



**I, Malcolm Alexander, Interim Chief Executive, hereby give notice that
Strategy, Wellbeing and Economic Development Committee Meeting will be held
on:**

Date: Tuesday, 13 May 2025
Time: 10:00 am
Location: Council Chamber, Wairoa District Council,
Coronation Square, Wairoa

AGENDA

Strategy, Wellbeing and Economic Development Committee Meeting

13 May 2025

MEMBERSHIP: His Worship the Mayor Craig Little, Cr Denise Eaglesome-Karekare, Cr Jeremy Harker, Cr Roslyn Thomas, Ms Erena Hammond

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 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 - 18 February 2025

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, 18 FEBRUARY 2025 AT 10:00 AM

PRESENT: His Worship the Mayor Craig Little, Cr Denise Eaglesome-Karekare, Cr Jeremy Harker, Cr Roslyn Thomas, Mr Moana Rongo (via zoom)

IN ATTENDANCE: **Kitea Tipuna** (Tumu Whakarae | Chief Executive), **Gary Borg** (Pouwhakarae – Pūtea/Tautāwhi Rangapū | Group Manager Finance and Corporate Support), **Juanita Savage** (Pouwhakarae Rātonga Hapori me te Whakawhanake | Group Manager Community Services and Development), **Kate Standing** (Executive Principal | Office of the Mayor/Office of the Chief Executive), **Te Aroha Cook** (Kaiaarataki Whakaoranga I Recovery Manager), **Hinemoa Hubbard** (Kaiurungi Mana Arahi | Governance Officer), **Michelle Warren** (Kaiurungi Hauora, Haumaru me te Oranga | Health, Safety and Wellbeing Officer), **Jerz Waiwai** (ISite & Gaiety Theatre Manager), **Kiriwera Cotter** (Kaiurungi Whakawhanake Hapori | Community Development Officer), **Austin King** (Community Engagement Manager), **Karla Hogan** (Kaitohutohu Pūtea me ngā Kirimana | Funding and Contracts Advisor), **Cultural Trail Project Team:** Aoterangi Cotter, Moana Crawford, Raven Hema, Gabriella Kopacikova, Matteo Garbagnati

1 KARAKIA

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

2 APOLOGIES FOR ABSENCE

APOLOGIES

COMMITTEE RESOLUTION 2025/182

Moved: His Worship the Mayor Craig Little

Seconded: Cr Roslyn Thomas

That the apologies received from Sue Wilson, Seenie Kahukura, Erena Hammond and Terence Maru 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

The project team for the Wairoa Cultural Trail spoke at length on the project's progress to date.

7 MINUTES OF THE PREVIOUS MEETING

COMMITTEE RESOLUTION 2025/183

Moved: Cr Jeremy Harker

Seconded: His Worship the Mayor Craig Little

That the minutes and confidential minutes of the Ordinary Meeting held on 3 December 2024 be confirmed.

CARRIED

8 GENERAL ITEMS

8.1 FUNDING - ORGANISATION OVERVIEW

COMMITTEE RESOLUTION 2025/184

Moved: Cr Denise Eaglesome-Karekare

Seconded: Cr Roslyn Thomas

The Committee receives the report.

CARRIED

Mr Rongo joined at 10:28am.

The Funding and Contracts Advisor introduced the report, highlighting challenges in accessing project information due to internal communication issues.

8.2 ECONOMIC DEVELOPMENT PLAN

COMMITTEE RESOLUTION 2025/185

Moved: Cr Jeremy Harker

Seconded: His Worship the Mayor Craig Little

The Committee receives the report.

CARRIED

The Community and Engagement Manager briefly introduced this report.

The committee noted:

- Concerns about the industry analysis being misleading, as Wairoa's economic performance within the report appears low. Members suggested adding a graph to better reflect industry distribution across Hawkes Bay.
- Sectors like forestry operate with an external workforce and transport resources out of the district, limiting local GDP contribution.

9 PUBLIC EXCLUDED ITEMS

RESOLUTION TO EXCLUDE THE PUBLIC

COMMITTEE RESOLUTION 2025/186

Moved: Cr Denise Eaglesome-Karekare

Seconded: Mr Mo Rongo

That the public be excluded from the following parts of the proceedings of this meeting at 10:57am.

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 - Gaiety Theatre	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

COMMITTEE RESOLUTION 2025/187

Moved: Cr Denise Eaglesome-Karekare

Seconded: Cr Jeremy Harker

That the Committee moves out of Closed Council into Open Council at 11:31am.

CARRIED

The Meeting closed at 11:48am with a closing karakia given by the Chief Executive, Kitea Tipuna.

The minutes of this meeting were confirmed at the Strategy, Wellbeing and Economic Development Committee Meeting held on 15 April 2025.

