



Tararua economy

Economic Development Plan



This document is the Economic Development Plan for the 2018–2028 Long Term Plan period, adopted by Tararua District Council on 27 March 2019.



About this economic development plan

Economic development is one of three strategies that supports Council's vision.

DEFINITION:

The purpose of economic development is to improve the economic and social well-being of the people of the Tararua District.

The Economic Development Plan is produced following adoption of each Long Term Plan by Council and reviewed annually following adoption of each Council Annual Plan.

This plan identifies five strategic themes that encompass the economic development activities planned for the 2018–2028 Long Term Plan.



The strategic themes:



- STRATEGIC THEME 01. District identity
- STRATEGIC THEME 02. District marketing
- STRATEGIC THEME 03. Support & grow business
- STRATEGIC THEME 04. Community sector growth
- STRATEGIC THEME 05. Education & youth

All activities within each strategic theme stem from the economic development strategic objectives of:

RESIDENT RETENTION

Activities that encourage existing residents to remain within Tararua District

RESIDENT ATTRACTION

Activities that encourage new residents to move to Tararua District.

VISITOR ATTRACTION

Activities that encourage new visitors to Tararua District.

VISITOR EXTENSION

Activities that encourage existing visitors to extend the period they stay in Tararua District.


Introduction and context

Heading into our 30th year as Tararua District is a good time to reflect on both the challenges and opportunities we face as a community.

Workshops held as part of Council's 2018–2028 Long Term Plan (LTP) process highlighted many of these and others have arisen since.

As a small Council, it is impossible to achieve everything our residents would like Council to invest in while keeping rates affordable. As a community we must therefore prioritise our projects well, collaborate with others and seek opportunities to leverage our resources wherever possible.


One of the key messages from the Long Term Plan workshops was the lack of a clear identity for Tararua District. Given our relatively short existence and the use of brands that did not achieve strong market recognition, it is easy to understand why this is. Building a strong district identity will take time and it is something everyone can be a part of by referring to Tararua District at every opportunity.




Connectivity, both physically and digitally, are key issues for our district. The closure of the Manawatu Gorge has impacted most of us in one way or another. Similarly, our lack of digital connectivity outside of our main towns is a major issue for growing our population and is holding us back from reaching our full potential.



We are pleased that the Government has prioritised the Manawatu-Tararua Highway with a target completion date in 2024. We must do everything we can to support meeting this timeline while maximising the potential for Tararua District both during construction and thereafter. Council is also providing significant support to the community action group Connect Tararua in their endeavours to become New Zealand's first "giga-district".



Uncertainty surrounding the Horizons Regional Council One Plan (the use of Overseer and the impact of nitrogen leaching compliance) is a significant challenge we face and cannot be underestimated. Anything that has the potential to negatively impact our rural economy will ultimately be felt by us all. Council is taking an active role in monitoring developments around the One Plan and will continue to do so. We have commenced a land use research project that may help identify realistic alternatives to assist with the challenge faced by pastoral farmers.




In order to maximise our potential, we must seek to collaborate with each other and our neighbours as much as possible for mutual benefit. Key in this collaborative approach are the developing relationships between Council and both Rangitane O Tamaki Nui a Rua and Ngati Kahungunu O Tamaki Nui a Rua. The development of the Maori economy is one of the most significant and exciting opportunities ahead for Tararua District. Council has, and will continue, to offer our support to both iwi as they evolve their own strategies for the future.


Collaborating with our neighbours is also vital to the economic future of the district. Our traditional focus has been through the Manawatu Gorge to Palmerston North and the wider Horizons region. While we will continue to enhance our existing relationship within the Horizons region we must also consider opportunities that exist to collaborate with our neighbours in Wairarapa and Hawke's Bay, particularly from a tourism perspective.

Continuing to attract visitors to Tararua is an important part of our economic strategy. Our key focus in recent years has been members of the New Zealand Motor Caravan Association (NZMCA). We will continue to invest in this growing market and will also look for new opportunities to encourage more visitors to enjoy everything Tararua District has to offer. Our successful application to the Provincial Growth Fund (PGF) to develop a Visitor and Walk-Cycle Strategy and Action Plan is a significant first step towards this objective.


The PGF offers opportunities in many other areas as well. We have already been successful in securing funding to explore development opportunities in horticulture and have further projects being considered for submission to the fund. The PGF funding of \$1 billion per annum is available over three years from 2018 and Tararua must take every opportunity to benefit, particularly as Horizons is one of the six surge regions in New Zealand identified for particular consideration. To help improve the outcome of PGF applications, Council liaises closely with representatives of Accelerate25, authors of the Manawatu-Whanganui Growth Study in 2015. While the PGF is the most significant funding opportunity available at present we must also seek every opportunity to leverage our resources by applying to other funders as well.



Forestry activity will increase significantly over the coming years as harvesting ramps up. Council is exploring opportunities to maximise the economic impact for Tararua District and identify alternatives for replanting.



Supporting the growth and establishment of business is an important function for the district. Council operates the Tararua Business Network (TBN) to provide guidance and support through workshops, one to one support and referrals to other providers where appropriate.



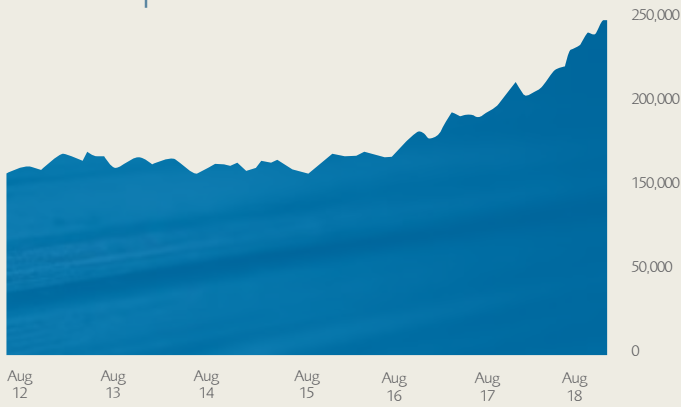
While business is generally seen as the driver of job growth in an economy it is important to acknowledge that the community sector is also a significant employer. The emergence of social enterprise entities is another potential job creation option for Tararua District. Exploring job creation potential in these areas is an exciting opportunity that we are seeking to collaborate on.

Tararua District has recently experienced an increase in population that has led to a strong increase in house prices and a noticeable increase in owner occupier purchases.

