



**CENTRAL  
HAWKE'S BAY**  
DISTRICT COUNCIL



## Strategy and Wellbeing Committee Meeting Agenda

Thursday, 22 October 2020

9:00am

Council Chamber

28-32 Ruataniwha Street, Waipawa

*Together we Thrive! E ora ngātahi ana!*

## Order Of Business

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- 1 **KARAKIA**
- 2 **APOLOGIES**
- 3 **DECLARATIONS OF CONFLICTS OF INTEREST**
- 4 **STANDING ORDERS**

**RECOMMENDATION**

THAT the following standing orders are suspended for the duration of the meeting:

- 21.2 Time limits on speakers
- 21.5 Members may speak only once
- 21.6 Limits on number of speakers

And that Option C under section 22 General procedures for speaking and moving motions be used for the meeting.

Standing orders are recommended to be suspended to enable members to engage in discussion in a free and frank manner.

**5 CONFIRMATION OF MINUTES**

Strategy and Wellbeing Committee Meeting - 27 August 2020

**RECOMMENDATION**

That the minutes of the Strategy and Wellbeing Committee Meeting held on 27 August 2020 as circulated, be confirmed as true and correct.

**MINUTES OF CENTRAL HAWKES BAY DISTRICT COUNCIL  
STRATEGY AND WELLBEING COMMITTEE MEETING  
HELD AT THE COUNCIL CHAMBER, 28-32 RUATANIWHA STREET, WAIPAWA  
ON THURSDAY, 27 AUGUST 2020 AT 9:00 AM  
LIVE STREAMED VIA ZOOM AND FACEBOOK**

**PRESENT:** Deputy Mayor (Chair) Kelly Annand  
Mayor Alex Walker  
Kaiārahi Matua Roger Maaka  
Cr Jerry Greer  
Cr Kate Taylor  
Cr Exham Wichman  
Cr Tim Aitken  
Cr Brent Mugeridge  
Cr Gerard Minehan

**IN ATTENDANCE:** Monique Davidson (Chief Executive)  
Doug Tate (Group Manager, Customer and Community Partnerships)  
Joshua Lloyd (GM - Community Infrastructure and Development)  
Harry Robinson (Solid Waste Manager)  
Courtney Henderson (Communications and Engagement Manager)  
Brent Chamberlain (Chief Financial Officer)

Dennis and Rita - Ongaonga Historical Society  
Sally Chandler (Community Engagement Coordinator) – Enviro Schools  
Amy Davidson (CHB EnviroSchools Facilitator).

**1 APOLOGIES**

Nil

**2 DECLARATIONS OF CONFLICTS OF INTEREST**

Nil

**3 STANDING ORDERS**

**COMMITTEE RESOLUTION**

Moved: Cr Gerard Minehan

Seconded: Cr Kate Taylor

THAT the following standing orders are suspended for the duration of the meeting:

- 20.2 Time limits on speakers
- 20.5 Members may speak only once
- 20.6 Limits on number of speakers

And that Option C under section 21 General procedures for speaking and moving motions be used for the meeting.

Standing orders are recommended to be suspended to enable members to engage in discussion in a free and frank manner.

**CARRIED**

#### 4 CONFIRMATION OF MINUTES

**COMMITTEE RESOLUTION**

Moved: Cr Jerry Greer  
Seconded: Cr Exham Wichman

That the minutes of the Strategy and Wellbeing Committee Meeting held on 2 July 2020 as circulated, be confirmed as true and correct.

**CARRIED**

#### 5 REPORT SECTION

##### 5.1 STRATEGY AND WELLBEING COMMITTEE MONITORING REPORT

**PURPOSE**

The purpose of this report is for the Strategy and Wellbeing Committee to receive a report on the progress of key committee priorities.

**COMMITTEE RESOLUTION**

Moved: Cr Tim Aitken  
Seconded: Cr Kate Taylor

That, having considered all matters raised in the report, the report be noted.

**CARRIED**

Councillor Greer tabled the document *Strategy and Wellbeing Committee – Priority Revolving Deep Dive* and presenting the content attached:



20200827 Strategy  
and Wellbeing Comm

##### 5.2 COMMITTEE RESOLUTION AND ACTIONS MONITORING REPORT

**PURPOSE**

The purpose of this report is to present to the Committee the Strategy and Wellbeing Resolution Monitoring Report. This report seeks to ensure the Committee has visibility over work that is progressing, following resolutions from Committee.

**COMMITTEE RESOLUTION**

Moved: Cr Exham Wichman  
Seconded: Cr Kate Taylor

That, having considered all matters raised in the report, the report be noted.

**CARRIED**

### 5.3 DROUGHT AND COVID-19 RESPONSE UPDATE

#### PURPOSE

The purpose of this report is to update the Committee on the Drought and Covid-19 Response.

#### COMMITTEE RESOLUTION

Moved: Cr Gerard Minehan

Seconded: Cr Jerry Greer

That, having considered all matters raised in the report, the report be noted.

**CARRIED**

Mr Ireson presented the report.

Chair Annand declared in the interest of transparency that she is the General Manager of Connect Driver Licencing referencing page 26 of the Agenda.

The small block holders Field Day was noted as a success and commendation offered to Kate Luff for her part in the organisation of the Day.

Mayor Walker asked Officers what further support they could provide to the work involved with the recovery from Covid-19 and the 2020 CHB drought. Officers thanked the Council for their continued support and outlined the resources the Council have committed to the recovery. It was noted that there is an extensive amount of work happening and as the Covid-19 Alert Levels escalate and deescalate, the Council responds in like. If the CHB District was to escalate to a higher alert level it is imperative that Council plan for and have awareness of the impacts on the recovery.

Preparation has begun for the possibility of further drought emergency.

An update on the Mayoral fund subsidy (\$50,000) on transport will be brought to the next Committee meeting and added to the Recovery Status Report. An update from the HBRC will also be included in the report.

It is noted that the Farmstrong Comedy Event formerly postponed is to be rescheduled when the Alert Level scale (Covid-19) decreases.

#### 5.4 APPOINTMENT OF INAUGURAL COUNCIL TRUSTEES OF NGA ARA TIPUNA KI TAMATEA TRUST

##### PURPOSE

The matter for consideration by the Council is the appointment of inaugural Council Trustees to the Ngā Ara Tipuna Ki Tamatea Trust, as the entity that will operate the project Ngā Ara Tipuna and be the owner of the built assets from the project.

##### COMMITTEE RESOLUTION

Moved: Cr Brent Muggeridge

Seconded: Cr Tim Aitken

That having considered all matters raised in the report:

- a) That Council appoints Councillor Kelly Annand and Councillor Exham Wichman as its inaugural Trustee appointments of a new Trust entity to be called Ngā Ara Tipuna Ki Tamatea, being established by Te Taiwhenua o Tamatea.

**CARRIED**

At 9.32am Mayor Walker took the position of Chair as Deputy Mayor Annand is to be considered for appointment to the Trust.

Mr Tate presented the report.

The intent of the business case is that the Trust is self-funding and self-operating. Revenue creating opportunities will be investigated. The Trust is a charitable trust.

Dr Maaka confirmed that Hapu and Taiwhenua represented would be delighted to see the recommended appointees appointed.

Appointment of Council appointees will remain a matter of the Council. As a landowner, Council will always have input and oversight of the Ngā Ara Tipuna project.

Council appointees to the Trust will provide updates to the Committees and the Council.

Councillor Annand and Wichman abstained from voting.

Councillor Wichman and Deputy Mayor Annand accepted the appointment.

Mayor Walker handed the Chair back to Deputy Mayor Annand at 9.45am.

## 5.5 LONG TERM PLAN - STRATEGIC DIRECTION REFRESHER

### PURPOSE

On Thursday 23 April Council workshopped our strategic direction for the Long Term Plan. This report provides an opportunity for Elected Members to revisit that discussion, and the direction that was provided. It also outlines options should changes wish to be made to community outcomes and/or focus areas.

### COMMITTEE RESOLUTION

Moved: Mayor Alex Walker  
Seconded: Cr Gerard Minehan

**That, having considered all matters raised in the report, the report be noted.**

**CARRIED**

Mrs Davidson spoke to the report.

Courtney Henderson will be providing an updated report to Council at Council Workshop on the 10<sup>th</sup> September 2020. Due to the impacts of Covid-19 on pre-engagement consultation timelines it is encouraged that the Council continue to engage with the community and feedback to Management.

## 5.6 ADOPTION OF SIGNIFICANCE AND ENGAGEMENT POLICY

### PURPOSE

The matter for consideration by the Council is the adoption of an amended Significance and Engagement Policy.

### COMMITTEE RESOLUTION

Moved: Cr Tim Aitken  
Seconded: Mayor Alex Walker

**That having considered all matters raised in the report:**

- a) That the Significance and Engagement Policy, subsequent to minor amendments being made as noted in the minutes, be adopted, and come into effect from Friday 28 August 2020.

**CARRIED**

Mrs Davidson presented the report.

The THRIVE values are to be interwoven into the Policy introduction as an amendment before the Policy comes into effect 28 August 2020.

An appendix to the Policy will list assets, particularly those where there is ambiguity around what is a strategic asset.

**5.7 GOVERNANCE POLICIES - DELETIONS AND CHANGES****PURPOSE**

The matter for consideration by the Council is the updating of governance policies.

**COMMITTEE RESOLUTION**

Moved: Mayor Alex Walker

Seconded: Cr Brent Muggeridge

**That having considered all matters raised in the report:**

- a) The following policies be deleted:**
  - a. Civil Defence policy.**
  - b. Footpaths policy.**
  - c. Libraries policy.**
  - d. Provisional Local Alcohol policy 2015.**
  - e. Regional Funding for Tourism Funding and Promotion policy.**
  - f. Regulatory Policy.**
- b) The following policies are dropped to operational-level policies:**
  - a. Archives and Records policy.**
  - b. Complaints and Compliments policy.**
  - c. Submissions and Petitions policy.**

**CARRIED**

The policies to be deleted have been superseded by new/amended policies or incorporated into other overarching policy. The recommendation is to administratively organise policies by taking the recommended actions.

Mayor Walker spoke to the motion outlining that the resolved actions are part of further work in progress reframing the Council's Policy Framework.

## 5.8 COMMUNITY PRIDE AND VIBRANCY APPLICATION - ONGAONGA MARKET AND FAIR

### PURPOSE

The matter for consideration by the Committee is to assess the Community Pride and Vibrancy Fund application submitted by the Ongaonga Historical Society for the Ongaonga Market and Fair.

### COMMITTEE RESOLUTION

Moved: Cr Kate Taylor

Seconded: Cr Gerard Minehan

That having considered all matters raised in the report:

- a) That the Committee approves the Ongaonga Market and Fair Application for funding of \$1,000 from the community pride and vibrancy fund.

**CARRIED**

Bridget Cover presented the report taken as read.

Nett profit from last year's event has been invested into the renovation of the historical Cole's Building in Ongaonga.

## 5.9 COMMUNITY PRIDE AND VIBRANCY APPLICATION - WAIPAWA SPRING FESTIVAL AND DUCK DAY - 25 YEARS

### PURPOSE

The matter for consideration by the Committee is to assess the Community Pride and Vibrancy Fund application submitted by the Spring Festival Duck Day Committee.

### COMMITTEE RESOLUTION

Moved: Cr Exham Wichman

Seconded: Cr Kate Taylor

That having considered all matters raised in the report:

- a) That the Committee approves the Spring Festival Duck Day Application and grants funds of \$2000 from the Community Pride and Vibrancy Fund.

**CARRIED**

Councillor Muggeridge voted against the motion and asked that his vote be noted reason being the increase in grant value from \$1000.00 to 2000.00.

Bridget Cover presented the report taking the report as read.

Councillor Wichman introduced the motion :

*That the Committee approves the Spring Festival Duck Day Application and grants funds of \$2000 from the Community Pride and Vibrancy Fund*

proposing an increase of the grant from \$1000 to \$2000 due to the significance of the 25 year anniversary of the Waipawa Spring Festival and Duck Day.

It is noted that Officers ascertained the fund can sustain the increase in grant amount.

The Chair requested that the Community Pride and Vibrancy Fund Policy be brought back to the table as a revised Policy for consideration.

The most current version of the Policy will be circulated to Committee Members for their perusal before review.

## **5.10 PROPOSAL TO PROVIDE UNDERWRITE FOR THE ONGAONGA HISTORICAL SOCIETY'S FUNDRAISING FOR THE COLES BUILDING**

### **PURPOSE**

The matter for consideration by the Council is the provision of an under write of up to \$35,000 for the Ongaonga Historical Society's fundraising of the Historic Coles Building. This would enable the Society to meet the requirement of 33.3% of co-funding to progress an application to the Lottery Environment and Heritage Fund.

### **COMMITTEE RESOLUTION**

Moved: Cr Brent Muggeridge

Seconded: Cr Gerard Minehan

That having considered all matters raised in the report:

1. That the Committee approves the underwrite of up to \$35,000 for the restoration of the Coles Building subject to the following conditions:
  - a) The Ongaonga Historic Society continue with their fundraising as planned with the intention of funding the full co-funding amount required.
  - b) That no underwrite shall be paid out and no construction will commence until such a time as a further report is approved by Council to release any required underwrite.

**CARRIED**

Dennis and Rita of the Ongaonga Historical Society joined the meeting at the beginning of item 5.8.

Further external funding applications made by the Ongaonga Historical Society were discussed and noted.

Restoration of the Coles building looks to be completed by October 2021. The benefit of the underwrite was discussed and deliberated as a beneficial extension of the celebration and preservation of the historical status and value of the Ongaonga village.

The Chair requested that the review of the Community funding and Grants Policy, as noted in the minutes, have provision within the policy regarding the precedence set by recent resolutions to underwrite significant community projects.

*The meeting adjourned for refreshment break at 11:00am*

*The meeting resumed at 11:20am.*

Item 5.12 moved forward in the order of business. Item 5.11 was presented following 5.12.

## 5.11 ADOPTION OF MAORI ENGAGEMENT STRATEGY

### PURPOSE

The purpose of this report is for Council to consider the adoption of the Maori Engagement Strategy.

### COMMITTEE RESOLUTION

Moved: Cr Kate Taylor  
Seconded: Mayor Alex Walker

That having considered all matters raised in the report:

- a) That the Strategy and Wellbeing Committee adopt the Maori Engagement Strategy.

**CARRIED**

Mrs Davidson presented the report.

Requested that Pou Tahi be amended to include staff and “elected members” as the strategy intends.

The Committee concurred that the Strategy is a living and binding document that the Committee and Council commit to uphold, engage, and implement.

Kaiārahi Matua addressed the Committee stating that the Tūhono mai Tūhono atū —Māori Engagement Strategy is a forward looking, living document that will grow and evolve over time, a document that reflects the constructive relationship between tangata whenua and Council. Further that as Tamatea – CHB finds its way, this Strategy is a tool in the District’s toolbox to implement engagement in community.

## 5.12 ENVIROSCHOOL'S UPDATE REPORT 2019/2020

### PURPOSE

The attached report serves to inform the elected members of the work that our partners in education, Enviroschools have achieved during the last twelve months.

### COMMITTEE RESOLUTION

Moved: Cr Gerard Minehan  
Seconded: Cr Kate Taylor

That, having considered all matters raised in the report, the report be noted.

**CARRIED**

Sally Chandler (Community Engagement Coordinator) and Amy Davidson (CHB Enviroschools Facilitator) presented the report to the Committee.

Committee members discussed with presenters the opportunity to extend the programme to involve urban schools.

It was requested that future funding requirements for Enviroschools be incorporated into the CHBDC Long Term Plan.

**6 DATE OF NEXT MEETING**

**COMMITTEE RESOLUTION**

Moved: Cr Gerard Minehan

Seconded: Cr Tim Aitken

That the next meeting of the Central Hawke's Bay District Council be held on 22 October 2020.

**CARRIED**

**7 TIME OF CLOSURE**

The Meeting closed at 12:09pm.

**The minutes of this meeting were confirmed at the Strategy and Wellbeing Committee Meeting held on 22 October 2020.**

.....  
**CHAIRPERSON**

## 6 REPORT SECTION

### 6.1 STRATEGY AND WELLBEING COMMITTEE MONITORING REPORT

**File Number:** COU1-1411

**Author:** Monique Davidson, Chief Executive

**Authoriser:** Monique Davidson, Chief Executive

**Attachments:** Nil

#### RECOMMENDATION

**That, having considered all matters raised in the report, the report be noted.**

#### PURPOSE

The purpose of this report is for the Strategy and Wellbeing Committee to receive a report on the progress of key committee priorities.

#### SIGNIFICANCE AND ENGAGEMENT

This report is provided for information purposes only and has been assessed as not significant.

#### BACKGROUND

Following the 2019 Triennial Local Body Elections, Council took the time to reset Council priorities, and agree on priorities for Committees.

The purpose of the Strategy and Wellbeing Committee is to determine specific outcomes that need to be met to deliver on the vision and direction of Council, and set in place the wellbeing strategies, policies and work programmes to achieve set goals and targets.

To develop, approve, review and recommend to Council (where applicable) statutory and nonstatutory policy, plans, bylaws and strategies to:

- Focus on the social, economic, cultural and environmental wellbeing of Central Hawke's Bay through the development of vision and strategy while identifying and promoting community aspirations.
- Integrate an all of wellbeing approach to strategy, plan and policy development.
- Have effective statutory plans and bylaws to protect the community through a focus on the social, economic, cultural and economic wellbeings.

The Strategy and Wellbeing Committee is responsible for:

- developing and adopting strategies, plans and policies that advance the Council's vision and goals, and comply with the purpose of the Local Government Act
- monitoring the implementation and effectiveness of strategies, plans and policies
- monitoring the success of the key strategic relationships that support the implementation of key wellbeing related initiatives

- general coordination of Council policy and decisions.

The Strategy and Wellbeing Committee has delegations to:

- develop and adopt strategies, plans and policies that advance the Council's vision and goals, and comply with the purpose of the Local Government Act.
- monitor the implementation and effectiveness of strategies, plans and policies.
- make full decisions on the distribution of the Pride and Vibrancy Fund, Environmental and Sustainability Fund and any other contestable community fund.
- receive decisions of the Creative New Zealand Committee and CVOS Committee.
- make recommendations to council regarding the distribution of Ruataniwha and Aramoana/Ruahine Ward Reserves.

The Committee has delegations to establish a special committee, working group or community forum as needed.

## DISCUSSION

The monitoring report which provides an update on the key priorities of the Committee is below:

Key Priority	Elected Member	Responsible Officer	Progress Update
<ul style="list-style-type: none"> <li>• Lead and monitor the implementation of the Waste-Free CHB Strategy.</li> </ul>	Cr Minehan Dr. Maaka Cr Taylor	Josh Lloyd	<p>On Track</p> <p>Collective efforts and initiatives under the banner of environmental and waste management have been branded as 'Waste Free CHB' (a listed Council Priority). The initiatives completed or in progress include the 2019 WMMP, 2019 Environmental and Sustainability Strategy, 2020 Section 17a Review, 2020 targeted Communications Campaign and recent contractor performance improvements.</p> <p>Focus is currently being applied to operational efficiencies and challenges which may include some changes to collections. The section 17a Review also remains a priority and is currently experiencing delays as changing markets have made forecasting future costs for service changes difficult.</p>

Key Priority	Elected Member	Responsible Officer	Progress Update
<ul style="list-style-type: none"> <li>Lead the delivery of the Social Housing Strategic Framework.</li> </ul>	Cr Wichman Prof Maaka Cr Minehan Cr Annand	Doug Tate	<p>On Track</p> <p>Following this Committee meeting will be the adoption of the preferred way forward for the retirement housing Section 17a review in an extraordinary Council meeting.</p> <p>A successful site visit in Napier and Hastings of Kainga ora sites, including the typology and houses planned for Porangahau Road.</p> <p>Close liaison on the development of the KO Porangahau Road site continues.</p>

Key Priority	Elected Member	Responsible Officer	Progress Update
<ul style="list-style-type: none"> <li>Monitor the implementation of the Economic Development Strategy.</li> </ul>	Cr Aitken Cr Greer	Craig Ireson	<p>Implementation of the action plan is on track.</p> <p>The implementation of the actions within the strategy has been put forward as one of the measures of levels of service in the (Draft) LTP. This will enable a yearly work programme to be developed which outlines the actions to be prioritised for that coming year, and reported back through the Council's quarterly and annual reporting.</p> <p><b>The following actions have been a focus of the previous reporting period, and will remain a focus for the next period:</b></p> <ul style="list-style-type: none"> <li>The Tourism Infrastructure Needs Assessment has been completed and will be presented to the Strategy and Wellbeing Committee for adoption on 22 October.</li> <li>Ngā Ara Tipuna has secured 98% of its funding with recent success of \$200k from ECCT. Business planning for the Hapū led cultural tourism initiatives continue at pace. Filming has been completed, and fabrication of the structures has begun.</li> <li>The vegetation management contract has come to an end with success over the agreed deliverables with MBIE in regards to obtaining employment outcomes for those affected by Covid-19 and Drought.</li> <li>Porangahau-Wimbledon project now sits with the newly established PMO, but continues to have Economic Development team oversight, especially regarding the Wanstead Swamp Business Case for MFE funding.</li> <li>Funding has been secured from the PGF to upgrade the Tuki Tuki Trails and a Trails master plan has been developed; project implementation planning continues.</li> <li>Funding has been secured from the PGF for the Regional Digital Hub; project implementation planning continues.</li> </ul> <p>Council is also working with MPI and TPK on assisting Māori land owners with access to funding for land use diversification.</p>

Key Priority	Elected Member	Responsible Officer	Progress Update
<input type="checkbox"/> Monitor the implementation of the Environmental Strategy.	Cr Aitken Dr Maaka Cr Greer Cr Annand	Josh Lloyd	<p><b>Off Track</b></p> <p>The Environmental and Sustainability Strategy adopted in 2019 contains a series of actions/initiatives over a five year period. The delay of the Section 17a strategy means Officers are reporting this work as 'behind'. Plans are in place operationally to bring the Section 17a work back on track to influence future decision making for much of the solid waste activity prior to the end of the 2020 calendar year. With much focus currently on the Long Term Plan 2021 – 2031, more work is required to ensure the actions within the Environmental Strategy are gaining momentum.</p>
<input type="checkbox"/> Review the current Community Wellbeing Strategy and then monitor the implementation of a revised Social Development Strategy.	Cr Annand Cr Taylor	Doug Tate	<p><b>On track.</b></p> <p>The review of the Strategy is aimed for completion late this calendar year and will look to take advantage of learnings and connections made through COVID-19.</p> <p>Initial conversations with the Community Reference Group, indicate support for the approach including wellbeings.</p>
<input type="checkbox"/> Develop a Māori / Iwi Engagement Strategy.	Cr Wichman Dr Maaka Cr Annand	Monique Davidson	<p><b>Completed</b></p> <p>The Strategy and Wellbeing Committee at its 12 March 2020 meeting adopted the Māori Contribution to Decision Making Policy. Following the adoption of this Policy, the Committee workshopped and agreed on an approach to the development of a Māori Engagement Strategy. On the 27<sup>th</sup> August Council adopted, Tūhono mao Tūhono atū – The Māori Engagement Strategy will see the organisation focus on four key pou:</p> <p>Pou Tahī – Whiriwhiria Council – Iwi Relationships</p> <p>Pou Rua – Tikanga Language, Culture and Place</p> <p>Pou Toru – Oranga, People and Prosperity</p> <p>Pou Wha – Rauemi, Infrastructure and Resources</p> <p>To support the implementation of the strategy and the organisation in bringing the strategy to life additional investment has been provided for in the 2020/2021 financial year. The appointment of the Pou Whātuaia – Māori Relationships Manager has now been made.</p>

Key Priority	Elected Member	Responsible Officer	Progress Update
<input type="checkbox"/> Monitor development and implementation of Community Plans.	Cr Taylor Cr Minehan	Doug Tate	On track – Some delays due to COVID-19. Ongaonga – community engagement session held 8 August 2020.  Takapau community engagement session being planned, with the plan likely to now be in a Te Reo versions.

### IMPLICATIONS ASSESSMENT

This report confirms that the matter concerned has no particular implications and has been dealt with in accordance with the Local Government Act 2002. Specifically:

- Council staff have delegated authority for any decisions made;
- Council staff have identified and assessed all reasonably practicable options for addressing the matter and considered the views and preferences of any interested or affected persons (including Māori), in proportion to the significance of the matter;
- Any decisions made will help meet the current and future needs of communities for good-quality local infrastructure, local public services, and performance of regulatory functions in a way that is most cost-effective for households and businesses;
- Unless stated above, any decisions made can be addressed through current funding under the Long-Term Plan and Annual Plan;
- Any decisions made are consistent with the Council's plans and policies; and
- No decisions have been made that would alter significantly the intended level of service provision for any significant activity undertaken by or on behalf of the Council or would transfer the ownership or control of a strategic asset to or from the Council.

### NEXT STEPS

The Strategy and Wellbeing Committee will receive an updated monitoring report at its next meeting on the 22<sup>nd</sup> October 2020.

### RECOMMENDATION

**That, having considered all matters raised in the report, the report be noted.**

## 6.2 COMMITTEE RESOLUTION MONITORING REPORT

**File Number:** COU1-1411

**Author:** Bridget Gibson, Governance and Support Officer

**Authoriser:** Monique Davidson, Chief Executive

**Attachments:** 1. Resolution Monitoring Report [↓](#) 

### PURPOSE

The purpose of this report is to present to the Committee the Strategy and Wellbeing Resolution Monitoring Report. This report seeks to ensure the Committee has visibility over work that is progressing, following resolutions from Committee.

### RECOMMENDATION

**That, having considered all matters raised in the report, the report be noted.**

### SIGNIFICANCE AND ENGAGEMENT

This report is provided for information purposes only and has been assessed as not significant.

### DISCUSSION

The monitoring report is **attached**.

### IMPLICATIONS ASSESSMENT

This report confirms that the matter concerned has no particular implications and has been dealt with in accordance with the Local Government Act 2002. Specifically:

- Council staff have delegated authority for any decisions made;
- Council staff have identified and assessed all reasonably practicable options for addressing the matter and considered the views and preferences of any interested or affected persons (including Māori), in proportion to the significance of the matter;
- Any decisions made will help meet the current and future needs of communities for good-quality local infrastructure, local public services, and performance of regulatory functions in a way that is most cost-effective for households and businesses;
- Unless stated above, any decisions made can be addressed through current funding under the Long-Term Plan and Annual Plan;
- Any decisions made are consistent with the Council's plans and policies; and
- No decisions have been made that would alter significantly the intended level of service provision for any significant activity undertaken by or on behalf of the Council, or would transfer the ownership or control of a strategic asset to or from the Council.

### NEXT STEPS

An updated Resolution Monitoring Report will be presented at the next Committee meeting in 2021.

### RECOMMENDATION

**That, having considered all matters raised in the report, the report be noted.**



## STRATEGY AND WELLBEING COMMITTEE - RESOLUTION MONITORING REPORT MONITORING REPORT October 2020

Completed	
On Track	
Off Track	

Item	Committee Resolution or Action	Resolution Date	Responsible Officer	Progress Report
Adoption of Growth Assumption Scenario	a) That the Strategy and Wellbeing Committee note feedback given by elected members but leave formal adoption of a growth scenario until Council meeting on 30 July, to allow further advice to be considered before the adoption of a growth scenario.	2/07/2020	Doug Tate	Completed - Council adopted the high growth scenario at its July Meeting.
Appointment of Inaugural Council Trustees of Nga Ara Tipuna Ki Tamatea Trust	That Council appoints Councillor Kelly Annand and Councillor Exham Wichman as its inaugural Trustee appointments of a new Trust entity to be called Nga Ara Tipuna Ki Tamatea, being established by Te Taiwhenua o Tamatea.	27/08/2020	Doug Tate	Completed - The Trust documents are now with Councils Lawyers for submission to the Department of Internal Affairs.
Community Pride and Vibrancy Application - Ongaonga Market and Fair	a) That the Committee approves the Ongaonga Market and Fair Application for funding of \$1,000 from the community pride and vibrancy fund.	27/08/2020	Bridget Cover	Completed - Notified recipient of the result and the grant has been distributed as per the committee's resolutions.
Community Pride and Vibrancy Application - Waipawa Spring Festival and Duck Day - 25 Years	a) That the Committee approves the Spring Festival Duck Day Application and grants funds of \$2000 from the Community Pride and Vibrancy Fund.	27/08/2020	Bridget Cover	Completed - Notified recipient of the result and the grant has been distributed as per the committee's resolutions.

Proposal to Provide Underwrite for The Ongaonga Historical Society's Fundraising for The Coles Building	<p>That the Committee approves the underwrite of up to \$35,000 for the restoration of the Coles Building subject to the following conditions:</p> <p>a) The Ongaonga Historic Society continue with their fundraising as planned with the intention of funding the full co-funding amount required.</p> <p>b) That no underwrite shall be paid out and no construction will commence until such a time as a further report is approved by Council to release any required underwrite.</p>	27/08/2020	Doug Tate	On track - we are yet to hear the result of the Ongaonga Historical Society's Fundraising application.
Proposal to Provide Underwrite for The Ongaonga Historical Society's Fundraising for The Coles Building	that the review of the Community funding and Grants Policy, as noted in the minutes, have provision within the policy regarding the precedence set by recent resolutions to underwrite significant community projects.	27/08/2020	Bridget Cover	On track- a report is being presented at this meeting to address part of the resolution. A further report will be tabled in the new year..
Enviroschool's Update Report 2019/2020	It was requested that future funding requirements for Enviroschools be incorporated into the CHBDC Long Term Plan.	27/08/2020	Harry Robinson	On Track - To be included in that LTP that is currently being progressed.

### 6.3 ADOPTION OF CENTRAL HAWKE'S BAY TOURISM DESTINATION MANAGEMENT PLAN AND NEEDS ASSESSMENT

**File Number:**

**Author:** Craig Ireson, Economic Development Lead

**Authoriser:** Monique Davidson, Chief Executive

**Attachments:** 1. **Tourism Destination Management Plan and Needs Assessment 2020**  

#### PURPOSE

The matter for consideration by the Council is the adoption of the Central Hawke's Bay Tourism Destination Management Plan and Needs Assessment.

#### RECOMMENDATION FOR CONSIDERATION

That having considered all matters raised in the report:

- a) **That Council adopt the Central Hawke's Bay Tourism Destination Management Plan and Needs Assessment 2020.**

#### BACKGROUND

In 2019 Council received \$400,000 from the Tourism Infrastructure Fund (TIF) to improve water storage and upgrade a toilet block at Te Paerahi. The success of this funding was based on a significant body of evidence and a compelling case for investment driven by both community and visitor growth.

The Provincial Growth Fund (PGF) funded Economic Development Action Plan identified 12 priority actions for tourism, one of which was 'undertake a district wide assessment of tourism infrastructure including a gap analysis.' This assessment would be a pre-requisite for future funding from the TIF, and would ensure that subsequent applications could be as compelling a case for investment, as the initial Te Paerahi project.

The decision was made to apply to the TIF for the funding to undertake this assessment, and we were successful with \$50,000 funding.

We engaged the consultants Veros/Isthmus as part of Integrated Spatial Plan procurement to ensure alignment and consistency with the Integrated Spatial Plan. As we were preparing to initiate the assessment work in March the context and tourism landscape changed due to COVID-19.

We then had an opportunity to re-position the TINA to respond to domestic market opportunities, an approach which was endorsed in the COVID-19 economic recovery plan as well as agreed by TIF.

Based on this changing situation, we have strategically responded by delivering a more versatile document. A 'Destination Plan and Need Assessment' – which is an intentional combination between an MBIE aligned Destination Management Plan and an Infrastructure Needs Assessment.

It is designed to be flexible by providing direction to enhancing the visitor economy and guide both the public and private sector decision making.

The plan outlines Central Hawke's Bay's current visitor economy and examines the destination strengths of the District. It identifies several 'hero experiences' which Council could focus on to grow the visitor economy, as well as target markets which would be interested in these experiences. It then creates itineraries for these markets and experiences. Lastly, it creates an action plan to develop supporting 'hard and soft' infrastructure to support the development of these experiences.

The plan creates a clearly articulated work programme which will support future funding applications to the TIF and other funds, and provides guidance to the Central Hawke's Bay

Tourism Coordinator’s work programme. Aspects of the plan which require Council investment, such as welcome signage and promotional material has been incorporated into the Economic Development Activity Management Plan and LTP budgets. Other actions require further co-funding investment or partnership inputs, such as Hawke’s Bay Tourism’s allocation of Tourism New Zealand COVID-19 recovery marketing funding for developing an image library.

The plan was workshopped with Council previously at a Strategy and Wellbeing Committee meeting on 27 August, and has had extensive stakeholder input.

We are seeking endorsement and adoption of this plan from Council so that the work programme can be implemented as part of the visitor/tourism work stream of the Economic Development programme of work.

**RISK ASSESSMENT AND MITIGATION**

There is minimal risk in adopting this plan, as there is an additional step required for the implementation for each of the action plan priorities whereby they would need to be projectised, costed, and if necessary brought back to Council for decision.

Not adopting the plan would result in the risk of Council having to refund \$50,000 to the TIF

**FOUR WELLBEINGS**

The adoption of the Destination Management Plan and Needs Assessment will enable Council to deliver upon social and economic well-being for our community. It helps position the District to take advantage of the growing interest and investment in domestic tourism.

Further, it helps Council understand what investment it will be required to make to support sustainable tourism, or where tourism decisions may impact negatively upon environmental outcomes and therefore need to be de-prioritised. Hero experiences including Māori cultural tourism (Ngā Ara Tipuna included) and Ongaonga historic village will contribute to the cultural well-being of our community.

**DELEGATIONS OR AUTHORITY**

Council has the authority to make this decision.

**SIGNIFICANCE AND ENGAGEMENT**

In accordance with the Council's Significance and Engagement Policy, this matter has been assessed as having some significance

**OPTIONS ANALYSIS**

	<u><b>Option 1</b></u>	<u><b>Option 2</b></u>
	<b>Adoption of the Destination Management Plan and Needs Assessment</b>	<b>Do not adopt of the Destination Management Plan and Needs Assessment</b>
<b>Financial and Operational Implications</b>	There are no financial implications for this option as each of the actions in the plan would need to be separately projectised, costed and brought to Council for decision.	There are no financial implications for this option, except if Council was to reject the plan we would have to re-do this again at our own cost or re-pay the investment from the TIF.

