

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

Date: Tuesday, 10 September 2024

Time: 10:00 am

Location: Council Chamber, Wairoa District Council,

Coronation Square, Wairoa

AGENDA

Strategy, Wellbeing and Economic Development Committee Meeting

10 September 2024

MEMBERSHIP: His Worship the Mayor Craig Little, Cr Denise Eaglesome-Karekare, Cr Jeremy Harker, Cr Roslyn Thomas, Mr Jack Beaton, Mr Seenie Kahukura, Ms Sue Wilson, Mr Terence Maru, Ms Kimberley Bell

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

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 - 13 August 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, 13 AUGUST 2024 AT 10:00 AM

PRESENT: His Worship the Mayor Craig Little (via zoom), Cr Denise Eaglesome-Karekare,

Cr Jeremy Harker, Mr Jack Beaton, Mr Seenie Kahukura, Ms Sue Wilson, Ms

Kimberley Bell

IN ATTENDANCE: Kitea Tipuna (Tumu Whakarae | Chief Executive), Gary Borg (Pouwhakarae –

Pūtea/Tautāwhi Rangapū | Group Manager Finance and Corporate Support), Hinetaakoha Viriaere (Pouwhakarae Whakamahere me te Waeture | Group Manager Planning & Regulatory), Michael Hardie (Pouwhakarae – Hua Pūmau | Group Manager Assets and Infrastructure), Juanita Savage (Pouwhakarae Rātonga Hapori me te Whakawhanake | Group Manager Community Services and Development), Frances Manase (Kaiurungi Mana Ārahi | Governance Officer), Kate Standring (Executive Principal | Office of the Mayor/Office of

the Chief Executive)

1 KARAKIA

The opening karakia was given by the Chief Executive, Kitea Tipuna.

2 APOLOGIES FOR ABSENCE

APOLOGIES

COMMITTEE RESOLUTION 2024/179

Moved: Cr Jeremy Harker Seconded: Ms Sue Wilson

That the apologies received from Cr Roslyn Thomas and Mr Terence Maru be accepted and leave

of absence granted.

CARRIED

3 DECLARATION OF CONFLICT OF INTEREST

To be declared as the agenda progresses.

4 CHAIRPERSON'S ANNOUNCEMENTS

The Chair Cr Eaglesome-Karekare, acknowledged the passings of local community members.

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 2024/180

Moved: Cr Jeremy Harker Seconded: Mr Seenie Kahukura

That the minutes [and confidential minutes] of the Ordinary Meeting held on 16 July 2024 be confirmed.

CARRIED

8 GENERAL ITEMS

8.1 COMMUNITY SERVICES AND DEVELOPMENT GROUP UPDATE JULY 2024

COMMITTEE RESOLUTION 2024/181

Moved: Cr Denise Eaglesome-Karekare

Seconded: Cr Jeremy Harker

The Acting Group Manager - Community Services and Development RECOMMENDS that Committee receive the report.

CARRIED

The below points were raised:

- The committee noted that the current images do not accurately represent what Wairoa offers.andrecommended using activity and tourist images relevant to Wairoa for the three new signs. It was suggested to circulate images among the committee for a vote on which ones to use.
- The Group Manager of Planning & Regulatory recommended updating the Public Safety Bylaw before informing local businesses about maintaining the grounds in front of their premises.
 - A reminder letter will be sent to businesses, followed by a warning notice if not complied with. The committee agreed informing property owners of the Council's goals before starting the process and involving landlords in the discussion.
- Recovery and Economic Development Plan: The Chair emphasised that the Economic Zone paper must align with the Economic and Development Plan
- The Group Manager of Community Services and Development requested a full-time

funding officer. This has been approved by the Chief Executive.

RESOLUTION TO EXCLUDE THE PUBLIC

MOTION

COMMITTEE RESOLUTION 2024/182

Moved: Cr Denise Eaglesome-Karekare

Seconded: Mr Seenie Kahukura

That the public be excluded from the following parts of the proceedings of this meeting at 10:45am.

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

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
Gaiety Cashflow	s7(2)(h) - the withholding of the information is necessary to enable Council to carry out, without prejudice or disadvantage, commercial activities.	s48(1)(a)(i) - the public conduct of the relevant part of the proceedings of the meeting would be likely to result in the disclosure of information for which good reason for withholding would exist under section 6 or section 7

CARRIED

The closing karakia was given by Chief Executive, Kitea Tipuna.