In turn, this has placed stress on the rental market. Council intends reviewing the District Plan to ensure sufficient land is available for development to help meet demand. Council has also provided for minor extension in network services in the 2018–2028 Long Term Plan. The current housing shortage is exacerbated by a national shortage of qualified tradespeople and low yield for speculators.



Average house prices



Residential building consents

Year ending in Month Tararua 1991 to July 2017



The biggest increase in population is in people aged over 65 years. Council is investigating options to modestly increase pensioner housing in the district, which would free up larger properties for sale or rental for families.

Tararua District population by age (June 2018)

0-14 YEARS
3900

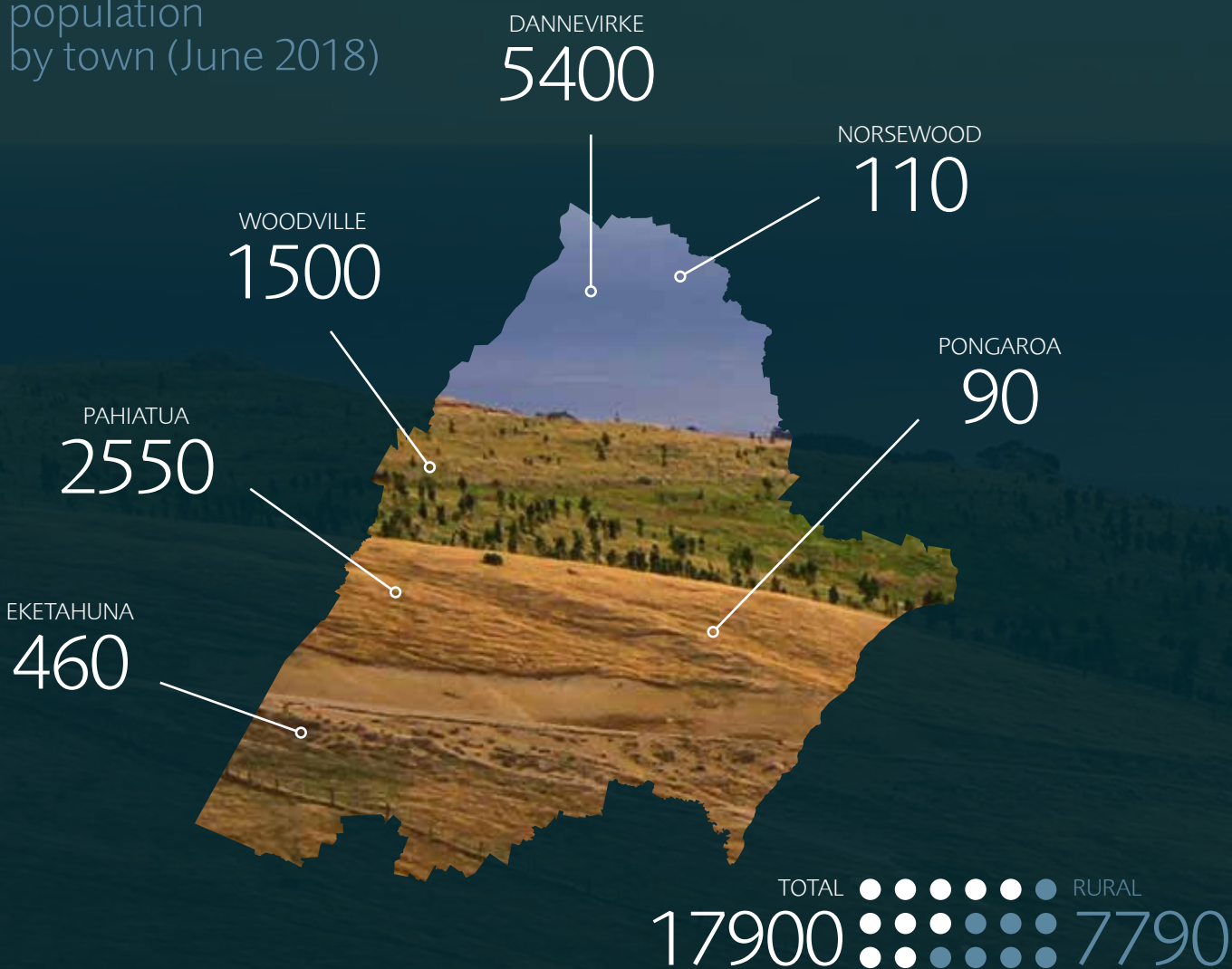
15-39 YEARS
4650

40-64 YEARS
6000

65+ YEARS
3350



Tararua District
population
by town (June 2018)



About the Tararua District

Covering 4,360km², Tararua District is situated on the southeastern coast of the North Island of New Zealand.



The district is bound to the west by the Tararua and Ruahines Ranges and to the east by the Pacific Ocean. The Waewaepa and Puketoi Ranges run through the middle of the district dividing the river valley from the coastal hill country.

The district is well known for its rivers. The largest of these is the Manawatu River, which has its source in the foothills of the Ruahine Range near the northern boundary of Tararua District. There are hundreds of rivers and streams within the district that boast some of the best brown trout fishing in New Zealand, including the Mangahao, Mangatainoka, Makakahi, Makuri, and Tiraumea Rivers.

The district has five main commercial centres situated along State Highway 2. From the northern boundary with Hawke's Bay, these are Norsewood, Dannevirke, Woodville, Pahiatua, and Eketahuna, which is near the boundary of Wairarapa to the south. Woodville is well known as the junction where State Highway 2 joins State Highway 3, leading west to Manawatu and Palmerston North City.

Dannevirke and Pahiatua are rural service towns supporting Tararua District's primary industries. The outstanding pastoral land grows top quality stock producing meat, wool, and dairy products. Tararua District has a range of agricultural processing services within its boundaries that support the rural communities. These two main towns also offer a range of retail and professional services, including banking, legal, accounting, and insurance. Just south of Dannevirke is the Oringi Business Park that is home to a range of manufacturing and service businesses.

Norsewood, Woodville, and Eketahuna serve retail and manufacturing businesses and increasingly cater for a growing visitor market. The smaller coastal settlements of Pongaroa, Akitio, and Herbertville are similarly experiencing growth in visitor numbers. A unique attraction for visitors across the district is the Scandinavian heritage of the settlers that cleared Seventy Mile Bush to establish the farming district of today.

The district also boasts significant forestry stocks, many of which are entering their harvest phase. As these largely pine forests are harvested, the district is seeing some growth in plantings of manuka for honey production.



Council's vision & strategy

Council's Vision was first established in the 2012–2022 Long Term Plan. The Vision and Strategic Focus were reaffirmed and updated using a consultation process of workshops with business and key stakeholders, as well as the community.