<b>Long Term Plan and Annual Plan Implications</b>	There are a number of projects that will help shape the future of Tourism in Central Hawke's Bay. Alongside the Economic Development Action Plan, funding has also been proposed in the Draft 2021 Long Term Plan for the implementation of aspects of the plan.	There are no LTP or AP implications for this option. Council may have to consider the return of funds to MBIE if the plan is not accepted.
<b>Promotion or Achievement of Community Outcomes</b>	This option promotes the aspirations of various Central Hawke's Bay communities to develop a visitor economy and promote themselves.	This option does not meet the aspirations of our communities.
<b>Statutory Requirements</b>	Nil	Nil
<b>Consistency with Policies and Plans</b>	This option is consistent with the Economic Development Action Plan and the COVID-19 Economic and Social recovery plan	This option is inconsistent with the Economic Development Action Plan and the COVID-19 Economic and Social recovery plan

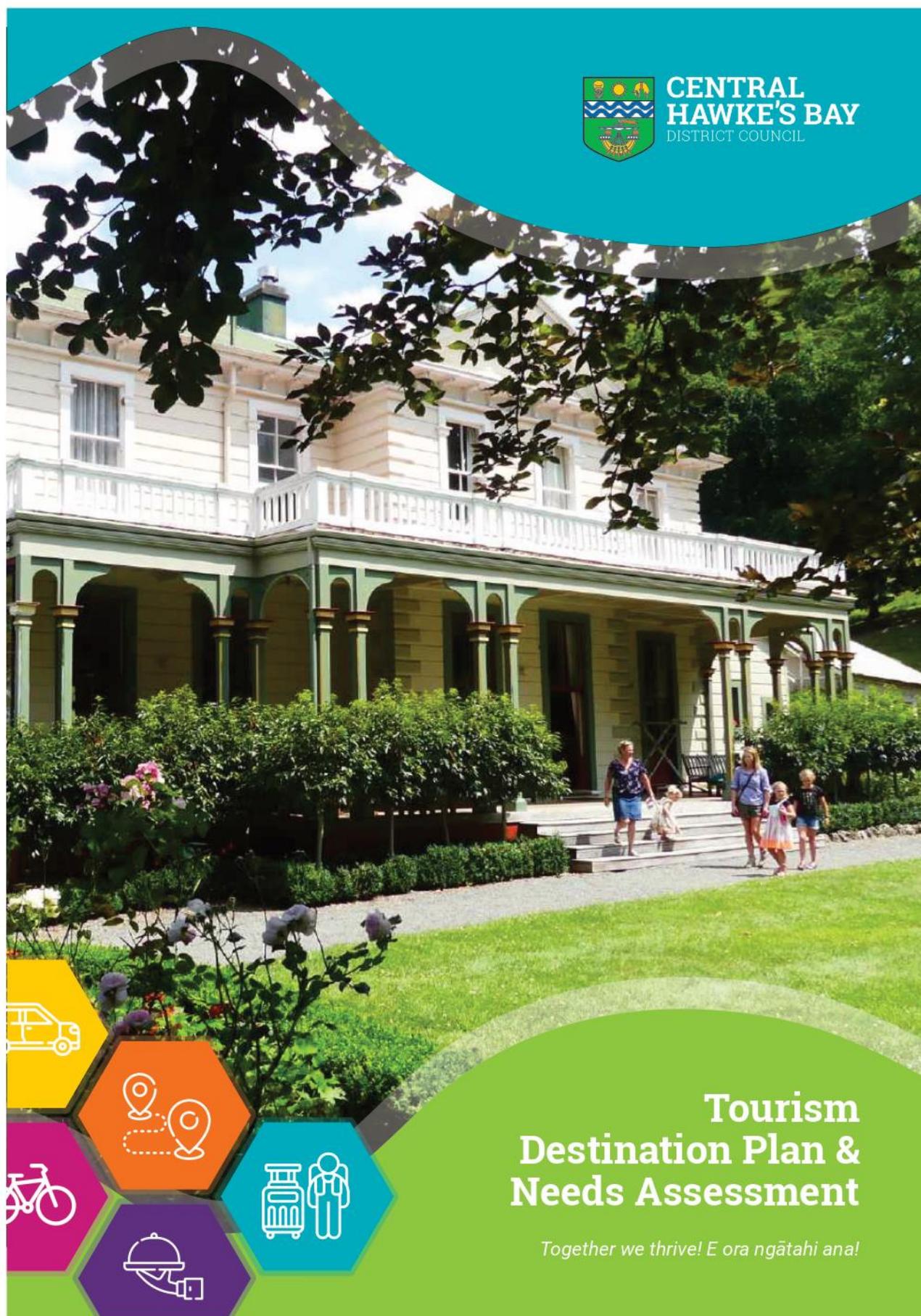
### Recommended Option

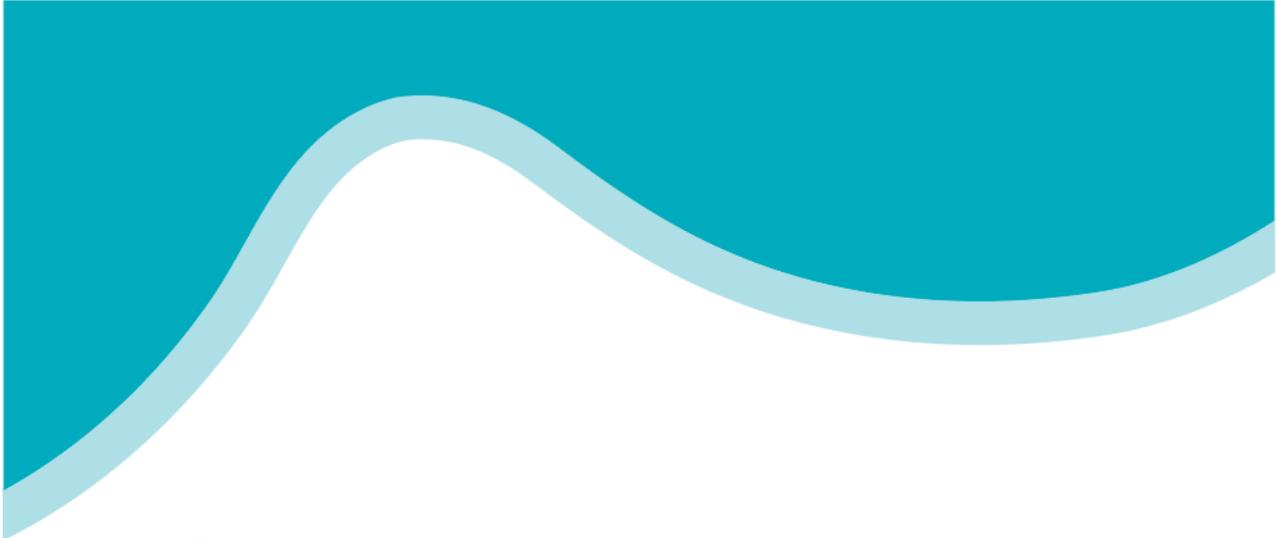
This report recommends **option One adoption of the Destination Management Plan and Needs Assessment** for addressing the matter.

### RECOMMENDATION

#### THAT HAVING CONSIDERED ALL MATTERS RAISED IN THE REPORT:

- a) That Council adopt the Central Hawke's Bay Tourism Destination Management Plan and Needs Assessment 2020.





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## Introduction

Central Hawke's Bay is New Zealand's undeveloped mountains to sea visitor destination. The unique stories of Central Hawke's Bay – both Māori and post European and landscapes provide rich layers of experience. At present visitors are predominantly 'local', from the wider Hawke's Bay region or just beyond. We think there is a social and economic opportunity to share our place more widely.

As we do this we want to protect the things that make our place so great to live in, including the places and experiences that make us so proud to be from here. Project Thrive provides really strong guide rails about what our community wants our future to look like. This document allows us to consider how the visitor economy can contribute to Project Thrive.

The current COVID-19 situation presents an ideal time to consider the Central Hawke's Bay's visitor economy. In a short period of time, the global pandemic has upended the national visitor economy presenting a mixture of challenges and opportunities. It has also driven New Zealanders to explore more of our own backyard.

We have time now to position Central Hawke's Bay to ensure that more visitors results in increased opportunities and prosperity, while mitigating any potential negative impact on our communities and places.

To bring this all together and respond for the success of Tourism in our District, we have created this

### **Destination Management Plan and Needs Assessment**

We acknowledge the support of the Ministry of Business, Innovation and Employment's Tourism Infrastructure Fund, which has enabled us to undertake this work.

### **Destination Management Planning**

Destination Management Planning considers the management of all aspects of a destination that contributes to a visitor's experience. It involves understanding the district's unique visitor proposition and the opportunities to capitalise on it, as well as the challenges facing its sustainable growth.

### **Infrastructure Needs Assessment**

The infrastructure needs assessment sits within the destination planning approach. It allows us to understand and develop key actions and investment requirements to address visitor sector challenges and capitalise on opportunities.

We have considered what a visitor is and what this document should be.

**A visitor is not just a tourist:** Although this document largely focuses on visitors as individuals or groups who visit the Central Hawke's Bay for pleasure, visitors are more than that. A visitor is also a person who visits the district for work, or to see friends and family, or stops to refuel their car.

**A living document:** This document is designed to be a living document. The visitor economy is continuously changing requiring the public and private sector to continuously plan for and adapt to change. This includes monitoring change and revising actions to positively respond to it.

**Good work has been already done:** This document builds on a variety of public and private sector work which has already considered and completed, including:

- Central Hawke's Bay Economic Action Plan 2019
- Central Hawke's Bay Tourism Growth and Development Economic Assessment 2019
- Pōrangahau Tourism Opportunities Feasibility Study 2019
- Central Hawke's Bay Draft Integrated Spatial Plan 2020.

## The Central Hawke's Bay Visitor Economy – A Current Snapshot

At present tourism in Central Hawke's Bay is characterised by low volume and low value visitors. Most visitors to the district are New Zealanders who mainly live in neighbouring districts.

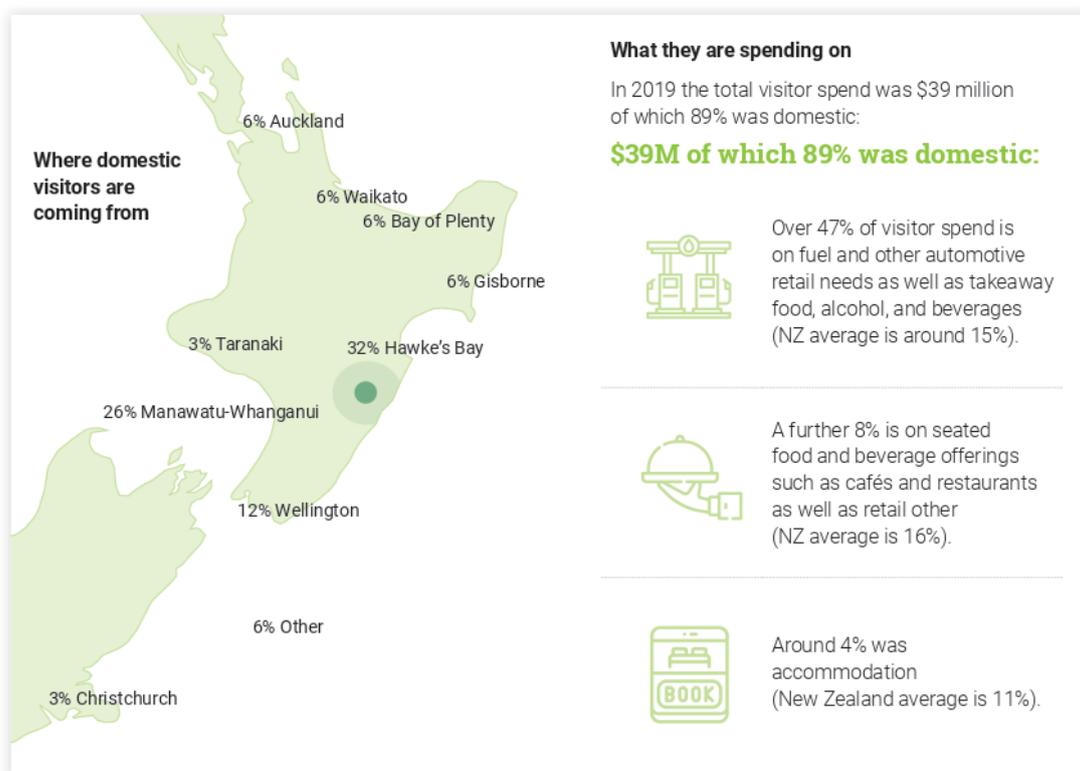
Examining visitor spend gives a strong indication of the nature of the visitor economy, the types of visitors to the district, as well as where they are going and what they are doing. In Central Hawke's Bay, a significant proportion of visitor-related spend is on fuel and over-the-counter food and beverages, which indicates that most visitors spending in the district are only stopping for short periods of time on their way to somewhere else.

### Our Visitors

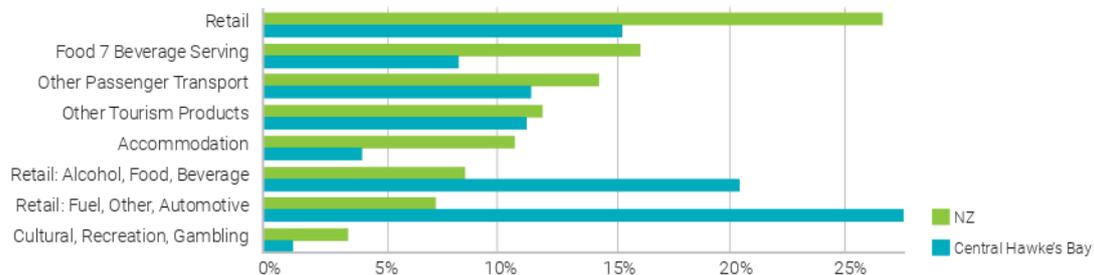
There are 60,000 visitors per year:



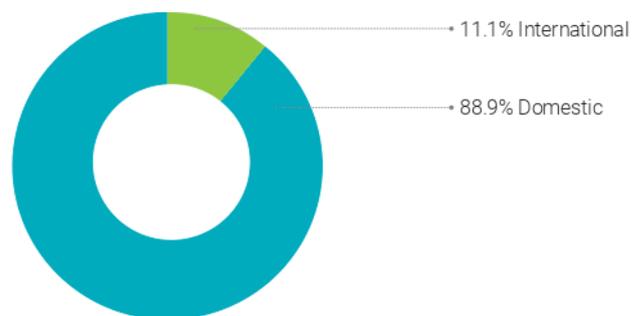
- 90% are domestic – with the majority coming from within one to two hours drive including from within the Hawke's Bay Region to the north and Manawatu-Whanganui and Wairarapa/Wellington Regions to the south.
- International tourists are mainly from Europe (excluding the UK) and Australia.
- The last indicators on visitor nights suggests there are around 28,000 visitor nights per year, of which over half are international visitors.



**Total spend profile of products in Central Hawke's Bay District Year Ending March 2020**



**Central Hawke's Bay District total spend by International/Domestic Year Ending March 2020**



## Responding to Tourism and COVID-19

COVID-19 has disrupted the New Zealand visitor market and at the time of the production of this Destination Plan and Needs Assessment, the borders were still closed with no certainty on when widespread global travel would resume. In responding to COVID-19, the tourism industry and Tourism New Zealand is working along Ministry of Business, Innovation and Employment (MBIE), the Department of Conservation and industry stakeholders to:

- **Respond** – Understand the urgent challenges and what is needed to support the industry to be ready for tourism.
- **Kickstart** – Take action to encourage domestic tourism and to encourage international tourism when the time is right.
- **Reimagine** – Create a tourism sector that genuinely gives back more than it takes to New Zealand and work together to manage visitor growth and flow so that all our communities and people benefit.

This Destination Plan and Needs Assessment seeks to address each of those points by taking a step back and understanding the Central Hawke's Bay visitor proposition and then planning actions to respond to COVID-19 and enhance the visitor economy in the future.



## *Creating a distinctive and attractive Central Hawke's Bay destination*

We want to create a place that locals are proud to call home and visitors remember as one of their best trips ever.

### Vision

**Sharing the best of what the Central Hawke's Bay has to offer whilst preserving our place.**

#### Goals

We want to:

- **Increase the value of the visitor economy:**
  - Lift the proportion of low volume - high value spend and general visitation in order to double the value of the visitor economy in fifteen years.
- **Lift Central Hawke's Bay's profile:**
  - Have a strong, clear, and authentic visitor proposition that aligns with what it means to live in and visit the Central Hawke's Bay.
  - Capitalise on the district's unique selling points and 'hero experiences'.
- **Protect our sense of place and community:**
  - Maintain our welcoming and inclusive character – Manaakitanga.
  - Maintain and improve our natural and built environments – Kaitiakitanga.

#### Principles

We will:

- **Support mana whenua to achieve their destination and visitor aspirations**
- **Work collaboratively to make the most of home-grown wisdom and experience**
- **Apply the Project Thrive vision, objectives and values to the growth of the visitor economy**
- **Preserve what makes Central Hawke's Bay a special place to live**
- **Enhance and preserve the district's unique characteristics like our:**
  - Diverse environments
  - Close knit communities
  - Authentic and rich culture
  - Strong history
- **Direct investment where it can deliver best value for money and deliver the best outcomes for the district.**
- **Build local capacity and capability to provide more employment opportunities across the District.**



## Challenges

To inform the development of this Plan we held a series of focus group discussions. These discussions identified the following seven key challenges facing the Central Hawke's Bay visitor sector.

### **Challenge 1: Low value – Low volume**

Our current visitor market is mainly low volume and low value and does not contribute significantly to the local economy. Low economic return means there is limited investment in the visitor economy.

### **Challenge 2: 'Grassroots' offerings and capability**

The existing visitor experiences are largely undeveloped and 'grassroots'. As such, many of the things to see and do are run by volunteers or people with limited experience in providing visitor products. This is contributing to a varied quality of visitor experiences. To a certain extent the visitor offerings and agencies operate within silos without localised collaboration.

### **Challenge 3: Isolation and access**

The district is relatively isolated and is off the traditional North Island tourist route. The closest visitor market is Napier/Hastings, which is between a 1.5 to 2 hour return car trip. This issue of isolation is also evident within Central Hawke's Bay itself as many of the key experiences are dispersed widely across the district.

### **Challenge 4: Marketing**

The Central Hawke's Bay visitor proposition is currently unclear. There is no distinctive positioning that draws people to investigate further.

### **Challenge 5: Getting people to stay longer, explore and spend more**

Most visitors to Central Hawke's Bay only stop briefly when passing through. Wayfinding within the district and between key points of interest and experiences is poor.

### **Challenge 6: What is happening after dark, where do I stay, where do I eat?**

While there is a variety of accommodation offers, there is not a lot of accommodation. This is a barrier in attracting increased overnight stays and an ability to attract and host events. The low number of overnight visitors cannot support a strong evening economy exacerbating the perception of there being 'nothing to do at night'.

### **Challenge 7: Visitor infrastructure**

As a small Council, the district grapples with widespread historic infrastructure issues. As such, in peak periods there are issues with fit for purpose infrastructure necessary to deliver positive visitor experiences. This includes water supply, toilets, rubbish, and waste disposal in certain coastal settlements. There is inadequate signage and district-wide wayfinding to key points of interest and critical infrastructure like carparking is poor in some areas which impacts on the visitor experience. In addition, visitors who travel in campervans and caravans are a key target market for the district, but the district has no public dump stations and private ones have capacity issues. Central Hawke's Bay is not recognised as a motorhome friendly district by the New Zealand Motorhome Caravan Association (NZMCA) and does not have a NZMCA park restricting visitation from this growing market.

## Destination strengths of the Central Hawke's Bay

### The Central Hawke's Bay Visitor Proposition

Central Hawke's Bay is often marketed as the 'Hidden Hawke's Bay' by Hawke's Bay Tourism and there is a strong impetus to maintain its character whilst lifting the value of the Districts visitor economy. As such, a challenge is to maintain that sense of discovering something special and unknown alongside the desire to make more people aware of our place and why to visit.

Recent Research post COVID-19 by Tourism New Zealand reveals that 55% of New Zealanders planning on taking a trip in the next 12 months want to visit a place in New Zealand that they have not been to before and are looking for:

1. Place I have **never been before**
2. Spectacular natural **landscapes**
3. Accommodation options to **suit my budget**
4. Opportunities to **relax and refresh**
5. Good local **food and beverage experiences**
6. **Iconic attractions** and landmarks
7. Ideal for **having fun** and enjoying myself

This focussed domestic research provides us with some key insights into aligning our attractors, our market and our destination development. Central Hawke's Bay is well positioned to benefit from an increase in domestic travel over the period of time that international travel is restricted and beyond as travel behaviours change.

### Regional Alignment

As a district, Central Hawke's Bay forms part of wider regional Hawke's Bay Visitor proposition and the two are inherently linked. Central Hawke's Bay District is an active member of Hawke's Bay Tourism and enjoys a good relationship and wholly supports the Regional Tourism Organisation.

From a regional perspective, the Hawke's Bay visitor proposition is largely built around Napier and Hastings with a strong focus on food and wine, Cape Kidnappers, Te Mata Peak and nationally recognised regular event calendar featuring Art Deco weekend and various concerts such as the Mission. The district and region share similar types of experience around the outdoors, history, and culture and enjoy a healthy natural tension, whereby the district is reliant on a solid regional visitor economy, but at the same time is competing against other districts which form the region to attract visitors.



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## Key Visitor Attractors and Hero Experiences

We have identified four key attractors founded on our natural environment and the district's cultural and historic context and way of life and six hero experiences. These attractors have helped focus our action plan responses to our vision. They are also often the inspiration of authentic experiences like events which can help smooth the seasonality of visitors.

### 1. One-of-a-kind Authentic Culture

Te Taiwhenua o Tamatea is a significant place in the cultural and historic heritage of Ngati Kahungunu<sup>1</sup>. Ngati Kahungunu have the third largest iwi population. A large percentage of Kahungunu people live outside the region. Sharing the stories of how the landscape and the people shaped what is Central Hawke's Bay today, is a key opportunity for Central Hawke's Bay for Kahungunu people living outside the region as well as for others.

Particular opportunities to attract visitors looking for an authentic cultural experience include the Ngā Ara Tipuna ki Tamatea project, which reflects a shared desire to re-establish the significance of Māori culture in the Central Hawke's Bay. It is based around telling the stories around six historic pā sites in Waipukurau.

Taumatawhakatāngiangakoauauotamateaturipukakapikimaungahoronukupokaiwhenuakitanatahu (the world's longest place name) near Pōrangahau and Te Paerahi and the Rongomaraeroa Marae is another area where mana whenua are investing in sharing their histories and culture with visitors.

An overarching approach to Maori Tourism being developed through the project Ngā Ara Tipuna ki Tamatea, will further develop local opportunities as part of a wider cultural tourism narrative.

### 2. Off the Beaten Track Natural Environments

Central Hawke's Bay's diverse natural environments provide a wide range of outdoor experiences for visitors. The Conservation Estate of the Ruahine Ranges provides a range of recreational activities including a variety of single day and overnight hunting, walking, tramping, as well as mountain biking. Sunrise Hut is a particular stand out overnight tramp for a variety of ages and abilities.

The rivers and streams that flow through the district offer cycling and walking opportunities as well outstanding fishing. The dramatic coastlines and isolated and largely untouched beaches attract visitors and locals year-round. Te Angiangi Marine Reserve is of national ecological significance and one of a few on the east coast of the North Island.

### 3. Rich and Unique Histories

Central Hawke's Bay has some of the oldest colonial settlement history in New Zealand. Waipawa is the country's oldest inland town and the historic village of Ongaonga is a step back in time with a wealth of historic sites and buildings and a community with a desire to maximise the visitor experience potential. The historic homesteads across the district are another treasure and provide unique experiences from a different time period.

### 4. Real Country Life and Rural Experiences

The Central Hawke's Bay provides a real country experience and quintessential rural escape. The quiet and scenic country roads are ideal road trips. The quiet, picturesque rural roads are also ideal for cycle touring.

The country pubs and villages, country homesteads and old stations and churches dotted throughout the district provide points of interest along the way. There are other unique experiences including the Backpaddock Lakes Wakeboarding park as well as Taniwha Daffodils which draw visitors to the district every spring. There is also an emerging local providence sector which combined with road trips, the homesteads and boutique hospitality offers provides a real point of difference.

<sup>1</sup>[www.kahungunu.iwi.nz/tamatea](http://www.kahungunu.iwi.nz/tamatea)

### Hero Experiences

Hero experiences represent and capture the 'essence' of the Central Hawke's Bay visitor destination. These are the 'iconic' attractions and landmarks that a place becomes known for.

They become the catalysts for staying authentic while attracting people to stay longer and spend more. To determine that an attraction is a 'Hero', it needs to:

- Be **unique and iconic** providing a destination with a real competitive advantage over others.
- Reflect what is truly unique or **memorable** about the Central Hawke's Bay.
- **Meet the needs of the target markets** and will bring them to the Central Hawke's Bay.
- Have the potential to attract a high proportion of visitors and are the **'must-do's'** when visiting the Central Hawke's Bay.

Visitor experiences can be developed over time meaning hero attractions can change and we expect this to continue in the future. At the moment there are six identified hero experiences that meet the criteria outlined above:

1. **Te Angiangi marine reserve**
2. **World's Longest Place Name and Pōrangahau cultural experience**
3. **Ngā Ara Tipuna**
4. **Ongaonga historic village**
5. **The historic homesteads**
6. **Road trips that capture the collective diversity of district's unique natural areas, history, culture, and rural fabric.**

The following section describes these heroes and identifies some of the challenges and opportunities for developing them as visitor destinations.

### Te Angiangi Marine Reserve

Te Angiangi marine reserve is one of only 33 marine reserves in New Zealand and is one of the most accessible. It covers an area of about 1.3 square nautical miles (446 hectares), extending 1 nautical mile offshore from the mean high-water mark between Blackhead and Aramoana beaches.

What makes the marine reserve exciting from a visitor perspective is the large pool known as 'Stingray Bay' which is an easy walk from Blackhead or Aramoana. At low tide, this bay is almost completely cut off from the open sea and forms a sheltered lagoon, an excellent place for beginners learning to snorkel. Stingray Bay has a fascinating variety of marine life, comprising a mix of fauna and flora including crayfish, pāua, sea coral and reef fish such as moki, butterfish and cod. During calm conditions experienced snorkellers and scuba divers can swim off the edge of the intertidal rock platform.

Challenges	Opportunities
Active access to the marine reserve is only partially formed and is subject to erosion.	Establishing and marketing nearby accommodation options to extend stays.
Communicating the best time to visit the reserve.	Promoting the marine reserve to targeted markets.
A lack of signage along the way makes it possible to miss Stingray Bay at high tide.	Improve active access to the marine reserve.



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### The World's Longest Place Name and Pōrangahau Cultural Experience

Taumatawhakatangihangakoauauotamateaturipukakapikimaungahoronukupokaiwhenuakitanatahu is the longest place name in the world and truly cannot be replicated elsewhere. It is a key draw card for visitors wanting to get a photo next to the sign of the longest place name in world. Exploring a bit deeper, it is a cultural experience that immerses the visitor in local stories and tikanga.

Guided tours to the location are currently offered by mana whenua who provide storytelling and cultural insights about the history of the land and its cultural significance.

Challenges	Opportunities
Development of the attraction is limited by the capacity, and acknowledged business development knowledge of owners of site.	Unlocking the potential of the private tours and access component of the World's Longest Place Name.
Funding design and access improvements to the peak of 'Taumata' and tourist services and infrastructure.	Unlocking the potential of the wider Pōrangahau cultural precinct (marae stays, teaching, tours).
Remoteness of experience creates specific infrastructure challenges including provision of toilets which are not financially viable.	Linking to Ngā Ara Tipuna ki Tamatea as a phase three project, and leveraging off that projects success.
	Opportunity to leverage off Porangahau-Wimbledon Road Provincial Growth Fund funding to utilise roading solutions which also help solve visitor experience challenges on the road reserve.



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### Ngā Ara Tipuna ki Tamatea

Ngā Ara Tipuna ki Tamatea is centred around bringing to life and telling the stories around six historic pā sites in and around Waipukurau. This significant cultural heritage project, which received Provincial Growth Funding support will include carvings, digital storytelling and displays to engage visitors and locals through sharing stories of the people of Tamatea and their relationship with the land. The delivery of jobs and wider economic returns were a core component of the Provincial Growth Fund funding support.

Challenges	Opportunities
Hapū capability and capacity to develop and deliver visitor experiences with pace.	Development of visitor experiences and products which are unique and authentic to Tamatea Hapū.
Competing visions and values for the project which may not always prioritise visitor experiences over other objectives, for example environmental regeneration or local education and engagement.	Linking to wider regional (and inter-regional) cultural experiences, for example Napier Maori Tours or Manawatu pa site experiences.
Funding for future phases not being realised.	Development of cultural event opportunities, for example Matariki.  Link to Tukituki Trails creates a hugely compelling passive visitor experience which incorporates culture and recreation.

### Ongaonga Historic Village

Ongaonga historic village contains a concentration of in situ historic buildings and places that provide a step back in time experience. The town also has a museum which holds a collection of old machinery, tools, and buildings giving visitors another glimpse into the past.

The Coles Brothers Building, sits proudly in the heart of the village. This Category 1 listed building was built in 1878 and housed the Coles Brothers' various businesses including carpentry, surveying, interior decorating and even coffin building for the local undertaker. Local fundraising is focussed on restoring the building to establish it as an anchor destination in Ongaonga.

Challenges	Opportunities
Relying on volunteers, the development of visitor experiences is dependent on availability and time. As such, future proofing the project is important to ensure longevity.	Creating a 'whole of village' experience.
Reaching the funding target for the restoration of the Coles Brothers Building and subsequent restoration projects.	The relationship with Department of Conservation in the historic park can be developed further to create 'gateway to the ranges' experiences.
Poor signage on the highway which downplays the visitor experience.	Opportunity for business and accommodation to leverage off the destination, for example Cafes and historic homestays or boutique motorcaravan parking.  Heritage themed events which provide a European counterpoint to the development of Ngā Ara Tipuna.





### Historic Homesteads

Central Hawke’s Bay is home to six historic homesteads all of which have unique history. They include Wallingford, Oruawharo, Gwavas, Woburn, Ashcott, and Chapelwick Coastal Estate. The historic Homesteads are considered to be hero experiences as collectively they are unique to the Central Hawke’s Bay. They some of the old homesteads in New Zealand are all individually privately owned, mainly located near Waipukurau and provide various degrees of visitor offerings. A couple serve as event venues, and allow daytime visitors. Others provide overnight accommodation of differing quality. Wallingford is the most reputable from an accommodation perspective an provides a high-end experience which includes various wine and good events in the year as well as a truffle hunting experience.



Top Three Challenges	Top Three Opportunities
Visitor experiences are wholly dependent upon the enthusiasm and professionalism of the current owner/s, with the possibility of an uneven experience across the homesteads.	Developing the colonial European history as a counterpoint to the pre-colonial stories being developed for Ngā Ara Tipuna.
Distance between many homesteads makes holistic tours which packages them all together challenging.	The homesteads have the potential to be a suite of low-volume high-value bespoke products attracting more spend within the district.
	The homesteads have the ability to play a core role in attracting and hosting events.

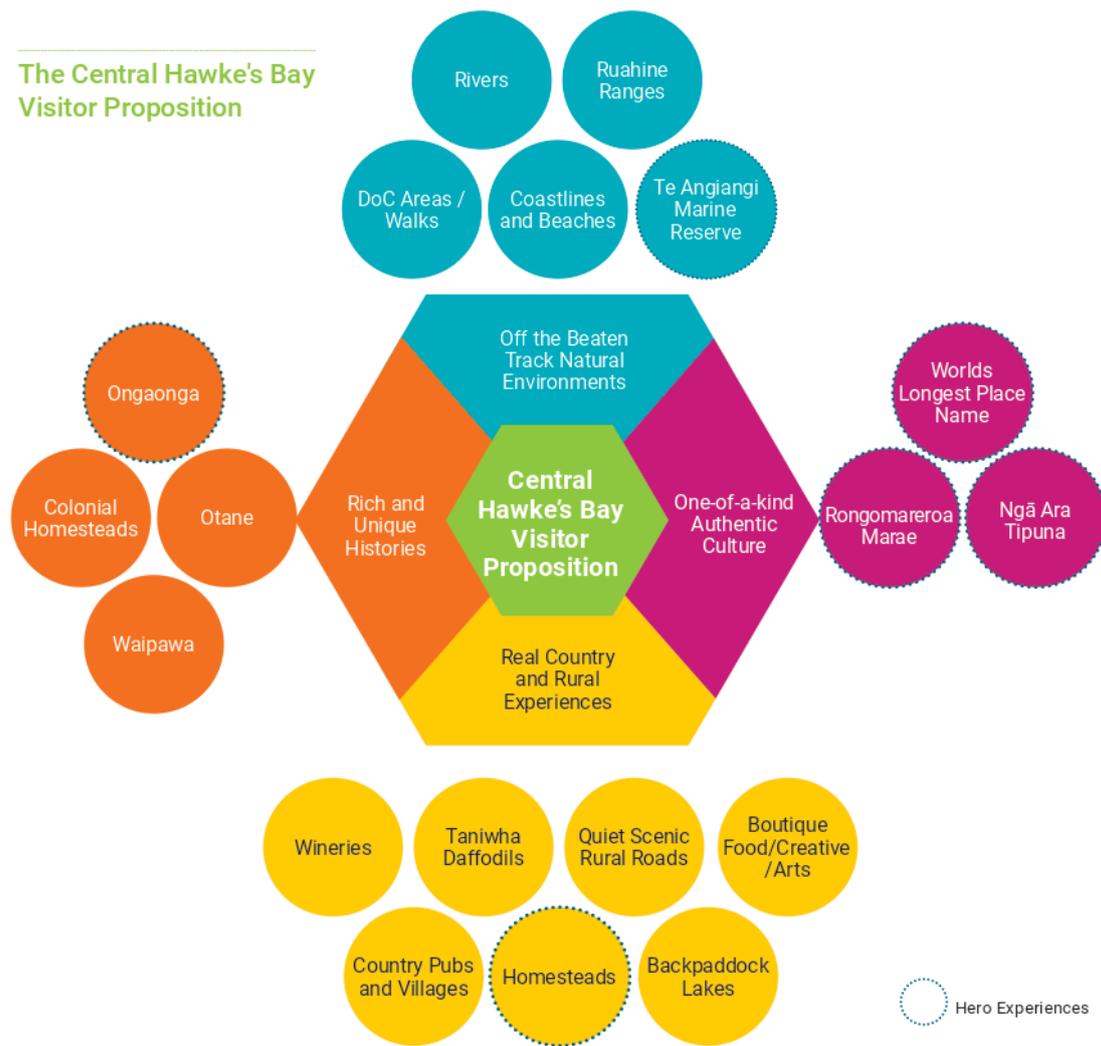
### Journeys that capture the collective diversity of district’s unique natural areas, history, culture, and rural fabric.

One of the districts competitive advantages are the diversity of its experiences which can be undertaken in a variety of road trips. These road trips are of varying length and interest, but all include multiple differing experiences and capture the essence of Central Hawke’s Bay on quiet scenic rural roads. The journeys can be undertaken by car / campervan or in some places by bike.



Challenges	Opportunities
The road trips are self-drive and to accomplish must have own vehicle or hire vehicle from out of region.	Park and ride opportunities for all levels of cyclists to experience quiet rural roads.
Lack of consistent wayfinding and signage.	Establish a memorable suite of journeys throughout the district which visitors can follow.
Rental campervan and cars often do not give insurance if their vehicles have an accident of get damaged whilst being driven on unsealed roads in which there are many in the Central Hawke’s Bay.	Day trip opportunities from Hastings and Napier.

**The Central Hawke's Bay Visitor Proposition**



**Hero Experiences and Regional Alignment**

The identified hero experiences are unique to the district and form part of the wider regional visitor proposition. We recognise that we need to focus on enhancing our hero experiences as core reasons to visit our district whilst remaining flexible enough to respond to the wider regional branding and marketing proposition.



## The Location of Key Experiences

The Central Hawke’s Bay has three key zones:

1. **The West: Broadly from the Ruahine to State Highway 2.**
2. **The East: The Coast to State Highway 2.**
3. **The Spine: Townships and attraction around State Highway 2.**

These are explored a little further below:

### The West

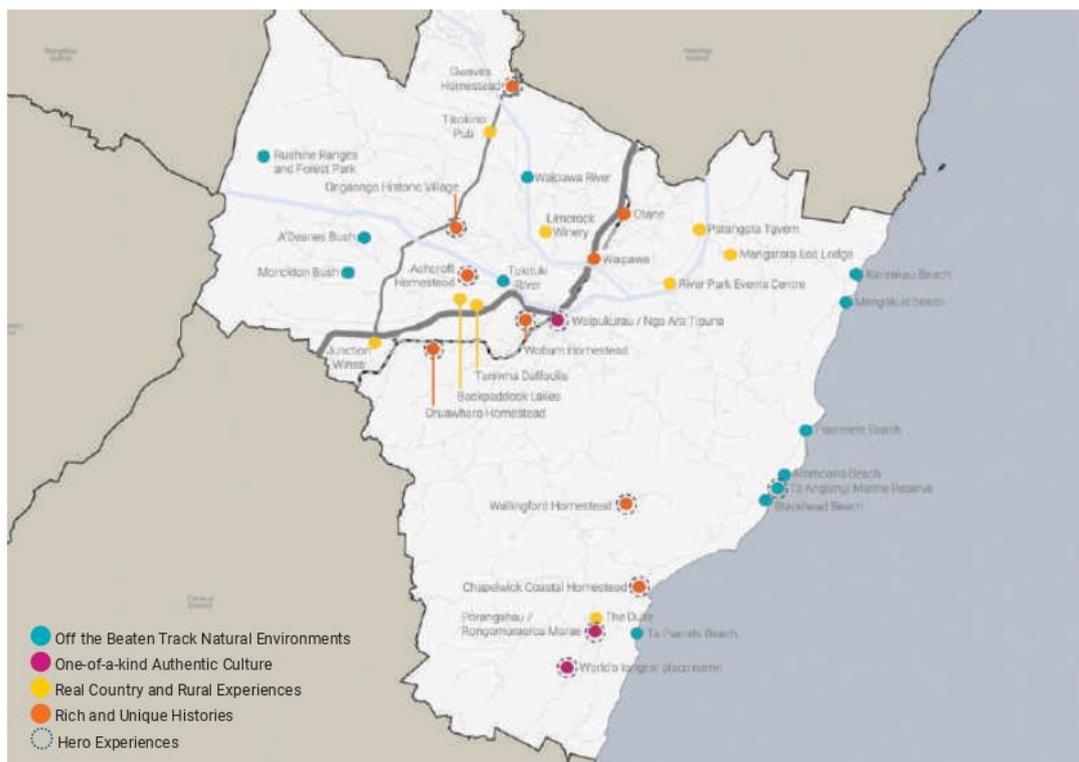
The Ruahine Ranges dominate the western edge of the district. Key experiences in this area are the recreational opportunities within the ranges, as well as the more accessible A’Deanes and Monckton Bush Reserves. State Highway 50 runs through this part of the district with Ongaonga historic village, the Tikokino Pub and the Gwavas Garden and Homestead amongst other key attractions.

### The East

The eastern side of the district features an impressive coastline, beautiful isolated beaches, and classic kiwi coastal settlements that are reached through rolling rural landscapes. The southern area of Pōrangahau presents an authentic cultural precinct with the world’s longest place name, Rongomaraeroa Marae, and Te Paerahi Beach. The historic Duke of Edinburgh Hotel, bar and restaurant as well as Chapelwick Homestead are located in and around Pōrangahau.

### The Spine

The spine of the district is formed by State Highway 2 which carries between 6,500 – 8,100 vehicle movements per day and the districts main urban areas of Waipukurau, Waipawa, and Ōtane. The centres provide most of the district’s hospitality and accommodation and visitor services. Key visitor experiences through this central area of the district are centred around the three towns. This is also the part of the district where most spend currently occurs.



