



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

Date: Wednesday, 12 August 2026
Time: 1:00 pm
Location: Council Chamber, Wairoa District Council,
Coronation Square, Wairoa

AGENDA

Environmental and Economic Development Committee Meeting

12 August 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

For further information please contact us 06 838 7309 or by email info@wairoadc.govt.nz

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1 KARAKIA

2 APOLOGIES FOR ABSENCE

3 DECLARATIONS OF CONFLICT OF INTEREST

Members need to stand aside from decision-making when a conflict arises between their role as a member of the Council and any private or other external interest they might have.

This note is provided as a reminder to members to review the matters of the agenda and assess and identify where they may have a pecuniary or other conflict of interest, or where there may be a perception of a conflict of interest.

If a member feels they do have a conflict of interest, they should publicly declare that at the start of the meeting, or at the relevant item of business, and refrain from participating in the discussion or voting on that item.

If a member thinks they may have a conflict of interest, they can seek advice from the Chief Executive or the Chief Operations Officer (preferably before the meeting). It is noted that while members can seek advice, the final decision as to whether a conflict exists rests with the member.

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 - 16 June 2026

**MINUTES OF WAIROA DISTRICT COUNCIL
ENVIRONMENTAL AND ECONOMIC DEVELOPMENT COMMITTEE MEETING
HELD AT THE COUNCIL CHAMBER, WAIROA DISTRICT COUNCIL, CORONATION SQUARE, WAIROA
ON TUESDAY, 16 JUNE 2026 AT 1:04 PM**

PRESENT: His Worship the Mayor Craig Little, Cr Jeremy Harker, Cr Roslyn Thomas, Cr Michelle Tahuri,
Cr Sara Bird, Cr Trevor Waikawa

IN ATTENDANCE: **Matthew Lawson** (Tumu Whakarae | Chief Executive), **Gary Borg** (Tumu Whakarae Tuarua | Deputy Chief Executive & Pouwhakarae – Pūtea/Tautāwhi Rangapū | Group Manager - Finance and Corporate Support), **Juanita Savage** (Chief of Operations), **Hinetaakoha Viriaere** (Pouwhakarae Whakamahere me te Waeture | Group Manager Planning and Regulatory), **Kamal Narang** (Pouwhakarae – Hua Pūmau | Group Manager - Assets and Infrastructure)(online), **Hinemoa Hubbard** (Kaiurungi Mana Ārahi | Governance Officer), **Annie Wilson** (Executive Assistant to the Mayor and CE), **Kate Standring** (Executive Principal), **Sam Jackman** (Wairoa Business Association), **Mo Cooper**

1 KARAKIA

A karakia was held before the meeting.

2 APOLOGIES FOR ABSENCE

Nil.

3 DECLARATION OF CONFLICT OF INTEREST

Cr Harker declared a possible conflict of interest in relation to the public participation presentation, noting an interest as a local supplier.

4 CHAIRPERSON'S ANNOUNCEMENTS

Nil.

5 LATE ITEMS OF URGENT BUSINESS

Nil.

6 PUBLIC PARTICIPATION

Mr Jackman delivered a presentation on local procurement, outlining the economic, employment, supply chain, and environmental benefits of sourcing goods and services locally.

7 MINUTES OF THE PREVIOUS MEETING

COMMITTEE RESOLUTION 2026/196

Moved: Cr Michelle Tahuri

Seconded: Cr Jeremy Harker

That the minutes of the Ordinary Meeting held on 14 April 2026 be confirmed.

CARRIED

8 GENERAL ITEMS

8.1 MAIN STREET ACTION PLAN

COMMITTEE RESOLUTION 2026/197

Moved: Cr Roslyn Thomas

Seconded: His Worship the Mayor Craig Little

The Environmental and Economic Development 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.
- 4) That the 4 policy requests **Zero graffiti policy, Shop frontage bylaw review and Local spend policy, Te Reo policy** are reviewed and updated.

CARRIED

The Chief Executive introduced the report, and noted:

- The need for a comprehensive maintenance plan for public spaces and assets.
- A review of the Public Spaces Bylaw, including consideration of provisions relating to the maintenance of privately owned buildings.
- The need for a lighting plan for the main street, to be incorporated into a wider masterplan and coordinated with planned roading and infrastructure upgrades.
- The importance of a coordinated approach to asset planning, including working with the Matangirau Reserves Board and other relevant parties, to improve community outcomes and achieve efficiencies.

