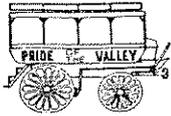
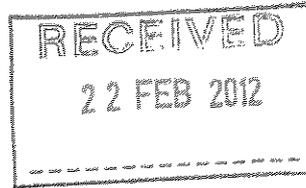


1



# COBBLESTONES TRUST

20 February 2012-02-19



Dr Jack Dowds  
Chief Executive Officer  
South Wairarapa District Council  
PO Box 6  
**Martinborough 5741**

Re: Cobblestones Trust Submission to the 2012-2022 Long Term Plan

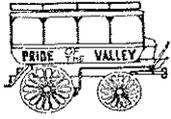
Dear Dr Dowds

Please include our letter of 10 February 2012 as a submission to the Long Term Plan.

The Cobblestones Trust does wish to be heard in support of their submission.

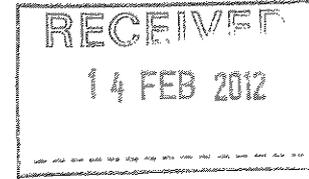
Yours sincerely

Graeme Gray  
Chairman



# COBBLESTONES TRUST

Dr Jack Dowds  
Chief Executive Officer  
South Wairarapa District Council  
PO Box 6  
**Martinborough 5741**



10 February 2012

Dear Jack

The Cobblestones Trust Board, aware that the South Wairarapa District Council is in the process of developing the District's Economic, Cultural & Community Development Strategy for the 2012 – 2022 Long Term Plan, acknowledges the support that SWDC has given the Cobblestones Regional Early Settlers Museum with an annual grant of \$6500 to cover the rates on the land at 169 – 175 Main Street, Greytown.

Since the establishment of the Cobblestones Early Settler Museum by the Jaycees in 1969, and from the establishment of the Cobblestones Trust in 1980, the development of the museum and collection has been accomplished by voluntary labour, with the assistance of donations from various charitable trusts to cover restoration and maintenance of the iconic heritage buildings, the annual grant the SWDC, and smaller contestable grants from MDC and CDC. As a result of the dedicated hard work of those volunteers, the Museum has, over a period of 40 years, developed into a very significant heritage site with the enormous potential to become an important regional visitor destination.

The Cobblestones Museum is unique, in that it is located in a village setting on the site of the original Hastwell Stables operated by Cobb & Co and the Hastwells to provide a mail and passenger service between Wellington and the Wairarapa from 1866. Six NZHPT Registered Category 2 Wairarapa buildings on site (4 of these original to Greytown) are also listed as notable buildings in the Combined Wairarapa District plan. The buildings, with the stables in situ and the remaining five having been relocated to Cobblestones and sensitively restored by the Trust, form the core of the collection, together with a number of significant original Wairarapa horse-drawn vehicles and farm machinery. The buildings house a collection (much of which is not easily accessible) of furniture, fittings and equipment once used by Wairarapa early settlers. No other museum of its kind exists in the lower North Island.

The Cobblestones Trust is currently going through a period of great change. In October 2010, following a restructuring of the Trust and after a rigorous process of self-evaluation, with the support of Museum Consultant and Chairman of Toi Wairarapa Arts Culture & Heritage Trust, John Gilberthorpe, and which included consultation with stakeholders throughout the Wairarapa, the Trustees identified that the Museum urgently needed to implement plans to provide better access to the museum village, to provide exhibition space for interpretive displays using parts of the collection to tell the many stories of the Wairarapa Early Settlers, thus ensuring that they are not lost to future generations, and to provide much needed specialist collection storage facilities to enable the Trust to better manage the collection, overcome access barriers, improve the visitor experience and preserve and sustain the integrity of the museum, long term.

The urgent need for a new building to replace the current old house leased to a craft shop owner who, in return for a modest rental, opens and closes the buildings on weekdays and admits visitors to the museum via the craft shop, was identified. John Gilberthorpe undertook to research and prepare a Feasibility Study for the project.

The Trust drew up a brief for the building and engaged Accent Architects to develop a concept plan, which the Trust accepted. The design reflects the character of the site, the village atmosphere and the activity that takes place within the museum's heritage buildings. Particular attention has been given to the six NZHPT Category 2 listed buildings located to the rear of the proposed new building.

COBBLESTONES REGIONAL EARLY SETTLERS MUSEUM  
169 Main Street, PO Box 9  
Greytown 5742

PH: (06) 304 9687

[info@cobblestonesmuseum.org.nz](mailto:info@cobblestonesmuseum.org.nz)

[www.cobblestonesmuseum.org.nz](http://www.cobblestonesmuseum.org.nz)

The design is sympathetic to local heritage building style and of a scale that is in keeping with other heritage buildings on the site. The proposed new building will enable a number of the museum's vintage horse drawn vehicles to be housed in a more stable environment and to be more accessible to the visitor. Included in the building design is a large specialist collection management workroom with collection storage facilities to enable the Cobblestones Trust to protect, maintain and preserve the integrity of the Museum's unique Heritage collection. The New Zealand Historic Places Trust has considered the proposal and "supports the initiatives which will help the long term wellbeing of the historic place – important culturally and historically."

The new building will enable the Cobblestones Trust to address the urgent need to rationalize, catalogue, preserve, manage and showcase items of the collection not ordinarily available to the public in themed exhibitions telling the stories of Wairarapa's early settlers. There will be an opportunity to partner with other museums for specialized short-term exhibitions, and a dedicated space to draw in students, teachers, locals and visitors wishing to educate themselves about the region's history

The total cost estimate to complete the project, inclusive of all fees, consents, permits, archaeological survey, requisite structural engineering and an essential electrical upgrade to the entire Museum complex is \$974,000. Resource Consent has been granted by the SWDC, and to date, funding grants to a total of \$420 have been received from Greytown Trust Lands Trust (\$300,000 - to be drawn over three years), Trust House (\$20,000) & The Eastern & Central Community Trust (\$100,000). \$30,500 has already been funded by the Cobblestones Trust and donated contributions. An application for a donation of \$30,000 has been submitted to the Transpower CommunityCare Fund. A grant application will be submitted to the Lotteries Environment & Heritage Committee in March 2012, for the balance of funding.

The Cobblestones Trust is confident that funding for the building will be achieved by mid 2012 and has a strategy in place to apply for donations and sponsorship from other community trusts and members of the Wairarapa community to fit out the completed building with exhibition panels, IT and collection management tools.

The completion of this project will add an important landmark to the Greytown streetscape, providing the Wairarapa with a 21st Century standard educational and tourist facility, preserving and promoting the heritage of the early settlers for future generations, contributing to the region's cultural, social, economic and sustainable wellbeing, and attracting many more visitors annually to the revitalized Cobblestones Regional Early Settler Museum.

A key recommendation of the feasibility study is the need to employ a part-time curatorial director. In addition, a full time receptionist will greet visitors to the museum. To do this, and to preserve and maintain the integrity of the museum and unique heritage collection will require a greater level of funding than in the past. A museum is a public entity and as such, even with large visitor numbers, there will always be a need for public funding.

The Cobblestones Trust is asking the South Wairarapa District Council to allocate in the 2012 – 2022 LTP, a minimum annual grant to the Museum of \$10,000 over the next 3 years, with increases indexed to inflation from 2015.

For Council's information the Cobblestones Trust's Strategic Plan for 2011 – 2014 is attached. Included in the strategic plan is the Trust's objective to complete the Te Papa National Services Museum Standards Review Modules with a view to Museum Accreditation.

Yours faithfully

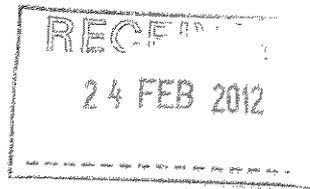


Graeme Gray  
Chairman, Cobblestones Trust

# COBBLESTONES MUSEUM STRATEGIC PLAN 2011 – 2014

Objectives	Timeframe	Actions	Personnel	Funding
Upgrade the museum signage	Medium Term	<ol style="list-style-type: none"> <li>1. Design and print informative signs about aspects of early farming</li> <li>2. Rationalise the collection of machinery to include only relevant material</li> <li>3. Arrange the collection in groups beside the informative signs</li> </ol>	Russell Calvert and Displays Committee to rationalise items & group farm machinery Marks Signs	<ul style="list-style-type: none"> <li>-Initial \$1000 allocated by Cobblestones Trust Board</li> <li>-Grant of \$1000 from MDC in 2011</li> <li>-Estimated total cost of \$5000</li> </ul>
Upgrade the handout brochure for visitors	<ol style="list-style-type: none"> <li>1. Complete</li> <li>2. Ongoing</li> </ol>	<ol style="list-style-type: none"> <li>1. Upgrade the existing site map, information and include photos for A4 brochure</li> <li>2. Reprint as needed</li> </ol>	Tony King	Annual Budget
Marketing and Advertising	<ol style="list-style-type: none"> <li>1. Complete</li> <li>2. Complete</li> <li>3. Ongoing</li> <li>4. Ongoing</li> <li>5. Ongoing</li> <li>6. Ongoing</li> </ol>	<ol style="list-style-type: none"> <li>1. Upgrade website</li> <li>2. Website text console for Events and Image capture to enable website to be kept up-to-date</li> <li>3. Link website to other portals</li> <li>4. New DLE Brochures</li> <li>5. Market Cobblestones as a wedding venue</li> <li>6. Partner with Fell Museum &amp; Destination Wairarapa to attract more Tourist Buses</li> </ol>	<p>M Craig</p> <p>Metabolism Design</p> <p>M Craig</p> <p>M Craig</p> <p>M Craig &amp; T King</p> <p>Promotions Committee</p> <p>Barb Hyde (Dest. Wai)</p>	<ul style="list-style-type: none"> <li>\$400 + site hosting</li> <li>\$180 for link from greytown.co.nz</li> <li>\$400 to build consoles</li> <li>As per advertising budget</li> </ul>
Conduct SWOT Analysis	Complete	Strengths, Weaknesses, Opportunities	G Gilberthorpe/Trustees	Toi Wairarapa
Consult with Stakeholders	Complete	<ol style="list-style-type: none"> <li>1. Survey &amp; interview to find public perceptions of Cobblestones</li> <li>2. Report results to Trustees</li> <li>3.</li> </ol>	G Gilberthorpe – Museum Consultant	Toi Wairarapa
Set goals to revitalise Cobblestones	<ol style="list-style-type: none"> <li>1. Complete</li> <li>2. Complete</li> <li>3. Ongoing</li> </ol>	<ol style="list-style-type: none"> <li>1. Undertake SWOT Analysis</li> <li>2. Decision to build new entrance facility</li> <li>3. Set goals to upgrade museum</li> </ol>	J Gilberthorpe, Board, Entrance Building Committee	–
Electrical upgrade	<ol style="list-style-type: none"> <li>1. 2012</li> <li>2. 2012/13</li> </ol>	<ol style="list-style-type: none"> <li>1. Obtain quotes (2010)</li> <li>2. Complete as part of entrance building project</li> </ol>	Board, Entrance Committee	\$30,000 (incl. in capital cost of Entrance Building)
Building Maintenance	<ol style="list-style-type: none"> <li>1. Ongoing</li> <li>2. 2012/13</li> </ol>	<ol style="list-style-type: none"> <li>1. Maintenance as identified and required</li> <li>2. Develop Maintenance Plans for heritage buildings</li> </ol>	<ol style="list-style-type: none"> <li>1. Maintenance Committee</li> <li>2. Consultant/Board</li> </ol>	Trust Budget Grants
Upgrade Roadman's Hut	2011/12	<ol style="list-style-type: none"> <li>1. Obtain Funding.</li> <li>2. Lions to Complete</li> </ol>	Greytown Lions Club	1. CDC - \$ 800 Grant

Upgrade Present Entrance to attract more visitors	1. Achieved 2. Ongoing 3. Ongoing 4. Achieved	1. Clearer signage in front of Crafters Heaven 2. Easier access through Crafters Heaven 3. Re-vamp machinery display by front fence 4. Install Tourist Approach signs	Board, Friends Display Committee SWDC, NZTA	Annual Budget
New Entrance Building	1. Achieved 2. Achieved 3. Achieved 4. Achieved 5. Achieved 6. Ongoing 7. Ongoing 8. 2012/13 9. Ongoing 10. Ongoing	1. Concept Plan 2. Feasibility Study 3. Business Plan 4. Obtain Building Estimates 5. Obtain Resource Consent 6. Inform Community Stakeholders 7. Obtain funding 8. Construct & Fit out Building 9. Marketing of new Museum image & facilities 10. Marketing of changing exhibitions in the Entrance/Exhibition Building	Accent Architects John Gilberthorpe and Toi Wairarapa Funding Committee Entrance Committee Marketing/advertising committee	Annual Budget Toi Wairarapa Grant funders include: GTLT, ECCT, Lotteries E & H, Prime Community Trust, Trust House, Local Fund Raising Sponsorship: Harcourt's Foundation, Genesis Energy, Local Community Community Care Fund (Transpower) Juken Nissan
Rationalise Collection	Ongoing	Retain items of significance & importance De-access incomplete & damaged items	Board	Trustees, Collections Manager, Volunteers
Collection Management	Ongoing	Cataloguing, digitising, storage, maintenance	Collection curator, National Services, NZ Museums, E-Hive, Board, Trained volunteers,	Budget Grants Wairarapa Archive
Audiovisual collection	Medium/long term	Compile & digitise a collection of oral history slideshows & Film DVDs to tell local heritage stories	Community Museum & Collection Curator, Volunteers	Grants Local fund-raising
Themed displays in New Entrance Building	Medium/Long Term	1. Collect Early Settler 'stories' 2. Design themed exhibits for the stories 3. Develop a plan/calendar for changing the exhibitions the Entrance Building	Museum & Collection Curator/Manager, Board & Friends, Volunteers, Community	Annual Budget Grants
Volunteer Management	Medium/Long Term	1. Attract new volunteers for reception 2. Train volunteers for collection management	Board, Manager, National Services, Community	Annual Budget Grants
National Museum Standards	Medium Term	1. Register with Te Papa National Services to complete Museum Standards self/peer review 2. Complete the review with a view to Museum Accreditation.	Board Te Papa National Services	Annual Budget Grants



destination  
wairarapa

20 February 2012

Dr Jack Dowds  
Chief Executive Officer  
South Wairarapa District Council  
PO Box 6  
Martinborough 5741

**RE: SUPPORT FOR COBBLESTONES TRUST SUBMISSION**

Destination Wairarapa is an incorporated society with a membership base of 250 tourism related businesses operating in the Wairarapa region. The main function of Destination Wairarapa is market the region domestically and internationally as a complete tourism destination.