<sup>1</sup>www.kahuhunu.iwi.nz/tamatea

## Getting To, and Around the District

To understand how to encourage more visitors and more spend we have looked at how they arrive and travel within the district.

### Self-Driving



Almost all visitors to the Central Hawke's Bay get to and around the district by driving. This includes private motor vehicles as well as campervans of all sizes and types.



As the fundamental mode of transport around the district, the driving experience needs to be made as easy and interesting as possible. This means:

- District wide clear and consistent signage
- A suite of pre-planned journeys/itinerary)
  - Consistent high-quality road signage and wayfinding
  - High quality paper-based maps
  - Digital-based wayfinding tools
- A safe roading network

### Cycling



Alongside the developed off-road cycle paths, the quieter country roads across the district are perfect for cyclists. The increasing popularity of cycle tourism and electric bikes is likely to see the number of cyclists increase in coming years.

Recreational cyclists generally drive into the district, with bikes and experience the district through shorter, focussed cycling trips. In many respects, the Central Hawke's Bay is in a strong position to enhance its position for recreational cyclists due to:

- The Tukituki River Trails and planned extensions
- The Gumtree Mountain Bike Park built by professional track builders
- The opportunity to develop a suite of on and off-road cycling trails between towns and out to key points of interest.

Touring Cyclists are multi day cyclists who travel by bicycle. Some carry their own camping equipment and stay in camping grounds and others stay in a range of accommodation types along the way. There is a network of interregional cycle trails in New Zealand called the 'Heartland Rides'. These rides are planned cycle trails sometimes on dedicated cycle trails or on scenic roads. The Route 52 Heartland Ride runs from Waipukurau to Masterton. There is an opportunity to encourage more cycle tourism by extending this onto Hastings to create a fully linked route from Napier to Wellington or Napier to Palmerston North.



## Target Markets

Understanding key target markets is essential in order to make strategic decisions to deliver the best value for money from investment. Across all these markets there are opportunities to increase the number and value of these visitors, particularly as domestic travellers are looking for new experiences.

The district's key target markets include:

- Planned Day Visitors – **'Day trippers'**
- Planned Overnight Visitors – **'Weekend Getaways'**
- Unplanned Day Visitors – **'Spontaneous Explorers'**
- Planned Regular Overnight or longer Visitors' - **'Holiday Homers'**
- Planned Multi-night visit in motorhome – **'Motor Homers'**
- **'Planned Visitors'** visiting Friends and Relatives or Business

### Planned Day Visitors – 'Day-Trippers'

#### Who they are

Planned day explorers are domestic and international visitors who are staying outside of the district but have planned to spend a day exploring the Central Hawke's Bay. They are likely to be more mature couples or families with younger children. These planned day explorers are likely to be drawn into the district to experience one or more of the 'hero experiences'. These visitors come to Central Hawke's Bay by car and stay for all or part of the day and leave the district to sleep elsewhere.

#### Example Itinerary

*A Hastings family with young children visit Central Hawke's Bay for a Sunday in summer. They leave in the morning and drive to Ōtane and visit the Sunday market, picking up some fresh bread and fruit and some local produce. They continue driving to Aramoana Beach, park up and walk to Te Angiangi Marine Reserve to go snorkelling at low tide, exploring the sea creatures at Stingray Bay. They head back north through the scenic rural roads and stop at the Patangata Tavern for an early dinner before continuing along Middle Road back to the Hastings.*

#### Key Barriers to visiting

- Ease of access and driving times.
- Knowledge of what to do in Central Hawke's Bay.
- Wayfinding within the district.

### Planned Overnight Visitors – 'Weekend Getaways'

#### Who they are

Planned overnight getaways include domestic and international visitors exploring a new part of the country and what it has to offer. They are often higher value visitors to a local economy who are looking to experience several of the districts 'hero experiences'. In the context of Central Hawke's Bay these visitors are expected to typically stay one, and sometimes two nights and can eat out two or three times a day. Their accommodation choices are dependent on budget, the higher value visitor will seek accommodation that is an experience itself such as one the districts homesteads or rural stay experiences. Lower value visitors will stay in a local AirBnB or motel in the district.

#### Example Itinerary

*A Wellington couple plan a weekend away in the Central Hawke's Bay in summer. They drive up after work on Friday and arrive late into their accommodation at the Wallingford Homestead. On Saturday they head into Waipawa and have brunch at Nolas and explore the Settlers Museum. They drive to Ongaonga Historic Village and then onto A'Deanes Bush. They return via Waipukurau and explore the Ngā Ara Tipuna ki Tamatea cultural pā site trail, before dining back at Wallingford. After a leisurely Sunday brunch at Wallingford they head to Pōrangahau for a guide cultural experience walk up to the hilltop of the world's longest place name. After lunch at the Duke they head home.*

#### Key Barriers to visiting

- Not knowing what there is to do in the Central Hawke's Bay.
- A perception there is no where to stay and nothing to do at night.
- Capacity of the accommodation sector.

### Unplanned Day Visitors – ‘Spontaneous Explorers’

#### Who they are

Unplanned day explorers are driving through the Central Hawke’s Bay to another destination outside of the district with no fixed plans to stop along the way. These visitors may stop for anywhere between half an hour for lunch, or for up to half a day to visit a key attraction if they find something that appeals to them.

#### Example itinerary

*A couple of friends are driving from Palmerston North to Napier and stop at the BP in Waipawa to refuel. They head across to the Waipawa Butcher for some sausages for the evening which they heard are a ‘must try’. In-store they read about the Limestone Loop. With a couple of hours to spare, they decide to detour to visit the Limerock Wines Vineyard and explore the Ongaonga Historic Village before continuing along State Highway 50 to Napier.*

#### Key Barriers to visiting

- Once arriving Central Hawke’s Bay, not knowing what there is to see and do.
- Poor signage and accessible information about the visitor experiences within the district.

### Planned Regular Overnight Visitors – ‘Holiday Homers’

#### Who they are

Regular visitors to the Central Hawke’s Bay who come into and stay in the district for various lengths of time. This includes people who live out of the district but have a bach within the district and visit it multiple times a year and contribute to the visitor economy. It also includes visitors like the regular outdoors people, who hunt and stay in the Ruahines.

#### Example itinerary

*A Havelock North family with a bach at Aramoana Beach come down for weekends throughout the year. During summer they spend a couple of weeks at the bach. They often explore the marine reserve, play golf at local courses, and make frequent trips into Waipawa and Waipukurau to get food and drink for their stay. They often invite friends or family from further away.*



### Planned Multi-Night Visit in Motorhome – ‘Motorhomers’

#### Who they are

‘Motorhomers’ are generally older people who travel in a self-contained vehicle of various sizes and natures. There is an international market for people who travel like this, but for Central Hawke’s Bay the target market is generally domestic. ‘Motorhomers’ are a strategic fit for the Central Hawke’s Bay visitor offering because:

1. Establishing the infrastructure to support them is relatively low cost.
2. These visitors generally have time to travel and are not in a rush, they are interested in exploring new parts of the country, and they like places where there are cheap/free things to do and experience – particularly walks and cycle trails etc. They are not interested in busy and exciting tourist attractions and fancy night life / eateries which Central Hawke’s Bay does not have. They enjoy all the characteristics and experiences which Central Hawke’s Bay provides.
3. They are a domestic market which will continue to grow in size as the aging population increases and more people are retired with more time on their hands to explore parts of New Zealand.

The New Zealand Motor Caravan Association (NZMCA) have nearly 100,000 members. There is a strong alignment between what members are looking for and what Central Hawke’s Bay have to offer. There is also strong trending growth in membership numbers. With COVID-19 restricting overseas travel options, this sector has already seen a notable increase activity in New Zealand. Although relatively low value visitors this sector does contribute to the visitor economy. Motorhomers typically stay two nights and spend on average \$40 per day. In terms of seasonality, although there are summer peaks these visitors are active year-round and generally avoid school holiday periods.

*Example Itinerary*

An older couple spending one month travelling around the North Island arrive in Waipukurau and book into the camping ground for three nights. Over the next three days they explore all parts of the district and undertake the various walks and cycling trails. Each day they visit the local supermarket to get ingredients for their dinner and lunches. They visit all the settlements in the district and explore the shops. After leaving Waipukurau they drive to Te Paerahi and have dinner at the Duke and stay in the Freedom Camping area at the beach for the night. They next day the drive out of the district onto the next destination.

**Key Barriers to visiting**

- No Public Dump station.
- No NZMCA campgrounds in Central Hawke’s Bay.
- Central Hawke’s Bay is not a NZMCA ‘friendly town’.

**Planned Visitors visiting Friends and Relatives or in town for Business**

**Who they are**

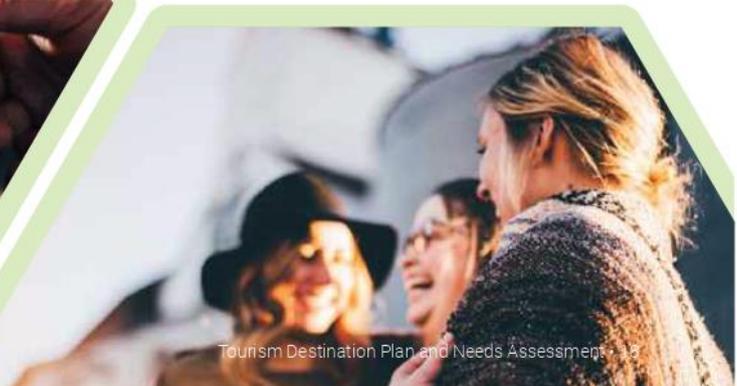
These are domestic visitors who come to the Central Hawke’s Bay to visit family, friends, or for work. This is a diverse visitor group. Some may come many times a year and others only once every 10 years. Their length of stay also varies with many visiting just for the day and others staying multiple nights. This visitor market may be single individuals or families. The element that unites them is who or why they are visiting.

*Example Itinerary*

A group of out-of-region professionals are working in the Central Hawke’s Bay on a project. They drive to their rented AirBnb in Waipawa where they will stay for the two nights they are in the area. They arrive late into Waipawa and visit the 4 Square to get breakfast supplies and other needs for their stay. The next day they attended various meetings and site visits within the district and grab lunch from the Subway in Waipukurau. After work go back into Waipukurau and take a quick walk along the Tukituki Trail and then explore around the town centre area before having dinner at a local restaurant recommended by their clients.

**Key Barriers to visiting/staying**

- Suitable Accommodation in terms of location and perceived quality.
- Perception of things to do and places to eat and drink in the district.



Tourism Destination Plan and Needs Assessment

## Visitor Sector Seasonality and Weather

Seasonality and the weather is a core consideration of the visitor economy. In Central Hawke’s Bay, the summer season is much busier than winter months which is similar to most other provincial New Zealand areas.

A strong and resilient visitor economy is one that attracts visitors throughout the year and can provide experiences in all types of weather. The diagram below illustrates the seasonality of the key visitor sectors in Central Hawke’s Bay as well as whether they are ‘wet weather friendly’.

CORE VISITOR OFFERINGS	SEASON				WET WEATHER FRIENDLY
	SUMMER	AUTUMN	WINTER	SPRING	
<b>ONE-OF-A KIND AUTHENTIC CULTURE</b>					
World’s Longest Place Name	☀️	🍃	❄️	🌸	✗
Ngā Ara Tipuna	☀️	🍃	❄️	🌸	✗
Rongomareroa Marae	☀️	🍃	❄️	🌸	✗
<b>REAL COUNTRY AND RURAL EXPERIENCES</b>					
Taniwha Daffodils				🌸	✗
Wineries/Country Pubs and Villages	☀️	🍃	❄️	🌸	✓
Backpaddock Lakes	☀️	🍃		🌸	✗
Quiet Scenic Roads	☀️	🍃	❄️	🌸	✗
<b>RICH AND UNIQUE HISTORIES</b>					
Historic Villages And Homesteads	☀️	🍃	❄️	🌸	✗
Ongaonga	☀️	🍃	❄️	🌸	✗
<b>OFF THE BEATEN TRACK NATURAL ENVIRONMENTS</b>					
Te Angiangi Marine Reserve	☀️	🍃		🌸	✗
Coastlines and Beaches	☀️	🍃		🌸	✗
Ruahine Ranges	☀️	🍃		🌸	✗
DoC/Bush Walks	☀️	🍃	❄️	🌸	✗





## Strategic Priorities

From the discussions, previous work, assessment of current profile and exploration of new opportunities we have identified the following six Strategic Priorities.

### Strategic Priority 1:

Work together and raise our profile

Work in partnership across the public and private sector to build the Central Hawke's Bay visitor proposition. Build our capability, tell our stories, put us on the map, and send the invite out to experience everything we have to offer.

### Strategic Priority 2:

Enhance and leverage from our Hero Experiences

Focus our time and resource building our experiences that are unique to the Central Hawke's Bay and provide a competitive advantage as key reasons to visit.

### Strategic Priority 3:

Make it easy to explore our backyard

We need to make it as easy and enjoyable as possible for our visitors get around and experience everything the Central Hawke's Bay has to offer

### Strategic Priority 4:

Ensure we have suitable visitor infrastructure in place

We need to ensure that the places people visit have the necessary infrastructure to ensure they have a positive experience.

### Strategic Priority 5:

Make it easy to visit and attract people to stay

We recognise that much our target market are people who are travelling through our district and are staying/live in a neighbouring district/region. As such we need to make it easy as possible for these people to visit and encouraging them to stop. In addition, we need to attract people to stay. Our district's visitor experiences are attractive to the lower end of the market which can drive volume, but we also have key experiences that can attract high value visitors.

### Strategic Priority 6:

Track our visitors and investment

To adapt and make changes to enhance our visitor economy we need to understand our visitors and our investment in the sector.

The focus of the next section of this Plan is to focus on delivery against each of these Strategic Priorities.

## Delivering the Plan

### Priority Actions / Key Moves

<b>Establish a visitor economy working group</b>	Establish a visitor economy working group. Comprising of influential and constructive leaders within the visitor industry who can oversee key components of the Destination Plan, meet on the regular basis, set and endorse actions, manage relationships, share knowledge, and drive change.
<b>Addressing identified 'hard infrastructure' issues in priority areas</b>	Develop a work programme to further investigate and address identified infrastructure gaps and challenges in priority areas including coastal settlements, Waipukurau, Monckton's Bush and the Ruahine Ranges.
<b>The World's Longest Place Name and Pōrangahau Cultural Experience</b>	Work with landowners on business development and plans – develop a staging strategy and implement.
<b>Signage and wayfinding</b>	Develop and implement a signage strategy.
<b>Uniquely Central Hawke's Bay Road Trips / Journeys</b>	<p>Develop a suite of engaging 'road trips/journeys' in various parts of the district (similar to the Northland Journeys).</p> <ul style="list-style-type: none"> <li>• Road trips should ideally be branded based on experiences and geographic location.</li> <li>• Include driving times.</li> <li>• Maps professionally designed with branding and themes.</li> <li>• Include key experiences, attractions, things to do, places to eat and drink, places to stop, swim, walk, picnic etc.</li> <li>• Location of key facilities such as toilets, petrol stations.</li> <li>• Information and storytelling about key places.</li> <li>• 'Locals tips', 'must dos' and key facts.</li> </ul>
<b>Low Value Market – Campervans and Caravans</b>	<p>Engage with NZMCA to understand what the CHBDC Freedom Camping Bylaw needs to prescribe in order to become an a NZMCA endorsed motorhome friendly destination.</p> <p>Review the CHBDC Freedom Camping Bylaw to enable and manage.</p> <p>Identify a suitable location for a council-owned dump station which includes access to potable water.</p> <p>Report back to Council on required regulatory and investment and recommend pathway forward and funding opportunities.</p> <p>Work with NZMCA to identify a suitable area to establish a NZMCA motorhome park. Ideally the location:</p> <ul style="list-style-type: none"> <li>• Is optimally located to support the local economy.</li> <li>• Is strategically located so NZMCA users will utilise key visitor infrastructure such as the Tukituki Trail etc.</li> <li>• Meets NZMCA requirements.</li> <li>• If a suitable location is identified develop and undertake process to enable its use as NZMCA motorhome park – Ownership/Leases, Resource Consents, infrastructure etc.</li> </ul>

## Action Plan

Short Term = 1 – 2 years | Medium Term = 3 – 5 years | Long Term = 5+ years

### Strategic Priority 1: Work together and raise our profile

Work in partnership across the public and private sector to build the Central Hawke's Bay visitor proposition. Build our capability, tell our stories, put us on the map, and send the invite out to experience everything we have to offer.

Action	Description	Who	When
Establish a visitor economy working group	Establish a visitor economy working group. Comprising of influential and constructive leaders within the visitor industry who can oversee key components of the Destination Plan, meet on the regular basis, set and endorse actions, manage relationships, share knowledge, and drive change. (Priority Unlocking Action)	CHBDC, HBT, Informal membership from the sector	Short Term
Develop a marketing strategy	<ul style="list-style-type: none"> <li>Develop a marketing strategy for the Central Hawke's Bay which aligns with Tourism Hawke's Bay.</li> <li>Create a competitive destination visitor proposition.</li> <li>Include an image library for local operators and businesses to utilise.</li> <li>Develop targeted campaign plans.</li> <li>Create a marketing toolkit.</li> </ul>	CHBDC, HBT	Short Term
	Commission professional photography of hero experiences and key locations within the district to use for marketing across all channels.	CHBDC, HBT	Short Term
	Develop and produce a suite of suggested itineraries for target markets.	CHBDC, HBT	Short Term

## Strategic Priority 2: Enhance and leverage from our Hero Experiences

Focus on time and resource building our experiences that are unique to the Central Hawke's Bay and provide a competitive advantage as key reasons to visit.

Hero Experience	Action	Who	When
The World's Longest Place Name and Pōrangahau Cultural Experience	<b>Pōrangahau Cultural Precinct</b>		
	Develop governance body to manage and develop local visitor offering, and facilitate central government support to enable capability development to translate vision into action.	CHBDC, Te Puni Kokiri (TPK)	Short Term
	Review and undertake actions identified in Porangahau Tourism Opportunities Feasibility Study 2019, including additional work from Locales, and Stantec to create a cohesive programme of work.	Porangahau Governance body with support from TPK and CHBDC	Short-Long Term
	<b>World's Longest Place Name – Public Land Component</b>		
	Upgrade roadside stopping and sign for WLPN – make it more iconic and memorable. Steps to achieve this include a cultural assessment and funding plan, led by the Porangahau Group with support from Council.	Porangahau Governance body with support from TPK and CHBDC	Short-Medium Term
	<b>World's Longest Place Name – Private Land Component</b>		
	Work with landowners and tour operators on business development and plans – develop a staging strategy and implement. (Priority Unlocking Action).  This could include: <ul style="list-style-type: none"> <li>Develop a masterplan showing on-site parking, signage, information panel, toilets, walking track and vehicle access.</li> <li>Seek funding to assist with business planning and implementation, as well as CAPEX and OPEX expenditure.</li> </ul>	CHBDC, Te Puni Kokiri, Landowners, Tour operators	Short-Medium Term
<b>Rongomaraeroa Marae</b>			
Develop suite of local authentic experiences that can be offered as part of Marae stay and target key sectors based on education on Te Reo and Maori worldview and history – cultural awareness, history etc. – Schools, workplaces, etc.  Train local guides to undertake experiences to complement this activity.	Porangahau Governance body with support from TPK and CHBDC	Short-Medium Term	

<b>Te Angiangi Marine Reserve</b>	Support the Department of Conservation in establishing governance structure for more active community local involvement in managing the marine reserve.	DOC and the Aramoana Trust	Short-medium Term
	Upgrade trail between Blackhead Beach and Aramoana. Provide amenity like seating, particularly around Stingray Bay. Install education signage along the trail including cultural and ecological information about the area.	DOC and the Aramoana Trust	Short-medium Term
	Install better signage at both Blackhead Beach and Aramoana outlining the special ecological features of the marine reserve and recreational opportunities in the area, signage will reflect wider Central Hawke's Bay brand guidelines.	DOC and the Aramoana Trust	Short-medium Term
	Investigate the opportunity to support more accommodation at Blackhead and/or Aramoana to encourage more visitation of the marine reserve.	CHBDC, HBT DOC and the Aramoana Trust,	Short-medium Term
<b>Ongaonga Historic Village</b>	Develop a unique Historic Ongaonga brand with integrated entrance way, and village-wide signage, maps and brochures about the village and surrounding attractions for visitors. Signage will reflect wider Central Hawke's Bay brand guidelines.	Ongaonga Historical Society CHBDC	Short-medium Term
	Develop a masterplan / landscape plan for the main street, incorporating traffic calming, building on the villages historic theme. Investigate way to enhance the historic nature of the village.	Ongaonga Historical Society CHBDC	Short-Medium Term
	Elevate the Coles Building as the main building of historic significance in Ongaonga and seek funding opportunities to invest in the building and turn into visitor attraction.	Ongaonga Historical Society CHBDC	Short-Medium Term
	Identify suitable areas to establish overnight camping in Ongaonga. Potential to create a 'destination' freedom camping area.	Motor Caravan Association, Ongaonga Historical Society, CHBDC, DOC	Short-Medium Term
	Investigate community opportunities to create unique local boutique accommodation that builds on the unique character of Ongaonga.	OOHS, CHBDC, HBT	Short-Medium Term
<b>Ngā Ara Tipuna</b>	Implement actions from Business Development Planning being undertaken as part of the PGF funded project.	Ngā Ara Tipuna operational trust, CHBDC	Short Term

<b>Historic Homesteads</b>	Support the homesteads by ensuring their status is elevated in marketing and visitor proposition promotion of the district.	HBT, Owners	Short Term
<b>Uniquely CHB Road Trips / Journeys</b>	<p>Develop a suite of 'road trips/journeys' in various parts of the district (similar to the Northland Journeys.)</p> <ul style="list-style-type: none"> <li>- Road trips should ideally be branded based on experiences and geographic location.</li> <li>- Include driving times.</li> <li>- Maps professionally designed with branding and themes.</li> <li>- Include key experiences, attractions, things to do, places to eat and drink, places to stop, swim, walk, picnic etc.</li> <li>- Location of key facilities such as toilets, petrol stations.</li> <li>- Information and storytelling about key places.</li> <li>- 'Locals tips', 'must dos' and key facts.</li> </ul> <p>(Priority Unlocking Action)</p>	CHBDC, HBT, Governance Groups, Business Owners	Short Term
	Produce hard copy brochures of road trips/journeys maps and distribute to key visitor sector interfaces in Central Hawkes Bay and in the wider region.	HBT	Short-Medium Term
	Produce mobile friendly website / app of road trips/journeys maps, or incorporate into existing HBT website.	HBT	Short-Medium Term
	Undertaken signage strategy (discussed in Strategic Priority 3) and install wayfinding and educational signage for road trips around the district.	CHBDC, HBT	Short-Medium Term

### Strategic Priority 3: Make it easy to explore our backyard.

We need to make it as easy and enjoyable as possible for our visitors get around and experience everything the Central Hawke's Bay has to offer.

Experience	Action	Who	When
Signage and Wayfinding	Undertake signage strategy. - Establish design guideline and messaging hierarchy. - Entrance way signage into the villages. - Special Points of information signage. - Wayfinding signage. - Ensure signage strategy is targeted to unlocking hero experience of CHB road trips / journeys. (Priority Unlocking Action)	CHBDC, HBT, Governance group	Short Term
	Install information iSite type signage located in key visitor areas which tells the story of the area, as well as key experiences in the district.  Areas for this iSite type signage include: Waipukurau, Waipawa, Otane, Porangahau, and other key settlements.	CHBDC, HBT	Short Term
	Develop a holistic cycling strategy for the Central Hawke's Bay.	CHBDC, NZTA and HBRC, User groups and stakeholders	Short Term
Cycling	<b>Touring / Road Cycling</b>		
	Establish what is required to link the existing Route 52 heartland cycle route with the Napier / Hastings Trails down Middle Road.	HBRC, HDC, CHBDC	Short Term
	Develop suite of road riding itineraries which include a variety of places to see and eat and drink.	HBT, business owners, governance group/s	Short - medium Term
	<b>Mountain Biking / Trail Riding</b>		
	Implement Tukituki Trails priorities and programme.	Rotary River Pathways Trust, CHBDC, HBRC	Short - Long Term
	Support and work with accommodation to ensure that they 'bikers friendly' – places to wash and lock bikes.	HBT, business owners,	Short - medium Term
Walking	<b>Single and multi-day option Coastal Walk (for example the Tora Coastal walk</b>		
	Investigate opportunity to create a multi-day walk between coastal settlements. - Assess potential trail options. - Understand land ownership, negotiate, and advocat. - Identify suitable accommodation options.	HBT, HDC, TDC, CHBDC, Walking Access Commission, Department of Conservation	Short - Long Term

**Strategic Priority 4:** Ensure we have suitable visitor infrastructure in place.

We need to ensure that the places people visit have the necessary infrastructure to ensure they have a positive experience. The destination management plan and needs assessment identified the following 'hard' infrastructure issues which require action and funding.

Experience	Action	Who	When
Te Paerahi	<b>Wastewater</b>		
	Wastewater infrastructure at Te Paerahi is inadequate and significant improvements are required for the area to address both servicing and cultural issues associated with the site.	CHBDC	Medium – Long Term
Kairakau	<b>Potable Water</b>		
	There are potable water capacity and potentially safety issues in peak periods at Kairakau Beach as the current infrastructure struggles to keep up with demand. Central Hawke's Bay District Council is investigating how the situation can be improved, but further investment is required to increase storage capacity at the settlement or alternatively that a carry in – carry out philosophy is adopted.	CHBDC	Medium – Long Term
Pourerere	<b>Potable Water</b>		
	The water supply at Pourerere Beach is an issue. The water supply at the camping ground (both public and freedom) are not potable. There is a current water supply feed from a nearby farmers supply but this arrangement is not suitable for the long term. There is the need for a new supply to ensure secure and potable water for the popular beach settlement. Similarly like Kairakau, there are opportunities for a philosophy to carry in /carry out and fully self-contained services.	CHBDC	Medium – Long Term
	<b>Public Toilets</b>		
	The public toilets are an ongoing issue which is linked to the water supply. There are regularly blockages etc. There are no showers in the area and not enough pans to cater for peak use. Over summer Central Hawke's Bay District Council needs to provide 6-8 port-a-loos in order to support visitation to the beach which is not a suitable long-term solution.	CHBDC	Short - Medium Term
	<b>Road Safety</b>		
	The road within Pourerere needs traffic slowing intervention to increase safety during busy summer months. Temporary speed bumps have been installed in previous summers and a more permanent solution is required.	CHBDC	Short - Medium Term

Whangaheu	<b>Public Toilets</b>		
	There are currently no public toilets at this beach settlement which makes the beach unsuitable for visitors.	CHBDC	Short - Medium Term
Monckton's Bush	<b>Parking Area</b>		
	There is the opportunity to further elevate Monckton's Bush as a visitor experience by providing suitable overnight parking.	DoC	Short - Medium Term
	<b>Public Toilets</b>		
	The toilets at Monckton's Bush are not fit for purposes and require upgrading to support enhanced visitation and visitor experience.	DoC	Short - Medium Term
	<b>Access</b>		
	The swing bridge to the access the walk is currently closed, having been previously removed for safety reasons. It needs to be upgraded to ensure safety and improved visitation.	DoC	Short - Medium Term
Waipukurau	<b>Motor caravan Facilities and Dumpstation</b>		
	Waipukurau currently has no dedicated motorcaravan parking facility with a suitable dump station and access to potable water. A suitable location of a facility needs to be identified which attracts people to stay and encourages them to utilise local services, hospitality, and amenities.	CHBDC, NZMCA	Short Term
	<b>Public Toilets</b>		
	Suitably located public toilets are required along the Tukituki Trails.	CHBDC, HBRC	Short - Medium Term
Ongaonga	<b>Motorcaravan Facilities and Dumpstation</b>		
	Investigate the opportunity to develop a 'destination' motorcaravan park in the historic settlement of Ongaonga to encourage increased visitation to support commercial opportunities in the village.	CHBDC, NZMCA	Short Term
Ruahine Ranges	<b>Enhanced signage and facilities</b>		
	The recreational trails and tracks within the Ruahine Ranges can be improved with enhanced signage, defined points of access and better equipped huts.	DoC	Short - Medium Term
Porangahau	<b>Roading</b>		
	Pah Road leading to Rongomaraeroa is unsealed which reduces the quality of visitation. The road needs to be sealed so that rental vehicles can access the Marae.	CHBDC	Short - Medium Term

### Strategic Priority 5: Make it easy to visit and attract people to stay.

We recognise that much our target market are people who are travelling through our district and are staying/live in a neighbouring district/region. As such we need to make it easy as possible for these people to visit and encouraging them to stop. In addition, we need to attract people to stay. Our district's visitor experiences are attractive to the lower end of the market which can drive volume, but we also have key experiences that can attract high value visitors.

Experience	Action	Who	When
Low Value Market	Engage with NZMCA to understand what the CHBDC Freedom Camping Bylaw needs to prescribe in order to become an a NZMCA endorsed motorhome friendly destination.  - Review the CHBDC Freedom Camping Bylaw to enable and manage.  - Identify a suitable location for a council-owned dump station which includes access to potable water.  - Report back to Council on required regulatory and investment and recommend pathway forward and funding opportunities. (Priority Unlocking Action).	CHBDC, Motor Caravan Association	Short Term
	Work with NZMCA to identify a suitable area to establish a NZMCA motorhome park. Ideally the location:  - Is optimally located to support the local economy.  - Is strategically located so MZMCA users will utilise key visitor infrastructure such as the Tukituki Trail etc.  - Meets NZMCA requirements.  - If a suitable location is identified develop and undertake process to enable its use as MZMCA motorhome park – Ownership/Leases, Resource Consents, infrastructure etc. (Priority Unlocking Action).	CHBDC, Motor Caravan Association	Short Term
	Review existing CHBDC freedom camping sites and whether those with suitable facilities (toilets and showers) could be repositioned to allow camping.	CHBDC	Short Term
	Review other key visitor destinations (coastal settlements, scenic areas etc.) and assess whether they are suitable to establish freedom camping and other camping on-site.	CHBDC	Short Term
	Investigate the district's competitive position to secure a regular school / youth camp programme from neighbouring districts. Utilising existing camping grounds or similar accommodation and the districts various outdoor and cultural experiences.	CHBDC	Short Term

<b>High End Market – Weekend experiences</b>	Strategically promote unique accommodation experiences that enhance the CHB visitor proposition: - Historic Homesteads. - Rural Farm Stays and Eco-Lodges.	HBT	Short Term
	Support venues and services (i.e. walnut lane) that are uniquely positioned to provide for weddings and Meetings, Conventions and Incentives industry.		
	Ensure there is continued or improved CHB content in existing campaigns i.e. the Wedding Collective.		
	Ensure that the quantity and quality of accommodation is adequate to support this.	HBT	Short Term
<b>Night-time Activation</b>	Develop a night-time activation strategy – providing experiences and to do in the evening. - Night skies and star gazing. - Ngā Ara Tipuna at night. - Light cycling tracks. - Activate town centres.	HBT, CHBDC	Short –Long Term
<b>Encouraging people to stop</b>	Implement Town Centre Master Planning to identify ways to enhance the towns of Waipukurau and Waipawa encouraging people to stop in them.	CHBDC	Short –Long Term
	Implement traffic slowing interventions through Waipawa and Waipukurau.	CHBDC	Short –Long Term
	Signage to Ongaonga.	CHBDC	Short Term
<b>Events Strategy</b>	Complete the regional event capability assessment. Led out by Sports Marketing Australasia.	Regional Events Group	Short Term
	Develop an overarching and comprehensive event investment strategy.	CHBDC	Short Term
	Establish an annual Tukituki Cycling Series or event, or investigate developing the Little Easy further.	CHBDC, HBT	Short Term
	Continue to develop the Spring Fling and raise its profile in the regional suite of events.	CHBDC, HBT	Short Term
	Target attracting / bidding for events for organisations/sports who require quiet rural roads: - Road Cycling. - Car and Motorcycle clubs.	CHBDC, HBT, Regional Events Group	Short-Medium
	Target and/or establish regular outdoor-related events – Hunting and fishing competitions.	CHBDC, HBT, Regional Events Group	Short-Medium
	Target and/or establish regular rural / agricultural events – wood chopping, tractor pulling, A&P shows etc.	CHBDC, HBT, Regional Events Group	Short-Medium
	Establish a historical-related event that coincides with Napier's Art Deco weekend.	CHBDC, HBT, Regional Events Group	Short-Medium

### Strategic Priority 6: Track our Visitors and Investment

To adapt and make changes to enhance our visitor economy we need to understand our visitors and our investment in the sector.

