



**SOUTH WAIRARAPA  
DISTRICT COUNCIL**

*Kia Reretahi Tātau*

# **AGENDA**

## **Economic Growth Committee Meeting Thursday, 7 May 2026**

**I hereby give notice that a Economic Growth Committee Meeting will be held on:**

**Date: Thursday, 7 May 2026**

**Time: 9:00 am**

**Location: Supper Room, Waihinga Centre, Texas Street  
Martinborough**

**Janice Smith  
Chief Executive Officer**



**Order Of Business**

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**1 KARAKIA TIMATANGA – OPENING**

Kia hora te marino  
Kia whakapapa pounamu te moana  
Hei huarahi mā tātou i te rangi nei  
Aroha atu, aroha mai  
Tātou i ā tātou katoa  
Hui ē! Tāiki ē!

May peace be widespread  
May the seas be like greenstone  
A pathway for us all this day  
Let us show respect for each other  
For one another  
Bind us all together!

**2 APOLOGIES**

**3 CONFLICTS OF INTEREST**

**4 ACKNOWLEDGEMENTS AND TRIBUTES**

**5 PUBLIC PARTICIPATION**

**6 ACTIONS FROM PUBLIC PARTICIPATION**

**7 URGENT BUSINESS**

## **8 CONFIRMATION OF MINUTES**

### **8.1 MINUTES OF THE ECONOMIC GROWTH COMMITTEE MEETING HELD ON 19 MARCH 2026**

**Author:** Amy Andersen, Lead Advisor, Democracy and Committees

**Authoriser:** Janice Smith, Chief Executive Officer

**File Number:** N/A

#### **RECOMMENDATIONS**

1. That the minutes of the Economic Growth Committee meeting held on 19 March 2026 are confirmed as a true and correct record.

#### **APPENDICES**

**Appendix 1 Minutes of the Economic Growth Committee Meeting held on 19 March 2026**

**MINUTES OF SOUTH WAIRARAPA DISTRICT COUNCIL  
ECONOMIC GROWTH COMMITTEE MEETING  
HELD AT THE SUPPER ROOM, WAIHINGA CENTRE, TEXAS STREET, MARTINBOROUGH  
ON THURSDAY, 19 MARCH 2026 AT 1:30 PM**

**PRESENT:** Cr Chris Archer (Chair), Cr Andrea Rutene, Cr Simone Baker, Cr Collier Isaacs, Cr Colin Olds, Cr Rupert Watson (via MS Teams) and Mayor Fran Wilde.

**IN ATTENDANCE:** Cr Rachel Clarke, Janice Smith (Chief Executive Officer), Stefan Corbett (Group Manager, Corporate Services), Lina McManus (Advisor, Grants & Funding), Matt Vins (Manager, Corporate Support), Hayley Gastmeier (Advisor, Digital Communications) and Amy Andersen (Lead Advisor, Democracy and Committees).

**CONDUCT OF BUSINESS:** This meeting was held in the Supper Room, Waihinga Centre, Texas Street, Martinborough and via audio-visual conference. This meeting was live-streamed is available to view on our YouTube channel. The meeting was held in public under the above provisions from 1:30pm to 4:43pm except where expressly noted.

## **OPEN SECTION**

### **1 KARAKIA TIMATANGA – OPENING**

All in attendance opened the meeting.

### **2 APOLOGIES**

There were no apologies.

### **3 CONFLICTS OF INTEREST**

No interests were disclosed relating to items on the agenda or interests not already recorded on a relevant register.

### **4 ACKNOWLEDGEMENTS AND TRIBUTES**

There were no acknowledgements and tributes.

### **5 URGENT BUSINESS**

There was no urgent business.

### **6 CHAIRPERSON REPORTS**

#### **6.1 A NEW APPROACH TO ECONOMIC DEVELOPMENT IN WAIRARAPA**

Members discussed the report and thanked Cr Archer for bringing this to the Committee's attention.

Members emphasised the importance of progressing the approach and noted this model was suggested several years ago in a report commissioned by all three local councils; however, there was no further action following the report's completion.

Members queried the model and whether the value of a trust model was preferred – Mayor Wilde noted she had no experience of this but knows of other councils that have used it, noting that this gives the trust separation from local government and also enables private sector money to come into it.

Next steps and timeframes – Council will be actively engaging with communities. Members noted that in the past, money has been collected by Grow Wellington to further economic development in the whole region and more benefits are being sought for Wairarapa. Members were keen to ensure that money comes back to Wairarapa, that local decisions are made locally and to work for the business community here.

#### **COMMITTEE RESOLUTION EGC2026/01**

**Moved: Mayor F Wilde**

**Seconded: Cr C Isaacs**

The Economic Growth Committee resolved to:

1. Receive the Chairperson's report - *A New Approach to Economic Development in Wairarapa*.
2. Agree to explore the development of the following:
  - a) the consolidation of existing economic development funding from the three district councils and other sources to create a sustainable, adequate resource base.
  - b) the establishment of an independent Wairarapa Economic Development Agency (WEDA) through either joint CCO or Trust structure, incorporating governance and accountability frameworks (including specific performance measures) from the outset and having fully delegated responsibility for leading and implementing the Wairarapa Economic Development Strategy and Destination Management Plan.
3. If it is considered that appropriate support is apparent, make recommendations to the full council on how to progress such an initiative.

[Items 1-3 read together]

**CARRIED**

## **7 DECISION REPORTS FROM CHIEF EXECUTIVE AND STAFF**

### **7.1 ECONOMIC DEVELOPMENT FUND DISCUSSION REPORT**

#### **COMMITTEE RESOLUTION EGC2026/02**

**Moved: Cr C Olds**

**Seconded: Cr A Rutene**

The Economic Growth Committee resolved to:

1. Receive the *Economic Development Funding Discussion Report*.

2. Receive the shortlisted applicants' presentations.

[Items 1-2 read together]

**CARRIED**

## 6 PUBLIC EXCLUDED BUSINESS

### RESOLUTION TO EXCLUDE THE PUBLIC

#### COMMITTEE RESOLUTION EGC2026/03

**Moved:** Cr C Archer

**Seconded:** Cr A Rutene

The Economic Growth Committee resolved that the public be excluded from the following parts of the proceedings of this meeting.

The general subject matter of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under section 48 of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution are as follows:

General subject of each matter to be considered	Reason for passing this resolution in relation to each matter	Ground(s) under section 48 for the passing of this resolution	Plain English reason for passing this resolution in relation to each matter
<b>8.1 - Economic Development Funding Decision Report</b>	s7(2)(a) - the withholding of the information is necessary to protect the privacy of natural persons, including that of deceased natural persons  s7(2)(f)(i) - free and frank expression of opinions by or between or to members or officers or employees of any local authority	s48(1)(a)(i) - the public conduct of the relevant part of the proceedings of the meeting would be likely to result in the disclosure of information for which good reason for withholding would exist under section 6 or section 7	Applicants to the Economic Development Fund have share private and sometimes commercially sensitive information, we need to keep their personal details and intellectual property protected. Enabling decision makers to freely express their opinions within a transparent weighted scoring system allows robust discussion that leads to strong, well-reasoned decisions about grants investment.

**CARRIED**

## 7 KARAKIA WHAKAMUTUNGA – CLOSING

All in attendance closed the meeting with a karakia.

The meeting closed at 4:43pm.

**Confirmed as a true and correct record.**

..... (Chair)

..... (Date)

..... (Chief Executive)

..... (Date)

**9        MATTERS ARISING FROM PREVIOUS MEETINGS**

## 10 DECISION REPORTS FROM CHIEF EXECUTIVE AND STAFF

### 10.1 INVESTIGATING OPTIONS FOR AN ECONOMIC DEVELOPMENT AGENCY

**Author:** Stefan Corbett, Group Manager, Corporate Services

**Authoriser:** Janice Smith, Chief Executive Officer

**File Number:** NA

#### PURPOSE

To ask Councillors to endorse an approach to producing options for a Wairarapa Economic Development Agency (Wairarapa EDA).

#### EXECUTIVE SUMMARY

- At a meeting on 7 April 2026 of Mayors, Deputy Mayors and Chief Executives from Masterton, Carterton and South Wairarapa District Councils it was agreed that work would be undertaken to investigate options for a Wairarapa EDA.
- An external facilitator is proposed to work with Destination Wairarapa, Business Wairarapa, Wellington NZ (WEDS) and the Wairarapa Dark Skies Association to produce a framework for the three Councils by September 2026, building on previous work on the topic. The scope and/or terms of reference developing the framework would be agreed between the three Wairarapa Mayors, Deputies and Chief Executives.
- Development of the framework will allow further discussion between Councils for a joint approach to next steps, and the issue of the formation of a Wairarapa EDA to potentially be included in Long Term Plans.

#### RECOMMENDATIONS

That the Economic Growth Committee:

1. Receive the 'Investigating Options for an Economic Development Agency' Report.
2. Endorses the engagement of a facilitator to work with the necessary groups to develop a framework as a basis for future joint decisions.
3. Note that the three Chief Executives are delegated responsibility for producing an options report for Councillors by September 2026, as a basis for further evaluation and discussion, and to underpin potential inclusion in Long Term Plans.

#### BACKGROUND

If the three Wairarapa Councils are to include consideration of a Wairarapa Economic Development Agency in their Long Term Plans then work must start very soon on an options analysis. Capacity to produce that work within Councils is limited and it is proposed to engage a facilitator to work with the interested groups to develop an Economic Development framework for a future EDA.

## DISCUSSION

Preliminary options analysis on a model for a Wairarapa EDA is urgently required. Capacity to achieve this within Councils is limited given other pressures. It is a significant piece of work that will take 2-3 months.

It is proposed that the three Chief Executives administer a process to provide the necessary information and develop a framework that includes agreement on the scope of an LTP options paper. Ideally the options paper would be completed by September 2026 in time for adequate consideration by Elected Members in the lead up to Long Term Plan consultation.

Research is required on examples of best practice both here and elsewhere around economic development and tourism models and delivery and Destination Wairarapa, Business Wairarapa, WEDS and Wairarapa Dark Skies all need to provide support to develop the framework and options for consideration.

Clear data is required from Greater Wellington Regional Council and Wellington NZ about the level of Wairarapa rates funding that is put into Wellington NZ and how it is deployed in the Wairarapa. This information is critical to understanding how a future WEDA might be funded.

Decisions on producing an initial options paper is proposed to be delegated to Chief Executives who will report back to their respective Councils once a scoping document and framework is available.

Elected Members require this information to inform joint decisions on inclusion in Long Term Plans by November this year, at the latest.

## CONSIDERATIONS

### Financial

Budget for South Wairarapa District Council's contribution to engaging a consult to produce an options paper could be drawn from OPEX project budget for 2025/26. A means of proportioning costs between the three Councils would need to be agreed and could follow models used in existing shared service models.

	Yes/No/NA	Commentary
Inclusion in the AP/LTP? (if no – provide commentary)	No	Proposed to use existing OPEX project budget in 2025/26 to meet SWDC costs.
Confirmed budget source	No	As above
OPEX or CAPEX	OPEX	Engaging a consultant
Rating impact	None	n/a
Procurement process	TBC	One of the three Wairarapa Councils would run the procurement consistent with its procurement policy.

### Climate Change

There are no positive or negative effects on climate change from this decision.

## CONCLUSION

The Mayors, Deputy Mayors and Chief Executives of the three Wairarapa Councils have agreed to carry out preliminary work to determine how an Economic Development Agency could be developed for Wairarapa. This Committee is asked to endorse this approach to allow options to be considered as part of the Long Term Plan 2027/37.

## COMPLIANCE SCHEDULE

Full consideration has been given to the provisions of the Local Government Act 2002 S77 in relation to decision making, in particular:

1. A Local authority must, in the course of the decision-making process,
  - a) Seek to identify all reasonably practicable options for the achievement of the objective of a decision; and
  - b) Assess the options in terms of their advantages and disadvantages; and
  - c) If any of the options identified under paragraph (a) involves a significant decision in relation to land or a body of water, take into account the relationship of Māori and their culture and traditions with their ancestral land, water sites, waahi tapu, valued flora and fauna and other taonga.
2. This section is subject to Section 79 - Compliance with procedures in relation to decisions.

Compliance requirement	Staff assessment
State the level of significance (high or low) of the issue or proposal as determined by the <a href="#">Council's Significance and Engagement Policy</a>	This is a matter of low significance. This is a preliminary piece of work designed to inform future decisions.
State the relevant Council policies (external or internal), legislation, and/or community outcomes (as stated in the Long Term Plan) that relate to this decision.	This report complies with all relevant internal policies and external legislative requirements.
State the possible implications for Māori and how Māori have been provided with an opportunity to contribute to decision making if this decision is significant and relates to land and/or any body of water.	There are no implications for Māori.
Chief Financial Officer review	The Chief Financial Officer has not reviewed this report.
State the possible implications for health and safety	There are no health and safety implications.

## APPENDICES

Nil

## **11 INFORMATION REPORTS FROM CHIEF EXECUTIVE AND STAFF**

### **11.1 DESTINATION WAIRARAPA QUARTERLY REPORTING**

**Author:** Amy Andersen, Lead Advisor, Democracy and Committees

**Authoriser:** Stefan Corbett, Group Manager, Corporate Services

**File Number:** N/A

#### **PURPOSE**

The purpose of this report is to provide the Committee with the Destination Wairarapa quarterly reporting, including the General Manager's marketing and financial reports.

#### **EXECUTIVE SUMMARY**

- Destination Wairarapa is the Regional Tourism Organisation (RTO) for the Wairarapa.
- This report includes the quarterly updates from Destination Wairarapa, including: deliverables, product development, marketing and financial information.

#### **RECOMMENDATIONS**

Officers recommend that the Economic Growth Committee:

1. Receive the report.
2. Note the information included in the report.

#### **BACKGROUND**

- Destination Wairarapa's role is to attract more visitors, who stay longer and spend more, and grow Wairarapa's tourism revenue to \$212m by 2025, while shallowing the low to high season trough.
- Destination Wairarapa receives financial support from the three district councils in Masterton, Carterton and South Wairarapa, Trust House Foundation and the Wairarapa tourism businesses who are members of their incorporated society.

#### **DISCUSSION**

Please refer to the appendices for the quarterly reports from Destination Wairarapa.

