



I, Matthew Lawson, Tumu Whakarae | Chief Executive, hereby give notice that an Environmental and Economic Development Committee Meeting will be held on:

Date: Tuesday, 14 April 2026
Time: 1:00 pm
Location: Council Chamber, Wairoa District Council,
Coronation Square, Wairoa

AGENDA

Environmental and Economic Development Committee Meeting

14 April 2026

MEMBERSHIP: His Worship the Mayor Craig Little, Cr Jeremy Harker, Cr Roslyn Thomas, Cr Michelle Tahuri

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

1	Karakia.....	5
2	Apologies for Absence	5
3	Declarations of Conflict of Interest	5
4	Chairperson’s Announcements	5
5	Late Items of Urgent Business.....	5
6	Public Participation	5
7	Minutes of the Previous Meeting.....	5
8	General Items.....	9
8.1	Wairoa MTB Park Proposal.....	9
8.2	Shop Wairoa Local Economic Activation Plan	26
8.3	Wairoa Business Hub.....	59
8.4	Main Street meeting update	65
8.5	WAIROA TOURISM OPERATORS AND BUSINESS FEEDBACK EVENING	68
8.6	COUNCIL REBRAND.....	71

- 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 - 10 February 2026

**MINUTES OF WAIROA DISTRICT COUNCIL
ENVIRONMENTAL AND ECONOMIC DEVELOPMENT COMMITTEE MEETING
HELD AT THE COUNCIL CHAMBER, WAIROA DISTRICT COUNCIL, CORONATION SQUARE, WAIROA
ON TUESDAY, 10 FEBRUARY 2026 AT 1:04 PM**

PRESENT: His Worship the Mayor Craig Little, Cr Jeremy Harker, Cr Roslyn Thomas, Cr Michelle Tahuri, Cr T Waikawa (Teams), Cr Sara Bird (Teams)

IN ATTENDANCE: **Matthew Lawson** (Tumu Whakarae | Chief Executive), **Gary Borg** (Tumu Whakarae Tuarua | Deputy Chief Executive & Pouwhakarae – Pūtea/Tautāwhi Rangapū | Group Manager - Finance and Corporate Support), **Juanita Savage** (Te Toihau Mahi | Chiefs of Operations), **Hinetaakoha Viriaere** (Pouwhakarae Whakamahere me te Waeture | Group Manager Planning and Regulatory), **Kamal Narang** (Pouwhakarae – Hua Pūmau | Group Manager - Assets and Infrastructure), **Frances Manase** (Kaiurungi Mana Ārahi | Governance Officer), **Kate Standing** (Executive Principal)

1 KARAKIA

The opening karakia was given by the Chair Cr Thomas.

2 APOLOGIES FOR ABSENCE

Nil

3 DECLARATION OF CONFLICT OF INTEREST

Nil

4 CHAIRPERSON'S ANNOUNCEMENTS

The Chair acknowledged Waitangi Day, noting the theme of *Kotahitanga* (unity). The event was well attended and considered an outstanding occasion.

Six young trainees have commenced a six-month training programme with Beauty Antix. Once training is completed, participants will move into placement opportunities.

5 LATE ITEMS OF URGENT BUSINESS

Nil

6 PUBLIC PARTICIPATION

Sam Jackman (Wairoa Business Association)

7 MINUTES OF THE PREVIOUS MEETING

8 GENERAL ITEMS

8.1 WAIROA GRANT FINDER PLATFORM

COMMITTEE RESOLUTION 2026/188

Moved: Cr Michelle Tahuri

Seconded: His Worship the Mayor Craig Little

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

CARRIED

The Community and Engagement Manager introduced the report and the below discussion was highlighted:

Community Funding Support Platform

- Wairoa District Council held a conference workshop where a community funding finder tool was presented.
- The platform enables communities to lead and manage their own projects.
- The platform is currently utilised by five other councils, including Tararua and Rangitīkei District Councils. The annual subscription cost is under \$1,000.
- The platform compiles data into a monthly report, which is provided to Council and reported through the Economic, Environment and Development (EED) Committee.

8.2 HAWKE'S BAY REGIONAL VISITOR STRATEGY REFRESH

COMMITTEE RESOLUTION 2026/189

Moved: Cr Jeremy Harker

Seconded: His Worship the Mayor Craig Little

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

CARRIED

The Community and Engagement Manager introduced the report and highlighted:

Council participation provides an opportunity to ensure Wairoa's tourism priorities and community outcomes are reflected in regional planning and aligns with Council's ongoing work to develop a Destination Management Plan for the district.

The closing karakia was given by Cr Thomas at 1:57pm.

The minutes of this meeting were confirmed at the Environmental and Economic Development Committee Meeting held on 14 April 2026.

.....
CHAIRPERSON

8 GENERAL ITEMS

8.1 WAIROA MTB PARK PROPOSAL

Author: Frances Manase, Kaiurungi Mana Ārahi | Governance Officer

Authoriser: Juanita Savage, Chief of Operations

Appendices: 1. Wairoa MTB Park Proposal [↓](#)

1. PURPOSE

To inform Council of the Wairoa Trails Group's role, challenges, and future vision, and to seek support and alignment for the ongoing development and sustainability of the district's trail network

RECOMMENDATION

The Kaiurungi Mana Ārahi | Governance Officer RECOMMENDS that Committee receive the report.

2. BACKGROUND

The Wairoa Trails Group, formed by local biking enthusiasts, has evolved into a dedicated community-led organisation focused on maintaining and expanding the district's trail network. While currently facing challenges such as trail degradation, infrastructure damage, and volunteer fatigue, the group has a long-term vision to grow recreational opportunities through new trails and events, supporting community wellbeing, tourism, and economic development.

Wairoa MTB Park Proposal



MOU Partnership & Annual Funding Request

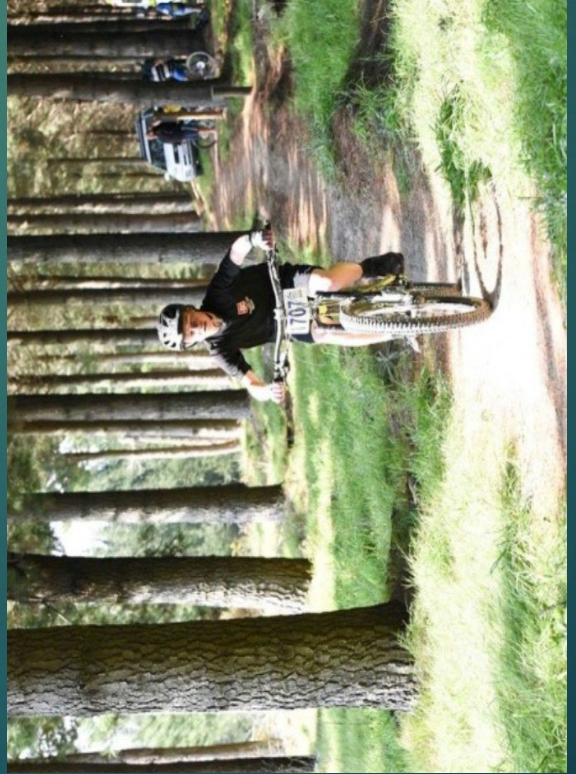
Wairoa Trails



- ▶ Wairoa Trails is a newly-formed club, including members who have been involved in the Wairoa Mountain Bike park since the concept was launched a decade ago
- ▶ Promoting the use, enjoyment and development of walking, cycling and other associated recreational activities in the Wairoa District
- ▶ Providing opportunities for community engagement, education, and recreation through trail-related activities
- ▶ Encouraging responsible trail use, safety, and environmental stewardship

The Opportunity

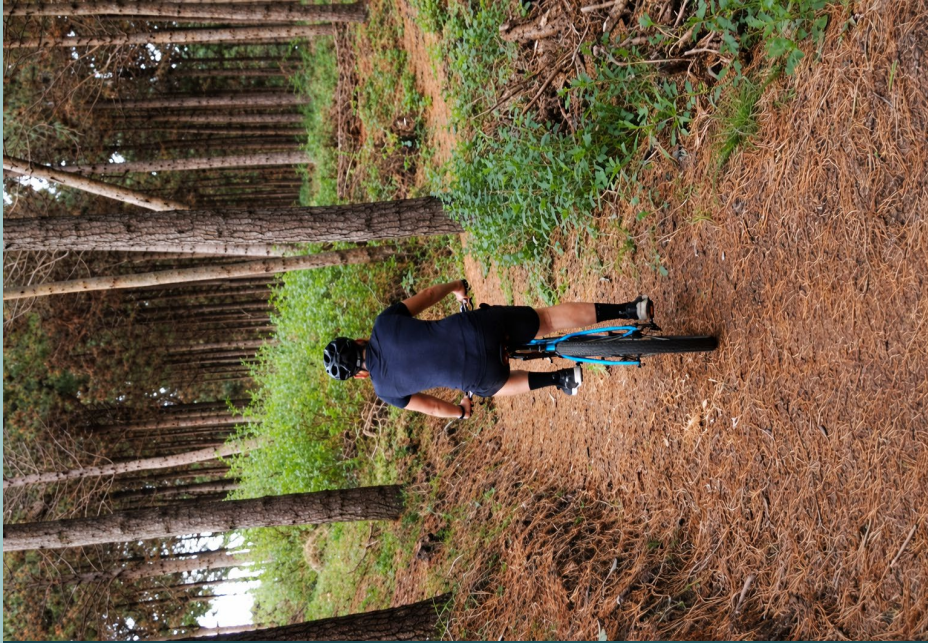
- ▶ Valuable & free community asset
- ▶ Growing usage and engagement
- ▶ Supports our local rangatahi, health outcomes & visitor experience



“Great compact MTB park. Short trails make it suitable for kids and ascents are smooth and easy to ride. Well signposted. Descents come in sets of grade 2, 3 and 4 so mixed ability groups can choose different paths”

Rider Experience

4.4 ★★★★★



“Had a lot of fun for an hour in this park today. Very good conditions, dry and fast single tracks!”

“Fantastically well thought out park. It's not big, but the trails are crammed in with great flow. Nice climbing trails and a range of downhill tracks between grade 2 and 4”

“Really nice fun park with lots of short runs, rollercoaster style, big banks and jumps and advanced runs. Must do if you are into freeriding”

Tourism – Value Add



Anyone passing through Wairoa over the break. The place is well worth a visit even if it's very hot, as most of its in the shade. Two good cafes in Wairoa East and Gemmels for a feed and healthy smoothy afterwards”

Current Challenges

- ▶ Trail degradation
- ▶ Vegetation overgrowth
- ▶ Damaged infrastructure
- ▶ Volunteer fatigue

Park Damage

Before



After



Park Damage

After



Before



The Risk

- ▶ Declining track quality and rider experience
- ▶ Unsafe or unrideable trails
- ▶ Volunteer burnout
- ▶ Loss of key trails

Proposed Partnership

- ▶ Formal MOU with Council
- ▶ Wairoa Trails as kaitiaki/stewards
- ▶ Shared responsibility & outcomes
- ▶ Assistance with additional funding grants

Funding Request

- ▶ Annual maintenance funding
- ▶ Support LTP investment
- ▶ Enable sustainable operations

What Funding Delivers

- ▶ Regular maintenance
- ▶ Trail restoration
- ▶ Equipment & materials
- ▶ Signage upgrades
- ▶ New MTB trails & walking/running loop

Community Outcomes

- ▶ Health & wellbeing
- ▶ Youth engagement
- ▶ Inclusive recreation
- ▶ Community enhancement



Economic & Tourism Benefits

- ▶ Visitor attraction
- ▶ Event potential
- ▶ Local economic activity

Closing

- ▶ Partnership for long-term sustainability
- ▶ Delivering real outcomes for Wairoa



8.2 SHOP WAIROA LOCAL ECONOMIC ACTIVATION PLAN

Author: Frances Manase, Kaiurungi Mana Ārahi | Governance Officer

Authoriser: Juanita Savage, Chief of Operations

Appendices:

1. Shop Wairoa Local Economic Activation Plan [↓](#)
2. Shop Local Campaign [↓](#)

1. PURPOSE

- 1.1 This report provides information for the Committee on a strategic, behaviour-led initiative aimed at strengthening Wairoa's local economy by increasing awareness and retention of local spending. No decisions are required by Committee at this stage.

