COMMUNITY GROWTH COMMITTEE MEETING

Tuesday, 30 June 2020, 9.00am

Council Chamber
Council Office
William Street
Paeroa
Committee Members:

Cr R Harris (Chairperson)
Cr P Anderson (Deputy Chairperson)
Mayor D A Adams
Cr P Milner
Cr A Spicer
Cr R Broad
Cr B Gentil
D Taipari (Council Appointee)

Staff

L D Cavers
S Fabish
A de Laborde
D Peddie
P Thom
D Fielden
R Jenks
Council Secretary

Public copies:

Paeroa Office
Plains Area Office (Ngatea Library)
Waihi Area Office (Waihi Library)

Chief Executive

L D Cavers
### Delegations: Community Growth Committee

<table>
<thead>
<tr>
<th><strong>Membership</strong></th>
<th>The Mayor, six Councillors and one Council appointee</th>
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<tbody>
<tr>
<td><strong>Meeting frequency</strong></td>
<td>On the Tuesday, two weeks prior to the first meeting of Council in each month, commencing at 9.00am</td>
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<td><strong>Delegations</strong></td>
<td>The Council delegates to the Community Growth Committee the following powers, duties and responsibilities:</td>
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<td>▪ Authority to approve expenditure up to $5,000 per project within the existing approved Community Growth budget subject to reporting the expenditure to the next available Council meeting.</td>
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<td>▪ To report to Council any recommended changes required to the Economic Development Strategy.</td>
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<td>▪ To review and develop the Economic Development Action Plan required by the Economic Development Strategy and to monitor and report Council on its implementation.</td>
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<td>▪ To receive and review reports from the Economic Development Manager on economic development matters.</td>
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<td>▪ To review and recommend to Council the budget for the Community Growth activities and the priorities for expenditure.</td>
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<td>▪ To receive and review reports on Community Growth Activities and make recommendations to Council.</td>
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<td>▪ Community Growth Activities include:</td>
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<td>▪ Economic Development</td>
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<td>▪ Visitor Information Centre’s</td>
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<td>▪ Town Promotion</td>
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<td>▪ Hauraki Rail Trail</td>
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<td>▪ Destination Coromandel</td>
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<td>▪ Development Assistance/Grants</td>
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Ngà Karakia Timatanga (opening)

(1)

Kia tau te rangimarie  
Kia whakapapa pounamu te moana  
Hei huarahi ma tatou i te rangi nei  
Aroha atu, aroha mai  
Tatou i a tatou katoa  
Hui e! Taiki e!  

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

(2)

Whakataka te hau ki te uru,  
Whakataka te hau ki te tonga.  
Kia mākinakina ki uta,  
Kia mātaratara ki tai.  
E hī ake ana te atākura he tio,  
he huka, he hauhunga.  
Haumi e! Hui e! Tāiki e!

Get ready for the westerly  
and be prepared for the southerly.  
It will be icy cold inland,  
and icy cold on the shore.  
May the dawn rise red-tipped on ice,  
on snow, on frost.  
Join! Gather! Intertwine!

Karakia Whakamutunga (closing)

Kia whakai-ria te tapu  
Kia wātea ai te ara  
Kia turuki whakataha ai  
Haumi e. Hui e. Tāiki e!  

Restrictions are moved aside  
So the pathways is clear  
To return to everyday activities  
Join Gather Intertwine!
**COMMUNITY GROWTH COMMITTEE**

**AGENDA**

Tuesday, 30 June 2020 – 9.00am

Council Chamber, Hauraki House, William Street, Paeroa

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<th>Order of Business</th>
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<td>1. Karakia timatanga - Cr Spicer</td>
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<td>2. Apologies</td>
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<td>3. Declarations of Late Items</td>
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<td>4. Declarations of Interests</td>
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<tr>
<td>5. Confirmation: Community Growth Committee Minutes – (25-02-20) (2726552)</td>
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HAURAKI DISTRICT COUNCIL
COMMUNITY GROWTH COMMITTEE

MINUTES OF A MEETING OF THE COMMUNITY GROWTH COMMITTEE HELD IN THE COUNCIL CHAMBERS, WILLIAM STREET, PAEROA ON TUESDAY, 25 FEBRUARY 2020 COMMENCING AT 9.00AM

PRESENT
Crs R Harris (In the Chair), P A Milner, D Taipari and His Worship the Mayor D A Adams

IN ATTENDANCE
Cr B Gentil, Messrs L D Cavers (Chief Executive), D Fielden (Economic Development Manager), Ms R Jenks (Economic Development Officer) and Ms C Black (Council Secretary)

KARAKIA TIMATANGA
Cr Milner opened the meeting with a karakia.

