



**I, Kitea Tipuna, Tumu Whakarae Chief Executive, hereby give notice that Strategy, Wellbeing and Economic Development Committee Meeting will be held on:**

**Date:** Tuesday, 23 April 2024  
**Time:** 10:00 am  
**Location:** Council Chamber, Wairoa District Council,  
Coronation Square, Wairoa

# **AGENDA**

## **Strategy, Wellbeing and Economic Development Committee Meeting**

**23 April 2024**

**MEMBERSHIP:** His Worship the Mayor Craig Little, Cr Denise Eaglesome-Karekare, Cr Jeremy Harker, Cr Roslyn Thomas, Mr Sam Jackman, Mr Jack Beaton

The agenda and associated papers are also available on our website: [www.wairoadc.govt.nz](http://www.wairoadc.govt.nz)

For further information please contact us 06 838 7309 or by email [info@wairoadc.govt.nz](mailto:info@wairoadc.govt.nz)





**Order Of Business**

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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 15.1 requests to speak must be made to the Chief Executive Officer at least one clear day before the meeting; however this requirement may be waived by the Chairperson. Requests should also outline the matters that will be addressed by the speaker(s).

**7 MINUTES OF THE PREVIOUS MEETING**

Ordinary Meeting - 19 March 2024

**MINUTES OF WAIROA DISTRICT COUNCIL  
STRATEGY, WELLBEING AND ECONOMIC DEVELOPMENT COMMITTEE MEETING  
HELD AT THE COUNCIL CHAMBER, WAIROA DISTRICT COUNCIL, CORONATION SQUARE, WAIROA  
ON TUESDAY, 19 MARCH 2024 AT 1:30 PM**

**PRESENT:** His Worship the Mayor Craig Little, Cr Denise Eaglesome-Karekare, Cr Jeremy Harker, Cr Roslyn Thomas, Mr Jack Beaton

**IN ATTENDANCE:** **Kitea Tipuna** (Tumu Whakarae | Chief Executive), **Gary Borg** (Pouwhakarae – Pūtea/Tautāwhi Rangapū | Group Manager Finance and Corporate Support), **Michael Hardie** (Pouwhakarae – Hua Pūmau | Group Manager Assets and Infrastructure), **Juanita Savage** (Pouwhakarae Rātonga Hapori me te Whakawhanake | Group Manager Community Services and Development), **Austin King** (Community Engagement Manager), **Hinemoa Hubbard** (Kaitauira Mana Ārahi | Governance Cadet)

**1 KARAKIA**

The Opening Karakia was given by the Chief Executive, Kitea Tipuna.

**2 APOLOGIES FOR ABSENCE**

**APOLOGY**

**COMMITTEE RESOLUTION 2024/154**

Moved: Cr Roslyn Thomas

Seconded: Cr Jeremy Harker

That the apology received from Sam Jackman be accepted and leave of absence granted.

**CARRIED**

**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.

**7 MINUTES OF THE PREVIOUS MEETING**

**COMMITTEE RESOLUTION 2024/155**

Moved: Cr Jeremy Harker

Seconded: Cr Roslyn Thomas

That the minutes [and confidential minutes] of the Ordinary Meeting held on 27 February 2024 be confirmed.

**CARRIED**

**8 GENERAL ITEMS**

**8.1 RECEIPT OF STRATEGY, WELLBEING AND ECONOMIC DEVELOPMENT COMMITTEE MEETING - 13 SEPTEMBER 2022**

**COMMITTEE RESOLUTION 2024/156**

Moved: Cr Denise Eaglesome-Karekare

Seconded: His Worship the Mayor Craig Little

The minutes of the Strategy, Wellbeing and Economic Development Committee Meeting held on Tuesday 13 September 2022 be confirmed and the recommendations therein be adopted.

**CARRIED**

**8.2 ECONOMIC DEVELOPMENT UPDATE**

**COMMITTEE RESOLUTION 2024/157**

Moved: His Worship the Mayor Craig Little

Seconded: Mr Jack Beaton

The Committee receive the report.