The Meeting closed at 11:09am.

The minutes of this meeting were confirmed at the Strategy, Wellbeing and Economic Development Committee Meeting held on 10 September 2024.

Strategy, Wellbeing and Economic Development Committee – Actions Sheet

MEETING THE ACTION WAS RAISED IN	ACTION	OFFICER RESPONSIBLE	COMMENTS	STATUS	PUBLIC EXCLUDED
23/04/2024	Request quote and requirements for businesses to advertise ads on the big Gaiety Theatre projector screen	Juanita Savage	Included in agenda for meeting 13 August. Further discussion/training may be required. New manager has received this action point with high priority.	In Progress	No
16/07/2024	Strategy, Wellbeing and Economic Development workplan. The recovery plan to have an economic development and a community wellbeing priority.	Juanita Savage	LTP document and Recovery Plan to be finalised then can release to consultant.	In Progress	No
16/07/2024	Local businesses to promote their services on screen as part of the advertisements prior to a screening.	Juanita Savage	Included in agenda for meeting 13 August. Further discussion/training may be required.	In Progress	No

CHAIRPERSON

8 GENERAL ITEMS

8.1 COMMUNITY SERVICES & DEVELOPMENT GROUP UPDATE

Author: Juanita Savage, Pouwhakarae - Rātonga Hapori me te Whakawhanake |

Group Manager Community Services & Development

Authoriser: Kitea Tipuna, Tumu Whakarae Chief Executive

Appendices: 1. Community Compass Report - Wairoa District - Q2 2024 &

PURPOSE

1.1 This report provides information for Committee on the Community Services and Development Group activity and updates. No decisions are required by Committee at this stage.

RECOMMENDATION

The Pouwhakarae - Rātonga Hapori me te Whakawhanake | Group Manager Community Services & Development RECOMMENDS that Committee receive the report.

2. WAIROA SIGNAGE

- 2.1 The top three preferred options have been selected based on the voting from committee members.
- 2.2 Order has been placed with Nelson Signs.
- 2.3 The two ISite signs at the town boundaries will be replaced by the new signs. The third sign will be at a location yet to be confirmed on the Frasertown road.
- 2.4 The missing ACM panels on the northern district boundary sign has been ordered.

3. WAIROA CLEAN UP DAY

- 3.1 On Fri 20 September Council, Wairoa Business Association and members of the community are organising Wairoa Clean Up Day 2024.
- 3.2 Invitations have been sent to all community stakeholders and we have received so far 7 responses.

4. ECONOMIC DEVELOPMENT

- 4.1 Community Compass Report Wairoa District Quarter 2 2024 released and attached to this report.
- 4.2 Council participating in discussions with Tto do with Special Economic Zones for Wairoa.
- 4.3 Discussion with Postie Plus for their requirements to be able to set up sustainable in Wairoa.

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5. HB CHAMBER OF COMMERCE

- 5.1 This week HB Chamber of Commerce will be meeting with 7 businesses in Wairoa to provide support.
- 5.2 Council maintains these relationships with Chamber.

6. FUNDING

- 6.1 Community Engagement team met with DIA representatives last week to discuss funding options and long-term plans for Council facilities.
- 6.2 Community Engagement has met with Funding HQ to engage them to support Council with other funding applications. i.e. Wairoa Wakeley Shield Rugby team accommodation costs.
- 6.3 Council will be leading Waitangi Day 2025 and will make an application to the Ministry for Cultural and Heritage Fund.

7. CREATIVE COMMUNITIES SCHEME

- 7.1 Community Engagement team is meeting with the HB Regional Arts Steering Group to discuss a regional approach to the Creative Communities Scheme and increase support for local artists.
- 7.2 Order has been placed with Nelson Signs.

8. GAIETY THEATRE

- 8.1 Discussion and plan being developed to maximise income through events, private bookings and other streams of income i.e. selling hot food and increasing the range of food products for sale. Discussion to include food safety and handling process and procedure with Council Compliance team.
- 8.2 Premiere viewing of We Were Dangerous with local actress Manaia Hall. There were 100 tickets sold at \$15 each (\$3 of each ticket sold was donated to the Mayoral Relief Fund thus \$300).