8.2 REPOSITIONING WAIROA'S RIVERFRONT AND COMMUNITY ASSET

COMMITTEE RESOLUTION 2026/198

Moved: Cr Michelle Tahuri

Seconded: Cr Jeremy Harker

The Environmental and Economic Development Committee recommends 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 we endeavour to source funding 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.

CARRIED

The Group Manager of Assets and Infrastructure advised that Recommendation 5 would be subject to funder approval.

The Chief of Operations queried the budget associated with Recommendation 4. The Chief Executive advised that indicative costs had been provided for the wider programme of works and that a refined estimate would be sought for the proposed works at this stage.

Mr Jackman sought an update on the installation of the new Wairoa entrance signs. The Chief of Operations agreed to follow up on their status.

The Meeting closed with a closing karakia by Cr Waikawa at 2:06pm.

The minutes of this meeting were confirmed at the Environmental and Economic Development Committee Meeting held on 11 August 2026.

.....
CHAIRPERSON

8 GENERAL ITEMS

8.1 WAIROA BUSINESS CENTRE UPDATE

Author: Alannah Marshall, Kaiurungi Mana Arahi | Governance Officer

Authoriser: Matthew Lawson, Tumu Whakarae | Chief Executive

Appendices: 1. Wairoa Business Centre Update [↓](#)

1. PURPOSE

- 1.1 This report provides information for Committee on Wairoa Business Centre. No decisions are required by Committee at this stage.

RECOMMENDATION

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





A New Chapter for Wairoa

Every community has defining moments.

Moments when people choose not simply to respond to change, but to shape it. Moments when individual effort gives way to collective purpose, and when shared aspirations begin to influence the future of a place.

Wairoa has reached such a moment.

Across our district there is a growing sense of optimism. Businesses are investing in new ideas, community organisations are working more closely together, local leadership is strengthening, and there is an increasing recognition that lasting prosperity comes through partnership rather than isolation.

This momentum has not appeared overnight. It has been built through the commitment of individuals, businesses, community groups, iwi, local government and countless volunteers who care deeply about Wairoa and its future.

The opportunity before us is not simply to continue what we have already begun.

It is to bring those individual efforts together, strengthen the connections between them and create something greater than any one organisation could achieve alone.

That is the opportunity before Wairoa.



Why a Business Centre?

Communities prosper when people have places to connect.

Places where ideas are explored, conversations become partnerships and partnerships become lasting outcomes.

Places where experience is shared, opportunities are recognised and new initiatives are given the support to grow.

A Business Centre is not defined by its walls or meeting rooms. Its true value lies in the relationships it encourages, the confidence it inspires and the opportunities it helps create.

Around the world, thriving communities understand that economic development is fundamentally about people. It is about bringing together business, education, local government, iwi, investors and community organisations in an environment where collaboration becomes the norm rather than the exception.

For Wairoa, a Business Centre represents an opportunity to create that environment.

A place where local businesses can connect with one another, where visitors gain an immediate appreciation of our district, where investors begin conversations with confidence, and where the next generation can see opportunity in the community, they call home.

More than a destination, it becomes a starting point.



Our Role

Prosperous communities do not happen by accident.

They are built by people who are prepared to connect, collaborate and contribute to something larger than themselves.

The role of the Wairoa Business Association is not simply to represent business.

It is to help create an environment where every business, every organisation and every partnership has a greater opportunity to contribute to the long-term success of Wairoa.

We do this by bringing people together.

By encouraging collaboration.

By advocating for initiatives that strengthen our local economy.

By promoting the businesses, people and experiences that make Wairoa unique.

By building partnerships that create lasting value for the whole community.

Most importantly, we seek to create opportunities that extend well beyond today's conversations.

Because every successful partnership begins with a conversation.

Every successful initiative begins with an idea.

And every thriving community begins with people who care enough to build it together.



Wairoa's Economic Front Door

Every great journey begins with a welcome.

They shape expectations, build confidence and often determine whether a visitor's interest becomes a lasting connection.

The Wairoa Business Centre will provide a welcoming place where people can discover the businesses, people and opportunities that make our district unique.