APOLOGIES

RESOLVED

THAT the apology of Crs R Broad, A Spicer and P Anderson be received and sustained.

CGC20/12 Milner/Taipari CARRIED

DECLARATION OF LATE ITEMS

Pursuant to Section 46A(7) of the Local Government Official Information and Meetings Act 1987, the Chairperson called for late items to be accepted.

RESOLVED

THAT pursuant to Section 46A(7) of the Local Government Official Information and Meetings Act 1987, the following late items be accepted for discussion.

- In Committee – Community Wireless Trust Infrastructure in Hauraki
The item was not on the agenda because the item was unavailable at the time of the agenda deadline.
Discussion on the item could not be delayed because the Community Growth Committee needed to make a recommendation to the party concerned before a decision was made.

CGC20/13 Adams/Harris CARRIED

DECLARATIONS OF INTERESTS

There were no declarations of interests.

CONFIRMATION: COMMUNITY GROWTH MINUTES – 30-01-20 (2717049)

RESOLVED

THAT the minutes of the meeting of the Community Growth Committee held on Thursday, 30 January 2020 are received and confirmed as a true and correct record.

CGC20/14 Milner/Harris CARRIED
MATTERS ARISING FROM THE MINUTES

There were no matters arising from the minutes.

Cr Gentil attended the meeting 9.10am.

MEMBERSHIP TO TOWN PROMOTIONS GROUPS (2722689)

The Economic Development Manager presented a report in response to a request at the Community Growth meeting held in January for information regarding the requirements for membership to the town promotional organisations of Go Waihi and Positive Paeroa.

RESOLVED

THAT the report be received.

CGC20/15 Harris/Adams CARRIED

Key points:

The members commented that there needs to be confirmation that the promotions organisations have up to date membership lists and that this information be updated to Council.

ECONOMIC DEVELOPMENT MANAGER’S REPORT – FEBRUARY 2020 (2722667)

The Economic Development Manager presented his monthly economic development activity report to February 2020.

RESOLVED

THAT the report be received.

CGC20/16 Harris/Milner CARRIED

Key points:

Focus should be improving the District’s deprivation ranking. Committee members will be meeting with key members of the business community who would be in a position to provide important insights.

Councillor Harris hosted a meeting with Fonterra and a local dairy farmer to gain insight on ways in which Council can assist the dairy industry.

The Economic Development Manager, Economic Development Officer and Community Engagement Officer attended the Waikato Wellbeing Summit on 14 February. The key note speaker was the Prime Minister, Jacinda Ardern. The Summit was to amplify the global wellbeing’s and accelerate local efforts and actions for local targets. The Summit was a collaboration with regional iwi, business and industry groups, central government and local councils, tertiary providers and Te Waka.

A summary was provided on the topics covered at the Community Growth workshop held following its January meeting with the key focus topic being deprivation.

DESTINATION HAURAKI 2030 ACTION PLAN UPDATE (2722883)

The Economic Development Officer presented a report, which updated on the actions from the Destination Hauraki 2030 action plan.
RESOLVED

THAT the report be received.

CGC20/17 Adams/Harris CARRIED

TE WAKA SIX MONTHLY REPORT (2723028)
APPENDIX A: TE WAKA REPORT – JUL-DEC 2019 (2723035)

The Economic Development Manager provided the Te Waka six monthly report which will be presented to Council on 11 March with the attendance of Te Waka Chief Executive, Michael Basset-Foss.

RESOLVED

THAT the report be received.

CGC20/18 Harris/Taipari CARRIED

COMMUNITY GROWTH – 2020 WORK PROGRAMME (2722687)

The Economic Development Officer presented the 2020 work programme to date.

RESOLVED

THAT the report be received.

