



Training & Events

Workshops, pathways and audience connection

Waikato Screen continued to support practical skills development and professional pathways for emerging screen practitioners. The Producer 101 course with Dailies Studio focused on essential skills for crew, emerging producers and people wanting to better understand the production process. Waikato Screen also attended a career developers event in Hamilton.

Pike River Q&A Event

- Waikato Screen hosted the Pike River Q&A with director Rob Sarkies, Anna Osborne and Sonya Rockhouse
- Tracy Hampton moderated the event
- The event connected audiences with the people behind the story, the filmmaking process and the lived experience represented on screen
- It reflects Waikato Screen's role in screen culture, audience connection, public conversation and the power of film to hold important stories

The Tavern — Local Film Success

- The premiere of The Tavern in Cambridge was a standout regional screen moment
- The locally made film was strongly supported by audiences and became a New Zealand film tour success with sell-out screenings
- In June 2026, The Tavern was purchased by TVNZ+ for on-demand release, extending its audience reach nationally

Farah Khan Visit and International Audience Reach

- Waikato Screen hosted Farah Khan and her team during their Waikato visit
- Itinerary included Hamilton Gardens with Mayor Tim Macindoe, Ruakuri Caves with Mayor John Robertson, and Hobbiton
- The visit reached an audience of approximately 4 million
- Waikato Screen's welcoming video reached approximately 178,000
- The visit shows how screen, tourism and digital influence can position Waikato destinations in front of large international audiences

4m

Plus! Farah Khan international audience reach

178k

Waikato Screen Farah Khan welcoming video reach

TVNZ+

The Tavern acquired for on-demand release





Digital Platforms

Sponsorship and business connection

Waikato Screen continued to grow its social media platforms and public engagement. Social platforms are now an important part of the Regional Film Office's work: promoting filming activity, celebrating regional success, sharing opportunities, supporting local creatives, communicating with stakeholders and building public awareness of the value of the screen sector.

Crew Directory and Preferred Supplier Development

- Creation and continued development of paid tiered listing options for crew and preferred suppliers
- The paid Crew Directory helps Waikato-based screen practitioners, industry professionals, crew and emerging talent become more visible to productions
- The Preferred Suppliers / Business Directory supports local businesses across accommodation, catering, transport, equipment, hospitality, construction, security, locations support, printing and specialist services
- These platforms help keep production spend within the region by making it easier for productions to find and use local services

Platform Growth

884

Facebook
followers

533

Instagram
followers

143

Crew Directory
local industry
professionals

17k

A Key post
interaction

Paid tiers

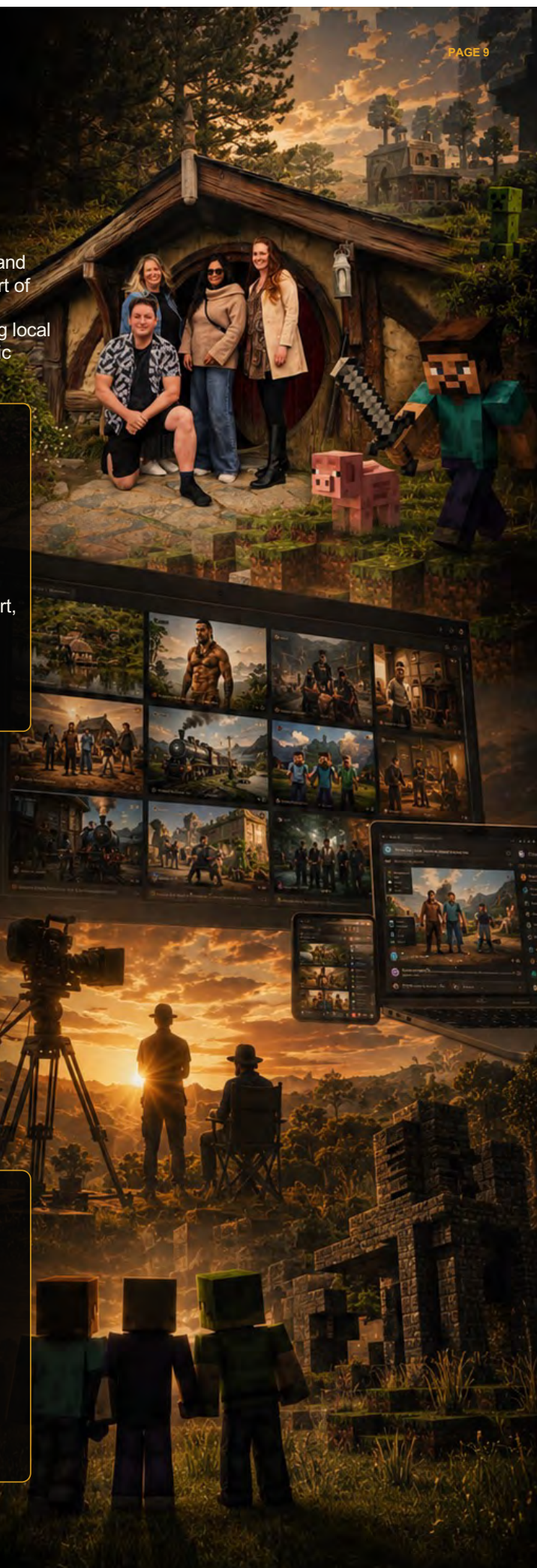
Additional
revenue
supporting
digital
development

2026/27

Enquiry
converted to
partnership
outcome

University of Waikato — Enquiry to 2026/27 Outcome

- In 2025/26, Waikato Screen received an enquiry from the University of Waikato seeking access to actors and performers for medical student training
- This developed into a practical partnership outcome in the following financial year, with paid actor opportunities delivered in May and June 2026
- This demonstrates how Waikato Screen enquiries can convert into paid local work, education partnerships and new pathways for performers





PAGE 10

Charitable Trust

Governance and advisory support

A major milestone has been the formalisation of the Waikato Screen Charitable Trust. The Trust has been established to advance education, creativity, community outcomes and pathways through screen and storytelling. Its purpose supports training, mentoring, scholarships, cultural storytelling, community outreach and access to opportunities for people who may not otherwise see a pathway into the screen sector.

This strengthens the wider Waikato Screen ecosystem by creating a dedicated structure for education and community-facing work, while Waikato Screen NZ continues to operate as the Regional Film Office focused on production attraction, facilitation, sector development and regional economic outcomes. We are pleased to introduce Rachel Adams as part of the Trust governance.

Trust Focus Areas

- Training and mentoring
- Scholarships and practical pathways
- Cultural storytelling and community outreach
- Education and workforce development
- Future philanthropic and government funding opportunities



Rachel Adams joins Tracy Hampton and Erin Griffiths as Trustees, bringing strategic leadership, governance, funding and screen sector experience to strengthen the Waikato Screen Charitable Trust.



Rachel Adams

Trustee | Waikato Screen Charitable Trust

Rachel Adams is a strategic leader, entrepreneur and screen sector advocate with experience across economic development, governance, funding strategy and industry growth. As a Trustee of the Waikato Screen Charitable Trust, she supports workforce development, education pathways and industry partnerships that connect local talent with opportunities in the screen sector while strengthening the Waikato's creative economy.



ADVISORY BOARD

Waikato Screen NZ is supported by an experienced advisory board who provide strategic guidance, sector knowledge, regional insight and professional expertise. Advisors meet quarterly and are also independently available as specialist expertise is required.

Toby Adams steps back, continuing his support for the film office, but with mayoral duties, he has officially completed his three years as an advisor. We are grateful for his continual support, and we welcome our newest trustee in mid 2026



Michele Paki



Deserae Frisk



Mark McCabe



Esmae McKenzie-Norton



PAGE 11

Stable Stakeholder Support

Looking ahead: 2026/27

The year ahead is an important one for Waikato Screen. The focus for 2026/27 will be to strengthen the region's screen infrastructure, develop partnerships, grow production attraction and expand community pathways through both Waikato Screen NZ Ltd (non-profit) and the new Waikato Screen Charitable Trust.

1 Strengthening production attraction

Continuing to promote Waikato to national and international productions, location scouts, producers, directors, agencies and sector partners.

2 Building a stronger regional funding model

Working with councils and stakeholders toward a shared regional approach that reflects shared regional benefits.

3 Exploring screen tourism opportunities

Progressing future opportunities carefully with the right partners, permissions and commercial considerations.

4 Growing the Crew and Business Directories

Improving visibility for local crew, talent, suppliers and businesses so productions can find Waikato-based services.

5 Advancing education through the Charitable Trust

Supporting workshops, scholarships, mentoring, cultural storytelling, community pathways and practical training.

6 Strengthening iwi and community relationships

Building respectful relationships that protect places of significance and support community-led storytelling.

7 Improving data and reporting

Improving how production activity, local spend, district impact, crew engagement and community benefit are recorded.

8 Keeping Waikato film-friendly

Working with councils to make filming processes clear, professional and responsive while balancing community impact.

Supporting document:

A 2026/27 Strategic Funding Forecast has been prepared to outline Waikato Screen's projected income, programme delivery budget and funding alignment for the year ahead. This provides stakeholders with a clear view of the proposed regional funding framework and the organisation's forward planning position.

Link: [2026/27 Strategic Funding Forecast Report](#) Forecast Report

Waikato Screen enters 2026/27 with clear direction, established regional support and strong forward momentum.





Stakeholder Acknowledgement

Waikato Screen sincerely thanks our council partners, community funders, industry supporters, iwi partners, businesses, crew, creatives, contractors, advisory board, charitable trust trustees and regional stakeholders.

We acknowledge the support and confidence of councils as part of our wider stakeholder support base, alongside community funding partners including Wel Energy Trust, Trust Waikato and other community grant opportunities. This support has helped Waikato Screen continue the practical work of attracting productions, supporting filming, building local capability, promoting the region, strengthening industry relationships and creating pathways for future growth.

Together, we are building a stronger screen future for the Waikato — one that creates economic value, opens pathways for local people, supports storytelling, strengthens tourism and ensures our region is seen.

Ehara taku toa, he takitahi, he toa takitini.

*My success should not be bestowed onto me alone,
as it was not individual success but success of a
collective.*

Ngā mihi nui,

Thank you for your continued support & partnership.

Tracy Hampton
Film Office Manager / Co-Director
Waikato Screen NZ

Erin Griffiths
Attraction and Facilitation Manager / Co-Director
Waikato Screen NZ
With thanks from the Waikato Screen Team

Waikato Screen NZ
Annual Stakeholder Report 2025/26

APPENDIX I - DESTINATION HAURAKI COROMANDEL SIX-MONTHLY REPORT



Six Monthly Performance Report

Destination Hauraki Coromandel Trust

January to June 2026

Executive Summary.....	2
Key performance indicators	4
Summary of Activity: January to June 2026	6
Destination Marketing.....	6
Destination Management	12
Insights and advocacy	14
Engagement.....	15
The tourism landscape	16
Global context.....	16
National context.....	16
Hauraki Coromandel Context	17
Key opportunities and product development	17
Involvement with the community and Council.....	18
Visitor statistics and expenditure	18
Key challenges and risks.....	19
Conclusion & Recommendations.....	23
Budgeted and actual income and expenditure	24
Declaration	26
Annex One: KPI Dashboard	28
Annex Two: RTO Comparison	30
Annex Three: RTO Performance	31
Annex Four: Summary Business Plan 2026/27	35

This report has been provided in confidence to Hauraki District Council and Thames Coromandel District Council for the purposes of reporting. It is not for public release or distribution.



Executive Summary

This is the second performance report to the Settlers of Destination Hauraki Coromandel Trust under the new Service Level Agreement framework.

Below is a summary of activities delivered by Destination Hauraki Coromandel (DHC) in the January to June 2026 period. Activities are a combination of planned and programmed campaign activity and responding to ad hoc opportunities. The full annual report, including full financial statements, will be shared separately ahead of the 2026 Annual General Meeting.

The January–June 2026 period was dominated by these five major areas of activity:

- Supporting industry recovery following the multiple summer weather events and associated visitor disruption.
- Developing and launching The Coromandel Cure campaign for Winter 2026.
- Continued recovery and growth of TheCoromandel.nz following the 2025 cyber incident.
- Advancing strategic destination initiatives including GOOD FOR YOUR SOUL – Kaitiaki, Kiwi North international marketing activity, and regional product development.
- Proactive industry, regional and national engagement to progress DHCs business plan and strategy.

DHC delivered substantial advocacy and recovery support following the January weather event, including direct engagement with MBIE, support for Hauraki Rail Trail recovery funding, a weather recovery communications programme, and applications for government funding support (successfully securing \$55,000 for marketing initiatives). Visitor spending across Hauraki Coromandel in January 2026 declined by \$7.12 million compared with January 2025, demonstrating the significant impact of the event on the visitor economy.

DHC also advocated to central government for broader support measures for tourism businesses affected by repeated weather disruptions and worked closely with councils and transport agencies to communicate destination accessibility.

DHC launched a new iteration of The Coromandel Cure, a fully integrated winter campaign positioning Hauraki Coromandel as a destination for restoration, wellbeing and slower-paced travel. The campaign received strong industry support, with more than 40 operators creating campaign packages and experiences. Early results generated more than two million digital impressions, over 34,000 campaign clicks and earned media exposure valued at more than \$100,000.

Website recovery continues to exceed expectations. Organic search now represents 50% of total website traffic, engagement remains strong at 56%, and more than 41,000 referrals were delivered to tourism businesses during the reporting period despite traffic remaining below pre-incident levels.



Significant progress was also made in securing external funding and future sustainability for GOOD FOR YOUR SOUL – Kaitiaki, with successful grant applications generating \$9,000 of additional programme funding and a Tourism Industry Aotearoa Awards submission completed for the Tourism Collaboration category. Momentum for the programme continues with further operator participation, additional native tree donations, completion of programme video production, and ongoing work to establish an independent governance structure.

DHC also continued proactive engagement with central government, Regional Tourism New Zealand, local authorities, industry stakeholders and operators while preparing for future RTO system reform and diversification of funding sources.

The six-month period also demonstrated DHC's growing role as a destination steward, industry advocate and strategic partner. Significant progress was made across destination management planning, sustainability initiatives, government engagement, industry capability, product development and tourism intelligence. These activities position Hauraki Coromandel strongly for future tourism growth while supporting community wellbeing, environmental outcomes and economic resilience.

Key Achievements January-June 2026

- Secured \$55,000 MBIE weather recovery marketing funding.
- Delivered launch of The Coromandel Cure 2026 winter campaign with 40+ participating operators.
- Generated more than \$100,000 in earned media from Coromandel Cure activity.
- Completed Season 2 of GOOD FOR YOUR SOUL – Kaitiaki with 1,281 native trees funded.
- Secured \$9,000 of external kaitiaki programme funding.
- Website recovery exceeded pre-cyber May-June 2024 performance levels.
- Delivered significant domestic and international trade engagement through RTNZ Trade Show, eXplore and TRENZ.

Key performance indicators

Destination Hauraki Coromandel KPI Tracker 2025/26							
Focus Area	Task	Measure	Q1	Q2	Q3	Q4	RAG
Destination Marketing	Increased awareness of Hauraki Coromandel in target markets	Increased web traffic and increased visitor numbers from target markets during campaign period/s.	N/A	N/A	Measure agreed by Councils at workshop	Campaign commenced in June: Paid Digital Advertising: 1.6 million impressions and over 25,000 link clicks Earned Media: + \$100,000 EAV 17% increase in peak daily visitors for Matariki Weekend compared to 2025.	
Destination Marketing	Increased engagement and conversion on the website to support local tourism product/activity	Number of referrals to tourism product, hospitality and events listings (from DHC website to participants website) increases 10% YOY	12,782 Outbound clicks -60%. Top performers; Webcam, DOC, Explore, Miranda Holiday Park, Shorebird Coast Run, Canopy Camping	(Oct/Nov) 19,231 - 45%. Top Performers; Webcam, DOC, White Star Trail, Google Map, Explore Ferry, Steampunk, NZTA	Jan-March. Outbound clicks totalled 28,356 , (down -57% YoY). Top performing pages: Weather & Tides, Karangahake Gorge, Auckland Ferry Explore page, Hot Water Beach tide times, Tasman Holiday Parks – Miranda. NOTE: weather events and Our Place activity.	April – June. Outbound clicks down 46% at 13,274. NOTE: change in webcam embeded setup. Most visited pages (excluding webcams) The Coromandel Cure, School holidays, Tide Times, Main landing page, The Lost Spring, Karangahake Gorge, Explore Ferry, Miranda Holiday Park	
Destination Management	Industry grow their capability to increase product value and destination appeal	2 capability workshops are delivered per annum	1 workshop delivered	No activity planned	Resilience workshop delivered by SODA. TNZ workshop on AI / website / digital	AI workshop confirmed for June, partnered with TCDC and HDC on AI workshops in May.	

					trends in development.		
Destination Management	Increased industry participation in sustainability initiatives	Participation in the Kaitiaki sustainability initiative hits 100 supporters (baseline: 40)	Participation drive	41 businesses participated in Season 1.	50 businesses involved overall, with 9 more now confirmed, taking Season 2 participation to 23 businesses.	54 businesses involved overall. 29 businesses involved in season 2.	
Insights & Advocacy	Improved presentation of visitor information about the region and the performance of the economy	Annual sector insights paper on the official website	Campaign results published on website	Economic data (Vistr, Marketview) shared with industry via website	Data shared on website, new Dashboard produced for Council workshop and then will be shared.	Campaign results for Our Place published on website, monthly data insights papers published. Annual sector paper to be published once year end data finalised.	
Engagement - Funding	Increase the proportion of non-local government investment, as part of diversifying funding sources	Identified additional funding sources (beyond local government) and begun to pursue these	Industry contributions and REPF (MBIE) received	Industry contributions received	Non-LG funding for Q3 is \$19,990	Non-LG funding for 2025-26 FY is 16% of total revenue (\$115,698)	

Summary of Activity: January to June 2026

Destination Marketing

The Coromandel Cure

The Coromandel Cure was launched as DHC's flagship winter campaign for 2026. The campaign positions winter as a season of restoration and wellbeing, leveraging growing demand for wellness, nature and slower-paced travel experiences.

The Coromandel Cure campaign went live in late May through a fully integrated mix of digital, print, outdoor advertising, public relations, media partnerships and operator-led packages; and will run through to September.

The campaign is designed as a low-risk, high-impact initiative focused on increasing shoulder season visitation and supporting regional businesses during the winter period.

A major strength of the campaign has been industry participation, with more than 40 packages, offers and experiences developed by local operators. Several businesses have already reported direct bookings attributable to campaign activity.

Campaign performance to 30 June 2026 included:

- Paid Digital Advertising: more than 1.6 million impressions and more than 25,000 link clicks.
- Earned Media: media coverage valued at more than \$100,000, with additional coverage still to be published.
- A double-page Coromandel Cure feature in the Sunday travel supplement (NZ Herald), with Cathedral Cove featured on the front cover and an estimated advertising value exceeding \$65,000.



Weather Recovery Activity

As well as activating destination recovery communications following January weather events, delivering coordinated visitor messaging across website and social media channels, and supporting NZTA, DOC, Civil Defence, TCDC and HDC communications, DHC launched a new evergreen awareness campaign called 'Our Place.'

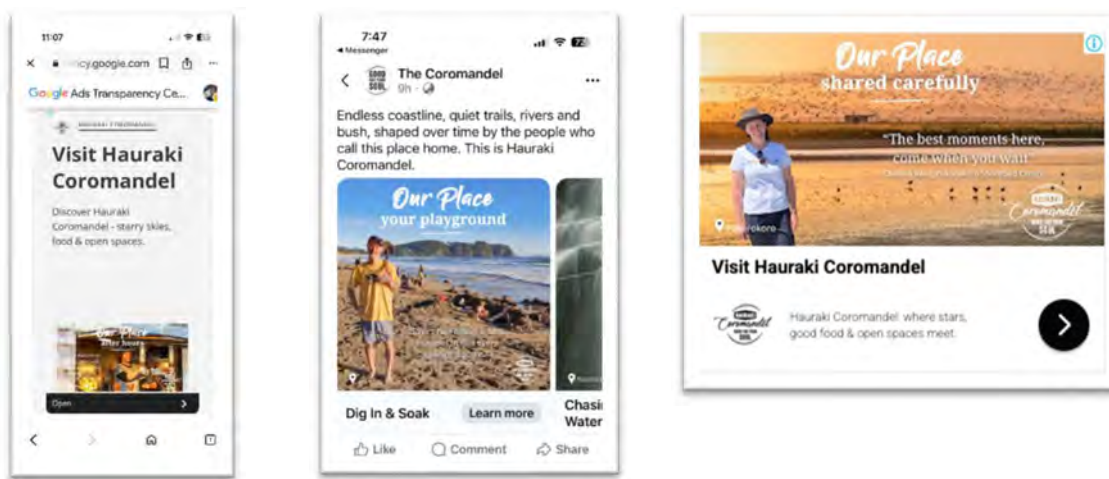
Our Place has been developed as a flexible, digitally led campaign framework that can be activated, paused or adapted depending on conditions. The campaign focuses on authentic local storytelling, showcasing socially supported experiences and locations with the infrastructure to responsibly welcome visitors. By highlighting local voices and genuine experiences, the campaign reinforces Hauraki Coromandel as an authentic, community-led destination worth exploring now and into the future. The approach is designed to drive positive sentiment and consideration, while providing a long-term model for responsive, place-based destination marketing.

Our Place delivered strong regional visibility and audience reach across paid social and digital advertising channels. The campaign generated over 1.7 million impressions, with the primary objective focused on driving positive sentiment and destination consideration, rather than immediate conversion activity. The campaign was designed to keep Hauraki Coromandel visible and front-of-mind during a period impacted by unsettled summer weather patterns, while encouraging audiences to continue considering the region for future travel.

Engagement and website traffic acted as secondary outcomes, with campaign-driven website traffic including:

- +8,300 website clicks from Facebook
- +6,400 website clicks from Google Ads
- +940 clicks from the Stuff Interscroller placement

Online Report



Media and Campaign Activity

Over the reporting period DHC secured a range of earned media opportunities and editorial placements, including:

- Kia Ora Magazine famil featuring Pahi Coastal Walk, Hike and Bike Coromandel, Driving Creek and other northern Coromandel businesses.
- Additional Kia Ora Magazine editorial coverage featuring Whangamatā Island Tours with an estimated advertising value exceeding \$60,000.
- Event promotion through Kia Ora Magazine for Mercury Bay Art Escape and Women's Surf Festival.
- Hosted Stuff Media on a three-night eastern Coromandel famil including operators from Mercury Bay and Whangamatā.
- Pitched GOOD FOR YOUR SOUL – Kaitiaki for Wanderlust Travel Green List consideration
- Secured an editorial feature on GOOD FOR YOUR SOUL – Kaitiaki in Forest & Bird Magazine, generating estimated earned media exposure exceeding \$7,000.
- Secured editorial coverage in Our New Zealand Magazine for The Coromandel Cure.
- Delivered paid placements in Shepherdess Magazine and Life & Leisure Magazine as part of campaign activity.
- Continued pitching stories to domestic travel, walking, RV lifestyle and event publications to maintain destination visibility across key visitor markets.
- My Country Home screened nationally with participation from Driving Creek Railway and Dive Zone. Audience exceeded 350,000 viewers.
- Boating NZ secured two earned media opportunities featuring both districts.
- Hosted Stuff media in partnership with TCDC and Explore Ferry.
- Delivered joint Coromandel Ferry promotional campaign with 51,700 views and 580 competition entries.
- Tracks and Trails content enhanced across digital platforms, aligned with Tourism New Zealand's international priorities.



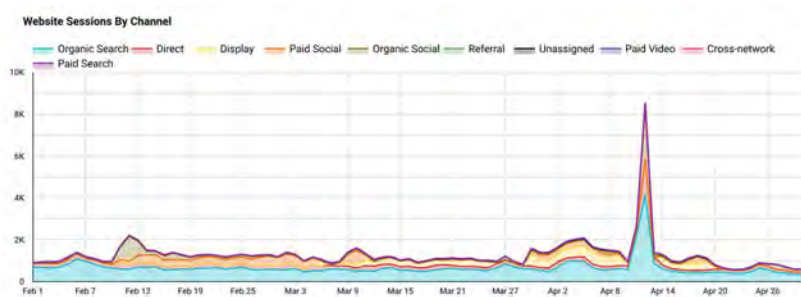
Website Recovery & Digital Performance

The first six monthly of 2026 marked a significant milestone in recovery from the 2025 cyber incident.

- 170,000 users and 420,000 page views.
- Organic search now accounts for 50% of all traffic and is the strongest referral source
- Engagement remains high with a 56% engagement rate.
- Average pages viewed per user 1.92.
- Domestic visitors account for 80% of website traffic.
- Auckland is the largest source of traffic, with Christchurch and Wellington taking over Waikato and Bay of Plenty as key domestic source markets.
- Outbound referrals exceeded 40,000.

The 12 April cyclone event further validated the site's role as a trusted real-time information source, with significant organic and behavioural spikes demonstrating strong visibility and user reliance even in the absence of active campaign activity. A significant performance spike occurred on 12 April, linked to the impact of cyclone conditions across the region.

- Over 10,000 views, and 6,800 sessions were recorded on the Whangamatā webcams alone on this day
- Webcams overall saw their highest single-day spike of the period
- Despite being largely silent across owned channels, we observed:
 - Organic social traffic up 2,000%
 - Organic search traffic up over 450%



This indicates a strong real-time behavioural response to weather-driven activity, where users actively sought live, trusted visual information from the destination.

The Coromandel Cure campaign landing page became the most visited page on the website shortly after launch, recording 65,667 sessions and 110,030 page views over the May/June period. Importantly, website performance during May and June exceeded comparable pre-cyber incident results from the same period in 2024, indicating significant progress in restoration of search visibility and audience engagement.

Organic Search remains the largest traffic source, while referrals from AI-powered assistants were observed for the first time. Although currently modest in volume, this reflects emerging changes in visitor trip-planning behaviour and reinforces the importance of maintaining authoritative, structured destination content.

During the reporting period DHC commenced work to improve destination visibility within AI-powered search and trip-planning platforms. Activity included structured data improvements, implementation of AI-readable website infrastructure and planning for AI-focused destination content development. This work positions Hauraki Coromandel to remain discoverable as travel planning increasingly shifts toward AI-enabled platforms

Social Media Performance (growth measured against the start of the year)

Platform	Views	Link Clicks	Followers
Facebook	10.2m	58.8k (+174.3%)	8.3k (+43.6%)
Instagram	729.1k (+100%)	7.7k (+2.9k%)	1.6k
Pinterest	519.7k	243	n/a
TikTok	83k	n/a	140
Linked In	6.4k	367	114

International

DHC maintained a strong presence through key domestic and international trade activity during the reporting period. DHC participated in the RTNZ RTO Trade Show in Auckland, completing approximately 50 one-to-one appointments with ITOs¹, wholesalers, OTAs and travel buyers. Immediate outcomes included new trade opportunities for operators including Opito Bay Lodge, Whangamatā Island Tours, The Lost Spring and Driving Creek.

DHC also attended the eXplore trade show at Eden Park alongside operators including The Lost Spring, Jolly Bikes, Kiwi Dundee and Gold Discovery Centre. The event provided access to new buyers and strengthened trade relationships for Hauraki Coromandel operators.

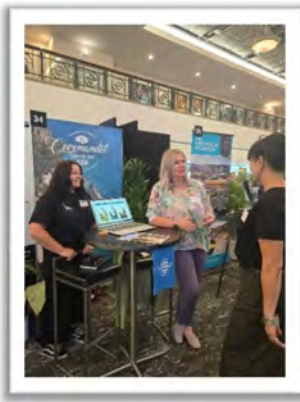
TRENZ 2026 represented a significant focus, with DHC undertaking more than 50 trade appointments and hosting three international buyers on a post-event familiarisation programme through the region. Participating operators included Coromandel Ocean Adventures, Mercury Ridge, Cathedral Cove Kayaks, Driving Creek and Hahei Explorer.

¹ IBO - Inbound Tour Operators, OTA – Online Travel Agents (e.g. Booking.com)

Through membership of the Kiwi North collective, DHC continued to support offshore marketing activity in Australia and North America, ensuring Hauraki Coromandel product was represented within international campaigns, trade engagement and influencer activity.

For the first time, DHC participated in the International Media Marketplace, providing an opportunity to pitch the region to 25 different international media who travelled to New Zealand for the event. As a direct result, two journalists/outlets are now considering a story on the region, and we have bolstered our international media connections and awareness significantly. Funds received from MBIE for weather recovery marketing were used to support this activity.

Our international visitor numbers have shown a solid and consistent increase since we commenced the Kiwi North marketing activity, with growth from Australia and North America aligned to campaign activity (refer Annex Two).



eXplore Trade show



*Minister Upston visiting
our site at TRENZ*



International Media Marketplace

Destination Management

Destination management provides a guiding framework that takes responsibility for all aspects of our region that contribute to our visitors' experience including attractions, amenities, access, marketing and infrastructure. Destination management activity over the reporting period included:

Product development

- Supported ongoing planning and future visitor experience development for Mautohe Cathedral Cove, including engagement around future visitor access and user-pays initiatives.
- Continued support for Thames Adventure Park development and stakeholder engagement.
- Supported White Star Station and White Star Trail through product development discussions, media opportunities and visitor market readiness.
- Assisted Whangamatā Island Tours with product launch planning and market activation.
- Provided international marketing support for Canyonz and guidance to emerging operators including Pahi Coastal Walk, Oceans Crest and Opito Bay Salt.
- Supported expansion of educational tourism opportunities through collaboration with Rotorua Education Network and Tairua-based operators.
- Engaged with Explore Ferry operators and partners on season review, future sailing schedules and supporting visitor transport solutions.
- Ongoing involvement in future Mautohe Cathedral Cove visitor experience development and design with DOC, Council and mana whenua, including establishment of user-pays access.
- Support for The Lost Spring through new imagery and trade positioning activity.
- Product development discussions with Jolly Bikes, Goldfields Railway, Opito Point Lodge and Oceans Crest.
- Support for operator participation at eXplore, TRENZ, and famil hosting programmes.

GOOD FOR YOUR SOUL – Kaitiaki

GOOD FOR YOUR SOUL – Kaitiaki continued to build momentum throughout the reporting period, further strengthening its position as a leading regenerative tourism initiative for Hauraki Coromandel. The programme continued to connect visitors, tourism businesses and local communities with tangible environmental restoration outcomes while supporting broader destination stewardship objectives.

A key milestone was the completion and release of a five-minute documentary-style promotional video showcasing the programme's impact and partnerships. Work also commenced on a second video focused on the programme tohu, helping to further communicate the values and aspirations underpinning the initiative.

Season 2 concluded strongly, with a total of 1,281 native trees funded, including 468 trees donated during May and June alone. The programme also contributed 114 native trees to the Kūaotunu Dune Care planting project and continued collaboration with Predator Free Hauraki Coromandel, DOC, mana whenua and community groups across the region.

Industry participation continued to grow throughout the season. Nine new tourism businesses joined the programme by April, with a further three businesses joining before season end, demonstrating increasing industry commitment to regenerative tourism and environmental restoration outcomes.

To support the long-term sustainability of the initiative, DHC developed a structured funding strategy and submitted applications to a range of charitable trusts and funding organisations. While an application to the TIA NZ Trust was unsuccessful due to oversubscription, the programme secured \$9,000 in external grant funding through successful applications to Akarana Community Trust and Pub Charity. Work is continuing to diversify funding sources and establish a strong foundation for future growth.

The programme's achievements were also recognised nationally through its submission to the 2026 Tourism Industry Aotearoa Awards in the Tourism Collaboration category, acknowledging the collective environmental, community and industry outcomes generated through the initiative.

Insights and advocacy

DHC has a workstream focused on analysis and insights on tourism data, trends, issues and opportunities, and undertaking PR and advocacy.

Data & Insights:

- New tourism performance dashboard developed and presented through Council reporting processes.
- DHC joined the RTNZ National Data Collaboration Project, focused on reducing duplication and improving access to national tourism intelligence.
- DHC joined a national tourism working group focused on AI adoption.
- Sub regional data shared with local industry via a series of speaking engagements at each Business Association After 5 event, providing granular and relevant information to business owners.

Central Govt & Advocacy:

- DHC participated extensively in national discussions regarding Regional Tourism Organisation reform.
- DHC was referenced within government discussions as a case study demonstrating effective regional tourism organisation practice.
- DHC has participated in discussions around the formation of an accommodation levy and has provided insights to support the preliminary modelling for a levy.
- Successfully secured \$55,000 from Minister Upston/MBIE to support marketing efforts to offset the impact of the January (and subsequent) weather events – the only RTO in NZ to successfully secured financial support.
- Actively participated in the Conservation Act Amendment Bill process, including surveying industry, attending public meetings, and submitting on the Bill. DHC will also submit on the National Conservation Policy Statement and continues to work with DOC on development of potential international visitor user charges at Mautohe Cathedral Cove.
- DHC actively supported discussions relating to the Hauraki Rail Trail governance review and future funding opportunities.
- DHC GM has met with Minister Louise Upston and MP Scott Simpson regarding tourism priorities, weather recovery and sector reform.

Engagement

Engaging with local businesses and communities, regional, national, and international tourism entities is a critical workstream in the DHC business plan. Activities for this reporting period include:

- DHC General Manager has presented an interactive update on activity to Business Association After 5 events in Coromandel Town, Whitianga, Whangamatā (x 2), Tairua and Paeroa (with Thames & Waihi scheduled for early July).
- DHC issued 20 industry newsletters over the reporting period, and 7 media releases.
- Marketing plans have been shared with industry to encourage alignment and collaborative marketing efforts.
- Arranged shared transport for local industry to attend eXplore Trade Show in Auckland, saving costs and building collegiality across the industry.
- Attendance at three trade shows, the Tourism Policy School, and two industry conferences.
- DHC Trustees engaging with industry and operators directly and via trade and industry events (like TRENZ).

DHC collaborates with national and regional tourism entities (Tourism New Zealand, Regional Tourism New Zealand, Tourism Industry New Zealand, et al) through attendance at regular events, one-to-one engagement on specific issues or opportunities, and ensuring that Hauraki Coromandel is represented on national and regional working groups. DHC also proactively engages with Government and Government Agencies to ensure timely information sharing and offer support where appropriate.

The tourism landscape

Overall, January - June 2026 reflects a steady, more predictable phase of tourism recovery, characterised by continued growth in international arrivals, strong demand for high-quality experiences, and increasing price sensitivity.

For Hauraki Coromandel, the opportunity lies in aligning product with high-value, experience-led demand, while addressing structural constraints (accommodation, seasonality and infrastructure) to capture a greater share of growth in a competitive and evolving tourism landscape.

Global context

Global tourism in early 2026 remains resilient but increasingly uneven, shaped by rising costs, geopolitical uncertainty, and shifting travel patterns. International travel demand continues to grow, with around 307 million trips taken globally in Q1 2026 (+2% YoY), although momentum softened toward late Q1 due to higher fuel prices and air connectivity disruptions.

Asia Pacific recovery continues to strengthen, particularly as China and North-East Asia rebound, supported by improved visa facilitation and connectivity. At the same time, travellers are increasingly favouring shorter haul destinations and seeking value for money, experience rich travel, with demand skewing toward nature-based, wellness and culturally immersive experiences.

This signals a continuation of the “high value, experience-led” trend noted in late 2025, but within a more price-sensitive and competitive global environment.

National context

New Zealand’s tourism recovery continued steadily through the first half of 2026, transitioning from rebound to stabilisation. International visitor arrivals reached approximately 3.5–3.6 million annually (to February 2026) - around 90–92% of pre-pandemic levels, with consistent year-on-year growth.

Monthly data highlights ongoing strength:

- April 2026 arrivals reached 288,500 (+21,300 YoY), with continued growth from Australia, China, and the United States.
- Australia remains the dominant market (~49% share), reinforcing the importance of short-haul visitation.

A key shift is the maturing nature of recovery - growth is steady rather than rapid, with improved predictability for planning but ongoing constraints from:

- High airfares and fuel costs
- Continued labour shortages
- Domestic demand softening under cost-of-living pressures

Accommodation trends show a two-speed dynamic continuing:

- Strong performance in premium hotel stock and main centres, driven by international visitors
- More modest growth across regional and non-hotel accommodation

- Evidence that travellers are willing to pay for quality and differentiated experiences

Visitor spend continues to outpace volume growth, reinforcing the strategic focus on value rather than volume.

Hauraki Coromandel Context

Hauraki Coromandel remains well aligned to prevailing national and global trends, particularly demand for nature based, coastal and restorative experiences. The region continues to benefit from:

- Strong Australian, Europe and North American visitation
- Increasing interest from Asian markets as connectivity and visa settings improve
- Ongoing demand for iconic experiences (e.g. Cathedral Cove, Hot Water Beach), alongside emerging interest in lesser-known locations

However, structural challenges remain:

- Limited hotel-grade accommodation restricts ability to capture premium growth segments
- Infrastructure constraints (including access, resilience and visitor pressure at key sites)
- Highly seasonal demand profile, with continued concentration in peak summer

Domestic travel softening presents an additional risk, particularly for small operators reliant on local and regional visitors.

Key opportunities and product development

Several clear opportunities are emerging for the region:

1. Premium and experience-led product development

- Continued growth in high-value international segments creates opportunity for boutique, eco-luxury and hosted accommodation
- Development of guided, small-group experiences (e.g. nature interpretation, cultural storytelling, soft adventure) to meet demand for depth and authenticity

2. Shoulder-season and year-round product

- Expansion of wellness, dark-sky, and off-peak nature experiences
- Packaging of multi-day itineraries to encourage longer stays and reduce seasonality

3. Dispersal and place-based storytelling

- Leveraging lesser-visited parts of the district to relieve pressure on iconic sites
- Expansion of thematic trails (e.g. heritage, conservation, food) to broaden the visitor offer

4. Digital and distribution capability

- Increasing importance of AI-assisted trip planning and online discovery highlights the need for strong digital presence, bookability, and connected itineraries

5. Sustainability and regeneration

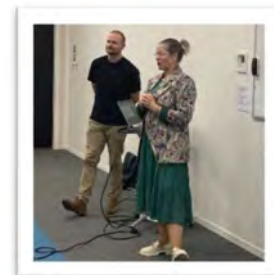
- Growing global demand for sustainable travel presents an opportunity to position the region as a national leader in regenerative tourism, including conservation-linked experiences and community partnerships

Involvement with the community and Council

The DHC team regularly engage with the wider communities across the Hauraki / Thames-Coromandel, through both structured and planned engagement, and ad hoc occurrences.

Examples over the reporting period include:

- DHC General Manager is a Judge for this year's Hauraki Coromandel Claymark Business Awards
- Engagement with TCDC and HDC staff on business plan development, Explore Ferry, Hauraki Rail Trail, new product development and events.
- Working with Hauraki Rail Trail on product development, operator support, signage and wayfinding, website refresh, and Central Govt lobbying and engagement.
- Meeting with Business Association leaders at regular intervals to share updates on DHC activity, attend After 5 events.
- Meet with i-Site owners/managers at regular intervals to learn more about what is occurring in their area and share DHC updates and insights.
- Partnership with DOC and mana whenua on GOOD FOR YOUR SOUL – Kaitiaki initiative, with meetings held for planting planning days, and DHC actively participating in planting day mahi.



Visitor statistics and expenditure

Attached as Annex Three.

Key challenges and risks

Below is a summary of some key challenges and risks for DHC, currently and into the future.

Tourism Policy Statement and System Reform

The release of the Government's Tourism Policy Statement has provided greater clarity on the future direction of New Zealand's tourism system. The Statement signals a stronger focus on sustainable tourism growth, improved visitor infrastructure, investment attraction, regional dispersal, productivity, data-led decision making, and strengthening tourism's contribution to local communities and the wider economy.

For Hauraki Coromandel, many of the priorities identified in the Policy Statement align closely with DHC's existing strategic direction, including destination stewardship, regenerative tourism, visitor dispersal, environmental enhancement, and development of high-value visitor experiences. Initiatives such as GOOD FOR YOUR SOUL – Kaitiaki, support for Mautohe Cathedral Cove management, shoulder-season visitation campaigns, and regional product development position the region well within the emerging policy framework.

While the Policy Statement provides greater certainty around Government priorities, there remains ongoing uncertainty regarding the future role, funding, and functions of Regional Tourism Organisations (RTOs). DHC continues to actively participate in national discussions through Regional Tourism New Zealand (RTNZ) and maintains engagement with MBIE and Government agencies to ensure the interests of Hauraki Coromandel are represented as implementation work progresses.

A further area of uncertainty is the Government's local government reorganisation and amalgamation workstream. While the eventual outcomes remain unknown, changes to council structures, funding arrangements, regional boundaries or shared service models could have implications for how destination management and regional tourism functions are delivered in the future. As an organisation jointly funded by Thames-Coromandel District Council and Hauraki District Council, DHC has a particular interest in understanding how any structural reforms may influence governance, funding mechanisms, strategic priorities and future service delivery arrangements.

At the same time, the ongoing collaboration between Thames-Coromandel District Council and Hauraki District Council positions the region well to respond proactively to any future reforms. The existing cross-district destination management model provides a potential "head start" should central government pursue greater regional integration, shared service delivery, or place-based economic development approaches. The maturity of the DHC partnership, its established governance framework, and its demonstrated ability to deliver tourism outcomes across district boundaries may provide an advantage when responding to future policy direction and funding opportunities.

DHC has also continued participation in the RTNZ National Data Collaboration Project, which seeks to improve access to tourism intelligence, reduce duplication, and strengthen evidence-based decision making across the tourism sector.

Alongside tourism system reform, DHC has maintained advocacy on issues critical to the region, including visitor levy discussions, Cathedral Cove access management, conservation funding, weather recovery support, and future funding opportunities for the Hauraki Rail Trail. Strong engagement has also been maintained with local business associations and industry stakeholders to ensure regional priorities continue to inform national policy discussions.

Key risks and considerations include:

- Potential changes to the structure, funding and responsibilities of RTOs.
- Changes arising from local government reform, including possible impacts on council funding models, governance arrangements and regional service delivery.
- Increasing expectations for destinations to demonstrate measurable environmental, community and economic outcomes.
- Growing competition for tourism infrastructure and destination management funding.
- The need to adapt to evolving visitor behaviour, technology, and AI-enabled trip planning.
- Ongoing pressure on transport, access and visitor infrastructure at key visitor sites.
- Ensuring Hauraki Coromandel retains a strong regional voice and local representation through any future local government or tourism sector reforms.

AI Adoption, Digital Discovery and Changing Visitor Behaviour

The rapid adoption of artificial intelligence is beginning to fundamentally change how visitors research, plan and book travel. Increasingly, travellers are using AI-powered search assistants, trip planning tools and conversational platforms to discover destinations, compare experiences and build itineraries, rather than relying solely on traditional search engines or destination websites.

For destination organisations, this presents both opportunities and risks. While AI has the potential to improve visitor access to information and create new channels for destination discovery, it also has the potential to disrupt traditional marketing models that have underpinned tourism promotion for more than two decades. As AI-generated search results increasingly provide direct answers to traveller questions, destinations may experience reduced website traffic, fewer opportunities to influence visitor decision-making, and a diminishing return on some forms of digital advertising investment.

DHC has already observed evidence of this shift, with referrals from AI-powered assistants appearing within website analytics for the first time during the reporting period. Although current volumes remain modest, the trend is expected to accelerate as AI-enabled search becomes more mainstream.

In response, DHC has commenced work to improve the visibility of Hauraki Coromandel content within AI-powered discovery platforms. This includes structured data improvements, optimisation of website content for AI readability, strengthening destination authority through high-quality content, and participation in national tourism discussions focused on AI adoption and digital transformation.

The pace of change remains uncertain, and there is currently limited understanding across the tourism sector regarding the long-term implications for destination marketing, visitor servicing and industry distribution channels. As a result, DHC will continue to monitor emerging trends, test new approaches, and work alongside Regional Tourism New Zealand, Tourism New Zealand, industry partners and technology providers to ensure the region remains visible and competitive within an increasingly AI-driven visitor economy.

Key risks and considerations include:

- Reduced visibility of destination content within traditional search engines.
- Lower referral traffic to destination and operator websites as AI platforms provide direct answers to traveller queries.
- Potential declines in the effectiveness and return on investment of traditional digital marketing activities.
- Increasing competition for visibility across AI-powered search and trip-planning platforms.
- The need for ongoing investment in digital capability, content quality and technical website infrastructure.
- Rapid changes in visitor planning and booking behaviour that may outpace current industry capability and preparedness.

Conservation Reform, Visitor Access and User Charges

The Government's proposed amendments to the Conservation Act, together with wider discussions around public conservation land funding and visitor access management, have the potential to significantly influence the future visitor experience within Hauraki Coromandel. As one of New Zealand's most recognised natural attractions, Mautohe Cathedral Cove sits at the centre of these discussions and remains a key strategic consideration for the region.

DHC has actively participated in the Conservation Act Amendment Bill process, including engaging with industry stakeholders, attending public meetings, monitoring policy developments, and preparing submissions on behalf of the destination. The organisation has also continued to work closely with the Department of Conservation, mana whenua, tourism operators and local government on the future management of Mautohe Cathedral Cove and the wider visitor experience.

A particular area of focus is the emerging discussion around user-pays mechanisms and international visitor charges for access to high-profile conservation sites. While any future charging regime remains subject to Government decisions and stakeholder consultation, there is increasing recognition nationally that iconic destinations require sustainable funding models

to support infrastructure, conservation outcomes, visitor management, environmental protection and resilience.

For Hauraki Coromandel, a well-designed user-pays framework could create opportunities to generate revenue for conservation, improve visitor facilities, support destination stewardship and enhance the long-term sustainability of Mautohe Cathedral Cove. However, careful consideration will be required to ensure any future charging structure balances environmental outcomes, visitor expectations, community interests, mana whenua aspirations and the commercial viability of local tourism businesses.

Given Cathedral Cove's importance to both the regional visitor economy and New Zealand's tourism brand, any changes to access arrangements, concession frameworks, transport management or user charges may have broader implications for visitor flows, destination competitiveness and industry investment. DHC will continue to actively engage in these discussions to ensure the interests of local communities, tourism operators and the wider destination are appropriately represented.

Key risks and considerations include:

- Uncertainty regarding the final form and implementation of Conservation Act reforms.
- Potential impacts of user charges on visitor demand, dispersal and visitor behaviour.
- Balancing conservation outcomes with visitor access and destination competitiveness.
- Ensuring revenues generated through any charging framework are reinvested into local conservation, infrastructure and visitor management outcomes.
- Maintaining positive visitor experiences while managing growing pressure on iconic natural attractions.
- Aligning future access and charging models with the aspirations of mana whenua, local communities and tourism stakeholders.
- Potential implications for tourism operators whose businesses are directly connected to access and experiences at Mautohe Cathedral Cove.

Conclusion & Recommendations

This report is intended to provide the Joint Advisory Committee (of Hauraki District Council/Thames-Coromandel District Council) with a summary of activities and initiatives over the reporting period. It is not an exhaustive list – but does present the depth and breadth of work over the past six months.

The DHC Annual Report will be presented at the Annual General Meeting in August and will be provided to Settlers in accordance with the SLA reporting requirements in due course.

As we start a new financial year, DHC will continue to progress workstreams as noted in this report, as well as new initiatives as presented in our 2026/2027 Business Plan (summary at Annex 4).

The Board of DHC believe the organisation has met, or exceeded, the expectations of the Settlers and look forward to discussing this report at the AGM.

KPI Measures for 2026/27

The agreed KPI measure for the key task *“Increased engagement and conversion on the website to support local tourism product/activity”* is currently *“Number of referrals to tourism product, hospitality and events listings (from DHC website to participants website) increases 10% YOY”*.

DHC note that the increasing use of AI in visitor search activity is showing a global trend in decreasing website referrals. Potential visitors are now accessing the information directly from an AI response (with the AI agent using information gathered from the destination website) and bypassing the need to click-through to/from the destination website. Tourism NZ report a 30% reduction in referrals this year as a result of this trend. AI responses that use information sourced from our website are not captured in our website traffic – we can only capture data if the user clicks from the AI response to our website.

Our digital footprint will evolve to serve both machines and humans, focusing on ensuring correct and valuable information is served up to respond to the query, regardless of how it is received.

But we expect our outbound referral rate to continue to decline, therefore we do not expect to meet the 10% year on year KPI.

We propose altering the metric to ***“Maintain a healthy website engagement rate of above 50%”***.

This would mean that over half of our website visitors view multiple pages, stay past 10 seconds, or trigger a conversion. From an industry benchmark perspective, anything over 50% is considered good, and anything over 60% is considered excellent.

Budgeted and actual income and expenditure *(Full Financial Year - July 2025 to June 2026)*

Income source	Budgeted amount (\$)	Actual amount (\$)	Commentary
Hauraki District Council	\$136,486	\$139,898	Full year grant allocation (\$12,180 rolled over to next financial year)
Thames-Coromandel District Council	\$529,402	\$529,402	Full year grant allocation (\$45,820 rolled over to next financial year)
Other grants and donations	None	Donations \$11,730 Event fund \$15,875 MBIE \$56,436	Good for your Soul – Kaitiaki donations Regional Events Promotion Fund grant Weather Event Recovery (\$55,000 of which \$28,798 is for FY 2027) and REF rollover funds of \$30,233
Earned income (including interest)	Co-contributions \$12,000 Interest \$2,430	Co-contributions \$28,070 Interest \$3,587 Gain on disposal of fixed assets \$15,413	Industry co-contributions to marketing Term deposit interest due February Disposal of vehicles
Total income	\$680,318	\$742,412	Income up 9% on budget
Plus: In-kind support	None	\$14,000	Famil hosting & Competition support

Expenditure	Budgeted amount (\$)	Actual amount (\$)	Commentary
Destination Marketing	\$196,896	\$156,270	
Destination Management (including kaitiaki)		\$27,544	Includes Kaitiaki trees funded from donations
Insights and Advocacy		\$42,746	
Engagement		\$30,403	

Operational Costs	\$84,666	\$79,088	
Employee Costs	\$342,623	\$339,944	
Governance Costs	\$39,400	\$33,896	Trustee apologies to meetings resulting in lower meeting fee costs
Total Expenditure	\$663,585	\$709,891	
Surplus/(Deficit) before tax	\$16,733	\$32,521	Operational surplus in part due to campaign timing.

Declaration

We the undersigned declare the following:

We have acknowledged the receipt of Hauraki District Council's/Thames-Coromandel District Council's funding in our organisation's accounts or a note in our organisation's Annual Report.

If requested by Hauraki District Council's/Thames-Coromandel District Council's, we will provide any files or records that relate to the expenditure of this funding for inspection.

We acknowledge that if this funding has been misappropriated and no appropriate remedial action taken then Hauraki District Council's/Thames-Coromandel District Council's may recover the funding and may deem our organisation to be ineligible for further funding.

The details we have given in all sections of this report are true and correct to the best of our knowledge, and reasonable evidence has been provided to support our accountability report.

First name	Jason	Last name	Hill
Daytime phone number	0275112351	Email address	Jason@meneth.co.nz
Position (e.g. Chair, Director)	Chair	Date	03 August 2026

Signature



Annex One: KPI Dashboard

Annex Two: RTO Comparison

Annex Three: RTO Performance

Annex Four: Summary Business Plan 2026/27

Destination Hauraki

Coromandel KPI Dashboard

Digital Activity

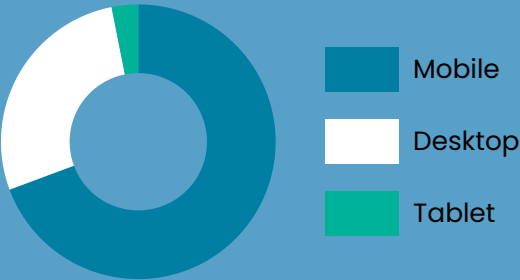
July 2025 to June 2026

(unless noted)

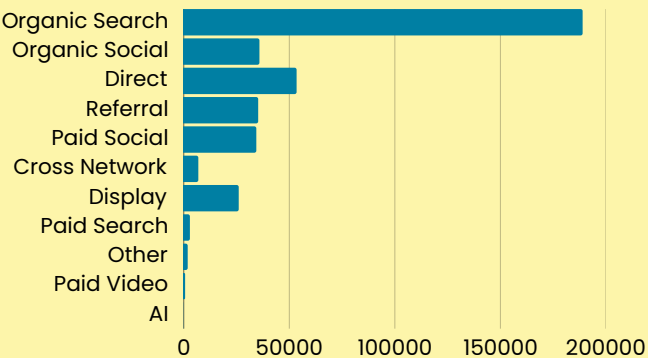
Website Traffic Overview

Total Sessions	Average Session Duration	Total Users	Engagement Rate
371,613	43s	292,389	57.4%

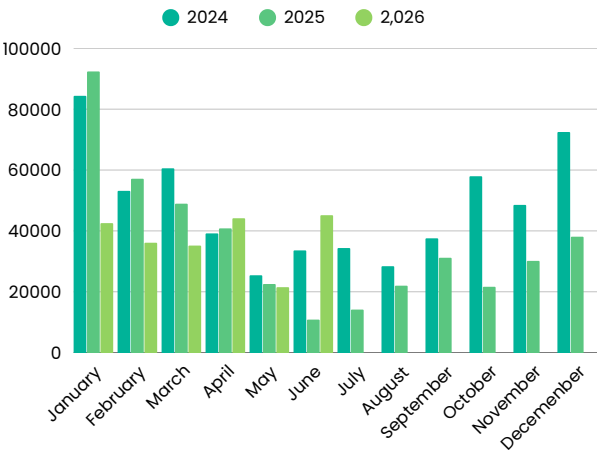
Web Traffic by Device



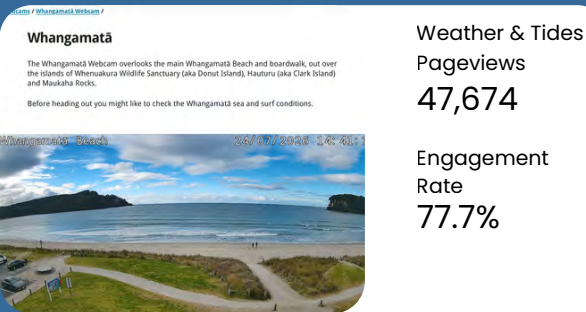
Traffic Sources



Website Recovery – Monthly Site Sessions



Top Visited Page



Social Media Followers

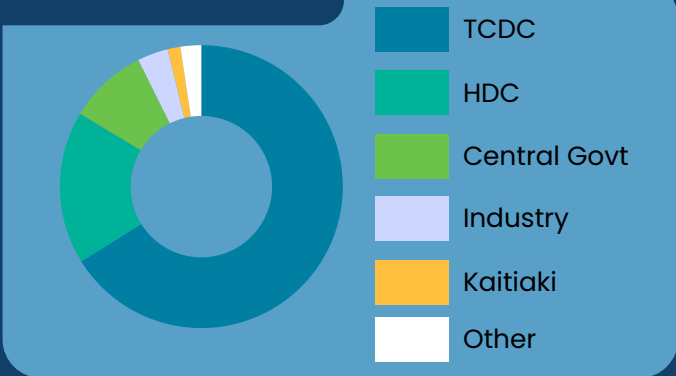
73.5k	18.8k	160	2.1k
Facebook	Instagram	LinkedIn	TikTok

Top Social Post

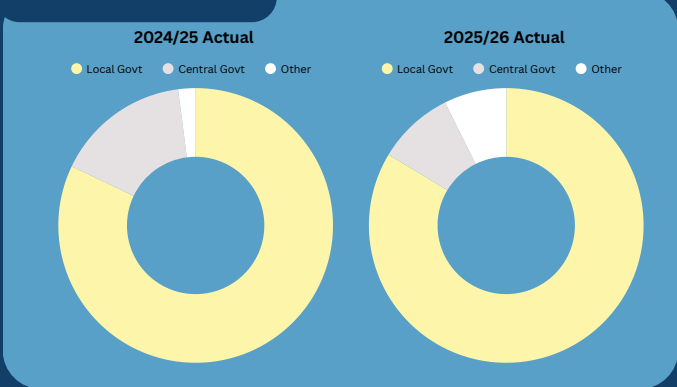


KPIs

Revenue Diversification



Revenue Sources



Good for your soul – Kaitiaki

Operator Participants

54

Trees Donated

1281

of Donors

342 from 21 countries

Planting Sites

20

Media

of famils hosted
8 Media
13 Trade

Media stories published

61

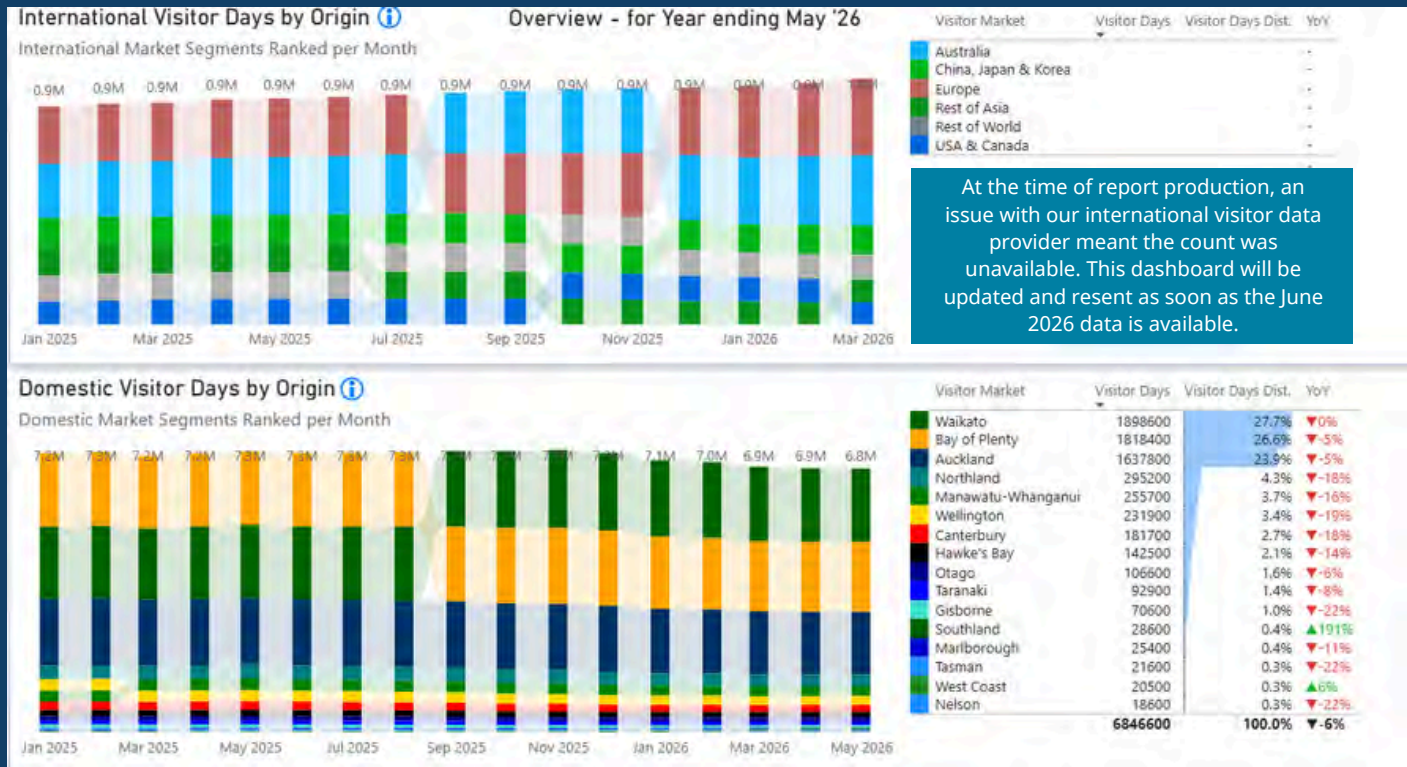
Est Advertising Value *

\$340k

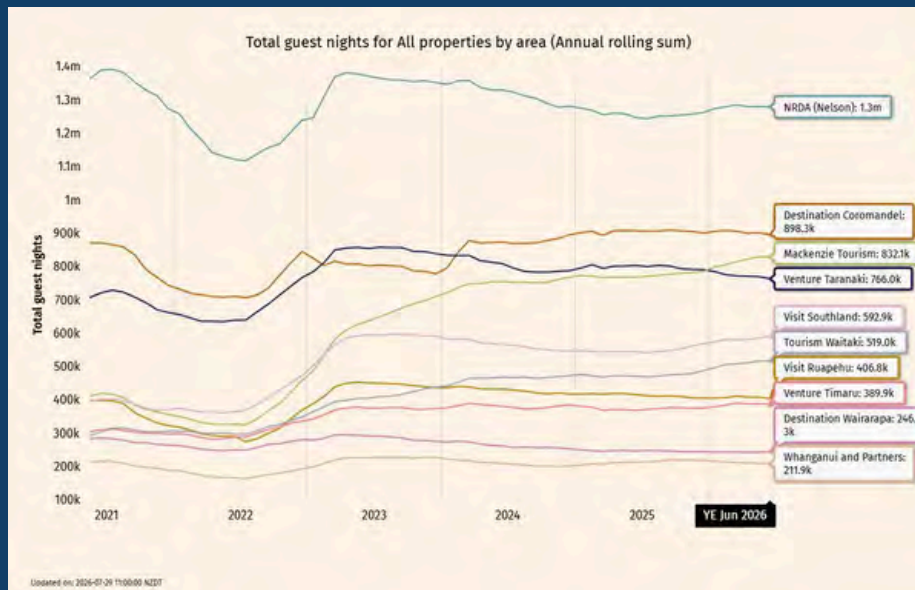
International Publications

25%

*EAV calculated from 48 published stories

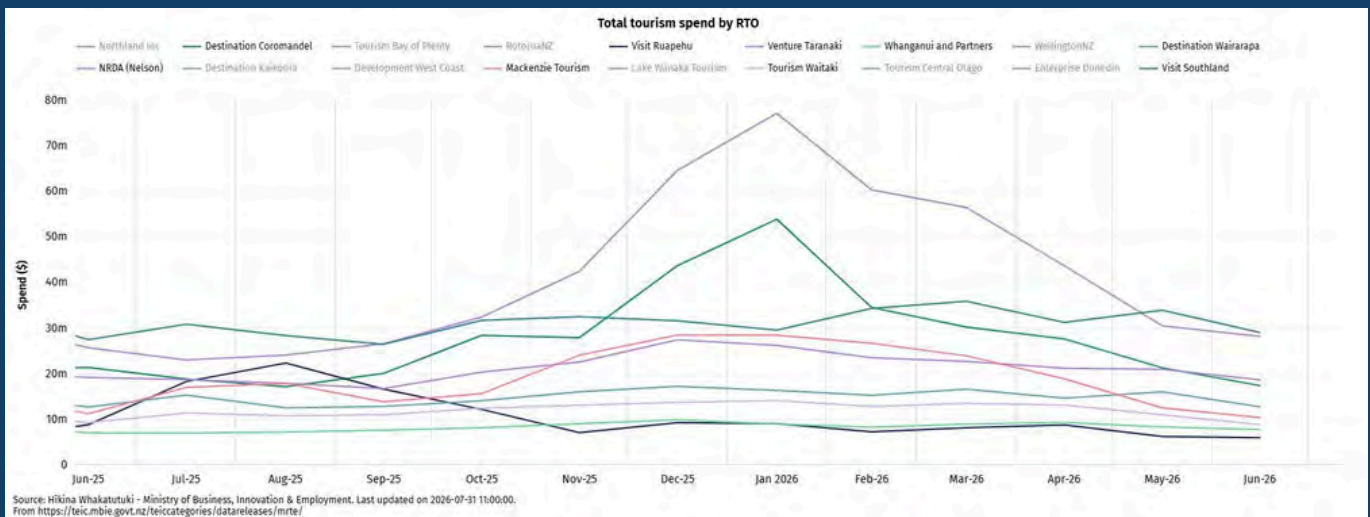


RTO Benchmarking



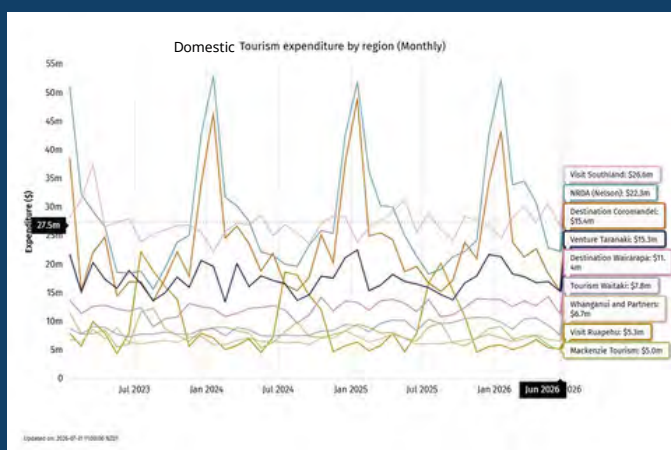
This graph shows all the Tier 4 RTOs in New Zealand, with Commercial (not Short Term Rental) guest nights. DHC is consistently 2nd (brown line) behind Nelson.

This chart show electronic card spend by region, for both domestic and international visitors. When compared to the other Tier 4 RTOs, DHC (forest green line) consistently performs well.



These two charts show 'Total Spend' as calculated by MBIE, using the 'Monthly Regional Tourism Estimates' - that aims to consider cash spending and other visitor spending including short term rental accommodation.

This shows the monthly spend activity since 2023, with obvious seasonal spikes for both domestic and international spend. DHC (the brown line) is consistently in the top quartile for both domestic and international spending.



RTO Dashboard

Year end June 2026 (unless noted)

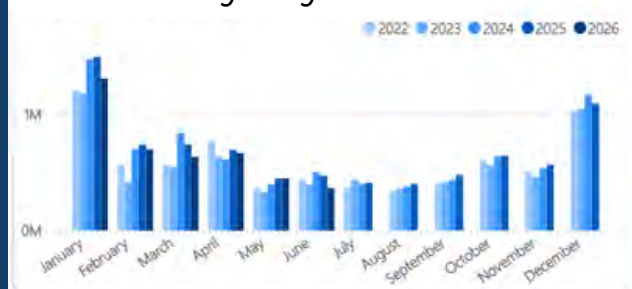
Data sourced from Marketview, Vistr, Infometrics, MBIE & AirDNA

For the calendar year to end December 2025, Hauraki Coromandel had recorded approx 100,000 additional visitor days (against the 2024 calendar year), and approx 130,000 more visitor nights. However, the summer weather events, compounded by cost-of-living/fuel price factors, has seen our financial year end visitor counts decline to below last year. International growth has been steady, but the domestic decline has been significant.

Visitor Nights by Month



Visitor Days by Month



Visitor propensity to stay overnight

Domestic

68.4%

International

80.9%

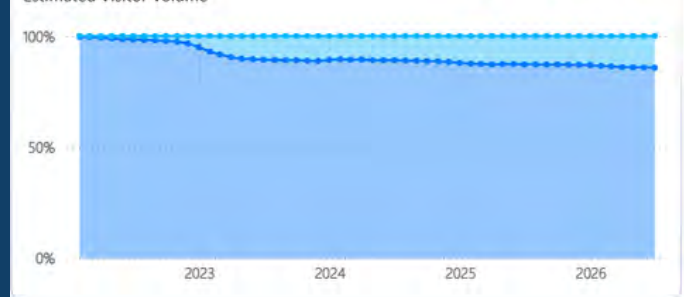


The share of international visitors, both daytime and overnight, has grown. The year to June 2026 had 15% of overnight visitors being international, vs 12% for the previous year.