Our vision:

A growing and prosperous district providing a wide range of employment opportunities that is underpinned by highly efficient, capable, and affordable infrastructure.

Our journey

2012-2022

2015-2025

2018-2028

Established the Vision and Strategic Focus, and priorities – i.e. continued investment, economic development, financial viability.

Reaffirmed the Vision and elevated the economic development limb of the strategy to second.

Expanded the strategic priorities to include building a resilient and connected community, and develop key reserves and recreational facilities to aid economic development.

Council's vision & strategy continued

Council continues to implement parts of the Vision, and has made good progress. This includes improved water and wastewater services, and an increase in economic development services. Since 2012, employment levels and the population have stabilised.

The strategies Council has chosen as the focus for this 10 year plan place more emphasis on building a resilient and connected community via both physical and digital infrastructure.

The strategies for the next three years that will move us closer to our Vision are:



01. Continued investment in core infrastructure to:

- increase public safety on Council roads, footpaths, recreation facilities, and in public buildings;
- build resilience in water, wastewater, stormwater, and roading networks;
- support efficient transport access and digital connectivity within the district and regionally;
- improve our environment and meet our commitments to the Manawatu River Leaders' Accord; and
- meet legally required performance standards.

02. Promoting and facilitating economic development through:

- supporting and facilitating growth in local business;
- building district identity;
- promoting the district by telling our story;
- providing business friendly and welcoming support for new residents and businesses; and
- facilitating the development of key reserves and recreational facilities to attract (and retain) residents and visitors.

03. Continued financial viability through sustainable growth & investment, including:

- ensuring affordability;
- reducing financial and business risk;
- financial sustainability (long-term financial health); and
- cost control.



The workshop that was held with key stakeholders and businesses of Tararua supported our current Vision and strategies. Participants suggested that Council expand on the underlying strategies to achieve the long-term Vision for the district. It was about what we want to achieve in the next three years.

Council's outcomes

The Council Outcomes are the 10-year goals for the Council as part of working towards the longer term vision.



The Outcomes are the link between the Vision and the Council activities, providing the focus for the groups of activities and measures in the Long Term Plan. These replace the community outcomes that were in the 2009 Community Plan. The Local Government Amendment Act 2010 changed the focus from community owned outcomes to ones that Council owned and controlled.

The Economic Development team evaluate their strategies against Council Outcomes. Refer to page 21 of Tararua District Council's Long Term Plan 2018 – 28 (LTP) for fuller descriptions of the Outcomes. We have used the same system of demonstrating relativity as is used on page 49 of the LTP. That is:

STRONGLY RELATED	
RELATED	
PARTIALLY RELATED	
NOT RELATED	

The Council outcomes for the 2018-2028 Long Term Plan:

01. Efficient infrastructure
Highly efficient, fit for purpose and affordable rural and urban infrastructure.

02. Prosperous economy
A strong, growing, prosperous local economy that attracts, welcomes and retains businesses and residents.

03. Great lifestyle
Recreation facilities, heritage and public amenities that support an outstanding lifestyle.

04. Sustainable environment
The district has a natural environment that is protected, preserved and enhanced for present and future generations.

05. Collaborative council
A council seen as a leader in community partnerships and collaboration to ensure services are delivered in the most effective and affordable way.








Why is our District identity important?

Tararua District was established in November 1989, however, it does not have a strong identity outside its boundaries. Even within the district, residents have continued to identify as being part of "Northern Wairarapa" or "Southern Hawke's Bay", however, this is changing over time. The media also regularly refers to Tararua District incorrectly.

It is important to develop and promote a strong "Tararua District" identity to create district pride, develop an identity to help retain and attract residents, and help promotion to prospective visitors. The lack of a clear district identity was highlighted at the 2018 Long Term Plan Community Stakeholder workshops.

How the Tararua District identity relates to council outcomes:

Efficient infrastructure		PARTIALLY RELATED
Prosperous economy		STRONGLY RELATED
Great lifestyle		STRONGLY RELATED
Sustainable environment		NOT RELATED
Collaborative council		STRONGLY RELATED

Existing activities

District branding

Tararua District has been using the "Tararua Country" brand for marketing purposes since 2005, however, it has not achieved strong market recognition. During 2018, Council decided to replace the current Tararua Country brand with a new Tararua District identity. We trialled new branding on marketing collateral used at events attended. Feedback has been very positive towards the new brand and we intend developing this further during 2019.

Town centre upgrades

Improving the look and feel of a town has the dual effect of increasing local pride and use, along with making it more attractive for visitors to stop. It also encourages the establishment of new or growth of existing businesses. Council has completed town centre upgrades in Dannevirke, Woodville and Eketahuna in previous years and has started the project for Pahiatua. Economic development opportunities are being actively explored with the Economic Development Manager sitting as a core member of the Pahiatua Town Centre Upgrade project team.



New activities

District signage

In late 2018, Council began a project to review visitor signage across the district. We intend incorporating the new Tararua District brand into the signage as well as exploring opportunities for signage to be bilingual. The intention is to replace all visitor signage within the district progressively over time. At this early stage we foresee having to implement the new signage progressively over 2–3 years, however, this will not be known until the design phase of the project is completed, which is targeted for 30 June 2019.

30th anniversary

2019 is the 30th anniversary of Tararua District. Preparations have already begun with several community representatives to celebrate this milestone. The first meeting of the newly established Tararua District Council was at 7:00pm on 1 November 1989, so the weekend of 2 & 3 November 2019 has been identified for anniversary celebrations. Another activity linked to the 30th anniversary includes a photo competition with winning entries to be included in a coffee table style book of the district. Further projects are under consideration.

Small town upgrades

The 2018–2028 Long Term Plan has provided a small amount of funding, every two years, for upgrades of smaller towns. The economic development team have engaged with the Norsewood community to consider upgrade opportunities. Upgrades to other towns will follow in future years.



Future activities

Cultural identity

Tararua District has proud Maori and European histories. Council intends further exploring opportunities to tell our stories and leverage these for future economic and social benefit.



Why is District marketing important?

Bringing visitors to Tararua District directly supports local businesses, with the potential that some of these visitors may become future residents. Current annual visitor spending in Tararua District is \$52 million according to Tourism New Zealand.

Tararua District is not recognised nationally or internationally as a primary tourism destination. As a result many travellers simply pass through the district on their way to other destinations. Without dedicated district marketing activities there is little reason to believe this will change. Tararua District is not currently represented by any other tourism agency, which is why Council performs district marketing activities.