CGC20/19 Harris/Milner CARRIED

Programmed Activities for the Month of March

Community Growth Committee to hold a workshop on 31st March to develop the direction of the activity and determine key priorities for the Committee going forward. It will also be discussed whether the Social Strategy Working Party will become part of the Community Growth Committee due to the synergies between both activities.

It was requested that the work programme be amended to include this workshop.

RESOLVED

THAT the 2020 work programme be approved with the amendment that a workshop be held on 31st March to discuss the Community Growth Committee’s key priorities.

CGC20/20 Harris/Adams CARRIED
LATE ITEM

Matters to be taken with the Public Excluded

RESOLVED

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

The general subject 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(1) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution are as follows:

<table>
<thead>
<tr>
<th>Item No.</th>
<th>General subject of each matter to be considered</th>
<th>Reason for passing this resolution in relation to each matter</th>
<th>Ground(s) Under Section 48(1) for the Passing of this Resolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Community Wireless Trust Infrastructure in Hauraki</td>
<td><strong>Section 7(2)(i)</strong> Prejudice to Commercial Position/Negotiations To enable the local authority holding the information to carry on, without prejudice or disadvantage, negotiations (including commercial and industrial negotiations.</td>
<td>Section 48(1)(a) That 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.</td>
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CGC20/21 Harris/Adams CARRIED
RESOLVED

THAT the public be re-admitted to the meeting and that the business in committee discussed be confirmed.

CGC20/24 Adams/Milner CARRIED

Karakia Whakamutunga

Cr Milner closed the meeting with a karakia at 10.15am.

CONFIRMED

R G Harris
Chairperson

31 March 2020
FOR INFORMATION | NGĀ MŌHIOTANGA

TO Community Growth Committee

AUTHOR David Fielden and Rebecca Jenks Economic Development Manager and Economic Development Officer

FILE REFERENCE Document: 2778280 Appendix A: 2775614

PORTFOLIO HOLDER Councillor Harris Community Growth

MEETING DATE 30 June 2020

SUBJECT Community Growth Update

RECOMMENDATION | TE WHAIKUPU

THAT the report be received.
1 PURPOSE | TE ARONGA

The purpose of this report is to provide the Community Growth Committee with an update on some of the key Community Growth projects and actions.

2 BACKGROUND | TE KŌRERO Ā MUA

A number of recent actions and projects have started in response to COVID-19 and these are outlined below.

3 PROJECTS/ACTIONS

- LoveHauraki
  LoveHauraki has been developed in response to COVID-19, however it’s considered a long-term campaign/programme of work. The purpose of LoveHauraki is “building pride and connection in the Hauraki District, celebrating our people, businesses and environment.” It is a joint project between the town promotions organisations and Council with support from our information service providers. A website has been established (https://www.lovehauraki.nz/) and it currently has over 140 registered businesses and community organisations displayed on the site. A job vacancies section will soon be added as well as some posters and email signatures that businesses and organisations within Hauraki can use to display their support.
  A Facebook page has also been developed. The aim is to work with a freelance writer to create content for the Facebook page. A LoveHauraki social media strategy session was held 22 June 2020 to solidify what should be achieved through the LoveHauraki Facebook page as well as brainstorm the style of voice and content for the page. The goals include:
  1. Build brand awareness e.g. building the ‘fan base’, build a credible and trusted brand
  2. Build and manage an engaged community e.g. create shareable content, businesses and organisations share their content on LoveHauraki page and #LoveHauraki in their own posts, drive ‘click-throughs’ to website.

  The LoveHauraki page will also host the Destination Hauraki group and a business discussion group.