**CARRIED**

The Group Manager - Community Services & Development spoke to this report and noted that the Community Engagement Manager will now present the economic development update report in future meetings to the committee. Additionally with the implementation plans for both the gaiety and the iSite now in place, officers can be assigned to specific tasks, some of which have already been completed.

The Chair suggested further discussion on this matter in a public excluded session, as the attachment is provided separately.

Cr Harker raised a question about the availability of resources and capacity for the tasks at hand. In response, the Group Manager - Community Services & Development acknowledged that this had not been fully addressed but highlighted the recent hiring of a staff member who will be dedicated to both the I-site and the Gaiety Theatre.

The Chief Executive suggested forwarding the quarterly report to the Council website and to the community partnerships group for broader dissemination among other government agency partners, and noted that this distribution would occur at the local level rather than the typical regional level.

The Group Manager - Finance and Corporate Support inquired whether the trend analysis would be included in the purchased package or if it would need to be conducted separately. The Group Manager - Community Services & Development clarified that the trend analysis would need to be performed independently by the team.

Regarding Item 4- *Sunair Service-Wairoa* in the report: The Group Manager - Community Services & Development stated that Sunair was unable to provide the reason for the flights.

### **8.3 I-SITE, GAIETY THEATRE & COMMUNITY DEVELOPMENT UPDATE**

#### **COMMITTEE RESOLUTION 2024/158**

Moved: Cr Denise Eaglesome-Karekare

Seconded: Cr Roslyn Thomas

The Committee receive the report.

**CARRIED**

The Group Manager - Community Services & Development introduced the report in the absence of the author.

Cr Thomas queried the purpose or nature of the rural funding. Cr Harker proposed considering the idea of increasing awareness of Anzac Day and the events taking place at the Gaiety Theatre on that day.

The Chief Executive mentioned that applications have been submitted for the New Zealand Defence Force and the Australian Defence Force to participate in Wairoa Anzac services. Additionally, staff were instructed to inform that Colonel Harker is unavailable to be a guest speaker at the Wairoa services this year and it is expected that the NZ Defence Force will provide a guest speaker. He also mentioned that there have been requests for time adjustments to various services to accommodate the attendance of the official party.



9 PUBLIC EXCLUDED ITEMS

RESOLUTION TO EXCLUDE THE PUBLIC

**COMMITTEE RESOLUTION 2024/159**

Moved: Cr Denise Eaglesome-Karekare

Seconded: Cr Jeremy Harker

That the public be excluded from the following parts of the proceedings of this meeting at 1:59pm.

The general subject matter of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under section 48 of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution are as follows:

General subject of each matter to be considered	Reason for passing this resolution in relation to each matter	Ground(s) under section 48 for the passing of this resolution
9.1 - Receipt of Public Excluded Strategy, Wellbeing and Economic Development Committee Meeting - 13 September 2022		

**CARRIED**

**COMMITTEE RESOLUTION 2024/160**

Moved: Cr Denise Eaglesome-Karekare

Seconded: Cr Jeremy Harker

That Council moves out of Closed Council at into Open Council at 2:42pm

**CARRIED**

The Meeting closed with a closing karakia given by the Chief Executive, Kitea Tipuna at 2:43pm.

The minutes of this meeting were confirmed at the Strategy, Wellbeing and Economic Development Committee Meeting held on 23 April 2024.