#### **APPENDICES**

- Appendix 1** Destination Wairarapa Q3 CE and Marketing Report 2026 - Council Funding MOU Review
- Appendix 2** Q3 Destination Wairarapa 2025- 2026 Financial Report
- Appendix 3** Destination Wairarapa Inc - Budget Variance YTD vs Year (1)

**Appendix 4      Memorandum of Understanding October 2022 - Destination Wairarapa  
Incorporated SIGNED**

Destination Wairarapa  
Q3 Chief Executive and Marketing Report 25/26  
Jan 2026 – March 2026

2025/2026 Deliverables

*Spend – as measured by electronic transactions*

The state of the national economy has a continued negative effect on our industry as potential domestic visitors hold on to their money prioritising the essentials instead.

In addition, the impact the Wellington economy has on the Wairarapa continues to be felt in this region. When the Wellington economy is buoyant, we reap the rewards, when it is sluggish or in this case depressed, we hurt also.

We know however that our marketing efforts are being seen and are having a positive effect as visitors are still coming to the region, they simply are not staying as many nights in commercial accommodation nor are they departing with their hard-earned cash quite as easily while they are here when compared to the same period last year.

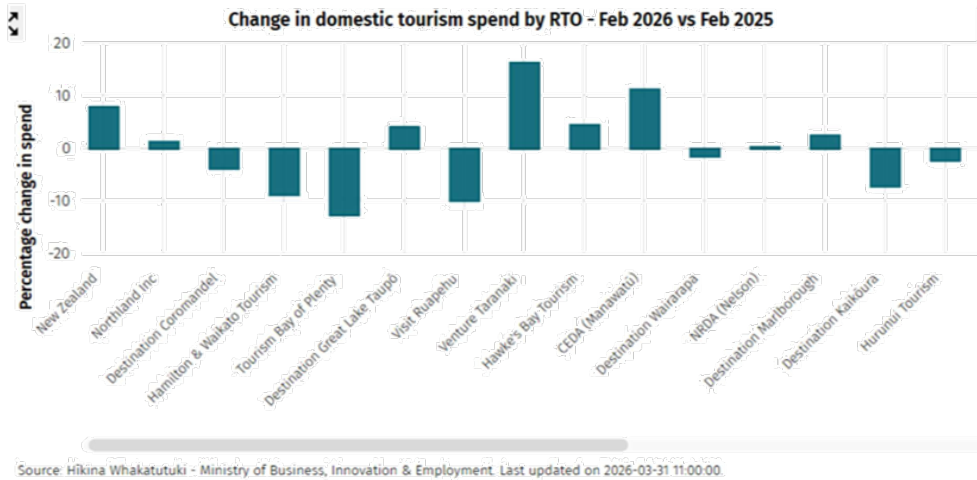
As a region February 26 spend however showed only a slight decrease in spend of 1.5% from February 25.

When we drill down to spend domestically and internationally by TA for the YE February 26 vs YE February 25 we see firstly that Masterton attracts the greatest spend for both domestic and international visitors. In both markets this is predominantly for retail spend.

The significant increase in retail spend by international visitors to Masterton could be because of the variety of products on offer and their relative affordability when purchased using an American dollar for example. Conversely for domestic holidaymakers to Masterton concerned about the cost of living, they are less likely to spend on any extra retail items not deemed necessary while visiting.

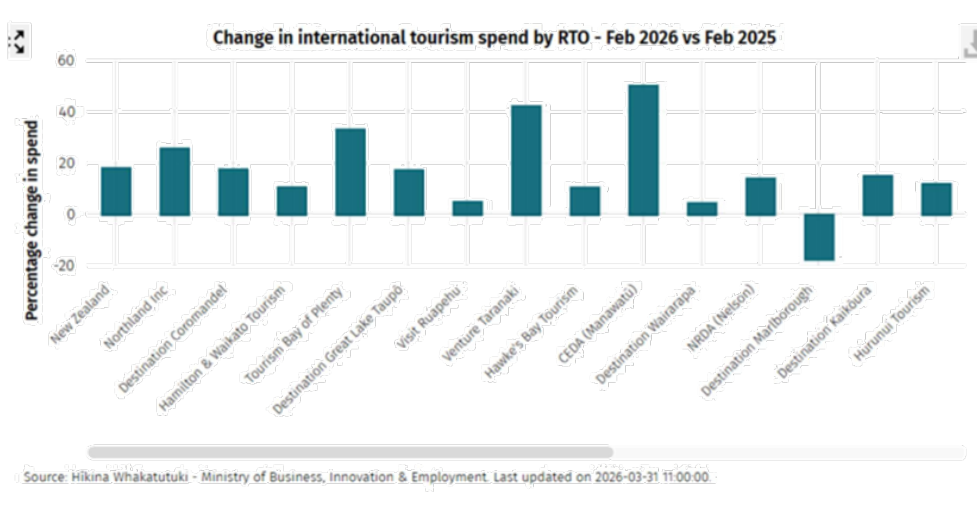
Notable dates in February include 28<sup>th</sup> February - when the United State and Israel launched airstrikes on Iran signalling the official start of the global fuel crisis. This will potentially effect both domestic spend AND arrival numbers and therefore international spend in the coming months.

The below graph shows the change in domestic electronic spend by RTO Feb 2026 vs Feb 2025



Domestic spend in Wairarapa for Feb 2026 was **down 1.5%** from \$28.7m in Feb 2025 to \$28.3m in Feb 2026

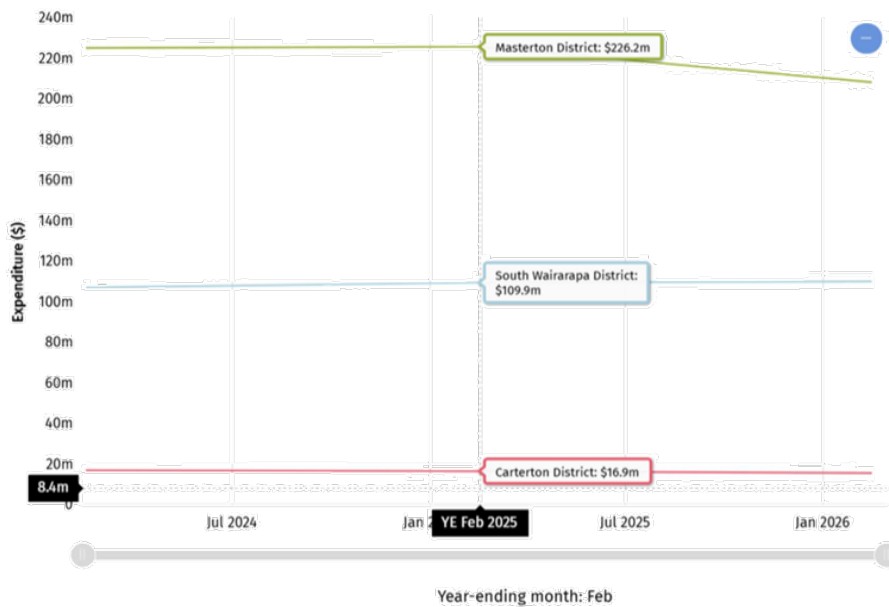
The below graph shows the change in international electronic spend by RTO Feb 2026 vs Feb 2025



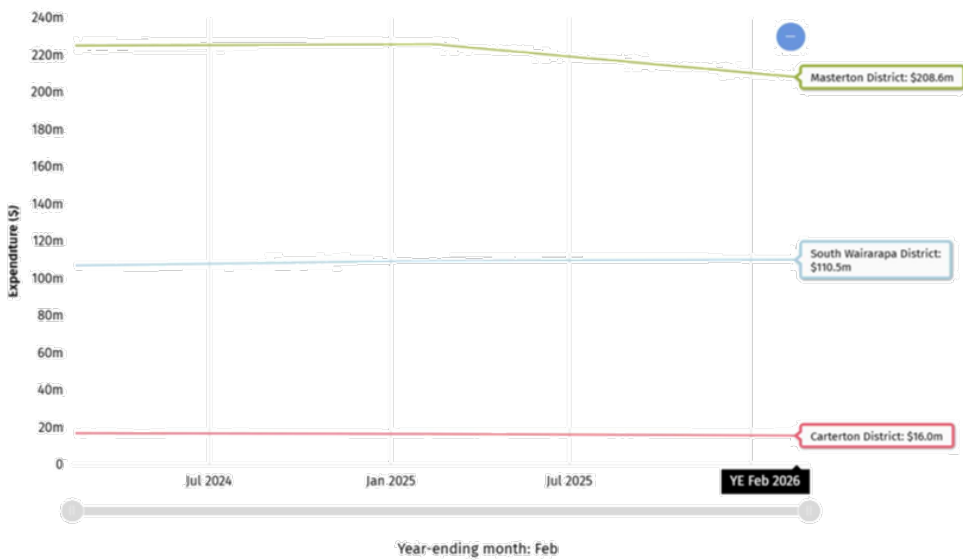
International spend in Wairarapa for Feb 2026 was **up 4.5 %** from \$6.5m in Feb 2025 to \$6.8m in Feb 2026

*Spend By TA*

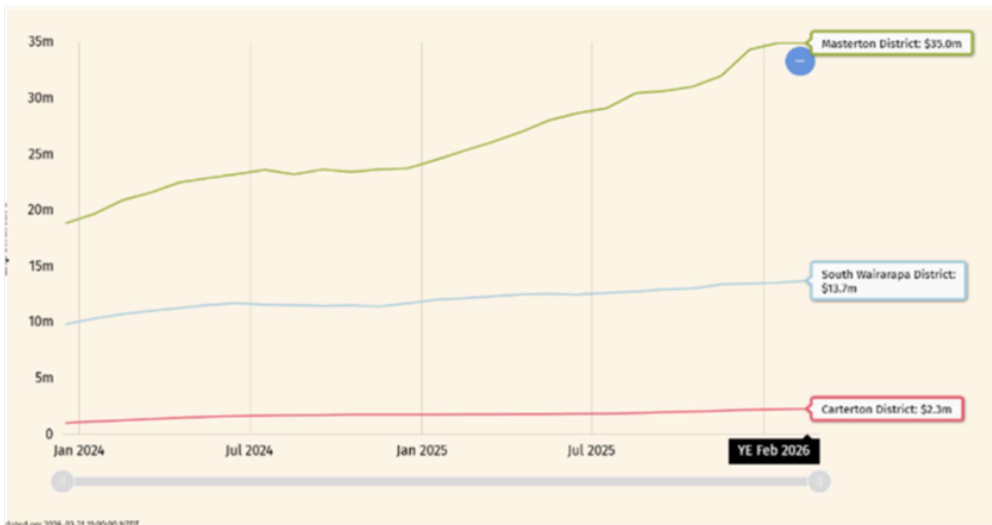
Domestic Feb 2025 vs Feb 2026



Updated on: 2026-03-31 11:00:00 NZDT



International Feb 2025 vs Feb 2026





**Marketing (January to March)**

Our summer was - weatherwise – better than some regions and we saw a plethora of smaller outdoor events developed and held right across the region: music at cafes and vineyards, themed ticketed vineyard lunch events with live music, pizza nights in gardens, movie nights in vineyards, gin events in vineyards, market nights in vineyards etc.

More casual, run by a wider number of operators, some free to enter and those which were ticketed were affordably priced. A good creative approach to attract visitors to businesses during tough economic times. Waitangi and Wellington Anniversary weekends were studded with these more approachable, smaller scale events leading to two full and buzzy long weekends for the region.

Among the events (see below) held in the period was a very new and somewhat quirky event – the New Zealand Stationery Festival. Aimed at lovers of fine pens, stickers and stationery, 600 tickets were sold. A queue of those waiting to enter (entry numbers were managed to ensure quality viewing inside the Greytown Town Hall) streamed all the way down the Main St and businesses throughout Greytown had an uptick in business.

It's a great example of smaller scale, less weather-dependent, niche, well marketed events which appeal to Wellingtonians which could increasingly be a successful style of events in the region.

The sixth Welly Walks activation was held 24-25 January. This promo run by WellingtonNZ is designed to increase participation in cycling and walks on regional trails. A Welly Walks box was placed on the Greytown to Woodside Trail and mini jars of Greytown Honey jars were able to be collected by those walking or cycling past.

In January we attended a Te Wānanga Taiao o Manukura Stakeholders Wānanga and are actively engaged with, and are supporting, the new "Chief of Awesome" at Pukaha – Diane Grayson, along with Rangitāne Tū Mai Rā Trust CE Darrin Apanui to explore and develop new tourism opportunities for the facility.

Events we supported and promoted through our channels included:

- [Masterton Motorplex International Dragstrip](#) Drags. x 4 events
- Music in the Country Festival Tauherenikau
- Castlepoint Races
- Greytown Heritage House & Garden Tour
- Martinborough Fairs
- Golden Shears and the Golden Shears Fan Zone & Worlds Village
- Tauherenikau Races
- Wairarapa Wines Harvest Festival
- Summer Hummer
- Lavender picking across the region
- Summer of Space series with Star Safari
- Greytown International Cocktail Festival
- Tui Brewery Truck Stop Show & Shine

**Tourism Boost Campaigns**

As a result of Government’s Regional Tourism Boost Fund Wairarapa is involved in a couple of “Boost” campaigns:

**1. Kiwi North**

Incorporating the cohort of North Island RTOs the campaign has been managed by RotoruaNZ and includes marketing partnerships with Campermate, Trip Advisor, THL, and Qantas Holidays.

Outputs include:

<https://campermate.com/en/blog/post/getaway-guides/nz/wairarapa-vines-views-road-trip>

<https://www.kiwinorth.com>

**2. Classic NZ Wine Trail Australia activity**

A major focus for DW in this period has been this campaign (currently in full swing) designed to support tourism and hospitality. This campaign targets Australian ‘Active Considerers’ - encouraging travellers who love food, wine, and road trips to explore Wairarapa, Wellington, Hawke’s Bay and Marlborough while enjoying world-class food and wine experiences.

