

SOUTH WAIRARAPA DISTRICT COUNCIL

20 SEPTEMBER 2017

AGENDA ITEM C9

TOURISM INFRASTRUCTURE FUND APPLICATION

Purpose of Report

To inform Councillors of the Tourism Infrastructure Fund Application

Recommendations

Officers recommend that the Council:

1. *Receive the information.*
2. *Approve the lodgement of the Tourism Infrastructure Fund Application totalling \$202,000.*
3. *Approve funding, if the application is successful, of \$110,000 from the district property reserve and / or Asset Realisation reserve.*

1. Executive Summary

The Government created a Tourism Infrastructure Fund to assist local authorities meet the infrastructural needs of the growing tourist numbers.

The Minister issues a priorities statement for each funding round, priorities for this round are:

"The highest priority in Round one will be given to projects that demonstrate immediate need for additional tourism related infrastructure in order to meet current visitor demand"

2. Background

For quite some time, our coastal infrastructure has been under pressure from both local, and overseas, visitor numbers. Visitation has increased significantly over the last few years.

We have cobbled together solutions using portaloos, which while reasonably effective, are certainly not the best longer term solution.

3. Discussion

Attached as Appendix 1 is the application and supporting documentation.

This application outlines the proposed program. We may be able to adjust this slightly as we investigate the proposals further.

For example, the current facility at White Rock was not inspected and may actually be quite serviceable (just need a spruce – up?), in which case we could transfer that proposal to Lake Ferry (for example). The proposal concentrated on areas of most need, that didn't have adequate facilities.

The window of opportunity, once the Minister had announced her priorities was four weeks which meant the application had to be put together quickly, and full consideration of all aspects was not achievable. A further complicating factor was that we were applying for multiple projects.

One pleasing aspect was how quickly letters of support were received.

In particular, the partnership we have with the Department of Conservation is useful in ensuring our visitors have a consistent experience along our coastlines.

This funding is required to assist in accelerating the projects as described. It would take a number of years to fund these from our existing funding streams. The sale of the Old Stella Bull Park in Greytown has certainly freed up some underutilised resource, which was not previously available to us.

3.1 Consultation

Time did not allow for full consultation; however projects such as those described have been discussed for some time.

The letters of support indicate that there is general approval from the respective areas.

3.2 Financial Considerations

No financial implications as sufficient funding is now available.