Cobblestones Trust has made a submission to the South Wairarapa District Council LTP 2012-2022 for funding to develop their museum and its exhibition and the very important specialist collection storage spaces. Destination Wairarapa wish to support the submission made by Cobblestones Trust.

Cobblestones clearly presents great opportunities for the development of the tourism offering in Wairarapa. The museum could stand alone as an attraction with its six original Wairarapa NZHPT Category 2 listed buildings and the wonderful stories these structures present. Further opportunities exist for the museum to link with other museums and attractions in the region as a complementary heritage product. Immediately the Wool Shed, Papawai Marae and Fell Museum can be seen alongside Cobblestones as an excellent quartet of cultural product.

Tourism products are just as important for locals as they are visitors. The experiences and stories of the Wairarapa generate pride and understanding of the region and a willingness to retell and show off the attractions and stories which make up the fabric of their community.

Walking around Cobblestones it is clear that the preservation of the collection of local originating exhibits is vital. Through discussions with Cobblestones Trust, Destination Wairarapa is confident that the objective of preservation and ability to present the collection more effectively will add to the experience for generations to come.

Destination Wairarapa fully support the strategic and physical plans Cobblestones Trust have for the entire complex. With the generous support of South Wairarapa District Council, the entire complex and its future as a community and visitor experience could be realised.

Regards

David Hancock  
General Manager

5/03/2012

12/03/12

2

To: South Wairarapa District Council  
19 Kitchener St  
Martinborough 5771

From: Lake Ferry Ratepayers Association  
70 Lake Ferry Road.  
R.D.2 Featherston 5772



Dear sir/madam,

At a recent Lake Ferry Ratepayers Association meeting a decision was made to make the following submission for inclusion in the South Wairarapa District Council short and long term plan 2012/13.

Urgent !! : removal/maintenance of pine trees behind residential property. Concern that some trees are close to falling down which puts people and property at risk.

Short Term: Signage at the start of Lake Ferry settlement (similar to the sign before Ngawi ) about leaving only footprints. Also a similar sign near beach.

:Rope off Council reserve land at the North end of settlement to prevent its continued use as a make shift road.

:Addition of extra speed bumps especially the south end of the settlement (various types to be looked at). Also raising the level of existing bumps. The speed bumps in place at the moment are not slowing traffic. Some vehicles have been seen travelling over 80km an hr placing pedestrians a risk.

:contaminated land (across road from the Hotel) due to historic sewerage leakage needs further planting out and repair to fencing.

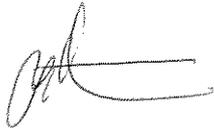
Longer Term: The addition of a single cell public toilet as close to beach as feasible. The beach and lake are used a lot all year round by fishermen, surfers, walkers etc. Because of the topography of Lake Ferry it is a very long way for people using the beach to access a public toilet (the closest is at the play ground). Now Lake Ferry has a fully operational waste water system it may be quite simple to link a small public toilet to it.

:Lake Ferry is well known for its view of Lake Onoke

P.T.O

and the Rimutaka mountain range. In the long term we would like the Council to replace overhead power lines with underground ones.

Regards  
The Lake Ferry Ratepayers and Residents Association.

A handwritten signature in black ink, appearing to be 'John', written over a horizontal line.

*Chairman*

**Submission to South Wairarapa District Council  
Long Term Plan: 2012-2022  
From: Wairarapa Arts Festival Trust  
22<sup>nd</sup> May 2012**

**Annual Grant sought of \$10,000 to assist with the development and production of a quality, professional Bi-Annual Wairarapa Arts Festival – as recommended in Action 1 of the combined Wairarapa Councils and Wairarapa Cultural Trust ‘Towards An Arts, Culture & Heritage Strategy for Wairarapa’ of 2005.**

**Background**

- A number of like minded people identified a gap in the arts and cultural heritage of the Wairarapa
- Wairarapa Arts Festival Trust is being established, with Trustees Bob Francis, John Gilberthorpe, Fran Wilde, Shane McManaway, Edwin Reed and Barbara Hyde
- Trust Deed (prepared by John Greenwood) has been lodged with the Charities Commission
- Artistic Director, Executive Director, Executive Assistant/Marketing Manager appointed
- The inaugural Wairarapa Arts Festival will be held over 10 days in October 2013, combining an exciting colourful programme of visual and performing arts throughout the Wairarapa
- Toi Wairarapa supporting with Festival Workshop facilitated by Drew James, Festival Director of Taranaki Arts Festival
- Wairarapa Arts Festival Directors have working relationships with Festival Directors from International Festival of the Arts – Wellington, Auckland International Arts Festival, Christchurch, Wanaka, Nelson, Taranaki and Tauranga Arts Festivals

**The Festival**

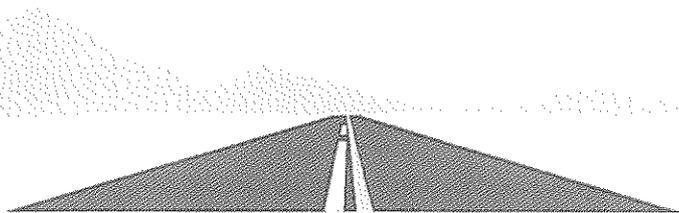
- 10 Exciting, engaging, inspiring, vibrant days – 18 to 27 October 2013
- Performing, Cultural and Visual Arts Extravaganza
- Distinctly Wairarapa
- Encompassing all ages, backgrounds and cultures
- Touring School Programmes
- Shows and performances throughout the whole of the Wairarapa region – quite literally from the Mountains to the Sea
- Free community events and workshops
- Aspiring Speakers – with the support of David Hedley
- Showcasing local artists and epicurean delights of our region
- Diverse programme similar to that of Wanaka, Nelson, Taranaki, Taupo and Tauranga Arts Festivals
- Utilising the unique venues of the Wairarapa

**Benefits to the District**

- Visual, cultural and performing arts on the doorstep – accessible for all the community; individuals/schools
- Education through touring school and regional programmes/workshops throughout the whole of the Wairarapa region
- Raising the national profile of the Wairarapa – bringing visitors from outside the region – increasing tourism, and business revenue
- Supporting Destination Wairarapa’s strategy
- Inspiring collaboration of Wairarapa communities

We would value the opportunity to speak at the Council Submission’s Hearing.

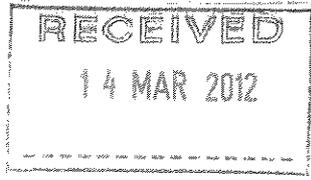
Robyn Cherry-Campbell  
Executive Director  
Wairarapa Arts Festival Trust  
22<sup>nd</sup> May 2012



# WAIRARAPA ROAD SAFETY COUNCIL

12<sup>th</sup> March 2012

Jack Dowds  
Chief Executive Officer  
South Wairarapa District Council,  
P.O.Box 6  
MARTINBOROUGH. 5741



Dear Jack

## Long Term Plan – South Wairarapa District Council

### Overview

As you are aware the Road Safety Council was established as an incorporated society 23 years ago with a mission to promote Road Safety in the Wairarapa through co-ordination, advocacy and education. The council covers the three Territorial Local Authorities (TLA's ) of Masterton, Carterton and South Wairarapa.

Traditional funding has come from the New Zealand Transport Agency (NZTA) in the form of 75 percent of agreed programmes/projects, salaries and office expenses with the remaining 25 percent being picked up by the local TLA's apportioned on a per capita basis. Masterton 59%,Carterton 18% and South Wairarapa 23%.

### Funding Structure 2012/15

We are currently in negotiation with NZTA for the 2012/15 financial years from the National Land Transport Programme (NLTP). In this round NZTA is reducing its subsidy rate to the Road Safety Programme by 11 percent to 64 percent. This means that to maintain the current level of funding the TLA's will have to increase their contribution to 36 percent.

As NZTA had indicated its cut-backs, we have attempted to pre-empt this by applying for external funding from several sources. We were successful with Trust House to assist with upgrading the road safety car and COG's to assist with SADD students to attend conference and to run a regional signage competition. More recently we applied to Lotteries for the purpose of increasing the hours of the Road Safety Assistant Kerry Hefferen. This would ensure co-ordination of SADD activities and delivery of services to older road users. Indications are that we may not fit the criteria for funding but this will be decided in March.

## Councils commitment

In real terms the increase for 2012/13 is set out below.

	Current 2011/12	Forecast 2012/13
Masterton District Council	\$22,000.00	\$32,000.00
Carterton District Council	\$7,000.00	\$10,000.00
South Wairarapa District Council	<u>\$9,000.00</u>	<u>\$12,000.00</u>
	\$38,000.00	\$54,000.00

This is assuming full programme is approved and delivered.

Further to this we wanted to take the opportunity to alert the TLA's that NZTA have indicated they will no longer be funding Students Against Driving Drunk (SADD) activities for the 2012/15 round. They also see Older Road Users as being a low priority in our area.

To ensure the continued involvement of the WRSC in SADD and vulnerable and older road users we would like to increase the Road Safety Assistants hours from 20 hours .5 FTE to 30 hours .75FTE this will allow the additional 10 hours to be spent on local issues outside the funding criteria of NZTA.

In real terms the increase for 2012/13 (inclusive of additional hours) is set out below.

	Forecast 2012/13	Additional Hours	Total
Masterton District Council	\$32,000.00	\$5900.00	<b>\$37,900.00</b>
Carterton District Council	\$10,000.00	\$1800.00	<b>\$11,800.00</b>
South Wairarapa District Council	<u>\$12,000.00</u>	<u>\$2300.00</u>	<b><u>\$14,300.00</u></b>
	\$54,000.00	\$10,000.00	<b>\$64,000.00</b>

This is assuming full programme is approved and delivered.

## Young Drivers/Youth

Young drinking drivers make up over 40% of all drink driving crashes in New Zealand. Peer to peer education as provided by SADD Students remains vital component in reducing the level of serious injury and death resulting from youth drink driving crashes. Youth and Alcohol feature in both NZTA briefing notes and the Community @ Risk register as High Risk across the Wairarapa. We see it as crucial to continue the support of SADD within our area.

Wairarapa has the only SADD group operating in the greater Wellington region, last year the group was recognised at a National SADD level and is becoming a champion group for the organisation. All seven colleges are involved in a Wairarapa wide group, they are highly motivated and are currently working on a large regional signage project, raising the profile of the group.

## Older Road Users

While older road users do not feature in NZTA's high strategic fit, Wairarapa has one of the highest demographic per capita of older citizens, this is seen to increase with the growing development in accommodation suited to the elderly in our area. It is well recognised that older drivers are travelling further distances and continuing to drive to an older age, older road users involved in even minor crashes experience much longer hospital stays and recovery times. The road safety council would like to maintain the level of education and advocacy in this area, in some cases, increase involvement in the case of mobility scooter users.

We are aware of the difficulty faced by Councils to support community initiatives on a limited budget, however we wished to make you aware of the stance taken by NZTA on these two issues in particular, issues which although not seen as being High Priority for them we feel are for us. Additional funding to cover hours for the Road Safety Assistant above the current contribution would go along way in meeting the particular needs of our community.

Yours Faithfully



Dave Ryan  
Road Safety Manager  
Wairarapa Road Safety Council

# PSGR

## Physicians and Scientists for Global Responsibility

Charitable Trust

Formerly Physicians and Scientists for Responsible Genetics New Zealand

---

PO Box 8188  
TAURANGA 3145

+64 7 576 5721  
[roberta@clear.net.nz](mailto:roberta@clear.net.nz)

23 March 2012

The CEOs and Councillors of all  
Regional, District and City Councils in New Zealand  
The CEOs and Board Members of all District Health Boards

### **Long Term Council Community Plans 2012 - 2022**

The Trustees of PSGR thank Council for their response to previous correspondence and for keeping us informed of Council's plans. We again ask that you take into consideration the following concerns for a sustainable district and a healthy community when establishing your Long Term Plan 2012-2022.