Experience	Action	Who	When
	Develop a monitoring framework to capture data and evidence to understand changes in the sector and inform investment, beyond the current data gathering (for example MBIE MRTEs).	HBT, CHBDC	Short Term
	Establish and monitor an investment database for all significant private and public visitor related projects in the Central Hawke's Bay. E.g. Department of Conservation related investments, Hawke's Bay Tourism, key private investments.	Governance group	Short Term
	Ensure this investment database is well communicated to ensure a coordinated approach to investment and activity.	HBT, CHBDC, Governance group	Short Term

#### List of Abbreviations

CHBDC = Central Hawke's Bay District Council

NZMCA = New Zealand Motor Caravan Association

HBT = Hawke's Bay Tourism

DoC = Department of Conservation

TPK = Te Puni Kōkiri

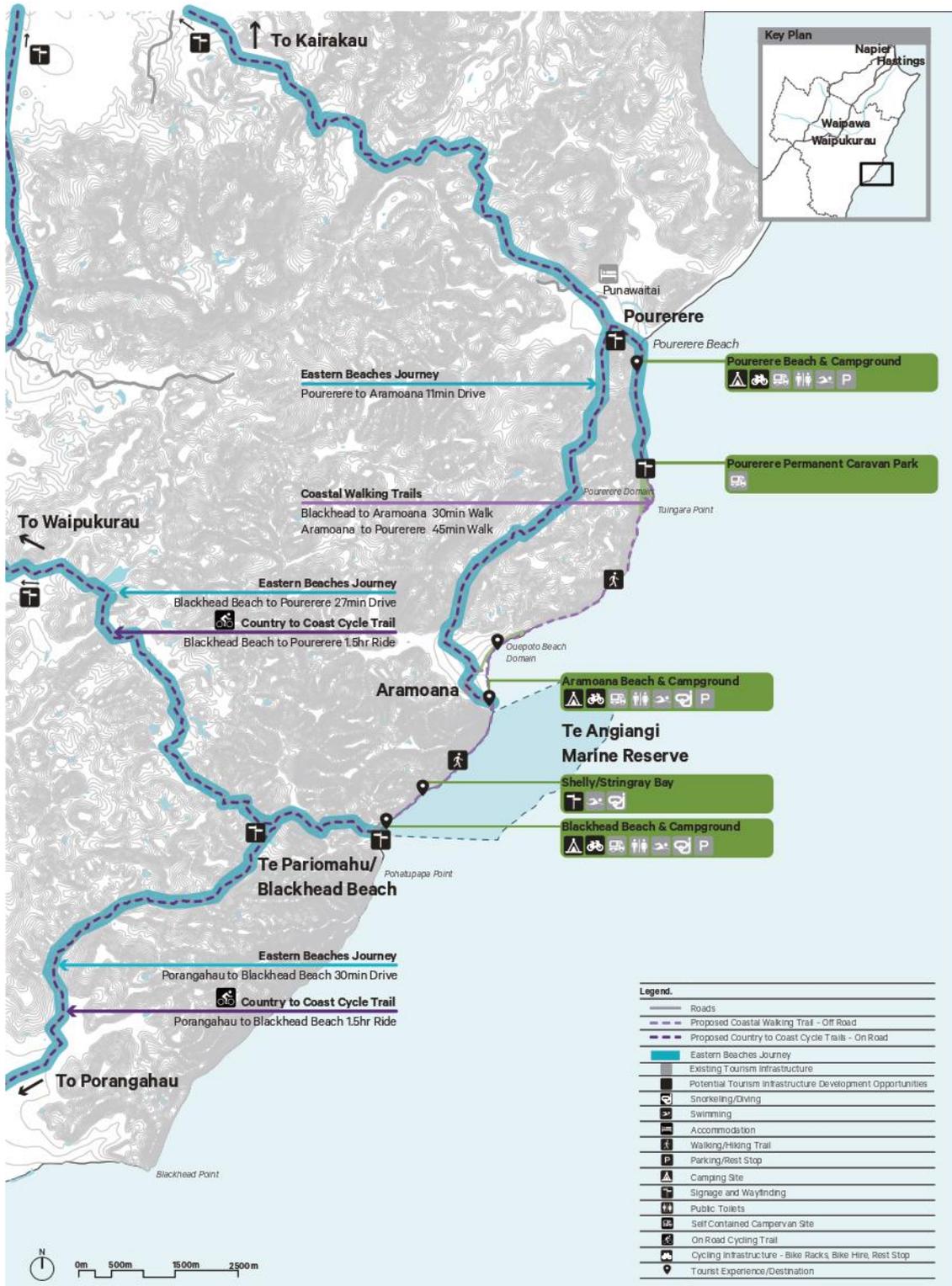
PGF = Provincial Growth Fund

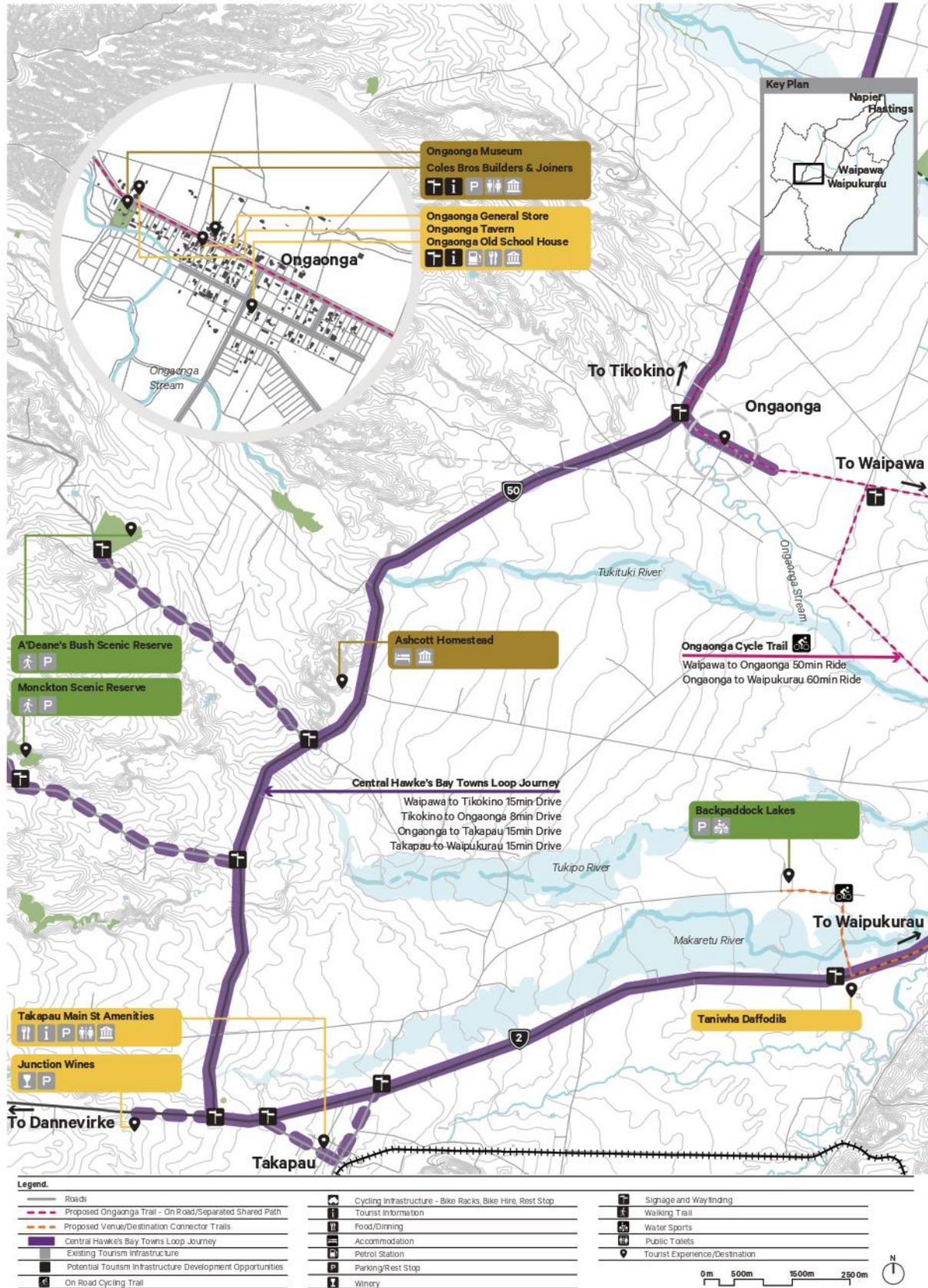
MBIE = Ministry of Business, Innovation and Employment

MRTEs = Monthly Regional Tourism Estimates

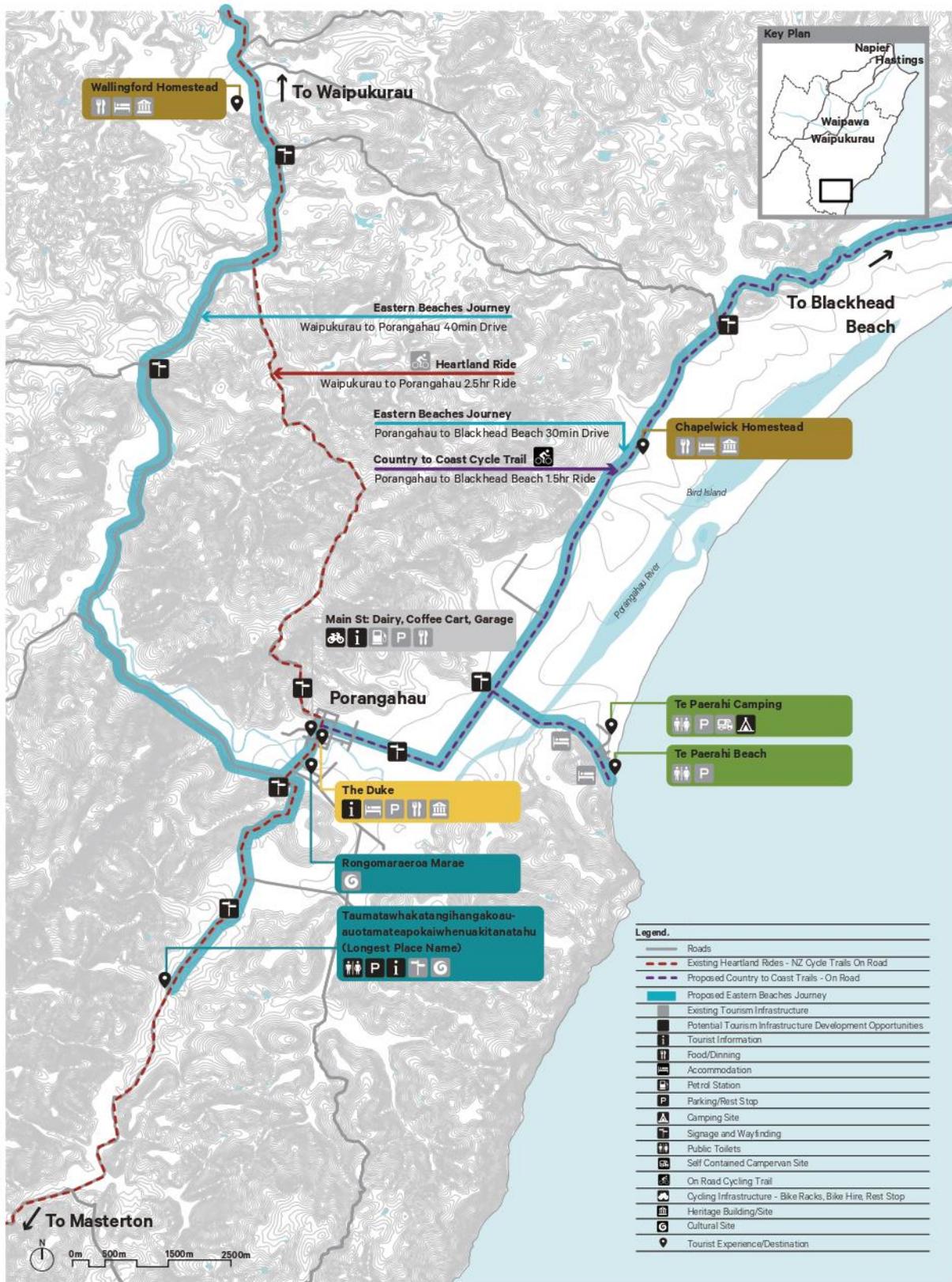
HBRC = Hawke's Bay Regional Council

## Appendices: Destination/Journey Mapping





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Tourism Destination Plan and Needs Assessment • 35



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**CENTRAL HAWKE'S BAY**  
DISTRICT COUNCIL

## 6.4 ECONOMIC AND SOCIAL RECOVERY UPDATE - DROUGHT AND COVID-19

### File Number:

**Author:** Doug Tate, Group Manager Customer and Community Partnerships

**Authoriser:** Monique Davidson, Chief Executive

**Attachments:**

1. **Economic and Social Recovery Status Report 05** [↓](#) 
2. **Economic and Social Recovery Status Report 06** [↓](#) 
3. **Economic and Social Recovery Status Report 07** [↓](#) 

### PURPOSE

The purpose of this report is to update the Committee on the Drought and Covid-19 Response and Recovery.

### RECOMMENDATION

**That, having considered all matters raised in the report, the report be noted.**

### SIGNIFICANCE AND ENGAGEMENT

This report is provided for information purposes only and has been assessed as not significant.

### BACKGROUND

Central Hawke's Bay is recovering from the economic and social challenges of COVID-19 and the effects of prolonged drought.

Council has moved swiftly and decisively in both its response and now recovery of these events, to support the sustained and long-term social and economic well-being of the community.

This report formally provides the Status Reports that are issued to Council and other key partners every fortnight, summarising Council's actions in relation to Prolonged Drought and COVID-19 since the last formal update to the Committee on 27 August 2020. Reports have now transitioned to a monthly cycle, rather than fortnightly, noting the changing pace with the drought and COVID-19 efforts.

### DISCUSSION

The Status report summarises the key actions that have been undertaken for the period since 27 August 2020.

### IMPLICATIONS ASSESSMENT

This report confirms that the matter concerned has no particular implications and has been dealt with in accordance with the Local Government Act 2002. Specifically:

- Council staff have delegated authority for any decisions made;
- Council staff have identified and assessed all reasonably practicable options for addressing the matter and considered the views and preferences of any interested or affected persons (including Māori), in proportion to the significance of the matter;
- Any decisions made will help meet the current and future needs of communities for good-quality local infrastructure, local public services, and performance of regulatory functions in a way that is most cost-effective for households and businesses;
- Unless stated above, any decisions made can be addressed through current funding under the Long-Term Plan and Annual Plan;
- Any decisions made are consistent with the Council's plans and policies; and

- No decisions have been made that would alter significantly the intended level of service provision for any significant activity undertaken by or on behalf of the Council, or would transfer the ownership or control of a strategic asset to or from the Council.

**RECOMMENDATION**

That the Committee note the Economic and Social Recovery Update - Drought and COVID-19 Update report.

Date:	Wednesday 2 September 2020	Time:	17.00 hrs
Meeting:	Economic & Social Recovery PCG meeting		
Event:	COVID-19 and Drought 2020 - Economic & Social Recovery		
Purpose:	The purpose of this report is to provide the Central Hawkes Bay District Council and key partner agencies with a tool that captures and tracks key information across the organisation relevant to the local social and economic recovery from COVID-19 and the drought.		
Notes:	Please note updates and changes since the last status report are shown in red.		

Executive Summary	Tracey Lee-Lewis/Craig Ireson
<p><b>Re-emergence Planning</b></p> <ul style="list-style-type: none"> <li>Work was undertaken at pace following the news of Community transmission, reviewing Councils operating plans as the Country shifted back to Level 2 Restrictions and Auckland to Level 3.</li> <li><b>We remain in regular contact with group and continue following intelligence provided at Controller briefings.</b></li> </ul> <p><b>Drought Recovery</b></p> <ul style="list-style-type: none"> <li>Technically we are now out of the meteorological drought, but the economic impacts continue, and will likely not be fully realised until winter 2021.</li> <li><b>A formal report on the Small Block Holders Field Day was tabled at the RAG meeting on 28 August. Action from the report being tabled is that the Terms of Reference are being reviewed to include “lifestylers”.</b></li> <li>Farmstrong Comedy Events are being held throughout the Hawke’s Bay Region. Central Hawkes Bay event is scheduled for 28 August.</li> <li><b>Current expenditure from the Rural Drought Recovery Fund, as of 26 August 2020, is \$627K. Projections indicate that a further \$175K will be spent in the remaining 5 weeks that the fund remains open. It is projected that at the close of the fund (the end of September) approximately \$800K will have been spent or committed.</b></li> <li><b>Rainfall for Central Hawke’s Bay, in particular the Ruataniwha Basin and Ongaonga is still well down on usual levels with groundwater levels still below usual averages for the period.</b></li> </ul> <p><b>Welfare</b></p> <ul style="list-style-type: none"> <li>Preparations for escalation to Levels 2 and 3 were completed and an email providing information and assurance was sent to the CHB Network of Networks.</li> </ul> <p><b>Food Security</b></p> <ul style="list-style-type: none"> <li>The Central Hawke’s Bay Foodbank and The Food Basket have both received funding from the Community Food Response Grant Fund to contribute to meeting increased food demand brought by the economic challenges caused by COVID-19 and drought.</li> </ul> <p><b>Rates Policies</b></p> <ul style="list-style-type: none"> <li>Rates Remission Policy – Financial Hardship Due to Covid has been adopted and is now live on our website. <b>The first application was received last week and granted.</b></li> <li>Rates debt as at 31 July is in better shape than the previous year, suggesting that COVID-19 has not impacted our rates collection too much.</li> </ul> <p><b>PGF Funding - Pipeline &amp; Live Projects / Capital Projects</b></p> <ul style="list-style-type: none"> <li>We have had confirmation that several of our shovel-ready projects have been funded, which will bolster the capital project pipeline for worker redeployment. As these projects have yet to be contracted we are not in a position to announce them in this status report, <b>however contract negotiation is now underway with MBIE and a media release will be prepared.</b></li> </ul>	

### Central Hawke's Bay \$2M Worker Redeployment Programme

- Pastoral Care has been a focus since the appointment of Te Taiwhenua o Heretaunga as the Pastoral Care Provider and the appointment of a Pastoral Care Co-ordinator in a support role. **This role is due to now commence on Monday 7 September.** A rigorous support and reporting approach is now being taken focusing on the 5 pou; Well being, Career, Training, Financial and Workplace Support.
- **Four of the initial eight workers have been successful in obtaining permanent employment.** Broader issues and barriers to employment remain for some. Pastoral care support will remain in place for six months beyond the end of the employment term. Similar work is underway with the remaining tranches.
- Further "in work" training is being provided to help with the employability of the individuals including heavy vehicle licence endorsements to assist those wishing to apply for roles due to be available with Downers.
- Communications are creating a number of video interviews with the redeployed workers across all three tranches on Friday 4 September which will then be utilised across media outlets to celebrate the successes of the programme.
- Tranche 4 (or equivalent) is intended to provide more employment opportunities for the Central Hawke's Bay community as well as an opportunity to carry over Tranche 1-3 staff where possible.

### Skills Talent and Employment

- A further \$250,000 has been secured for the MTFJ project with the ability to secure an additional \$250,000 within the project timeframe. The project will therefore continue until July 2021 allowing a focus on long term projects with this funding. **The first MTFJ report under the new funding was due 5 September and has been submitted 3 September.**
- Support to commence work on the Skills, Training and Employment Strategy **has been sought and an initial briefing meeting with MSD, Council and other partners occurred on Monday 24 August.**
- A Business Connector evening **took place on Tuesday 25 August 2020** where local businesses **attended and heard** from organisations who can provide them with support. These included MSD, Business HB, Chamber of Commerce, Shop Online and Jobs in CHB. **This event was a success with over 80 local business and stakeholders attending.**
- Central Hawke's Bay College and Jobs in Central Hawke's Bay are partnering up to run a Careers expo for the Central Hawke's Bay community. This is being held on Thursday 17th September and will have employers from throughout Central Hawke's Bay attending to showcase their industry.

### Tourism & Events

- A number of events are underway and Covid restrictions have a continued impact upon on the management and planning of those events, with some already postponed. **The impact on the Spring Fling Programme is being considered ongoing.**
- Contact has been made with the Motor Caravan Association to get work underway regarding the fact that there is currently no dump station for caravans in Central Hawke's Bay.

### Communications

- **Video profiling of key Tranche 1-3 employees and MTJF employees and business owners and points of interest commences from Friday 4 September**
- **The Porangahau-Wimbledon Road Project communications collateral assets are in final stages of completion.**
- **Jobs in Central Hawke's Bay Facebook page – now has 1,126 members. It requires ongoing improved management including administrative approval of jobs postings, following inappropriate roles being posted.**

### Business Support – Including Shop Local CHB

- **We have been monitoring retail spending in Central Hawke's Bay using the DotLovesData dashboard since**

April. Central Hawke's Bay retailer consumption was tracking well on an upward curve since we came out of Level Four lockdown in May. The most recent return to Level 2 Lockdown saw an immediate negative impact, with retail consumption falling to its current low level of -16.8% down on the same date last year. However, this compares favourably with the national average of -29.1%, and when compared to Central Auckland which went down to -80% at the peak of their recent Level Three lockdown.

Key Statistics relating to CHB Social & Economic Recovery	As at 30/08/2020 (unaudited)	Status (+/- prior report)
Total number of working age beneficiaries	967	+1 +92 from start of these Sitreps)
Percentage of working age beneficiaries that are youth (18 – 24)	13%	+0.5%
Percentage of working age beneficiaries that are Maori	40%	No change
Number of contacts by Employment Hubs	237	+46
Percentage of Job Seeker beneficiary numbers	25%	+5%
Total number of redeployed workers to date	38	No change
Total number of redeployed workers currently forecasted *	44	No change

\*Tranche 4 remains under consideration

**COVID-19 Re-emergence Planning**

Doug Tate

**Key updates:**

1. Work was undertaken at pace following the news of Community transmission, reviewing Councils operating plans as the Country shifted back to Level 2 Restrictions and Auckland to Level 3.
2. Ahead of the announcement on 14 August by the Prime minister about a potential change in the restrictions as community transmission increased in Auckland, staff finalised Level 3 response plans. Planning has also begun reviewing Level 4 restriction plans, in the event of any possible significant escalation that may occur.
3. **Regional Controllers continue to meet in preparation for any change in Levels and to share regional and national intelligence.**
4. We have continued to ensure the key messages relating to the COVID-19 preparedness continues to be focussed and a priority.

**Issues & Challenges:**

1. Ensuring the community remained focussed on being proactive to keep Central Hawke's Bay and the Country COVID-19 free.

**Priorities & Actions:**

1. Continued monitoring and ongoing review of level changes in the event of any reescalation.

**Drought and Welfare**

Lisa Harrison and Christine Renata

**Key updates:****Drought**

1. Technically we are now out of the meteorological drought, but the economic impacts continue, and will likely not be fully realised until winter 2021.
2. **Small Block Holders report** was tabled at the RAG meeting held on the 28<sup>th</sup> August. Was acknowledged it is a good “blueprint” for future. The current Terms or Reference for RAG are to be reviewed to include “lifestylers” as they are currently excluded.
3. **Farmstrong Comedy Events** have been postponed due to Alert Level 2.
4. **Waiting on economic impact assessment** from MPI: NZIER who were commissioned to do a national report which is due at the end of July. Once this is done the HBRC will do a deeper dive into the regional impacts.
5. **Current expenditure from the Rural Drought Recovery Fund**, as of 26 August 2020, is \$627K. Projections indicate that a further \$175K will be spent in the remaining 5 weeks that the fund remains open. It is projected that at the close of the fund (the end of September) approximately \$800K will have been spent or committed.

**Welfare**

1. Preparations for escalation to Levels 2 and 3 have been completed and an email providing information and assurance was sent to the Central Hawke’s Bay Network of Networks.
2. Fast Moving Consumer Goods providers were also contacted.

**Food Security**

1. The Central Hawke’s Bay Foodbank and The Food Basket have both received funding from the Community Food Response Grant Fund to contribute to meeting increased food demand brought by the economic challenges caused by COVID-19 and drought.
2. Council have applied to the Food Secure Communities Grant Fund for funding of \$9,000 on behalf of the Foodbank and Foodbasket to develop and implement a Food Secure Community plan to create long-term, sustainable food security in Central Hawke’s Bay.

**Issues & Challenges:**

1. Animal Welfare issues – MPI are continuing to manage welfare issues. This is an ongoing concern through the winter.
2. Access to feed is still a key concern through the winter.
3. **Weather.**

**Priorities & Actions:**

1. Continuing to support local drought efforts.

**Rates Policies**

Brent Chamberlain

**Key updates:**

1. Rates Remission policy was adopted by Council on 30 July and is now live for people to apply.
2. Comms on the policy is currently being prepared for Distribution. You can access the website link to apply [here](#).

**Issues & Challenges:**

1. There are no issues or challenges at this time.

**Priorities & Actions:**

1. Promoting the availability of the remission.

**Other comments**

Rates debt as at 31 July is in better shape than the previous year, suggesting that COVID-19 has not impacted our rates collection too much:

Period	July 19	July 20
5+ Years	130,730	146,073
5 Years	34,300	20,948
4 Years	46,032	51,304
3 Years	41,946	49,705
2 Years	86,225	145,759
1 Year	333,390	159,057
	<b>\$ 672,623</b>	<b>\$ 572,846</b>

## PGF and other government funding - Pipeline &amp; Live Projects

Craig Ireson

**Key updates:**

1. We acknowledge the recent announcement of marae, waterways and Maori lands trust which saw Central Hawke's Bay private applications announced for the Nopera Trust, Kairakau Lands Trust, and Te Puna Farm.
2. The announcement of the Te Mata Mushrooms funding from the PGF was welcomed, as this project has significant economic impact for our District. **We are awaiting instruction from Te Mata Mushrooms on holding a project establishment meeting when they're are ready, however are already supporting them with connections into the organisation for continuing pre-lodgement discussions. We are aware that MSD have been working closely with Te Mata Mushrooms on the provision of a workforce strategy, and we look forward to this project bolstering our progressive procurement and sustainable employment frameworks.**
3. Hawke's Bay Food Innovation Hub (now rebranded as Food East) - Council has approved partnership funding of \$20,000 over 3 years for this project. We will now negotiate funding agreement with HDC.
4. A social procurement workshop with contractors for future Porangahau-Wimbledon road contracts, was held on 17th August. Mayor's Taskforce for Jobs and MSD staff attended. MSD will be invited to contribute to the social procurement outcomes of the procurement strategy going forward. **Porangahau-Wimbledon Road project manager has contacted Tararua District Council following their successful PGF application for their portion of Route 52 to ensure coordination and collaboration. A complementary project has been established to investigate wider options for Wanstead swamp beyond the roading corridor. This project will work closely with iwi, landowners and the Porangahau catchment group to create a business case to apply for Freshwater Improvement Funds.**
5. On behalf of Te Taiwhenua o Tamatea, Council has applied for two He Ringa Whanau Ora roles through the PGF Social Capital Application to support our most vulnerable overcome complex issues family hard issues. **We have executed an agreement on this and are working closely with Te Taiwhenua o Tamatea on recruitment of these roles and establishing these projects.**
6. Te Taiwhenua o Tamatea has also been indicated initial success in being funded a further 'Navigator' role **and administrator** to support them in supporting Tangata Whenua. **Council is supporting Taiwhenua in the recruitment of these roles.**
7. An application has been made to the Lottery Environment and Heritage Fund by the Ongaonga Historical Society for the restoration of the heritage listed Coles Building. Council has supported the society in making the application, **and has agreed to an under-write of up to \$35k to cover their co-funding shortfall.**
8. **Council has received initial positive indications from the National Library of New Zealand for the funding of two secondment roles into the library service. We are working through the detail of this currently.**

**Priorities & Actions:**

1. Continue to advocate for projects in the pipeline, and if successful then we will expedite agreement to ensure money is secure prior to election.
2. **Progressing He Ringa Whanau Project and supporting Taiwhenua in the establishment of their new roles.**
3. Planning for preparation of any further PGF funding post-election

**Other comments:**

As we await the outcome of the election and the impact this will have on future PGF (or similar) funding we have a window of time to take stock of our own pipeline of projects, and establish sustainable project management systems to ensure that we are well placed to approach these funds when they open again. An example of this is the HPMV Programme Business Case and the quick wins safety improvements which have been identified within that PBC.

**Key updates:**

1. To date the Employment Hubs have seen 237 people come through seeking information about employment in Central Hawke's Bay, 142 of these people have been referred to MSD and have been registered as a job seeker or provided assistance with benefits, 34 businesses have enquired through the hubs and 26 of these have been referred to MSD which allows their jobs to be advertised on the MSD website and for them to be matched to people on MSD's system. From these business referrals 59 job opportunities have been created. 58 people have been given assistance with their driver licences, and 46 with CV's. 53 people have been placed into employment and 100% of these people are local to Central Hawke's Bay, 10 are Youth, 24 Maori/Pacific and 25 Women. There have also been 2 business start-ups as a result of support from MTFJ.
2. Central Hawke's Bay College and Jobs in Central Hawke's Bay are partnering up to run a Careers expo for the Central Hawke's Bay community. This is being held on Thursday 17th September and will have employers from throughout Central Hawke's Bay attending to showcase their industry.
3. A further \$250,000 has been secured for the MTFJ project with the ability to secure an additional \$250,000 within the project timeframe. The project will therefore continue until July 2021. We will commence looking at long term projects with this funding. **The first MTFJ report under the new funding was due 5 September and was submitted on 3 September.**
4. Support is being sought to commence work on the Skills, Training and Employment Strategy. Within the strategy will be three main principles: *Creating the Connections*- this could be between employers and employees or people wanting to start up new businesses; *Removing the Barriers* – to allow people to get into employment; and *Training for Growth*- which is looking at tailoring programmes to fill labour needs in the community. This will support regional skills strategy work in development and provide sustainable outcomes for Central Hawke's Bay. **Discussions have now commenced and the plan is in the development stage.**
5. A Business Connector evening **took place on** Tuesday 25 August 2020 5.30pm where local businesses **heard** from organisations who can provide them with support. These included IRD, MSD, Business HB, Chamber of Commerce, Shop Online and Jobs in Central Hawke's Bay. **This evening was a big success.**
6. The Farming and Education pilot projects have been approved to be funded by MSD and MTFJ. The Education pilot has identified 5 local people to work with the 7 schools that have responded positively to the pilot. We are hopeful this pilot will be underway within the next few weeks. The pilot will see the 5 participants engaged in further training at a level 3. Reporting has been a large focus to ensure we are meeting the agreed measures set by MSD and ensure our participants are being provided with the required support. **Police Vetting is well underway returning positive results allowing us to place participants who meet the vetting criteria into employment. Contracts between MTFJ and Schools have been developed along with the reporting templates. This is in line with the projected reporting to MSD monthly.**
7. Entrepreneurs pipeline is in the process of being developed with the Chamber of Commerce and Business Hawkes Bay where people aspiring to start their own business are given support to do this. Initial stages will see us work with 5 people using a similar program to that used by the Young Enterprise Scheme. This has been tailored to meet the needs of those in the very beginning Ideation stages to those that know what they want their business to look like and are looking for guidance on the "how to". Participants will be matched with a local mentor to provide further support and encouragement. **Interviews took place this week to determine local facilitators for the 5 modules. As part of a sustainable model it was requested the design of the course include local facilitators in order to replicate and offer ongoing without barrier.**
8. A Pilot between CHB College & MTFJ is being developed which will put 5 college students through life coaching sessions for 8 weeks. Measures for success are yet to be defined for this pilot.
9. The Skills, Training and Employment Network continue to meet regularly and discuss initiatives and barriers within the community. An initiative which has come out of this network is developing a pack in consultation with CHB and Te Aute College for those leaving school, so they have information about a pathway to employment once they have left school.
10. 6 participants are due to complete our first Pre-employment Training course, they have 6 months to finalise the paperwork. These participants will achieve a level 3 qualification following completing of this course. During the two-week program the following was covered: Plan a career pathway, Job search skills, Interview skills, CV and

Cover letter writing, Health and Safety as well as budgeting advice.

11. This Pre-Employment Training will now be run in Porangahau where a need has been identified with 8 people expressing an interest in completing it. This has a tentative start date of 7 September.
12. After discussions with MSD it has been agreed that information about MTFJ hubs will be sent out by MSD to those on income relief payments, so they are aware of additional support available to them in the community.
13. Seasonal Employment demand is coming up late October /November. We will look at being proactive with the major producers in the area to discuss how MTFJ might be able to assist with finding employees.
14. There is the need to map out the Labour Market so that we can identify gaps in skills and employment.
15. Further discussions with TTOH and NEETS are occurring in order to work together to support CHB NEETS into employment.
16. MTFJ have been working with Veolia and MSD to arrange employment opportunities for 4 people in the waters space, Water Reticulation and Water Treatment. 4 participants will be funded via the Flexi-wage for 6 months, at the end of the 6 month period 2 will go into Apprenticeship Boosts.
17. We have been contacted by Aaron Megchelse from the Tertiary Education Commission. The TEC have received funding to provide 10 regional Careers NZ pop-ups. We have connected him with MTFJ to ensure there is collaboration on this project.

#### Issues & Challenges:

1. There is the need to identify and prioritise MTFJ and the Skills, Training and Employment projects as a programme, upon confirmation of the MTFJ second tranche of funding, to transition from short term response to long term sustainable outcomes.

#### Priorities & Actions:

1. Progress of the Skills, Training and Employment Strategy.
2. Continue planning of the Central Hawke's Bay Careers Expo.
3. Look at mapping out the labour market.
4. Ongoing confirmation and delivery of pastoral support to ensure success for employees
5. Look to organise a meeting with those seasonal employers such as Mr Apple, Shearing gangs, Bostock and Silver Fern Farms.

**Tourism & Events**

Craig Ireson

**Key updates:**

1. Tourism Infrastructure Needs Assessment (TINA) work continues with Veros. The scope has been expanded to include a cycling strategy to understand the opportunities for cycle tourism. A new end adoption date of 22 October for the Assessment has been agreed, to allow for the project to catch up after Covid related delays.
2. Marketing is live for the Spring Fling –active monitoring of the COVID19 situation and its impacts on the event is taking place, with a decision due for many events on Monday 8<sup>th</sup> about going ahead under revised Covid lockdown protocols.
3. MBIE has announced that the Responsible Camping Fund for Opex had been re-opened for the 2020/21 summer season. An application for \$92,000 has been submitted for improved cleaning and maintenance of coastal camping areas, and the development of an Ambassadors programme.
4. Waipukurau was featured in a Stuff article as being one of the top five places in New Zealand to experience Spring. (link: <https://www.stuff.co.nz/travel/back-your-backyard/300096101/five-of-the-best-new-zealand-small-towns-in-spring>)
5. Triathlon HB are hosting the National Cross Tri champs at Backpaddock Lakes on Sunday 25 October.

**Issues & Challenges:**

1. Currently there is no dump station in Central Hawke's Bay for camper vans. We are undertaking a review of the best place for this as part of the TINA, and how this may be funded. MCVA representatives have been approached for engagement on this issue. Provision for some funding has been made within the Three Waters funding Council has secured.
2. Covid restrictions have a continued impact upon event management and planning

**Priorities & Actions:**

1. Debrief of Vantage Cycle Nationals has begun with a post event report prepared by Cycling NZ
2. Complete TINA
3. Work with MCVA on developing a fit for purpose dump station
4. Ongoing planning for a safe and successful Spring Fling

**Other comments:**

Domestic tourism campaigns are having a positive impact upon our domestic visitor market.:

In the 12 months to February 2020 (basically pre-COVID), annual visitor spend was worth approximately \$39.1m – that was up 7.3% on the prior 12 months.

In the 12 months to June 2020 (taking in effects of COVID), Central Hawke' Bay had the 3<sup>rd</sup> best domestic spend growth rate out of all 67 territorial authorities – one of only five to still be in positive growth.

(Source: MBIE Monthly Regional Tourism Estimates)

**Business Support – Including Shop Local CHB**

Craig Ireson

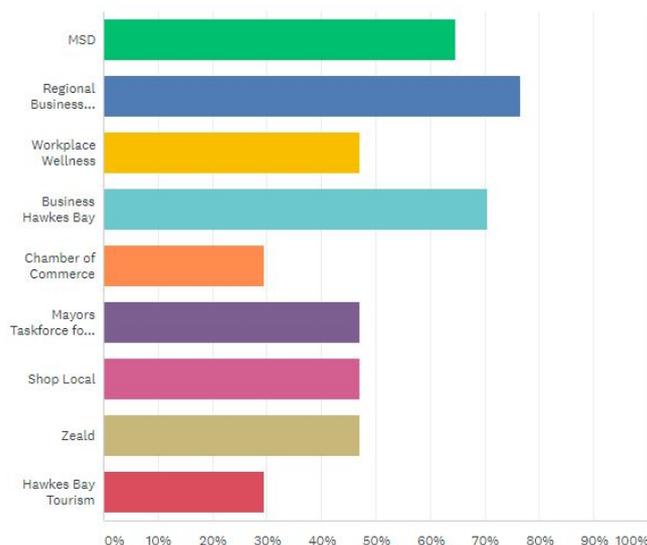
**Key updates:**

1. A business Connector Event was held at the Municipal Theatre, Waipawa, on 25 August. The venue had to be changed to account for the larger than expected numbers and to enable social distancing protocols. A total of 80 people were present, which included 46 business owners, representing around 38 businesses. The event was very well received with presentations from agencies including MSD, BHB, the Chamber of Commerce, Shop local CHB, and the Regional Business Partners. Workplace Wellness. All the agencies have picked up active leads from the night to provide additional information and support. A survey is being collated and a recommendation for future events will be made.

Figure 1. Survey question: which presenters would you like to hear more from?

Which presenters would you like to hear more from?

Answered: 17 Skipped: 1



2. We are still awaiting confirmation that the entity CHB Promotions will fund a further tranche of Shop CHB enrolments.

3. Entrepreneurial ecosystem- The idea of the ecosystem is to support those in Central Hawke’s Bay who want to start their own business. The Chamber of Commerce have created an initial framework for a 5 week course to be delivered to 5 people who are looking at starting up their own business. The 5 week course will address Ideation, Validation, Finance, Marketing and Pitch. This is an ongoing project.

**Issues & Challenges:**

1. We have worked closely with Napier based organisations, to address a perception and/or reality that regional services are not reaching the District.

2. We are working closely with BHB and the Chamber on a hub and spoke model of delivery for business support. We are also aware that service delivery of business support is in scope for the Section 17a review of Economic Development as part of Council’s service delivery, which is being undertaken by Gus Charteris from Giblin Group.

**Priorities & Actions:**

1. Create a coordinated approach to business support and development, including a hub and spoke delivery model with BHB and the Chamber.

2. Debrief our first business connector networking event and make recommendations for future delivery

**Other Comments**

We have been monitoring retail spending in Central Hawke's Bay using the DotLovesData dashboard since April.

Central Hawke's Bay retailer consumption was tracking well on an upward curve since we came out of Level Four lockdown in May. The most recent return to Level 2 Lockdown saw an immediate negative impact, with retail consumption falling to its current low level of -16.8% down on the same date last year. However, this compares favourably with the national average of -29.1%, and when compared to Central Auckland which went down to -80% at the peak of their recent Level Three lockdown.



Figure 2. Central Hawke's Bay change in retail consumption –trend over time; 1 February -29 August 2020

Priority areas for support for medium to large businesses were identified at the first Recovery Taskforce meeting with local business owners and operators in July. These were:

- Affordable housing for workers and new migrants to the area
- Skills shortages (cohesive sector led initiatives, esp. building and construction, through MTFJ linking need with labour supply and training)
- Attraction strategies (building on the regional attraction strategy developed late 2019)
- Live local, spend local campaigns
- Communication between business sector and public sector to co-ordinate the above activity

The Business connector event addressed many of these at the SME level, but specific cluster events for larger business (i.e. construction and AgHort) will need to be planned.

## Capital Projects

Darren De Klerk and others

## Key updates:

1. Roadside vegetation management work continues on our roadsides and within reserves and parks.
2. The contract relating to Tranches 1 and 2 with Recreational Services and Central Vegetation Company has been extended to allow Tranche 1 and 2 redeployed workers to be granted employment contract extensions so that all three tranches finish on 9th October 2020. This has allowed for more time to be dedicated to achieving individual sustainable outcomes.
3. The table below summarises the number of redeployed workers currently working versus the original target versus those that have gone on to long-term sustainable employment. Several other employees across all three tranches are attending interviews and developing the next step in their career or training.
4. We continue to meet 100% of the social procurement objectives we set out to achieve.
5. Pastoral Care has been a focus since the appointment of Te Taiwhenua o Heretaunga as the Pastoral Care Provider and the appointment of a Pastoral Care Co-ordinator in a support role. A rigorous support and reporting approach is now being taken focusing on the 5 pou; Well being, Career, Training, Financial and Workplace Support.
6. As at the end of September, 10 individuals have moved on to sustainable employment and several others are attending interviews with local employers.
7. For those individuals who have not yet been placed in employment, the Council, MSD and the Pastoral Care Provider has arranged for transportation to local employers seeking seasonal workers, for example Bostock and Silver Fern Farms.
8. All three tranches continue to receive 1-on-1 assistance towards either employment or further training. A significant amount of time is being committed to the pastoral care support which will remain in place for six months beyond the end of the employment term.
9. Further work is under way to provide the opportunity for several individuals to obtain the following training in order to assist the workers in obtaining long term sustainable employment:
  - Site Traffic Management Supervisor (STMS)
  - Rollers Tracks and Wheels endorsements and training
  - Class 2 Vehicle driver licences.
10. Recruitment continues for a replacement Programme Manager and this role may broaden to capture some other PGF projects e.g. marae renovations and tuki trails.
11. A full page spread is planned for 15<sup>th</sup> October CHB Mail showcasing some of the success stories across the programme and visible work completed within the community.
12. A celebration is planned for Friday 9<sup>th</sup> October from 2-4pm for all three Tranches.

