



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

**Date:** Tuesday, 16 June 2026  
**Time:** 1:00 pm  
**Location:** Council Chamber, Wairoa District Council,  
Coronation Square, Wairoa

# AGENDA

## Environmental and Economic Development Committee Meeting

**16 June 2026**

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

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

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



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- 1 KARAKIA**
- 2 APOLOGIES FOR ABSENCE**
- 3 DECLARATIONS OF CONFLICT OF INTEREST**
- 4 CHAIRPERSON'S ANNOUNCEMENTS**
- 5 LATE ITEMS OF URGENT BUSINESS**
- 6 PUBLIC PARTICIPATION**

A maximum of 30 minutes has been set aside for members of the public to speak on any item on the agenda. Up to 5 minutes per person is allowed. As per Standing Order 15.1 requests to speak must be made to the Chief Executive Officer at least one clear day before the meeting; however this requirement may be waived by the Chairperson. Requests should also outline the matters that will be addressed by the speaker(s).

**7 MINUTES OF THE PREVIOUS MEETING**

Ordinary Meeting - 14 April 2026

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**MINUTES OF WAIROA DISTRICT COUNCIL  
ENVIRONMENTAL AND ECONOMIC DEVELOPMENT COMMITTEE MEETING  
HELD AT THE COUNCIL CHAMBER, WAIROA DISTRICT COUNCIL, CORONATION SQUARE, WAIROA  
ON TUESDAY, 14 APRIL 2026 AT 1:00 PM**

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

**IN ATTENDANCE:** Matthew Lawson (Tumu Whakarae | Chief Executive), Gary Borg (Tumu Whakarae Tuarua | Deputy Chief Executive & Pouwhakarae – Pūtea/Tautāwhi Rangapū | Group Manager - Finance and Corporate Support), Frances Manase (Kaiurungi Mana Ārahi | Governance Officer), Kate Standring (Executive Principal), Sam Jackman (Wairoa Business Association), Seenie Kahukura (Wairoa Business Hub)

**1 KARAKIA**

The opening karakia was given by the Chair Cr Thomas.

**2 APOLOGIES FOR ABSENCE**

Nil

**3 DECLARATION OF CONFLICT OF INTEREST**

Nil

**4 CHAIRPERSON'S ANNOUNCEMENTS**

The Chair acknowledged the success of the recent Business Symposium, congratulated Ngāti Pāhauwera on their Horticulturalist of the Year recognition, and noted the successful Tahuri Mai music release and art exhibition held at Gemmells.

**5 LATE ITEMS OF URGENT BUSINESS**

Nil

**6 PUBLIC PARTICIPATION**

A maximum of 30 minutes has been set aside for members of the public to speak on any item on the agenda. Up to 5 minutes per person is allowed. As per Standing Order 14.14 requests to speak must be made to the meeting secretary at least one clear day before the meeting; however this requirement may be waived by the Chairperson.

**7 MINUTES OF THE PREVIOUS MEETING**

**COMMITTEE RESOLUTION 2026/190**

Moved: Cr Jeremy Harker

Seconded: Cr Michelle Tahuri

That the minutes of the Ordinary Meeting held on 10 February 2026 be confirmed.

**CARRIED**

## **8      GENERAL ITEMS**

### **8.1      WAIROA MTB PARK PROPOSAL**

#### **COMMITTEE RESOLUTION 2026/191**

Moved:      Cr Sara Bird

Seconded: Cr Michelle Tahuri

The Kaiurungi Mana Ārahi | Governance Officer RECOMMENDS that Committee receives the report; and Recommends to Council that future trail maintenance funding requirements be assessed and considered through the Long-Term Plan process.

**CARRIED**

The Chair introduced the report and the below was noted:

- There are ongoing maintenance requirements for local trails, including repairs to one track.
- Members noted the group's request for Council support and additional funding, having previously received \$5,000 from the Mayoral Relief Fund.
- It was suggested that future funding requirements be considered through the Long-Term Plan process.

### **8.2      SHOP WAIROA LOCAL ECONOMIC ACTIVATION PLAN**

#### **RECOMMENDATION**

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

Mr Jackman presented the Local Economic Activation Plan and outlined a proposed two-phase approach comprising Shop Wairoa and Shop Wairoa Month, aimed at encouraging local spending and supporting economic activity.