#### **Genetic engineering technology**

We remind Council of the need for on-going monitoring of developments in this technology and the potential impacts they may have on the well-being of your community and environment. See our letter of 1 February 2011: 1. Transgenic animal experiments and waste disposal; 2. Genetic engineering experiments with *pinus radiata* and terminator technology.

Of concern is the Ministry for the Environment proposing research focused on promoting more engineered organisms – potentially for release into the open environment. Promoting the greater use of transgenic organisms will challenge the New Zealand Brand and Clean Green image, and with TPPA conditions (see below) may weaken bio-security standards. Of particular concern to Council would be the sectors potentially being targeted to use these organisms: Pastoral farming; Horticultural; Aquaculture; Forestry; Waste.

A recent letter from the US Trade representative on the Trans Pacific Partnership Agreement (TPPA) negotiations said equivalency rules should “avoid the types of regulatory barriers that are increasingly among the key obstacles to trade”. We are rightly concerned that negotiations for the TPPA may compromise the Clean Green foundations of New Zealand's economy by acceding to acceptance of transgenic agricultural products, including seed, against the best interests of this country. In the past, MAF has destroyed seed contaminated with transgenes. Many of our export markets will not accept transgenic DNA in a product. Keeping NZ regulations strong is essential to food safety, food sovereignty, and economic freedom.

New Zealand has significant expertise and innovation in the sciences and in genetic engineering technology. However, the release of genetically engineered organisms from strict laboratory confinement any time in the foreseeable future would be misguided and potentially disastrous. The refusal of the Insurance industry to cover damage or risk from transgenic organisms is of particular significance, as is the abolition of the Bio-Ethics Council, which leaves our country, including government, without a visible moral compass, especially concerning the risks involved.

Released transgenes have the potential to invade and irreversibly damage the biological infrastructure of New Zealand's agricultural, horticultural, forestry and aquaculture sectors. Once released into the environment, transgenes spread and contaminate native and domestic gene-stocks alike. An example is the spread of 'super' weeds in the US and their presence in Europe. There are now many examples of weeds in the United States acquiring, from commercially grown transgenic crops, resistance to one or more herbicides, in particular glyphosate, the active ingredient in RoundUp Herbicide. See Superweeds, *Organic New Zealand*, January/February 2011 Vol 70 No 1 for more information.

See also [www.weedscience.org/In.asp](http://www.weedscience.org/In.asp) for a survey monitoring the evolution of herbicide-resistant weeds and assessing their impact worldwide; enabled by the collaboration of weed scientists.

See also Ryegrass, *Organic New Zealand*, July/August 2010 Vol 69 No 4; and Biopharming animals in NZ, *Organic New Zealand*, May/June 2010 Vol 69 No 3.

We refer Council to 'Evaluation of horizontal gene transfer monitoring experiments conducted in New Zealand between 2004 and 2009', Heinemann J, Kurenbach B and Bleyendaal N, 2011, *Journal of Organic Systems*; Vol 6; 1; 2011  
[www.organic-systems.org/journal/Vol\\_6\(1\)/index.html](http://www.organic-systems.org/journal/Vol_6(1)/index.html).

## **Nanotechnology**

In our letter of 1 February 2011, we raised concerns about nanotechnology, which uses the building blocks of everything living and non-living by manipulating the properties of substances on a scale of 100 nanometres (nm) or smaller. One nanometre is one billionth of a metre.

When manipulated on this scale, the properties of a material can change, presenting both advantages and difficulties. For example, some nanoparticles can pass through epithelial surfaces (skin, gastrointestinal, conjunctiva) and the endothelial barriers lining blood vessels, or can be inhaled and can pass through the blood-brain barrier. Thus they could perhaps be used for targeted drug delivery in medical applications, but their widespread distribution in communities is likely to give rise to endemic low-level poisoning similar to what we now suffer from the use of herbicides and pesticides in food industries.

In New Zealand, regulations require companies to notify the Environmental Protection Agency (EPA; formerly handled by the Environmental Risk Management Authority) if they intend to import or manufacture cosmetics containing nanoparticles. Currently, regulations do not require manufacturers to state on the product that it contains nanomaterials. For consumer protection and choice, full labelling should be mandatory for all products containing nanomaterials.

More effective regulation is essential. A Review of the Adequacy of New Zealand's Regulatory Systems to Manage the Possible Impacts of Manufactured Nanomaterials (Gavaghan C and Moore J, January 2011) expands on the gaps in the regulatory process. See [www.msi.govt.nz/assets/Nanotechnology-review.pdf](http://www.msi.govt.nz/assets/Nanotechnology-review.pdf).

As at December 2011, Food Safety ANZ claims it "has not received any applications to approve new or novel nanoscale particles for food use", this despite the technology being used by the food industry. [www.foodstandards.gov.au/consumerinformation/nanotechnologyandfoo4542.cfm](http://www.foodstandards.gov.au/consumerinformation/nanotechnologyandfoo4542.cfm).

PSGR maintains that safety assessments should also be mandatory for all manufacturing processes involving nanomaterials and require consent from Council for such use in the area where the business is operating. Concerns exist for employee safety, air contamination, consumer usage, trade waste disposal, and the effect on the environment. See our letter of 1 February 2011.

Nanotechnology may have potential benefits, but there is a distinct lack of understanding about the health and environmental impacts of nanoparticles and the significant risks they pose. For example, suggesting that foods naturally contain nanoparticles, and are thus acceptable, does not equate with manufactured nanoparticles in foods or food wrappings being acceptable or safe, or those in cleaning products, glass or shower shields as outlined in our letter of 1 February 2011, or any other nanomaterial product. A precautionary approach is essential for public and environmental safety.

The following articles provide more information: Nanotechnology: safe or not? *Organic New Zealand* September/October 2010 Vol 69 No 5 and Nano waste, How do we deal with it? *Organic New Zealand* November/December 2010 Vol 69 No 6. Also the PSGR submission to Tauranga City Council on nano waste:

[www.psgr.org.nz/index.php?option=com\\_content&view=article&id=81:submission-to-tauranga-city-council--western-bay-of-plenty-district-council-nano-waste&catid=21:general&Itemid=39](http://www.psgr.org.nz/index.php?option=com_content&view=article&id=81:submission-to-tauranga-city-council--western-bay-of-plenty-district-council-nano-waste&catid=21:general&Itemid=39) and TCC's response: [www.psgr.org.nz/index.php?option=com\\_content&view=article&id=83:response-to-submission-on-nanotechnology-waste-tcc&catid=21:general&Itemid=39](http://www.psgr.org.nz/index.php?option=com_content&view=article&id=83:response-to-submission-on-nanotechnology-waste-tcc&catid=21:general&Itemid=39).

We again refer Council to [www.ci.berkeley.ca.us/](http://www.ci.berkeley.ca.us/) (enter *nano waste* in 'search') and suggest it take a further step by opening communications with the City of Berkeley in California, the first body worldwide to address nano waste.

## **Depleted uranium**

Regrettably, the presentation of MP Phil Twyford's Private Member's Bill - Depleted Uranium (Prohibition) Bill - has been delayed; see [www.legislation.govt.nz/bill/member/2010/0205/latest/DLM3224904.html](http://www.legislation.govt.nz/bill/member/2010/0205/latest/DLM3224904.html).

We refer you to our comments in our letter of 1 February 2011 and to our Statement on Depleted Uranium March 2012; see <http://psgr.org.nz/images/stories/psgr-statementondepleteduraniummarch2012.pdf>.

We should appreciate Council sending us a copy of their statutory mandate for the preservation of the environment; email to [roberta@clear.net](mailto:roberta@clear.net) or hard copy to PO Box 8188, TAURANGA 3145. Thank you.

Jean Anderson - Trustee  
On behalf of the Trustees of Physicians and Scientists for Global Responsibility

Trustees:

Paul G Butler, BSc, MB, ChB, Dip.Obst. (Auckland), FRNZCGP  
General Practitioner, AUCKLAND

Jon Carapiet, BA(Hons), MPhil.  
Senior Market Researcher, AUCKLAND

Bernard J Conlon, MB, BCh, BAO, DCH, DRCOG, DGM, MRCGP (UK), FRNZCGP  
General Practitioner, ROTORUA

Elvira Dommissie BSc (Hons), PhD, Mus.B, LTCL, AIRMTNZ  
Scientist, Crop & Food Research Institute (1985-1993), working on GE onion programme  
CHRISTCHURCH

Michael E Godfrey, MBBS, FACAM, FACNEM  
Director, Bay of Plenty Environmental Health Clinic, TAURANGA

Elizabeth Harris, MBChB, Dip Obs, CNZSM., CPCH, CNZFP; DMM, FRNZCGP  
General Practitioner, KUROW

Frank Rowson BVetMed  
Veterinarian, MATAMATA

Peter R Wills, BSc, PhD  
Associate Professor, University of Auckland, AUCKLAND

Damian Wojcik, BSc, MBChB, Dip.Theology, Dip.Obst., DCH, FRNZCGP, FIBCMT (USA)  
Director and founder of the Northland Environmental Health Clinic, WHANGAREI

Jean Anderson  
Businesswoman retired, TAURANGA.

Ends



Page no. 27

Wairarapa News insert

#### STORMWATER DRAINAGE

I strongly support the Council's Stormwater Drainage proposal. In particular, the third bullet point under the subheading, ISSUES.

The need for a full investigation at the earliest opportunity of the problem in the Dublin Street/Todds Road/Regent Street area of Martinborough and for regular maintenance, was the subject of submissions by me on the Annual Plan in 2008 and 2010. To date nothing has happened, not even any obvious routine maintenance.



# Toi Wairarapa

## Arts, Culture & Heritage Trust

8 June 2012

### **Submission to South Wairarapa Long Term Plan 2012-2022:**

#### **Current:**

Masterton, Carterton and South Wairarapa district councils fund Toi Wairarapa to implement the region's arts, culture and heritage strategy.

The Wairarapa arts, culture and heritage sector is broad and fluid. In our survey carried out in 2009, over 1,800 people identified as a participant from less than half of the over 70 questionnaires returned. Toi Wairarapa will lead the first review of the strategy to start later this year.

Current level of collective investment in the strategy is inadequate to support a long-term vision of a viable and creative economy.

Aratoi and Toi Wairarapa are the only two professional organisations serving the region in the arts and cultural heritage.

Current process of reporting, and preparing to report to three territorial authorities, six times per year for an organization our size is inefficient and is onerous.

Each territorial authority engage with Toi Wairarapa at different degrees from active to passive; effectively council staff engagement reflects this.

Toi Wairarapa employs one part time employee .6 to implement the arts, culture and heritage strategy across the region.

#### **Who do we work with?**

Groups or events with whom we have (had) active involvement include: Golden Shears, Cobblestones Museum, secondary schools, theatre groups, Aratoi, 11 local marae, Rangitane o Wairarapa, Kahungungu ki Wairarapa, Hood Aviation Museum, Greytown Arts Festival, Wairarapa Arts Festival, Aratoi Foundation, Greytown Little Theatre, Papawai marae, Kuranui College, Wai Art etc.

## **We propose:**

- ***Invest free Wi-Fi in every Wairarapa town;***
- ***Boost support for Toi Wairarapa funding from \$5,000 to \$10,000 per annum;***
- ***Invest in community and especially, youth to bolster and encourage a sustainable creative skill-base*** especially in the areas of technology and film. Based on identified gaps and opportunities, Toi Wairarapa proposes to launch 24/24 to launch film-making package to bring together youth here and beyond with film professionals. Key principles include: economic and financial returns, career pathways, generating buzz and focus, youth/community engagement, upskill, access and affordable new technology etc.
- ***Each council to actively engage with and consume services provided by Toi Wairarapa;***
- ***Invest in a long-term strategy to create a viable creative economy: through a myriad of ways including, but not exclusive to: funding, services-in-kind, partnerships, strategic positioning;***
- ***Invest in cultural heritage of marae and local Maori history;***
- ***Support for Cobblestones Museum to meet museum industry standards and enable a viable, thriving local heritage attraction;***
- ***Consider operational regional community arts park/centre-in-action be explored long-term.***

## **What is a creative economy?**

A creative economy is a philosophy that brings together the non-profit and profit driven economies and driven by supporting the present population to attract business, excitement and a desire for others to want to move to and reside in the Wairarapa.

A creative economy goes beyond investing in lifestyle and events – it's about investing in the current community. For example, fill empty lots and public spaces with artworks, outdoor games tables & life-size chess boards, create café and spaces to generate, discuss and debate ideas, create a business-profit driven economy to support the creative economy.

Growth of a thriving and creative community underpinned by three 'T's:

1. Talent – not necessarily best, but skilled, creative;
2. Technology – innovation, affordable & access to new technologies;
3. Tolerance – diverse communities including from different backgrounds, varying social classes, broad experiences.

## **Our vision:**

Typically, businesses are incentivised by enticements such tax breaks to relocate. However there is trend emerging overseas, namely in US, that businesses are moving to where the people 'talent' is. Wairarapa, as a whole, could become that

place people wish to reside in and create a viable, creative economy. That is, Toi Wairarapa's long-term vision.

**Oral Submission:**

Please note that we also wish to make an oral submission in support.