.....  
**CHAIRPERSON**

**STRATEGY WELLBEING AND ECONOMIC DEVELOPMENT COMMITTEE ACTION TABLE**

<b><u>MEETING THE ACTION WAS RAISED IN</u></b>	<b><u>ACTION</u></b>	<b><u>OFFICER RESPONSIBLE</u></b>	<b><u>COMMENTS</u></b>	<b><u>STATUS</u></b>	<b><u>PUBLIC EXCLUDED</u></b>
30/01/2024	Members appoint an alternate representative to attend meetings to substitute for absences.	Sam Jackman, Jack Beaton.	<p>Sam stated, "The issue we have in selecting an alternate rep to attend these meetings is that we are all business owners, and our time is very much restricted. The reason I didn't attend the last meeting was that it was in the morning and was on what we call a deadline day.</p> <p>Maybe you could put out an annual calendar of dates and I can then work around that rather than the short notice we currently get."</p> <p>No response from Jack.</p>	Governance made contact and the response is situated on the left.	No.
27/02/2024	Report back to the committee in April with new sign ideas and a timeframe for the implementation of the new Wairoa District signage	Juanita Savage		In progress	No.

## 8 GENERAL ITEMS

### 8.1 COMMUNITY ENGAGEMENT UPDATE

**Author:** Austin King, Kaiwhakahaere Hapori me te Whakapāpā | Community and Engagement Manager

**Authoriser:** Juanita Savage, Pouwhakarae - Rātonga Hapori me te Whakawhanake | Group Manager Community Services & Development

**Appendices:**

1. Wairoa District Economic Development Plan Project Proposal 2024 (under separate cover - Vol 1)
2. Wairoa Business Association Survey Results 2024 (under separate cover - Vol 1)
3. Wairoa Business Association Questionnaire Form 2024 (under separate cover - Vol 1)
4. Welcome to Wairoa Sign Mock-Ups (under separate cover - Vol 1)
5. Welcome to Wairoa District Sign Damages 2024 (under separate cover - Vol 1)

#### 1. PURPOSE

1.1 This report provides information for Committee on activities in Council's community engagement, economic development, funding and events portfolio. No decisions are required by Committee at this stage.

#### RECOMMENDATION

The Kaiwhakahaere Hapori me te Whakapāpā | Community and Engagement Manager RECOMMENDS that Committee receive the report.

#### 2. BUSINESS SUPPORT – HB CHAMBER OF COMMERCE

- 2.1 Four HB Chamber of Commerce representatives – including Regional Business Partners – engaged in meaningful strategic discussions with eight Wairoa business owners on 19 March 2024. Through these tailored engagements and interactive sessions, Chamber worked with each business owner on how to maximise their respective operations and aspirations.
- 2.2 Feedback from Chamber has indicated the engagements were successful and they were working with each owner on their respective business plans.
- 2.3 Chamber will return to Wairoa in May to engage more with Wairoa businesses. Council's Economic Development Officer and Community Engagement Manager will coordinate these interactions.

### 3. CULTURAL STORYTELLING TRAIL

- 3.1 **Background:** Rongomaiwahine Iwi Trust (RIT) is collaborating with Wairoa Young Achievers Trust (WYAT) and Council to undertake a cultural storytelling trail project, similar to Central Hawke's Bay's (CHB) Nga Ara Tipuna Storytelling Trail.
- 3.2 Nga Ara Tipuna was initiated by mana whenua in CHB to share their stories of their land and its significance. The project includes walking and driving tours to eight sites of significance, where there are graphically designed information "pou" and QR codes containing early Maori histories of each site.
- 3.3 The Community Engagement Manager and the Group Manager Community Services & Development have engaged kanohi ki te kanohi with CHB District Council and WYAT to extract concepts around the process for further developments with this project, particularly regarding Council's role.

### 4. WAIROA DISTRICT COMMUNITY ECONOMIC DEVELOPMENT PLAN

- 4.1 **Background:** In October 2023, the Committee resolved to recommend to Council to support the development of a Wairoa District Community Economic Development Plan for the 2023/24 to 2028/29 period, by utilising an external experienced contractor. As mentioned in previous Committee minutes, the current 2017 Wairoa District Economic Development Plan is outdated and the cost to engage a suitable contractor to undertake the review is \$35,960.
- 4.2 The Community Engagement Manager and the Group Manager Community Services & Development have engaged directly with the contractor to get this work underway again.
- 4.3 The Consultant has signalled they will require close involvement of the Community Engagement Manager and the Economic Development Officer to get this work started.
- 4.4 The Community Engagement Manager seeks the Committee's approval for a project plan to be presented at the next Ordinary Council meeting.