Tranche	Original target	At its peak	Current (i.e. still under contract now)	Difference between peak and current and of that difference who went on to other employment
1	10	8	4	4
2	12	13	9	4
3	22	17	15	2
4	In planning stage	In planning stage	In planning stage	In planning stage
<b>Totals</b>	<b>44</b>	<b>38</b>	<b>28</b>	<b>10</b>

13. Roading upgrade works on Porangahau and Wimbledon Roads (funded at \$20.1M by PGF) have commenced

- a. 2 significant contracts awarded to local suppliers for retaining wall works – Russell Roads and Downer.
- b. A further contract of area wide pavement treatment is currently out to tender. A social procurement workshop with contractors for future Porangahau-Wimbledon road contracts, will be held at Stantec (Hastings) on 17th August. Mayor’s Taskforce for Jobs and MSD staff will be invited to attend.
- c. Social procurement outcomes being incorporated into procurement plans for remainder of works
- d. On-site meetings held with stakeholders for highly sensitive projects around Wanstead Wetland (farm/landowners and iwi)
- e. HBRC engaged to support works in waterways
- f. Procurement Strategy for overall PGF Roothing Project being finalised for Council

**Issues & Challenges:**

1. Pace of deployment and readiness of processes to support this pace
2. Engagement with stakeholders for PGF works on Porangahau Rd

**Priorities & Actions:**

1. Refinement of vegetation management programme
2. Design and investigation work for roading upgrades
3. Engagement with stakeholders for roading upgrades
4. Partnering with HBRC for roading upgrades and wetland/waterway management

## Communications

Courtney Henderson

**Key updates:**

1. Communications and Engagement plans being produced for Porangahau-Wimbledon Road / Jobs projects (one each, referencing the link between projects.)
2. Delivery of communications plan for both projects underway, key focus to create a centralised and coordinated channel.
3. Build of website, print communications and social media communications underway **with shell website now complete - [www.chbdc.govt.nz/jobs-in-central-hawkes-bay](http://www.chbdc.govt.nz/jobs-in-central-hawkes-bay)**
4. Good news stories/profiling underway
5. **Video profiling of key Tranche 1-3 employees and MTJF employees and business owners and points of interest planned to commence from Friday 4 September**
6. COVID-19 communications prepared for Level 2 are in motion, planned for level 3 including fact sheets. Key recovery points included in messaging
7. Developing online maps and signboard templates for Porangahau-Wimbledon Road
8. **Porangahau-Wimbledon Road communications collateral assets in final stages of completion**
9. **Jobs in CHB Facebook page requires better management including administrative approval of jobs postings**

**Issues & Challenges:**

1. Short timeframes with available resource (resolved with employment of dedicated support)
2. Ensuring a coordinated response between various stakeholders

**Priorities & Actions:**

1. Media statement pre-approved and key stakeholders briefed
2. Key media invited to event and briefed in advance
3. Route 52 Community Session confirmed, and initial invitations released.
4. Business packs for employers – Delivery Friday 17th July
5. Development of robust communications plan and activity calendar for both projects
6. Social media content developed for Jobs project with promotion via CHBDC channels
7. **Delivery of communications plan and activity calendar**
8. **Development of success stories**
9. Style templates formatted and confirmed for Porangahau – Wimbledon Road project (signage as immediate requirement)
10. Creation of communications templates and collateral to roll out
11. **Video scheduling and planning for Friday 4<sup>th</sup> September**
12. **Management of Jobs in CHB Facebook page**
13. **Promotion of Jobs in CHB website**
14. **Completion of Porangahau-Wimbledon Road communication collateral pack**

Report approved by:



	Doug Tate – Local Controller <b>Central Hawke’s Bay District Council</b>
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Date:	Wednesday 16 September 2020	Time:	17.00 hrs
Meeting:	Economic & Social Recovery PCG meeting		
Event:	COVID-19 and Drought 2020 - Economic & Social Recovery		
Purpose:	The purpose of this report is to provide the Central Hawkes Bay District Council and key partner agencies with a tool that captures and tracks key information across the organisation relevant to the local social and economic recovery from COVID-19 and the drought.		
Notes:	Please note updates and changes since the last status report are shown in red.		

Executive Summary	Haley McCoskery/Craig Ireson
<p><b>Re-emergence Planning</b></p> <ul style="list-style-type: none"> <li>Central Hawkes Bay is at Alert Level 2. This will remain in place until at least 11:59pm on Monday 21 September.</li> <li>We remain in regular contact with group and continue following intelligence provided at Controller briefings</li> </ul> <p><b>Drought Recovery</b></p> <ul style="list-style-type: none"> <li>Technically we are now out of the meteorological drought, but the economic impacts continue, and will likely not be fully realised until winter 2021.</li> <li>A formal report on the Small Block Holders Field Day was tabled at the RAG meeting on the 28th August. Action from the report being tabled is that the Terms of Reference are being reviewed to include "lifestylers".</li> <li>Farmstrong Comedy Events are being held throughout the Hawke's Bay Region. Central Hawkes Bay event is scheduled for 3 October.</li> <li>Current expenditure from the Rural Drought Recovery Fund, as of 26 August 2020, is \$627K. Projections indicate that a further \$175K will be spent in the remaining 5 weeks that the fund remains open. It is projected that at the close of the fund (the end of September) approximately \$800K will have been spent or committed.</li> <li>Rainfall for Central Hawke's Bay, in particular the Ruataniwha Basin and Ongaonga is still well down on usual levels with groundwater levels still below usual averages for the period.</li> <li>A summary of findings from a national drought economic impact report has been prepared, but further analysis of the regional impact is required.</li> </ul> <p><b>Seasonal workforce shortages</b></p> <ul style="list-style-type: none"> <li>Priority has been given to the looming shortage of seasonal workers in the horticulture sector, with an estimate of 10,000 workers being needed in the region from next month. A coordinated response between MSD, MPI and CHBDC is underway</li> <li>A meeting between MSD, MPI, CHBDC and workforce managers/orchard Managers from Mr Apple and Bostocks Apples will be held on Thursday 17 September to plan a response.</li> </ul> <p>Fiona Clarke at MPI has also provided the following update:</p> <ul style="list-style-type: none"> <li>MPI are doing some analysis on potential economic impact of fruit not harvested</li> <li>MPI primary sector workforce programme has two relevant components: supporting employers to be good employers (this could for example include pastoral care training for technical managers) and mobility of seasonal workforce that is focused on: Develop and deliver a range of solutions to support people to move easily between seasonal jobs in different primary sectors to ensure year round employment.</li> <li>Fiona is feeding regional HB intel through to the Primary Sector Workforce Programme Team</li> </ul> <p><b>Welfare</b></p> <ul style="list-style-type: none"> <li>Preparations for escalation to Levels 2 and 3 were completed and an email providing information and assurance was sent to the CHB Network of Networks.</li> <li>Networks of networks meetings continue.</li> </ul>	

### Food Security

- The Central Hawke's Bay Foodbank and The Food Basket have both received funding from the Community Food Response Grant Fund to contribute to meeting increased food demand brought by the economic challenges caused by COVID-19 and drought.

### Rates Policies

- Rates Remission Policy – Financial Hardship Due to Covid has been adopted and is now live on our website **but we have received zero applications to date.**
- Rates debt as at 31 July is in better shape than the previous year, suggesting that COVID-19 has not impacted our rates collection too much.

### PGF Funding - Pipeline & Live Projects / Capital Projects

- We have had confirmation that several of our shovel-ready projects have been funded, which will bolster the capital project pipeline for worker redeployment. As these projects have yet to be contracted we are not in a position to announce them in this status report. **We await contracting with the PDU so we can ensure our re-deployed workers are given further work through these projects.**
- Procurement workshop held for Porangahau-Wimbledon road project with contractors. MSD invited to contribute to the procurement strategy to ensure alignment to social procurement outcomes. Porangahau-Wimbledon Road project manager has contacted Tararua District Council following their successful PGF application for their portion of Route 52 to ensure coordination and collaboration.

### Central Hawke's Bay \$2M Worker Redeployment Programme

- **Budget allows for the Council to offer the remaining workers in Tranches 1 and 2 contract extensions through to 9<sup>th</sup> October such that all three tranches finish on the same date. This also allows more work to be done in terms of ensuring employment outcomes are achieved for all three tranches. This will include holding an Employer meet and greet event.**
- **Broader issues and barriers to employment remain for some of the workers, including issues such as alcohol dependency, family matters and mental health. The Pastoral Care and Triage teams are playing a significant role in supporting those faced with such issues.**
- **All three tranches are receiving 1-on-1 assistance towards either employment (e.g. CV prep, interview prep etc.) or further training (e.g. those seeking to complete apprenticeships or online training). A significant amount of time is being committed to the Pastoral Care support which will remain in place for six months beyond the end of the employment term.**
- **Consideration is being given to the need for assistance with heavy vehicle licence endorsements to assist those wishing to apply for roles due to be available with Downers and Higgins etc.**
- **Recruitment is underway for a replacement Programme Manager and this role may broaden to capture some other PGF projects e.g. marae renovations and tuki trails.**
- **We have completed interviews with some of the redeployed workers across all three tranches which will then be utilised across media outlets to celebrate the successes of the programme. We will share links to the videos in the next SitRep.**

### Skills Talent and Employment

- A further \$250,000 has been secured for the MTFJ project with the ability to secure an additional \$250,000 within the project timeframe. The project will therefore continue until July 2021 allowing a focus on long term projects with this funding. **The first MTFJ report under the new funding was due 5 September and has been submitted 3 September.**
- Support to commence work on the Skills, Training and Employment Strategy **has been sought and an initial**

briefing meeting with MSD, Council and other partners occurred on Monday 24 August.

- Central Hawke's Bay College and Jobs in Central Hawke's Bay are partnering up to run a Careers expo for the Central Hawke's Bay community. This has been changed to Thursday 15<sup>th</sup> October 2020 and will go ahead if the region is in Level 1. This will have employers from throughout Central Hawke's Bay attending to showcase their industry.

#### Tourism & Events

- A number of events are underway and Covid restrictions have a continued impact upon on the management and planning of those events, with some already postponed. The impact on the Spring Fling Programme is being considered ongoing. The Onga Onga fair has had to be postponed to the 4<sup>th</sup> October
- A new regional events fund has been deployed. This is a contestable fund for new domestic visitor events. CHBDC is working with the other TAs and Hawke's Bay Tourism for a plan to unlock a share of the \$2m allocated to our region; the Pacific Coast Highway (Shared with Coromandel, Bay of Plenty and Gisborne).

#### Communications

- Video profiling of key Tranche 1-3 employees and MTJF employees and business owners and points of interest commences from Friday 4 September
- The Porangahau-Wimbledon Road Project communications collateral assets are in final stages of completion.
- Jobs in Central Hawke's Bay Facebook page – now has 1,126 members. It requires ongoing improved management including administrative approval of jobs postings, following inappropriate roles being posted.
- Drought wrap up planned in collaboration with RAG and HDC in CHB Mail and HB Today.
- Planning in place for next 1 page Jobs in CHB newspaper summary. Moving to updating every 6 weeks (rather than 2 months)
- Promotion of Farmstrong Comedy events – awaiting clips of new line up for promotion.

#### Business Support – Including Shop Local CHB

- We have had confirmation that the entity CHB Promotions will fund a further tranche of Shop CHB enrolments.

Key Statistics relating to CHB Social & Economic Recovery	As at 30/08/2020 (unaudited)	Status (+/- prior report)
Total number of working age beneficiaries	950	-17 (+75 from start of these Sitreps)
Percentage of working age beneficiaries that are youth (18 – 24)	13%	No change
Percentage of working age beneficiaries that are Maori	40%	No change
Number of contacts by Employment Hubs	267	+26
Percentage of Job Seeker beneficiary numbers	28%	+1%
Total number of redeployed workers to date	38	No change
Total number of redeployed workers currently forecasted	44	No change

**COVID-19 Re-emergence Planning**

Doug Tate

**Key updates:**

1. Work was undertaken at pace following the news of Community transmission, reviewing Councils operating plans as the Country shifted back to Level 2 Restrictions and Auckland to Level 3.
2. Ahead of the announcement on 14 August by the Prime minister about a potential change in the restrictions as community transmission increased in Auckland, staff finalised Level 3 response plans. Planning has also begun reviewing Level 4 restriction plans, in the event of any possible significant escalation that may occur.
3. **Regional Controllers continue to meet in preparation for any change in Levels and to share regional and national intelligence.**
4. We have continued to ensure the key messages relating to the COVID-19 preparedness continues to be focussed and a priority.

**Issues & Challenges:**

1. Ensuring the community remained focussed on being proactive to keep Central Hawke's Bay and the Country COVID-19 free.

**Priorities & Actions:**

1. Continued monitoring and ongoing review of level changes in the event of any reescalation.

**Drought and Welfare**

Lisa Harrison and Christine

Renata with additional inputs in tis update form Sarah Tully (Regional Recovery Manager)

**Key updates:**

## Drought

1. Technically we are now out of the meteorological drought, but the economic impacts continue, and will likely not be fully realised until winter 2021.
2. Small Block Holders report was tabled at the RAG meeting held on the 28th August. Was acknowledged it is a good “blueprint” for future. The current Terms or Reference for RAG are to be reviewed to include “lifestylers” as they are currently excluded.
3. **Farmstrong Comedy Events have been rescheduled to the 3<sup>rd</sup> October**
4. Current expenditure from the Rural Drought Recovery Fund, as of 26 August 2020, is \$627K. Projections indicate that a further \$175K will be spent in the remaining 5 weeks that the fund remains open. It is projected that at the close of the fund (the end of September) approximately \$800K will have been spent or committed.
5. **The Economic Impact 2019 Drought NZIER report is now complete. Key findings are noted below. These findings are based on national impacts vs regional.**

## Key Findings



### COVID-19 had a minimal impact

Social distancing requirements caused delays in sale and processing of stock



### District level impacts amplified

Districts where drought has occurred with comorbidity i.e., tuberculosis (Tb) and *M. bovis* incursions have been hardest hit



### Dairy and red meat worst affected

Dairy and red meat regions witnessed a higher drop in GDP than drier regions with a horticultural focus



### Lifestyle farmers hardest hit

While farmers have strong resilience networks to cope with drought lifestylers struggle with the isolation and are particularly vulnerable

- Nationally the 2019/2020 drought was of less significance than the 2013 drought largely also because farmers reacted early to the onset of drought.
- New Zealand's annual GDP decreases by between \$596 million and \$760 million depending on the scenario
- While dairy farmers chose economic resilience (off farm feed, water and fertiliser), sheep and beef farmer relied more on social and institutional resilience (rural support trusts, farmer networks etc)

### Further comment on this from Sarah Tully (Regional Recovery Manager):

6. National drought economic impact report has been completed. MPI have provided a summary of findings – key highlights being:
  - Nationally 2019/20 drought had less of an impact than 2013 – largely due to reacting earlier, but remains a natural risk hazard and will be in response/recovery space for the crown.
  - Crown spending in this space is expected to continue due to climate change – and potential funding for innovative solutions such as drought resistant crops, regenerative farming etc.
  - Dairy and red meat were the worst affected, resulting in a higher drop in GDP
  - Lifestyle farmers were hit hardest – with less of a connection to resilience networks. Growing need to support this group (more formally) going forward and should be a key part in the resilience strategy
  - Hawke's Bay modelled impact is a -0.3% reduction in GDP (-\$27M). Hawke's Bay had a more severe biophysical impact, and less of an economic one versus other areas – largely due to horticulture being a larger part of its economy.
  - Proven positive impact of good water storage and irrigation reflected in Canterbury's lesser economic impact – will drive further demand for projects in these areas

HBRC were looking to fund a regional deep dive for Hawke's Bay. It would be good to get an update on this as findings and economic modelling scenarios used in the national report weren't overly useful / relevant to Hawkes Bay from the summary provided. Would be good to understand the scope and expected outcomes. Drought resilience strategy scoping has been completed – no update on any progress post that or a development plan. Important that the Central Hawke's Bay rural community have a voice in the development of this.

#### Welfare

1. Preparations for escalation to Levels 2 and 3 were completed and an email providing information and assurance sent to the Central Hawke's Bay Network of Networks. Regular meetings with the Networks of Networks continues.
2. Fast Moving Consumer Goods providers were also contacted.

#### Food Security

1. The Central Hawke's Bay Foodbank and The Food Basket have both received funding from the Community Food Response Grant Fund to contribute to meeting increased food demand brought by the economic challenges caused by COVID-19 and drought.
2. Council have applied to the Food Secure Communities Grant Fund for funding of \$9,000 on behalf of the Foodbank and Foodbasket to develop and implement a Food Secure Community plan to create long-term, sustainable food security in Central Hawke's Bay. We are still awaiting confirmation from MSD regarding this funding.

#### Issues & Challenges:

1. Animal Welfare issues – MPI are continuing to manage welfare issues. This is an ongoing concern through the winter.
2. Access to feed is still a key concern moving in to Spring.
3. HBRC predict a lower rainfall this Spring following on from winters low rainfall.

#### Priorities & Actions:

1. Continuing to support local drought efforts.

**Rates Policies**

Brent Chamberlain

**Key updates:**

1. Rates Remission policy was adopted by Council on 30 July and is now live for people to apply.
2. **Despite a widespread communications campaign there is yet to be a single request for rates remission**

**Issues & Challenges:**

1. There are no issues or challenges at this time.

**Priorities & Actions:**

1. **Continued promotion of the availability of the remission.**

**Other comments**

Nil

## PGF and other government funding - Pipeline &amp; Live Projects

Craig Ireson

**Key updates:**

1. We have had confirmation that several of our shovel-ready projects have been funded, which will bolster the capital project pipeline for worker redeployment. As these projects have yet to be contracted we are not in a position to announce them in this status report. **We understand that the PDU is dealing with a huge workload and that work is being done at a policy level to ensure the most disadvantaged are benefiting from this stimulus funding, however we expect to see contracts soon, so that we can keep our re-deployed workers in employment when they finish their current contracts.**
2. **We have been made aware that our Halls, Cenotaphs and Memorials funding application was unsuccessful**
3. The announcement of the Te Mata Mushrooms funding from the PGF was welcomed, as this project has significant economic impact for our District. We are awaiting instruction from Te Mata Mushrooms on holding a project establishment meeting when they're ready, however are already supporting them with connections into the organisation for continuing pre-lodgement discussions. We are aware that MSD have been working closely with Te Mata Mushrooms on the provision of a workforce strategy, and we look forward to this project bolstering our progressive procurement and sustainable employment frameworks.
4. A social procurement workshop with contractors for future Porangahau-Wimbledon road contracts, was held on 17th August. Mayor's Taskforce for Jobs and MSD staff attended. MSD will be invited to contribute to the social procurement outcomes of the procurement strategy going forward. Porangahau-Wimbledon Road project manager has contacted Tararua District Council following their successful PGF application for their portion of Route 52 to ensure coordination and collaboration. A complementary project has been established to investigate wider options for Wanstead swamp beyond the roading corridor. This project will work closely with iwi, landowners and the Porangahau catchment group to create a business case to apply for Freshwater Improvement Funds.
5. On behalf of Te Taiwhenua o Tamatea, Council has applied for two He Ringa Whanau Ora roles through the PGF Social Capital Application to support our most vulnerable overcome complex issues family hard issues. We have executed an agreement on this and are working closely with Te Taiwhenua o Tamatea on recruitment of these roles and establishing these projects.
6. Te Taiwhenua o Tamatea has also been indicated initial success in being funded a further 'Navigator' role and administrator to support them in supporting Tangata Whenua. Council is supporting Taiwhenua in the recruitment of these roles.
7. Council has received initial positive indications from the National Library of New Zealand for the funding of two secondment roles into the library service. We are working through the detail of this currently.
8. **Ngā Ara Tipuna has now entered the production phase, with all filming and content almost finalised. Business development planning has begun to create cultural tourism experiences as part of the project.**
9. **Council is working with MPI and TPK on a workshops for Māori land owners to form clusters to access funding for new land use diversification projects. The first workshop will be held in November in Porangahau**

**Priorities & Actions:**

1. **Contract and instigate the most recent PGF funded projects**
2. Progressing He Ringa Whanau Project and supporting Taiwhenua in the establishment of their new roles.
3. Planning for preparation of any further PGF funding post-election

**Other comments:**

Nil

## Skills, Training &amp; Employment

Bridget Cover &amp; Nicola Fryer

## Key updates:

1. To date the Employment Hubs have seen 265 people come through seeking information about employment in Central Hawke's Bay, 194 of these people have been referred to MSD and have been registered as a job seeker or provided assistance with benefits, 36 businesses have enquired through the hubs and 28 of these have been referred to MSD which allows their jobs to be advertised on the MSD website and for them to be matched to people on MSD's system. From these business referrals 61 job opportunities have been created. 58 people have been given assistance with their driver licences, and 46 with CV's. 57 people have been placed into employment and 100% of these people are local to Central Hawke's Bay, 10 are Youth, 26 Maori/Pacific and 26 Women. There have also been 2 business start-ups as a result of support from MTFJ.
2. Central Hawke's Bay College and Jobs in Central Hawke's Bay are partnering up to run a Careers expo for the Central Hawke's Bay community. This is being held on Thursday 17th September and will have employers from throughout Central Hawke's Bay attending to showcase their industry. **The Careers Expo has been changed to Thursday 15<sup>th</sup> October 2020 and will go ahead if the region is in Level 1.**
3. A further \$250,000 has been secured for the MTFJ project with the ability to secure an additional \$250,000 within the project timeframe. The project will therefore continue until July 2021. We will commence looking at long term projects with this funding. The first MTFJ report under the new funding was due 5 September and was submitted on 3 September. **The next report is due on 7<sup>th</sup> October 2020.**
4. Support is being sought to commence work on the Skills, Talent and Employment Strategy. Within the strategy will be three main principles: *Creating the Connections*- this could be between employers and employees or people wanting to start up new businesses; *Removing the Barriers* – to allow people to get into employment; and *Training for Growth*- which is looking at tailoring programmes to fill labour needs in the community. This will support regional skills strategy work in development and provide sustainable outcomes for Central Hawke's Bay. **The Action Plan is well underway to be developed with discussions occurring with Third Bearing who are in the process of completing some gap analysis.**
5. A Business Connector evening took place on Tuesday 25 August 2020 5.30pm where local businesses heard from organisations who can provide them with support. These included IRD, MSD, Business HB, Chamber of Commerce, Shop Online and Jobs in Central Hawke's Bay. This evening was a big success.
6. The Farming and Education pilot projects have been approved to be funded by MSD and MTFJ. The Education pilot has identified 5 local people to work with the 7 schools that have responded positively to the pilot. We are hopeful this pilot will be underway within the next few weeks. The pilot will see the 5 participants engaged in further training at a level 3. Reporting has been a large focus to ensure we are meeting the agreed measures set by MSD and ensure our participants are being provided with the required support. Police Vetting is well underway returning positive results allowing us to place participants who meet the vetting criteria into employment. Contracts between MTFJ and Schools have been developed along with the reporting templates. This is in line with the projected reporting to MSD monthly. **Our first 2 Pilot Participants stated this week with one working at Otane for 2 days and Omakere for 3 days and the other working at Onga Onga 2 days and Pukehou 3 days. Both participants are enjoying the roles. 3 other participants are due to start Mid October after the school holidays.**
7. Entrepreneurs pipeline is in the process of being developed with the Chamber of Commerce and Business Hawkes Bay where people aspiring to start their own business are given support to do this. Initial stages will see us work with 5 people using a similar program to that used by the Young Enterprise Scheme. This has been tailored to meet the needs of those in the very beginning Ideation stages to those that know what they want their business to look like and are looking for guidance on the "how to". Participants will be matched with a local mentor to provide further support and encouragement. Interviews took place this week to determine local facilitators for the 5 modules. As part of a sustainable model it was requested the design of the course include local facilitators in order to replicate and offer ongoing without barrier. **Further discussions with the Chamber of Commerce indicate that they have 4 people lined up to run the modules with the Chamber completing the last module of "Pitch". 2 local providers have been sought from CHB with the other two from the wider Hawkes Bay. There is an aim to have this Pilot commence around the start of October. The next steps is to confirm 5 participants and a start date/time and**

**location.**

8. A Pilot between CHB College & MTFJ is being developed which will put 5 college students through life coaching sessions for 8 weeks. Measures for success are yet to be defined for this pilot. **This Pilot has commenced with Anna Tennent completing Life Coaching with 5 college students. At this time the College is progressing with this and MTFJ is working with a separate Pilot of 5 Youth who are no longer in Education.**
9. The Skills, Training and Employment Network continue to meet regularly and discuss initiatives and barriers within the community. An initiative which has come out of this network is developing a pack in consultation with CHB and Te Aute College for those leaving school, so they have information about a pathway to employment once they have left school. **This initiative will be further developed within the Skills, Talent and Employment Action Plan which is currently being finalised.**
10. 6 participants are due to complete our first Pre-employment Training course, they have 6 months to finalise the paperwork. These participants will achieve a level 3 qualification following completing of this course. During the two-week program the following was covered: Plan a career pathway, Job search skills, Interview skills, CV and Cover letter writing, Health and Safety as well as budgeting advice.
11. This Pre-Employment Training will now be run in Porangahau where a need has been identified with 8 people expressing an interest in completing it. This has a tentative start date of 7 September. **The Pre-employment training commenced in Porangahau on 07 September 2020. Unfortunately, the numbers were low for this course however we had 2 complete it. A celebration is being held on Friday at Porangahau for those who completed it. We are also using this as an opportunity to talk to the community more about what MTFJ are doing in the community. Councillor Kate Taylor has been invited to attend this event also.**
12. After discussions with MSD it has been agreed that information about MTFJ hubs will be sent out by MSD to those on income relief payments, so they are aware of additional support available to them in the community.
13. Seasonal Employment demand is coming up late October /November. We will look at being proactive with the major producers in the area to discuss how MTFJ might be able to assist with finding employees. **A meeting has been organised between CHBDC/Mr Apple/Bostocks/MSD/MPI on Thursday 17<sup>th</sup> September 2020. At this meeting the labour shortage will be discussed and the idea of having an employers' meet and greet with those looking for further work, in particular those in the current redeployment tranches.**
14. There is the need to map out the Labour Market so that we can identify gaps in skills and employment.
15. MTFJ have been working with Veolia and MSD to arrange employment opportunities for 4 people in the waters space, Water Reticulation and Water Treatment. 4 participants will be funded via the Flexi wage for 6 months, at the end of the 6 month period 2 will go into Apprenticeship Boosts. **MSD have confirmed they will support the proposed plan to have 4 participants work for a period of 6 months with the idea that 2 go onto apprenticeships. We are now waiting on Veolia to confirm that they would like to proceed.**
16. We have been contacted by Aaron Megchelse from the Tertiary Education Commission. The TEC have received funding to provide 10 regional Careers NZ pop-ups. We have connected him with MTFJ to ensure there is collaboration on this project.
17. **The MTFJ Coordinator full time position is in the final stages of being finalised and will then be advertised.**
18. **Follow up has been made in an attempt to get those recruiting for the Manawatu/Tararua Highway to CHB to run a recruitment event. We await a response.**

**Issues & Challenges:**

1. **Seasonal worker shortage is identified as a significant issue with potential for major economic impact**
2. There is the need to identify and prioritise MTFJ and the Skills, Training and Employment projects as a programme, upon confirmation of the MTFJ second tranche of funding, to transition from short term response to long term sustainable outcomes.

**Priorities & Actions:**

1. **Continue to progress of the Skills, Training and Employment Action Plan.**

2. Continue planning of the Central Hawke's Bay Careers Expo.
3. Look at mapping out the labour market.
4. Ongoing confirmation and delivery of pastoral support to ensure success for employees
5. **Following the meeting with Mr Apple and Bostocks, look to organise an Employer Meet and Greet evening.**

#### Tourism & Events

Craig Ireson

#### Key updates:

1. Tourism Infrastructure Needs Assessment (TINA) work continues with Veros. The scope has been expanded to include a cycling strategy to understand the opportunities for cycle tourism. A new end adoption date of 22 October for the Assessment has been agreed, to allow for the project to catch up after Covid related delays.
2. Marketing is live for the Spring Fling –active monitoring of the COVID19 situation and its impacts on the event is taking place. **The Onga Onga fair has had to be postponed to the 4<sup>th</sup> October.**
3. Triathlon HB are hosting the National Cross Tri champs at Backpaddock Lakes on Sunday 25 October.
4. **A new regional events fund has been deployed. This is a contestable fund for new domestic visitor events. CHBDC is working with the other TAs and Hawke's Bay Tourism for a plan to unlock a share of the \$2m allocated to our region; the Pacific Coast Highway (Shared with Coromandel, Bay of Plenty and Gisborne).**

#### Issues & Challenges:

1. Currently there is no dump station in Central Hawke's Bay for camper vans. **Provision for some funding has been made within the Three Waters funding Council has secured.**
2. Covid restrictions have a continued impact upon event management and planning

#### Priorities & Actions:

1. Complete TINA
2. **Work with MCVA on developing a fit for purpose dump station**
3. Ongoing planning for a safe and successful Spring Fling **and where required planning for postponements**

#### Other comments:

Nil

**Business Support – Including Shop Local CHB**

Craig Ireson

**Key updates:**

1. A business Connector Event was held at the Municipal Theatre, Waipawa, on 25 August. The venue had to be changed to account for the larger than expected numbers and to enable social distancing protocols. A total of 80 people were present, which included 46 business owners, representing around 38 businesses. The event was very well received with presentations from agencies including MSD, BHB, the Chamber of Commerce, Shop local CHB, and the Regional Business Partners. Workplace Wellness. All the agencies have picked up active leads from the night to provide additional information and support. A survey is being collated and a recommendation for future events will be made.
2. **We have had confirmation that the entity CHB Promotions will fund a further tranche of Shop CHB enrolments.**
3. Entrepreneurial ecosystem- The idea of the ecosystem is to support those in Central Hawke's Bay who want to start their own business. The Chamber of Commerce have created an initial framework for a 5 week course to be delivered to 5 people who are looking at starting up their own business. The 5 week course will address Ideation, Validation, Finance, Marketing and Pitch. This is an ongoing project.

**Issues & Challenges:**

1. We have worked closely with Napier based organisations, to address a perception and/or reality that regional services are not reaching the District.
2. We are working closely with BHB and the Chamber on a hub and spoke model of delivery for business support. We are also aware that service delivery of business support is in scope for the Section 17a review of Economic Development as part of Council's service delivery, which is being undertaken by Gus Charteris from Giblin Group.

**Priorities & Actions:**

1. Create a coordinated approach to business support and development, including a hub and spoke delivery model with BHB and the Chamber.
2. Debrief our first business connector networking event and make recommendations for future delivery

**Other Comments**

Priority areas for support for medium to large businesses were identified at the first Recovery Taskforce meeting with local business owners and operators in July. These were:

- Affordable housing for workers and new migrants to the area
- Skills shortages (cohesive sector led initiatives, esp. building and construction, through MTFJ linking need with labour supply and training)
- Attraction strategies (building on the regional attraction strategy developed late 2019)
- Live local, spend local campaigns
- Communication between business sector and public sector to co-ordinate the above activity

The Business connector event addressed many of these at the SME level, but specific cluster events for larger business (i.e. construction and AgHort) will need to be planned.

**Capital Projects**

Darren De Klerk and others

**Key updates:**

1. Roadside vegetation management work continues on our roadsides and within reserves and parks.
2. Budget allows for the Council to offer the remaining workers in Tranches 1 and 2 contract extensions through to 9<sup>th</sup> October such that all three tranches finish on the same date. This also allows more work to be done in terms of ensuring employment outcomes are achieved for all three tranches. This will include holding an Employer meet and greet as outlines in the Skills, Training and Employment section above.
3. The table below summarises the number of redeployed workers currently working versus the original target versus those that have gone on too long term sustainable employment.
4. We continue to meet 100% of the social procurement objectives we set out to achieve.
5. Pastoral Care has been a focus since the appointment of Te Taiwhenua o Heretaunga as the Pastoral Care Provider and the appointment of a Pastoral Care Co-ordinator in a support role. A rigorous support and reporting approach is now being taken focusing on the 5 pou; Well being, Career, Training, Financial and Workplace Support.
6. Broader issues and barriers to employment remain for some of the workers, including issues such as alcohol dependency, family matters and mental health. The Pastoral Care and Triage teams are playing a significant role in supporting those faced with such issues.
7. All three tranches are receiving 1-on-1 assistance towards either employment (e.g. CV prep, interview prep etc.) or further training (e.g. those seeking to complete apprenticeships or online training). A significant amount of time is being committed to the pastoral care support which will remain in place for six months beyond the end of the employment term.
8. Consideration is being given to the need for assistance with heavy vehicle licence endorsements to assist those wishing to apply for roles due to be available with Downers and Higgins etc.
9. Recruitment is underway for a replacement Programme Manager and this role may broaden to capture some other PGF projects e.g. marae renovations and tuki trails.
10. We have completed interviews with some of the redeployed workers across all three tranches which will then be utilised across media outlets to celebrate the successes of the programme. We will share links to the videos in the next SitRep.

Tranche	Original target	At its peak	Current (i.e. still under contract now)	Difference between peak and current and of that difference who went on to other employment
1	10	8	5	3
2	12	13	13	-
3	22	17	17	-
4	In planning stage	In planning stage	In planning stage	In planning stage
<b>Totals</b>	<b>44</b>	<b>38</b>	<b>35</b>	<b>3</b>

11. Roothing upgrade works on Porangahau and Wimbledon Roads (funded at \$20.1M by PGF) have commenced
  - a. 2 significant contracts awarded to local suppliers for retaining wall works – Russell Roads and Downer.
  - b. A further contract of area wide pavement treatment is currently out to tender. A social procurement workshop with contractors for future Porangahau-Wimbledon road contracts, will be held at Stantec (Hastings) on 17th August. Mayor’s Taskforce for Jobs and MSD staff will be invited to attend.
  - c. Social procurement outcomes being incorporated into procurement plans for remainder of works
  - d. On-site meetings held with stakeholders for highly sensitive projects around Wanstead Wetland

(farm/landowners and iwi)

- e. HBRC engaged to support works in waterways
- f. Procurement Strategy for overall PGF Roding Project being finalised for Council

**Issues & Challenges:**

- 1. Pace of deployment and readiness of processes to support this pace
- 2. Engagement with stakeholders for PGF works on Porangahau Rd

**Priorities & Actions:**

- 1. Refinement of vegetation management programme
- 2. Design and investigation work for roading upgrades
- 3. Engagement with stakeholders for roading upgrades
- 4. Partnering with HBRC for roading upgrades and wetland/waterway management

**Communications**

Courtney Henderson

**Key updates:**

- 1. Communications and Engagement plans being produced for Porangahau-Wimbledon Road / Jobs projects (one each, referencing the link between projects.)
- 2. Delivery of communications plan for both projects underway, key focus to create a centralised and coordinated channel.
- 3. Build of website, print communications and social media communications underway with shell website now complete - [www.chbdc.govt.nz/jobs-in-central-hawkes-bay](http://www.chbdc.govt.nz/jobs-in-central-hawkes-bay)
- 4. Good news stories/profiling underway
- 5. Video profiling of key Tranche 1-3 employees and MTJF employees and business owners and points of interest completed, awaiting video edits and final segments.
- 6. COVID-19 communications prepared for Level 2 are in motion, planned for level 3 including fact sheets. Key recovery points included in messaging
- 7. Developing online maps and signboard templates for Porangahau-Wimbledon Road (The maps are now online here:  
<https://stantec.maps.arcgis.com/apps/webappviewer/index.html?id=d315f41333354ea48bd220432ad0b30d>)
- 8. Porangahau-Wimbledon Road communications collateral assets in final stages of completion
- 9. Drought wrap up planned in collaboration with RAG and HDC in CHB Mail and HB Today.
- 10. Planning in place for next 1 page Jobs in CHB newspaper summary. Moving to updating every 6 weeks (rather than 2 months)
- 11. Promotion of Farmstrong Comedy events – awaiting clips of new line up for promotion.

**Issues & Challenges:**

- 1. Short timeframes with available resource (resolved with employment of dedicated support)
- 2. Ensuring a coordinated response between various stakeholders

**Priorities & Actions:**

- 1. Social media content developed for Jobs project with promotion via CHBDC channels
- 2. Delivery of communications plan.
- 3. Development of short term activity calendar.

4. **Development and promotion of success stories.**
5. Style templates formatted and confirmed for Porangahau – Wimbledon Road project (signage as immediate requirement)
6. Creation of communications templates and collateral to roll out
7. **Video has taken place to interview those benefiting from the Jobs in CHB progress, celebrate their successes and capture their aspirations.**
8. **Management of Jobs in CHB Facebook page**
9. **Promotion of Jobs in CHB website**
10. **Completion of Porangahau-Wimbledon Road communication collateral pack**
11. **CHB Mail 1 pager – Jobs in CHB.**

Report approved by:	<p>Craig Ireson, action on behalf of:</p>  <p>Doug Tate – Local Controller  <b>Central Hawke’s Bay District Council</b></p>
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Date:	Wednesday 30 September 2020	Time:	17.00 hrs
Meeting:	Economic & Social Recovery PCG meeting		
Event:	COVID-19 and Drought 2020 - Economic & Social Recovery		
Purpose:	The purpose of this report is to provide the Central Hawkes Bay District Council and key partner agencies with a tool that captures and tracks key information across the organisation relevant to the local social and economic recovery from COVID-19 and the drought.		
Notes:	Please note updates and changes since the last status report are shown in red. The frequency of this Status report will now shift from fortnightly to monthly, with the next report due on 5 November 2020.		