Funding has enabled marketing partnerships with Qantas, Webjet and Trip Advisor. There has also been paid placement using Tourism NZ digital audiences (some artwork examples below) and a revamped presence on newzealand.com – a huge very powerful tourism website

<https://www.newzealand.com/au/feature/classic-new-zealand-wine-trail-itinerary/>



Funding also delivered this feature in the Qantas inflight magazine:



Wine Collective Direct Offer

A key feature of the campaign is the offer of free wine shipping (\$141 value) to Australia through Wine Collective Direct (WCD) when visitors buy a full case at participating cellar doors only on the Classic New Zealand Wine Trail.

Visitors use a QR code to access the Wine Trail selection and can add 15 bottles from Hawke's Bay, Wairarapa and Marlborough to their case which is then shipped back to Australia for free. The goal is higher-value cellar door sales and longer-term brand connection through wine delivery.

Wine Collective Direct and the RTOs delivered webinars to wineries to prepare for the campaign.

Destination Wairarapa's took the lead in designing a striking set of collateral for use by cellar doors through all 3 wine regions.

Hi Australians

**Enjoying your wine tasting?**

Ship your wine home for free with our special offer


 Choose the wines you love from along the  
 Classic NZ Wine Trail  
 Hawke's Bay | Wairarapa | Marlborough

Send a 15-bottle case of Classic NZ  
 Wine Trail wines back to Australia

**FREE SHIPPING**  
 (Value \$141 NZD)


 Scan the QR code to add your wine to a  
 shipping case.  
 Ask the Vineyard Cellar Door team for  
 assistance.

**CLASSICWINETRAIL.CO.NZ**


**Wine Collective Direct**  
 SHIP NZ WINE HOME

**Important information:**  
 You must be of legal drinking age to purchase alcohol.  
 Wines must be from Hawke's Bay, Wairarapa or Marlborough regions.  
 Available for 15-bottle cases only.  
 Australia shipping only.  
 Available from: 1 February 2026 - 30 June 2026 (unless sold out prior).  
 Full Terms & Conditions: [www.winecollective.direct/classicnzwinetrail/info/cnwt-terms-conditions](http://www.winecollective.direct/classicnzwinetrail/info/cnwt-terms-conditions)

Reporting shows this offer has real traction! Wine value sold to mid-March was \$55,000. Early results show Wairarapa leading in value, driven by higher average bottle pricing.

The article showcases the offer:

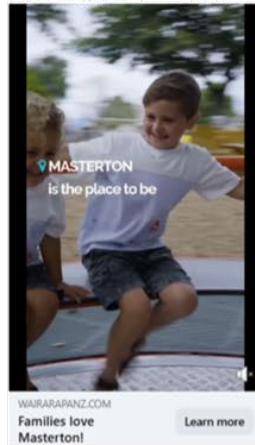
<https://www.thepost.co.nz/business/360963894/aussie-tourists-can-now-take-more-our-wine-back-home>

### Digital Activity

Examples of activity we created and invested in during this quarter included:

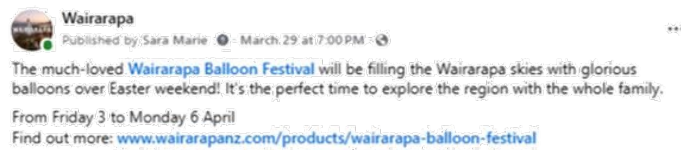
#### ***Masterton Family Holiday destination***

44,809 views  
257 interactions  
742 Link clicks



#### ***Wairarapa Balloon Festival***

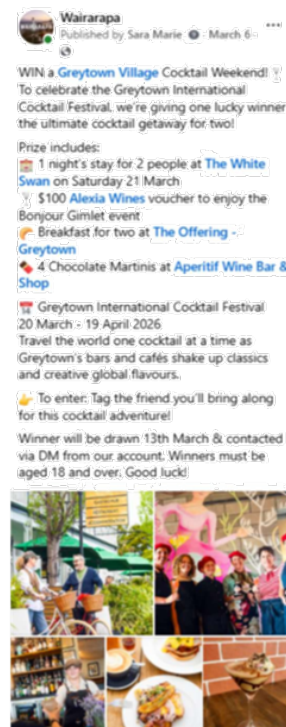
156,250 views  
1,383 interactions  
2,489 link clicks



**Greytown Cocktail Festival**

135,871 views

3,806 interactions



**Trade**

Complementing our current CNZWT Australian campaign I joined WellingtonNZ in Sydney, Melbourne and Brisbane, training ANZCRO (a large wholesale trade company) to promote the Classic New Zealand Wine Trail. This was extremely well received.

Barb attended Tourism New Zealand’s Regional Showcase in Sydney, which gives New Zealand RTOs the opportunity to strengthen relationships with both new and established travel sellers. The event includes pre-scheduled meetings with product and marketing managers to support future travel trade partnerships. Our Lonely Planet selection was leveraged and acknowledged during this event – a real win for such a small RTO.

Barb and I both attended the annual Inbound Operator event for RTOs in Auckland where we had 70 twelve-minute face to face meetings with trade staff and product managers. Of note were Lonely Planet, the Classic NZ Wine Trail and Star Safari while our ‘heads-up’ about a new 21 room 4.5 star hotel opening in Masterton in 2027 was also extremely positively received.

Following this event the heads of the 3 wine regions in the CNZWT also delivered frontline training at two key inbound companies.

Media

We pitched and secured a feature in the March issue of Air NZ's Kia Ora magazine.

Travel IQ Wairarapa

## Stars and bars

What's new in our favourite Dark Sky Reserve.

BY SHARON STEPHENSON

AS THAT GREAT Kiwi bloke Fred Dagg once said, we don't know how lucky we are. Because while more than 80 percent of the world's population lives in areas where they can't see the stars due to light pollution, there's no such issue in Wairarapa, home to one of 24 International Dark Sky Reserves. Next time you find yourself in the Wai, look up from the 3665sqkm of reserve to the star-studded skies, which were named as some of the darkest and clearest on the planet.

It doesn't matter if you don't know your Milky Way from your Southern Cross: in 2019, astrobiologist Haritina Mogosanu and astrophysicist Samuel Leske started Star Safari, which offers a 90-minute guided journey through the night skies, using mega telescopes.

Lying on a beanbag staring at the stars is guaranteed to make even the most hardened city slicker feel at one with the universe. No surprises that Lonely Planet recently named the region's stargazing one of the world's 25 top experiences for 2026, the only New Zealand experience to make the list.

Congratulate yourself on your newfound astral knowledge with a cocktail at The White Swan Country Hotel, the gracious old building on Greytown's main street, which began life as a Lower Hutt Railways workshop. In 2002, some bright spark recognised its potential, cut it into pieces and drove it over the Remutaka Range. Order a celestial fizz, which blends Greytown Distilling Co's Dark Sky Gin with a butterfly pea syrup, best enjoyed on the hotel's front deck under a canopy of stars.

Stretch your brain a little further at Mrs Blackwell's Village Bookshop, a treasure trove of all things literary, appropriately housed in what used to be the Greytown Library. Bookworm Millie Blackwell, who opened the store in 2020, also stocks a range of international puzzles and stationery.

Thanks to its free-draining gravel river terraces, low rainfall and warm summers, this region in the southern tip of the North Island is known for its award-winning wines. It's easy to get caught up in the more than 25 cellar doors and forget that the Wairarapa does a nice side hustle in striking scenery – and has many ways to enjoy it.

In fact, if you were to compile a list of some of the most astonishingly scenic walks in the North Island, Kawakawa Station Walk would surely come out near the top. Make sure the camera is charged for the three-day walk, which slices through ancient native bush, rivers and sheep-dotted hills. Bonus: someone else carries the luggage, cooks the food and makes most of the hard decisions. [wairarapanz.com](http://wairarapanz.com)

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Cape Palliser Lighthouse

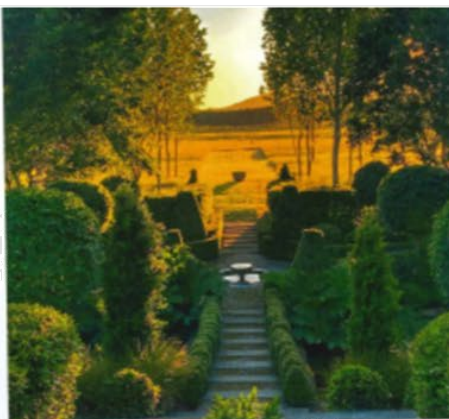


Kawakawa Station Walk

**Travel IQ Wairarapa**

**THE GARDEN SHED**

Turn your gaze a little north, and a few minutes from Masterton, you'll come across Stablehouse Garden, named a five-star Garden of National Significance by the New Zealand Gardens Trust. Tucked into the 15ha property is a one-bedroom cottage, which owner Sarah Delmonte, a garden designer, relocated from Hawke's Bay a year ago. Fully renovated, it brings a slice of contemporary chic to the countryside. Guests are free to wander through Stablehouse Garden and enjoy a dip in the pool. [stablehousedesign.co.nz](http://stablehousedesign.co.nz)



**THE RUAMĀHANGA CLASSIC**

Who says river rafting trips have to be adrenaline-filled, white-knuckle, white-water adventures? Not Hamish Watters, the CEO of Wellington Rafting, who does cater for thrill seekers but recently introduced this more sedate scenic rafting tour of the Ruamāhanga River. Start at the Te Whiti Bridge, near Masterton, before winding your way slowly to the Gladstone Inn, enjoying the scenery and rhythms of the river on a 1.5-hour journey. [wellingtonrafting.nz](http://wellingtonrafting.nz)

**MOTHER GOOSE BAR & KITCHEN**

Many New Zealanders are familiar with the historic pub at Tauwharenikau (originally a hotel, then a bar known for many years as the Tin Hut). Local couple Theo Wijnma and John Richards have form with restaurants, having run the Royal Hotel in Featherston. They took on this 170-year-old pub mid-2025, gave it a glow-up and rebooted the menu with family-friendly fare such as burgers and steak pies made from a family recipe. Sit inside or out, or pop into the marquee used for events, including quiz nights. [theroyalhotel.co.nz](http://theroyalhotel.co.nz)

*Air New Zealand operates daily non-stop flights to Wellington from Auckland, Christchurch, Queenstown and Dunedin, with connections across the domestic network.*



70 Kia Ora

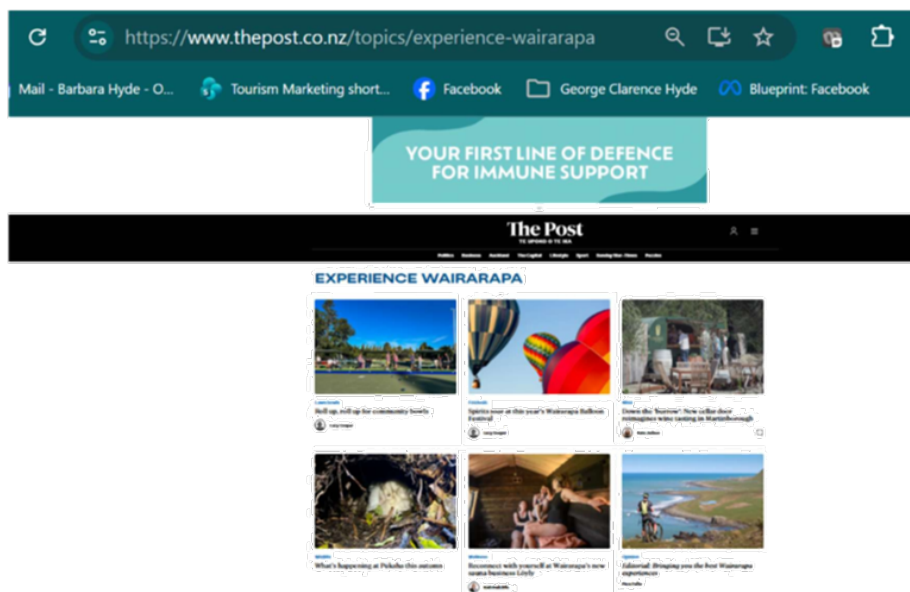
**Wairarapa Times Age: Experience Wairarapa**

We’ve teamed up with the Wairarapa Times Age to develop a new column/feature - “Experience Wairarapa” - encouraging locals and visitors to get out and explore the region with friends and family. This is ‘evergreen’ online content, and the approach has been born out of the regional’s selection by Lonely Planet of the Best in Travel 2026 list.

Background editorial here:

<https://www.thepost.co.nz/nz-news/360972458/bringing-you-best-wairarapa-experiences>

Permanent hub is here:



One example is this feature on new operator Wairarapa Cultural Tours: an excellent piece

<https://www.thepost.co.nz/nz-news/360940471/seeing-south-wairarapa-through-different-lens-maori-led-tourism-venture-debuts>

**Hosting**

We hosted two Australian influencers here as part of the Kiwi North Australian campaign activity - they were supported with a motorhome supplied by THL. They stayed in Martinborough and Castlepoint at the holiday parks there and explored the region. We hosted an Australian food and wine writer writing for travel feature ‘Explore’ who was visiting Wellington and Wairarapa via Tourism NZ.

**Wairarapa Councils MOU**

At this point it seems an appropriate time to review Destination Wairarapa’s progress against the deliverables set out in its funding MOU with the 3 Councils as we get closer to the end of this funding period.

The original funding MOU between Destination Wairarapa and the three Wairarapa councils (Masterton District Council, Carterton District Council, and South Wairarapa District Council) commenced on 1st October 2022 and was initially set to expire on 30<sup>th</sup> June 2025 for CDC and 30<sup>th</sup> September 2025 for MDC and SWDC. An extension was agreed upon for an additional year, bringing the expiration date to 30<sup>th</sup> June 2026 and 30<sup>th</sup> September 2026 respectively.

The tourism environment has changed dramatically since the MOU’s inception. COVID-19 significantly disrupted the industry when borders closed on 20th March 2020 and didn’t reopen to international tourists until later in 2022. The MOU was developed during this period of uncertainty, with hopes for future recovery and growth in mind.

In addition and during the border closure period, Destination Wairarapa undertook an extensive process to develop a Wairarapa Destination Management Plan (DMP). This initiative aligned with the government’s vision to reimagine tourism in New Zealand during the pandemic recovery period. The DMP is a plan for growth in tourism by all Wairarapa Stakeholders involved in tourism – including Local Government. It is not a plan just for Destination Wairarapa.