With only slightly over 550 visitor beds in the district, we face challenges around capacity for visitors. This has been a key reason behind the successful strategy in recent years to attract domestic visitors with motorhomes.

As we look to the future we must maintain and enhance our existing motorhome strategy while investigating new target markets and identifying new activities that will encourage travellers to stop. Central to this will be a focus on event development with the district, whether supporting the growth of existing or seeding new events.

How District marketing relates to council outcomes:

Efficient infrastructure



PARTIALLY RELATED

Prosperous economy



STRONGLY RELATED

Great lifestyle



STRONGLY RELATED

Sustainable environment



RELATED

Collaborative council



STRONGLY RELATED

Existing activities

Tararua i-SITE Visitor Information Centre

Tararua District has had an i-site operating for 23 years. A new i-SITE building was opened in Woodville in 2016 and provides an easily recognisable point for visitors to Tararua District to obtain information about accommodation and activities.

Visitor numbers to the i-site have reduced since the closure of the Manawatu Gorge. We intend maintaining this service at its current level and engaging the i-SITE team in broader marketing activities until the new Manawatu-Tararua Highway opens in 2024. We also plan to pilot the sale of locally made products through the i-SITE with the view to offering expansion to Information Centres across the district if successful.

The Information Centres, excluding the i-SITE, are operated by community organisations and often staffed by volunteers. The opportunity to increase revenue through the sale of further products, if successful, may allow for the addition of staff resources to these important visitor focused services.



Tararua.com website

Operated by the i-SITE, this website provides information to visitors and residents about accommodation options, activities and events within Tararua District. All listings on the tararua.com website are provided free of charge.

The Tararua.com website is due for an upgrade during the 2019/20 financial year and a particular focus will be improving both the registration and distribution of information regarding events held in Tararua District.



Visitor guide

The Tararua District Visitor Guide was redesigned in 2017 with the intention of becoming our primary tourism publication. All tourism operators are provided a free listing in the Visitor Guide and are able to increase their presence on a paid basis. The design included an orange cover in order to stand out when displayed amongst other promotional material.

Council has funded distribution of the Visitor Guide throughout New Zealand at many i-sites and at tourism destinations throughout our neighbouring regions. We are currently piloting distribution of the Visitor Guide on the Interislander ferries and at both ferry terminals in Wellington and Picton over summer months.

Distribution of the Visitor Guide is the primary focus at events attended by Council. Since the new design was launched the number of Visitor Guides distributed has doubled, meaning more people are aware of what Tararua District has to offer. We intend to develop the Visitor Guide further in the future as the primary source of information to visitors to Tararua District.

NZ Motor Caravan Association (NZMCA)

Tararua District Council has developed a strong relationship with NZMCA and its members. Of the approximately 50 Motorhome Friendly Towns in New Zealand, three are in Tararua District – Dannevirke, Woodville, and Pahiatua.

Over the years, Council has supported the development of infrastructure targeted at this key market. The development of Ferry Reserve for freedom camping has been supported by Council, including a successful application to the Tourism Infrastructure Fund (TIF) for toilet facilities to be built. Council was successful in another TIF round in gaining funding to build similar supporting infrastructure at Mangatainoka Reserve. Council will continue to explore opportunities to further develop reserves in the district as funding opportunities arise.

Council was successful in securing an opportunity for Tararua District to be the subject of one of six documentaries produced by NZMCA called RV Explorers. We assisted in the development of an itinerary for filming over four days. The documentary was screened in November 2018 on Choice tv and subsequently available on Choice tv On Demand. Council secured access to the raw film footage, which can be used for promotional marketing.

Council intends to continue its investment in this key market.

Camping grounds

Council has made significant investments into the four camping grounds it owns in Dannevirke, Woodville, Pahiatua (Carnival Park), and Eketahuna. Dannevirke and Woodville camping grounds are operated by Council, Carnival Park is operated by a management committee and Eketahuna by a lessee.

Council has experienced strong growth in guest nights at its camp grounds and anticipates this will continue.

Increased occupancy

In the 2015/16 year, visitors to our campsites numbered 14,322. In the 2017/18 year, campsite visitors numbered 19,676 – a 37% increase.

Camping ground visitors



Events

Council attends events both within Tararua District and further afield to promote the district to visitors. The key objective at each event is to talk to prospective visitors about what Tararua District has to offer and distribute copies of the Visitor Guide.

Out-of-district events

These are events that Council staff travel to in order to promote Tararua District to potential visitors.

COVI Motorhome Show

Attendance at this three-day event in Auckland, each March, supports our strategy to attract NZMCA members to visit Tararua District. Council has attended this event for three years and anecdotal evidence suggests it is behind an on-going increase in NZMCA visitors. We intend continuing our presence at this event.

Central District Field Days

Council has attended this neighbouring event for a number of years and has promoted either hunting and fishing or local attractions such as Tui Brewery and Pukaha. We intend reviewing our involvement in this event.

Hilux Rural Games

2018 was the first year Tararua District was promoted at this event in Palmerston North. Consideration is being given to developing a 'rural game' activity for future years.

North Range Trio

This relatively new event consists of three cross-country running races of 12.5km, 25km, and 50km in August each year. Two of the races start in Palmerston North and one near the Ballance Bridge with all three finishing at Ferry Reserve. Council support for the event includes sponsoring one of the races, providing local contacts to race organisers, and manning the aid station at the finish line. We intend continuing to explore opportunities to grow this event with race organisers.



Tararua District events

These are events within Tararua District that Council has a presence at.

Woodville MotoX

The Woodville MotoX will be in its 58th year in 2019, and Council has established a stronger relationship in recent years. We have been working with the event organisers on a plan to further develop the event over the coming years. This has resulted in Council engaging an experienced event manager to undertake an audit of the 2019 event. The objective is to develop a five-year growth strategy for this important district event.

Dannevirke A & P Show

Council attends this event annually and in recent years has focused on promoting Civil Defence messages to local residents and the distribution of visitor guides to those from out of town.

Wheels with Attitude

Council supports this event by undertaking marketing activities, and displays visitor guides for attendees on the day.

Annual tourism expenditure

SEPTEMBER 2017
\$49.8million

SEPTEMBER 2018
\$50.6million



ANNUAL GUEST NIGHTS:

Sept 2017 38,573

Sept 2018 45,611

ANNUAL GUEST NIGHTS
10 YEAR AVERAGE:

32,969

New activities

New events

A key objective over the years ahead is to grow existing events in the district as well as seeking opportunities to develop new ones. Events held within the district provide dual outcomes of promoting activities to visitors and local residents.