9. ISITE VISITOR INFORMATION CENTRE

- 9.1 Staff position and reset is underway that includes a recruitment advert for a Tourism Information Officer currently open.
- 9.2 The manager was able to attend the recent Central North Island Region Cluster Hui in Rotorua. At this hui value points identified were retail sales strategies and how to implement growth in sales and how to market and receive commissions and revenue from every available source in the community.
- 9.3 Focus on identifying ways to increase visitors to Wairoa and audit on what is available, as well on ways to increase income streams. I.e. Commission on ticket sales for Intercity Bus and Fishing Licences. Social media platform now live on Facebook.

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Q2 2024

Quarterly Report

Wairoa District

loves

Item 8.1- Appendix 1

Report 1.4.3; Pipeline V_2.4.0-x



Summary

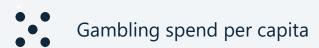
Below we've presented a summary of Wairoa District's key metrics this quarter:



Ao New Business Registrations this month

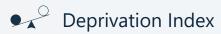


As of June 2024, Wairoa District saw 3.0 new business registrations, a decrease of 72.73% compared with March 2024.





As of March 2024, an average of \$73.0 was spent by individuals over 18 years in Wairoa District through electronic gaming machines, a decrease of 11.41% compared with December 2023.



As of June 2024, the deprivation within Wairoa District is 10.0 and this is unchanged since May 2024.



Years to save for a house deposit



As of June 2024, it would take 7.0 years to save for a 20% home deposit in Wairoa District, a decrease of 3.7% compared with March 2024.





In June 2024, Wairoa District had a crime rate of 42.5 incidents per 10,000 people, an increase of 5.72% compared with March 2024.



Job seeker support rate



In June 2024, 13.0% of the working population (15-64 years) in Wairoa District claimed Job Seeker Support, an increase of 8.06% compared with June 2023.

No Change



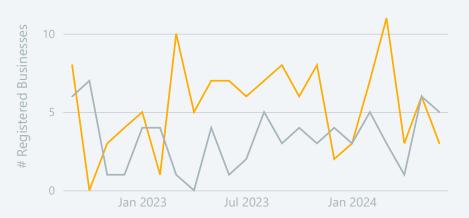
Total number of businesses registered to date



As of June 2024 there were 788 registered businesses in Wairoa District. Over the last 12 months the number of registered businesses has increased by 26. Nationally, the number of registered businesses has increased by 0.94%.

Business openings and closings in the last year

New business registrations
Business deregistrations



Comparing June 2024 with June 2023 Wairoa District has seen a decrease in the number of new business registrations of 57.1% and an increase in the number of business deregistrations of 400%.

Distribution of registered businesses by industry



% of Registered Businesses

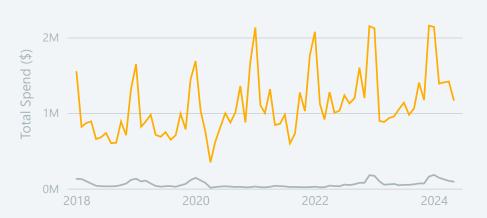
Agriculture, Forestry and Fishing is the largest industry operating in Wairoa District and makes up 14% of all currently registered businesses.



 \triangle Trending Up ∇ Trending Down lacktriangle Improving lacktriangle Worsening lacktriangle No Change

Tourism spend this quarter

Domestic tourismInternational tourism



In May 2024, \$1.3M was spent in Wairoa District from domestic and international visitors to the district. Domestic tourism made up 92.6% of total tourism spend, and has increased by 22.79% since the same time last year, whereas international tourism has increased by 47.75% in the same time period.

Visiting regions with the greatest spend

Visiting region	\$ Change	Spend _
Gisborne	\$250K	\$1.2M
Hawke's Bay	\$413K	\$1M
Bay of Plenty	\$66K	\$258K
Wellington	\$118K	\$295K
Waikato	\$72K	\$429K

This quarter, the largest spend from domestic tourists visiting Wairoa District came from the Gisborne region, with tourists spending \$1.2M. This represents an increase of \$250K since the same quarter last year.

Visiting regions with the greatest % change

Visiting region	\$ Change Spend
Marlborough	▲ \$6K \$9K
Nelson	▲ \$7K \$7K
Northland	▲ \$28K \$49K

This quarter, Wairoa District saw the greatest % change in domestic tourism spend from those visiting from the Nelson region since the same quarter last year, with a \$7K increase in spend.