The DMP was well-received by all three councils as a strategic framework for sustainable tourism growth. As a result, some of the references made in DW’s MOU are in relation to this plan i.e. areas where DW could take a lead role, and also areas where they would naturally take a supporting role.

Oversight of the whole Wairarapa DMP became fragmented after the Wairarapa Economic Development Governance Group discontinued, which may have limited the unified approach needed for optimal growth.

In terms of Destination Wairarapa’s performance in relation to the expectations of the 3 Wairarapa Councils over the past 4 years, as you will see in the summary below, the organisation has achieved all its deliverables.

Deliverable	Outcome	Result
To increase the number of visitors to the Wairarapa, the length of time they stay in the region and the amount they spend. Specifically, DW are tasked with delivering growth in domestic and international visitor spend per annum and in line with the Tourism Industry Aotearoa Tourism Beyond 2025 framework.	Grow the Wairarapa’s Tourism Annual Revenue to \$212m by 2025 <i>Source: DW’s Strategic Plan</i> Sept 25 = \$400m (341m+59m) <i>Source: data MBIE</i>  Average nights stayed per guest Sept 22 = 1.9 Average nights stayed per guest Sept 25 = 1.9 <i>Source data MBIE</i>	<b>Achieved</b>

<p>Communicate with a range of Wairarapa community-based organisations and the wider business community to understand how they see themselves engaging with tourism</p>	<p>Destination Wairarapa has successfully engaged with various community-based organisations across the region to help them develop tourism strategies aligned with the Destination Management Plan. The "Village Charm" marketing pillar promotes each town's unique personality and strengths.</p> <p>The most significant community engagement success has been around the Dark Sky initiative, where Destination Wairarapa led the creation of the Dark Sky Steering Group with consistent and continued representation from all three councils, iwi, business, tourism, and the Dark Sky Reserve Society.</p>	<p><b>Achieved</b></p>
<p>Lead (with support of key partners) the delivery of workstreams under the following strategic imperatives as set out in the Destination Management Plan:</p> <ul style="list-style-type: none"> <li>• Enhance the Beacon – Empowering Destination Development</li> <li>• Light the Way – Unlocking Destination Marketing</li> </ul>	<p>Destination Wairarapa employed Chrissy Cummings for product development, an area not traditionally funded in the past. This role was supported by government funding post-COVID, WEDS funding, and Masterton District Council contributions. Star Safari – amongst others, emerged as a successful case study of export-ready product development during Chrissy's employment.</p> <p>Unfortunately, funding for this position was discontinued, limiting progress in recent years. However, new funding has been secured from the Wellington Regional Economic Development Plan to run three sessions over a 6-week period of in-depth product development workshops for 10 businesses across the region, with hopes that two or three will become export-ready within the next year.</p> <p>In terms of marketing excellence and international recognition Destination Wairarapa has achieved exceptional results in destination marketing, particularly in food and beverage, and dark sky tourism.</p> <ul style="list-style-type: none"> <li>- DW recently secured just under one million dollars as part of a collective group including Hawke's Bay, Wellington, and Marlborough RTOs for Australian market promotion as the Classic New Zealand Wine Trail</li> <li>- Facilitated the global recognition through Lonely Planet's Best in Travel 2026 edition, ranking 25th among top world experiences for dark sky and food and beverage. This recognition originated from a familiarisation trip hosted two years ago by DW with a Lonely Planet travel expert who first nominated the region. The award was leveraged with media by DW to its full potential as it represents invaluable global exposure that cannot be</li> </ul>	<p><b>Achieved</b></p>

	purchased and may never be replicated again.	
Support partners in the delivery of workstreams under the following strategic imperatives set out in the Destination Management Plan: <ul style="list-style-type: none"> <li>• Effective Navigation – Enabling Destination Management</li> <li>• Chart the Course – Leading Environmental Regeneration</li> </ul>	Destination Wairarapa has provided ongoing support for infrastructure developments and governance initiatives where practical and relevant e.g Hood Strategic Advisory Group, Masterton Civic Centre, Wairarapa Trails Action Group, Wairarapa Moana Experience Plan, Electrify Wairarapa	<b>Achieved</b>
Work with iwi to determine their tourism aspirations and provide support in the development of experiences, in conjunction with Wairarapa Economic Development Strategy and other partners.	The organisation worked with iwi to develop a Māori tourism strategy, helping them understand how tourism can serve as an economic enabler for their families and communities. This collaborative approach has resulted in a growing cohort of Māori tourism operators in the region. E.g Wairarapa Cultural Tours	<b>Achieved</b>
Market the region, with a particular focus on the natural environment, public facilities and non-commercial activities, to the visitor audience.	Destination Wairarapa's marketing efforts consistently highlight Wairarapa's natural environment, particularly the contrast between the dramatic Tararua ranges and the wild east coast, the lush valleys in-between and the big skies above. The marketing pillar "wild contrasts" ensures this is always top of mind for the DW marketing team during their activity.	<b>Achieved</b>
Provide two iSites (currently based in Masterton and Martinborough) that highlight activities, facilities and events across the region.	Funding reductions have significantly impacted service delivery capabilities in this area. The Masterton iSite was closed due to budget constraints and strategic considerations, as the facility served a substantial local audience rather than focusing exclusively on visitors. The organisation now operates only the Martinborough iSite.	<b>Achieved both iSites until June 2025 when funding reduction meant servicing 2 was no longer possible</b>
Champion, on behalf of the tourism industry, participation in sustainability programmes.	Destination Wairarapa has promoted and encouraged participation in a variety of industry-funded sustainability programs focused on tourism and hospitality to its members. For example, the WellingtonNZ funded Sustainable Tourism Programme.	<b>Achieved</b>
To provide an online Wairarapa events calendar and a PDF downloadable version of major events.	All Wairarapa events are listed on the WairarapaNZ website, and PDF versions are available on request and distributed to key stakeholders and media representatives.  <a href="https://wairarapanz.com/collections/whats-on">https://wairarapanz.com/collections/whats-on</a>	<b>Achieved</b>

	Downloadable versions were available on the website, but it wasn't utilised, so the function was removed it when the website was upgraded.	
Represent the Wairarapa in the Business Events market in partnership with suitable venues, activities and other services.	Destination Wairarapa employed Chrissy Cummings for Business Events, an area not traditionally funded in the past. This role was supported by government funding post-COVID. Unfortunately, funding for this position was discontinued, limiting progress in recent years. Due to continued funding contrasts DW was finally forced to cancel its membership and cease activities with the national collective Business Events Industry Aotearoa (BEIA) earlier this year.	<b>Achieved until early 2026 when funding constraints forced activity in this area to cease.</b>
Represent the Wairarapa in the Inbound market in partnership with suitable venues and activities	Destination Wairarapa are very active in this area and have been since the boarder opened post COVID. Please see current report for further information about the types of activities undertaken.	<b>Achieved</b>
Provide links to the Wairarapa core economic development information around Buy & Invest, Live & Work and Study on the DW website	Destination Wairarapa did host this information on WairarapaNZ.com but when WEDS (Wairarapa Economic Development Strategy) was established, they assumed responsibility for economic development information including buy and invest, live and work, and study opportunities, developing their own website for this purpose. DW now link to this website.	<b>Achieved</b>
To provide a balanced budget	Audited accounts are provided annually	<b>Achieved</b>
To report quarterly to the councils, including attending council meetings. The report is to cover progress towards all deliverables	The DW CE has prepared a quarterly report covering progress towards all deliverables for the duration of the MOU to date. In addition, the DW CE and the council representative on the DW Board have made themselves available whenever possible to physically attend council meetings at all 3 councils on a quarterly basis.	<b>Achieved</b>

Anna Nielson – Chief Executive, April 2026

**Destination Wairarapa**  
**Q3 2025/2026 Chief Executive's Financial Report**

**Unaudited Financials YTD 31 March 2026**

**Revenue**

*Trading Income*

We are up \$66.5k in budgeted revenue YTD. This is predominantly due to receiving a Trust House Foundation grant in one tranche – rather than the budgeted for 2.

**Expenditure**

*Operating Expenditure*

We are \$5k below our budgeted spend YTD.

**Profit**

We ended Q3 with a net profit of \$71K. This is due to receiving one tranche of Trust House Foundation grants, rather than the budgeted for 2.

# Budget Variance

Destination Wairarapa Inc.  
For the 9 months ended 31 March 2026  
Cash Basis

	JUL 2025-MAR 2026	JUL 2025-MAR 2026 OVERALL BUDGET	VARIANCE	VARIANCE %	2026	2026 OVERALL BUDGET	VARIANCE %
<b>Trading Income</b>							
Retail Sales	2,311	1,575	736 ↑	47% ↑	2,372	2,100	13% ↑
Accommodation Commission	1,216	900	316 ↑	35% ↑	1,216	1,200	1% ↑
Bookit	84	-	84 ↑	- —	84	-	- —
Grant - Trust House	110,000	50,000	60,000 ↑	120% ↑	110,000	100,000	10% ↑
Grants - CDC	45,900	45,900	- —	- —	45,900	61,200	-25% ↓
Grants - MDC	232,062	232,062	- —	- —	232,062	309,416	-25% ↓
Grants - SWDC	108,234	108,234	- —	- —	108,234	144,312	-25% ↓
Interest Received	1,194	2,250	(1,056) ↓	-47% ↓	1,194	3,000	-60% ↓
Less Cost of Sales	(462)	(1,350)	888 ↑	66% ↑	(462)	(1,800)	74% ↑
Membership	9,725	3,000	6,725 ↑	224% ↑	9,609	65,000	-85% ↓
Other Revenue	35,307	34,200	1,107 ↑	3% ↑	35,307	45,600	-23% ↓
Ticket Commission	382	720	(338) ↓	-47% ↓	382	960	-60% ↓
Tourism Products	998	720	278 ↑	39% ↑	998	960	4% ↑
Travel Sales	1,057	3,400	(2,343) ↓	-69% ↓	1,057	4,000	-74% ↓
Wairarapa Visitor Guide	32,009	32,000	9 ↑	0% ↑	32,009	32,000	0% ↑

Budget Variance

	JUL 2025-MAR 2026	JUL 2025-MAR 2026 OVERALL BUDGET	VARIANCE	VARIANCE %	2026	2026 OVERALL BUDGET	VARIANCE %
Kiwicash Sales	39	-	39 ↑	-	39	-	-
<b>Total Trading Income</b>	<b>580,055</b>	<b>513,611</b>	<b>66,444</b>	<b>13%</b>	<b>580,000</b>	<b>767,948</b>	<b>-24%</b>
<b>Cost of Sales</b>							
Kiwicash Purchases	(39)	-	(39) ↓	-	(39)	-	-
<b>Total Cost of Sales</b>	<b>(39)</b>	<b>-</b>	<b>(39)</b>	<b>-</b>	<b>(39)</b>	<b>-</b>	<b>-</b>
<b>Gross Profit</b>	<b>580,094</b>	<b>513,611</b>	<b>66,483</b>	<b>13%</b>	<b>580,039</b>	<b>767,948</b>	<b>-24%</b>
<b>Other Income</b>							
STAPP Funding	-	-	-	-	-	25,000	-100% ↓
<b>Total Other Income</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>25,000</b>	<b>-100%</b>
<b>Operating Expenses</b>							
Advertising	-	800	(800) ↓	-100% ↓	-	800	-100% ↓
ACC Levies	1,011	1,000	11 ↑	1% ↑	1,011	1,600	-37% ↓
Accounting Fees	11,160	11,160	-	-	12,400	14,880	-17% ↓
Audit Fees	9,609	5,000	4,609 ↑	92% ↑	9,609	9,100	6% ↑
Bank Fees - ANZ	193	405	(212) ↓	-52% ↓	228	540	-58% ↓
Board Fees	11,088	17,709	(6,621) ↓	-37% ↓	16,453	23,612	-30% ↓
Board Members Expenses	2,724	-	2,724 ↑	-	2,724	-	-
Cleaning	155	-	155 ↑	-	311	-	-
Contract staff	15,478	17,000	(1,522) ↓	-9% ↓	16,948	22,000	-23% ↓
Corporate Repositing & Branding	-	-	-	-	-	25,000	-100% ↓

Budget Variance

	JUL 2025-MAR 2026	JUL 2025-MAR 2026 OVERALL BUDGET	VARIANCE	VARIANCE %	2026	2026 OVERALL BUDGET	VARIANCE %
Depreciation	-	5,730	(5,730) ↓	-100% ↓	-	7,080	-100% ↓
Distribution	8,647	9,000	(353) ↓	-4% ↓	9,768	12,000	-19% ↓
Domestic Marketing	178	4,500	(4,322) ↓	-96% ↓	178	6,000	-97% ↓
Domestic Marketing Email Distribution	8,443	4,500	3,943 ↑	88% ↑	8,591	6,000	43% ↑
Domestic Marketing Facebook	1,242	4,500	(3,258) ↓	-72% ↓	1,334	6,000	-78% ↓
Electricity Corporate	711	1,500	(789) ↓	-53% ↓	711	1,500	-53% ↓
Electricity i-SITES	1,906	-	1,906 ↑	- --	1,906	-	- --
Entertainment	373	750	(377) ↓	-50% ↓	373	750	-50% ↓
Entertainment - Non deductible	429	750	(322) ↓	-43% ↓	429	750	-43% ↓
Equipment Rental	272	819	(547) ↓	-67% ↓	272	1,092	-75% ↓
Fringe Benefit Tax	4,423	4,650	(227) ↓	-5% ↓	4,423	6,200	-29% ↓
Furniture & Fittings Repairs	683	-	683 ↑	- --	683	-	- --
General Expenses	472	900	(428) ↓	-48% ↓	472	1,200	-61% ↓
Information Technology	7,309	4,500	2,809 ↑	62% ↑	7,940	6,000	32% ↑
Insurance	5,639	6,500	(861) ↓	-13% ↓	5,639	8,000	-30% ↓
Kitchen Supplies Corporate	204	225	(21) ↓	-9% ↓	204	300	-32% ↓
Kitchen Supplies i-SITES	135	225	(90) ↓	-40% ↓	135	300	-55% ↓
KiwiSaver Employer Contributions	10,113	12,150	(2,037) ↓	-17% ↓	10,113	16,200	-38% ↓
Legal Expenses	1,663	-	1,663 ↑	- --	1,663	-	- --
Marketing Projects	11,710	-	11,710 ↑	- --	11,710	10,000	17% ↑

