

OUR PLACE Ko Konei

Your Whakatāne District Council Community Update - June 2021

Domestic tourism key driver for economic growth

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

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

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

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

Māori wards

Whakatāne District Council voted

unanimously to establish Māori

At the commencement of the

wards for the next two local body

meeting, 21 groups and individuals

Public Forum to share their views

on Māori ward establishment with

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

To achieve fair and effective representation, councils must review their

representation arrangements at least once every six years. The review

asks how many elected members there should be in a district and how

they should be elected. It considers wards, their boundaries, names,

and how many councillors are elected to each. A representation

boards, the number of members and subdivision boundaries.

review is also an opportunity to review the number of community

More information is available our our website whakatane.govt.nz.

took the opportunity to speak in the

decision

electoral cycles.

elected members.

Representation Review.

On Thursday, 20 May, the



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

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

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

*Terms and conditions apply.



Bird Walk repairs

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

Find the latest updates on our Facebook page or visit whakatane.govt.nz.

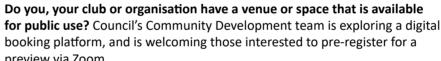
Need

funding for

your active

projects?

Digital booking platform for public venues



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

Tū Manawa Active Aotearoa funding

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

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

To view the forum, and find out more, visit sportbop.co.nz/funding/tu-manawaactive-aotearoa.



THE JOURNEY FORWARD Ka anga whakamua -----



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

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

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

for public use? Council's Community Development team is exploring a digital booking platform, and is welcoming those interested to pre-register for a



Meet the team Kanohi kitea

Anna Williams Senior Tourism Marketing Advisor



What I love most about my job

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

What I find most challenging

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

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

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

Anything else to add?

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

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



Sign up online to pay your rates by

\$200 grocery vouchers.

*Terms and conditions apply

to sign up now.

direct debit before 5pm Monday, 5 July

and go in the draw to win one of three

Visit whakatane.govt.nz/payyourrates

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

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

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

A full list of weekend opening hours is available on our website whakatane.govt.nz.

For further information, visit Whakatane.govt.nz or phone 07 306 0500