- Members discussed opportunities to better promote Wairoa as a motorhome-friendly destination. It was noted that pricing and implementation details remain under development

### **8.3      WAIROA BUSINESS HUB**

#### **COMMITTEE RESOLUTION 2026/192**

Moved:      Cr Sara Bird

Seconded: Cr Jeremy Harker

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

**CARRIED**

Seenie Kahukura introduced the report and provided the update for the Wairoa Business Hub. The below was highlighted:

- 3 sessions have been held within a 6-month period, engaging around 24 clients.
- Between 418–436 businesses are currently registered, with continued growth in engagement activity (including approximately 2,382 client interactions across a range of business support services).
- The Business Hub now operates as a standalone entity, no longer under Te Whare Maire. The official establishment date is 17 April, with a celebration planned for May in conjunction with the regional partnership programme.
- The Symposium focused on capability-building workshops, highlighting success stories while strengthening foundational business skills, including succession planning and the contribution of local real estate sector activity.
- An update to the website is underway as part of alignment with the regional partnership programme, with at least 20 candidates currently in progress.
- Key operational challenges, including perceptions of high venue hire costs and limitations in local large-scale printing capacity requiring external providers.
- A \$5,000 business incentive budget is planned for 2026, to be awarded to registered businesses.

#### **8.4      MAIN STREET MEETING UPDATE**

##### **COMMITTEE RESOLUTION 2026/193**

Moved: His Worship the Mayor Craig Little

Seconded: Cr Sara Bird

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

**CARRIED**

#### **8.5      WAIROA TOURISM OPERATORS AND BUSINESS FEEDBACK EVENING**

##### **COMMITTEE RESOLUTION 2026/194**

Moved: Cr Jeremy Harker

Seconded: Cr Michelle Tahuri

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

**CARRIED**

The Community and Engagement Manager introduced the report and the below discussions were highlighted:

- Feedback from the Tourism Connect meeting, which identified strong untapped tourism potential across cultural, environmental, and adventure sectors in the Wairoa District.
- Key challenges identified included fragmented coordination, infrastructure and capacity constraints, and limited accommodation and visitor information.
- The importance of a cohesive destination narrative, improved branding, and stronger visitor flow between key sites was highlighted.
- Events and cultural experiences were identified as key opportunities to increase visitation and length of stay.
- Members supported progressing the Destination Management Plan (DMP), including establishing a tourism steering group and further developing project planning, timelines, and data collection to inform future actions.

Cr Bird left the meeting 2:21pm and returned 2:26pm.

## **8.6 COUNCIL REBRAND**

### **COMMITTEE RESOLUTION 2026/195**

Moved: Cr Jeremy Harker

Seconded: Cr Michelle Tahuri

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

**CARRIED**

**The closing karakia was given by Cr Thomas at 2:30pm.**

**The minutes of this meeting were confirmed at the Environmental and Economic Development Committee Meeting held on 16 June 2026.**

.....  
**CHAIRPERSON**

## **8 GENERAL ITEMS**

### **8.1 MAIN STREET ACTION PLAN**

**Author:** Frances Manase, Kaiurungi Mana Ārahi | Governance Officer

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

**Appendices:** Nil

#### **PURPOSE**

- 1.1 The purpose of this report is to provide the Economic Development Committee with an update on current main street activity, key delivery issues, and priority actions for consideration.

#### **RECOMMENDATION**

The Kaiurungi Mana Ārahi | Governance Officer RECOMMENDS that Committee recommends this report to Council to:

1. Confirm follow-up on maintenance and contractor matters.
2. Ensure retailers receive clear updates on upcoming works.
3. That the Committee request further advice on lighting, signage and awning guidance.
- 1) That the 3 policy requests **Zero graffiti policy, Shop frontage bylaw review and Local spend policy** are reviewed and updated.

#### **EXECUTIVE SUMMARY**

Council's main street work remains focused on CBD revitalisation, public amenity, and stronger business and visitor confidence. This programme is aligned with the Wairoa CBD Urban Design Plan, **Te Wairoa E Whanake – Rise Up and Grow Wairoa**, and related recovery and resilience investment.

Community feedback, including more than 250 submissions that were received through the 2020 **"Gathering Your Thoughts"** survey, has helped shape priorities for a more attractive, functional, and economically resilient main street.