4. Appendices

Appendix 1 – Application to the Tourism Infrastructure Fund

Contact Officer: Paul Crimp, Chief Executive Officer

Appendix 1 – Application to the Tourism Infrastructure Fund

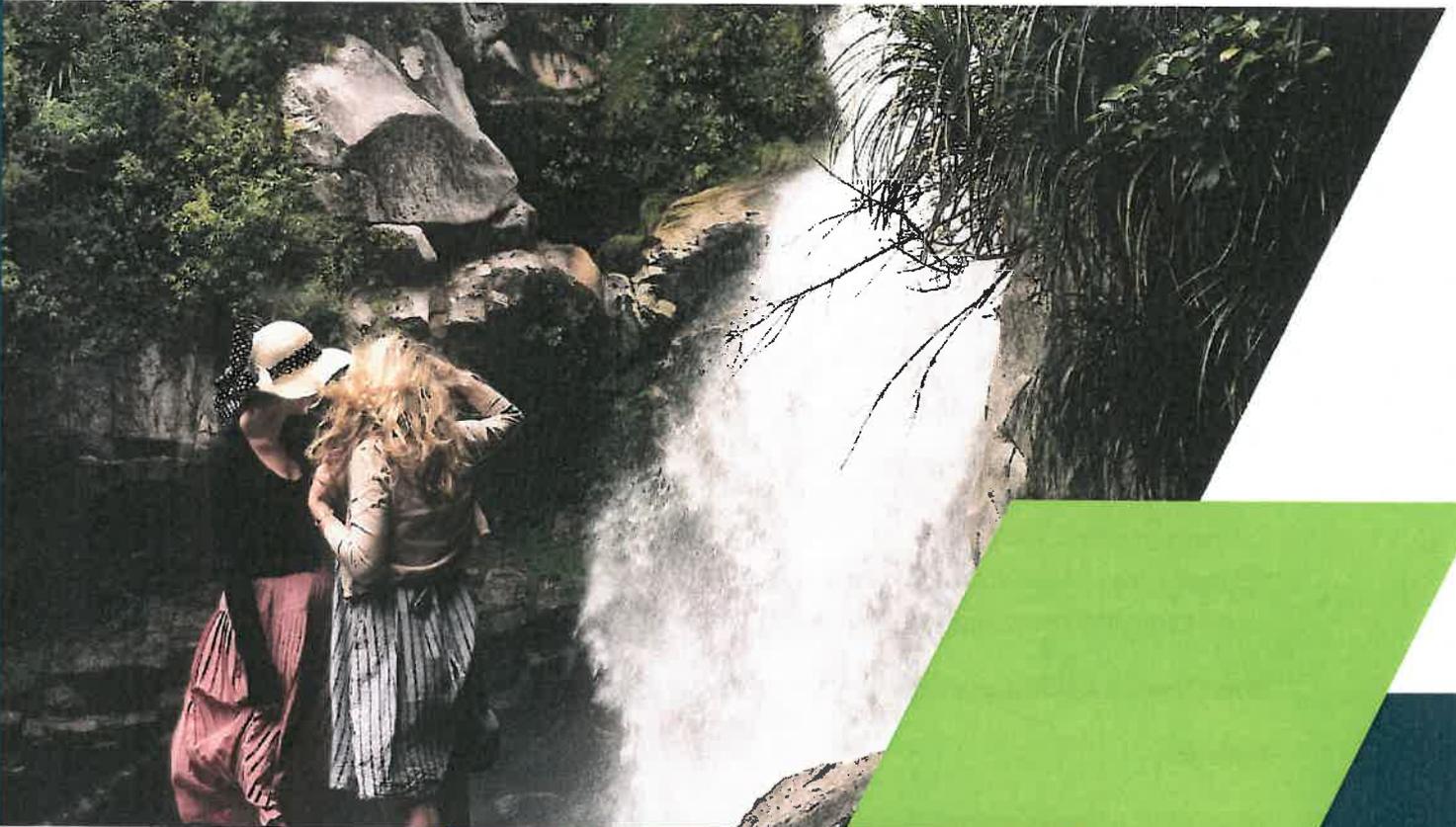


**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
HĪKINA WHAKATUTUKI

Tourism Infrastructure Fund

Application Form

August 2017



Tourism Infrastructure Fund

Completing this form

This form is designed to be completed in association with the 'Guidance for Applicants' document. If you need any assistance with completing this form, please contact the TIF secretariat on tif@mbie.govt.nz.

Please complete the form in full, and submit it electronically to tif@mbie.govt.nz. Completed proposals must be received by the TIF secretariat no later than 4pm on the deadline date.

All deadlines are available on the TIF website and are subject to change. Late proposals will not be considered but may be re-submitted in the next funding round.

Proposal checklist

Before you apply be sure to complete the following:

- Check the TIF website to ensure you have downloaded the most recent version of each document.
- Read the 'Guidance for Applicants' document available on the website.
- Read the supporting information on the TIF website, particularly the FAQs

When filling out this form please ensure:

- All answers are typed into the space provided for each section in font no smaller than size 10 point.
- You provide the information required for each question. This is outlined clearly within the TIF 'Guidance for Applicants' document.
- You have read and understood the declaration details outlined in Section 4 and have signed the declaration.

Once you have completed this form:

- Ensure you save the completed document in either .DOC or .DOCX format.
- Email a copy of the completed form to the TIF secretariat at tif@mbie.govt.nz and ensure that you attach any supporting information you wish to provide.

Note: There is a 20MB size limit (in total) for any proposals submitted.

Evidence

When MBIE assesses proposals against the eligibility and/or the assessment criteria, we will consider whether the evidence provided supports the claims, as well as the quality of that evidence. Where questions ask for evidence to support claims, it is highly recommended that you provide reference sources that attest the accuracy and quality of the evidence.

MBIE will assess the application using the information provided by the applicant.

Section 1: Proposal and applicant key details

Please enter answers in the right-hand column.

1.1 Proposal key details	
Name of project [A short title that describes your proposed project.]	Coastal amenities upgrades
Short description of proposed project to be co-funded	Provide toilets on the south and East coast of Wairarapa, Ngawi, Sandy Bay; White Rock and upgrade and extend freedom camping areas; enhance coastal rubbish collection for campers;
Estimated total cost of project	\$202,000
Amount of TIF co-funding sought – this must exceed \$100,000 (excl. GST)	\$101,000
Is this a discrete project or a bundle of projects?	<input type="checkbox"/> Discrete project <input checked="" type="checkbox"/> Bundle of projects
Is this project ready to commence immediately once funds are available or will it be completed in the longer term?	<input checked="" type="checkbox"/> Immediate commencement <input type="checkbox"/> Longer term

1.2 Applicants' key details		
Lead applicant details	Applicant name	South Wairarapa District Council
	Applicant address, including postcode	PO Box 6, Martinborough 5741
Other applicants (if applicable)	Applicant name	
	Applicant address, including postcode	

1.3 Contact person details		
This will be the only person who receives the correspondence relating to the proposal. Fill out all fields unless otherwise indicated		
Contact person details	Full name	Paul Crimp
	Job title or Role	Chief Executive Officer
	Contact phone	063069611
	Contact email address	Paul.Crimp@swdc.govt.nz

	Contact postal address (if different to lead applicant), including postcode	
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Section 2: Eligibility and project overview

2.1 Eligibility checklist

Do you meet AT LEAST one of the eligibility criteria below:

Annual tourism revenue in your territorial authority less than \$1 billion

Yes

Visitor to rating unit ratio of 5 or more

Yes

Local Government Finance Agency lending limits have been reached

Yes

Project eligibility:

Is your project for visitor-related public infrastructure?