Council anticipates providing support through sponsorship and/or the provision of professional event management services contracted on a case by case basis. The key criteria in order to consider providing support is that the event intends attracting visitors to the district and has a plan to become sustainable.

Successful events provide local businesses the opportunity to increase patronage, either by participating directly in the event or attracting passing visitors.

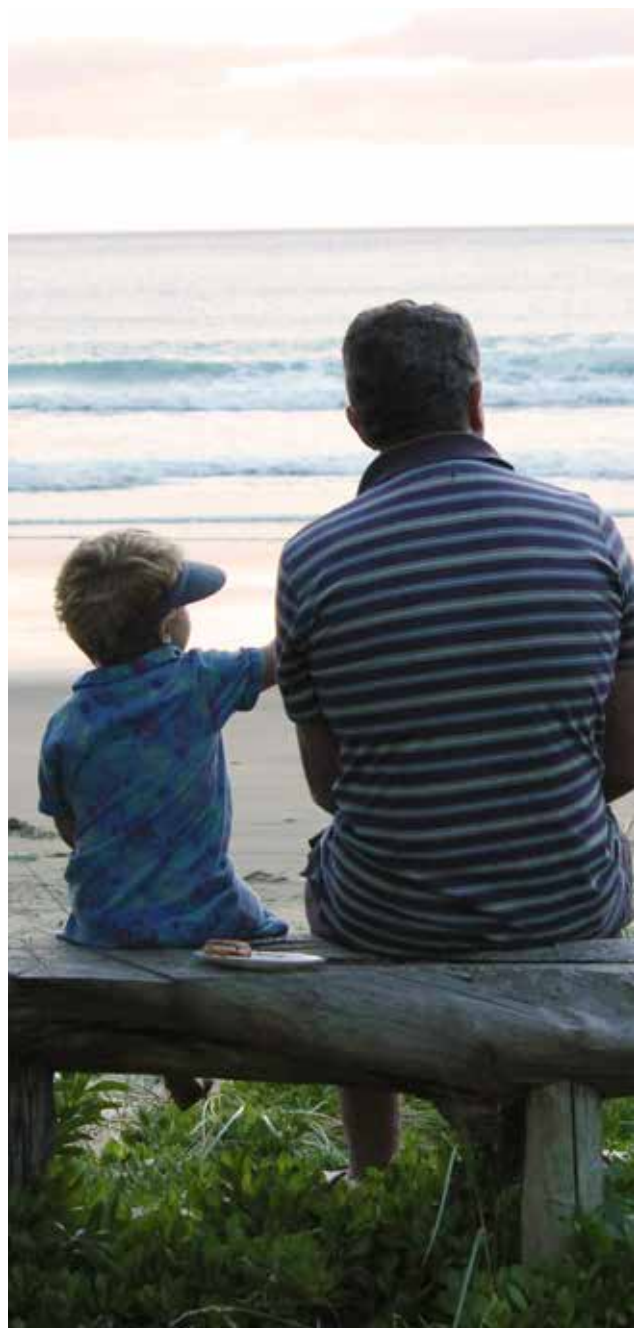
Visitor and Walk-Cycle Strategy and Action Plan

Council provided a small amount of funding towards the development of a cycle and walkway strategy in the latest Long Term Plan. In late 2018, Council was successful in leveraging this by securing funding from the Provincial Growth Fund to undertake a project to develop a tourism strategy that incorporates the cycle and walkway strategy. This project will be undertaken during the first half of 2019.

The outcomes sought from the project are two-fold. The first is to identify new tourism activities, attractions, and markets that can be targeted for Tararua District. We anticipate further research and/or business case development will be required once the opportunities are identified and expect to apply for further funding from the Provincial Growth Fund for this.

The second outcome sought is a comprehensive cycle and walkway strategy for Tararua District that identifies existing useable trails, old trails that could be re-opened and new trail development opportunities. Once in place, the strategy will allow those interested in developing trails to work to a unified plan. There may also be opportunities to seek further funding from the Provincial Growth Fund for trail development.

Note: It is important that ongoing maintenance costs are factored into any trail development proposals, as Council has limited funds available for this.





Why is supporting & growing new business important?

Businesses, both large and small, provide significant employment and wealth creation opportunities in Tararua District. While the district has Chambers of Commerce in Dannevirke and Pahiatua, their resources are limited and not currently sufficient to employ business support staff. In the absence of other entities being able to provide support and information to entrepreneurs and business owners, Council has allocated resources to this area.

How supporting & growing new business relates to council outcomes:

Efficient infrastructure



PARTIALLY RELATED

Prosperous economy



STRONGLY RELATED

Great lifestyle



STRONGLY RELATED

Sustainable environment



PARTIALLY RELATED

Collaborative council



STRONGLY RELATED

Existing activities

Tararua Business Network

Council provides resources to support the business community through the Tararua Business Network team based in Dannevirke. This provides the following services:

Start-up support

Entrepreneurs can meet with a member of the Tararua Business Network team to confidentially discuss their business ideas and aspirations at no cost.

Business workshops

The Tararua Business Network team arranges the delivery of a minimum of 10 business workshops each year. Workshops are often free and cover a wide range of topics, including regulatory topics in association with ACC, Inland Revenue, and WorkSafe.



Referrals

The Tararua Business Network team maintain a strong relationship with the Central Economic Development Agency (CEDA) in Palmerston North who hold Central Government contracts for Business Mentors, the NZ Trade and Enterprise (NZTE), Regional Partners Network and Callaghan Innovation research and development funding. Business owners are referred to CEDA where opportunities for growth and/or innovation are identified by the Tararua Business Network team.

The Tararua Business Network team is also able to support business owners when dealing with other areas of Council as appropriate. In addition, the team can make referrals and facilitate conversations where enquiries are received from outside the Tararua District, such as enquiries regarding commercial property availability for the establishment of potential new businesses.

Provincial Growth Fund (PGF)

The announcement of the Provincial Growth Fund by the current Government has provided a significant opportunity for Tararua District to undertake projects that might otherwise be beyond the financial ability of Council.

Council has been successful in gaining approval for two projects to date and has other applications currently being considered. The successful applications are:

Land use optimisation

This project will investigate the opportunities to grow and develop markets for four horticulture crops in Tararua District. A key consideration for each of the crops being researched is how they might support farmers to meet the requirements of the Horizons One Plan in order to gain resource consents. The crops being researched are:

FEIJOAS – this crop was identified as an opportunity for Tararua District during the earlier Go! Project and a small number of commercial growers currently exist. Key objectives for feijoas are to identify markets and product development that would support scalability for growers and the best grower model to support growth – i.e. co-operatives.