0

Domestic tourism spend is calculated using the monthly spend of inperson electronic card transactions in the district, which come from individuals living outside of the district and whose own home district's largest urban centre is at least 40km away.

Visiting countries with the greatest spend

Visiting country	\$ Change Spend
Australia	▲ \$20K \$127K
Rest of Asia	▲ \$13K \$16K
Rest of Europe	▲ \$21K \$29K
United Kingdom	▲ \$23K \$42K
United States of America	▲ \$46K \$64K

This quarter, the largest spend from international tourists visiting Wairoa District came from Australia, with tourists spending \$127K. This represents an increase of \$20K since the same quarter last year.

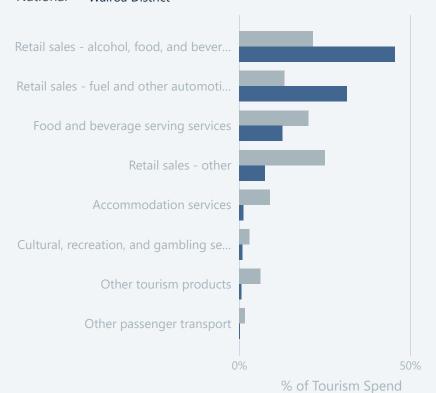
Visiting countries with the greatest % change

Visiting country	\$ Change	Spend ▼
Korea	\$6K	\$6K
Rest of Americas	\$6K	\$6K
Germany	\$13K	\$15K

This quarter, Wairoa District saw the greatest % change in international tourism spend from those visiting from Korea since the same quarter last year, with a \$6K increase in spend.

Tourism spend by industry

■ National ■ Wairoa District



In Wairoa District tourists spent the most on Retail sales - alcohol, food, and beverages this quarter, which was 45.5% of all tourism spend. This is 110.6% larger than the national proportion.

Community Compass Quarterly Report | Economy Wairoa District

DOT

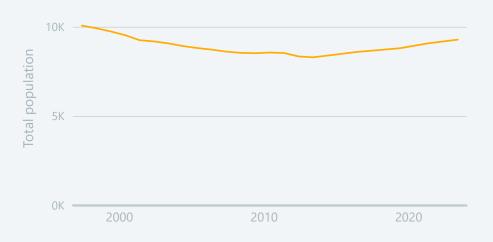


Demographics

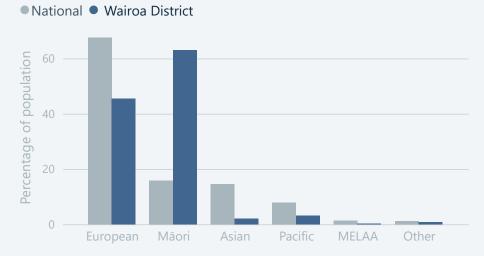
Estimated population

9280

Is the estimated total population in Wairoa District in 2023. The population in the area has increased by 1.09% or 100 people since 2022.



Ethnic distribution

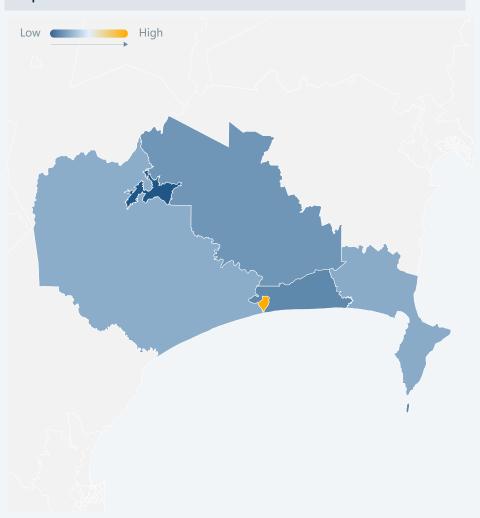


As of March 2018 the largest ethnic group in Wairoa District is Māori (63.1%), 297% larger than the national percentage. The ethnicity that has had the greatest change since March 2013 is Pacific, increasing by 69.31%.

Age distribution NationalWairoa District Percentage of population

As of June 2023 the largest age band in Wairoa District is 10-14 (8%), 22.4% larger than the national distribution. The age band that has had the greatest change since June 2022 is 35-39, increasing by 15.04%.