Naku noa, na

*PJ Antonio*

Mena Antonio  
Coordinator



South Wairarapa District Council  
19 Kitchener Street  
PO Box 6  
Martinborough 5741

Attention: Dr. Jack Dowd

20 March 2012

Dear Jack

**Toi Wairarapa Business Plan: Progress Report to date**

Please receive our progress report to November 2011.

While we operate with a regional outlook, we are proud to highlight in particular the contribution made to the community of South Wairarapa.

Firstly, the Cobblestones Museum feasibility review (market value of approximately \$12,000), produced by John Gilberthorpe and reviewed and edited by Toi Wairarapa, is a mandatory support document required for funding applications for which the museum board is applying. So far, over \$450,000 has been granted from various funders for this exciting new development.

Secondly, we gladly spent a fair amount of time advising and supporting the committee of the Greytown Arts Festival in their refreshed campaign to re-enliven their programme, with a definite view to engage senior students from Kuranui College, as well as other youth. The festival coordinator found most helpful our intensive workshop presented last month by Sue Paterson of the NZ International Arts Festival.

And thirdly, last month Toi Wairarapa sourced and commissioned a set designer to paint the set for the upcoming production at Greytown Little Theatre.

Finally, at a meeting with members of the Featherston community last year we also facilitated initial talks in support of Aratoi Foundation's efforts to erect the first installation of the sculpture project.

We are confident residents will support our forthcoming skills-based programme. Included in this year's winter workshop series is: directing musicals, digital photography, managing events Maori plus more. Plans are underway to secure presenters for set and sound design.

We wish for the opportunity to talk to our report to a full South Wairarapa District Council meeting. As well as presenting our report, we ask too that councilors acknowledge the significant benefits our expertise and services has generated for the community and retain the level of support at \$10,000 to support a full programme for the 2012-13 financial year.

We look forward to hearing from you.

Yours sincerely,



PP Mena Antonio  
Coordinator  
*for: Board of Toi Wairarapa*

Encl.

**Progress Report @ 23 November 2011**

**For: Carterton District Council, South Wairarapa District Council and  
Masterton District Council**

**By: Toi Wairarapa - Arts Culture and Heritage Trust**

**On Business Plan objectives for 2011-12**



## Looking forward to 2011-12

### Introduction

The Toi Wairarapa Trust (the Trust) is pleased to provide a progress report to our key stakeholders on our 2011-12 Business Plan outcomes. A progress report was presented to Masterton district council in February 2011 and to Carterton and South Wairarapa councils shortly after.

As part of this process the Trust identified the actions that it planned to take, how they would be measured, the resources needed to deliver the plan and identified risks.

The Trust, based on feedback from its first year of operation, results from the survey, and the broader expectations of the Wairarapa Arts, Culture and Heritage (ACH) Strategy set its key objectives for 2009-10 as:

- Enhance skills and quality
- Continue to build on our partnership with Iwi
- Continue to network and support to the sector
- Identify ways to increase participation in the sector
- Identify ways to grow the arts economy

The Trust confirmed these key objectives at its strategic planning session in November 2010 and developed a programme of activities to make progress towards their achievement.

The Trustees are delighted with the progress that has been made over the last 12 months. The activity programme was well organised and well resourced. This resulted in a high level of engagement with the programme by individuals and ACH community groups. This in turn, has created a greater community awareness of Toi Wairarapa and the purpose of the Trust.

Key in the successful delivery of the activity programme this year were the changes taken by the Trust 12 months ago. The most significant were the:

- restructuring and redesign of the co-ordinators role and function;
- appointment of a skilled and competent co-ordinator to work with iwi and community groups and help them identify what support they needed most in the ACH space; and
- allocation of resources for the engagement of specialist skills in the delivery of the activity programme.

## **General background.**

### **Trustees of the Arts, Culture and Heritage Trust – Toi Wairarapa**

Charitable status was granted last year. The seven trustees appointed to date are:

John Gilberthorpe (Chair), Makuini Kerehi, Pamela Jefferies, Brigid Corcoran, Greg Lang and Marama Fox. Mena Antonio stood down from her role as trustee to take on the role of coordinator to March 2012. Appointment of another trustee is currently being considered, as the foundation Trustees will need to rotate off the Trust within the next 24 months in accordance with the provisions of the Trust Deed.

### **Arts, Culture and Heritage Coordinator**

Now within its third year of operation, the structure of the coordinator role has evolved. As reported earlier, the original structure envisaged two coordinator roles – one appointed by iwi and one by the Trust. The first two appointees had complimentary skills and worked well together. However, when they resigned in quick succession it was proposed that the roles might be combined if a suitable appointee could be found. In November 2009 a co-ordinator was appointed for a twelve month contract to test this approach. In the event, the contract was not renewed as the Trust decided that it needed a greater communication and community networking focus in the co-ordinator's role and a more targeted allocation of its resources to deliver high quality outcomes in the activity programme.

The co-ordinator's role was reduced to part time and Mena Antonio was appointed. Specialist skills and expertise was contracted in to deliver workshops and seminars, and to conduct a feasibility study. The activities for the year were budgeted. The performance of contractors and delivery of the activity programme against the allocated budget was monitored by the coordinator.

In addition to the paid co-ordinator's position, the Trust has relied very heavily on the commitment, professional skills and expertise of Trustees to further the aims and contribute to the achievement of the strategic objectives of the Trust. In particular, John Gilberthorpe and Greg Lang who have both given a huge amount of time 'pro bono' to work with the Cobblestones and Woolshed museum boards. The feasibility study produced by John and, edited and reviewed by Mena, the horse drawn carriage collection study by Greg, and the museum collection study commissioned by the Trust from museum consultant Bridget Wellwood, were all instrumental in the Greytown Trust Lands Trust allocating \$300k for a new building project at the Cobblestones museum.

The Trust's office at REAP House continues to work well and the base there is becoming known to more people in the community. The Trust acknowledges the valuable contribution Karen Stevens of Wairarapa REAP makes towards the financial administration of the Trust accounts and appreciates the broader support and access to community networks this location affords to our Coordinator.

## Activity Programme Overview

Objective	Action	By whom	By when	How we will be measured	End of year outcome December 2011
<b>Enhance skills and quality</b>	Develop workshops/ courses in:  <b>Theatrical lighting</b>  - publish notice and invite enrolments from general public.	Stephen Blackburn-lighting expert and Manager of Children's Theatre Company Capital E.	Jun 2011	Advertising and notice is properly directed at target audience. Attendance is near to - or full capacity. Learning outcomes are clearly stated and achieved based on participant feedback.	<b>Achieved:</b> 28/29 May 2011 <b>Theatre lighting</b> Over-subscribed with positive feedback called for more skills-based workshops. Wide mix of ages from 15 to over 70, with background of theatre, music, performing arts, schools, local government.  <i>"Excellent course. Plenty packed into 2 days. [This workshop] will improve my understanding of what hirers require in regards to the equipment ..."</i> Attendee feedback sheet.
	<b>Development of museum concept plans for Cobblestones and Woolshed museums</b> (Motivation to broaden their vision and develop building concept has coincided with Board members visit to Wgtn museums, organised by ToiWai in 2010).  Audit collections and install collection management system  Scope museum sector for collaborative collection management systems;	Woolshed and Cobblestones boards John, coordinator, Consultation with Destination Wairarapa and suitably qualified contractor/mentors.  Bridget Wellwood	Ongoing	Advice, brief, concept plans are of quality standard. Advice is current and complies with accepted national museum standards. Concept plans are pragmatic and achievable. Signed off by museum boards	<b>Achieved &amp; ongoing</b> Sept 11: Feasibility review authored by John, peer-reviewed and edited by Mena Antonio, and horse-drawn vehicle collection report authored by Greg presented to Cobblestone board.  Aug 11: Museum consultant Bridget Wellwood engaged to produce a status report on the general collection – a critical report within the feasibility

Objective	Action	By whom	By when	How we will be measured	End of year outcome December 2011
	develop and prepare collection management project; identify participant museums.				<p>review as required for major funding applications namely, Lottery Environment &amp; Heritage.</p> <p>Market value of feasibility review amounts to over \$12,000.</p> <p>John presented and advocated for Cobblestones new building development at Greytown Trust Lands Trust (GTLT) last funding round. Hosted recent visits by other potential funder. Support to continue.</p> <p>Oct 11: GTLT grants \$300,000 to Cobblestones for new building project by GTLT.</p> <p><i>“We are so appreciative of the support we have from Toi Wairarapa, which really was the catalyst to start us on this journey.” – Margaret Craig, Trustee, Cobblestones Board.</i></p> <p>30 July <b>Achieved</b> Organised <b>Managing Museum Collections</b> workshop held at Cobblestones presented by Ian Wards of National Services Te Papa Paerangi (NSTP) and Bridget Wellwood.</p>

Objective	Action	By whom	By when	How we will be measured	End of year outcome December 2011
	<p>Professional development workshops for creative industries based on proven NZ Trade &amp; Enterprises (NZTE ) model;</p> <p>Review and adapt NZTE's ARMS model to local market. Plan and price workshops and source funding.</p> <p>Advertise, target and invite key target audience.</p>	<p>Coordinator, workshop tutors, presenters, experts, local media.</p>	<p>Sept 2011 – and now annual</p>	<p>Appropriate funding is found. Workshop is relevantly framed and aligns with needs of local target audience.</p> <p>Attendance is near to - or full capacity.</p> <p>Learning outcomes are clearly stated and achieved based on participant feedback</p>	<p><b>Achieved:</b> May to Aug '11: <b>Creative Winter Workshops series</b> : First full professional development programme launched. (Programme provided).</p> <p><b>Successful outcomes:</b>          Raised awareness of ToiWai; Better gauge of gaps in market and ToiWai's fit within ACH sector;          Improved relationship with other ACH orgs;          One attendee at Oral History workshop will store at least four oral histories at Wai Archives by year end;          Planning for OH project in Eketahuna underway by another attendee;          Papawai members attending Marae workshop inspired to produce maintenance plan of their marae.</p> <p><b>Note:</b> Delivery only possible as most presenters kindly waived fee or accepted payment in kind e.g. meal. Workshops dependent on securing funding or sponsor. Proved successful due to specialist expertise of presenters/tutors thus affirming</p>

Objective	Action	By whom	By when	How we will be measured	End of year outcome <b>December 2011</b> integrity of programme content.
	<p>Work with operators who also offer their facility as a visitor attraction to undertake the Qualmark Tourism accreditation process.</p> <p>Improve the standards of museums to meet industry standards and offer a quality product to prepare for a new market</p> <p>(An audit of current collection management standards has found many museums falling minimum industry standard).</p>	Trustees, Destination Wairarapa		At least three attractions/operators have been identified as wanting to achieve Qualmark accreditation	<p><b>Achieved and developing:</b></p> <p>Re: standards: Held 'Managing Collections' within Creative Winter Workshops programme, to focus on caring for museum collections.</p> <p>Refer below to Cobblestones re: new building development and feasibility review. And, collection status report commissioned. Both address the concern around improving museum standards and caring for collections at risk.</p>
<b>Continue to build on our Partnership with Iwi</b>	Review proposal for Maori Film Festival at Matariki to be jointly hosted by Rangitane o Wairarapa and Toi Wairarapa.	Coordinator and iwi CEO, Jason Kerehi.	By end Feb 2011 and continuing	<p>That findings submitted are of quality standard.</p> <p>Pragmatic recommendations are made which add value to current status.</p>	<p><b>Achieved</b> Mar 11: Review was submitted based on initial market research.</p> <p>Nov 11: Further scoping paper submitted to explore broader event to include film-making workshops, tourism opportunities to promote Wairarapa as viable film/tv locations; invite, entice and involve many screen professionals living (or, laying low) in the region.</p>

Objective	Action	By whom	By when	How we will be measured	End of year outcome December 2011
	Prepare Stage 2 of marae project with NZ Historic Places Trust (NZHPT). Agree best way forward to bridge discussion between NZHPT and marae boards focussing on feasibility of recommendations proffered in respective survey reports.	Coordinator, NZHPT's David Watt and Dean Whiting.	By Aug 2011	That set up of meetings & workshops are well organised, timely and correctly targeted at targeted publics.  Relationship established with NZHPT staff to establish ToiWai as facilitator for local branch meetings & workshops confirmed.	<b>Achieved:</b> 13 Aug '11 <b>Marae Workshop:</b> Stage 2 of the marae project culminated into a conservation workshop titled 'Marae' at Papawai Marae, which we organised.  Acting Chair Peter Rewi inspired by workshop and spurred to progress maintenance work, distributed widely the conservation templates received from Dean Whiting.  <i>"I found the workshop excellent, it was well planned and presented. It's given Papawai the framework to work to but also motivated us to look at assessment and planning. Thanks a lot."</i> – Peter Rewi, Acting Chair Papawai  Outcome: Built deeper contact with marae; database of Maori contacts increasing.
	Support MDC's Origins Festival and review how best to involve Tangata Whenua and bolster M aori representation in decision-	Coordinator, Makuini Kerehi, Tangata Whenua members, other key Maori groups or individuals	Ongoing	That ToiWai continues to facilitate meetings of Tangata Whenua or Maori representation as	Dec 10 to Feb 11 <b>Achieved:</b> ToiWai appointed organiser of main stage.  Engaged two members from Maori community to be