HAZELNUTS – this crop was identified as part of the Go! Project also and, once again, a small number of growers planted trees. The key objective for hazelnuts is the identification of markets.

CIDER APPLE TREES – this is a new crop being researched for Tararua District. The district is on the Classic New Zealand Wine Trail and yet has limited offerings at present. With the popularity of cider increasing and a perceived shortage of heirloom varieties this may be an opportunity to develop a new industry for the district.

BERRIES – Once again this is a new crop being researched for Tararua District. Anecdotally a range of berries grow in Tararua and this research hopes to identify those that both grow well and have readily identifiable markets.

Visitor and Walk-Cycle Strategy and Action Plan

Refer Visitor and Walk-Cycle Strategy and Action Plan section in the District Marketing strategic theme for details.

Application support

In addition to our own successful applications, Council has provided letters of support to:

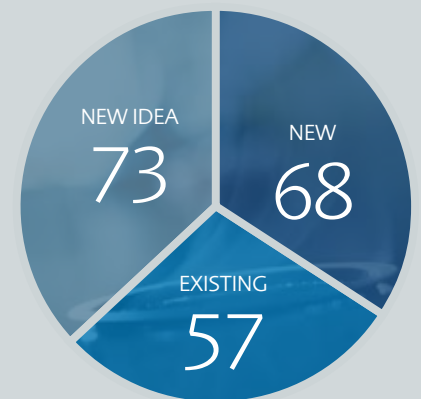
CONNECT TARARUA – for an application for a feasibility study into digital coverage across the district. This project has received significant local and regional support.

CEDA – for an application to undertake a study into Te Apiti Manawatu Gorge tourism opportunities.

MANAWATU ENVIRONMENTAL NETWORK (SOURCE TO SEA) – for an application to explore social enterprise opportunities in the area of biodiversity along the Manawatu River.



We have supported
199 Tararua
businesses



We have held 34
workshops Jul 16 - Jun 18



Future activities

These activities do not have resources dedicated to them at present but are recorded for future consideration as resources allow.

Business support entity

We would like to explore the opportunity for Tararua District to unite businesses, large and small, behind one well-resourced, business focused entity. We acknowledge it is important that each town's business community should maintain a local focus however we believe a combined entity, by business for business, may be able to deliver greater outcomes than exist currently.

Tararua District business awards

The Southern Tararua Business Awards have now been successful on two occasions and indications from the organisers are they intend to run this again in future. We would like to explore the potential to hold an annual district-wide business awards for Tararua District. This might be a key activity of any business support entity as discussed above.

Retail sector

With high traffic counts for both State Highway 2 and State Highway 3, retail is a key sector for Tararua District. The closure of the Manawatu Gorge has had an impact on retail as motorists plan their routes differently. Retail is also under pressure from the increasing use of internet shopping. Legislation around earthquake prone buildings may also have a significant impact on current retail premises as building owners make future investment decisions. We would like to support more reasons for travellers to stop and shop.

Rural sector

Council does not currently have strong connections and relationships into the rural business community other than those provided by the Mayor and Councillors. We would like to begin conversations with the rural community to establish what, if any, business support they would like to see provided by Council and/or any new business support entity.

The Maori economy

With local iwi developing economic opportunities, we would like to explore the best way we can provide support to and/or collaborate on initiatives as appropriate.

Business workshops

We want to work with the business community to better understand what types of training and development they require. One specific area of focus is around digital services and the "internet of things" given the whole world is a potential market for Tararua businesses.

Tararua Country store

We would like to investigate the establishment of a "Tararua Country Store" or similar brand that helps local businesses by providing both "bricks and mortar" outlets as well as a digital sales platform to the world. The intention is to provide businesses, particularly start-ups and smaller entities, access to broader markets they might not be able to access on their own.



Markets (farmers, country, night markets)

We would like to investigate opportunities to grow existing markets operating in the district and explore the potential for new markets to establish.

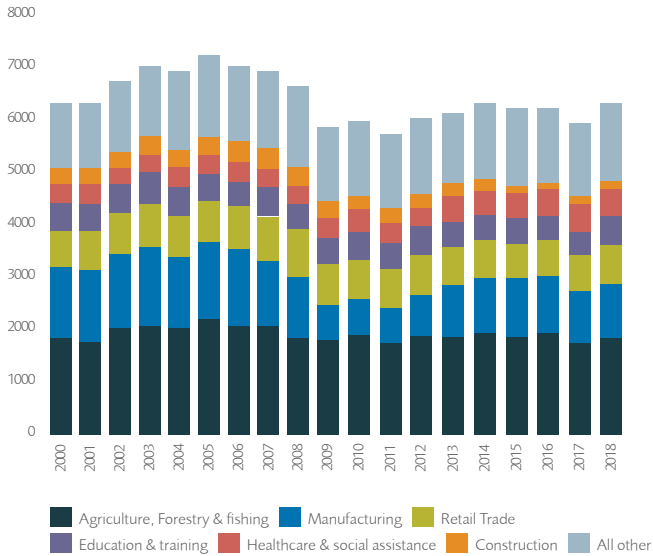
Markets provide the opportunity for entrepreneurs to promote their goods and services in a cost effective manner. Well run markets offer the opportunity for growth into larger entities over time. Markets also attract visitors as an event in their own right.



Relevant data

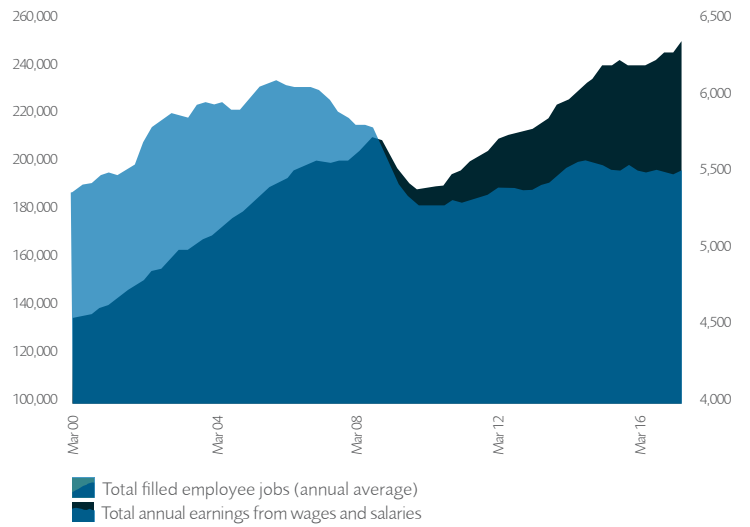
Number of filled jobs

Tararua District as at Feb Annual Major Sectors



Salary & wages

Filled jobs in Tararua (Stats NZ LEED series - annual average)