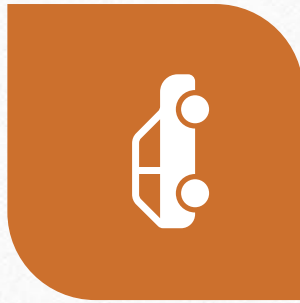
RECOMMENDATION

The Kaiurungi Mana Ārahi | Governance Officer RECOMMENDS that Committee receive the report.



Shop Wairoa
Local Economic
Activation Plan

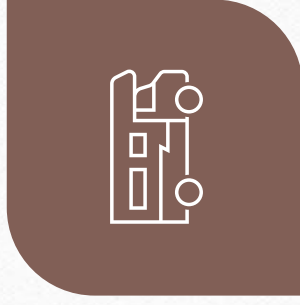
Spending is leaving Wairoa



TRAVEL TO NAPIER
& GISBORNE



GROWTH IN
ONLINE
PURCHASING



LIMITED
TRAVELLER
STOPOVER SPEND

And its not coming back.

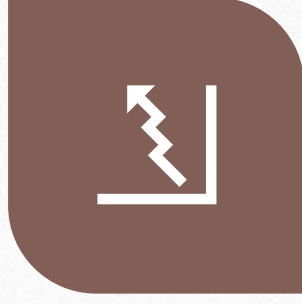
Pressure on households is increasing



RISING FUEL COSTS



REDUCED
DISPOSABLE INCOME



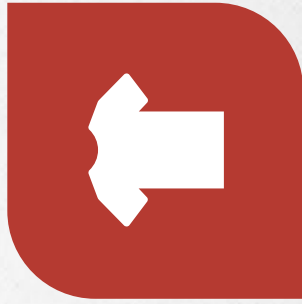
INCREASED PRICE
SENSITIVITY

Every dollar matters more right now

More is available locally than
people realise



STRONG LOCAL
BUSINESS BASE



GOOD RANGE OF
PRODUCTS &
SERVICES



COMMUNITY
WILLINGNESS TO
SUPPORT LOCAL

The issue isn't supply — it's awareness

This is a behaviour issue

—
People don't always check Wairoa first

A Two-Phase Approach



PHASE 1:

BUILD BEHAVIOUR



PHASE 2:

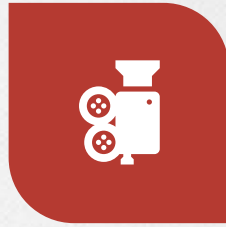
ACTIVATE BEHAVIOUR

Build it first → then activate it

Phase 1: Shop Wairoa (4 Weeks)



SOCIAL MEDIA
STORYTELLING



LOCAL BUSINESS
VIDEO FEATURES



POS MATERIALS



BEFORE YOU LEAVE
TOWN... CHECK
WAIROA FIRST

Build awareness. Change habits.

Spend Local &
Win

Simple entry
mechanic

Business
participation

Convert behaviour into spending

Phase 2:
Shop
Wairoa
Month

How Local Spending Works

LOCAL FLOW



LOCAL SPEND → LOCAL
BUSINESS → LOCAL JOBS
→ LOCAL SPENDING

OUTFLOW



OUT OF TOWN / ONLINE
→ MONEY LEAVES → NO
RETURN

Who We're Targeting



LOCALS:

EVERYDAY
PURCHASING,
HABIT CHANGE



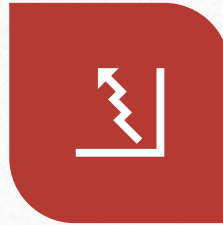
TRAVELLERS:

FOOD, FUEL,
SHORT STOPS

What Success Looks Like



MORE LOCAL
SHOPPING



INCREASED FOOT
TRAFFIC



STRONGER
BUSINESS
COLLABORATION



MEASURABLE
ENGAGEMENT

Business participation

POS rollout

Campaign launch

Spend it here. Keep it here.

We can start now!

Let's
Get
Started



Wairoa Business Association
Local Economic Activation Plan
“Shop Wairoa” Campaign
&
“Shop Wairoa Month” Promotion

Prepared by:
The Wairoa Business Association

April 2026

© Copyright. All rights reserved.

Not to be reproduced in any form without the express permission of the Wairoa Business Association



EXECUTIVE SUMMARY

The Wairoa Business Association proposes a staged, community-wide initiative to increase local spending, strengthen business sustainability, and enhance economic resilience within the district.

The initiative responds to a key challenge: a significant proportion of local consumer spending currently leaves Wairoa. Residents frequently travel to larger centres such as Napier and Gisborne, while increasing levels of online purchasing direct expenditure outside the district, both nationally and internationally. In addition, passing traveller traffic is not consistently converting into local economic activity.

The initiative also responds to current economic conditions, including rising fuel costs and increasing pressure on household disposable income. These factors reinforce the importance of promoting local purchasing as both a community-minded and financially beneficial choice.

To address these challenges, the Association proposes a structured two-phase campaign designed to influence behaviour and convert awareness into measurable local spending.

Phase 1: “Shop Wairoa” (4 Weeks – Behavioural Foundation)

A coordinated awareness campaign across social media and in-store point-of-sale (POS) materials to encourage residents to consider local options before shopping out of town or online.

Phase 2: “Shop Wairoa Month” (4 Weeks – Activation)

A town-wide promotional campaign encouraging local purchasing through a simple “Spend Local & Win” mechanic, supported by participating businesses.

This approach ensures that the promotional phase builds on an already established mindset, significantly increasing participation and effectiveness.

The initiative will be delivered through:

- Social media storytelling, including video features of local businesses
- Consistent POS messaging across participating retailers
- A community-wide promotional incentive

The programme is designed to be low-cost, scalable, community-led, and capable of delivering measurable short-term and longer-term economic benefits.

© Copyright. All rights reserved.

Not to be reproduced in any form without the express permission of the Wairoa Business Association



1. PURPOSE

To implement a coordinated, staged campaign that encourages both residents and visitors to spend locally, thereby strengthening Wairoa's business ecosystem and retaining economic value within the district.

2. CONTEXT AND CHALLENGE

Wairoa faces several interrelated economic challenges:

- Outflow of retail and service spending to larger centres such as Napier and Gisborne
- Increasing levels of online purchasing, resulting in local expenditure being directed outside the district
- Limited awareness of the breadth and competitiveness of local business offerings
- Passing traveller traffic not converting into local spend
- Increasing pressure on small, independent businesses

Current fuel costs are also impacting household disposable income, resulting in:

- Greater price sensitivity among consumers
- Additional cost burden associated with travelling out of town to shop
- These combined factors highlight the importance of initiatives that retain local spending and maximise the value of each consumer dollar within the district.

At the same time, Wairoa benefits from:

- A diverse and capable local business base
- Strong community identity and goodwill
- A growing digital platform through the Wairoa Business Association



3. STRATEGIC APPROACH

The initiative adopts a two-phase behavioural model:

Phase 1: Awareness and Behavioural Priming

Establish the habit of “checking local first”

Phase 2: Activation and Incentivisation

Convert intention into measurable local spending

This approach reflects established marketing principles, where behaviour change is achieved through repetition, reinforcement, and timely incentives.

3A. ECONOMIC RATIONALE FOR LOCAL SPENDING

Encouraging local purchasing is both a community and economic priority.

Spending within Wairoa:

- Recirculates within the local economy
- Supports local employment and business sustainability
- Strengthens the resilience of the district

Spending outside the district, particularly through online channels, results in economic leakage with limited return to the local community.

In the current environment of elevated fuel costs, local purchasing also provides direct financial benefits to residents by:

- Reducing travel-related costs
- Improving overall value for money
- Allowing households to make more efficient use of limited disposable income

Local shopping therefore represents both a community contribution and a financially practical choice.



4. LOCAL ECONOMIC FLOW

When Spending Stays Local:

Local Purchase

- Local Business Revenue
- Local Wages & Employment
- Local Spending (groceries, services, trades)
- Ongoing Economic Circulation

When Spending Leaves Wairoa:

Out-of-Town or Online Purchase

- Revenue Leaves District
- Reduced Local Business Income
- Reduced Local Employment Impact
- Limited or No Recirculation

This highlights the direct relationship between local purchasing decisions and the overall economic vitality of the district.

5. PHASE 1: “SHOP WAIROA” CAMPAIGN (4 WEEKS)

Objective

To shift consumer mindset and encourage residents to consider local options before shopping out of town or online.

Key Messages

“Before you leave town... check Wairoa first.”

“Spend it here. Keep it here.”

Supporting Message:

“Shopping locally helps your dollar go further — by saving time, fuel, and keeping value within the community.”



Delivery Channels

Social Media

- Structured weekly content programme
- Short-form video storytelling featuring local businesses
- “Did you know?” posts highlighting local availability
- Community-focused messaging

Point-of-Sale (POS) Materials

- Posters
- Counter cards (decision-point prompts)
- Window stickers

These ensure consistent messaging at the point of purchase.

Expected Outcomes

- Increased awareness of local offerings
- Improved perception of value and convenience
- Establishment of “shop local first” behaviour



6. PHASE 2: “SHOP WAIROA MONTH” PROMOTION (4 WEEKS)

Objective

To convert awareness into measurable local spending through a simple incentive-based promotion.

This phase leverages the awareness established in Phase 1 to maximise participation and effectiveness.

Promotion Concept

“Spend Local & Win”

Mechanic

- Customers shop at participating businesses
- Each purchase enables entry into a prize draw
- Entries collected via simple in-store forms

Prize Structure

- Combined prize package valued at approximately \$500–\$1,000
- Comprised of local vouchers and products

Business Participation

- Display POS materials
- Offer entry forms
- Promote the campaign

Expected Outcomes

- Increased foot traffic and transactions
- Increased retention of local spending
- Improved awareness of financial benefits of local purchasing
- Stronger collaboration between businesses

© Copyright. All rights reserved.

Not to be reproduced in any form without the express permission of the Wairoa Business Association



7. TARGET AUDIENCES

Local Residents

Primary audience

- Opportunity to retain spending within the district
- Focus on everyday purchasing behaviour

Visitors and Through-Travellers

Secondary audience

- Opportunity to convert stopovers into spending

8. TRAVELLER CONVERSION STRATEGY

Key Messaging Hooks

- “Stop. Refuel. Discover Wairoa.”
- “More here than you expect.”
- “Great coffee, food, and essentials — right here.”

Supporting Approach

- Promote convenient short stops (30–60 minutes)
- Highlight essential services (fuel, food, rest)
- Reinforce ease of access and proximity

9. INTEGRATED CHANNEL APPROACH

The campaign aligns messaging across:

- Social media (awareness and storytelling)
- In-store POS (decision influence)
- Business participation (community reinforcement)

This integrated approach supports behaviour change through repetition and visibility.



