



RANGITIKEI
DISTRICT COUNCIL
Making this place home.

ORDER PAPER

RĀTANA COMMUNITY BOARD MEETING

Date: Tuesday, 14 June 2022

Time: 6.30 pm

Venue: Ture Tangata Office
Ihipera-Koria Street
Rātana Pa

Chair: Mr Charlie Mete

Deputy Chair: Mr Jamie Nepia

Membership: Mr Lequan Meihana
Mrs Soraya Peke-Mason (TRAK representative)
Cr Waru Panapa
HWTM Andy Watson

For any enquiries regarding this agenda, please contact:

Ash Garstang, Governance Advisor, 0800 422 522 (ext. 848), or via email
ash.garstang@rangitikei.govt.nz

Contact:	0800 422 522 info@rangitikei.govt.nz www.rangitikei.govt.nz (06) 327 0099				
Locations:	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none; vertical-align: top;"> <u>Marton</u> Head Office 46 High Street, Marton </td> <td style="width: 50%; border: none; vertical-align: top;"> <u>Bulls</u> Bulls Information Centre- Te Matapihi 4 Criterion Street, Bulls </td> </tr> <tr> <td style="border: none; vertical-align: top;"> <u>Taihape</u> Taihape Information Centre 102 Hautapu Street (SH1), Taihape </td> <td style="border: none;"></td> </tr> </table>	<u>Marton</u> Head Office 46 High Street, Marton	<u>Bulls</u> Bulls Information Centre- Te Matapihi 4 Criterion Street, Bulls	<u>Taihape</u> Taihape Information Centre 102 Hautapu Street (SH1), Taihape	
<u>Marton</u> Head Office 46 High Street, Marton	<u>Bulls</u> Bulls Information Centre- Te Matapihi 4 Criterion Street, Bulls				
<u>Taihape</u> Taihape Information Centre 102 Hautapu Street (SH1), Taihape					
Postal Address:	Private Bag 1102, Marton 4741				
Fax:	(06) 327 6970				

Notice is hereby given that a Rātana Community Board Meeting of the Rangitīkei District Council will be held in the Ture Tangata Office, Ihipera-Koria Street, Rātana Pa on Tuesday, 14 June 2022 at 6.30 pm.

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AGENDA

1 Whakamoemiti

2 Apologies

3 Public Forum

No public forum.

4 Conflict of Interest Declarations

Members are reminded of their obligation to declare any conflicts of interest they might have in respect of items on this agenda.

5 Confirmation of Order of Business

That, taking into account the explanation provided why the item is not on the meeting agenda and why the discussion of the item cannot be delayed until a subsequent meeting, [enter item number](#) be dealt with as a late item at this meeting.

6 Confirmation of Minutes

6.1 Confirmation of Minutes

Author: Ash Garstang, Governance Advisor

1. Reason for Report

- 1.1 The minutes from the Rātana Community Board meeting held on 12 April 2022 are attached.

Attachments

1. **Rātana Community Board Meeting - 12 April 2022**

Recommendation

That the minutes of the Rātana Community Board meeting held on 08 February 2022, [**as amended/without amendment**], be taken as read and verified as an accurate and correct record of the meeting, and that the electronic signature of the Chair of this committee be added to the official minutes document as a formal record.

7 Follow-up Action Items from Previous Meetings

7.1 Follow-up Action Items from Ratana Community Board Meetings

Author: Ash Garstang, Governance Advisor

1. Reason for Report

- 1.1 On the list attached are items raised at previous Ratana Community Board meetings. Items indicate who is responsible for each follow up, and a brief status comment.

2. Decision Making Process

- 2.1 Staff have assessed the requirements of the Local Government Act 2002 in relation to this item and have concluded that, as this report is for information only, the decision-making provisions do not apply.

Attachments

1. **Follow-up Actions Register** [↓](#)

Recommendation

That the report 'Follow-up Action Items from Ratana Community Board Meetings' be received.

Current Follow-up Actions

Item	From Meeting Date	Details	Person Assigned	Status Comments	Status
1	9-Feb-22	The Board requested that their meeting dates for 2022 be advertised in the two shops at Rātana.	Ash Garstang	Two A3-size posters have been printed and Mr Meihana will drop them off to the two shops at Rātana on 18 Feb 22.	Closed
2	5-Oct-21	With regards to the Ratana Cemetery Extension: Staff to consider providing better facilities for volunteers who dig new plots. Update 08 Feb 22: The Board clarified that the request was for water access, for both contractors and visitors. The Board advised that they would like a water source that is aesthetically pleasing (i.e., not just a tap in a post).	Arno Benadie	Suitable facilities will be investigated.	In progress
3	5-Oct-21	Staff to compile a list of properties at Ratana that Council administers / owns to show their status and whether any can be passed back to the Ratana community (this includes the flats, gym, sections etc)	Arno Benadie	Work in progress	In progress
4	10-Aug-21	Staff to follow-up on funding for the roading project in Ratana, in light of Waka Kotahi's reduced funding in the LTP (LTP comments below): <i>Seamer Street and Rangatahi Road kerb and channel installation would cost \$35,000. This was not previously planned but can be accommodated under the existing Drainage Renewals programme in Years 1-3 of the 2021-2031 Long Term Plan (still subject to approval from Waka Kotahi).</i> Action <i>Seamer Street and Rangatahi Road kerb and channel installation will be completed in Years 1-3 of the 2021-2031 Long Term Plan (subject to approval from Waka Kotahi).</i>	Arno Benadie / Allen Geerkens	Update 24 May 22: Construction is complete.	Closed

5	10-Aug-21	Mr Meihana to organise a visit to the Ratana Pa for staff members.	Lequan Meihana	<p>As the previous scheduled date of 19 September 2021 was cancelled (due to Covid) a new date will be proposed once Covid levels allow.</p> <p>Update 26 Jan 22: Due to the changes to Red in the traffic light system, a new date will need to be chosen for the visit to Ratana. Currently new staff are getting this opportunity (to visit Ratana) as part of their 'Tipi Haere Staff Tour'.</p> <p>Update 29 Mar 22: A couple of visits for staff have taken place, and further opportunities will be available throughout 2022.</p>	Closed
6	18-May-21	Investigate options for increased signage at the Ratana cemetery.	Lequan Meihana	<p>Alicia Hansen has confirmed that signage for the Ratana Cemetery will be on the radar to be done following 1st July when we get into our new budgets/new financial year.</p> <p>Alicia also confirmed that her team will work closely with myself and the Chair of the Ratana Community Board to get wording on the information signage up to speed.</p> <p>Update 26 Jan 22: Alicia will continue to work with myself and the Chair of the Ratana Community Board regarding the signage at Ratana Cemetery.</p> <p>Update 29 Mar 22: The signage is in the hands of the Parks and Reserves team who are working closely with the Chairperson of the Ratana Community Board and Mr Meihana as Strategic Advisor to Council.</p>	Closed

7	16-Feb-21	<p>A meeting was held on Friday 15 January with Rangitikei District Council representatives, including the Mayor, Chief Executive, Members of the Executive Team and Lequan Meihana along with members of the Rātana Communal Board, where good progress was made on the proposed MoU. Amendments are being made to the MoU and will be presented back to the Rātana Communal Board for their feedback.</p>	CE	<p>The MOU is currently being drafted, once its completed a draft will be provided to the Board.</p> <p>Update 18 Aug 21: the draft MOU is still a work-in-progress. Emailed Board members and advised them - Ash G.</p> <p>Update 28 Sep 21: any further updates will be advised at the 05 Oct Board meeting.</p> <p>Update 20 Jan 22: the CE met with the Ratana Communal Board on 12 January 2022 following their request for an MOU. To ensure any agreement made captures all issues they wished to raise with Council, given some are regarding land and buildings, the CE advised the Board that an MOU was not an appropriate instrument. The CE asked the Board to propose what issues required resolution by Council in the coming months such that any change can be made in the Annual Plan and the CE offered his support to assist with this. The CE provided them with a copy of the draft MOU which included historical references as a guide to them outlining any issues they have. He also advised Lequan, Charlie Mete and Soraya Peke-Mason personally to convey this message.</p>	Closed
8	16-Feb-21	<p>Grace Taiaroa advised that at a previous meeting there was a discussion on rates rebates. A Rangitikei District Council staff member was going to take Grace through the process so she could then assist those in the community applying for the rebate. The staff member is believed to be Graeme Pointon.</p> <p>Mr Meihana to follow up with Mr Pointon to set up a meeting with Grace Taiaroa.</p>	Lequan Meihana / Graeme Pointon	<p>Mr Benadie and Mr Pointon visited Grace at her home on 26 April.</p> <p>Mr Meihana delivered hard copy documents to Grace the weekend of 30 Apr - 01 May 22.</p>	Closed

8 Chair's Report

8.1 Chair's Report - June 2022

Author: Charlie Mete, Chair

ITEM 8.1

1. Reason for Report

- 1.1 A verbal report will be provided during the meeting.

Recommendation

That the Chair's Report – June 2022 be received.

9 Mayoral Update

9.1 Mayoral Update - May 2022

Author: Andy Watson, His Worship the Mayor

Last week and over the weekend I attended the tangi at Ratana for Harerangi Meihana, known as Harry Mason. Harry was the Tumuaki, or leader, of the Ratana faith and his passing was always going to be reflected in huge numbers of people arriving from throughout the country and Australia to celebrate his life and to think about the future. It was an honour for me to sit on the paepae and to be treated as “mana whenua” or accepted as one of the Ratana community.

This week Council sits to hear the submissions on our Annual Plan. These cover a wide range of subjects including housing, forestry differentials etc. Thank you to all those people who have submitted either in person or by way of written submission. Council tries incredibly hard to arrange public meetings to engage and sometimes the number of people attending is disappointing. Recently, as part of that engagement process, I held public meetings in Bulls, Marton and Taihape around the Three Waters. These meetings were to update people around the Government process and how it is being viewed by a number of different groups. The Marton meeting was difficult with activist groups trying to dominate the meeting with their own agenda, which was that Government has no mandate to rule NZ. These people are entitled to their own view but it was disappointing that others turned up to listen and ask questions only to leave feeling as though they were intimidated.

Onto more cheerful news, on Friday 20 May we will open the new Mangaweka Bridge, a month ahead of schedule. My thanks to Manawatu District Council as project lead, the builders, Iwi and all of the staff involved. There have been sensitivities around the opening process which were resolved by respectful discussion involving all parties.

The Dudding Trust applications are now open and I invite people to make applications now before the closing date of 8 July. The Trust gives out literally hundreds of thousands of dollars annually and every year we get late application requests that we have to decline.

Recently Councillors went to Taihape to look at the progress of the new Amenity Block build on Memorial Park. In spite of covid, it is on track and already looks amazing. Memorial Park will become ‘fit for use’ as visiting sports teams and equestrians have questioned coming because of the inadequate facilities. I have also had the chance to catch up with Darryl and Tyson around where the Squash Club expansion is at. Their leadership is outstanding and with a club membership of, I believe, over 150 members their future is incredibly bright. I have purchased a new squash racquet and shoes this year and I intend to get back on court, even if only at the level to give my granddaughters a hit.

At the time of writing this report Government has not released the budget, which will have impacts on our priorities within this Annual Plan as I am sure there will be further demands of Councils to provide information or associated funding in support of such things as climate change and Three Waters legislation. These processes are incredibly demanding on staff time and resources for a rural council.

Remit – NZTA Funding Review

Following Mayor Holdom’s (New Plymouth District Council) email on 4 May seeking support from Councils, I advised that I would support the remit for consideration at the LGNZ AGM (copy attached). I am seeking Council support on this.