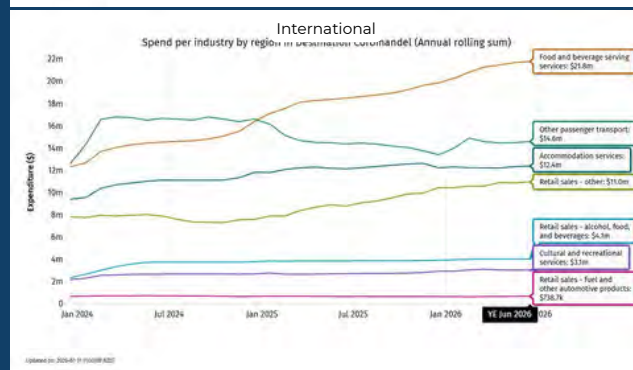
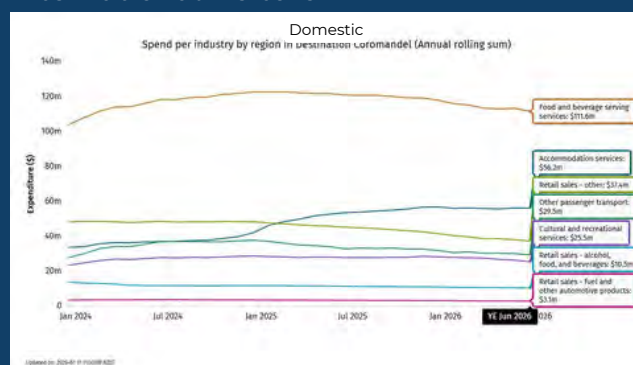
Visitor Proportion

Estimated Visitor Volume

Domestic International

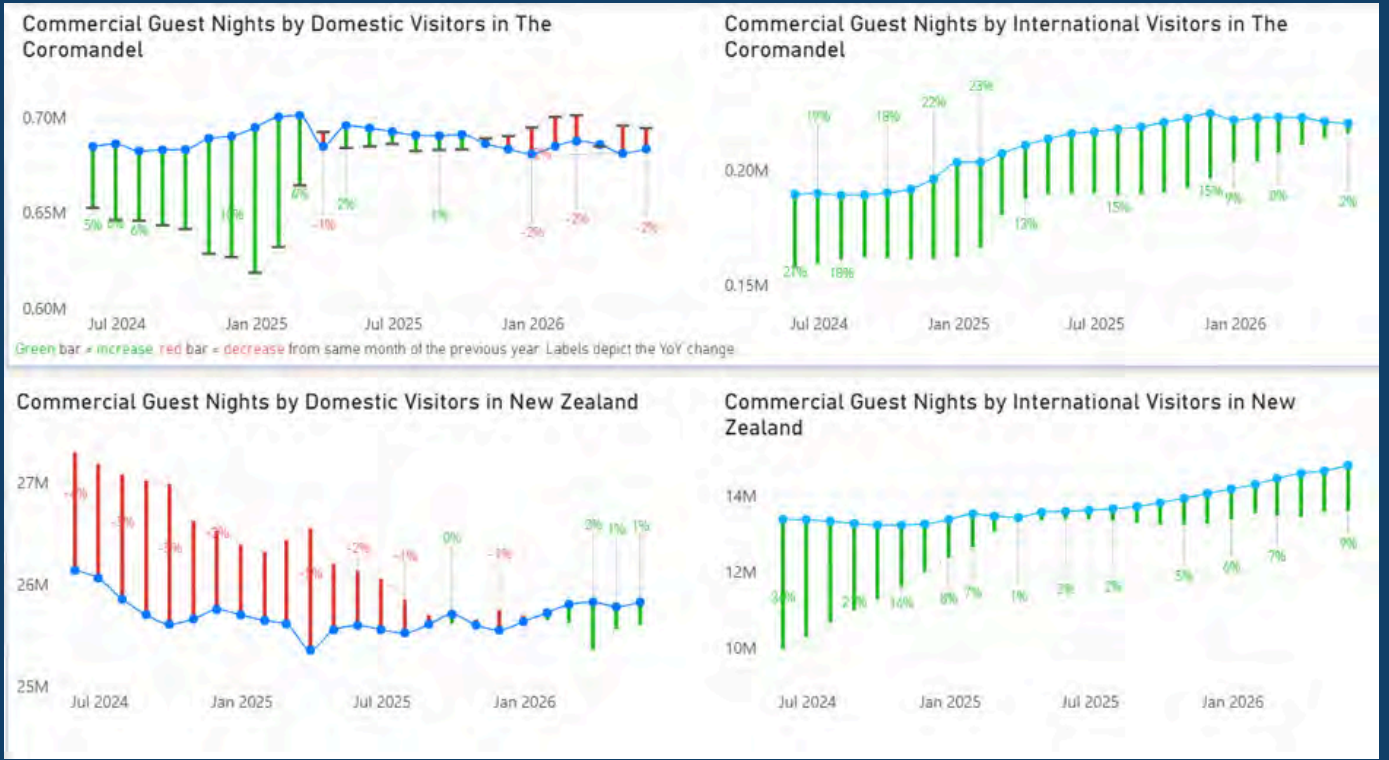


Visitor Spend (MRTE figures from MBIE) shows food and beverage services (eg bars, restaurants, cafes) is the strongest spend category for both domestic and international visitors.

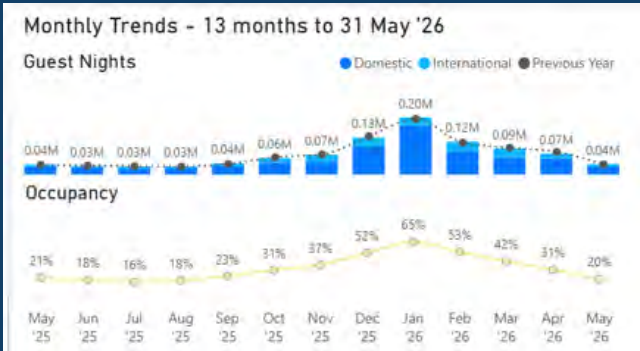


COMMERCIAL ACCOMMODATION

Our Accommodation indices show similar trends... noticeable increase in international activity (outperforming NZ in some months) vs a decline in domestic accommodation activity for the first six months of 2026.

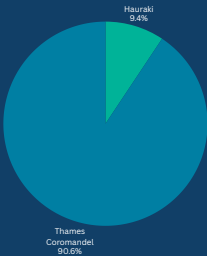
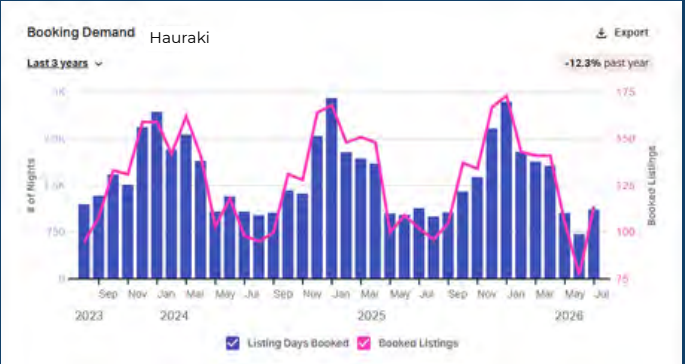


NB: These figures are to May 2026, due to data issues for June 2026



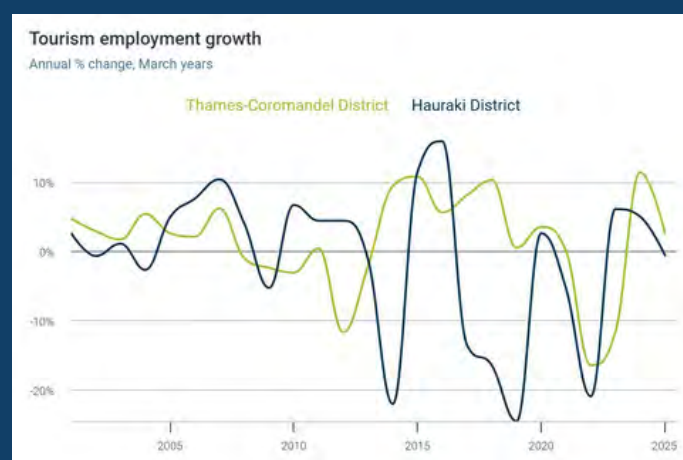
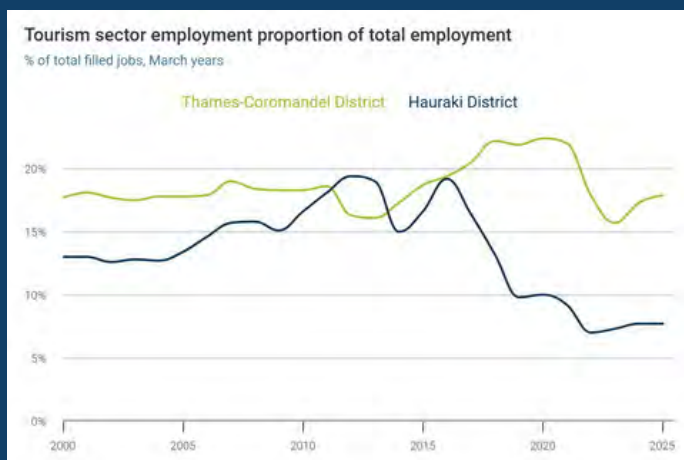
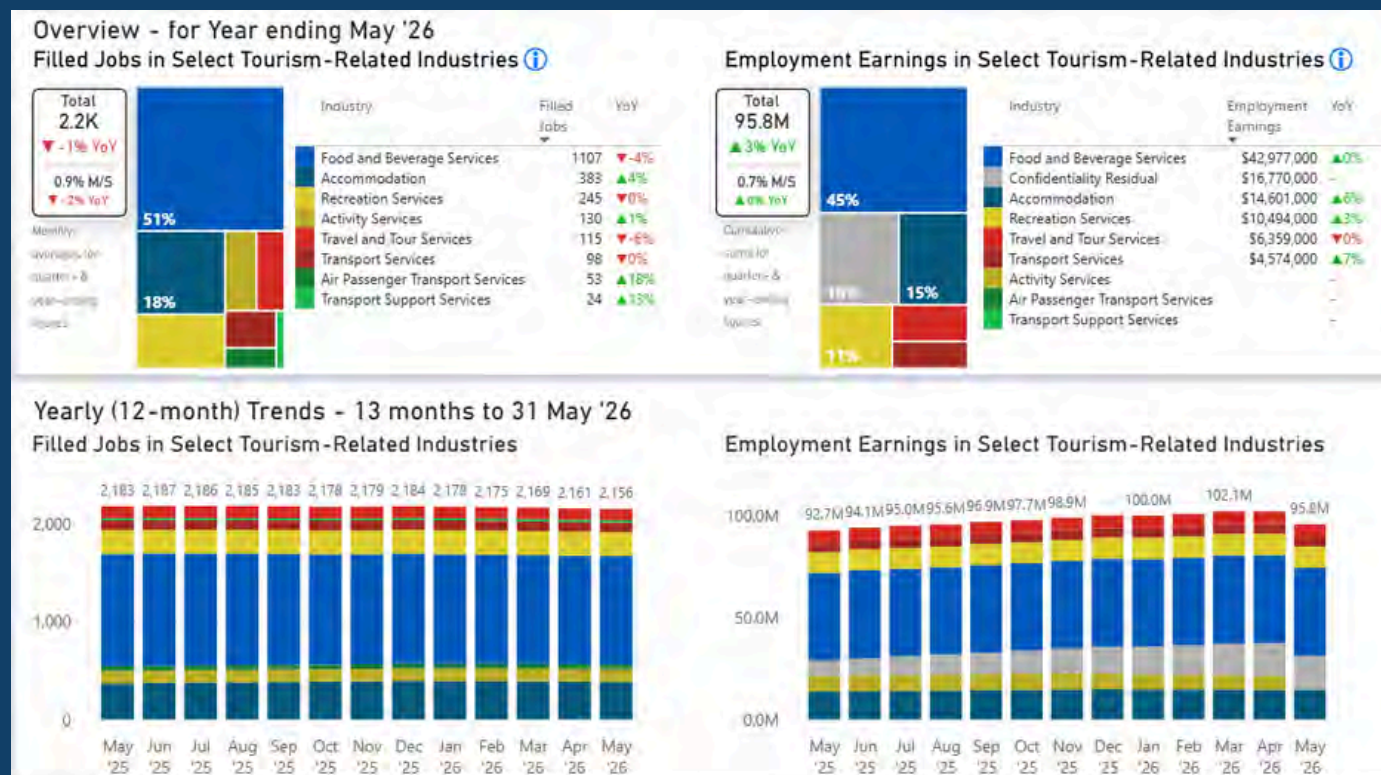
SHORT TERM RENTAL ACCOMMODATION (STRA)

STRA is monitored separately, via AirDNA. The charts below show how many properties were booked (pink line) and for how many nights (blue bar). Both Thames Coromandel and Hauraki had an occupancy rate of 46% over the past year (noting signifincatly more properties listed in Thames Coromandel - with circa 90% of the current active listings in TCDC region as shown in the pie chart).



Sector Contribution to Economy

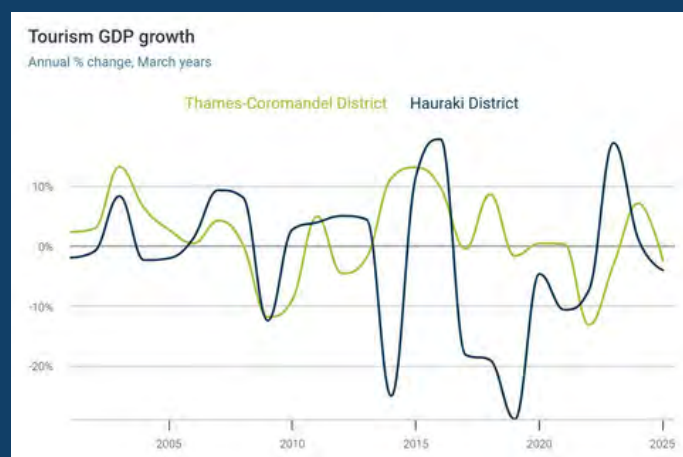
The tourism sector is not an industry but rather comprises parts of various industries including accommodation and food services, retail, arts and recreation services and transport.



The tourism sector contributed **\$40.8m** towards GDP in Hauraki District in 2025 (2.7% of Hauraki District's economic output in 2025 as compared to 8% in 2000) and **\$219.9m** towards GDP in Thames-Coromandel District in 2025 (12.4% of Thames-Coromandel District's economic output in 2025 as compared to 14.5% in 2000).

Growth in the tourism sector in Hauraki District has averaged -1.8% since 2000, compared with an average of 1.7% in Thames-Coromandel District.

Economic output in Hauraki District's tourism sector declined by 4.0% in 2024, compared with a decrease of 2.4% in Thames-Coromandel District.



Sub regional distribution of spend

As visitors travel across the Hauraki Coromandel area, spend figures differ by community. Whitianga recorded the highest spend total and highest average transaction value to the year end June 2026, with Whangamata recording the highest number of transactions, followed by Thames. Only Paeroa recorded a positive change in total spending.

Location	Spending Total	Change	# of transactions	Change	Avg. Transactions Values	Change
Whitianga	\$58,028,730	-9.4%	1,022,996	-8.7%	\$56.72	-0.8%
Whangamata	\$53,383,784	-8.2%	1,165,041	-8.9%	\$45.82	+0.8%
Thames	\$52,209,990	-1.6%	1,148,762	-4.1%	\$45.45	+2.6%
Waihi	\$43,466,742	-6.5%	839,317	-7.7%	\$51.79	+1.3%
Southern Mercury Bay	\$21,019,544	-10.0%	584,175	-5.3%	\$35.98	-5.0%
Paeroa	\$20,035,814	+4.7%	587,560	+3.1%	\$34.10	+1.5%
Coromandel and Colville	\$18,086,401	-9.8%	408,790	-10.0%	\$44.24	+0.3%
Pauanui	\$15,480,923	-7.0%	370,086	-11.3%	\$41.83	+4.8%
Tairua	\$14,843,724	-11.3%	399,208	-12.2%	\$37.18	+1.0%
Ngatea and Shorebird Coast	\$13,206,737	-1.2%	389,846	-3.1%	\$33.88	+1.9%
Northern Mercury Bay	\$8,921,630	-4.1%	219,974	-4.6%	\$40.56	+0.6%
Total	\$318,684,020	-6.4%	7,135,755	-6.7%	\$44.66	+0.4%

Marketview data: Domestic and International spend, across Food and Beverage, Accommodation, Arts and Recreation and Retail Trade. Excludes STRA. Change is measured against year end June 2025.

DESTINATION HAURAKI COROMANDEL BUSINESS PLAN SUMMARY 2026 /27



Overview

This document summarises the full Business Plan that sets out Destination Hauraki Coromandel's (DHC) priorities, work programme and investment approach for the 2026/27 financial year. It provides the framework for delivering DHC's mandate as the Regional Tourism Organisation while supporting sustainable destination outcomes for Hauraki Coromandel.

The plan is organised around five integrated strategic pillars: Destination Marketing, Destination Management, Engagement, Insights and Advocacy, and Organisational Excellence. Collectively, these ensure a balanced focus on growing visitor value, strengthening industry capability, informing decision making, and maintaining effective organisational performance.

These activities contribute to long-term outcomes of increased visitor expenditure, reduced seasonality, industry satisfaction and growth in high-value, sustainable tourism products.



DESTINATION MARKETING

***Market and promote
Hauraki Coromandel as a
leading visitor destination***

- Drive increased domestic visitation during shoulder and off-peak periods through targeted campaigns.
- Maintain year-round destination visibility to drive consideration and responsible visitation.
- Increase international awareness in priority offshore markets.
- Support local operators and events by amplifying visibility and driving audience engagement and conversion.
- Generate high-quality editorial coverage and trade advocacy through hosted domestic and international familiarisation visits.
- Protect, enhance and grow the regional brand to increase appeal and consistency.
- Ensure digital platforms are effective, future-ready and drive conversion.
- Strengthen trade relationships in priority offshore markets and be well represented at key trade shows and industry events.



DESTINATION MANAGEMENT

***Support product development and
industry capability to grow
sustainable tourism experiences***

- Review the Destination Management Plan to ensure it remains current, practical and aligned with regional priorities.
- Strengthen the capability of tourism businesses to improve product quality, resilience, efficiency and profitability.
- Ensure destination signage and collateral supports a positive visitor experience and brand perception, with consistent messaging and strategically located wayfinding assets.
- Deliver and expand the **GOOD FOR YOUR SOUL Kaitiaki** initiative.
- Ensure the long-term sustainability and effectiveness of the Kaitiaki programme through a fit-for-purpose delivery and governance model.
- Support the development of new and enhanced tourism products that strengthen the region's value proposition and reduce seasonality.



ENGAGEMENT

***Connect locally, regionally
and nationally***

- Ensure elected members and council officers have a strong understanding of DHC's activities, performance, risks and opportunities, and that DHC remains aligned with council priorities.
- Build trust-based relationships with mana whenua and iwi entities to support shared tourism and economic development goals.
- Support Councils and partners to secure external funding for priority destination projects, by providing tailored data analysis and sector narrative.
- Maintain strong relationships with local tourism operators and ensure DHC is well connected nationally and regionally.
- Build effective relationships with related regional entities to support shared destination and tourism outcomes.



DESTINATION HAURAKI COROMANDEL BUSINESS PLAN SUMMARY 2026 /27



INSIGHTS AND ADVOCACY *Data-led decision making*

- Provide robust tourism data and analysis to stakeholders.
- Increase transparency, visibility and understanding of DHC activities, outcomes and sector context.
- Ensure central government agencies and decision makers understand regional tourism issues, opportunities and priorities.

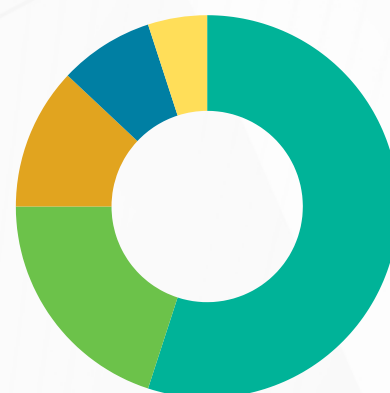


ORGANISATIONAL EXCELLENCE *Maximising operational efficiency*

- Strengthen financial resilience through diversified funding.
- Develop sustainable mechanisms for industry to opt into paid destination activity.
- Ensure systems and processes are efficient, cost effective and fit for purpose.
- Demonstrate value and effectiveness through comparison with peer RTOs.
- Benchmark DHC programmes to drive continuous improvement.

Distribution of Resources

- Destination Marketing
- Destination Management
- Engagement
- Insights & Advocacy
- Organisational Excellence



MEASURING SUCCESS - KPIS, OUTPUTS AND OUTCOMES

DHC uses an Output–Outcome Framework to ensure its activities contribute to long-term tourism outcomes. KPIs in the annual business plan are primarily focused on outputs and short-term outcomes, which are directly attributable to DHC and are leading indicators of longer-term success. Targets are set to represent a stretch beyond current performance levels, reflecting continuous improvement expectations.

While long-term outcomes such as visitor expenditure and seasonality are influenced by multiple factors, DHC tracks leading indicators to demonstrate its contribution to these outcomes.

Activity / KPI	Short-term outcome	Medium-term outcome	Long-term outcome
Website traffic & campaign reach	Increased awareness	Increased visitation intent	Visitor expenditure growth
Off-peak campaigns	Increased awareness of shoulder travel	Change in travel behaviour	Reduced seasonality
Workshops	Increased knowledge	Improved capability	Higher value tourism
Kaitiaki programme	Awareness of sustainability	Adoption by operators	Sustainable tourism system
Trade engagement	Increased market access	More bookings via trade	Visitor growth & spend
Industry engagement	Improved relationships	Increased participation	Stronger tourism sector
Insights reporting	Increased access to data	Better decision-making	Improved regional outcomes

APPENDIX J - PAEROA INFORMATION HUB REPORT



PIH 2015 Limited Funding accountability report to Hauraki District Council

Reporting period: January to June 2026



1 Executive Summary

Summer 2026 the season that was showing so much promise but because of one weather event things changed. With the closing of Section C (Paeroa to Waihi) of the Hauraki Rail Trail caused by the weather storm at Auckland Anniversary Weekend, our number of visitors fell off a cliff.

Due to the significant delay for the repair and clearing of the tunnel caused large numbers of visitors change their plans about coming to the Hauraki District. As with the United States of America going to war in the Middle East, causing travel challenges and rising fuel cost has resulted in significantly less visitors to the district.

That all been said with the improvement of weather and war we have seen a up-tick of people coming to visit and so far, winter has been kind so we are looking forward to things getting back on track as tourism is again showing growth.

We have seen a noticeable increase in People moving into our area over the last 6 to 12 months which is great to see, they have been using our services to get contacts for service groups, doctors etc. I am still waiting for a up-date as to when and or if Goldfields railway will reopen for train rides, this will be a blow to our market if this doesn't happen.

2 Visitor Statistics

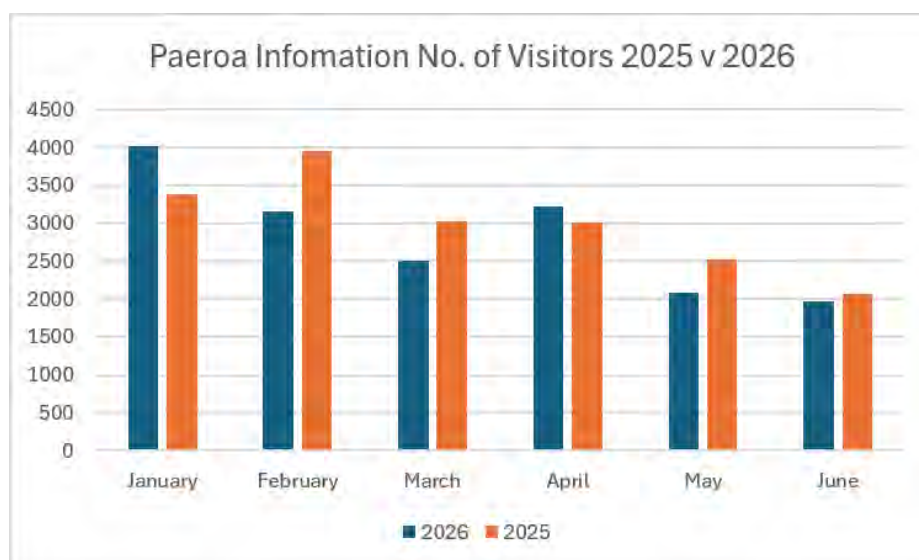


Figure 1: Paeroa Information Visitors from January to June 2025 v 2026

We've had the pleasure of welcoming guests from around the world, particularly French speaking tourists and those from North America. I would also like to note that we continue to see strong numbers from our Australian neighbours.

I would like to note that many of our foreign visitors are not only enjoying New Zealand, they feel significantly safer than other parts of the world, especially Europe and America, Middle East.

3 Involvement in Hauraki Community Initiatives

- Gold Discovery Centre
- Goldfields Railway

- Paeroa Business Association
- Paeroa Lions
- Paeroa Rotary
- Drop off point for book fairs
- Hauraki Justice of the Peace
- Ongoing assistance and promotion of Paeroa events.
 - Paeroa Highland Games
 - Rotary Car Show
 - Lions' fun run for Cancer Lodge
- Fridays on CFM radio with Rob

4 Key achievements in the past six months/year

- Continually support in local Community initiatives.
- Increase of numbers of visitors to the Hauraki District in start of 2026

5 Key challenges and risks

- The War in the middle east is not at all helpful
- Cost of living (fuel etc.), not having enough labour (staff) to support our businesses. (this is ongoing)
- Worried that our core offering to visitors will be damaged as food and accommodation outlets either pull out of the market or scale their offering back.
- Bus Travel is a challenge for all the Thames Coromandel & Hauraki District; this will be on going as costs have yet again increased.
- Closures of sections of the Hauraki Rail Trail impacting visitors.
- Weather (storms)
- Goldfields Railway is at risk as I understand it.
- Delay in critical maintenance on sections of the Hauraki Rail Trail.

6 Conclusion & recommendations

It is essential that we continue to support initiatives associated with HDC and programs they plan to implement into the coming year. Maintaining close communication with our DOC and HRT partners is a priority to have the most up to date status of trails and walking tracks. HRT is a big part of our role over summer, we support anything and everything they are supporting as the numbers coming to enjoy the bike trails are increasing.

7 Budgeted and actual income

Provide details for this financial year only

Income source	Budgeted amount (\$)	Actual amount (\$)
Hauraki District Council	17105.00	17533.14
Earned income (only Paeroa Information Hub)	4500.00	3549.00
Total income	21605.00	21082.14



8 Declaration

We the undersigned declare the following:

- We have acknowledged the receipt of Hauraki District Council funding in our organisation's accounts or a note in our organisation's Annual Report.
- If requested by Hauraki District Council, we will provide any files or records that relate to the expenditure of this funding for inspection.
- We acknowledge that if this funding has been misappropriated and no appropriate remedial action taken then Hauraki District Council may recover the funding and may deem our organisation to be ineligible for further funding.
- The details we have given in all sections of this report are true and correct to the best of our knowledge, and reasonable evidence has been provided to support our accountability report.

First name	Last name
Michael	Tansey
Postal address	City/town
6 Wharf Street	Paeroa
Daytime phone number	Email address
07 862 8636 021344042	Pae.info@xtra.co.nz
Position (e.g. Chair, Director)	
Director	
Signature	Date
M TANSEY	01/07/2026

8.1 Submit your form

Please submit your completed accountability form by email to:

Attn: Community Development Advisor (Economic), info@hauraki-dc.govt.nz

OFFICE USE ONLY:

Date received		Date acknowledged	
Funding amount		Report completed	

APPENDIX K - WAIHI ISITE REPORT



Waihi Gold Discovery Centre

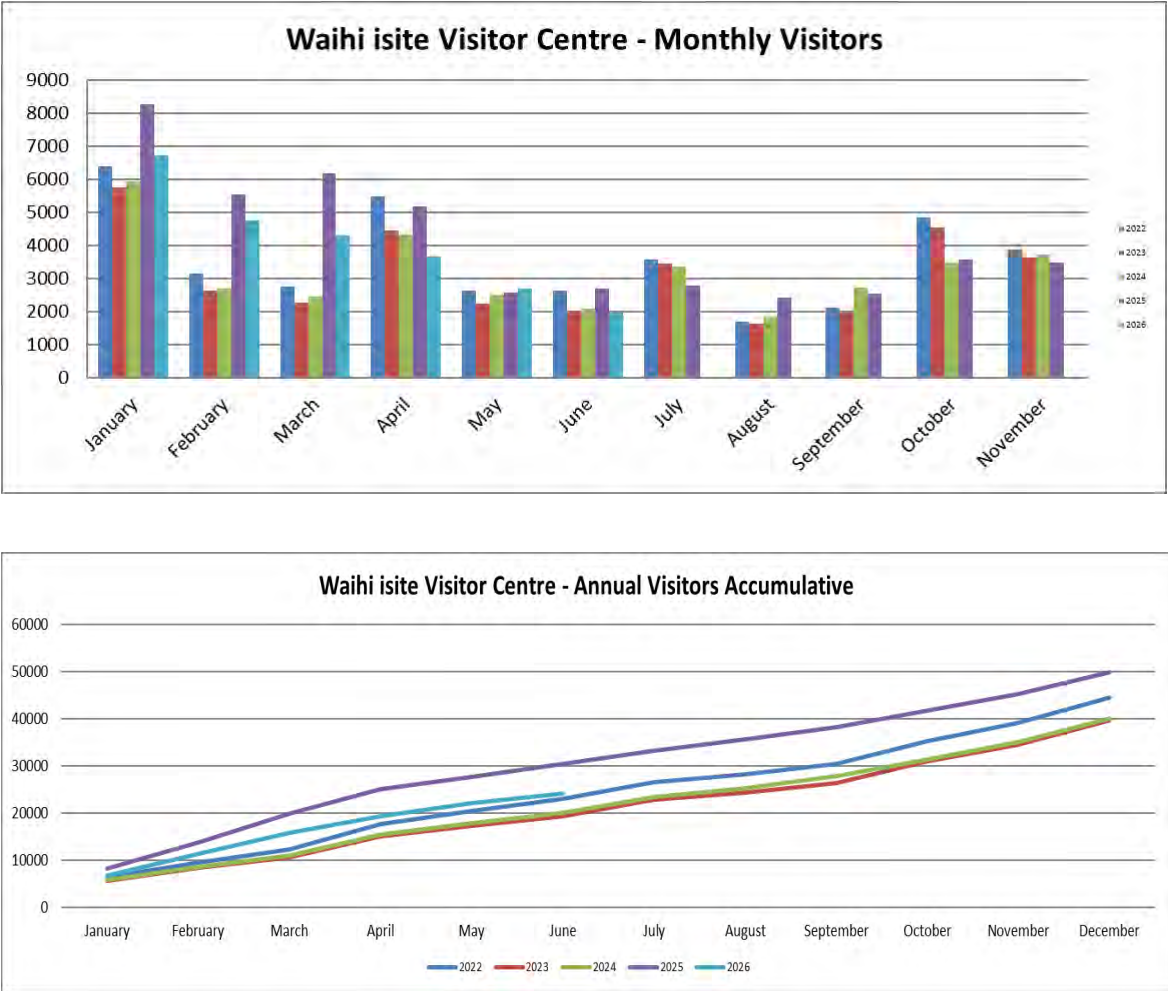
Funding accountability report to Hauraki District Council

Reporting period: 1 January to 30 June 2026



1 Visitor statistics

The graphs below provide an overview of monthly, yearly numbers and seasonal fluctuation of visitors to the Waihi isite Visitor Centre. These figures include the first half our calendar year from 1 January to 30 June 2026. Over this period, we have welcomed 24,150 visitors from all over the world through the doors of the Waihi isite Visitor Centre.



The first half-year figures above include our traditional summer (high) season trading period. And as shown by the graphs visitor numbers have declined by approx. 20% on the same period last year. This decrease in numbers can be directly related to severe weather event experienced in January and the start of the war in the Middle East, impacting global and our domestic economic conditions.

Our visitors continue to be a combination of improving international visitor markets and a somewhat restrained domestic market. Like many businesses we were looking forward to improving economic conditions in 2026, however the events noted above continued to create financial pressures for many Kiwi families and restrict their discretionary spend.

Our visitor split sits at approx. 75% domestic and 25% international, with our key traditional international markets being; Australia, North America, United Kingdom, Germany and central Europe.



2 Visitor trends

Visitor trends and market changes observed during this period:

- Our international visitor markets continue to re-build and grow over the past summer season with our key markets noted above
- Tourism New Zealand anticipates continued strong growth from our international markets with nearly 3.7 million annual visitor arrivals by the end of June
- As at April 2026 annual international visitor arrivals were approx. 3.6 million people, being around 94% of pre-Covid numbers, generating a spend of \$13.7 billion
- While the domestic market showed signs of recovery towards the end of last year, the Middle East war and resulting fuel crisis over the past few months has once again caused financial pressures for many Kiwi families
- The above pressures and economic conditions causing our domestic markets to remain sluggish and a bit challenging
- Weather events during the summer period have also negatively impacted some domestic travel planning around the region
- The Hauraki Rail Trail (HRT) continues to be a major attractor for the Hauraki district and wider region, and we continue to receive a large number of enquiries and requests for information about the HRT
- The major weather event that hit the region on 21 January caused significant damage to the HRT, and particularly Section C (Waihi to Paeroa)
- The above event caused the trail to close for a long period of time and had a significant impact on visitation and the use of the trail on Section C
- Three months on from the trail re-opening we are still fielding enquiries about the trail status, confirming the impact the event has on visitor perceptions of the trail's availability for riding
- The Waihi isite team receive a wide range of questions from visitors and we continue to promote the great range of activities on offer within the district

3 Involvement in Hauraki focused initiatives

Maintaining strong working relationships with key regional partners continues to be a priority for our business. We believe this ensures information is shared and helps to identify collaborative opportunities for the district and region.

- We continue to work with the Paeroa Info Hub on regular basis about visitor information and trends within the district
- We continue to work with and support the Hauraki Rail Trail team on track updates, promotional opportunities and networking forums
- We continue to work with the Destination Hauraki Coromandel team on regional promotion activities and industry famils, including recent TRENZ 2026 famils
- We attended the Explore Central North Island trade expo in April along with DHC and other regional operators
- We look forward to working with the HDC ED team on coordinating a district Tourism sector hui in October, prior to the 2026/27 season kick off

4 Key achievements in the past six months

The Gold Discovery Centre and isite team continue to deliver consistent and high quality information services to a wide range of visitors from New Zealand and all over the world.

The business has maintained staffing levels by employing motivated people, providing the capacity to deliver its services throughout the year. We see this as a critical role in ensuring visitors have professional and easy access to information on the all the great experiences on offer during their visit to Waihi, the Hauraki District and wider region.



5 Key challenges, risks and opportunities

As previously noted, we were starting to see improving domestic economic conditions during the latter part of 2026, and we were looking forward to seeing the benefits that would come through this uplift. However, events during early 2026 and noted below changed that potential opportunity.

The weather event that swept the through region on 21 January and caused the closure of Section C of the HRT for nearly 10 weeks had a significant impact on our business revenue. This was particularly challenging as it happened during the peak bike hire season (January to April). The level of enquiry we received from potential HRT riders during this time also indicates there will have been wider economic losses to the district.

The outbreak of the Middle East war and resulting Fuel Crisis dampened domestic economic growth conditions. And once again Kiwi households were having to be very conservative with their spending, impacting and restraining spend on domestic tourism. We look forward to this situation settling down and seeing the domestic economic conditions improve as we head towards the 2026-27 season.

Despite these challenges we maintain the delivery of consistent quality information services throughout the year. This does however mean we need to adjust hours of operation at times, particularly during low season in order to meet business conditions.

6 Conclusion & recommendations

The tourism sector continues to re-build, and is receiving good support and acknowledgment from the government as an important contributor to New Zealand's economic recovery moving forward. The Hauraki Coromandel region has a very strong domestic visitor market, and attracts a range high value and considered international visitors. As with the wider national situation, the tourism sector will continue to make a valuable contribution to our regional economic growth.

As a region we will need to ensure we have the appropriate infrastructure to deliver quality services, attractions and experiences to all of our visitor markets. The Waihi Gold Discovery Centre, including the Waihi isite operation is committed to the long term delivery of good quality services and visitor experiences. We look forward to working with businesses and organisations in building a strong and valued tourism sector for the Hauraki district and wider Coromandel region.

7 Budgeted and actual income

Period: 1 January to 30 June 2026

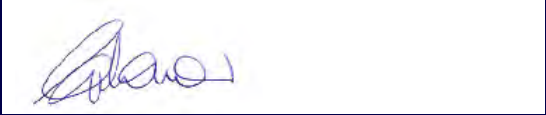
Income source	Budgeted amount (\$)	Actual amount (\$)
Hauraki District Council	\$35,066	\$35,066
Earned income (only Waihi i-SITE)	\$32,290	\$28,053
Total income	\$67,356	\$63,119



8 Declaration

We the undersigned declare the following:

- We have acknowledged the receipt of Hauraki District Council funding in our organisation’s accounts.
- If requested by Hauraki District Council, we will provide any files or records that relate to the expenditure of this funding for inspection.
- We acknowledge that if this funding has been misappropriated and no appropriate remedial action taken then Hauraki District Council may recover the funding and may deem our organisation to be ineligible for further funding.
- The details we have given in all sections of this report are true and correct to the best of our knowledge, and reasonable evidence has been provided to support our accountability report.

First name	Last name
Eddie	Morrow
Postal address	City/town
126 Seddon St	Waihi
Daytime phone number	Email address
027 271 4044	eddiem@golddiscoverycentre.co.nz
Position (e.g. Chair, Director)	
Director	
Signature	Date
	30 June 2026

8.1 Submit your form

Please submit your completed accountability form by email to:
Attn: Economic Development Manager, info@auraki-dc.govt.nz

OFFICE USE ONLY:			
Date received		Date acknowledged	
Funding amount		Report completed	



APPENDIX L – QEM HAURAKI DISTRICT 2026



**QUARTERLY
ECONOMIC
MONITOR**



Hauraki
District

Copyright © 2026 Infometrics Limited

This report may be reproduced and distributed subject to Infometrics Terms of Use:
<https://www.infometrics.co.nz/terms-of-use-general>

This report, subject to these Terms, is made available thanks to the subscription of Hauraki District Council. Any use of this report must acknowledge Infometrics as the source. Permission to republish this report in full is only granted to Hauraki District Council.

This report contains both original data from Infometrics and data sources from third parties. Copyright and licence information for third parties may be found in the Terms of Use. Infometrics owns the copyright in the way that we have modified, transformed and displayed this data.

Contents

Overview of Hauraki District	1
Economic indicators	2
Overview	2
Gross domestic product	3
Business counts	4
Consumer spending	5
Traffic flow	6
Tourism expenditure	7
Guest nights	8
Non-residential consents	9
Dairy payout	10
Electric vehicle registrations	11
Car registrations	12
Commercial vehicle registrations	13
Greenhouse gas emissions	14
Labour market indicators	15
Overview	15
Employment (place of residence)	16
Jobseeker Support recipients	17
Unemployment rate	18
NEET rate	19
Housing indicators	20
Overview	20
Residential consents	21
House sales	22
Real estate listings	23
House values	24
Housing affordability	25
First Home Loan purchases	26
Residential rents	27
Rental affordability	28
Emergency housing grants	29
Housing register applicants	30
Public housing stock	31
Social indicators	32
Overview	32
School attendance	33
Gaming machine profits	34
Crime rate	35
Health enrolments	36
Other benefit recipients	37
Technical notes	38

1

JUNE 2026 QUARTERLY ECONOMIC MONITOR: HAURAKI DISTRICT

Overview of Hauraki District

Spotlight



Infometrics provisionally estimates the Hauraki economy grew 2.8% over the year to June 2026, well ahead of the national rate of 1.7%. Mining was by far the largest contributor to growth, reflecting continued strong output from the Waihi gold mine, followed by rental, hiring and real estate services, and primary sector activity.

Mining was just as dominant on the jobs side, the largest single contributor to employment growth by a wide margin, with further gains in education, agriculture, health care and public administration. Accommodation and food services, manufacturing, and construction were the main sources of job losses. Despite that, overall employment still fell 0.4%pa over the year, and the unemployment rate averaged 5.6%, a touch above the national rate of 5.4%.

The weak job market has contributed to a 0.5% decline in consumer spending and flowed through to weak consumer confidence, reflected in a 3.7% decline in car registrations. Commercial vehicle registrations were up slightly, which suggests that businesses are feeling more confident about the future.

The construction pipeline is looking healthy, with residential consents up 63%pa, and non-residential

consents up 27%. The value of non-residential consents is sitting well above the 10-year average.

Hauraki’s housing market has seen a rise in activity, with sales lifting 3.3%pa, although house values remain subdued, falling 3.3%pa – a sharper decline than the region (-0.4%pa) and nation (-0.3%pa), while First Home Loan purchases dropped 31%pa, a notable exception to the strong first-home-buyer activity seen in most other districts this quarter. Rental affordability improved but remains concerning, with renters on average now spending more than a quarter of household income on rent, well above the national average (19.7%).

Social indicators were mixed. The NEET rate climbed to 18%, above both the region (15%) and the elevated national rate (14%), while regular school attendance of 52% remained well short of the national rate of 59%. On the positive side, the crime rate of 209 offences per 10,000 residents was below both the region (245) and the nation (214), continuing its downward trend.

Economic indicators

Overview

Table 1. Overview of economic indicators

Indicator	Hauraki District	Waikato Region	New Zealand
Gross domestic product (provisional)	+2.8% ▲	+2.3% ▲	+1.7% ▲
Business counts	+0.5% ▲	+1.3% ▲	+1.2% ▲
Consumer spending	+0.4% ▲	+0.8% ▲	+0.6% ▲
Traffic flow	-6.1% ▼	+2.5% ▲	+0.8% ▲
Tourism expenditure	+0.0% ▸	+1.2% ▲	+4.6% ▲
Guest nights	+12.0% ▲	+2.2% ▲	+3.6% ▲
Non-residential consents	+27.0% ▲	+16.9% ▲	-2.8% ▼
Electric vehicle registrations	+211.1% ▲	+136.8% ▲	+67.9% ▲
Car registrations	-3.7% ▼	+12.1% ▲	+7.1% ▲
Commercial vehicle registrations	+1.2% ▲	+3.0% ▲	+7.1% ▲
Greenhouse gas emissions (provisional) ⌚	-0.8% ▼	-3.9% ▼	-2.9% ▼

⌚ Data up to the March 2026 quarter.
All measures are annual average percentage changes.

3 JUNE 2026 QUARTERLY ECONOMIC MONITOR: HAURAKI DISTRICT

Gross domestic product

Figure 1. Gross domestic product growth (provisional)

Annual average % change June 2025 - June 2026

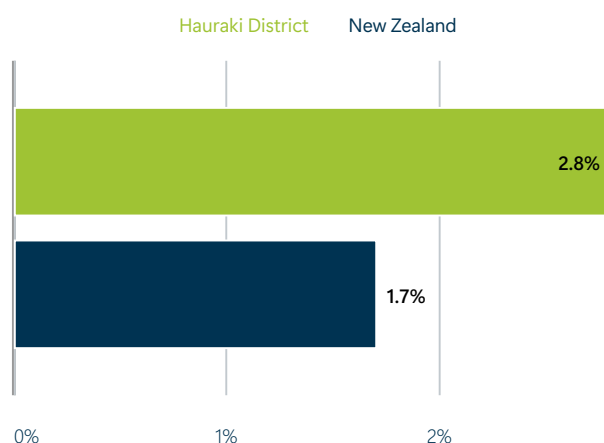
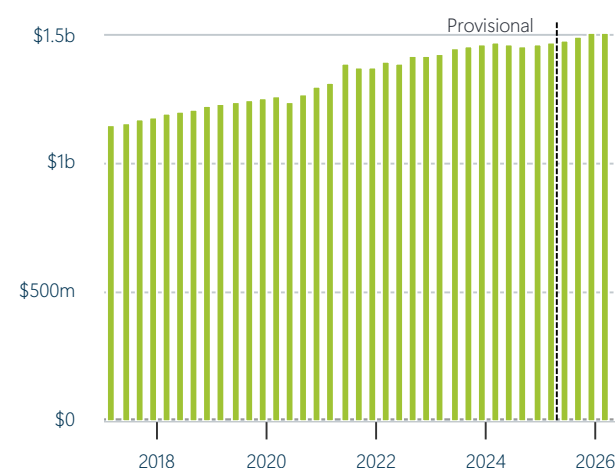


Figure 2. Gross domestic product

Annual level, Hauraki District



Highlights

- GDP in Hauraki District was provisionally up 2.8% for the year to June 2026, compared to a year earlier. Growth was higher than in New Zealand (1.7%).
- Provisional GDP was \$1,520 million in Hauraki District for the year to June 2026 (2025 prices).
- Annual GDP growth in Hauraki District peaked at 12% in the year to June 2021.

National overview

Despite the clear economic headwinds from conflict in the Middle East, economic activity might not have been as badly hit as first feared. Provisional estimates from Infometrics suggest that economic activity expanded 1.7%pa on average over the 12 months to June 2026, based on early indicators of activity for the most recent quarter. The more upbeat result is due to a combination of the weaker economy last year, and growth being easier to achieve off that lower base, and less of an intense hit to the economy from the Iran War, with spending activity, confidence, and other indicators showing less weakness, and for a shorter period of time, than expected. Despite the better immediate read of the economy, and the fact that key economic drivers including strong primary sector activity remain, there is still caution about the pace of recovery over the rest of 2026 amid continued global uncertainty.

Business counts

Figure 3. Growth in number of business units

Annual average % change June 2025 - June 2026

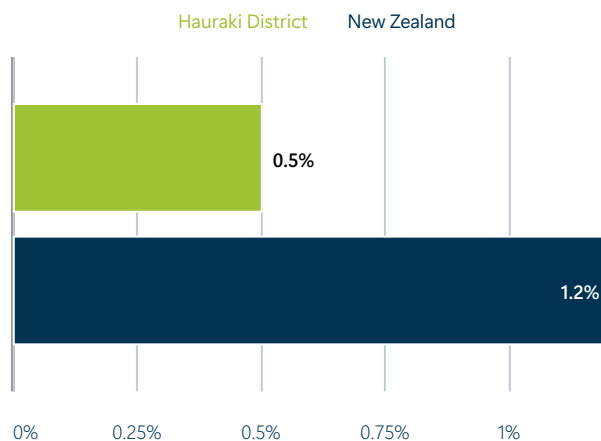
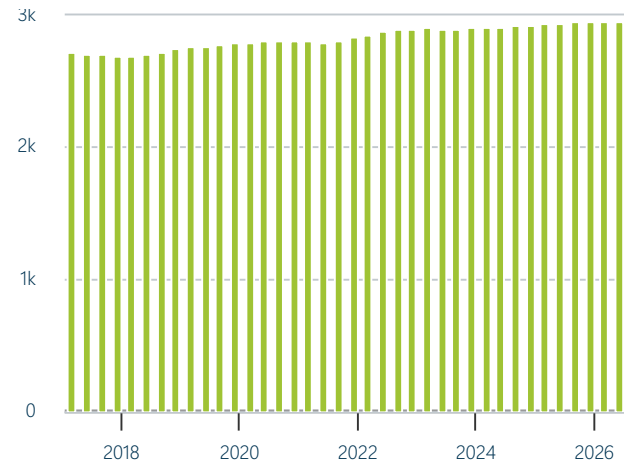


Figure 4. Business units

Annual level, Hauraki District



Highlights

- The number of business units in Hauraki District was up 0.5% for the year to June 2026, compared to a year earlier. Growth was lower than in New Zealand (1.2%).
- The number of business units in Hauraki District reached an annual average of 2,950 in the year to June 2026, up from 2,934 in the previous 12 months.
- Annual growth in the number of business units in Hauraki District peaked at 3.2% in the year to September 2022.

National overview

Business units rose 1.2% in the year to June 2026, having grown at around this rate for the past two years. Business unit growth is notably outpacing employment, which declined 0.3%. Some people struggling with the labour market may be looking to self-employment or starting their own businesses, but it's not clear if these are economically successful amid the current subdued economy.

5 JUNE 2026 QUARTERLY ECONOMIC MONITOR: HAURAKI DISTRICT

Consumer spending

Figure 5. Growth in consumer spending

Annual average % change June 2025 - June 2026

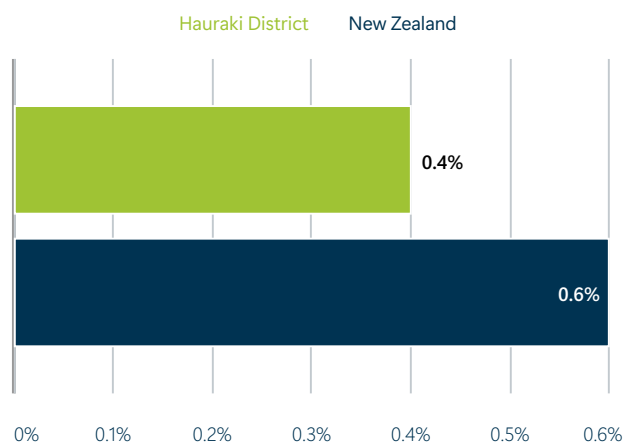
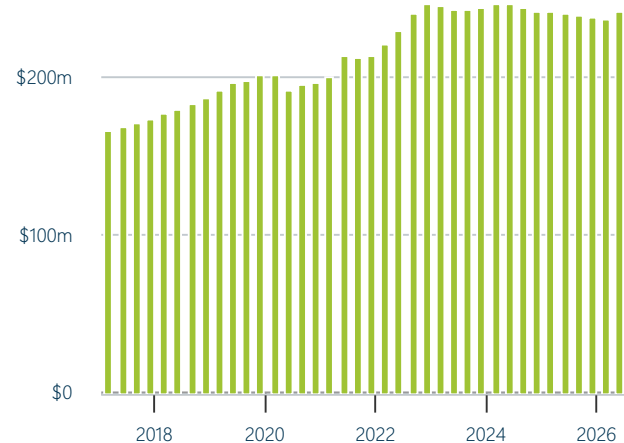


Figure 6. Consumer spending

Annual level, Hauraki District



Highlights

- Electronic card consumer spending in Hauraki District as measured by Marketview, increased by 0.4% over the year to June 2026, compared to a year earlier. This compares with an increase of 0.6% in New Zealand.

National overview

Marketview card spending data shows a 2.6%pa lift in retail spending in the June 2026 quarter, off a lower base last year. That growth saw annual average spending activity up 0.6%pa, the first period of annual growth in around two years. However, after adjusting for retail price inflation, Infometrics estimates that spending volumes fell 1.5%pa over the last year, with higher prices including for fuel reducing the real level of spending activity. Although real spending growth is still negative, it continues to improve from an even more negative position last year. Spending on apparel and hospitality appears broadly weaker, with more sustained spending on consumables like groceries.

Traffic flow

Figure 7. Annual change in traffic flows
Annual average % change June 2025 - June 2026

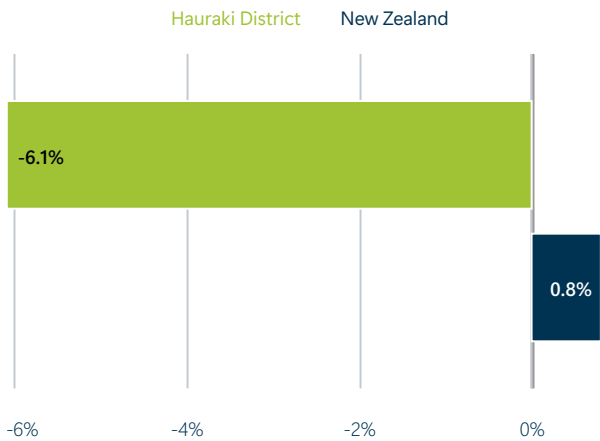
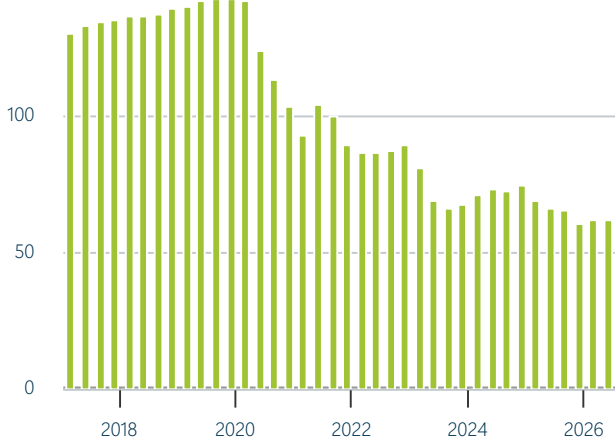


Figure 8. Traffic
Annual level, Hauraki District



Highlights

- Traffic flows in Hauraki District decreased by 6.1% over the year to June 2026, compared to a year earlier. This compares with an increase of 0.8% in New Zealand.

National overview

Traffic flows edged up 0.8%pa in the year to June 2026, but fell 1.6%pa in the June 2026 quarter. Traffic flows reflect growth of both population and economic activity, and both have been subdued lately with weak population growth and a tentative economic recovery.

7 JUNE 2026 QUARTERLY ECONOMIC MONITOR: HAURAKI DISTRICT

Tourism expenditure

Figure 9. Tourism expenditure

Annual average % change June 2025 - June 2026

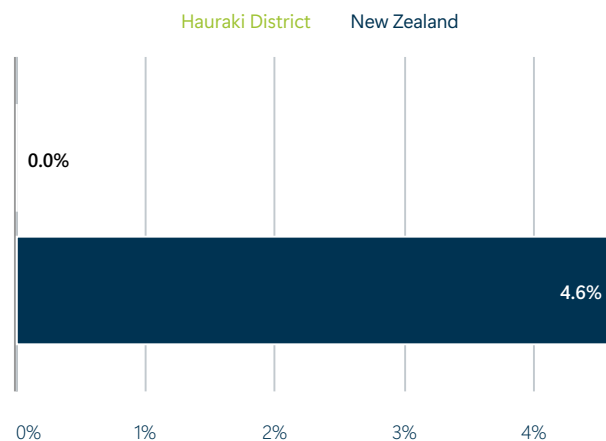
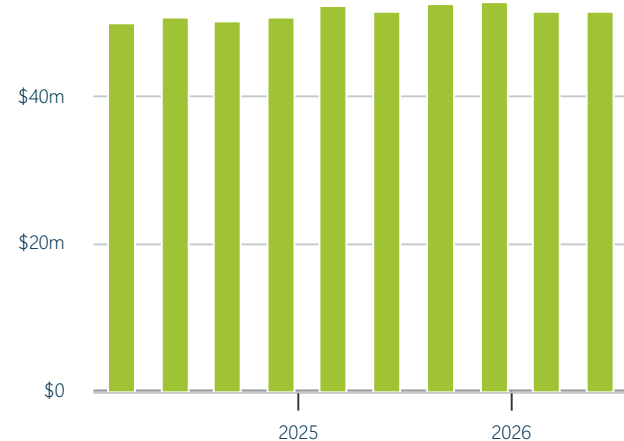


Figure 10. Tourism expenditure

Annual total, Hauraki District



Highlights

- Total tourism expenditure in Hauraki District was unchanged in the year to June 2026, compared to a year earlier. This compares with an increase of 4.6% in New Zealand.
- Total tourism expenditure was approximately \$51.4 million in Hauraki District during the year to June 2026, which was unchanged from a year ago.

National overview

Tourism expenditure is as published by MBIE in its monthly regional tourism estimates (MRTE) series. The series is a reasonable indicator of tourism expenditure at a high level, but as there are a number of inconsistencies at the detailed level, we recommend users apply caution when using this data. We continue to engage with MBIE about this data series.

Tourism expenditure rose 4.6% nationally over the year to June 2026, driven by a 14% increase in international visitor spending. Domestic visitor spending fell 0.2%, reflecting tight household budgets.

Guest nights

Figure 11. Guest nights

Annual average % change June 2025 - June 2026

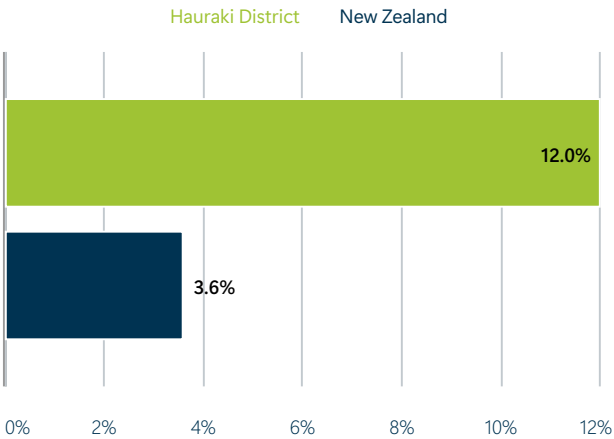
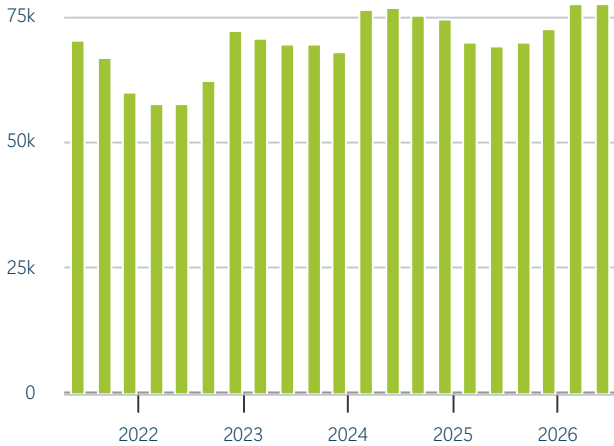


Figure 12. Guest nights

Annual number, Hauraki District



Highlights

- Total guest nights in Hauraki District increased by 12% in the year to June 2026, compared to a year earlier. This compares with an increase of 3.6% in New Zealand.
- Visitors stayed a total of 77,500 nights in Hauraki District during the year to June 2026, which was up from 69,200 a year ago.

National overview

Guest nights continue to improve steadily, with a 3.6% increase in the year to June 2026. International visitors continue to lead tourism activity, with international guest nights rising 9.1% in the year to June 2026 and 11%pa in the June 2026 quarter. Domestic tourist activity remains soft, reflecting the cost-of-living pressures faced by households, with domestic guest nights rising just 0.6% over the year to June 2026.

International visitor arrivals to New Zealand rose 8.5% in the year to May 2026, underpinning growth in international visitor guest nights.

9 JUNE 2026 QUARTERLY ECONOMIC MONITOR: HAURAKI DISTRICT

Non-residential consents

Figure 13. Growth in value of consents

Annual average % change June 2025 - June 2026

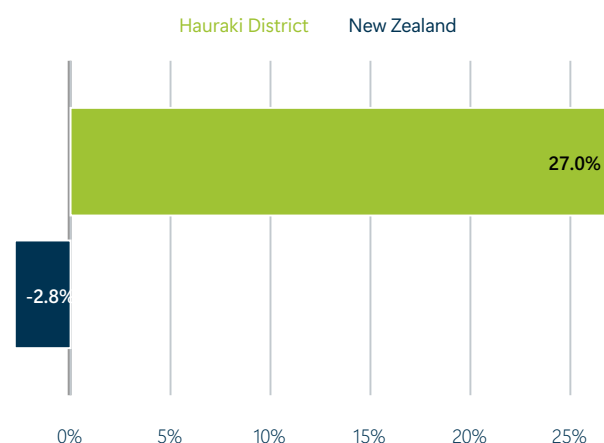
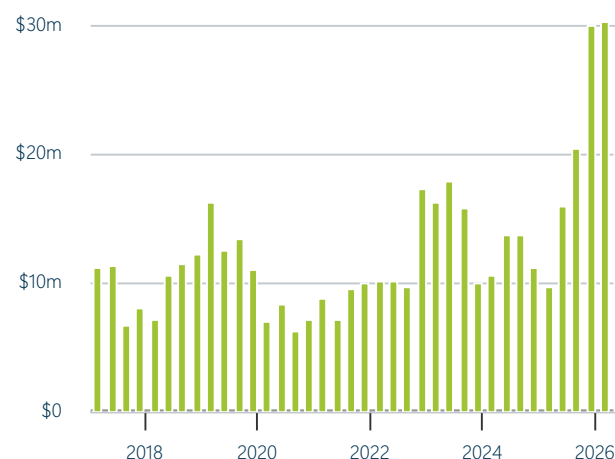


Figure 14. Non-residential consents, Hauraki District

Annual running total, Hauraki District



Highlights

- Non-residential building consents to the value of \$20.2 million were issued in Hauraki District during the year to June 2026. This compares with the ten year annual average of \$12.7 million.
- The value of consents in Hauraki District increased by 27% over the year to June 2026, compared to a year earlier. In comparison, the value of consents decreased by 2.8% in New Zealand over the same period.

National overview

The value of non-residential consents issued across New Zealand over the June 2026 year totalled just under \$8.8b, down 2.8%pa from a year earlier, and the lowest annual total since the start of 2022. Public sector consents continue to grow, up 3.5%pa, but this growth is more than offset by the 5.3%pa decline in private sector consent values issued over the last year. Non-residential consent values for factories and warehouses have fallen over the last year as manufacturing demand has remained restrained, and hospital consents are down too following some large projects. Further investment in prisons, student accommodation, and hotels have provided growth in some areas.

Dairy payout

Figure 15. Total dairy payout
May years

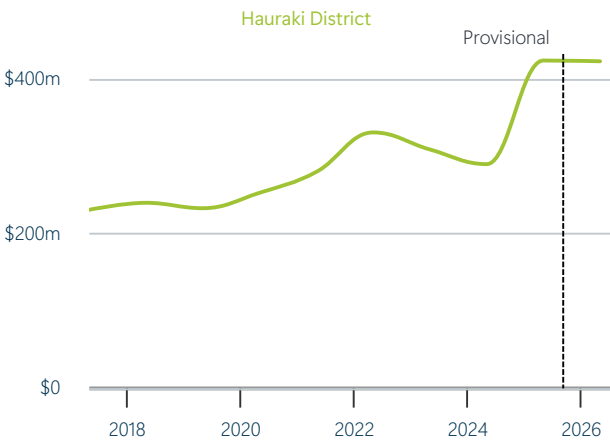
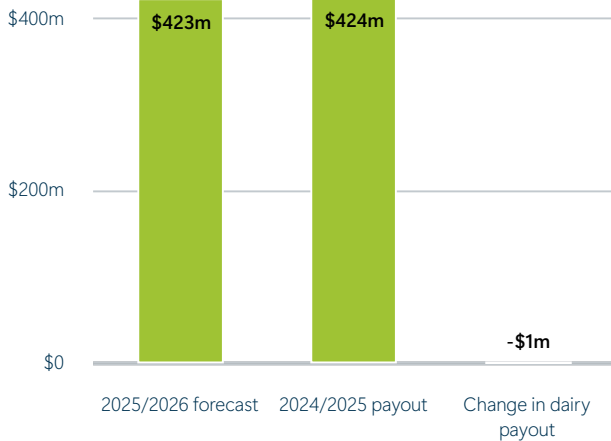


Figure 16. Total dairy payout
May years



Highlights

- Hauraki District total dairy payout for the 2024/2025 season is estimated to have been approximately \$424 million.
- Hauraki District's dairy payout for the 2025/2026 season is expected to be approximately \$423 million, \$1 million lower than last season, assuming that production levels from last season are maintained.
- The total dairy payout for New Zealand is estimated to have been approximately \$19,678 million in the 2024/2025 season, and is expected to be \$19 million lower in the 2025/2026 season.

National overview

Expectations for dairy sector returns have eased slightly in recent months, and we now expect a pay-out of \$18.8b nationally in the 2026/27 season. Continued uncertainty means Fonterra has retained a wide range for the milk price, of \$8 - \$10.50/kgMS. But the forecast price has dropped back from \$9.75 in late May to \$9.25 in mid-July, as global dairy prices eased back from highs as demand has softened, and dairy supplies are rising globally. The current season pay-out would be down from \$19.7b in both 2024/25 and 2025/26, but still higher than any other year. Milk solids volumes remain elevated, up 4.4%pa over the 12 months to June 2026, with South Island volumes growing stronger than North Island volumes.

11 JUNE 2026 QUARTERLY ECONOMIC MONITOR: HAURAKI DISTRICT

Electric vehicle registrations

Figure 17. Growth in number of EV registrations

Annual average % change June 2025 - June 2026

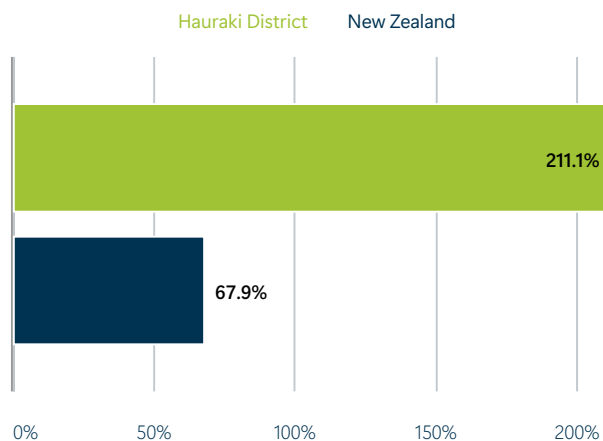
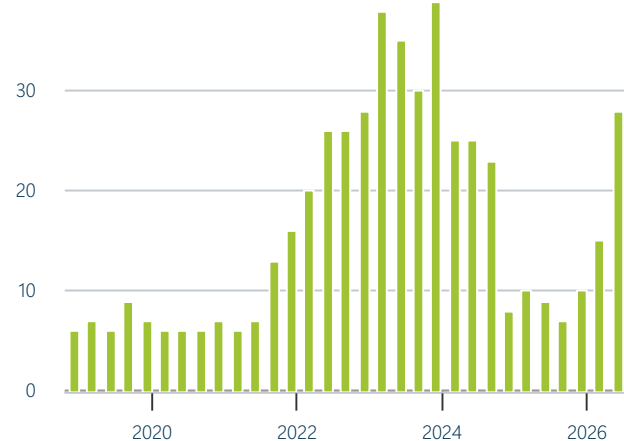


Figure 18. EV registrations

Annual level, Hauraki District



Highlights

- The number of EV registrations in Hauraki District increased by 211.1% in the year to June 2026, compared to a year earlier. Growth was higher than in New Zealand (67.9%).
- The number of EV registrations in Hauraki District reached an annual total of 28 in the year to June 2026, up from 9 in the year to June 2025 and 25 in the year to June 2024.

National overview

Electric vehicle registrations rose 68% in the year to June 2026, with registrations in the first six months of the year up 140%pa. High fuel prices resulting from the Iran War have driven a surge in purchases of EV vehicles, aided by competitive pressure with new models from China.

Car registrations

Figure 19. Car registrations

Annual average % change June 2025 - June 2026

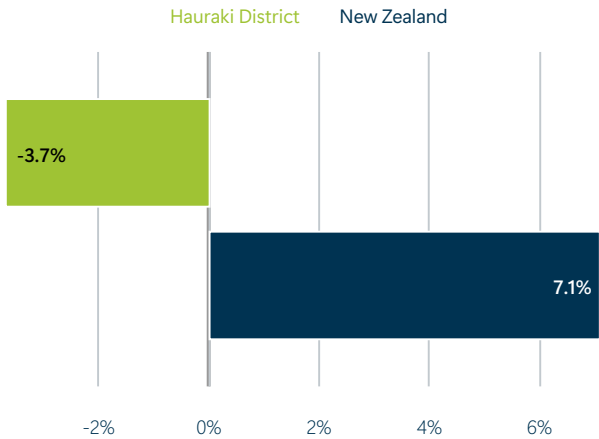
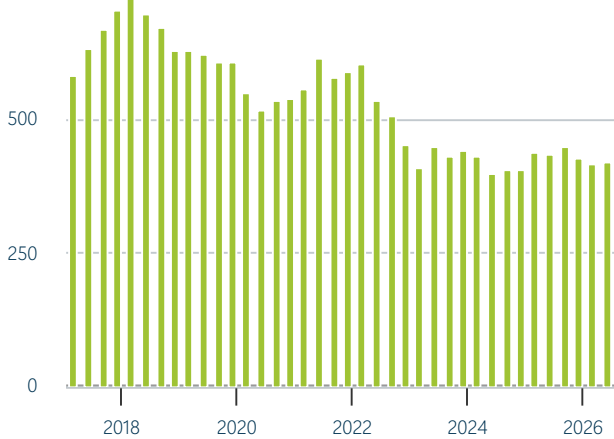


Figure 20. Car registrations

Annual number, Hauraki District



Highlights

- The number of cars registered in Hauraki District decreased by 3.7% in the year to June 2026, compared to a year earlier. The decline was greater than in New Zealand (7.1% growth).
- A total of 419 cars were registered in Hauraki District in the year to June 2026. This compares with the ten year annual average of 532.

National overview

Car registration growth remained strong in the June quarter, dominated by more EV and hybrid registrations and a pullback in petrol and diesel vehicles as fuel costs convinced households to buy efficient vehicles. Car registrations totalled just under 47,000 in the June 2026 quarter, up 12%pa from a year ago, and lifting annual registrations to above 190,000 for the first time in over two years – up 7.1%pa on average over the June 2026 year. Fuel prices changed considerably over the June quarter, from starting at around \$2.61/L for 91 petrol at the start of April, reaching a peak of \$3.50/L in early April, before falling back to \$3.05/L at the end of June to sit 19% higher than pre-conflict.