### 5. WAIROA BUSINESS ASSOCIATION SURVEY & ENGAGEMENTS

- 5.1 **Background:** In February 2024, the Wairoa Business Association (WBA) took proactive steps by initiating a survey aimed at local business owners. This collaborative mission was designed to gain invaluable insights into matters that concerned our business community. The survey will assist Council in its efforts to support business owners and boost economic development. We appreciate WBA's effort and look forward to using the survey results to improve our strategies.
- 5.2 WBA has delivered preliminary results of its questionnaire survey, which has so far received a total of 18 responses.
- 5.3 The Community Engagement Team will utilise this information in its work programme to support the aspirations of WBA and individual businesses.

### 6. WELCOME TO WAIROA SIGNAGE

- 6.1 The Community Engagement Manager has visited the northern boundary Welcome to the Wairoa District sign to capture images of work required to repair the sign.
- 6.2 The Community Engagement Manager has engaged with an external contractor seeking a quote to have this work done. A quote is yet to be received.

- 6.3 Council staff have also investigated potential sites to place new welcome to Wairoa signs closer to the gateways in and out of the township.

**Further Information**

[www.ngaaratipuna.co.nz](http://www.ngaaratipuna.co.nz)

**References (to or from other Committees)**

[Strategy, Wellbeing and Economic Development Committee] [Tuesday, 17 October 2023] –  
[WAIROA DISTRICT COMMUNITY ECONOMIC DEVELOPMENT PLAN 2023 TO 2028]

[Strategy, Wellbeing and Economic Development Committee] [Tuesday, 19 March 2024] –  
[ECONOMIC DEVELOPMENT UPDATE]

**8.2 WAIROA ISITE, GAIETY THEATRE**

**Author:** Rubyanne Edwards, Kaiarataki Tapoi me te Whakawhanake Hapori | Tourism and Community Development Team Leader

**Authoriser:** Juanita Savage, Pouwhakarae - Rātonga Hapori me te Whakawhanake | Group Manager Community Services & Development

**Appendices:** Nil

**PURPOSE**

This report provides information for Committee on the March activities for the Wairoa ISite and Gaiety Theatre. and other initiatives in the Community Development area. No decisions are required by Committee at this stage.

**RECOMMENDATION**

The Kaiarataki Tapoi me te Whakawhanake Hapori | Tourism and Community Development Team Leader RECOMMENDS that Committee receive the report.

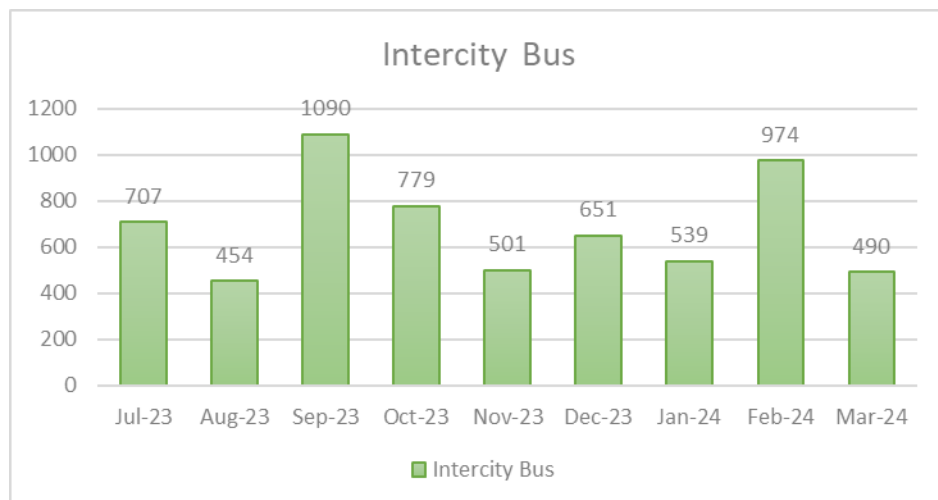
**BACKGROUND**

1.1 Council continues to operate Wairoa I-Site and Gaiety Theatre which supports in the meeting of its Community Outcomes of Social Wellbeing, Economic Wellbeing and Cultural Wellbeing.

