like for them - Dragon's Den style.

Project completion end of June 2018.

Final note – YROA YNOT will now report to Economic Development & Engagement.

4. WAIROA MĀORI FILM FESTIVAL

The Wairoa District Council once again supported the Wairoa Māori Film Festival Awards evening with a financial contribution. It should be noted that Council would usually seek to sell tickets to the awards evening to recover its costs. Unfortunately, ticket sales this year did not recover the costs of the financial contribution.

Going forward, Council will seek to review its financial contributions to community events to ensure an appropriate return on investment including cost recovery and generating revenue. Community events are recognised as a key mechanism for realising Wairoa's economic prosperity through growth in the visitor economy, community transformation and social and cultural development legacies. More specifically, community events contribute to Wairoa's economy through the achievement of four key outcomes:

- Economic growth
- Increased visitation
- Enhanced profile
- Enhancing Wairoa's pride and making Wairoa a great place to live.

5. ROCKET LAB LAUNCH WINDOW (AND VISIT BY TAIKI DELEGATION)

Rocket Lab have announced their next launch window between late June and early July. The Wairoa District Council will direct all visitor enquiries through the Wairoa i-Site and will also place staff at the Bluck's Pit site in Nuhaka to respond to any visitor queries from visitors who visit the site during the proposed launch window.

The Wairoa District Council also had the privilege to host a delegation from Taiki, a town in Hokkaido, Japan including Mayor of Taiki, Mr Masato Sakamori. The visit was an information gathering exercise by the Japanese delegation to investigate tourism potential for a rocket launch facility in Taiki.

6. WAIROA BUSINESS WEEK

Council is supporting the Wairoa Business Week, to be hosted during the first week of July. Council has contributed \$3,000 to Wairoa Business Week as well as providing 'in-kind' support including radio advertising and some communications support.

7. REGIONAL WEBSITE COLLABORATION

The Wairoa District Council is proceeding with a collaboration project between all five Hawke's Bay Councils looking at a shared platform for its websites. The look and feel will be similar across the entire region with Napier City Council providing back end support. This project will ultimately ensure a cost effective approach to managing Council's website as well as develop efficiencies for the future. Council has already begun rolling out a consistent look and feel for its website the projected date of September for the design of the WDC website to be finalised.

8. PRELIMINARY FEEDBACK FROM CBD ENHANCEMENT CONSULTATION

Analysis of preliminary feedback from the CBD Enhancement Consultation process undertaken earlier this year has been complete and a community meeting will be organised for later in June to ensure that this information is fed back to those that provided submission during the community engagement process.



9. PROVINCIAL GROWTH FUND

This section will update the committee on any relevant information about the Provincial Growth Fund process.

- Youth in Employment – The Wairoa Job Shop

The Wairoa Community Partnerships Group (WCPG) received \$150,000 for the development of a Youth into Employment Project. This project will be launched during Wairoa Business Week (first week of July) with an event to bring Wairoa youth and employers together, to better support the connections between potential employee and employer and brokering the necessary relationship to ensure sustainable employment opportunities for young people in Wairoa and to also support employer capability to employing more youth. The project will also leverage off other funding opportunities as they arise including the recently announced 'He Poutama Rangatahi' pilot initiative. The WCPG delegated to the Wairoa District Council administrative responsibility for this fund. As such, administration, reporting and monitoring, will be done through the Economic Development Committee of Council on behalf of the WCPG.

Signatories

	
Author Kitea Tipuna	Approved by Steven May

8.3 DRAFT TOURISM STRATEGY**Author:** Angela Spooner, Economic Development Officer - Tourism**Authoriser:** Kitea Tipuna, Economic Development & Engagement Manager**Appendices:** 1. Draft Tourism Strategy [↓](#)**1. PURPOSE**

- 1.1 To present the DRAFT Tourism Strategy to the Economic Development Committee to sign off.

RECOMMENDATION

The Economic & Tourism Officer RECOMMENDS that Economic Development Committee sign off the Draft Tourism Strategy to continue to work towards the objectives and outcomes stated in this document.