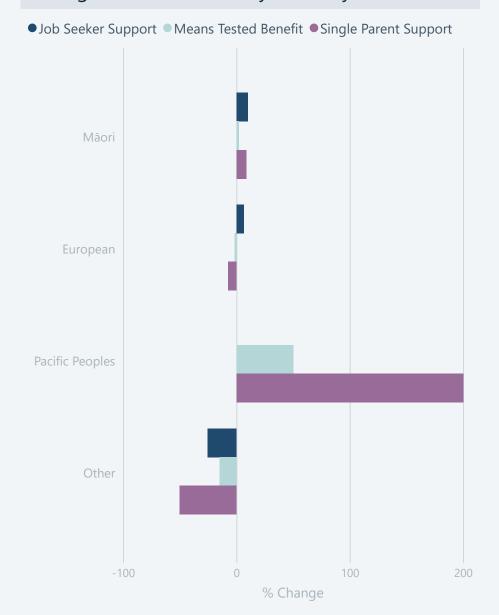
Population distribution



In June 2023, Mahia saw the greatest change in population, with an increase of 2.4% since June 2022.

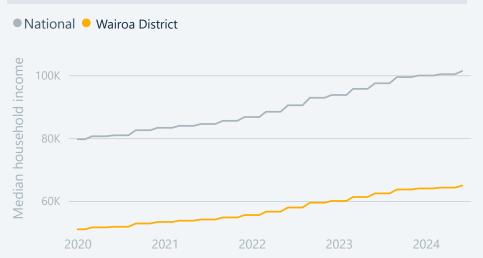


Change in benefit rates by Ethnicity

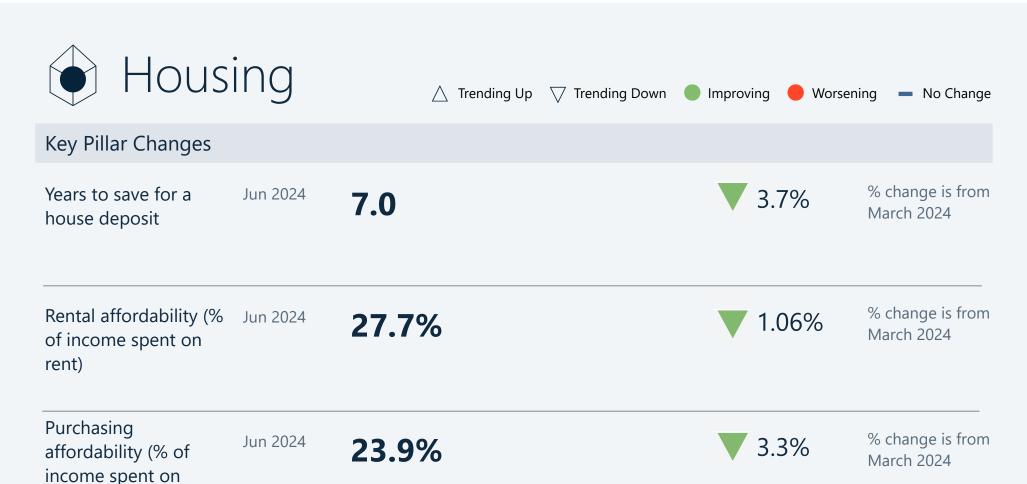


Within Wairoa District, the benefit rate by ethnicity with the greatest increase in the last 12 months was Single Parent Support for Pacific Peoples, up 200% to a value of 5.29 claimants per 100 working adults (15-64yrs). Comparatively, Single Parent Support for Other ethnicities (Asian, MELAA and other) saw the greatest decrease over the last 12 months, down 50.29% to 1.76 claimants per 100 working adults.

Median Household Income over time



As of June 2024, the median household income (adjusted for inflation) in Wairoa District was \$64,952. This is 35.9% less than the national median.



Home Ownership by Deprivation Index

mortgage repayments)



In Wairoa District, communities with a deprivation index of 9 have the highest rates of home ownership. The home ownership rate in these communities is 1.1 times greater than those communities with a deprivation index of 10 (the deprivation decile with the lowest home ownership rate). Deprivation and home ownership are as at March 2018.

Greatest Change in Rental Affordabilty

Wairoa saw the greatest change in the percentage of income spent on rent over the last 3 months, with a 1.2% decrease. Of these communities, Mahia was the most unaffordable in June 2024, with 36.5% of annual household income spent on rent.