ITEM 9.1

Recently I attended the Horizons Regional Council Public Forum meeting where I took the concerns that our Council has over the process that we have had to go through for consenting for the Historic Landfill on Putorino Rd. I also used the opportunity to once again voice the concerns of the Koitiata community around the lagoon. The Turakina Beach Community feel very strongly that the recent land reforming by farming companies has resulted in significant run-off issues impacting on the community. Horizons acknowledged my concerns and said they will provide a report for their Councillors' consideration. I await their determination on these matters and attach the letters that I presented at that meeting.

It is important that we also acknowledge the very fine work that Horizons have done at Taihape. They have worked with locals to take all of the willows out of the Hautapu River between the two bridges and treat the stumps with hormone to stop regrowth. This has been a considerable project and will result in an enhanced walkway for the large number of users. A copy of the letter of thanks to Horizons is attached.

Mayors Engagement

May 2022

2	Attended Federated Farmers AGM Attended Hunterville Community Committee Meeting
3	Attended Regional Transport Matters/Regional Chiefs fortnightly Zoom meeting Attended Executive Leadership Team monthly meeting for Governance Q&A Attended Three Waters Mayoral Meeting in Taihape
4	Attended Live Call from Waka Kotahi Attended weekly catchup with Chief Executive
5	Attended DIA Planning Technical Working Group Hui Attended CouncilMARK debrief with assessors
6	Attended fortnightly discussion on Economic Development Attended fortnightly discussion on Spatial Plan Attended Regional Leadership Group fortnightly meeting
8	Met with new Chair of Youth Committee
9	Attended DIA Planning Technical Advisory Group Hui #3 Attended Te Kotahitanga o Rangitikei Whanau Trust Zoom Meeting
10	Attended Omatane Rural Water Scheme Meeting
11	Attended weekly meeting with Chief Executive Attended Three Waters Zoom Update with Minister Mahuta
12	Attended Ratana Marae for whakaeke for Tumuaki Harerangi Meihana
13	Attended Ratana Marae for whakaeke for Tumuaki Harerangi Meihana
15	Attended Ratana Marae for service and burial for Tumuaki Harerangi Meihana

16	Attended breakfast meeting with Mayor Helen Worboys
17	Attended Regional Transport Matters/Regional Chiefs fortnightly Zoom meeting Attended DIA online workshop re Water Services Entity appointment of CEs Attended weekly meeting with Deputy Mayor Attended Welcoming Communities BA5 Event in Marton
18	Met with Kerry from Whanganui Cancer Society to discuss Rangitikei services Met with Pania Winiata – Taihape Community Development Trust
19	Attended Annual Plan – Oral Hearings Attended MDG Meeting in Marton
20	Attended Mangaweka Bridge Opening Ceremony
23	Attended site visit to Ratana wastewater land in Whangaehu
24	Attended Pae Tawhiti Rangitikei Beyond Advisory Group Meeting #7 Attended weekly meeting with Deputy Mayor
25	Attended monthly RDC/Policy update meeting Attended Welcoming Communities BA5 Meeting in Taihape
26	Attended Finance/Performance Committee Meeting Attended Council Meeting Attended Reforms Zoom Update – Mayors, Chairs and CEs
27	To attend Accessing Central NZ Governance Group Zoom Meeting To attend weekly meeting with Chief Executive
29	To attend Suzuki Extreme 4x4 Challenge Event at Turakina
30	To attend weekly meeting with Chief Executive To attend Hunterville Rural Water Supply Sub-Committee Meeting
31	To attend Regional Transport Matters/Regional Chiefs Fortnightly Zoom Meeting To attend meeting with Powerco re new development in Marton To attend DIA Planning Technical Advisory Group Hui #4 To attend weekly meeting with Deputy Mayor To attend Bulls Community Committee Meeting

Attachments

1. **Remit - NZTA Funding Review** [↓](#)
2. **Letter to Horizons Regional Council - Historic Landfill at Putorino** [↓](#)
3. **Letter to Horizons Regional Council - Koitiata Lagoon** [↓](#)
4. **Letter to Horizons Regional Council - Hautapu River Work** [↓](#)

ITEM 9.1

Recommendation

That the Mayoral Update – May 2022 be received.



Annual General Meeting 2022

Remit application

ITEM 9.1 ATTACHMENT 1

Council Proposing Remit:	New Plymouth District Council
Contact Name:	Mayor Neil Holdom
Phone:	
Email:	
Fax:	
Remit passed by: (Zone/Sector meeting and/or list five councils as per policy)	
Remit: That LGNZ call for an independent review into the way in which government, through Waka Kotahi, fund transport investments in Aotearoa. This includes funding of new developments and maintenance programmes.	

Background information and research:

Nature of the issue

A key part of the advocacy role of LGNZ includes being involved in discussions with central government on significant issues affecting local government. This is a critical role that is at the core of the work and purpose of LGNZ.

This remit asks that LGNZ work with government to ensure that an independent review into the funding model of Waka Kotahi is undertaken. The current funding model does not fully recognise the costs of maintenance of roads and related infrastructure and does not provide certainty to councils in setting their own budgets. This appears to be related to funding being heavily reliant on the annual budget of the government of the day and income that varies depending on many factors.

Such a review should consider how long-term projects such as roading should not be so reliant on annual fluctuations and more should be funded through long-term debt such as with local government major infrastructure.

Background to its being raised

The Government Policy Statement on land transport (GPS) states that “transport investments have long lead times, high costs and leave long legacies. Therefore transport planning and investments need to be guided by a long-term strategic approach, with a clear understanding of the outcomes that government is seeking to achieve”.

Over \$4 billion of New Zealanders' money is spent through the national land transport fund each year, which is supplemented by co-investment from local government and additional funding and financing.

The GPS recognises that as the largest co-funder of National Land Transport Programme (NLTP) projects, local government has an important role in building strong, evidence-based projects and programmes for investment. This shows the appropriateness of LGNZ requesting a review is undertaken.

The Ministry of Transport and Waka Kotahi already look to other financing tools for larger intergenerational projects over \$100 million, the review should consider if this goes far enough and options for fixing the massive hole in existing budgets – such as the \$400 million one recently highlighted in Auckland for road maintenance and public transport projects.

The review should also consider the consistency of government actions across various infrastructure. The 3 Waters Reform programme creates new entities to gain “a greater ability to borrow to fund long-term infrastructure” and aims “to protect consumer interests and drive efficient investment and performance”. Government recognises that 3 waters requires long-term investment, but this review is needed to consider that view in relation to transport infrastructure.

New or confirming existing policy

This remit meets the existing aims of LGNZ to represent the national interest of councils in Aotearoa, to ‘decode policy’ and to “help local government run better through development, support and advocacy”. By working with government to ensure an independent review of transport funding is undertaken, LGNZ would help fulfil their Whakamana/Advocate role.

How the issue relates to the LGNZ Strategy and work programmes on critical issues

Transport is, and always has been, a very critical issue for local government. There is a heavy reliance on uncertain Waka Kotahi funding and the need to advocate for investment in our regions. One of the LGNZ priorities is “Ensuring local voice is heard on the important issues – three waters, resource management, housing, transport, climate change and the future for local government”.

What work or action on the issue has been done, and the outcome

Councils around the country have showed dismay at the challenges related to Waka Kotahi and national transport funding. LGNZ have been involved in previous work around this and will be able to provide more information.

Any existing relevant legislation, policy or practice

The Land Transport Management Act 2003, Government Policy Statement on land transport and the National Land Transport Programme outline governments position. The LGNZ strategy highlights the importance of transport issues for local government.

Outcome of any prior discussion at a Zone or Sector meeting

Evidence of support from Zone/Sector meeting or five council

Suggested course of action envisaged

It is suggested that LGNZ work with government to ensure an independent review of land transport funding in New Zealand is undertaken. This should include the funding of new transport infrastructure and maintenance and how best to fund these in a realistic, efficient and equitable manner alongside local government.

FROM THE
OFFICE OF THE MAYOR



27 April 2022

Horizons Regional Council
Attention Dr Rachel Keedwell

Landfill Remediation, Putorino Road

Tēnā koe Rachel,

In response to your letter dated 15 February 2022.

The resource consent for the remediation of the historic landfill on Putorino Road was granted in March 2021 and physical works began on 1 April 2021.

The consent application included a certified erosion and sediment control plan, and the relevant consent condition stated “Ms Whale has stated that the sheet piles are to remain in place until the material is excavated and removed from the site. The application states that the cleanfill will be put in place above the bund level and dirty water from the site will be directed around the earth bund. Ms Whale acknowledges that the sheet piles will be removed from the river bed after this process has been carried out.”

We acknowledge that it was a condition of the consent that Horizons written approval was required before any erosion and sediment control measure (being the sheet piling) could be removed.

On 1 July 2021 at a site visit, Horizons personnel indicated they were not willing to allow removal of all of the sheet piling at completion as the flow of the river would wash away existing alluvial deposits and any clean fill replaced at the site. Willow planting was discussed as a means to stabilise the bank, with willows to be provided by Horizons and Horizons to provide methodology for willow stabilisation planting.

Our concern about the sheet piling removal was elevated to Nic Peet. Email from Nic Peet on 5 July 2021:

“... I have spoken to our river management team and our compliance and consents teams. My advice basically remains the same i.e. once the consent for Putorino has been satisfied then the piling can be removed. I understand that there is still rubbish being removed so you may want to check that. Clearly if there is still rubbish being cleared then none of us want that to end up in the river. The piling is attached to the consent to remediate the landfill rather than being a long term erosion control mechanism. I further understand that our river management team think that backfilling as required by the consent may simply end up with the fill being eroded and adding another slug of

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sediment to the river. If that is the case then it would seem pointless to do it. If RDC could confirm this than that would be great. Our river management team have indicated that they do not see value in back filling but do see value in the planned planting. ...”

Physical works were complete on 16 July 2021, and we intended to remove the sheet piles on 26 July 2021.

Horizons consent compliance and river engineer personnel visited the site on 21 July 2021 and were not satisfied that the site was stabilised to allow the removal of the sheet piles – we had not backfilled with clean material as we understood we were in agreement with Dr Peet, that any clean fill would be washed away and wasn’t required. Horizons compliance personnel would not agree to the sheet piling being removed without another form of bank stabilisation.

Our consultants went back and forward with Horizons, and struggled to reach an agreement with them. Willow planting was put forward by our consultants based on previous discussions with Horizons but this was no longer agreed to as a sufficient means of stabilisation.

Eventually the only proposal our consultants could get agreement on was installing rock rip rap on the bed of the river against the bank. A stabilisation plan was put forward to Horizons on 29 July 2021 showing this.

On 4 August Horizons compliance staff stated that they didn’t agree with the timing of the sheet pile removal again. They were referred back to the stabilisation plan from 29 July 2021.

Approval was finally received on 6 August, and required the willows to be planted at the same time as sheet piling would be removed.

Horizons advised on 6 September that the willows were ready to be planted. The rock rip rap was then installed, and then sheet piling was removed in the week ending 24 September 2021. The willows were planted shortly after.

Our view is that Horizons deviated from the consent by refusing to allow the removal of the sheet piling, and providing inconsistent advice for more than a month between July and August.

The willow planting, rock rip rap and other stabilisation methods were required by Horizons when the excavation work was complete, and were not included in the plans that Horizons approved when they issued the consent. This extra work has cost more than \$300,000, not including the costs arising from the delay. As the cost of remediation is an operational expense, it has a negative impact on our debt levels which is challenging for a rural council with a small ratepayer base to manage. We look forward to arriving at a suitable agreement with you.