10. MEASUREMENT AND EVALUATION

Success will be assessed through:

- Number of participating businesses
- Promotion entry volumes
- Social media engagement
- Feedback from businesses regarding foot traffic
- Indicative changes in local purchasing behaviour (qualitative feedback)

11. IMPLEMENTATION TIMELINE

Month 1:

Phase 1 – “Shop Wairoa”

Month 2:

Phase 2 – “Shop Wairoa Month”

12. ALIGNMENT WITH ECONOMIC DEVELOPMENT OBJECTIVES

This initiative supports:

- Local business sustainability
- Retention of economic activity within the district
- Strengthening of the local business network
- Enhancement of the visitor economy

13. CONCLUSION

This proposal represents a practical, coordinated, and community-led approach to stimulating local economic activity.

By combining consistent messaging, business participation, and targeted incentives, the initiative aims to influence everyday purchasing behaviour and build long-term support for local businesses.



APPENDIX

CREATIVE: 4-WEEK “SHOP WAIROA”

SOCIAL MEDIA CONTENT PLAN

Theme: *Before you leave town... check Wairoa first.*

Posting rhythm: **4 posts per week (Mon / Wed / Fri / Sat)**

(+ optional Sunday reshare or story)

WEEK 1 — “DISCOVERY” (Break assumptions)

MONDAY — Mindset Post

Headline:

Before you drive out of town...

Caption:

Before you head to Napier or Gisborne this week, take a moment to check what’s right here in Wairoa.

You might be surprised what you’ll find.

Every dollar spent locally supports local jobs, families, and businesses.

Wairoa. Take another look.

Hashtags:

#ShopLocalWairoa #SupportLocal #Wairoa #TakeAnotherLookWairoa

WEDNESDAY — “Did You Know?”

Headline:

Did you know you can get this in Wairoa?

Caption:

From hardware and home essentials to gifts and everyday needs — there’s more available locally than many people realise.

Before you order online or head out of town... check Wairoa first.

**FRIDAY — Video Feature (e.g. Osler’s or Hammer Hardware)****Headline:**

Meet the locals behind the counter

Caption:

[Business Name] is part of what makes Wairoa special.

Watch their story and next time you need [category], pop in and say hello.

Supporting local means supporting people you know.

SATURDAY — Action Post**Headline:**

This weekend in Wairoa

Caption:

Need a coffee, a bite to eat, or a few things for the home?

You don’t need to leave town.

Support local. Shop local. Keep it in Wairoa.

WEEK 2 — “PEOPLE & PRIDE”**MONDAY — Emotional Hook****Headline:**

Your choices matter more than you think

Caption:

Every time you choose to shop locally, you’re helping keep a business open, a job secure, and our town thriving.

Small choices. Big impact.



WEDNESDAY — Category Spotlight

Headline:

Looking for a gift? Start here.

Caption:

Before heading out of town for a present, take a look around Wairoa.

You might find something unique — and support local at the same time.

FRIDAY — Video Feature (e.g. Bradbury Jewellers / Local Living)

Headline:

Local stories. Local pride.

Caption:

Behind every local business is a story.

Here's one of them.

Watch, support, and share.

SATURDAY — Prompt Behaviour

Headline:

Before you go...

Caption:

Before you leave town this weekend:

- ✓ Check local
- ✓ Support local
- ✓ Keep it in Wairoa

Simple choices make a real difference.

**WEEK 3 — “HABIT CHANGE”****MONDAY — Practical Reminder****Headline:**

Try this this week

Caption:

This week, make a conscious choice:

Buy one thing locally that you’d normally buy out of town

You might be surprised how easy it is.

WEDNESDAY — “You Don’t Need to Travel”**Headline:**

You don’t always need to leave Wairoa

Caption:

From groceries and gifts to services and supplies — much of what you need is already here.

Less travel. More local.

FRIDAY — Video Feature (e.g. New World / Pryde Contractors)**Headline:**

Part of the Wairoa community

Caption:

[Business Name] has been serving locals for years.

Supporting them helps keep Wairoa strong.

**SATURDAY — Social Proof****Headline:**

Wairoa is backing Wairoa

Caption:

More locals are choosing to shop in town — and it's making a difference.

Be part of it.

WEEK 4 — “ACTION & MOMENTUM”**MONDAY — Campaign Push****Headline:**

Spend it here. Keep it here.

Caption:

Every dollar spent in Wairoa stays in Wairoa longer — supporting businesses, jobs, and our community.

Let's keep it local.

WEDNESDAY — “Before You Order Online...”**Headline:**

Before you click “buy” ...

Caption:

Before you order online, check if a local business has what you need.

You might save time — and support your community.

**FRIDAY — Strongest Video Repost**

(Re-share our best performing video)

Headline:

Missed this? Worth a watch.

Caption:

One of our most watched local stories — and a great reminder of what Wairoa has to offer.

SATURDAY — Call to Action**Headline:**

Let's keep it going

Caption:

The more we support local; the stronger Wairoa becomes.

Keep choosing local. It matters.



VIDEO PLAN

NEXT 10 BUSINESSES + INTERVIEW FLOW

Structured to film efficiently in batches.

NEXT 10 TARGET BUSINESSES (balanced mix)

Everyday Spend (habit drivers)

1. Grocery (New World/ First Choice/ Riche's)
2. Café / Coffee spot (Alleyway/ Eastend/ Gemmell's)
3. Takeaway (Ponderosa/ Osler's/ Riverside)
4. Pharmacy (Wairoa Pharmacy)
5. Hairdresser / Barber (Petit Fleu)

“Did You Know?” Retail

6. General Merchandise (Farmlands/ Eastland)
7. Beauty (Beauty Antix)
8. Clothing / fashion (Local Living)
9. Hardware (Hammer Hardware/ Angus Gemmell)

Services (often overlooked locally)

9. Auto / mechanic (Wairoa Garage)
10. Trade business (Carters/ Mr Clean)

STANDARD VIDEO FORMAT (keep identical each time)

Length: 45–75 seconds

Style: Natural, conversational, in-store



INTERVIEW QUESTIONS (to be used across ALL videos)

1. Opening

👉 “Tell us a bit about your business.”

2. Personal connection

👉 “How long have you been part of Wairoa?”

3. What people might not know

👉 “What would surprise people about what you offer?”

4. Local angle

👉 “Why is supporting local important to you?”

5. Call to action (critical)

👉 “What would you say to locals before they shop out of town?”

GOLDEN ANSWER YOU WANT (coach them gently)

We want them to naturally say something like:

👉 “Before heading out of town, come and see us first.”

That line = campaign reinforcement.

VIDEO OUTRO (standard every time)

Add text overlay +/- spoken:

👉 **Before you leave town... check Wairoa first.**

CONTENT MULTIPLIER (don't waste footage)

From each shoot:

1. Full video (main post)
2. 2 x short clips (15–20 sec)
3. 1 x quote graphic
4. 3–5 photos

Objective: One shoot = a week of content

© Copyright. All rights reserved.

Not to be reproduced in any form without the express permission of the Wairoa Business Association



SAMPLE VIDEO POST CAPTION (USE THIS TEMPLATE)

Headline:

Meet the locals behind [Business Name]

Caption:

[Business Name] is part of what makes Wairoa special.

Here's their story — and what you might not realise is right here in town.

Next time you need [product/service], check Wairoa first.

Have you been in lately?

#ShopLocalWairoa #SupportLocal #SurprisingWairoa

WEEKLY EXECUTION FLOW (simple system)

- Film 3–4 businesses in one session
- Release 1 video per week
- Use clips + stills in between

This keeps our feed active without burning time

BONUS IDEA (HIGH IMPACT, LOW COST)

“LOCAL FACES OF WAIROA”

Take a still from each video:

- Black & white portrait
- Business name + quote

Example:

“We’ve been here 147 years — thanks for your support.”

Use for:

- Facebook
- Posters
- Website

This is designed to build **emotional connection fast**

© Copyright. All rights reserved.

Not to be reproduced in any form without the express permission of the Wairoa Business Association



POS MATERIALS — PRINT-READY COPY

Clean, bold, and consistent. Minimal clutter = maximum recall.

- **A3 POSTER (Primary in-store piece)**

HEADER (large, bold):

Spend it here. Keep it here.

SUB-HEADER:

Support local Wairoa businesses

BODY COPY:

Every dollar you spend in Wairoa helps support local jobs, local families, and our community.

Before you shop out of town...

take another look at what's right here.

FOOTER:

Wairoa. Take another look.

#ShopLocal #Wairoa #SupportWairoa

- **COUNTER CARD (Essential)**

Conversation trigger

FRONT (very simple):

Before you go...

check Wairoa first.

BACK (or small footer line):

You might be surprised what's here.

#KeepItLocalWairoa

- **WINDOW STICKER**

TEXT:

Proudly Supporting

Local Wairoa

Optional small line:

Spend it here. Keep it here.

© Copyright. All rights reserved.

Not to be reproduced in any form without the express permission of the Wairoa Business Association



- **RECEIPT LINE (if available)**

OPTION 1:

Thanks for supporting local

OPTION 2:

You shopped local today — thank you!

- **SMALL SHELF / COUNTER TAG (optional)**

Placed near products:

Available right here in Wairoa

Shop local

DESIGN NOTES (For Consistency)

- Use **one colour palette** across everything (aligned with FB branding)
- **Lots of white space**
- **Strong, readable fonts (no clutter)**
- **Real Wairoa imagery** (subtle background texture)

8.3 WAIROA BUSINESS HUB

Author: Frances Manase, Kaiurungi Mana Ārahi | Governance Officer

Authoriser: Sarah Owen, Strategic Policy and Performance Manager

Appendices: 1. [WBH Summary](#) [↓](#)

1. PURPOSE

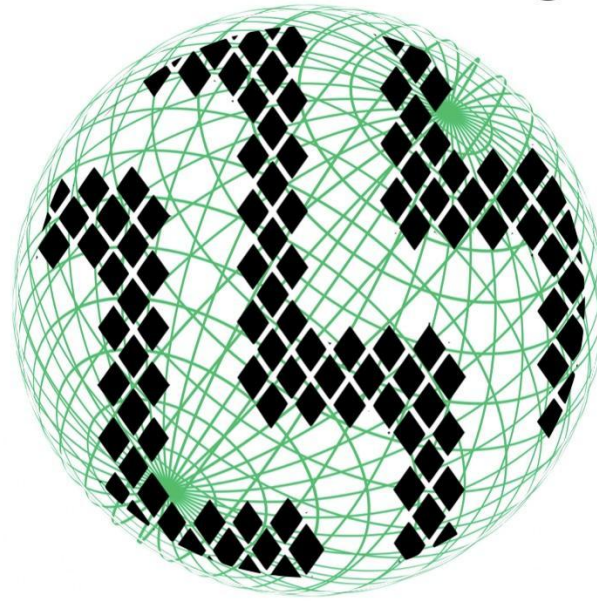
- 1.1 To outline the Wairoa Business Hub's year-end performance and key service delivery outcomes, including projections for continued support of local businesses.

RECOMMENDATION

The Kaiurungi Mana Ārahi | Governance Officer RECOMMENDS that Committee receive the report.