Yes

Is your project for new facilities or enhancements?

Yes

Does your project have local community support?

Yes

Are you seeking co-funding of \$100,000 or more?

Yes

Have you ensured no other central government funding is available for your project?

Yes

Have you ensured your project will not compete with local private commercial activities?

Yes

NOTE: If you do not answer 'Yes' to the project eligibility questions above, your project is unlikely to be eligible for TIF co-funding.

2.2 Project overview

a. Is your project addressing a need that is current or anticipated?	<input checked="" type="checkbox"/> Current <input type="checkbox"/> Anticipated
b. Will your project deliver visitor benefits and also benefits to your local community?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
c. Is TIF co-funding critical to the project starting, happening sooner, or being of better quality [Tick all relevant boxes]	<input checked="" type="checkbox"/> Starting <input checked="" type="checkbox"/> Happen sooner <input checked="" type="checkbox"/> Better quality
d. Is your proposed co-funding the maximum you can commit to the project, and in monetary form only?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
e. Have you planned for the ongoing maintenance of the proposed infrastructure?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
f. Do you have certainty of land access over the expected life of the proposed infrastructure?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
g. Does your organisation have systems in place to ensure the proposed project complies with health and safety regulations? (You will need to demonstrate this prior to contracting)	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
h. Do your procurement processes require	<input checked="" type="checkbox"/> Yes

<p>all external contractors involved in construction projects to have valid health and safety processes/plans in place?</p>	<input type="checkbox"/> No
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Section 3: Project Description

3.1 Problem definition and need for additional infrastructure
<p>3.1.1 Briefly describe the challenge(s) you are facing as a result of current or anticipated visitor growth that underpin this application. Where possible, please provide qualitative and/or quantitative evidence to indicate the scale of challenge(s).</p>
<p>Problem definition</p> <p>Our current stock of toilet and refuse disposal facilities cannot cope with demand. In addition, we need to carry out some civil works to significantly increase available space for campers. Our financial reserves are such that we cannot meet the current need without assistance, and it will take up some time for our reserves to build up.</p> <p>South Wairarapa District has shown a long period of strong growth in the visitor sector. So much so that a recent (Auckland) Sunday Star article featured our District quoting "Outstripping the likes of economic tigers such as Queenstown and Auckland, an unassuming little corner of the North Island is posting economic statistics the envy of the rest of the country" The article is of course referring to South Wairarapa. This has been in part due to the construction of new, and upgrade of old, facilities mainly around the urban areas including public toilets, parks, cycleways and the like.</p> <p>We have constructed three toilets around the coast, and constructed rubbish drop off points, however these are insufficient. For example, we have had to hire portaloos to meet demand, and even this initiative has struggled. At any one time we have had up to 10 (hired) portaloos around the coast, this initiative started two or three summers ago to meet demand.</p> <p>The reserve funding used for the above has all but dried up, and frankly we have only scratched the surface.</p> <p>One sector that has a significant impact are campervans, and while these are generally self-contained they do like to stay longer and empty their holding tanks at the coast rather than travel for an hour into town. Emptying holding tanks quickly fills the holding facilities in the current toilet stock. Our proposal will provide a larger capacity dump station at the coast (Ngawi). We view campervans as a target for increased economic development and an important aspect for a continued strong visitor economy in our region.</p> <p>Infometrics has calculated the following:</p>

	South Wairarapa	Queenstown	Wellington	New Zealand
(indicator) (Annual % growth)				
GDP	6.7	5.3	2.6	2.8
Traffic flow	3	9.6	4.2	3.3
Residential consents	104	16	20	4.7
House prices	29	22	15	6.7
Guest nights	15	4.3	2	3.7
Retail trade	14	13	3	3.6
Tourism spend	18	9	2.3	5.9

** Statistics provided by Infometrics*

As can be seen, this is unprecedented growth, well ahead of anywhere in the region. While guest nights are significantly ahead, this does not reflect the nature of our problem, which is those who are outside the "guest nights regime"

We need help!

3.2 Proposed infrastructure

3.2.1 Briefly describe the infrastructure you propose to construct, and how it addresses the challenge(s) you have identified above. Please also list the other options considered and explain why the proposed project is fit-for-purpose and offers value for money.

Project 1

Accessible toilet, East Coast, Sandy Bay.

Sandy Bay is the only safe publicly available boat launching area on our east coast, and is also a picnic reserve. SWDC leases this land, and maintains the recreational area. There is currently no toilet facility there, the nearest toilet being 5km away. No camping is allowed on this reserve, however day trippers, which include domestic and international visitors like this spot for this reason. It is quite obvious from what is left behind that a toilet at this site would be well utilised.

We propose to construct a NFP Fibreglass "environmental No3 long drop toilet with 1200 litre holding tank.

Through previous procurement processes we have ascertained these to be the best fit for our needs (cost and serviceability), and eliminates discharge to land.

Plus civil works

Project 2

Accessible toilet, East Coast, White Rock.