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CHAIRPERSON

Strategy, Wellbeing and Economic Development Committee – Actions Sheet 2022

<u>ACTION</u>	<u>MEETING THE ACTION WAS RAISED</u>	<u>OFFICER RESPONSIBLE</u>	<u>UPDATE</u> 12/02/2025	<u>UPDATE</u> 18/02/2025	<u>STATUS</u>	<u>PUBLIC EXCLUDED</u>
Request quote and requirements for businesses to advertise ads on the big Gaiety Theatre projector screen	23/04/2024	Juanita Savage	Two confirmed and one tentative. Waiting on confirmed parties to provide content. Jerz to follow up. Once content received, training can be set. Request to close action and leave at the operation level.	Request to close action denied. To remain open to keep track of it.	In Progress	No
Strategy, Wellbeing and Economic Development workplan. The recovery plan to have an economic development and a community wellbeing priority.	16/07/2024	Juanita Savage	Report included in agenda for next meeting.		In Progress	No

8 GENERAL ITEMS

8.1 WAIROA ECONOMIC DEVELOPMENT PLAN 2025

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

Authoriser: Juanita Savage, Chief of Operations

Appendices:

1. Wairoa Economic Development Plan 2025 - FULL REPORT (under separate cover - Vol 1)
2. Wairoa Economic Development Plan 2025 - SUMMARY REPORT (under separate cover - Vol 1)

PURPOSE

- 1.1 This report provides a high-level summary for Committee members of a final draft of the Wairoa Economic Development Plan 2025.

RECOMMENDATION

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

BACKGROUND

- 1.2 In October 2023, a report was presented to this Committee recommending the development of a five-year Wairoa District Economic Development Plan.
- 1.3 The aim was to gain support for a locally driven approach to supporting economic growth and building resilience from the ground up, reflecting the needs, ideas, and aspirations of our community.
- 1.4 In early April 2025, APR Consultants delivered two draft reports (the plan) for the Committee and Council's review and consideration: a 35-page summary report and a full 169-page report.
- 1.5 The main difference between the two is that the full report includes all the supporting data and references to other relevant work and strategies that inform the economic development plan for the district. See attachment 1.
- 1.6 The summary report highlights the key actions and presents condensed data specific to the Wairoa District. See attachment 2.

2. ALIGNING WITH COUNCIL'S VISION

- 2.1 The reports directly support Wairoa District Council's vision of building a vibrant, resilient, and connected Wairoa community.
- 2.2 By setting out clear actions and priorities, the plan contributes to Council's long-term outcomes of sustainable economic growth, improved well-being, and inclusive development.

- 2.3 It aligns with Council's goal by focusing on strengthening infrastructure, creating quality jobs, supporting local businesses, and ensuring that all parts of the community have opportunities to thrive.
- 2.4 Through this plan, Council can take a more strategic and coordinated approach to achieving its vision for the district.

3. SUMMARY OF THE PLAN

- 3.1 The draft reports (the plan) lay out a range of ideas to help Wairoa become stronger economically, socially, and environmentally.
- 3.2 They look at how to deal with current issues – like the impact of severe weather events – and focus on how to build a better future.
- 3.3 A key focus is on improving infrastructure and transport, especially upgrading key routes like State Highway 2, to support local business growth and attract outside investment.
- 3.4 The plan also addresses issues around jobs and industry, noting the need to retain skilled workers and reduce reliance on just a few sectors by diversifying the local economy. Industries like horticulture hold strong potential, but face barriers like geographic isolation and skills shortages.
- 3.5 The plan encourages support for these sectors and a shift away from the “Fortress Wairoa” mindset to enable better regional connection and collaboration.
- 3.6 Promotion of Wairoa is another key theme, with the goal of attracting visitors and new residents. The plan also looks at tackling demographic issues, such as an ageing population and rural-to-urban migration. Aligning local efforts with wider regional projects is also seen as essential, along with securing external funding to make things happen.
- 3.7 In tourism, the plan recognises the need for stronger coordination, better funding, and targeted marketing to help the sector grow.
- 3.8 In health, employment, and education, it backs initiatives that improve job readiness, expand training options, and ensure funding decisions are based on sound evidence.
- 3.9 Several sector-specific projects are included, such as developing cold storage for horticulture, supporting new crop types, expanding local wood processing, and growing Wairoa-branded food products.
- 3.10 Collaboration across sectors and regions is encouraged, with ideas like a Special Economic Zone and more local apprenticeships aimed at boosting long-term skills and investment.
- 3.11 Finally, the plan highlights housing as a priority and emphasises the importance of working closely with Māori communities, ensuring cultural values are respected and reflected in future development.