Executive Summary	Haley McCoskery/Craig Ireson
<p><b>Re-emergence Planning</b></p> <ol style="list-style-type: none"> <li>Central Hawkes Bay is at Alert Level 1.</li> <li>We remain in regular contact with group and continue following intelligence provided at Controller briefings.</li> </ol>	
<p><b>Drought Recovery</b></p> <ol style="list-style-type: none"> <li>Technically we are now out of the meteorological drought, but the economic impacts continue, and will likely not be fully realised until winter 2021.</li> <li>The Central Hawkes Bay Farmstrong Comedy event is scheduled for 3 October.</li> <li>Current expenditure from the Rural Drought Recovery Fund, as of 26 August 2020, is \$627K. Projections indicate that a further \$175K will be spent in the remaining 5 weeks that the fund remains open. It is projected that at the close of the fund (the end of September) approximately \$800K will have been spent or committed.</li> <li>A summary of findings from a national drought economic impact report has been prepared, but further analysis of the regional impact is required.</li> </ol>	
<p><b>Seasonal workforce shortages</b></p> <ol style="list-style-type: none"> <li>Some priority has been given to the looming shortage of seasonal workers in the horticulture sector, with an estimate of 10,000 workers being needed in the region from next month. A coordinated response between MSD, MPI and CHBDC is underway</li> <li>A meeting between MSD, MPI, CHBDC and workforce managers/orchard Managers from Mr Apple and Bostocks Apples was held on Thursday 17 September to plan a response. <ul style="list-style-type: none"> <li>A Seasonal Labour Action Plan has been prepared for Central Hawke's Bay, in partnership with MSD to address these issues as a priority action from this meeting</li> </ul> </li> </ol>	
<p><b>Welfare</b></p> <ol style="list-style-type: none"> <li>Networks of networks meetings continue.</li> <li>The Visitor Care programme supporting our Manaaki Manuhiri (foreign nationals) has been extended until 30 November and NZ Red Cross will continue to provide support alongside DIA. Local networks, including accommodation providers have been informed of the extension and we continue to keep in contact with local RSE employers.</li> </ol>	
<p><b>Food Security</b></p> <ol style="list-style-type: none"> <li>The Central Hawke's Bay District Council Food Secure Communities funding application for \$20,000 was successful. Planning for the development of a district wide Food Security plan is now underway.</li> </ol>	

**Rates Policies**

12. Rates Remission Policy – Financial Hardship Due to Covid has been adopted and is now live on our website.
13. As at the week of 21 September we have had one application to this fund. Next week a further comms campaign is being provided as part of the Rates Insert to target those that may be challenged financially at this time.

**PGF Funding - Pipeline & Live Projects / Capital Projects**

14. We have had confirmation that an additional three of our shovel-ready projects have been funded, which will bolster the capital project pipeline for worker redeployment. These projects are currently under contract negotiation with MBIE, and as such cannot yet be announced in this forum. The timing is such that any remaining workers who have not found sustainable on-going employment after the Vegetation management contracts end on the 9 of October will be able to step into the identified quick wins programme for these new contracts.
15. We are now recruiting for six new roles which will provide additional administration and project management support for the PGF and MTJF projects, as well as support for Te Taiwhenua o Tamatea in meeting complex issues for their community through the He Ringa Ora Whanau Programme.

**Central Hawke's Bay \$2M Worker Redeployment Programme**

1. The contract relating to Tranches 1 and 2 with Recreational Services and Central Vegetation Company has been extended to allow Tranche 1 and 2 redeployed workers to be granted employment contract extensions so that all three tranches finish on 9 October 2020. This has allowed for more time to be dedicated to achieving individual sustainable outcomes.
2. As at the end of September, 10 individuals have moved on to sustainable employment and several others are attending interviews with local employers.
3. All three tranches continue to receive 1-on-1 assistance towards either employment or further training. A significant amount of time is being committed to the pastoral care support which will remain in place for three months beyond the end of the employment term. This has included individually triaging each individual to ensure their needs are being met and they have a pathway forward, including alcohol or drug rehabilitation.
4. For those individuals who have not yet been placed in employment, Council, MSD and the Pastoral Care Provider have arranged for transportation to local employers seeking seasonal workers, for example Bostock and Silver Fern Farms.
5. Further work is under way to provide the opportunity for several individuals to obtain the following training in order to assist the workers in obtaining long term sustainable employment:
  - a. Site Traffic Management Supervisor (STMS)
  - b. Rollers Tracks and Wheels endorsements and training
  - c. Class 2 Vehicle driver licences.
6. Recruitment continues for a replacement Programme Manager and this role may broaden to capture some other PGF projects e.g. marae renovations and Tukituki trails.
7. A full page spread is planned for 15 October CHB Mail showcasing some of the success stories across the programme and visible work completed within the community.
8. A celebration is planned for Friday 9 October from 2-4pm for all three Tranches.

**Skills Talent and Employment**

16. A further \$250,000 has been secured for the MTFJ project with the ability to secure an additional \$250,000 within the project timeframe. The project will therefore continue until July 2021 allowing a focus on long term projects with this funding.

17. Support to commence work on the Skills, Training and Employment Strategy has been sought and an initial briefing meeting with MSD, Council and other partners occurred on Monday 24 August.
18. Central Hawke's Bay College and Jobs in Central Hawke's Bay are partnering up to run a Careers expo to be held on Thursday 15<sup>th</sup> October 2020
19. A Life coaching session Pilot has commenced with 5 Youth who are no longer in Education or Employment. The purpose of the sessions is to motivate and encourage them into either education or employment.
20. Pre employment training is now complete in Porangahau. Our next pre employment training course in conjunction with EIT will commence 2<sup>nd</sup> November in Takapau.
21. Bostocks is looking for up to 12 people to work as a team thinning. A seasonal Labour Action Plan has been developed for Central Hawke's Bay, in partnership with MSD
22. MTFJ are working with Mr Apple to identify 20 people who are interested in Horticulture Apprenticeships.

### Tourism & Events

23. A number of events are underway and Covid restrictions have a continued impact upon on the management and planning of those events, with some already postponed. The impact on the Spring Fling Programme is being considered ongoing. The Onga Onga fair has had to be postponed to the 4<sup>th</sup> October
24. A new regional events fund has been deployed. This is a contestable fund for new domestic visitor events. CHBDC is working with the other TAs and Hawke's Bay Tourism for a plan to unlock a share of the \$2m allocated to our region; the Pacific Coast Highway (Shared with Coromandel, Bay of Plenty and Gisborne).

### Communications

25. Video profiling of key Tranche 1-3 employees and MTJF employees and business owners and points of interest has commenced.
26. The Porangahau-Wimbledon Road Project communications collateral assets are in final stages of completion.
27. Jobs in Central Hawke's Bay Facebook page – now has 1,331 members.
28. Drought wrap up planned in collaboration with RAG and HDC in CHB Mail and HB Today.
29. Promotion of Farmstrong Comedy events.

### Business Support – Including Shop Local CHB

30. We have had confirmation that the entity CHB Promotions will fund a further tranche of Shop CHB enrolments.

Key Statistics relating to CHB Social & Economic Recovery	As at 30/08/2020 (unaudited)	Status (+/- prior report)
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Total number of working age beneficiaries	986	+ 36 (+111 from start of these Sitreps)
Percentage of working age beneficiaries that are youth (18 – 24)	13%	No change
Percentage of working age beneficiaries that are Maori	39%	-1%
Number of contacts by Employment Hubs	272	+5
Percentage of Job Seeker beneficiary numbers	28%	No change
Total number of redeployed workers to date	38	No change
Total number of redeployed workers currently forecasted	44	No change

COVID-19 Re-emergence Planning	Doug Tate
<p><b>Key updates:</b></p> <ol style="list-style-type: none"> <li>1. Regional Controllers continue to meet in preparation for any change in Levels and to share regional and national intelligence.</li> <li>2. We have continued to ensure the key messages relating to the COVID-19 preparedness continues to be focussed and a priority.</li> </ol> <p><b>Issues &amp; Challenges:</b></p> <ol style="list-style-type: none"> <li>1. Ensuring the community remained focussed on being proactive to keep Central Hawke’s Bay and the Country COVID-19 free.</li> </ol> <p><b>Priorities &amp; Actions:</b></p> <ol style="list-style-type: none"> <li>1. Continued monitoring and ongoing review of level changes in the event of any reescalation.</li> </ol>	

## Drought and Welfare

Lisa Harrison and Christine Renata

## Key updates:

## Drought

1. Technically we are now out of the meteorological drought, but the economic impacts continue, and will likely not be fully realised until winter 2021.
2. **CHB Farmstrong Comedy Event rescheduled to Friday 3<sup>rd</sup> October**
3. Current expenditure from the Rural Drought Recovery Fund, as of 26 August 2020, is \$627K. Projections indicate that a further \$175K will be spent in the remaining 5 weeks that the fund remains open. It is projected that at the close of the fund (the end of September) approximately \$800K will have been spent or committed.
4. The Economic Impact 2019 Drought NZIER report is now complete. Key findings are noted below. These findings are based on national impacts vs regional.

## Key Findings



#### COVID-19 had a minimal impact

Social distancing requirements caused delays in sale and processing of stock



#### District level impacts amplified

Districts where drought has occurred with comorbidity i.e., tuberculosis (Tb) and *M. bovis* incursions have been hardest hit



#### Dairy and red meat worst affected

Dairy and red meat regions witnessed a higher drop in GDP than drier regions with a horticultural focus



#### Lifestyle farmers hardest hit

While farmers have strong resilience networks to cope with drought lifestylers struggle with the isolation and are particularly vulnerable

- Nationally the 2019/2020 drought was of less significance than the 2013 drought largely also because farmers reacted early to the onset of drought.
- New Zealand's annual GDP decreases by between \$596 million and \$760 million depending on the scenario
- While dairy farmers chose economic resilience ( off farm feed, water and fertiliser), sheep and beef farmer relied more on social and institutional resilience ( rural support trusts, farmer networks etc)

## Welfare

1. Networks of networks meetings continue.
2. **The Visitor Care programme supporting our Manaaki Manuhiri (foreign nationals) has been extended until the 30<sup>th</sup> November and NZ Red Cross will continue to provide support alongside DIA. Local networks, including accommodation providers have been informed of the extension and we continue to keep in contact with local RSE employers.**

## Food Security

1. **The Central Hawke's Bay District Council Food Secure Communities funding application for \$20,000 was successful. Planning for the development of a district wide Food Security plan is now underway.**

## Issues &amp; Challenges:

1. Animal Welfare issues – MPI are continuing to manage welfare issues, **however are not significant or notable at this time.**
2. Access to feed **remains a concern** moving into Spring.
3. HBRC predict a lower rainfall this Spring following on from winters low rainfall.

**Priorities & Actions:**

1. Continuing to support local drought efforts.

**Rates Policies**

Brent Chamberlain

**Key updates:**

1. Rates Remission policy was adopted by Council on 30 July and is now live for people to apply.
2. **Week of 21 September we had our first application to the COVID-19 fund. Next week a further comms campaign is being provided as part of the Rates Insert to target those that may be challenged financially at this time.**

**Issues & Challenges:**

1. There are no issues or challenges at this time.

**Priorities & Actions:**

1. Continued promotion of the availability of the remission.

**Other comments**

Nil

## PGF and other government funding - Pipeline &amp; Live Projects

Craig Ireson

**Key updates:**

1. We have had confirmation that an additional three of our shovel-ready projects have been funded, which will bolster the capital project pipeline for worker redeployment. These projects are currently under contract negotiation with MBIE, and as such cannot yet be announced in this forum. The timing is such that any remaining workers who have not found sustainable on-going employment after the Vegetation management contracts end on the 9<sup>th</sup> of October will be able to step into the identified quick wins programme for these new contracts.
2. We are now recruiting for six new roles which will provide additional administration and project management support for the PGF and MTJF projects, as well as support for Te Taiwhenua o Tamatea in meeting complex issues for their community. These roles (and a link to their Seek advert) are:
  - [Talent and Skills Co-Ordinator](#)
  - [He Ringa ora Whanau \(2 roles\)](#)
  - [Mayor's Taskforce for Jobs Co-ordinator](#)
  - Two Library Roles funding through DIA
3. Council is working with MPI and TPK on a workshops for Māori land owners to form clusters to access funding for new land use diversification projects. The first workshop will be held in November in Porangahau. This workshop has been set for 5pm on 28 October at the Taiwhenua o Tamatea offices.

**Priorities & Actions:**

1. Contract and instigate (including procurement) the most recent PGF funded projects
2. Prepare for the transition of workers from the vegetation management contract onto the aforementioned new PGF projects
3. Recruitment, orientation and/or transitioning of newly created administration/project management roles including progressing He Ringa Ora Whanau Project and supporting Taiwhenua in the establishment of their new roles.
4. Planning for preparation of any further PGF funding post-election

**Other comments:**

Nil

## Skills, Training &amp; Employment

Bridget Cover &amp; Nicola Fryer

## Key updates:

1. To date the Employment Hubs have seen 272 people come through seeking information about employment in Central Hawke's Bay, 194 of these people have been referred to MSD and have been registered as a job seeker or provided assistance with benefits, 41 businesses have enquired through the hubs and 31 of these have been referred to MSD which allows their jobs to be advertised on the MSD website and for them to be matched to people on MSD's system. From these business referrals 78 job opportunities have been created. 58 people have been given assistance with their driver licences, and 46 with CV's. 63 people have been placed into employment and 100% of these people are local to Central Hawke's Bay, 13 are Youth, 29 Maori/Pacific and 28 Women. There have also been 2 business start-ups as a result of support from MTFJ.
2. Central Hawke's Bay College and Jobs in Central Hawke's Bay are partnering up to run a Careers expo for the Central Hawke's Bay community. **This is now being held on Thursday 15 October 2020 subject to remaining in Level 1.**
3. A further \$250,000 has been secured for the MTFJ project with the ability to secure an additional \$250,000 within the project timeframe. The project will therefore continue until July 2021. We will commence looking at long term projects with this funding. The next report is due on 7<sup>th</sup> October 2020.
4. **A Pilot has commenced where Anna Tennent is completing Life Coaching sessions with five youth who are no longer in Education or Employment. The purpose of the sessions is to motivate and encourage them into either education or employment. The Youth will participate in a maximum of five sessions and will create goals to work towards. During the time they spend with Anna, the MTFJ coordinator will also work alongside the Youth providing support and guidance in terms of their identified goals and getting them into education or employment. This Pastoral Care will continue after the sessions have completed.**
5. The Skills, Training and Employment Network continue to meet regularly and discuss initiatives and barriers within the community. An initiative which has come out of this network is developing a pack in consultation with Central Hawke's Bay and Te Aute College for those leaving school, so they have information about a pathway to employment once they have left school. This initiative will be further developed within the Skills, Talent and Employment Action Plan which is currently being finalised.
6. **Pre-Employment training is now complete in Porangahau. Our next pre-employment training course in conjunction with EIT will commence 2 November in Takapau. The team is working on engaging with those that have identified as wanting to participate.**
7. Driver Licensing in Porangahau is another identified need. We have provided training and information to our Porangahau hub coordinator to enable learner driver licensing to occur at the Porangahau Hub. This is a significant move toward breaking down the identified barriers to employment that exist in outer areas.
8. Seasonal Employment demand is coming up late October /November. We will look at being proactive with the major producers in the area to discuss how MTFJ might be able to assist with finding employees.
9. **It was identified that Bostocks is looking for up to 12 people to work as a team thinning. The tranche team have identified a group who will meet with Ali and Erin for a site visit. MTFJ and MSD will work closely to assist in carrying out a Seasonal labour action plan. MTFJ working with Mr Apple to identify 20 people who are interested in Horticulture Apprenticeships.**
10. **A seasonal Labour Action Plan has been developed for Central Hawke's Bay, in partnership with MSD**
11. Further discussions with TTOH and NEETS are occurring in order to work together to support CHB NEETS into employment.
12. MTFJ have been working with Veolia and MSD to arrange employment opportunities for 4 people in the waters space, Water Reticulation and Water Treatment.

## Issues &amp; Challenges:

1. Seasonal worker shortage is identified as a significant issue with potential for major economic impact
2. There is the need to identify and prioritise MTFJ and the Skills, Training and Employment projects as a programme, upon confirmation of the MTFJ second tranche of funding, to transition from short term response to long term sustainable outcomes.

**Priorities & Actions:**

1. Continue to progress of the Skills, Training and Employment Action Plan.
2. Continue planning of the Central Hawke's Bay Careers Expo.
3. **Supporting implementation of the Seasonal Labour Market Action Plan**
4. Look at mapping out the labour market.
5. Ongoing confirmation and delivery of pastoral support to ensure success for employees

**Tourism & Events** Craig Ireson and Felicity**Key updates:**

1. Tourism Infrastructure Needs Assessment (TINA) work continues with Veros. The scope has been expanded to include a cycling strategy to understand the opportunities for cycle tourism. A new end adoption date of 22 October for the Assessment has been agreed, to allow for the project to catch up after Covid related delays.
2. Marketing is live for the Spring Fling –active monitoring of the COVID19 situation and its impacts on the event is taking place. The Onga Onga fair has had to be postponed to the 4<sup>th</sup> October.
3. Triathlon HB are hosting the National Cross Tri champs at Backpaddock Lakes on Sunday 25 October.
4. A new regional events fund has been deployed. This is a contestable fund for new domestic visitor events. CHBDC is working with the other TAs and Hawke's Bay Tourism for a plan to unlock a share of the \$2m allocated to our region; the Pacific Coast Highway (Shared with Coromandel, Bay of Plenty and Gisborne).

**Issues & Challenges:**

1. Currently there is no dump station in Central Hawke's Bay for camper vans. Provision for some funding has been made within the Three Waters Funding Council has secured.
2. Covid restrictions have a continued impact upon event management and planning

**Priorities & Actions:**

1. Complete TINA
2. Work with MCVA on developing a fit for purpose dump station
3. Ongoing planning for a safe and successful Spring Fling and where required planning for postponements

**Other comments:**

Nil

**Business Support – Including Shop Local CHB**

Craig Ireson

**Key updates:**

1. We have had confirmation that the entity CHB Promotions will fund a further tranche of Shop CHB enrolments.
2. Entrepreneurial ecosystem- The idea of the ecosystem is to support those in Central Hawke's Bay who want to start their own business. The Chamber of Commerce have created an initial framework for a 5 week course to be delivered to 5 people who are looking at starting up their own business. The 5 week course will address Ideation, Validation, Finance, Marketing and Pitch. This is an ongoing project.

**Issues & Challenges:**

1. Nil

**Priorities & Actions:**

1. Create a coordinated approach to business support and development, including a hub and spoke delivery model with BHB and the Chamber.
2. Debrief our first business connector networking event and make recommendations for future delivery

**Other Comments**

Priority areas for support for medium to large businesses were identified at the first Recovery Taskforce meeting with local business owners and operators in July. These were:

- Affordable housing for workers and new migrants to the area
- Skills shortages (cohesive sector led initiatives, esp. building and construction, through MTFJ linking need with labour supply and training)
- Attraction strategies (building on the regional attraction strategy developed late 2019)
- Live local, spend local campaigns
- Communication between business sector and public sector to co-ordinate the above activity

The Business connector event addressed many of these at the SME level, but specific cluster events for larger business (i.e. construction and AgHort) will need to be planned.

## Capital Projects Tracey Lee-Lewis and others

### Key updates:

9. Roadside vegetation management work continues on our roadsides and within reserves and parks.
10. The contract relating to Tranches 1 and 2 with Recreational Services and Central Vegetation Company has been extended to allow Tranche 1 and 2 redeployed workers to be granted employment contract extensions so that all three tranches finish on 9th October 2020. This has allowed for more time to be dedicated to achieving individual sustainable outcomes.
11. The table below summarises the number of redeployed workers currently working versus the original target versus those that have gone on to long-term sustainable employment. Several other employees across all three tranches are attending interviews and developing the next step in their career or training.
12. We continue to meet 100% of the social procurement objectives we set out to achieve.
13. Pastoral Care has been a focus since the appointment of Te Taiwhenua o Heretaunga as the Pastoral Care Provider and the appointment of a Pastoral Care Co-ordinator in a support role. A rigorous support and reporting approach is now being taken focusing on the 5 pou; Well being, Career, Training, Financial and Workplace Support.
14. As at the end of September, 10 individuals have moved on to sustainable employment and several others are attending interviews with local employers.
15. For those individuals who have not yet been placed in employment, the Council, MSD and the Pastoral Care Provider has arranged for transportation to local employers seeking seasonal workers, for example Bostock and Silver Fern Farms.
16. All three tranches continue to receive 1-on-1 assistance towards either employment or further training. A significant amount of time is being committed to the pastoral care support which will remain in place for six months beyond the end of the employment term.
17. Further work is under way to provide the opportunity for several individuals to obtain the following training in order to assist the workers in obtaining long term sustainable employment:
  - a. Site Traffic Management Supervisor (STMS)
  - b. Rollers Tracks and Wheels endorsements and training
  - c. Class 2 Vehicle driver licences.
18. Recruitment continues for a replacement Programme Manager and this role may broaden to capture some other PGF projects e.g. marae renovations and tuki trails.
19. A full page spread is planned for 15<sup>th</sup> October CHB Mail showcasing some of the success stories across the programme and visible work completed within the community.
20. A celebration is planned for Friday 9<sup>th</sup> October from 2-4pm for all three Tranches.

Tranche	Original target	At its peak	Current (i.e. still under contract now)	Difference between peak and current and of that difference who went on to other employment
1	10	8	4	4
2	12	13	9	4
3	22	17	15	2
4	In planning stage	In planning stage	In planning stage	In planning stage
<b>Totals</b>	<b>44</b>	<b>38</b>	<b>28</b>	<b>10</b>

21. Roothing upgrade works on Porangahau and Wimbledon Roads (funded at \$20.1M by PGF) have commenced
- a. 2 significant contracts awarded to local suppliers for retaining wall works – Russell Roads and Downer.
  - b. A further contract of area wide pavement treatment is currently out to tender. A social procurement workshop with contractors for future Porangahau-Wimbledon road contracts, will be held at Stantec (Hastings) on 17th August. Mayor’s Taskforce for Jobs and MSD staff attended this.
  - c. Social procurement outcomes being incorporated into procurement plans for remainder of works
  - d. On-site meetings held with stakeholders for highly sensitive projects around Wanstead Wetland (farm/landowners and iwi)
  - e. HBRC engaged to support works in waterways
  - f. Procurement Strategy for overall PGF Roothing Project being finalised for Council

**Issues & Challenges:**

1. Engagement with stakeholders for PGF works on Porangahau Rd

**Priorities & Actions:**

1. Refinement of vegetation management programme
2. Design and investigation work for roading upgrades
3. Engagement with stakeholders for roading upgrades
4. Partnering with HBRC for roading upgrades and wetland/waterway management

## Communications

Courtney Henderson

**Key updates:**

1. Communications and Engagement plans being produced for Porangahau-Wimbleton Road / Jobs projects (one each, referencing the link between projects.)
2. Delivery of communications plan for both projects underway, key focus to create a centralised and coordinated channel.
3. Build of website, print communications and social media communications underway with shell website now complete - [www.chbdc.govt.nz/jobs-in-central-hawkes-bay](http://www.chbdc.govt.nz/jobs-in-central-hawkes-bay)
4. Good news stories/profiling underway
5. Video profiling of key Tranche 1-3 employees and MTJF employees and business owners and points of interest completed, awaiting video edits and final segments.
6. COVID-19 communications prepared for Level 2 are in motion, planned for level 3 including fact sheets. Key recovery points included in messaging
7. Developing online maps and signboard templates for Porangahau-Wimbleton Road (The maps are now online here:  
<https://stantec.maps.arcgis.com/apps/webappviewer/index.html?id=d315f41333354ea48bd220432ad0b30d>)
8. Porangahau-Wimbleton Road communications collateral assets in final stages of completion
9. Jobs in CHB Facebook page requires better management including administrative approval of jobs postings
10. **Drought wrap up planned in collaboration with RAG and HDC in CHB Mail and HB Today.**
11. Planning in place for next 1 page Jobs in CHB newspaper summary. Moving to updating every 6 weeks (rather than 2 months)

**Issues & Challenges:**

1. Short timeframes with available resource (resolved with employment of dedicated support)
2. Ensuring a coordinated response between various stakeholders

**Priorities & Actions:**

1. Development and promotion of success stories.
2. **Rates Insert coming out. Supporting promotion of rates assistance available.**
3. **CHB Mail 1 pager – Jobs in CHB – Thursday 1 October (inc promotion of Careers Expo).**
4. **Jobs redeployment one page summary: Thursday 15 October (promotion of events, job profiles, summary with key figures)**
5. **EDM update re Porangahau / Wimbledon Road**
6. **Promotion of Farmstrong Comedy events – awaiting clips of new line up for promotion.**

Report approved by:



Doug Tate – Local Controller  
**Central Hawke's Bay District Council**

**6.5 UPDATE OF COMMUNITY FUNDING POLICY****File Number:** COU1-1411**Author:** Bridget Cover, Community Development Lead**Authoriser:** Doug Tate, Group Manager Customer and Community Partnerships**Attachments:** 1. **Current Community Funding Policy** [↓](#)   
2. **Amended Community Funding Policy for Adoption** [↓](#) **PURPOSE**

The matter for consideration by the Strategy and Wellbeing Committee is to review the current Community Funding Policy.

**RECOMMENDATION FOR CONSIDERATION**

**That having considered all matters raised in the report:**

**a) That Council adopts the recommended changes to the Community Funding Policy.**

**EXECUTIVE SUMMARY**

The report presents a recommendation to adopt proposed changes to the Community Funding Policy.

The current Community Funding Policy was amended and adopted on 12 March 2020. Since this time, it has been identified that the criteria for assessing some applications for the Community Pride and Vibrancy and Environmental Sustainability Fund in particular, may need to be amended.

The current criteria for these two funds is that all applications submitted for \$500.00 or more are to be considered by the Strategy and Wellbeing Committee at the next available meeting. This report sets out the proposed changes and recommends that they be adopted.

**BACKGROUND**

The Council currently has a Community Funding Policy which was adopted on 12 March 2020. This policy includes the Community Voluntary Organisation Support Fund (CVOS), Environmental and Sustainability Fund, Community Pride and Vibrancy Fund, Creative Communities Scheme (CCS) and the Rural Travel Fund.

Since the policy was adopted, a number of small amendments have been identified as required and a summary of these is provided below.

The Strategy and Wellbeing committee have also requested a policy be introduced for the underwriting of community group projects. This has not been included in this policy and will be a further report presented to the committee in the new year.

<b>Current Funds available 20/21 Year</b>	<b>Number of Applications Received</b>	<b>Funds allocated the last funding round</b>
\$30,000.00		Total - \$31,530.00
Category One- \$10,000.00- New Projects and groups that have not applied before.	Category One- 5	Category One - \$7,000.00
Category Two- \$20,000.00 – Ongoing costs. An additional \$1500.00 was available this year donated by the Mayor.	Category Two - 21	Category Two -\$24,530.00

<b>Current Funds available 20/21 Year</b>	<b>Number of Applications Received</b>	<b>Funds allocated the last financial year.</b>
\$20,000.00	1 (yet to be reviewed by the Strategy and Wellbeing Committee and forming part of this agenda)	\$0.00

<b>Current Funds available 20/21 Year</b>	<b>Number of Applications Received</b>	<b>Funds allocated the last financial year.</b>
\$20,000.00	2 applications received. 1- Approved \$1,000.00 2- Approved \$2,000.00	\$3,000.00

<b>Current Funds available 19/20 Year</b>	<b>Number of Applications Received</b>	<b>Funds allocated the last funding round</b>
\$23,490.00	2 funding rounds within the year. Round 1: 6 Applications Round 2: 10 Applications	\$22,600.00

<b>Current Funds available 19/20 Year</b>	<b>Number of Applications Received</b>	<b>Funds allocated the last funding round</b>
\$9,500.00	11 Applications	\$9,340.00

## **DISCUSSION**

Since the adoption of the current Community Funding Policy a number of funding rounds have been administered and as a result, small changes identified that are required or recommended within the policy document.

These changes include:

### Community Pride and Vibrancy Fund

- Change the application amount that is required for an application to be considered by the Strategy and Wellbeing Committee from applications over \$500 to applications over \$5,000.00.

### Environmental and Sustainability Fund

- Change the application amount that is required for an application to be considered by the Strategy and Wellbeing Committee from applications over \$500 to applications over \$5,000.00.

## **RISK ASSESSMENT AND MITIGATION**

Currently there is a low risk that funds will be distributed for other than the purposes in which they were intended, however these have been mitigated by proposed eligibility criteria and application and accountability processes.

## **FOUR WELLBEINGS**

How the recommended option supports the four well-beings is detailed below:

### Cultural Wellbeing

The preferred option supports the cultural wellbeing of the Community. The changes to the Community Funding Policy allows for a diverse range of people to apply for funding and supports the achievement of cultural connection within our community.

### Social Wellbeing

The preferred option supports the social wellbeing of the Community. The changes to the Community Funding Policy, ensures opportunities are given to those in the community to advance social outcomes.

### Economic Wellbeing

The preferred option supports the economic wellbeing of the Community. The changes to the Community Funding Policy allows for opportunities to be given to those in the community to advance economic outcomes.

### Environmental Wellbeing

The preferred option supports the environmental wellbeing of the Community. The changed to the Community Funding Policy allows for opportunities to be given to those in the community to support outcomes for the environment.

## **DELEGATIONS OR AUTHORITY**

The Strategy and Wellbeing Committee have delegated authority to adopt this policy.

## **SIGNIFICANCE AND ENGAGEMENT**

In accordance with the Council's Significance and Engagement Policy, this matter has been assessed as of some importance.

## **OPTIONS ANALYSIS**

There are three primary options available to council.

1. Adopt the amended Community Funding Policy (recommended option)

Officers recommend the policy is adopted as presented.

2. Adopt the amended Community Funding Policy with some changes to its content

Officer makes changes as recommended by the Strategy and Wellbeing Committee and the policy is then adopted.

3. Reject the adoption of the Community Funding Policy

If the Strategy and Wellbeing Committee reject the adoption of the Community Funding Policy, the guidelines around funding will be unclear and inaccurate.

	<b><u>Option 1</u></b>	<b><u>Option 2</u></b>	<b><u>Option 3</u></b>
	<b>Adopt the changes to the Community Funding Policy (recommended option)</b>	<b>Adopt the changes to the Community Funding Policy with some changes to its content</b>	<b>Reject the adoption of the changes to the Community Funding Policy</b>
<b>Financial and Operational Implications</b>	There are no additional financial or operational implications in this decision.	There are no additional financial or operational implications in this decision.	There are no additional financial or operational implications.
<b>Long Term Plan and Annual Plan Implications</b>	There are no LTP or annual plan implications in this decision.	There are no LTP or annual plan implications in this decision.	There are no LTP or annual plan implications in this decision.
<b>Promotion or Achievement of Community Outcomes</b>	This policy aligns with Project Thrive and Community Outcomes.	This policy aligns with Project Thrive and Community Outcomes.	This policy aligns with Project Thrive and Community Outcomes, however, does not best address current issues with the policy.
<b>Statutory Requirements</b>	There are no Statutory Requirements for Council.	There are no Statutory Requirements for Council.	There are no Statutory Requirements for Council.
<b>Consistency with Policies and Plans</b>	The Community Funding Policy complies with Policies and Plans of Council.	The Community Funding Policy complies with Policies and Plans of Council.	The Community Funding Policy complies with Policies and Plans of Council. Not adopting the recommended changes, however, will not address issues relating to funds that Council administers.

### Recommended Option

This report recommends option one - adopt the amended Community Funding Policy for addressing the matter.

**NEXT STEPS**

Upon Council confirming its resolution, the Community Funding Policy will be implemented and updated on Council's Website.

**RECOMMENDATION**

- a) That Council adopt the changes to the Community Funding Policy.



**CENTRAL  
HAWKE'S BAY**  
DISTRICT COUNCIL



## Community Funding Policy

Adopted: 12/03/2020 Review Date:12/03/2023

*Together we Thrive! E ora ngātahi ana!*

## INTRODUCTION

Community funding has been identified as a major contributor towards supporting the achievement of Council's and the Communities vision for the future and to support our community to THRIVE. There are a range of grants and funding options available for Central Hawkes Bay groups and communities.

Community groups can apply to the Council for **Community Voluntary Organisation Support Funding (CVOS)**, **Environmental and Sustainability Funding**, a **Creative Communities Grant**, or a **Sport NZ Rural Travel Grant**.

Central Hawke's Bay groups and individuals can apply to the Council for a **Pride & Vibrancy Fund** grant, to assist with the implementation of community and town centre plans or a vibrant placemaking and community activities.

These grant funds are all contestable so the success of the application is dependent on the applications meeting of the grant criteria, the priority of the respective grant compared with others, and the grants money available for allocation.

## PURPOSE

The purpose of the Community Funding Policy is to provide guidelines as to how funding should be allocated to best meet Councils vision and outcomes in line with the purpose of the Local Government Act 2002 Amendment 2012 which is to:

*"Meet the current and future needs of communities for good quality infrastructure, local public services, and performance of regulatory functions in a way that is most cost effective for households and businesses"*

The policy also provides a transparent framework to ensure good stewardship of public funds.

## GRANTS FUNDED BY COUNCIL UNDER THIS POLICY

The three funds under the policy that are administered by and at the discretion of the Council to increase or decrease fund amounts are the:

Community Voluntary Organisation Support Fund (CVOS)

Community Pride & Vibrancy Fund

Environmental and Sustainability Fund

The Creative Communities Scheme and the Rural Travel Support Fund are administered by Council under this policy.

## COMMUNITY VOLUNTARY ORGANISATION SUPPORT FUND (CVOS)

The Community Voluntary Organisation Support Fund seeks to support Community based not-for-profit organisations that support our community to THRIVE.

The Assessment Committee consists of three Councillors and three members of the public, assisted by a council staff member, who co-ordinates the annual CVOS applications. The three public members of the Assessment Committee are appointed by resolution of Elected Council, following the triennial election. The appointment process will follow the Appointment of Council Representatives Policy.

Public Members may be appointed or elected for a specified term of up to three years and can serve a maximum of two consecutive terms.

### FUNDING AVAILABILITY

There are two categories of funding available, with each category of funding having different purposes and funding eligibility criteria.

#### CATEGORY ONE

\$10,000 is available to voluntary organisations seeking grants for new community initiatives. Category One funding is available to community voluntary organisations who have not received funding from CVOS previously or from groups who have previously received funding, however are applying for a new project.

### ELIGIBILITY

Applications must meet the following criteria:

- Community organisations must be domiciled in Central Hawke's Bay and be a voluntary non-profit organisation serving wholly or mainly residents of Central Hawke's Bay.
- The application should be able to demonstrate that the project is in response to a significant need in the community and can clearly link to the outcomes of Project THRIVE.
- The group should receive a wide measure of support from their community.
- The level of funding available from other agencies, including fund-raising, will be taken into account when assessing the project
- The project should wholly or mainly benefit residents of Central Hawke's Bay.
- The level of funding available from other agencies will be taken into account when assessing the project, as will the contribution being made by the applicant.
- Projects that are eligible for or have received funding from other agencies may be considered for funding from CVOS. Priority however will be given to projects that are unable to source funding from elsewhere.
- Applicants that have received funding from CVOS previously for the same project are not eligible for funding.
- Grants made for Category One projects will not exceed 75% of the total cost of the individual project.

COMMUNITY FUNDING POLICY

Version 2 Amended 12 March 2020

***E ora ngātahi ana!***

2

- Projects will be prioritised, and the level of funding granted will be based on this.
- The Assessment Committee is allowed the flexibility to allocate excess funds from Category One to Category Two in those years when there are insufficient successful applicants to receive grants from Category One.
- There must be evidence of the long-term sustainability of the project.
- Applicants must provide evidence of the organisation's management of finances (bank statements etc) with the application for funding.

All applicants must provide a report on the project to Council by 31 March in the year following the grant. Failure to do this could negate future council funding requests from the organisation.

#### CATEGORY TWO

\$20,000 is available to existing Central Hawke's Bay Community organisations for ongoing financial support who provide ongoing community services to support our community to THRIVE.

#### ELIGIBILITY

Funding will be provided for costs that enable the continual running of a viable service that is deemed to be of considerable benefit to the community of Central Hawke's Bay. The onus of proof regarding benefit lies with the applicant. Costs may include:

- Rental of building
- Power charges
- Stationery
- Photocopying
- Postage
- Telephone/Fax
- Insurance
- Financial reporting costs
- Staff costs essential to the provision of the service
- Marketing

Costs which are ineligible include the following:

- Rates payments
- Facility development
- other costs considered not being essential to the continual running of the service.