13 JUNE 2026 QUARTERLY ECONOMIC MONITOR: HAURAKI DISTRICT

Commercial vehicle registrations

Figure 21. Commercial vehicle registrations

Annual average % change June 2025 - June 2026

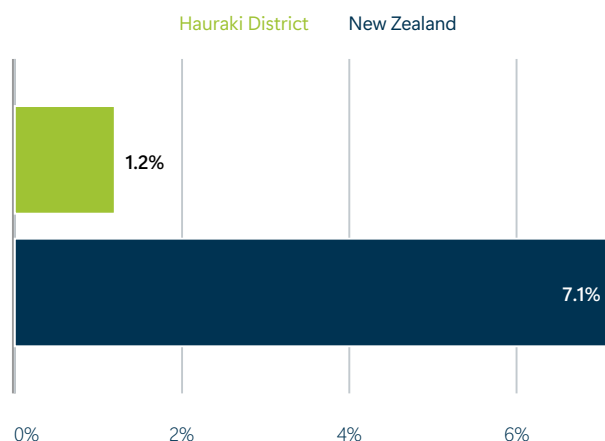
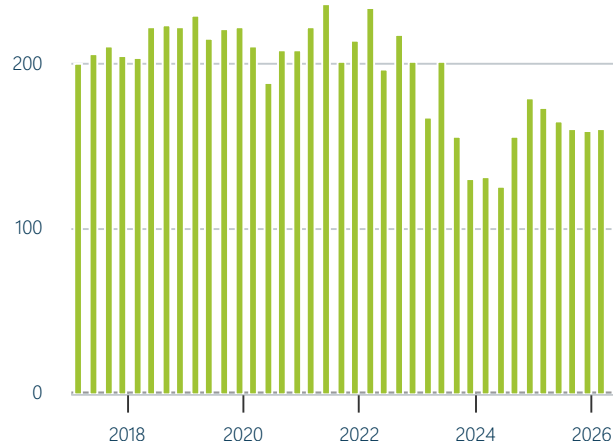


Figure 22. Commercial vehicle registrations

Annual number, Hauraki District



Highlights

- The number of commercial vehicles registered in Hauraki District increased by 1.2% in the year to June 2026, compared to a year earlier. Growth was lower than in New Zealand (7.1%).
- A total of 167 commercial vehicles were registered in Hauraki District in the year to June 2026. This is lower than the ten year annual average of 193.

National overview

Annual commercial vehicle registrations rose 7.1%pa on average over the 12 months to June 2026, although annual registrations over the period were slightly lower than the year to March. There has been continued demand, albeit at a small absolute size overall, for EV and hybrid commercial vehicles, but these gains have been more than offset by a larger decline in diesel registrations as overall investment pulls back slightly. Commercial vehicle registrations growth has been strongest in Southland, Manawātū-Whanganui, and Tasman, but weaker on the West Coast and in Waikato.

Greenhouse gas emissions

Figure 23. Greenhouse gas emission growth (provisional)

Annual average % change March 2025 - March 2026

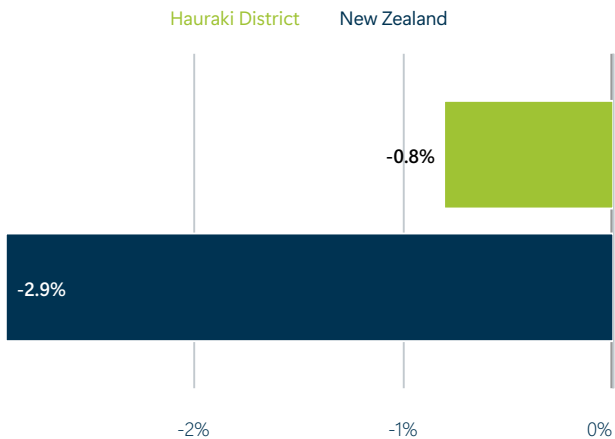
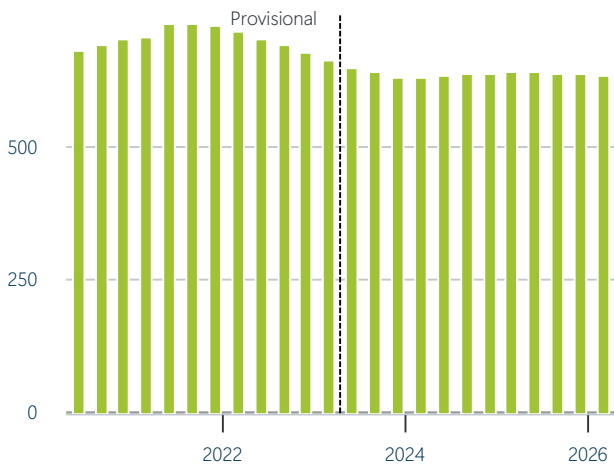


Figure 24. Greenhouse gas emissions

Annual level kilotonnes CO₂-e, Hauraki District



Highlights

- Greenhouse gas emissions in Hauraki District were provisionally down 0.8% for the year to March 2026, compared to a year earlier. The decline was not as low as in New Zealand (2.9%).
- Provisional greenhouse gas emissions were 635 kilotonnes CO₂-e in Hauraki District for the year to March 2026.
- The sharpest decline in greenhouse gas emissions in Hauraki District occurred in the year to June 2023, with a fall of 8%.
- *Please note that greenhouse gas emissions is not yet available for the year to June 2026. Data for the year to March 2026 is displayed instead.*

National overview

Greenhouse gas emissions, in terms of carbon dioxide equivalents, eased 2.9% nationally in the year to March 2026. The decrease was primarily driven by lower emissions from electricity, gas water and waste services, and further reductions in mining and manufacturing emissions. On a seasonally adjusted basis, the March 2026 quarter marked New Zealand’s lowest quarterly emission since the series began in 2010.

Our greenhouse gas emissions estimates are based on Stats NZ’s estimates of national and regional emissions, and our own modelling with GDP and employment.

Labour market indicators

Overview

Table 2. Overview of labour market indicators

Indicator	Hauraki District	Waikato Region	New Zealand
Employment (place of residence)	-0.4% ▼	+0.3% ▲	-0.3% ▼
Jobseeker Support recipients	+2.6% ▲	+2.0% ▲	+3.7% ▲
Unemployment rate ^	5.6% ►	5.7% ►	5.4% ▲
NEET rate ^	17.5% ▲	14.7% ▲	13.8% ▲

All measures are annual average percentage changes unless:

^ Levels

Employment (place of residence)

Figure 25. Employment (place of residence) growth

Annual average % change June 2025 - June 2026

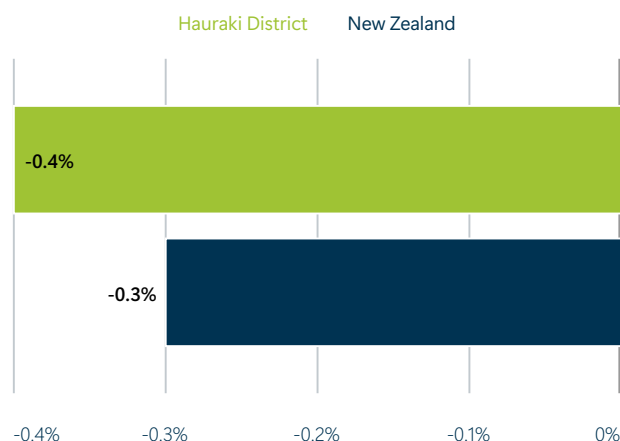
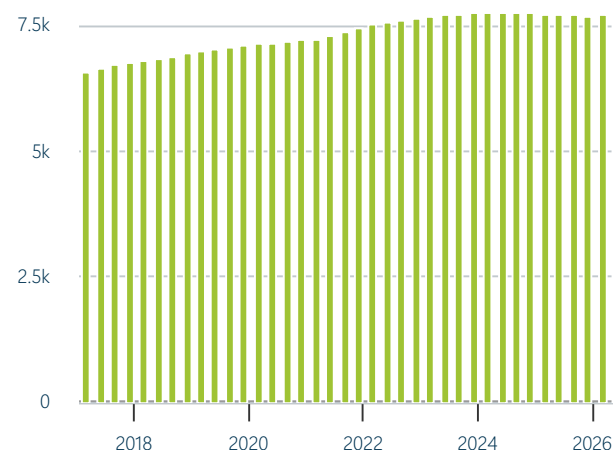


Figure 26. Employment (place of residence)

Annual level, Hauraki District



Highlights

- Employment for residents living in Hauraki District was down 0.4% for the year to June 2026, compared to a year earlier. The decline was greater than in New Zealand (0.3%).
- An average of 7,694 people living in Hauraki District were employed in the year to June 2026.
- Annual employment growth for Hauraki District residents peaked at 4% in the year to March 2022.

National overview

Filled jobs rose 0.4% in the June 2026 quarter compared to a year earlier, helping the annual average jobs decline improve to a -0.3%pa result. Job activity is mixed, with stronger results across the South Island than the North Island, and industry differences are stark. Professional service roles continue to steadily decline, while manufacturing and construction roles remain lower, but are now strengthening slightly off those lows. Public administration, health, and education jobs have been the driver of improved jobs activity recently. Job ads had been improving earlier in 2026 before dropping back following the Iran War, but are now rising again as confidence improves, yet remain 26% lower than pre-pandemic levels.

17 JUNE 2026 QUARTERLY ECONOMIC MONITOR: HAURAKI DISTRICT

Jobseeker Support recipients

Figure 27. Annual change in Jobseeker Support recipients

Annual average % change June 2025 - June 2026

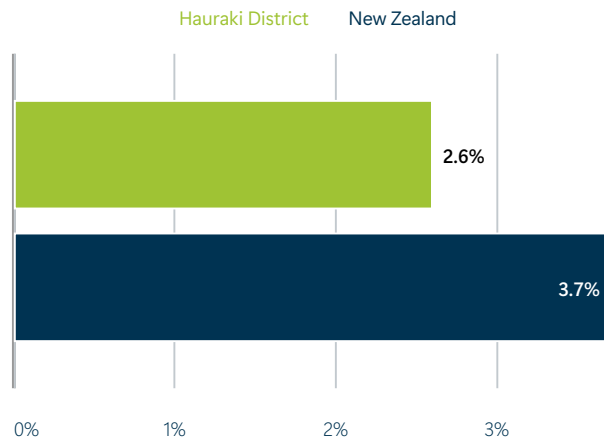
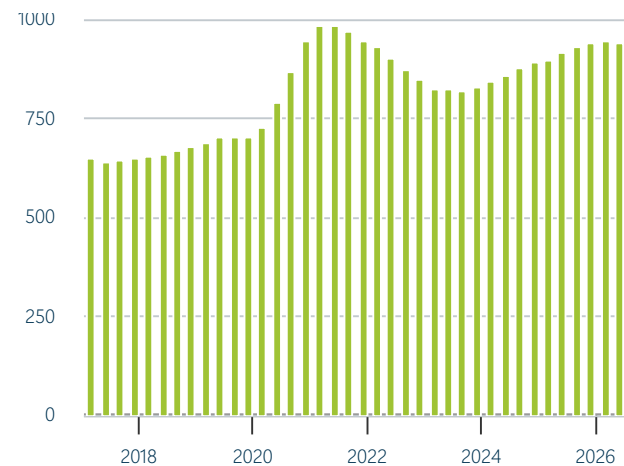


Figure 28. Jobseeker Support recipients

Annual average, Hauraki District



Highlights

- Jobseeker Support recipients in Hauraki District in the year to June 2026 increased by 2.6% compared to a year earlier. Growth was lower than in New Zealand (3.7%).
- An average of 938 people were receiving a Jobseeker Support benefit in Hauraki District in the 12 months ending June 2026. This compares with the ten year annual average of 820.

National overview

The number of Jobseeker Support recipients totalled just under 219,000 on average over the 12 months to June 2026, up 3.7%pa over the period. Growth in the number of Jobseekers continues to slow, with the quarterly total in the June quarter up just 1.2% from a year ago. The number of Jobseekers needing support for more than a year rose 6.3%pa in the June quarter, while those needing support for less than a year dropped back 6.4%pa. The continued increase in Jobseekers continues to be driven by increasing number of Jobseekers with health conditions or disabilities, with 3,000 more Health Condition or Disability recipients in June 2026 compared to a year earlier. Over the same period, the number of Work Ready jobseekers has dropped by around 500 recipients.

Unemployment rate

Figure 29. Unemployment rate

Annual average rate to June 2026

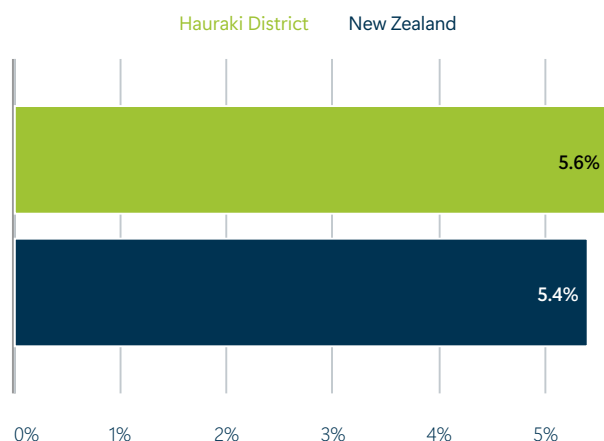
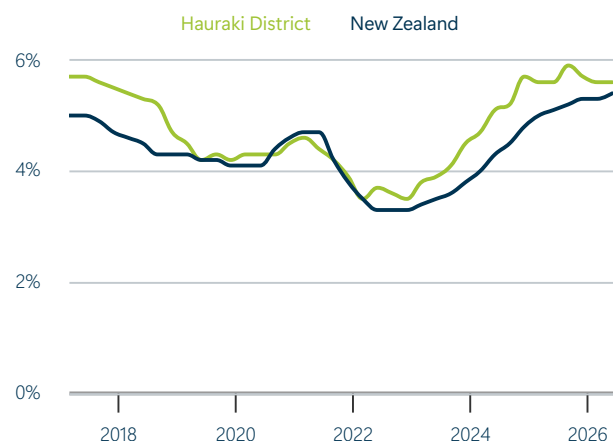


Figure 30. Unemployment rate

Annual average rate



Highlights

- The annual average unemployment rate in Hauraki District was 5.6% in the year to June 2026, the same as in the previous 12 months.
- In the year to June 2026, the annual average unemployment rate in Hauraki District was higher than in New Zealand (5.4%).
- Over the last ten years the annual average unemployment rate in Hauraki District reached a peak of 5.9% in September 2025.

National overview

The unemployment rate increased to 5.6% (seasonally adjusted) in the June 2026 quarter, an unexpectedly large increase compared to expectations, and as a result the annual average unemployment rate has increased further to 5.4% of the labour force. However, employment rose too, and far from people losing their jobs, the increase in unemployment was driven by jobs growth being outpaced by more people in the labour force and looking for work. The underutilisation rate rose to a ten-year high of 13.8% as more people were wanting more hours than they were being offered, as household costs bite. Regional unemployment differences continue to be stark, with the South Island unemployment rate being noticeably lower than the North Island unemployment rate.

19 JUNE 2026 QUARTERLY ECONOMIC MONITOR: HAURAKI DISTRICT

NEET rate

Figure 31. NEET rate

% of people aged 15-24 not in employment, education or training, annual average rate to June 2026

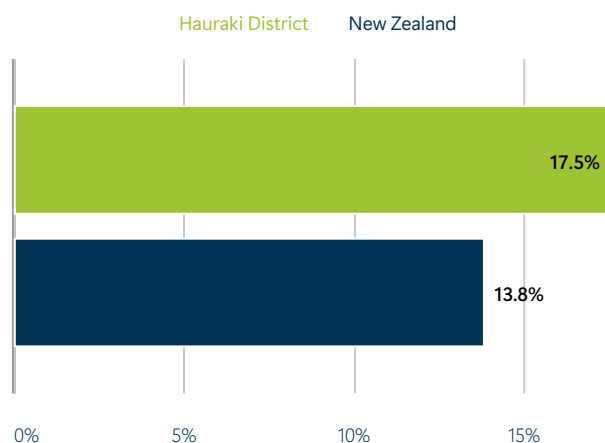
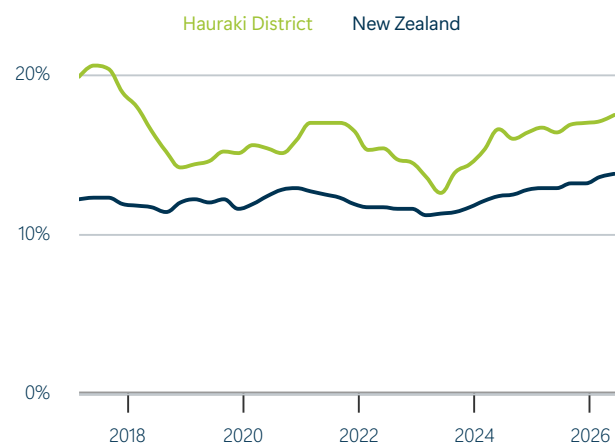


Figure 32. NEET rate

% of people aged 15-24 not in employment, education or training, annual average rate



Highlights

- The annual average NEET rate in Hauraki District was 17.5% in the year to June 2026, up from 16.4% in the previous 12 months.
- In the year to June 2026, the annual average NEET rate in Hauraki District was higher than in New Zealand (13.8%).
- Over the last ten years the annual average NEET rate in Hauraki District reached a peak of 20.6% in June 2017.

National overview

Young people continue to bear the brunt of a weak labour market, with constrained youth employment driving up the number of people aged 15-24 not in employment, education or training (NEET). The NEET rate rose to 13.4% on average over the year to June 2026, the highest since the series began in 2006.

Employment of 15-24-year-olds fell 1.1%pa in the June 2026 quarter, despite overall employment lifting 0.4%pa. Young people aren't taking the challenge of a weak labour market standing still, with a 2.0%pa increase in youth in education.

Housing indicators

Overview

Table 3. Overview of housing indicators

Indicator	Hauraki District	Waikato Region	New Zealand
Residential consents	+63.3% ▲	+14.5% ▲	+19.4% ▲
House sales	+3.3% ▲	+4.3% ▲	+2.2% ▲
Real estate listings	-7.8% ▼	+2.2% ▲	+4.1% ▲
House values *	-3.3% ▼	-0.4% ▼	-0.3% ▼
Housing affordability ^	4.8 ▼	5.4 ▼	5.8 ▼
First Home Loan purchases	-31.2% ▼	+18.7% ▲	+31.2% ▲
Residential rents	-0.4% ▼	+1.3% ▲	-0.7% ▼
Rental affordability ^	25.1% ▼	20.7% ▼	19.7% ▼
Emergency housing grants	+0.0% ▶	-12.4% ▼	-31.4% ▼
Housing register applicants	-7.1% ▼	-9.6% ▼	-3.6% ▼
Public housing stock	-0.9% ▼	+3.0% ▲	+2.3% ▲

All measures are annual average percentage changes unless:

* Annual percentage changes

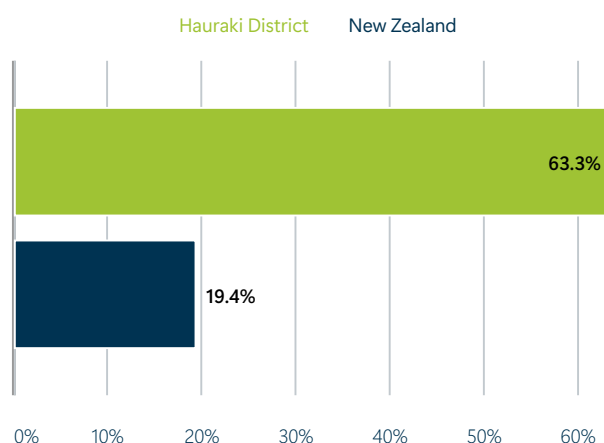
^ Levels

21 JUNE 2026 QUARTERLY ECONOMIC MONITOR: HAURAKI DISTRICT

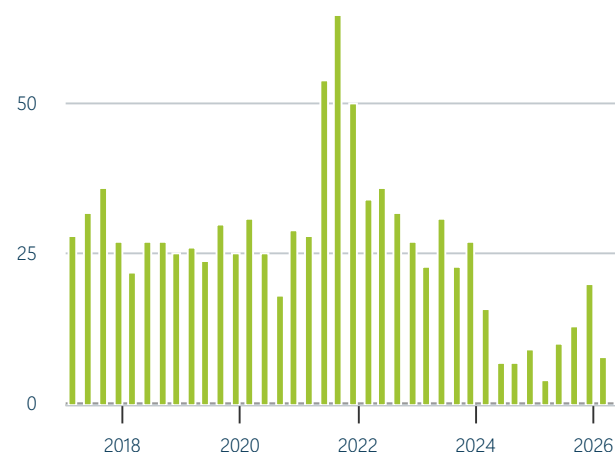
Residential consents

Figure 33. Growth in number of new dwelling consents

Annual average % change June 2025 - June 2026

**Figure 34. Residential consents**

Quarterly number, Hauraki District



Highlights

- A total of 8 new residential building consents were issued in Hauraki District in the June 2026 quarter, compared with 10 in the same quarter last year.
- On an annual basis the number of consents in Hauraki District increased by 63.3% compared with the same 12-month period a year before. This compares with an increase of 19.4% in New Zealand over the same period.

National overview

Residential consent numbers continue to build, with a 19%pa lift to over 40,000 consents over the 12 months to June 2026, the first time at or above this level since the September 2023 year. Although all building types are higher than a year ago, medium-density townhouse consents have driven this lift in residential intentions, with a 23%pa lift. Standalone houses are also up, rising 18%pa over the last year, followed by a 15%pa lift in apartment consents and a 12% rise in retirement units consented. Construction intentions have surged higher than fundamentals like house prices suggest they would, with a slower pace of construction likely ahead.

House sales

Figure 35. Annual change in house sales
Annual average % change June 2025 - June 2026

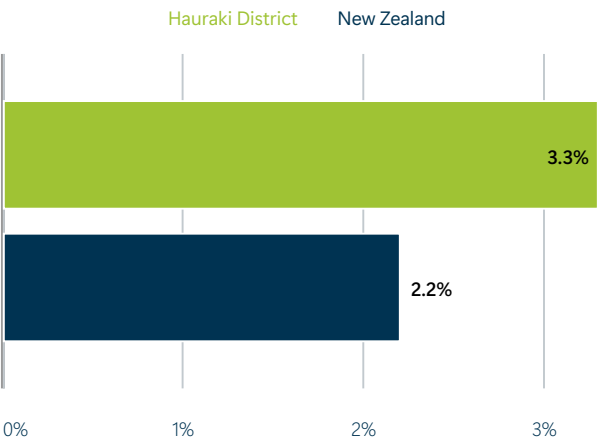
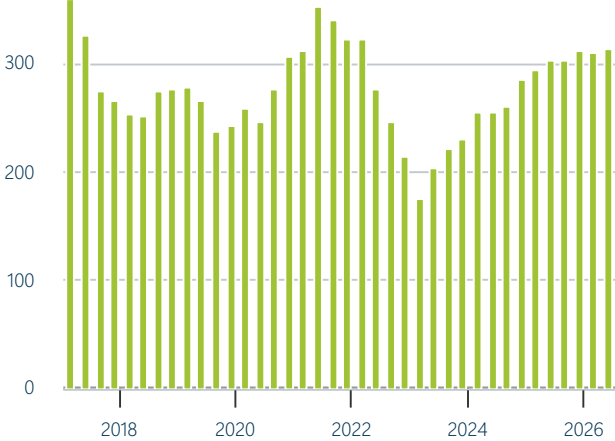


Figure 36. House sales
Annual number, Hauraki District



Highlights

- House sales in Hauraki District increased by 3.3% in the year to June 2026, compared to a year earlier. This compares with an increase of 2.2% in New Zealand.
- A total of 314 houses were sold in Hauraki District in the 12 months ending June 2026. This compares with the ten year annual average of 280.

National overview

House sales rose 2.2%pa on average over the 12 months to June 2026, a slowdown in sales growth as property activity has levelled off and recently dropped lower. House sales in the June 2026 quarter totalled 19,256, down 5.8% from the same time a year ago. Sales activity has fallen back recently as uncertainty from the Iran War has combined with a higher unemployment rate, continued higher levels of housing stock available for sale, and interest rate increases. Buyer demand for housing is still restrained, due to all these factors, compared to high supply of housing, which has pushed house prices lower and meant competition for house sales is intense and slower to action.

23 JUNE 2026 QUARTERLY ECONOMIC MONITOR: HAURAKI DISTRICT

Real estate listings

Figure 37. Real estate listings

Annual average % change June 2025 - June 2026

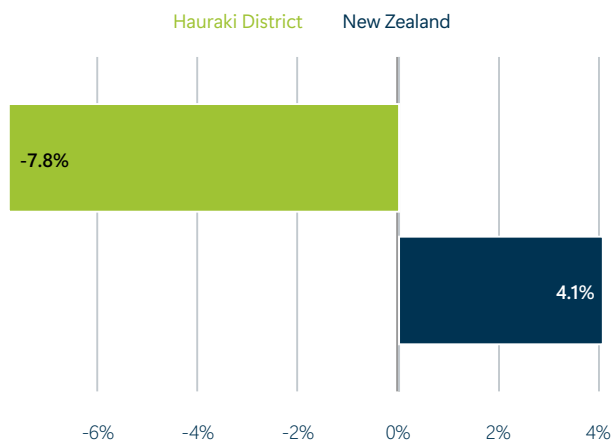


Figure 38. Real estate listings

Annual number, Hauraki District



Highlights

- The number of new real estate listings in Hauraki District decreased by 7.8% in the year to June 2026, compared to a year earlier. The decline was greater than in New Zealand (4.1% growth).
- There were an average of 447 new real estate listings in Hauraki District in the 12 months ending June 2026. This compares with the ten year annual average of 443 new real estate listings.

National overview

The number of new real estate listings rose 4.1% in the year to June 2026, with a total of 115,300 new listings, the highest since 2019. House sales totalled 79,800 over the same period. With new listings substantially outnumbering houses being sold, house price growth is suppressed. Households remain under pressure from a weak labour market, which coupled with low migration has led to weak housing market activity.

House values

Figure 39. Annual change in house value

Annual % change in house value June 2025 - June 2026

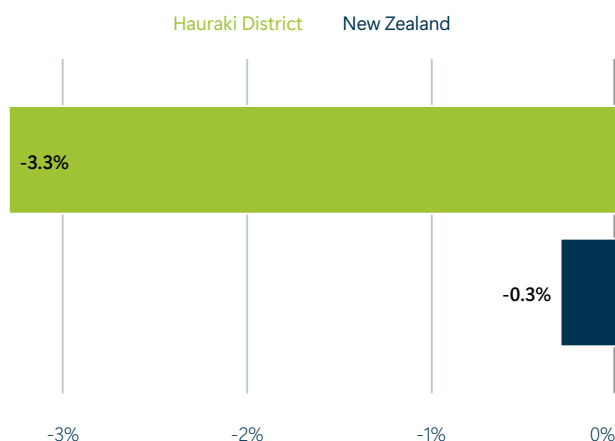
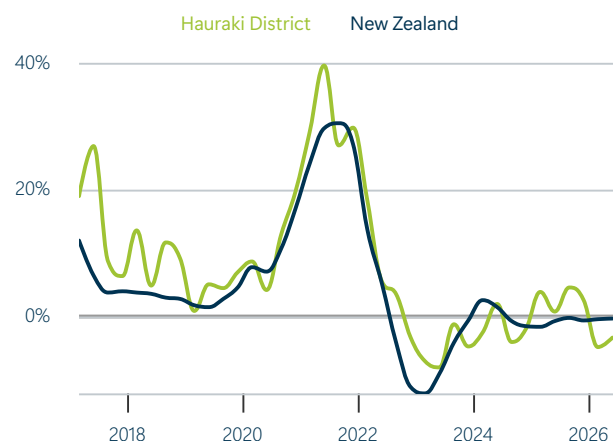


Figure 40. House value growth

Annual % change



Highlights

- The average current house value in Hauraki District was down 3.3% in June 2026, compared to a year earlier. The decline was greater than in New Zealand (0.3%).
- The average current house value was \$520,581 in Hauraki District in June 2026. This compares with \$862,523 in New Zealand.

National overview

The average house value in New Zealand fell 0.3%pa in the June 2026 quarter, to sit at just under \$863,000. House prices have now continued to decline for two years continuously, and are expected to broadly track sideways or slightly lower over the rest of 2026. House sales growth has eased back, and the volume of properties available for sale remain high, meaning continued competition for sales and buyers being willing to wait and negotiate prices lower given the amount of choice they have. Higher interest rates, as inflation concerns persist, will sustain the softness in house prices, although stronger population growth in the future will likely add some support under house values, but not until 2027.

25 JUNE 2026 QUARTERLY ECONOMIC MONITOR: HAURAKI DISTRICT

Housing affordability

Figure 41. Housing affordability

Ratio of house prices to household incomes, year to June 2026

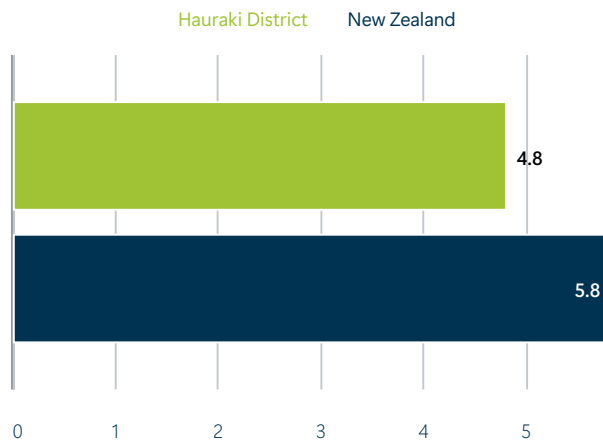
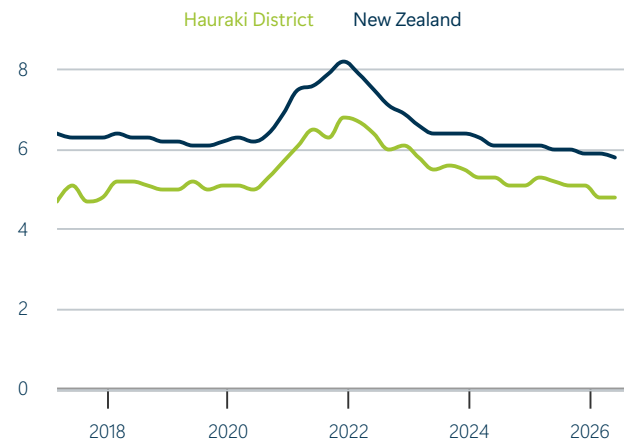


Figure 42. Housing affordability

Ratio of house prices to household incomes, annual average



Highlights

- Housing in Hauraki District (4.8) was more affordable than in New Zealand (5.8) in June 2026, based on the ratio between mean house values and mean household incomes.
- Housing affordability in Hauraki District improved on average between June 2025 and June 2026. Housing affordability has improved in New Zealand over the same period.
- During the last ten years, housing in Hauraki District was most affordable in September 2017, when the index reached a low of 4.7.

National overview

Housing affordability has improved slightly, with the average house value easing from 6.0 times household incomes in the year to June 2025, to 5.8 times in the year to June 2026. This marks the most affordable housing since 2016. This improvement in affordability was driven by a 3.7% increase in household incomes, and a 0.3%pa fall in house values.

First Home Loan purchases

Figure 43. Annual change in First Home Loan purchases

Annual average % change June 2025 - June 2026, First Home Loan purchases

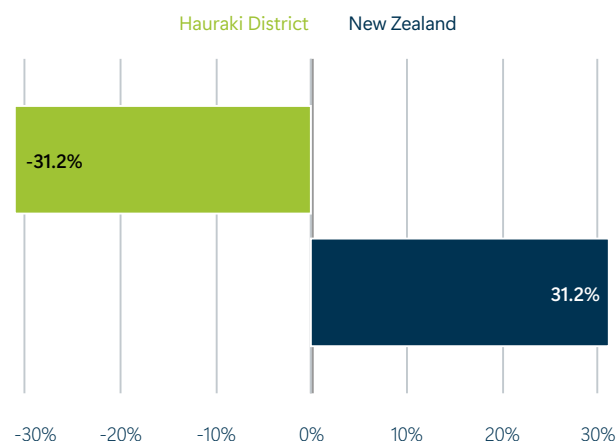
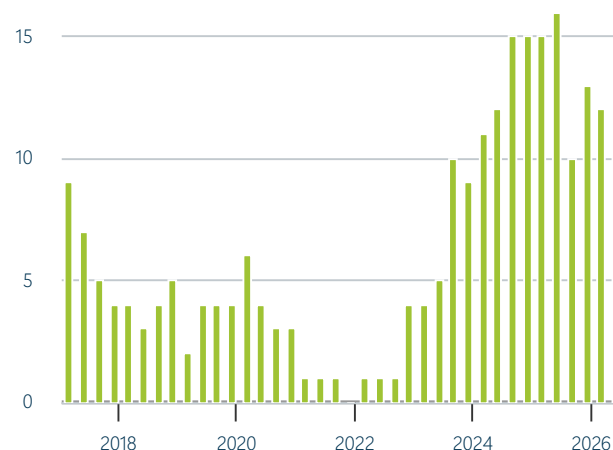


Figure 44. First Home Loan purchases

Annual number First Home Loan purchases, Hauraki District



Highlights

- Purchases using the Kainga Ora First Home Loan scheme in Hauraki District decreased by 31.2% in the year to June 2026, compared to a year earlier. This compares with an increase of 31.2% in New Zealand.
- A total of 11 properties were purchased using the Kainga Ora First Home Loan scheme in Hauraki District in the 12 months ending June 2026. This compares with the ten year annual average of 6.

National overview

First Home Loans accounted for 5.1% of all house sales in the year to June 2026. Purchases using First Home Loans rose 31% in the year to June 2026, to an annual total of 4,049, the highest level on record.

First Home Loans counts the number of purchases made using Kainga Ora's First Home Loan scheme. First Home Loans have stricter eligibility criteria than First Home Grants, so represent a smaller, and different, portion of first home buyer activity.

27 JUNE 2026 QUARTERLY ECONOMIC MONITOR: HAURAKI DISTRICT

Residential rents

Figure 45. Annual change in residential rents

Annual average % change June 2025 - June 2026

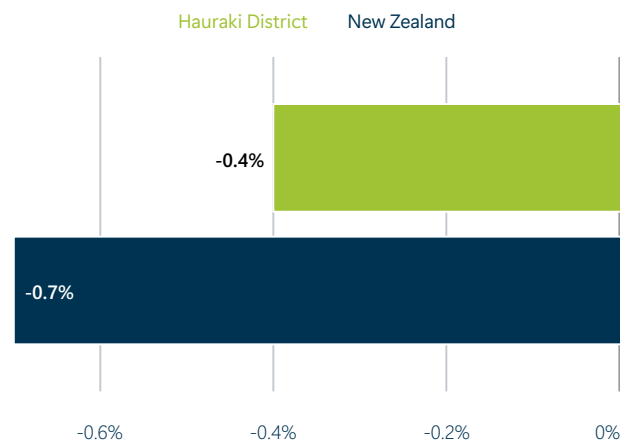
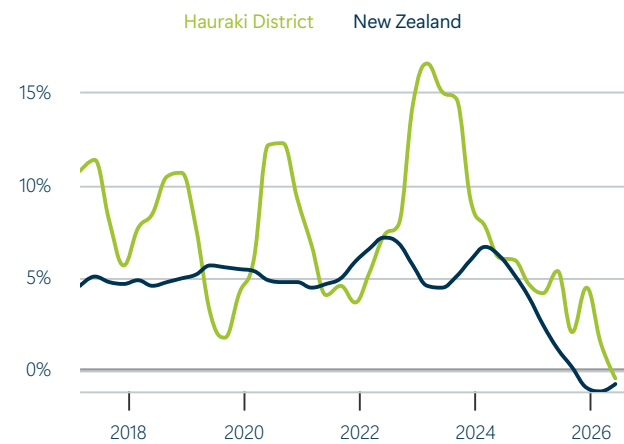


Figure 46. Residential rents growth

Annual average % change



Highlights

- The average residential rent in Hauraki District was down 0.4% in the year to June 2026, compared to a year earlier. The decline was not as low as in New Zealand (0.7%).
- The average residential rent in Hauraki District was \$527 in the year to June 2026. This compares to \$565 in New Zealand.
- Annual growth of residential rents in Hauraki District peaked at 16.6% in the year to March 2023.

National overview

Residential rents declined over the past year, declining 0.7% in the year to June 2026, before recovering 0.7%pa in the June 2026 quarter.

Rental affordability

Figure 47. Rental affordability

Rents as % of household income, year to June 2026

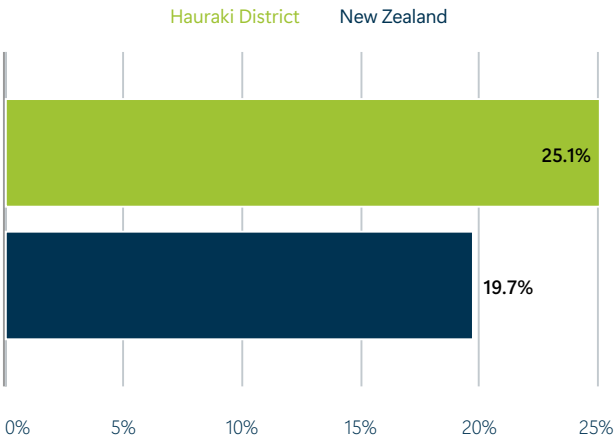
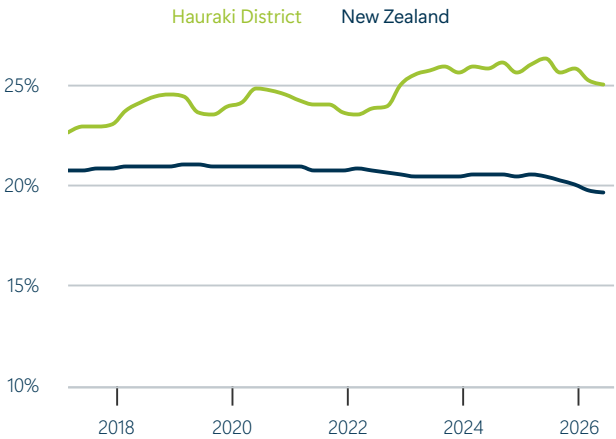


Figure 48. Rental affordability

Rents as % of household income, annual average



Highlights

- Renting in Hauraki District (25.1%) was less affordable than in New Zealand (19.7%) in the year to June 2026, based on the ratio of mean rents to mean household incomes.
- Rental affordability in Hauraki District improved on average between June 2025 and June 2026. Rental affordability has improved in New Zealand over the same period.
- During the last ten years, renting in Hauraki District was most affordable in March 2017, when the index reached a low of 22.7%.

National overview

Rising incomes and falling rents have both contributed to improved rental affordability. Residential rents fell 0.7% in the year to June 2026, and household incomes are estimated to have grown 3.7%. Rents have eased as share of income, from 20.5% over the year to June 2025 to 19.7% over the year to June 2026.

29 JUNE 2026 QUARTERLY ECONOMIC MONITOR: HAURAKI DISTRICT

Emergency housing grants

Figure 49. Households in emergency housing

Annual average % change June 2025 - June 2026

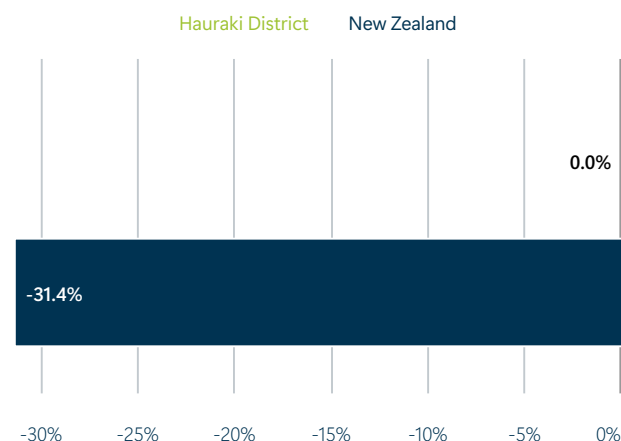
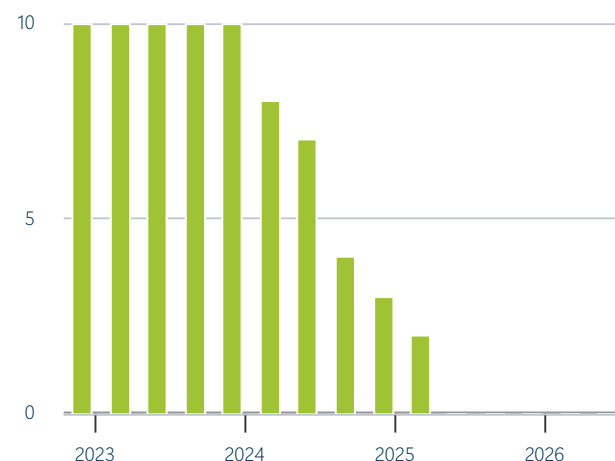


Figure 50. Households in emergency housing

Annual average, Hauraki District



Highlights

- The number of households in emergency housing in Hauraki District was unchanged in the year to June 2026, compared to a year earlier. This compares with a decrease of 31.4% in New Zealand.
- An average of 0 households were in emergency housing in Hauraki District in the 12 months ending June 2026. This compares with the five year annual average of 4.

National overview

The number of households in emergency housing fell 31% in the year to June 2026, reflecting a focus of the National-led government to reduce reliance on emergency housing. The outcome for people declined emergency housing isn't clear, as it's not effectively tracked by the government.

Over the year to June 2026, there were 385 households in emergency housing on average, a fraction of the 19,439 households on the housing register, the wait list for public housing.

Housing register applicants

Figure 51. Annual change in housing register applicants

Annual average % change June 2025 - June 2026

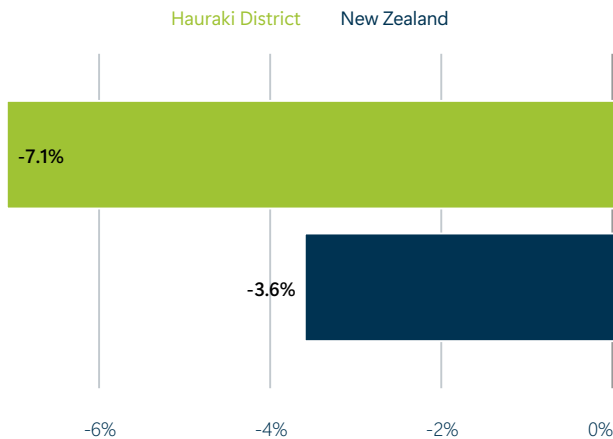
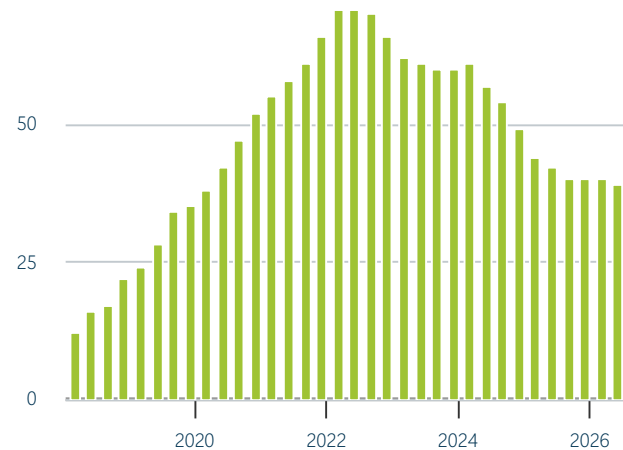


Figure 52. Housing register applicants

Annual average, Hauraki District



Highlights

- The number of applicants on the housing register in Hauraki District decreased by 7.1% in the year to June 2026, compared to a year earlier. This compares with a decrease of 3.6% in New Zealand.
- An average of 39 applicants were on the housing register in Hauraki District in the 12 months ending June 2026. This compares with the nine year annual average of 46.

National overview

Housing register applicants fell 3.6% in the year to June 2026, bringing the annual average register applicants to 19,400. The number of applicants fell 22% between March 2024 and June 2025, but has since stabilised at just under 20,000.

The housing register, often referred to as the public housing waiting list, counts applicants who are not currently in public housing, who have been assessed as eligible for public housing and who are ready to be matched to a suitable property. These applicants could be living in emergency housing, unaffordable private rentals, or other insecure arrangements.

31 JUNE 2026 QUARTERLY ECONOMIC MONITOR: HAURAKI DISTRICT

Public housing stock

Figure 53. Public housing stock

Annual average % change June 2025 - June 2026

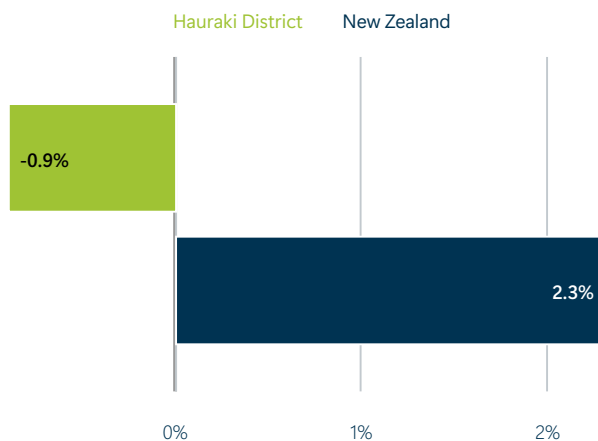
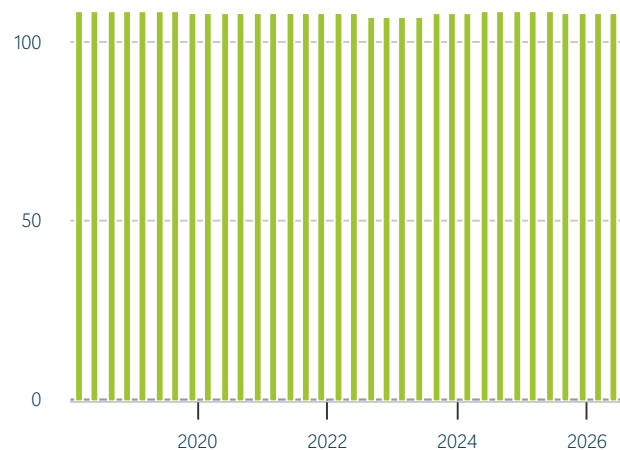


Figure 54. Public housing stock

Annual average, Hauraki District



Highlights

- The number of public houses in Hauraki District in the year to June 2026 decreased by 0.9% compared to a year earlier. The decline was greater than in New Zealand (2.3% growth).
- There were an average of 108 public houses in Hauraki District in the 12 months ending June 2026. This compares with the nine year annual average of 108.

National overview

Public housing stock grew 2.3% in the year to June 2026, with a net 1,900 public houses added in the past year, down from a 4,600 increase in the year to June 2026. There were 87,900 public houses on average in the year to June 2026.

Public housing includes properties that are owned or leased by Kāinga Ora and other registered Community Housing Providers (CHPs) that can be tenanted by people who are eligible for public housing. The totals presented include both occupied and vacant houses. Public housing was previously referred to as social housing.

Social indicators

Overview

Table 4. Overview of social indicators

Indicator	Hauraki District	Waikato Region	New Zealand
School attendance  	51.8% 	55.7% 	58.7% 
Gaming machine profits 	-2.5% 	+2.2% 	+1.2% 
Crime rate 	209 	245 	214 
Health enrolments	+0.8% 	+1.5% 	+0.9% 
Other benefit recipients	+3.0% 	+3.3% 	+3.2% 

 Data up to the March 2026 quarter.

All measures are annual average percentage changes unless:

 Levels

33 JUNE 2026 QUARTERLY ECONOMIC MONITOR: HAURAKI DISTRICT

School attendance

Figure 55. School attendance

% of school students attending greater than 90% of classes, annual average to March 2026

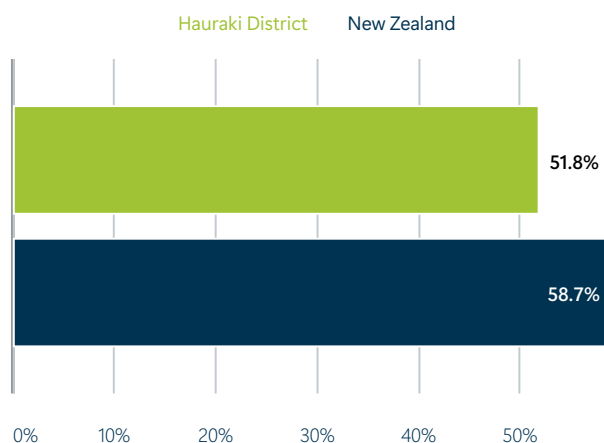
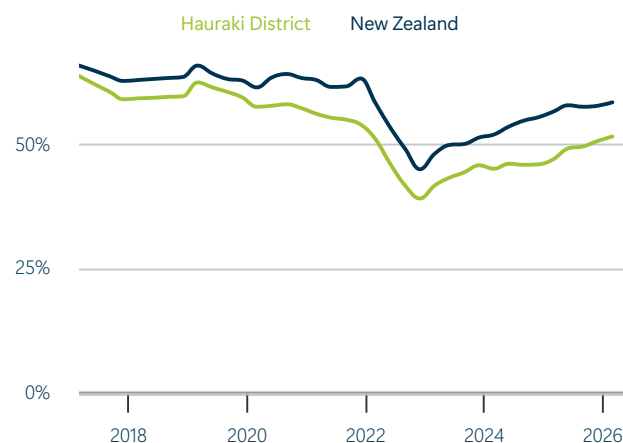


Figure 56. School attendance

% of school students attending greater than 90% of classes, annual average



Highlights

- The annual average school attendance rate in Hauraki District was 51.8% in the year to March 2026, up from 47.2% in the previous 12 months.
- In the year to March 2026, the annual average school attendance rate in Hauraki District was lower than in New Zealand (58.7%).
- Over the last ten years the annual average school attendance rate in Hauraki District reached a peak of 64.0% in March 2017.
- *Please note that school attendance is not yet available for the year to June 2026. Data for the year to March 2026 is displayed instead.*

National overview

School attendance has continued to improve, albeit at a marginal rate, and still well below previous highs. In the year to March 2026, 58.7% of school students attended greater than 90% of their classes, up from 56.8% in the year to March 2025, but below a peak of 66.1% in 2019.

Gaming machine profits

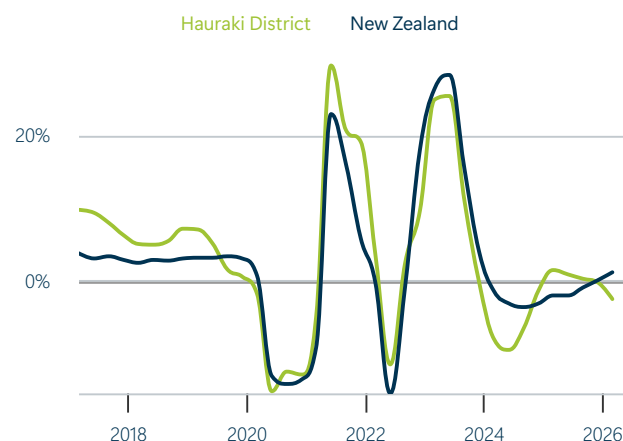
Figure 57. Gaming machine profits

Annual level, Hauraki District



Figure 58. Gaming machine profits

Annual average % change



Highlights

- Gaming machine profits in Hauraki District decreased by 2.5% over the year to March 2026, compared to a year earlier. This compares with an increase of 1.2% in New Zealand.
- Gaming machine profits in Hauraki District totalled \$5.82 million in the year to March 2026.
- Annual gaming machine profit growth in Hauraki District peaked at 29.7% in the year to June 2021.
- *Please note that gaming machine profits is not yet available for the year to June 2026. Data for the year to March 2026 is displayed instead.*

National overview

Gaming machine profits increased 1.2% in the year to March 2026, the strongest increase since 2023. By comparison, Marketview card spending fell 0.3% over the same period, showing that pokie machine activity is recovering earlier than broader consumer spending.

Gaming machine profits measure the profits from pokie machines in pubs – which effectively measures the amount of money taken out of communities, before considering what is returned in the form of community grants. Gambling reflects a combination of structural socioeconomic factors and current economic conditions.

35 JUNE 2026 QUARTERLY ECONOMIC MONITOR: HAURAKI DISTRICT

Crime rate

Figure 59. Crime rate

Criminal proceedings per 10,000 residents, annual average to June 2026

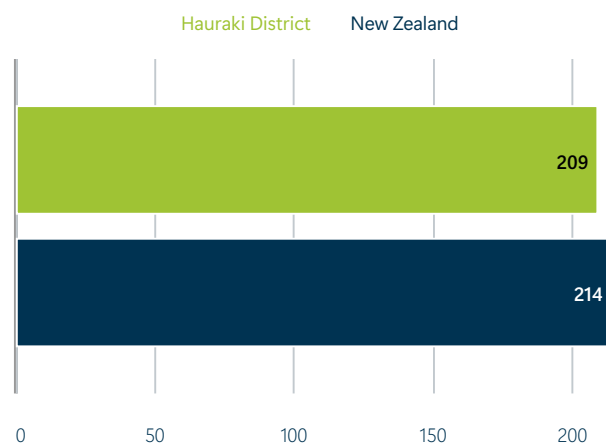
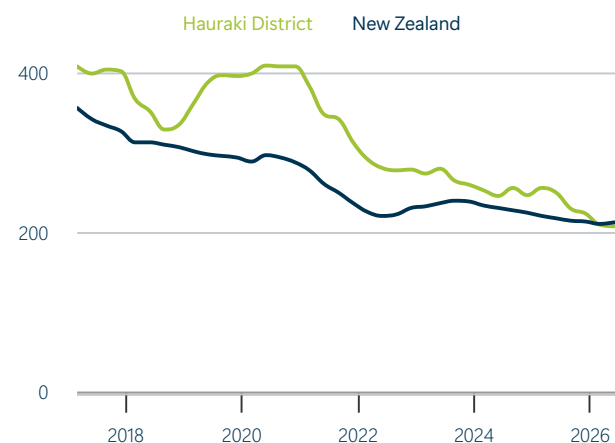


Figure 60. Crime rate

Criminal proceedings per 10,000 residents, annual average



Highlights

- The crime rate in Hauraki District was 209 (per 10,000 residents) in the year to June 2026, down from 251 in the previous 12 months.
- In the year to June 2026, the crime rate in Hauraki District was lower than in New Zealand (214).
- Over the last ten years the annual average crime rate in Hauraki District reached a peak of 410 in June 2020.

National overview

New Zealand's crime rate has flattened off, after a nearly three-year period of decline. There were 214 criminal proceedings per 10,000 people in the year to June 2026.

Over the past year, theft offences have increased 14%, offsetting large declines in drug offences (-13%), offences against justice procedures and orders (including breaches of bail) (-7.5%).

Health enrolments

Figure 61. Annual change in health enrolments

Annual average % change June 2025 - June 2026

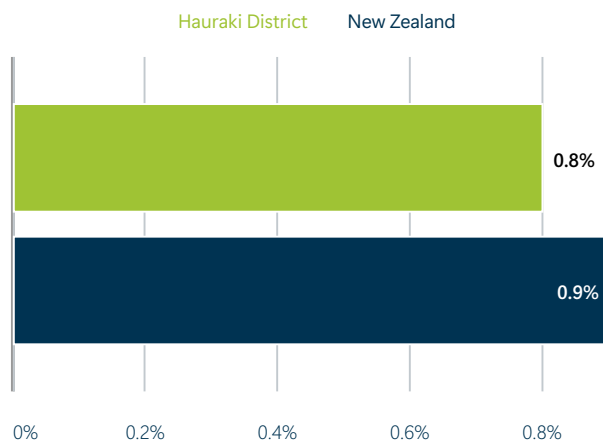
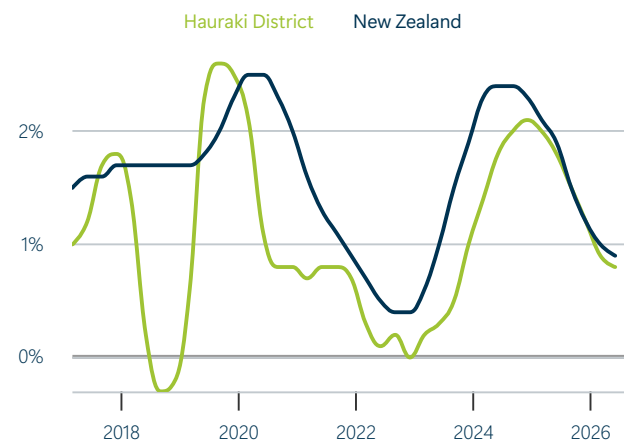


Figure 62. Health enrolments

Annual average % change



Highlights

- The number of people enrolled with a primary health organisation in Hauraki District in the year to June 2026 increased by 0.8% compared to a year earlier. Growth was lower than in New Zealand (0.9%).
- An average of 21,275 people were enrolled with primary healthcare providers in Hauraki District in the 12 months ending June 2026. This compares with the ten year annual average of 20,281.

National overview

Health enrolment growth continues to slow, with growth of 0.9%pa in the year to June 2026, down from 1.9%pa in the year to June 2025. Health enrolments serve as a timely indicator for regional population growth.

Stats NZ's national population estimates show growth of 0.7%pa in the year to March 2026. Quarterly growth did pick up slightly from 0.7%pa in the December 2025 quarter to 0.8%pa in the March 2026 quarter, as net migration lifted to 24,200 from 16,500. With a weak labour market, we don't expect net migration, or population growth, to accelerate in the coming year.

37 JUNE 2026 QUARTERLY ECONOMIC MONITOR: HAURAKI DISTRICT

Other benefit recipients

Figure 63. Annual change in other benefit recipients

Annual average % change June 2025 - June 2026

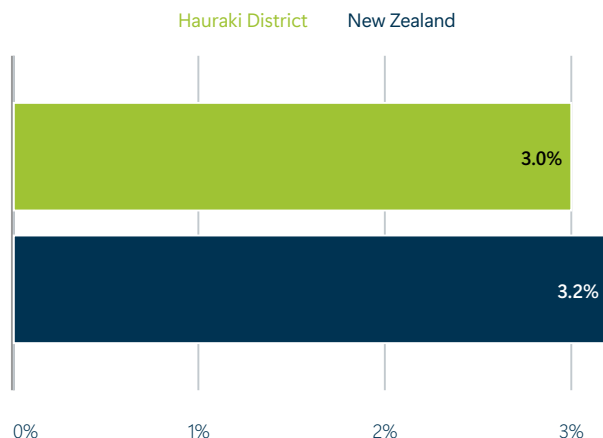
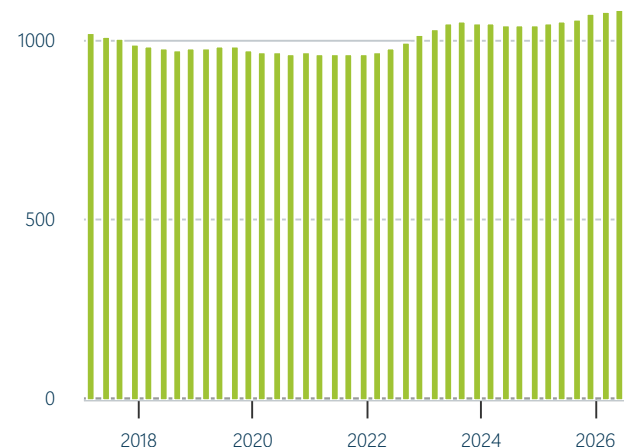


Figure 64. Other benefit recipients

Annual average, Hauraki District



Highlights

- Other benefits recipients (including Sole Parent Support and Supported Living Payment) in Hauraki District in the year to June 2026 increased by 3% compared to a year earlier. Growth was lower than in New Zealand (3.2%).
- An average of 1,090 people were receiving an other benefit (including Sole Parent Support and Supported Living Payment) in Hauraki District in the 12 months ending June 2026. This compares with the ten year annual average of 1,013.

National overview

Other benefit recipients (including Sole Parent Support and Supported Living Payment) rose 3.2% in the year to June 2026, having increased at a fairly steady rate for the past five years.

Most of the recent increase in other benefits has been driven by supported living payment recipients, which make up the majority of other benefits, rising 3.3%. There has also been a notable increase, though with much smaller numbers, of emergency benefits (up 8.6%) and student hardship benefits (up 17%).

Technical notes

Building consents

Building consents data is sourced from Stats NZ. The number of residential consents issued for new dwellings is the measure for residential consents. For non-residential consents, the measure is the value of both new buildings and alterations.

Business counts

This data is from Business Count Indicators (BCI) from Statistics New Zealand. It is a series based on a monthly count of geographic units as at the end of each month, mostly sourced from administrative data. Geographic units represent a business location engaged in one, or predominantly one, kind of economic activity at a single physical site or base (eg a factory, a farm, a shop, an office, etc).

The business counts data is different from the annually published Business Demography Statistics.

This series is limited to economically significant enterprises. It can be an individual, private-sector and public-sector enterprises that are engaged in the production of goods and services in New Zealand. These enterprises are maintained on the Statistics NZ Business Register, which generally includes all employing units and those enterprises with GST turnover greater than \$30,000 per year.

Calculating changes

We use several different calculations to calculate change in the indicators used in the Quarterly Economic Monitor.

- Annual average percentage change: Annual average percentage change compares average values over the past year with those in the prior year. For example, the change from the year ending March last year to the year ending March this year.
- Annual percentage change: Annual percentage change compares the value this quarter to the value in the same quarter last year. For example, the change from March quarter last year to March quarter this year.
- Levels: In the case of levels, such as unemployment rate, we do not calculate the change in level – we simply show the latest level value.

Consumer spending

The consumer spending data is sourced from Marketview. It measures total electronic card spending at 'bricks + mortar' retailers using a combination of spending through the Paymark network and modelled estimates at non-Paymark retailers. For further breakdown of the data by storetype and other variables contact Marketview.

Crime

The crude crime rate is calculated as the number of crimes committed and recorded (offender proceedings) in an area per 10,000 residents. Crime counts are sourced from the New Zealand Police. Population data is sourced from Stats NZ and Infometrics own population projections (for the most recent quarters).

The data available at a detailed level only included reported crime and does not provide a dimension of how safe people feel. However, higher crime is an obvious proxy for unreported crime (more reported crime would seem to imply a higher overall crime burden), and more crime would logically see people feel less safe.

Dairy

Dairy data has been sourced from the *New Zealand Dairy Statistics*, a publication jointly produced by DairyNZ and LIC, as well as calculations made by Infometrics. The data accords to dairy seasons, which run from June to May. Total dairy payouts in each territorial authority have been calculated by Infometrics by utilising milk solids production in conjunction with Fonterra's farmgate milk price (excluding dividends) from the dairy season in question. For the current season, Infometrics calculates a payout forecast using our own expectation of the farmgate milk price and the assumption that milk solids production continues running at the same level as the last 12 months.

39 JUNE 2026 QUARTERLY ECONOMIC MONITOR: HAURAKI DISTRICT**Emergency housing**

Emergency housing measures the number of households living in emergency housing at the end of each quarter. This is recorded based on data from the Ministry of Social Development (MSD) on the number of emergency housing special needs grants (EH SNG) issued for individuals and families staying in short-term accommodation such as motels if they are temporarily unable to access a contracted transitional housing place or private rental.

Please note that some publications, such as the Ministry of Housing and Urban Development's Public housing regional factsheets, report the number of emergency housing grants issued. This number is generally much higher than the number of households living in emergency housing, as the grants have to be renewed every few weeks. For example, a household living in emergency housing continuously through a quarter would receive several grants during that time. We present the number of households as this better reflects the ongoing use of emergency housing.

Employment (place of residence)

Employment is measured as the number of filled employee jobs and excludes self-employed workers. The series is based on the place of residence of employed people rather than the location of their workplace. As a result, it reflects employment outcomes for an area's residents, which may differ from employment trends within local businesses, particularly in areas with significant commuting flows. Data from 2019 onwards is sourced from Stats NZ's Monthly Employment Indicator (MEI). Historical estimates back to 2000 are derived by backcasting the MEI series using trends from Linked Employer-Employee Data (LEED).

First Home Loan purchases

First Home Loan purchases are measured using data from Kainga Ora on the number of properties bought (settled) using a Kainga Ora First Home Loan. First Home Loans are low-deposit (as low as 5%) home loans underwritten by Kainga Ora and issued through trading banks. First Home Loans were previously known as Welcome Home Loans. First Home Loans have additional eligibility criteria including a maximum income, and carry a 0.5% insurance premium to cover risks associated with such a low deposit. The uptake of First Home Loans varies by area, but changes in the number of purchases using the scheme serve as a useful indicator of changes in first home buyer activity.

First Home Loan purchases were introduced in the September 2024 Quarterly Economic Monitor to replace First Home Grants, which were closed to new applications in May 2024.

Gaming machine profits

Gambling activity is estimated using gaming machine profits (GMP) data published by the Department of Internal Affairs. This GMP data is based on Class 4 gambling which represents electronic gaming machines, commonly known as 'pokies', located in venues such as pubs and clubs. This excludes all sports betting and casino-based gaming. GMP represents money spent by gamblers which is not returned to gamblers in the form of winnings. A minimum of 40% of GMP are required by law to go back to the community in the form of grants.

Data for South Taranaki District, Stratford District, Kaikoura District, Hurunui District and Central Hawke's Bay District is not available separately from DIA. From December 2024, Hastings District contains data from one venue in Central Hawke's Bay District.

JUNE 2026 QUARTERLY ECONOMIC MONITOR: HAURAKI DISTRICT 40

Greenhouse gas emissions

Greenhouse gas emission estimates are modelled using Stats NZ emissions estimates for industries and regions, coupled with Infometrics estimates of GDP and employment.

Stats NZ's emissions estimates are produced using the System of Environmental-Economic Accounts (SEEA) framework, designed to align greenhouse gas (GHG) emissions data to economic indicators such as GDP. These are production-based emissions of greenhouse gas emissions for ANZSIC industries and households. Emissions are expressed in carbon dioxide equivalents (CO₂-e), which are the emissions of greenhouse gases weighted by their 100-year global warming potential.

Using a production-based approach means that emissions associated with consumption are not accounted for. For example, the emissions associated with burning coal for home heating will accrue to the area in which the coal is burnt. However, the emissions associated with burning coal to generate electricity accrue to the area with the power station, not the area which uses the resulting electricity to heat their homes.

Gross domestic product

GDP for each territorial authority (TA) is estimated by Infometrics. A top-down approach breaks national production-based GDP for each industry (published by Stats NZ) down to TA level by applying TA shares to the national total. Each TA's share of industry output is based on the share of employment measured in the Infometrics Regional Industry Employment Model (RIOM). The model draws on Monthly Employment Indicators for wage earners and Annual LEED for self-employment.

Infometrics GDP estimates are broadly benchmarked on regional GDP published by Stats NZ which ensures we capture differences in regional industry productivity and changes in productivity over time.

Over the COVID period we incorporate Infometrics' estimates of the proportions of industries in each territorial authority which were able to operate under each COVID-19 alert level to capture the economic impacts of the pandemic.

Guest nights

The number of guest nights is sourced from the Accommodation Data Programme, which is funded by the Ministry of Business, Innovation and Employment (MBIE) and managed by Fresh Info. A guest night is equivalent to one guest spending one night at an establishment. For example, a motel with 15 guests spending two nights would report that they had provided 30 guest nights

Health enrolments

Health enrolments are sourced from the Ministry of Health. They record the number of people in each area who are enrolled with a Primary Health Organisation (PHO). Enrolment is voluntary, but most New Zealanders enrol at a general practice for health reasons and for the benefits of enrolment, such as cheaper doctors' visits and reduced costs of prescription medicines. Health enrolments are attributed to territorial authorities based on the residential address of patients, regardless of where their general practice is located.

The Ministry of Health changed how health enrolments were coded to areas in 2023, which caused a break in the series between the June 2023 and September 2023 quarter. We have undertaken modelling to combine the series over this period.

House sales

The number of house sales is sourced from REINZ. The indicator measures the number of house sales at the point when the sale becomes unconditional. The unconditional date is the date when all the terms of an agreement have been satisfied and the sale and purchase can proceed to settlement.

41 JUNE 2026 QUARTERLY ECONOMIC MONITOR: HAURAKI DISTRICT

House values

House values (dollar value) are based on Cotality's Hedonic Home Value Index, the previous Cotality SPAR Index, and the Cotality/CoreLogic/QV/Valuations New Zealand long-term quality adjusted House Price Index. This index assesses the market value of all housing stock (not just properties sold) based on analysis of recent house sales and the characteristics on properties in the area. The level presented is the quarterly average house value of all properties in the area for the quarter in question.

Household income

In 2024 we revised our methodology for estimating household incomes to incorporate new data sources. Previously we relied heavily on Stats NZ's LEED-Annual for historical income estimates, however, we have since uncovered a number of issues with how regional incomes are distributed to territorial authorities within some regions.

Previously, we eschewed Census data, due to its tendency to under-report incomes, due to challenge of accurately recollecting incomes when filling out a Census form. Stats NZ have started producing the Administrative Population Census (APC) which draws upon tax data to more completely record incomes, partially overcoming the problem of Census data. In light of the issues with LEED-Annual at a territorial authority level, we now use APC data to indicate each territorial authority's share of regional income. The APC still underestimates incomes, but is a reliable indicator of relative incomes.

These changes have resulted in historical revisions of our household income and housing affordability estimates for many areas, however, we expect future revisions to be minimal. We always recommend that you download a complete time series if looking to compare changes over time.