White Rock is a popular, remote, coastal destination. This is a surfing destination for local and international recreational surfers. The trip to White Rock takes 1.5 hours from Martinborough, and because of this many choose to have an extended stay. It is therefore important good facilities are available.

We propose to construct a NFP Fibreglass "environmental No3 long drop toilet with 1200 litre

holding tank.

Through previous procurement processes we have ascertained these to be the best fit for our needs (cost and serviceability), and eliminates discharge to land.

Plus civil works

Project 3

Ngawi

Ngawi would be our most visited coastal settlement, for day trippers, tent campers, caravans and campervans. The available space is full to overflowing, and the current toilet facility (including septic system) is quickly overwhelmed. To assist we hire up to 10 portaloos which require weekly (or more often) emptying.

This project is broken into three parts:

Part one

Two toilets as described above, NFP Fibreglass "environmental No3 long drop toilet with 1200 litre holding tank. This is within the camping area and is needed to be on that side of the road partly for safety reasons (to prevent people having to cross what is at times a busy road to get to the toilets.

Part two

Re open two decommissioned permanent toilets, and create a campervan (and increasingly caravan) dumpsite of sufficient capacity, probably in the order of 7,000 litres (matched to the size of the pump truck). The toilet block was decommissioned because the campervans emptied their onboard waste storage systems which quickly overwhelmed the septic system. (This in itself demonstrates need) Water and other civil works are required. The key benefit of this system is that the re-commissioned toilets are of much better quality than portaloos, and add to the visitor experience.

Part three

Civil works to enable additional freedom camping space to be commissioned. This includes providing 30m x 300mm culver pipe, 20m x 200mm culvert pipe, and fill to cover an open drain, and strengthening of an earthen bank adjacent to the ocean.. This work will enable a more orderly use of the area for camping. This additional area is required as campers are squeezed into every corner and into areas that are not ideal.

3.2.2 Demonstrate that the proposed project has the support of the local community (e.g. has gone through some type of consultative process).

We have been working with the Ngawi Ratepayers Association for a number of years, and have partnered on a number of projects to enhance the visitor experience along the south Coast. This includes installation of toilet facilities at the surfers point, a popular freedom camping area.

The Ngawi Ratepayers Association has provided a letter of support, which is attached.

The east coast is more sparsely populated, with no "villages " like Ngawi as such. We have worked with locals to enhance this coastline; it is less populated than the south coast and as such is attractive to tent campers and less self contained camping activities.

We have provided a letter of support from local residents, Alistair and Jenny Boyne, who are active in this community, and who will be working with us as we continue to enhance the east

coast.

SWDC has consulted in our long term plans outlining coastal initiatives, on the basis that funding is secured. An excerpt from our long term plan is included.

Other Support

We have received letters of support from :

- Masterton District Council
- New Zealand Motor Caravan Association
- Department of Conservation

3.2.3 List all the benefits that you expect will flow from your proposed project (focusing particularly at the visitor benefits).

The South Wairarapa coastline is a pristine and often wild area that is attractive to visitors, both domestic and international alike. The visitor experience is many and varied, from cheek by jowl freedom camping in tents, caravans, and campervans in the summer, to quiet, isolated camping at other times where if you are prepared to brave the elements you can sometimes camp with very few others around.

While we encourage freedom campers and see this as a strong part of our current and future economy, the acceleration in this type of recreation has caught us short in some respects.

Visitors, particularly foreign visitors, come to New Zealand for the clean green experience, and a lack of toilet and rubbish disposal facilities has the potential to spoil that experience.

The benefits we expect are:

- ✓ Less evidence of visitors using bushes as toilet facilities
- ✓ Less fly dumped rubbish
- ✓ Visually and aesthetically more pleasing vista's
- ✓ Ability to cope with the current visitors in a much tidier manner
- ✓ Better management of current demand, by having an organised network of toilet and rubbish facilities, we can advertise these better to ensure visitors can be confident they will have some where to go if needed, thus reducing the stress sometimes associated with trips sometimes over an hour away from "civilisation".
- ✓ Ability to cope with growth
- ✓ Continued strong relationship with coastal communities, the local communities are very proud of their coastlines and environments, and welcome the hordes into their "backyards". These communities do recognise there is a cost to this, but do not like their environments polluted. We have achieved very good results and feedback by partnering with these communities. Not only does this enhance the communities, having an engaged coastal population means that visitors are met with friendly locals.
- ✓ SWDC views the freedom camping, and coastal visitation as a very important aspect to it's economy, and a point of difference. It is our intention to grow this aspect; however we do need to manage current demand before we embark on something wider. For example, while some areas are actively shunning freedom campers, we will actively pursue them, provided we can provide adequate facilities.

3.2.4 Provide a project timeline in the table below, highlighting all key milestones for your project (you will be asked to provide a financial breakdown for each milestone in section 3.3.3).

Milestone	Estimated start date	Estimated end date
Project 1 Toilets Sandy Bay	November 2017	December 2017
Project 2 Toilets White Rock	November 2017	December 2017
Project 3a Toilets Ngawi	November 2017	December 2017
Project 3b Dumpstation	November 2017	December 2017

Ngawi		
Project 3c Civil works Ngawi	November 2017	December 2017
We are confident we can achieve the above, as we already have experience in commissioning these facilities.		