Yours faithfully



Andy Watson
Mayor

FROM THE
OFFICE OF THE MAYOR



27 April 2022

Horizons Regional Council
Attention Dr Rachel Keedwell

Koitiata Lagoon Presentation

Tēnā koe Rachel,

I wish also to raise formally my concerns around the Koitiata Lagoon. "The Lagoon" has been on the table for discussion from the residents for several years. They and our Council believe that the land reforming and development work to the south-east of Turakina Beach has contributed significantly to water run-off to the lagoon.

For years the sand dunes were breached without consent to alleviate that situation. Like Horizons, we accept that the proper approach would be by way of a resource consent. When I have discussed this with Horizons the answer given was that there was no scheme funding mechanism to support this process. On the advice from Horizons I submitted on behalf of Council the need for Horizons to review their funding principles. Nothing has happened. I am frustrated that continual requests to the Chair, Chief Executive and Councillors to visit the community have by and largely been ignored. The effects on the community are high with the water tables resulting in the campground and playground not being used and the road and surrounding properties being adversely affected.

Surface run-off is an environmental effect and is rightly the function of Horizons who should take responsibility. We and the community believe that Horizons was deficient in allowing the large scale reforming of land without understanding the effects. We ask that Horizons fund a resource consent and work with the community.

Yours faithfully

Andy Watson
Mayor

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10 May 2022

Chief Executive, Chair and Councillors
 Horizons Regional Council
 Private Bag 11025
 PALMERSTON NORTH

We would like to congratulate Horizons Regional Council on the significant work that has been undertaken around the Hautapu Walkways in Taihape in conjunction with the Hautapu River Volunteer Group. The willows have recently been cleared from the river which involved an extensive amount of work and has transformed the area.

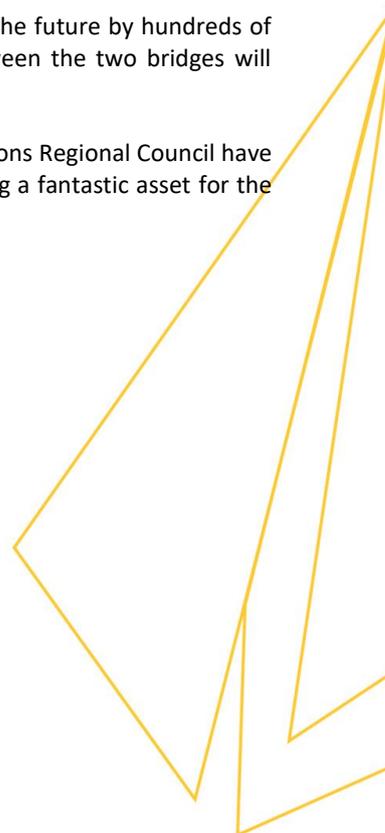
This is a popular recreational reserve currently used extensively and in the future by hundreds of people. The plans that include swing bridges across the Hautapu between the two bridges will further enhance the area.

This project has been one where the Rangitikei District Council and Horizons Regional Council have demonstrated they can work collaboratively to achieve what is becoming a fantastic asset for the region.

Yours sincerely

Peter Beggs
Chief Executive

Andy Watson
Mayor



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10 Reports for Information

10.1 Destination Rangitīkei - Destination Management Plan

Author: Jen Britton, Strategic Advisor - District Promotions

Authoriser: Jo Manuel, Manager Community Development

1. Reason for Report

- 1.1 To provide the committee with the finalised Destination Rangitīkei – destination management plan

2. Background

- 2.1 As a part of Council’s Long-Term Plan (LTP) it was agreed to develop a Destination Management Plan (DMP) in the 2021/22 year. In July 2021, Kylie Ruwhiu–Karawana from TRC Tourism was contracted to work alongside staff to engage with the community and stakeholders to prepare a draft document now adopted by council.
- 2.2 Over a 3-month period (October to December 2021), engagement was undertaken with the public alongside different community sectors including iwi/hapu/marae as well as internal and external stakeholders. A cross sector advisory group was also established made up of Council staff, business and community representatives, Te Roopuu Ahi Kaa Komiti members and elected representatives.
- 2.3 An initial draft document was released for review, firstly by members of the advisory group, internal staff, iwi/hapu/marae and key external stakeholders through focus group sessions in early March 2022.
- 2.4 Overall, there was strong support for the flavour and direction of the then *draft* Destination Rangitīkei document from all community sectors and external stakeholders. Internal stakeholders were also supportive and noted the importance of alignment between this plan and other Council strategies, plans and policies.

3. Destination Rangitīkei

- 3.1 Completion of Destination Rangitīkei document is an important milestone for Council and the wider community.
- 3.2 Having identified key principles to guide action plans for reaching the shared vision, the plan builds on the local strengths of Rangitīkei’s people and its landscape to cement the district’s position as an integral part of the premier destination that is the Central North Island.
- 3.3 Our guiding principle of Manaaki Tangata, Manaaki Whenua – Care of our People Care for our Land underpins the work we do in this space and

4. Next Steps

- 4.1 The Destination Rangitīkei plan is a strategic document, designed to give both Council and stakeholders an agreed direction and a broad pathway for the Rangitīkei within a central New Zealand context. Effective delivery will require:

- 4.1.1 A more detailed implementation plan setting out the priorities and timing as well as assigning roles and responsibilities
- 4.1.2 Ongoing oversight from industry and community partners to drive the agreed actions and champion the district
- 4.2 The implementation plan will be a living document to help inform Long Term Planning (LTP) and Annual Planning.
- 4.3 Implementation is heading into year 2, we have laid the foundations now we work towards strengthening relationships and the advisory group to help ensure we continue to deliver on our actions as intended.



- 4.4 The implementation plan with more details will be circulated next reporting period

5. Conclusion

- 5.1 Together with TRC Tourism, staff have undertaken a robust engagement process with community sectors, iwi/hapu/marae and internal and external stakeholders to produce a quality document that reflects the personality of the district.
- 5.2 The Destination Rangitīkei – destination management plan gives direction for the industry, community and council and is tool for all stakeholders to lever opportunities for additional resources.
- 5.3 Staff encourage community members wanting to be involved or kept up to date, to reach out and have a chat.

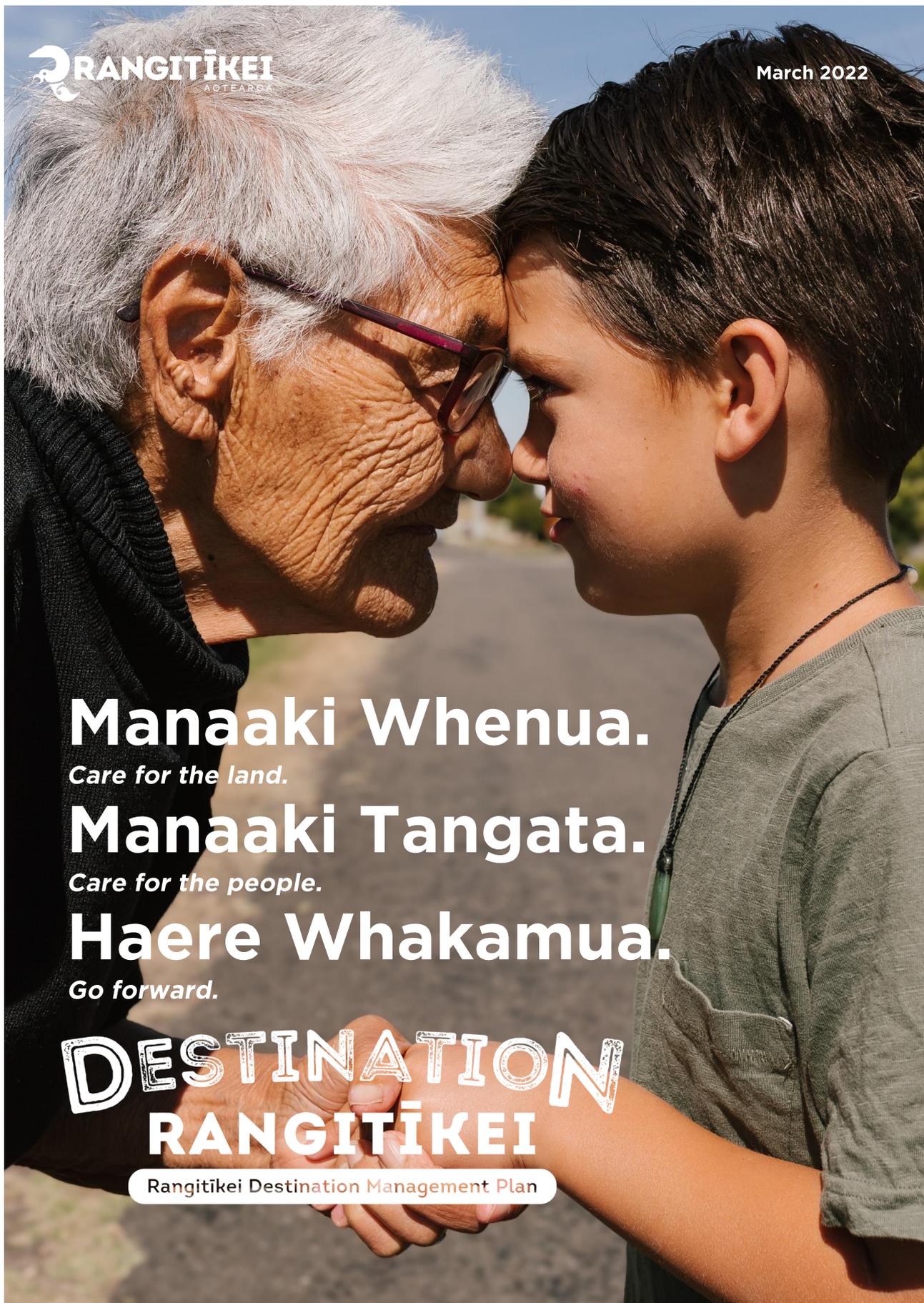
Attachments

- 1. **Destination Rangitīkei - Final document** [↓](#)

Recommendation

That the report ‘Destination Rangitīkei – Destination Management Plan’ be received.

ITEM 10.1 ATTACHMENT 1



March 2022

Manaaki Whenua.

Care for the land.

Manaaki Tangata.

Care for the people.

Haere Whakamua.

Go forward.

**DESTINATION
RANGITIKEI**

Rangitikei Destination Management Plan

This report was prepared by TRC Tourism for Rangitikei District Council.



Disclaimer

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Acknowledgement

E ngā iwi, e ngā reo, e ngā karangaranga maha o tātou, tēnei te mihi atu ki a koutou katoa.

E tika ana hei poropororaki i a rātou mā. Me pēnei ake te kōrero, tukuna rātou kia okioki i runga te moenga roa. Āpiti hono, tātai hono, rātou ngā mate katoa ki a rātou, Āpiti hono tātou hono, tātou te hunga ora ki a tātou mā, Tēnā koutou katoa.



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Image credit: Visit Rangitikei.

Foreword

Our district is home to unspoilt land steeped in history with panoramic views leading out to Mount Ruapehu and Taranaki, the Kaimanawa and Ruahine Range and of course our mightiest river - Rangitīkei.

Those of us who are lucky enough to live here and experience what our district has to offer take great pleasure in being able to share its majesty with friends, family, and visitors.

We appreciate how special the Rangitīkei is – the way life should be - and the importance of looking after our people and land.