- Destination Hauraki 2030
  Tourism businesses have been impacted significantly by COVID-19 but there are also opportunities i.e. for planning and product development, improving the Hauraki District as a destination. The Hauraki Tourism Action Group has recently been developed. This includes staff from Council, Destination Coromandel, Hauraki Rail Trail Charitable Trust, Waihi i-SITE and Paeroa Information Hub.
  The current objectives of the group are:
  1. Support product development in the Hauraki District:
     a. Actively support selected businesses who are wanting to improve the quality and consistency of their product
     b. Identify new product or package opportunities and actively support the development of these
  2. Build the profile of the Hauraki District through the promotion of quality product and storytelling.
  3. Implement product development related actions in the Destination Hauraki 2030 strategy.
• Te Waka
As a result of COVID-19, approximately 30 of our businesses engaged directly with Te Waka. Te Waka offered a number of options for businesses to engage with their programmes including a business support hotline. Our businesses could get support through:
  o Regional Business Partner Network (capability)
  o Business Mentors NZ programme
  o Frequent webinars on relevant topics (still taking place)
Te Waka have also continued to support Evolve Hauraki’s Business Bites sessions. Currently there is high demand for business mentors and not enough to meet demand. Te Waka have created content for us to share on our Facebook page to encourage experienced business people in Hauraki to sign up to be mentors.

• Business Investment
Council staff are aware that due to the economic impact caused by Covid-19, some developments have either stalled or will not proceed. Due to commercial sensitivities, a verbal update will be provided during the Community Growth Meeting.
On a positive note, Council staff have maintained contact with developers who are still proceeding with their plans and a verbal update will be provided during the Community Growth Meeting.

Approval

<table>
<thead>
<tr>
<th>Prepared by</th>
<th>David Fielden and Rebecca Jenks</th>
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<tbody>
<tr>
<td></td>
<td>Economic Development Manager and Officer</td>
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<tr>
<td>Approved by</td>
<td>Steve Fabish</td>
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<td></td>
<td>Group Manager- Community Services and Development</td>
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</table>
Yesterday 16 June marked the end of the country’s first week at Alert Level 1.

Te Waka, with the support of Waikato Regional Council Economists Blair Keenan and Sarah MacKay, continues to collate data to gauge what is happening in the Waikato economy.

Charts in this week’s Radar show some improvement and stabilisation of trends from last week, detailed in this report.

Due to COVID-19’s relatively stable nature throughout the country and Waikato region, we have made the decision to move to publishing Economic Radars fortnightly, with our next report to be available 1 July.

While noting stabilisation of certain trends, there remains uncertainty surrounding:

1. International Markets – many countries’ health and economic challenges relating to COVID-19 are still developing (i.e. in early stages relative to NZ).
2. COVID-19 Free NZ – Yesterday 16 June, NZ was marked to have two new cases of COVID-19. Uncertainty remains as to whether these cases can be contained and whether additional cases will emerge under our ‘less restrictive’ Alert Level 1 environment.
3. Post Government Survival Investment Stability – Central Government has invested in a number of initiatives to support business survival. Uncertainty remains around the long-term impact / effectiveness of these initiatives.

As previously mentioned, we will continue to expand our monitoring and measures as we scan for signs of trouble, stabilisation, or sparks of life.

Note:
The following report has been compiled to share the Waikato region’s COVID-19 recovery progress. In all instances, sources are listed to ensure access to data can be found.

District level data can be obtained for some of the information contained in this report, please connect with us directly to learn more on this. Te Waka wishes to continue to progress conversations on the streamlining of obtaining this data with our ED community and business.

To provide feedback or find out more on the below information please contact:

Michelle Hollands michelle.hollands@tewaka.nz
Waikato Weekly Card Transactions – Week Ending June 7

1. WEEKLY VALUE OF SPENDING

2. WEEKLY NUMBER OF TRANSACTIONS

3. Change in value of spending

SWLY = % change in spending (or transactions) relative to the Same Week Last Year
Cumulative = % change in spending made since 3 February 2020 compared to the same period in 2019

4. Change in number of transactions

5. WEEKLY SPENDING CHANGE BY CATEGORY

6. WEEKLY SPEND AND TRANSACTION CHANGES

7. CHANGE BY ORIGIN OF CARDHOLDER

8. WEEKLY VALUE OF SPENDING - ALL OF NZ

Source: Marketview using Paymark data.
Notes to graphics on the previous page:

- “Cumulative” measures represent change in spending / volume of transactions since 3 February, relative to the same period last year.
- “SWLY” measures represent change in spending / volume of transactions relative to the same week last year.