The Wairoa CBD Urban Design Plan provides the framework for rebuilding the main street and strengthening town centre amenity. The associated riverbank project and wider flood mitigation programme remain important considerations in longer-term planning for Marine Parade and adjoining public spaces.

The **Wairoa main street and riverbank project** is supported by a **\$1.5 million Kānoa-funded budget** to restore and upgrade the promenade from the lighthouse to Locke Street. Site preparation and tiered seating have been completed, with remaining works on hold pending clarity on the proposed flood protection scheme.

The broader **\$70 million Crown-funded Wairoa Flood Mitigation Project** also affects the town centre's future development pathway and will need to be considered alongside longer-term planning for Marine Parade and adjoining public spaces.

**2. KEY ECONOMIC DEVELOPMENT PROJECTS AND IMPROVEMENTS**

- i. **Winter’s Building / i-SITE Relocation:** The i-SITE Visitor Information Centre and Intercity bus stop were relocated to a central site at the corner of Marine Parade and Locke Street. This has strengthened visitor visibility within the CBD, improved wayfinding, and increased opportunities for foot traffic to support nearby businesses.
- ii. **Ahi Komau:** Developed through the **Te Wairoa E Whanake – Rise Up and Grow** initiative, this mixed-use project has transformed former burnt-out buildings into hospitality, retail, and community courtyard space. The project has contributed to improved amenity, activation of underused sites, and renewed confidence in the main street environment.
- iii. **Marine Parade Riverbank Restoration:** This work supports the main street’s riverfront setting by creating community gathering spaces, tiered seating, specimen tree planting, and improved landscaping. In economic development terms, the project enhances the attractiveness of the public realm and supports Wairoa’s appeal as a place to visit, invest and spend time.
- iv. **Town ‘spruce-up’:** Council has worked with local businesses on routine CBD maintenance, including targeted street clean-ups such as window washing and cobweb removal. Although modest in scale, these activities contribute to business confidence, improve the visual standard of the shopping precinct, and support a more positive experience for residents and visitors.

**3. INVESTMENT AND DELIVERY OVERVIEW**

PROJECT / DESIGN FOCUS	PRIMARY BUDGET	KEY TIMELINE MILESTONES
Wairoa CBD Urban Design & Courtyard (WSP & Council)	<b>\$4.8M – \$6.1M</b> Provincial Growth Fund	Initial planning in 2020; core courtyard and I Site completed.
Marine Parade Riverbank Restoration	<b>\$1.5 million</b> Kanoa	Tree clearing began late 2024; pathways, picnic areas, and tiered seating installed 2025–2026.
Boffa Miskell Regional Projects (Ecology / Regional Parks)	Hawkes Bay Regional Council	No progress to date
Wairoa District Flood Mitigation (Crown / HBRC)	<b>\$70 million</b> ring-fenced Crown funding	Contractor appointed early 2026; main stopbank and floodway works.

**4. PRIORITY DELIVERY FOCUS**

Priority delivery activity falls into two areas: core maintenance and infrastructure matters to be addressed through existing Council programmes, and broader activation and policy initiatives to be progressed through the economic development work programme.

**5. Existing Council Commitments and Maintenance Budgets**

- Cyclical footpath cleaning and contractor follow-up should be confirmed through Council’s maintenance programme.
- Main street works, including resealing, are expected over the next 12 to 14 months and require regular communication with retailers.

- Works planning includes reuse of uplifted pavers, review of bins, stormwater improvements, sealing behind shops, and coordination of underground and surface services.
- The proposed 30km/h speed limit for Marine Parade will require consultation with retailers.

## **6. POLICY MATTERS FOR COUNCIL CONSIDERATION**

- 6.1 **Zero graffiti policy:** Consider a formal approach to prevention and removal in the main street area.
- 6.2 **Shop frontage bylaw review:** Review settings that influence shopfront presentation and consistency.
- 6.3 **Local spend policy:** Consider options to support local procurement and local economic activity.

## **7. BROADER INITIATIVES**

- Town centre lighting improvements remain a priority for safety, amenity, and evening activation.
- Signage and awning design guidance is needed to improve visual consistency.
- Local spend initiatives, including support for Tautoko Wairoa, remain a potential activation measure.
- Events and place activation can support town centre vibrancy.