Destination Rangitīkei is the first destination management plan for the Rangitīkei district and highlights ways forward for the community, Council, iwi/hapū/marae and stakeholders to nurture the growth of our visitor economy based on our vision and values as a district.

Our district is changing, and we have a very positive feeling for the future. The number of people visiting and moving here, establishing connections, and setting up business is staggering. The growth is both positive and challenging and this plan seeks to build on the positives and address the challenges.

Council is looking for new ways to work alongside our communities, iwi/hapū/marae and stakeholders,

While we have work to do to lay the foundations, this plan is designed to be owned by the district and implemented by industry, community, iwi/hapū/marae and stakeholders through the formation of an

advisory group. Ultimately Council's role will become largely one of facilitation, helping to tell our story and supporting business growth and product development/

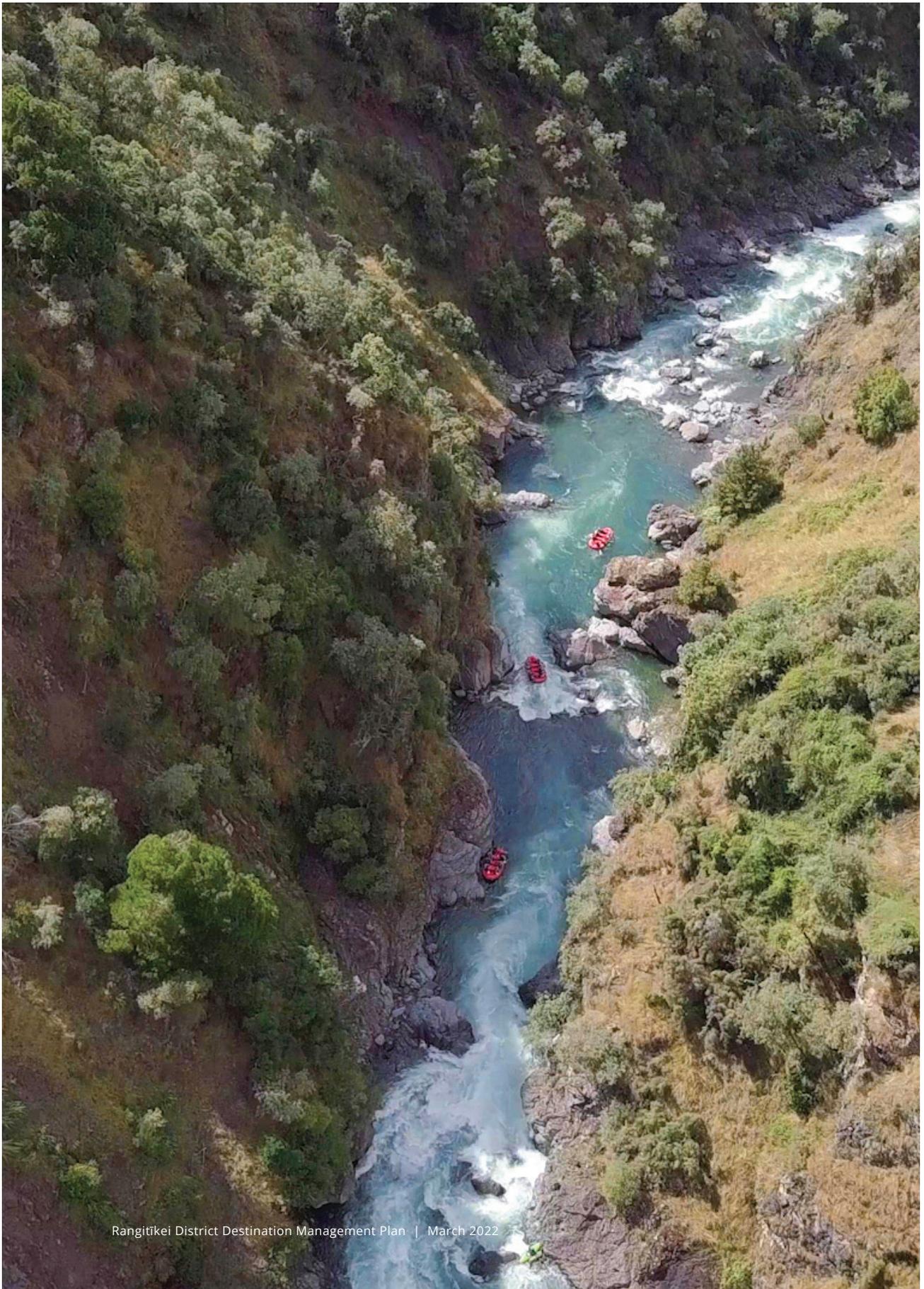
I acknowledge the work done over the many years by various groups and organisations that have supported the visitor economy or worked to promote our towns and district. You are all to be commended and I encourage anyone looking to join the journey to reach out to see how you can be involved.

I am excited to see the doors this plan can help to open that have previously been closed to us as a district. We simply could not pursue supporting the visitor economy without this plan



Mayor Andy Watson
Rangitīkei District

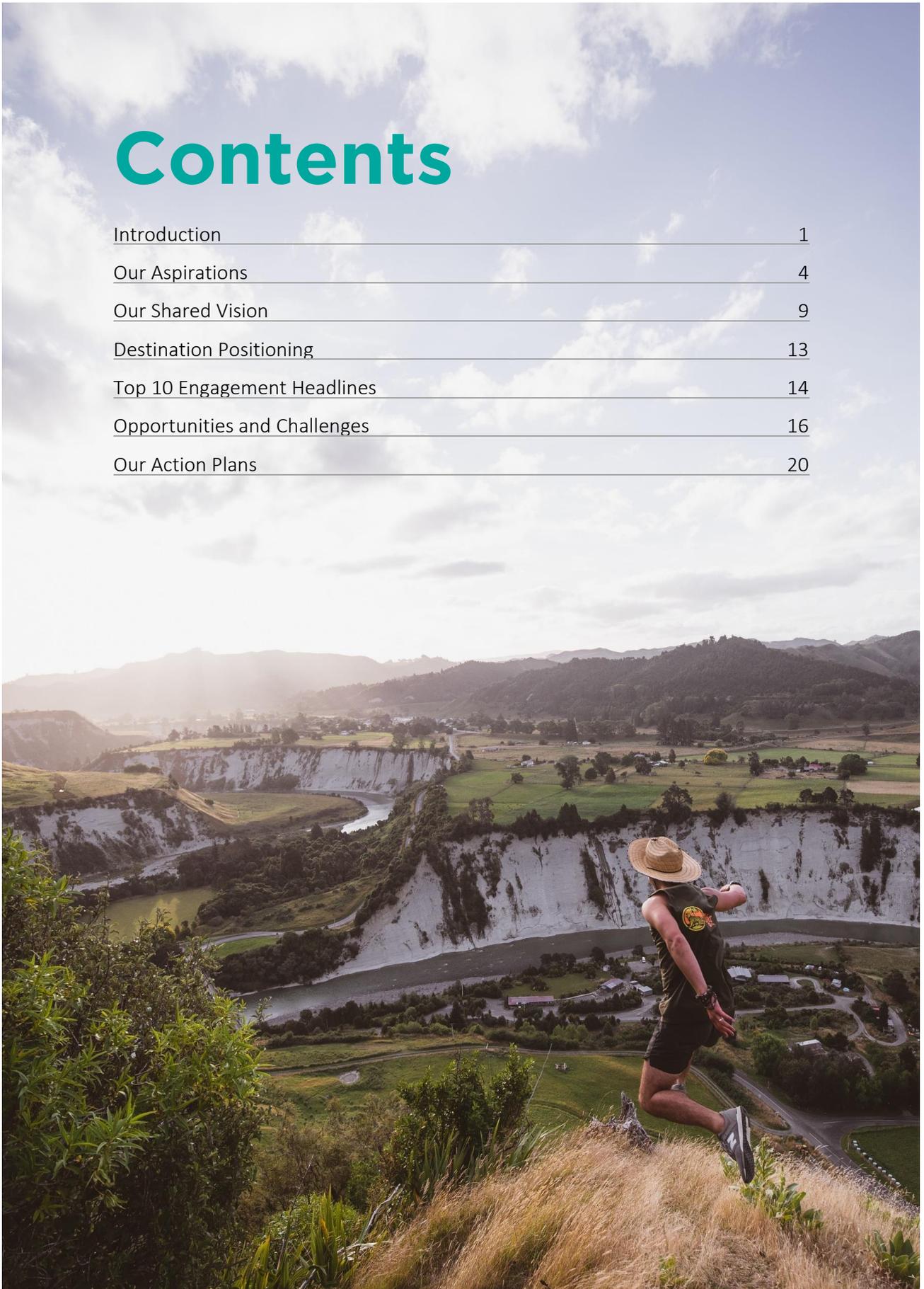




Rangitikei District Destination Management Plan | March 2022

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Introduction

Manaaki whenua. Manaaki tangata. Haere whakamua.

Care for the land. Care for the people. Go forward.

This whakataukī reflects the overall ethos and guiding principle for those who call the Rangitikei District home. To be successful, caring for the land and its people must be at the heart of any plan for developing and deepening the Rangitikei visitor experience.

Nothing has influenced the Rangitikei District landscape more than the mighty Rangitikei River, which lends its name to the district itself. It has carved its way from its headwaters in the Kaimanawa Ranges to the Tasman Sea in the south, forming passages of majestic river canons, alternating with quiet stretches of sparkling trout-laden pools.

With the abundance of natural assets throughout the district, colourful villages, family-friendly activities and dramatic rural landscapes, the Rangitikei offers a lifestyle like no other, and is referred to by visitors and locals alike as ‘the way life should be’. The people of the Rangitikei are known for their welcoming nature, and it is a place where diversity is acknowledged and celebrated.

The people are looked after, the land is cared for, and the spirit is strong.



Executive Plan on a Page

Aspirations

Manaaki Tangata

- Bring Whanau Home
- Communities are connected
- A warm and welcoming Rangitīkei
- Retain positive social licence
- Iwi are sharing their stories.

Manaaki Whenua

- Lead the way
- Enhancement of green spaces
- Enhance our understanding of Inland Waterways
- Manaaki Tangata, Manaaki Whenua celebrated.

Vision

A destination to live and visit with a strong identity, welcoming communities, and endless opportunities. The way life should be.

Guiding Principles

1. Our visitor-economy ecosystem
2. Collaborative advantage
3. Grow tourism’s positive impact on communities and the environment
4. Encourage and support sustainable land use for tourism
5. Enhance our sense of place
6. Businesses operate responsibly and ethically.

Key Focus Areas

Manaaki Tangata	Manaaki Whenua
<p>He aha te mea nui o te ao? He tangata, he tangata, he tangata <i>What is the most important thing in the world? It is people, it is people, it is people.</i></p> <p>The people of the Rangitīkei stand strong and proud of who they are, where they have come from, and the future they are developing for generations to come.</p> <p>The desire to ensure that people can return home to the Rangitīkei was expressed multiple times during the consultation and development of this plan. There was an expectation that visitors and new residents in the area would feel welcomed, and a recognised the sense of connection that exists between the people of the district.</p> <p>The actions outlined in this area of focus are designed to help achieve these aspirations for the community and deliver vigorous growth from the visitor economy.</p>	<p>Ko au te taiao, ko te taiao to au <i>I am the environment, and the environment is me.</i></p> <p>The landscapes and natural environments within the Rangitīkei are important taonga. There is an expectation that actions taken to manage the destination and grow the visitor economy will derive positive impacts for te taiao in the district.</p> <p>For many in the Rangitīkei community, the protection and preservation of the natural environment is paramount to the success of the destination. Without focus on ensuring that these assets are protected and regenerated where necessary, there is concern that the visitor-economy will have detrimental effects on what they hold most dear, and the social licence for the sector will plummet.</p> <p>These actions work in tandem to help ensure these natural assets are there for future generations to enjoy.</p>



Our Aspirations

To determine the path toward success in achieving a shared vision for a destination, it is integral to understand what success looks like for the community, iwi partners, and stakeholders of the visitor economy within the district. An in-depth and varied community consultation process was undertaken to capture the many voices of the Rangitīkei and to understand their aspirations for the future.