Budget Variance

	JUL 2025-MAR 2026	JUL 2025-MAR 2026 OVERALL BUDGET	VARIANCE	VARIANCE %	2026	2026 OVERALL BUDGET	VARIANCE %
Media Hosting	503	1,500	(997) ↓	-66% ↓	503	2,000	-75% ↓
Membership Expenses	920	2,000	(1,080) ↓	-54% ↓	920	3,000	-69% ↓
Membership Services	4,475	5,000	(525) ↓	-11% ↓	4,475	5,000	-11% ↓
Merchant & BNZ Bank Fees	270	450	(180) ↓	-40% ↓	270	600	-55% ↓
Office Supplies & Photocopying Corporate	2,943	2,250	693 ↑	31% ↑	3,168	3,000	6% ↑
Office Supplies i-SITES	45	250	(205) ↓	-82% ↓	115	500	-77% ↓
Other Travel & Transport	1,491	1,500	(9) ↓	-1% ↓	1,491	1,500	-1% ↓
Personnel incl Training & Conferences i-SITES	592	1,500	(908) ↓	-61% ↓	592	1,500	-61% ↓
Personnel incl. Training Corporate	295	1,500	(1,205) ↓	-80% ↓	295	3,000	-90% ↓
Photocopier i-SITES	1,390	1,125	265 ↑	24% ↑	1,390	1,500	-7% ↓
POS i-SITES	1,942	1,202	740 ↑	62% ↑	2,062	1,532	35% ↑
Relationship Marketing	1,009	900	109 ↑	12% ↑	1,106	1,200	-8% ↓
Rent & Rates Corporate	13,811	16,530	(2,719) ↓	-16% ↓	15,126	21,630	-30% ↓
Rent & Rates i-SITES	4,628	5,400	(772) ↓	-14% ↓	5,142	7,200	-29% ↓
Repairs & Maintenance i-SITES	229	1,000	(771) ↓	-77% ↓	229	1,500	-85% ↓
Salaries Corporate - Holiday Pay	-	1,800	(1,800) ↓	-100% ↓	-	2,400	-100% ↓
Salaries Corporate	236,253	242,600	(6,347) ↓	-3% ↓	247,238	310,100	-20% ↓
Subscriptions & Membership	15,630	14,670	960 ↑	7% ↑	15,630	16,170	-3% ↓
Telecom incl Mobiles Corporate	3,041	2,850	191 ↑	7% ↑	3,041	3,750	-19% ↓
Telecom i-SITES	911	1,440	(529) ↓	-37% ↓	911	1,920	-53% ↓

Budget Variance

	JUL 2025-MAR 2026	JUL 2025-MAR 2026 OVERALL BUDGET	VARIANCE	VARIANCE %	2026	2026 OVERALL BUDGET	VARIANCE %
Trade Events & Training	6,902	8,000	(1,098) ↓	-14% ↓	9,823	10,000	-2% ↓
Trade Famils	3,651	3,000	651 ↑	22% ↑	3,651	7,000	-48% ↓
Travel & Transport	9,121	11,000	(1,879) ↓	-17% ↓	9,840	15,000	-34% ↓
Vehicle Operating Costs	11,019	10,250	769 ↑	7% ↑	11,858	13,550	-12% ↓
Visitor Guide	18,436	18,000	436 ↑	2% ↑	18,436	18,000	2% ↑
Wages - Holiday Pay	-	450	(450) ↓	-100% ↓	-	600	-100% ↓
Wages i-SITEs	130,625	118,500	12,125 ↑	10% ↑	135,507	151,500	-11% ↓
Website Expenses	5,661	8,100	(2,439) ↓	-30% ↓	5,930	10,800	-45% ↓
<b>Total Operating Expenses</b>	<b>591,763</b>	<b>597,040</b>	<b>(5,277)</b>	<b>-1%</b>	<b>624,978</b>	<b>802,356</b>	<b>-22%</b>
<b>Net Profit</b>	<b>(11,669)</b>	<b>(83,429)</b>	<b>71,760</b>	<b>86%</b>	<b>(44,939)</b>	<b>(9,408)</b>	<b>-378%</b>

1. Income lost from closing the Masterton isite
2. Project specific - not guaranteed
3. Board Members Attendance at NZ Tourism Summit
4. Unexpected invoice when we closed Masterton isite office
5. Upgrade of technology systems when moved offices

Budget Variance

6. Lonely Planet Activity - not budgeted for

7. Combination of slightly higher staff costs than budgeted for with the reduction of 1 isite. In addition, payout of leave for 2 isite staff when they resigned.



**Memorandum of Understanding between:**

**Masterton District Council**

**Carterton District Council**

**South Wairarapa District Council**

**October 2022**

## Destination Wairarapa Incorporated

### Memorandum of Understanding

#### Introduction:

The three Wairarapa Territorial Authorities (TLA's), Masterton District Council (MDC), Carterton District Council (CDC) and South Wairarapa District Council (SWDC) collectively referred to as the Funders, agree to continue to collectively invest in Destination Wairarapa Inc (DW), the Regional Tourism Organisation for the Wairarapa (RTO).

The current MOU expires 30<sup>th</sup> September 2022. In accordance with the provisions of this Memorandum, MDC and SWDC have agreed to continue to invest for a further three years from 1 October 2022 to 30 September 2025. CDC have agreed to continue to invest for a further period of 1 October 2022 to 30 June 2024.

In early 2022 the three Wairarapa TLA's endorsed the Wairarapa Destination Management Plan. The Destination Management Plan is designed to ensure that the region is governed to enable effective destination management and ensure strong positive visitor economy growth. The Destination Management Plan guides the work of Destination Wairarapa and other partners in the tourism space.

#### Investment Conditions:

DW will be governed by a Board of six officers comprising:

- One Officer appointed by each TLA
- Three officers appointed by the DW membership

The role of the Board is to ensure effective operation of DW as the RTO, ensuring appropriate tourism strategies, business planning and effective financial management practices are developed and implemented.

DW will maintain strict financial controls, provide regular and effective financial reports and be audited independently on an annual basis.

DW will enlist the support of stakeholders including funders, communities, tourism operators, event organisers and others associated with the visitor industry.

DW's goals and activities will be set out in a Destination Wairarapa strategy which shall be updated regularly following input from members, the Funders, and other stakeholders, and signed off by the Board following endorsement by the Funders.

The deliverables of DW's activities are:

- (i) To increase the number of visitors to the Wairarapa, the length of time they stay in the region and the amount they spend. Specifically, DW are tasked with delivering growth in domestic and international visitor spend per annum and in line with the Tourism Industry Aotearoa Tourism Beyond 2025 framework. In particular, this growth needs to be seen between each winter period. This information will be reported as Wairarapa and by TLA where available
- (ii) Communicate with a range of Wairarapa community-based organisations and the wider business community to understand how they see themselves engaging with tourism. Assisting them where practicable to develop a tourism strategy for their community in line with the overarching destination management plan.
- (iii) Lead (with support of key partners) the delivery of workstreams under the following strategic imperatives as set out in the Destination Management Plan:
  - a. Enhance the Beacon – Empowering Destination Development
  - b. Light the Way – Unlocking Destination Marketing
- (iv) Support partners in the delivery of workstreams under the following strategic imperatives set out in the Destination Management Plan:
  - a. Effective Navigation – Enabling Destination Management
  - b. Chart the Course – Leading Environmental Regeneration
- (v) Work with iwi to determine their tourism aspirations and provide support in the development of experiences, in conjunction with Wairarapa Economic Development Strategy and other partners.
- (vi) Market the region, with a particular focus on the natural environment, public facilities and non-commercial activities, to the visitor audience.
- (vii) Provide two iSites (currently based in Masterton and Martinborough) that highlight activities, facilities and events across the region.
- (viii) Champion, on behalf of the tourism industry, participation in sustainability programmes.

- (ix) To provide an online Wairarapa events calendar and a PDF downloadable version of major events
- (x) Represent the Wairarapa in the Business Events market in partnership with suitable venues, activities and other services
- (xi) Represent the Wairarapa in the Inbound market in partnership with suitable venues and activities
- (xii) Provide links to the Wairarapa core economic development information around Buy & Invest, Live & Work and Study on the DW website
- (xiii) To provide a balanced budget
- (xiv) To report quarterly to the councils, including attending council meetings. The report is to cover progress towards all deliverables.

**Investment Provisions:**

From 1 October 2022 MDC and SWDC will budget a three-year investment commitment (aligned with financial years) towards the operating costs of Destination Wairarapa.

***Masterton District Council***

Commit \$282,914 plus GST, plus an adjustment for inflation based on the annual Consumer Price Index (to 31 March each year) to be applied each year via the council's Annual Plan.

***South Wairarapa District Council***

Commit \$131,950 plus GST, plus an adjustment for inflation based on the annual Consumer Price Index (to 31 March each year) to be applied each year via the council's Annual Plan.

***Carterton District Council***

From 1 October 2022 to June 2024 CDC will budget an investment commitment (aligned with financial years) towards the operating costs of Destination Wairarapa. CDC's commitment beyond this will be considered as part of the 2024 – 2033 Long-Term Plan process.

Commit \$55,968 plus GST, plus an adjustment for inflation based on the annual Consumer Price Index (to 31 March each year) to be applied each year via the council's Annual Plan.

All payments shall be quarterly on invoice unless otherwise agreed.

Signed for and on behalf of **Masterton District Council**

Signature:



Title: Chief Executive Officer – David Hopman

Date: 13 October 2022

Signed for and on behalf of **Carterton District Council**

Signature:



Title: Chief Executive Officer – Geoff Hamilton

Date: 12 October 2022

Signed for and on behalf of **South Wairarapa District Council**

Signature:



Title: Chief Executive Officer - Harry Wilson

Date: 12 October 2022

Signed for and on behalf of **Destination Wairarapa**

Signature:



Title: *Chair DW*

Date: *3/10/22*

**11.2 WAIRARAPA ECONOMIC DEVELOPMENT STRATEGY (WEDS) QUARTERLY REPORTING****Author:** Amy Andersen, Lead Advisor, Democracy and Committees**Authoriser:** Stefan Corbett, Group Manager, Corporate Services**File Number:** N/A**PURPOSE**

To update the Committee on quarterly reporting from the Wairarapa Economic Development Strategy (WEDS).

**EXECUTIVE SUMMARY**

- This report includes the 2025/26 Work Programme Quarterly Reporting (Quarter 3: 1 January to 31 March 2026) and the WellingtonNZ – Wairarapa Activity Update (December 2025-March 2026).

**RECOMMENDATIONS**

Officers recommend that the Economic Growth Committee:

1. Receives the report.
2. Notes the information included in the report.

**BACKGROUND**

[WellingtonNZ](#) (The Regional Economic Development Agency). WEDS is an agreement to align effort and resources to grow economic advantage for the Wairarapa. The WEDS function is enacted by an [MOU](#). For the 2024-2027 period, the WEDS MoU focuses on water resilience, workforce development and support for the Primary (Food & Fibre) sector.

**DISCUSSION**

Please refer to the appendices for the full reports from WEDS. Representatives will speak to the reports at this meeting.

**APPENDICES****Appendix 1** WEDS Q3 Report**Appendix 2** Wellington NZ Activity Report (Q3)



Wairarapa  
Economic Development Strategy

Rautaki Whanaketanga Ohaoha o Wairarapa

## 2025/26 Work Programme Quarterly Reporting

Quarter 3: 1 January to 31 March 2026

### 1 OVERVIEW

#### 1.1 Summary

During Quarter 3, WEDS activity focused on building resilience, lifting capability, and positioning Wairarapa for long-term growth. Across Food & Fibre, Skills & Workforce Development and Water Resilience, activity has continued to transition from planning into targeted delivery, supported by strong cross-sector collaboration and increasing on-the-ground engagement.

In Food & Fibre, the **Capability Boost** programme confirmed a full pilot cohort of ten businesses spanning sheep and beef, dairy, and horticulture/viticulture, collectively representing more than 7,200 hectares. This signals strong sector demand for capability investment. The **Future Options** workstream progressed from initial exploration into a focused delivery phase. Four priority value-add opportunities—wool, olives, kiwifruit, and grains and seeds—were identified and validated through engagement with landowners, producers, industry bodies and other regions. This work establishes a clear pathway toward staged action planning, feasibility assessment, and potential investment.

In Skills and Workforce Development, **Attract, Connect, Stay** continued to gain momentum. The Tūhono directory is nearing public launch, Better Health Workplaces has been successfully delivered, and new cross-sector partnerships have been established. The **Skills to Work** initiative also advanced, with prioritised activities agreed - including a Work-ready Passport, Quickfire Connections, and building on workplace visits. An initial working group established and next steps defined.

In Water Resilience, the **A Case for Action** report was published, providing an evidence-based foundation for future investment and clearly articulating the “size of the prize” of achieving water resilience by 2050. The report identifies significant long-term potential for economic growth and job creation under a water-resilient scenario. The **Water Summer Series** concluded this quarter, with its final event highlighting the evolving role of water race networks in modern farming systems.

#### 1.2 Top Highlights

- Four priority opportunities confirmed for progression through the Future Options workstream.
- Capability Boost pilot fully subscribed (10 businesses, 7,200+ hectares).
- Industry Big Day Out final event date confirmed.
- Skill Wairarapa informing and endorsing the new Skills to Work initiative.
- A Case for Action report published on the WEDS website.
- Final Water Summer Series events successfully delivered in February and March.

#### 1.3 Upcoming Priorities

- Complete Capability Boost discovery sessions and implement tailored capability plans.
- Progress wool, olives, and kiwifruit pathways into early-stage action planning.
- Finalise the FY 2026/27 Work Programme.
- Attract, Connect, Stay to complete launch of Tūhono Directory.
- Waihost *Buddy to Boss* workshop to be delivered by end of April.
- Continue to progress actions under Skills to Work from planning to delivery. Including Wairarapa Work Ready Passport, Quick Fire Connections, Workplace Visits and Industry Big Day Out.