3.3 Funding the project

3.3.1 Briefly describe the current financial situation of your organisation and why TIF co-funding is required for the proposed project. Where possible, provide quantitative and/or qualitative evidence to support your case.

While SWDC finances and financial management is strong, funding for these initiatives is very limited. In general terms, any funding we receive from contributions is tagged to the areas these contributions are generated from. For example, development or financial contributions need to be applied in the areas the developments are taking place, the majority of which are the urban areas. SWDC is not in a position to generate even small levels of free cash, a 1% rates increase only amounts to \$126K, and in terms of rate funding we have significant long term pressure due to our 30 year \$30M proposal for discharging treated wastewater to land, which is a priority. In addition, we have applied our free cash to the maximum available already on coastal initiatives. We have installed contemporary toilet facilities in our three main towns, and also at three sites along the coast. We have also provided upgraded rubbish facilities at two sites. We require funding because even with these enhancements, the recent increases have meant we are still short of adequate facilities.

While we have financial reserves of \$4.2M (draft as at 30 June 2017) all but \$400K is constrained by the purpose of those financial reserves. Our share of this application will significantly reduce this, and we have continued pressure on applying these reserves to the more densely populated urban areas of our communities. SWDC would welcome this contribution as a way of solving a significant need, while still being able to meet, to a certain extent, our other pressure points.

One risk for us is that if financial reserves are run down, it is difficult for us to replenish these easily, accordingly our opportunity to solve the problems described above quickly is very limited.

3.3.2 Describe what alternative sources of funding were explored before this co-funding request was made.

SWDC is somewhat constrained in applying for grants from external agencies. We already have received grants from Trusthouse (Masterton) Eastern and Central Community Trust, and Lotteries for a key community project the Waihinga Centre. As we have received grants we are not in a position to apply further, at least this year and in any event it is doubtful projects as described would qualify for their funding.

We partnered with the Ngawi Ratepayers Association two years ago to construct a rubbish transfer station, and toilets at the surfers point, along with some initial civil works. This was very successful; however Ngawi ratepayers are a small group with very limited funding.

We already partner with Department of Conservation along our coastlines in managing the reserves they hold, their funding availability on non DOC land is very limited.

In summary, we have considered all our options, and we believe we are not in a position to secure additional funding from any other external source.

In terms of general rates, as indicated above, we have significant cost pressures in the coming decade or so on our wastewater to land project. We are certainly grappling with the balance between the mandatory (for us) wastewater to treatment (and other core business initiatives) and meeting the needs of our much increased visitor population. We do see increased visitor numbers as a way of increasing revenue to our ratepayer base.

3.3.3 Financials for proposed project

Provide a breakdown of the tasks and associated costs required in achieving the milestones identified in 3.2.4. All costs should exclude GST. Use the 'insert row' function if you wish to add more milestones/tasks.

Milestones	Total cost	TIF co-funding sought	Applicant co-funding	Key assumptions made in estimating costs
'Milestone one' Toilet Sandy Bay				
• Task one Planning and building consent	\$900	\$450	\$450	Cost based on previous coastal toilet facility installation
• Task two Order toilets	\$25,000	\$12,500	\$12,500	Cost based on previous coastal toilet facility installation
• Task three Installation	\$8,100	\$4,050	\$4,050	Cost based on previous coastal toilet facility installation
'Milestone two' Toilet White Rock				
• Task one Planning and building consent	\$900	\$450	\$450	Cost based on previous coastal toilet facility installation
• Task two Order toilets	\$25,000	\$12,500	\$12,500	Cost based on previous coastal toilet facility installation
• Task three Installation	\$8,100	\$4,050	\$4,050	Cost based on previous coastal toilet facility installation
'Milestone three'(a) Toilets (2) Ngawi				
• Task one	\$1,800	\$900	\$900	Cost based on previous coastal toilet facility installation

• Task two	\$50,000	\$25,000	\$25,000	Cost based on previous coastal toilet facility installation
• Task three	\$16,200	\$8,100	\$8,100	Cost based on previous coastal toilet facility installation
'Milestone three'(b) & (C) Dump station Ngawi & Civil works				
• Total Project (no consents required)	\$66,000	\$33,000	\$33,000	In house engineers estimate
Total (Must add up to 100 per cent of project cost detailed in Section 1.1)				
	\$202,000	\$101,000	\$101,000	

3.4 Risks and Mitigations

Describe any risks associated with this project that you have identified and list the mitigations for each risk.

	Risk	Mitigation
Example	Contractors not available for project due to diversion to deal with natural disasters	Alert MBIE as early as possible and renegotiate timeframes
	Cost Estimates more or less than forecast	Discuss project with MBIE, with a view to re-prioritising works as necessary
	Project not well understood	SWDC is well versed in the nature of these projects, and the costs associated with them. Risk seen as very low.