**2. ISITE**

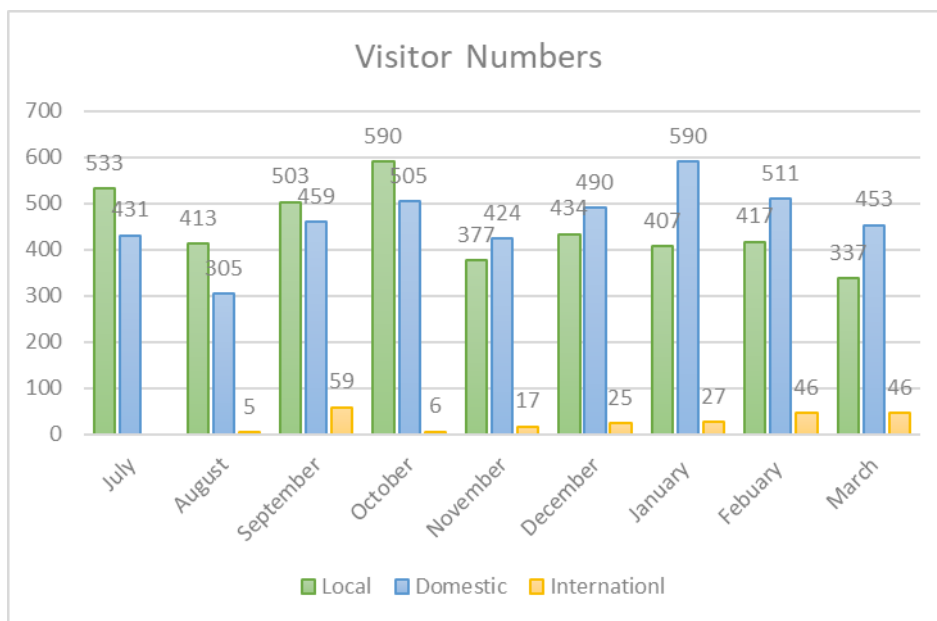
**INTERCITY BUS**

2.1 The below chart represents the number of users of the bus service.



**Statistics and Analytics**

Staff capture daily statistics on the origin of visitors and the reason why they came into the facility. Categories captured include intercity bus, local attractions, domestic attractions, accommodation, retail, photocopying, Fish and Game licences and information on services.



**QUALIFICATIONS/ACHIEVEMENTS**

Pure NZ Tourism training - Jerzelle Wai Wai

Pure NZ Tourism training - Glenys Kahukura

Qualmark Annual Achievement passed – Wairoa I-Site

**RURAL FUNDING**

This funding is open and closes 23<sup>rd</sup> April 2024. Three applications received at the time of writing this report.

### 3. PROMOTIONS

#### 3.1 Easter Egg Extravaganza Competition

Before the coming of the annual easter weekend celebrations, an easter egg counting competition was chosen which sought three jars fill with chocolate eggs, representing three age groups of 0-5 years, 5-10 years, 10-18 years. Participants must guess how many eggs were in each jar pertaining to their age categories. Promotions and advertisements were on posters posted around our town, Wairoa District council page and social media platforms. We saw many keen young children and adolescents partake in our competition even adults wanting to give it a try also which was not permitted.

The winner of the categories were:

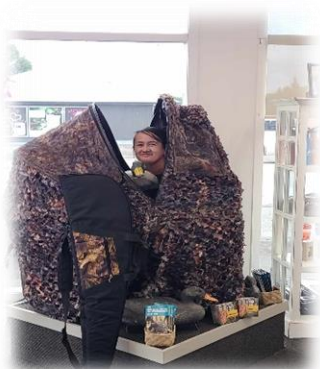
0-5 years - Freedom, 5-10 years - Piripi, 10-18 years – Desire. The participants were overwhelmed that they had won, and with exact numbers matching the jars. Two of the winners were siblings approached off the street to participate.