During the consultation process, the expectation was expressed that tourism – and the overall visitor-economy for the district – would support the communities of Rangitīkei and their natural environments.

Tourism as an industry has always benefited from communities and their natural assets. So, for the sector to become more sustainable and resilient into the future, there needs to be a stronger connection and relationship between all levels of the visitor-economy and local communities.

An important aspect of this destination management plan is to ensure that areas of focus and strategic imperatives provide strong positive impacts socially, culturally, environmentally, and economically for the people of the district. Where there might have been a strong economic wellbeing expectation in the past, recent disruptors have shown clearly that focus should be given to all wellbeings. If we strive to develop opportunities and programmes that will derive positive economic impacts for the district, there also need to be corresponding social, cultural and environmental impacts, to ensure these wellbeings are rising as a tide together.

For the Rangitīkei, the aspirations of the destination fall beneath the key elements that make up the core strengths of the district – the people and the place. It is an imperative for all those who were consulted that the people who live, work, play and travel in the district are looked after, along with the environments that form a compelling reason for people to visit.

Manaaki Tangata Care For Our People

He aha te mea nui o te ao? He tangata, he tangata, he tangata.

What is the most important thing in the world? It is people, it is people, it is people.

For the Rangitīkei, the interests and wellbeing of people sits at the heart of what the community expects for their future. This is an ethos that exists not just for those who live in the district, but also for those who visit. For the destination management plan to succeed, it must allow for the future the community envisages for their children and their children’s children, and the many generations to come.

BRING WHANAU HOME

Perhaps one of the strongest shared aspirations to come out of consultation was the desire for whanau who have travelled beyond the district’s borders to come home. To enable this aspiration, there needs to be an increase in quality employment available within the district. Whether that is within the tourism sector or within other economic sectors, enabling quality employment opportunities will help achieve this aspiration. Enhanced education opportunities, career development pathways within the workplace, and providing affordable housing will also enable this aspiration to be fulfilled.

COMMUNITIES ARE CONNECTED

The desire for stronger connections between the communities and villages throughout the district was a clearly shared aspiration. Where there is visible engagement and recognition of that connection within a destination, the interactions and experiences within them are authentic. This involves finding ways of working that will enable visitors to engage with the people of Rangitīkei through a range of experiences and gateways. This would include both paid and unpaid experience activities, increased awareness of the unique strengths of the individual villages and communities in the Rangitīkei, and the ability to attract public and private investment that will benefit both locals and visitors.



A WARM AND WELCOMING RANGITĪKEI

For many years, the Māori value of Manaakitanga has been embraced by the tourism sector as a principle that helps ensure that destinations host their visitors appropriately. The Rangitīkei takes this a step further: visitors will be empowered through the experiences they have with the people of the district, while the hosts are empowered through the connections made.

If this reciprocal level of association is achieved, then the Rangitīkei will be seen as a warm and welcoming destination that celebrates the diversity of those who look to live, work, play, or visit in the district.

RETAIN POSITIVE SOCIAL LICENCE

Positive social licence is imperative for the sustainable development and growth of the visitor economy. Locals and domestic New Zealanders are an important visitor base for the tourism sector, now and into the future, so positive social licence and the need for communities to view visitors and the tourism sector as positive and beneficial is even more important.

IWI ARE SHARING THEIR STORIES

Iwi in the district have a story to tell, and it is important to the communities of Rangitīkei that their story be told. Supporting iwi with experience-development opportunities to assist them in sharing these stories will add strength to the destination positioning of the district.



Manaaki Whenua Care For Our Land

Ko au te taiao, ko te taiao to au

I am the environment, and the environment is me.

There is a strong sense of pride and identity for locals throughout the district that is connected to the land. For tourism to maintain positive social licence, it will need to ensure that the sector supports the regeneration of both the environment and the individual communities. The district is home to several environments that are susceptible to impacts. While the community is supportive of the visitor economy highlighting these assets to grow the visitor economy, there must also be an associated benefit for the environment.

LEAD THE WAY

The connection between the people of Rangitikei and the land is undeniable. There are a number of environmental initiatives already operating within the district and an upswell within the community to seek opportunities to support the regeneration to ensure that the land is cared for. This includes exploring initiatives that support recycling and upcycling initiatives, highlight the innovation in the region from a rural sector and waste management perspective, and providing locals and visitors with the opportunity to actively support this ethos of caring for the natural environment. Associated with this aspiration is the potential to educate travellers on how to travel sustainably and understand the impacts of different travel styles and decisions on a destination.

ENHANCEMENT OF GREEN SPACES

The district has a range of parks, berms and reserves that are managed by the council on behalf of the community, as well as a number managed by the Department of Conservation and Forest and Bird. There are active work streams and plans for working with community groups to ensure they manage effectively and maintain these assets for future generations. The Parks, Open Spaces, and Sporting Facilities Strategy helps to articulate what the community wants for these assets, along with the vision for the entire district in the future. Community feedback was clear that there is an expectation that these community green spaces throughout the district will be kept, and there is the potential to build a sense of connection to the identity and pride-of-place for visitors within these spaces.



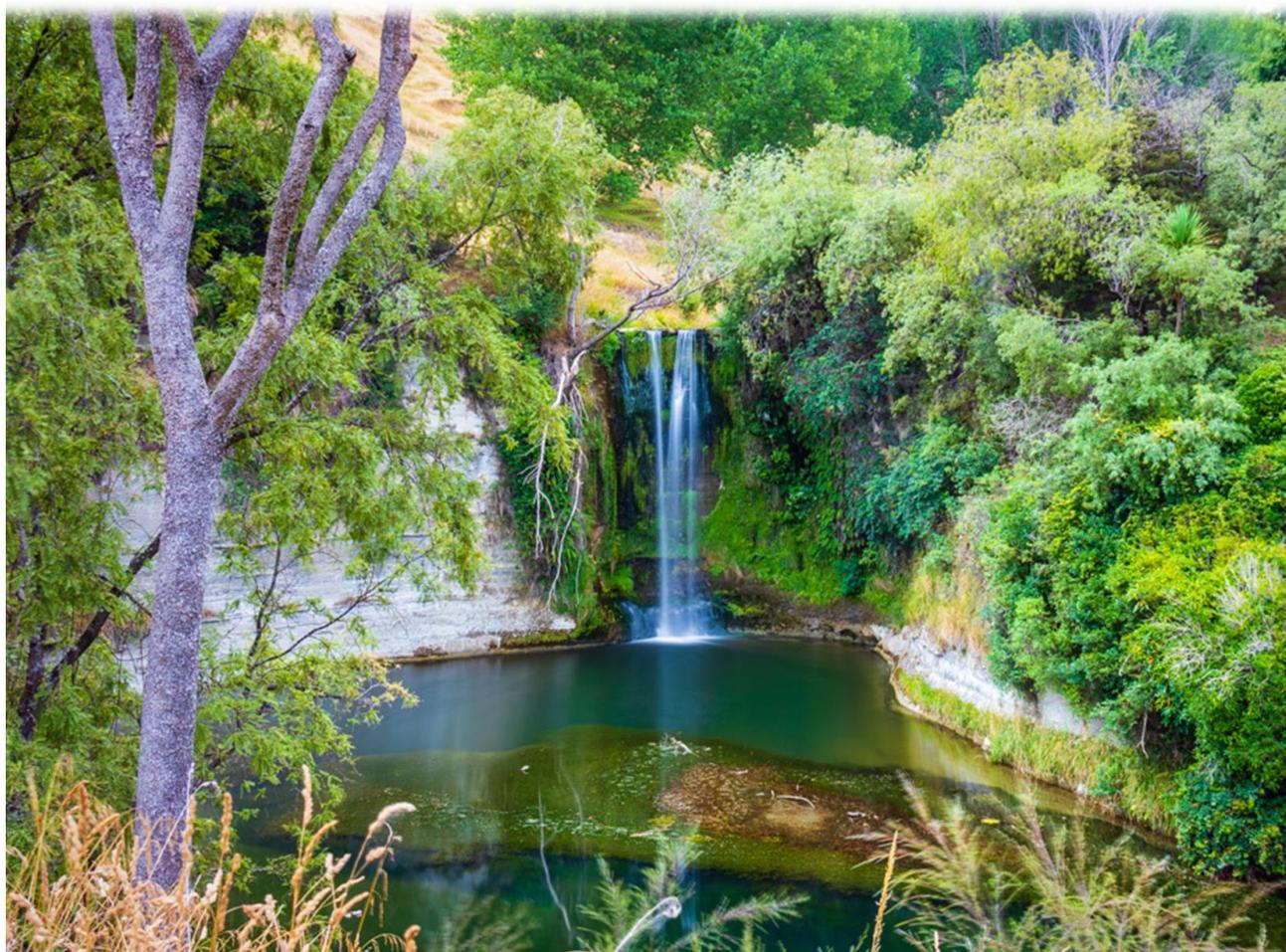
ENHANCE OUR UNDERSTANDING OF INLAND WATERWAYS

Rangitīkei is home to several inland waterways. There is acceptance within the community that these make compelling reasons for people to choose the district to live, play and visit, but that these interactions should not be at the expense of the waterways themselves. These rivers are the lifeblood of the community and are integral to the pride-of-place and sense of identity visible throughout the district. They are used for traditional mahinga kai, and have clear cultural value beyond what can be seen.

Community, iwi, and stakeholders were consistent in their desire to see these waterways managed effectively and ensure users on waterways understand the community and cultural value these assets have, and the potential health and safety issues that are present in some areas of the rivers.

MANAAKI TANGATA, MANAAKI WHENUA CELEBRATED

This love of people and place that is ingrained within the local communities of the district should be celebrated. Community, iwi and stakeholders have shown a strong sense of identity and place and there are aspirations to ensure that these are acknowledged.