Community	% Change	Rental Affordability
Mahia	1.08	36.50
Maungataniwha-Raupunga	0.71	13.90
Wairoa	1.20	32.80
Whakaki	1.10	9.00

Greatest Change in Purchasing Affordability

Mahia saw the greatest change in the percentage of income spent on mortgage repayments, with a 10.2% increase over the last 3 months. Of these communities, Mahia was the most unaffordable in June 2024, with 43.3% of annual household income spent on mortgage repayments.

Community		% Change	Purchasing Affordability
Mahia		10.18	43.30
Maungataniwha- Raupunga		1.11	8.90
Wairoa	_	2.19	26.80

Purchasing affordability is the percentage of annual median household income that would be spent on mortgage repayment (based on purchasing at the median house price with a 20% deposit over 30 years assuming a fixed interest rate of 4%). Rental affordability is also based on the median annual household income.



No Change \triangle Trending Up ∇ Trending Down Improving Worsening

Key Pillar Changes

Secondary school retention

Jan 2022

56.0%

8.22%

% change is from January 2021

Secondary school with highest proportion of students leaving with NCEA level 3

Jan 2022

Wairoa College

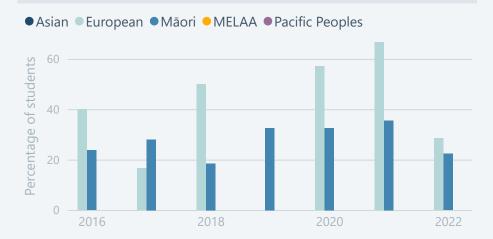
Ethnicity with greatest Jan 2022 change in secondary school retention

European

17.35%

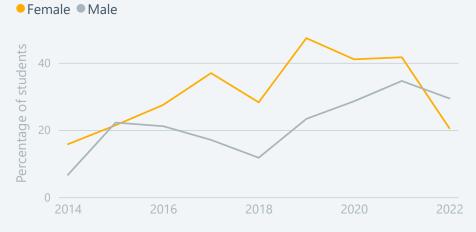
% change is from January 2021

School leavers with NCEA3 level by ethnicity



In 2022, European students in Wairoa District had the greatest proportion of students leaving with NCEA3. This is 1.28 times larger than Māori students, who have the lowest proportion of students leaving with NCEA Level 3. European students have seen the greatest change in NCEA Level 3 pass rates, with an increase of 16.7%. Māori NCEA Level 3 pass rates in Wairoa District are 63% of National Māori rates.

School leavers with NCEA3 level by gender



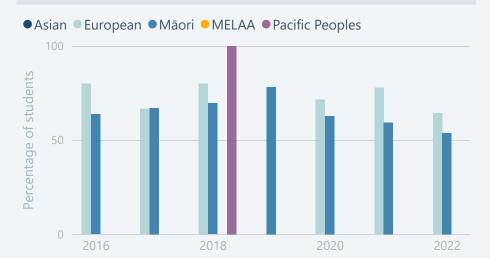
Since 2014, on average the percentage of students leaving with NCEA Level 3 in Wairoa District for female students has been 1.44 times larger than male students. In 2022, the percentage of students leaving with NCEA Level 3 for male students compared with female students was less than average Compared to national figures, in 2022 the pass rate in Wairoa District were lower for both females and males.

Schools with greatest change in NCEA3 pass rate

In 2022, the school with the greatest change in the percentage of students leaving with NCEA Level 3 (pass rate) since 2021 was Wairoa College, with a 14.05% decrease. Note that the table includes only those schools with more than 50 students.

School	% Change Pass Ra ▼		Pass Rate
Wairoa College		14.05	24.66

Secondary school retention by ethnicity



In 2022, European students in Wairoa District had the greatest retention rate. This is 1.2 times larger than Māori students, who have the lowest retention rate. European students have seen the greatest change in retention, with an increase of 8.9%. Māori retention rates in Wairoa District are 83% of National Māori rates.

Schools with greatest change in retention

In 2022, the school with the greatest change in retention rate since 2021 was Wairoa College, with a 6.74% decrease. Note that the table includes only those schools with more than 50 students.