Section 4: Declaration by lead applicant

I declare on behalf of the applicant(s), that:

- I have read this form, and the Guidance for Applicants, and fully understand the procedures, terms, conditions and criteria for TIF co-funding;
- this application form outlines the basis on which this application is made;
- I have read, understand and accept MBIE's standard form contract, including the terms and conditions, a copy of which is attached as Schedule 1 in the Guidance for Applicants;
- the statements in this application are true and the information provided is complete and correct and there have been no misleading statements, omission of any relevant facts nor any misrepresentation made;
- I understand MBIE and its advisers may disclose to or obtain from any government department or agency, private person or organisation, any information about the applicant(s) or project for the purposes of gaining or providing information related to the processing and assessment of this application;
- the applicant(s) will, if requested by MBIE or its advisers in connection with this funding process, provide any additional information sought and provide access to its records and suitable personnel;
- I understand MBIE may undertake due diligence checks as needed to meet government requirements, and I consent to checks required being carried for those purposes;
- I consent to the public release, including publishing on the Internet, of the name of the applicant(s), the amount of grant sought, contact details of the applicant(s) and a general statement of the nature of the activity/project, and undertake to cooperate with MBIE on communications relating to this application;
- I understand MBIE's obligations under the Official Information Act 1982 and that, notwithstanding any relationship of confidence created as a result of this application, the provisions of this Act apply to all of the information provided in this application;
- the application involves an activity/project that is a lawful activity that will be carried out lawfully;
- the applicant(s) is not in receivership or liquidation nor will the project be managed by an undischarged bankrupt or someone prohibited from managing a business;
- where external providers are being employed as part of the project/activity, the relevant providers will not be employees or directors of the applicant, and nor do they have any other direct or indirect interest in the applicant, whether financial or personal unless specifically stated in the application;
- I am authorised to make this application on behalf of the applicants identified in section 1;
- I understand that MBIE may withdraw its offer of funding should the proposed project fail to be completed within the agreed timeline (detailed in Section 3.2.4).

Signature of lead applicant

This acknowledgment must be signed by a person with the legal authority to commit your organisation to a transaction (e.g. Chief Executive or Mayor)

Name	
Title	
Organisation	
Signature	
Date	

Section 5: Attachments

- Scanned signature of lead applicant
- Ngawi Ratepayers Association letter of support
- Alister and Jenny Boyne, east coast residents
- Masterton District Council
- New Zealand Motor Caravan Association
- Department of Conservation (to come)
- Destination Wairarapa (to come)
- Sunday Times article

Signature of lead applicant

This acknowledgment must be signed by a person with the legal authority to commit your organisation to a transaction (e.g. Chief Executive or Mayor)

Name	PAUL CRIMP
Title	CHIEF EXECUTIVE OFFICER
Organisation	SOUTH WAIRARAPA DISTRICT COUNCIL
Signature	
Date	4/9/2017

1 September 2017

Ngawi Ratepayers Association

C/- Lachlan McLeod

109 Oxford St

Martinborough

South Wairarapa District Council

PO Box 6

Martinborough 5741

To whom it may concern

This letter is in support of South Wairarapa District Councils application to the tourism infrastructure fund.

The Ngawi Ratepayers Association members are proud of their community and actively participate, often in partnership with SWDC, in initiatives to enhance the visitor experience.

Our members have noticed a significant increase in local and overseas visitors in recent years, to such an extent that our current facilities struggle to cope, meaning portaloos are required.

While we often work in partnership with Council, it is apparent that much more is required.

We support the application for additional toilets, civil works, and campervan dump facilities. These are significant projects and will significantly enhance the visitor experience, but also ensure we are able to retain the pristine environment we enjoy.

We wholeheartedly support this application, and thank Council for advancing this initiative.

Yours sincerely



Lachlan McLeod

Chairman, Ngawi Ratepayers Association

Alistair and Jenny Boyne
Tora Station
130-148 Tora Farm Settlement Road
Tora RD2
MARTINBOROUGH 5782
TELE 06 3078869

2nd September 2017

TO WHOM IT MAY CONCERN

LETTER OF SUPPORT FOR SOUTH WAIRARAPA DISTRICT COUNCIL APPLICATION
TO THE TOURISM INFRASTRUCTURE FUND

The South Wairarapa District Council is unique in that it has three main towns and numerous coastal settlements, of which a number of them have Public Access to the sea and though freedom camping areas have been reduced, the ones available have seen numbers swell and there is an expectation to have infrastructure in place to accommodate the locals as well as the Tourists.

We support the Councils policy on Freedom Camping, it is a privilege not a right and are delighted that they are pro active in this area and support and acknowledge the needs for the NZ Tourism Industry to be sustainable.

Adding to this over the last twenty five years we have seen a massive increase in Coastal Subdivision. Improvements to roads has increased the visitor numbers to the region and particularly our Coastlines as more and more people are keen to get back in touch with nature and explore the more remote areas of NZ.

The concrete tank long drop toilets have all been removed and where there was once five on our Coastline only three have been replaced, of which one has just been installed. The replacement cost not the want/need being the obstacle.