EXECUTIVE SUMMARY

The DRAFT Tourism Strategy was developed following consultation and engagement meetings across the Wairoa District. The strategies and desired outcomes were initiatives co-created with members of the community.

2. CONCLUSION

- 2.1 To review and offer recommendations (if required) prior to signing off the DRAFT Tourism Strategy.

Signatories

	
Author Angela Spooner	Approved by Kitea Tipuna

DRAFT

Tourism Strategy

Angela Spooner
Economic & Tourism Development Officer



TE WAIROA
WAIROA DISTRICT

Mission Statement

Nurturing the growth of our people by co-creating sustainable initiatives that enable us to thrive together as a community.

Vision Statements

General Tourism: Creating life changing moments

Cultural Tourism: Where Manuhiri become Whanau

Guiding Principles

1. To build meaningful relationships with people who are aspiring and currently engaged within the Tourism industry.
2. To have an authentic and holistic approach when engaging amongst the community to identify the needs and aspirations of the Wairoa people.
3. To foster partnerships that encourage co-creating and co-designing sustainable initiatives and business opportunities amongst the Tourism industry.
4. To co-design cultural tourism opportunities and initiatives with Whanau, Hapu and Marae in Wairoa District.
5. To cultivate and nurture cultural tourism initiatives that are environmentally and eco-friendly to the whenua, awa and moana.
6. To create opportunities for self-employment in the Tourism industry.
7. To create and develop opportunities for training and education that will build capability and capacity for the Wairoa people.
8. To promote and position Wairoa District as a destination of choice with a diverse range of activities and places to visit.
9. To define a balance between general and cultural tourism across the Hawke's Bay region and what this looks like in the Wairoa District.
10. Wairoa is UNIQUE, AUTHENTIC and REAL – captivate this in everything that we do in Tourism.

Rules of Engagement **"To build meaningful relationships"**

Navigation – The Discovery Phase

By learning, listening and reviewing the current situation we seek to identify and understand the needs and future aspirations of the people of Wairoa.

Cultivation – Growing to Thrive Phase

Nurturing our people to create lasting partnerships amongst diverse communities by creating positive change in holistic ways.

Implementation – The Action Plan Phase

Create tailored pathways to build capacity, capability and support for new and old initiatives and opportunities.

The Discovery Phase (Navigation)

- Seek to understand the needs and future aspirations of the people.
- Inclusive and holistic approach that is tailored and adapted to effectively engage with individuals, small groups and/or the community.
- Learning and listening when engaging amongst the community.
- Discover potential opportunities and leads by gathering insights.
- Review the current situation and create clear pathways ready for action.
- Co-create tailored solutions to encourage sustainable growth.
- Develop and create a CRM system.

Growing to Thrive Phase (Cultivation)

- To build and maintain meaningful relationships amongst the community
- To provide and exchange of services from key stakeholders and organisations that share the same vision and aspirations of the Wairoa people.
- To rebuild and restore our rural communities by shifting the current practises and engaging in new schools of thought.
- Nurture the needs of the people through guidance, mentoring, coaching and connecting to networks who have the means to assist and help.
- Create and develop training and education opportunities that cater to the needs of people.
- Encourage the community to be 'Solution driven' to tackle challenges, create traction and build community resilience.
- Co-design opportunities that will make positive change to individuals, families and the wider community.
- Create and cultivate incentives to retain and encourage people to return to the Wairoa District.
- Develop a digital strategy that create a wider digital connectivity across the district.

The Action Plan Phase (Implementation)

- To co-create opportunities that will make positive change to individuals, their families and the wider community.
- Discover and facilitate tailored and effective approaches to implement strategies and achieve goals.
- Provide quality engagement, focused attention, innovation and support to create effect solutions.
- Give guidance and support through the implementation process to completion.
- Identify key networks and organisations that can provide resources to build capacity and capability amongst the community.
- Create a working environment that fosters collaboration and working together.
- Seek guidance and direction from the community through the process to ensure the focus and work is the correct method.

