



OUR PLACE

# Ko Konei

Your Whakatane District Council Community Update - June 2021

## SIGN UP ONLINE TO DIRECT DEBIT AND BE IN TO WIN!

Sign up online to pay your rates by direct debit **before 5pm Monday, 5 July** and go in the draw to win one of three \$200 grocery vouchers.

Visit [whakatane.govt.nz/payyourrates](http://whakatane.govt.nz/payyourrates) to sign up now.

*\*Terms and conditions apply*



## QUEEN'S BIRTHDAY HOURS

Our main office will be closed Monday, 7 June in observance of the Queen's Birthday.

Most Council services will either have reduced opening hours or be closed entirely.

**If your kerbside rubbish and recycling is usually collected on a Monday, it will take place as normal.**

A full list of weekend opening hours is available on our website [whakatane.govt.nz](http://whakatane.govt.nz).

## Domestic tourism key driver for economic growth

Domestic tourism is one of the key contributors to the Whakatane District being one of the fastest-growing local economies in New Zealand, according to Infometrics' latest quarterly monitor.

Up 3.2 percent across all sectors on the same period last year, Whakatane's economic growth was helped significantly by tourism expenditure growing 3.8 percent for the first quarter of 2021, with \$3 million more spent during the period compared to 2020. This compares to a 16.6 percent decrease across New Zealand. Whakatane District is also towards the top of the field for annual domestic visitor spend.

Whakatane District Council Tourism and Events Manager Nicola Burgess says it's great to see investment into tourism marketing helping fuel growth in the sector. "The ultimate goal for all of our marketing activity is to grow visitor expenditure for the district and to encourage visitors from parts of the country that don't traditionally visit us. These results show we're achieving these goals and we've successfully taken advantage of Kiwis wanting to explore their own country."

Mayor Judy Turner says Whakatane District has shown remarkable resilience, and confidence is growing after the challenges of the past 18 months. This week's announcement of the buyout of the Whakatane Mill, which had faced closure, is yet another vote of confidence in the Eastern Bay economy, she says.

## Māori wards decision

On Thursday, 20 May, the Whakatane District Council voted unanimously to establish Māori wards for the next two local body electoral cycles.

At the commencement of the meeting, 21 groups and individuals took the opportunity to speak in the Public Forum to share their views on Māori ward establishment with elected members.

The next step is to consider Māori wards as part of Council's Representation Review.

To achieve fair and effective representation, councils must review their representation arrangements at least once every six years. The review asks how many elected members there should be in a district and how they should be elected. It considers wards, their boundaries, names, and how many councillors are elected to each. A representation review is also an opportunity to review the number of community boards, the number of members and subdivision boundaries.

More information is available on our website [whakatane.govt.nz](http://whakatane.govt.nz).



Sign up to get your rates invoices by email before 5pm Monday, 5 July 2021 and go in the draw to win one of these fantastic prizes.

- ★ Trip for four to Moutohora with White Island Tours - valued at \$476
- ★ Ōhiwa Explorer guided kayak tour with KG Kayaks - valued at \$440
- ★ Two family passes with Awakeri Rail valued at \$190 each
- ★ Four A:M Clothes T-shirts valued at \$160
- ★ Four-person pass for the EPIC Escape Room valued at \$128
- ★ 20 x Whakatane Aquatic and Fitness Centre family passes valued at \$15 each

Visit [whakatane.govt.nz/rates](http://whakatane.govt.nz/rates) to sign up. You'll need your customer number from the front of your most recent invoice. If you don't have this, give us a call on 07 306 0500 or email [info@whakatane.govt.nz](mailto:info@whakatane.govt.nz) and we can help.

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## Bird Walk repairs

Repairs to the damaged Bird Walk track in the Mokorua Scenic Reserve are underway. These works may require the track to be closed at times, so please factor in that you may not be able to enter or exit at White Horse Drive.

Find the latest updates on our Facebook page or visit [whakatane.govt.nz](http://whakatane.govt.nz).

## Digital booking platform for public venues



**Do you, your club or organisation have a venue or space that is available for public use?** Council's Community Development team is exploring a digital booking platform, and is welcoming those interested to pre-register for a preview via Zoom.

The date for the free online demo is yet to be set and will be determined once expressions of interest have been received. To register, email [communitydevelopment@whakatane.govt.nz](mailto:communitydevelopment@whakatane.govt.nz) by 5pm Friday, 18 June.

## Tū Manawa Active Aotearoa funding



Tū Manawa Active Aotearoa provides funding for programmes or projects delivering play, active recreation and sport experiences for tamariki and rangatahi.

The next funding round opens in July 2021. If you want to know more about the fund, and how to shape a great funding application, Sport Bay of Plenty presented loads of tips, examples of successful opportunities and answered funding application questions in an online forum.

To view the forum, and find out more, visit [sportbop.co.nz/funding/tu-manawa-active-aotearoa](http://sportbop.co.nz/funding/tu-manawa-active-aotearoa).



## THE JOURNEY FORWARD Ka anga whakamua



The Whakatane District Council Long Term Plan (LTP) 2021-31 public consultation closed on Sunday, 23 May, after being open for one month. A total of 435 formal submissions were received, and the Mayor and Councillors heard from more than 30 groups or individuals during the hearings on Tuesday, 25 May.

Thank you to everyone who took the time to share their thoughts.

The Mayor and Councillors will now deliberate, before reaching final decisions when the full Long Term Plan is adopted on Wednesday, 14 July.

## Meet the team Kanohi kitea

**Anna Williams**  
Senior Tourism Marketing Advisor



**What I love most about my job**  
I'm very lucky to promote why Whakatane and the Eastern Bay of Plenty are great places to visit. I'm able to explore all parts of the Whakatane District, from the coast to deep into Te Urewera, and meet fantastic people who are advocates for our place. I love that my job is so varied – it includes developing marketing content, working with tourism stakeholders, media management and much more.

**What I find most challenging about my job**  
Probably the biggest challenge (which I see as more an opportunity) is getting New Zealanders to realise the Whakatane District is a great place to visit. There seems to still be a lot of people who wouldn't consider visiting this area, so getting their attention can be a challenge when we're up against the more well-known tourism centres. The other challenge is ensuring our local economy benefits from tourism spend, without impacting what we love about our district and what makes it special.

**What I love about the Whakatane District**  
I tell my children frequently they are the luckiest kids in the world! Our climate, diverse natural environment, laid-back lifestyle and wonderful people make living here a privilege.

**Hobbies/interests outside work**  
My life outside of work revolves mostly around our family and enjoying plenty of outdoor activities with our children, including swimming, fishing, bush walks and bike rides.

**Anything else to add?**  
If you're in the tourism industry or thinking about launching a tourism business or event, our tourism and events team is here to help. We can provide marketing support, events development support, funding advice and more. Think of us as your first port of call for tourism in the Whakatane District

*Each month, we'll introduce a Whakatane District Council staff member so you can 'meet' the team working for our communities.*