Objective	Action	By whom	By when	How we will be measured	End of year outcome December 2011
	Continue active involvement in Matariki event	Ngati Kahungunu in Hastings and Wairarapa, coordinator, local sponsors, businesses	Annually	<p>High quality of support is provided;</p> <p>Contacts and networks used are relevant, key and appropriate;</p> <p>Feedback of contribution is positive and deemed meaningful by main organisers.</p>	<p><b>Achieved</b> Lead up to 8 Jul: Actively involved with logistics, administration and management tasks with Deborah Davidson at Kahungunu o Wairarapa.</p> <p>Negotiated with local transport business to sponsor makeshift stage for free, saving hundreds of dollars and many volunteer hours.</p> <p><i>“Mena’s understanding of how music stage, logistics and council regulations worked</i></p>

Objective	Action	By whom	By when	How we will be measured	End of year outcome <b>December 2011</b> <i>was really valuable. [The main organiser] asked that Mena stay involved as we worked so well together". – Deborah Davidson</i>
<b>Continue to network with and support to the sector</b>	Continue to build on existing relationships to deliver support events: <ul style="list-style-type: none"> <li>▪ MDC – Origins Festival – undertake planning, coordination and management of live stage, negotiate and prepare payment;</li> <li>▪ Americana;</li> <li>▪ The Spot Youth Centre;</li> <li>▪ Golden Shears;</li> <li>▪ Ngati Kahungunu re: Matariki.</li> <li>▪ Develop outreach opportunities for Aratoi</li> <li>▪ Museums: Aratoi (through upcoming Sheep photographic exhibition, Cobblestones, The Woolshed;</li> <li>▪ Rangitane o Wairarapa;</li> <li>▪ Greytown Arts Festival;</li> <li>▪ Greytown retail, tourism and Cobblestones;</li> <li>▪ WaiArt; Masterton Art Club; members of MainArtery;</li> <li>▪ Victoria St artists</li> <li>▪ Many, many individual artists, musicians, writers, dancers and small interest groups.</li> </ul>	Arts Coordinator, Trustees, relevant organisers, event hosts, project managers etc	Ongoing & various	Feedback that our participation is positive and the objectives set for ToiWai are achieved and that quality service is delivered with utmost level of professionalism.  That constructive feedback received is used to improve performance.  And that feedback continues to be positive, relevant and value-added. And improvements are always made to enhance the quality of services.  That ToiWai deliver projects within budget; and within parameters set.	<b>Events: see above feedback above.</b>  <b>Feb 25 Americarna:</b> Managed film set of main street, performers and art & music programme. Planning and part of organisers' team.  <b>To Feb '11 The Spots Arts Day:</b> Organised artists to present at arts programme  <b>To 18 Jun '11 Song writing &amp; Music workshop</b> Sourced and organised presenters for; Financial contribution made.  <b>Ongoing World Champ Golden Shears:</b> Involved with organising arts contribution with plywood sheep, auction and art & craft stall.  <b>To 8 Jul Matariki:</b> see above <b>Ongoing Aratoi:</b> agreement to plan next workshop series with Aratoi

Objective	Action	By whom	By when	How we will be measured	End of year outcome
	<p>Tasks relating to the groups above are ongoing and build on the outcomes already achieved.</p> <p>Takes, on average, two active opportunities per week to introduce or promote its services to community and where relevant.</p>			<p>That ToiWai continues to be invited to advise, partake, serve, work etc alongside various groups, organisations and individuals.</p>	<p><b>December 2011</b> From Nov '10 – Mar '12 opening of <b>Woolshed Exhibition</b>: Concept storyline and draft project plan submitted. Financial support provided. Advice to Geoff Walker re: bizplan for photographic exhibition of life in Wairarapa woolsheds.</p> <p><b>Ongoing:</b> Advice on funding application for <b>Creative Communities</b>: e.g. Maori artist, weaver and Neighbourhood Support; Family Day and Ageing with Attitude events (by <b>MSHCC</b>): sourced performers and presenters through ACH networks.</p> <p><b>WaiArt:</b> good working relationship established, twice on judging panel, involvement with Golden Shears, in process of organising an inspirational speaker – underway.</p> <p><b>Masterton Art Club:</b> invited to open recent exhibition; approached to facilitate and develop concept of Victoria St Art &amp; Heritage day with open day.</p>

Objective	Action	By whom	By when	How we will be measured	<p><b>End of year outcome</b>  <b>December 2011</b>  <b>Victoria St Art &amp; Heritage:</b>  facilitated meeting with artists residing in street to explore open day event to celebrate arts and heritage of street. On hold for now.</p> <p><b>Developing and ongoing:</b>  Contacts: Database and website deemed as effective tool to collate hordes of contacts being made and disseminate information back to the community.</p> <p>Ongoing <b>Key relationships established:</b> Masterton, Carterton &amp; South Wairarapa district councils, Carterton Event Centre, MainArtery. Aratoi, King St Artworks, Eastside Project, Cobblestones Trust, The Woolshed, Kahungunu o Wairarapa, Rangitane o Wairarapa, WaiArt, Masterton Art Club, NZHPT, The Spot, REAP, Greytown Arts Festival, Masterton Healthy &amp; Safer Communities, Youth Connex, Limelight, MATS, Harlequins theatres plus many individuals and special interest groups.</p>

Objective	Action	By whom	By when	How we will be measured	End of year outcome December 2011
<b>Identify ways to increase participation in the sector</b>	<p>Identify new events or activities that can be an attractor of visitors to the region or can build and strengthen existing initiatives.</p> <p>Seek funding to establish new website. Explore best social network medium Create social network page on Facebook.</p> <p>Develop database; keep record of contacts;</p>	Trustees and Arts Coordinator working in consultation with local groups including business associations, artists, event organisers and Destination Wairarapa.	Ongoing	One new event identified and one other initiative under discussion or in the calendar	<p><b>Achieved:</b> Photographic/museum exhibition project surveying the life around the local woolsheds being developed in partnership with Aratoi and Shear Discovery in time for World Champs in 2012.</p> <p><b>Part achieved and ongoing</b> Monthly feature in the Wairarapa News arranged under Toi Wai banner. Features fluctuate with current work activity. Report writing, reviews, planning etc have dominated past months' workscape and not warrant publicity.</p> <p><b>Ongoing:</b> Funding sought to develop website and database. Talks underway.</p> <p>Scoping of producing a directory of sector – underway.</p>
<b>Identifying ways to grow the arts economy</b>	Continue to promote new opportunities that have already been identified – Greytown Arts and Cultural Centre, Pride of the Valley, Improving museum product standards to increase visitor numbers.	Coordinator, trustees namely, John Gilberthorpe, coordinator, funding providers,	From Jun '11 to ongoing	Trustees continue their active involvement in South Wairarapa projects under ToiWai banner.	<p><b>Ongoing:</b> Review of Deed for Greytown Arts Festival undertaken ;</p> <p><b>Achieved:</b> ToiWai supported advertising, funding and maintenance through</p>

Objective	Action	By whom	By when	How we will be measured	End of year outcome <b>December 2011</b>
	Administration and maintenance support to operate 'Pride of the Valley' throughout 2010-11 summer period. Review status for 2011-12 period.	Greg Lang, Cobblestone trustees	Nov to Dec '11		successful trial period for Pride. Cobblestones Trust to consider whether they will operate again this summer. Although the venture ran at small loss, feedback was encouraging.
	Develop professional development workshops targeting relevant individuals and organisations to best position them for marketplace.	Coordinator, presenters, Aratoi, John Gilberthorpe, coordinator, local museums, NSTP	Ongoing		<b>Ongoing:</b> Next series of workshop planned to include for example: Digital Photography of taonga, Directing Musicals, Sound and/or Set Design, Project Management for the Arts etc
	Support museums to improve museum standards and enhance product to increase visitor numbers.	As above	Ongoing		<b>Ongoing:</b> work with Cobblestones; develop workshops with Aratoi to improve museum product.
	Initial enquiries to develop business mentoring programme for artists	Wairarapa Chamber of Commerce, Aratoi, artists: senior and budding, art groups.	Confirm by March '12		

**Resources needed that were identified to deliver the Business Plan.**

<b>People</b>	<b>Status</b>
One part time coordinator	One part time coordinator position working successfully. However, Trust will monitor demands on services as Trust's profile in community rises.
Contractors to undertake workshops and courses.	Contractors will be commissioned as required and dependent on successful funding application outcomes.
The Trustees considering new trustee as Masterton District Council appointee to replace Mena.	A short list of candidates with the appropriate skills and networks is being considered.
<b>Financial</b>	
Financial reports not included.	Unable to produce updated financial statements having received three days notice of the report due date. However will provide accounts before Christmas break.
The Trust will continue to employ a part time arts coordinator within current funding levels. In 2011/12 the Trust will do this from a modest surplus carried forward and grants from the three Wairarapa District Councils.	The planning and delivery of the Trust's work programme requires at the very least a part time paid position. Given the amount of work and the level of communication and administrative skills required to perform well in this role, it is unrealistic to expect this all could be achieved on an unpaid basis. The salary for this position is paid entirely from the grant money received from district (councils).
<p>Demand for services has increased especially given the overall success of the workshop series, growing public profile and the development work around Cobblestones, which will continue indefinitely.</p> <p>Delivery of special projects will rely wholly on successful funding applications. These include: development of a website, current sector database, audit and management of museum collections, lighting</p>	The Trust will monitor the pressure on service delivery to properly meet community needs within current funding allocation. It is an ongoing challenge to deliver high quality effective services within a limited budget. We will continue to be creative to find ways to achieve this. If funding applications are unsuccessful some or all of these initiatives may have to be revised or shelved in the short term.

**Comment [PM1]:** Not sure what this means

workshop, professional development workshops.  Combined councils' commitment for the period July 2011 -June 2012 is \$45,000 as follows: Masterton \$25,000; Carterton \$10,000 and SWDC \$10,000.	It is critical for planning purposes that the Trust can rely on the grant funding being allocated on an annual basis. Uniformity around the three Councils' funding process provides consistency and confidence in planning and implementation. As things stand, SWDC require the Trust to apply each year rather than provide for the contribution on a fixed budget allocation, which presents difficulty in planning a programme.  Early notification that funding has been allocated will assist the Trust in planning its activities for the year and delivering them within budget.
<b>Communicating with our stakeholders and the broader community</b>	
The Trust will report to its Council stakeholders at least twice a year and will develop a communications plan to engage with the broader range of arts, culture and heritage groups.	First report presented in February 2011. Second on completion of full year in June. Trust works to Jul-Jun financial year. Communication with broader sector being undertaken.
The Trust will on a regular basis provide press release to the local media on stories of interest.	Underway. High publicity and visibility throughout the winter and spring season around the workshops.
Chair and Trustees will continue to visit and engage with Councils and groups.	Actively being undertaken. Seeking to resolve with SWDC the process for allocating funds to the Trust each year that currently is by application on an annual basis. We are very happy with reporting processes and happy to be held accountable but being a combined strategy of the three Councils we are concerned that we cannot rely on a consistent level of funding.
<b>Risks to plan</b>	<b>Risk management approach</b>
District Council funding not confirmed as part of LTCCP	Ensure ongoing discussion to secure funding from three Councils going forward and ensure risk to viability of Trust is understood if funding reduced or withdrawn.

Pressure to increase co-ordinator's hours of work as demand for services and activities increase.	The Trust will work closely with the co-ordinator to manage demands of a part time position. May need to compromise engagement of specialist skills or find alternative funding to increase hours if required.
Unsuccessful funding outcomes for special projects	Special projects do not proceed without funding.
Trustees current level of contribution is not guaranteed.	Ensure appointment of suitably qualified people to take on Trustee role. Maintain full complement of Trustees if possible.
<b>Planning for 2012</b>	
Arts, culture & heritage Expo with a theme: Knowing Me Knowing You;	Planning and project proposal being compiled – underway.
Follow up on an approach from local artist about establishing community arts space to house display and working spaces;	Visit made to Square Edge Art Space in Palmerston North; Heritage Shed behind Café Cecille - ongoing.
Website, database, directory development.	Discussions with e-builder to explore options of blogs, sites, social media as well as costs – started.
2013 Creative Winter Workshops	Proposed line-up: Project management in arts context; Intro to directing musicals; Sound and/or Set Design; Digital Photographic of Taonga; Oral History; and Event Management of cultural events
Wairarapa Film Festival – “Wairarapa on Film”	Review and scoping papers submitted – jointly assessing viability with Rangitane o Wairarapa.
The Art of Business: business mentoring programme for artists and creative groups.	Scoping – underway.
Feasibility Review: “The Way Forward” for Cobblestones	Primary paper submitted. Work to adapt for major application to Lottery Environment & Heritage. John Gilberthorpe continues to play

Review of Arts, Culture & Heritage Strategy	<p>key role in advocating, advising and support Cobblestones Trust with new development.</p> <p>Awaiting instruction from Councils.</p>
---	---

**John Gilberthorpe**  
**Chair and on behalf of the Trustees of**  
**Arts Culture and Heritage Trust- Toi Wairarapa**

**From:** ian.utting [mailto:Pavilion@paradise.net.nz]  
**Sent:** Monday, 14 May 2012 10:16 a.m.  
**To:** 'inquiries@swdc.govt.nz'  
**Subject:** cycle way /cotter st/transfer station traffic hazard due to narrowness of Cotter St and no footpaths for pedesrians and children on bikes

#### Submission for the new District Plan for South Wairarapa

1The cycle way and the new subdivisions in Cotter St have created extra traffic that together with the transfer station traffic have created a hazard and a conflict especially of inte rest to children on foot and on bike that will result in an accident ,this will only increase as the cycle way gets better known ,Golders Green gets completed and further building continues in Cotter St .The council should be informed that lots of parents ride with their children down Cotter St to the cycle way .