Our Shared Vision

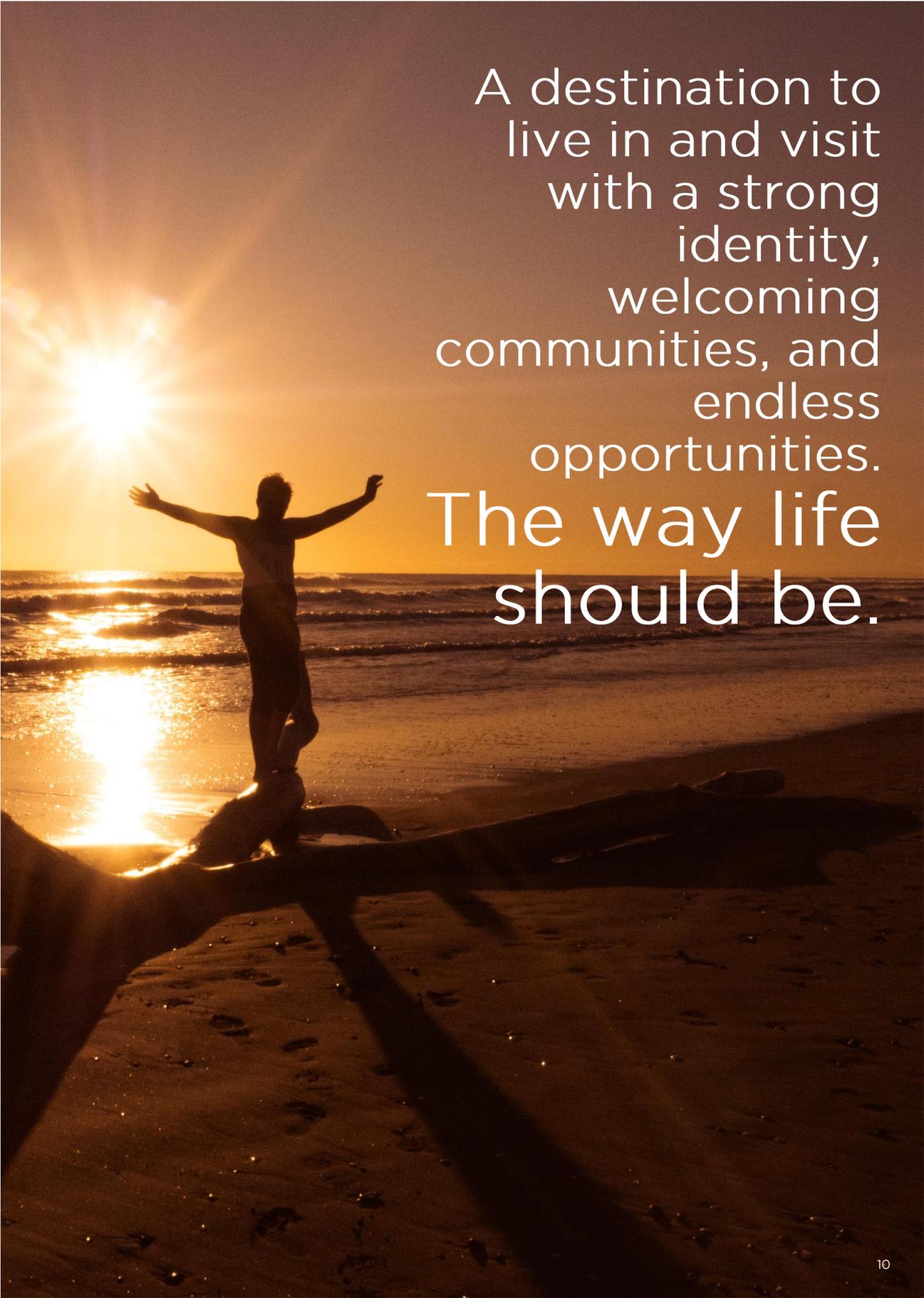
The Rangitīkei District is steeped in rich cultural history and stories that lend themselves to the development of tourism experiences that will enhance the visitor economy for the district.

During consultation it became very clear that there is a strong sense of place throughout the district. Each of the villages in the district has its own character and unique positioning. This makes them compelling stops along any journey, and can tell a broader story when connected. Locals are very proud to call the Rangitīkei home, and the Rangitīkei river cements that connection, carving its way from mountain to sea.

With people and place sitting at the heart of the aspirations for the district, it was not surprising to identify that there is a powerful community feel that is welcoming to new locals and visitors alike. There is an expectation that visitors will be welcomed into the district by the locals, and that this level of connection will be reciprocal – with visitors open to learning more about the people and place of the destination they have opted to spend time in.

Given the landscapes and rural nature of the district, there were multiple times throughout the consultation when stakeholders observed that life within the district was ‘as it should be’. Built on a foundation of strong family values, it was seen as a destination that is great to live in, offers fantastic opportunities for visitors to connect with people and place, and where the community is always seeking opportunities to improve the district for future generations. Therefore, the vision for Manaaki Tangata, Manaaki Whenua, a destination management plan for the Rangitīkei is consistent with what was shared through consultation.



A photograph of a person standing on a large piece of driftwood on a beach at sunset. The person's arms are raised in a gesture of joy or triumph. The sun is low on the horizon, creating a bright, golden glow that reflects on the water and the sand. The overall mood is peaceful and inspiring.

A destination to
live in and visit
with a strong
identity,
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endless
opportunities.
The way life
should be.

Important Principles that will be Reflected in the Plan

When developing the action plans for the district, there are several key principles that should be considered.

OUR VISITOR-ECONOMY ECOSYSTEM

Tourism, by its nature, involves the destination as a whole. It should not be seen as a sector that benefits a few or is controlled and managed by the tourism industry alone. Both people and place are important for the delivery of the destination experience. This includes iwi partners, local governments, the district’s natural resources, cultural assets and traditions, communities and their requirements, and even the buildings and infrastructure. Their roles will differ in size and scale depending on what is required to help achieve the community aspirations and visions within this plan, utilising the visitor economy as the vehicle for reaching that success.

COLLABORATIVE ADVANTAGE

There is a desire among the stakeholders, partners and communities consulted, that the plan should encourage collaboration to help ensure the success of tourism in the district. By working toward a strong sense of collaborative advantage, and not competitive advantage, the district will derive greater benefits for communities across all wellbeings. This will also enhance the visitor experience within the district and encourage repeat visitation.

GROW TOURISM’S POSITIVE IMPACT ON COMMUNITIES AND THE ENVIRONMENT

There is a strong expectation from communities that the tourism sector and the broader visitor economy will derive positive impacts for the community – environmentally, socially, culturally, and economically. It is necessary to ensure that the recommended actions can derive benefits across all four wellbeing pillars, and that these rise as a tide because of the recommended action. There is also a requirement that any adverse impacts on these wellbeings will be managed and mitigated.

ENCOURAGE AND SUPPORT SUSTAINABLE LAND USE FOR TOURISM

To maximise the potential of growth for the visitor economy, there is a need to ensure that there is a level of understanding of managing land for tourism. This would include working with Māori landowners with tourism aspirations to understand what is possible on their land, and what is not. It is also around ensuring that iwi have access to their sites of significance and customary resources, such as mahinga kai. Lack of understanding of the value of places to the whanau, hapū, and iwi of the district will need to be addressed. Spatial planning, building design, and facility management will also play a major role in improving land efficiency in the tourism sector.

ENHANCE OUR SENSE OF PLACE

A strong civic pride and sense of place was clear throughout the consultation period for this plan. People were supportive of the visitor economy and would like to see the sector grow. The social licence for tourism within the community was positive, and there seemed to be a genuine desire to see tourism become a larger sector and have economic strength for the district – but not at the expense of the lives of those who live in the district. The destination management plan should enable this sense of pride to grow, and potentially assist in building awareness of the destination.

OPERATE RESPONSIBLY AND ETHICALLY

Actions that seek to develop the industry and visitor economy through encouraging the development of additional experiences should ensure that these businesses are set up and run to operate responsibly and ethically. Actions should encourage sustainable and best business practices that enable the district to achieve its aspirations and vision and derive maximum benefit for the community.



Destination Positioning



The natural environment, and the ability to hear the stories and histories on the landscapes within the district are key destination strengths that can develop strong positioning of the district as a destination.



Alongside the landscapes and natural assets, there is a sense of discoveries just waiting to be made, and a destination that appeals for those seeking adventure. The rural settings and vast open areas also beckon visitors to take time, engage with the people and connect with the place. It is a destination that encourages multiple visits because you cannot experience and see everything the district offers in one visit. It continually leaves you wanting more.



Top 10 Engagement Headlines

A range of consultation sessions were held in the development of this destination management plan. These sessions included 1:1 sessions with stakeholders, community open door sessions to capture as many voices throughout the district as possible, sessions with iwi, conversations with community groups and an online consultation tool¹ for those who could not make scheduled sessions.

1. There needs to be more opportunities for **locals and visitors to engage with the district's Māori stories and histories**
2. **The natural assets and cultural identity of the Rangitikei must be protected**, while regenerating areas that need it
3. **The rivers and inland waterways are vital to the region.** Engagement should be encouraged, but only in the right way
4. Visitors and travellers need to know why they should stop, so **wayfinding and interpretation assets need to be improved**
5. The visitor economy should **support the community and the environment**
6. The district needs to work together: **collaborative advantage over competitive advantage**
7. There needs to be more things to do, to **give people a reason to stay in the Rangitikei longer**
8. There is an opportunity to **unlock the potential of natural assets** through connection with people and powerful storytelling
9. There is a desire to enable people to return home by **optimising the visitor economy**
10. There is a need to build **awareness of the district as a destination** – not just a place you drive through to get to a destination.

¹ Social Pinpoint - Development of a Destination Management Plan for the Rangitikei District



Opportunities and Challenges

Opportunities identified through consultation:

MĀORI TOURISM EXPERIENCES ALIGNED TO ASPIRATIONS

Through many of the discussions held in the district, the ability to connect with local Māori in places of significance and hear stories that bring the landscapes to life was identified as a major opportunity for compelling experience development. Fortuitously, this resonates with the aspirations iwi shared at their sessions to unlock the potential of the visitor economy to support Māori communities in Rangitikei.

Opportunities to explore included:

- **Experiences on marae**
This could range from marae run activities and experiences through to collaboration with other industry within the region. There are marae in the district that are already offering experiences, but this opportunity could be explored further to assist other marae with similar aspirations to find out their point of difference.
- **Storytelling themes**
From the beginnings of the Rātana movement to the travels of Tamatea-Pokai-Whenua through the district and beyond, there are many story themes that are unique to the Rangitikei, and would be compelling for visitors and locals alike to learn.

- **Inland Waterways**
These were the highways of the past, transporting people and freight throughout the district and the country on waka. These waterways connected and supported the settlements that appeared along the banks of the rivers, providing the ability to feed and sustain the people. Travelling these highways and hearing these stories of the past would be a great experience that would strengthen the destination's positioning.
- **Mahinga Kai**
This refers to traditional gathering of food and other natural resources and places where food could be gathered. Foraging and food production is becoming of increased interest to visitors.
- **Rongoā**
Rongoā encompasses herbal remedies, physical therapies, and spiritual healing. These indigenous practices to sustain and support the physical and mental wellbeing of individuals are increasingly sought after, given recent global disruptors and greater focus on health and wellbeing.
- **Collaborations with others**
There is a shared desire among those consulted to work with existing operators and provide a cultural element to a more developed or broader itinerary, to enhance the overall visitor experience within the district.

LOCATION, LOCATION, LOCATION

Rangitikei is centrally located, and easy to access from just about anywhere in the North Island. When travelling either north or south, the most travelled route takes in almost the entire district. This provides the opportunity to engage with those just travelling through, as well as to become a drive-market destination for a large catchment area in the North Island.

HERITAGE LED RESTORATION

There are a high number of built-heritage sites throughout the district in various stages of disrepair. There is an opportunity to derive support from the visitor economy for the restoration of these sites. A range of walking heritage tours offered in other regions are increasing in popularity, as visitors want to understand what it was like to live in a district years ago.

CONNECTING VISITORS TO THE PRODUCERS, INNOVATORS AND CREATIVE SECTOR

Rangitikei has rich rural farmlands and several quality producers, farmers, and innovators in the primary sector. An opportunity exists to provide cross-collaborative experiences that combine a tourism experience with aspects of these other successful sectors in the district. There is also the opportunity to look at working with smaller cottage industries that operate in the area. Visitors are often looking to buy something from the destinations they visit, that are unique and created by someone local.

ROLE OF INDIVIDUAL TOWNSHIPS

Each of the individual townships within the district has a look and feel that is specific to them. This creates the opportunity to develop experiences and themes that are strongly linked to each town. This could create a corridor of themed experiences that visitors could engage with while travelling north or south, and provide a reason for people to stop and spend some time.