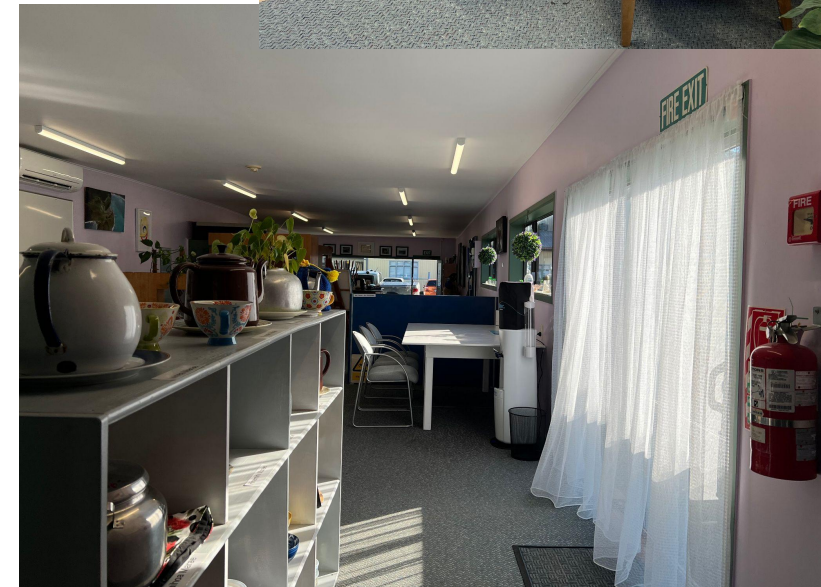


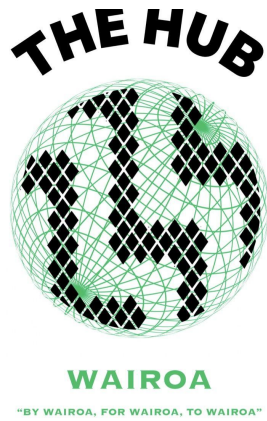
THE HUB



WAIROA

“BY WAIROA, FOR WAIROA, TO WAIROA”





Our Journey So Far

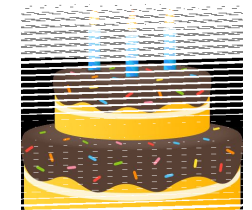
Figures for 2025

BUSINESS CONNECT

EIT Napier
 Government Representatives
 EB Hawke's Bay
 Local Iwi
 Health Providers
 NZ Companies Office
 Te Ara Tauhokohoko

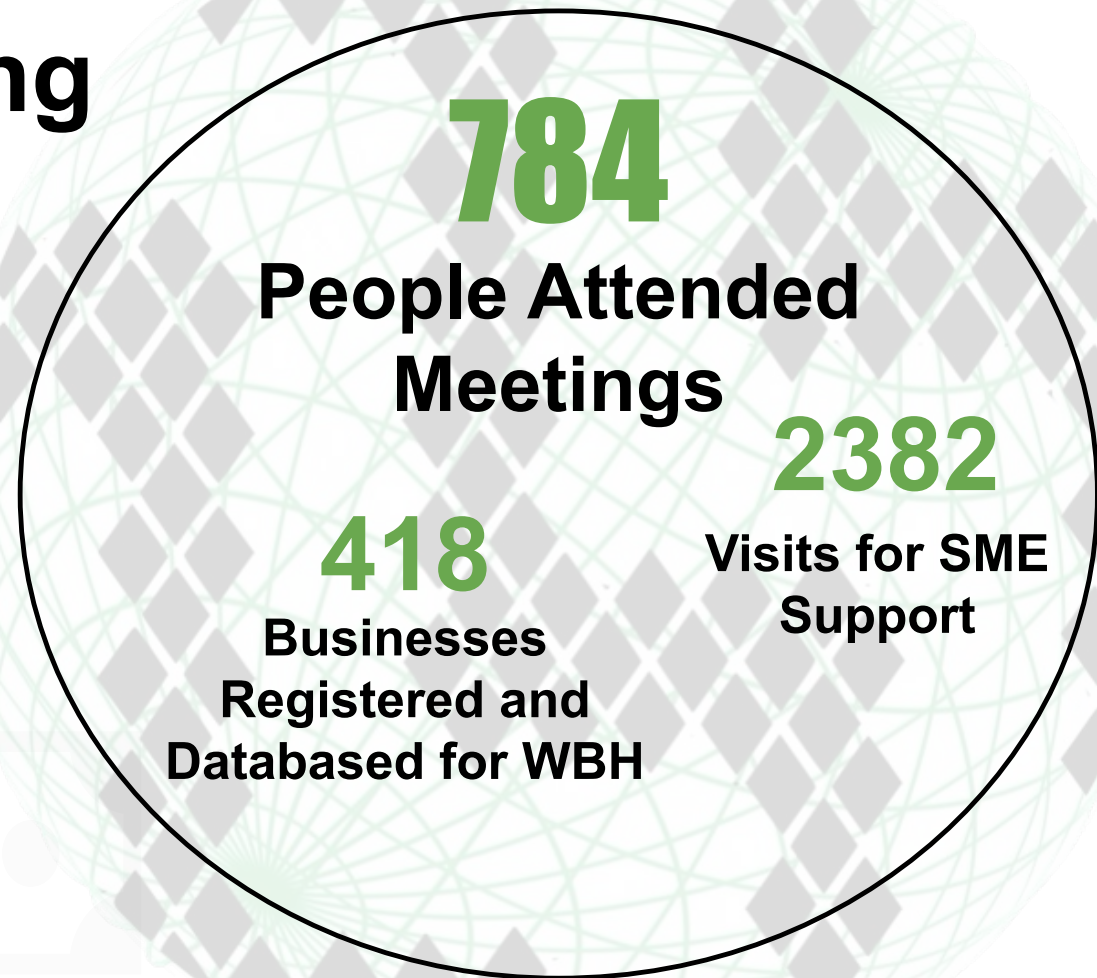
NZEI
 BCITO
 TREC
 NZTE
 SFO
 MBIE
 GDF
 HBCC
 ACC
 ANZ
 TPK
 KPMG
 MSD
 IRD

Leadership Program
 Pursuit
 Emendas
 Tū Whanake
 Hikirangi Symposium



3 Years

2467
 People Coming
 into WBH

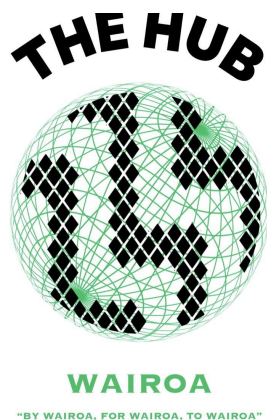


182
 Meeting Room
 Bookings

436
 Uses of Sustainable
 Revenue Streams

Other Services:

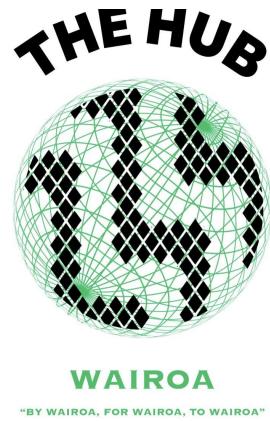
- A variety of local businesses on all platforms have accessed WBH.
 - Business Registration
 - Business SME Set-up
- Referral Services (Govt. Agency/MBIE)
 - Business Workshops (RBP)
- One-on-one contacts with the Registered Businesses
- Wairoa Business Symposium



End of Year Summary 2025

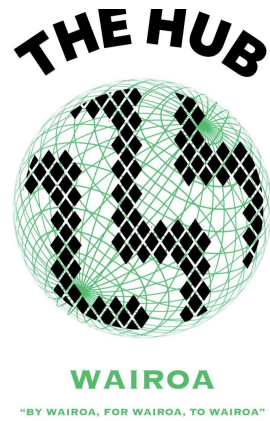
- **2467 Guests that patroned 2025**
- Meeting Room Hiring – Total 182 Bookings
- 418 Businesses in the WBH Business Database,
- 2382 SME Support enquiries and assistance given.
- 436 uses of sustainable revenue streams

	Comparison Totals of the last 2 Years		Comments
	2024	2025	
People coming into WBH	1948	2467	Consistent flow of patrons to WBH, including non-businesses that have potential to become a business. It is a central service to Wairoa. An increase fo family returning and setting up business.
Visits for SME Support	229	2382	SME Support has always been a constant delivery and has always needed a mentor/advisory services which needs to be continued in Wairoa. This increased is due to WBH’s establishment in the community and the business symposium activity and networking.
Meeting Room Bookings	58	182	Most of the meeting room bookings have been from outside businesses and agencies.
Business Database Updated	370	436	WBH continues to be steady in this position. Hosting one of the most up-to-date database entries in Wairoa.



Year Summary 2025

- 436 Businesses Registered
- 2382 guests meeting with WBH for the following services.
 - Business Set-Up + Start Ups
 - Bank Account Referral and Set-Up
 - Business Mentorship
 - Business Advisory
 - Business Services
 - A - Z Turn-key for Businesses
- Multiple Workshops held, teaching and informing businesses on
 - Workplace Safety
 - Business Marketing Strategies
 - Business Finance Management and Risk Awareness
 - Leadership Courses
 - Business Courses
 - Business Procurement/Financial Forecasting/Sales and Marketing
 - AI and Tech in Business Products and Services.



Forecasting For 2026

- Continued operation of WBH
- Hosting of workshops assisting in A - Z turn-key (RBP Program)
- Venue for national agencies to connect with Local businesses.
- Sustainability
- Preparing WBH as a solid community service.
- Go-to location for anything to do with business.
- A solid foundation for business symposiums.

8.4 MAIN STREET MEETING UPDATE

Author: Frances Manase, Kaiurungi Mana Ārahi | Governance Officer

Authoriser: Sarah Owen, Strategic Policy and Performance Manager

Appendices: 1. Main Street meeting notes [↓](#)

1. PURPOSE

- 1.1 To present key discussion points and recommended actions from the recent Main Street clean up meeting for consideration and progression to Council.

RECOMMENDATION

The Kaiurungi Mana Ārahi | Governance Officer RECOMMENDS that Committee receive the report endorses the recommended actions, and refers them to Council for consideration.

Business meeting 24.03.26

In attendance: Roz Thomas, Sam Jackman, Sara Bird, Kamal Narang, Michelle Tahuri, Sarayde Tapine, Diana Hind, Lauren Johansen, Jason Clough, Matt Lawson, Sarah Johansen, Denise Eaglesome-Karkare, Michael Karekare, Kate Standing.

Purpose: To catch up with retailers following the street cleaning at the end of last year. WDC has set aside \$300k for main street development - \$100k per year over three years. Opportunity for retailers to have input into how to spend money.

Issues raised

- Dust created by Paul Street pipework. Very disruptive, took three weeks longer than advised. Mess that was made needs to be cleaned up, e.g., dust on buildings – expected clean-up is part of the contract.

Action: WDC to follow up with contractor

- Main Street footpath needs a regular deep clean.

Action: Kamal confirmed that cyclical cleaning of Main Street will be included in the next contract.

- Council bylaws need to be upheld. Lauren encouraged Council to send a letter outlining the standards and requirements, then follow up. This was discussed three years ago, and still nothing has been done. Not asking for money, just put the standards surrounding the bylaws out there and have a follow-through. Matt Lawson responded that WDC is reviewing the Public Spaces Bylaw in the next couple of months. Unless the façade/building/canopy is unsafe, it is difficult to enforce, and the bylaw can't enforce aesthetics.

Action: Commitment from WDC to engage with main street retailers and building owners regarding bylaw review and share messaging once adopted.

- Areas of paved footpath patched, repair jobs with asphalt, and grouting problems.
- Rubbish bins are not effective or appropriate, rubbish literally flies out.

Action re Kamal's update

- Graffiti in the under-road tunnel – this is the responsibility of NZTA

General discussion

Denise Eaglesome-Karekare said businesses need to show pride and look after Marine Parade. Wairoa is dead without its businesses. Need to make sure businesses survive and thrive. Up to retailers to look after their own stores and frontages and set the standard.

Roz said the Business Assn, Business Hub and WDC need to work together. Also, the bigger picture around the stopbank and the opportunities that the Council can leverage.

Sarah Johansen is appreciative of the new barbecue tables on the river reserve, which are being well used. Raised that there was meant to be a continuous main street facade.