2.The width of Cotter St is not wide enough for the trucks and cars as there are no footpaths or room to put them in and traffic density has increased markedly in very recent years with the new houses having been approved and built .It is unacceptable for the council to say that is not their problem as they are the only ones who can address the issue .

3.The only acceptable solution is to put the transfer station to a more suitable location .

Yours faithfully , Ian Utting 22 Cotter St .

17<sup>th</sup> May 2012

Jack Dowds  
Chief Executive  
South Wairarapa District Council  
PO Box 6  
Martinborough

Dear Jack,

**Re: The Wairarapa Development Group LTP Submission**

Please accept this letter as a submission to the Draft Annual Plan 2012/13 for the South Wairarapa District Council.

The Wairarapa Development Group (WDG) is committed to seeing the Wairarapa develop for the economic, social and environmental wellbeing of all its citizens. To achieve this we need well managed growth in both economic and population terms.

The WDG has involved itself in supporting other organisations to deliver outcomes for the region and will continue to work in this way rather than delivering services and outcomes in its own right.

Some of the activities we have supported have included:

- Wairarapa WON – service awards scheme
- Wings Over Wairarapa
- Active lobbying on transport links in and out of the region (both road and rail)
- Encouragement of debate on the best form of governance for Wairarapa and the wider region.

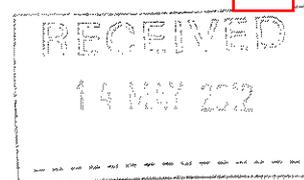
We will continue to evolve as the economy and community needs change. We are in contact with local business leaders determine what we need to be doing to help them and as such we will be embarking on some new projects this year.

One such initiative that we do wish to promote is the development of an indoor sports facility for the region that has a minimum of 3 courts and the associated infrastructure.

We will be able to provide more detail as to our plans for the coming year in person and we would like to be heard on this submission.

Yours sincerely,

Shane McManaway  
Chairman  
Wairarapa Development Group



**SUBMISSION TO SOUTH WAIRARAPA DISTRICT COUNCIL**  
**DRAFT LONG TERM PLAN 2012 – 2022**

---

**Name** Wellington Community Trust  
**Address** PO Box 25-090  
Wellington 6146

**Contact Person** Frances Russell, Executive Director

**Phone – Day** 04 4997966  
**Mobile** 0274 503443  
**Email** [frances@wct.org.nz](mailto:frances@wct.org.nz)  
**Fax** 04 4993963

---

**PROPOSAL TO ESTABLISH A  
REGIONAL AMENITIES FUND**

Wellington Community Trust (the Trust) supports the establishment of the Regional Amenities Fund (the Fund).

**Comment**

The wider Wellington region has a large number of existing amenities which have been resourced primarily by the local authority where the amenity is situated. The benefit and public usage is often shared by the entire region but ongoing costs for upkeep and service are not.

In most cases charitable funding, philanthropy and corporate sponsorship also assisted with the capital investment as well as ongoing operational costs.

Recognising the fairest way to ensure these shared facilities and/or services are sustainable and remain part of the Wellington regional landscape is a far-sighted and prudent decision.

This Trust is mandated to focus on the wider Wellington region (Kapiti, Porirua, Wellington, Lower Hutt and Upper Hutt) and views its region as one with specific local and identifiable features and landmarks. The Trust's vision for the region is underpinned by the setting of four goals for the region. It is these goals that identify the outcomes that will take the region into the future. The compact nature of the five Wellington TLA's makes this process less complex and relatively straight forward.

The Trust does not currently have a relationship with South Wairarapa District Council as your district sits within the boundary of the Eastern & Central Community Trust.

### **Offer To Manage The Regional Amenities Fund**

The Trust believes an organisation independent of any TLA would be the most effective and efficient, and also the most prudent, solution to manage and operate this Fund. There would be no conflicts of interest or related party issues. The Trust, therefore, would like to offer its services as a contractor to manage the administration of the Fund.

The Trust has a background in this type of service delivery and has undertaken back-office services to outside independent organisations in the past. The Trust is experienced in the development of funding criteria, assessment, evaluation and fund management.

The Fund itself would be governed by the Mayoral Forum, or delegated parties, and will have authority over its management and its finances.

Policies, processes and guidelines will be developed and approved by the 'governors'.

The Trustees of Wellington Community Trust will have no responsibility or authority over the Fund. The 'contractor' will be the Trust's management.

The Trust believes the fairest way forward for South Wairarapa District Council is to approve the adoption of the Regional Amenities Fund and consider the appointment of the Wellington Community Trust as an independent contractor to manage this Fund.

***The Trust does not wish to be heard with regard to this submission.***



## Submission to Draft Long Term Plan South Wairarapa District Council 2012-22

**Name:** The EnviroSchools Foundation **Contact person:** Heidi Mardon, National Director

**Postal Address:** 16 Park Terrace, Hamilton, 3204

**Phone:** 07 959 7321 **Email:** info@enviroschools.org.nz **Fax:** 07 959 7326

We do NOT wish to speak to this submission

### Recognising your support for the EnviroSchools Programme

We would like to acknowledge South Wairarapa District Council (SWDC) for supporting young people in your district to be part of the EnviroSchools network since 2006.

At the end of 2011 we celebrated 10 years since EnviroSchools was officially launched as a nationally available programme. From engaging with young people through a handful of schools a decade ago, EnviroSchools is now being called a national movement that embraces over 230,000 children and young people in communities throughout all areas of New Zealand, and now extending into other countries.

A partnership approach, based on building capacity over time and focusing on depth of practice, has created a solid network of six enviroschools in South Wairarapa District; this is 66% of schools in your area. These schools are part of a wider network of 76 enviroschools in the Greater Wellington Region and over 820 nationwide. The actions of students, teachers, families and community members from your local enviroschools contribute to a wide range of positive outcomes for communities and ecosystems in South Wairarapa.

This submission encourages SWDC to maintain its involvement in EnviroSchools along with the other regional partner agencies – Greater Wellington Regional Council, Hutt City Council, Wellington City Council, Porirua City Council, Masterton District Council, Kapiti Coast District Council, Carterton District Council, Department of Conservation, Masterton Trust Lands Trust, Rimutaka Kindergarten Association and Wellington Community Trust.

The EnviroSchools Foundation recognises the financial challenges facing councils at the present time and also the changing context proposed by the Local Government reform process. At such times, we believe it is vital for councils to continue to invest in programmes with integrated and long-term outcomes. In this context EnviroSchools offers:

- **Education as an enabler of long-term change:** EnviroSchools is based on an Action-Learning cycle that empowers young people as they learn through real-life environmental projects in their schools and communities. This approach builds in young people the motivation and skills to take effective action on the issues that matter to them and to their community.
- **A way to address the drivers of infrastructure costs:** By supporting teachers and students to explore environmental issues in a deep way over time, EnviroSchools aims to address the root causes of issues such as waste creation, high levels of water consumption and increasing pressure on stormwater and sewerage systems.
- **Holistic Approach:** At a time of increasing compartmentalisation, EnviroSchools is joining the dots between environmental health, effective learning, physical health, cultural and spiritual connections, and mental wellbeing for our children and young people.
- **Developing peer role models and future leaders:** Through EnviroSchools children and young people have the opportunity to develop their capacity and confidence as leaders, planners and decision makers. These are life skills being developed in a context that considers the environment, people and economy.
- **Value added and highly scalable model:** The EnviroSchools Foundation is a national hub, with regional implementation of programmes. We work in partnership with over 70 regional, and 10 national, organisations. This model creates efficiencies by facilitating regional innovation and by sharing resources and successes between agencies to avoid duplication. EnviroSchools has been recognised for its innovative cross-sectoral approach that involves schools, communities, businesses, central and local government, and people of all ages.

Many thanks again to South Wairarapa District Council for your long-term commitment to EnviroSchools and we request that this support be continued in the 2012-22 Long Term Plan.

**From:** Ella Spittle [mailto:es@mcguinnessinstitute.org]  
**Sent:** Tuesday, 29 May 2012 09:05  
**To:** Enquiries  
**Subject:** [NEWSENDER] - Submission on the Draft Long Term Plan - Message is from an unknown sender

**29 May 2012**

**Dear Mayor Adrienne Staples**  
**Submission on the Draft Long Term Plan**

Please treat the attached as a submission on the Council's *Draft Long Term Plan*. We hope this submission provides a useful resource backdrop to your discussions. If you have any questions or queries, please do not hesitate to contact us.

Kind regards,

Ella

**Ella Spittle**  
**Research Analyst**

McGuinness Institute  
Level 2, 5 Cable Street  
PO Box 24222, Wellington  
6142, New Zealand  
t: +64 4 499 8888  
f: +64 4 385 9884  
e: [es@mcguinnessinstitute.org](mailto:es@mcguinnessinstitute.org)  
w: [www.mcguinnessinstitute.org](http://www.mcguinnessinstitute.org)

The McGuinness Institute is an independent think tank specialising in research and policy analysis. If you would like to learn more about us, please join our [mailing list](#) to receive our twice-yearly newsletter.

This email is intended only to be read or used by the addressee. It is confidential and may contain legally privileged information. If you are not the addressee indicated in this message (or responsible for delivery of the message to such person), you may not copy or deliver this message to anyone, and you should destroy this message and kindly notify the sender by reply email. Confidentiality and legal privilege are not waived or lost by reason of mistaken delivery to you.

## **Submission on the Council Draft Long Term Plan**

Three years ago the McGuinness Institute<sup>1</sup> provided a standard submission to all Councils which was well-received. This is our second standard submission that we are sending to all Councils. Developing a Draft Long Term Plan is an excellent opportunity to engage local communities in strategic thinking about the future. The Institute would like to share its observations and provide a strategy development framework that has been in progress over the last two years. The document is divided into two parts; Part One briefly outlines two current areas of interest for the Institute concerning local government. Part Two explains the importance of strategy mapping and outlines the strategy development framework created by the Institute.

### **Part One: Local Government**

#### **(i) Strategy for the Region**

There are currently 78 local governing entities covering New Zealand, with one that represents approximately a third of the population. The new Auckland arrangements at a strategic level are giving the region greater traction in its relationships with both public and private sector organisations, by virtue of critical mass and a 'singular voice'. The Auckland region is now better positioned than any other in the country in understanding and synthesising disparate goals, and in achieving a unified outcome. This is illustrated particularly well by the Regional Authority's increased ability to work with and leverage central government.

The Institute believes that there needs to be a stronger focus among local councils on developing effective regional strategies. There are real benefits to be gained from local government entities working together with the capacity to engage in high-level, strategic planning and decisions, and region wide delivery. Clearly this is a personal observation; however we have real concerns that the smaller, less-resourced councils may lose the opportunity to affect change in the larger central government policy framework. Initiatives to manage this disparity should be a key focus of discussions at a local council level.

#### **(ii) Local Government versus Central Government**

Another important observation for the Institute concerns the relationship between local and central government authorities in regard to decision making. There has always been a degree of tension between central and local governance. A notable example is in 1856 when Henry Sewell, New Zealand's first Premier, believed that the provinces should be subordinate to the central 'governing government'. His position was contested by a narrow majority of provincialists, resulting in his administration as Prime Minister lasting only a fortnight.

---

<sup>1</sup> The McGuinness Institute, formerly the Sustainable Future Institute, is a private, non-partisan, think-tank based in Wellington. The main focus of the Institute is strategic planning for the country's long-term future.

The recent case of the King Salmon Proposal in the Marlborough Sounds provides an important illustration of how this relationship between central and local government continues to generate tensions. The Marlborough District Council is opposed to the proposal to expand salmon farming operations put forward by King Salmon.<sup>2</sup> However, King Salmon successfully applied to have the decision put before the Environmental Protection Authority on the grounds that the Marlborough Sounds area, and therefore the proposal, was of *national significance*. This allowed King Salmon to bypass the direct decision making of the local council based on local priorities and considerations, and to put the matter before a national body with different priorities, economic objectives and environmental concerns.

This also means that the decision will be final and cannot be appealed, as it could be if it was heard by the local authority. By arguing that the King Salmon proposal was a consideration of *national significance* the Minister of Conservation revoked the Marlborough District Council's authority to make a decision regarding an issue of *local significance*.

The Institute believes that situations such as this pose a significant challenge to how local councils can develop long-term strategies without clear areas of jurisdiction that mandate how far their decision-making powers extend.

## **Part Two: Strategy**

### **(i) Communicating Strategy – The Strategy Map**

The Institute has been examining effective approaches to strategy with the overall goal of developing a general model for strategic thinking that can be applied from small organisations and businesses through to planning at a national level. The *StrategyNZ: Mapping our Future* event, hosted by the Institute in March 2011, aimed to explore how New Zealanders might develop a strategy map for our nation. A strategy map is a one-page diagram that illustrates all the key elements of a strategy and how they interlink, hence it is a very effective tool for translating strategy to stakeholders.