Housing affordability

Housing affordability is measured by comparing average current house values from CoreLogic with Infometrics' estimate of annual average household income. Household incomes are a better measure for housing affordability than individual incomes as it reflects the true ability of a household to afford housing. We present a ratio of average house values to average household incomes. A higher ratio, therefore, suggests that average houses cost a greater multiple of typical incomes, which indicates lower housing affordability.

Housing register applicants

The housing register counts applicants who are not currently in public housing, who have been assessed as eligible for public housing and who are ready to be matched to a suitable property. This is often referred to as the public housing waiting list. Public housing was previously referred to as social housing.

Data is sourced from the Ministry of Social Development (MSD) and are shown as the average number of applicants. One applicant could represent a single person, couple or family looking for housing. Applicants could be living in emergency housing, unaffordable private rentals, or other insecure arrangements such as couch-surfing or rough-sleeping.

Jobseeker Support recipients

In July 2013 the New Zealand's welfare system changed to better recognise and support people's work potential. As part of this the Jobseekers Support benefit was introduced. This benefit is for people who can usually look or prepare for work but also includes people who can only work part-time or can't work at the moment, for example, because they have a health condition, injury or disability.

Data presented for the September 2013 quarter onwards is provided by the Ministry of Social Development (MSD). Data prior to September 2013 are Infometrics estimates based on re-grouping pre-July 2013 benefit categories to be consistent with the post-July 2013 benefit categories. The pre-July 2013 benefit categories used to estimate the number of Jobseekers Support recipients are: Unemployment Benefit and Unemployment Benefit Hardship; Unemployment Benefit Training and Unemployment Benefit Hardship Training; Sickness Benefit and Sickness Benefit Hardship; Domestic Purposes Benefit - Sole Parent (if youngest child is 14 or over); Women Alone and Widow's Benefit (without children or with children 14 or over)

NEET

NEET rates measure the proportion of young people aged 15-24 that are not in education, employment or training.

Infometrics estimates NEET rates by territorial authority. The following datasets are used in to estimate territorial authority NEET rates: Stats NZ's Household Labour Force Survey (HLFS), Census data, Jobseeker Support recipients by age, and transient secondary school student numbers.

Territorial authority estimates are benchmarked on annual average regional NEET rates from the HLFS, which at this level of disaggregation can be volatile from year to year. Large year-to-year changes are likely to be partially caused by sampling errors in the HLFS, rather than actual fundamental shifts in NEET rates. As the HLFS is the official measure of youth NEET in NZ, we benchmark our data to align with published NEET rates.

Other benefits

Other benefits include Sole Parent Support, Supported Living and other residual main benefits (excluding Jobseeker Support). Data is sourced from the Ministry of Social Development (MSD) and are shown as the average number of beneficiaries in each benefit category across each quarter for the current year. Further details of the benefit categories can be found on MSD's website.

Public housing stock

Public housing includes properties that are owned or leased by Kāinga Ora and other registered Community Housing Providers (CHPs) that can be tenanted by people who are eligible for public housing. The totals presented include both occupied and vacant houses. Public housing was previously referred to as social housing. This data is sourced from the Ministry of Housing and Urban Development.

Real estate listings

Real estate listings measure the number of new listings for residential dwellings on realestate.co.nz. It is based on the number of listings added each quarter or year.

Rental affordability

Rental affordability is measured by comparing average annualised rents from CoreLogic with Infometrics' estimate of annual average household income. Household incomes are a better measure for housing affordability than individual incomes as it reflects the true ability of a household to afford housing. We present a ratio of an annual ratio of average rent to average household incomes. A higher ratio, therefore, suggests that average rents cost a greater multiple of typical incomes, which indicates lower rental affordability.

Residential rents

Residential rents (\$ per week) are sourced from monthly data provided by MBIE and averaged across each quarter or year using weighted geometric means. Rental data pertains to averages from data collected when bonds are lodged and does not control for specifications of the home (eg. size, number of bedrooms, age of home, etc).

School attendance

School attendance is presented as the percentage of school students who attend greater than 90% of their classes. This includes students at primary, intermediate and secondary schools. Some individual students have legitimate absences which bring their attendance to below 90%, but are still counted in this measure as the aim is to reflect overall trends in school attendance. This should not be taken as a proxy for truancy however.

The Ministry of Education provides attendance data on a school term basis. We have apportioned Terms 1, 2, 3 and 4 to the March, June, September and December quarters respectively.

Tourism expenditure

Tourism Expenditure is based on MBIE's monthly regional tourism estimates (MRTes). The MRTes are based on electronic card transaction data, calibrated to be consistent with national tourism expenditure data shown in Stats NZ's Tourism Satellite Account. This calibration takes into consideration the International Visitor Survey, so that differences in propensities to use cards versus cash for visitors from various countries of origin are accounted for.

43 JUNE 2026 QUARTERLY ECONOMIC MONITOR: HAURAKI DISTRICT

Traffic flow

Traffic flow growth rates are calculated from the number of vehicles passing approximately 110 sites monitored by New Zealand Transport Agency. Each territorial authority has been mapped to one or more sites. Traffic flow is presented as an index, with a base of 100 in September 2012 for each area.

From October 2022 until September 2024, there was a substantial level of non-reporting of traffic sites, forcing Infometrics to interpolate a high proportion of traffic activity based on adjacent reporting sites, or reporting sites that usually had a similar trend to a non-reporting site. Data over this period should be treated with caution.

Unemployment rate

Regional level unemployment rates are sourced from Stats NZ's Household Labour Force Survey. Trends in the number of Jobseekers are used to break down regional unemployment rates to TA levels. The TA level unemployment rates are benchmarked on census following the release of each census. To reduce volatility the unemployment rate is presented as an average for the last four quarters.

Vehicle sales

Car and commercial vehicle sales data are sourced from New Zealand Transport Authority. Sales are based on new registrations which include the first time registration of new vehicles and used vehicles imported from overseas. Electric vehicle registrations are based on new sales of battery electric cars (excluding hybrid, plug-in hybrid or fuel cell cars).

FOR INFORMATION NGĀ MŌHIOTANGA



To Mayor and Councillors

Author John McIver
Community Growth Manager

Meeting date 13 October 2026

File reference Document: 4181815
Appendix A: 4181816 – Manaaki Toiora Action Plan

Subject **Manaaki Toiora Strategy Action Plan Update**

1 TE WHAIKUPU | RECOMMENDATIONS

THAT Council

- a) Receives the report titled Manaaki Toiora Strategy Action Plan Update, (document number 4181815).

2 TE ARONGA | PURPOSE

The purpose of this report is to provide Council with an update on the actions within the Manaaki Toiora Strategy Action Plan.

3 WHAKAPAPA | BACKGROUND and CONTEXT

The Manaaki Toiora Strategy was adopted in February 2022. Staff have developed this action plan using the key priority areas from the Strategy.

The priority areas for reporting are detailed in the first four pages of Appendix A followed by the full Action Plan.

4 WHAKAPAI | APPROVAL

Prepared by	John McIver Community Growth Manager
Reviewed by	John McIver Community Growth Manager
Approved by	Peter Thom Group Manager – Community Development & Regulatory

	MANAAKI TOIORA ACTION PLAN	Priority	Timeframe	Budget	Status Update	Comments	
	M-3416719						
	WELL HOUSED PEOPLE						
	DELIVERING ELDERLY PERSONS HOUSING						
1	Report to the Council on the options re affordability for building more units and options for ownership model. One option is to build more elderly persons housing in Paeroa and Waihi, this will extend the elderly persons housing stock.	Priority			On Track	NO CHANGE 13/08/2025 Outcome of the working party meeting: Explore a partnership with Habitat for Humanity with a similar structure to the one they have with Waipa. One of the benefits of this relationship would include being able to charge a market related rental. The vacant sections in Paeroa and Waihi would be the area that were developed first.	
1	WARM AND HEALTHY HOMES - Alongside central government and other partners, e.g. the Waikato Regional Housing Initiative and Waikato District Health Board, continue to support initiatives for warm and healthy homes.	Priority			On Track	NO CHANGE 13/08/2025 CPC RPT Considerable work completed on insulating Māori houses. 95% of all Māori owned houses now have insulation (Top and Bottom).	
1	Produce communications about home insulation programs and on how to keep homes healthy each year before winter sets in.	Priority		\$3K currently in annual MT budgets for this	On Track	UPDATE 21/09/26 Printed collateral is available in all service centres and libraries. Increase in targeted comms has led to increased uptake in the program to expend grant funds.	
1	ECCA provides grants for insulation and heat pumps/efficient wood or pellet burners. Providing some or all of the remainder of the grant for those who can't afford it. For remaining % of home insulation grant.	Priority		Currently in MT budget \$12,300 : \$300 ea 41 homes p.a.	On Track	UPDATE 21/09/26 As of 30 June 2026, a total of 49 homes have been insulated through the programme since July 2025 (9 since May), expending \$21,530.10 of our \$24.6K. With \$12,300 for the 26/27 year, we expect a further 20-25 homes to be completed during this period.	
	BUSINESS ATTRACTION						
1	Continue to advocate to central government and other agencies for infrastructure that's needed for people to do business and work from home e.g. better rural internet connectivity.	Priority				Ref: 13/08/2025 CPC rpt	

1	Provide free Wi-Fi in other towns (e.g. Kerepēhi/Tūrua/ Waikino/ anywhere else?) to support those currently without internet at home.	Priority	Post-elections	\$3,478.47 PAE \$2,487.91 PLA \$6,831.73 WAI	On Hold	NO CHANGE 13/08/2025 CPC rpt Staff will look at doing viability surveys with the communities as to whether wifi is required in these communities. This will be following with a report to Council post-election for allocation of budget if required. No evidence of need	
1	Support local business through communications and events, e.g. LoveHauraki as a promotional tool for our district.	Priority			On Hold		
1	Review how we promote the district to new businesses and identify collaboration opportunities	Priority		Budget not identified yet. Likely largely staff time	On Track	UPDATE 13/08/2025 CPC RPT The project is currently in the initial scoping phase by staff.	
	HEALTHY PEOPLE						
1	Facilitate meetings of social service providers, such as Better Futures Hauraki, to assist with the sharing of knowledge, issue identification and coordination of projects.	Priority				Refer 13/08/2025 CPC rpt	
1	Set-up times for Better Futures Hauraki meetings, facilitate development of Terms Of Reference.	Priority	ongoing	staff time	On Track	UPDATE 21/09/26 A meeting of the Forum was held on Thursday the 20th of August, with 16 in attendance from social agencies across Hauraki. - Staff are developing a community network and meetings matrix to identify gaps, duplication, and opportunities for collaboration, while also working with local providers to strengthen existing community information platforms such as the Hauraki CAB directory. - Concerns were also raised about the forum's purpose and effectiveness. Staff and elected members are reviewing its role to ensure it remains relevant and valuable, with a survey planned to gather	
1	Engage with Better Futures Hauraki on other priority areas from Strategy as and when needed.	Priority	ongoing	staff time	On Track	NO CHANGE Will be engaging with these groups at the BFH meetings. They are also part of the MT newsletter database.	
1	Engage with Better Futures Hauraki on key health related policy/ strategy.	Priority	ongoing	staff time	On Track	NO CHANGE Done as required.	
1	We'll continue to provide parks, reserves and facilities to support people's health. We'll support the development of cycleways that link to the Hauraki Rail Trail.	Priority					

1	Development of walking and cycling networks	Priority	Ongoing Placemaking projects due for prioritisation are: Kerepēhi - Green Link Connection Kerepēhi - Awa Link Ngātea - Stopbank Walkway Ngātea - Link the Loop Paeroa - Local Cycle Loops	TBD	Off Track but Under Control	NO CHANGE 13/08/2025 CPC RPT To be considered as part of community placemaking work refer vibrant and creative spaces actions.	PLACEMAKING
	VIBRANT CREATIVE SPACES						
1	Undertake collaborative placemaking. Partner with iwi/Māori and work with local communities, and arts collectives to identify opportunities and where the greatest needs are e.g. via a public space experience audit. Then imagine how things can be different, discover the places strengths and weaknesses, design things that matter to people, activate (do it), adapt (if needed).	Priority	Currently on hold with GM - Service Delivery.		On Hold	UPDATE AUG2026 Community led projects are happening with no clear connecting to the placemaking plan. Other projects are going ahead without further community engagement or cross team collaboration. Outside of budgeted projects staff are working on Paeroa town centre lighting, murals and planting the maunga [Larn]. UPDATE 13/08/2025CPC rpt eg Wharf Street - incorporating art & design. This is at a smaller design level than a 'blue print' or 'community plan' level. It could apply to a reserve or a corner in town. Partner with iwi being the key word. Have 3 planned hui in Feb/March 2025 to discuss iwi aspirations regarding Place Making and what that looks like from a Māori perspective	PLACEMAKING
1	Plan Your Place - Paeroa, Ngātea and Kerepēhi (ties in with streetscape work planned for Wharf and Willoughby Streets and other initiatives).	Priority	Ongoing		On Track	UPDATE 13AUG2025.rpt CPC Placemaking Plans planting pallets for Kerepehi, Ngatea, and Paeroa to be shared with gardening staff – to be used to plan for up-coming planting season. Once new Council has been established plan is to engage with Councillor’s to plan out placemaking projects for Ngatea, Paeroa and Kerepehi.	PLACEMAKING
1	Plan your Place - ongoing community engagement and progressing projects without linked budgets through community led initiatives	Priority	Various	Placemaking BOF Kerepēhi Playground project \$200K	Off Track but Under Control	UPDATE 13AUG2025.rpt CPC Council have approved \$200K of the BOF to the 1st Kerepēhi place making initiative to upgrade the existing playground. Two community engagement events were held in July to seek feedback on the playground equipment and the plans. The first hui was intended for all of community, with the second hui at Kerepēhi school to seek tamariki feedback on what they wanted. The design is now being finalised with procurement tender process to be kicked off soon (3 month process). Playground equipment manufacturing 10 – 12 wks. Project expected to be completed March 2026.	PLACEMAKING

1	Require council infrastructure projects located in public spaces to include art or design elements – bringing the community and artists into planning from the outset. (This needs to be linked in with the planning above, however as it is already underway they will likely take place concurrently)	Priority					
1	Wharf Street/Willoughby streetscape upgrade	Priority	Tranche 1 Funding 2022/23-2026/27 In May 2024 HDC was asked to submit a redirection of funds from BOF to LWDW. \$466,000 was transferred from this project: Willoughby Street \$350,000 Wharf Street \$116,000	525,000	On Hold	NO CHANGE 13/08/2025.rpt CPC Project requires re-scoping for the PMO. The project is currently sitting with GM-SD to discuss with ELT re iwi liaison and the path forward. If Willoughby streetscape was to proceed it needs to be funded by HDC.	PLACEMAKING
1	Ngātea Community Hub - now named He Pataka Korero Hauraki Plains Library & Community Centre	Priority			On Track	UPDATE 13AUG2025.rpt CPC A community event was held to allow the public to say there farewells to the building. This was well attended by ex-staff and locals alike. Demolition of the building is complete and the site has been handed over to the construction contractor. Security fencing has been installed and work on the foundations is underway. Signage to the temporary Customer Service Centre an Library and	PLACEMAKING
1	Paeroa Skate Park Upgrade at Railway Reserve	Priority	Installation of a scooter park and a half/basketball court is proposed for Railway Reserve. Staff are looking at three phases - Phase One - Stakeholder and community engagement, Concept Design and costings estimate; Phase Two – External Funding and formal design/procurement processes; Phase Three –	P&R, External \$55K 24/25' community engagement , \$200K 26/27' capital budget	Off Track but Under Control	UPDATE 13AUG2025.rpt CPC Engagement with the community has now been completed and the PM is working through analysis of the data. We received 80 responses to our survey and a lot of valuable feedback. Once this has been compiled into a report a meeting with the Councillor Working Party will be booked before engaging a consultant to complete the concept design.	PLACEMAKING
1	Paeroa – SH2 Waihi Entrance to town	Priority	Stage 2 for clean-up of noxious weeds and planting to be undertaken Q1 FY25/26.		On Track	UPDATE 13AUG2025.rpt CPC Engagement with iwi dependent on Iwi partnership BOF workstream outcomes. Opportunity to include the community in art work on the Water Treatment plant – engagement needs to start – need to apply for funding.	PLACEMAKING

Well-housed People Ngā Kāinga ora mō ngā tangata katoa	Priority	Timeframe	Budget	Status Update	Comments	Date last updated (staff to add date)
M-3416719Our goal is people living in our district are 'well-housed'.						
DISTRICT PLAN reviews and other relevant plans will continue to consider options for affordable housing needs and we will actively work with landowners and developers to enable development. This includes identifying appropriate land that people want to subdivide for development and rezoning land accordingly.						
Identifying appropriate land that people want to subdivide for development and rezoning land accordingly.		Ongoing	BAU	On Track	Staff are undertaking work to update the District Growth Strategy, which includes identifying additional areas of land that could potentially be suitable for re-zoning in the future. NO CHANGE 01/04/2025 Staff are working on plan changes to rezone land identified in the District Growth Strategy. Individuals can also apply for private plan changes to rezone land.	18/08/2026
				On Track	Physical development now well underway, round-a-bout and services being installed. UPDATE 28/03/2025 Paeroa racecourse private plan change (residential and commercial) operative 2023 and Waihi rezoning plan change (residential and industrial) is getting close to notification. Background work continues to be undertaken for rezoning additional residential (and potential Gateway) land in Paeroa. Re-zoned, development underway.	18/08/2026
				On Track	Proposed Plan Change 2: Waihi; Residential and Industrial Re-zoning' was made OPERATIVE by the Council on 1 July 2026. UPDATE 23/04/2025 We have finalised 'Proposed Plan Change 2: Waihi; Industrial and Residential Rezoning' with public notification on 18 February 2025.	18/08/2026
Investigate the use of Inclusionary Zoning (IZ) provisions -Planning tool which compels developers to make a proportion of houses in residential developments 'affordable'. District Planning team to investigate how this works and report back to the Planning Committee.			BAU	On Hold	NO CHANGE 01/04/2025 At the Planning Committee Workshop on 17 June 2024 staff provided information on the intent and merits of Inclusionary Zoning (IZ) and sought direction on whether or not such an approach should be pursued through amendments to the Hauraki District Plan.	18/08/2026
Report on Inclusionary Zoning going to the 10 June meeting of the Planning Committee. Inclusionary Zoning is identified as a key advocacy point for WHI and the Waikato Community Lands Trust. Queenstown Lakes District Council has undertaken this type of work and in late 2023 Waipa District Council started work to develop a Plan Change. District Plan staff have been investigating the applicability of Inclusionary Zoning within Hauraki District.				On Hold	NO CHANGE 01/04/2025 The feedback from the Planning Committee was not to pursue IZ at the current point in time but to review the Minor Dwelling Unit provisions in the Plan so that they are more enabling (i.e. to provide for these as a Permitted activity instead of as a Restricted Discretionay activity as at present).	18/08/2026

Well-housed People Ngā Kāinga ora mō ngā tangata katoa	Priority	Timeframe	Budget	Status Update	Comments	Date last updated (staff to add date)
Government announced that it wishes to promote a National Environmental Standard (NES) to provide for 'Granny Flats' as a permitted activity and without the need to obtain a building consent.				On Track	The NATIONAL ENVIROMENTAL STANDARDS (NES) on Detached Minor Residential Units came into force on 15 January 2026 and is being implemented by Council. UPDATE 01/04/2025 Council made a submission in support of the proposed permitted activity aspect but in oppositin to no building consent being required. We are awaiting advice from the Government on proposed NES provisions for inclusion into the Hauraki District Plan.	18/08/2026
Process private plan changes if development provides affordable housing.		As required.	Currently in MT budget \$25K	On Track	NO CHANGE 01/04/2025 Ready and able, but no current requests for private plan changes for housing (although there may be a private plan change application on the way).	18/08/2026
LAND AND PARTNERSHIPS FOR AFFORDABLE HOUSING - Affordable housing aims to bridge the gap between social housing and market-rate housing by offering housing options at reduced prices or with subsidies. These housing developments are often facilitated through partnerships between the government, private developers, and community organisations to ensure affordability for the target population						
Look into the various affordable housing providers and options for Council to partner with them or support them coming to the District. This includes building ongoing relationships with community housing providers (CHP) such as Habitat for Humanity, WISE Group, Barnados Charity for Kids, the Waikato Community Lands Trust (WCLT) or Government agencies such as Kainga Ora.			BAU	On Hold	UPDATE Relationship maintenance with these housing providers is ongoing. However, a number of providers have shared that Hauraki is not currently a priority for funding in the Waikato, as other districts are prioritised based on need. Further meetings with providers are not likely to change their priorities at this stage. Recommend move status to "On Hold" NO CHANGE 04/04/2025 Opportunities continue to be investigated. National Government changes have changed potential outcomes in this area.	4/09/2026
Ongoing monitoring for potenial land requisition that fits in with the partnership approach - Council continues to review existing or new land holdings (to be acquired) to determine whether strategically any could be made available on long term lease options on “forever affordable” basis that can be built and operated directly or by others such as a Housing Trust.		This information will feed into the report noted above.		On Track	NO CHANGE 01/04/2025 Review of Elderly Persons Housing was completed in October 2023. Information on Council land holdings or potential land holdings will feed into the partnerships work.	1/04/2025
Need to also let developers know about opportunities to partner with community housing providers.		In early stages.		On Hold	UPDATE 24/09/26 Community housing providers share the Hauraki is not currently a priority for funding in the Waikato. NO CHANGE 01/04/2025 Research to determine the key stakeholders in	24/09/2026
MĀORI FREEHOLD LAND AND PAPA KĀINGA HOUSING - Further work is needed to better understand: Housing aspirations for Iwi and hapū across the district, and infrastructure needs to support the development of Māori land, and actions that Council can take to help improve housing outcomes for Māori.				On Hold	NO CHANGE 02/04/2025 All Papa Kāinga funding has ceased	2/04/2025

Well-housed People Ngā Kāinga ora mō ngā tangata katoa	Priority	Timeframe	Budget	Status Update	Comments	Date last updated (staff to add date)
Seek opportunities for collaboration and partnership with Māori, and Hauraki Iwi and hapū to improve housing outcomes across the district. Co-design the solutions.				On Hold	NO CHANGE 02/04/2025 All Papa Kāinga funding has ceased	2/04/2025
<i>Further action will depend on the co-design process and identified actions.</i>				On Hold	NO CHANGE 02/04/2025 All Papa Kāinga funding has ceased	18/08/2026
Enhance staff capabilities and knowledge to effectively support iwi and hapū with regulatory advice about development of Māori land and papakāinga.				On Hold	NO CHANGE 02/04/2025 All Papa Kāinga funding has ceased. District Plan staff are watching RMA Reform to see if there will be a standard Papa Kainga Zone (and guidance) that can be applied in various locations within the District.	18/08/2026
DELIVERING ELDERLY PERSONS HOUSING						
Report to the Council on the options re affordability for building more units and options for ownership model. One option is to build more elderly persons housing in Paeroa and Waihi, this will extend the elderly persons housing stock.	Priority	Oct-23		On Track	NO CHANGE 13/08/2025 Outcome of the working party meeting: Explore a partnership with Habitat for Humanity with a similar structure to the one they have with Waipa. One of the benefits of this relationship would include being able to charge a market related rental. The vacant sections in Paeroa and Waihi would be the area that were developed first.	7/08/2026
ADVOCACY AND FUNDING						
Provide more advocacy on affordable housing issues to other agencies so the district is recognised as needing investment in this space.		Ongoing	BAU	On Hold	NO CHANGE 04/09/2026 TPK have consolidated its funding, with limited papakāinga funding now available-ongoing discussions to identify opportunities for Hauraki. NO CHANGE 01/04/2025 N/A as all funding for papakainga housing is now non-existent. Still waiting on what this will look like moving forward as no new plans have been released by the current Government regarding what that may look like.	9/04/2026
WARM AND HEALTHY HOMES - Alongside central government and other partners, e.g. the Waikato Regional Housing Initiative and Waikato District Health Board, continue to support initiatives for warm and healthy homes.	Priority			On Track	NO CHANGE 13/08/2025 CPC RPT Considerable work completed on insulating Māori houses. 95% of all Māori owned houses now have insulation (Top and Bottom).	7/08/2026
Produce communications about home insulation programs and on how to keep homes healthy each year before winter sets in.	Priority		\$3K currently in annual MT budgets for this	On Track	UPDATE 21/09/26 Printed collateral is available in all service centres and libraries. Increase in targeted comms has led to increased uptake in the program to expend grant funds. NO CHANGE 13/08/2025 CPC RPT An increased effort will go into promotion via printed collateral and targeted comms in the following months following engagement of a provider.	21/09/2026

Well-housed People Ngā Kāinga ora mō ngā tangata katoa	Priority	Timeframe	Budget	Status Update	Comments	Date last updated (staff to add date)
ECCA provides grants for insulation and heat pumps/efficient wood or pellet burners. Providing some or all of the remainder of the grant for those who can't afford it. For remaining % of home insulation grant.	Priority		Currently in MT budget \$12,300 : \$300 ea 41 homes p.a.	On Track	UPDATE 21/09/26 As of 30 June 2026, a total of 49 homes have been insulated through the programme since July 2025 (9 since May), expending \$21,530.10 of our \$24.6K. With \$12,300 for the 26/27 year, we expect a further 20-25 homes to be completed during this period.	21/09/2026
Fund impartial home energy assessments; these assessments are carried out by the Sustainability Trust - \$12k per annum.			Currently in MT budget \$12,000 : \$250 ea 48 homes p.a.	Completed	UPDATE 28/05/2025 This budget was tagged for removal as not needed.	28/05/2025
Communications - Provide information on our website about home ownership schemes that can support people to enter the housing market, and where people can get assistance if they need support with housing costs.				On Hold	NO CHANGE 28/05/2025 No Funding available to promote Māori housing within Hauraki. CDev staff will look into promoting this alongside the healthy homes info.	7/08/2026
Supportive Policy and Strategies						
Investigate a rates remission policy to assist first home builders.		Budget for promotional material for rates rebate.	Currently \$2K from MT budget	On Track	UPDATE 03/09/2026 HoF&R advises concerns with funding grants through the Council rates payment scheme - approach not recommended. NO CHANGE 01/04/2025 Staff are working with the rates team on additional rates rebates promotion to go out with next rates notices. Review of all Whenua Māori completed in 2023. Have begun engaging with other Councils to gain a better understanding of what works successfully with their respective councils. Looking to implement a Framework by the end of 2025.	3/09/2026
Report on potential development of Urban Design Guidelines.				On Hold	NO CHANGE 01/04/2025 Report on potential development of Urban Design Guidelines. Need to ensure there is good engagement with local Iwi as iwi will soon be the biggest investor within the District. Would be wise to begin building the relationship and partnership now.	7/05/2026

Growing skills and the local workforce Te Whakatipu ō ngā Pūkenga a ngā hāpori kaimahi	Priority	Timeframe	Budget	Status update	Comments	Date last updated (staff to add date)
M-3416719 Our goal is there are opportunities for local employment and training.						
Deliver the Mayors TaskForce for Jobs Community Recovery Programme – Gr8 Job Hauraki. This is focused on supporting young people not in education, employment, or training (NEETs) and those impacted by COVID-19 into the workforce. Now changed to 'Rural Community Resilience’.		Programme to continue until at least 30 June 2025 as long as outcomes are achieved	\$260K reducing to \$220K 25/26	On Track	UPDATE Currently waiting on the new draft agreement (2026/27). This will likely see Gr8 Job Hauraki working significantly more with MSD clients. The program is meeting its current targets. Report went to Council 28May2025 outlining possible changes from 2025/26.	11/08/2026
Identify key industries with skills shortages and develop targeted initiatives to address these. For example, attract people into primary sector industries and the health sector through Gr8 Job Hauraki.		Likely in next financial year. Unlikely with the reduced budget	MTFJ budget	On Hold	NO CHANGE A further reduction in funding for 25/26 and an increase in outcomes means there will be no room in the budget for extra activity other than BAU.	11/08/2026
Work proactively with businesses who can provide employment/ training opportunities.		Ongoing	MTFJ budget	On Track	UPDATE Continue to work on maintaining relationships with businesses and also creating new partnerships. Also work alongside the MSD work-brokers in this space. NO CHANGE Separate (MTFJ) report to CPC	11/08/2026
Continue to advocate for improved drivers licensing provision in the district and surrounding areas.		Ongoing	MTFJ budget	On Track	UPDATE Budget permitting, Gr8 Job Hauraki will focus on Paeroa in 26/27 and using the Bluelight car resource. NO CHANGE 01/04/2025 Waihi's Jumpstart going very well. The Restricted Ready driving program has started on the Hauraki Plains coordinated by the Hauraki Plains College. Focus for 25/26 will be on Paeroa and using the Bluelight car resource.	11/08/2026
Work with MPI and other partners to develop farming camps for youth.			Potentially MTFJ budget	On Hold	NO CHANGE 01/04/2025 a further reduction in funding for 25/26 and an increase in outcomes prevents this.	11/08/2026
Advocate to central government on behalf of sectors that have skilled labour shortages.				On Hold	NO CHANGE 01/04/2025 Insufficient budget	11/08/2026
Be aware of future labour requirements and promote use of local labour and contractors				On Track	UPDATE Attempt to work with HDC on a MSD 'Project in Community' as a way to complete some maintenance on the Hauraki Rail Trail. Example is Te Aroha solar farm. Identifying pre qual courses and reaching out via Paeroa Business Association to offer assistance in identifying local contractors and Gr8 Job assistance	11/08/2026
Work with regional partners to identify if there is an opportunity/need for a tertiary training campus in the district.				Off Track but Under Control	UPDATE 26/27 There are still opportunities with VETEL in Kopu and Bay Pathways in Waihi for upskilling. With Te Pukenga disestablished and training institutes removed from central control there is considerable uncertainty around what tertiary providers will continue to offer.	11/08/2026
Participate in Secondary Schools Employer Partnership Programme and support the Secondary Schools Integrated Career Pathways pilot if trialled in our district		Ongoing	Staff time	Off Track but Under Control	NO CHANGE 01/04/2025 No contact from Smart Waikato since 2023. (The 2023 review did strongly indicate a different time of year was preferred but no buy-in from schools.)	7/08/2026

Growing skills and the local workforce Te Whakatipu ō ngā Pūkenga a ngā hāpori kaimahi	Priority	Timeframe	Budget	Status update	Comments	Date last updated (staff to add date)
Staff will be appointed to be involved in Paeroa and Waihi to represent the Council.		Ongoing	Staff time	On Hold	Council teams will continue to support this initiative. No HR update. NO CHANGE 01/04/2025 No longer run but wil support if reinstated	7/08/2026
Investigate running knowledge exchanges for secondary school students.		Likely in next financial year	Staff Time			
This could be the Sister Cities programme or something different			\$44K	Completed	UPDATED 13/08/2026 Budget removed from AP & LTP.	13/08/2026
Proactively work with the Regional Skills Leadership Group, Ministry of Social Development and schools to create linkages between industry and schools/training.				On Hold	NO CHANGE 01/04/2025 outcome targets for MTFJ have taken a focus away from working with secondary schools. Regional Skills Leadership Group no longer exists.	11/08/2026
Work with RSLG and Te Waka to advocate to Central Government.			BAU	Completed	NO CHANGE 01/04/2025 on hold. (Te Waka closed) Completed as neither of these organisations exist.	11/08/2026
Council further develops its cadetship programme.		Library Cadet - 2023/2024 continuing into 2025	\$25k	On Track	NO CHANGE 30/05/2025 We have continued to recruit cadets and offer further develop for our our cadets, recently promoting one of our cadets to a fully qualified role. We work closely with Gr8 Jobs to promote these opportunites to their clients.We work with MSD to apply for subsidies to assist with funding for Cadets. The PMO employed an additional cadet in April 2025.	11/08/2026
Council continues to provide Gateway opportunities for students.			Staff time	On Track	NO CHANGE 01/04/2025 HR in ongoing communication with contrubuting schools - We now have a Gateway Application on our Careers Website	11/08/2026
Council libraries will continue to deliver digital upskilling and support programs.		Ongoing	Staff time	On Track	NO CHANGE 30/05/2026 Activities carried out in the libraries	11/08/2026
Support/provide internet training programmes for our residents to help build confidence and encourage the use of internet at home.		Ongoing	Staff time	On Track	NO CHANGE Activities carried out in the libraries - Volunteer (1 in Paeroa only, once a week) and Staff members help as needed	11/08/2026

Business attraction and supporting local Ngā painga whakapai mō ngā kaipakihi me te tautoko o ngā hāpori kaipakihi	Priority	Timeframe	Budget	Status Update	Comments	Date last updated (staff to add date)
M-3416719 Our goal is to continue to support local business to thrive and to encourage new business into the district.						
We'll continue to plan for population and business growth – this means providing land, infrastructure and facilities to cater for the community's needs. <i>This work also ties in with the well-housed people work stream and community placemaking.</i>						
Review District Growth Strategy		Begin 2024/25		On Track	NO CHANGE 01/04/2025 Report went to the Planning Committee in October to initiate the review. Staff are undertaking analysis and will hold a workshop with Committee soon.	1/04/2025
Meetings with TCDC and others regarding joint strategic planning				On Track	NO CHANGE 30/05/2025 Staff are working with WRC and the district councils in the Waikato region on regional spatial planning. An initial workshop has been held, with discussions on scope and governance.	30/05/2025
Rezone land in line with the Growth Strategy to cater for growth e.g. industrial land in Waihi				On Track	NO CHANGE 01/04/2025 This work is underway and plan change information is due to come to a planning committee workshop in June.	7/08/2026
Continue to advocate to central government and other agencies for infrastructure that's needed for people to do business and work from home e.g. better rural internet connectivity.	Priority				Refer 13/08/2025 CPC rpt	
Provide free Wi-Fi in our libraries in our three main towns; Ngātea, Paeroa and Waihi		ongoing	>\$7k (LIB APNK bgt)	Completed	NO CHANGE 30/06/2026 Currently provided 24 hours a day	7/08/2026
Provide free Wi-Fi in other towns (e.g. Kerepēhi/Tūrua/ Waikino/ anywhere else?) to support those currently without internet at home.	Priority	Post-elections	\$3,478.47 PAE \$2,487.91 PLA \$6,831.73 WAI	On Hold	NO CHANGE 13/08/2025 CPC rpt Staff will look at doing viability surveys with the communities as to whether wifi is required in these communities. This will be following with a report to Council post-election for allocation of budget if required. No evidence of need	7/08/2026
Waihi, Ngātea and Paeroa Libraries are distributing partners with Skinny Jump. Paeroa Community Support Trust does not do it any more.		ongoing	Staff time	On Track	NO CHANGE 30/06/2026 Currently providing Skinny Jump modems.	13/08/2026
Identify co working spaces and meeting rooms		NEW		Off Track but Under Control	UPDATE 07/08/2026 Community consultation did not identify a need for a hub but private spaces to meet was identified as desirable. Staff will identify existing meeting spaces and booking processes to promote via website. UPDATE 28/03/2025 A webpage will soon be available to grow awareness of community spaces available for public use. Promotion of this opportunity is expected to begin at the end of August.	7/08/2026

Business attraction and supporting local Ngā painga whakapai mō ngā kaipakihi me te tautoko o ngā hāpori kaipakihi	Priority	Timeframe	Budget	Status Update	Comments	Date last updated (staff to add date)
Continue to develop customer focused processes – where possible we’ll continue to ensure our rules, regulations and processes are business friendly. We want to encourage development, while protecting our environment.						
Identify processes that need updating to be fit for purpose with the end goal is they are rewritten/redeveloped to be transparent, easy to understand and align with all regulatory requirements.		FY 23/24	Budget not identified yet, but likely from the Manaaki Toiora budget	On Track	UPDATE Expression of interest nearly ready to go out to businesses to operate a mobile business from the Ohinemuri or Karangahake Reserve, providing Council approve the sites at the October meeting. This will be a pilot until 30 June 2027. NO CHANGE 01/04/2025 Returned for rework of some clauses. Confusion over necessity as hawkers regularly set up by truck bay at Ohinemuri Reserve. Need to establish permitted activities across teams.	9/03/2026
Run inductions for new regulatory staff about economic development.			Staff time	On Track	UPDATE Induction has been included in the induction handbook and they will be run with new Council staff every quarter. NO CHANGE 01/04/2025 Has been requested as part of new staff group induction.	9/03/2026
Make available key District information for people interested in doing business here.		FY 23/24	Staff time	On Track	UPDATE This is currently underway, with staff collating the required information for publication on the website and in a hardcopy format. NO CHANGE 01/04/2025	12/08/2026
Work together with Destination Hauraki Coromandel and the Hauraki Rail Trail Charitable Trust in relation to tourism enquiries.		Ongoing	Staff time	On Track	NO CHANGE 01/04/2025 We work together when and as required.	1/04/2025
Ensure Te Waka WRC and other ED groups and advocates for business are aware of opportunities for investment so they can help match interested parties.		UPDATED		On Track	UPDATE The Waikato Regional Economic Development group is looking at working on a Waikato investment prospectus and we are collaborating if investment opportunities that don't suit our own districts arise. NO CHANGE 28/03/2025 Staff are identifying new relationships and ways to promote the District	9/03/2026
Provide Council case managers for large scale developments.		Ongoing	Staff time	On Track	UPDATE Currently, case management is mostly sitting with the PMO. NO CHANGE 01/04/2025 Case managers are assigned to projects, and teams are formed. Current project groups include: Longridge and Woolworths.	9/03/2026
Be the first point of contact in Council for new and existing businesses, providing connection to other departments, businesses and support services such as Te Waka, Regional Business Partners and NZ Business Mentors.		Ongoing	Staff time	On Track	NO CHANGE 01/04/2025 We receive a number of enquiries and seek to support businesses by providing them with appropriate connections, BAU.	1/04/2025
Build relationships with these networks and agencies to stay up to date with opportunities for our businesses.		Ongoing	Staff time	On Track	NO CHANGE 01/04/2025 Regular attendance at meetings and through updates - mainly with Soda Inc., but other organisations as necessary	1/04/2025

Business attraction and supporting local Ngā painga whakapai mō ngā kaipakihi me te tautoko o ngā hāpori kaipakihi	Priority	Timeframe	Budget	Status Update	Comments	Date last updated (staff to add date)
Support local business through communications and events, e.g. LoveHauraki as a promotional tool for our district.	Priority			On Hold	Refer 13/08/2025 CPC rpt	
LoveHauraki promotes our local businesses and increases pride in our communities.		Ongoing	Staff time	On Hold	UPDATE 07/08/2026 Staff capacity has limited platform engagement and there is no longer a website to promote businesses. Facebook used for advertising business activities and works well. UPDATE 01/04/2025 Discussin paper on future of LoveHauraki has been drafted.	7/08/2026
Share resources to upskill and inform local businesses		Ongoing	Staff time plus small amounts for paid advertising	On Track	NO CHANGE 01/04/2025 :Regular attendance at BA5's and other face to face opportunities to share info and identify opportunities to support business	7/08/2026
Embrace new opportunities for the LoveHauraki platform as they arise.		FY 24/25	Budget still to be identified.	Completed	NO CHANGE 01/04/2025 Website was not approved by Council. No further action	7/08/2026
The LoveHauraki Business Forum provides a platform for businesses to share information and collaborate.		Ongoing	Staff time plus small amounts for paid advertising	Completed	NO CHANGE 01/04/2025 Engagement with this has been slow. No plans to restart	7/08/2026
Business support events (e.g. Business Bites) are hosted twice yearly and more often if required.		Ongoing	Part Economic Development Promotional Packages budget.	Off Track but Under Control	UPDATE Attendance at events and workshops has been low - resulting in cancellations. Cost is a barrier to some but time and value are the main reasons given for not attending despite needs being clear. UPDATE 01/04/2025 Chat GPT workshops, networking events and leadership workshops have all taken place in 2024. More are planned for 2025	7/08/2026
Ensure businesses are aware of events, allowing them the opportunity to benefit from increased visitor numbers.		Ongoing	Staff time plus small amounts for paid advertising	On Track	UPDATE 07/08/2026 NO CHANGE 01/04/2025 Regular updates on events are sent through various channels and issues, eg parking outside businesses have been addressed	7/08/2026
Council financially supports and promotes the Hauraki Coromandel Business Awards and staff are members of the organisation committee.		Once every two years next planned for FY 26/27	Staff time plus \$5000 sponsorship	On Track	TCDC are leading the Awards prep for 2026 with HDC staff in support.	7/08/2026
Promote the district as a great place to live, work and play – we'll continue to jointly fund Destination Hauraki-Coromandel and promote the district through our various media channels.		Ongoing	\$120,000 + CPI per annum	On Track	UPDATE 07/08/2026 NO CHANGE 01/04/2025 We keep in frequent contact with Destination Hauraki Coromandel to get the most out of the relationship.	7/08/2026
Review how we promote the district to new businesses and identify collaboration opportunities	Priority		Budget not identified yet. Likely largely staff time	On Track	UPDATE 13/08/2025 CPC RPT The project is currently in the initial scoping phase by staff.	7/08/2026

Business attraction and supporting local Ngā painga whakapai mō ngā kaipakihi me te tautoko o ngā hāpori kaipakihi	Priority	Timeframe	Budget	Status Update	Comments	Date last updated (staff to add date)
Investigate a business/innovation hub in collaboration with other organisations e.g. Impact Hub Waikato, to provide a supportive, educational, innovative and collaborative environment for entrepreneurs, start-ups and other small businesses.		Further investigation and small action in FY23/24	Possibly \$22,000 in the draft LTP	On Hold	NO CHANGE 01/04/2025 A potential Central Government Hub was explored for placement on AgriSea's premises. Due to the changes Central Government went through last year with redundancies, this plan has not progressed yet.	7/08/2026
Provide networking and professional development opportunities for local businesses and owners			some funding and external contractors	Off Track but Under Control	UPDATE 07/08/2026 As with workshops, low uptake had resulted in cancellations of planned events. UPDATE MAY2025 1 x Business breakfast, 1 Business Connect and 3 x AI workshops completed.	7/08/2026

Healthy People Te Oranga pai mō ngā tangata	Priority	Timeframe	Budget	Status Update	Comments	Date last updated (staff to add date)
M-3416719 Our goal is people living in Hauraki have the opportunity to connect with their community, participate in physical activity, access healthy food, and have improved mental health outcomes.						
Facilitate meetings of social service providers, such as Better Futures Hauraki, to assist with the sharing of knowledge, issue identification and coordination of projects.	Priority				Refer 13/08/2025 CPC rpt	
Set-up times for Better Futures Hauraki meetings, facilitate development of Terms Of Reference.	Priority	ongoing	staff time	On Track	UPDATE 21/09/26 A meeting of the Forum was held on Thursday the 20th of August, with 16 in attendance from social agencies across Hauraki. - Staff are developing a community network and meetings matrix to identify gaps, duplication, and opportunities for collaboration, while also working with local providers to strengthen existing community information platforms such as the Hauraki CAB directory. - Concerns were also raised about the forum's purpose and effectiveness. Staff and elected members are reviewing its role to ensure it remains relevant and valuable, with a survey planned to gather member feedback on how the forum can best support future community priorities	
Engage with Better Futures Hauraki on other priority areas from Strategy as and when needed.	Priority	ongoing	staff time	On Track	NO CHANGE Will be engaging with these groups at the BFH meetings. They are also part of the MT newsletter database.	13/08/2025 CPC rpt
Engage with Better Futures Hauraki on key health related policy/ strategy.	Priority	ongoing	staff time	On Track	NO CHANGE Done as required.	13/08/2025 CPC rpt
Work with others to deliver projects that can reduce food poverty and support us to eat healthy foods, e.g. community gardens and food share programmes where excess perishable food from commercial businesses, community gardens, and private gardens is diverted to those that need it.					Funding for such programs is now near non-existent.	
Paeroa Community Māra Kai (Community garden)			\$1,500	Off Track but Under	UPDATE Staff are working with members to progress garden operations.	21/09/2026
Waihi Community Garden				On Track	NO CHANGE Ongoing	21/09/2026
Work with already established community gardens and foodbanks.		ongoing	staff time	On Track	NO CHANGE Ongoing	21/09/2026
Identify gaps in the community and where the needs are.		ongoing	staff time	On Track	NO CHANGE Ongoing	21/09/2026
Advocate to central government for key local projects and services that will positively impact people’s mental and physical health. For example, New Zealand needs solutions for our education system so it can support children with learning differences or mental health issues. Our children deserve more funding allocated to these issues.						
Keep Council up to date with the government’s Health Reforms and link into the Locality planning process.		ongoing	staff time	On Track	NO CHANGE 28/05/2025 Updates provided as part of reports to CPCCommittee when provided.	28/05/2025

Healthy People Te Oranga pai mō ngā tangata	Priority	Timeframe	Budget	Status Update	Comments	Date last updated (staff to add date)
Write submissions where appropriate.		ongoing	staff time	On Track	NO CHANGE 28/05/2025 Ongoing with view to build stronger relationship with PMO team	28/05/2025
Facilitate community funding opportunities. More advocacy for District funding and undertake more funding applications. Spend more time researching funding opportunities for local projects, which could lower the burden on our ratepayers.		ongoing	staff time	On Track	NO CHANGE Ongoing	21/09/2026
Work to identify where the gaps are in the community for funding.		ongoing	staff time	On Track	NO CHANGE Ongoing	21/09/2026
More advocacy for District funding and undertake more funding applications. Researching funding opportunities for local projects, which could lower the burden on our ratepayers.		ongoing	staff time	On Track	NO CHANGE Ongoing	21/09/2026
Collaborate with organisations for the delivery of local mental health programmes that improve mental health outcomes, e.g. having trained mental health professionals in schools and the parents as first teachers programme.						
We'll continue to provide parks, reserves and facilities to support people's health. We'll support the development of cycleways that link to the Hauraki Rail Trail.	Priority				Refer 13/08/2025 CPC rpt	
Review Reserve Management Plan		Complete, review by 2032 BOF Reserve projects due for prioritisation in Feb 2025 are: Tilbury Reserve	TBD	On Track	NO CHANGE 01/04/2025 RMP was adopted in June 2022. Staff are now working to implement actions.	1/04/2025
Development of walking and cycling networks	Priority	Ongoing Placemaking projects due for prioritisation are: Kerepēhi - Green Link Connection Kerepēhi - Awa Link Ngātea - Stopbank Walkway Ngātea - Link the Loop Paeroa - Local Cycle Loops	TBD	Off Track but Under Control	NO CHANGE 13/08/2025 CPC RPT To be considered as part of community placemaking work refer vibrant and creative spaces actions.	7/08/2026
Support and deliver community initiatives to promote connectivity and reduce loneliness, e.g. digital and other education programmes in libraries.						

Healthy People Te Oranga pai mō ngā tangata	Priority	Timeframe	Budget	Status Update	Comments	Date last updated (staff to add date)
Support and work with community organisations/groups offering programmes within the community, ie. Paeroa Community Support Trust, Waihi resource Centre, Age Concern etc		2024-27 LTP funding cycle	Discretionary Budgets	On Track	NO CHANGE Ongoing	21/09/2026
Support/find internet training programmes for our elderly/any residents to help build confidence and encourage the use of internet at home.		Ongoing with Libraries	Staff time	On Track	NO CHANGE Ongoing	21/09/2026
Social Services Community Outreach Events - in partnership with Te Korowai Hauora o Hauraki		July 25' - Waihi October 25' - Paeroa 26' - Ngatea	Staff time	On Track	UPDATE Whanau Day Out Paeroa - Staff are currently working with Te Korowai Hauora O Hauraki to plan another WDO in Paeroa in October - date to be confirmed	21/09/2026
Support local health initiatives – we'll continue to support campaigns like Elephant in the Paddock (mental health) and It's Not OK (domestic violence), and co-fund a Sport Waikato regional connectivity coordinator.						
Support mental health, drug and alcohol addiction, and abuse support services to help people get back on their feet.		ongoing	staff time	On Track	NO CHANGE Ongoing	28/05/2025
Total Mobility Scheme		ongoing	\$8K from Social Strategy Budget for first 6 months, then will be regionally rated WRC	On Track	NO CHANGE Ongoing	21/09/2026
Support local health initiatives		2024-27 LTP funding cycle	Discretionary Budgets	On Track	NO CHANGE Ongoing	21/09/2026
Celebrate our collective successes and those of our community members - we'll continue to run, and contribute to, civic services and award ceremonies.			\$15K			
ANZAC Day Services/Parades		ongoing	staff time	On Track	NO CHANGE	21/09/2026
ONYA Awards		ongoing	staff time	On Track	UPDATE Nominations for HDC ONYA Awards are open year round. The next evening will be held in October 2027.	21/09/2026
Industry Training Awards		In collab with TCDC/MTFJ – we do every second year - ongoing	staff time	On Track	UPDATE MTFJ funding is no longer available for ITO Grads. Council will need to decide if it still wishes to support the event in partnership with TCDC - costs will be Councils	21/09/2026
Citizenship Ceremonies		ongoing	staff time	On Track	NO CHANGE	21/09/2026
Hauraki Coromandel Business Awards		bi-annual event	Eco.dev	On Track	ONGOING Bi-Annual Hauraki to host in 2027. Team wil support TCDC in 2026.	1/04/2025

Healthy People Te Oranga pai mō ngā tangata	Priority	Timeframe	Budget	Status Update	Comments	Date last updated (staff to add date)
Continue to develop policy (e.g. alcohol, gambling) that reflects our communities’ physical and mental health aspirations.						
Local Alcohol 2025 Policy [M-3861489]		Review due by 30/04/2031	BAU	On Track	UPDATE 30/05/2025 Council considered feedback from submitters and adopted the 2025 Local Alcohol Policy in April 2025. Key changes include: a new discretionary condition which can be added to off-licence premises which removes the sale of high strength single serve alcohol, and reducing maximum trading hours for off-licence and on-licence and club licences. These changes were made to minimise alcohol	18/08/2026
Gambling Class 4 and TAB Venues Policy [M-5765846]		Review due 11/2027	BAU	On Track	NO CHANGE 01/04/2025 2024 Gambling Policy adopted on 26 November 2024. Policy on website and communications went out in January 2025.	18/08/2026
Local Approved (Legal Highs) Products 2024 Policy [M2702403]		Review due 2029	BAU	On Track	NO CHANGE 01/02/2025 2014 Locally Approved Products Policy was rolled over with no changes. Adopted by Council in December 2024 and added to website. Communications went out in January 2025.	18/08/2026
Smokefree & Vapefree 2024 Policy [M-3772392]		Review due 18/12/2027	BAU	On Track	NO CHANGE 01/04/2025 Updated 2024 Smokefree & Vapefree Policy was adopted by Council in December 2024, added to website. Communications still to go out on this. New signage to be installed to reflect new areas added to the policy.	18/08/2026
Town Centre Footpath Management Policy [M-2910639]		Review due August 2026	BAU	On Track		

Vibrant Creative Spaces Ngā wāhi ngangahau	Priority	Timeframe	Budget	Status Update	Comments	Date last updated (staff to add date)
M-3416719 Our goal is to have connected, creative and environmentally focused urban design that reflects each areas unique heritage and culture.						
Undertake collaborative placemaking. Partner with iwi/Māori and work with local communities, and arts collectives to identify opportunities and where the greatest needs are e.g. via a public space experience audit. Then imagine how things can be different, discover the places strengths and weaknesses, design things that matter to people, activate (do it), adapt (if needed).	Priority	Currently on hold with GM - Service Delivery.		On Hold	UPDATE AUG2026 Community led projects are happening with no clear connecting to the placemaking plan. Other projects are going ahead without further community engagement or cross team collaboration. Outside of budgeted projects staff are working on Paeroa town centre lighting, murals and planting the maunga [Larn]. UPDATE 13/08/2025CPC rpt eg Wharf Street - incorporating art & design. This is at a smaller design level than a 'blue print' or 'community plan' level. It could apply to a reserve or a corner in town. Partner with iwi being the key word. Have 3 planned hui in Feb/March 2025 to discuss iwi aspirations regarding Place Making and what that looks like from a Māori perspective.	11/08/2026
Plan Your Place - Paeroa, Ngātea and Kerepēhi (ties in with streetscape work planned for Wharf and Willoughby Streets and other initiatives).	Priority	Ongoing		On Track	UPDATE 13AUG2025.rpt CPC Placemaking Plans planting pallets for Kerepehi, Ngatea, and Paeroa to be shared with gardening staff – to be used to plan for up-coming planting season. Once new Council has been established plan is to engage with Councillor’s to plan out placemaking projects for Ngatea, Paeroa and Kerepehi.	
Plan your Place - ongoing community engagement and progressing projects without linked budgets through community led initiatives	Priority	Various	Placemaking BOF Kerepēhi Playground project \$200K	Off Track but Under Control	UPDATE 13AUG2025.rpt CPC Council have approved \$200K of the BOF to the 1st Kerepēhi place making initiative to upgrade the existing playground. Two community engagement events were held in July to seek feedback on the playground equipment and the plans. The first hui was intended for all of community, with the second hui at Kerepēhi school to seek tamariki feedback on what they wanted. The design is now being finalised with procurement tender process to be kicked off soon (3 month process). Playground equipment manufacturing 10 – 12 wks. Project expected to be completed March 2026.	
Provide more trees and gardens in our urban spaces for beautification, carbon reduction and also healthy communities (community gardens projects/RMP planting projects/streetscape tree planting).					NO CHANGE Carbon reduction, healthy people work stream. This work links into the collaborative place-making. Art might be suitable in some spaces and others may need trees etc.	
Community Gardens – Continue to support current community gardens (Ngātea, Whiritoa, Kaiaua). Assist with establishment of community gardens where need identified (Paeroa/Waihi).		See Healthy People action plan.		On Track	NO CHANGE Ongoing - See Healthy People action plan.	21/09/2026

Vibrant Creative Spaces Ngā wāhi ngangahau	Priority	Timeframe	Budget	Status Update	Comments	Date last updated (staff to add date)
Require council infrastructure projects located in public spaces to include art or design elements – bringing the community and artists into planning from the outset. <i>(This needs to be linked in with the planning above, however as it is already underway they will likely take place concurrently)</i>	Priority				13/08/2025 CPC rpt	
Wharf Street/Willoughby streetscape upgrade	Priority	Tranche 1 Funding 2022/23-2026/27 In May 2024 HDC was asked to submit a redirection of funds from BOF to LWDW. \$466,000 was transferred from this project: Willoughby Street \$350,000 Wharf Street \$116,000	525,000	On Hold	NO CHANGE 13/08/2025.rpt CPC Project requires re-scoping for the PMO. The project is currently sitting with GM-SD to discuss with ELT re iwi liaison and the path forward. If Willoughby streetscape was to proceed it needs to be funded by HDC.	
Ngātea Community Hub - now named He Pataka Korero Hauraki Plains Library & Community Centre	Priority			On Track	UPDATE 13AUG2025.rpt CPC A community event was held to allow the public to say there farewells to the building. This was well attended by ex-staff and locals alike. Demolition of the building is complete and the site has been handed over to the construction contractor. Security fencing has been installed and work on the foundations is underway. Signage to the temporary Customer Service Centre an Library and toilet has been erected.	
Paeroa Skate Park Upgrade at Railway Reserve	Priority	Installation of a scooter park and a half/basketball court is proposed for Railway Reserve. Staff are looking at three phases - Phase One - Stakeholder and community engagement, Concept Design and costings estimate; Phase Two – External Funding and formal design/procurement processes; Phase Three – Construction.	P&R, External \$55K 24/25' community engagement , \$200K 26/27' capital budget	Off Track but Under Control	UPDATE 13AUG2025.rpt CPC Engagement with the community has now been completed and the PM is working through analysis of the data. We received 80 responses to our survey and a lot of valuable feedback. Once this has been compiled into a report a meeting with the Councillor Working Party will be booked before engaging a consultant to complete the concept design.	
Paeroa – SH2 Waihi Entrance to town	Priority	Stage 2 for clean-up of noxious weeds and planting to be undertaken Q1 FY25/26.		On Track	UPDATE 13AUG2025.rpt CPC Engagement with iwi dependent on Iwi partnership BOF workstream outcomes. Opportunity to include the community in art work on the Water Treatment plant – engagement needs to start – need to apply for funding.	
Develop a walking and cycling strategy and provide more pedestrian friendly spaces and cycle links. This includes continuing to integrate the Hauraki Rail Trail with our roading network.		This is a medium to long term project but will focus on quick wins.		On Track	<i>Refer healthy people actions (row 27) and Plan your Place programme above.</i> <i>This is a medium to long term project but will focus on quick wins.</i>	2/04/2025
Develop a Public Arts Policy - incorporate more art and heritage into our civic projects, investigate footpath and riverside art, and initiatives for the Hauraki Rail Trail.				On Track	Policy developed and opportunities being sought through the Community Partnerships Committee	2/04/2025

Vibrant Creative Spaces Ngā wāhi ngangahau	Priority	Timeframe	Budget	Status Update	Comments	Date last updated (staff to add date)
Public Arts Policy 2023 adopted [M-3433956]. Implementation via Public Arts Fund from 2024/25 onward		Review due October 2028	BAU	Completed	NO CHANGE Review due October 2026	25/08/2026
Promote and administer Council's Public Arts Fund in line with the Public Arts Policy and Council placemaking plans.		Annual	\$30K per year	On Track	UPDATE Next round will open Oct/Nov 2026	21/09/2026
The Event and Business Support Coordinator will work with each town to strengthen or develop key events – this includes working with artists, groups, and organisations for the promotion and enhancement of local arts, culture and events.						
Support community event organisers eg Santa Parades, Children’s Day, Waihi Art and Street Festival				On Track	NO CHANGE Events are now used to the 'safe and responsible' requirements and are well supported by Council. It has been a busy year of events. Waihi Art and Street Ferstival has evolved in to a more sustainable format and is now called Arts in Town. Waihi did not have a Santa parade in 2025.	7/08/2026
Ensure events that attract visitors from outside the District are sustainable and economic benefits are maximised.				On Track	Warm Up Party was advised on funding opportunities but were too late applying - this has been addressed for 2027. The new lead of the Beach Hop is open to new ideas and there are opportunities to maximise economic benefit. The Highland Games was hampered by poor weather but still held a very successful event, booking out all beds in Paeroa and further afield.	7/08/2026
Encourage and support new and growing events				On Track	UPDATE 07/08/2026 The Shorebird Coast Run and Hauraki Tristar ran for a second year and appear sustainable. Mackay St has been used for a Matariki event with an annual road closure plan developed as part of that event for future use.	7/08/2026
Develop sustainable funding models for annual events.				On Track	UPDATE Report due to Council in Septermber to look at how District Event Fund is allocated. 01/04/2025 Events with road closures are still heavily reliant on council support to make events financially sustainable but many are now being proactive and more timely about ensuring othe applicatons and sources are approached with mixed success	7/08/2026
Support Town Promotion Organisations as needed				On Track	UPDATE Regular connections with Paeroa Business Associaton and Go Waihi with support offered for initiatives and funding. Connecting the Plains have not been as active and staff are still seeking ways to best support the group and the Plains businesses.	7/08/2026

Vibrant Creative Spaces Ngā wāhi ngangahau	Priority	Timeframe	Budget	Status Update	Comments	Date last updated (staff to add date)
Inform the business and wider community of upcoming events and promote through council channels				On Track	Events now being regularly added to council website and social media channels plus connectios to other organisations like DHC	7/08/2026
Promote Council venues as event spaces				On Track	This will be included in a wider Community Spaces ongoing project to identify and promote all spaces for hire in the Hauraki District UPDATED 22/05/2025 Work has started on identifying venues and event opportunities to be promoted via council website	7/08/2026
Continue to administer the Creative New Zealand 'Creative Communities Scheme'.		2 funding rounds per year – March/Sept	CNZ Funded			
Provide administration and manage funds for no less than two CCS funding round per year.		ongoing	staff time	On Track	UPDATE The most recent funding round has now closed, with 11 applications received from across the district.	21/09/2026
Focus on funding opportunities for regional or district-wide grants for arts and culture organisations, projects and venues.				On Track	Creative funding opportunities are communicated via regular communications to the database of contacts and engagement with community groups, clubs and educational facilities.	1/04/2025
Partner with Chorus on their Cabinet Art Initiative for Hauraki until cabinet options are exhausted- opportunities for local artists to paint their communities beautiful.		Submissions open end of July every year, close end of August. Murals to be completed before March the following year.	Chorus to pay artists. CD staff time.	On Track	UPDATE This initiaitve no longer exists due to Chorus review of funds.	21/09/2026
Support for Regional and District Arts Organisations and venues		2024-27 LTP funding cycle	Discretionary Budgets	On Track	NO CHANGE Ongoing	21/09/2026
Keep informed of funding available for arts and culture organisations, projects and venues, ie Innovating Streets fund (Waka Kotahi), Creative New Zealand Funding, Ministry of Culture and Heritage Funding, etc		Waka Kotahi: Expressions of interest closed on 22 February 2022 https://www.nzta.govt.nz/roads-and-rail/streets-for-people/				
More advocacy for District funding and undertake more funding applications. Spend more time researching funding opportunities for local projects, which could lower the burden on our ratepayers.			staff time	On Track	NO CHANGE Ongoing	21/09/2026
Attract and upskill our Volunteer Base. We could run workshops, particularly for organisations that help lift deprivation in some way.		next financial year	\$5K, staff time	On Track	NO CHANGE Ongoing	21/09/2026
Ensure the Council webpage is kept up to date with this information.		As applicable		On Track	NO CHANGE Ongoing	21/09/2026

Vibrant Creative Spaces Ngā wāhi ngangahau	Priority	Timeframe	Budget	Status Update	Comments	Date last updated (staff to add date)
Continue to provide accessible and safe infrastructure and community facilities - we want people with impairments/disabled people to be able to participate without barriers, so we'll continue to improve accessibility around the district. We'll also use Crime Preventions through Environmental Design (CPTED) standards so our spaces and facilities are as safe as possible.				On Track	NO CHANGE 01/04/2025 Accessibility audit was done years ago and fed into Land Transport AMP. Accessibility Action Plan feed into other activites. This is considered BAU for staff.	11/08/2026

FOR INFORMATION NGĀ MŌHIOTANGA



To Mayor and Councillors

Author Peter Thom
Group Manager Community Development and Regulatory

Meeting date 13 October 2026

File reference Document: 4144226

Subject **Community Development and Regulatory Activity Report
Strategic Planning – June 2026 to August 2026**

1 TE WHAIKUPU | RECOMMENDATIONS

THAT Council

- 1) Receives the report titled Community Development and Regulatory Activity Report Strategic Planning – June 2026 to August 2026, (document number 4144226).

2 TE WHAKARĀPOPOTANGA | SUMMARY

During June to August 2026, the Strategic Planning team progressed key work programmes across long-term planning, adaptation planning, statutory reporting, and government reform.

Council considered initial budgets and business cases for the 2027–2037 Long Term Plan. Work also continued on the 2025/26 Annual Report, with the final audit underway ahead of adoption in October.

Mediation on the Waikato Regional Coastal Plan appeal resulted in positive proposed changes to the mangrove-removal rules, subject to agreement by other parties.

Staff also provided feedback on three external policy matters and have been assessing the significant resourcing and capacity implications of the Planning and Natural Environment Acts for Council.

3 TE ARONGA | PURPOSE

The purpose of this report is to provide Council with an update on the strategic planning work programmes for the previous three months (June to August 2026).

4 WHAKAPAPA | BACKGROUND AND CONTEXT

The previous quarterly update was presented to Council in June 2026, for the months March 2026 to May 2026.

This report covers the quarter from June to August 2026.

5 STRATEGIC PLANNING UPDATES

Reports on this agenda under separate cover:

- 2025/26 Resident Satisfaction Survey and Building and Resource Consent Satisfaction Survey results.
- 2025/26 Annual Report.
- CCO exemptions for Destination Hauraki Coromandel and Hauraki Rail Trail Trust.

2027-2037 Long term plan (LTP)

Council considered the first draft of budgets and business cases for changes to levels of service, at the July Council workshop.

Two key policies associated with the Long Term Plan were reviewed and adopted in July 2026; the Liability Management and Investment Policy and the Activity Management Policy.

Adaptation planning for the Hauraki Plains

The project team have short-listed adaptation options by spatial area, after initial technical analysis and success criteria development by the Community Panel. These have now been fed into draft adaptation pathways for each project management area. Adaptation pathways identify the actions that can be taken over time to respond to natural hazard risk as the climate changes. It avoids locking in decisions and is a flexible pathway, where actions can be switched when a tipping point is reached.

Throughout October, wider community engagement is planned with a project area-wide flyer being sent out, and staff in attendance at two local markets alongside a project-specific drop in event. This round of engagement aims to introduce the community to the draft adaptation pathways and get their feedback on these. We will also provide the updated flood modelling results (now showing potential future climate change scenarios) and the risk assessment results.

The Community Panel continue to meet bi-monthly, with the next meeting scheduled for October, where they will review the draft adaptation pathways.

2025/26 Annual Report

Strategic planning and Finance are working together to prepare the Annual report. The final audit began on 7 September and is scheduled until adoption on 13 October 2026.

Waikato Regional Coastal Plan - appeal

Staff have attended Environment Court mediation with WRC to progress our appeal on the mangrove removal rules. The mediation resulted in positive changes to the rule wording but must now also be signed off by the section 274 parties. Staff are awaiting the outcome of this.

External consultation

There were 3 submissions/feedback made to external parties during June 2026 – August 2026. These were staff submissions on: Better Regional Boundaries Bill, Draft Waikato Regional

Biodiversity Strategy and Consultation on draft guidance for reporting on mandatory groups of activities.

Resource management system reform

The Planning Bill and Natural Environment Acts received Royal Assent on 30 September 2026. This reform presents significant resourcing and capacity challenges. Staff will prepare further information on the impacts on HDC and present back to Council.

6 LOOKING FORWARD

Over the coming quarter, the Strategic Planning team will continue progressing the 2027–2037 Long Term Plan, including further development of budgets and proposed changes to levels of service. Workshops are scheduled for October, November and December 2026.

Community engagement on the draft Hauraki Plains adaptation pathways will take place during October, supported by updated flood modelling and risk assessment information, and the Community Panel will review the pathways.

The 2025/26 Annual Report will progress through final audit and adoption, and Council will receive the first quarter of 2026/27 non-financial performance results in November 2026.

Staff will assess the implications of the new resource management and emergency management legislation for Council and report back on the associated resourcing and capacity requirements.

7 TE ARA KI MUA | NEXT ACTIONS

The table below sets out the next key steps:

Action	Responsibility	By When
Quarterly update to Council	Strategic Planning	December 2026

8 TUHUTORO | REFERENCES

Nil.

9 WHAKAPAI | APPROVAL

Prepared by	Nina Murphy Strategic Planning Manager
Approved by	Peter Thom Group Manager Community Development and Regulatory

FOR INFORMATION NGĀ MŌHIOTANGA



To Mayor and Councillors

Author Michelle Matich
Regulatory Services Team Leader

Meeting date 13 October 2026

File reference Document: MDN: 4177105
Appendix A: List of ON, OFF and Club Licences in Hauraki District

Subject **Annual Report - Alcohol Regulatory and Licensing Authority –
Period 01 July 2025 to 30 June 2026**

1 TE WHAIKUPU | RECOMMENDATIONS

THAT the report be received, and

THAT the annual Hauraki District Licensing Committee report/survey for the period ending 30 June 2026 be submitted to the Alcohol Regulatory and Licensing Authority, Wellington, and the report/survey be uploaded to Council Website.

2 TE WHAKARĀPOPOTANGA | SUMMARY

This report has been written to provide Council the information that is required annually by the Ministry of Justice, under Section 199 of the Sale and Supply of Alcohol Act 2012. The report provides information and statistics for the year 01 July 2025 to 30 June 2026.

3 TE ARONGA | PURPOSE

The purpose of this report is to provide information and statistics that is included in the Annual Survey required by Section 199 of the Sale and Supply of Alcohol Act 2012 that gets submitted to the Ministry of Justice.

4 WHAKAPAPA | BACKGROUND AND CONTEXT

This report as per Section 199 of the Sale and Supply of Alcohol Act 2012 is required by the Ministry of Justice and provides information and statistics for the period 01 July 2025 to 30 June 2026.

District Licensing Committee (DLC) and Workload

DLC Members and Chairs are appointed for up to five years. DLC members are eligible people approved by Council; they can be community members or elected Council members.

Councils must establish, maintain and publish a list of members. This is published on Hauraki District Council's website. Hauraki's District Licensing Committee membership consists of;

- Councillor Paul Milner – Chairperson
- Councillor Jo Tilsley – Deputy Chairperson
- Councillor Rino Wilkinson – Deputy Chairperson
- Ross Murphy – List Member
- Alan Sciacia – List Member
- Gavin Campbell – List Member
- Kirsten Williamson – List Member
- John Goodman – List Member

Hearings:

There was one hearing for the Committee to preside over – Hearing on 01 December 2025:

- Rob Roy Hotel – ON and OFF Licence

The DLC Chairperson was kept busy reviewing and approving all other uncontested licence/certificate applications throughout the period.

The workload for this period was similar to the previous year.