#### 3.2 Duck Shooting Season

Opens the first Saturday in the month of May. License sales for the 2024 season commenced 14 March. Tagging day is 7<sup>th</sup> April.

As part of our annual duck shooting or bird gaming season we set up a promotion area at the ISite. Sourcing donated equipment from staff members to showcase the beginning of the season also advertising safety, rules and regulations in pamphlets out on display.





#### 4. GAIETY THEATRE

##### 4.1 Premiere

The Convert on 14<sup>th</sup> March, seeing over 100 people over the two nights.

The promo pre-sale tickets went on sale 2 weeks prior to the premiere with Facebook posts posted on our Gaiety Facebook page which saw nearly 400,000 hits and engagements with international and local interest when it would be screened locally, domestically and internationally.

The Gaiety team set up a theatre promo for the premiere night sourcing local ferns and native plants donated kindly by The Wairoa Ngahere Nursery Team and sourcing riverside plants and palms to contribute to our set up with also the New Zealand flags posted around declaring it is a local NZ film directed by the great Lee Tamahori director of ONCE WERE WARRIORS.

A great movie set in the 1830s telling the story of an English man of Christianity who came to NZ to establish the church during a time where settlers were accommodating Iwi owned lands and in the era of inter-tribal wars of the Māori people and racism towards Māori.

An actioned packed film, a great script, straight to the point and an awesome cast and crew who delivered a must-see movie which I foresee will do amazing in Film festivals internationally and locally. An award-winning must-see film of this year following BOB MARLEY'S - ONE LOVE.

Thank you so much to [Wairoa Community Ngahere Nursery](#) for allowing us to use the beautiful native plants and greenery for our The Convert Premiere Night.

If you would like to volunteer, purchase or just support the amazing mahi they do.

The Convert has seen over 150 viewers so far grossing in 1500 in ticket sales so far, 562 of those were on the premiere night.



**GHOSTBUSTERS**

After the members of a team of scientists (Harold Ramis, Dan Aykroyd, Bill Murray) lose their cushy positions at a university in New York City, they decide to become "ghostbusters" to wage a high-tech battle with the supernatural for money. They stumble upon a gateway to another dimension, a doorway that will release evil upon the city. The Ghostbusters must now save New York from complete destruction.

Promotions for this movie was standard with online social media posts which saw interactions from locals only, there was no age demographic on premiere night which saw an influx of punters of all ages.

13 people came to the premiere of this movie, a family movie and will foresee it popular during the school holidays.

**GODZILLA**

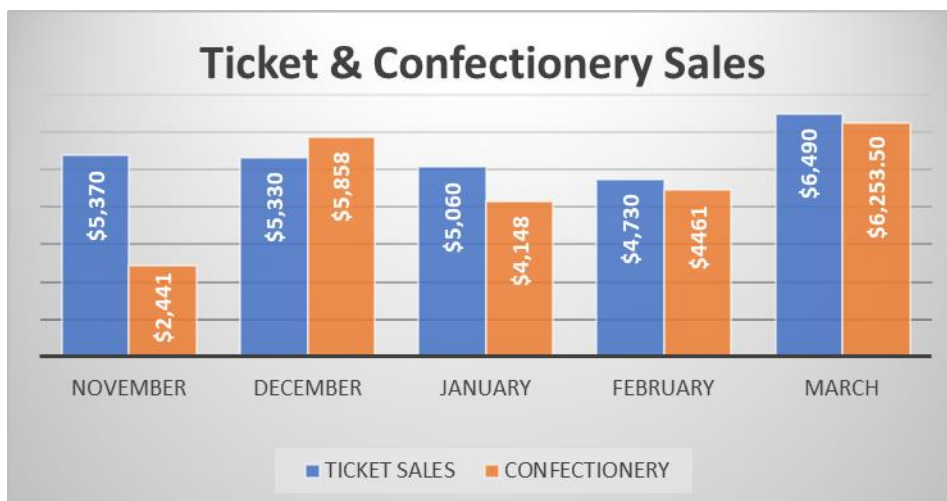
The Premiere of GODZILLA X KONG- THE NEW EMPIRE was on the 28<sup>th</sup> of March which saw great interest via the Facebook platform.