Visitors will be introduced to Wairoa through the stories of local enterprise, innovation and community. Business owners will have a place to connect, collaborate and explore new opportunities. Investors will find a community that is organised, ambitious and ready to work in partnership.

The Centre will also celebrate the products, services and experiences that define Wairoa. From locally made products and innovative businesses to visitor experiences and emerging industries, it will become a living showcase of what our district has to offer.

More than a building, it will be a place where Wairoa tells its own story—with pride, confidence and authenticity.



Bringing People Together

Strong communities are built on strong relationships.

When people meet, ideas are shared. When ideas are shared, partnerships begin. And when partnerships grow, communities prosper.

The Wairoa Business Centre will provide a place where those connections can happen naturally.

It will host networking events, business workshops, mentoring, training and community conversations. It will welcome local businesses, iwi, Council, schools, tertiary providers, community organisations, young entrepreneurs, investors and visitors alike.

Each brings different knowledge.

Each offers a different perspective.

Together they strengthen Wairoa.

By creating opportunities for people to connect, we create opportunities for our community to grow.



Partnership in Action

Ideas only create value when they are put into action.

The Wairoa Business Centre will provide a place where partnerships are strengthened, initiatives are coordinated and opportunities are turned into lasting outcomes.

From supporting local procurement and encouraging people to shop locally, to promoting our businesses, celebrating success and welcoming visitors, the Centre will become a focal point for initiatives that contribute to the economic and social wellbeing of our district.

It will support programmes that showcase Wairoa, encourage investment, strengthen local enterprise and connect businesses with the organisations and resources that help them grow.

Not by replacing the work of others.

By helping it work better together.



From Momentum to Movement

Wairoa is already moving forward.

Across our community there are businesses investing, organisations collaborating and people giving their time, energy and ideas to create a stronger future.

The opportunity before us is to connect that momentum.

When individual efforts are brought together around a shared purpose, they become something greater than the sum of their parts.

They become a movement.

The Wairoa Business Centre is not the destination.

It is the place where ideas become initiatives, conversations become partnerships and partnerships become lasting outcomes.

A place where people come together not simply to imagine a better future...

but to build it.



Looking Ahead

The future of Wairoa will not be shaped by one organisation, one project or one individual.

It will be shaped by people who believe in this community and choose to work together to create opportunities for future generations.

The Wairoa Business Centre is an invitation.

An invitation to connect.

To contribute.

To collaborate.

To lead.

To belong.

Together, we can create an environment where every business has a better opportunity to succeed, where new ideas are welcomed, partnerships flourish and opportunities are shared.

Because the future of Wairoa is not something we wait for.

It is something we create.

Together.



Every community has places where relationships are strengthened, knowledge is shared and the future is shaped.

The Wairoa Business Centre will become one of those places.

A place where people come together to create opportunities they couldn't create alone.

Buildings don't create belonging. Belonging gives buildings their meaning.

The Wairoa Business Association.

Connecting Business. Growing Opportunity. Building Wairoa

8.2 MAIN STREET PLANNING

Author: Matthew Lawson, Tumu Whakarae | Chief Executive

Authoriser: Matthew Lawson, Tumu Whakarae | Chief Executive

Appendices: Nil

PURPOSE

- 1.1 The purpose of this paper is to coordinate the various moving parts that need to be considered in the upcoming Marine Parade upgrade.

RECOMMENDATION

The Tumu Whakarae | Chief Executive RECOMMENDS that Committee receive the report.

2. BACKGROUND

- 2.1 Council currently has a plan to complete the upgrade of the carriageway of Marine Parade with an asphaltic concrete surfacing. Asphaltic concrete is a superior surface for roadways giving a high quality, smooth and strong surface.
- 2.2 In order to avoid the potential for this surface to be “dug up” and therefore require patching and resurfacing, infrastructure planning is required so as to ensure three water infrastructure and utilities such as power, telecommunications and fibre are all upgraded and future proofed in advance so as to minimise the potential for works on this corridor in the foreseeable future. It is also possible that some form of conduit or ducting may be possible to provide further futureproofing.
- 2.3 Utilities such as stormwater drainage may also need to accommodate drainage from the rear of shops and the carpark adjacent to New World.
- 2.4 Alongside this there is a desire to review lighting on Marine Parade including street lighting, lighting under verandas and lighting to provide feature lighting for some of the building facades, the lighthouse and potential plantings.
- 2.5 There has been much discussion about the facades of existing buildings and the need to upgrade and maintain these with the potential to showcase some of the façade features.
- 2.6 Similarly. There is the vexed issue of the awnings, the need for maintenance in some areas and replacement on others.
- 2.7 Council also has a desire to beautify the riverbank with planting, features and access points to enhance connection between shops and the river. To this end the committee wishes to engage Shannon Bray who has previously prepared such a plan for the Wairoa river for HBRC. This plan may need some modification to reflect changing preferences, new ideas and opportunities.
- 2.8 Alongside this we need stakeholder buy in and cooperation to upgrade facades, shopfronts and stormwater downpipes and wirings which currently detract from the marine parade experience.