Controlled Purchase Operations (CPO)

A CPO is an operation that involves Police, Medical Officer of Health and Council Licensing Inspectors along with two (volunteer) minors, to complete visits to licensed premises in order to test their policy and processes regarding the Sale and Supply of Alcohol.

No CPO's were undertaken in the 2025/26 year.

Changes to the Sale and Supply of Alcohol Act

The most significant change was made by the **Sale and Supply of Alcohol (Sales on Anzac Day Morning, Good Friday, Easter Sunday, and Christmas Day) Amendment Act 2026**. The amendment Act received Royal assent on 02 April 2026 and came into force on 03 April 2026.

The Sale and Supply of Alcohol Amendment Act 2026 relaxed trading restrictions on Good Friday, Easter Sunday, Christmas Day and Anzac Day morning:

On-licence premises can generally serve alcohol during their permitted hours without requiring customers to be dining.

Off-licence sales remain restricted on these days.

Changes to Regulations:

1 July 2025 — fees: the Sale and Supply of Alcohol (Fees) Amendment Regulations 2025 increased the Alcohol Regulatory and Licensing Authority appeal fee from \$584.35 to \$606.09, and the fee for obtaining certain register extracts under s 65(2) from \$65.11 to \$67.83.

28 May 2026 — digital evidence of age: the Sale and Supply of Alcohol Amendment Regulations 2026 added qualifying digital identity credentials as an approved form of evidence of age.

Local Alcohol Policy

Council's Local Alcohol Policy 2016 (adopted 01 July 2016), was reviewed April 2025. Notable changes were changes to OFF licence hours reduced to 8.00am – 8.00pm, a discretionary condition allows the Council to prohibit an OFF licence from selling high-strength single-serve alcohol, on a case-by-case basis. Some outdated provisions were removed to reflect the changes to the Sale and Supply of Alcohol Act. The changes to the policy generally took effect 08 June 2025, with reduced trading hours taking effect 08 August 2025.

The Policy's next scheduled review is by 30 April 2031.

Manager's Certificates

Manager's Certificate Questionnaires/Test continue to be used for all new applications and for any applications for renewal where the applicant was not first registered with this Council.

Refer **Table 3** for information.

ON, OFF, and Club Licences

A list of all ON, OFF and Club Licences in the Hauraki District are outlined in **Appendix A**.

Agency Responses

Agencies such as the Police and Medical Officer of Health (MOH) have a 15 working day period to provide a report to the Licensing Agency if they oppose an application. The licensing committee may assume that, if no report is received from the Police or Medical Officer of Health within 15 working days after the Police or Medical Officer of Health received the copy of the application, the Police or Medical Officer of Health does not oppose the application.

Public Objections

Members of the public have 25 working days to object to a licence application. The objection must be in writing and filed with the Licensing Committee. (This was changed from 15 to 25 working days by the Sale and Supply of Alcohol (Community Participation) Amendment Act 2023.

Special Event

No (big) special events were undertaken in the district in the 2025/26 year.

Statistics

Statistical Information

The following is the number of Liquor License applications processed over the last 2025/26 financial year.

Table 1- Return to the Alcohol Regulatory and Licensing Authority (ARLA) to June 2026
On-licence, off-licence and club licence applications received:

ON Licences, OFF Licences and Club Licences Received						
Application Type	Very Low	Low	Medium	High	Very High	Total
On-licence new		2	2			4
On-licence variation						
On-licence renewal		4	3			7
Off-licence new			2			2
Off-licence variation						
Off-licence renewal			3			3
Club licence new	1					1
Club licence variation						
Club licence renewal	4	1				5
Total number	5	7	10			22
Total fees payable to ARLA (GST incl.)	\$ 86.25	\$ 241.50	\$ 517.50			\$ 845.25
Total fees paid to ARLA (GST incl.)	\$ 86.25	\$ 241.50	\$ 517.50			\$ 845.25

Table 2 - Annual fees for existing licences received:

Annual Fees for Existing Licences Received						
Licence Type	Very Low	Low	Medium	High	Very High	Total
On-licence		13	8	1		22
Off-licence			12	2		14
Club licence	12	7				19
Total number	12	20	20	3		55
Total fees payable to ARLA (GST incl.)	\$ 207.00	\$ 690.00	\$ 1,035.00	\$ 258.75		\$ 2,190.75
Total fees paid to ARLA (GST incl.)	\$ 207.00	\$ 690.00	\$ 1,035.00	\$ 258.75		\$ 2,190.75

Table 3 - Manager's certificate applications received:

Managers' Certificate Applications Received	
Application Type	No. Received
Managers' certificate new	33
Managers' certificate renewal	59
Total number	92
Total fees payable to ARLA (GST incl.)	\$ 2,645.00
Total fees paid to ARLA (GST incl.)	\$ 2,645.00

Table 4 – Special Licence applications received:

Special Licence Applications Received				
Application Type	Class 1	Class 2	Class 3	Total
Special Licence	1	6	2	9

Table 5 – Temporary authority applications received:

Temporary Authority Applications Received	
Application Type	No. Received
Temporary authority	8

Table 6 – Permanent club charter payments received:

Permanent Club Charter Payments Received	
Payment Type	No. Received
Permanent club charter payments	0

5 TE ARA KI MUA | NEXT ACTIONS

The table below sets out the next key steps:

Action	Responsibility	By When
Upload Report to Council Website	Community Protection Manager	30/10/2026

6 WHAKAPAI | APPROVAL

Prepared by	Michelle Matich Community Protection Manager
Reviewed by	Peter Thom Group Manager – Community Development
Approved by	Peter Thom Group Manager – Community Development

APPENDIX A – LICENSED PREMISES IN HAURAKI DISTRICT

ON, OFF & Club Licences in the Hauraki District

Table One: **OFF**-Licences:

				Expires
Paeroa (6)	Paeroa Hotel	Liquor Store	021.2026.00004109.001 Mon-Sun: 11:00 am-8:00pm	05/08/2028
	Paeroa Four Square	Supermarket	021.2011.00003693.001 Mon-Sun: 8:00am-8:00pm	26/01/2027
	Super Liquor Paeroa	Liquor Store	021.2012.00003783.001 Mon-Sun: 10:00am-8:00pm	04/06/2027
	Woolworths Paeroa	Supermarket	021.1994.00000089.001 Mon-Sun: 8:00am-8:00pm	23/08/2027
	Super Liquor South Paeroa	Liquor Store	021.1996.00000712.001 Mon-Sun: 9:00am-8:00pm	11/02/2029
	Liquor Station Paeroa	Liquor Store	021.2024.00004061.001 Mon-Sun: 10:00am-8.00pm	30/01/2028
Waihi (5)	Rob Roy Hotel	Liquor Store	021.1996.00000881.001 Mon-Sun: 8:00am-8:00pm	03/02/2027
	Super Liquor Waihi	Liquor Store	021.1995.00000202.001 Mon-Sun: 9:00am-8:00pm	06/06/2027
	New World Waihi	Supermarket	021.2011.00003739.001 Mon-Sun: 8:00am-8:00pm	24/03/2027
	Commercial Hotel	Liquor Store	021.1994.00000040.001 Mon-Sun: 9:00am-8:00pm	21/05/2026 (Renewal application received)
	Fresh Choice Waihi	Supermarket	021.1996.00000707.001 Mon-Sun: 8:00am-8:00pm	14/12/2026
Ngatea (3)	Ngatea Hotel	Liquor Store	021.2010.00003677.001 Mon-Sun:	04/12/2027

			10:00am-8:00pm	
	Ngatea Four Square	Supermarket	021.2011.00003752.001 Mon-Sun: 8:00am-7.15pm	10/08/2028
	Ngatea Lotto & Food Mart	Supermarket	021.2011.00003760.001 Mon-Sun: 8:00am-8:00pm	28/02/2027
Kaiaua/ Miranda (1)	Bay View Hotel	Liquor Store	021.2011.00003729.001 Mon-Sun: 9:00am-8:00pm	29/07/2029
Waikino (1)				
	Waikino Tavern	Liquor Store	021.1994.00000136.001 Mon-Sun: 9:00am-8:00pm	13/12/2027

Table Two: **ON**-Licence:

Paeroa (6)	One3one Restaurant & Bar	Restaurant	021.1996.00000716.001 Sun-Thu: 8.00am -12.00am (Midnight) Fri/Sat: 8.00am - 1.00am (the following day)	19/10/2027
	Paeroa Hotel	Tavern	021.2026.000004108.001 Mon-Sun: 8.00am - 1.00am (following day)	04/08/2027
	Paeroa Café, and Brasserie	Restaurant	021.2024.00004062.001 Mon/Tues: 9.00am - 10.00pm Wed-Sun: 9.00am - 1.00am (following day)	22/05/2028
	Sawasdee Thai Restaurant	Restaurant	021.2013.00003828.001 Tue-Sun: 11.30am - 2.30pm Tue-Sun: 5.00pm to 9.00pm	23/04/2029
	Kumar's Something Special	Restaurant	021.2009.00003460.001 Mon-Sun: 10.30am-10.30pm	04/04/2027

	The Refinery	Restaurant / Cafe	021.2020.00004028.001 Mon-Sun: 10:00am-12:00pm (midnight)	04/10/2028
Waihi (8)	Rob Roy Hotel	Tavern	021.1996.00000882.001 Mon-Sat: 8.00am-1.00am Sun: 8.00am-11.00pm	03/02/2027
	Sterling Hotel	Tavern	021.2013.00003831.001 Mon-Sun: 8:00am-1:00am	08/05/2029
	That Place Est (2024) Ltd	Cafe	021.2024.00004069.001 Mon -Sun: 10.00am to 11.00pm	18/10/2028
	Commercial Hotel	Tavern	021.1994.00000039.001 Mon-Sun: 8:00am-1:00am (following day)	25/05/2026 (Renewal application received)
	Thai Lemongrass Restaurant	Restaurant	021.2009.00003409.001 Mon-Sun: 11:00am-9:00pm	20/02/2027
	Tandoori Chambers	Restaurant	021.2013.00003830.001 Mon-Sun: 11:00am-11:00pm	28/05/2028
	Down Thyme	Restaurant	021.2024.00004064.001 Mon-Sun: 11:00am-12:00pm (midnight)	01/05/2028
	The Theatre	Drama Society	021.2021.00004029.001 Mon-Sun: 11:00am-11:00pm	03/10/2026
Ngatea (2)	Ngatea Hotel	Tavern	021.2010.00003676.001 Mon-Sun: 10:00am-1:00am (following day)	04/12/2027
	The Public Office	Restaurant	021.2020.00004017.001 Mon-Sun: 8:00am-11:00pm	18/09/2027
Waitakaruru (1)	The Corner Stone	Restaurant	021.2012.00003802.001 Mon-Sun: 8.00am – 11.00pm	08/11/2028

Kaiaua/ Miranda (2)	Bay View Hotel	Tavern	021.2011.00003728.001 Mon-Sun: 8:00am-1:00am (following day)	29/07/2029
	Kaiaua Fisheries	Cafe	021.2025.00004096.001 Mon-Sun: 10:00am-9:00pm	16/03/2027
Waikino (3)	Waikino Tavern	Tavern	021.1994.00000135.001 Mon-Sun: 9:00am-1:00am (following day)	13/12/2027
	Waikino Station Cafe	Cafe	021.2007.00002872.001 Mon-Sun: 9:00am-10:00pm	05/11/2026
	Falls Retreat	Restaurant	021.2011.00003733.001 Mon-Sun 9:00am-1:00am (following day)	08/08/2027
Waihi (Rural) (1)	Waterlily Gardens	Event Centre	021.2023.00004059.001 Mon-Sun: 10:00am-12:00am (midnight)	22/01/2028
Mangatarata (1)	Woodturners Café	Cafe	021.2009.00003538.001 Mon-Sun: 8:00am-4.30pm	24/12/2026

Table Three: Club Licences:

Paeroa (8)	Paeroa RSA	Club	021.1995.00000217.001 Mon-Sun: 10:00am-12:00pm (midnight)	14/06/2029
	Paeroa Rugby & Sports	Club	021.2022.00004042.001 Mon-Thu: 6:00pm -10:00pm Fri: 5:00pm - 11:00pm Sat: 2:00pm -12:00am (midnight) Sun: 11:00am - 10:00pm	17/10/2026

	Ohinemuri Club	Club	021.1996.00000916.001 Mon-Sun: 9:00am-1:00am (the following day)	26/07/2027
	Paeroa Bowling Club	Club	021.1994.00000082.001 Mon-Sun: 8:30am-10:00pm	31/07/2027
	Paeroa Golf Club	Club	021.1995.00000477.001 Mon-Sun: 9:00am-10:00pm	28/07/2028
	Thames Valley Deerstalkers	Club	021.1996.00000911.001 Mon-Sun: 10:00am-11:00pm	12/11/2026
	Paeroa Lawn Tennis and Squash Club	Club	021.1995.00000156.001 Mon-Fri: 12.00pm (noon) - 12.00am (midnight) Sat & Public Holidays: 10.00am-12.00 midnight Sun: 12.00pm (noon)- 12.00am (midnight)	13/08/2027
	Hikutaia Bowling, Tennis & Croquet Club	Club	021.2018.00003998.001 Mon-Sun: 12:00pm (noon) – 12:00am (midnight)	26/02/2029
Waihi (3)	Waihi Memorial RSA	Club	021.1996.00000660.001 Mon-Sun: 8:00am-1:00am (the following day)	08/02/2027
	Waihi Bowling Club	Club	021.1995.00000182.001 Mon-Thurs: 8:00am-10:00pm Fri-Sun: 8:00am-11:00pm	05/04/2025 ** EXPIRED
	Waihi Athletic Rugby Football & Sports Club	Club	021.1995.00000165.001 Wed/Thu: 3.00pm-11.00pm Fri: 3.00pm-12.00am (Midnight)	22/04/2029

			Sat/Sun: 11.00am-12.00am (Midnight)	
	Waihi Golf Club	Club	021.1995.00000143.001 Mon-Thurs: 9:00am-10:00pm Fri-Sun Incl Public Holidays: 9:00am-12:00am (midnight)	09/12/2027
Ngatea/Plains (5)	Ngatea Rugby & Sports Club	Club	021.1994.00000003.001 Mon-Sun: 11:00am-1:00am (the following day)	25/05/2029
	Hauraki RSA & Memorial Club	Club	021.1995.00000396.001 Sun-Tues: 12:00 noon-8:00pm Wed-Sat: 11:00am-12:00 (midnight)	23/06/2028
	Hauraki Golf Club	Club	021.1995.00000187.001 Mon-Sun: 11:00am-11:00pm	31/07/2027
	Hauraki Bowling Club	Club	021.1994.00000087.001 Sun-Fri: 8.30am-10.30pm Sat: 8:30am- 12:00am (midnight)	13/08/2027
	Hauraki North Rugby Football Club	Club	021.1994.00000002.001 Sun/Mon: 12.00pm (noon) – 10.00pm Tue/Wed: 12.00pm (noon) to 11.00pm Thu to Sat: 12.00pm (noon) – 1.00am (following day)	19/05/2029

Whiritoa (1)	Whiritoa Lifeguard Service	Club	021.1994.00000124.001 Mon-Thu: 3:00pm - 10:00pm Fri/Sat: 3:00pm - 12:00am (midnight) Sun: 3:00pm - 10:00pm	13/08/2027
	Kerepēhi (1) Kerepehi Bowling Club	Club	021.1994.00000084.001 Mon-Thu: 8:30am-11:00pm Fri-Sun & Public Holidays: 8:30am-12:00am (Midnight)	13/08/2027

FOR INFORMATION NGĀ MŌHIOTANGA



To Mayor and Councillors

Author Michelle Matich
Community Protection Manager

Meeting date 13 October 2026

File reference Document:4152501

Subject **Section 10A Dog Control Act 1996 Report on Dog Control Activity for the 2025/26 Year**

1 TE WHAIKUPU | RECOMMENDATIONS

THAT Council

- a) Receives the report titled Section 10A Dog Control Act 1996 Report on Dog Control Activity for the 2025/26 Year – Document Number MDN: 4152501.

2 TE WHAKARĀPOPOTANGA | SUMMARY

This report has been written to provide Council the report that is required annually by the Department of Internal affairs, under Section 10A of the Dog Control Act 1996. The report provides information and statistics for the year 01 July 2025 to 30 June 2026.

3 TE ARONGA | PURPOSE

The purpose of this report is to meet Section 10A of the Dog Control Act 1996 which requires Council to report to on its Dog Control Policy and Practices for the period 1 July 2025 to 30 June 2026. Once Council has received the report, the report is to be placed on Council's website, and a link of this sent to the Department of Internal Affairs.

4 WHAKAPAPA | BACKGROUND AND CONTEXT

Council has responsibilities for dog registration and animal control and aims to promote public safety, responsible dog ownership and the welfare of dogs. It has a statutory requirement to be involved in the Animal Control activity with a particular emphasis on:

- dog registration systems and implementation,
- education of dog owners and the public,
- development and review of animal control bylaws and policies,

- public safety,
- enforcement of dog control issues to minimise danger, distress or nuisance from dogs,
- the provision and maintenance of pounds,
- impounding of wandering dogs, and
- prosecution of offenders.

The Dog Control Act 1996 is the legislation governing the control of dogs in the District. The Dog Control Act 1996 provides for the impounding of dogs and the prosecution of their owners (when necessary). In order to enforce this Act, the Council has a Dog Control Policy and a Dog Control Bylaw.

At present, the Council contracts out its Animal Control responsibilities except for administration and billing.

Animal Control Contract

The current contract for Animal Control began on 01 July 2023 and includes the control of dogs and the warden duties required to implement the Dog Control Policy and Dog Control Bylaw 2021 with respect to Whiritoa Beach.

In May 2026 the current contract for Animal Control was renewed for a further two one-year periods and now expires 30 June 2028.

The contractor employs two (2) full time animal control officers, one casual on-call officer and one pound assistant and provides a 24 hour, 7 days a week service. Animal Control issues such as wandering dogs are notified to the Council offices and these are then dealt with by the contractor and Council staff as necessary.

The contractors are passionate about rehoming suitable dogs and have established an adoption programme and Facebook page – Hauraki Pound Pups.

Registration Fees

Dog registration fees cover one year from 1 July until 30 June. The following fees applied from 1 July 2025 to 30 June 2026.

Dog Registration Fees

Item	Fee	Penalty Fee	Maximum Fee
General Dogs – Entire	\$145.00	\$72.50	\$217.50
General Dogs – Desexed	\$110.00	\$55.00	\$165.00
Dogs in excess of three (3)	\$50.00	\$25.00	\$75.00
ROL Dogs – Entire	\$85.00	Loss of licence	Loss of licence
ROL Dogs – Desexed	\$70.00	Loss of licence	Loss of licence
Dangerous Dogs – Entire	\$217.50	\$108.75	\$326.25
Dangerous Dogs – Desexed	\$165.00	\$82.50	\$247.50

Impounding fees

Item	Registered Dog	Unregistered Dog
First impounding	\$100.00	\$155.00
Second impounding	\$135.00	\$185.00

Third impounding	\$190.00	\$250.00
Sustenance fee (additional charge)	\$18.00 per day	\$20.00 per day
Microchipping fee for dogs released from the pound	\$40.00	\$45.00

Other dog fees

Miscellaneous dog fees	Fee
Consent to keep more than two dogs in an urban area in accordance with the Dog Control Bylaw	\$60.00
Responsible Owner Licence (ROL) application fee	\$40.00
Transferred ROL Property Inspection Fee	\$30.00
Replacement dog registration tag (for lost or damaged tags)	\$5.00
Adoption Fee (includes microchipping and registration fees)	\$50.00
Surrender/Unclaimed or Disposal Fee	\$100.00
Seizure Fee	\$100.00

Dog Control Policy and Bylaw

Council has an operative Dog Control Policy and Dog Control Bylaw. Both of these documents were scheduled to be reviewed by April 2026 although both the Policy and Bylaw have until April 2031 to be reviewed.

Council approved at the 10 December 2025 meeting to initiate the review of the Dog Control Policy and Bylaw and undertake a dog exercise area survey. They also referred the review of the Policy and Bylaw to the Policy, Planning and Emergency Management Committee (the Committee).

Due to the Minister for Local Government Simon Watts announcement in 2026 that a comprehensive review of the Dog Control Act 1996 was going to be undertaken, the Committee made the decision to defer the review of the Policy and Bylaw until more was known regarding the timing for the review of the Act.

In the 2025/26 financial year, funding was approved to make the off-leash area in Morgan Park, Waihi a fully fenced exercise area. The total number of off-leash areas in the district remains at twelve.

Responsible Dog Owner Licensing

Council encourages dog owners to become Responsible Dog Owners by applying for Responsible Dog Owner License (ROL). ROL licensing allows dog owners a reduction in registration fees, if they can show a good history of dog control and registration payment, a securely fenced section and they are able to pass a Dog Control multi-choice questionnaire. **52** applications for ROL were received in 2025/26 which was slightly down on the previous year of **66** applications.

Dog Pound

The Council currently operates a dog pound in Paeroa. General maintenance has been undertaken at the dog pound this past financial year, but no major improvements have been required.

The total number of dogs impounded this year were **109** which is slightly up than the previous year where **104** dogs were impounded.

The number of dogs returned to their owner was slightly down on the previous year with **57** dogs returned to their owner compared to **61** the year prior. Of the remaining **52** dogs

impounded this year, **10** dogs were euthanised with the remaining being adopted or rehomed to rescue organisations.

Relationship with the SPCA

Council staff and the contractors have continued a working relationship with the SPCA. The SPCA's continue to be inundated with dogs and do not have capacity to take dogs that are in our pound. Our contractors, as mentioned above, have had success in rehoming a number of dogs that have been impounded, and have a robust process in place to do this.

Adoption and Rehoming Programme

Our contractors have continued to run a successful adoption programme and Facebook page – Hauraki Pound Pups. They have continued to build relationships with rescue organisations throughout New Zealand.

For the 2025/26 year, **17** dogs were successfully rehomed and **21** were rehomed to a rescue organisation.

Property Visits and Street Patrols

Over the last year **370** properties were inspected. These properties are from random roads/streets selected throughout the District and each house on the road/street is checked to see if the registered dogs match our database and also locate any unregistered dogs. **25** unregistered dogs were located which is an increase on the previous year, which was **10**.

Animal Control Officers also completed over **600** street patrols throughout the District in the past year. In street patrols, roaming dogs can often be sighted and either impounded or returned to the owner; issues may be identified, and owners are educated where needed.

Complaints

The number of complaints decreased in the last year with a total of **680** complaints lodged compared to **708** the previous year.

The number of reported dog attacks on people decreased on the previous year – **24** this year compared with **29** the previous year.

The number of reported dog attacks on other dogs/animals has decreased slightly, with **42** this year, compared with **44** for the previous year.

Roaming dogs continue to be a district wide issue, which can frighten, intimidate or annoy others, in addition to attacking other animals and people. There has been a slight decrease in roaming complaints this last year compared to the previous year with **336** complaints received in the last year compared to **346** in the previous year.

Barking dog complaints are also a district wide issue and can be difficult to resolve. There was a decrease in barking complaints, with **107** complaints received this year compared to **126** in the previous year.

Infringements

Infringements are one of the enforcement tools that are used to encourage dog owners to comply with the rules. In some circumstances, infringements are issued but are cancelled once a dog owner complies with a requirement – such as registration or microchipping their dog.

In the 2025/26 year, **101** infringements that were issued were cancelled once the dog owner complied with a requirement.

The number of infringement notices filed to Court this year was up compared with infringements filed to Court in the previous year. **192** Infringements were filed to Court, as opposed to **157** in the previous year.

Prosecutions

No prosecutions were undertaken in the 2025/26 year.

Hearings

There was a decrease in Hearings held in the 2025/25 year with **10** hearing held compared to **13** the previous year.

5 NGĀ WHIKA | STATISTICS

Registration	2024/25	2025/26
Total number of known dogs as at 30 June	4334	4202
Total number of registered dogs as at 30 June	4280	4171
Percentage of registered dogs as at 30 June	98.7%	99%

Complaints by type	2024/25	2025/26
Abandoned dog	10	11
Dog acting aggressively	51	59
Attack/Bite by dog to animal	44	42
Attack/Bite by dog to person – minor	29	24
Attack/Bite by dog to person – serious	Not recorded	0
Barking dog	126	107
Breach of Bylaw – dog	23	22
Cruelty to animal/dog	5	6
Missing dog (missing from owner)	34	1
Dog roaming	346	39
Dog rushing out	25	336
Surrendering dog for destruction	0	20
Classified dog (unmuzzled)	0	1
Unregistered dog	11	7
Dog(s) worrying other animals	4	1
Total number of dog related complaints	708	680

Complaints by area	2024/25	2025/26
Kaiaua	24	20
Paeroa Ward	306	251
Plains Ward	125	83
Waihi Ward	253	326
Total number	708	680

Impounded dogs	2024/25	2025/26
Total number of impounded dogs	104	109
Impounded dogs returned to owner	61	57
Impounded dogs euthanised	7	10
Impounded dogs adopted/rehomed	19	17
Impounded dogs transferred to rescue organisations	15	21
Impounded dogs up for adoption	2	4

Classifications	2024/25	2025/26
Total Number of Probationary Owners	7	6
Total Number of Disqualified Dog Owners	4	4
Dangerous by Owner Conviction under S31(1)(a)	0	0
Dangerous by Sworn Evidence S31(1)(b)	14	14
Dangerous by Owner Admittance in Writing S31(1)(c)	1	1
Total Number of dogs classified as Dangerous	15	15
Menacing under S33A(1)(b)(i) by Behaviour	46	46
Menacing under S33A(1)(b)(ii) by Breed Characteristics	0	0
Menacing under S33C(1) by Schedule 4 Breed	47	42
Total Number of Dogs Classified as Menacing	93	88

Infringements		2024/25	2025/26
Infringements Issued (does not include infringements notices that were subsequently withdrawn or cancelled)			
Section	Description		
18	Wilful obstruction of dog control officer or ranger	0	3
19(2)	Failure or refusal to supply information or wilfully providing false particulars	0	1
19A(2)	Failure to supply information or wilfully providing false particulars	0	1
20(5)	Failure to comply with any bylaw authorised by the section	1	4
23A(2)	Failure to undertake dog owner education programme or dog obedience course (or both)	0	0
24	Failure to comply with obligations of probationary owner	0	0
28(5)	Failure to comply with the effects of disqualification	1	2
32(2)	Failure to comply with the effects of classification of dog as dangerous dog	1	4
32(4)	Fraudulent sale or transfer of dangerous dog	0	0
33EC(1)	Failure to comply with effects of classification of dog as menacing dog	25	17
33F(3)	Failure to advise person of muzzle and leashing requirement	0	0
36A(6)	Failure to implant microchip transponder in dog	111	31
41	False statement in relation to dog registration	0	0
41A	Falsely notifying death of dog	0	0
42	Failure to register dog	158	82

Infringements		2024/25	2025/26
Infringements Issued (does not include infringements notices that were subsequently withdrawn or cancelled)			
Section	Description		
46(4)	Fraudulent procurement or attempt to procure replacement dog registration label or disc	0	0
48(3)	Failure to advise change of ownership	4	0
49(4)	Failure to advise change of address	0	0
51(1)	Removal, swapping, or counterfeiting of registration label or disc	0	0
52A	Failure to keep dog controlled or confined	106	109
53(1)	Failure to keep dog under control	3	0
54(2)	Failure to provide proper care and attention, to supply proper and sufficient food, and to provide adequate exercise	0	0
54A	Failure to carry a leash in public	0	0
55(7)	Failure to comply with barking dog abatement notice	0	1
62(4)	Allowing dog known to be dangerous to be at large unmuzzled or unleashed	0	0
62(5)	Failure to advise of muzzle and leashing requirements	0	0
72(2)	Releasing dog from custody	0	0
Total number of infringements issued		410	255
Note: 2024/25 year included cancelled infringements in error. 2025/26 does not include cancelled infringements			
Total Infringements efiled to Court		157	169

Prosecutions	2024/25	2025/26
Number of prosecutions started (and not completed) over the financial year	0	0
Number of prosecutions still in progress from prior financial years	0	0
Number of prosecutions completed this financial year	0	0
Number of appeals filed this financial year	0	0

Other information	2024/25	2025/26
Registered dog owners	3004	2933
Probationary owners newly classified this financial year	Not required	2
Probationary owners transferred from another TA this financial year	0	0
Disqualified owners newly classified this financial year	Not required	2
Disqualified owners transferred from another TA this financial year	0	0
Dangerous dogs that are neutered	Not required	13

Other information	2024/25	2025/26
Menacing dogs that are neutered	Not required	67
Dangerous dogs new classified this financial year	Not required	6
Dangerous dogs transferred from another TA this financial year	Not required	1
Menacing dogs new classified this financial year	Not required	27
Menacing dogs transferred from another TA this financial year	Not required	4

6 TE ARA KI MUA | NEXT ACTIONS

The table below sets out the next key steps:

Action	Responsibility	By When
Report is uploaded to Council Website	Community Protection Manager	30 November 2026
Report is sent to the Department of Internal Affairs (DIA)	Community Protection Manager	30 November 2026

7 WHAKAPAI | APPROVAL

Prepared by	Anna Harris Administrator Officer – Animal and Food Control
Reviewed by	Michelle Matich Community Protection Manager
Approved by	Peter Thom Group Manager – Community Development and Regulatory

FOR INFORMATION NGĀ MŌHIOTANGA



To Mayor and Councillors

Author Aoife Hennessy
Strategic Planner

Meeting date 13 October 2026

File reference Document: 4179970
Appendix A: 2025/26 Residents' Satisfaction Survey Results 4171221
Appendix B: 2025/26 Building and Resource Consent Survey Results 4173383
Appendix C: Benchmarking Report 4170625

Subject **2026 Resident Satisfaction Survey and 2025/26 Building and Resource Consent Satisfaction Surveys results**

1 TE WHAIKUPU | RECOMMENDATIONS

THAT Council

- a) Receives the report titled 2026 Resident Satisfaction Survey and 2025/26 Building and Resource Consent Satisfaction Surveys results, (document number 4179970).

2 TE ARONGA | PURPOSE

The purpose of this report is to provide Council with the results from the 2026 Resident Satisfaction Survey and the 2025/26 Building and Resource Consent Satisfaction Surveys. The benchmarking report, comparing Hauraki District Council's results to those of other Councils who carried out similar surveys, is also provided.

3 WHAKAPAPA | BACKGROUND AND CONTEXT

Each year, Council undertakes an Annual Satisfaction Survey to measure our customers' satisfaction on the services we provide. The results from these surveys are provided to the community, as well as feeding into Council's non-financial performance targets (NFPTs) and being reported on in the Annual Report. Building and Resource Consent customer satisfaction are surveyed separately through a targeted survey where those who have recently experienced this service are contacted to participate in this survey.

For the 2026 resident satisfaction survey, we utilised a different approach where surveying was carried out in 3 waves across the year (as opposed to one bulk survey period towards the end of the year). This was aimed at assessing resident satisfaction at different points of the year

and capturing any seasonal variation in satisfaction levels. The three waves were carried out in December 2025, April 2026, and July 2026.

The building and resource consent surveys continue to be carried out on a quarterly basis, with invites being sent to those who have used the service in the previous quarter.

The surveying company (Key Research) also provides a benchmarking report, where HDC’s results can be benchmarked against the other Councils that Key Research provide this service for (23 in total).

The results from all of the above surveys are included on this agenda. Once the results have been received by Council, they will be added to our external website (alongside previous years’ results) and become publicly available.

4 2026 RESIDENTS SURVEY RESULTS

The key findings from the 2026 resident satisfaction survey are outlined below, with figure 1 taken directly from the results report (Appendix A):

- Overall satisfaction with Hauraki District Council (54%) remained relatively consistent year-on-year, despite a slight decrease from 56% in 2025.
- Core service deliverables have also reported a slight decline from 73% in 2025 to 71%.
- Satisfaction with Council’s overall reputation increased by 1% point from 58% in 2025 to 59% in 2026.
- Overall value for money declined year-on-year from 45% to 42%.

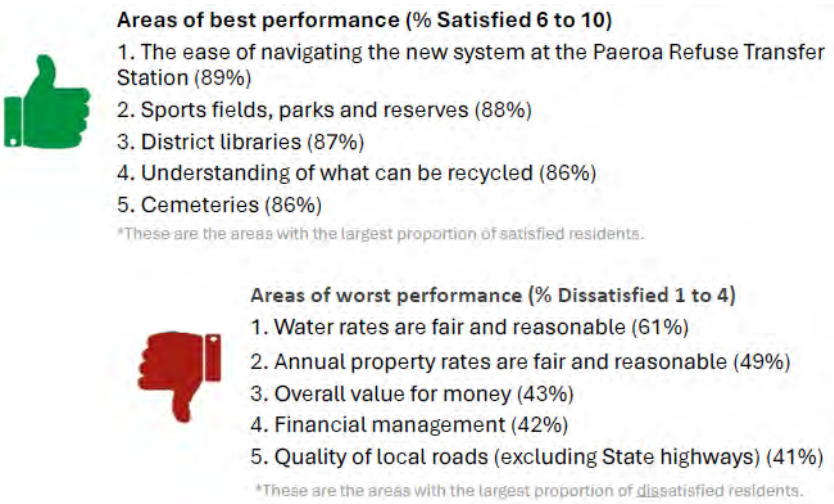


Figure 1: Areas of best and worst performance overall.

Key performance indicators included ‘quality of life’ and ‘district is going in the right direction.’ 71% of respondents were satisfied with their overall quality of life, which has significantly decreased among male residents (from 80% to 73%) and those aged over 65 years (from 86% to 78%).

Perception that the ‘district is going in the right direction’ has also significantly decreased among residents aged over 65 (from 73% to 62%) and residents of the Waihi Ward (from 68% to 56%).

In the benchmarking report, HDC sits at 54% overall satisfaction with the Council, 1% below the average score for the benchmarked district councils (55%). This is similar to the other overall measures for the benchmarked district councils – HDC sits at around average, with slight variations to above or below. The exception to this for ‘overall measures’ is the ‘performance of elected members’ measure – HDC sits 12% above the average here (58% versus 46%), and is the top scoring Council for this measure.

5 2025/26 RESOURCE AND BUILDING CONSENT SURVEY RESULTS

5.1 Resource consent survey results

Overall satisfaction with customer experience among resource consent (RC) customers declined from 60% in 2025 to 44% in 2026. This shift was primarily driven by responses relating to ‘the timeliness of the process’, as this was only scored at 25% satisfaction, the lowest result for this question since 2023. This was identified as an area for improvement to increase satisfaction. On the contrary, ‘the clarity of the forms to fill in’ was the highest rated question, at 82%.

In terms of suggestions for improvement, ‘better communication / provide updates’ was the most common suggestion, at 43%. 39% suggested Council ‘provide and adhere to timeframes’.

In the benchmarking report, HDC sits at 44% overall satisfaction with customer experience, 1% below the average score for the benchmarked councils (45%).

5.2 Building consent survey results

Overall satisfaction with customer experience among building consent (BC) customers increased from 58% in 2025 to 62% in 2026 (+4%). This shift was also primarily driven by responses relating to ‘the timeliness of the process’, as in this case this was rated higher (58%) compared to last year (51%). ‘The clarity of the forms to fill in’ was the highest rated aspect at 67%.

A key area for improvement identified by BC customers was ‘the information given initially about all the requirements that need to be met’.

In the benchmarking report, HDC sits at 62% overall satisfaction with customer experience, 7% above the average score for the benchmarked councils (55%).

6 TE ARA KI MUA | NEXT ACTIONS

The table below sets out the next key steps:

Action	Responsibility	By When
Upload the results reports to the external HDC website and provide to the relevant staff	Strategic Planner	14 October

Action	Responsibility	By When
Staff consider the results in relation to their activities and plan for improvements where needed	Staff	October
Preparation for 2027 surveys	Strategic Planner	October

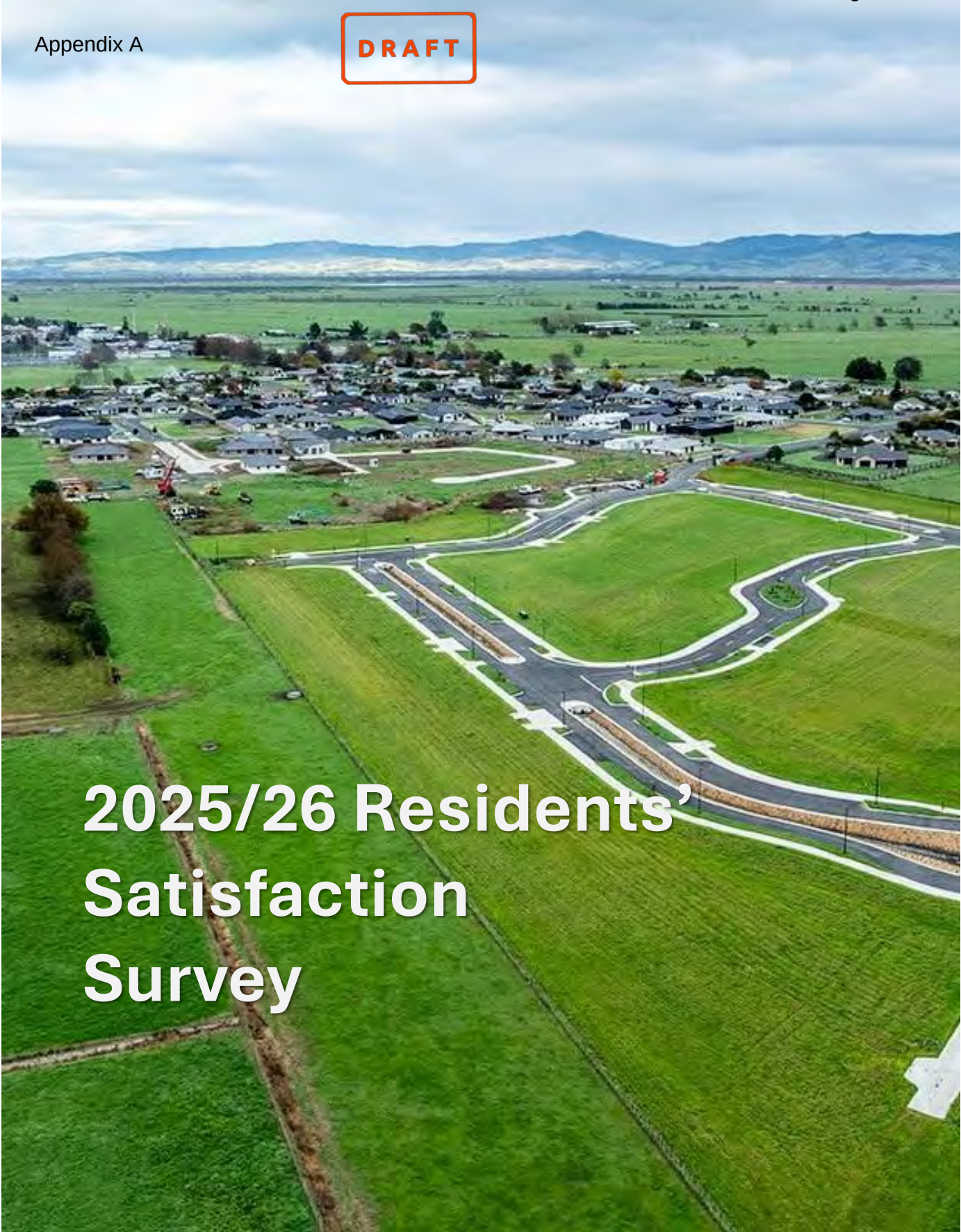
7 TUHUTORO | REFERENCES

Surveys - Hauraki District Council

8 WHAKAPAI | APPROVAL

Prepared by	Aoife Hennessy Strategic Planner
Reviewed by	Nina Murphy Strategic Planning Manager
Approved by	Peter Thom Group Manager Community Development and Regulatory

DRAFT



2025/26 Residents' Satisfaction Survey



Table of Contents

Background, objectives and method	3
Executive summary	4
Summary performance indicators	9
Reputation profile	12
Drivers of satisfaction. Priorities and opportunities	16
Water management	21
Roads and footpaths	25
Waste management	28
Community facilities	35
Rates and value for money	41
Consultation, engagement and communication	44
Interactions with the Council	48
Sample profile	53
Appendix – Residents’ Comments	56

Background, Objectives and Method

Background

Hauraki District Council has an ongoing need to measure how satisfied residents are with the resources, services and facilities provided by Council, and to identify improvement opportunities that will be valued by the community.

Research Objectives

- To provide a robust measure of satisfaction with Hauraki District Council's performance in relation to service delivery.
- To establish perceptions of various services, infrastructure and facilities provided by Council.
- To provide insights into how Council can best invest its resources to improve residents' satisfaction with its overall performance.
- To provide benchmarking of performance for Hauraki District Council compared to other similar authorities.

Method

- The methodology involved a postal to online survey with participants randomly selected from the Electoral Roll, as well as email invitations sent directly to ratepayers from Council. A postal invitation with a URL and QR code was sent to the physical address of a selection of residents. To maximise the response, email invitations were also sent to those with email addresses from the ratepayer database. Contact lists were deduped where possible to ensure that all those invited received either an email or a letter, not both.
- The questionnaire was created in consultation with staff of the Hauraki District Council. It was structured to provide a comprehensive set of measures relating to core activities, services and infrastructure, as well as to provide a wider perspective of performance. This includes assessment of reputation, and the willingness of residents to become involved with Council's decision making.
- A total of 608 responses were collected between the 1st of December 2025 and 9th of August 2026. A sample of 608 people allows a robust analysis across age, gender, ethnicity and by ward.
- Post data collection the sample has been weighted so it is exactly representative of key population demographics based on the 2023 Census.
- At an aggregate level the survey has an expected 95% confidence interval (margin of error) of +/-3.97%.
- There are instances where the sum of the whole number score varies by one point relative to the aggregate score due to rounding.
- Due to rounding, percentages may add to just over or under (+/- 1%) totals.

Significance testing

- The margin of error for a sample of 608 indicates that 95 chances out of a 100 will fall within 3.97% of a given result in any binomial distribution.
- Statistical significance testing helps quantify whether a result is likely due to chance or to some factor of interest. Where statistical significance is identified it indicates that an observed relationship is unlikely to be due to chance.
- Significant differences were tested for year-on-year results, as well as across the following groups - age, gender, ward, ethnicity.
- Significant differences were marked where relevant. Colour is used to mark statistical significance for the same reporting period between different demographics, while the arrows are used to show year-on-year significance.

Scale

- The 10-point scale allows for more granular results. The scale has been adopted to reflect six points. The results have been grouped as follows: 1 and 2 as 'Very dissatisfied', 3 and 4 as 'Dissatisfied', 5 as 'Somewhat dissatisfied', 6 as 'Somewhat satisfied', 7 and 8 as 'Satisfied', 9 and 10 as 'Very satisfied'. A total satisfaction score is recorded as a sum of 'Somewhat satisfied', 'Very satisfied' and 'Satisfied' (scores 6-10). A total dissatisfaction score is recorded as a sum of 'Very dissatisfied', 'Dissatisfied' and 'Somewhat dissatisfied' (scores 1-5).

DRAFT

Executive summary

Key Findings

The 2026 results reflect a largely consistent satisfaction trend, with only minor shifts across measures.

Overall satisfaction

- *Overall satisfaction* with Hauraki District Council (54%) remained relatively consistent year-on-year, despite a slight decrease from 56% in 2025.
- *Core service deliverables* has also reported a slight decline from 73% in 2025 to 71%.
- Satisfaction with Council’s *Overall reputation* increased by 1% point from 58% in 2025 to 59% in 2026.
- In contrast, *Overall value for money* declined year-on-year from 45% to 42%.

Services and Infrastructure

- *Overall waste management* (76%) and *Overall water management* (58%) remained consistent with 2025 results (75% and 59% respectively).
- *Overall community facilities* continued to perform strongly at 82%, in addition to *Sports fields, parks and reserves* (88%) and *District libraries* (87%).
- However, satisfaction with *Overall roading infrastructure* remained relatively low at 47%, and satisfaction with *Wastewater* declined significantly from 86% in 2025 to 78% in 2026.

Drivers and Priorities

- *Reputation* remains the strongest driver of overall satisfaction, with a 61% impact score, followed by *Value for money* at 30%.
- Rates and spending priorities remain the most prevalent concern raised by residents, with 30% of those who provided general feedback citing *No value for money / rates are too high / wasteful spending*.
- In keeping with this, *Property rates* and *Other fees and charges* are identified as key areas for improvement.

Reputation

- The Council’s reputation benchmark remained unchanged at +58.
- An increase in residents identified as *Admirers* was recorded, from 5% in 2025 to 11% in 2026, while those identified as *Sceptics* declined from 55% to 52%, indicating a positive shift in residents’ perceptions of Council.

Areas of best performance (% Satisfied 6 to 10)



1. The ease of navigating the new system at the Paeroa Refuse Transfer Station (89%)
2. Sports fields, parks and reserves (88%)
3. District libraries (87%)
4. Understanding of what can be recycled (86%)
5. Cemeteries (86%)

*These are the areas with the largest proportion of satisfied residents.

Areas of worst performance (% Dissatisfied 1 to 4)



1. Water rates are fair and reasonable (61%)
2. Annual property rates are fair and reasonable (49%)
3. Overall value for money (43%)
4. Financial management (42%)
5. Quality of local roads (excluding State highways) (41%)

*These are the areas with the largest proportion of dissatisfied residents.



Overall measures (showing proportion of respondents scoring %6-10)

		Difference (2026- 2025) %	2026 (results % 6-10)	2025 (results % 6-10)	2024 (results % 6-10)	2023 (results % 6-10)	2022 (results % 6-10)
CE2	Overall consultation and engagement	5%	47%	42%	45%	49%	49%
WM3	Overall waste management	1%	76%	75%	71%	82%	75%
REP5	Overall reputation	1%	59%	58%	63%	65%	66%
TW7	Overall water management	-1%	58%	59%	66%	61%	68%
CF4	Overall facilities	-2%	82%	84%	82%	80%	80%
OVCRS	Overall core service deliverables	-2%	71%	73%	74%	74%	76%
OV1	Overall satisfaction	-2%	54%	56%	61%	62%	65%
RF2	Overall roads and footpaths	-2%	47%	49%	53%	48%	-
VM2	Overall value for money	-3%	42%	45%	52%	54%	56%
OV2	Overall quality of life	-5%	71%	76%	74%	76%	82%
OV3_1	District is going in the right direction	-5%	58%	63%	65%	66%	-

Overall measures (showing proportion of respondents scoring %6-10)

		Difference (2026-2025) %	2026 (results % 6-10)	2025 (results % 6-10)	2024 (results % 6-10)	2023 (results % 6-10)	2022 (results % 6-10)
CE1_1	Council makes decisions in the best interest of its residents	11%	52%	41%	51%	57%	48%
NWM4_2	The ease of navigating the new system at the Paeroa Refuse Transfer Station	10%	89%	79%	85%	-	-
CE1_2	The elected members do a good job	7%	58%	51%	53%	61%	53%
CE1_6	Understands the needs of residents	6%	45%	39%	43%	47%	44%
CE1_3	Council listens to the concerns of its residents	5%	48%	43%	48%	53%	45%
CE1_5	Council does a good job of informing you about their decisions	4%	51%	47%	54%	55%	52%
TW2_1	The quality of the water	4%	59%	55%	62%	63%	66%
REP1	Leadership	4%	58%	54%	61%	60%	66%
TW2_3	Overall District's water supply	3%	69%	66%	71%	74%	66%
REP2	Faith and trust	2%	53%	51%	59%	58%	61%
CE1_4	Council provides enough opportunities to have your say about Council matters	1%	53%	52%	54%	58%	53%
INT3	Easy to conduct business with Council	1%	72%	71%	67%	72%	-
CF2_5	Community halls	1%	85%	84%	88%	84%	-
CF2_7	Public toilets	1%	79%	78%	79%	77%	-
VM1_1	Annual property rates are fair and reasonable	1%	36%	35%	41%	44%	44%
VM1_5	Fees and charges for other council provided services and facilities are fair and reasonable	1%	44%	43%	53%	51%	57%
INT4_1	How easy it was to make your enquiry or request	-	80%	80%	80%	81%	-
RF1_1	Quality of local roads (excluding State highways)	-	45%	45%	48%	39%	37%
TW6	Land drainage and flood protection services in your area	-	58%	58%	67%	47%	-
CF2_3	Sports fields, parks and reserves	-	88%	88%	88%	86%	83%
WM2_3	Council's recycling services	-1%	81%	82%	81%	82%	74%

Overall measures (showing proportion of respondents scoring %6-10)

		Difference (2026-2025) %	2026 (results % 6-10)	2025 (results % 6-10)	2024 (results % 6-10)	2023 (results % 6-10)	2022 (results % 6-10)
WM2_1	Regular kerbside collection service	-1%	77%	78%	71%	85%	80%
NWM1	Understanding of what can be recycled	-1%	86%	87%	88%	-	-
CF2_1	District libraries	-1%	87%	88%	88%	85%	83%
CF2_4	Cemeteries	-1%	86%	87%	81%	78%	-
CF2_6	Playgrounds	-1%	84%	85%	85%	83%	-
VM1_4	Payment arrangements are fair and reasonable	-1%	66%	67%	78%	77%	78%
REP3	Financial management	-1%	42%	43%	48%	53%	56%
INT4_2	How long it took to resolve the matter	-2%	55%	57%	59%	59%	-
RF1_2	Quality of footpaths	-2%	47%	49%	53%	50%	49%
WM2_2	Refuse transfer stations	-2%	74%	76%	81%	82%	78%
REP4	Services and facilities	-2%	61%	63%	68%	68%	65%
TW2_2	The reliability of water supply	-3%	81%	84%	82%	86%	-
INT4_3	The information provided being accurate	-3%	64%	67%	64%	66%	-
NWM4_1	Frequency of kerbside bin collection	-4%	79%	83%	75%	-	-
TW5	Stormwater services provided in your area	-4%	58%	62%	61%	59%	63%
CF2_2	Swimming pools	-5%	78%	83%	83%	79%	75%
INT4_4	Council staff's understanding of what you wanted	-6%	67%	73%	68%	73%	-
VM1_2	Water rates are fair and reasonable	-7%	27%	34%	49%	46%	50%
INT6	Overall enquiry or request handling	-7%	57%	64%	61%	63%	-
TW4	Wastewater services from Hauraki District Council	-8%	78%	86%	83%	87%	88%
VM1_3	Invoicing is clear and correct	-8%	58%	66%	74%	74%	77%

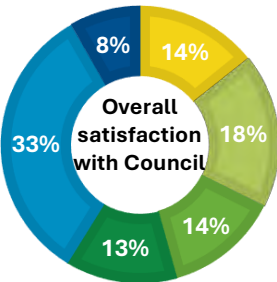
DRAFT

Summary performance indicators

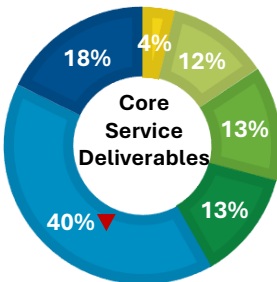


Key performance indicators

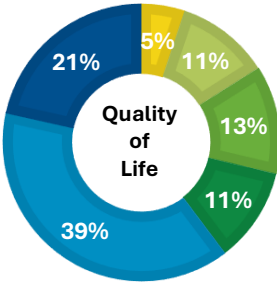
- Overall satisfaction with Hauraki District Council (54%) remained relatively consistent year-on-year, with a slight 2% decline since 2025 (56%).
- Satisfaction with Core service deliverables has also decreased slightly from 73% in 2025 to 71% in 2026.
- 71% of residents are satisfied with their Quality of life. This perception has significantly decreased among male residents (from 80% to 73%) and those aged over 65 years (from 86% to 78%).
- Perception that the District is going in the right direction has also significantly decreased among residents aged over 65 (from 73% to 62%) and residents of the Waihi Ward (from 68% to 56%).



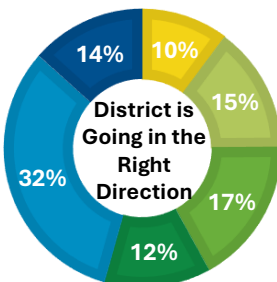
- Very dissatisfied (1-2)
- Dissatisfied (3-4)
- Somewhat dissatisfied (5)
- Somewhat satisfied (6)
- Satisfied (7-8)
- Very satisfied (9-10)



- Very poor (1-2)
- Poor (3-4)
- Somewhat poor (5)
- Somewhat good (6)
- Good (7-8)
- Excellent (9-10)



- Very poor (1-2)
- Poor (3-4)
- Somewhat poor (5)
- Somewhat good (6)
- Good (7-8)
- Excellent (9-10)



- Strongly disagree (1-2)
- Disagree (3-4)
- Somewhat disagree (5)
- Somewhat agree (6)
- Agree (7-8)
- Strongly agree (9-10)

Scores 6-10	2026	2025	2024	2023	2022	Māori	Non-Māori
Overall Satisfaction with Council	54%	56%	61%	62%	65%	55%	54%
Satisfaction with core service deliverables	71%	73%	74%	74%	76%	61%	73%
Quality of life	71%	76%	74%	76%▼	82%	62%	73%
District is going in the right direction	58%	63%	65%	66%	-	51%	60%

Scores 6-10	Male	Female	18-29 years	30-49 years	50-64 years	Over 65
Overall Satisfaction with Council	54%	55%	67%*	48%	51%	57%▼
Satisfaction with core service deliverables	66%	76%	77%*	59%	70%	79%
Quality of life	73%▼	70%	67%	65%	71%	78%▼
District is going in the right direction	58%	58%	66%*	53%	54%	62%▼

Scores 6-10	Plains Ward	Paeroa Ward	Waihi Ward	Urban	Rural
Overall Satisfaction with Council	57%	54%	52%	53%	56%
Satisfaction with core service deliverables	71%	71%	71%	70%	73%
Quality of life	74%	68%	72%	70%	75%
District is going in the right direction	59%	59%	56%▼	57%	60%

NOTES:

- OV1. When you think about Council overall, its image and reputation, the services and facilities it provides and the rates and fees that you pay, overall, how satisfied are you with the Hauraki District Council? n=547
- OVCRS. Now, thinking about ALL THE SERVICES of the Hauraki District Council taking into account facilities, water, parks and reserves, roading, waste management and other services, how would you rate Hauraki District Council for its OVERALL CORE SERVICE DELIVERABLES? n=559
- OV2. Thinking about all the factors we have asked about, how would you currently rate your overall quality of life in the district? n=560
- OV3. On a scale of 1 to 10 where 1 is 'strongly disagree' and 10 is 'strongly agree', how strongly do you agree or disagree with the following statement about the District? n=495
- *Caution: Small sample size (n<30). Results are indicative only.

Year-on-year

Between demographics

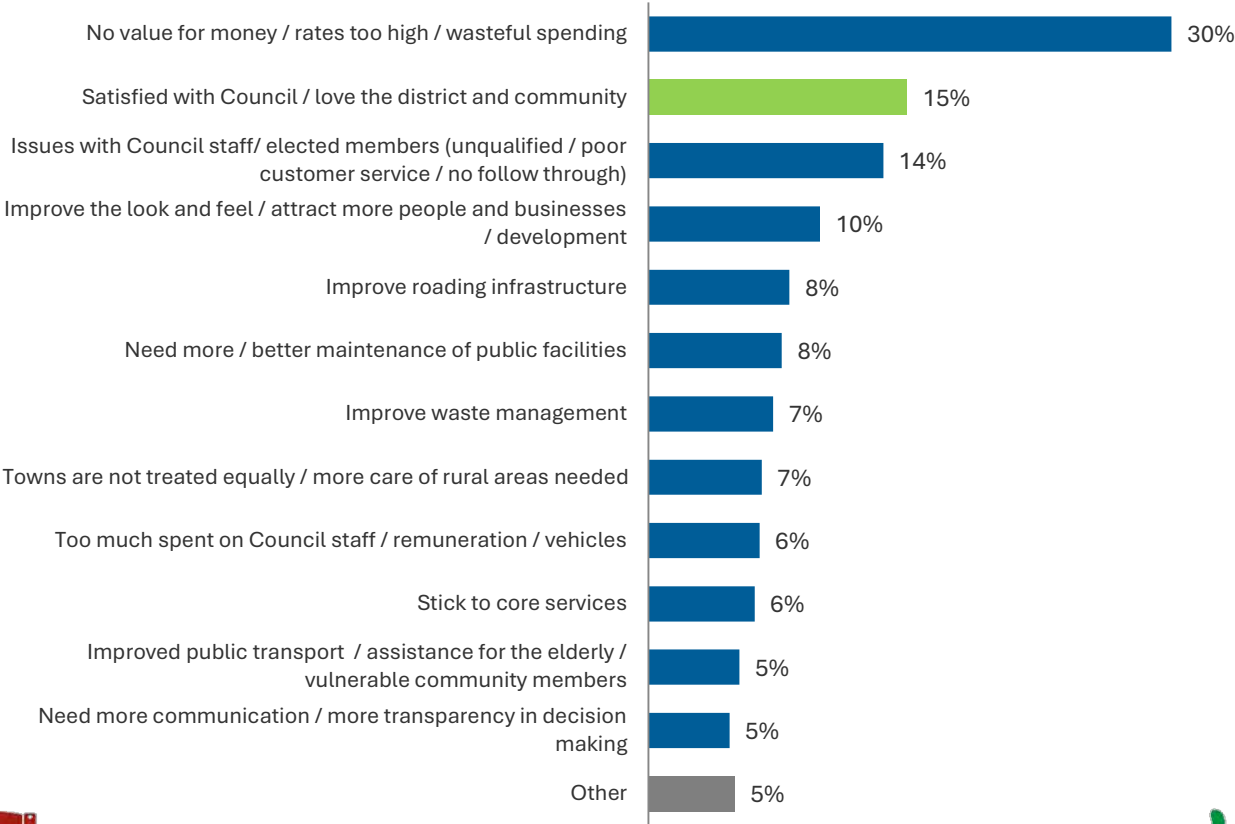
Significantly higher

Significantly lower

Significantly higher

Significantly lower

General comments



- I worry about the cost to a single person owning their own home and on a pension, handling the ongoing extra costs put upon them.*
- The rates are very high, and more effort needs to go into reducing the cost of rates.*
- Water rates were a blunder and not good for your image. Pensioners and families are already at their limit.*
- Reduce rates and waste water charges. It should be user pays, not a blanket fee for everyone.*
- I think that the Council has forgotten how to manage the ratepayers' money efficiently.*
- A service number we received was not followed through by Council.*
- The get it done online service could be great, but staff don't seem to use it.*
- It is taking far too long for staff to return calls and emails.*
- Bring the pride back to Paeroa, I moved here for a reason. It needs spirits lifted. The Paeroa community is amazing.*



- Thank you for your hard work.*
- The Council staff at ground level are great, dealing with library on a regular basis and seeing the water guys out and about, they are awesome.*
- I think we have a great Mayor, and the majority of councillors are there for the right reasons.*
- Generally, a pretty good place to live. We will never please everyone with the same things.*
- I would like to thank the Council for the two dog parks in Waihi.*
- It appears that Hauraki District Council is making good progress and commitment to a sustainable safe future for its citizens.*
- The response to cyclone Vaianu was incredible.*
- The Hauraki is a very pleasant place to live. I only have to visit other parts of the country to realise how privileged we are here with our beautiful environment.*
- Generally, a pretty good place to live.*

NOTES:

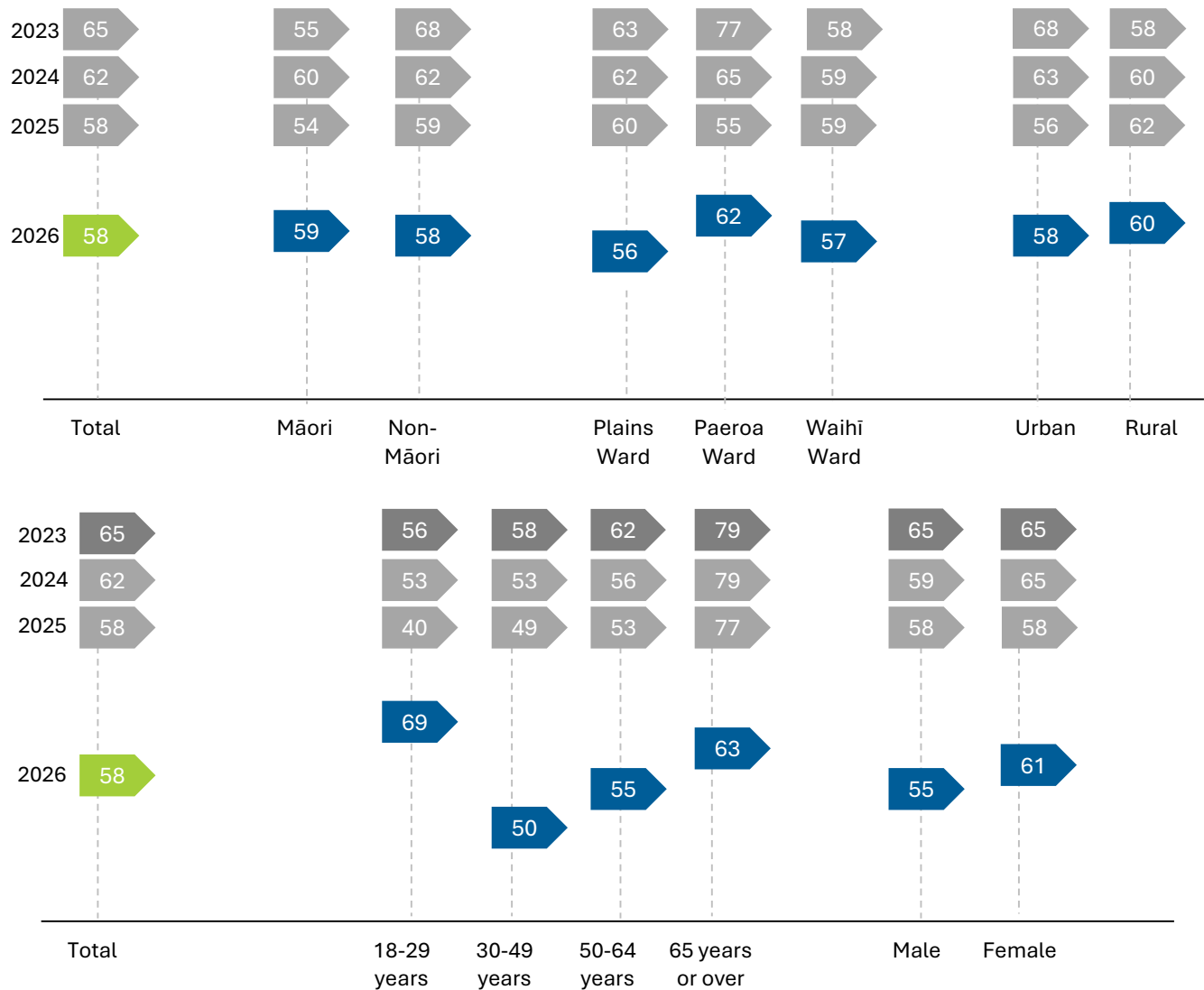
- 1. GEN1. Finally, are there any comments or feedback that you would like to make? n=255
- 2. Comments lower than 5% are not shown.

DRAFT

Reputation profile



Reputation benchmarks



- Council’s reputation benchmark remained at +58 since 2025.
- Residents aged 18-29 years recorded the highest reputation benchmark score of +69, representing the highest score recorded for this subgroup over the past three years.
- In contrast, residents aged 30–49 recorded the lowest score across all subgroups, at +50.

NOTES:

1. Excludes don’t know response

2. REP5. So, everything considered, leadership, trust, financial management, quality of services provided, and preparing for the future, how would you rate Hauraki District Council for its OVERALL REPUTATION? n=528

Key:

>80

Excellent reputation

60-79

Acceptable reputation

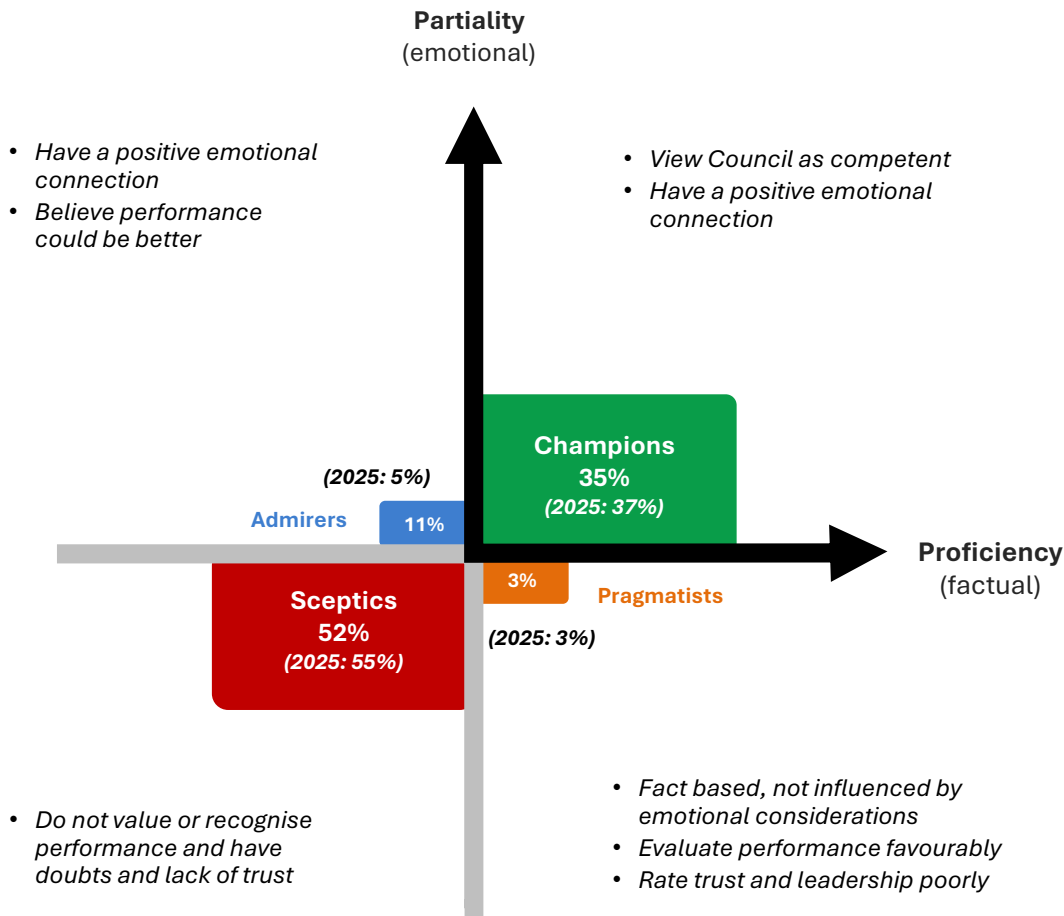
<60

Poor reputation

150

Maximum score

Reputation profile



- A slight positive shift in resident sentiment has been reported over the past year, with the proportion of *Sceptics* decreasing slightly by 3% points (from 55% in 2025 to 52% in 2026), while the proportion of *Admirers* rose from 5% to 11%.
- Māori residents (17%) are more likely to be identified as *Admirers* than Non-Māori residents (9%)
- Just over one third of residents (35%) are identified as *Champions*.
- *Pragmatists* (3%) are the group that mostly approves of the Council’s decision-making, however, they lack trust and often are not satisfied with leadership performance.
- Only 7% of the District’s residents are classified as *Admirers*. This group might not support all of Council’s decisions, but overall, they trust that Council is acting in the best interests of the District.

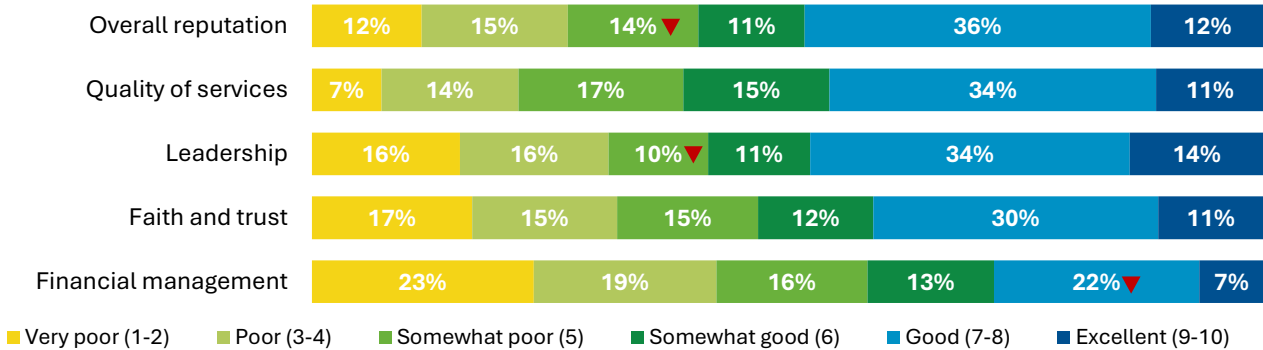
NOTES:

1. Excludes don’t know response
2. REP1. Overall, how would you rate the Council for its LEADERSHIP? n=501
3. REP2. overall, how would you rate the Council in terms of the FAITH and TRUST you have in them? n=514
4. REP3. how would you rate the Council overall for its FINANCIAL MANAGEMENT? n=425
5. REP4. how would you rate the Council for the QUALITY OF THE SERVICES and FACILITIES it provides the Hauraki District? n=536
6. REP5. how would you rate Hauraki District Council for its OVERALL REPUTATION? n=528



Image and reputation

- Nearly six in ten residents (59%) are satisfied with Council’s *Overall reputation*, a 1% point increase since 2025 (58%).
- Similarly, satisfaction with *Leadership* has increased (from 54% in 2025 to 58% in 2026), and satisfaction with *Faith and trust* has increased from 51% to 53%.
- Satisfaction among female residents (from 53% to 62%) and residents in the Paeroa ward (from 49% to 61%) with Council *Leadership* has significantly increased since 2025.
- In contrast, residents’ perception of both *Quality of services* (61%) and *Financial management* (42%) has slightly declined since 2025 (from 63% and 43% respectively).



