

## MAYORAL COLUMN



Mayor Craig Little

### SUCCESS THROUGH RESILIENCE

Wairoa and its people are resilient. We know that, and a recent measure of New Zealand's resilience through COVID-19 places Wairoa as a top performer.

Research firm Dot Loves Data, identified business resilience was strongest in Gisborne, Wairoa and Opotiki, which was underpinned by reasonable net business growth, fewer business closures and more stable consumer demand.

### A KEY FACTOR IN OUR SUCCESS IS MANAAKITANGA WHICH IS THE FOUNDATION OF OUR COMMUNITY.

Our people extend love and compassion. This was seen during the post-COVID-19 recovery period when, through the Council initiated Tautoko Wairoa, our community came together to support each other.

Tautoko Wairoa has people shopping and spending locally to help keep our economy moving.

Wairoa people are also known for punching above their weight.

A recent example is local business Beauty Antix being named as one of three finalists in the New Zealand Association of Registered Beauty Professionals.

Owned by Amber Forrest, Beauty Antix is up against two other salons, one from Auckland and one from Christchurch.

The fact that Amber has even been selected to compete against big city salons is testimony to the successful way she runs her business.

I know there is a huge amount of work and strict criteria to even make it as a finalist, particularly as this is a significant year as it celebrates the 50th jubilee of the New Zealand Association of Registered Beauty Professionals.

The awards evening will be held in Auckland in June. Over the next couple of months, Amber and the other finalists will be rolling out a social media programme promoting themselves and showing how they interact and engage with their community.

Beauty Antix also recently achieved Platinum status from skin care expert Dermalogica. The Wairoa salon was one of 17 Dermalogica clients across New Zealand to reach this level.



Amber Forrest (third from left) and some of her Beauty Antix team celebrate their selection as finalists in the New Zealand Association of Registered Beauty Professionals awards.

This is nothing new for Amber, who has operated at Platinum or the equivalent, since she launched her own business eight-years ago, but maintaining that elite threshold can be very challenging.

Amber employs four staff and like so many other local businesses it is her commitment to her industry and to our town that sets her above the rest. Well done and all the best for the awards night.

### ANZAC DAY

I am really looking forward to having our ANZAC Day commemorations back to normal for 2021.

Last year we were still in Level 4 lockdown on ANZAC Day with hundreds of our local people making their tributes at 6am standing in their gateways, homes, gardens etc.

It was fantastic to see the effort people went to creating tributes to those who went before us.

This year, providing there are no new COVID surprises, I know people will be out and about throughout the district remembering and honouring those who served.

### CHIEF EXECUTIVE POSITION

Council is now actively advertising for a new permanent Chief Executive Officer.

Council's recruitment programme will run in accordance with the requirements of the Local Government Act 2002.

Applications close at 5pm on April 12, 2021. We are hopeful the appointment of a new permanent Chief Executive will coincide with the beginning of the new 2021/22 year.

### TRIBUTE TO LOCAL BANK STAFF

I know the entire community is very disappointed and sad that we will have no local bank branches in Wairoa.

### THIS IS A BITTER PILL TO SWALLOW, AND ESPECIALLY CHALLENGING FOR OUR ELDERLY AND VULNERABLE.

Losing all our local branches is also a massive blow for our local staff members. Many of these people have had lifetime careers working in banking.

I remember as a school leaver, the aspiration of so many fellow school leavers was to work at a bank. These people have given us tremendous service and have gone beyond their call of duty over the years.

Many of them now find themselves without a job, through no fault of their own. I encourage anyone who is looking to employ new staff to please consider hiring one of these great people.

I went into a local bank branch last week, and considering we are told these branches are closing because there are not enough customers, I was astounded at how many people were queued up and continued to come into the bank.

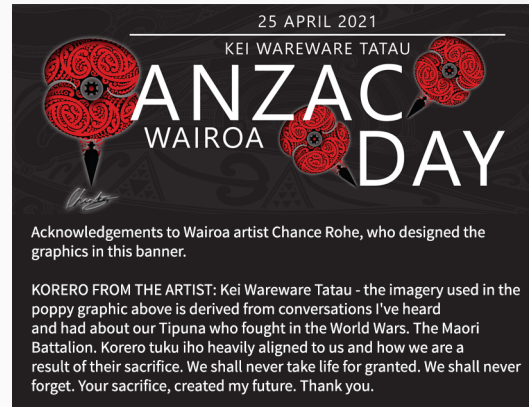
I was told the number of people in the bank was quite normal and had nothing to do with the pending closure.

I believe these banks have neglected their duty to look after their customers.

I have tried my best to work with the banks in a bid to get even one branch to remain open, and they will not even entertain or trial the idea.

I also appeal to all the good citizens in our community to look after those people who will be negatively impacted by the decisions of the banks to withdraw from Wairoa.

Banks are great for keeping money secure and without a local branch people will become a lot more vulnerable.



## ANZAC DAY SERVICES 2021

5:30 AM

KAIUKU MARAE DAWN SERVICE  
Mahia East Coast Road | MAHIA

9:30 AM

TAIHOA MARAE SERVICE  
State Highway 2 | WAIROA

9:30 AM

FRASERTOWN CIVIC SERVICE  
Carroll Street | FRASERTOWN

11:00 AM

WAIROA CIVIC SERVICE  
Wairoa War Memorial Hall | WAIROA

## FOR YOUR DIARY

### PUBLIC NOTIFICATION

### MATANGIRAU RESERVES BOARD

Mon, 12 APRIL: 3.30pm

### FINANCE, AUDIT & RISK COMMITTEE

Tue, 13 APRIL: 1.30pm

### COUNCIL FORUM

Tue, 20 APRIL: 1.30pm



### CONTACT US

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