Community groups must be domiciled in Central Hawke's Bay and be a voluntary non-profit organisation serving wholly or mainly residents of Central Hawke's Bay to be eligible for this category of funding.

The group should receive a wide measure of support from their community. The level of funding available from other agencies, including fund-raising, will be taken into account when assessing the project.

Grants made for Category Two will not exceed 50% of total ongoing organisational costs. However, if an organisation is able to provide evidence that it is experiencing extreme hardship and the continuation of a viable service is at risk, a grant higher than 50% may be awarded.

Applicants for Category 2 must provide as part of their application:

- A copy of the most recent year's set of Financial Accounts.
- Statistics or factual information which demonstrates the level of activity or achievements for the past year.
- Evidence of the support the group receives from the community.
- How the organisation supports the community to THRIVE

### APPLICATION PROCESS

- Applicants for CVOS funding are to complete the application form and provide supporting documentation.
- Applications for CVOS funding open annually on the third week of July and the fund is open for a four week period.

## ENVIRONMENTAL AND SUSTAINABILITY FUND

The Environmental and Sustainability Fund (the Fund) seeks to support Community based not-for-profit organisations or individuals that support our community to THRIVE.

The fund is contestable and supports projects that are an activity, programme or development that supports the objectives of the Environmental and Sustainability Strategy (the Strategy) and promotes our community to THRIVE.

Applications to the fund may not always be monetary and could include the provision of materials, labour or other support.

Community groups or members can apply for **Environmental and Sustainability Funding** under the terms and criteria set out below.

The fund is contestable so the success of the application is dependent on the applications meeting of the fund criteria and the funds money available in any given year for allocation.

### FUNDING AVAILABILITY

The fund utilises money made available by Councils National Waste Levy income and is set at a maximum allocable amount of \$20,000 per financial year.

By way of Council resolution, this fund may increase or decrease. Councils financial year is 1 July – 30 June.

## ELIGIBILITY

To be eligible for the Environmental and Sustainability Fund, applicants should meet the following criteria listed below. The criteria are designed to deliver on the objectives of the Strategy but also to meet Ministry for the Environment criteria about the use of Waste Levy money.

The criteria are:

- Applications will demonstrate alignment with one or more stated objectives in the Environmental and Sustainability Strategy.
- Applications must provide linkages to Councils Solid Waste Management and Minimisation Plan.
- Applications that involve a use of or change to Council infrastructure or services will demonstrate alignment with relevant Council plans including activity management plans.
- Applications must demonstrate benefit specifically to Central Hawke's Bay.
- Applications must demonstrate support of the community.
- Applications must demonstrate support from or achievement of wider community outcomes.
- If the applicant is an individual they must be a New Zealand citizen or permanent resident; if the application is from a group or organisation, they must be based in New Zealand.
- If the applicant has already received funding from the Environmental and Sustainability Fund for another project, they must have completed a satisfactory Project completion Report for the other project before they can make another application, unless the other project is still in progress.
- Funds of over \$1,000 will only be granted to formalised Businesses, Incorporated Societies or Charitable bodies.

## APPLICATION PROCESS

- Applications to the fund are open and encouraged throughout the year and are only limited by the funding available.
- Applicants must complete the application form and provide supporting documentation.
- Applications under \$500 will be assessed and approved by the Strategy and Wellbeing Committee Chair and one other Strategy and Wellbeing Committee member, and reported back to the Strategy and Wellbeing Committee.
- Applications over \$500 will be assessed and approved by the full Strategy and Wellbeing Committee. Applications will be considered at the next available scheduled bi-monthly meeting therefore must be received in time to be added to the agenda. Please contact the CHB District Council for further information on meeting dates and timeframes.
- Applicants will be notified in writing as to the outcome of their application.
- All applicants must provide a report on the project to Council within 2 months of the completion of the project or activity. Failure to do this could negate future council funding requests from the applicant.

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This fund seeks to support community opportunities to create pride and vibrancy in Central Hawke's Bay.

The fund is contestable and supports projects that are an activity, programme or development that will occur in a public space and promotes our Community to THRIVE. Successful applications will result in outcomes that support our communities' identity, attract people's interest, inspire and engage people and overall contribute to a sense of community.

Applications to the fund may not always be monetary and could include the provision of materials, labour or other support.

### FUNDING AVAILABILITY

The fund is staggered to increase over three years, being funded from an overall pool of funding identified in the 2018-2028 Long Term Plan for Community and Town Centre Planning project.

The funds available each financial year are:

- Year 2 2019/20 \$15,000
- Year 3 2020/21 onwards \$20,000

By way of resolution of the elected council, this fund may increase or decrease. Central Hawkes Bay District Councils financial year is 1 July – 30 June.

### ELIGIBILITY

To be eligible for the Community Pride and Vibrancy funds, applicants should meet the following criteria:

- Applications will ideally align with community and town centre plans.
- In the absence of a community or town centre plan, applications will need to show alignment with Thrive outcomes, specifically identifying how they:
  - Explore an aspect(s) of the identity of the place the public space is located in – be that a site, neighbourhood, settlement or the district as a whole.
  - Attract people's attention, generate interest, encourage interaction and achieve participation by people who pass the initiative / the public space.
  - Are fun, interesting and stimulating for the people who choose to interact with it / participate in it / observe it.
  - Use the public space as the environment to provide new, engaging, creative, inspiring and perhaps even quirky experiences.
  - Contribute to a sense of community.
- Applications must demonstrate support from or achievement of wider community outcomes.
- If the applicant is an individual they must be a New Zealand citizen or permanent resident; if the application is from a group or organisation, they must be based in New Zealand

- If the applicant has already received funding from the Community Pride and Vibrancy Fund for another project, they must have completed a satisfactory Project completion Report for the other project before they can make another application, unless the other project is still in progress
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### CREATIVE COMMUNITIES SCHEME

The Creative Communities Scheme (CCS) provides funding to communities so New Zealanders can be involved in local arts activities. Creative New Zealand works with Central Hawke's Bay District council to deliver the scheme.

The Assessment Committee consists of one council appointed representative and up to 10 community members. Membership and appointment of the community committee members should reflect the guidelines set by Creative New Zealand.

### FUNDING AVAILABILITY

The funding available is determined and provided by Creative New Zealand. The amount of funds available will be advertised on the Central Hawke's Bay District Council website at the time the applications open.

## ELIGIBILITY

### The Applicant:

- If the applicant is an individual, they must be a New Zealand citizen or permanent resident; if the application is from a group or organisation, they must be based in New Zealand
- If the application has already received funding from CCS for another project, they must have completed a satisfactory Project completion Report for the other project before they can make another application, unless the other project is still in progress

### The proposed project or proposal:

- Must have an arts or creative cultural focus
- Must have identified one of the three funding criteria – Access and Participation, Diversity or Young People
- Must take place within the district of Central Hawkes Bay
- Must not have begun before any CCS funding is approved
- Must not already have been funded through Creative New Zealand's other funding programmes
- Must be scheduled to be completed within 12 months after funding is approved

## APPLICATION PROCESS

- The fund has two funding rounds per year in February and August.
- The funds opening and closing dates will be advertised by CHB District Council
- Applications must be received within the stipulated timeframe.
- The application must be on the standard application form provided by Creative New Zealand for the scheme
- The Creative Community assessment committee is a community committee of council and has authority to allocate funding in line with funding criteria.
- Applicants will be notified in writing as to the outcome of their application.

## RURAL TRAVEL FUND

This fund is designed to help subsidise travel for junior teams participating in local sport competition.

The Assessment committee consists of one representative from Sports NZ and one from the Central Hawke's Bay District Council.

## FUNDING AVAILABILITY

The Central Hawke's Bay District Council administers the fund only.

The funding available is determined and provided by Sport New Zealand. The allocation of the fund is based on a population density formula. The amount of funds available will be advertised on the Central Hawke's Bay District Council website at the time the applications open.

COMMUNITY FUNDING POLICY

Version 2 Amended 12 March 2020

***E ora, ngātahi ora!***

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## ELIGIBILITY

Application for the rural travel fund is open to rural sports clubs and rural school teams with young people between 5 and 19 years who require subsidies to assist with transport expenses to local sporting competitions.

The following criteria will be applied as set down by Sport NZ, and may change from time to time:

- A school club team is defined as participating in regular local sport competition out of school time, that excludes inter school and intra school competitions played during school time; and/or
- A sports club team participating in organised, regular sport competition through club membership outside of school time.

## APPLICATION PROCESS

- The fund has one funding round per year.
- The funds opening and closing dates will be advertised by Central Hawke's Bay District Council.
- Applications must be received within the stipulated time frame.
- The application must be on the standard application form provided by Sport New Zealand for the fund.
- Rural Travel Fund applications are assessed by the CHB District Council Community Development Coordinator and the Sport Hawke's Bay CHB Community Sport Advisor and has authority to allocate funding in line with funding criteria.
- Applicants will be notified in writing as to the outcome of their application.



**CENTRAL  
HAWKE'S BAY**  
DISTRICT COUNCIL



# Community Funding Policy

Adopted: 22/10/2020 Review Date:22/10/2023

*Together we Thrive! E ora ngātahi ana!*

## INTRODUCTION

Community funding has been identified as a major contributor towards supporting the achievement of Council's and the Communities vision for the future and to support our community to THRIVE. There are a range of grants and funding options available for Central Hawkes Bay groups and communities.

Community groups can apply to the Council for **Community Voluntary Organisation Support Funding (CVOS)**, **Environmental and Sustainability Funding**, a **Creative Communities Grant**, or a **Sport NZ Rural Travel Grant**.

Central Hawke's Bay groups and individuals can apply to the Council for a **Pride & Vibrancy Fund** grant, to assist with the implementation of community and town centre plans or a vibrant placemaking and community activities.

These grant funds are all contestable so the success of the application is dependent on the applications meeting of the grant criteria, the priority of the respective grant compared with others, and the grants money available for allocation.

## PURPOSE

The purpose of the Community Funding Policy is to provide guidelines as to how funding should be allocated to best meet Councils vision and outcomes in line with the purpose of the Local Government Act 2002 Amendment 2012 which is to:

*"Meet the current and future needs of communities for good quality infrastructure, local public services, and performance of regulatory functions in a way that is most cost effective for households and businesses"*

The policy also provides a transparent framework to ensure good stewardship of public funds.

## GRANTS FUNDED BY COUNCIL UNDER THIS POLICY

The three funds under the policy that are administered by and at the discretion of the Council to increase or decrease fund amounts are the:

Community Voluntary Organisation Support Fund (CVOS)

Community Pride & Vibrancy Fund

Environmental and Sustainability Fund

The Creative Communities Scheme and the Rural Travel Support Fund are administered by Council under this policy.

## COMMUNITY VOLUNTARY ORGANISATION SUPPORT FUND (CVOS)

The Community Voluntary Organisation Support Fund seeks to support Community based not-for-profit organisations that support our community to THRIVE.

The Assessment Committee consists of three Councillors and three members of the public, assisted by a council staff member, who co-ordinates the annual CVOS applications. The three public members of the Assessment Committee are appointed by resolution of Elected Council, following the triennial election. The appointment process will follow the Appointment of Council Representatives Policy.

Public Members may be appointed or elected for a specified term of up to three years and can serve a maximum of two consecutive terms.

### FUNDING AVAILABILITY

There are two categories of funding available, with each category of funding having different purposes and funding eligibility criteria.

#### CATEGORY ONE

\$10,000 is available to voluntary organisations seeking grants for new community initiatives. Category One funding is available to community voluntary organisations who have not received funding from CVOS previously or from groups who have previously received funding, however are applying for a new project.

### ELIGIBILITY

Applications must meet the following criteria:

- Community organisations must be domiciled in Central Hawke's Bay and be a voluntary non-profit organisation serving wholly or mainly residents of Central Hawke's Bay.
- The application should be able to demonstrate that the project is in response to a significant need in the community and can clearly link to the outcomes of Project THRIVE.
- The group should receive a wide measure of support from their community.
- The level of funding available from other agencies, including fund-raising, will be taken into account when assessing the project
- The project should wholly or mainly benefit residents of Central Hawke's Bay.
- The level of funding available from other agencies will be taken into account when assessing the project, as will the contribution being made by the applicant.
- Projects that are eligible for or have received funding from other agencies may be considered for funding from CVOS. Priority however will be given to projects that are unable to source funding from elsewhere.
- Applicants that have received funding from CVOS previously for the same project are not eligible for funding.
- Grants made for Category One projects will not exceed 75% of the total cost of the individual project.

- Projects will be prioritised, and the level of funding granted will be based on this.
- The Assessment Committee is allowed the flexibility to allocate excess funds from Category One to Category Two in those years when there are insufficient successful applicants to receive grants from Category One.
- There must be evidence of the long-term sustainability of the project.
- Applicants must provide evidence of the organisation's management of finances (bank statements etc.) with the application for funding.

All applicants must provide a report on the project to Council by 31 March in the year following the grant. Failure to do this could negate future council funding requests from the organisation.

## CATEGORY TWO

\$20,000 is available to existing Central Hawke's Bay Community organisations for ongoing financial support who provide ongoing community services to support our community to THRIVE.

## ELIGIBILITY

Funding will be provided for costs that enable the continual running of a viable service that is deemed to be of considerable benefit to the community of Central Hawke's Bay. The onus of proof regarding benefit lies with the applicant. Costs may include:

- Rental of building
- Power charges
- Stationery
- Photocopying
- Postage
- Telephone/Fax
- Insurance
- Financial reporting costs
- Staff costs essential to the provision of the service
- Marketing

Costs which are ineligible include the following:

- Rates payments
- Facility development
- other costs considered not being essential to the continual running of the service.

Community groups must be domiciled in Central Hawke's Bay and be a voluntary non-profit organisation serving wholly or mainly residents of Central Hawke's Bay to be eligible for this category of funding.

The group should receive a wide measure of support from their community. The level of funding available from other agencies, including fund-raising, will be taken into account when assessing the project.

Grants made for Category Two will not exceed 50% of total ongoing organisational costs. However, if an organisation is able to provide evidence that it is experiencing extreme

hardship and the continuation of a viable service is at risk, a grant higher than 50% may be awarded.

Applicants for Category 2 must provide as part of their application:

- A copy of the most recent year's set of Financial Accounts.
- Statistics or factual information which demonstrates the level of activity or achievements for the past year.
- Evidence of the support the group receives from the community.
- How the organisation supports the community to THRIVE

### APPLICATION PROCESS

- Applicants for CVOS funding are to complete the application form and provide supporting documentation.
- Applications for CVOS funding open annually on the third week of July and the fund is open for a four week period.

## ENVIRONMENTAL AND SUSTAINABILITY FUND

- The Environmental and Sustainability Fund (the Fund) seeks to support Community based not-for-profit organisations or individuals that support our community to THRIVE.
- 
- The fund is contestable and supports projects that are an activity, programme or development that supports the objectives of the Environmental and Sustainability Strategy (the Strategy) and promotes our community to THRIVE.
- 
- Applications to the fund may not always be monetary and could include the provision of materials, labour or other support.
- 
- Community groups or members can apply for **Environmental and Sustainability Funding** under the terms and criteria set out below.
- 
- The fund is contestable so the success of the application is dependent on the applications meeting of the fund criteria and the funds money available in any given year for allocation.

### FUNDING AVAILABILITY

The fund utilises money made available by Councils National Waste Levy income and is set at a maximum allocable amount of \$20,000 per financial year.

By way of Council resolution, this fund may increase or decrease. Councils financial year is 1 July – 30 June.

### ELIGIBILITY

To be eligible for the Environmental and Sustainability Fund, applicants should meet the following criteria listed below. The criteria are designed to deliver on the objectives of the Strategy but also to meet Ministry for the Environment criteria about the use of Waste Levy money.

The criteria are:

- Applications will demonstrate alignment with one or more stated objectives in the Environmental and Sustainability Strategy.
- Applications must provide linkages to Councils Solid Waste Management and Minimisation Plan.
- Applications that involve a use of or change to Council infrastructure or services will demonstrate alignment with relevant Council plans including activity management plans.
- Applications must demonstrate benefit specifically to Central Hawke's Bay.
- Applications must demonstrate support of the community.
- Applications must demonstrate support from or achievement of wider community outcomes.

- If the applicant is an individual they must be a New Zealand citizen or permanent resident; if the application is from a group or organisation, they must be based in New Zealand.
- If the applicant has already received funding from the Environmental and Sustainability Fund for another project, they must have completed a satisfactory Project completion Report for the other project before they can make another application, unless the other project is still in progress.
- Funds of over \$1,000 will only be granted to formalised Businesses, Incorporated Societies or Charitable bodies.

## APPLICATION PROCESS

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- Applicants must complete the application form and provide supporting documentation.
- Applications under ~~\$500~~ \$5,000.00 will be assessed and approved by the Strategy and Wellbeing Committee Chair and one other Strategy and Wellbeing Committee member, and reported back to the Strategy and Wellbeing Committee.
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This fund seeks to support community opportunities to create pride and vibrancy in Central Hawke's Bay.

The fund is contestable and supports projects that are an activity, programme or development that will occur in a public space and promotes our Community to THRIVE. Successful applications will result in outcomes that support our communities' identity, attract people's interest, inspire and engage people and overall contribute to a sense of community.

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## FUNDING AVAILABILITY

The fund is staggered to increase over three years, being funded from an overall pool of funding identified in the 2018-2028 Long Term Plan for Community and Town Centre Planning project.

The funds available each financial year are:

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## ELIGIBILITY

To be eligible for the Community Pride and Vibrancy funds, applicants should meet the following criteria:

- Applications will ideally align with community and town centre plans.
- In the absence of a community or town centre plan, applications will need to show alignment with Thrive outcomes, specifically identifying how they:
  - Explore an aspect(s) of the identity of the place the public space is located in – be that a site, neighbourhood, settlement or the district as a whole.
  - Attract people's attention, generate interest, encourage interaction and achieve participation by people who pass the initiative / the public space.
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  - Use the public space as the environment to provide new, engaging, creative, inspiring and perhaps even quirky experiences.
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- Applications must demonstrate support from or achievement of wider community outcomes.
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## CREATIVE COMMUNITIES SCHEME

The Creative Communities Scheme (CCS) provides funding to communities so New Zealanders can be involved in local arts activities. Creative New Zealand works with Central Hawke's Bay District Council to deliver the scheme.

The Assessment Committee consists of one council appointed representative and up to 10 community members. Membership and appointment of the community committee members should reflect the guidelines set by Creative New Zealand.

### FUNDING AVAILABILITY

The funding available is determined and provided by Creative New Zealand. The amount of funds available will be advertised on the Central Hawke's Bay District Council website at the time the applications open.

### ELIGIBILITY

#### The Applicant:

- If the applicant is an individual, they must be a New Zealand citizen or permanent resident; if the application is from a group or organisation, they must be based in New Zealand
- If the application has already received funding from CCS for another project, they must have completed a satisfactory Project completion Report for the other project before they can make another application, unless the other project is still in progress

#### The proposed project or proposal:

- Must have an arts or creative cultural focus
- Must have identified one of the three funding criteria – Access and Participation, Diversity or Young People
- Must take place within the district of Central Hawkes Bay
- Must not have begun before any CCS funding is approved
- Must not already have been funded through Creative New Zealand's other funding programmes
- Must be scheduled to be completed within 12 months after funding is approved

### APPLICATION PROCESS

- The fund has two funding rounds per year in February and August.
- The funds opening and closing dates will be advertised by CHB District Council
- Applications must be received within the stipulated timeframe.
- The application must be on the standard application form provided by Creative New Zealand for the scheme
- The Creative Community assessment committee is a community committee of council and has authority to allocate funding in line with funding criteria.
- Applicants will be notified in writing as to the outcome of their application.

## RURAL TRAVEL FUND

This fund is designed to help subsidise travel for junior teams participating in local sport competition.

The Assessment committee consists of one representative from Sports NZ and one from the Central Hawke's Bay District Council.

## FUNDING AVAILABILITY

The Central Hawke's Bay District Council administers the fund only.

The funding available is determined and provided by Sport New Zealand. The allocation of the fund is based on a population density formula. The amount of funds available will be advertised on the Central Hawke's Bay District Council website at the time the applications open.

## ELIGIBILITY

Application for the rural travel fund is open to rural sports clubs and rural school teams with young people between 5 and 19 years who require subsidies to assist with transport expenses to local sporting competitions.

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## APPLICATION PROCESS

- The fund has one funding round per year.
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- Applicants will be notified in writing as to the outcome of their application.

## 6.6 ENVIRONMENTAL SUSTAINABILITY FUND APPLICATION - HUNTER PARK KINDERGARTEN

### File Number:

**Author:** Harry Robinson, Solid Waste Manager

**Authoriser:** Josh Lloyd, Group Manager - Community Infrastructure and Development

**Attachments:**

1. Hunter Park Kindergarten - Application [↓](#) 
2. Hunter Park Kindergarten Application Map [↓](#) 
3. Community Funding Policy [↓](#) 

### PURPOSE

The matter for consideration by the Strategy and Wellbeing Committee is the application for funding from Council's Environmental and Sustainability Fund to provide Hunter Park Kindergarten with funding up to \$10,000 to build a composting station, mulching station, recycling station, a water course and water conservation system.

### RECOMMENDATION FOR CONSIDERATION

That having considered all matters raised in the report:

- a) **\$10,000 from the Environmental and Sustainability Fund be granted to the Hunter Park Kindergarten.**

### EXECUTIVE SUMMARY

Following Council's decision to make Environmental and Sustainability funding available to Central Hawke's Bay residents, Hunter Park Kindergarten are the first applicants for funding. Their application covers the installation of a number of environmental and sustainability features within the kindergarten grounds that will provide invaluable waste minimisation education and also contribute to Council's diversion of waste to landfill.

This application is for \$10,000 which is below the fund limit of \$20,000 and meets the requirements of the Environmental Funding Policy.

### BACKGROUND

As part of Council's 2018 Waste Management and Minimisation Plan, an Environmental and Sustainability Fund of \$20,000 per year was established for residents of Central Hawke's Bay who were eligible to apply for funding for environmental or waste minimisation purposes.

Hunter Park Kindergarten are applying for a fund of \$10,000 to build the following on the kindergarten grounds:

- A composting station
- A mulching station
- A recycling station
- A water course
- A water conservation system.

### DISCUSSION

Hunter Park Kindergarten is one of Council's Enviroschools and has benefited from the Enviroschools Education Programme, which has provided both teachers and children sufficient background and knowledge to be in a position to now establish environmental and sustainability

features at the kindergarten. One of Council's targets in the 2019 Waste Management and Management Plan is to increase diversion from landfill to 48% by 2025 and this application is in line with achieving that target. There are costs associated with establishing the features they require and so the Kindergarten is applying for funding of \$10,000.

This application meets the requirements of the Environmental Funding Policy specifically relevant criteria include;

- Applications will demonstrate alignment with one or more stated objectives in the Environmental and Sustainability Strategy.
- Applications must provide linkages to Councils Solid Waste Management and Minimisation Plan.
- Applications must demonstrate benefit specifically to Central Hawke's Bay.
- Applications must demonstrate support of the community.
- Applications must demonstrate support from or achievement of wider community outcomes.
- Funds of over \$1,000 will only be granted to formalised Businesses, Incorporated Societies or Charitable bodies.

The application is for a maximum of \$10,000 which is below the maximum fund allowance of \$20,000. If the application is approved and funding is provided, then the applicant will be required to provide more detailed costings and plans for proposed work and funds will be paid to the applicant only on completion of work (up to the maximum approved amount).

## **RISK ASSESSMENT AND MITIGATION**

The risks associated with this application are considered to be minimal as Hunter Park Kindergarten is well established with an enrolment of 30 children and has strong support from parents, teachers and the local community.

## **FOUR WELLBEINGS**

This report aligns with Council's four wellbeings:

- Cultural – Hunter Park Kindergarten has developed an environmental culture with the children/pupils and their parents, and this cultural influence is applied in other areas of family life.
- Social - parents often become involved with the schools environmental activities and assist with organising events around waste minimisation, bringing families together to work collectively for the benefit of the community.
- Economic – greater waste minimisation results in reduced expense for residents and the features that Hunter Park wish to install at the kindergarten will result in increased diversion from landfill.
- Environmental – Funding to enable this application to proceed will result in an improved environment, initially for the kindergarten, but will be also be an investment in the district's future environment, as children passing through the kindergarten become adult environmentalists.

## **DELEGATIONS OR AUTHORITY**

The Strategy and Wellbeing Committee has the delegation and authority to make this decision.

**SIGNIFICANCE AND ENGAGEMENT**

In accordance with the Council's Significance and Engagement Policy, this matter has been assessed as having some significance.

**OPTIONS ANALYSIS**

1, **Approve the Hunter Park Kindergarten Environmental and Sustainability funding Application up to a maximum funding of \$10,000 (recommended option)**

Officers recommend the application is approved as presented.

2. **Approve the application for \$10,000 funding to Hunter Park Kindergarten with some changes**

Officers will make changes as recommended by the Strategy and Wellbeing Committee and then approve the application.

3. **Reject the application for \$10,000 funding to Hunter Park Kindergarten.**

Officers advise the applicant that the Application has been rejected.

	<b><u>Option 1</u></b>	<b><u>Option 2</u></b>	<b><u>Option 3</u></b>
	<b>Approve the Hunter Park Kindergarten Environmental and Sustainability funding Application up to a maximum funding of \$10,000.</b>	<b>Approve the Hunter Park Kindergarten Environmental and Sustainability funding Application with some changes.</b>	<b>Reject the Hunter Park Kindergarten Environmental and Sustainability funding Application.</b>
<b>Financial and Operational Implications</b>	There are no additional financial or operational implications in this decision.	There are no additional financial or operational implications in this decision.	Should the application be rejected the Kindergarten will need to find other sources for the funding.
<b>Long Term Plan and Annual Plan Implications</b>	There are no LTP or annual plan implications in this decision.	There are no LTP or annual plan implications in this decision.	There are no LTP or annual plan implications in this decision.
<b>Promotion or Achievement of Community Outcomes</b>	This Application aligns with Project Thrive and Community Outcomes – specifically the achievement of waste minimisation and environmental outcomes.	This Application aligns with Project Thrive and Community Outcomes.	This Application aligns with Project Thrive and Community Outcomes however does not support them.

<b>Statutory Requirements</b>	There are no Statutory Requirements for Council.	There are no Statutory Requirements for Council.	There are no Statutory Requirements for Council.
<b>Consistency with Policies and Plans</b>	This application meets the criteria of the Environmental Funding Policy.	This application meets the criteria of the Environmental Funding Policy.	This application meets the criteria of the Environmental Funding Policy.

### Recommended Option

This report recommends option one, approve the Hunter Park Kindergarten Environmental and Sustainability Application of \$10,000 for addressing the matter.

### RECOMMENDATION

**That having considered all matters raised in the report:**

- a) **\$10,000 from the Environmental and Sustainability Fund be granted to the Hunter Park Kindergarten.**

**HUNTER PARK KINDERGARTEN**

## ENVIRONMENTAL FUNDING APPLICATION

Please find following outline of our objectives for the Environmental and Sustainability Policy

**Funding:**

Our overarching goal for Hunter Park Kindergarten is to be inspirational for all Early Childhood Services, Primary Schools, Secondary School and Community in environmental and sustainable practices.

We want all of our practices to reduce waste to landfill, with zero waste in our Kindergarten and educate our whanau as well, providing a saving to Council and Council infrastructure.

Funds can support us in achieving the following objectives:

- Build in functional compost stations that can cope with the volume we have to compost and speed up our composting timeframe for use
- Have the capacity with our composting stations to enable whanau and community to contribute to our composting system
- Provide a mulching station for ourselves and whanau to contribute prunings to, with the purchase of a mulcher we can produce our own mulch, and mulch for whanau and broader community
- Build in functional recycling stations that can take all recycling we have in the Kindergarten
- Have the capacity with our recycling stations to enable whanau and community to contribute to our recycling stations
- Build in our water course where we can conserve all rainfall and utilise in our grounds: watering grass areas, gardens and utilise effectively as water play for tamariki
- Establish a water conservation system for all laundry water that can be used for watering of our orchard

We have contacted Louise Phillips from Bee Haven in Ongaonga to come and give us advice on how to effectively set up a functional compost and recycling station. Through this Louise will be able to guide us on the best system to use for our purpose, location, measurement and functionality. Due to this being the first time we have explored these options we are unsure as to costings at this stage.

We are exploring a Bokashi bucket system where tamariki and whanau can contribute on a daily basis, and where we can weigh waste and show the tamariki and whanau in practical terms how much waste is generated in a standard week.

Further to educating waste in practical terms, we would like to take the Kindergarten community on a visit to the landfill, to see how much waste is generated and gain a real life perspective on how our practices will support the reduction in solid waste.

We welcome any support, advice or guidance from the Council as we continue down our path of Sustainable practices.



## ENVIRONMENTAL FUNDING POLICY

### PURPOSE

The environmental and sustainability fund (the fund) seeks to support community based not-for-profit organisations or individuals that support our community to thrive.

The fund is contestable and supports projects that are an activity, programme or development that supports the objectives of the strategy and promotes our community to thrive.

Applications to the fund may not always be monetary and could include the provision of materials, labour or other support.

If you need more information about the Environmental and Sustainability Fund or want help filling out this form please contact Council by phoning 857 8060, or emailing [funding@chbdc.govt.nz](mailto:funding@chbdc.govt.nz)

3. How will your programme, event or activity support achieving the objectives of Councils Solid Waste Management and Minimisation Plan?

REDUCING, REUSING AND RECYCLING IS ALREADY PART OF OUR EVERY-DAY PRACTICES. WITH THE INTRODUCTION OF BETTER FUNCTIONING COMPOST BINS AND A RECYCLING STATION WE CAN FURTHER REDUCE OUR SOLID WASTES. THE MORE WE REDUCE, AND EDUCATE OUR WHANAU ON REDUCING, THE LESS IS GOING TO LANDFILL. WATER CONSERVATION, PLANTINGS, OUR ORCHARD AND PERMACULTURE PRACTICES ALL SUPPORT MINIMISING ENVIRONMENTAL IMPACT, AND ALL IN PARTNERSHIP WITH WHANAU.

4. Does your project, event or activity involve use of or changes to council-owned infrastructure? If yes, how does your project, event or activity link to the activity management plans or other relevant Council plans?

ALREADY OUR WHEELIE BIN CAPACITY HAS REDUCED FROM TWO OVERFLOWING BINS PER WEEK TO 3/4 OF A BIN A fortnight. OUR GOAL IS FOR HUNTER PARK TO BE ZERO WASTE AND CONTRIBUTE NOTHING TO LANDFILL. OUR RECYCLING HAS ALSO RAPIDLY REDUCED WITH NOTHING GOING OUT FOR THE LAST FORTNIGHT, AND OUR GREEN WASTE AND FOOD SCRAPS ALSO REDUCING. THIS WE WANT TO REDUCE FURTHER.

5. Tell us about the key people and/or community involved.

OUR KEY STAKEHOLDERS WILL BE INVOLVED IN OUR PROJECT: TEACHERS, CHILDREN, WHANAU AND KINDERGARTEN COMMUNITY. AS OUR PLAYGROUND DEVELOPMENT GETS DEVELOPED SO TOO WILL THE INVOLVEMENT OF WIDER COMMUNITY. OUR GOAL FOR HUNTER PARK IS THAT OUR KINDERGARTEN WILL BECOME A HUB OF INSPIRATION FOR OTHERS, A PLACE WHERE OTHER E.C.E SERVICES, SCHOOLS AND BEYOND OUR COMMUNITY WILL WANT TO COME TO SEE ENVIRONMENTAL AND SUSTAINABLE PRACTICES IN-ACTION.

6. How many participants do you estimate will participate in your project, event or activity.  
OUR ENTIRE KINDERGARTEN COMMUNITY WILL PARTICIPATE IN THIS EVENT - BEING OUR INITIAL UPGRADE. THE PLANS HAVE BEEN DEVELOPED IN CONSULTATION WITH WHANAU, AT WHANAU HUI, AND BASED ON WHANAU DESIRES FOR THEIR CHILDREN'S KINDERGARTEN ENVIRONMENT. PARTICIPANTS WON'T STOP AT OUR KINDERGARTEN WHANAU, BUT ENCOMPASS THE BROADER COMMUNITY AS WELL.
7. How will your project, event or activity specifically bring about environmental, sustainability or waste minimisation benefits to Central Hawke's Bay?  
OUR GROUNDS RE-DEVELOPMENTAL WILL LINK SPECIFICALLY TO ENVIRONMENTAL, SUSTAINABLE, AND WASTE MINIMISATION AND BENEFIT NOT ONLY THE KINDERGARTEN BUT BROADER COMMUNITY, AND IN ACHIEVING OUR GOAL: SHOWCASE C.H.B. IN ENVIRONMENTAL AND SUSTAINABLE PRACTICES.

**FINANCIAL INFORMATION**

1. What is your organisations legal status?  
HUNTER PARK KINDERGARTEN IS A NOT-FOR-PROFIT COMMUNITY ORGANISATION, PART OF THE HEBETAUNGA KINDERGARTEN ASSOCIATION
2. If a registered charity, please supply your charities commission registration number.  
N/A
3. If you do not have a legal identity, please explain why. Eg Individual or informal group.  
HUNTER PARK IS PART OF THE HEBETAUNGA KINDERGARTEN ASSOCIATION.

4. If you are a formal group or organisation, are you registered for GST?  Yes  No

If yes, write your GST number here: 04 776 1875

If you are registered for GST please do not include GST in your budget.

5. Please attach a detailed budget for your project, event or activity including both income and expenditure.

WE HAVEN'T SET A DETAILED BUDGET AS YET, BECAUSE UNTIL WE KNOW HOW MUCH WE MAY BE ABLE TO RAISE IN FUNDS, DECIDES WHAT WE DO FIRST AND HOW TO ACHIEVE OUR PLAN.

6. What level of funding are you requesting from the Environmental and Sustainability Fund?

\$10,000 THIS WOULD BE FANTASTIC AS WE COULD THEN ALLOCATE FUNDS TO ROLLOUT THE MARSAC AND

7. Tell us about any other funding you have applied for or received for this project, event or activity.

Date Applied: \_\_\_\_\_  
 Source of Funding: \_\_\_\_\_  
 Type of Funding (eg Grant): \_\_\_\_\_  
 Date of Result: \_\_\_\_\_  
 Amount applied for or received: \_\_\_\_\_

**DECLARATION**

PLEASE TICK

- I/We hereby declare that the information supplied in all section of the application are true and correct to the best of my/our knowledge.
- I/We have the authority to commit our organisation/group to this application to the Central Hawke's Bay District Council Environmental and Sustainability Fund.

In addition

- All reasonable information has been provided to support our application
- I/We will forward a report on the success of the project to Central Hawke's Bay District Council no later than 2 months after completion of the project, event or activity.

We understand that Central Hawke's Bay District Council:

- Is bound by the Local Government Official Information and Meetings Act 1987
- I/We consent to it recording the personal contact details provided in this application, retaining and using these details.
- I/We understand that our name and brief details about the project, event or activity may be released to the media or appear in Council documentation.

I/We undertake that we have obtained the consent of all people involved to provide these details. We understand that we have the right to have access to this information

This consent is given in accordance with the Privacy Act 1993.

Person 1

Name: JO HARRIS  
 Signed: [Signature]  
 Position: HEAD TEACHER  
 Date: 24.09.20

Person 2

Name: \_\_\_\_\_  
 Signed: \_\_\_\_\_  
 Position: \_\_\_\_\_  
 Date: \_\_\_\_\_

**FINAL CHECK**

- Completed all the sections of this application
- Provided financial details including a copy of your latest financial statements (if any) and a detailed budget - *A BUDGET WILL BELOW BASED ON WHAT FUNDS WE CAN ACCESS.*
- Attached supporting documents including letters of support for your project, event or activity

*Please post or deliver this application to:*  
 Environmental and Sustainability Fund  
 Central Hawke's Bay District Council  
 Ruataniwha Street, Waipawa P O Box 127  
 Waipawa 4240

**Heretaunga Free Kindergarten Association (Inc)  
Hunter Park  
Profit & Loss  
1 January 2019 to 30 April 2019**

	Equity Funding	Targeted Funding	Grant Funding	Fundraising	General	Total
<b>Revenue</b>						
Government Funding	4,233.72	438.45	-	-	93,518.13	98,190.30
Other Revenue					434.78	434.78
<b>Total Revenue</b>	<b>4,233.72</b>	<b>438.45</b>	<b>-</b>	<b>-</b>	<b>93,952.91</b>	<b>98,625.08</b>
<b>Expenses</b>						
Admin Expenses	-	-	-	-	71,378.27	71,378.27
Property Expenses	-	-	-	-	7,948.74	7,948.74
Teaching Expenses	141.16	43.48	-	66.09	3,726.37	3,977.10
Depreciation	35.00	-	78.88	-	784.68	898.56
Support Office recharge	-	-	-	-	11,743.72	11,743.72
<b>Total Expenses</b>	<b>176.16</b>	<b>43.48</b>	<b>78.88</b>	<b>66.09</b>	<b>95,581.78</b>	<b>95,946.39</b>
<b>Year To Date Surplus</b>	<b>4,057.56</b>	<b>394.97</b>	<b>(78.88)</b>	<b>(66.09)</b>	<b>(1,628.87)</b>	<b>2,678.69</b>

Hi .