WWW.THRIVEWAIRARAPA.NZ |  

**2 INITIATIVES**

**2.1 Food & Fibre (Primary Sector): Increase productivity and resilience in Wairarapa’s food & fibre sector by equipping businesses with the knowledge, skills and support needed to drive efficiency, innovation, and sustainability.**

<b>Action</b>	Collaboratively deliver a series focused on <b>upskilling businesses to educate and grow their capability</b> to collectively lift the Sector.				
<b>Lead</b>	WEDS PMO				
<b>Expected Outcome(s)</b>	<ul style="list-style-type: none"> <li>• Businesses gain tools and insights to improve operational efficiency and value chain optimisation.</li> <li>• Strengthened rural network and shared learning opportunities that drive sector-wide improvements.</li> <li>• The sector is recognised for its innovation, sustainability and high-value production, improving market access and investment confidence.</li> </ul>				
<b>Status</b>	<table border="1"> <tr> <td><b>Progress</b></td> <td style="background-color: #008000;"></td> <td><b>Funding</b></td> <td style="background-color: #008000;"></td> </tr> </table>	<b>Progress</b>		<b>Funding</b>	
<b>Progress</b>		<b>Funding</b>			
<b>WEDS PMO Intervention</b>	The WEDS PMO is leading the design of a one-on-one Food & Fibre Capability Boost Programme to strengthen the operational and strategic foundations of Wairarapa producers. This builds on previous business capability workshops and aligns with WEDS objectives to enable diversification, value-chain participation and innovation within the region’s primary industries.				
<b>Progress Report</b>	<p>The Wairarapa Capability Boost initiative has now confirmed participants for its pilot programme, marking a key milestone in progressing this priority action within the Food &amp; Fibre workstream.</p> <p>Programme commencement experienced a two-week delay due to the February weather events. While industry bodies initially expressed strong interest in nominating participants, this did not fully translate into confirmed nominations. As a result, WEDS leveraged its direct networks to successfully secure a full pilot cohort—demonstrating both the strength of existing relationships and the level of underlying demand for targeted capability support.</p> <p>The final cohort represents a diverse cross-section of the region’s primary sector, collectively covering more than 7,200 hectares. This includes:</p> <ul style="list-style-type: none"> <li>• Five sheep and beef operations, some businesses including agri-tourism, wool processing, forestry, and arable production.</li> <li>• Two dairy operations</li> <li>• Three horticulture/viticulture businesses, including one with a distillery</li> </ul> <p>Discovery sessions are now being scheduled between participating businesses and independent consultant, Brett Wooffindin. Early engagement indicates that all businesses are either currently undertaking or preparing to undertake significant growth and transition activity. This includes expansion of landholdings, development of new sites, diversification into agri-tourism and events, value-add processing and new crop establishment.</p> <p>This reinforces the underlying premise of the Capability Boost initiative—that there is a strong pipeline of businesses seeking to grow, diversify, and future-proof their operations, but requiring targeted, coordinated support to do so effectively.</p>				
<b>Progress Milestones</b>	<ul style="list-style-type: none"> <li>• Secured continued endorsement from Beef + Lamb New Zealand, DairyNZ, Horticulture New Zealand, agri-banks, and MPI, reinforcing a coordinated regional approach to capability development across the Food &amp; Fibre sector.</li> <li>• Refined the pilot delivery model to focus on diagnostic-led, tailored advisory support, ensuring interventions are aligned to individual business needs and growth pathways.</li> </ul>				

	<ul style="list-style-type: none"> <li>Developed a participant nomination and referral framework in collaboration with industry partners; however, limited conversion through this channel highlighted the need for more direct engagement approaches, which has informed Q3 delivery.</li> <li>Initiated engagement with potential advisory providers, culminating in the appointment of an independent consultant to lead one-on-one discovery sessions with pilot participants.</li> <li>Embedded alignment with the WEDS Food &amp; Fibre “Future Options” workstream, ensuring the Capability Boost initiative supports broader objectives around diversification, resilience and value chain development.</li> <li>Confirmed and onboarded a full pilot cohort of ten businesses, representing a diverse cross-section of the regional primary sector and signalling strong underlying demand for capability support.</li> </ul>
<b>Next Steps</b>	<ul style="list-style-type: none"> <li>Commence structured one-on-one discovery sessions with all pilot businesses (April 2026), establishing a clear understanding of business goals, constraints and growth opportunities.</li> <li>Connect businesses with tailored advisory support and capability development interventions (April–May 2026), aligned to the specific needs identified through the discovery process.</li> <li>Support participating businesses to implement identified actions and embed capability uplift, with a focus on enabling progress toward long-term growth, diversification and resilience objectives (from April onwards).</li> <li>Capture insights and lessons from the pilot to inform evaluation and the potential design of a scalable Capability Boost model for wider regional rollout in the new financial year.</li> </ul>

**2.2 Food & Fibre (Primary Sector): Strengthen the resilience and growth potential of Wairarapa’s food & fibre sector by supporting diversification, fostering innovation, and enhancing market access.**

<b>Action</b>	Deliver resources to help the sector <b>to explore new products and opportunities</b> to build resilience and diversify income streams.		
<b>Lead</b>	WEDS PMO and Leftfield Innovation Limited		
<b>Expected Outcome(s)</b>	<ul style="list-style-type: none"> <li>Businesses are better equipped to adapt to market changes and environmental challenges through diversifying income.</li> <li>Strengthened local infrastructure ensures businesses can connect with higher-value markets more effectively.</li> <li>Encourages innovation, attracting new business opportunities and partnerships across the sector.</li> </ul>		
<b>Status</b>	<b>Progress</b>		<b>Funding</b>
<b>WEDS PMO Intervention</b>	Funder and co-lead of the future phases of this initiative.		
<b>Progress Report</b>	<p>The Future Options workstream has now progressed from initial exploration into a more focused delivery phase, with four priority land use opportunities identified for further development:</p> <ul style="list-style-type: none"> <li>Increasing value from the region’s strong wool clip</li> <li>Supporting improved viability and scale within the olive sector</li> <li>Assessing the commercial feasibility of kiwifruit production in the region</li> <li>Supporting the establishment of the grains and seeds facility by enabling a sustainable, regionally based supply</li> </ul> <p>These priority areas have been selected based on their potential to enhance on-farm returns, support diversification and strengthen regional value chains.</p>		

	<p>Over the quarter, engagement has focused on grounding this work in practical, on-the-ground insights. This has included direct conversations with landowners and producers to better understand current constraints, opportunities, and the types of support required to enable change.</p> <p>In parallel, we have engaged with relevant industry organisations and connected with other regions undertaking similar initiatives. These discussions are helping to inform the design of each workstream, ensuring that approaches are evidence-based, aligned with market realities, and informed by lessons learned elsewhere.</p> <p>Collectively, these focus areas represent practical pathways to lift productivity, enable diversification, and build greater resilience across the region’s Food &amp; Fibre sector.</p>
<b>Progress Milestones</b>	<ul style="list-style-type: none"> <li>• Run a prioritisation process with Leftfield Innovation, resulting in a refined shortlist of value-add and diversification opportunities grounded in existing regional production systems.</li> <li>• Confirmed four priority opportunities for targeted progression: strong wool value-add, olives, kiwifruit, and grains and seeds.</li> <li>• Progressed initial scoping of a staged action planning framework, covering short, medium, and long-term horizons to guide implementation pathways.</li> <li>• Undertook targeted engagement with landowners and producers to validate on-the-ground feasibility, understand constraints, and test interest in the shortlisted opportunities.</li> <li>• Initiated engagement with industry organisations and connected with other regions to inform approach design, drawing on existing models and lessons learned.</li> </ul>
<b>Next Steps</b>	<ul style="list-style-type: none"> <li>• Finalise short, medium, and long-term action plans for each priority opportunity, including enabling activities, partnership requirements, and potential investment requirements.</li> <li>• Continue to validate landowner interest and build a clearer picture of scale potential and participation across each opportunity area.</li> <li>• Identify and support industry champions and establish grower or producer clusters where there is sufficient interest to enable coordinated progress.</li> <li>• Progress feasibility and/or business case development for priority opportunities, particularly where collective action or infrastructure investment is required.</li> <li>• Clarify the role of WEDS across each opportunity (e.g. facilitation, coordination, investment attraction), ensuring effort is targeted where it can add the most value.</li> </ul>

<b>Action</b>	Support producers to have local processing, distribution, and logistic facilities to <b>improve supply chain efficiency</b> and competition.		
<b>Lead</b>	Wairarapa Seed Project Leadership Team		
<b>Expected Outcome(s)</b>	<ul style="list-style-type: none"> <li>• Businesses are better equipped to adapt to market changes and environmental challenges through diversifying income.</li> <li>• Strengthened local infrastructure ensures businesses can connect with higher-value markets more effectively.</li> <li>• Encourages innovation, attracting new business opportunities and partnerships across the sector.</li> </ul>		
<b>Status</b>	<b>Progress</b>		<b>Funding</b>
<b>WEDS PMO Intervention</b>	Co-funder for submission package to Kānoa - Regional Economic Development & Investment Unit.		
<b>Progress Report</b>	The <b>Lower North Island Seed Cleaning and Storage Facility</b> has progressed through Ministerial consideration, awaiting a formal announcement from Kānoa. Minister Patterson (Minister for rural communities, and Associate Minister for regional development and agriculture) met with the project leads and investors in March. The project has entered a transition phase from public		

	<p>sector support to private investment, with a current focus on securing investor commitment and establishing the commercial entity. While cornerstone investors remain engaged, broader grower participation is now being actively tested, with farmers beginning to organise collectively and assess their potential contribution as future cooperative shareholders.</p> <p>The WEDS Steering Group confirmed that no additional funding would be provided for this next stage, noting that earlier WEDS support enabled a successful Kānoa application submission and investment attraction. The establishment of the entity, including legal and commercial structuring, is now appropriately led by private investors.</p> <p>Local signals remain positive, with growing interest from producers and increasing recognition of the project’s potential value to the region, particularly in the context of shifting processing capacity in neighbouring regions. The upcoming engagement with growers will be a key step in confirming investor appetite and determining the pathway to delivery.</p>
<b>Progress Milestones</b>	<ul style="list-style-type: none"> <li>Transition to private investment phase underway, with a focus on securing investor commitments and establishing the commercial entity.</li> </ul>
<b>Next Steps</b>	<ul style="list-style-type: none"> <li>Formal announcement from Kānoa confirming application outcome.</li> <li>Broaden engagement beyond cornerstone investors to include growers; secure private investment; establish commercial entity.</li> </ul>

**2.3 Food & Fibre (Primary Sector):** Develop a strong, shared narrative for the Sector that fosters collaboration, enhances regional awareness, and elevates the profile of local businesses.

<b>Action</b>	Create opportunities to profile our local producers and a sense of <b>regional narrative</b> , growing awareness of the diverse food and fibre offerings.				
<b>Lead</b>	Destination Wairarapa				
<b>Expected Outcome(s)</b>	<ul style="list-style-type: none"> <li>A unified sector narrative increases local and national recognition of Wairarapa’s food &amp; fibre strengths.</li> <li>Enhanced profiling of local businesses drives greater engagement from buyers, investors, and consumers.</li> <li>Stronger collaboration within the sector fosters knowledge exchange and shared opportunities.</li> <li>A well-connected and well-promoted sector attracts investment, talent, and business growth opportunities.</li> </ul>				
<b>Status</b>	<table border="0"> <tr> <td><b>Progress</b></td> <td style="background-color: #008000; width: 50px;"></td> <td><b>Funding</b></td> <td style="background-color: #008000; width: 50px;"></td> </tr> </table>	<b>Progress</b>		<b>Funding</b>	
<b>Progress</b>		<b>Funding</b>			
<b>WEDS PMO Intervention</b>	Co-funder and part of project delivery team.				
<b>Progress Report</b>	<p>The Wairarapa Shared Narrative Project has progressed into its establishment phase, with development of the project brief and delivery plan underway. Early planning has incorporated insights from the 2025 Wairarapa Business Summit and Destination Management Plan engagement, reinforcing the need for a clear, region-wide narrative that reflects Wairarapa’s distinctiveness and supports consistent communication across sectors.</p> <p>Current activity is focused on designing a robust and inclusive community engagement approach to ensure the process is representative and informed by voices from across the region. This will provide the foundation for a clear and widely supported shared narrative.</p>				
<b>Progress Milestones</b>	<ul style="list-style-type: none"> <li>Project establishment underway, including development of a project brief and delivery plan.</li> <li>Existing regional insights incorporated to inform approach.</li> </ul>				

	<ul style="list-style-type: none"> <li>• Community engagement approach scoped to ensure broad, representative input.</li> <li>• Procurement approach confirmed for independent research consultancy.</li> </ul>
<b>Next Steps</b>	<ul style="list-style-type: none"> <li>• Finalise project brief and delivery plan for review by the WEDS Steering Group (by 30 May).</li> <li>• Release a Request for Proposal (RFP) for the “Community Engagement and Insights” phase.</li> <li>• Appoint research partner and commence engagement phase.</li> </ul>

**2.4 Skills & Workforce Development:** Strengthen Wairarapa’s workforce by implementing the Wairarapa Skills and Workforce Action Plan, ensuring local businesses have access to skilled talent and our people have clear pathways into sustainable employment.