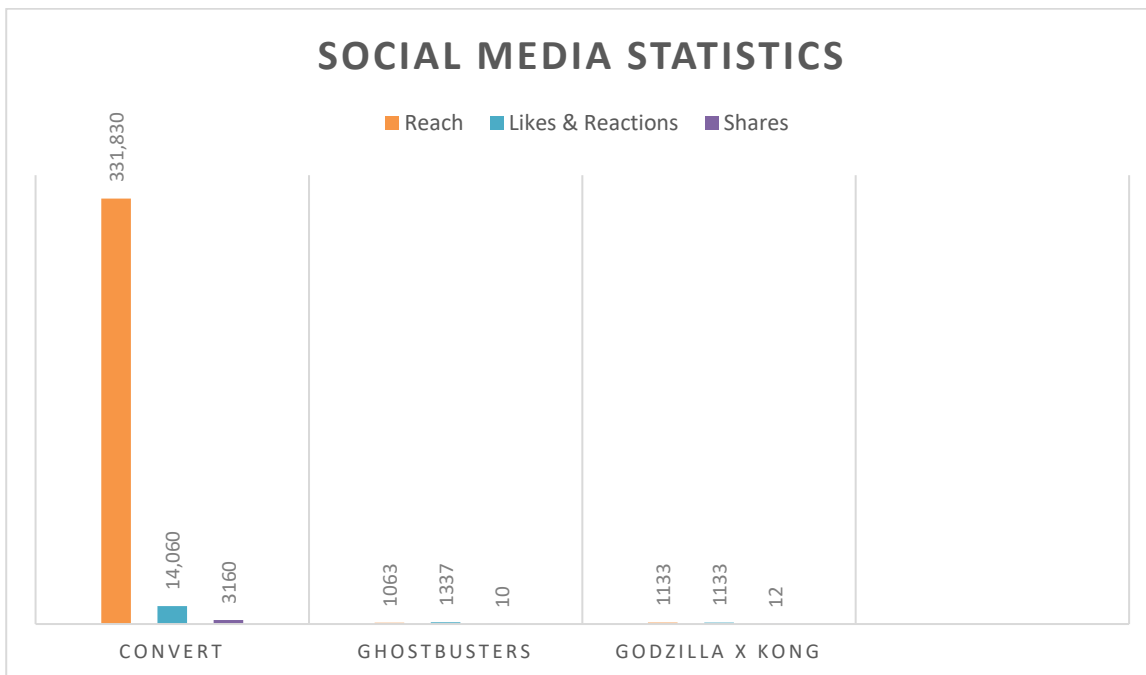
There was 70 people on premiere night which grossed us \$700 in ticket sales and over \$1,500 dollars in overall sales that night.

The feedback was great, families, friends thoroughly enjoyed the movie also will be popular during the school holidays.

Summary Godzilla and Kong join forces to defeat the Skar King, utilizing new Titan Shimo's ice-breathing abilities. Kong finds a surrogate family in the Hollow Earth and frees enslaved apes with young Suko's help. The film's ending hints at a potential Son of Kong sequel in the Monster Verse's future.

**Graph shows the overall monthly Ticket and Confectionery Sales**





**Facebook Statistics March – Last 28 days**

Page overview

Post Reach	328,025
Post Engagement	10,028
Followers	3,312
New Followers	122

**CUSTOMER SERVICE**

Appreciation to the team for holding it down with providing the community with quality service with limited staff.

Recruitment process for new staff is on the way.