Strategies

1. **People Focus:** Develop deliberate and meaningful support that build capability and capacity to enable people to learn, earn and thrive.
2. **Our World:** Co-produce initiatives and projects that positively contribute to the environment that are sustainable and eco-friendly.
3. **Cultural Enterprise:** Nurture entrepreneurial opportunities with potential to multiple and accumulate positive impacts for our rural community.

4. **Future Generations:** Harness the passions, talents, skills and knowledge the younger generations have to offer and nurture them to become great leaders.

Future Projects

“Our infrastructure is our people”

Education & Training

Create educational and learning opportunities that allow our people to live and stay in Wairoa.

1. **AUT University** - Interactive multimedia workshops to be delivered in Wairoa by AUT University APP Lab. The course will enable attendees to create APP, iBooks and eBook and upon completion they will receive a Certificate in Proficiency Multimedia 1 & 2. The workshop will be held from 25 June – 6 July 2018 from 8.30am – 4pm, nil fee.
2. **Animation Workshops** – 1 day workshops to teach basic animation. There will be 2 workshops throughout the year. Negotiation with Ian Taylor to confirm cost and timeframe of delivery.
3. **Augmented Technology 101** – 3 day workshop to teach basic geospatial augmented technology, dates to be confirmed for early 2019. Quinn Nahi (Ngati Whatua) is a specialised in Indigenous heritage and culture trails.
4. **Film Production Workshops** – 10 module interactive workshop to be taught by Mereana Kahukura (Whakaki) and Pango Productions. To commence in June, 2 hours a week for 10 weeks.
5. **Mentoring/Coaching** – Working in collaboration to develop mentoring and coaching for personal development, business, housing and health/wellbeing.
6. **Numeracy & Literacy** – Secured funding from Workforce NZ to provide a wage for local tutor in Wairoa to provide these services. Carol Grant will be the tutor for this service.
7. **Various Workshops/Seminars** – In response to the needs of our community a range of workshops and seminars across disciplines will be arranged across the year (i.e. Health and Safety etc).

Digital Native

Create digital projects and initiatives that focus on innovative and creative solutions to protect, preserve and share our treasure – Wairoa.

1. The Wairoa community to collaboratively develop a Wairoa APP through augmented reality with our ‘rich culture’ heritage, history, significant places and the stories associated to these places.
2. Silver surfers – The young teaching the elderly how to become technically able.

Dark Sky Reserve

Continue to progress the application to gain accreditation for Wairoa District to be a Dark sky reserve. There are many opportunities to gain from this such as;

- 1 Tourism Ventures – links to the history of how Maori navigated their way to Aotearoa and star gazing.
- 2 Attraction of Astrologist and academics who track stars and create research outputs
- 3 Alignment to Rocket Lab in the District
- 4 Opportunity to build and create an educational facility about astrology, rocket lab and STEM programmes for schools.
- 5 Promotion to attract people to the Wairoa District.

iSite Expansion

Expand the area to incorporate the following;

1. **Interactive information kiosks of each areas** (i.e. Mahia, Mohaka) that have audio and information at each kiosk. The audio includes general information and attractions with highlights of key stories of significant places.
2. **Specific display areas** – Rocket Lab have gifted the iSite a scale sized rocket and humanity star to display with relevant information and a DOC specific display with all key messages, information and maps of DOC reserves and guidelines.
3. **Simulation Dome** – Experiential journey of Wairoa through film, photos and information. The potential to make this a revenue generating activity for Tourism and showcase the stories captured by the people of Wairoa.
4. **Guided Tours** – Walk and talk tours from iSite and other specific areas across the District.

Leadership Ambassadors

To identify potential across the District to nurture young leaders to become Tourism Ambassadors for Wairoa. The development of a leadership training programme will be given and collaboration with experts (Kaitiaki and Ahakaa) of each cluster area will teach them the important aspects to protect, preserve and share accordingly.