<b>Action</b>	<b>Support attraction and retention of key workers</b> , with a priority to the healthcare sector, by strengthening community connections and promoting a whole-of-person approach to workforce development.		
<b>Lead</b>	Tū Hauranga Trust		
<b>Expected Outcome(s)</b>	<p><b>Whole-of-community retention strategy:</b> Recognising that “we recruit and retain a family, not just a worker,” the initiative fosters connections to employment, housing, recreation, and community networks that help keep professionals and their families in the region. This supports a long-term community-led approach to attract and build relationships with our workforce.</p> <p><b>Cross-sector collaboration: Attract, Connect, Stay</b> thinking and tools become transferable, enabling other sectors to adopt similar strategies to reduce turnover and extend average tenure beyond the two-year average.</p> <p><b>Reduced silos and fragmentation:</b> The initiative builds shared understanding across sectors about the systemic and cultural actions needed to attract and retain staff, improving regional workforce planning and collaboration.</p> <p><b>Enhanced regional reputation:</b> A more coordinated and people-focused approach helps create a comparative advantage for Wairarapa as an attractive, supportive place to live and work, boosting the region’s appeal to skilled professionals across industries.</p>		
<b>Status</b>	<b>Progress</b>		<b>Funding</b>
<b>WEDS PMO Intervention</b>	Co-funder and administration/co-ordination support.		
<b>Progress Report</b>	<p>The Tūhono directory and website launch is progressing well, with the landing page live and event ticketing fully operational. Integration with HealthPoint is complete, the Wairarapa services map has been refined and additional listings are being added ahead of public launch. <i>Better Health Workplaces</i> has successfully launched a new series this quarter, demonstrating strong cross-sector engagement and operational capability, alongside a new partnership with Dr Simon Craig to support workplace culture development. Strategic partnerships continue to advance, including a joint suicide prevention funding application with He Puāwai Trust and Te Whatu Ora, progress on the Youth Hub Project with survey insights and upcoming workshops, and early work with Age Concern Wairarapa and Access Health on dementia and aged care support. The Trust has also strengthened connections with Hawke’s Bay Health to address shared workforce challenges.</p>		
<b>Progress Milestones</b>	<ul style="list-style-type: none"> <li>• <b>Website development and progression.</b> Successful integration of Better Health Workplaces ticketing into the Trust website demonstrated that Tūhono can function as more than an information directory - it’s an operational platform supporting programme delivery, revenue processing, and stakeholder engagement. This opens possibilities for future fee-for-service models and sustainability planning.</li> </ul>		

	<ul style="list-style-type: none"> <li>• <b>Cross-sector collaboration strengthened:</b> Strategic Connector role successfully linked previously disconnected services, establishing new partnerships across mental health, kai resilience, aged care, youth services, and primary care.</li> <li>• <b>Workforce support delivered:</b> <i>Better Health Workplaces</i> series completed, equipping employers (health focused) with practical tools to address retention, workplace culture, bullying, and burnout, supporting the Attract, Connect, Stay model.</li> <li>• <b>Sector visibility increased:</b> Tūhono directory development and testing identified key gaps in service connectivity and is strengthening provider relationships. Tūhono has generated excitement for connectivity and gained strong community support.</li> <li>• <b>Workforce retention foundations advanced:</b> Community integration for workforce retention Youth Hub engagement and Connected Communities planning demonstrate progress on the "connect and stay" dimensions - building the community infrastructure that helps new and existing workers feel rooted in Wairarapa.</li> </ul>
Next Steps	<ul style="list-style-type: none"> <li>• <b>Secure operational funding beyond June 2026:</b> Priority focus on identifying and applying for long-term sustainable funding to maintain Strategic Connector role through June 2027.</li> <li>• <b>Complete Tūhono directory launch:</b> Finalise non-API listings, conduct stakeholder outreach for verification, establish go-live date and marketing plan, launch through sector and public channels (Midweek, social media, direct stakeholder communication).</li> <li>• <b>Courageous Leaders series planning:</b> Progress planning for continuation of leadership development programme pending external funding decision.</li> <li>• <b>Expand trans-Tasman learning:</b> Continue participation in Attract, Connect, Stay network webinars and peer learning opportunities; bring insights back to Wairarapa implementation.</li> </ul>

Action	To improve workforce outcomes by ensuring <b>school students obtain the Skills to work</b> and <b>workplaces have the Skills for youth</b> . This initiative will continue to strengthen awareness and understanding of local opportunities, education, training and employment pathways in the Wairarapa.		
Lead	Skill Wairarapa/ WEDS PMO		
Expected Outcome(s)	<ul style="list-style-type: none"> <li>• Equip school students with essential, industry relevant work ready skills.</li> <li>• Support employers to engage, develop and retain young workers.</li> <li>• Improve alignment between education, training and industry needs.</li> <li>• Promote equitable access for Maori, Pasifika and all young people.</li> <li>• Reduce duplication and strengthen regional collaboration.</li> <li>• Increased awareness of local pathways</li> <li>• Stronger connections between schools and industry</li> <li>• Improved youth retention in the region</li> </ul>		
Status	Progress		Funding
WEDS PMO Intervention	Funder and Co-Ordinator of the initiative and actions		
Progress Report	<p>The Skill Wairarapa group agreed on this <b>Skills to work</b> initiative as a shared theme all sectors in the Wairarapa would like the group to make impact on. Indicative actions were researched and identified by the WEDS PMO and supported by the group.</p> <p>These actions include but not limited to:</p> <ul style="list-style-type: none"> <li>- Quick Fire Connections in partnership with REAP Wairarapa</li> <li>- Wairarapa Work Ready Passport</li> <li>- Workplace Visits/IBDO</li> </ul>		
Progress Milestones	Last quarter, strong progress was made across key initiatives: Quickfire Connections (Health focused event) will be booked for the end of Term 2, and the Trades Quickfire session has a		

	confirmed date of 13 <sup>th</sup> August. Workplace Visits are in early planning, and the Industry Big Day Out is scheduled for 14th May. The Work Ready Passport will focus on the Year 12 age group, with the first offline working group meeting held to set key actions, including careers teacher advice and engagement, youth voice engagement and industry buy-in, ensuring continued momentum toward draft passport in September 2026.
<b>Next Steps</b>	Progress the actions from planning to delivery. Set regular offline working group meetings for the Wairarapa Work Ready passport and update Skill Wairarapa on progress milestones. Skill Wairarapa to inform more actions under this initiative to continue to make impact. Identify actions to make impact on workplace readiness for youth as priority now we have actions underway for school students work readiness.

<b>Action</b>	Provide improved <b>service, supervision, management training</b> and skill development across local sectors.
<b>Lead</b>	Business Wairarapa
<b>Expected Outcome(s)</b>	<b>A more resilient, future-ready workforce:</b> By building core customer service and business skills, participants are better equipped to meet evolving visitor expectations, adapt to seasonal fluctuations, and contribute to sector resilience. <b>Enhanced business performance and retention:</b> Strengthened workforce capability improves service quality, fosters positive workplace culture, and supports the retention of skilled staff—contributing to sustained enterprise growth and regional economic vitality.
<b>Status</b>	<b>Progress</b> <span style="background-color: green; width: 100px; height: 15px; display: inline-block;"></span> <b>Funding</b> <span style="background-color: green; width: 100px; height: 15px; display: inline-block;"></span>
<b>WEDS PMO Intervention</b>	Co-funder.
<b>Progress Report</b>	Last quarter, Business Wairarapa confirmed that the final Waihost workshop will be delivered as <i>Buddy to Boss</i> , reflecting strong business and member feedback on industry relevance. This will be delivered on 14 <sup>th</sup> of April in line with contract requirements. Alongside this, engagement with businesses has reinforced that Waihost and its skills development workshops remain highly valued and in demand within hospitality, with growing interest from other sectors as well. Business Wairarapa have also played a key role in exploring what the future of Waihost could look like, using these insights to help shape its ongoing direction.
<b>Progress Milestones</b>	Three workshops were delivered in 2025. Business Wairarapa have now onboarded their new team and are working to schedule the final workshop in this series in by end of Q4. The Business Wairarapa team have met with Bronwyn Lord from Nevis training and reviewed the programme.
<b>Next Steps</b>	Deliver the <i>Buddy to Boss</i> workshop by end of Q4. Focus will remain on ensuring high participation through targeted promotion and engagement, supported by Business Wairarapa’s continued relationship-building across membership and in workforce skills development conversations and regional kaupapa. Engagement with businesses will continue to validate demand across hospitality and other sectors, while also shaping the future positioning and potential expansion of the Waihost programme.

<b>Action</b>	Understand Wairarapa’s <b>digital fluency</b> , packaged with tailored learning programme offerings and formal qualification opportunities for both students and the business community.
<b>Lead</b>	Waitech Trust

<b>Expected Outcome(s)</b>	<p><b>Future-ready workforces:</b> Students and workers gain the digital skills needed to thrive in modern jobs, education, and business environments.</p> <p><b>More competitive and resilient local businesses:</b> SMEs are better equipped to adopt digital tools, improve productivity, and adapt to market changes.</p> <p><b>Reduced digital inequality across the region:</b> Targeted delivery ensures equitable access to digital learning opportunities, especially in rural and under-served communities.</p>		
<b>Status</b>	Progress		Funding
<b>WEDS PMO Intervention</b>	Funder and administration/co-ordination support.		
<b>Progress Report</b>	<p>This quarter Waitech Trust with the assistance of the WEDS PMO have been researching and developing a plan to best manage the donation of 150 laptops by MBIE. The process has been complex and has required seeking advice from Ohnyx, WellingtonNZ IT department among others. The trust is now gaining a clearer picture of how the laptops can be lent out safely and how the trust manages this from a financial reporting perspective. The laptops being functional will be key for the digital fluency programme to be able to roll out. The Trust has also welcomed a new Trustee Nicola Belsham who represents the whānau arm of the trust and external relationship building and advocacy.</p>		
<b>Progress Milestones</b>	<p>“Train the trainer” took place in Term 1 with the Makoura IT teacher and has now also selected a Year 10 Student to help ensure the digital fluency test can provide a strong baseline for all students that will participate.</p>		
<b>Next Steps</b>	<p>Waitech Trustees working on completion of a laptop loan process for the community. The 13-week pilot will run during Term 2 in 2026. The trust is also working on roll out of some AI workshops for the business community as this was a need identified through the Skill Wairarapa group.</p>		

**2.5 Water Resilience:** Identify and advance key economic development projects within the FY25/26 Wairarapa Water Resilience Strategy Work Programme to strengthen Wairarapa’s economic resilience, attract investment, and support sustainable growth.

<b>Action</b>	Develop and deliver <b>public-facing communications collateral based on the A Case for Action</b> report to convey the economic development rationale for regional water resilience solutions and support advocacy and investment readiness.		
<b>Lead</b>	Wairarapa Water Resilience Governance Group		
<b>Expected Outcome(s)</b>	<ul style="list-style-type: none"> <li>• <b>Enhances collaboration</b> to implement sustainable water solutions.</li> <li>• Strengthens Wairarapa’s <b>ability to build resilience</b>, ensuring long-term viability of water-reliant sectors.</li> <li>• Positions the region for <b>future funding and infrastructure investment</b> through well-defined project priorities that support regional growth</li> </ul>		
<b>Status</b>	Progress		Funding
<b>WEDS PMO Intervention</b>	The WEDS PMO continues to act as an advisor to ensure the water resilience programme aligns with and supports Wairarapa’s broader economic development priorities.		
<b>Progress Report</b>	A Case for Action report has now been completed and published on the WEDS website, providing an evidence-based foundation for future water resilience investment and decision-making in the Wairarapa.		

	<p>While a formal public launch has not been undertaken, pending confirmation of governance arrangements following the recent local body elections, the report is now available as a key reference point for stakeholders.</p> <p>The report highlights the significant economic and workforce opportunity associated with improved water resilience. Modelling indicates that, by 2050, a water-resilient Wairarapa could support an additional \$1.5 billion into our economy and approximately 3,800 additional jobs. This reinforces the importance of a coordinated, region-wide approach to water management and investment.</p> <p>The report is intended to act as a catalyst for collective action, providing a clear case for the region to come together to explore and progress water resilience solutions.</p> <p>The WEDS PMO is currently awaiting clarity on the future of the Water Resilience Strategy Governance Group and associated work programme. This will determine how the work is progressed, including whether it continues under a joint regional approach and the role WEDS can play in supporting delivery into the next financial year.</p>
<b>Progress Milestones</b>	<ul style="list-style-type: none"> <li>Completed and published the A Case for Action report, establishing an evidence base to inform future water resilience investment and decision-making in the Wairarapa.</li> <li>Quantified the long-term economic and workforce opportunity associated with improved water resilience, including potential for significant regional growth by 2050.</li> <li>Positioned the report as a unifying foundation for regional stakeholders, supporting a coordinated approach to exploring water resilience solutions together.</li> <li>Deferred formal public launch and wider activation activities pending confirmation of post-election governance arrangements.</li> </ul>
<b>Next Steps</b>	<ul style="list-style-type: none"> <li>Await confirmation on the future of the Water Resilience Strategy Governance Group and associated work programme following local body elections.</li> <li>Subject to governance direction, clarify the role of WEDS in supporting ongoing water resilience activity, including any continued or revised regional coordination approach.</li> <li>Assess opportunities to incorporate water resilience initiatives within the WEDS Work Programme for the next financial year, where there is a clear alignment and value-add.</li> </ul>

**2.6 Water Resilience: Facilitate collaboration and knowledge sharing to build water resilience across Wairarapa industries.**

<b>Action</b>	Deliver a <b>Water Resilience Education &amp; Networking Series</b> , building on the successful Summer Series model, to bring together farmers, industry, iwi, regulators, and environmental groups to learn, share, and collaborate on water-efficient practices and innovations.		
<b>Lead</b>	Wairarapa Water Users Society Incorporated (WWUS)		
<b>Expected Outcome(s)</b>	Improves water use efficiency and sustainability by inspiring the adoption of efficient practices and adaptive technologies. Strengthens collaboration and trust across diverse water stakeholders, fostering informed, collective water management. Shifts culture from compliance-focused to relationship-focused, reducing conflict and enabling cooperative problem-solving.		
<b>Status</b>	<b>Progress</b>		<b>Funding</b>
<b>WEDS PMO Intervention</b>	WEDS continues as the main series sponsor and the PMO has supported planning for the 2025/26 event series to ensure stronger alignment with the Wairarapa Water Resilience Strategy (WWRS) and related regional workstreams.		

<b>Progress Report</b>	<p>Since the last reporting period, we have successfully staged the remaining two events. The hosts in mid-February were Ongaha in South Wairarapa where the focus was on the land use choices made possible by reliable water. This attracted an audience of approximately 45. The final event was held at the end of March and focused on the Opaki Water Race with Bushcroft hosting. The races throughout the valley were used to demonstrate the hunt for water resilience is more than 100 years old. The audience was approximately 30.</p>
<b>Progress Milestones</b>	<p>The value for attendees lies not only in the information shared and the opportunity to “see the coal face,” but also in the interactions with fellow participants—often entirely new contacts who bring different perspectives and experiences. This softer benefit is difficult to quantify, but it is reflected in the number of repeat attendees and the level of engagement observed during these interactions. This directly counters the argument that, having covered most themes and land uses across the three series, there is no longer a need to continue the programme.</p>
<b>Next Steps</b>	<p>The WWUS Exec will review this 3<sup>rd</sup> year of the Summer Series prior to deciding on whether to stage a 4<sup>th</sup> year programme. The WWUS has negotiated an agreement of mutual support with the Wairarapa Winegrowers Association that will involve both parties actively promoting each others offering including the Summer Series. This will bear fruit next season.</p>

### 3 BUDGET

#### 3.1 Overview

The total budget available for the financial year (excluding people resources) is just over \$369,000.