Denise Eaglesome-Karekare is working to bring Postie Plus to town. Need to sell Wairoa, ensuring it looks nice and is connected.

Matt Lawson said some of the main street signs are dangerous. Does the group want WDC to develop some basic, generic designs for what awnings could be put up, which could go back to the building owners with a replacement cost?

Action: WDC to provide generic designs for potential awnings

Matt Lawson said he is keen to continue working with businesses and this group, adding that only a handful of building owners need to be brought up to speed.

Matt asked whether the group would be willing to allocate some of the funding to tidy up individual business facades. Lauren Johansen didn't like the idea of ratepayers paying for businesses. Perhaps incentivising could help.

Jason Clough raised that WDC had a zero-graffiti policy, in which graffiti was painted over immediately, which helped serve as a deterrent.

Discussion around rainfall events and main street implications. A lot of the cause of flooding is downpipes on buildings, and the need to keep gutters clear so they don't impact neighbouring properties. The January event, 75mm in 2 hours, was too intense for the infrastructure to cope. Second event: drains were cleared; much-improved result.

Retailers said the more we have in Wairoa, the more people will stay and shop, particularly with rising petrol prices.

Update from WDC Group Manager Assets and Infrastructure Kamal Narang

- Main street work, including resealing, is expected to take place in the next 12-14 months
- WDC needs to look at how it supports businesses during this time.
- Looking to replace some pavers with aggregate so the uplifted pavers can be re-used to tidy up areas of the main street.
- Looking to drop the Marine Parade speed limit to 30km
- Will include a review of rubbish bins
- Aim for WDC to have a collective drain along the back of the main street businesses to collect stormwater from the Marine Parade buildings
- Like to tidy up and seal behind shops
- Council wants a coordinated approach for all services that sit in Marine Parade.

Action: Sarah Johansen requested hose connectors on Main Street so business owners can clean the footpaths themselves.

Suggestions on how to spend \$300k

- Cyclical footpath cleaning
- Make a plan, don't use a consultant.
- Main street is dark at night, no lights under facades. Lighting in the main street is a good start.
- Discussion re-promoting Tautoko Wairoa to encourage people to shop and buy locally
- Events to encourage vibrancy
- Zero graffiti policy.

8.5 WAIROA TOURISM OPERATORS AND BUSINESS FEEDBACK EVENING

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

Authoriser: Juanita Savage, Chief of Operations

Appendices: Nil

1. PURPOSE

- 1.1 This report provides information for Committee on feedback received from Wairoa tourism operators and business owners, outlining key themes, challenges, and opportunities for tourism development across the district. No decisions are required by Committee at this stage.
- 1.2 The report summarises insights gathered through engagement with local stakeholders to inform future planning and potential direction for tourism in Wairoa.

RECOMMENDATION

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

2. BACKGROUND

- 2.1 A tourism operators and business feedback evening was held at Gemmill's on Parade on Thursday 12 March 2026 to engage directly with local stakeholders across Wairoa, Mohaka, Mahia, Waikaremoana, Nuhaka, Ohuka and other locales across the district. The purpose was to better understand current tourism activity, identify barriers, and explore opportunities to strengthen tourism outcomes for the district.
- 2.2 Feedback confirmed that Wairoa has strong tourism potential across cultural, environmental, adventure, and creative sectors. However, this potential is not currently being fully realised due to infrastructure constraints, limited capacity, and fragmented coordination.
- 2.3 In conjunction with this engagement, Council has been progressing work towards the development of a Destination Management Plan (DMP) for Wairoa. A DMP provides a strategic framework to guide sustainable tourism development, ensuring alignment with community aspirations, mana whenua values, environmental stewardship, and economic outcomes.
- 2.4 This work contributes to Council's broader vision by supporting economic development, strengthening community identity, and ensuring tourism growth is managed in a way that benefits both current and future generations.

3. KEY THEMES AND INSIGHTS

3.1 Overall Potential Challenges

- 3.1.1. Stakeholders at the operators' engagement evening event consistently identified Wairoa as having significant untapped tourism potential across a range of sectors. There is strong local pride and passion; however, activity is often driven by a small number of individuals, with limited coordination across the wider sector. This reinforces the need for a structured and strategic approach, as proposed through the development of a DMP.

3.2 Infrastructure and Capacity Constraints

- 3.2.1. Key barriers identified include poor roading and connectivity, limited accommodation that are of a reasonable standard, staffing shortages, and a lack of active providers. These challenges directly impact visitor access, length of stay, and overall experience. These findings align with the need for improved infrastructure planning and investment prioritisation as part of a DMP framework.

3.3 Underutilised Natural and Cultural Assets

- 3.3.1. Stakeholders highlighted significant opportunities to better utilise the Wairoa River, outdoor adventure activities, and cultural experiences grounded in whakapapa and marae.

3.4 Need for a Cohesive Tourism Story

- 3.4.1. A consistent theme was the need for a unified Wairoa tourism narrative that celebrates local people, culture, and lifestyle. Current promotion efforts are seen as positive but fragmented. A DMP would support the development of a shared story and coordinated branding approach, strengthening Wairoa's positioning in regional and national tourism markets.

3.5 Events and Activation

- 3.5.1. Stakeholders and operators identified strong opportunities to grow events and experiences, including river-based events, cultural showcases, arts initiatives, adventure activities, and more support with the Artisan Trails. Events are seen as a key driver for increasing visitation and encouraging longer stays and could form a central component of a coordinated destination approach.

3.6 Collaboration and Governance

- 3.6.1. There is strong support for improved collaboration across operators, Council, and stakeholders. Feedback highlighted the need for better alignment, communication, and shared direction. This supports the establishment of a more structured governance approach, such as a tourism steering group, which is consistent with DMP principles of coordinated leadership and partnership.

3.7 Visitor Flow and Information Gaps

- 3.7.1. Stakeholders and operators noted a disconnect between high visitation areas such as Waikaremoana and Wairoa township, with limited mechanisms to encourage visitors to stay and engage locally. There is also a lack of coordinated visitor information, including maps, itineraries, and data on visitor behaviour. Addressing these gaps is critical to improving visitor experience and economic outcomes. Council

is currently undertaking a comprehensive data and information gathering exercise to understand the tourism landscape in Wairoa even more.

4. OPPORTUNITIES AND NEXT STEPS

4.1 Stakeholder and operator feedback aligns strongly with the need for a coordinated and strategic approach to tourism development. Key opportunities include:

4.1.1. Progressing the development of a DMP for Wairoa, which includes drafting a DMP project plan with key timelines. This is currently in progress.

4.1.2. Establishing a tourism steering group to support governance and coordination.

4.1.3. Improving infrastructure and accommodation capacity.

4.1.4. Expanding events and cultural experiences.

4.1.5. Strengthening marketing and participation in national tourism platforms.

4.1.6. Developing visitor information tools such as regional maps and guides.

4.1.7. Ensuring that the social license of this project is entirely favoured by stakeholders and communities across Wairoa.

4.2 Next steps including continuing engagement with stakeholders, drafting a project plan with timelines, collating information to fill those data gaps, developing the DMP framework, and identifying early actions that can improve coordination, promotion, and visitor experience in the short term.

Further Information

Nil

References (to or from other Committees)

Nil

8.6 COUNCIL REBRAND

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

Authoriser: Juanita Savage, Chief of Operations

Appendices:

1. NEW COUNCIL LOGO WITH CONCEPTS [↓](#)
2. NEW LOGO BROCHURE - EXPLANATION OF LOGO [↓](#)
3. NEW LOGO AND IDENTITY CONCEPT [↓](#)
4. REBRAND PROPOSAL PRESENTATION [↓](#)

1. PURPOSE

- 1.1 To advise the Committee of a soft refresh of the Wairoa District Council visual identity and logo, which has been fully endorsed and approved by Council.

RECOMMENDATION

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

EXECUTIVE SUMMARY

Council's current logo was adopted in 1987 and has served the district well. However, it is not well-suited to modern digital use and can appear unclear at small sizes, particularly in today's context where mobile phone usage is now considered the first-screen experience.

This proposal is a soft refresh of Council's visual identity. It focuses on improving clarity, consistency, and usability while retaining key elements of Wairoa's identity.

Importantly, this approach is designed to avoid adding pressure to Council budgets. The rebrand will be introduced gradually, with most changes occurring internally on Council collateral (such as letterheads, social media, online advertising posters etc), and only when existing assets require replacement. The only immediate cost anticipated is for two key entrance signs, which can be factored into existing budgets.

2. BACKGROUND

- 2.1 The current Wairoa District Council logo was adopted on 26 May 1987 following a design presented to Council by Miss Toni Watkins from the Elam School of Fine Arts. This design was submitted following local government reforms the previous year in 1986, when the Wairoa Borough Council and the Wairoa County Council amalgamated to form Wairoa District Council.
- 2.2 The current logo reflects traditional design approaches such as the shield and includes multiple elements and colours which limit its effectiveness in modern use.
- 2.3 There are no recent Council resolutions regarding a rebrand.
- 2.4 A refreshed logo and identity support Council outcomes by improving communication, strengthening trust, and presenting a more modern and professional organisation.

3. CURRENT STATE

- 3.1 The current logo contains detailed elements – like “Wairoa District Council” text on a yellow banner – that become unclear when scaled down, particularly on mobile devices and social media.
- 3.2 Council communications are increasingly digital, with strong engagement across website and social platforms.
- 3.3 The existing five-colour logo increases production and printing costs.

4. PROPOSED APPROACH

- 4.1 This is a soft rebrand, not a full replacement of all assets.
- 4.2 The refreshed identity will:
 - 4.2.1. Simplify the logo while retaining key elements such as the river and koru.
 - 4.2.2. Reduce colours to improve clarity and lower production costs.
 - 4.2.3. Introduce consistent fonts, templates, and guidelines.
- 4.3 This is a soft launch of a refreshed logo and identity, not a full immediate rebrand.
- 4.4 Implementation will be phased. Existing signage, vehicles, and materials will only be updated as they naturally require replacement or upgrade. This ensures no unnecessary spend.

5. NEW LOGO AND IDENTITY

- 5.1 The refreshed identity introduces a simplified and modern logo derived from the existing design. It retains the river and koru elements, combining them into a single, clear symbol.
- 5.2 The design reflects key concepts of place and community:
 - 5.2.1. Moana and Mana representing strength and integrity.
 - 5.2.2. Awa and Atawhai representing connection and care.
 - 5.2.3. Whenua and Whakamowaitanga representing stewardship and balance.
Together these form a unified system that reflects the Wairoa community.
- 5.3 The colour palette is reduced and grounded in the natural environment, strengthening connection to place and improving consistency.
- 5.4 A modern typeface (font), Inter, will be used to improve readability and accessibility, particularly in digital environments.
- 5.5 The wider identity includes:
 - 5.5.1. Consistent templates and design standards.
 - 5.5.2. Improved accessibility and legibility.
 - 5.5.3. A modular system that supports different types of communication.
- 5.6 Overall, the identity is designed to be clear, consistent, and future-focused, while remaining recognisable to the community.

6. OPTIONS

6.1 The options identified are:

- a. Retain the current logo and branding.
- b. Complete a full rebrand immediately.
- c. Undertake a phased soft rebrand (preferred).

6.2 Option (a) does not address current issues.

Option (b) creates unnecessary cost.

Option (c) allows controlled change with minimal financial impact.

6.3 The preferred option is (c), as it supports:

Cultural wellbeing	Economic wellbeing	Social Wellbeing	Environmental Wellbeing
Through connection to place	Through cost control	Through clearer communication	Through reduced waste

7. CORPORATE CONSIDERATIONS

What is the change?