The two-day workshop involved a hundred New Zealanders from around the country working in groups to develop a vision for New Zealand and then show how that can be achieved through developing a strategy map. Selected strategy maps from this process were then presented at the Legislative Council Chamber of Parliament. Key themes that resonated with the participants were as follows:

- the importance of attracting talent to New Zealand and retaining it;
- the desire to move to a much more entrepreneurial, high-income society;

---

<sup>2</sup> The [Marlborough District Council's Submission on New Zealand King Salmon's Proposal](#), Paragraph 2.1 states: The Council opposes the Applicant's proposal in full on the grounds stated below, and seeks that all aspects of the proposal be declined. Paragraph 2.19 states: 'The Council is concerned that the Applicant's proposal will set a precedent for other similar private plan change applications that seek to further compromise the prohibited activity status by ad hoc changes that are designed solely for the benefit of particular applicants.'

- the need for wide public engagement on the constitutional review;
- the appetite from young people to engage in national dialogues; and
- the desire to have a robust, bicultural and multicultural society.

Particularly prevalent was the idea expressed by Sir Paul Callaghan (and strongly supported by the participants) that New Zealand should be ‘a place where talent wants to live’.

We have also included those strategy maps presented at the Legislative Council Chamber at the end of this document to provide examples of how a national strategy could be presented on one page.

## **(ii) Strategy Development Process – the Strategy Pyramid**

In March 2011 the Institute hosted an event, *StrategyNZ: Mapping our Future*, aimed at exploring how New Zealanders might develop a strategy map for our nation. Attached at the end of the submission are four examples of strategy maps developed by participants during the Institute’s *StrategyNZ: Mapping our Future* event. The research undertaken in preparation for this workshop, our subsequent feedback and our ongoing engagements resulted in a product that we have called a strategy pyramid. It is proving to be a very useful tool for gaining consensus on where to from here. In particular, it is the questions sitting within the pyramid that tend to be the key, providing a sequence that must be followed in order to derive a strategy agreed by all or at least understood by all. In this way the need for additional evidence, discussion or ideas are more apparent and ‘hot-spots’ are easily identified.

Our approach has drawn heavily on the work of Robert S. Kaplan and David P. Norton, professors at the Harvard Business School, who pioneered the strategy mapping process.<sup>3</sup> Another important influence on our approach comes from another Harvard Professor, Robert Simons, whose work demonstrates how important it is to be constantly asking the right strategic questions. He proposes a number of key questions that should be asked in order to anticipate change and respond in a way that repositions yourself, your entity, your city or your country as competitive.<sup>4</sup>

The approach that we have developed is structured into what we call the *Strategy Pyramid*. The pyramid has three overarching components, purpose, strategy and execution. Each of these is further divided into three stages that are approached as high-level strategic questions. In total, it forms nine steps that should be worked through in sequence; see the *Strategy Pyramid* on the following page.

The first component, purpose, sets the conceptual lens for the rest of the strategy. Broadly it is asking; what is the problem that we are trying to solve? It is critical those developing a strategy develop a clear purpose for what they are trying to achieve and an understanding

<sup>3</sup> See, Robert S. Kaplan & David P. Norton (2008). *The execution premium*. Harvard Business Publishing.

<sup>4</sup> See, Robert Simons (2010). *Seven Strategy Questions: A simple approach for better execution*. Harvard Business Publishing.

of the values and ethics that will shape their thinking and actions. This component is divided into three stages, mission, values and vision. It is important that the mission, values and vision are shared by those implementing and those affected by the strategy. While sometimes seen as the most abstract component of strategy, getting these three stages right will result in greater cohesion and focus for everything that follows. Because this component is about genuine buy-in, treating it as a marketing opportunity or using 'corporate filler' can undermine the entire strategy.

The second component is strategy. This is generally the most emphasised component of the planning process. We divide this process into the stages: strategic intent, drivers and enablers. Strategic intent is a collection of distinct goals and ambitions that will together begin to realise the vision. This is reframing the vision in terms of the material and organisational milestones needed to bring the vision to fruition. Identifying both the drivers and enablers requires a sound understanding of an organisations internal mechanisms and assets (internal alignment) and the external environment in which it operates both now and in the future (external alignment). Drivers are the key areas of focus that channel activity, while enablers are the actual resources or institutions that bring about change. Finding the most natural alignment between drivers and enablers can go a long way toward a sound strategy. However, time should always be afforded to looking at an organisation's drivers and enablers from new directions and under new light; finding new ways to approach and understand these is central to genuinely innovative and transformational strategy.

### Strategy Pyramid



The final component is execution. This component translates the strategy, manages strategic initiatives, aligns organisational units, communicates the strategy, and reviews and updates the strategy. It is divided into targets and initiatives, performance indicators and developing a strategy map. Targets and initiatives sets out the new modes of action that will embody the strategy. This can take the form of changes in funding and reallocation of resources, changes or reorganisation of personnel and whole new initiatives designed to fill gaps or address specific concerns. Performance indicators are the metrics by which the implementation of the strategy will be assessed. Robust and honest benchmarking will provide feedback and allow for monitoring and refining of the strategy in response to things that are working well and those that are not. Strategies can be let down by inadequate performance indicators resulting in an organisation not being able to effectively assess the implementation of their strategy.

The final step is the creation of a one page strategy map. The importance of communicating the strategy (noted above) is critical. Attached at the end of the submission are four examples of strategy maps developed by participants during the Institute's *StrategyNZ: Mapping our Future* event.

Thank you again for accepting this submission.  
Kind regards,



Wendy McGuinness  
Chief Executive



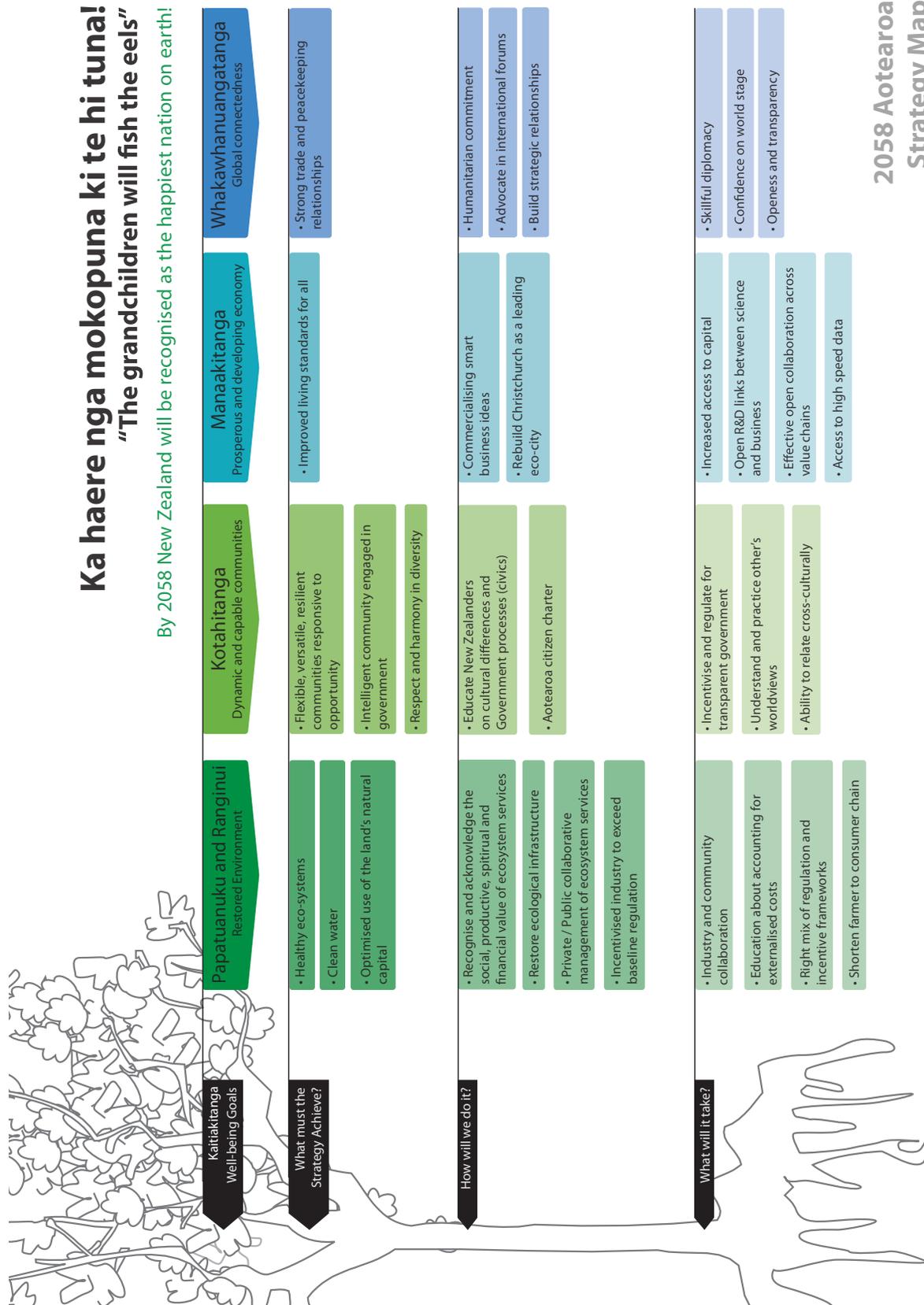
Rory Sarten  
Head of Research

**Contact Details:**

McGuinness Institute  
l: Level 2, 5 Cable Street  
p: PO Box 24222, Wellington 6142, New Zealand  
t: +64 4 499 8888  
e: [wmcg@mcguinnessinstitute.org](mailto:wmcg@mcguinnessinstitute.org)  
w: [www.mcguinnessinstitute.org](http://www.mcguinnessinstitute.org)

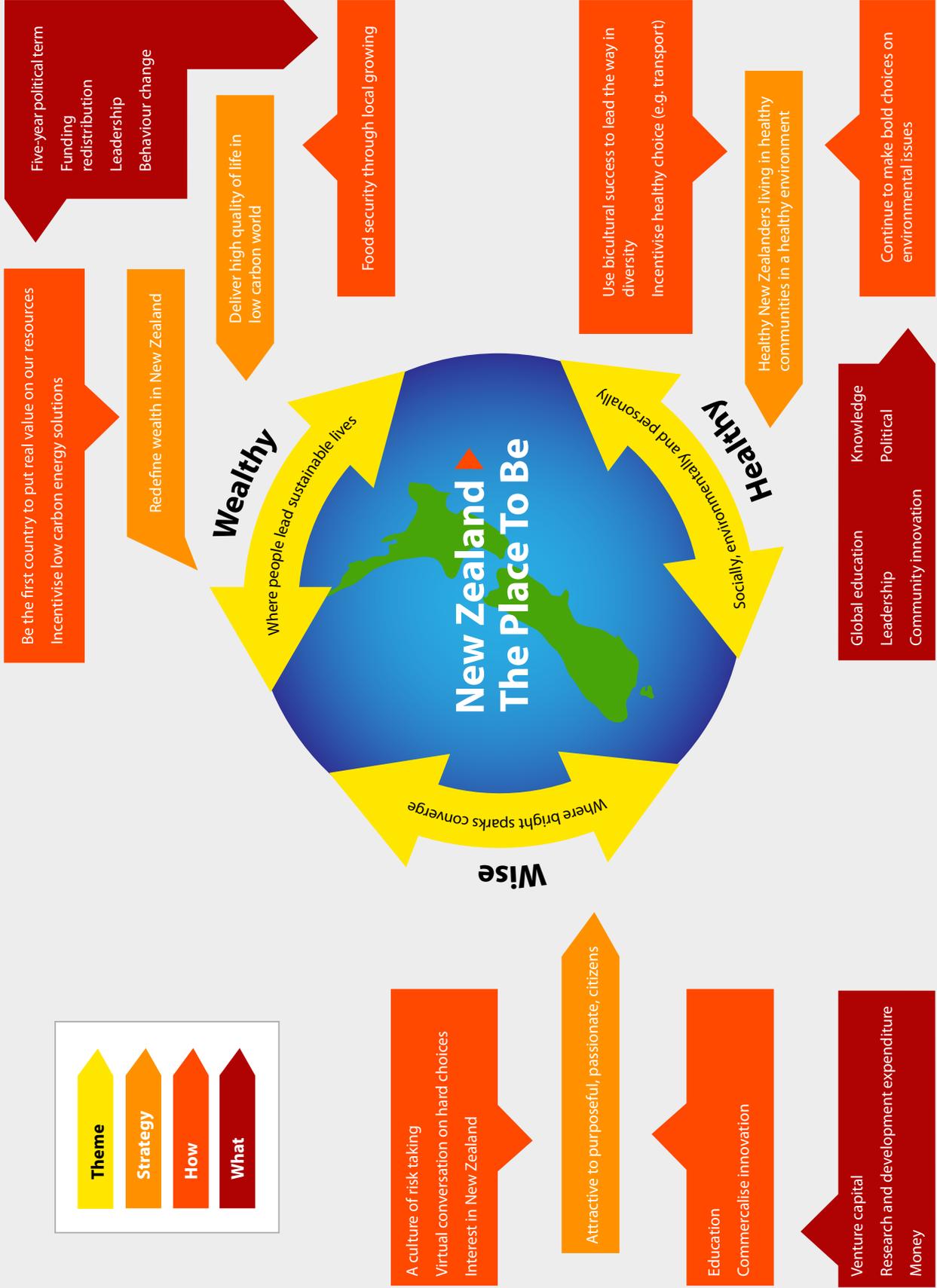
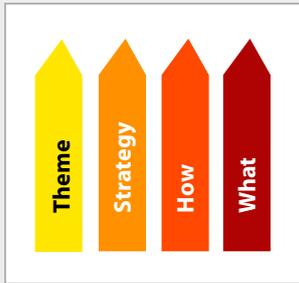
# Ka haere nga mokopuna ki te hi tuna! "The grandchildren will fish the eels"

By 2058 New Zealand will be recognised as the happiest nation on earth!