**8.2 REPOSITIONING WAIROA'S RIVERFRONT AND COMMUNITY ASSET**

**Author:** Frances Manase, Kaiurungi Mana Ārahi | Governance Officer

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

**Appendices:** Nil

**PURPOSE**

- 1.1 To recommend that Council engage an experienced strategic planner to prepare a Community and Recreation Infrastructure Masterplan for Council-owned assets affected by the town-side flood protection scheme.

**RECOMMENDATION**

The Kaiurungi Mana Ārahi | Governance Officer RECOMMENDS that The Economic Development Committee recommend that Council:

1. Notes the impacts of the town-side flood protection scheme on key community and recreation assets, including the skatepark, camping ground, playground, Alexander Park, Adventure Wairoa, and Ski Club facilities.
2. Recognises the opportunity to reposition these assets as part of an integrated riverfront and community recreation network that supports Wairoa's long-term economic development, visitor economy, and community wellbeing.
3. Endorses a coordinated master-planning approach to guide the future relocation, redesign, and integration of affected assets rather than undertaking individual asset-by-asset planning decisions.
4. Authorises the Chief Executive to engage Shannon Bray / Wayfinder to undertake strategic master-planning and design services to progress a riverfront and community recreation network concept for Wairoa.
5. Notes that funding for this engagement is to be sourced from existing flood protection works-related funding allocated to Wairoa District Council for associated placemaking, reinstatement, and community infrastructure outcomes.
6. Requests that the Chief Executive report back to Council with a draft Riverfront and Community Recreation Masterplan for consideration, including staged implementation and integration with wider economic development initiatives.

**EXECUTIVE SUMMARY**

The town-side flood protection scheme represents a significant resilience investment for Wairoa and will affect several Council-owned community and recreation assets along the riverfront. These include the skatepark, camping ground, children's playground, Alexander Park, Adventure Wairoa, and Ski Club facilities, all of which will require relocation, redesign, modification, or repurposing as the stop bank project progresses.

If these issues are addressed individually, there is a risk of fragmented outcomes and missed opportunities for a more coordinated approach to riverfront planning.

This report therefore proposes a coordinated master-planning approach to guide future decisions and position these assets within a more cohesive riverfront and community recreation network.

Approval is sought to engage an experienced strategic planner to prepare a Community and Recreation Infrastructure Masterplan that will provide a long-term framework for the future location, function, and integration of the affected assets.

## **2. BACKGROUND**

- 2.1 A recent workshop with Shannon Bray of Wayfinder helped frame the strategic context for this work and reinforced the value of a coordinated master-planning approach, rather than separate asset-by-asset decisions.
- 2.2 As the stop bank project progresses, Council must now determine the future location, function, and integration of several riverfront community and recreation assets. These decisions will have wider implications for river access, recreation provision, town centre connectivity, visitor appeal, and economic development.
- 2.3 With multiple assets affected at the same time, this should be viewed not only as a resilience response, but as a strategic opportunity to establish a clear long-term direction for Wairoa's riverfront and community recreation network. Decisions are now required to ensure this opportunity is addressed in a timely and coordinated way.

## **3. STRATEGIC CONTEXT**

### **Once-in-a-Generation Opportunity**

The simultaneous impact on multiple Council assets creates a rare opportunity to reshape Wairoa's riverfront and recreation network.

This is not simply about relocating facilities, but about creating a cohesive riverfront and community recreation network that strengthens long-term community and economic outcomes.

### **Shift to an Integrated Planning Approach**

Council should adopt an integrated planning approach so affected assets are planned as part of a connected riverfront and community recreation network, rather than through isolated asset-by-asset decisions.

This approach should guide decisions on:

- Co-location of complementary facilities
- Improved visitor and tourism experience
- Enhanced riverfront activation
- Better town centre–river connectivity
- More efficient land use outcomes
- Stronger destination and community spaces

### **Economic Development Implications**

The riverfront and surrounding recreation assets also present a strategic opportunity to strengthen Wairoa's economic development and visitor economy.

A well-planned network could support:

- Increased visitor numbers and length of stay
- Growth in camping and tourism spend
- Activation of underutilised riverfront land
- Stronger town centre linkages
- Enhanced place identity and destination appeal
- Expanded event and community programming capacity

#### **4. CONCLUSION**

4.1 The flood protection scheme is both a critical infrastructure investment and a catalyst for reshaping Wairoa's riverfront and community recreation network.

4.2 A coordinated master-planning approach is needed to ensure asset decisions deliver long-term community, visitor, and economic benefits for Wairoa.