

Design your ideal economic plan

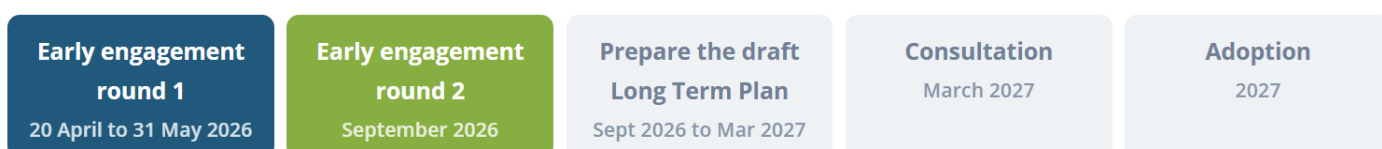
Should we be investing to help towns, people, and businesses to grow? Closes 27 September 2026.

New to the Long Term Plan? Read this first

A Long Term Plan, or LTP, is the 10 year plan every council in New Zealand must prepare. It sets out the services we deliver, the projects we fund, and how much it costs the people who live here and the people who pay rates here. We refresh it every three years, and that includes having conversations with the community before we put pen to paper. We started conversations about the next LTP in April 2026 through the Budget Challenge.

Learn more at: www.tararua.govt.nz/long-term-plan

Timeline of the Long Term Plan



How to give feedback

There are three topics to choose from - economic development, libraries and footpaths. You can give feedback on all three, or just the one that matters most to you. If you're filling in more than one form, you only need to complete the **About you** and **How did we do** once. Just keep your forms together when you send them back so we know they are all from the same person.

Fields marked * are required.

Things that might be helpful to know before you start:

Right now, the law says it is Council's job to look after wellbeing. The purpose of local government is to support the social, economic, environmental and cultural wellbeing of communities in the present and for the future. Each community has different needs and goals that their council is working to support.

But the law is changing. Central Government is proposing to change the purpose of councils. Instead of a broad wellbeing purpose, councils would focus on delivering quality, cost effective infrastructure, public services and regulatory functions that support local economic growth and meet community needs.

And there are new limits on what Council can spend. The proposed law change introduces rates capping. This would apply to all rates, including general rates, targeted rates and uniform annual charges. Rates are the main source of council funding and have been for more than 100 years.

Plus, we don't know what "council" will look like in future. Central Government is proposing to Simplify Local Government. This could mean a change to how local government is delivered, such as combining with other councils, or an increase in shared services.

Community views on economic development

The results of our most recent conversation about Long Term Plan, also known as the Budget Challenge, showed us that people in Tararua District communities are genuinely split on their views about economic development.

View full results of
the Budget Challenge
from April 2026



www.tararua.govt.nz/LTP-full-results

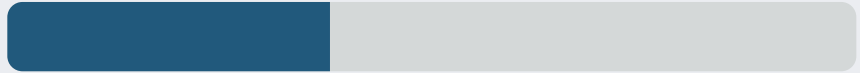
Do more to grow the district

96 people (40% of responses)



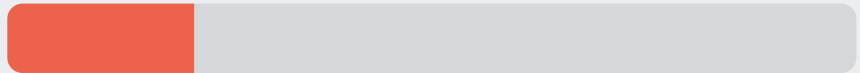
Keep things about the same

90 people (38% of responses)



Spend less on this activity

52 people (22% of responses)



How do you feel about what we're doing in this space now

Right now, Council does not have a dedicated economic development team or service. What we do in this space is small, and it is mostly about partnerships. Have a read, and tell us how you feel about each activity.

Promoting the district

We promote Tararua where we can as part of our general communications. There is no dedicated role for promotion and marketing. Currently, Council runs small promotions, backs local events, and is a supporter of large programmes of work and big opportunities, such as the new Te Ahu a Tūranga highway.

How do you feel about that?*

☐ Don't like it ☐ It's OK ☐ Love it

Community-led development

We work alongside community boards and committees to build Community Plans that set out each town's aspirations and the projects that matter most to them. These plans also help attract funding from trusts and agencies.

How do you feel about that?*

☐ Don't like it ☐ It's OK ☐ Love it

Where can I view the Community Plan for each community?

You can stay informed about the progress of individual community plans. As each community plan reaches completion, it will be uploaded to the Council website for easy download or reading. The contact details of the group or Board delivering the plan are also available on our website.

VIEW ON WEBSITE: <https://www.tararua.govt.nz/communityplans>



OR SCAN ME

We're proposing a new approach

We can't do everything - so we're proposing a few things that are most likely to make a difference. Use the tables below to show how much focus Council should put on each area.

What will the new approach cost?

If all three of the below activities were delivered at maximum focus, it is estimated that may cost around \$150k per year. Where there is an expected cost to increase focus on an area, we have shown the likely amount. We want to be clear: We've included these amounts so you can make informed choices about what an increased focus would cost; not because that's how much we think should be spent. This would be a new spend item and would be formally consulted on before any decisions were locked in.

1. Making council easier to work with*

One of the easiest ways Council could grow economic development is by supporting business and developers trying to get things done. This might include a dedicated role that assists the customer to understand processes and navigate council requirements.