The chart below summarises the change in level of spending for the weeks ended 9 February to 7 June, relative to corresponding weeks last year. While weekly spending under Alert Level 3 remained below last year’s levels, the move into Alert Level 2 saw spending levels return, and even surpass last year’s levels. The coming weeks will tell us how much of this is ‘catch up’ spending, and whether it can be sustained.

Note: Unfortunately Taupo spending data was unavailable this week. Taupo numbers are still in fact included in “Wkto Region” numbers.

The chart below summarises level of spending relative to the corresponding week last year under the Home & Recreational Retailing category. Level of spending under this category was significantly higher than last year, across all districts. The amount relating to ‘catch up’ spending remains to be seen.

Source: Marketview using Paymark data.
Food Price Indexes

The chart below presents Waikato, New Zealand and International food price indexes. As shown, Waikato and NZ food prices steadily increased over the January to April period this year however decreased in May by 2.0% for the Waikato and 0.8% for NZ. These decreases likely reflect a stabilisation/decrease in cost of logistics (relative to the pandemic where supply chains were disrupted).

International food prices continued their downward trend, decreasing by 1.9% in May, suggesting deflationary pressures are still being felt in food prices. While this is helpful for consumers, the margins for those in the food production business will be squeezed.

Employment

Job Ads

The chart below summarises the number of Trade Me jobs advertised on a daily basis since mid-April 2020. Number of jobs advertised in the Waikato region today represents an 11% increase on last week and a 59% increase on last month.

Daily Job Ads on Trade Me

Source: www.trademe.co.nz

Jobseeker Support

The number of recipients of the Jobseeker Support has risen by 4,400, or 28% since the start of 2020, in line with the 30% increase for New Zealand as a whole. This means that 6.7% of the Waikato working age population is receiving Jobseeker support (compared with 5.3% at the start of the year). This is higher than the 5.9% of the national working age population now in receipt of Jobseeker Support.
The chart below summarises monthly % change in Job Seeker support. % changes in May were relatively small, suggesting a stabilisation of number of support recipients, in line with April.

**% change in Jobseeker Support**

Source: [www.msd.govt.nz](http://www.msd.govt.nz)

**Note:** the numbers used to create the chart above reflect Work Ready Jobseekers only.

**Building Consents**

The chart below summarises the monthly change in number of building consents issued across key regions of NZ. Number of building consents has been declining since Oct-19. As shown, Waikato saw the largest decrease for the month of April, down 6.9%, compared to NZ down 4.1%. **Note:** percentages exclude estimated seasonal fluctuations and short-term irregular movements, and are recalculated each month.

**Month on month % change in # of dwellings consented**

Source: [www.stats.govt.nz](http://www.stats.govt.nz)
Financial Indicators

Interest Rates

The charts below summarise wholesale and retail interest rates in New Zealand.

**NZ wholesale interest rates**

- OCR
- 5 year govt bond yields
- 90 day bank bill yield

**Retail interest rates**

- SME new overdraft rate
- Floating first mortgage new customer housing rate

The chart below summarises a tightening of monetary policy in the last week.

**Yield curves**

*Source:* [www.rbnz.govt.nz](http://www.rbnz.govt.nz)
Exchange Rates

The New Zealand dollar experienced a slight correction over the last week, after last week’s break out from its recent narrow range against the US and Chinese currencies.

Trade

New Zealand’s merchandise exports continue to hold up well, at close to the same levels as 2019. New data from Statistics New Zealand shows that this buoyancy has been driven by prices, with export volumes down 3 percent in the March quarter compared with a year ago, while prices were up 5 percent.

COVID-19 as at 16 June 2020

The Waikato DHB has 188 confirmed and probable cases as at 16 June 2020 – 0 active cases, 187 recovered, and one deceased. The chart below compares the trend in new cases per day for Waikato, New Zealand and Worldwide. Yesterday 16 June represented the country’s first new case for over 3 weeks. The number of new cases Worldwide at 15 June was 132,581, which is 6,700 higher than the World’s two week average.

The chart below summarises the COVID-19 situation for New Zealand’s key trading partners, by number of new cases per day. China, Australia and Japan appear to be in a relatively stable position, with new cases per day below 100 for the last four weeks. The US, while new cases per day appear to be trending downward, seems to be in a less mature / less controlled state.

Source: www.health.govt.nz and www.ourworldindata.org