Our Coastal settlements need more toilet facilities to cope with the increased demand. The Council as we understand have identified areas of high use and we support their application to you for these.

We would also request that you consider providing additional funding for permanent BBQ's either power or gas operated for our Camping areas. Safety being the main issue as during the Summer and Autumn months it is very difficult to control the camp fires during the Total fire ban.

Yours sincerely

Alistair and Jenny Boyne



MASTERTON DISTRICT COUNCIL

SERVING THE COMMUNITY

— *OFFICE OF THE MAYOR* —

64 Chapel Street
P O Box 444
MASTERTON 5840
DX PA 89022
Tel: (06) 370-6300
Fax: (06) 378-8400

1 September 2017

Paul Crimp
Chief Executive
South Wairarapa District Council
PO Box 6
Martinborough

Dear Paul

On behalf of the Masterton District Council, I write in support of your application to the Tourism Infrastructure Fund to upgrade facilities along the southern Wairarapa coast.

As one of Wairarapa's most picturesque destinations, the settlements of White Rock, Tora and Ngawi are visited by a growing number of domestic and international tourists. As part of the wider Wairarapa region, Masterton benefits from the increasing tourist numbers that come to Wairarapa through your district, the gateway to our region.

With the increasing tourist numbers the facilities are no longer fit for purpose and are inadequate for the people they receive.

The proposed upgrade would provide a higher standard of facilities and greater capacity, which would be expected in such an attractive location.

I reiterate our strong support for this application.

Yours sincerely

Lyn Patterson
Mayor



New Zealand Motor Caravan Association Inc.

04 September 2017

Paul Grimp – CEO
South Wairarapa District Council
P.O Box 6
Martinborough

Dear Paul,

South Wairarapa District Council application to the MBIE Tourism Infrastructure Fund

The New Zealand Motor Caravan Association (NZMCA) welcomes the opportunity to support the South Wairarapa District Council's application for funding assistance to reopen the public toilets and install a public dump station with larger holding tanks at Ngawi.

Established in 1956, the NZMCA currently represents over 74,500 New Zealanders who enjoy travelling the country in their certified self-contained motorhomes and caravans. Our members are hybrid campers frequently alternating between freedom camping areas, DOC campsites, NZMCA Parks and commercial campgrounds.

Ngawi is a very popular destination for NZMCA members visiting the South Wairarapa and the installation of a new public dump station, available to all domestic and international motorhome visitors, is necessary. Furthermore, much like non-motorhoming travellers and tourists, motorhomers have similar needs for the use of other public facilities now and then, e.g. when they are visiting a location for the day, hence our support towards reopening the public toilet.

Yours faithfully,
New Zealand Motor Caravan Association Inc.

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The region riding high

Outstripping the likes of economic tigers such as Queenstown and Auckland, an unassuming little corner of the North Island is posting economic statistics the envy of the rest of the country. Piers Fuller reports.

A dynamic mix of tourism, housing and good old-fashioned farming in South Wairarapa is lifting a district that has long been known as Wellington's playground. Economics analyst Andrew Whitford of Infometrics has just released data that shows the district notching up some remarkable statistics in the last couple of years. The district's housing market is on fire as Wellingtonians look further afield for more affordable housing options, Whitehead said.

The average house price in South Wairarapa ballooned by 29 per cent compared with the previous year, which was the third highest among 66 territorial authorities. Over the same period, house prices grew by 7 per cent in the national economy. Property Brokers real estate agent Benn Milne, said they are seeing huge interest from out-of-town buyers for both urban houses and lifestyle blocks. They estimate 95 per cent of their house sales in Featherston in the last year have been to investors and commuters from out of the

region because of the low prices still available in the town. Although there seemed to be a bit of downturn in Auckland inquiries, the Wellington market was still driving sales in South Wairarapa. "The biggest feedback that we're getting is that the value-for-money over here is far more than what they are getting in town," he said.

Strong economic activity has benefited South Wairarapa's labour market with the unemployment rate dipping to 3.5 per cent, compared with an average of 5 per cent in Wellington Region. The increase in remote working is also benefiting South Wairarapa. The district has seen a huge increase in the number of scientific, professional and technical workers. More than two-thirds of highly skilled individuals are self-employed in the district.

The region still has agriculture at its heart and South Wairarapa's primary sector is looking bright, with healthy conditions across horticulture, fruit, sheep and beef, forestry, and even dairy. South Wairarapa's primary sector accounts for more than a quarter of total jobs in the district, compared to 6.5 per cent of jobs nationally. Infometrics' estimates show the total dairy payout in the

Guest nights are up by a massive 15 per cent in the year to June



2016/17 season in South Wairarapa was \$80 million, up nearly \$30m from the previous year.

Once the popover playground of those in the know, Wairarapa has more recently found itself on the travel path of those from further afield. Regional tourism organisation Destination Wairarapa's general manager David Hancock, said this year has been the most successful in tourism ever for the entire region. The figures back that up.



