

Whakatāne District Council
Whakatāne-Ōhope Ward
Electing 5 Councillors



Mike VAN DER BOOM

My principal place of residence is in the Whakatāne-Ōhope Ward area. I am also standing for Mayor.

My aim is to make our district an even better place to live and visit.

Whakatāne's natural beauty is a key opportunity for economic growth. Careful investment into eco-friendly tourism can bring increased income and employment, while protecting that which makes this place special. With White Island the Eastern Bay's major drawcard, additional activities can further enhance visitor appeal.

I see huge potential for more event-related tourism; already, the Oxfam Trailwalker and the Surf Life Saving Championships bring millions of dollars to the community.

During two decades here, I have taught at local high schools, was events manager for Toi-EDA and am now director of Cheeky Rooster, a PR company started together with my wife, Sarah, 8 years ago.

We have supported projects including Sunshine and a Plate Food Festival, Whakatane Kiwi Trust, Oxfam Trailwalker, Whakatāne Bike Park, Whakatāne Harbour Care Group, Cycle Action Whakatane and Monty's Revenge.