Scores 6-10	2026	2025	2024	2023	2022	Māori	Non-Māori
Overall reputation	59%	58%	63%	65%	66%	61%	59%
Quality of services	61%	63%	68%	68%	65%	52%	63%
Leadership	58%	54% ▼	61%	60% ▼	66%	56% ▲	59%
Faith and trust	53%	51% ▼	59%	58%	61%	50%	54%
Financial management	42%	43%	48%	53%	56%	32%	44%

Scores 6-10	Male	Female	18-29 years*	30-49 years	50-64 years	Over 65
Overall reputation	56%	63%	71%	52%	59%	61% ▼
Quality of services	61%	61%	69%	51%	59%	67%
Leadership	55%	62% ▲	74%	53%	55%	59%
Faith and trust	52%	54%	65%	47%	52%	54% ▼
Financial management	44%	40%	55%	30%	41%	45% ▼

Scores 6-10	Plains Ward	Paeroa Ward	Waihi Ward	Urban	Rural
Overall reputation	58%	63%	58%	59%	60%
Quality of services	63%	62%	59%	60%	64%
Leadership	59%	61% ▲	55%	57%	61%
Faith and trust	51%	58%	50%	52%	55%
Financial management	36%	50% ▲	39%	42%	41% ▼

NOTES:

- REP1. Overall, how would you rate the Council for its LEADERSHIP? n=501
- REP2. overall, how would you rate the Council in terms of the FAITH and TRUST you have in them? n=514
- REP3. how would you rate the Council overall for its FINANCIAL MANAGEMENT? n=425
- REP4. how would you rate the Council for the QUALITY OF THE SERVICES and FACILITIES it provides the Hauraki District? n=536
- REP5. how would you rate Hauraki District Council for its OVERALL REPUTATION? n=528
- * Caution: Small sample size (n<30). Results are indicative only.

Year-on-year

Between demographics

▲ Significantly higher

▼ Significantly lower

▲ Significantly higher

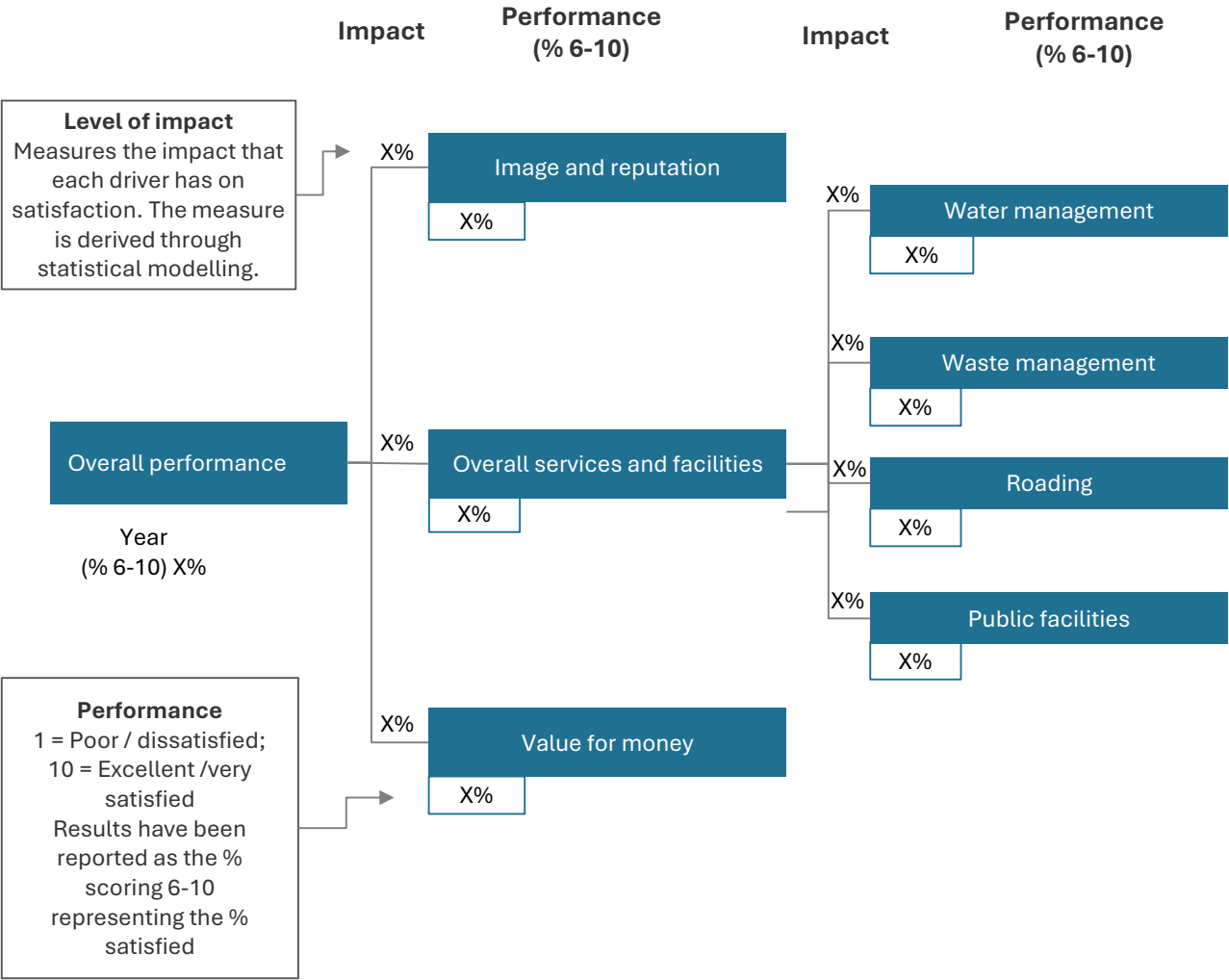
▼ Significantly lower

DRAFT

Drivers of satisfaction
Priorities and opportunities



Introduction to the CVM driver model

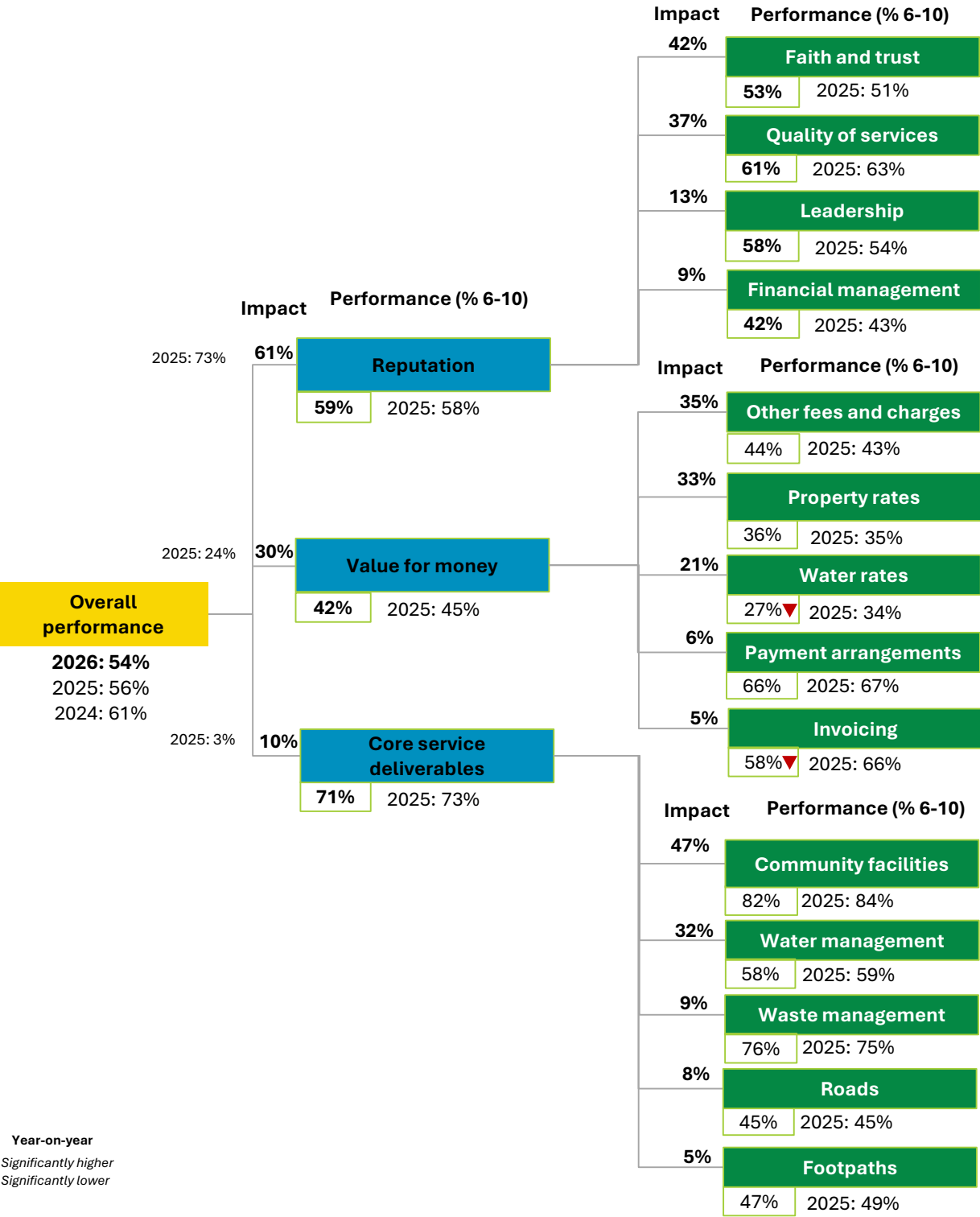


Overview of our driver model

- Residents are asked to rate their perceptions of Council's performance on the various elements that impact overall satisfaction. These processes must align with the customer facing services and processes to ensure they are actionable.
- We use multiple regression analysis to identify how much different areas of services provided by Council impact overall perception. Impact scores represent how strong the connection is.
- For example, if the impact score for one of the KPI's is 50%, it means that increasing residents' perception in this area by 4% will increase perception of overall performance by 2%, given all other factors remain unchanged.



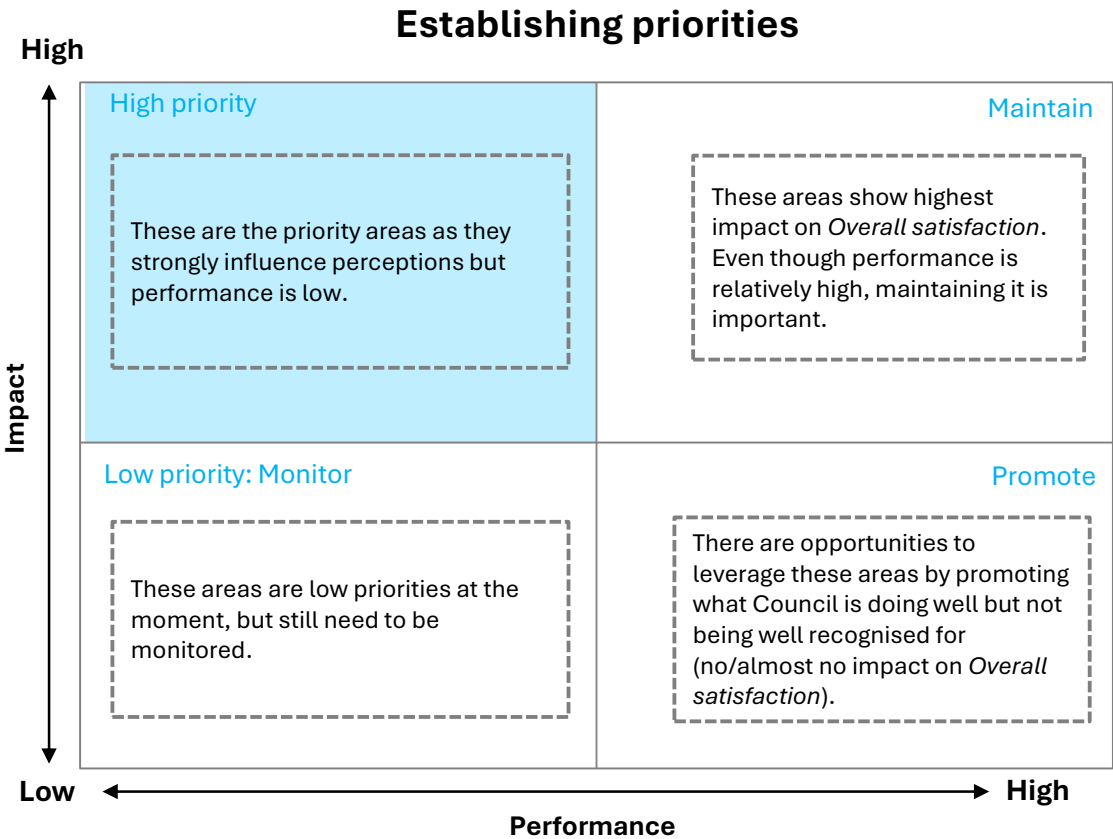
Drivers of perceptions of Hauraki District Council performance



- Reputation remains the strongest driver of overall satisfaction (61%), followed by Value for money (30%).



Establishing priorities - Matrix



Opportunities and priorities. Overall measures



With *Reputation* and *Value for money* being the strongest drivers of overall satisfaction, and satisfaction across these measures being relatively low, key areas for improvement are largely related to these measures, including:

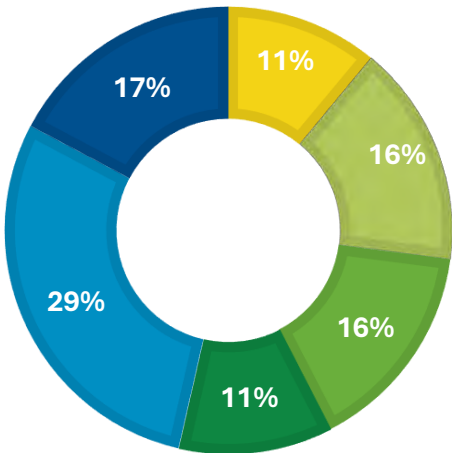
- Faith and trust
- Property rates
- Other fees and charges

DRAFT

Water management

Overall water management

- Satisfaction with *Overall water management* remained relatively consistent year-on-year at 58%.
- However, satisfaction among residents 65 years or over has significantly decreased from 76% in 2025 to 63% in 2026.



- Very dissatisfied (1-2)

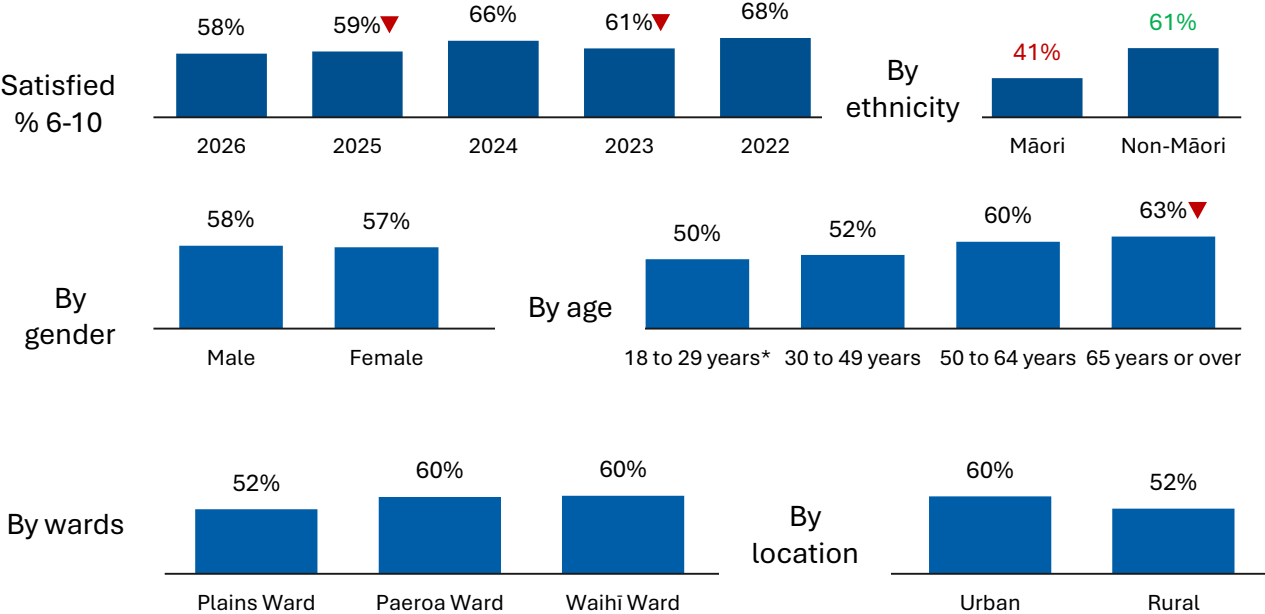
Dissatisfied (3-4)

Somewhat dissatisfied (5)

Satisfied (7-8)
- Somewhat satisfied (6)

Very satisfied (9-10)

% 6-10



NOTES:

1. TW7. Thinking about water management that includes your water supply, stormwater and wastewater, on the scale of 1 to 10, how satisfied are you with the infrastructure and services provided by the Council? n=517
2. *Caution: Small sample size (n<30). Results are indicative only

Year-on-year

Significantly higher

Significantly lower

Between demographics

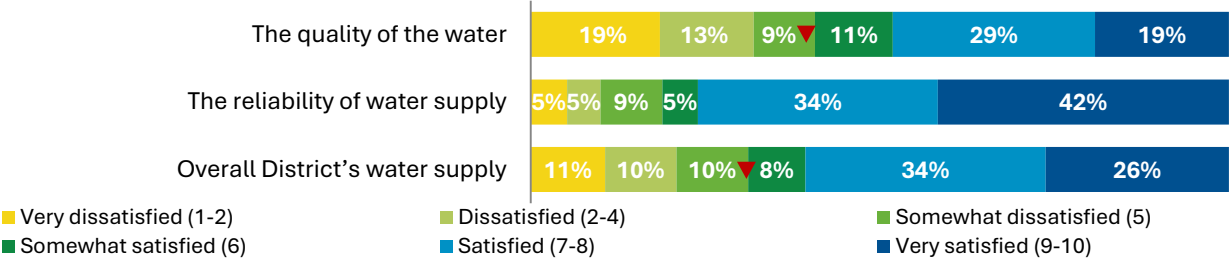
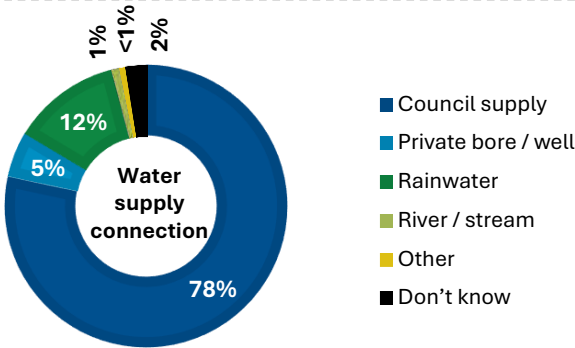
Significantly higher

Significantly lower



Water Supply

- Most households are connected to the *Council water supply*.
- Among connected residents, nearly seven in ten (69%) are satisfied with the *Overall district’s water supply*, a 3% point increase since 2025 (66%). Satisfaction is significantly higher among residents of the Waihi ward (74%) than those in the Plains ward (61%)
- Satisfaction with *The quality of the water* among Non-Māori residents has significantly increased year-on-year from 57% to 65%.



Scores 6-10	2026	2025	2024	2023	2022	Māori	Non-Māori
The quality of the water	59%	55%▼	62%	63%	66%	35%	65%▲
The reliability of water supply	81%	84%	82%	86%	-	71%	84%
Overall district's water supply	69%	66%	71%	74%	66%	54%	72%

Scores 6-10	Male	Female	18-29 years*	30-49 years	50-64 years	65 years or over
The quality of the water	65%	55%	62%	44%	63%	69%
The reliability of water supply	81%	81%	88%	69%▼	83%	88%
Overall district's water supply	69%	69%	72%	57%	72%	76%

Scores 6-10	Plains Ward	Paeroa Ward	Waihi Ward	Urban	Rural
The quality of the water	52%	64%	61%	59%	60%
The reliability of water supply	76%	82%	85%	82%	79%
Overall district's water supply	61%	70%	74%	69%	70%

NOTES:
1. TW1. Which of the following best describes your water supply connection? n=592
2. TW2. On a scale of 1 to 10, how would you rate your satisfaction with...?
a. The quality of the water n=459
b. The reliability of water supply n=453
c. Overall District's water supply n=419
3. *Caution: Small sample size (n<30). Results are indicative only

Year-on-year

Significantly higher

Significantly lower

Between demographics

Significantly higher

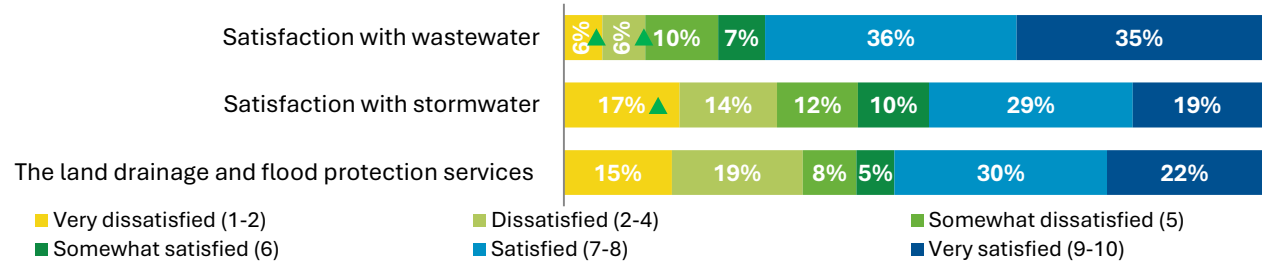
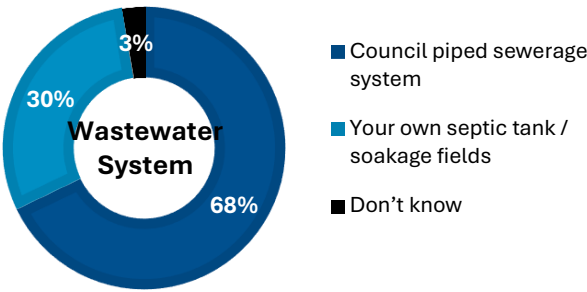
Significantly lower

Page 23



Waste Water and Stormwater Services

- Nearly seven in ten households (68%) are connected to the *Council piped sewerage system*.
- Satisfaction with *Wastewater* has significantly decreased year-on-year, from 86% in 2025 to 78% in 2026.
- Other related measures remain relatively consistent year-on-year.



Scores 6-10	2026	2025	2024	2023	2022	Māori	Non-Māori
Satisfaction with wastewater	78% ▼	86%	83%	87%	88%	74%	79% ▼
Satisfaction with stormwater	58%	62%	61%	59%	63%	42% ▼	61%
The land drainage and flood protection services	58%	58%	67%	47%	58%	57%*	58%

Scores 6-10	Male	Female	18-29 years*	30-49 Years	50-64 years	65 years or over
Satisfaction with wastewater	76% ▼	80%	71%	70%	83%	83%
Satisfaction with stormwater	58%	57%	57%	58%	62%	55% ▼
The land drainage and flood protection services	49%	67%	48%	57%	64%	63%

Scores 6-10	Plains Ward	Paeroa Ward	Waihi Ward	Urban	Rural
Satisfaction with wastewater	75% ▼	79%	78% ▼	79% ▼	71%
Satisfaction with stormwater	67%	57%	54%	58%	-
The land drainage and flood protection services	63%	47%	42%*	-	58%

NOTES:

1. TW3. Which of the following best describes the wastewater system you use? n=589
2. TW4. How satisfied are you with the quality of wastewater services from Hauraki District Council? n=386
3. TW5. How would you rate your satisfaction with the stormwater services provided in your area? n=381
4. TW6. How would you rate your satisfaction with the land drainage and flood protection services in your area? n=116
5. *Caution: Small sample size (n<30). Results are indicative only

Year-on-year

Significantly higher

Significantly lower

Between demographics

Significantly higher

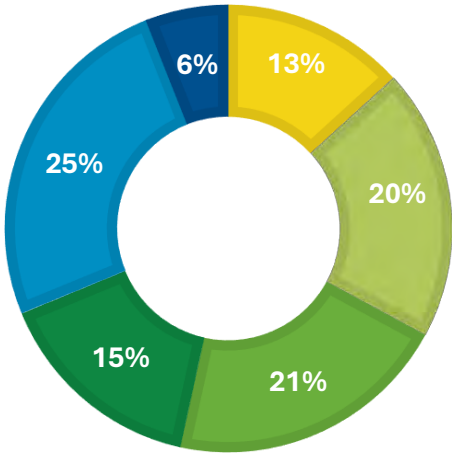
Significantly lower

DRAFT

Roads and footpaths

Overall Roding Infrastructure

- 47% of residents are satisfied with the *Overall roding infrastructure*.
- Satisfaction among residents in the Paeroa ward is significantly higher than among residents from other wards.



Very poor (1-2)

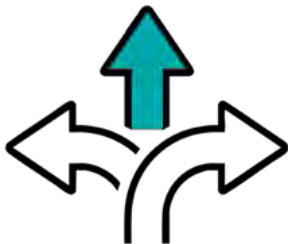
Poor (3-4)

Somewhat poor (5)

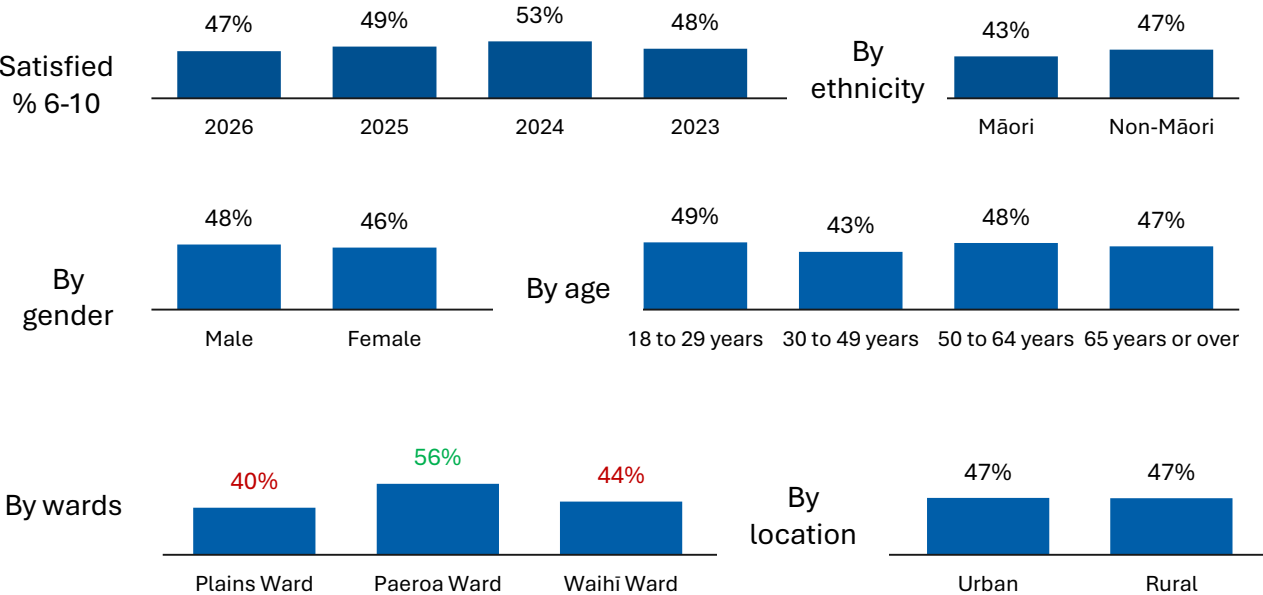
Somewhat good (6)

Good (7-8)

Excellent (9-10)



% 6-10



NOTES:

1. RF2. Thinking about the roading and footpaths of the Hauraki District Council how would you rate Hauraki District Council on their overall ROADING and FOOTPATHS? n=580

2. * Caution: Small sample size (n<30). Results are indicative only.

Year-on-year

Significantly higher

Significantly lower

Between demographics

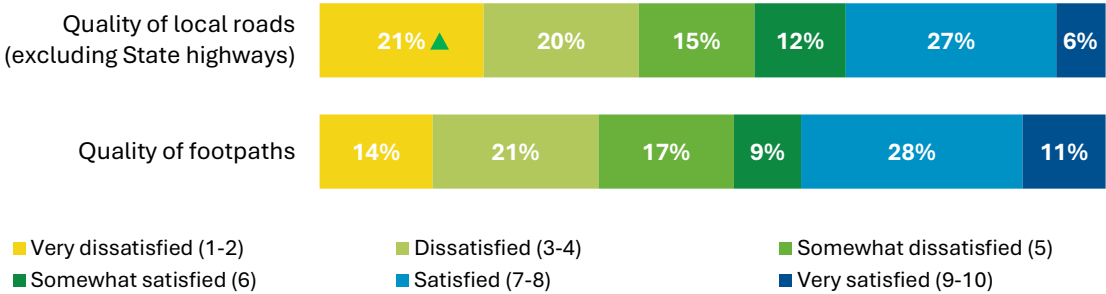
Significantly higher

Significantly lower



Satisfaction with Roads and Footpaths

- In keeping with 2025, 45% of residents are satisfied with the *Quality of local roads*.
- Satisfaction with the *Quality of local roads* is significantly higher among residents of the Paeroa ward (53%) than among those in the Plains ward (36%).
- Meanwhile, satisfaction with the *Quality of footpaths* (47%) recorded a slight 2% point decrease since 2025 (49%).



Scores 6-10	2026	2025	2024	2023	2022	Māori	Non-Māori
Quality of local roads (excl. State highways)	45%	45%	48%	39%	37%	39%	46%
Quality of footpaths	47%	49%	53%	50%	49%	43%	48%

Scores 6-10	Male	Female	18-29 years	30-49 years	50-64 years	65 years or over
Quality of local roads (excl. State highways)	46%	43%	44%	39%	47%	48%
Quality of footpaths	49%	46%	49%*	51%	42%	48%

Scores 6-10	Plains Ward	Paeroa Ward	Waihi Ward	Urban	Rural
Quality of local roads (excl. State highways)	36%	53%	45%	46%	42%
Quality of footpaths	47%	50%	45%	45%	52%

NOTES:

1. RF1. Now thinking about roads provided by Hauraki District Council - excluding State Highways which are managed by the New Zealand Transport Agency (Waka Kotahi) - how satisfied are you with...?

a. Quality of local roads (excluding State highways) n=588

b. Quality of footpaths n=535

2. * Caution: Small sample size (n<30). Results are indicative only.

Year-on-year

▲ Significantly higher

▼ Significantly lower

Between demographics

▲ Significantly higher

▼ Significantly lower

Page 27

DRAFT

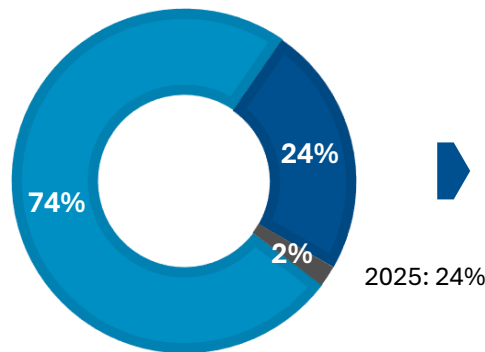
Waste management

Council’s Rubbish and Recycling Collection Service

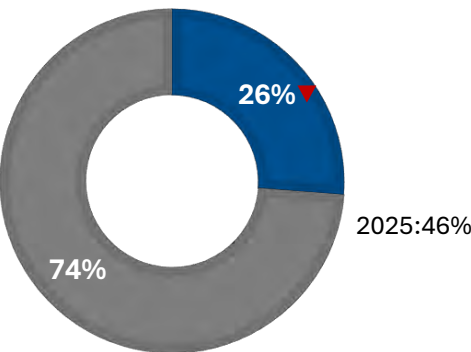
- 24% of residents *Do not use Council’s rubbish and recycling collection service.*
- Among these residents, 26% *Would like to receive Council’s rubbish and recycling service*, marking the lowest proportion recorded.



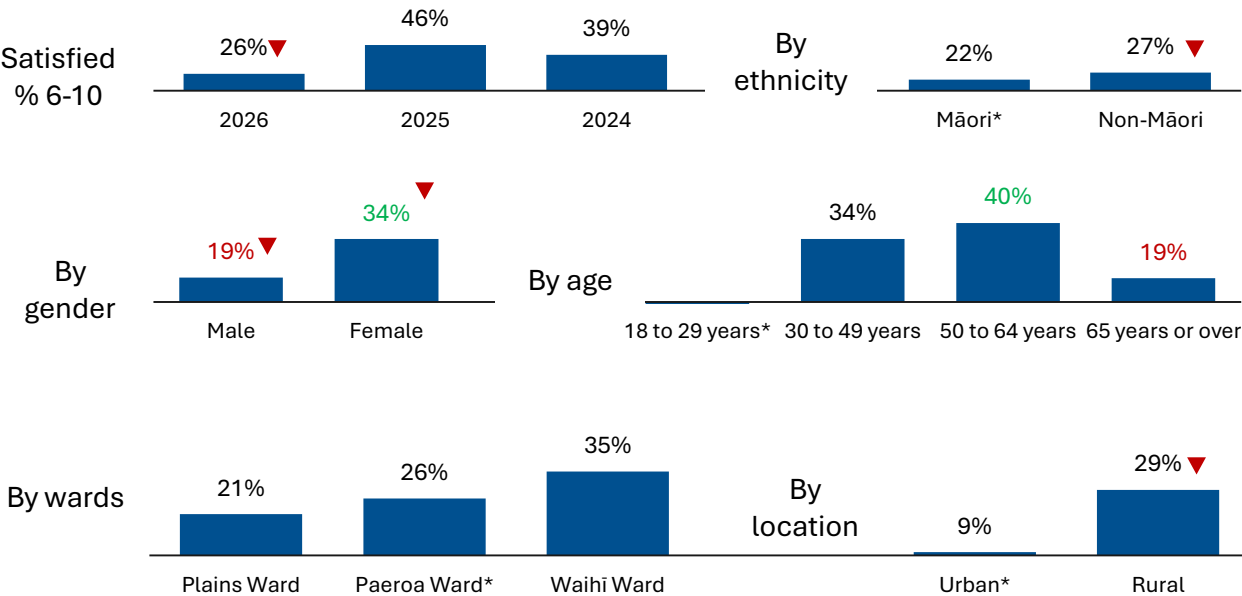
Do not use Council’s rubbish and recycling collection service



Would like to receive Council’s rubbish and recycling service



% Would like to receive Council’s rubbish and recycling service



NOTES:

1. WM1. Do you use Council’s rubbish and recycling collection service? n=590

2. WM1A. Would you like to receive Council’s rubbish and recycling collection service? n=144 Yes n=44

3. * Caution: Small sample size (n<30). Results are indicative only.

Year-on-year

▲ Significantly higher

▼ Significantly lower

Between demographics

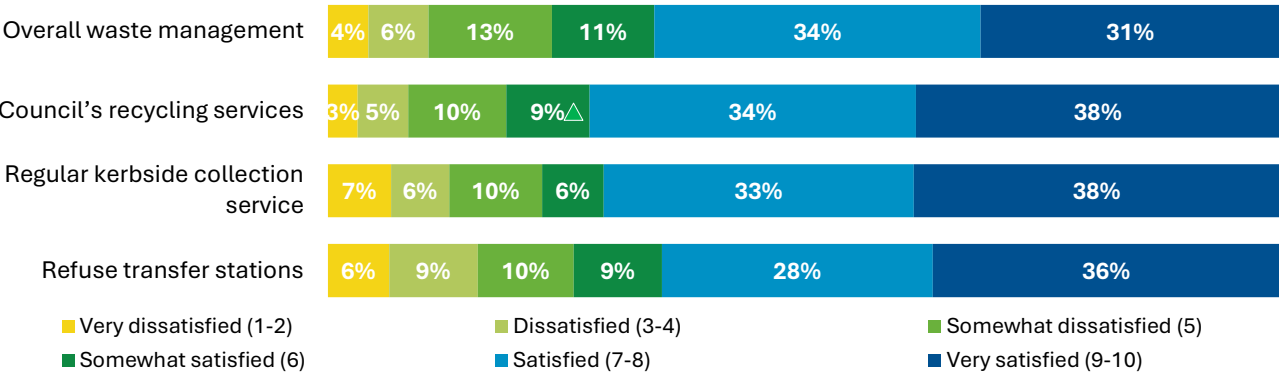
▲ Significantly higher

▼ Significantly lower



Waste Management

- Satisfaction with *Overall waste management* (76%) and related measures remained consistent year-on-year.
- Satisfaction with the *Regular kerbside collection service* among residents in rural areas has significantly declined since the previous year, from 89% to 70%.



Scores 6-10	2026	2025	2024	2023	2022	Māori	Non-Māori
Overall waste management	76%	75%	71%▼	82%▲	75%	67%	79%
Council's recycling services	81%	82%	81%	82%	74%	69%	84%
Regular kerbside collection service	77%	78%▲	71%▼	85%	80%	67%	80%
Refuse transfer stations	74%	76%	81%	82%▲	78%	74%	74%

Scores 6-10	Male	Female	18-29 years*	30-49 years	50-64 years	Over 65
Overall waste management	78%	75%	74%	74%	74%	82%
Council's recycling services	84%	79%	84%	81%	80%	81%
Regular kerbside collection service	81%	74%	78%	76%	73%	82%▼
Refuse transfer stations	72%	77%	90%	71%	74%	71%

Scores 6-10	Plains Ward	Paeroa Ward	Waihi Ward	Urban	Rural
Overall waste management	77%	78%	75%	76%	78%
Council's recycling services	83%	84%	78%	82%	77%
Regular kerbside collection service	79%	76%	78%	79%	70%▼
Refuse transfer stations	76%	80%	68%	73%	82%

NOTES:

- 1. WM2. How satisfied are you with the following waste management services?
 - a. Regular kerbside collection service n=427
 - b. Refuse transfer stations n=354
 - c. Council's recycling services n=419
- 2. WM3. Thinking about the WASTE MANAGEMENT of the Hauraki District Council, considering kerbside collection, recycling services and litter bins, how satisfied are you with overall waste management provided by the Council? n=432
- 3. * Caution: Small sample size (n<30). Results are indicative only

Year-on-year Between demographics
▲ Significantly higher ▲ Significantly higher
▼ Significantly lower ▼ Significantly lower



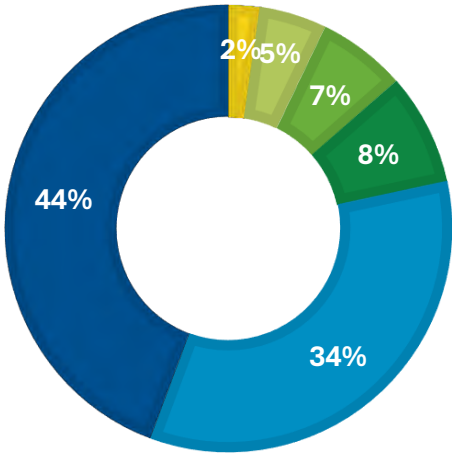
DRAFT

Draft Report | September 2026



Overall Understanding of Recycling Guidelines

- Most residents (86%) rated their *Understanding of recycling guidelines* as ‘somewhat good’ to ‘excellent’, remaining consistently high year on year.
- Understanding is significantly higher among residents aged 50–64 years (89%) and 65 years or over (94%) than among those aged 30–49 years (79%).



Very poor (1-2)

Poor (3-4)

Somewhat poor (5)

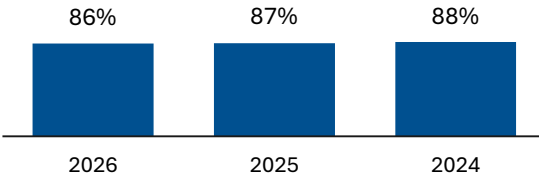
Somewhat good (6)

Good (7-8)

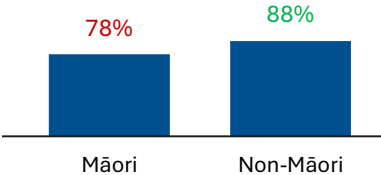
Excellent (9-10)

% 6-10

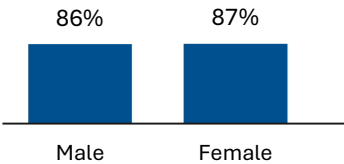
Satisfied % 6-10



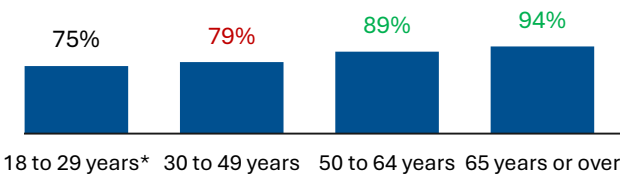
By ethnicity



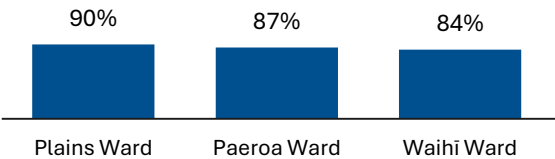
By gender



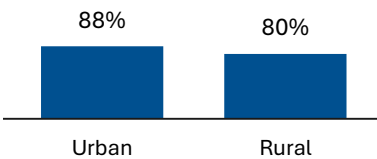
By age



By wards



By location



NOTES:
1. NWM1. How would you rate your understanding of what can be recycled? n=435
2. * Caution: Small sample size (n<30). Results are indicative only

Year-on-year

Between demographics

Significantly higher

Significantly higher

Significantly lower

Significantly lower



Materials Residents Recycle

- Almost all residents utilise the *Kerbside recycling service (plastic 1, 2, and 5, newspaper, cardboard boxes, aluminium and steel cans)* (95%), and over half (58%) recycle *Soft plastics*.

Scores 6-10	2026	2025	Māori	Non-Māori
Batteries	27% ▼	37%	16% ▼	30% ▼
E-waste (electronic devices and appliances)	27%	28%	21%	28%
Kerbside recycling service (plastic 1, 2, and 5, newspaper, cardboard boxes, aluminium and steel cans)	95%	95%	91%	96%
Soft plastics	58%	60%	57%	58%
Tetrapak cartons	24%	25%	25%	23%
Farm Plastics – Agrecovery	3%	5%	4%	3%
Others	4%	4%	3%	4%

Scores 6-10	Male	Female	18-29 years*	30-49 years	50-64 years	Over 65
Batteries	27%	27% ▼	9%	18%	29%	38%
E-waste (electronic devices and appliances)	29%	24%	5%	20%	31%	35%
Kerbside recycling service (plastic 1, 2, and 5, newspaper, cardboard boxes, aluminium and steel cans)	95%	96%	96%	95%	93%	97%
Soft plastics	57%	58%	72%	54%	51%	61%
Tetrapak cartons	25%	22%	14%	27%	22%	26%
Farm Plastics – Agrecovery	5%	2%	0%	6%	1%	4%
Others	3%	5%	0%	4%	6%	3%

Scores 6-10	Plains Ward	Paeroa Ward	Waihi Ward	Urban	Rural
Batteries	24%	22% ▼	33%	27% ▼	27%
E-waste (electronic devices and appliances)	19%	24%	33%	27%	23%
Kerbside recycling service (plastic 1, 2, and 5, newspaper, cardboard boxes, aluminium and steel cans)	96% ▲	92% ▼	97%	97%	85%
Soft plastics	65%	54%	57%	55%	72% ▲
Tetrapak cartons	32%	19%	23%	23%	29%
Farm Plastics – Agrecovery	3% ▼	4%	3%	2%	8%
Others	1%	3%	6%	4%	4%

NOTES:

- 1. NWM2. In our district, you can recycle the following materials. Please select all that you recycle: n=433
- 2. * Caution: Small sample size (n<30). Results are indicative only

Year-on-year

▲ Significantly higher

▼ Significantly lower

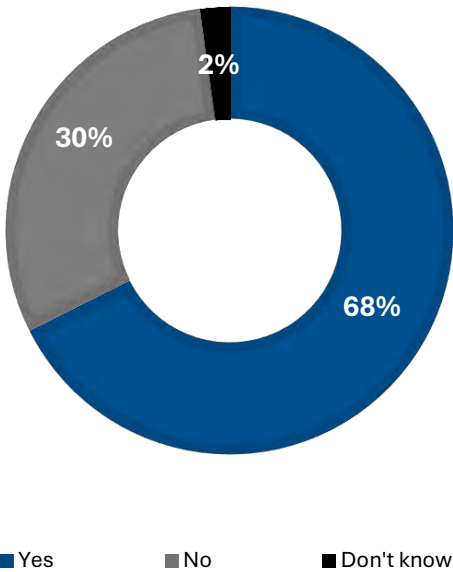
Between demographics

▲ Significantly higher

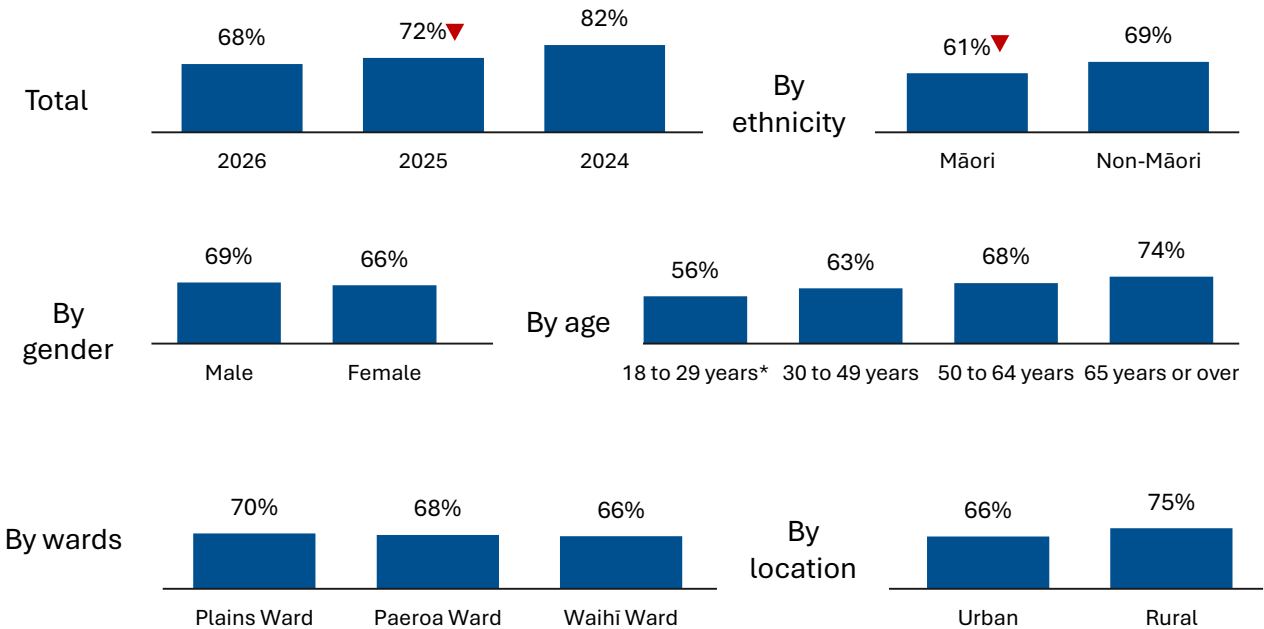
▼ Significantly lower

Separate Disposal of Food Scraps

- Nearly seven in ten residents (68%) *Separately dispose of food scraps*, marking the lowest proportion recorded since 2024.
- The proportion of Māori residents separately disposing of food scraps has significantly decreased, from 75% in 2025 to 61% in 2026.



% Dispose of food scraps separately



NOTES:

1. Excludes don't know response

2. NWM3. Do you dispose food scraps separately to other waste? n=443

3. * Caution: Small sample size (n<30). Results are indicative only

Year-on-year

Significantly higher

Significantly lower

Between demographics

Significantly higher

Significantly lower



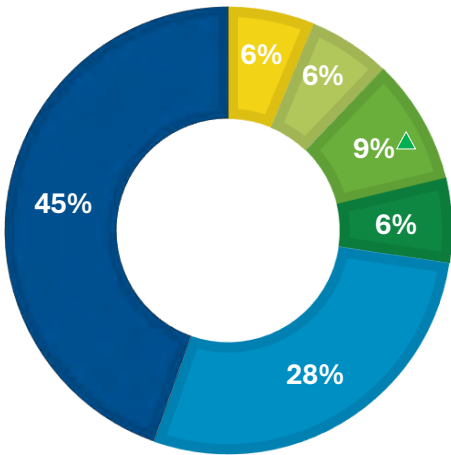
DRAFT

Draft Report | September 2026



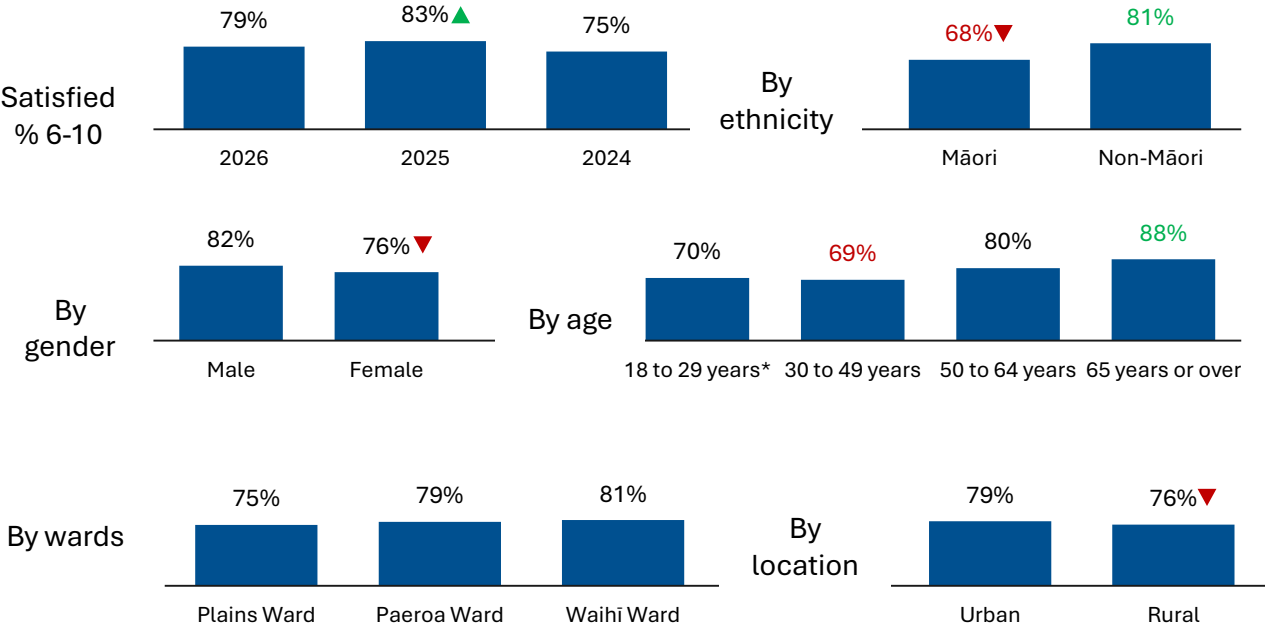
Frequency of kerbside bin collection

- Among residents who receive Council’s kerbside collection service, 79% are satisfied with the *Frequency of bin collection*.
- Satisfaction with this service has significantly decreased among rural residents from 89% in 2025 to 76% in 2026.



Very poor (1-2) Poor (3-4) Somewhat poor (5)
Somewhat good (6) Good (7-8) Excellent (9-10)

% 6-10



NOTES:

1. NWM5. How satisfied are you with the following services: Frequency of kerbside bin collection?
n=424

2. * Caution: Small sample size (n<30). Results are indicative only

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

DRAFT

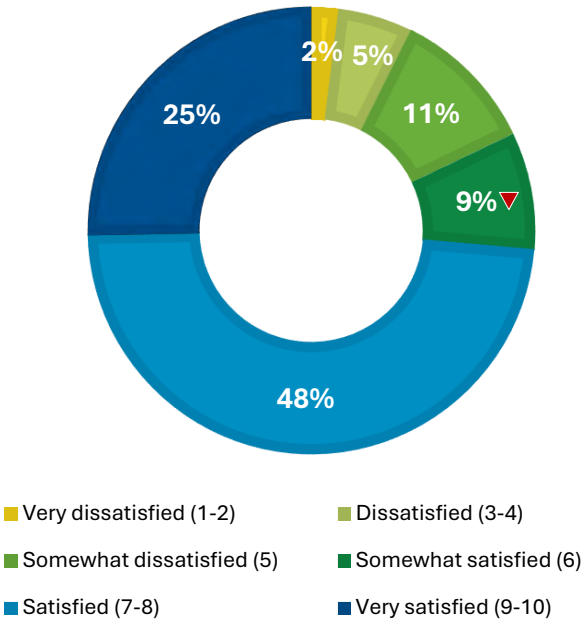


Community Facilities

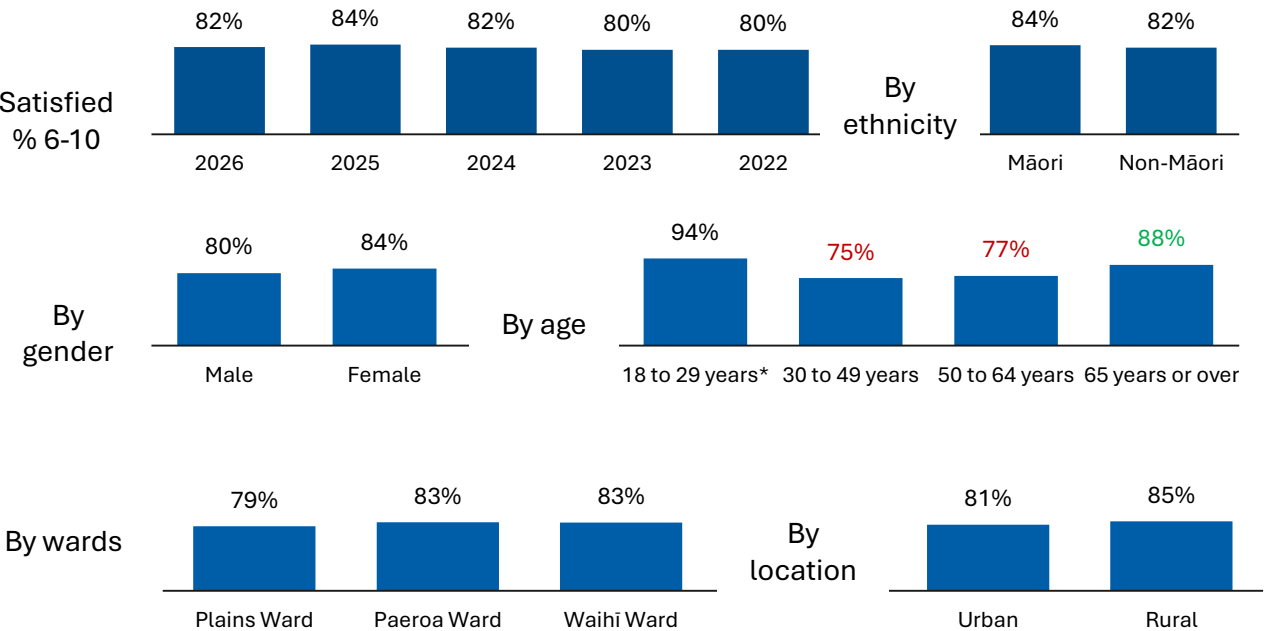


Overall Community Facilities

- Over eight in ten residents (82%) are satisfied with the *Overall community facilities*.
- Satisfaction is significantly higher among residents aged 65 years or over (88%) than residents in other age groups.
- Despite the slight decline, *Sports fields, parks or reserves* remained the most visited community facilities in the past 12 months, at 69%.
- Satisfaction with these facilities remained the highest across all district facilities, at 88%, followed by *District libraries* at 87%.



% 6-10



NOTES:

- Excludes don't know response
- CF4. Thinking about the FACILITIES provided by the Hauraki District Council considering things like libraries, parks and reserves, including sports fields and playgrounds, public toilets, cemeteries, community halls and swimming pools overall, how would you rate Hauraki District Council for the FACILITIES provided? n=532
- *Caution: Small sample size (n<30). Results are indicative only.

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower



Visits to community facilities in the past 12 months

Libraries (%Yes)	2026	2025	2024	2023	2022	Māori	Non-Māori
Visited Waihi library	20%	21%	17%	15% ▼	21%	16% ▼	21%
Visited Paeroa library	17%	19%	16%	19%	21%	22%	16%
Visited Ngātea library	5%	7%	7%	8%	8%	0%	7%
Don't remember which one I visited	1%	<1%	<1%	<1%	1%	5%	<1%
I did not visit a library in the past 12 months	61%	58% ▼	64%	63% ▲	55%	64% ▲	60%

Libraries (%Yes)	Male	Female	18-29 years	30-49 years	50-64 years	Over 65
Visited Waihi library	16%	23%	9%	20%	13%	29%
Visited Paeroa library	17%	16% ▼	13%	18%	13%	20%
Visited Ngātea library	5%	6%	7%	7%	4%	5%
Don't remember which one I visited	2%	<1%	5%	1%	1%	0%
I did not visit a library in the past 12 months	63%	59% ▲	66%	59%	70%	53%

Most visited libraries (user based)	2026	2025	2024	2023
Waihi library	37%	49%	44%	37%
Paeroa library	49%	37%	40%	46%
Ngātea library	13%	14%	16%	17%

Pools (% Yes)	2026	2025	2024	2023	2022	Māori	Non-Māori
Visited Paeroa pools	11%	9%	10%	9%	9%	21%	9%
Visited Waihi pools	9%	7%	6%	7%	9%	9%	9%
Visited Ngātea pools	9%	9%	8%	9%	11% ▼	7%	9%
Don't remember which one I visited	1% ▲	<1%	-	1%	1%	4%	1%
I did not visit a pool in the past 12 months	71% ▼	76%	78% ▲	76%	71% ▲	59% ▼	73%

Pools (% Yes)	Male	Female	18-29 years	30-49 years	50-64 years	65 years or over
Visited Paeroa pools	12%	10%	16% ▲	17%	9%	6%
Visited Waihi pools	6%	11% ▲	9%	13%	7%	6%
Visited Ngātea pools	7%	10%	7%	19%	5%	4%
Don't remember which one I visited	3%	<1%	8%	1%	<1%	-
I did not visit a pool in the past 12 months	73%	68%	63%	50%	78%	84%

Most visited swimming pools (user based)	2026	2025	2024	2023
Paeroa swimming pool	38%	36%	39%	36%
Waihi swimming pool	31%	26%	25%	28%
Ngātea swimming pool	31%	38%	36%	36%

NOTES:

1. CF1. In the past 12 months, have you used or visited the following facilities provided by the Hauraki District Council...? Libraries n=584

2. A2. If you have visited any of the Libraries in the past 12 months, which Hauraki District Library do you mainly visit? n=230

3. B1. In the past 12 months, have you used or visited the following facilities provided by the Hauraki District Council...? n=579

4. B2. If you have visited any of the Swimming pools in the past 12 months, which Hauraki District Swimming pool do you mainly visit? n=152

5. * Caution: Small sample size (n<30). Results are indicative only.

Year-on-year

Significantly higher

Significantly lower

Between demographics

Significantly higher

Significantly lower

Page 37



Visits to community facilities in the past 12 months (continued)

Sports fields, parks or reserves (% Yes)	2026	2025	2024	2023	2022	Māori	Non-Māori	Urban	Rural
I have visited a sport field, park or reserve in the past 12 months at least once	69%	73%▲	65%	68%	72%	67%▼	70%	72%	64%
More than once a week	32%	31%	34%	30%	-	24%	34%	35%	25%
Every two weeks	18%▲	11%▼	17%	16%	-	18%▲	17%	19%▲	14%
Every three weeks	7%	5%	5%	5%	-	7%	7%	7%	8%
Monthly/once a month	17%	19%	16%	20%	-	24%	15%	16%	19%
Less often than monthly	23%	28%	23%	26%	-	24%	23%	19%	32%
Don't know	3%	5%	5%	3%	-	2%	4%	4%	2%

Sports fields, parks or reserves (% Yes)	Male	Female	18-29 years	30-49 years	50-64 years	65 years or over
I have visited a sport field, park or reserve in the past 12 months at least once	67%	71%	65%	81%	65%	65%
More than once a week	30%	34%	24%*	41%	32%	26%
Every two weeks	19%	17%	20%*	19%	16%	16%
Every three weeks	9%	6%	20%*	6%	5%	5%
Monthly/once a month	17%	17%	13%*	15%	22%	17%
Less often than monthly	22%	23%	18%*	14%	22%	34%
Don't know	3%	4%	5%*	5%	3%	1%

NOTES:

1. C1. In the past 12 months, have you used or visited the following facilities provided by the Hauraki District Council...? n=587
2. C2A. How often do you visit a sports field, park or reserve in the Hauraki District? n=402
3. *Caution: Small sample size (n<30). Results are indicative only.

Year-on-year

Between demographics

▲ Significantly higher

▼ Significantly lower

Significantly higher

Significantly lower



Visits to community facilities in the past 12 months (continued)

Most visited sports fields, parks or reserves	2026	2025	2024	2023
Paeroa Domain, Paeroa	46%	40%	41%	42%
Gilmour Lake Reserve, Waihi	40%	44%	40%	41%
Hugh Hayward Domain, Ngātea	28%	27%	32%	26%
Morgan Park, Waihi	28%	31%	26%	25%
Centennial Park, Paeroa	25%	23%	25%	23%
Victoria Park, Waihi	18%	20%	23%	19%
Railway Reserve, Paeroa	18%	18%	17%	15%
Whiritoa Beach esplanade area	14%	12%	15%	14%
Kaiaua playground reserve	7%	9%	13%▲	6%
Whiritoa sports and recreation reserve	7%	4%▼	8%	7%
Kaiaua esplanade (opposite GAS station), Kaiaua	5%	7%	10%	8%
Kaiaua Boat Ramp (also known as Tauwhare Koiora)	4%	7%	8%	6%
Ramarama esplanade area (lagoon area)	3%▲	1%▼	5%	3%
Other	7%	5%	6%	5%

Visitation to Community Facilities (% Yes)	2026	2025	2024	2023	Māori	Non-Māori	Male	Female
Cemeteries	27%▲	21%	21%	19%	36%	25%▲	26%	28%▲
Community Halls	45%▼	51%▲	43%	40%	42%	46%	41%	48%
Playgrounds	40%▼	46%	43%	40%	50%	38%	35%	46%
Public Toilets	67%	69%	65%	60%	68%	67%	67%	67%

Visitation to Community Facilities (% Yes)	18-29 years	30-49 years	50-64 years	65 or over
Cemeteries	31%	22%	27%	29%
Community Halls	40%	43%	40%	52%
Playgrounds	33%	59%	34%	34%
Public Toilets	65%	75%	65%	64%

NOTES:

- C2. Which sports fields, parks or reserves do you visit most often? n=403
- D-G. In the past 12 months, have you used or visited the following facilities provided by the Hauraki District Council...?
- Users Cemeteries n=584
- Users Community halls n=586
- Users Playgrounds n=586
- Users Public toilets n=587
- * Caution: Small sample size (n<30). Results are indicative only.

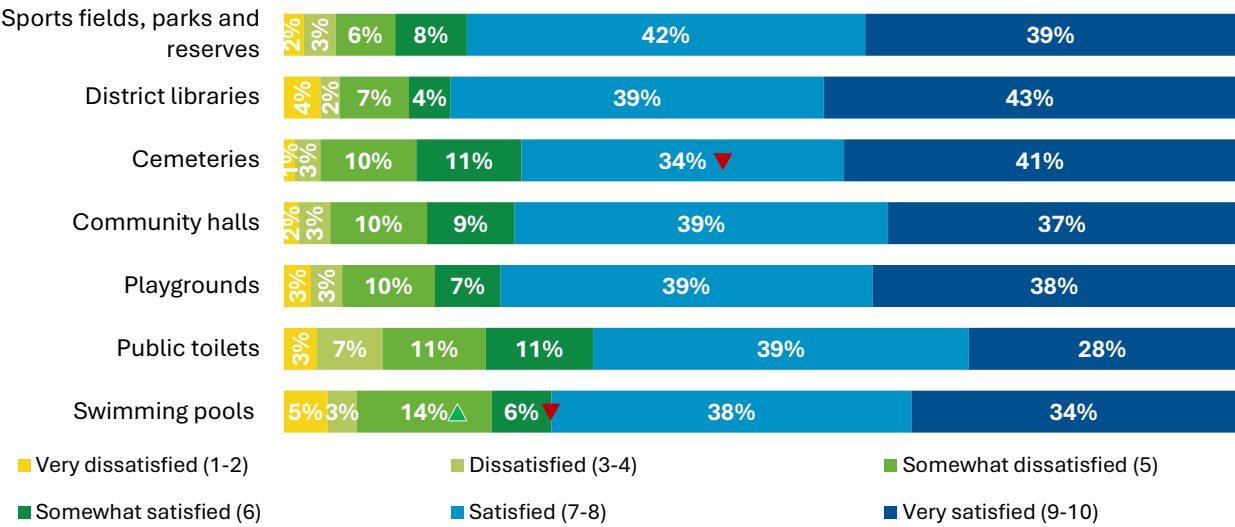
Year-on-year

▲ Significantly higher
▼ Significantly lower

Between demographics

Significantly higher
Significantly lower

Satisfaction with Community Facilities



Scores 6-10	2026	2025	2024	2023	2022	Māori	Non-Māori
Sports fields, parks and reserves	88%	88%	88%	86%	83%	85%	89%
District libraries	87%	88%	88%	85%	83%	95%	85%
Cemeteries	86%	87%	81%	78%	-	82%	87%
Community halls	85%	84%	88%	84%	-	81%	86%
Playgrounds	84%	85%	85%	83%	-	85%	84%
Public toilets	79%	78%	79%	77%	-	72%	80%
Swimming pools	78%	83%	83%	79%	75%	85%	77%

Scores 6-10	Male	Female	*18-29 Years	30-49 years	50-64 years	65 years or over
Sports fields, parks and reserves	87%	90%	95%	85%	85%	92%
District libraries	83%	90%	100%	85%	81%	88%
Cemeteries	85%	87%	92%	85%	82%	87%
Community halls	85%	85%	81%	76%	87%	91%
Playgrounds	82%	86%	79%	79%	85%	90%
Public toilets	79%	79%	72%	76%	75%	87%
Swimming pools	77%	79%	80%	80%	76%	77%

Scores 6-10	Plains Ward	Paeroa Ward	Waihi Ward	Urban	Rural
Sports fields, parks and reserves	89%	89%	88%	88%	90%
District libraries	84%	89%	88%	88%	85%
Cemeteries	85%	87%	87%	86%	87%
Community halls	82%	86%	87%	85%	86%
Playgrounds	85%	83%	84%	83%	86%
Public toilets	76%	73%	85%	79%	78%
Swimming pools	83%	81%	71%	77%	81%

NOTES:

1. CF2. How satisfied are you with the following...?

2. Libraries n=409; Swimming pools n=359; Sport fields, parks or reserves n=482; Cemeteries n=293; Community halls n=400; Playgrounds n=393; Users Public toilets n=468

3. * Caution: Small sample size (n<30). Results are indicative only.