Secondary school retention by gender



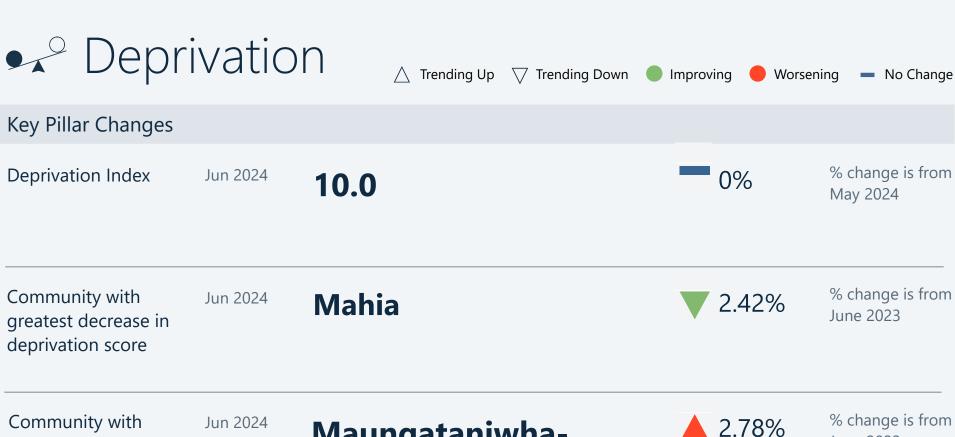
On average, since 2014, the retention rate in Wairoa District of female students has been 1.13 times larger than male students. In 2022, the retention rates of male students compared with female students was less than average. Compared to national figures, in 2022 the retention rates in Wairoa District were lower for both females and males.

! Education data is released by Education Counts at the end of each year, and pertain to the year prior to release.

Secondary school retention is defined as the percentage of secondary school leavers who are at least 17 years of age.

Community Compass Quarterly Report | Education Wairoa District

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greatest increase in deprivation score

Maungataniwha-Raupunga

% change is from June 2023

Comparison to National Deprivation Index



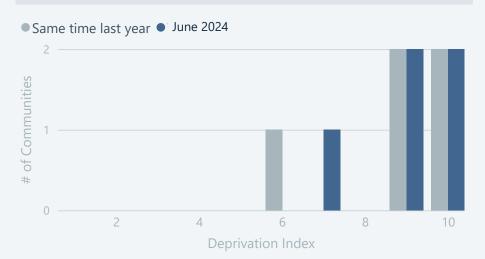
Compared to the same time last year, the deprivation index of Wairoa District has seen no change, and is 10 as of June 2024. The deprivation index is 81.8% above the national median index of 5.5.

Communities with the Greatest Change

Community	% Change ▼	Depr. score
Maungataniwha-Raupunga	2.78	1,167.89
Mahia	2.42	1,119.82
Frasertown-Ruakituri	1.40	1,013.44
Whakaki	0.69	1,097.15
Wairoa	0.41	1,157.87

The community with the greatest change in deprivation score since the same time last year was Maungataniwha-Raupunga, with a 2.8% increase.

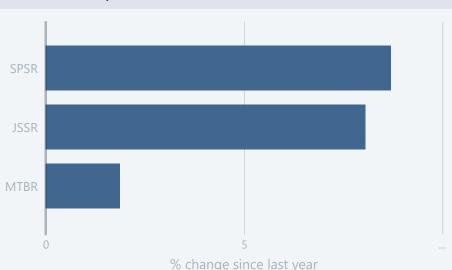
Distribution of Deprivation Index



In Wairoa District, 80% of the population live in highly deprived communities (deprivation index 8-10), whereas 0% live in high socio-economic performing communities (deprivation index 1-3).

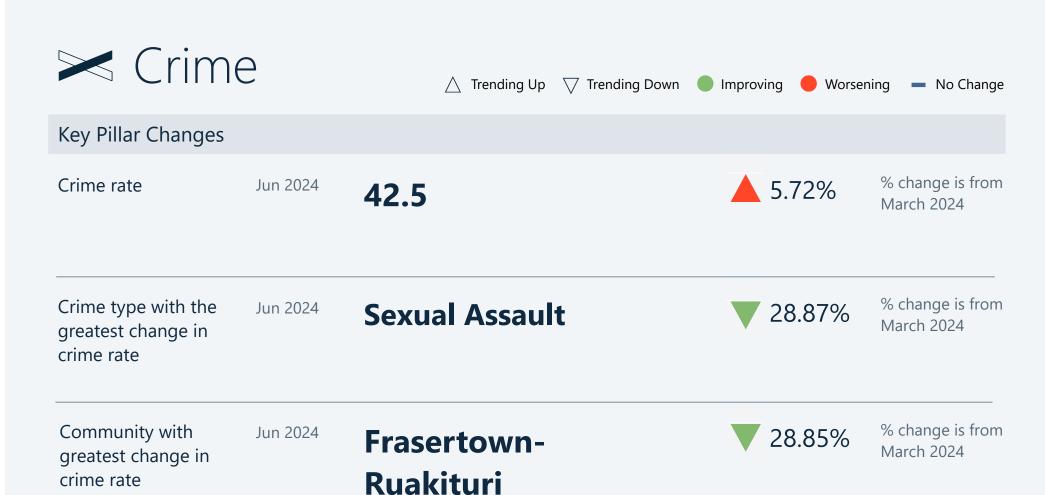
Each month, small geographical areas are assigned a deprivation score. These areas are then assigned a deprivation index through deciles. A deprivation index of 1 represents the least deprived areas and a deprivation of 10 the most deprived.