Majority of the budget (\$319,000) is committed to initiatives across the three priority areas of Food & Fibre sector development, Skills and Workforce Development, and Water Resilience. The balance supports programme delivery and PMO overheads (\$30,000), and the development of a strategic investment portfolio (\$20,000) to support the overall work programme.

A further \$215,000 is allocated for people resources (Wairarapa-based WellingtonNZ PMO).

#### 3.2 Expenditure as at 30 March 2026

As at the end of the third quarter, total expenditure (outside of people resources) for the WEDS work programme was \$141,417, representing around 38% of the operational budget for this year.

Expenditure to date continues to align with the implementation of the work programme, with several key initiatives across Food & Fibre and Workforce Development ready to be contracted for delivery during Q4. This will include delivering the Capability Boost initiative, progressing some of the four priority diversification and value add opportunities identified under the Future Options workstream through to business case, establishing a shared narrative for our local producers, and delivering several youth and workforce capability development workshops and events.

Programme operations and PMO overheads continue to be kept minimal, and people resource expenditure remains as expected.

## 3.3 Budget and Actual Expenditure as at 30 March 2026

Priority Focus Area	Initiative	Budget	Action	Actual as at 30 Mar
Food & Fibre (Primary Sector)	Increase <b>productivity and resilience</b> by equipping businesses with knowledge, skills, and support.	\$187,000	Collaboratively deliver a series focused on <b>upskilling businesses to educate and grow their capability</b> .	\$-
			Engage with <b>frontier firms</b> to explore implementing best practices.	\$-
	Strengthen resilience and growth potential by supporting <b>diversification</b> , fostering <b>innovation</b> , and enhancing market access.		Deliver resources to help the sector to explore <b>new products and opportunities</b> .	\$36,000
			Support producers to have local processing to improve <b>supply chain efficiency and competition</b> .	\$30,000
	Develop a <b>shared narrative</b> for the Sector that fosters collaboration, enhances awareness, and elevates profile.		Create opportunities to <b>profile our local producers and a sense of regional narrative</b> .	\$-
Strengthen <b>workforce capability</b> and resilience by aligning training and development initiatives.	To be determined.	\$-		
Skills & Workforce Development	Strengthen Wairarapa's workforce by implementing the <b>Wairarapa Skills &amp; Workforce Action Plan</b> , ensuring local businesses have access to skilled talent and our people have clear pathways into sustainable employment.	\$116,500	Establish a local community-managed <b>strategic connector role</b> .	\$40,000
			Understand Wairarapa's <b>digital fluency</b> , packaged with tailored learning programmes.	\$-
			Provide our people with a clear understanding of <b>local pathways</b> .	\$-
			Provide improved <b>service, supervision, management training</b> .	\$5,500
			Other initiatives TBD.	\$-
Water Resilience	Identify and advance key economic development projects within the <b>FY25/26 WWRS Work Programme</b> .	\$16,000	Develop and deliver <b>public-facing communications collateral based on the A Case for Action</b> report.	\$4,270
	Facilitate <b>collaboration and knowledge-sharing</b> to build water resilience across Wairarapa industries.		Deliver a <b>Water Resilience Education &amp; Networking Series</b> .	\$6,000
PMO Operations	<b>Strategic Investment Portfolio</b>	\$20,000	Develop portfolio	\$-
	<b>WEDS and Skill Wairarapa</b>	\$20,000	Work Programme operations	\$13,307
		\$9,770	WNZ PMO overheads	\$6,340
		\$215,000	WNZ People Resources	\$156,794
		<b>\$584,270</b>	<b>TOTAL WEDS EXPENDITURE</b>	<b>\$298,211</b>

## Appendix 1: Planned Initiatives

Some initiatives and actions in the FY25/26 Implementation Plan have not yet been activated. The following provides a brief update on these initiatives to ensure visibility of all ongoing and planned activity.

Initiative	Action	Update
<b>Food &amp; Fibre (Primary Sector):</b> Increase productivity and resilience in Wairarapa's food & fibre sector by equipping businesses with the knowledge, skills, and support needed to drive efficiency, innovation, and sustainability.	Engage with <b>frontier firms</b> to explore implementing best practices in <b>efficiencies, value-add production,</b> and sustainable growth strategies.	This is a placeholder action based on previous engagement with local manufacturing businesses, we are waiting for them to respond to proposed actions to progress.
<b>Food &amp; Fibre (Primary Sector):</b> Strengthen <b>workforce capability</b> and resilience in the food & fibre sector by aligning training and development initiatives with the Wairarapa Skills & Workforce Action Plan.	To be determined.	The actions to be delivered under this initiative are to be determined with industry as capacity allows. It is anticipated that activities will be delivered during the winter months as farmer capacity enables them to get off-farm.
<b>PMO Operations:</b> Strategic Investment Portfolio.	Develop a cohesive <b>portfolio of regional strategic investment opportunities</b> to bring together priority projects and initiatives that align with Wairarapa's long-term economic development objectives.	This workstream is not scheduled to commence until Q4 as advised as best timing by three Wairarapa District Councils with an anticipated September completion.



## WellingtonNZ – Wairarapa Activity Update

Q3 (December-March) 2026

This activity report is provided to the three Wairarapa District Councils to give visibility on activities that are being delivered by WellingtonNZ in Wairarapa, that sit outside the Wairarapa Economic Development Strategy (WEDS) Work Programme.

### 1. Wellington Regional Economic Development Plan (REDP) Activities

*The REDP exists to guide the long-term direction of the economy and is helping to drive high-impact economic initiatives over the next 10 years. It is about futureproofing the region and making sure it thrives economically, ensuring that our region is a great place for everyone to live, including our Māori and Pasifika communities, and improving wellbeing and quality of life. WellingtonNZ is the lead organisation for implementation of the REDP, which is governed by the Wellington Regional Leadership Committee (WRLC). The WRLC membership includes mana whenua and regional Mayors. As well as region-wide initiatives, there are five Wairarapa initiatives included in the REDP, these are: Food & Fibre (Primary) Sector, Wairarapa Workforce Development, Wairarapa Water Resilience Strategy, Five Towns Trail Network, and Dark Sky.*

#### Dark Sky

Building on the Lonely Planet Best in Travel 2026 recognition, work is now focused on converting strong international interest into bookable, export-ready experiences. Under the REDP, WellingtonNZ is working alongside Destination Wairarapa to enable the delivery of a structured business capability programme, including a targeted workshop series starting in April to help ten selected operators define, price and take new dark sky products to market.

This is complemented by ongoing coordination of the Dark Sky programme, including business connection events, stakeholder engagement, and delivery of the “Wairarapa Nature at Night” programme to build local momentum and industry alignment. WellingtonNZ has supported these activities under the REDP, including enabling sector connections and contributing to event delivery.

Together, these efforts aim to grow a small but diverse cluster of export-ready experiences, strengthening Wairarapa’s position as a leading dark sky destination and converting global awareness into increased visitor spend and longer stays. Council support remains critical to maintain and expand the Dark Sky Reserve, and to enable the ongoing work programme through active participation and alignment.

#### Five Towns Trail Network

Multiple sections of the Five Towns Trail Network are now progressing in parallel, with active workstreams underway for the Featherston–Moana Trail, and connections between Greytown, Carterton and Waingawa. The Five Towns Trail Trust continues to play a coordination role across these locally led projects, supporting alignment between landowners, community groups, and delivery partners. Early progress is also being made to extend the network, including engagement with the Martinborough community.

WellingtonNZ is working with the Trust to support an economic impact assessment to strengthen the case for investment, alongside continued refinement of the project website, and alignment with the Regional Trails framework across the wider Wellington region.

These developments continue to build momentum towards a cohesive trail network, while reinforcing the need for coordinated support across councils to enable delivery at scale.

## 2. Business Growth & Innovation Activities

*At WellingtonNZ, our role is to support businesses to grow and innovate, and build a stronger, more connected regional business community. WellingtonNZ's Business Growth and Innovation team works with businesses right across the Wellington region. The team work to connect businesses with the right people, advice and resources they need to grow and innovate. The team administer the Regional Business Partners Network Programme, on behalf of Ministry of Business, Innovation and Employment for the region, and connect businesses to innovation and development opportunities through Callaghan Innovation. Through partnership with Business Wairarapa, the team collaborates to deliver targeted capability training informed by local business insights, ensuring Wairarapa enterprises can access tailored support and development opportunities that reflect the needs of the region's business community.*

The following businesses have been supported during this reporting period:

- A business in construction received co-funding from the Management Capability Fund to participate in a Practical Governance course.

The following Wairarapa businesses received co-funding to attend workshops:

- 1x Accommodation services
- 1x Drink manufacturing business
- 1x Other services
- 1x Graphic design/ advertising business
- 1x Nursery (wholesale) business

Innovation Services

- A "software as a service" (SaaS) business was referred to the "New to Research & Development Grant" and NZTE Export Essentials course.

## 3. Screen Wellington (Film Office) Activities

*Wellington UNESCO City of Film offers a diverse range of unique locations and local expertise, all within easy reach of award-winning production facilities. Screen Wellington (part of WellingtonNZ) work closely across the region to support productions to find the perfect locations, connect to support business, keep crews and communities safe and issuing permits to film in public spaces.*

### Feature Film: Shearing The Love

WellingtonNZ's Screen team supported the feature film - Shearing the Love - to come and shoot part of the film in Masterton and at the Golden Shears World Championship competition. The production is mostly based out of Auckland, but the story is set in Masterton. The team also worked closely with the production team and relevant council officers to ensure smooth experience, especially under tight timelines.

### Permitting:

Aside from Shearing the Love, we had no other filming permits for the region this quarter.

## 4. Destination Marketing

*WellingtonNZ's Destination, Marketing and Communications team plays a vital role in positioning the Wellington region as a vibrant, world-class destination. Their work drives growth in the visitor economy by promoting Wellington's unique experiences, supporting tourism operators, and delivering targeted marketing and media campaigns. Through strategic partnerships - including close collaboration with Destination Wairarapa - the team ensures Wellington remains top of mind for domestic and international travelers, contributing to economic growth across accommodation, hospitality, retail, and attractions. This work strengthens the region's brand, boosts regional pride, and supports sustainable tourism development.*

**Regional Tourism Boost Fund x CNZWT + Travel Trade**

- The “Classic New Zealand Wine Trail (CNZWT)” campaign, funded by the Regional Tourism Boost fund launched on 1 February. This campaign is focused on attracting Australian audiences interested in food and wine during the quieter visitor period. WellingtonNZ holds the contract with MBIE to deliver this campaign.
- As part of the campaign, Australian visitors can fill a 15-bottle case of wine from the CNZWT regions and have it shipped home free. February results showed Wairarapa leading in this export wine sale incentive, driven by higher average bottle pricing. This shows excellent pick up by local cellar doors and great engagement between wineries, with a lot of work by Destination Wairarapa around the opportunity.
- WellingtonNZ funded CNZWT travel trade training events in Brisbane, Sydney, and Melbourne in February to leverage the campaign with Destination Wairarapa attending which was very well received.
- Tourism New Zealand Australia is strongly supportive of the CNZWT proposition with food and beverage becoming a focus area in the 2026-27 financial year.
- Included Wairarapa as part of the CNZWT media pitch, resulting in coverage in The Post: [Aussie tourists can now take more of our wine back home | The Post](#)

**Media engagement**

- WellingtonNZ attended TravMedia's IMM (International Media Marketplace) Australia for 1:1 networking with top-tier Australian media and included Wairarapa experiences/news in the presentation (Dark Sky Reserve, wineries/Classic NZ Wine Trail, Lonely Planet accolade).
- Collaborated with Tourism New Zealand and Destination Wairarapa on famil for Explore Magazine (Australia) around Michelin/culinary experiences.

**Stakeholder engagement**

- WellingtonNZ's Tourism Manager has been a participant of the product development workstream to explore concepts for Te Wananga Taiao o Manukura at Pūkaha Wildlife Centre.

**General promotion**

- Published five map and directory listings to WellingtonNZ.com - Le Gra Vineyard and Winery, Colombo Martinborough, Grava, Cuckoo Pizza, Fell Locomotive Museum.
- Continued promotion of Wairarapa trails through the always-on Wellington Regional Trails marketing activity.
- On behalf of WellingtonNZ, Destination Wairarapa included the Greytown to Woodside Trail, Greytown Honey, Schoc Chocolates and Cobblestones Museum in the Welly Walks activation in January.

**12 PUBLIC EXCLUDED BUSINESS**

**RESOLUTION TO EXCLUDE THE PUBLIC**

**RECOMMENDATIONS**

That the public be excluded from the following parts of the proceedings of this meeting.

The general subject matter of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under section 48 of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution are as follows:

General subject of each matter to be considered	Reason for passing this resolution in relation to each matter	Ground(s) under section 48 for the passing of this resolution	Plain English reason for passing this resolution in relation to each matter
<p><b>12.1 - Public Excluded Minutes of the Economic Growth Committee Meeting held on 19 March 2026</b></p>	<p>s7(2)(a) - the withholding of the information is necessary to protect the privacy of natural persons, including that of deceased natural persons</p> <p>s7(2)(f)(i) - free and frank expression of opinions by or between or to members or officers or employees of any local authority</p>	<p>s48(1)(a)(i) - the public conduct of the relevant part of the proceedings of the meeting would be likely to result in the disclosure of information for which good reason for withholding would exist under section 6 or section 7</p>	<p>Relates to the Economic Development Funding Decisions Report discussed at this meeting.</p>

### **13 KARAKIA WHAKAMUTUNGA – CLOSING**

Kua mutu ā mātou mahi  
Mō tēnei wā  
Manaakitia mai mātou katoa  
O mātou hoa  
O mātou whānau  
Aio ki te Aorangi

Our work is finished  
For the moment  
Blessing upon us all  
Our friends  
Our families  
Peace to the Universe