Year-on-year

Significantly higher

Significantly lower

Between demographics

Significantly higher

Significantly lower

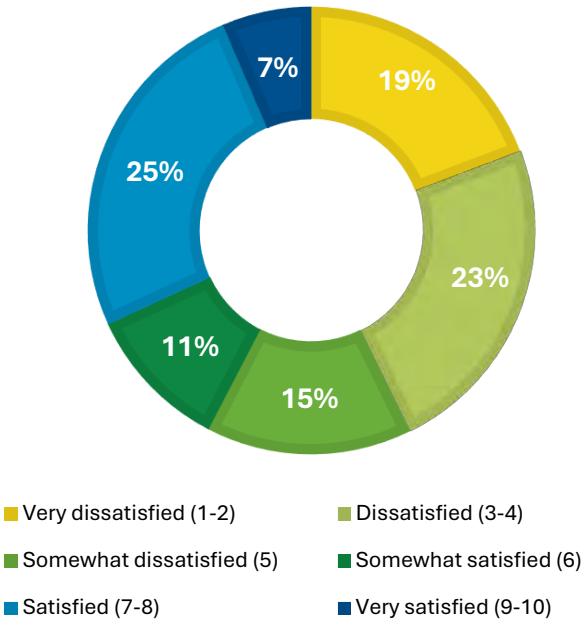
DRAFT

Rates and value for money

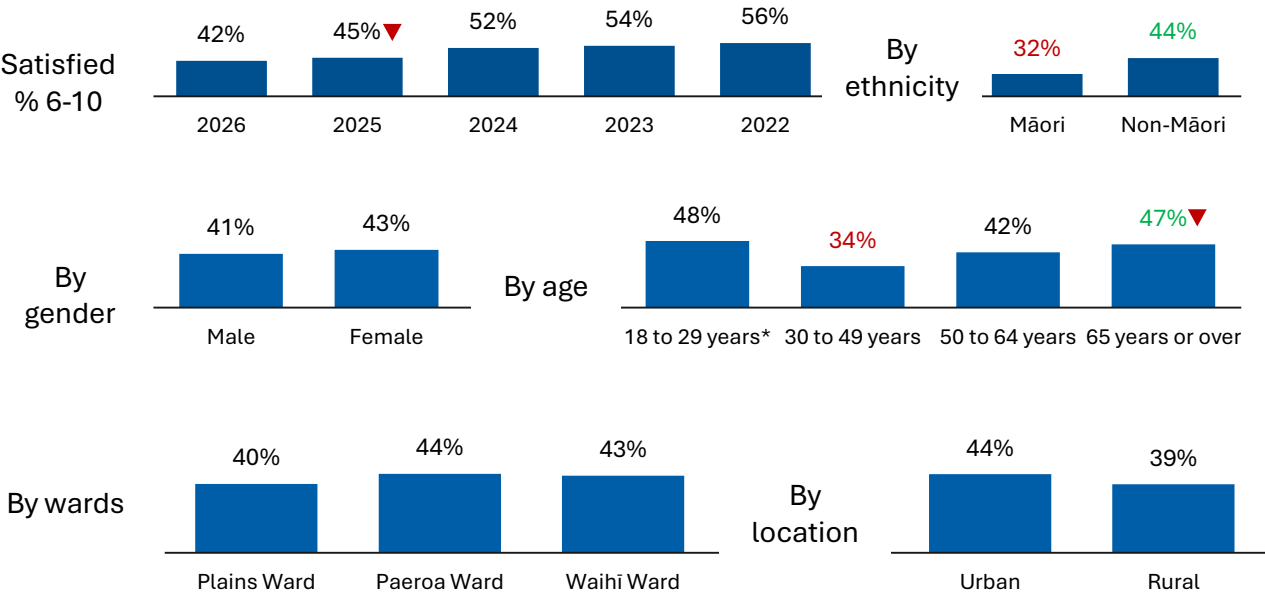


Overall Value for Money

- A 3% point decline in satisfaction with *Overall value for money* has been reported, from 45% in 2025 to 42% in 2026.
- Māori residents (32%) are significantly less likely to be satisfied with *Overall value for money* than non-Māori residents (44%).
- Satisfaction with *Water rates are fair and reasonable* (27%) and *Invoicing is clear and correct* (58%) has also significantly declined year-on-year.



% 6-10



NOTES:

1. Excludes don't know response
2. VM2. Now, thinking about everything Hauraki District Council has done over the last 12 months and what you have experienced of its services and facilities, how satisfied are you with how rates and fees are spent on services and facilities provided by Council, and the value for money you get for your rates? n=526
3. * Caution: Small sample size (n<30). Results are indicative only

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Satisfaction with value for money



■ Strongly disagree (1-2) ■ Disagree (3-4) ■ Somewhat disagree (5) ■ Somewhat agree (6) ■ Agree (7-8) ■ Strongly agree (9-10)

Scores 6-10	2026	2025	2024	2023	2022	Māori	Non-Māori
Annual property rates are fair and reasonable	36%	35% ▼	41%	44%	44%	32%	37%
Water rates are fair and reasonable	27% ▼	34% ▼	49%	46%	50%	19%	29%
Invoicing is clear and correct	58% ▼	66% ▼	74%	74%	77%	52%	59% ▼
Payment arrangements are fair and reasonable	66%	67% ▼	78%	77%	78%	62%	67%
Fees and charges for other council provided services and facilities are fair and reasonable	44%	43% ▼	53%	51%	57%	32%	47%

Scores 6-10	Male	Female	18-29 years*	30-49 years	50-64 years	65 years or over
Annual property rates are fair and reasonable	35%	37%	50%	32%	34%	37% ▼
Water rates are fair and reasonable	28%	27%	33%	25%	25%	30% ▼
Invoicing is clear and correct	56%	59%	67%	49%	57%	62% ▼
Payment arrangements are fair and reasonable	66%	67%	71%	62%	62%	71%
Fees and charges for other council provided services and facilities are fair and reasonable	41%	48%	57%	40%	44%	43% ▼

Scores 6-10	Plains Ward	Paeroa Ward	Waihi Ward	Urban	Rural	Pay rates	Don't pay rates*
Annual property rates are fair and reasonable	29%	44%	36%	36%	36%	37%	27%
Water rates are fair and reasonable	28%	28%	27%	27% ▼	29%	28% ▼	21%
Invoicing is clear and correct	58% ▼	61%	55% ▼	56% ▼	61%	59% ▼	45%
Payment arrangements are fair and reasonable	72%	69%	60%	66%	67%	67%	51%
Fees and charges for other council provided services and facilities are fair and reasonable	47%	49%	39%	45%	42%	44%	52%

NOTES:

- Excludes don't know response
- VM1. How much do you agree or disagree with the following statements? a n=540; b n=500 c n=540; d n=502; e n=453
- * Caution: Small sample size (n<30). Results are indicative only

Year-on-year **Between demographics**
 ▲ Significantly higher ▲ Significantly higher
 ▼ Significantly lower ▼ Significantly lower

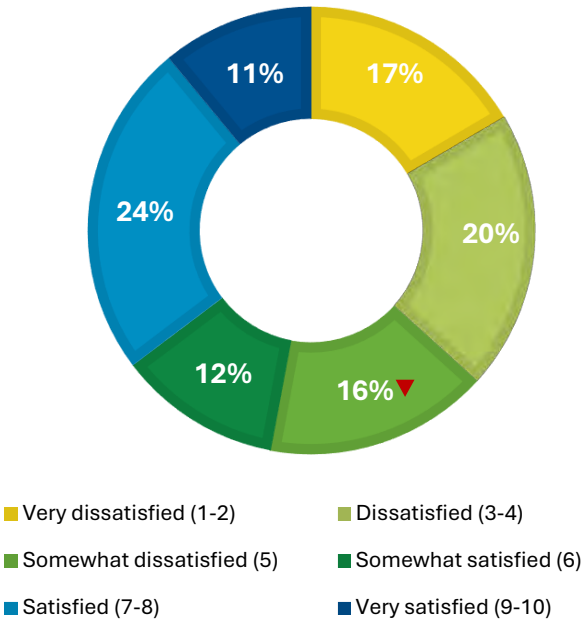
DRAFT

Consultation, engagement and communication

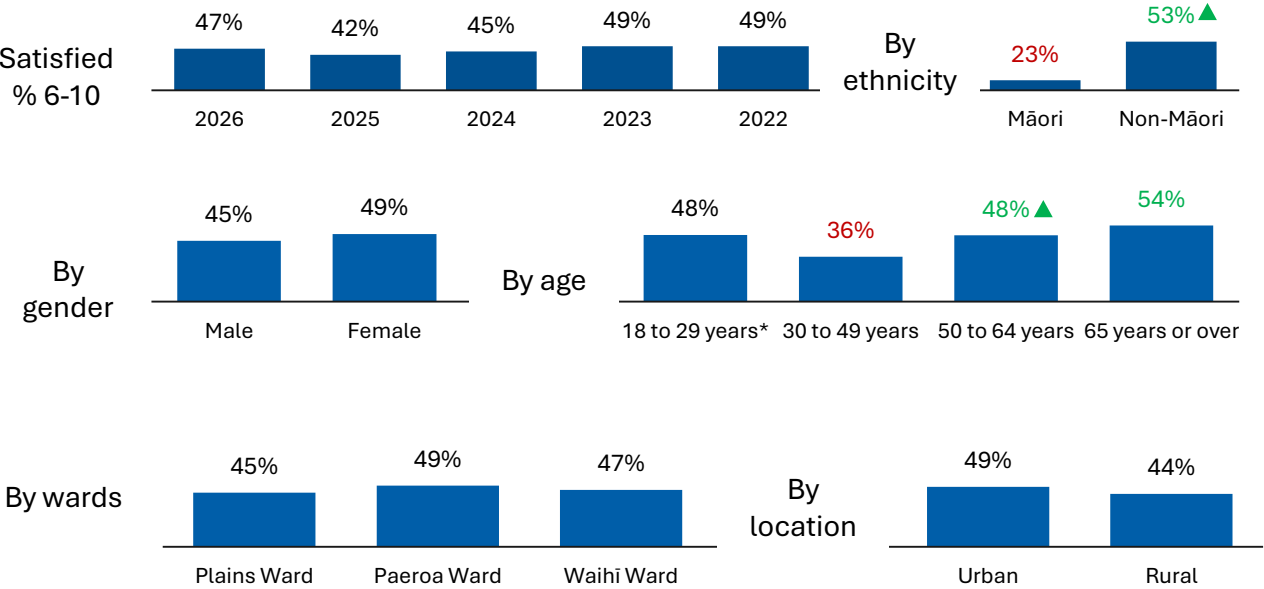


Satisfaction with Consultation and Engagement

- Residents’ satisfaction with the *Level of consultation and engagement from Council regarding its major policies and strategies* has increased by 5% points, from 42% to 47%.
- This improvement is likely due to significant increase in satisfaction among non-Māori residents (from 45% to 53%) and residents aged 50 to 64 years (from 36% to 48%).
- Similarly, satisfaction with all related measures has improved year-on-year, with significant increases recorded for *Council makes decisions in the best interest of its residents* (from 41% to 52%), *The elected members do a good job* (from 51% to 58%) and *Understands the needs of residents* (from 39% to 45%)



% 6-10



NOTES:

1. CE2.On the scale from 1 to 10 where 1 is ‘very dissatisfied’ and 10 is ‘very satisfied’, how satisfied are you with the level of consultation and engagement from Council regarding its major policies and strategies? n=523

2. * Caution: Small sample size (n<30). Results are indicative only

Year-on-year

▲ Significantly higher

▼ Significantly lower

Between demographics

▲ Significantly higher

▼ Significantly lower



Consultation and engagement

How much do you agree or disagree with the statements below



Strongly disagree (1-2) Disagree (3-4) Somewhat disagree (5) Somewhat agree (6) Agree (7-8) Strongly agree (9-10)

Scores 6-10	2026	2025	2024	2023	2022	Māori	Non-Māori
Council makes decisions in the best interest of its residents	52%▲	41%▼	51%▼	57%▲	48%	44%	54%▲
The elected members do a good job	58%▲	51%	53%▼	61%▲	53%	55%	59%▲
Council listens to the concerns of its residents	48%	43%	48%	53%▲	45%	42%	50%
Council provides enough opportunities to have your say about Council matters	53%	52%	54%	58%	53%	44%	55%
Council does a good job of informing you about their decisions	51%	47%▼	54%	55%	52%	35%	55%▲
Understands the needs of residents	45%▲	39%	43%	47%	44%	36%	47%▲

Scores 6-10	Plains Ward	Paeroa Ward	Waihi Ward	18-29 years	30-49 Years	50-64 years	65 years or over
Council makes decisions in the best interest of its residents	46%▲	57%	53%▲	59%	45%▲	49%	58%
The elected members do a good job	54%	61%	59%	67%	50%	58%	62%
Council listens to the concerns of its residents	41%	57%▲	48%	49%	41%	48%	53%
Council provides enough opportunities to have your say about Council matters	50%	61%	50%	66%	45%	54%	54%
Council does a good job of informing you about their decisions	51%	50%	52%	46%	48%	53%	55%
Understands the needs of residents	42%	48%	45%	46%	41%	42%	49%

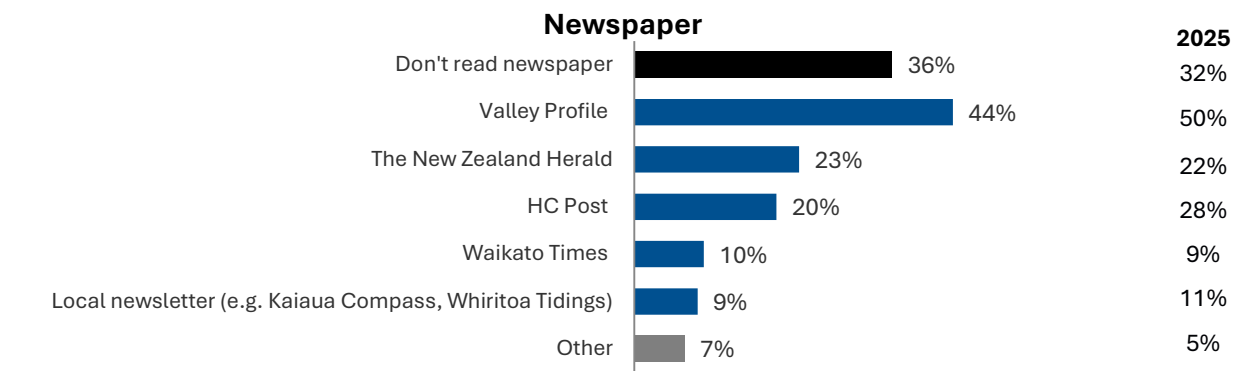
NOTES:

- 1. CE1. On the scale from 1 to 10 where 1 is ‘strongly disagree’ and 10 is ‘strongly agree, how much do you agree or disagree with the statements below? a n=548; b n=517; c n=538; d n=542; e n=564; f n=544
- 2. * Caution: Small sample size (n<30). Results are indicative only

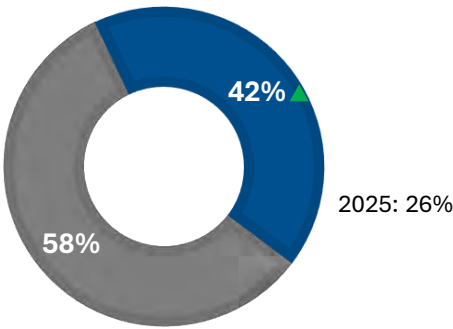
Year-on-year
▲ Significantly higher
▼ Significantly lower
Between demographics
▲ Significantly higher
▼ Significantly lower

Mode of Engagement with Council

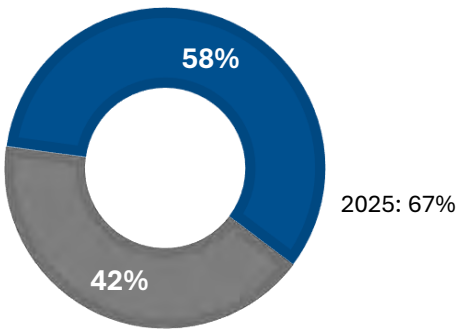
- Email remained the way in which residents are most comfortable to engage with Council, increasing significantly from 54% in 2025 to 64% in 2026.
- Awareness of the Antenno app has significantly increased from 26% in 2025 to 46% in 2026.



Awareness of Antenno App



Antenno App Download



DRAFT

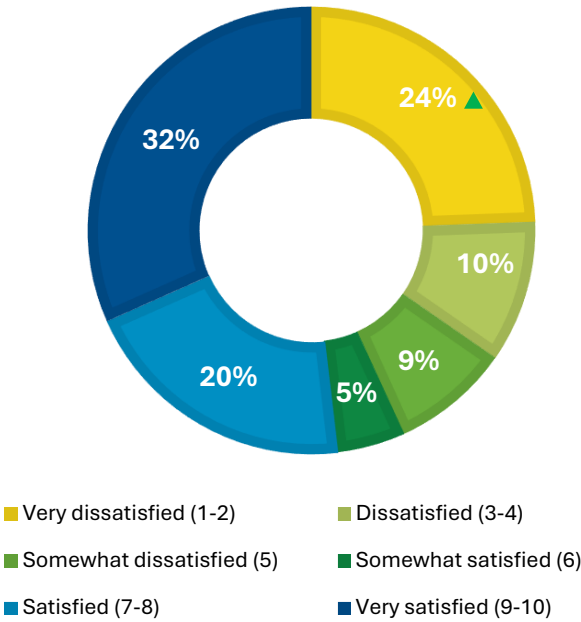


Interactions with Council

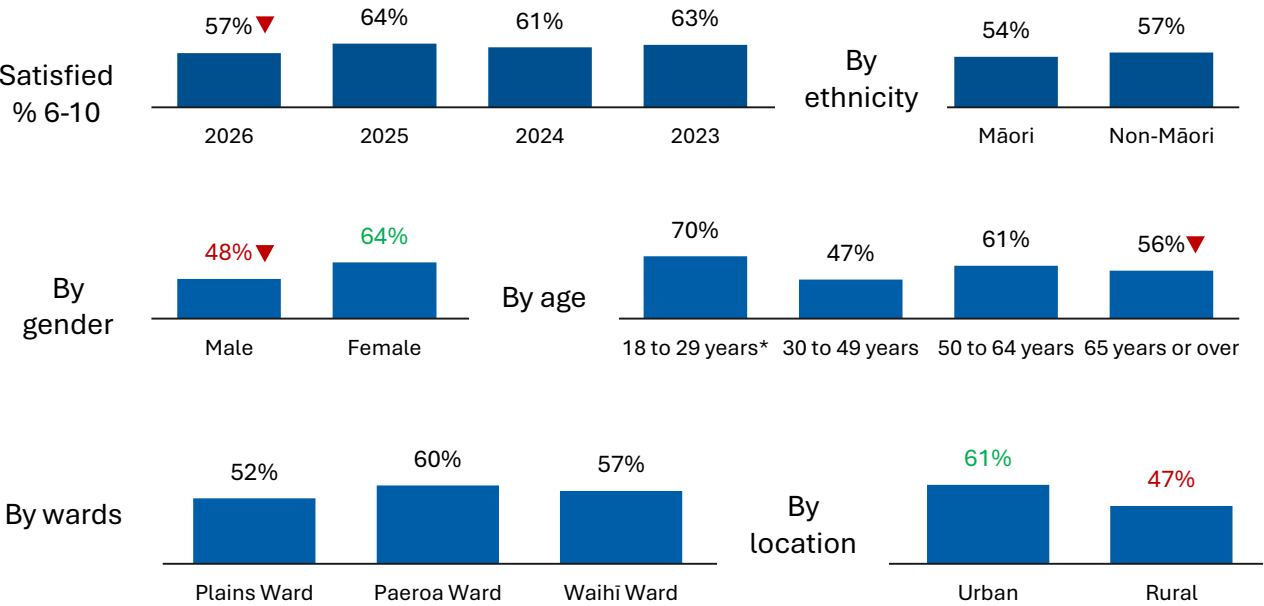


Satisfaction with Interactions

- 40% of residents have made an enquiry with the Hauraki District Council within the last 12 months.
- Telephone (33%) and In-person visits to a Council office (32%) are the most prevalent methods of contact.
- Among those who made an enquiry, 57% are satisfied with how well their request or complaint was handled, marking a significant decline since 2025 (64%).



% 6-10



NOTES:

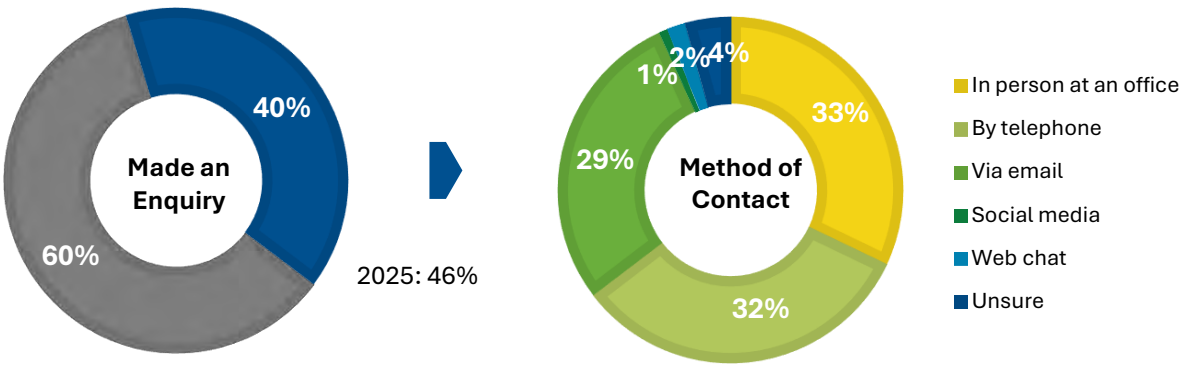
- Excludes don't know response
- INT6. How would you rate Council overall for how well they handled your request or complaint? n=372
- * Caution: Small sample size (n<30). Results are indicative only

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower



Contact with the Council



	2026	2025	2024	2023	Māori	Non-Māori	Plains Ward	Paeroa Ward	Waihi Ward
By telephone	33%	35% ▼	35%	34%	36%	32%	43%	25%	32%
In person at an office	32%	37% ▲	25% ▼	33%	33%	32%	19%	39%	35%
Via email	29%	22%	34%	30%	26%	29%	31% ▲	29%	27%
Web chat	2%	2%	2%	1%	-	2%	2%	1%	2%
Social media	1%	1%	2%	1%	3%	1%	1%	1%	1%
Unsure	4%	3%	1%	<1%	2%	5%	4%	5%	4%

	18-29 years*	30-49 years	50-64 years	65 or over years	Urban	Rural
By telephone	15%	37%	35%	32%	31%	36%
In person at an office	48%	18%	26% ▼	43%	36%	23%
Via email	37%	37%	30%	20%	28%	31%
Web chat	-	3%	1%	1%	1%	4%
Social media	-	3%	1%	-	1%	1%
Unsure	-	3%	7%	4%	4%	5%

NOTES:

- 1. INT1. Have you made an enquiry about something with the Hauraki District Council within the last twelve months? n=596; Yes n=381
- 2. INT2. Which best describes how you contacted the Council about this matter? Was it...? n=381
- 3. * Caution: Small sample size (n<30). Results are indicative only.

Year-on-year

▲ Significantly higher

▼ Significantly lower

Between demographics

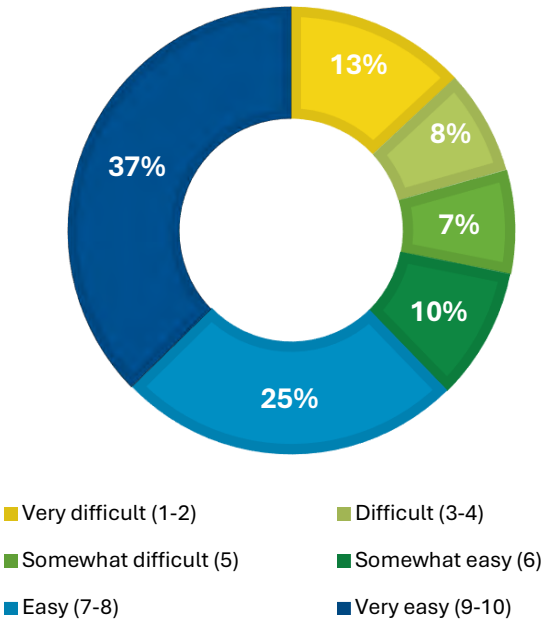
Significantly higher

Significantly lower



Ease to Conduct Business

- Over seven in ten residents (72%) are satisfied with *How easy it was to conduct business with Council*.
- Satisfaction with related measures also remained consistent year-on-year.
- Among those who made contact with Council, 80% are satisfied with *How easy it was to make an enquiry or request*.
- In comparison, satisfaction with *How long it took to resolve the matter* (55%) was the lowest among the related measures.



Scores 6-10	2026	2025	2024	2023	Māori	Non-Māori	Plains Ward	Paeroa Ward	Waihi Ward
How easy it was to conduct business with Council	72%	71%	67%	72%	69%	72%	70%	74%	72%

Scores 6-10	18-29 years*	30-49 years	50-64 years	65 years or over	Urban	Rural
How easy it was to conduct business with Council	82%	63%	70%	77%	74%	66%

	2026 (%6-10)	2025 (%6-10)	2024 (%6-10)	2023 (% 6-10)	Effort score (mean out of 10)
Overall	72%	71%	67%	72%	6.9
In person at an office	89%	88%▲	65%	85%	8.1
By telephone	69%	66%	75%	73%	6.9
Via email	53%	51%	61%	59%	5.5
Social media*	77%	100%	42%	58%	7.1
Web chat*	83%	77%	89%	78%	6.8

	2026	2025	2024	2023	Māori	Non-Māori	Plains Ward	Paeroa Ward	Waihi Ward
Effort score	6.9	7.0	6.9	7.2	6.9	6.9	6.5	7.1	7.0

	18-29 years	30-49 years	50-64 years	65 years or over	Urban	Rural
Effort score	7.5	6.4	6.9	7.1	7.1	6.4

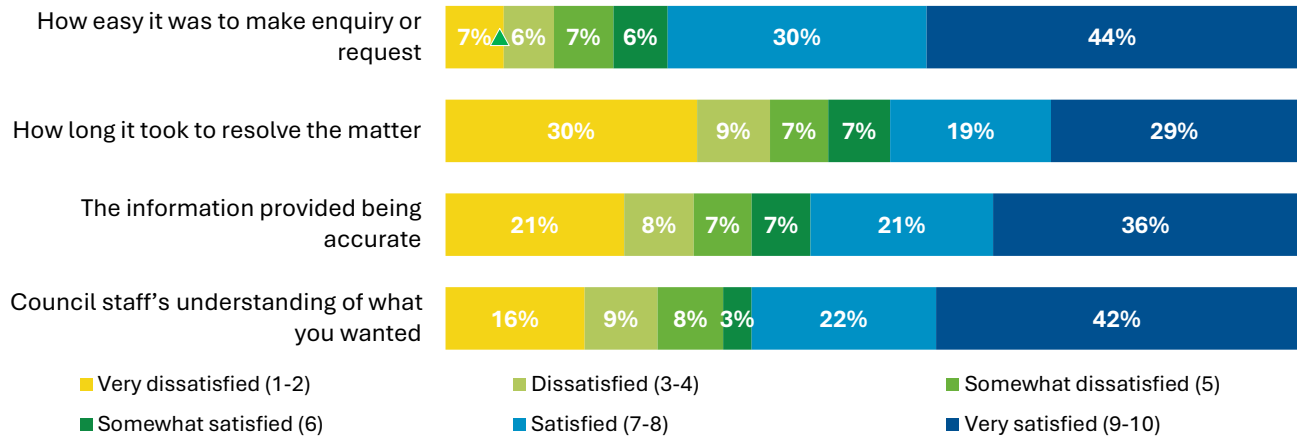
Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

NOTES:
1. INT3 . How easy was it to conduct your business with Council? n=378
2. * Caution: Small sample size (n<30). Results are indicative only



Satisfaction with Enquiry Handling



Scores 6-10	2026	2025	2024	2023	Māori	Non-Māori
How easy it was to make enquiry or request	80%	80%	80%	81%	83%	80%
How long it took to resolve the matter	55%	57%	59%	59%	43%	57%
The information provided being accurate	64%	67%	64%	66%	48%▼	67%
Council staff’s understanding of what you wanted	67%	73%	68%	73%	57%	69%

Scores 6-10	Plains Ward	Paeroa Ward	Waihi Ward	18-29 years*	30-49 years	50-64 years	65 years or over
How easy it was to make your enquiry or request	80%	83%	79%	82%	77%	81%	81%
How long it took to resolve the matter	52%	56%	56%	70%	44%	58%	57%
The information provided being accurate	58%	64%	68%	85%	56%	63%	66%
Council staff’s understanding of what you wanted	59%	68%	72%	77%	61%	67%	70%

NOTES:

1. INT4. How would you rate your satisfaction with each of the following? a n=379; b n=364; c n=347; d n=368

2. * Caution: Small sample size (n<30). Results are indicative only

Year-on-year Between demographics

Significantly higher Significantly higher

Significantly lower Significantly lower

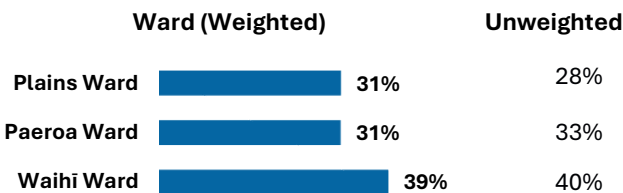
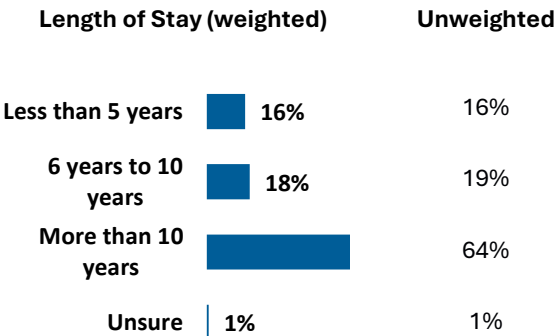
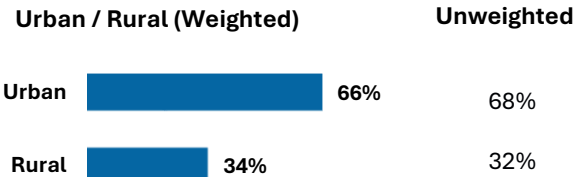
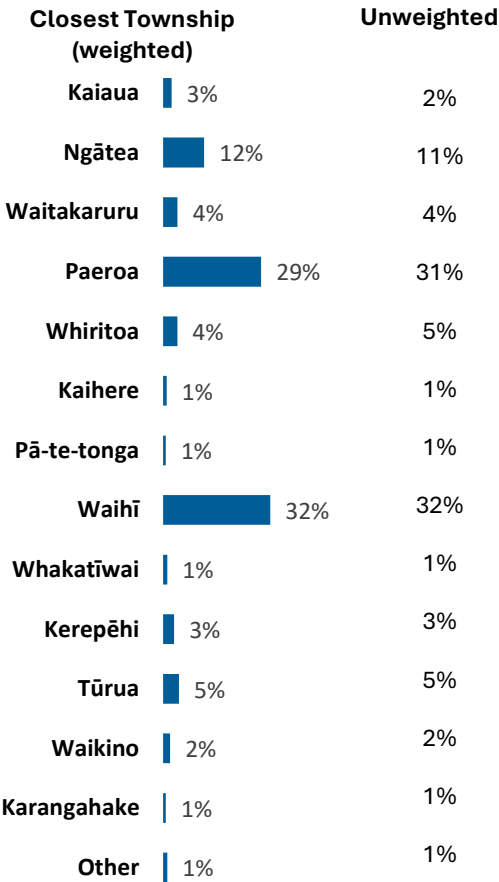
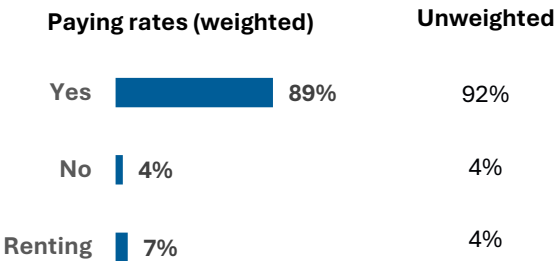
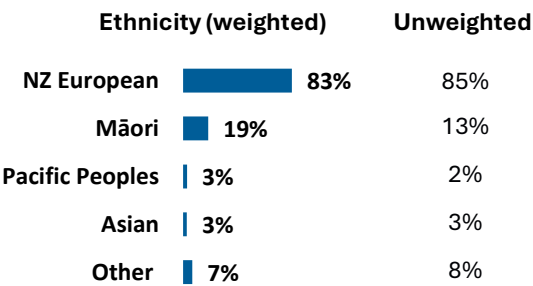
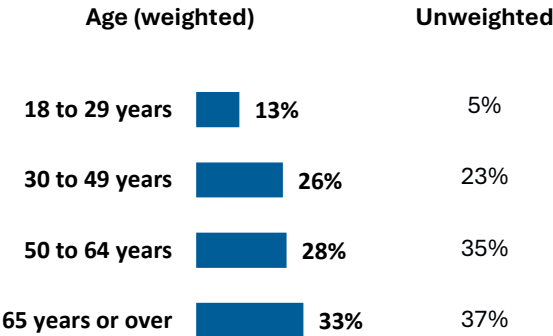
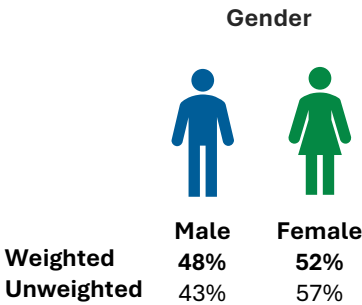
DRAFT



Sample profile



Demographics (n=608)



Demographics (counts)

Gender	Counts
Male	262
Female	344

Age	Counts
18 to 29 years	31
30 to 49 years	140
50 to 64 years	213
65 years or over	224

Ethnicity	Counts
NZ European	517
Māori	80
Pacific Peoples	12
Asian	18
Other	46

Paying rates	Counts
Pay rates	558
Don't pay rates	23
Renting	27

Closest Township	Counts
Kaiaua	12
Ngātea	66
Waitakaruru	25
Paeroa	188
Whiritoa	30
Kaihere	6
Pā-te-tonga	5
Waihi	197
Whakatiwai	6
Kerepēhi	18
Tūrua	28
Waikino	12
Karangahake	6
Other area	9

Urban / Rural	Counts
In a town or township, e.g., an urban area	411
In an area of predominantly lifestyle blocks or farms, e.g., a rural area	197

Length of Stay	Counts
Less than 5 years	98
6 years to 10 years	115
More than 10 years	390
Unsure	4

Wards	Counts
Plains Ward	169
Paeroa Ward	198
Waihi Ward	241

DRAFT

Appendix – Residents’ Comments



Residents’ Comments

Suggestions for better consultation and engagement regarding its major policies and strategies	%
More information / information provided through different means / better communication	47%
More public consultation / listen to community	33%
Do what they say / honesty / transparency	16%
Rates are too high / don't increase rates	11%
Nothing / they are doing a good job / satisfied	8%
Increase visibility in the community / approachability	4%
Everything / room for improvement	4%
Other	2%

Comments about recent interaction with Council	%
Issue(s) not resolved	38%
Lack of response / communication	35%
Satisfied / issue(s) resolved / helpful staff	33%
Better service required / no follow up	18%
Reduce rates / cost of fees	5%
Other	2%

NOTES:

1. CE3. What could Council do differently to increase your satisfaction with the level of consultation and engagement regarding its major policies and strategies? n=324

2. INT5. Do you have any further comment you would like to make about your recent interaction with Council? n=186

3. *Caution: Small sample size (n<30). Results are indicative only



Residents’ Comments

Suggestions for improved roads	%
Better quality of repairs / timeliness of repairs / fix bumps / tarseal	47%
Fix potholes	35%
Concerns regarding speed limits / signage / lighting / intersections	16%
Regular maintenance required	12%
Keep drains clear / tidy up roadsides	10%
Trucks / heavy traffic causing road issues	5%
Nothing / satisfied	3%
More cycleways / upgrade cycleways / more provision for cycling	1%
More parking	1%
Other	6%

Suggestions for improved footpaths	%
Maintenance required / poor quality / uneven / slippery	57%
Keep drains clear / maintain surrounding areas	19%
Nothing / satisfied	11%
Need more footpaths	11%
Wider footpaths / need to be mobility friendly	10%
There are no footpaths where I live	5%
Do not use them	1%
Other	5%

NOTES:

1. RF1A. What improvements would increase your satisfaction with the roads, streets and footpaths in the Hauraki District?
1. Roads n=392

2. Footpaths n=310
2. *Caution: Small sample size (n<30). Results are indicative only



Residents’ Comments

Suggestions for improved water supply	%
Improve water quality / taste / smell / too much chlorine / better pressure	61%
Too expensive	19%
Upgrade infrastructure / maintenance required	18%
Nothing / satisfied	9%
Not enough water in summer / future planning / no restrictions	4%
Issues with water meters	3%
Fluoride concerns	2%
I have my own water supply	2%
Other	2%

Suggestions for improved wastewater	%
Too expensive / pay rates but don't have the service	37%
Nothing / satisfied	31%
Update infrastructure / extend system to more households	18%
More / regular maintenance required	14%
Environmental management / no contamination of waterways	7%
Provide residents more information / education	1%
Other	2%

NOTES:

1. TW8. What improvements would increase your satisfaction with the water services managed by Council in the Hauraki District?

1. Water supply n=235

2. Wastewater n=99

2. *Caution: Small sample size (n<30). Results are indicative only

Residents' Comments

Suggestions for improved Urban Stormwater:	%
Better management / maintenance / repairs	48%
Flooding issues or concerns	36%
Improved drains / culverts / keep up with growth and developments	27%
Nothing / satisfied	12%
Better communication	6%
Subsidise rain collection tanks / pump stations / recycle water	1%
Other	5%

Suggestions for improved Rural Land drainage and Flood protection:	%
Better management / keep drains and grates clear / improve maintenance	40%
Flooding issues or concerns	26%
Nothing / satisfied	21%
Upgrades required / keep up with growth and developments / more kerbs and gutters	12%
Better communication	8%
Better and deeper drains/more drains/better culverts	5%
Too expensive	4%
Have little or no drainage in area	2%
Other	3%

NOTES:

1. TW8. What improvements would increase your satisfaction with the water services managed by Council in the Hauraki District?
 3. Urban stormwater n=225
 4. Rural land drainage and flood protection n=133
2. *Caution: Small sample size (n<30). Results are indicative only

Residents' Comments

Suggestions for improved waste management	%
Don't charge for tags / tags stolen / tags too expensive	35%
Too expensive / fly tipping / dumping	26%
Weekly pick up / increase pickup frequency / larger bins	12%
Trucks leave mess behind / not always collected / irregular pick up times / issues with collection staff	8%
Recycling centre is not user friendly / untidy / bins need emptying more often / issues with staff	8%
No complaints / satisfied with service	7%
Dissatisfied with food scrap bins / remove food scrap bins	6%
Address litter / more public bins / emptied regularly	5%
Not everything can be recycled / more recycling options needed	4%
More information/communication needed	4%
Greenwaste collection needed / improved greenwaste service	2%
Inorganic collection / large item collection	2%
Don't have a waste collection service / paying for services not received	1%
Other	6%
Reasons for not disposing food scraps separately to other waste	%
Have our own system / don't have bin collection	51%
Smelly / unhygienic / attracts animals / bins too dirty	33%
Inconvenient / do not produce enough	15%
Bin damaged / missing / not provided	9%
Other	7%

NOTES:

1. WM4. What improvements would increase your satisfaction with the waste management in the Hauraki District? n=223
2. NWM4. If you do not dispose of food scraps separately to other waste could you please explain why not? n=118
3. *Caution: Small sample size (n<30). Results are indicative only



Residents’ Comments

Suggestions for improved District libraries	%
Satisfied / staff are friendly and helpful / looking forward to new library opening	35%
Wider selection of material / update books more regularly / e-books / audio books / music / DVD's / mobile library	20%
I don't use the library / not a needed service	17%
Reduce costs via rates / book rental costs	8%
Need more funding / advertising / upgrades / more libraries	7%
Increased opening hours	4%
Issues with staff	2%
Print, computer and laminating services / Wi-Fi	1%
Other	10%

Suggestions for improved public Swimming pools	%
Upgrade facilities / more facilities or amenities (heated pool, family pool, shaded areas)	54%
Year-round access / better opening hours	32%
Nothing, satisfied with the facility	13%
Swim school for kids / more senior swim classes /more activities	8%
Better water quality / clean regularly / regular maintenance	4%
User pays / reduce costs / free entry	2%
Better staffing / more staff / concerns with lifeguards	1%
Other	6%

NOTES:

1. CF3. What improvements would increase your satisfaction with the community facilities in the Hauraki District?
1. District libraries n=90

2. Swimming pools n=108
2. *Caution: Small sample size (n<30). Results are indicative only



Residents’ Comments

Suggestions for improved Sports fields, parks and reserves	%
Increased maintenance / regular maintenance /upgrades / better drainage /beautify	36%
Shaded or sheltered areas / more seating required / more toilets / rubbish bins / parking	23%
Nothing, satisfied with the facility	21%
More facilities needed / skatepark / sports centre	10%
Dog parks needed / dog control	6%
Safety / security / policing improvements required	5%
Walkway / footpath maintenance or upgrades	4%
Other	5%

Suggestions for improved Cemeteries	%
Satisfied / well maintained	46%
Keep tidy / regular maintenance required	28%
Fix rabbit holes / sinking graves	12%
Walkway improvements / additional seating / maps / signage	7%
Increased security	5%
Toilets required / need fixing	3%
Other	5%

Suggestions for improved Community halls	%
Better access / upgrades required / maintenance needed / parking	47%
Satisfied	40%
Increased advertising / support required	9%
High fees to hire	4%
Other	6%

NOTES:

1. CF3. What improvements would increase your satisfaction with the community facilities in the Hauraki District?

3. Sports fields, parks and reserves: n=110

4. Cemeteries n=55

5. Community halls n=60

2. *Caution: Small sample size (n<30). Results are indicative only



Residents’ Comments

Suggestions for improved Playgrounds	%
Upgrades / maintenance required / increase cleaning	37%
Different equipment / more activities for older kids / bigger playground	30%
Satisfied	24%
More rubbish bins / address litter	11%
Unsafe / increase security and safety measures	9%
Other	3%

Suggestions for improved Public Toilets	%
Need upgrading / maintenance / cleaning	59%
Satisfied	28%
Need to be open more	6%
Need more toilets	6%
Security / lighting / safety improvements required	5%
Other	<1%

NOTES:

1. CF3. What improvements would increase your satisfaction with the community facilities in the Hauraki District?
6. Playgrounds n=78
7. Public Toilets:n=133
2. *Caution: Small sample size (n<30). Results are indicative only

DRAFT

Head Office

Telephone: + 64 7 575 6900

Address: Level 1, 247 Cameron Road
PO Box 13297
Tauranga 3141

Website: www.keyresearch.co.nz

DISCLAIMER

The information in this report is presented in good faith and on the basis that neither Key Research, nor its employees are liable (whether by reason of error, omission, negligence, lack of care or otherwise) to any person for any damage or loss that has occurred or may occur in relation to that person taking or not taking (as the case may be) action in respect of the information or advice given.

Appendix B

DRAFT

BUILDING AND RESOURCE CONSENTS

CUSTOMER SATISFACTION SURVEY 2026

DRAFT

Table of Contents

Objectives and Methodology	Page 3
Executive Summary	Page 4
Overall Satisfaction	Page 5
Process	Page 13
Projects	Page 16
Drivers of Perception	Page 19
Priority Matrix	Page 22
General Comments	Page 26
Sample Profile	Page 28

Objectives and Methodology

Introduction

- Hauraki District Council has an ongoing need to measure customer satisfaction with the Building and Resource Consents process.

Objectives

The primary research objectives are to:

- Measure levels of satisfaction with all aspects of the process;
- Determine and explore reasons for dissatisfaction;
- Identify the most important factors that are driving satisfaction, or dissatisfaction;
- Explore the key areas for improvement.

Methodology

- A statistically robust quantitative survey conducted online with a sample of n=104 customers comprising of n=79 for Building Consents, and n=25 for Resource Consents.
- Email invitations were sent (at equal points in time across the study period) to residents who recently completed the process of obtaining a Building or Resource Consent between December 2025 to August 2026.
- The overall results have a margin of error of 9.61% at the 95% confidence level.
- The ratings between 6 and 10 on the 10 point scale signify total satisfaction, while ratings from 1 to 5 indicate total dissatisfaction.
- Due to rounding, percentages may add to just over or under +/- 1%.

Note: The analysis includes year-on-year comparisons where sample sizes permit.

DRAFT

Executive Summary

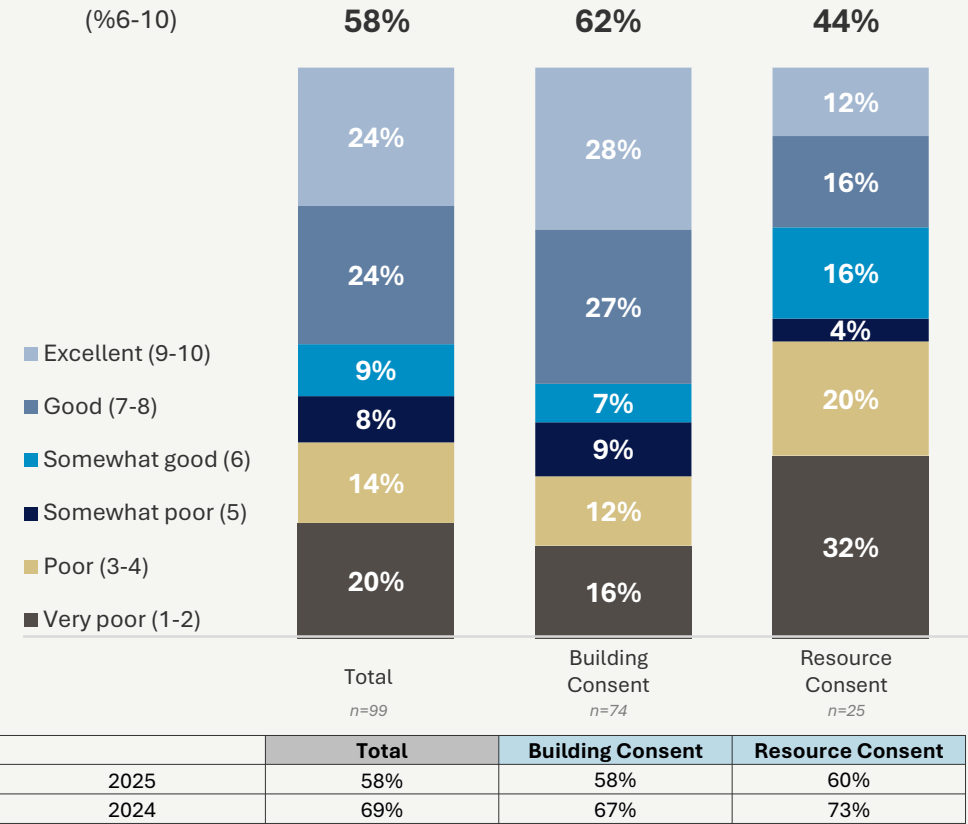
- *Satisfaction with Overall customer experience* among *Building Consent* customers has increased by 4% points since the last reporting period, from 58% in 2025 to 62% in 2026. In contrast, satisfaction among *Resource Consent* customers declined from 60% in 2025 to 44% in 2026.
- These shifts are largely driven by *The timeliness of the process*, the strongest influence on *Overall customer experience* for both *Building Consent* and *Resource Consent* customers at 43% and 61% impact scores, respectively. *Building Consent* customers rated this aspect higher this year (58%) compared to last year (51%). Meanwhile *Resource Consent* customers rated it 25%, the lowest score recorded since 2023.
- *The timeliness of the process* was identified as an area for improvement. For *Building Consent* customers, *The information given initially about all the requirements needs to be met* was also identified as an area for improvement.
- *The clarity of the forms to fill in* continues to be the strongest-rated aspect of the process, at 70% overall, and at 67% for *Building Consent* and 82% for *Resource Consent* customers.
- Suggestions for *Building Consents* focused on faster processing, as 27% of those who provided suggestions cited *Improve delays / timeliness of processes*, while 43% of *Resource Consent* customers suggested *Better communication and updates* and 39% suggested for Council to *Provide and adhere to timeframes*.
- Only 12% attended a pre-application meeting. Among the participants, 75% were satisfied with the advice provided.

Overall Satisfaction

Overall Satisfaction with the Customer Experience

DRAFT

Overall customer service experience remained consistent at 58%. Satisfaction among *Building Consent* customers increased by 4% points, from 58% in 2025 to 62% in 2026.



Year-on-year

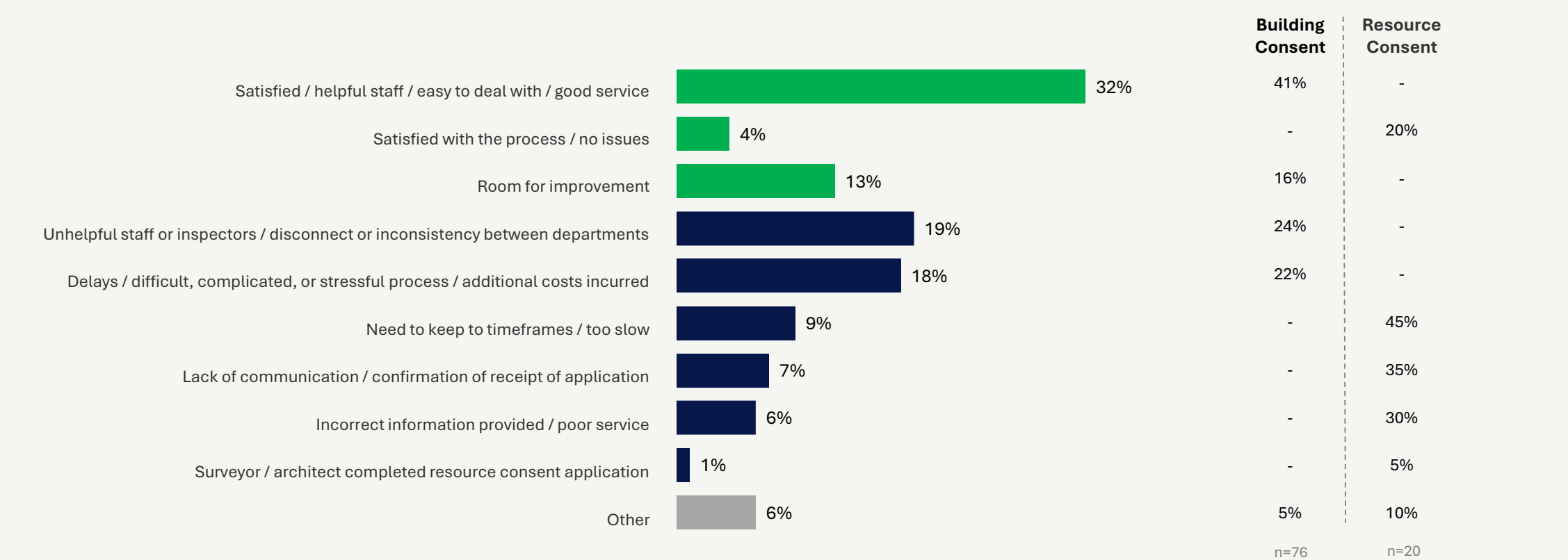
Significantly higher

Significantly lower

DRAFT

Reasons for Rating

Among those who provided a reason for their rating of satisfaction, 41% of Building Consent customers cited that they were *Satisfied, the staff were helpful or easy to deal with, or that the service was good.*



Satisfaction with the Overall Process

DRAFT

Across all key measures, *The clarity of forms to fill in* received the highest satisfaction among both *Building Consent* customers (67%) and *Resource Consent* customers (82%).

	Total		Building Consent		Resource Consent	
	%6-10	Mean	%6-10	Mean	%6-10	Mean
The clarity of the forms to fill in <i>(n=81)</i>	70%	6.8	67%	6.5	82%	8.1
The advice given to help complete forms <i>(n=14)</i>	64%	7.4	-	-	64%	7.4
The information given initially about all the requirements needs to be met <i>(n=84)</i>	62%	6.4	64%	6.4	55%	6.5
The usefulness of the customer portal to see the progress of application* <i>(n=73)</i>	60%	6.5	60%	6.5	-	-
The timeliness of the process <i>(n=101)</i>	50%	5.2	58%	5.6	25%	3.8

Year-on-year

▲ Significantly higher

▼ Significantly lower

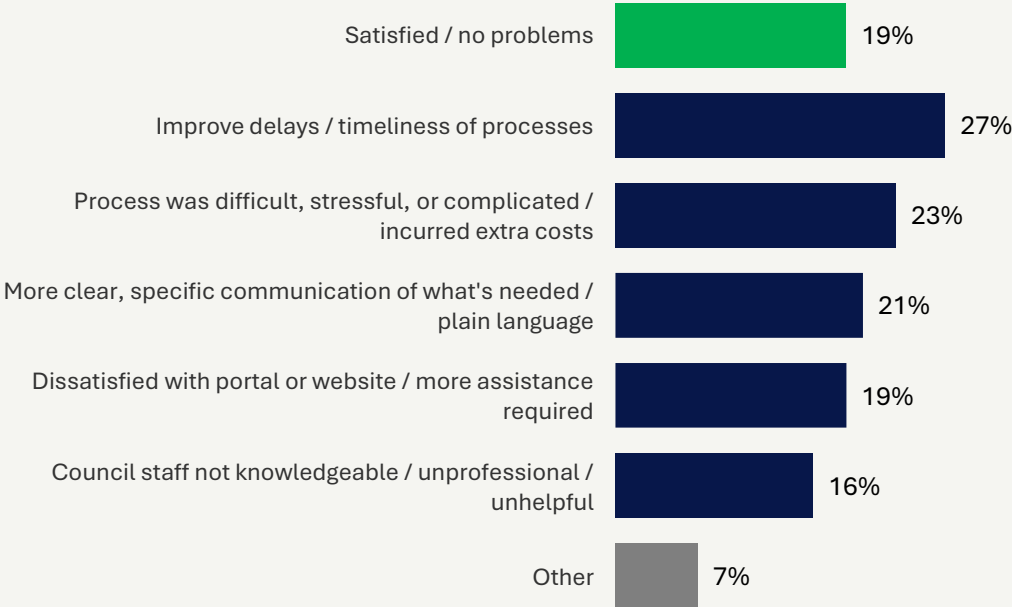
DRAFT

Suggestions for Improvement

Improve delays / timeliness of processes (27%) emerged as the most common suggestion for improvement among *Building Consent* customers. This aligns with the lower satisfaction rating for *The timeliness of the process* (58%), which was the lowest-rated aspect of their customer experience. For *Resource Consent* customers, *Better communication / provide updates* was the most common suggestion for improvement at 43%.

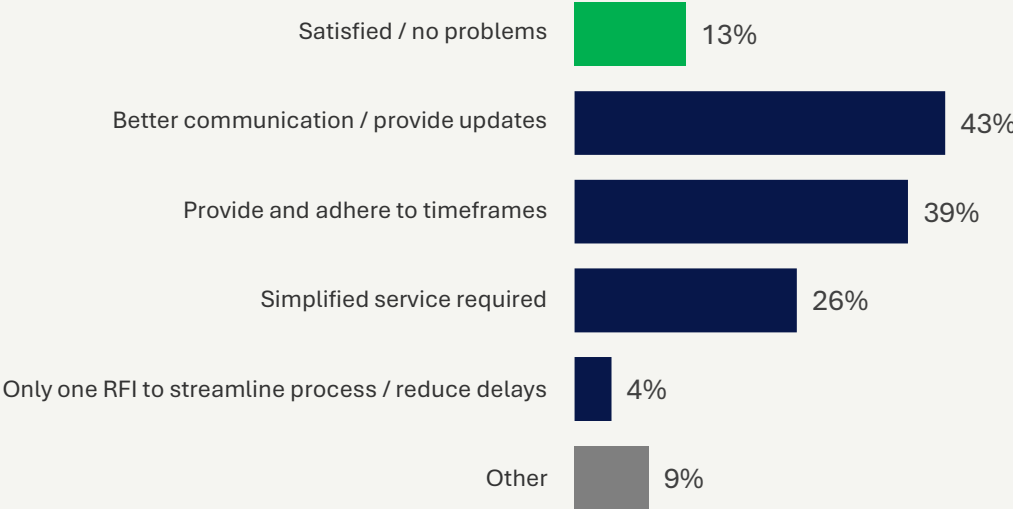
Building Consent

n=73



Resource Consent

n=23

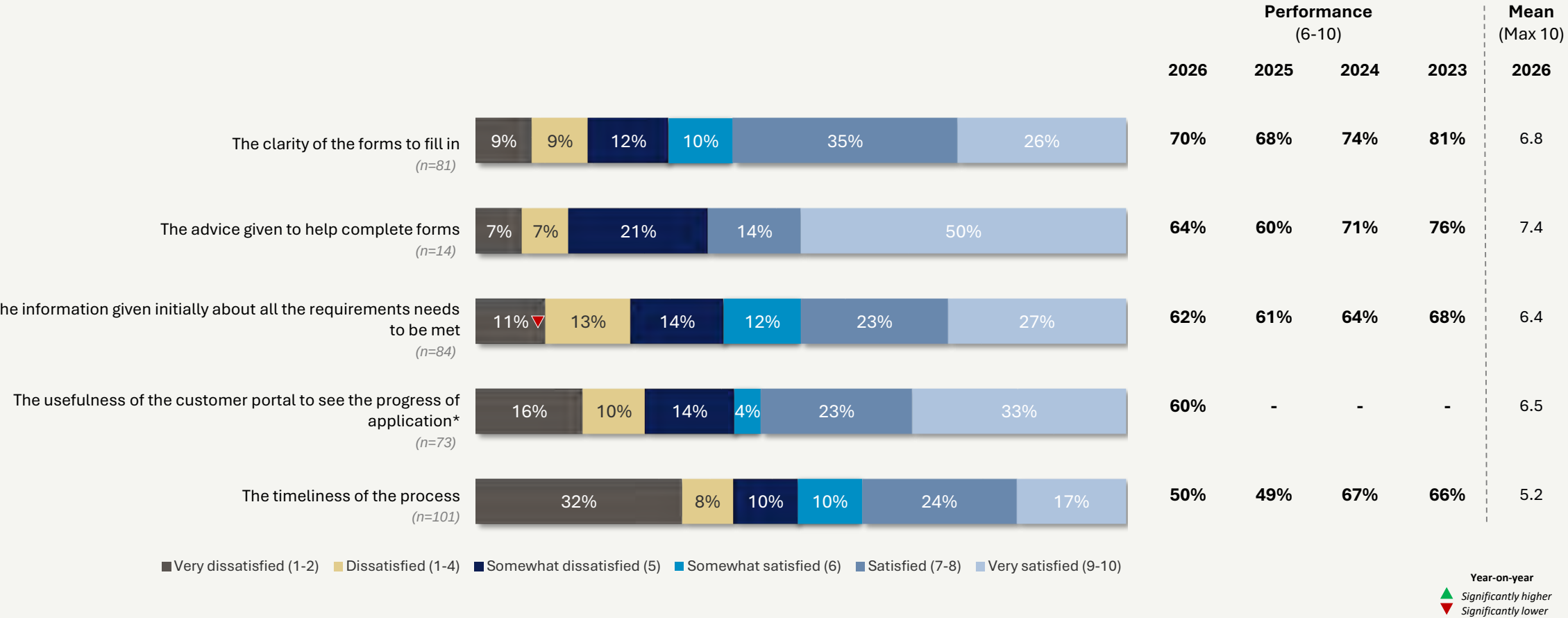


Notes:
Q8. What other comments could you make that would help the Hauraki District Council to improve the service it provides to people who make a building consent application/s? (Please provide as much detail as possible.)

DRAFT

Satisfaction with the Overall Process: Total

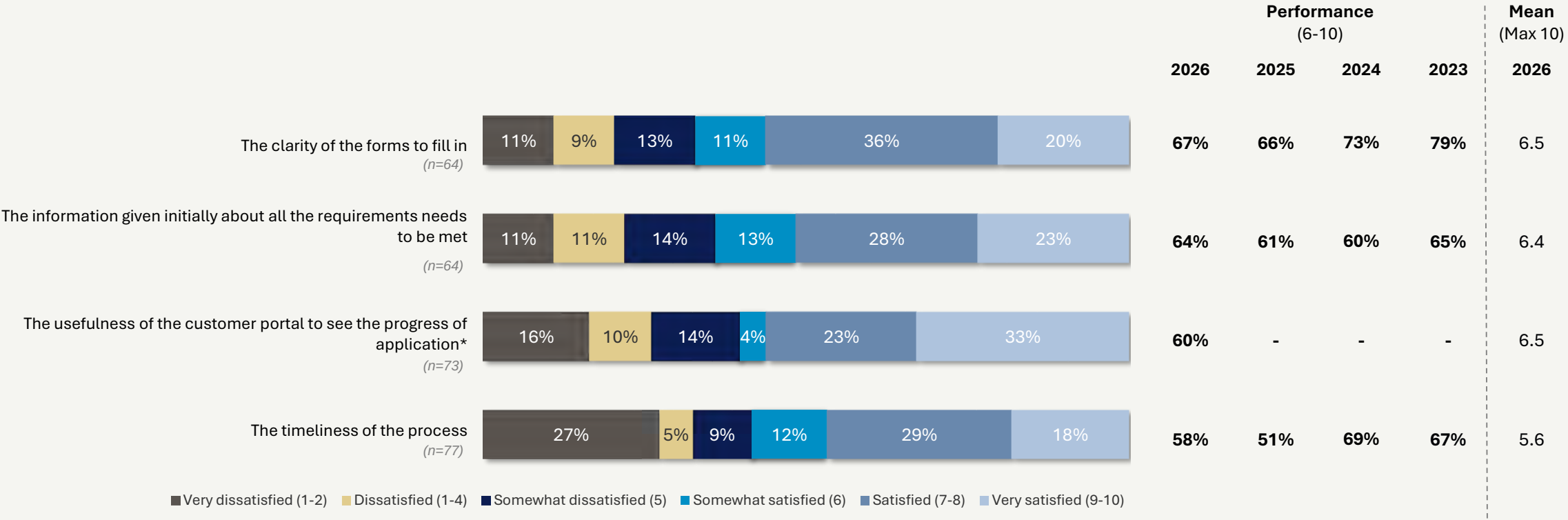
Measures related to forms continue to receive the highest ratings, with *The clarity of forms to fill in* (70%) and *The advice provided to help complete forms* (64%) rated most highly by customers.



DRAFT

Satisfaction with the Overall Process: Building Consent

Nearly seven in ten (67%) *Building Consent* customers are satisfied with *The clarity of the forms to fill in* while 64% are satisfied with *The information given initially about all the requirements needs to be met*.



Year-on-year

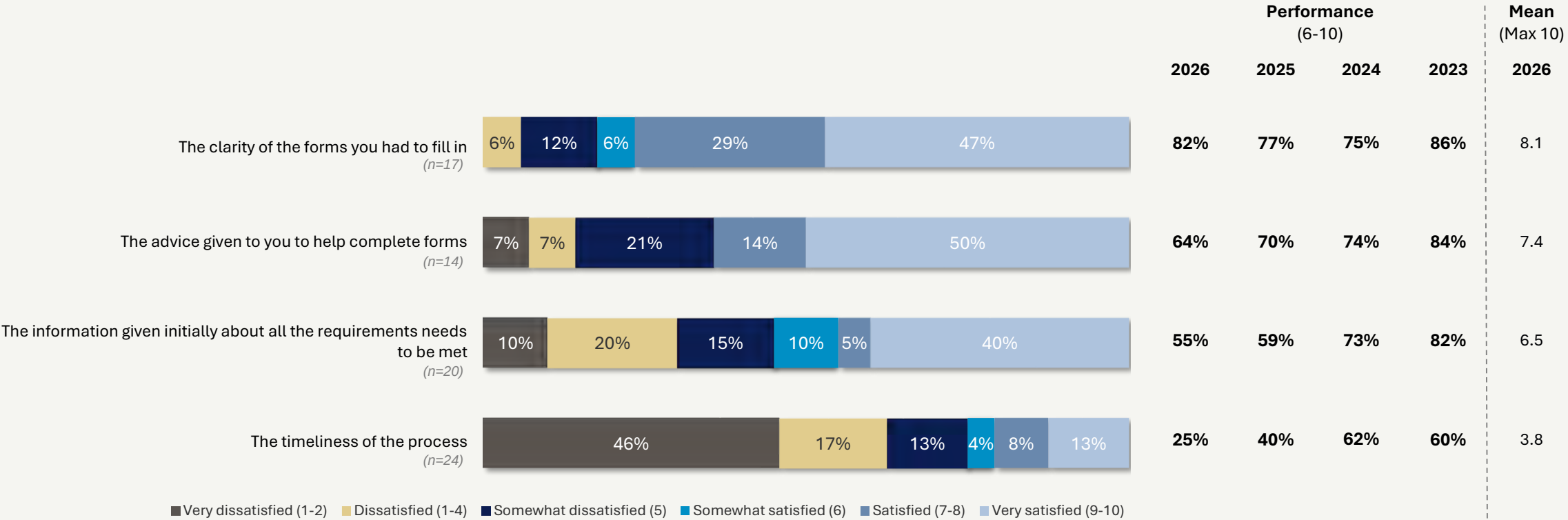
Significantly higher

Significantly lower

Satisfaction with the Overall Process: Resource Consent

DRAFT

Most *Resource Consent* customers (82%) are satisfied with *The clarity of the forms you had to fill in*. In contrast, 25% were satisfied with *The timeliness of the process*, marking the lowest rating since 2023.