Destination Wairarapa has worked hard to promote the region's recreational cycling attractions, such as the Martinborough annual Skyline Challenge mountain bike ride. PHOTO: WAIRARAPA NEWS



The Wairarapa agricultural economy is as dynamic as the events at the Marlborough Pakiamanu Bull Ride, while boutique outlets such as C'est Cheese owned by Paul Broughton cater to a growing tourism sector. PHOTOS: PERS FULLER (ABOVE); MAARTEN HOLL STUFF



Rachel James has no regrets about moving to a lifestyle block at Greytown. PERS FULLER/STUFF

Living the dream

Rachel James and her husband Greg moved to Greytown a year ago and are rapt with their decision to quit the city. Originally from Auckland, Rachel has worked in finance for many years and has now bought into a mortgage brokerage partnership and opened her own office on Main Street. Greg, who works for the Inland Revenue, catches the train

into Wellington four days a week. With a lifestyle block between town and its tiny railway station, the couple are just about to embark on their next rural adventure - alpaca. "I love it here. We head up north to visit family every now and then, but this is home now and we couldn't see ourselves anywhere else. Friendly people and everyone has been so supportive," she says.

The numbers

Annual per cent growth	South Wairarapa	Queenstown	Wellington	New Zealand
GDP	6.7	5.8	2.8	2.3
Traffic flow	3	6.6	4.2	3.1
Residential consents	104	16	30	4.7
House prices	29	22	15	6.7
Guest nights	15	4.3	2	3.7
Retail trade	14	13	2	3.6
Tourism spend	18	9	2.3	3.6

*Statistics provided by Infometrics



Shuart Edwards, owner of Green Jersey Cycle Tours in Martinborough. PHOTO: WAIRARAPA NEWS

Cycle tourism on a roll

Green Jersey Cycle Tours, based in Martinborough, has experienced remarkable growth since it started in 2013.

In its first year it had 40 large bikes available and now has 250 seats available. The company has just opened a new store in Petone, which is also on the Rimutaka Cycle Trail.

Owner Shuart Edwards believes the region is just catching up to other areas in terms of tourism potential. He credits the regional tourism organisations for promoting State Highway 2 tourism options that bring people through Wairarapa.

"Visitor numbers are definitely up. South Wairarapa is seen as a hot and wine destination within a nice easy reach of a good population," he says.

"We still have really strong domestic visitor figures."

"We always thought that we're not even on the face of the wave of tourism at the moment in the Wairarapa. I think there is a huge swell coming."

"We are little bit late-bloomers taking a grip on this tourism boom that the country is seeing so I think we still have a lot of growth potential to come. It's really exciting."

Guest nights are up by a massive 15 per cent in the year to June, compared with growth of 3.7 per cent nationally. Tourists spent an extra \$10m in the district compared with the previous year, an increase of 18 per cent. Overseas visitors accounted for over a third of that spending. Retail sales, as measured by Marketview, expanded by 14 per cent compared with 9 per cent in the Wellington Region as a whole. "Greytown and Martinborough have been pin-up attractions for South Wairarapa and with the active retail groups in these towns they've been able to maximise their share of the extra visitors that have come to the region this year," Hancock said.

"Featherston is contributing to this growth and if you were able to look at the statistics of Featherston alone, I wouldn't be surprised if their percentage growth was higher than any of the other towns."

Hancock and Destination Wairarapa have worked hard to promote recreational cycling in the region and the addition of the Rimutaka Cycle Trail has been a big boost as well. Promotion of rail travel for visitors and retailers opening around consumer times, have all contributed to the growth.

Though there is a large geographical, and some would say psychological, barrier, that separates Wairarapa from the rest of the Wellington region in the form of the Rimutaka and Tararua Ranges, it is only a 30-minute trip over the windy hill road, or just a few minutes on the train through the tunnel.

South Wairarapa has its own council distinct from Carterton and Masterton to the north. It is served by three small towns which each have their distinct character and quirks. Martinborough has blossomed from a sleepy rural hub into a quaint wine-infused

destination. Though it established itself as a boutique wine centre many years ago, it continues to mature as a tourism destination, continually adding drawcards. Greytown is New Zealand's oldest inland town and has all the charm of a colonial village. It has played to the Wellington market and attracts a constant stream of visitors to its restaurants, boutiques and hotels.

Featherston has long been seen as a bit of a shabby gateway town and rather less glamorous than its two trendy siblings, but it is transforming in an attractive destination in its own right, thanks to its growth as a commuter hub, revitalisation of its heart and the boutique shops popping up.

South Wairarapa has a population of 18,000 people and covers an area of 2500 square kilometres and posted an annual gross domestic product of \$447m for the year to June 2017.

Paul Crimp - CEO

From: tif <tif@mbie.govt.nz>
Sent: Friday, 8 September 2017 2:26 p.m.
To: Paul Crimp - CEO
Subject: TIF Application [UNCLASSIFIED]

Hi Paul

This is to notify that following an eligibility screening of your application, MBIE confirms that your application meets the eligibility criteria, and will now be considered by the Panel against the assessment criteria.

Regards
TIF Secretariat

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