A DISTRICT WITH THREE INFORMATION HUBS

There are currently three operational visitor centres within the district: Bulls, Marton, and Taihape. The role of i-SITES will change in the future and there is an opportunity to operate these visitor information centres to be beneficial to the district as a whole. Exploring what opportunities might exist for i-SITE staff to work with industry on packaging and alternative ways of working presents an opportunity for the Rangitikei to change how visitors interact with visitor centres, and potentially create experiences of their own.

Challenges Identified Through Consultation

LACK OF COHESION AND STRATEGY

A consistent barrier presented during consultation was the lack of cohesion between stakeholders within the district and the absence of a strategy to help ensure the success of the visitor-economy. The development of this destination management plan will assist with the lack of strategic direction and intent, but work is required to address the identified lack of cohesion. The absence of a recognised Regional Tourism Organisation for the district, and clarity around who plays what role in developing and growing the visitor-economy, were identified catalysts that add to the lack of cohesion in the Rangitikei.

RESOURCES ARE STRETCHED

Many of the industry and visitor-economy stakeholders identified a distinct lack of resources to help optimise the sector. This was especially true for iwi partners in the district who have multiple roles and responsibilities, many with a strong social-wellbeing focus. During recent years, this social focus has been all-consuming, so finding the time and resources to commit to the development of experiences or achieving individual aspirations in the tourism sector has fallen down the priority list.

COUNCIL SEEN AS A BARRIER NOT AN ENABLER

Historically, the council was seen as a barrier to success and commercial opportunities within the district. This is a perception that current and recent staff have worked hard to change. Many council staff have built strong relationships with community leaders and this barrier is becoming less of an issue, but it was mentioned on more than one occasion.

The fundamental change that needs to be made is for the council not to be seen as 'red carpet and red tape', but as interactions where the community is encouraged and supported through the council processes to deliver positive outcomes for the people and place of Rangitikei.

URBAN DRIFT

Like many districts in Aotearoa, Rangitikei suffers from urban drift. Locals, and in particular younger people, leave the district in search of better educational or employment opportunities, or to follow different life pathways that cannot be nurtured within the district. This is the main reason behind the shared aspiration among the residents of Rangitikei to bring whanau home and enable them to live, work, and play within their hometowns.

STORIES THAT CANNOT BE SHARED

The desire to hear more stories goes hand in hand with the expectation that they are correct and have the blessings of those who own them to be told. For iwi within the district, this means having a deeper understanding of what stories can be shared, and what stories are for iwi alone. This understanding can provide the assurance that experiences being developed with strong cultural and historical importance have the backing of the story owner.

LACK OF ACCOMMODATION

Accommodation was mentioned as an issue on more than one occasion for both the visitor sector and workers. There is a lack of availability in terms of rental properties in the district and many workers must commute from other townships to attend their place of work. This, of course, has an impact on the delivery of experiences within the district, as well as the number of beds available for visitors.

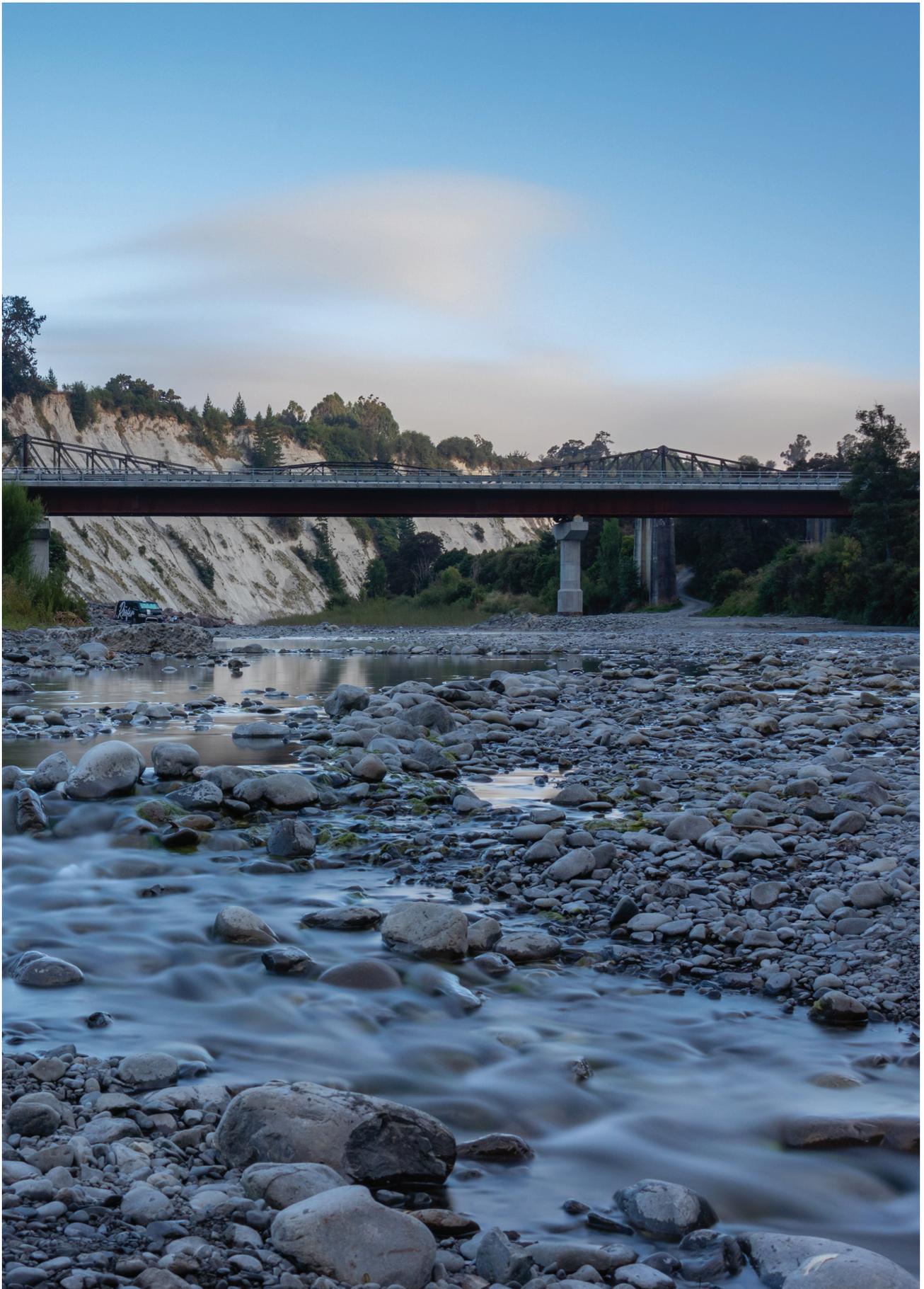
THE DREADED C'S

Throughout the consultation process, the following barriers were consistently offered:

- **Compliance** – There is a lack of understanding and knowledge around what it takes to start a business and what levels of compliance would be required for individuals to achieve their tourism aspirations
- **Cost** – There is always the concern and barrier of what a tourism business might cost an individual or group to start up
- **Capability and confidence** – These go hand in hand. There is a fear among those in the district with tourism aspirations that they cannot run a tourism business, or lack the confidence to ensure it is sustainable.
- **Connectivity** – Lack of physical connectivity between the townships and rural areas of the district, as well as digital connectivity throughout the entire region
- **Capacity** – Although there is most definitely the desire to develop tourism experiences within the district, there is a lack of capacity for individuals to devote time to the endeavour.



ITEM 10.1 ATTACHMENT 1



Our Action Plans

The action plan for the Rangitīkei reflects those issues and opportunities that will enable the visitor economy to make a greater contribution to the wider community.

These actions assist the district in achieving the aspirations they have for the future. These aspirations are firmly linked with empowering people and caring for the natural assets of the Rangitīkei. They represent the combined view of local Māori, communities throughout the district, industry, stakeholders, and a level of desktop research, to assist in the articulation of the plans.

The key to the success of this destination management plan will be the recognition that it will take all levels of community involvement to start the journey towards the shared vision and aspirations.

VISION

A destination to live and visit with a strong identity, welcoming communities, and endless opportunities. The way life should be.

The actions outlined in the plan have been grouped into two areas of focus. These align with the aspects of the Rangitīkei district the community identified as being integral to the success of the destination management plan, the people, and the place.

FOCUS AREA ONE
MANAAKI TANGATA

FOCUS AREA TWO
MANAAKI WHENUA

FOCUS AREA ONE MANAAKI TANGATA

Key Recommendations

ACTION PLAN

1.1 Establish and strengthen the Advisory Group that governs over the destination plan

1.2 Build working partnerships with iwi to achieve aspirations

1.3 Optimise current industry assets and invest in destination management

1.4 Empower personal and professional development programmes

RATIONALE

It will be of ongoing importance to ensure that there is leadership and a level of governance from within the community, key partners, and stakeholders over the delivery of the actions within this plan. This group should comprise a range of agencies, iwi, industry, sector leaders, and community leaders that can help ensure that these plans are being actioned. This group should also be available to assist with identifying potential funding and resourcing opportunities that may be offered, that can help achieve the actions outlined. The makeup of this group may change over time to reflect changes and developments to these actions, or potentially flex with the introduction of other disruptors, which may be local, environmental, natural, or global in nature.

During the consultation process, iwi identified a range of opportunities that they would like to pursue to achieve individual, hapū and whanau tourism aspirations. Focus should be given to working with these individuals, hapū and whanau, to develop implementation plans to achieve these aspirations. This will require strong iwi partnerships and will enable informed decision making, deliver positive impacts to communities, and provide opportunities for locals and visitors to better connect with tangata whenua.

Explore the future needs and requirements of the visitor economy and align existing assets and resources to meet them, while optimising the benefits. This will include having a broader understanding of the role the i-SITES can provide for the sector, looking into what amenities are required into the future, including ablutions infrastructures and sites of significance and accommodation needs. There will be a need to allocate resourcing to the management of the destination, which should feature within the annual and long-term planning completed for the Rangitīkei. This would include dedicated staff and time, as well as budget to advance actions.

To grow the visitor economy and see the positive impacts that can be derived from this sector for the community, a range of business development programmes should be offered. These should include working with those who are just starting up their businesses, through to existing operations looking to diversify their revenue streams.

There should also be a focus on assisting the development of whanau business development, with a strong Kaupapa Māori based approach critical to its success.

Key Recommendations

ACTION PLAN

1.5 Lift the capability of the visitor sector and support Qualmark Accreditation

1.6 Increase product supply through the development of engaging experiences

1.7 Develop a robust destination marketing strategy

1.8 Encourage collaboration

1.9 Develop an events strategy for the district

RATIONALE

Visitors expect a high level of customer service, visitor experience and engagement when they are paying for an experience. Ensuring that new and existing businesses are of a high enough standard to be seen as quality experiences will be integral to setting the destination apart from competitors and working with international trade markets.

There is a current lack of paid experiences within the Rangitikei. A focus of this plan will be to identify opportunities and current gaps within the industry that will support the destination’s unique positioning. These experiences should include – education products and itineraries, cultural experiences that tell the unique and compelling cultural stories of the district, cycling and walking tours, the arts and creative sector, and events.

Building the awareness of Rangitikei district as a compelling visitor destination will be integral to the growth of the visitor economy and success of this destination management plan. These strategies should enable visitors to connect with the destination on an emotive level through the introduction of local people talking about the benefits of a Rangitikei holiday and how to get the authentic Rangitikei experience. This will also help build civic pride through the district.