2058 Aotearoa  
Strategy Map

themes	Foresight	Reform	Education	Kaitiakitanga	Wellness
	<b>Innovative high-tech business</b>	<b>Mode 2 governance participation prosperity</b>	<b>Education for schools of the future</b>	<b>Sustaining our environment</b>	<b>A healthy human population</b>
achievements	<ul style="list-style-type: none"> <li>· Foresight centre</li> <li>· Investment R&amp;D</li> <li>· Talent utopia</li> <li>· Govt/Bus partner</li> <li>· Global networks</li> </ul>	<ul style="list-style-type: none"> <li>· Constitutional reform</li> <li>· Broaden monetary framework</li> <li>· Tax resources</li> <li>· Civics education</li> <li>· Youth vote</li> </ul>	<ul style="list-style-type: none"> <li>· Investment</li> <li>· Enviro schools</li> <li>· Foster creativity</li> <li>· Systems thinking</li> <li>· Civics curriculum</li> <li>· Life-learning</li> </ul>	<ul style="list-style-type: none"> <li>· GPI account tech</li> <li>· Kaitiaki education</li> <li>· Eco-services</li> <li>· Business kaitiaki</li> </ul>	<ul style="list-style-type: none"> <li>· Food without tax</li> <li>· School lunch M2</li> <li>· Preventative &amp; monitoring health care</li> </ul>
how?	<ul style="list-style-type: none"> <li>· Visionary culture</li> <li>· Increase R&amp;D to 5% of GDP</li> <li>· Expand entry visa criteria</li> <li>· Global marketing strategy</li> </ul>	<ul style="list-style-type: none"> <li>· Constitution</li> <li>· Policy targets broadened by Reserve Bank</li> <li>· Est. and fund office of strategic foresight</li> </ul>	<ul style="list-style-type: none"> <li>· Expand funding</li> <li>· Curriculum dev. for                             <ul style="list-style-type: none"> <li>- Environment</li> <li>- Civics</li> </ul> </li> <li>· Teachers empowered</li> <li>· Build on best practice</li> </ul>	<ul style="list-style-type: none"> <li>· Ecoservices markets</li> <li>· R&amp;D invest</li> <li>· GPI centre &amp; Res +\$</li> <li>· Business as kaitiaki</li> <li>· Consumption as kaitiaki</li> </ul>	<ul style="list-style-type: none"> <li>· Tax free fruit &amp; vege</li> <li>· Health checks to 18yr</li> <li>· e-Medicine growth</li> <li>· Climate change disease mitigation</li> </ul>
					<b>what will it take?</b>







destination  
wairarapa

10 January 2012

Mayor Adrienne Staples  
South Wairarapa District Council  
PO Box 6  
Martinborough

Your Worship Mayor Staples

**RE: DESTINATION WAIRARAPA SUBMISSION TO PREPARATION OF DRAFT ANNUAL PLAN**

**Introduction**

Destination Wairarapa is an incorporated society with some 250 members. Members are Wairarapa businesses who have a stake in the New Zealand visitor and tourism industry. Destination Wairarapa serves its members by promoting and marketing the region domestically and internationally in a way that supports the marketing and promotional efforts of its members.

New Zealand's tourism industry is consistently ranked as the number one or two export industry in the country. The top two rankings fluctuate between tourism and dairy. While the Wairarapa doesn't hold a gateway status in the industry, it does contribute to the tourists' broader experience of New Zealand and is therefore a valuable contributor to the industry.

Destination Wairarapa acknowledges the financial contribution received from South Wairarapa District Council. It is this financial support which allows Destination Wairarapa to provide its services and marketing functions for the benefit of the district, region and country. The growth of visitor numbers into the Wairarapa through product development marketing for international, domestic, groups, events, conferences, media and the provision of i-SITE Visitor Centres are the core functions of Destination Wairarapa. We would like to encourage the continued financial support Council provides to Destination Wairarapa.

**Annual Plan**

In preparing the Draft Annual Plan, Destination Wairarapa asks that the following items be included in the Draft so they can be considered and debated by the Council and community.

**Nga Haerenga - New Zealand Cycle Trail**

The New Zealand Cycle Trail is a network of 18 world class trails located throughout New Zealand. There is also an 'expansion project' to develop more trails which ultimately will connect the cycle trail together. Destination Wairarapa is leading a greater Wellington region collective committee to develop a trail which will form part of this expansion project.

South Wairarapa District Council is represented on the committee and the district will be an integral part of the project. It is expected that visitors to the cycle trail will ride along Western Lake Road between Featherston and Lake Ferry experiencing the attractions and views and using the shopping and accommodation options on the way. It is also expected that peripheral journeys will be made to Martinborough.

Other rides which have already opened throughout New Zealand have seen other services appear such as shuttle operators and guiding services and bike hire. With the implementation of the project in South Wairarapa it is expected that these operators will start up here too.

The project is well underway with a launch expected in the lead up to next summer. Destination Wairarapa would encourage resources to be allocated to the provision of signage and upkeep of the toilet block on the east west access road.

Destination Wairarapa has a long term vision for a trunk and branch cycle trail network where a main trail (trunk) links with the surrounding towns (branches). Destination Wairarapa wishes to progressively advance this trail and seeks to work jointly with South Wairarapa District Council to initially plan and secure the routes and ultimately develop the trail on a staged basis.

#### **Wi-Fi**

The provision of Wi-Fi services is one measure of a city's ability to operate in the modern world. People expect to be able to engage with each other and with the business community through portable devices linked by widely available and always accessible Wi-Fi.

Tourists and Visitors need to be able to research and book activities and accommodation during their time in the district. Destination Wairarapa provides i-SITE Visitor Centres for this service but there are many more visitors and tourists who want to make their own arrangements using their portable devices.

The Ministry of Economic Development's Wairarapa Forecast Report 2010-2016 shows Australian visitors are New Zealand's number one international market with approximately 43,000 coming to the region. Reading this report in conjunction with the Tourism New Zealand Visitor Experience Monitor (August 2011) you can see that more Australians are using Wi-Fi and Smartphones when in New Zealand. Of all Australians, 33% use their own laptop and 19% use a Blackberry and 30% (up from 22% last year) utilise Wi-Fi internet locations.

Although the visitors to the Wairarapa from the UK are off a smaller base (approx. 17,000) there is similar demand for Wi-Fi with 43% (up from 34%) looking for the service and 32% (up from 24%) using their own laptop.

Destination Wairarapa would encourage the installation of more Wi-Fi networks in public places to enable 24 hour, 7 day a week access to the service throughout the district.

Thank you for considering this submission for inclusion in the draft annual plan and I would be pleased to discuss further any element of the submission.

Yours sincerely



David Hancock  
General Manager

7 May 2012



Dr Jack Dowds  
Chief Executive Officer  
South Wairarapa District Council  
PO Box 6  
Martinborough

Dear Jack

**RE: LOCAL GOVERNMENT REFORM**

Destination Wairarapa is an incorporated society operating as the Regional Tourism Organisation (RTO) for Wairarapa. Destination Wairarapa has a membership of around 250 tourism related businesses in the Wairarapa. The core function of Destination Wairarapa is to provide marketing services and product development which underpins the efforts of our members with the aim to bring more visitors, who stay longer and spend more.

Destination Wairarapa and its predecessors have been operating as a Wairarapa-wide organisation for over 25 years. This approach has been necessary to ensure representation of an experience which is not confusing to the visitor.

Throughout this time, Destination Wairarapa has been jointly funded by the three Wairarapa Councils, Trust House and its members from throughout the region. This administrative segmentation has not caused any disruption to operations or the representation of the Wairarapa.

The private sector invests in and engages with regional tourism and local government on many levels. However, the private sector generally does not have either the financial resource or the expertise to take on the role of a Regional Tourism Organisation.

Local Government investment in tourism is vital to ensure the viability and longevity of regional tourism. Local Government, through their investment in RTO's are the catalyst for maintaining the industry, and reaping the economic and social benefits which tourism provides.

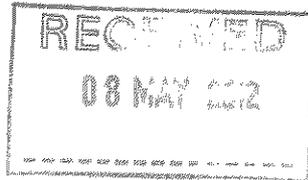
Destination Wairarapa is not swayed either way by the discussion of Council amalgamation in the 'Better Local Government' (March 2012) document. However, Destination Wairarapa would strongly encourage Council to consider how changes to RTO funding might impact on tourism promotion and the resulting economic and social benefits for Wairarapa.

Similarly, Destination Wairarapa asks Council to be acutely aware that any restrictions placed on Council activities and expenditure will actively affect the funding of Destination Wairarapa as Wairarapa's Regional Tourism Organisation.

Yours sincerely

A handwritten signature in black ink, appearing to read "S Blakemore".

Steve Blakemore  
Chairman, Destination Wairarapa



destination  
wairarapa

7 May 2012

Dr Jack Dowds  
Chief Executive Officer  
South Wairarapa District Council  
PO Box 6  
Martinborough

Dear Jack

**RE: DESTINATION WAIRARAPA DOES NOT SUPPORT THE PROPOSED REGIONAL AMENITIES FUND**

Destination Wairarapa is an incorporated society operating as the Regional Tourism Organisation (RTO) for Wairarapa. Destination Wairarapa has a membership of around 250 tourism related businesses in the Wairarapa. The core function of Destination Wairarapa is to provide marketing services and product development which underpins the marketing efforts of our members. Destination Wairarapa's strategy states an aim to bring more visitors, who stay longer and spend more.

**Wellington is vital for Wairarapa tourism**

As an RTO, Destination Wairarapa is keenly aware of the importance of strong amenities for communities and their visitors. A strong, healthy community presents well as a good place for visitors to experience and amenities play a big part in developing and maintaining that strength and health.

Wellington is Wairarapa's gateway for many international visitors who fly in through the airport and cruise in on the Cook Strait ferries. Wellington residents represent Wairarapa's single biggest source of visitors (est. 492,000). The importance of keeping Wellington's community strong and healthy can not be understated from a Wairarapa tourism perspective.

Wellington residents look to the Wairarapa as a major source of recreation and Wellington businesses employ from Wairarapa communities. So for similar reasons, Wellington also needs strong and healthy communities in Wairarapa.

**Regional Amenities Fund Criteria**

1. Considering the criteria that will be applied to assess applicants to the Fund, Destination Wairarapa believes that only Wings Over Wairarapa and Golden Shears would be strong contenders for funding.

The criteria preclude many amenities:

- a. Not otherwise generally available
- b. Audited financial accounts for previous five years
- c. Level of innovation
- d. Level of need
- e. Reach of the amenity to the regional audience

2. Destination Wairarapa would encourage Council to seek clarification on some criteria:

- a. Reach of the amenity to the regional audience
  - i. Does this refer to marketing reach; the ability for an amenity to get their message to the regional audience?

OR

- ii. Does this refer to the physical accessibility to the regional audience?

- b. Provide facilities and services not otherwise generally available
  - i. Each part of the region has a high end nature reserve, so does this mean they are generally available?  
Zealandia v Nga Manu v Pukaha Mt Bruce v Staglands
  - ii. Each part of the region has a high end art gallery, so does this mean they are generally available?  
The Dowse Art Museum v Aratoi v Pataka v Expressions

#### **Cost of administering the Regional Amenities Fund**

Destination Wairarapa is concerned that the administrative costs for a Chairman, selection panel and funding officer would exhaust the contribution made by Wairarapa Councils.

#### **Wairarapa's existing contribution to Wellington amenities and economy**

1. Destination Wairarapa understands the importance of working closely with Wellington to grow their international visitor market which in turn flows to the Wairarapa.

In the 2011-2012 financial year Destination Wairarapa has invested \$72,500 in international marketing. \$20,000 of this was matched by Tourism New Zealand making Wairarapa's contribution \$92,500.

2. Martin Jenkins's 24 February 2012 report on the 'Economic Interdependence between the Western Area of the Wellington Region and Wairarapa' points out that through analysis of credit card spend, the estimated total spend of:
  - i. Western Area of Wellington Region residents in Wairarapa is \$39.7 million per year
  - ii. Wairarapa residents in Western Area of Wellington Region is \$66.4 million per year

#### **Alternatives for Council**

Considering the need for Wairarapa to have excellent amenities, the question marks over the criteria, the likelihood of Wairarapa amenities receiving funding, the cost of administering the fund and Wairarapa's existing contribution to the Wellington amenities and economy, Destination Wairarapa would encourage the Councils to collectively or separately use any budgeted amounts for the Regional Amenities Fund to instead support Wairarapa amenities and events.