Benefit Deprivation Indicators

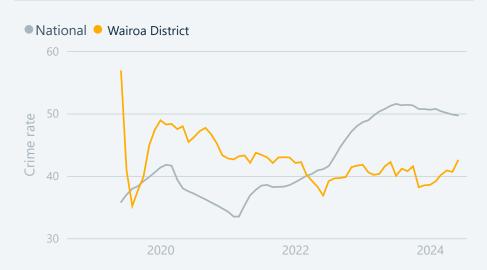


The benefit deprivation indicator that has changed the most in the last year is Single Parent Support Rate (SPSR) which saw a 8.71% increase. The bars above represent Single Parent Support rate (SPSR), Means Tested Benefit rate (MTBR) and Job Seeker Support rate (JSSR).

Community Compass Quarterly Report | Deprivation Wairoa District



Comparison to National Crime Rate



Compared with the same time last year the crime rate in Wairoa District has increased by 0.6%, and is 42.5 as at June 2024. The crime rate is 14.5% below the national rate of 49.7.

Crime Rate by Deprivation Index

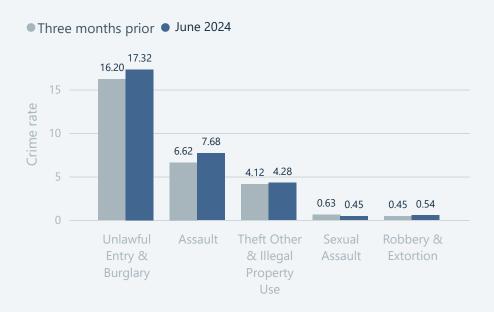


In Wairoa District, communities with a deprivation index of 10 have the highest crime rate. The crime rate in these communities is 3.8 times higher than those with a deprivation index of 6, the group with the lowest crime rate. Communities with a deprivation index of 10 have seen the greatest change in their crime rate over the last 3 months, with an increase of 12%.

0

Crime rate is defined as the the number of victimisations over the last 12 months per 10,000 people

Crime Types with the Greatest Change



Within Wairoa District, the most prevalent type of crime in June 2024 was 'Unlawful Entry/Burglary/Breaking & Entering. The type of crime that had the greatest change in the last 3 months was 'Robbery, Extortion and Related Offences', with an increase of 19.6%.

Communities with Greatest Change

Community	% Chang	e Crime rate
Frasertown-Ruakituri	28.8	5 22.0
Whakaki	17.2	4 27.0
Maungataniwha-Raupunga	13.5	6 32.0
Mahia	11.6	4 46.9
Wairoa	9.8	6 50.2

Frasertown-Ruakituri saw the greatest change in crime rate over the last 3 months in Wairoa District, with a decrease of -28.9%.

11 Community Compass Quarterly Report | Crime Wairoa District

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Important information

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9 PUBLIC EXCLUDED ITEMS

RESOLUTION TO EXCLUDE THE PUBLIC

RECOMMENDATION

That the public be excluded from the following parts of the proceedings of this meeting.

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 - Employment Programme End of Financial Year Report to 30 June 2024	s7(2)(b)(ii) - the withholding of the information is necessary to protect information where the making available of the information would be likely unreasonably to prejudice the commercial position of the person who supplied or who is the subject of the information	s48(1)(a)(i) - the public conduct of the relevant part of the proceedings of the meeting would be likely to result in the disclosure of information for which good reason for withholding would exist under section 6 or section 7