There is a range of successful economic drivers and industries within the district, especially around the primary sector. There is the potential to develop experiences that enhance the primary production story within the region and vice versa. This would be mutually beneficial and could enable the development of cottage industries to grow. There is also a need to develop stronger relationships with regional partners to collaborate with, including neighbouring RTOs and EDAs.

Events are an economic enabler for the district. As such, they should be supported and encouraged to help the Rangitikei derive true benefit, and to provide opportunities for local communities to connect. The district would benefit from the development of an events strategy that provides guidance to council on investment and development opportunities and from working with new and existing event providers to attract, grow, retain and build sustainable events for the district.

ITEM 10.1 ATTACHMENT 1



FOCUS AREA TWO MANAAKI WHENUA

Key Recommendations

ACTION PLAN

2.1 Visitor-economy supports the environment

2.2 Develop awareness of the destination’s natural assets

2.3 Ensure visitors know where to go through increased wayfinding

2.4 Tell the stories in areas of significance

RATIONALE

There is a strong expectation from the community that the visitor-economy supports initiatives within the district to regenerate fragile environments. This is consistent with the growing need for visitors to give back to the destinations they are visiting and leave a legacy of their time in the district behind for future generations to enjoy. There are multiple avenues for what this support might look like, and this should be the short-term focus of the advisory group and stakeholders within the visitor sector. This should also include encouraging and supporting businesses to adopt the ethos underpinned by the TIA Sustainability Commitment and Tiaki promise.

The Rangitīkei suffers from a lack of awareness. Visitors are unaware of what the destination offers, other than a corridor through the central North Island, north and south. Marketing campaigns that highlight the compelling natural assets within the destination, combined with the benefits defined in recommendation 1.7, and how visitors can engage with these landscapes through meeting the people and hearing the stories, should be employed to increase awareness.

The district is geographically long and covers a reasonable distance both on and adjacent to State Highway 1. Travellers on this arterial route will not know that there are stunning landscapes and rural vista areas that can be enjoyed a short distance from the main highway. Increased wayfinding that presents travellers and visitors with the opportunity to stop and experience these areas would be beneficial, and potentially increase the length of stay in the district.

There are so many areas of significance within the district that have a story to tell. Interpretation panels that might give a window into what that story might be, and encourage them to seek the rest of the story, would provide benefits for the visitor-economy in the Rangitīkei. This should also include panels on cycle and walkways that will add value to the experience and provide experience-development opportunities.

Key Recommendations

ACTION PLAN

2.5 Manage environmental impacts

2.6 Explore paid and unpaid options available for existing and potential walking and cycle tracks

2.7 Develop a heritage restoration plan for built heritage throughout the district

RATIONALE

The effects of climate change on rural areas, including access to water, quality of drinking water and potential flooding from severe weather events, will have major impacts on the visitor economy. Managing these disruptors and developing clear scenario plans to assist with managing these effects will be vital for the sector. There are also areas in the district that experience a higher level of environmental impact than others. This includes along inland waterways, the main highway, and areas that enable freedom camping. These will need to be managed and regulated in order to mitigate impacts into the future.

Rangitīkei has a range of accessible walkways and cycleways throughout the district that provide great experiences for locals and visitors, and breath-taking views across the district. With the increase in people looking to access the outdoors, and connect with the natural environment, there is potential to develop experiences through the district that could provide strong benefit back to the sector and the community.

There are several heritage buildings throughout the district that need repair. Despite the potential cost, there is benefit in investing in the restoration of these assets, which have the potential to provide significant benefits and returns for the community. A plan to understand what that might look like through a visitor-economy lens, as part of a wider review of the built heritage within the district, would be of benefit.



10.2 Update on Te Roopuu Ahi Kaa Komiti

Author: Soraya Peke-Mason, TRAK representative

ITEM 10.2

1. Reason for Report

1.1 A verbal report will be provided during the meeting.

Recommendation

That the report 'Update on Te Roopuu Ahi Kaa Komiti' be received.

10.3 Funding Schemes Update - June 2022

Author: Ash Garstang, Governance Advisor

1. Overview

- 1.1 Council currently administers five funding schemes for the Rangitikei District:
 - a. Community Initiatives Fund
 - b. Events Sponsorship Scheme
 - c. Parks Upgrades Partnership Fund
 - d. Creative Communities Scheme
 - e. Sport NZ Rural Travel Fund

2. Community Initiatives Fund

- 2.1 This is a Council fund intended to support community-based projects in the Rangitikei District that develop community cohesion and community resilience.
- 2.2 Council allocates \$30,000 to this fund annually, to be distributed across two separate funding rounds.
- 2.3 The current funding round (Round 1, 2022/23) is OPEN for applications and closes 29 September 2022.

3. Events Sponsorship Scheme

- 3.1 This is a Council fund intended to support events in the district that help to develop community cohesion and reinforce economic growth.
- 3.2 Council allocates \$50,000 to this fund annually, to be distributed across two separate funding rounds (although there are three funding rounds for 2021/22). \$2,900 was distributed in Round 1 (2021/22) and \$8,245 was distributed in Round 2, leaving \$38,855 available for Round 3.
- 3.3 The current funding round (Round 3, 2021/22) closes 05 June 2022, with the Finance/Performance Committee meeting 30 June 2022 to consider applications. The next funding round (Round 1, 2022/23) will open 01 July 2022 through to 28 August 2022.

4. Parks Upgrades Partnership Fund

- 4.1 This is a Council fund and is the only one available for capital purchases. The Council provides up to 33% in cash of the value – in cash or in kind - of the contribution from the community for small-scale, community-led, capital projects.
- 4.2 Applications may be submitted at any time and will be considered at the next available Assets/Infrastructure Committee meeting.

5. Creative Communities Scheme

- 5.1 This fund is supplied by Creative NZ and administered by Council. Applications are encouraged from community groups and individuals whose projects:
- Demonstrate growth over time
 - Develop and support local artistic communities
 - Encourage a transfer of artistic skills
 - Support diversity and inclusion
 - Projects with a youth focus are also encouraged
- 5.2 Creative NZ typically allocates \$24,090 (+ GST) to the Rangitikei District Council on an annual basis, and this is distributed across two separate funding rounds.
- 5.3 The current funding round (Round 1, 2022/23) is OPEN for applications and closes 13 October 2022.

6. Sport NZ Rural Travel Fund

- 6.1 This fund is supplied by Sport NZ and administered by Council. The fund is targeted at young people aged between 5 and 19 years, and is open to rural sport club teams and rural school club teams with eligible members who require subsidies to assist with transport expenses to local sporting competitions.
- 6.2 Sport NZ typically allocates \$9,500 (+ GST) to the Rangitikei District Council on an annual basis. There is one funding round per year.
- 6.3 The funding round opened for applications 17 May 2022 and will close 13 April 2023. The Sport NZ Rural Travel Fund Committee will meet to consider applications on 27 April 2023.

7. Further Information

- 7.1 More details about these funding opportunities can be found on the Council website (link below) and this is also where applications can be submitted:
<https://www.rangitikei.govt.nz/district/community/grants-funding>

Recommendation

That the Funding Schemes Update – June 2022 be received.

10.4 Discretionary Fund Update - June 2022

Author: Ash Garstang, Governance Advisor

1. Allocation

- 1.1 At its meeting 05 October 2021, the Rātana Community Board asked Council to consider providing a small discretionary fund of \$500 for the 2021/22 year, for the Board's use¹.
- 1.2 Council approved this request at its meeting 28 October 2021, recognising that any fund for future years would need to be considered as part of the 2022/23 Annual Plan².
- 1.3 As is the process for the Taihape Community Board, payments from this fund will require approval, via a resolution, at a Community Board meeting. Payment will be made by Council either by invoice (Council's preference) or if an invoice is not available then by receipt for reimbursement. Council staff can work with the Board on the best process for this.

2. Budget

- 2.1 No payments from the fund have been made so far, so the amount of the fund is \$500. An update will be provided each Community Board meeting on the remaining balance of this fund.
- 2.2 These funds will expire 01 July 2022.

Recommendation

That the 'Discretionary Fund Update – June 2022' report be received.

¹ Resolution 21/RCB/031

² Resolution 21/RDC/385

10.5 RDC Engagement and Consultations**Author:** Ash Garstang, Governance Advisor**ITEM 10.5****1. Reason for Report**

- 1.1 Attached is the most recently updated schedule for RDC Engagement and Consultations. This schedule is updated on a monthly basis, prior to going to full Council for receipt.

2. RDC Website

- 2.1 Council's website lists all open and recently closed consultations (see the below weblink). This is also where individuals can make submissions.

<https://www.rangitikei.govt.nz/council/consultation/current-consultations>

Attachments

1. RDC Engagement and Consultations Schedule - Updated May 2022 [↓](#)

Recommendation

That the report 'RDC Engagement and Consultations' be received.

Engagement / Consultations - 2021/22

RANGITĪKEI DISTRICT COUNCIL

TOPIC	Staff (Lead)	Elected Member (Lead)	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	
Marton Buildings	Adina	Cr Wilson																Public Consultation	
Pae Tawhiti Rangitikei Beyond - Spatial Plan	Katrina	Cr Gordon									Public Engagement				Public Consultation				
Future of Local Government	Peter	Cr Dalgety	Stakeholder Engagement								Stakeholder Engagement							Public Consultation	
Three Waters	Arno		Anticipated Public Engagement																
2022/23 Annual Plan	Carol											Public Consultation							
Forestry Differentials	Dave	Cr Belsham										Public Consultation							
Destination Management Plan	Gaylene				Public Engagement						Public Consultation								
RMA Reforms			Stakeholder Engagement																
Bylaws/Policies																			
• Annual Residents Survey	Georgia		Public Consultation																
• Local Easter Sunday Trading Policy	Georgia						Public Consultation												
• Food Business Grading Bylaw	Georgia				Public Consultation														
• Rates Remission For Māori Freehold Land Policy	Georgia					Stakeholder Engagement						Public Consultation							
• Rates Remission Policy	Dave	Cr Belsham					Stakeholder Engagement					Public Consultation							
• Traffic and Parking Bylaw	Georgia																	CONSULTATION PERIOD TO BE CONFIRMED	
• TAB Policy	Georgia																	CONSULTATION PERIOD TO BE CONFIRMED	
• Gambling Venue (Class 4) Policy	Georgia																	CONSULTATION PERIOD TO BE CONFIRMED	
• Control of Advertising Signage Bylaw	Georgia																	CONSULTATION PERIOD TO BE CONFIRMED	
• Public Places Bylaw	Georgia																	CONSULTATION PERIOD TO BE CONFIRMED	
• Trading in Public Places Bylaw	Georgia																	CONSULTATION PERIOD TO BE CONFIRMED	

Key

- Stakeholder Engagement (by other orgs)
- Stakeholder Engagement (RDC)
- Public Consultation
- Public Engagement
- Anticipated public Engagement will be required
- Local and national campaign - Enrolment, Standing for Council, Voting
- Election Day

10.6 Cemetery Update - June 2022

Author: Ash Garstang, Governance Advisor

1. Context

1.1 This is a standing report that will update the Board on new burials within the Rātana Cemetery. This particular update covers the period 01 Jan – 29 Mar 22.

2. New Burials

2.1 There were two new burials from 01 January to 29 March 2022:

- Plot 261: Mr Gower
- Plot 306: Mr Nepia

2.2 Mr Mete will update the Board on additional burials during April and May 2022.

Recommendation

That the report 'Cemetery Update – June 2022' be received.

11 Next Meeting

The next Board meeting is scheduled for Tuesday, 09 August 2022 at 6.30 pm.

12 Meeting Closed