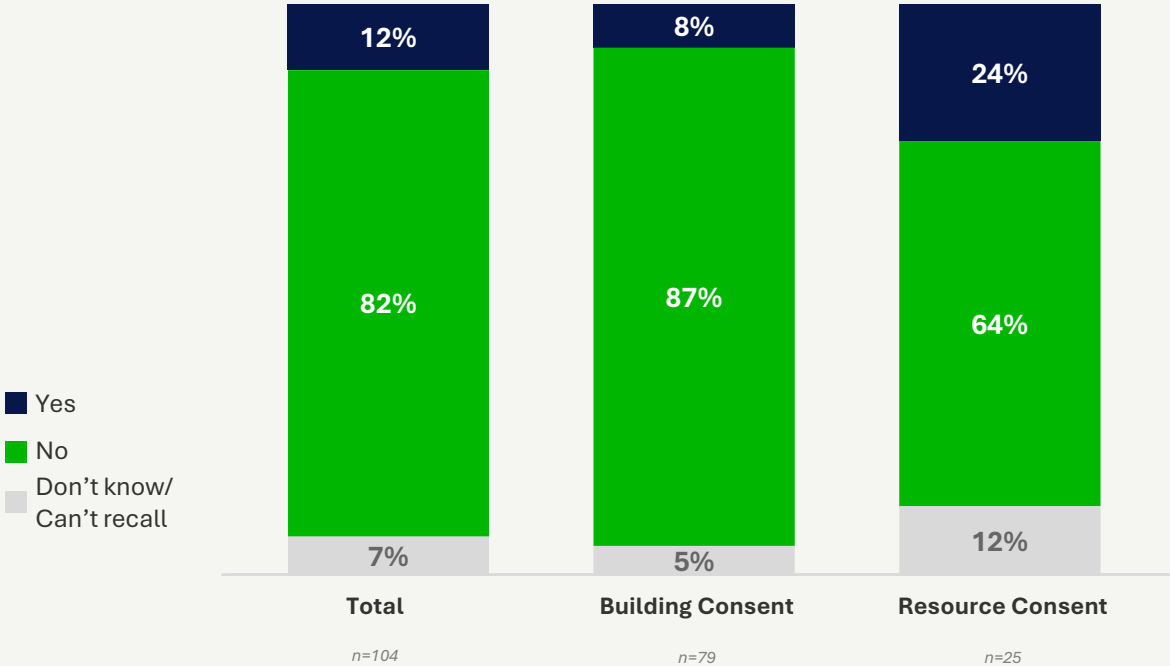


Process

DRAFT

Participation in Pre-application Meeting*

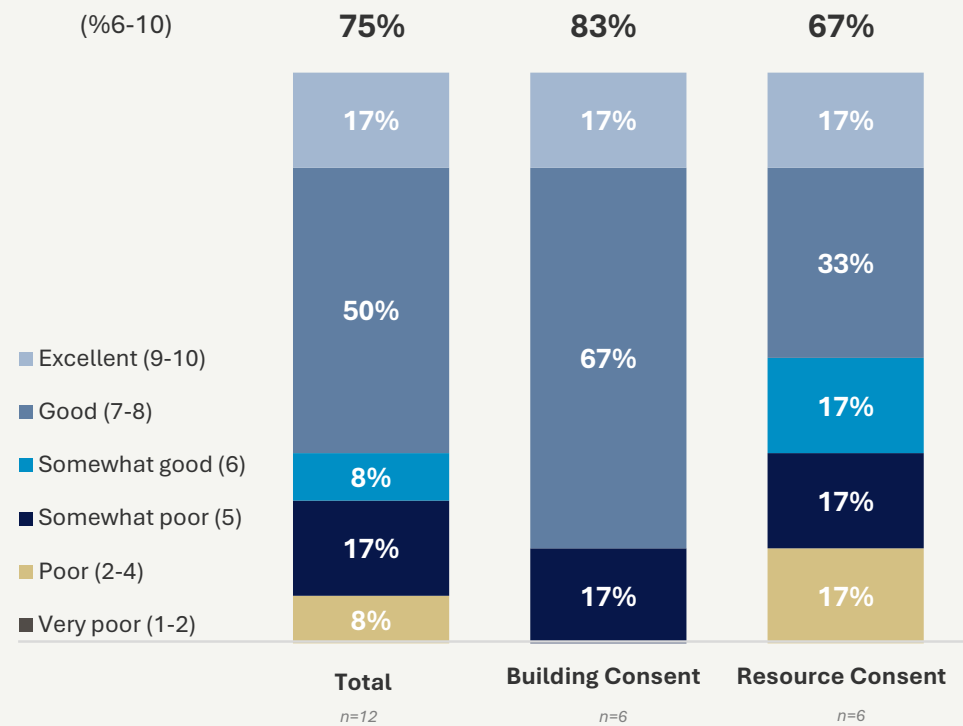
12% of customers *Have taken part in a pre-application meeting.*



Satisfaction with Advice Provided during Pre-application Meeting*

DRAFT

Most customers who participated in a pre-application meeting were satisfied with the *Advice provided to them during their pre-application meeting.*

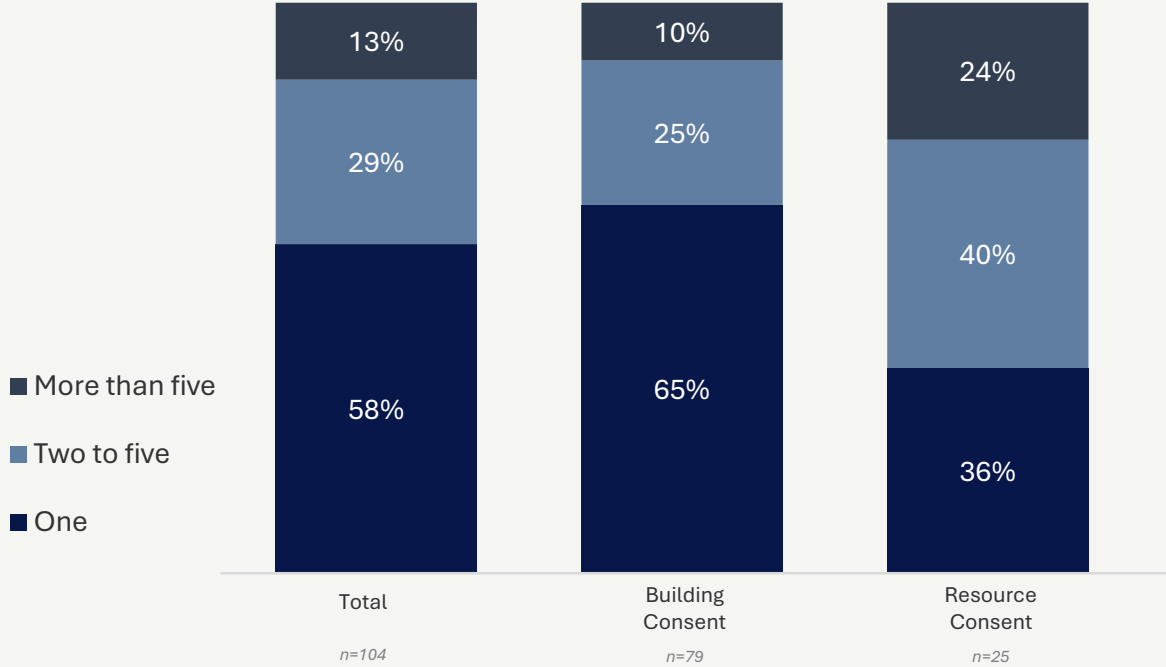


Projects

DRAFT

Number of Projects

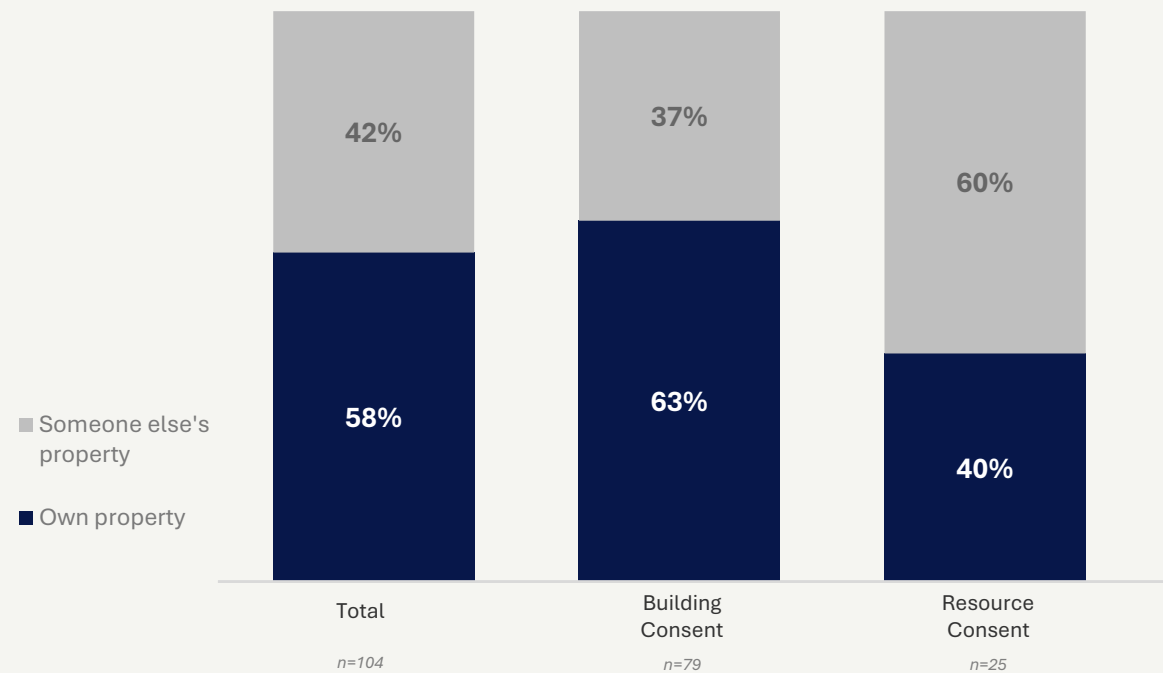
Most *Building Consent* customers (65%) submitted applications for *One property*, while 40% of *Resource Consent customers* submitted applications for *Two to five properties*.



DRAFT

Property type

Most *Building Consent* customers (63%) were applying for their *Own property*, while 60% of *Resource Consent* customers were applying for *Someone else's property*.



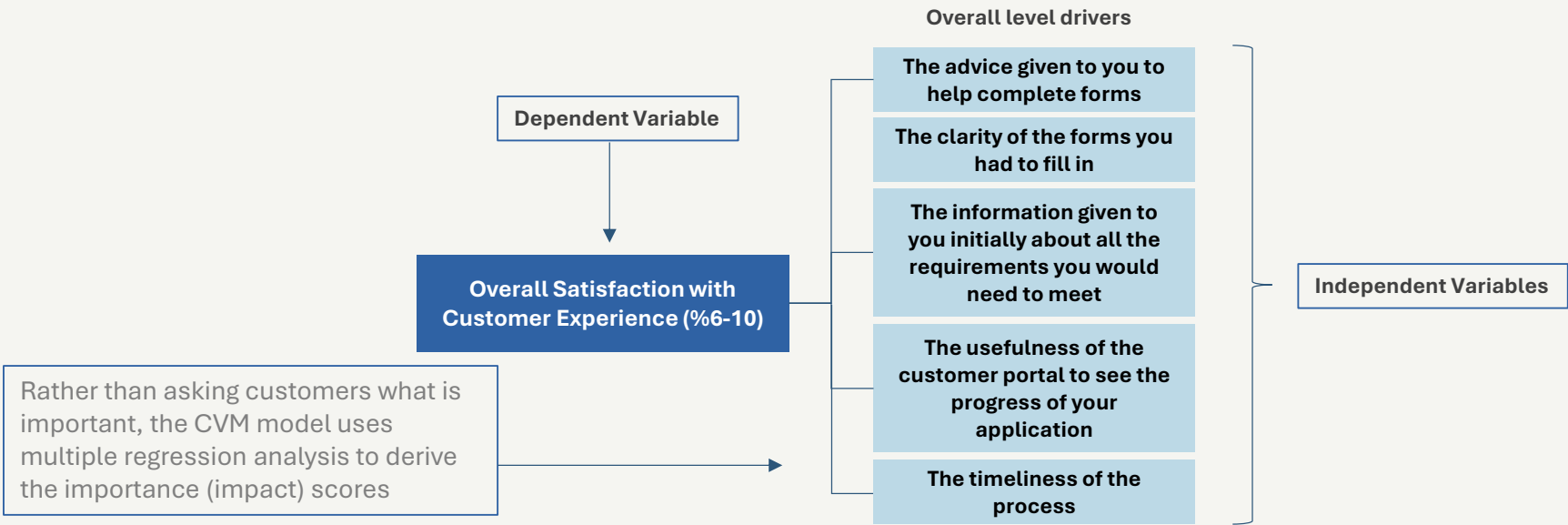
Drivers of Perception

DRAFT

Drivers of Perception

Customer Value Management (CVM) Model

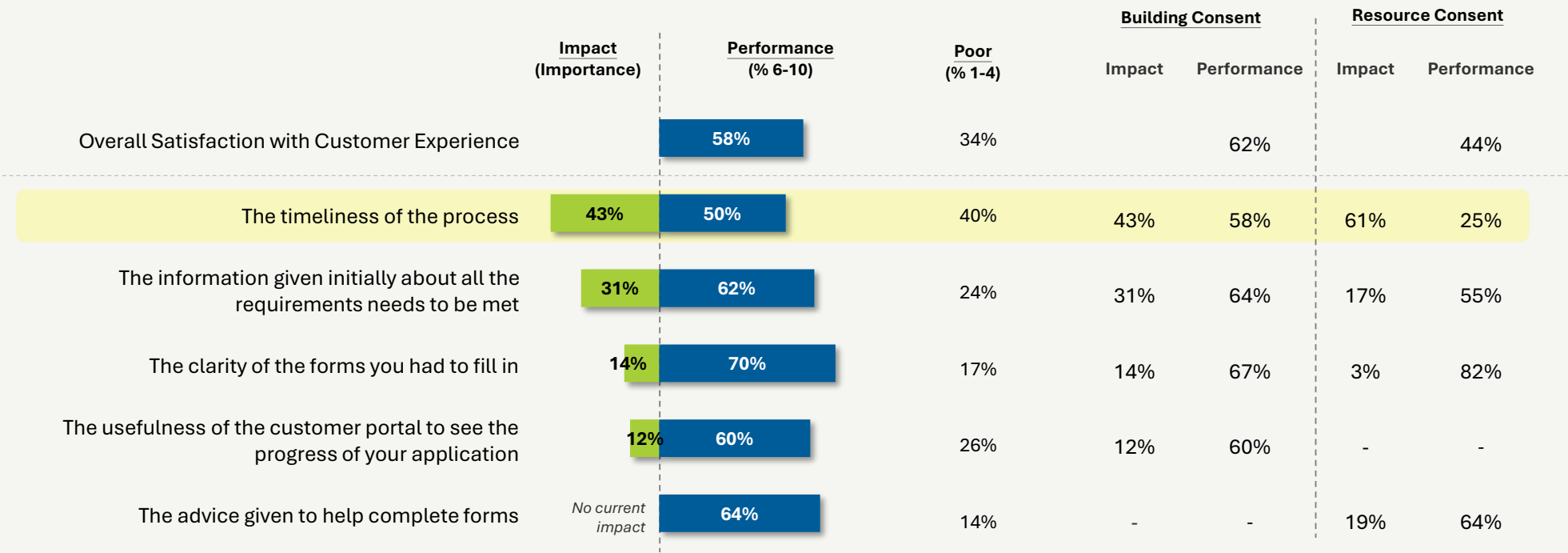
- In determining the drivers of perception, the overall satisfaction score is analysed using multiple regression analysis within a Customer Value Management (CVM) model. Multiple regression is a statistical technique used to analyse the relationship between a single dependent variable, in this case, ‘overall satisfaction’ with several independent variables, these being the various elements within the CVM model otherwise known as the overall level drivers.
- The objective of the analysis is to use the independent variables to predict the overall satisfaction score thereby understanding the relative influence that each of these independent variables has on explaining satisfaction. Each independent variable is weighted by the regression analysis with these weights denoting the contribution (**or impact**) of each of the independent variables.



DRAFT

Drivers of Perception

The *timeliness of the process* has the greatest impact on overall satisfaction with the customer experience for both Building (43%) and Resource Consent applicants (61%).



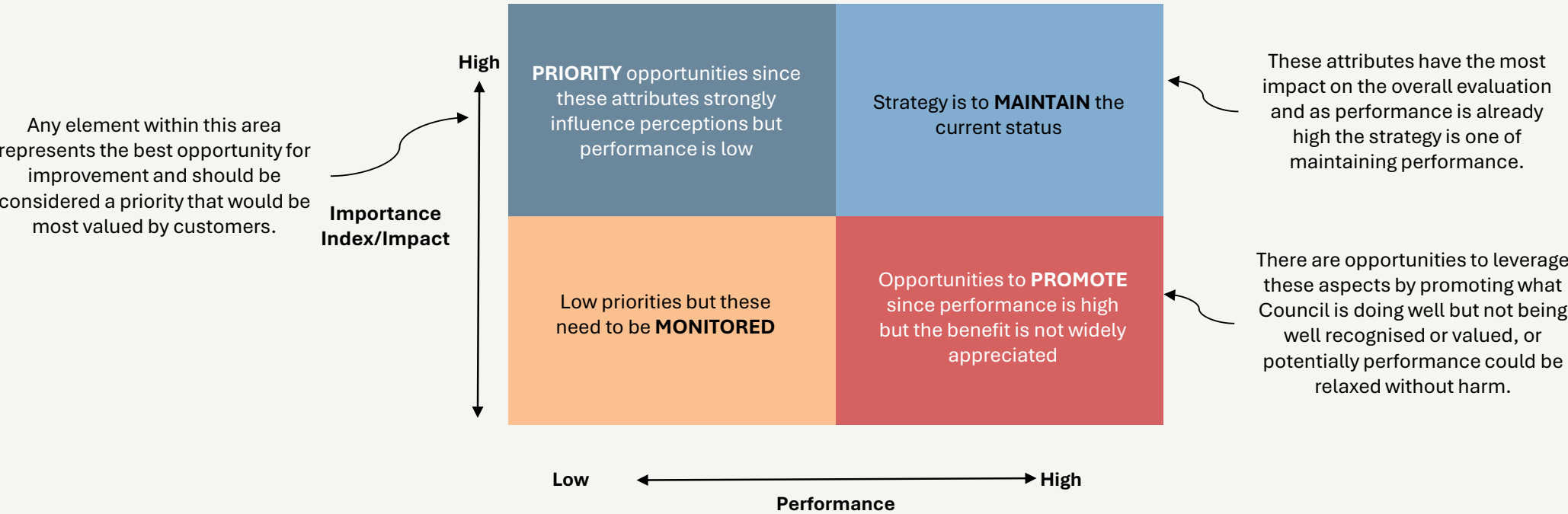
Year-on-year
▲ Significantly higher
▼ Significantly lower

Priority Matrix

DRAFT

Priority Matrix: Interpreting the results

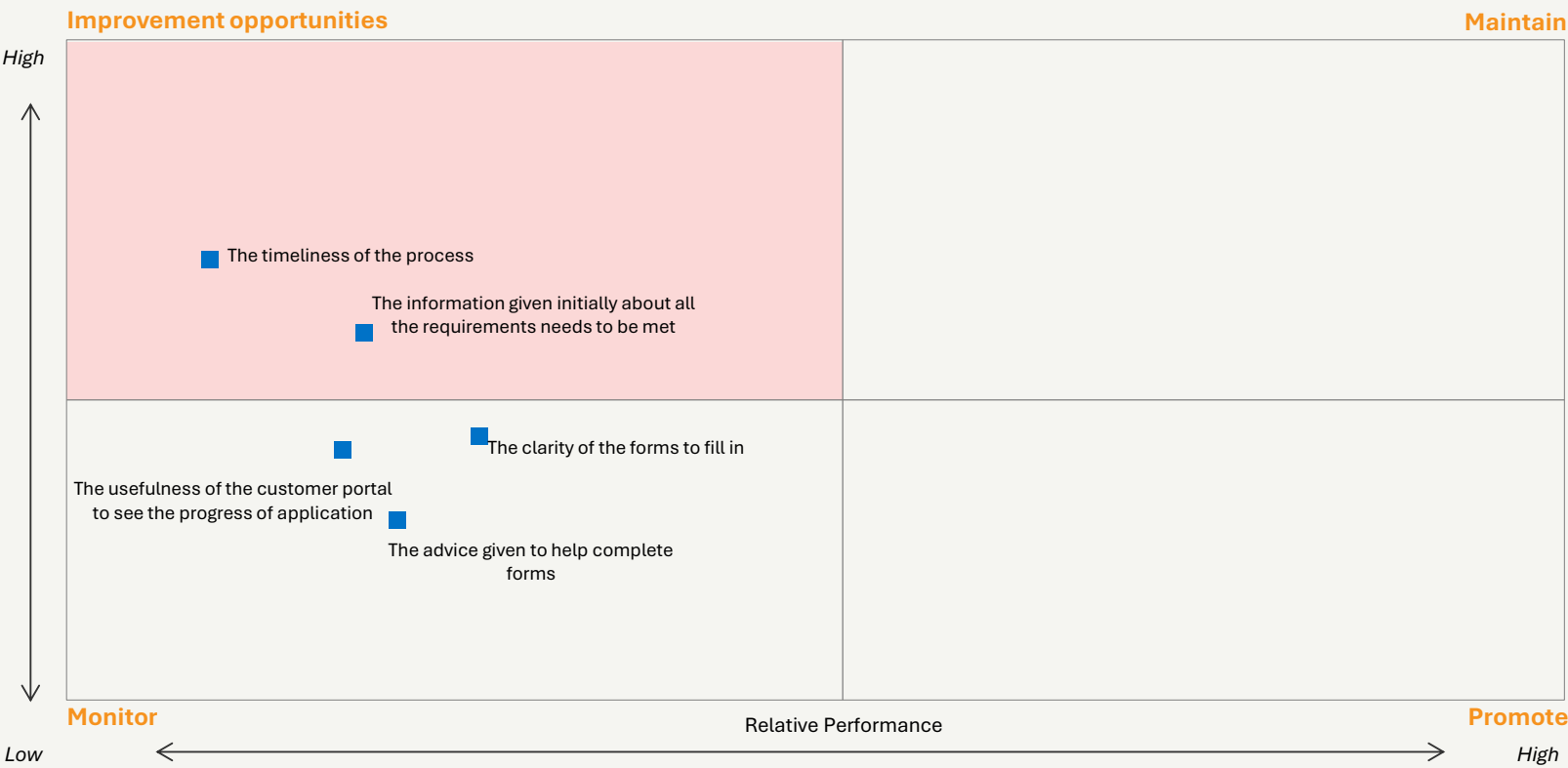
Priority opportunities to improve performance can be identified by doing an analysis of the performance measures altogether.



Priority Matrix – all respondents

DRAFT

Timeliness of the process and The information given initially about all the requirements needs to be met are identified as key areas for improvement.

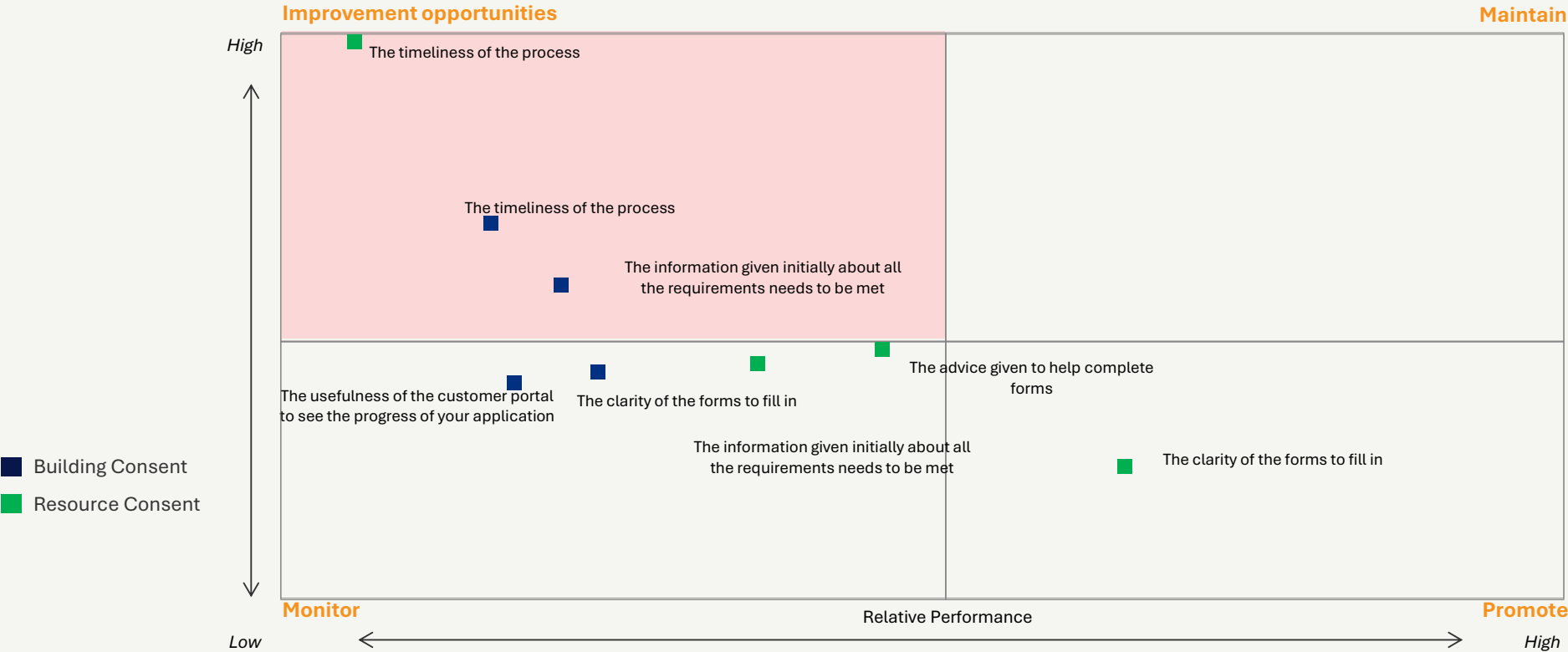


All performance measures are analysed altogether. Impact scores are adjusted by the higher impact scores (overall level drivers). The matrix is calibrated based on the minimum, maximum and average scores for the y-axis (adjusted impact) and x-axis (performance).

Priority Matrix: Building and Resource Consents

DRAFT

Timeliness of the process was an area for improvement for both *Building* and *Resource Consent* customers. For *Building Consent* customers, *The information given initially about all the requirements needs to be met* was also an area for improvement.



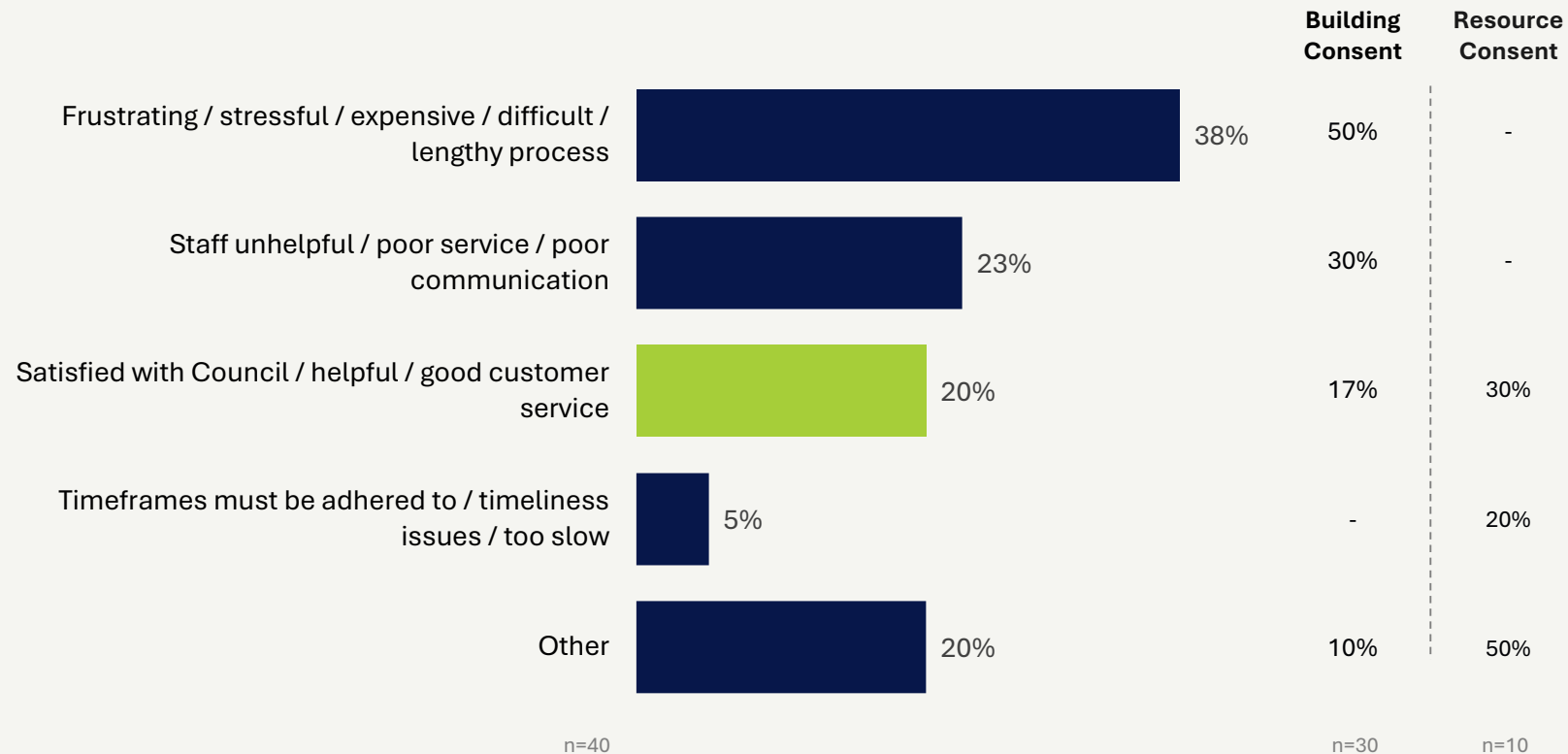
All performance measures are analysed altogether. Impact scores are adjusted by the higher impact scores (overall level drivers). The matrix is calibrated based on the minimum, maximum and average scores for the y-axis (adjusted impact) and x-axis (performance).

General Comments

General Comments

DRAFT

While Council staff received positive feedback, customers also raised frustrations about the process, describing it as *Stressful, expensive, difficult and lengthy* (38%). Some also noted *Unhelpful staff, poor service or poor communication* (23%).



Sample Profile

Sample Profile

DRAFT

		Total	
		%	Counts
1	Building Consent	76%	79
2	Resource Consent	24%	25
	TOTAL	100%	104

Sample Profile: Profession

DRAFT

		Total		Building Consent		Resource Consent	
	Application profession	%	Counts	%	Counts	%	Counts
1	Professional (surveyor, planner, engineer, etc.)	80%	35	76%	22	87%	13
2	Developer or property manager	11%	5	17%	5	-	-
3	On behalf of someone else but not in a professional capacity	7%	3	7%	2	7%	1
4	Others	2%	1	-	-	7%	1

		Resource Consent	
	Application process	%	Counts
1	Non-notified application	76%	19
2	Limited notified	4%	1
3	Don't know	16%	4
4	Others	4%	1

DRAFT

Sample Profile: Area

		Total		Building Consent		Resource Consent	
	Area	%	Counts	%	Counts	%	Counts
	Plains						
1	Kaiaua	19%	4	25%	3	11%	1
2	Kaihere	14%	3	17%	2	11%	1
3	Kerepēhi	10%	2	17%	2	-	-
4	Ngātea	43%	9	25%	3	67%	6
5	Turua	14%	3	17%	2	11%	1
	Waihi						
6	Waihi	82%	31	87%	26	63%	5
7	Waikino	11%	4	7%	2	25%	2
8	Whiritoa	8%	3	7%	2	13%	1
	Paeroa						
9	Paeroa	100%	32	100%	27	100%	5



Thank you

Head Office

Telephone: + 64 7 575 6900

Address: Level 1, 247 Cameron Road
PO Box 13297
Tauranga 3141

Website: www.keyresearch.co.nz

Appendix C



Councils' Annual Residents Surveys Benchmarking Report 2025/2026



Research background



Research Objectives

The specific objectives of this research were:

- To understand residents' satisfaction with services and facilities provided by Councils across New Zealand.
- To benchmark the key performance indicators against other Councils.



Method

- Surveys were undertaken with 23 different Councils across New Zealand in 2025/26, including 20 District Councils and 3 City Councils.
- Respondents were selected at random from the Electoral Roll, ratepayers database, and/or email contacts collected through previous years' surveys.
- The questionnaires were designed in consultation with Councils and were structured to provide a comprehensive set of measures relating to core activities, services, and infrastructure, and to provide a wider perspective of performance. This includes assessment of reputation and knowledge of Council's activities.
- Post data collection, the samples were weighted to be exactly representative of key population demographics for each area based on the 2023 Census.
- At an aggregate level the surveys have an expected 95% confidence interval (margin of error) of between +/- 3.2% and +/-4.8%.
- Maximum, minimum and average scores for key performance indicators are shown and benchmarked based on 23 Council's performances. Questions used are either identical or closely related, allowing for comparison.
- To allow for better and more extensive benchmarking, several measures are presented as an average score of all related measures in the relevant section.
- Please note: if minimum, average, or maximum values are not visible in a chart, it means that your Council results are equal to that value. For clarity, please view the table on the page following each chart.



September 2026

ARS Benchmarking – 2025/2026

Councils included in 2025/26 Benchmarking report

- Far North District Council
- Gisborne District Council
- Hauraki District Council
- Kaipara District Council
- Manawatū District Council
- Matamata-Piako District Council
- Masterton District Council
- Nelson City Council
- New Plymouth District Council
- Palmerston North City Council
- Queenstown Lakes District Council
- Rotorua Lakes District Council
- South Waikato District Council
- Stratford District Council
- Tasman District Council
- Tauranga City Council
- Timaru District Council
- Thames-Coromandel District Council
- Waikato District Council
- Waimakariri District Council
- Waipā District Council
- Waitaki District Council
- Waitomo District Council



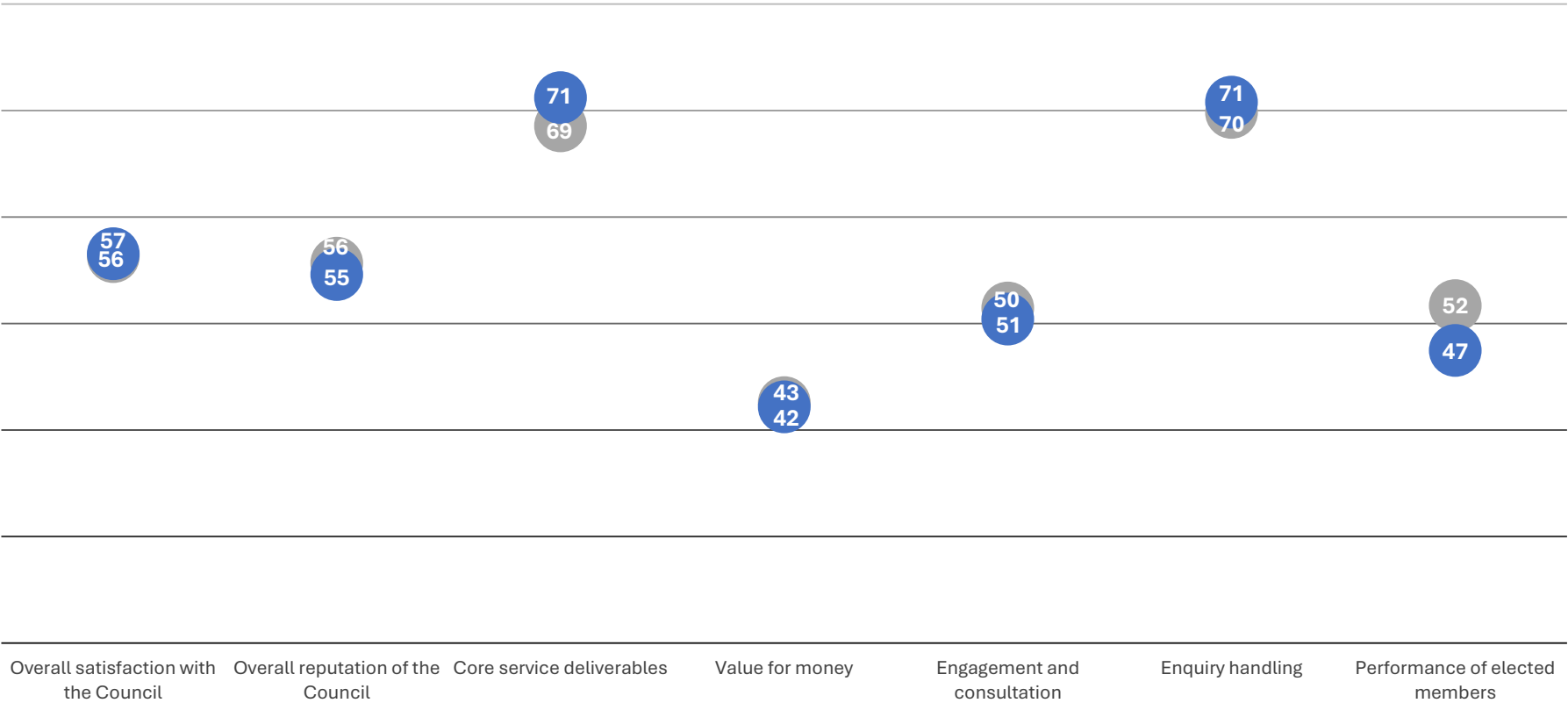
September 2026

ARS Benchmarking – 2025/2026

Year on year change – Overall

2025/2026 Council Benchmarking

● All Councils' Average 2024/25 ● All Councils' Average 2025/26





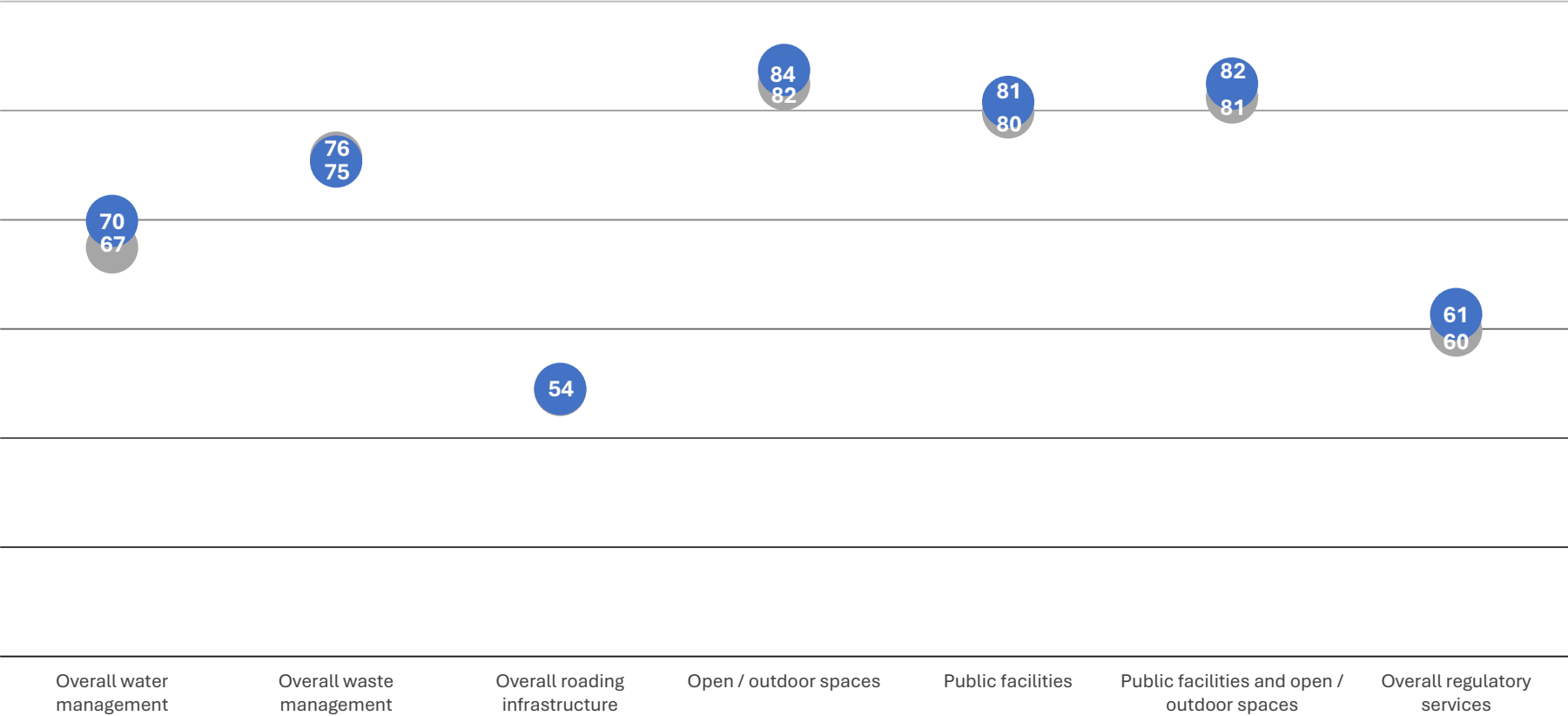
September 2026

ARS Benchmarking – 2025/2026

Year on year change – Core service deliverables

2025/2026 Council Benchmarking

● All Councils' Average 2024/25 ● All Councils' Average 2025/26





September 2026

ARS Benchmarking – 2025/2026

Overall measures

2025/2026 Council Benchmarking

● All Councils' Average 2025/26 ● Max ● Min ● Hauraki DC



Overall measures

% 6-10	Your Council %	Average based on 23 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall satisfaction with the Council	54	57	-3	76	-22	14	+40
Overall reputation of the Council	59	55	+4	74	-15	14	+45
Core service deliverables	71	71	-	88	-17	41	+30
Value for money	42	42	-	58	-16	15	+27
Engagement and consultation	47	50	-3	83	-36	22	+25
Performance of elected members	58	47	+11	58	-	22	+36

Overall measures – District Councils only

% 6-10	Your Council %	Average based on 20 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall satisfaction with the Council	54	55	-1	75	-21	14	+40
Overall reputation of the Council	59	55	+4	74	-15	14	+45
Core service deliverables	71	70	+1	88	-17	41	+30
Value for money	42	41	+1	58	-15	15	+27
Engagement and consultation	47	50	-3	83	-36	22	+25
Performance of elected members	58	46	+12	58	-	22	+36



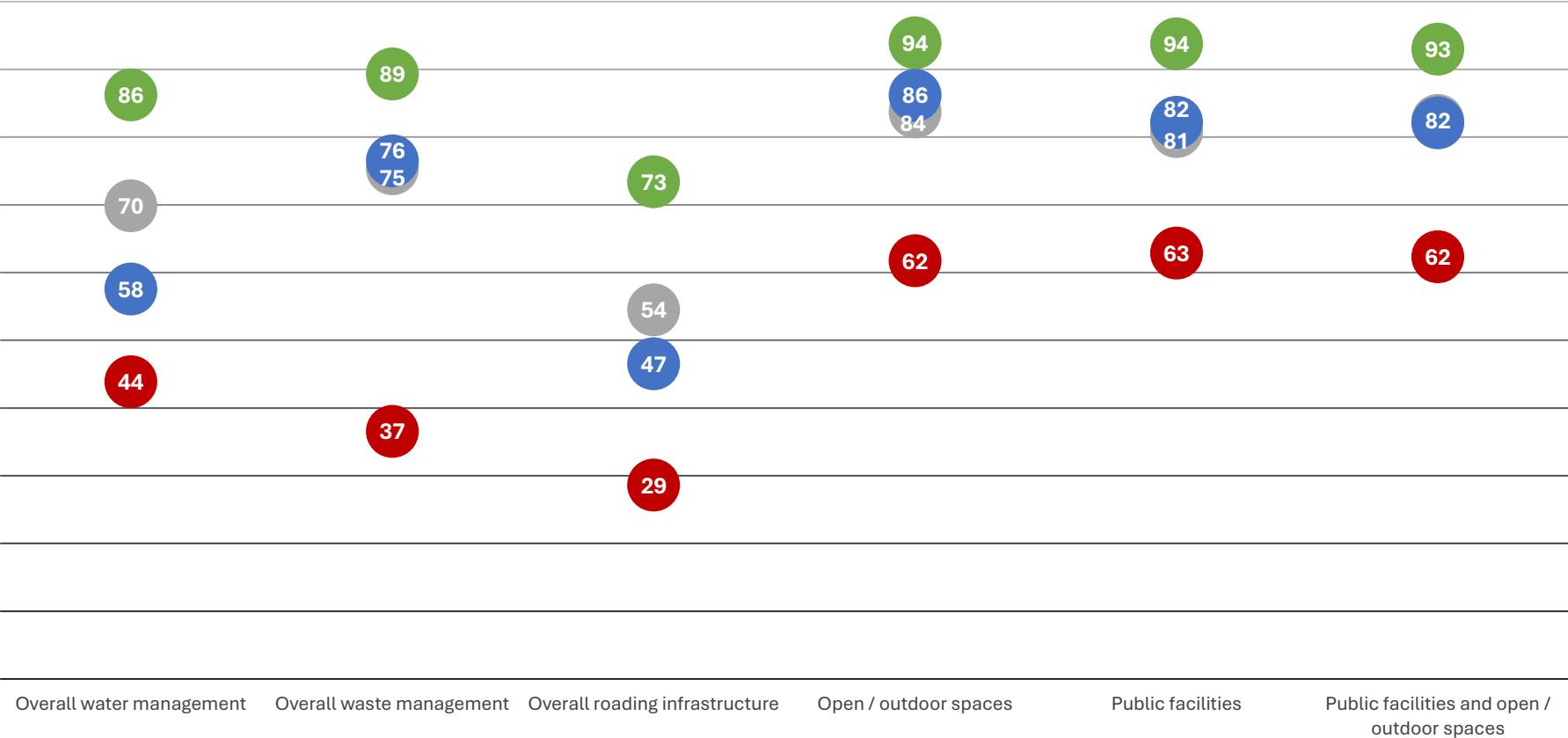
September 2026

ARS Benchmarking – 2025/2026

Core service deliverables

2025/2026 Council Benchmarking

● All Councils' Average 2025/26 ● Max ● Min ● Hauraki DC



Core service deliverables

% 6-10	Your Council %	Average based on 23 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall water management	58	70	-12	86	-28	44	+14
Overall waste management	76	75	+1	89	-13	37	+39
Overall roading infrastructure	47	54	-8	73	-27	29	+18
Open / outdoor spaces	86	84	+2	94	-8	62	+24
Public facilities	82	81	+1	94	-12	63	+19
Public facilities and open / outdoor spaces	82	82	-	93	-11	62	+20

Core service deliverables – District Councils Only

% 6-10	Your Council %	Average based on 20 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall water management	58	68	-10	86	-28	44	+14
Overall waste management	76	74	+2	89	-13	37	+39
Overall roading infrastructure	47	54	-7	73	-26	29	+18
Open / outdoor spaces	86	84	+2	94	-8	62	+24
Public facilities	82	81	+1	94	-12	63	+19
Public facilities and open / outdoor spaces	82	83	-1	93	-11	62	+20



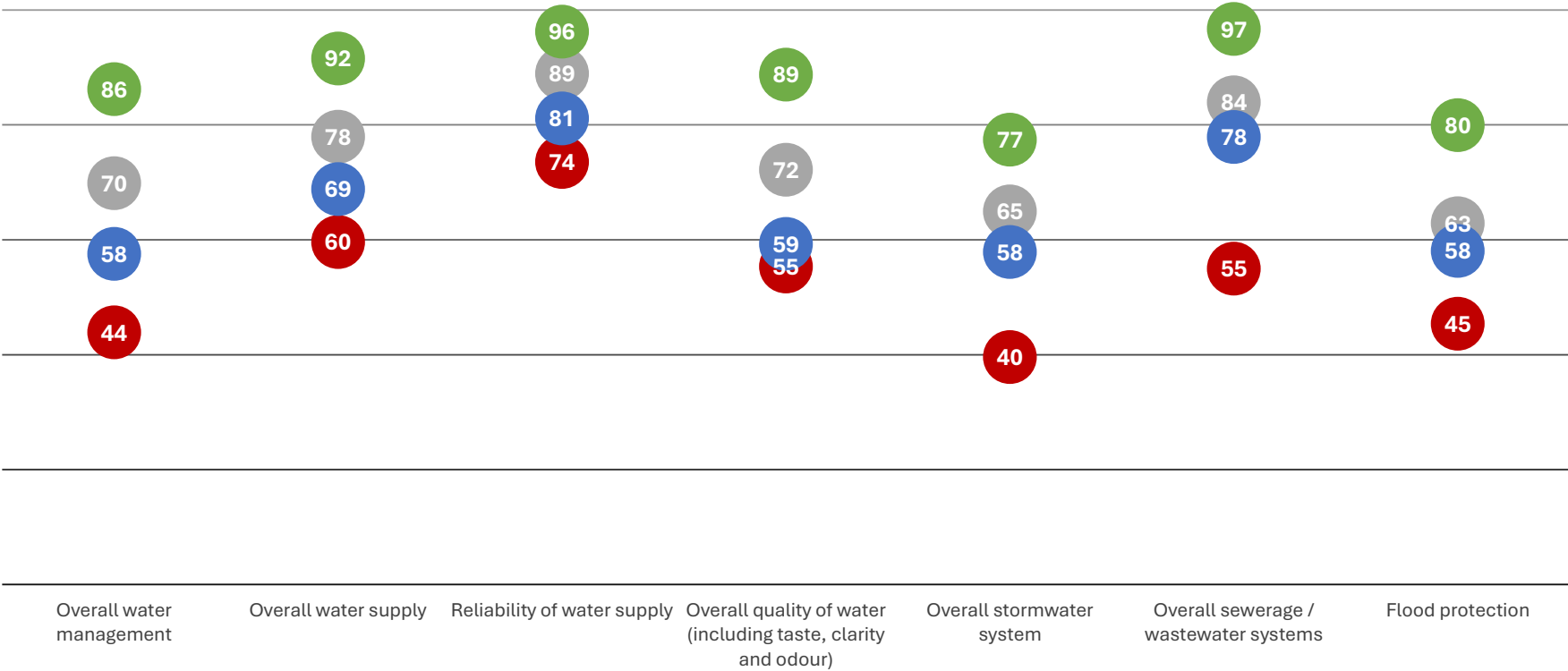
September 2026

ARS Benchmarking – 2025/2026

Water management

2025/2026 Council Benchmarking

● All Councils' Average 2025/26 ● Max ● Min ● Hauraki DC



Water management

% 6-10	Your Council %	Average based on 23 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall water management	58	70	-12	86	-29	44	+14
Overall water supply	69	78	-9	92	-23	60	+9
Reliability of water supply	81	89	-8	96	-15	74	+7
Overall quality of water (including taste, clarity and odour)	59	72	-13	89	-30	55	+4
Overall stormwater system	58	65	-7	77	-19	40	+18
Overall sewerage / wastewater systems	78	84	-6	97	-19	55	+23
Flood protection	58	63	-5	80	-22	45	+13

Water management – District Councils Only

	% 6-10	Your Council %	Average based on 20 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall water management		58	68	-10	86	-28	44	+14
Overall water supply		69	77	-8	92	-23	60	+9
Reliability of water supply		81	89	-8	96	-15	74	+7
Overall quality of water (including taste, clarity and odour)		59	72	-13	89	-30	55	+4
Overall stormwater system		58	64	-6	77	-19	40	+18
Overall sewerage / wastewater systems		78	83	-5	97	-19	55	+23
Flood protection		58	61	-3	74	-16	45	+13



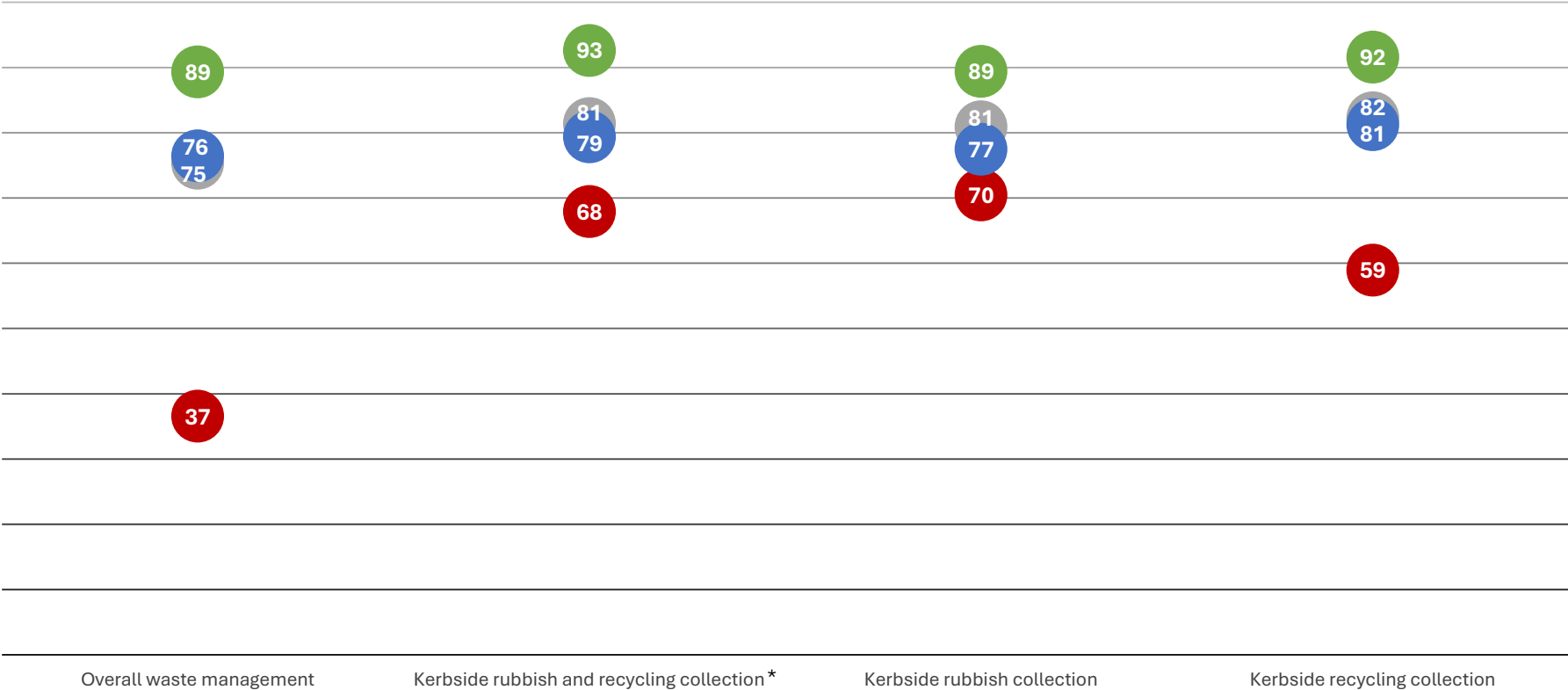
September 2026

ARS Benchmarking – 2025/2026

Waste management

2025/2026 Council Benchmarking

● All Councils' Average 2025/26 ● Max ● Min ● Hauraki DC



* To allow for better and more extensive benchmarking, these measures are presented as an average score of all related measures.



September 2026

ARS Benchmarking – 2025/2026

Waste management

% 6-10	Your Council %	Average based on 23 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall waste management	76	75	+1	89	-13	37	+39
Kerbside rubbish and recycling collection	79	81	-2	93	-14	68	+11
Kerbside rubbish collection	77	81	-3	89	-12	70	+7
Kerbside recycling collection	81	82	-1	92	-11	59	+22

Waste management – District Councils Only

% 6-10	Your Council %	Average based on 20 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall waste management	76	74	+2	89	-13	37	+39
Kerbside rubbish and recycling collection	79	80	-1	87	-8	68	+11
Kerbside rubbish collection	77	81	-4	89	-12	70	+7
Kerbside recycling collection	81	82	-1	92	-11	59	+22



September 2026

ARS Benchmarking – 2025/2026

Roading infrastructure

2025/2026 Council Benchmarking

● All Councils' Average 2025/26 ● Max ● Min ● Hauraki DC





September 2026

ARS Benchmarking – 2025/2026

Roading infrastructure

% 6-10	Your Council %	Average based on 23 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall roading infrastructure	47	55	-8	73	-26	29	+18
Maintenance / quality of roads	45	51	-6	67	-22	28	+17
Maintenance / quality of footpaths	47	61	-14	82	-35	34	+13



September 2026

ARS Benchmarking – 2025/2026

Roading infrastructure – District Councils Only

% 6-10	Your Council %	Average based on 20 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall roading infrastructure	47	54	-7	73	-26	29	+18
Maintenance / quality of roads	45	51	-6	67	-22	28	+17
Maintenance / quality of footpaths	47	60	-13	75	-28	34	+13



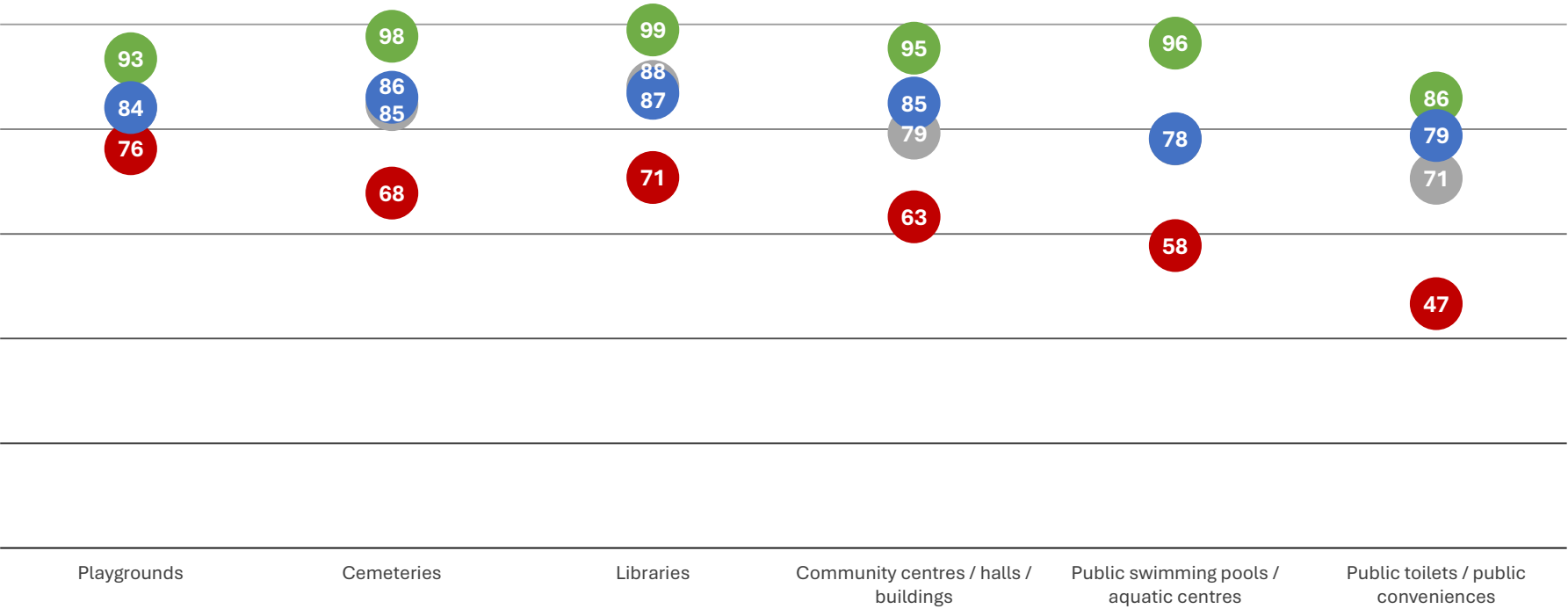
September 2026

ARS Benchmarking – 2025/2026

Public facilities and open / outdoor spaces

2025/2026 Council Benchmarking

● All Councils' Average 2025/26 ● Max ● Min ● Hauraki DC



Public facilities and open / outdoor spaces

% 6-10	Your Council %	Average based on 23 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Playgrounds	84	84	-	93	-9	76	+8
Cemeteries	86	85	+1	98	-12	68	+18
Libraries	87	88	-1	99	-12	71	+16
Community centres / halls / buildings	85	79	+6	95	-10	63	+22
Public swimming pools / aquatic centres	78	78	-	96	-18	58	+20
Public toilets / public conveniences	79	71	+8	86	-7	47	+32

Public facilities and open / outdoor spaces – District Councils Only

% 6-10	Your Council %	Average based on 20 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Playgrounds	84	85	-1	93	-9	77	+7
Cemeteries	86	86	-	98	-12	70	+16
Libraries	87	89	-2	99	-12	71	+16
Community centres / halls / buildings	85	81	+4	95	-10	75	+10
Public swimming pools / aquatic centres	78	78	-	96	-18	58	+20
Public toilets / public conveniences	79	71	+8	86	-7	47	+32



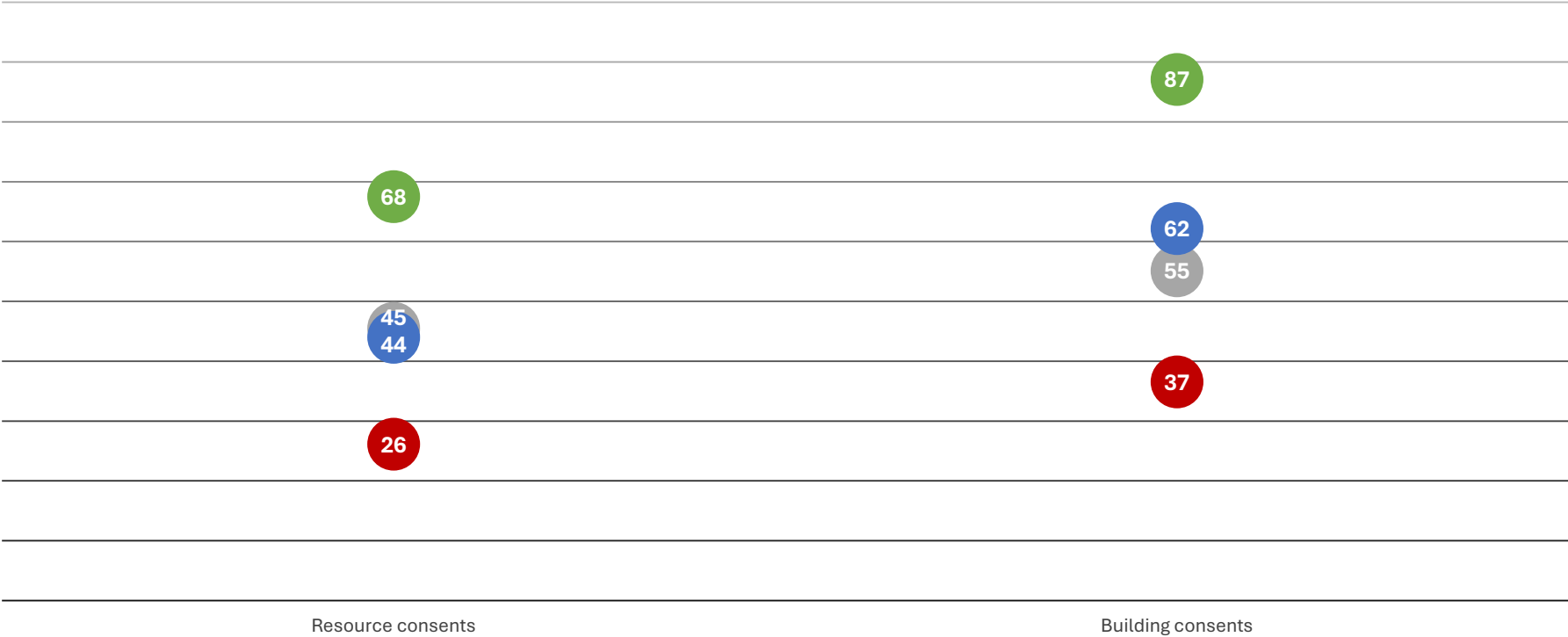
September 2026

ARS Benchmarking – 2025/2026

Regulatory services

2025/2026 Council Benchmarking

● All Councils' Average 2025/26 ● Max ● Min ● Hauraki DC



* To allow for better and more extensive benchmarking, these measures are presented as an average score of all related measures.



Regulatory services

	% 6-10	Your Council %	Average based on 23 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Resource consents		44	45	-1	68	-24	26	+18
Building consents		62	55	+7	87	-25	37	+25



Regulatory services – District Councils Only

	% 6-10	Your Council %	Average based on 20 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Resource consents		44	45	-1	68	-24	26	+18
Building consents		62	55	+7	87	-25	37	+25



September 2026

ARS Benchmarking – 2025/2026

Reputation

2025/2026 Council Benchmarking

● All Councils' Average 2025/26 ● Max ● Min ● Hauraki DC





September 2026

ARS Benchmarking – 2025/2026

Reputation

% 6-10	Your Council %	Average based on 23 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall reputation	59	54	+5	74	-15	14	+45
Leadership	58	55	+3	74	-16	16	+42
Trust	53	49	+6	70	-17	16	+37
Financial management	42	40	+2	60	-18	9	+33
Quality of services	61	63	-2	78	-17	30	+31

Reputation – District Councils Only

% 6-10	Your Council %	Average based on 20 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Overall reputation	59	55	+4	74	-15	14	+45
Leadership	58	55	+3	74	-16	16	+42
Trust	53	49	+4	70	-17	16	+37
Financial management	42	41	+1	60	-18	9	+33
Quality of services	61	63	-2	78	-17	30	+31



September 2026

ARS Benchmarking – 2025/2026

Reputation profile

2025/2026 Council Benchmarking

● All Councils' Average 2025/26 ● Max ● Min ● Hauraki DC





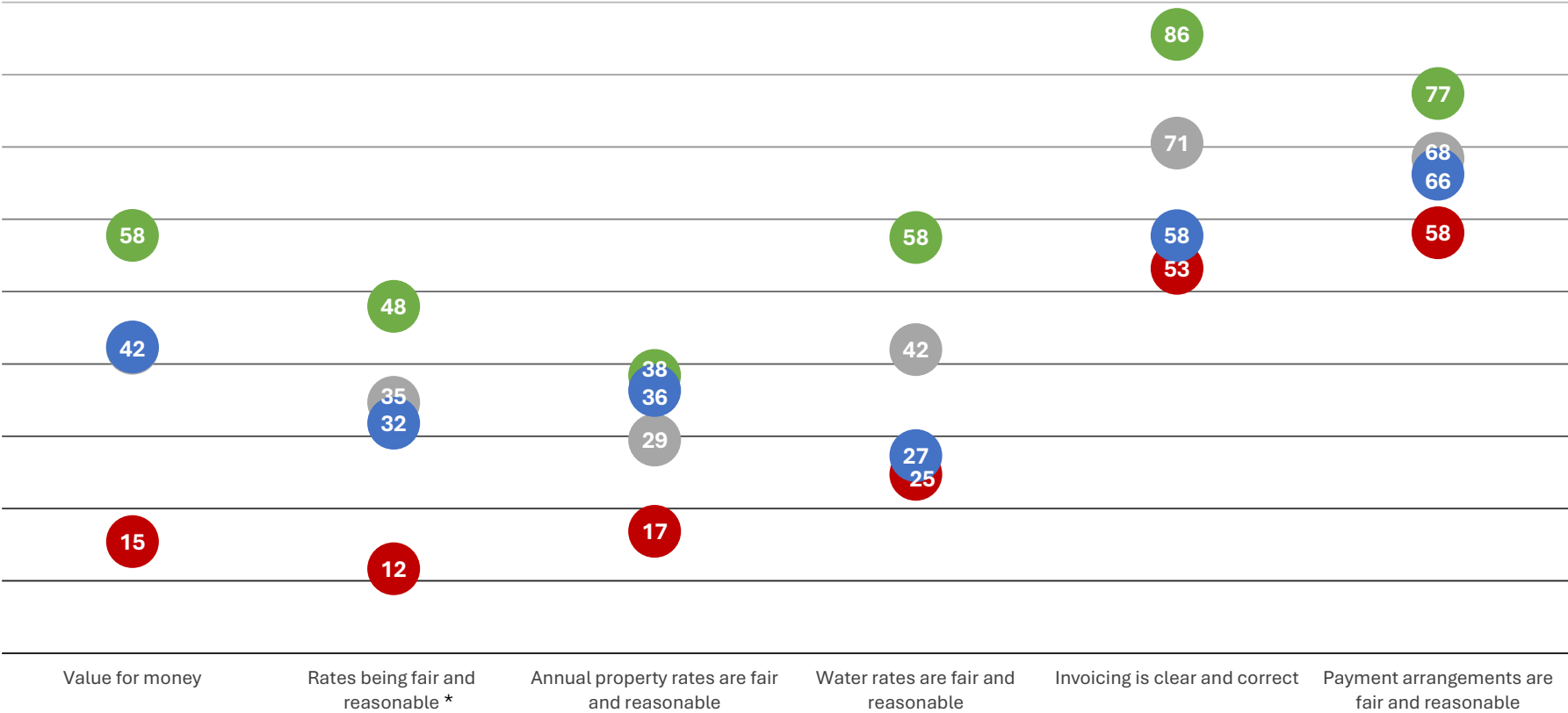
September 2026

ARS Benchmarking – 2025/2026

Value for money

2025/2026 Council Benchmarking

● All Councils' Average 2025/26 ● Max ● Min ● Hauraki DC



* To allow for better and more extensive benchmarking, these measures are presented as an average score of all related measures.

Value for money

	% 6-10	Your Council %	Average based on 23 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Value for money		42	42	-	58	-14	15	+27
Rates being fair and reasonable		32	35	-3	48	-16	12	+20
Annual property rates are fair and reasonable		36	29	+7	38	-2	17	+19
Water rates are fair and reasonable		27	42	-15	58	-29	25	+2
Invoicing is clear and correct		58	71	-13	86	-28	53	+5
Payment arrangements are fair and reasonable		66	68	-2	77	-11	58	+8

Value for money – District Councils Only

	% 6-10	Your Council %	Average based on 20 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Value for money		42	41	+1	58	-16	15	+27
Rates being fair and reasonable		32	34	-2	48	-16	12	+20
Annual property rates are fair and reasonable		36	29	+7	38	-2	17	+19
Water rates are fair and reasonable		27	41	-13	58	-29	25	+2
Invoicing is clear and correct		58	70	-12	86	-28	53	+5
Payment arrangements are fair and reasonable		66	68	-2	77	-11	58	+8



September 2026

ARS Benchmarking – 2025/2026

Sentiment questions

2025/2026 Council Benchmarking

● All Councils' Average 2025/26 ● Max ● Min ● Hauraki DC



Quality of life / wellbeing

District / City is going in the right direction



September 2026

ARS Benchmarking – 2025/2026

Sentiment questions

% 6-10	Your Council %	Average based on 23 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Quality of life / wellbeing	71	84	-13	91	-20	71	-
District / City is going in the right direction	58	57	+1	77	-19	18	+40



September 2026

ARS Benchmarking – 2025/2026

Sentiment questions – District Councils Only

% 6-10	Your Council %	Average based on 20 Councils %	point diff %	Top performance %	point diff %	Lowest performance %	point diff %
Quality of life / wellbeing	71	84	-13	91	-20	71	-
District / City is going in the right direction	58	57	+1	77	-19	18	+40



Key contact details

Head Office

Telephone: + 64 7 575 6900

Address: Level 1, 247 Cameron Road
PO Box 13297
Tauranga 3141

Website: www.keyresearch.co.nz

DISCLAIMER

The information in this report is presented in good faith and on the basis that neither Key Research, nor its employees are liable (whether by reason of error, omission, negligence, lack of care or otherwise) to any person for any damage or loss that has occurred or may occur in relation to that person taking or not taking (as the case may be) action in respect of the information or advice given.

confidential pages 523 to 576 have been removed

Public Excluded Business