- 2.9 Consideration needs to be given to the potential relocation of facilities such as the skatepark as a result of the River protection works in Alexandra park.
- 2.10 There are other considerations regarding how spaces such as footpaths and public spaces might be used for trading operations associated with adjacent businesses (licences to occupy) and markets and how this may be regulated via bylaws and policy.
- 2.11 There may be other matters that stakeholders may wish to input into a master planning type process.
- 2.12 As part of the changes made to the Government Procurement Rules 2025, greater emphasis is placed on planning the outcome that is ultimately desired, including all of the inputs into that outcome before Council's embark on procurement processes. The purpose of this discussion is to elicit those matters and start the planning process for the desired outcome.

3. TIMING

- 3.1 The Roading manager has advised that there is some flexibility as to timing of the intended works on the Marine Parade upgrade but that we need to have all other works completed before the final surface is constructed.
- 3.2 This discussion could also discuss whether it is possible to align construction as far as practicable with periods where least disruption will be caused.

8.3 DESTINATION STEWARDSHIP PLAN UPDATE

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

Authoriser: Juanita Savage, Chief of Operations

Appendices: Nil

1. PURPOSE

- 1.1 The purpose of this report is to provide the Committee with an update on the progress of the Wairoa Destination Stewardship Plan (DSP) project, including project governance, community and stakeholder engagement undertaken to date, and the next steps towards developing the district's first Destination Stewardship Plan.
- 1.2 This report is provided for information only. No decisions are required by the Committee at this stage.

RECOMMENDATION

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

2. BACKGROUND

- 2.1 As part of Council's Economic Development and Strategic Tourism work programme, Wairoa District Council has commenced the development of its first Destination Stewardship Plan (DSP).

The DSP will provide a framework to guide how tourism is developed and managed across the Wairoa District through to 2030. Rather than focusing solely on increasing visitor numbers, the plan will establish a shared vision that ensures tourism contributes positively to local communities, protects the district's natural and cultural assets, supports local businesses, creates employment opportunities, and strengthens Wairoa's identity as a destination.

- 2.2 Council has engaged destination planning specialist Kiri Goulter to facilitate and guide the development of the plan. Kiri developed the national Destination Stewardship Planning framework adopted nationally and brings extensive experience in destination planning across New Zealand.

To support the project, Council has established an internal project team comprising staff from Community Relationships, Community Development and Communications. The team is responsible for stakeholder engagement, communications, logistics and supporting the delivery of the project.

- 2.3 There are no previous Council resolutions relating specifically to this report.
- 2.4 The development of the DSP directly supports Council's vision for a thriving, resilient and sustainable district. The plan will provide strategic direction for tourism development while strengthening local businesses, supporting Maori tourism opportunities, improving

visitor experiences, and ensuring tourism growth benefits residents, visitors and future generations alike.