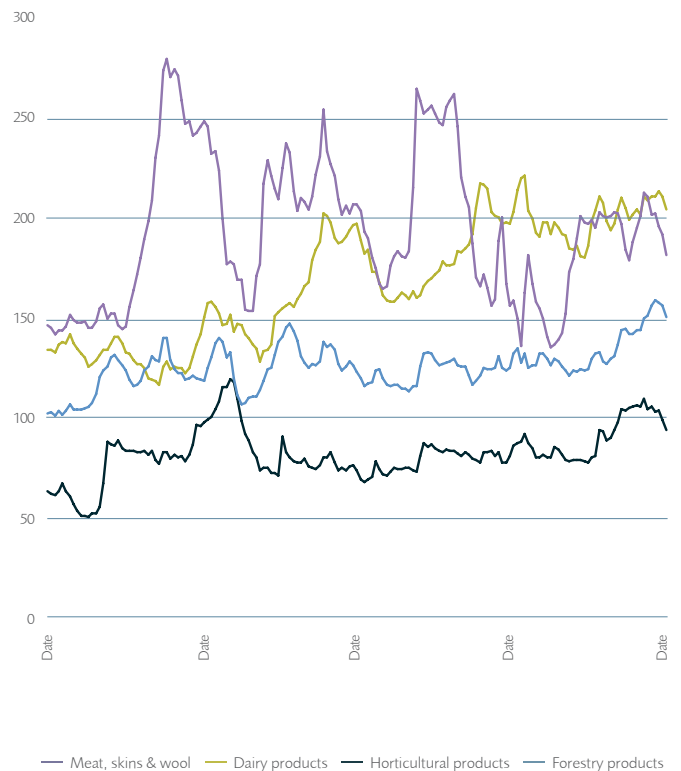
Agricultural areas

From Stats NZ Agriculture Census

	1996	2002	2007	* June 2012	* June 2017	% change 2012 to 2017	% change 2002 to 2017
Number of Farms	1,368	1,400	1,230	1,167	1,029	-12%	-27%
Farms over 400 Ha		300	276	288	279	-3%	-7%
Farms Under 100 Ha		560	498	432	339	-22%	-39%
Grassland Ha		312,212	305,013	302,332	290,637	-4%	-7%
Grain, seed and fodder crops Ha		2,367	1,724	3,265	4,250	30%	80%
Tussock grazed Ha		7,946	822	2,085	not shown		
Native bush and regenerating Ha		37,007	24,798	22,677	28,131	24%	-24%
Forestry Plantations Ha		16,206	12,994	16,422	17,541	7%	8%
Horticulture Ha		194	157	81	99	22%	-49%
Dairy Cattle Number	107,223	125,565	113,775	150,593	130,681	-13%	4%
Sheep Number	2,031,529	1,805,483	1,830,414	1,527,499	1,353,454	-11%	-25%
Lambing %				117	124	6%	
Beef Cattle Number	184,879	177,697	149,505	130,944	122,462	-6%	-31%
Deer Number	18,256	18,981	14,022	10,686	6,242	-42%	-67%

ANZ commodity price index

\$NZ - 1986 = 100



Tararua District business demographics

Geographic units	February 2018	% of total	% change from 2017
Agriculture, forestry, and fishing	1,272	45.5%	-4.7%
Mining	3	0.1%	-
Manufacturing	72	2.6%	4.3%
Electricity, gas, water, and waste services	9	0.3%	-
Construction	138	4.9%	-2.1%
Wholesale trade	42	1.5%	-
Retail trade	102	3.7%	-
Accommodation and food services	63	2.3%	-4.5%
Transport, postal, and warehousing	60	2.1%	-
Information media and telecommunications	6	0.2%	-
Financial and insurance services	78	2.8%	-
Rental, hiring, and real estate services	615	22.0%	-6.0%
Professional, scientific and technical services	48	1.7%	-
Administrative and support services	24	0.9%	-11.1%
Public administration and safety	33	1.2%	10.0%
Education and training	45	1.6%	-
Health care and social assistance	60	2.1%	5.3%
Arts and recreation services	33	1.2%	-
Other services	93	3.3%	3.3%
Total	2,793	100%	-3.5%



Employees	February 2018	% of total	% change from 2017
Agriculture, forestry, and fishing	1,850	29.4%	5.7%
Mining	9	0.1%	-
Manufacturing	1,050	16.7%	5.0%
Electricity, gas, water, and waste services	80	1.3%	77.8%
Construction	170	2.7%	13.3%
Wholesale trade	140	2.2%	16.7%
Retail trade	740	11.7%	10.4%
Accommodation and food services	270	4.3%	-3.6%
Transport, postal, and warehousing	120	1.9%	-
Information media and telecommunications	18	0.3%	-55.0%
Financial and insurance services	45	0.7%	-25.0%
Rental, hiring, and real estate services	70	1.1%	-36.4%
Professional, scientific and technical services	170	2.7%	6.3%
Administrative and support services	15	0.2%	-
Public administration and safety	240	3.8%	60.0%
Education and training	520	8.3%	13.0%
Health care and social assistance	510	8.1%	-
Arts and recreation services	50	0.8%	11.1%
Other services	180	2.9%	12.5%
Total	6,300	100%	6.8%








Why is community sector growth important?

It is often forgotten that the community sector is a key provider of jobs in an economy. Many community organisations struggle to gain funding to meet day to day operating expenses let alone develop opportunities for growth. With many organisations being run by dedicated volunteers there is often not the time or skills available to maximise funding opportunities available.

Council believes the community sector offers job creation potential. In order to maximise this potential the sector requires support in the areas of governance and funding.

How
Community
sector growth
relates to council
outcomes:

Efficient infrastructure		PARTIALLY RELATED
Prosperous economy		STRONGLY RELATED
Great lifestyle		STRONGLY RELATED
Sustainable environment		PARTIALLY RELATED
Collaborative council		STRONGLY RELATED

Existing activities

Generally, Council provides support to the community sector through grants or the provision of facilities at low or no cost. The Tararua Business Network also provides community organisations support with marketing of events in the district. This is normally by assisting with the design and printing of marketing material. Community events are also able to list at no cost on the events calendar operated as part of the Tararua.com website.