7.1 A refreshed identity introduced progressively across Council assets.

7.2 A refreshed set of Council values, that tie into the refreshed identity.

Compliance with legislation and Council Policy

7.3 Annual Plan – No additional funding is required.

7.4 Long Term Plan – Supports organisational development.

7.5 District Plan – No impact.

7.6 Other strategies – Supports place-based identity.

What are the key benefits?

7.7 Clear and consistent communication.

7.8 Stronger public-facing identity.

7.9 Improved digital performance.

7.10 Reduced long-term costs.

7.11 No added budget pressure.

What is the cost?

7.12 No additional budget is sought.

7.13 Only two new entrance signs are proposed as immediate cost.

7.14 All other signage and assets will be replaced only when required.

7.15 This ensures a cost-neutral, staged rollout.

What is the saving?

7.16 Reduced printing and production costs due to a more simplified design.

Consultation

7.17 Internal input has informed the proposal.

7.18 Further consultation can occur during implementation.

7.19 A communications campaign will occur, with a media release and at community engagement meetings as required.

8. SIGNIFICANCE

8.1 Moderate district-wide impact.

8.2 Minimal financial impact due to a phased rollout.

8.3 No change to service levels.

8.4 The approach can be adjusted over time.

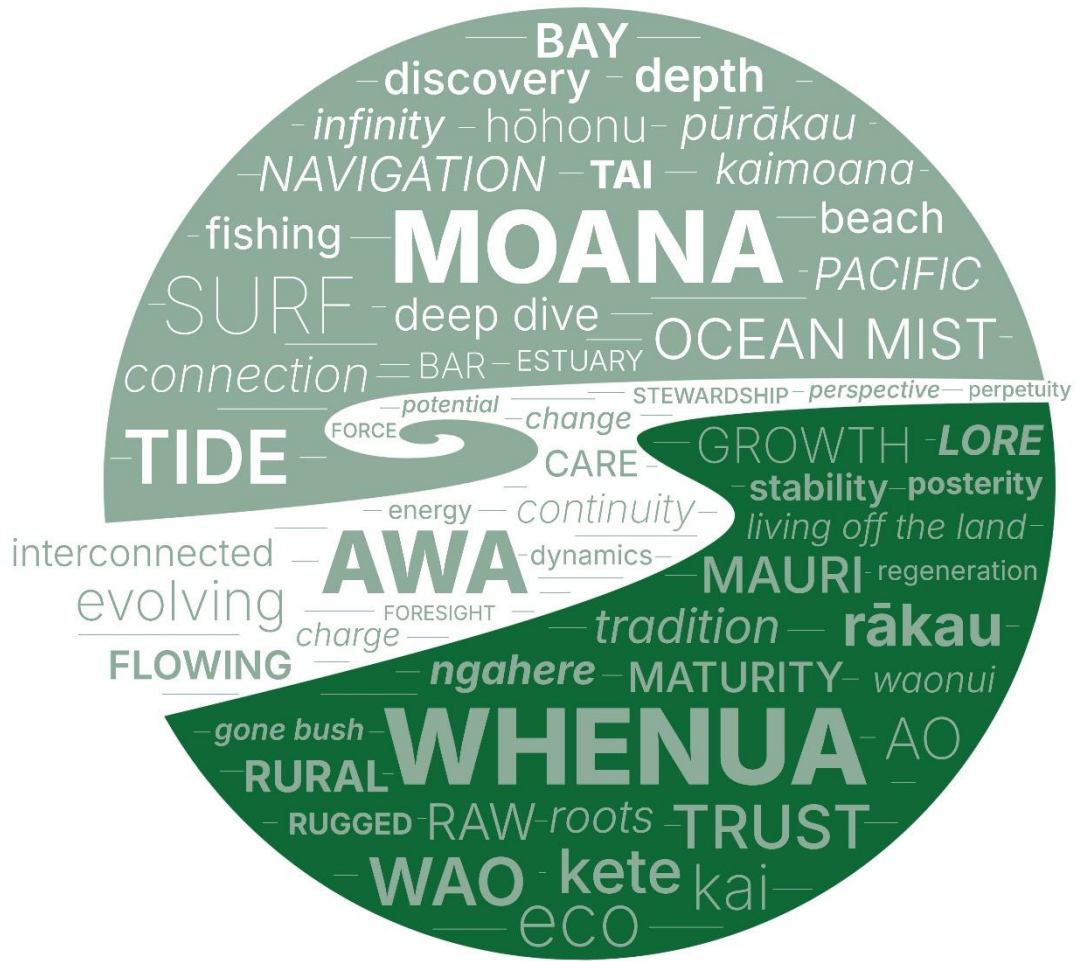
9. RISK MANAGEMENT

9.1 In accordance with the Council’s Risk Management Policy the inherent risks associated with this matter are low overall.

Human	Financial	Regulatory
Low	Low	Low
Operations	Employees	Image & Reputation
Low	Low	Moderate

Confirmation of statutory compliance

This report complies with section 76 of the Local Government Act 2002.



How will this roll out?

- Digital platforms updated first
- Printed materials replaced as needed
- Delivered largely in-house

A practical approach:

This staged rollout ensures minimal cost while building a consistent identity over time.

Introducing INTER

For all designer-controlled environments, Inter is our primary brand typeface.

Designed for digital-first communication, Inter is an open-source variable font that supports responsive typography, improving performance in online environments.

Inter offers excellent legibility at small sizes and performs strongly in accessibility contexts.

Its extensive family enables clear hierarchy without switching fonts, ensuring visual consistency across platforms.

Inter

Inter Thin
Inter Extra Light
Inter Light
Inter Regular
Inter Medium
Inter Semi Bold
Inter Bold
INTER EXTRA BOLD
INTER BLACK

True Italics
underline

1234567890

What this means for you

- Access to new templates and tools
- Clearer, more consistent communication
- Easier-to-use branded materials
- Support and guidance available

Next steps:

Guides, resources, and templates will be developed and shared progressively to support implementation.

Looking ahead

This rebrand reflects who we are today and supports where we are going.

It provides a clear, accessible, and consistent identity for our organisation and our community.

This approach aligns with broader trends in New Zealand local government toward clearer, more accessible, and digitally adaptable identity systems.

It also provides an opportunity to establish a strong place-based identity through integrated visual and conceptual frameworks embedded in the logo and wider brand system.

Evolving Our Identity

Aligning who we are with where we're going

Wairoa District Council Rebrand Overview



Te Kaunihera o
WAIROA
District Council

Why are we rebranding?

Our current identity has served us well, but it no longer fully reflects our direction or meets modern communication needs.

This rebrand will:

- Better align with Council's strategic direction
- Improve legibility and accessibility across all formats
- Reflect contemporary governance and professionalism
- Strengthen connection with our community
- Ensure a consistent and future-proof identity

The cost of not changing

- Increasing inconsistency across materials
- Accessibility risks over time
- Ongoing ad hoc design costs
- Reduced legibility at smaller sizes and across digital platforms
- Higher reproduction costs due to 5-colour logo use
- Reduced clarity in how we present ourselves

What is changing?

We are introducing a refined and consistent visual identity system — emphasising clarity and intent to deliver precise, meaningful communication.

This includes:

- A simplified, adaptable logo synthesised from the legacy version
- Inclusive identity grounded in the district's environment and history
- A distinct restrained colour palette
- Modern, highly legible typography optimised for digital environments
- Consistent templates and design standards

Core concepts in the logo

Mana. Atawhai. Whakamōwaitanga
Serving the Porowhita of our People

Moana & Mana

Depth. Strength. Integrity.

Like the moana, leadership must carry depth and quiet strength. Mana is not claimed — it is upheld through service, consistency, responsibility, and trust. We lead with presence, consistency, and trust. We lead with presence, consistency, responsibility, and enduring commitment.

Awa & Atawhai

Flow. Connection. Care.

The awa sustains the land and connects communities. Atawhai flows through our work, nurturing relationships and strengthening connection. We serve with compassion and steady care.

Whenua & Whakamōwaitanga

Humility. Balance. Foresight.

The whenua reminds us we belong to something greater than ourselves. Whakamōwaitanga anchors our leadership in humility and balance — guiding us to listen, to work with the natural rhythms of our environment, and to act with foresight.

We nurture and protect the wellbeing of our land and community for past, present, and future generations.

United in the Porowhita

Balanced. Connected. Interdependent.

Together, these elements form a holistic system of governance and people — inseparable and evolving together — balancing action, care, identity, and reflection. A Porowhita of our people.





Te Kaunihera o
——— te ———
WAIROA
District Council





Why Rebranding Is Worth Considering

- Better alignment with strategic direction
- Reflecting contemporary governance
- Improved legibility and accessibility
- Stronger community connection
- Cost efficiency over time
- Future-proofing

Current WDC logo: a tribute to the history

At a Council meeting on 26 May 1987, shortly after the local government reforms, Mayor Cliff Owen and elected members adopted Wairoa District Council's current logo. The design was presented by **Miss Toni Watkins** from the Elam School of Fine Arts in Auckland. She explained the concept was simple, eye-catching and suitable for many uses, reproducing well in both colour and black and white. The design used the district colours and featured a river on a dark green background with a red koru motif representing the strong Māori influence in Wairoa. Council adopted the design at that meeting, with the yellow banner added later.

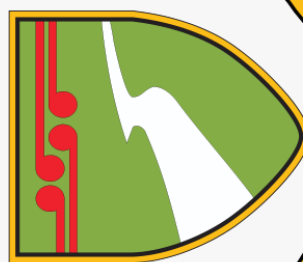
Stylised koru forms that combine rectangular and circular geometry have become known in New Zealand as **Gordon Walters-inspired koru designs**. Walters began developing his famous koru series in early-mid 1950s, transforming the motif into repeating geometric forms influenced by international modernism and optical abstraction¹.

Walters-inspired koru motifs have since become a widely adopted visual language in New Zealand branding, appearing in the identities of various organisations².

¹Leonard Bell, 'International Review: Gordon Walters: New Vision by Leonard Bell', published in 2018, CAA News Today, <https://www.collegeart.org/news/2018/12/06/international-review-w-gordon-walters-new-vision-by-leonard-bell/> (accessed 1 March 2026).

Michael Dunn, 'Walters, Gordon Frederick', Dictionary of New Zealand Biography, first published in 2000, Te Ara - the Encyclopedia of New Zealand, <https://teara.govt.nz/en/biographies/5w/7/walters-gordon-frederick> (accessed 1 March 2026).