3. PROJECT UPDATE

- 3.1 The DSP project has now progressed from project establishment into the engagement phase.
- 3.2 One of the first key milestones has been the establishment of the DSP Advisory Group, bringing together a diverse group of stakeholders across local government, tourism, business, heritage, community development and the visitor economy.
- 3.3 The Advisory Group comprises:
 - 3.3.1. Councillor Benita Cairns – Deputy Mayor of WDC (Chair)
 - 3.3.2. Councillor Roz Thomas – Chair of Council’s EED Committee
 - 3.3.3. Tania Burt – CEO of Hawke’s Bay Tourism
 - 3.3.4. Aayden Clarke – CEO of E Tipu, Tatau Tatau Commercial
 - 3.3.5. Julie Redman – Owner of Morere Lodge
 - 3.3.6. Clare Butler – Director of Wairoa Museum
 - 3.3.7. Angela Spooner – Manager of Morere Hotsprings
 - 3.3.8. Paoraian Manuel-Harman – Rangatahi Representative
- 3.4 The Advisory Group has been established to provide strategic advice, test emerging ideas, review project outputs and ensure the DSP reflects the aspirations and values of Wairoa. While the Advisory Group provides strategic guidance throughout the project, Council remains responsible for leading the development of the plan and the EED Committee will ultimately recommend the DSP to a full council meeting for adoption.
- 3.5 Community and stakeholder engagement has also commenced through two district-wide surveys – plus other in-person community workshops – designed to establish an early understanding of community aspirations and industry priorities.
- 3.6 The **Wairoa Visitor Economy Survey**, distributed to tourism operators, businesses and industry stakeholders, has received 17 responses to date. Early feedback demonstrates strong support for growing local employment opportunities, encouraging visitors to stay longer and spend locally, strengthening local businesses, improving visitor infrastructure and supporting a stronger Maori cultural economy led by hapu and whanau. Respondents also identified opportunities to develop niche tourism experiences centred around Wairoa’s natural environment, history and unique visitor experiences.
- 3.7 Council also launched the **Growing the Right Way, Wairoa District** survey to capture the views of residents and the wider community. The survey has received 40 responses to date. Feedback consistently highlights that people value Wairoa’s unspoilt natural environment, small-town character, strong community connections and cultural identity. Respondents identified protecting waterways, native bush, wildlife, open spaces, the need to improve facilities and infrastructure, and the district’s unique character as key priorities while recognising tourism’s potential to generate local jobs, strengthen businesses and improve infrastructure that benefits both residents and visitors.

- 3.8 Across both surveys, several consistent themes are beginning to emerge. Respondents want tourism to grow in a way that reflects Wairoa's identity, protects the district's environmental and cultural values, strengthens community pride and creates lasting economic benefits for local people. There is also strong support for improving the appearance of the township, maintaining public spaces and visitor infrastructure, encouraging visitors who stay longer and spend locally, and ensuring tourism development occurs at a pace that is appropriate for Wairoa and its communities.
- 3.9 The next stages of the project have occurred and included the first DSP Advisory Group workshop on 10 August 2026, where members met and started sharing information, priorities and strategic direction for the plan.
- 3.10 This was followed by a wider DSP workshop on 11 August 2026, bringing together tourism operators, accommodation providers, retailers, tangata whenua, community organisations, businesses and other interested stakeholders from across the district. The purpose of the workshop is to introduce Destination Stewardship, share the project approach, explore Wairoa's strengths, opportunities and challenges, and gather further input that will help shape the district's DSP.

4. NEXT STEPS

- 4.1 Following the initial engagement programme, Council will continue working alongside Kiri Goulter, the Advisory Group, stakeholders and the wider community to refine the strategic direction of the DSP.
- 4.2 Information gathered through surveys, workshops, stakeholder meetings and targeted engagement will be analysed to identify common themes, opportunities and priorities. This work will inform the development of the plan's vision, strategic outcomes, priority actions and implementation framework.
- 4.3 The Advisory Group will continue to meet at key milestones throughout the project to review emerging work, test proposed priorities and provide strategic guidance before a draft DSP is prepared for consideration by the EED Committee and full Council.
- 4.4 The project remains on schedule, with the intention of presenting a completed DSP to Council before the end of 2026.

9 PUBLIC EXCLUDED ITEMS

RESOLUTION TO EXCLUDE THE PUBLIC

RECOMMENDATION

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

The general subject matter of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under section 48 of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution are as follows:

General subject of each matter to be considered	Reason for passing this resolution in relation to each matter	Ground(s) under section 48 for the passing of this resolution
9.1 - Street Cleaning	s7(2)(h) - the withholding of the information is necessary to enable Council to carry out, without prejudice or disadvantage, commercial activities s7(2)(i) - the withholding of the information is necessary to enable Council to carry on, without prejudice or disadvantage, negotiations (including commercial and industrial negotiations)	s48(1)(a)(i) - the public conduct of the relevant part of the proceedings of the meeting would be likely to result in the disclosure of information for which good reason for withholding would exist under section 6 or section 7