New activities

Community foundation

A key initiative we would like to develop is the establishment of a Community Foundation for Tararua District. The objective of a community foundation is to build endowment funds that generate revenue streams to support community causes and organisations.

Community Foundations currently operate throughout New Zealand and have been supported by the Tindall Foundation for many years. Each community foundation is designed to meet local needs and we believe supporting job growth in the community sector might be a key function for any Tararua focused community foundation.

An important decision will be whether Tararua establishes its own community foundation or collaborates with the new Te Awa Foundation established for the Manawatu-Wanganui region.

The community foundation can become a provider of governance and other support to community organisations across the district.

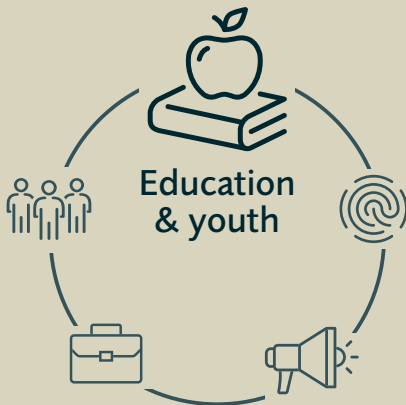
Fundraising support

Discussions with a range of community organisations has identified a strong need for support with fundraising. Many organisations are not applying for funding that is currently open to them due to lack of resources and/or skills. We are exploring ways to provide support to these organisations to boost their incomes by accessing public and private grant funds.

Social Enterprise

This is a relatively new development in New Zealand but is growing quickly. Essentially social enterprises are trading entities that have objectives broader than just profit and they create job opportunities. We are exploring opportunities to support or partner with people or organisations with the intention of establishing social enterprise in Tararua District. Council will also explore opportunities to gain funding through the Provincial Growth Fund and other channels to undertake feasibility studies and/or business cases into social enterprise opportunities.





Why is education and youth important?

Our young people are the future of Tararua District. They will be the business owners and employees of the future and it is important they are given every opportunity to thrive.

How education & youth relates to council outcomes:

Efficient infrastructure



NOT RELATED

Prosperous economy



RELATED

Great lifestyle



PARTIALLY RELATED

Sustainable environment



NOT RELATED

Collaborative council



RELATED

Existing activities

Council has a Youth Portfolio and is a member of the Mayors Taskforce for Jobs (MTFJ), which offers scholarships to Outward Bound. The Mayor also mentors young Maori leaders through the Tuia Rangitahi programme offered by the MTFJ.

Council also either directly owns or contributes funding towards a wide range of infrastructure available to youth in the district, including sports facilities, community swimming pools, and skate parks etc.



New activities

Young Enterprise Scheme (YES)

YES is operated by the Young Enterprise Trust in Wellington and offers a range of financial literacy resources to school children of all ages across New Zealand. The YES programme is available to senior secondary school students and helps them unleash their entrepreneurial spirit by running a company for a year.

YES is co-ordinated for the region by The Factory in Palmerston North and currently has no programmes operating in Tararua schools. Tararua College have indicated they will establish YES in 2020 and we would ultimately like to see the YES programmes offered throughout the district at all ages.

We will watch with interest the outcome of the current reform of vocational education by the Tertiary Education Commission and will seek opportunities to maximise benefits for Tararua District.



Future activities

Innovation week (or similar)


We would like to explore opportunities to establish school holiday programmes that teach attendees digital skills such as app development, coding or similar. The "Internet of Things" is advancing at an ever-increasing speed and it is imperative our young people are provided opportunities to develop digital skills.

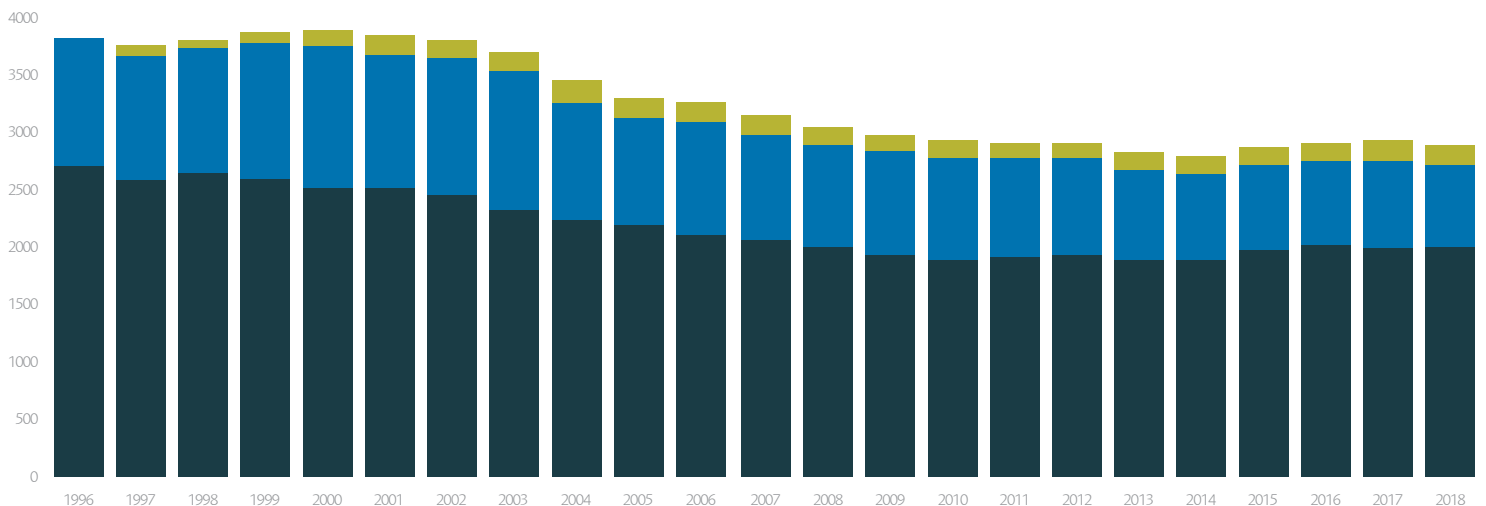
Tertiary training

There are currently very few tertiary training opportunities available in Tararua, which means our young people need to leave the district to gain the education they need for the future. Many do not return. We intend exploring opportunities to establish tertiary training within the district that links to employment opportunities in local businesses.

Primary & secondary school numbers

Tararua District School student rolls years 1-13, as at July 1

 Composite  Secondary  Primary







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