☐	Less focus: We would reduce what we're already doing here, which in some cases isn't much, and in some cases isn't anything at all.
☐	Light focus: Small improvements. Better support for the customer in the beginning phases of making an application and identifying the areas of council that they need to work with. <i>Likely to cost \$30k per year</i>
☐	Moderate focus: A more hands-on approach. Better support for the customer in the beginning of their project. For larger projects, this may extend to support to navigate council requirements. <i>Likely to cost \$60k per year</i>
☐	Major focus: A major focus on being easy to deal with. Dedicated help for the customer to understand processes and navigate council requirements. <i>Likely to cost \$90k per year</i>

2. Bringing external funding into the district*

Chasing grants and outside investment for local and Council projects, so more gets funded from outside rather than from rates.

☐	Less focus: We would reduce what we're already doing here, which in some cases isn't much, and in some cases isn't anything at all.
☐	Light focus: What we're already doing. Staff across Council apply for the obvious grants when they come up, bringing in some outside money for a handful of projects each year.
☐	Moderate focus: A coordinated focus. Council tasks someone (either existing or new) with applying for the obvious grants when they come up, bringing in some outside money for a handful of projects each year. <i>Likely to cost \$30k per year</i>
☐	Major focus: A major push. Council tasks someone (either existing or new) with actively hunting funding and partnerships across the board, aiming to fund as much as possible from outside rather than from your rates. <i>Likely to cost \$60k per year</i>

3. Promoting Tararua as a place to do business*

Actively marketing the district, courting new businesses, and things like rates relief to attract investment.

☐	Less focus: We would reduce what we're already doing here, which in some cases isn't much, and in some cases isn't anything at all.
☐	Light focus: A light touch. Some basic promotion and a tidy pitch for anyone who comes looking.
☐	Moderate focus: A steady campaign. Council actively markets the district and courts new businesses, while working closely with regional providers and local business groups / Chambers of Commerce to support local business needs.
☐	Major focus: A major drive. Bold marketing, strong local relationships and support, and active attraction of business growth through tools like rates relief for new and expanding business.. <i>Likely to have a cost - cost impact not yet assessed</i>

What else might we focus on?

Beyond those three, are there other areas you would like Council to put effort into? Tick as many or as few as you like.

- | | |
|---|---|
| ☐ Business support | ☐ Skills, training and development |
| ☐ Tourism and events | ☐ Promotion and marketing |
| ☐ Attracting investment | ☐ Town centres and main streets |
| ☐ Farming | ☐ Forestry |
| ☐ Renewable energy | ☐ Digital connectivity |
| ☐ Te Ahu a Turanga: Manawatū Tararua Highway | ☐ Something else (tell us below) |

Is there anything else you'd like to share?

About you*

Help us to understand how the different parts and people of Tararua District feel about each topic.

Privacy

A summary of all submissions, including the answers to the below questions, will be made publicly available on our website and through council meeting agendas. If you would rather not share your age, gender, connection to the district, please select "Prefer not to say". We are not collecting contact information for this engagement. Any personal contact information you choose to include is kept confidential and will not be published.

Age*

- | | | | |
|-----------------------------------|--------------------------------------|--|-----------------------------------|
| ☐ Under 18 | ☐ 18 to 29 | ☐ 30 to 44 | ☐ 45 to 59 |
| ☐ 60 to 74 | ☐ 75 and over | ☐ Prefer not to say | |

Gender*

- | | | | |
|---------------------------------|-------------------------------|---|--|
| ☐ Female | ☐ Male | ☐ Another gender | ☐ Prefer not to say |
|---------------------------------|-------------------------------|---|--|

Connection to Tararua*

- | | | | |
|---|--|---|--|
| ☐ Resident | ☐ Ratepayer | ☐ Resident & ratepayer | ☐ Visitor |
| ☐ Business owner | ☐ Business owner & resident | ☐ Business owner, ratepayer & resident | ☐ Prefer not to say |

Where do you live?*

- | | | | |
|---------------------------------------|--------------------------------------|------------------------------------|---|
| ☐ Ākitio | ☐ Dannevirke | ☐ Eketāhuna | ☐ Herbertville |
| ☐ Norsewood | ☐ Ormondville | ☐ Pahiatua | ☐ Pongaroa |
| ☐ Weber | ☐ Wimbledon | ☐ Woodville | ☐ Outside the district |
| ☐ Other: _____ | | | |

How did we do?*

How easy was it to give feedback?*

- | | | | | |
|------------------------------------|-------------------------------|-----------------------------|-------------------------------|------------------------------------|
| ☐ Very easy | ☐ Easy | ☐ OK | ☐ Hard | ☐ Very hard |
|------------------------------------|-------------------------------|-----------------------------|-------------------------------|------------------------------------|

Did we clearly explain the choices, including the costs and the rules Council has to work under?*

- | | | | | |
|---------------------------------------|---------------------------------|------------------------------------|-------------------------------------|---|
| ☐ Yes, clearly | ☐ Mostly | ☐ Sometimes | ☐ Not really | ☐ No, not at all |
|---------------------------------------|---------------------------------|------------------------------------|-------------------------------------|---|

Giving feedback on more than one topic?

If you're filling in more than one form, you only need to complete the **About you** and **How did we do** once. Just keep your forms together when you send them back so we know they are all from the same person. If you have any further comments about the topic, or how we've asked for feedback, please attach extra pages.

When you're done

Drop your form in to any Libraries Tararua branch or service centre, or post it to Tararua District Council, PO Box 115, Dannevirke 4942. Nothing proposed in this feedback form is locked in. We are gathering views now so we can come back for formal consultation in March 2027. Follow our socials or download the Antenna app for updates.