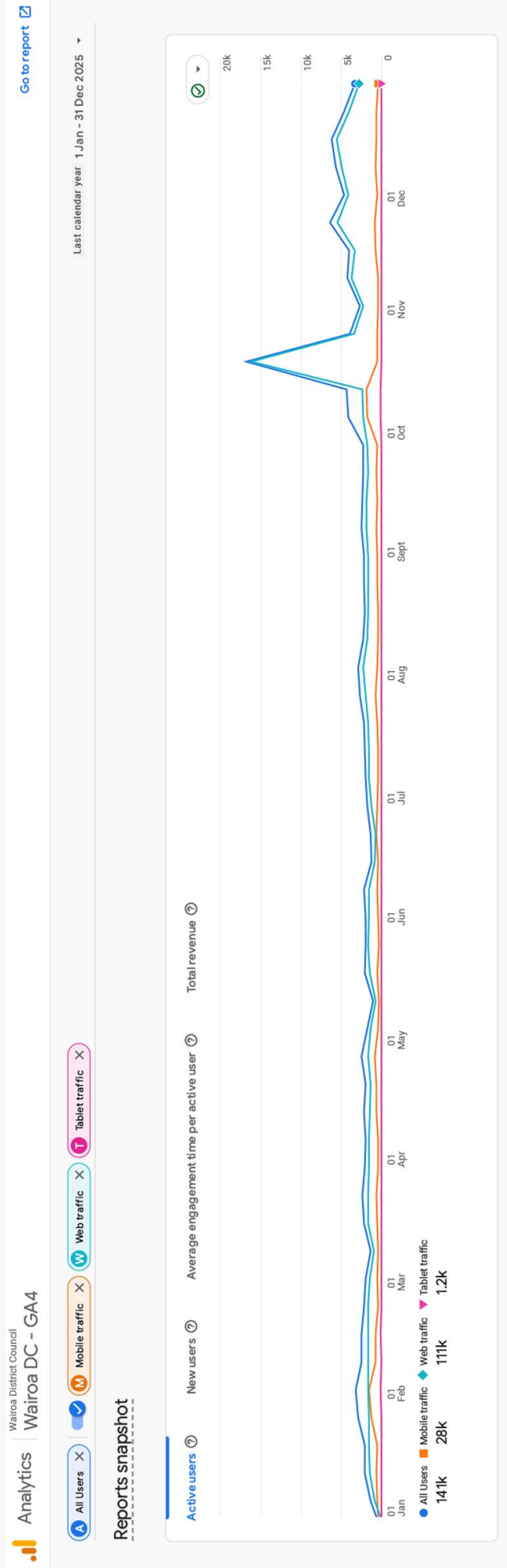
²Lana Lopesi, 'New Zealand Opinion: Riffing Off Walters: the art of distinguishing ourselves', published in 2019, <https://designassembly.org.nz/2018/11/30/riffing-off-walters-the-art-of-distinguishing-ourselves/> (accessed 1 March 2026).



Why Rebranding Is Worth Considering



- **Digital-first performance**
WDC website had **141K** users over the last year (**28K** used mobile phones and **1.2K** used tablets). Globally, mobile phone use for accessing the internet is trending up.





Why Rebranding Is Worth Considering

- **Mobile-First Dominance:** 98.5% of users world-wide access Facebook via mobile.
- **Active Users:** In 2025, 77.4% of the audience aged 13+ in NZ used Facebook.
- WDC Facebook page had **5.1M** views over the last year.

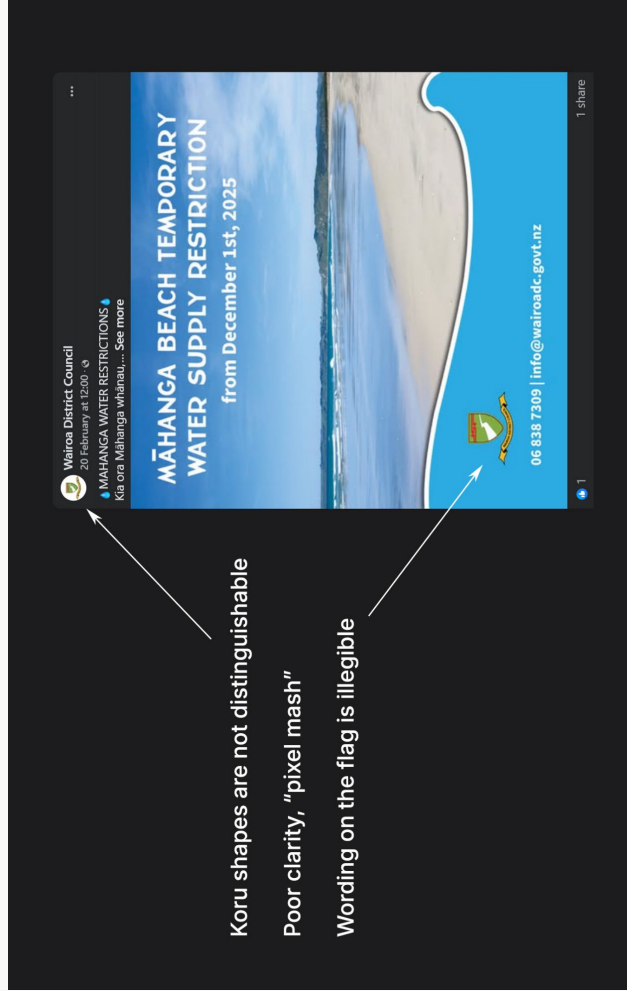


Why Rebranding Is Worth Considering



- **Scalability**

When reduced for websites, social media icons, email signatures, and mobile devices, the current logo creates visual distortion and pixelation, reducing clarity and professionalism.





Why Rebranding Is Worth Considering

- **Cost efficiency over time**
 A streamlined design with fewer colours reduces reproduction costs for signage, uniforms, print materials, and promotional items. Simpler artwork also reduces design time and technical file adjustments.

Screen Printing Cost Comparison

Pocket sizing 100x100mm	1 colour	2 colour	3 colour	4 colour	5 colour
250-999	\$3.38	\$3.74	\$4.31	\$5.16	\$5.69
One-off screen setup	\$51.75	\$103.50	\$155.25	\$207.00	\$258.75

NZ Local Government Logo Trends

A dated heraldic shield can convey formality but may also signal bureaucracy or distance. A refreshed identity can communicate openness, partnership and responsiveness - values increasingly expected of local government.

Current trends in New Zealand local government logo design reflect a significant shift away from traditional, literal imagery toward minimalist, bilingually integrated, and culturally symbolic identities.



Building a Future-Ready Council Brand

- 1. Develop a Distinctive Logo Mark**
 - Simple and streamlined for digital-first performance
 - Anchored in local history, environment, and meaning
 - Uniquely recognisable
 - Future-proof and aligned with organisational values
- 2. Establish a Cohesive Visual Identity System**
 - Restrained, contemporary visual language
 - Disciplined 2-tier typography system
 - Clear brand architecture to ensure consistency across platforms
- 3. Phased Implementation**
 - Practical, staged rollout to manage cost
 - Gradual replacement across signage, print, and assets

Why meaningful simplicity works

- **Instant recognition and stronger symbolism** (i.e., Nike, Apple, Mercedes, Rolex, WWF, Shell)
- **Versatility across uses and future-proof design**
- **Works in monochrome**
- **Cost-effective application**
- **Strategic flexibility** – Provides a stable foundation for future campaigns, partnerships, and sub-brands without structural change.

Why retain key logo elements?

- **Community identity:** In smaller rural districts, civic logos often contain symbols (river, landscape, cultural motifs) that residents associate with the **identity and story of their place**, not just the design itself.
- **Respect for heritage:** Retaining recognisable elements signals **continuity and respect for local history**, helping communities feel their heritage is being carried forward.
- **Balanced approach:** This strategy allows the Council to **honour the past while presenting a contemporary identity** that will remain relevant into the future.
- **Examples of NZ Councils** which synthesised key logo elements from legacy versions: Waitaki District Council, Tasman District Council, Greater Wellington Regional Council.

Logo Design Direction – At a Glance

- **Use broader cultural concepts rooted in Te Wairoa**
 - Identity anchored in the Wairoa River and resonating across communities (including coastal)
- **Unified Symbol**
 - Retaining Awa + koru while expressing them as one cohesive mark- uniquely recognisable and scalable
- **Layered but Clear**
 - Holds multiple meanings without visual clutter
- **Colour differentiation within the sector**
 - Deployment from Green + Blue which is one of the most common combinations in local government branding

The proposed 2-tier font system

Tier 1: Brand & product

For all high-fidelity, designer-controlled environments. Inter is our primary font for its modern, neutral, and highly legible characteristics.

Website & Apps: Use for all UI elements, body text, and headings.

Marketing Assets: Use in Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Express, Premier, After Effects, etc.) for posters, social media, ads, PDFs and video.

Inter

- Inter Thin
- Inter Extra Light
- Inter Light
- Inter Regular
- Inter Medium
- Inter Semi Bold
- Inter Bold
- INTER EXTRA BOLD**
- INTER BLACK**

True Italics
underline

1234567890

Tier 2: Operational & Collaborative

Use Roboto where a Microsoft 365 system-standard font is required as an interchange-safe substitute.

Roboto

- Roboto Thin
- Roboto Light
- Roboto (Body)
- Roboto Medium
- Roboto Bold
- ROBOTO BLACK**

True Italics
underline

1234567890



INTER: a cleaner font with a softer touch

Lets have a look at body text for paragraph blocks and appreciate spacing, legibility and **dignified simplicity**. We can always increase spacing, however this block of text feels like a comfortable read.

"If a man is moderate and content, old age is no burden"

-Democritus

A variable font acts like multiple fonts, allowing developers and designers to customize attributes like weight, width, and slant on a continuous spectrum rather than using separate files for each style. They improve website performance and enable responsive typography.

Such a cool button



Te Kaunihera o
—te—
WAIROA
District Council

Logo shape symbolism

The Awa shape reflects the Wairoa River as it reaches its mouth and flows into the ocean.

Water, land, and river are interconnected systems.

The koru gesture within the flow symbolises renewal and continuity, reinforcing that movement and growth are ongoing.

Together, the form represents Wairoa as a place shaped by connection — where what begins here continues beyond our boundaries.



Logo colour symbolism

Dark green is traditionally associated with trust, maturity, growth, renewal, abundance and connection to whenua.

A restrained green combination may also evoke outdoor recreation and rugged rural identity associations.

Choosing **forest green** and **ocean mist** instead of the common green–blue pairing:

- Increases sector differentiation
- Reduces trend exposure
- Supports emotional warmth
- Reinforces the conceptual unity of land and water.



Te Kaunihera o
—te—
WAIROA
District Council

Mana. Atawhai. Whakamōwaitanga.
Serving the Porowhita of our People.



Foundational Concepts Embedded in the Logo

These guiding concepts inform the architecture of the logo, shaping how the symbol represents our place, community and future.

Moana & Mana

Depth. Strength. Integrity.

Like the moana, leadership must carry depth and quiet strength.

Mana is not claimed — it is upheld through service, consistency, and trust.

We lead with presence, responsibility, and enduring commitment.

Whenua & Whakamōwaitanga

Humility. Balance. Foresight.

The whenua reminds us we belong to something greater than ourselves. Whakamōwaitanga anchors our leadership in humility and balance — guiding us to listen, to work with the natural rhythms of our environment, and to act with foresight. We nurture and protect the wellbeing of our land and community for past, present, and future generations.

Awa & Atawhai

Flow. Connection. Care.

The awa sustains the land and connects communities.

Atawhai flows through our work, nurturing relationships and strengthening connection.