I have been asked by The Hunter Park Kindergarten to write a letter of support for the “outside revamp” project we've been doing for a long time from a parents point of view.

.A little bit of me and my family. My name is Anja and along with my husband William we have 2 daughters, Aria and Aj.

We have met the team at Hunter park in April 2018 when my oldest daughter was nearly 4.5 and youngest 2.5. My oldest was there for a year while youngest Aj is still attending.

In the short time we've started the management has changed and so has the “vision” for the kindy. In late 2018 we (as in the parents and **kaikao** ) have decided to have a more natural approach to teaching and life. Therefore we had a garage sale and sold most of the plastic toys, double up puzzles and other “stuff”that has accumulated over the years and invest that money into buying reusable wet bags, making honey wraps, buying new natural toys, plants and planters etc. We have also decided to take the path of the EnviroSchools and are proud owners of the bronze plaque and we are working towards the silver. We have made a Pataka Kai cupboard to share our produce, spare clothes and general items. We have attended 2 Christmas parades and we won both years ! That brought us \$1000 closer towards our “outside project”. We also had a christmas bike race where we raised some funds. We are working so hard to raise the funds but we have come to the conclusion that we do need help. And it's sometimes hard to ask for it, but we really do need it. The team of teachers at Hunter park are absolutely fantastic bunch of people and they put in their absolute best on daily basis. We as parents help as best as we can. We would love to finally do the outside bit so it can be a more natural and also safer place for kids to play. Yes bumps and bruises are part of life but there's really not much use for the hot asphalt apart from filling out the accident forms! We have made plans for the outside and reused absolutely everything that we can, incorporated any natural paths and ways possible. We really just need some help with the funding to finally get things done.

I'm sure the application to get the funds is going to show that we have put an immense amount of work and thought into this.



16 September 2020

Jo Harris  
Head Teacher  
Hunter Park Kindergarten  
Waipukurau

Dear Jo

#### **SUPPORT FOR NEW PLAY SPACES AT HUNTER PARK KINDERGARTEN**

Enviroschools Hawke's Bay supports Hunter Park Kindergartens application for funding to develop a new fit for purpose up to date play space.

#### **The Enviroschools Programme**

Every early childhood centre across the country is unique, with its own ecology, history, culture and community. The journey of connecting with the place and its people is designed and led by each centre and plays an integral part of their Enviroschools journey.

What a wonderful opportunity the Hunter Park Kindergarten community now have to forge their own identity drawing on the cultural significance of their site. The historical Pa site of Pukekaihou.

By embracing Māori Perspectives, an Enviroschools guiding principle, they will honour the status of tangata whenua on this land and the value of indigenous knowledge and wisdoms in enriching and guiding learning and action. We recognise and support their four streams of learning: Cultural identity, Sustainability, Community and Transistion.

Enviroschools Hawke's Bay supports Hunter Park in their vision for a new sustainable outdoor environment that aligns and supports what is already happening at this kindergarten.

Yours sincerely

**Sally Chandler**  
**Community Engagement Coordinator (Schools)**  
**Corporate Services Group**  
Phone: (06) 833 8036  
Email: [sally.chandler@hbrc.govt.nz](mailto:sally.chandler@hbrc.govt.nz)

Enhancing our environment together | Te whakapakari tahi i tō tātau taiao

06 835 9200 | [info@hbrc.govt.nz](mailto:info@hbrc.govt.nz) | 159 Dalton Street, Napier 4110 | Private Bag 6006, Napier 4142

[hbrc.govt.nz](http://hbrc.govt.nz)



## Hunter Park Kindergarten Environmental Funding Policy



### Background to Environmental Funding Policy Application

Hunter Park Kindergarten is a small rural Kindergarten in the heart of Central Hawkes Bay, situated on Pukekaihou Pa, Waipukurau. The Kindergarten is one of sixteen Kindergartens under the Heretaunga Kindergarten Association and is a fee-free, community-based Kindergarten, operating as a not-for-profit organisation, with a roll of 30 children.

The importance of this site being an historical Pa site, Pukekaihou, forms the basis of our localised curriculum, Te Puna O Pukekaihou, our Cultural Framework. (Appendix 1)

Te Puna O Pukekaihou is underpinned by four streams of learning, in consultation with whanau: Cultural Identity, Sustainability, Community and Transition.

Our Sustainability Stream of learning lead the Kindergarten to achieve Bronze Enviroschools in September 2019 and the Kindergarten has been dedicated and focused in working towards Silver with a vision to then obtain Green- Gold. (Appendix 2).

Currently, we have been using what we have and the provisions we have available to us to develop sustainable practices. We began with a small journey of making honey wraps with the children, that the children were given, to limit waste and begin to be more environmentally friendly. The reduction of packing in lunch boxes was noticeable and whanau began to become educated on sustainable practices in action. We introduced "wet bags" at the same time to limit the use of plastic bags, so all wet clothing goes home in a reusable, machine washable bag that belongs to the child. Both of these go out in our enrolment packs. Kai tables had bins for rubbish, our worm farm and food scraps. We use all food scraps in compost or our whanau take for chook or goat food. The worm farm produces worm fertiliser for the Kindergarten and our Kindergarten community and we no longer need the rubbish bins on the tables. They are either not required or the small amount goes home. The result has been seen in our wheelie bin reduction, going from two overflowing bins a week, to ¼ of a bin a fortnight. Our goal being, to reduce waste completely so the need of a wheelie bin going to landfill is no longer in use. We then continued the journey and our sustainable practices grew.

Using the small amount of resources we had at our fingertips, compost stations were developed. Three apple bins were used and two created using netting formed into cylinders. Already we have reaped the rewards of composting and utilised our own compost in our gardens, also of which are

grown in apple bins that were out the back of the Kindergarten, unused. The produce from our gardens gets enjoyed by the children on a daily basis where they freely help themselves, as well as going into our Pātaka Kai and home with whanau.

The recent introduction of our Pātaka Kai, made by the local Mens Shed and using iron we had laying out the back, has been a welcomed addition to our Kindergarten. From day one the tamariki have written signs saying what is in the Pātaka Kai to freely take home as well as whanau contributing their extra produce, and food items. The “take what you need, share what you can” philosophy of the Pātaka Kai won’t stop with produce, but clothing, books, bunches of fresh cut flowers, whatever the seasons bring and whatever whanau would like to contribute. The goal for the Pātaka Kai is that it becomes a community initiative where the broader community know it is there and equally can help themselves.

Whanau are huge contributors at Hunter Park and are actively and equally involved in our sustainability stream of learning: donating fruit trees, horse manure, time, education and resources, all of which will continue and strengthen. We harvest seeds from our vegetable and flower gardens and these too go home with whanau.

Part of the philosophy of Hunter Park is a “natural, calm, relaxed environment” that we have achieved through our sustainability practices with a 100% reduction of plastics, replacing plastic resources with alternatives and adopting a zero plastic environment. Any plastic that is used in the Kindergarten is used for a purpose, utilised and then recycled: bottle tops, milk bottles, lids, anything that can be used by the children for paint containers, watering cans, collage. Yoghurt pots are used for seed containers, sandpit tools include paua shells, drainage pipes, driftwood, and all resources used are “loose parts”, natural and recyclable.

Recently we have planted our orchard area with help from whanau donating an apple tree and a lemon tree and the Koanga Institute donating a grape, apple, peach, nectarine and plum. The area is very much in its infancy and further development is required, where our goal is for the orchard to operate on the principles of permaculture.

Conserving water is a huge focus at Hunter Park. Sandpit water is limited and used only for specific projects in the sandpit. Water play is utilised at the end of the day in watering gardens and currently we have two water tanks, both of which are not operational for use in the Kindergarten environment. Our goal is to utilise all water collected, even laundry water, as well as every ounce of rainfall and use in our grounds.

Recycling of paper has been another focus for us where all paper and card that can be shredded is shredded into bins that we use either for compost, or for making paper for our collage.

Everything that can be used at Hunter Park is and everything we do involves the children in the process. So heart-warming to see two year olds out in the orchard, spade in hand, foot on the head of the spade and contributing to digging and preparing the soil. The benefits of involving tamariki in all we do is that this generation are learning and growing sustainable practices that will lead them into adulthood and future generations. Tamariki will educate and guide their whanau as they take our sustainable practices home and educate on environmental and sustainable practices, and together we all work in partnership.

The Kindergarten playground is in desperate need of an upgrade due to the amount of tarmac and bark the grounds consist of. Recently the Kindergarten had an Education Review Office Review, October 2019, where the large bark areas were considered non-compliant and needed addressing promptly. The children go home in the height of summer with dust from head to toe; it is dusty, hard, splinters and undesirable to sit on. The bark is continuously shifting due to the elevations of the site and weather conditions and in its current state it is down to dirt in multiple places. The site has a natural water flow when it rains, pooling in our verandah area and then flowing from the top of the section to the bottom of the playground and down the hill, shifting the bark with it as it goes. The large tarmac area provides a wonderful catalyst for grazed knees and hands and bumped heads and is hot in the summer.

There are no grass areas for the children to play on and the inability of a natural environment for our children to explore due to this. The outdoor environment does not project an environmentally sustainable image, other than the aspects we have made the most of, the scope for upgrading our outdoor environment and doing so along the lines of sustainable practices is timely.

Our verandah area has an inadequate roof pitch height and guttering that is too small, meaning that we can't get into or out of the building without getting wet whenever it rains, and is unusable for tamariki when it is raining. Currently there is a huge volume of water that gets wasted here and runs down the drain. We collect as much as we can, at times filling our water trough, but is by no means the full capacity of water that is lost due to our verandah leakage and guttering inadequacies.

We have plans in place, (Appendix 3), for a verandah area replacement and playground upgrade which aligns with Te Puna O Pukekaihou, our Philosophy, (Appendix 4), and with the EnviroSchools Kaupapa.

The plans consist of a full verandah upgrade where roof pitch and guttering are fixed, an extensive deck area for all-year outdoor play and education, a water chain and the ability to conserve and store all water from the roof, as well as a full Playground Upgrade.

The Playground Upgrade consists of the removal of all tarmac and bark areas. This will be replaced with a concrete walk way into the Kindergarten, a concrete pad at the entrance for all-weather ball play and hard surface activities, and the rest of the tarmac and bark areas will be grass. The upgrade will allow us the opportunity to achieve our goals and grow in strength with our natural, calm, peaceful environment, and EnviroSchools Kaupapa: environmental and sustainable practices. Natural plantings will be abundant with shade trees providing summer shade, and no need for further shade sails. More gardens can be put in to continue to focus on our Pātaka Kai philosophy of "take what you need, share what you can". The water storage tanks we currently have can be set up to be utilised for watering the grass and gardens. Conservation of our laundry water can be added as well. The natural flow of water in our grounds can be captured into a replica stream, assimilating the Puna, The Spring, that Hunter Park resides on, and also use natural plantings along its water course to replicate and educate on the importance of conserving water ways. The rainfall collected from this will also be able to be conserved and utilised in our water play and watering of gardens and fruit trees.

The grass will be "grounding" for our tamariki, where they can walk bare footed, feel the earth beneath their feet and reconnect with the soil, an historical link to our forebears and the site we are

part of. An experience so many children do not experience in their childhood as safety matting and artificial surfaces have replaced over time.

We have a built in composting and recycling station added into the plans, what we have works, but can be so much better, larger, and more accessible to our wider Kindergarten community. A mud kitchen in our sandpit area will add the ability for tamariki to freely explore with natural materials: sand, mud, messy play, bark, pebbles, and be “at one” with nature.

Our orchard area needs further love and attention as we prepare for permaculture practices and the development of a “forest garden” approach to our orchard area: a natural path way, composting, plantings of ground covers, mid height bushes and shrubs and higher trees to enable the formation of the roof canopy, natural drainage and water ways, and again, the conservation of water, to go directly back to the soil and be utilised for the purpose of regeneration.

Our overall goal is for our practices to begin here and continue to grow. The addition of windmills to utilise the abundance of wind we get and solar panels to generate electricity, 0% play materials in plastic, zero waste, and to be completely sustainable.

The excitement of our playground upgrade comes from our direct link to Te Puna O Pukekaihou and linking everything we do back to our framework and sustainability, but also the significance of our historical site we are located on, Pukekaihou. Including the Puna, the Spring, in our playground, the introduction of grass for the children to walk on freely, the ability to play in a mud kitchen and experience play with soil, and natural plantings, sourcing plants that would have been here and replicating the natural heritage.

Through Te Puna O Pukekaihou the Kindergarten is part of Nga Ara Tipuna, where we are excited to see the development of Pukekaihou through the Central Hawkes Bay District Council’s Provincial Growth Fund, in partnership with local hapu. Not only is this development pivotal for CHB history and future growth but also for the Kindergarten to share a direct link with the Council and local hapu in the uniqueness of this site and celebrate the Kindergarten’s rich history. We envisage Hunter Park being in unison with this development and a natural flow from the Ti of Pukekaihou, through the car park and into the Kindergarten where visitors can see Pukekaihou Pa Site in practice in modern-day times.

The vision for Hunter Park is to maintain sustainable practices that we already have, grow in number with involvement from our whanau community as well as broader community, introduce new aspects of sustainable practices and inspire others to learn and grow in sustainable practices as well. All in alignment with our unique cultural heritage and inclusive of water conservation, minimising waste and supporting climate change priorities.

**Evaluative Summary:**

The vision for Hunter Park Kindergarten is for the playground upgrade to directly impact on environmental and sustainable practices. We want to ensure we have a natural environment that ensures it can sustain future generations and that is very much a part of our community, where our community and the wider community can be involved in our practices, learn and grow together.

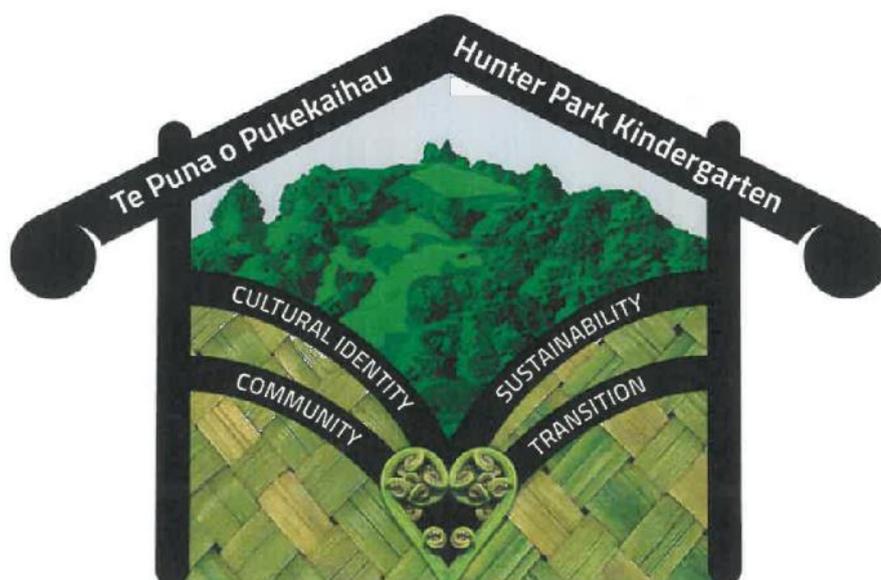
We want Hunter Park Kindergarten to be able to align with the Central Hawkes Bay Council's Project THRIVE and the 2018-2021 Long Term Plan, Environmental and Sustainability Strategy 2019-2023 and the Waste Management and Minimisation Plan 2019. We can align this through maintaining a strong community, with connected people who are all dedicated and committed in practice, educating on the impacts on water ways, reducing waste and in particular in our landfills and conserving water, which all support and manage the effects of climate change. (Appendix 5)

APPENDICES:

Appendix 1:

# HUNTER PARK

# KINDERGARTEN



### **THE FRAMEWORK FOR HUNTER PARK KINDERGARTEN**

The Framework for Hunter Park Kindergarten is “Te Puna o Pukekaihou” – “The Spring of Pukekaihou”. The spring was located on the summit of Pukekaihou Pa.

Te Puna O Pukekaihou represents the flow of the journey of the tamaiti through their time at Hunter Park Kindergarten.

The Puna – The Spring – represents the source, the foundation, the origin, the beginning of the child’s education.

The Framework has five parts to it:

- The Physical Structure
- The Pa site of Pukekaihou
- The Streams of Learning
- The Whariki – the woven mat
- The Heart

The physical structure is shown in the form of the front of a meeting house, or waharoa – an entrance way. The physical structure represents the buildings of Hunter Park Kindergarten – the teaching and learning space of the children.

The green section is the remains of the Pa site – Pukekaihou. Pukekaihou was a pa that formed part of a network of fortified pa that encircled the highly prized lake areas of Whatuma and Ongatoto.

According to oral traditions Pukekaihou Pa was established over 300 years ago and was occupied continuously until the 1820’s when it was abandoned.

The curves represent the streams of learning that came from the ideas suggested at the whanau hui on 7 June 2018:

The four streams of learning are:

- Cultural Identity
- Sustainability
- Community
- Transition

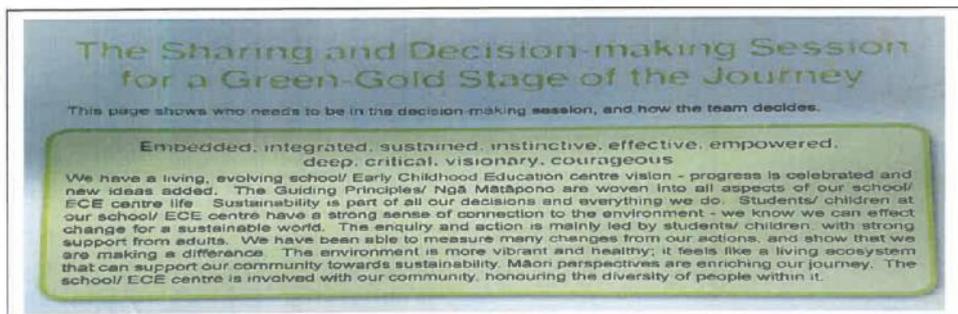
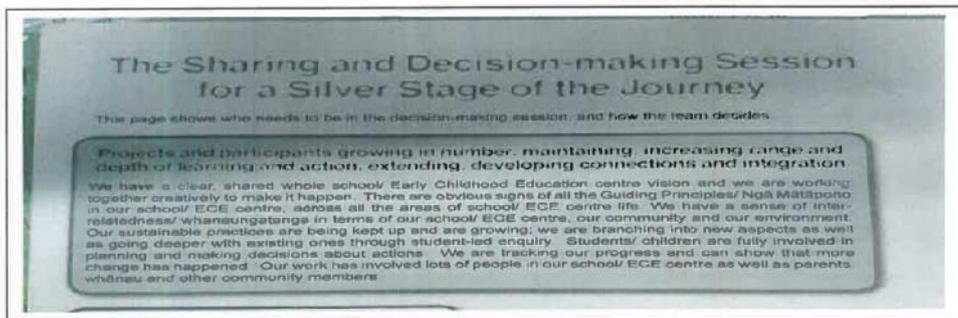
The streams underpin the Hunter Park Programme.

The Whariki – woven mat, represents Te Whariki, which is the learning and teaching document for Early Childhood Education. Te Whariki helps shape the development of the individual learner’s strengths and interests which are highlighted in each of the learner’s individual profiles.

The heart represents the tamaiti – the child – which is the heart of the learning centre and the reason why the Kindergarten exists.-

Appendix 2:

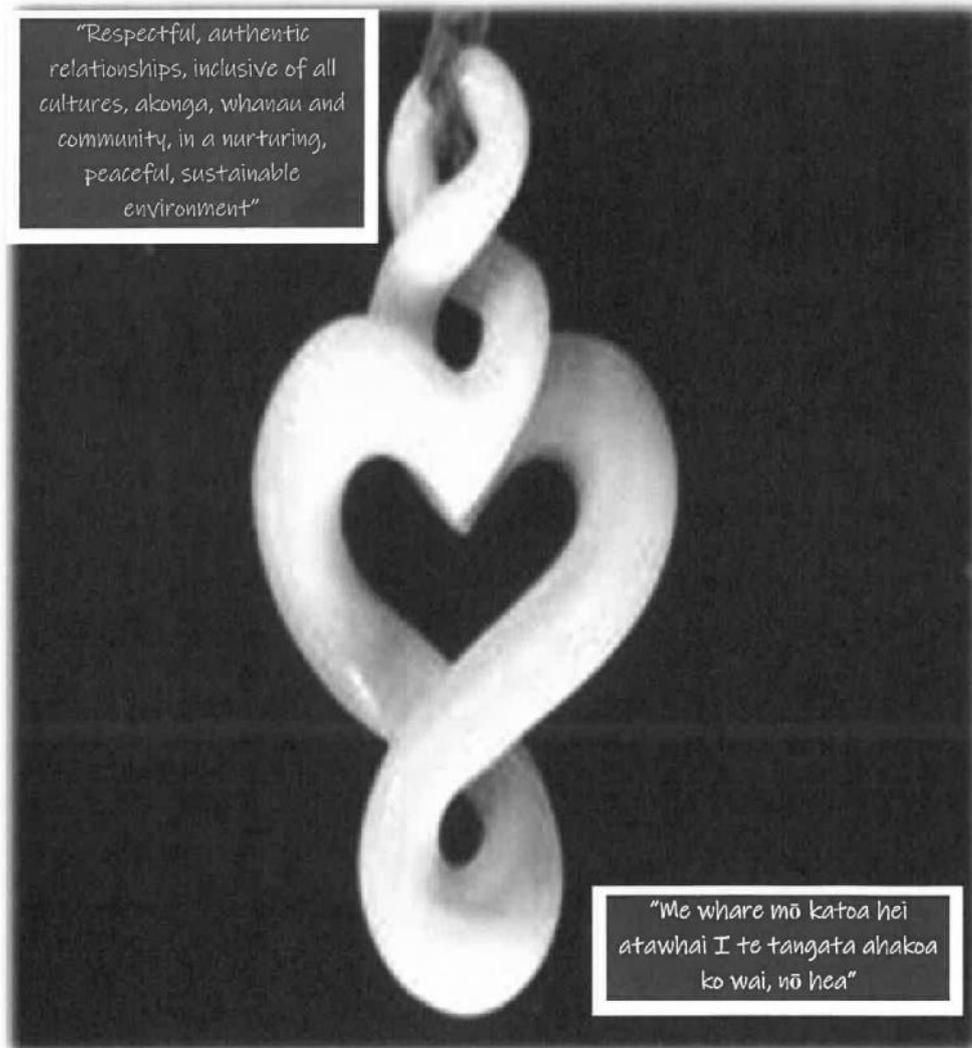
**Bronze EnviroSchool : 18 September 2019**





**Appendix 4:**

*Welcome to Hunter Park Kindergarten*



**Appendix 5:**

**Photos of grounds as they currently are:**







**CENTRAL  
HAWKE'S BAY**  
DISTRICT COUNCIL



# Community Funding Policy

Adopted: 12/03/2020 Review Date: 12/03/2023

*Together we Thrive! E ora ngātahi ana!*

## INTRODUCTION

Community funding has been identified as a major contributor towards supporting the achievement of Council's and the Communities vision for the future and to support our community to THRIVE. There are a range of grants and funding options available for Central Hawkes Bay groups and communities.

Community groups can apply to the Council for **Community Voluntary Organisation Support Funding (CVOS)**, **Environmental and Sustainability Funding**, a **Creative Communities Grant**, or a **Sport NZ Rural Travel Grant**.

Central Hawke's Bay groups and individuals can apply to the Council for a **Pride & Vibrancy Fund** grant, to assist with the implementation of community and town centre plans or a vibrant placemaking and community activities.

These grant funds are all contestable so the success of the application is dependent on the applications meeting of the grant criteria, the priority of the respective grant compared with others, and the grants money available for allocation.

## PURPOSE

The purpose of the Community Funding Policy is to provide guidelines as to how funding should be allocated to best meet Councils vision and outcomes in line with the purpose of the Local Government Act 2002 Amendment 2012 which is to:

*"Meet the current and future needs of communities for good quality infrastructure, local public services, and performance of regulatory functions in a way that is most cost effective for households and businesses"*

The policy also provides a transparent framework to ensure good stewardship of public funds.

## GRANTS FUNDED BY COUNCIL UNDER THIS POLICY

The three funds under the policy that are administered by and at the discretion of the Council to increase or decrease fund amounts are the:

Community Voluntary Organisation Support Fund (CVOS)

Community Pride & Vibrancy Fund

Environmental and Sustainability Fund

The Creative Communities Scheme and the Rural Travel Support Fund are administered by Council under this policy.

## COMMUNITY VOLUNTARY ORGANISATION SUPPORT FUND (CVOS)

The Community Voluntary Organisation Support Fund seeks to support Community based not-for-profit organisations that support our community to THRIVE.

The Assessment Committee consists of three Councillors and three members of the public, assisted by a council staff member, who co-ordinates the annual CVOS applications. The three public members of the Assessment Committee are appointed by resolution of Elected Council, following the triennial election. The appointment process will follow the Appointment of Council Representatives Policy.

Public Members may be appointed or elected for a specified term of up to three years and can serve a maximum of two consecutive terms.

### FUNDING AVAILABILITY

There are two categories of funding available, with each category of funding having different purposes and funding eligibility criteria.

#### CATEGORY ONE

\$10,000 is available to voluntary organisations seeking grants for new community initiatives. Category One funding is available to community voluntary organisations who have not received funding from CVOS previously or from groups who have previously received funding, however are applying for a new project.

### ELIGIBILITY

Applications must meet the following criteria:

- Community organisations must be domiciled in Central Hawke's Bay and be a voluntary non-profit organisation serving wholly or mainly residents of Central Hawke's Bay.
- The application should be able to demonstrate that the project is in response to a significant need in the community and can clearly link to the outcomes of Project THRIVE.
- The group should receive a wide measure of support from their community.
- The level of funding available from other agencies, including fund-raising, will be taken into account when assessing the project
- The project should wholly or mainly benefit residents of Central Hawke's Bay.
- The level of funding available from other agencies will be taken into account when assessing the project, as will the contribution being made by the applicant.
- Projects that are eligible for or have received funding from other agencies may be considered for funding from CVOS. Priority however will be given to projects that are unable to source funding from elsewhere.
- Applicants that have received funding from CVOS previously for the same project are not eligible for funding.
- Grants made for Category One projects will not exceed 75% of the total cost of the individual project.

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- Projects will be prioritised, and the level of funding granted will be based on this.
- The Assessment Committee is allowed the flexibility to allocate excess funds from Category One to Category Two in those years when there are insufficient successful applicants to receive grants from Category One.
- There must be evidence of the long-term sustainability of the project.
- Applicants must provide evidence of the organisation's management of finances (bank statements etc) with the application for funding.

All applicants must provide a report on the project to Council by 31 March in the year following the grant. Failure to do this could negate future council funding requests from the organisation.

#### CATEGORY TWO

\$20,000 is available to existing Central Hawke's Bay Community organisations for ongoing financial support who provide ongoing community services to support our community to THRIVE.

#### ELIGIBILITY

Funding will be provided for costs that enable the continual running of a viable service that is deemed to be of considerable benefit to the community of Central Hawke's Bay. The onus of proof regarding benefit lies with the applicant. Costs may include:

- Rental of building
- Power charges
- Stationery
- Photocopying
- Postage
- Telephone/Fax
- Insurance
- Financial reporting costs
- Staff costs essential to the provision of the service
- Marketing

Costs which are ineligible include the following:

- Rates payments
- Facility development
- other costs considered not being essential to the continual running of the service.

Community groups must be domiciled in Central Hawke's Bay and be a voluntary non-profit organisation serving wholly or mainly residents of Central Hawke's Bay to be eligible for this category of funding.

The group should receive a wide measure of support from their community. The level of funding available from other agencies, including fund-raising, will be taken into account when assessing the project.

Grants made for Category Two will not exceed 50% of total ongoing organisational costs. However, if an organisation is able to provide evidence that it is experiencing extreme hardship and the continuation of a viable service is at risk, a grant higher than 50% may be awarded.

Applicants for Category 2 must provide as part of their application:

- A copy of the most recent year's set of Financial Accounts.
- Statistics or factual information which demonstrates the level of activity or achievements for the past year.
- Evidence of the support the group receives from the community.
- How the organisation supports the community to THRIVE

### APPLICATION PROCESS

- Applicants for CVOS funding are to complete the application form and provide supporting documentation.
- Applications for CVOS funding open annually on the third week of July and the fund is open for a four week period.

## ENVIRONMENTAL AND SUSTAINABILITY FUND

The Environmental and Sustainability Fund (the Fund) seeks to support Community based not-for-profit organisations or individuals that support our community to THRIVE.

The fund is contestable and supports projects that are an activity, programme or development that supports the objectives of the Environmental and Sustainability Strategy (the Strategy) and promotes our community to THRIVE.

Applications to the fund may not always be monetary and could include the provision of materials, labour or other support.

Community groups or members can apply for **Environmental and Sustainability Funding** under the terms and criteria set out below.

The fund is contestable so the success of the application is dependent on the applications meeting of the fund criteria and the funds money available in any given year for allocation.

### FUNDING AVAILABILITY

The fund utilises money made available by Councils National Waste Levy income and is set at a maximum allocable amount of \$20,000 per financial year.

By way of Council resolution, this fund may increase or decrease. Councils financial year is 1 July – 30 June.

## ELIGIBILITY

To be eligible for the Environmental and Sustainability Fund, applicants should meet the following criteria listed below. The criteria are designed to deliver on the objectives of the Strategy but also to meet Ministry for the Environment criteria about the use of Waste Levy money.

The criteria are:

- Applications will demonstrate alignment with one or more stated objectives in the Environmental and Sustainability Strategy.
- Applications must provide linkages to Councils Solid Waste Management and Minimisation Plan.
- Applications that involve a use of or change to Council infrastructure or services will demonstrate alignment with relevant Council plans including activity management plans.
- Applications must demonstrate benefit specifically to Central Hawke's Bay.
- Applications must demonstrate support of the community.
- Applications must demonstrate support from or achievement of wider community outcomes.
- If the applicant is an individual they must be a New Zealand citizen or permanent resident; if the application is from a group or organisation, they must be based in New Zealand.
- If the applicant has already received funding from the Environmental and Sustainability Fund for another project, they must have completed a satisfactory Project completion Report for the other project before they can make another application, unless the other project is still in progress.
- Funds of over \$1,000 will only be granted to formalised Businesses, Incorporated Societies or Charitable bodies.

## APPLICATION PROCESS

- Applications to the fund are open and encouraged throughout the year and are only limited by the funding available.
- Applicants must complete the application form and provide supporting documentation.
- Applications under \$500 will be assessed and approved by the Strategy and Wellbeing Committee Chair and one other Strategy and Wellbeing Committee member, and reported back to the Strategy and Wellbeing Committee.
- Applications over \$500 will be assessed and approved by the full Strategy and Wellbeing Committee. Applications will be considered at the next available scheduled bi-monthly meeting therefore must be received in time to be added to the agenda. Please contact the CHB District Council for further information on meeting dates and timeframes.
- Applicants will be notified in writing as to the outcome of their application.
- All applicants must provide a report on the project to Council within 2 months of the completion of the project or activity. Failure to do this could negate future council funding requests from the applicant.

## COMMUNITY PRIDE & VIBRANCY FUND

This fund seeks to support community opportunities to create pride and vibrancy in Central Hawke's Bay.

The fund is contestable and supports projects that are an activity, programme or development that will occur in a public space and promotes our Community to THRIVE. Successful applications will result in outcomes that support our communities' identity, attract people's interest, inspire and engage people and overall contribute to a sense of community.

Applications to the fund may not always be monetary and could include the provision of materials, labour or other support.

### FUNDING AVAILABILITY

The fund is staggered to increase over three years, being funded from an overall pool of funding identified in the 2018-2028 Long Term Plan for Community and Town Centre Planning project.

The funds available each financial year are:

- Year 2 2019/20 \$15,000
- Year 3 2020/21 onwards \$20,000

By way of resolution of the elected council, this fund may increase or decrease. Central Hawkes Bay District Councils financial year is 1 July – 30 June.

### ELIGIBILITY

To be eligible for the Community Pride and Vibrancy funds, applicants should meet the following criteria:

- Applications will ideally align with community and town centre plans.
- In the absence of a community or town centre plan, applications will need to show alignment with Thrive outcomes, specifically identifying how they:
  - Explore an aspect(s) of the identity of the place the public space is located in – be that a site, neighbourhood, settlement or the district as a whole.
  - Attract people's attention, generate interest, encourage interaction and achieve participation by people who pass the initiative / the public space.
  - Are fun, interesting and stimulating for the people who choose to interact with it / participate in it / observe it.
  - Use the public space as the environment to provide new, engaging, creative, inspiring and perhaps even quirky experiences.
  - Contribute to a sense of community.
- Applications must demonstrate support from or achievement of wider community outcomes.
- If the applicant is an individual they must be a New Zealand citizen or permanent resident; if the application is from a group or organisation, they must be based in New Zealand

- If the applicant has already received funding from the Community Pride and Vibrancy Fund for another project, they must have completed a satisfactory Project completion Report for the other project before they can make another application, unless the other project is still in progress
- Funds of over \$1,000 will only be granted to formalised Businesses, Incorporated Societies or Charitable bodies.

### APPLICATION PROCESS

- Applications to the fund are open and encouraged throughout the year and are only limited by the funding available.
- Applicants must complete the application form and provide supporting documentation.
- Applications will be received and coordinated by a Council staff member.
- Applications under \$500 will be assessed and approved by the Strategy and Wellbeing Committee Chair and one other Strategy and Wellbeing Committee Member, and reported back to the Strategy and Wellbeing Committee at its next meeting.
- Applications over \$500 will be assessed and approved by the full Strategy and Wellbeing Committee. Applications will be considered at the next available scheduled bi-monthly meeting therefore must be received in time to be added to the agenda. Please contact the CHB District Council for further information on meeting dates and timeframes.
- Applicants will be notified in writing as to the outcome of their application.
- All applicants must provide a report on the project to Council within 2 months of completion of the project. Failure to do this could negate future council funding requests from the applicant.

### CREATIVE COMMUNITIES SCHEME

The Creative Communities Scheme (CCS) provides funding to communities so New Zealanders can be involved in local arts activities. Creative New Zealand works with Central Hawke's Bay District council to deliver the scheme.

The Assessment Committee consists of one council appointed representative and up to 10 community members. Membership and appointment of the community committee members should reflect the guidelines set by Creative New Zealand.

### FUNDING AVAILABILITY

The funding available is determined and provided by Creative New Zealand. The amount of funds available will be advertised on the Central Hawke's Bay District Council website at the time the applications open.

## ELIGIBILITY

### The Applicant:

- If the applicant is an individual, they must be a New Zealand citizen or permanent resident; if the application is from a group or organisation, they must be based in New Zealand
- If the application has already received funding from CCS for another project, they must have completed a satisfactory Project completion Report for the other project before they can make another application, unless the other project is still in progress

### The proposed project or proposal:

- Must have an arts or creative cultural focus
- Must have identified one of the three funding criteria – Access and Participation, Diversity or Young People
- Must take place within the district of Central Hawkes Bay
- Must not have begun before any CCS funding is approved
- Must not already have been funded through Creative New Zealand's other funding programmes
- Must be scheduled to be completed within 12 months after funding is approved

## APPLICATION PROCESS

- The fund has two funding rounds per year in February and August.
- The funds opening and closing dates will be advertised by CHB District Council
- Applications must be received within the stipulated timeframe.
- The application must be on the standard application form provided by Creative New Zealand for the scheme
- The Creative Community assessment committee is a community committee of council and has authority to allocate funding in line with funding criteria.
- Applicants will be notified in writing as to the outcome of their application.

## RURAL TRAVEL FUND

This fund is designed to help subsidise travel for junior teams participating in local sport competition.

The Assessment committee consists of one representative from Sports NZ and one from the Central Hawke's Bay District Council.

## FUNDING AVAILABILITY

The Central Hawke's Bay District Council administers the fund only.

The funding available is determined and provided by Sport New Zealand. The allocation of the fund is based on a population density formula. The amount of funds available will be advertised on the Central Hawke's Bay District Council website at the time the applications open.

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## ELIGIBILITY

Application for the rural travel fund is open to rural sports clubs and rural school teams with young people between 5 and 19 years who require subsidies to assist with transport expenses to local sporting competitions.

The following criteria will be applied as set down by Sport NZ, and may change from time to time:

- A school club team is defined as participating in regular local sport competition out of school time, that excludes inter school and intra school competitions played during school time; and/or
- A sports club team participating in organised, regular sport competition through club membership outside of school time.

## APPLICATION PROCESS

- The fund has one funding round per year.
- The funds opening and closing dates will be advertised by Central Hawke's Bay District Council.
- Applications must be received within the stipulated time frame.
- The application must be on the standard application form provided by Sport New Zealand for the fund.
- Rural Travel Fund applications are assessed by the CHB District Council Community Development Coordinator and the Sport Hawke's Bay CHB Community Sport Advisor and has authority to allocate funding in line with funding criteria.
- Applicants will be notified in writing as to the outcome of their application.

**7 DATE OF NEXT MEETING**

Today's meeting is the final Strategy and Wellbeing Committee Meeting for 2020. A meeting schedule for 2021 will be confirmed at the Council Meeting 18 November 2020.

**8 TIME OF CLOSURE**