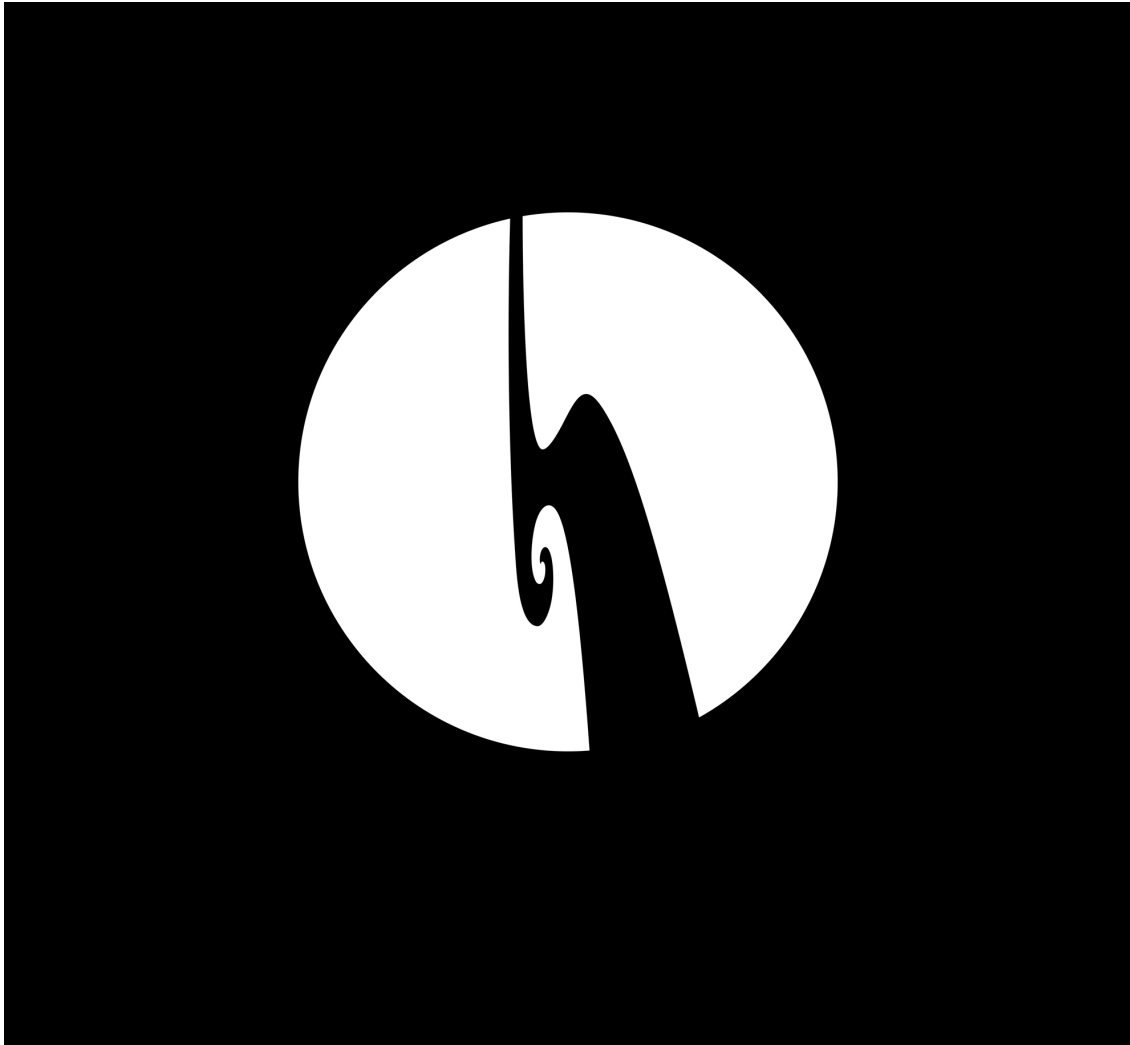
We serve with compassion and steady care.

United in the Porowhita


Together, these elements form a holistic system of governance and people — inseparable and evolving together — balancing action, care, identity, and reflection.

A Porowhita of our people.






Examples of Ghost mark use



WAIROA
STORMWATER
IN FOCUS



A massive stocktake of drains throughout the Wairoa district is underway.

Cyclone Gabrielle put local drain networks under enormous pressure, with Wairoa District Council using the opportunity to reset and ensure the stormwater and wastewater networks are running at optimal quality and to upgrade where needed.

Drains have been cleaned out, checked, repaired and details compared against the database and updated where necessary.

The situation is constantly changing, and stored information is only as good as the data fed in. By checking on the ground now, we can ensure we have an accurate picture.

We are also looking at how drains have been set up historically. In town, all our stormwater drains go into the river, so when the river is in a flood, the drainage flow stops and sometimes comes back, which can flood town streets.



SERVICE UPDATE



- No rural rubbish collection from Lake Road today



ROAD CLOSED



Ruapapa Road remains closed until further notice
22/01/2026 3pm



ADVENTURE TRACKS



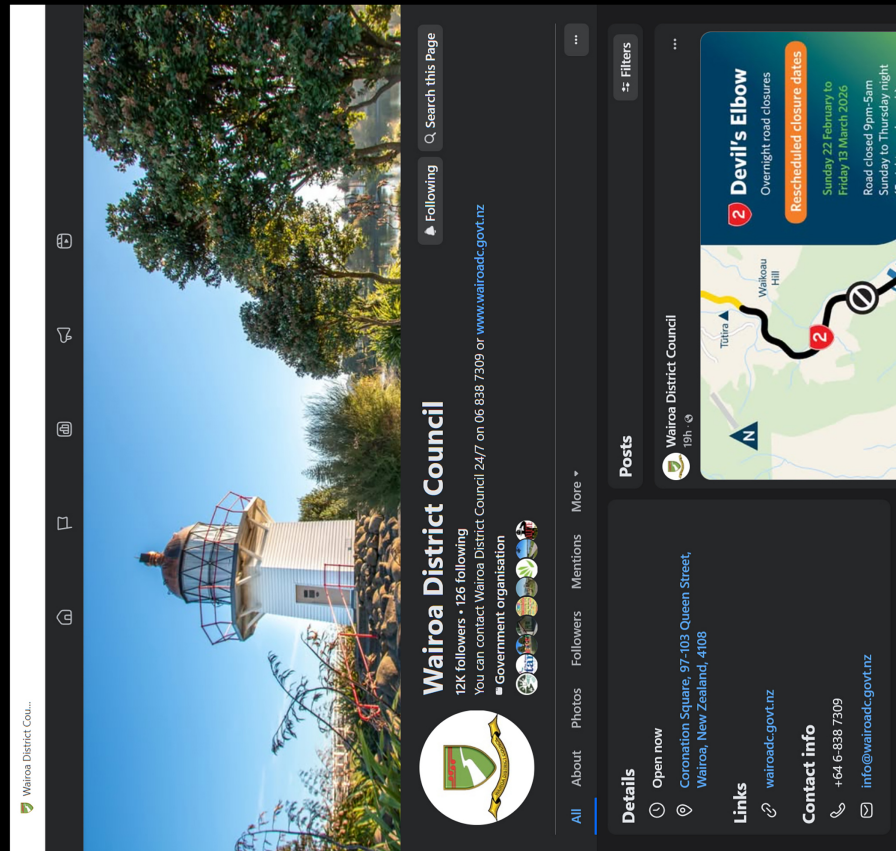
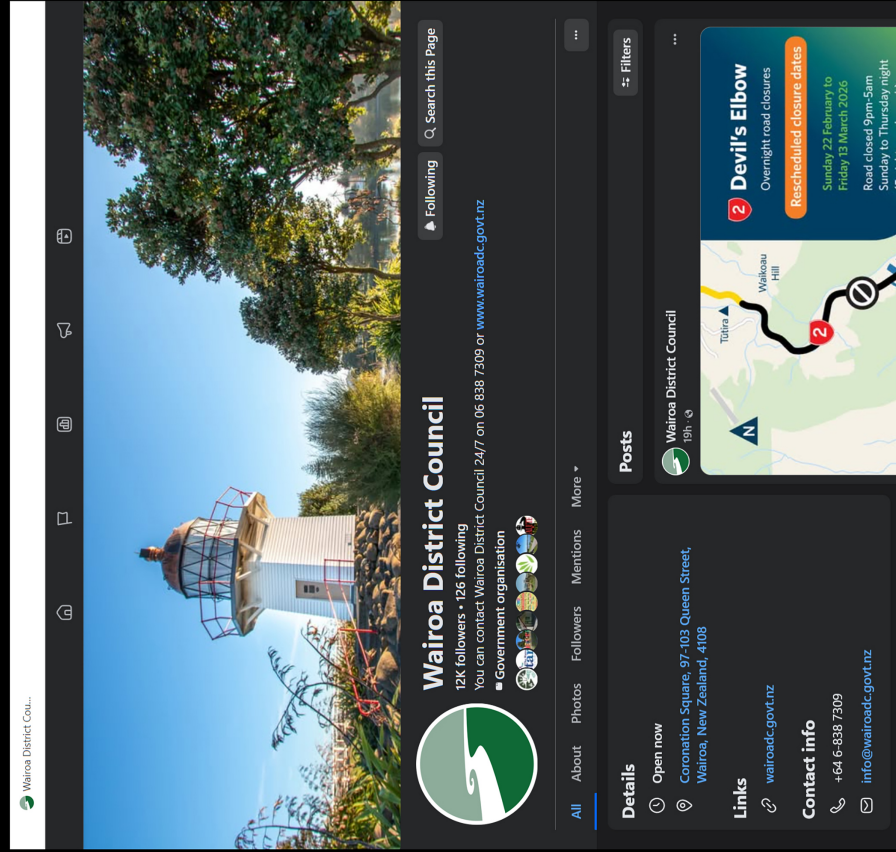
WAIROA
DESTINATIONS

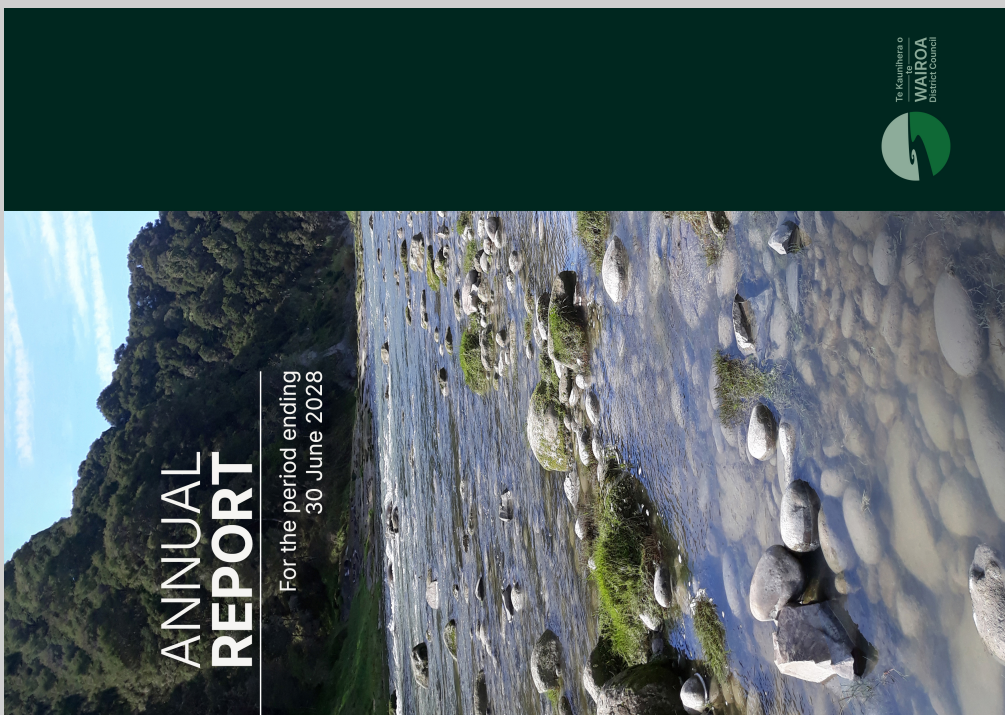
- Waikaremoana Great Walk** 44 km
 - Off the beaten track
 - 3 nights
- Lake Waikareiti Track** 3.5 km
 - Walk through ancient forest
 - 2 hours
- Papakorito Falls Track** 0.5 km
 - Spectacular Vista
 - 2 mins
- Whakamahia** 7.7 km
 - Walk or Cycle
 - 0.5-1.5 hrs

Your adventure starts here!

iSite +64 (6) 838 7440
www.visitwairoa.co.nz

Maximising available space in avatars, favicons and app icons





Ngā mihi mō tō koutou wā.
Thank you for your time.