



Council Briefing

Hui Whakamōhio

Wednesday, 24 September 2025
Wenerei, 24 Mahuru 2025

Tōtara Room, Whakatāne District Council
14 Commerce Street, Whakatāne
Commencing at 9:00 am



Chief Executive: Steven Perdia | Publication Date: 19 September 2025

Recording the Briefing - *Ka hopuhia te hui**Recording the Briefing - Ka hopuhia te hui***PLEASE NOTE**

The **public section** of this briefing will be recorded.

All care will be taken to maintain your privacy however, as a visitor in the public gallery, your presence may be recorded. By remaining in the public gallery, it is understood your consent is given if your image is inadvertently recorded.

The opinions or statements expressed during a briefing by individuals are their own, and they do not necessarily reflect the views of the Whakatāne District Council. Council thus disclaims any liability with regard to said opinions or statements.

A Membership - *Mematanga*

A *Membership - Mematanga*

Mayor Dr Victor Luca

Deputy Mayor Lesley Immink

Councillor Toni Boynton

Councillor Gavin Dennis

Councillor Andrew Iles

Councillor Wilson James

Councillor Julie Jukes

Councillor Tu O'Brien

Councillor John Pullar

Councillor Ngapera Rangiaho

Councillor Nándor Tánczos

B Briefing Purpose - *Te Take o te hui***B** *Briefing Purpose - Te Take o te hui*

Councillors have many complex issues about which to make decisions and rely on the advice they receive from the administration. Complex issues often require more extensive advice processes which culminate in the council report. Briefings are a key feature to help prepare Councillors with the appropriate background and knowledge for robust decision making during future meetings. They are sessions during which Councillors are provided with detailed oral and written material, and which provide Councillors with the opportunity to discuss the issues between themselves and with senior council staff.

Briefings are scheduled monthly; however due to the nature of Council business, additional Briefings may be held.

Briefings cannot be used to make final decisions, as final decisions and resolutions cannot lawfully be made outside the context of a properly constituted meeting.

TABLE OF CONTENTS

1	Karakia	7
2	Briefing Notices - <i>Ngā Pānui o te hui</i>	7
3	Apologies - <i>Te hunga kāore i tae</i>	7
4	Presentations - <i>Whakaaturanga</i>	8
4.1	Local Growth Strategy	8
5	Reason to Exclude the Public - <i>Te take kia awere te marea</i>	21

1 Karakia

[1 Karakia](#)

[2 Briefing Notices - Ngā Pānui o te hui](#)

1. Recording

Welcome to members of the public who have joined us today.

Council Briefings are recorded. Public gallery attendees' presence implies your consent to being broadcast.

Recordings are available upon request.

2. Health and Safety

In case of an emergency, please follow the building wardens or make your way to the nearest exit. The meeting point is located at Peace Park on Boon Street.

Bathroom facilities are located opposite the Chambers Foyer entrance.

[3 Apologies - Te hunga kāore i tae](#)

An apology was received from Councillor Rangiaho.

4 Presentations - *Whakaaturanga*

[4](#) [Presentations - *Whakaaturanga*](#)

[4.1](#) [Local Growth Strategy](#)

Leny Woolsey and Bryan Patchett will speak to the attached presentation.

4.1 Local Growth Strategy(Cont.)

Whakatāne Local Growth Strategy

Council Briefing - 24 September 2025

Leny Woolsey & Bryan Patchett



whakatane.govt.nz

Better Together Toitū te Kotahitanga



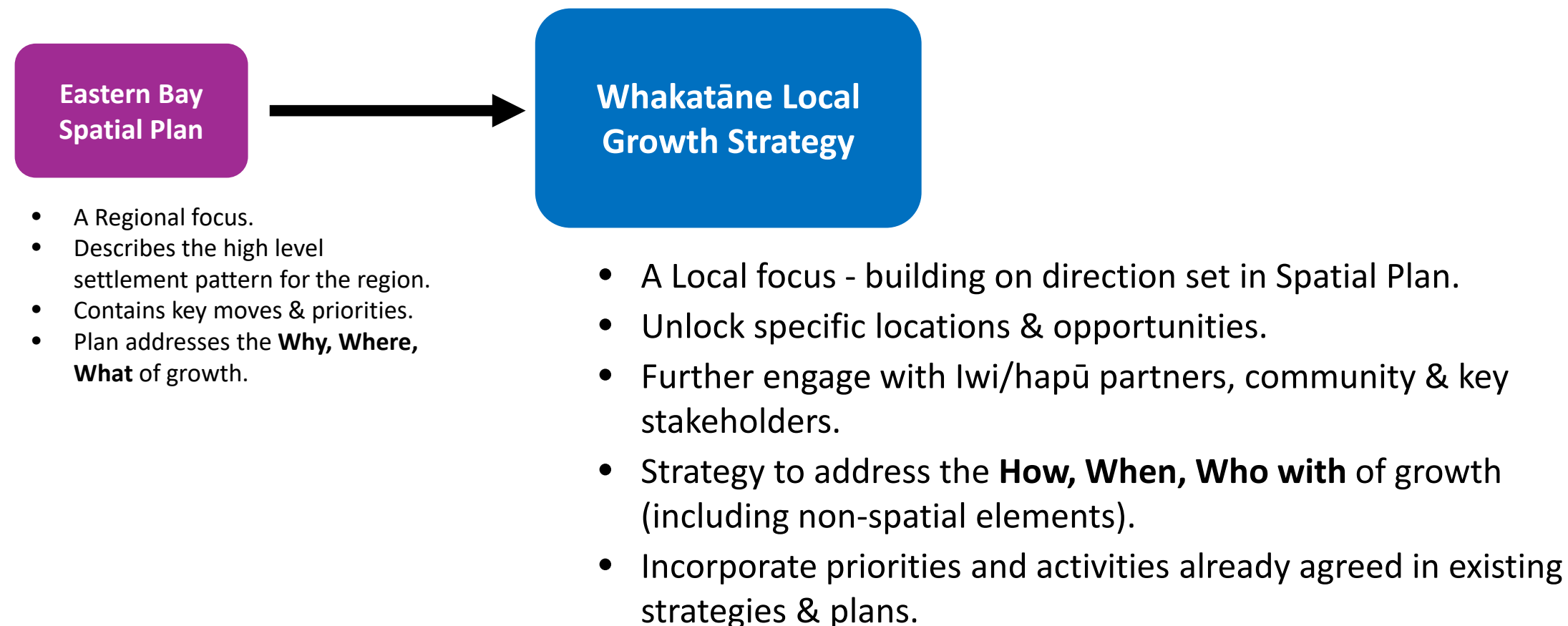
Purpose of Today

1. A reminder – moving from regional spatial planning to local growth planning, engagement and implementation.
2. What we've been doing since April.
3. Seek your feedback on draft Strategic Moves, Guiding Principles and Potential Actions.



4.1 Local Growth Strategy(Cont.)

We've moved from a Spatial Plan to a Local Growth Strategy, with more local engagement



4.1 Local Growth Strategy(Cont.)

Why develop a Local Growth Strategy?

- Set out the District's strategic moves for growth, and related actions.
- Help council get ahead of growth and change.
- Provide more certainty & confidence to others as they make their own planning & investment decisions in the District.



4.1 Local Growth Strategy(Cont.)

What's in it?

Succinct document that includes:

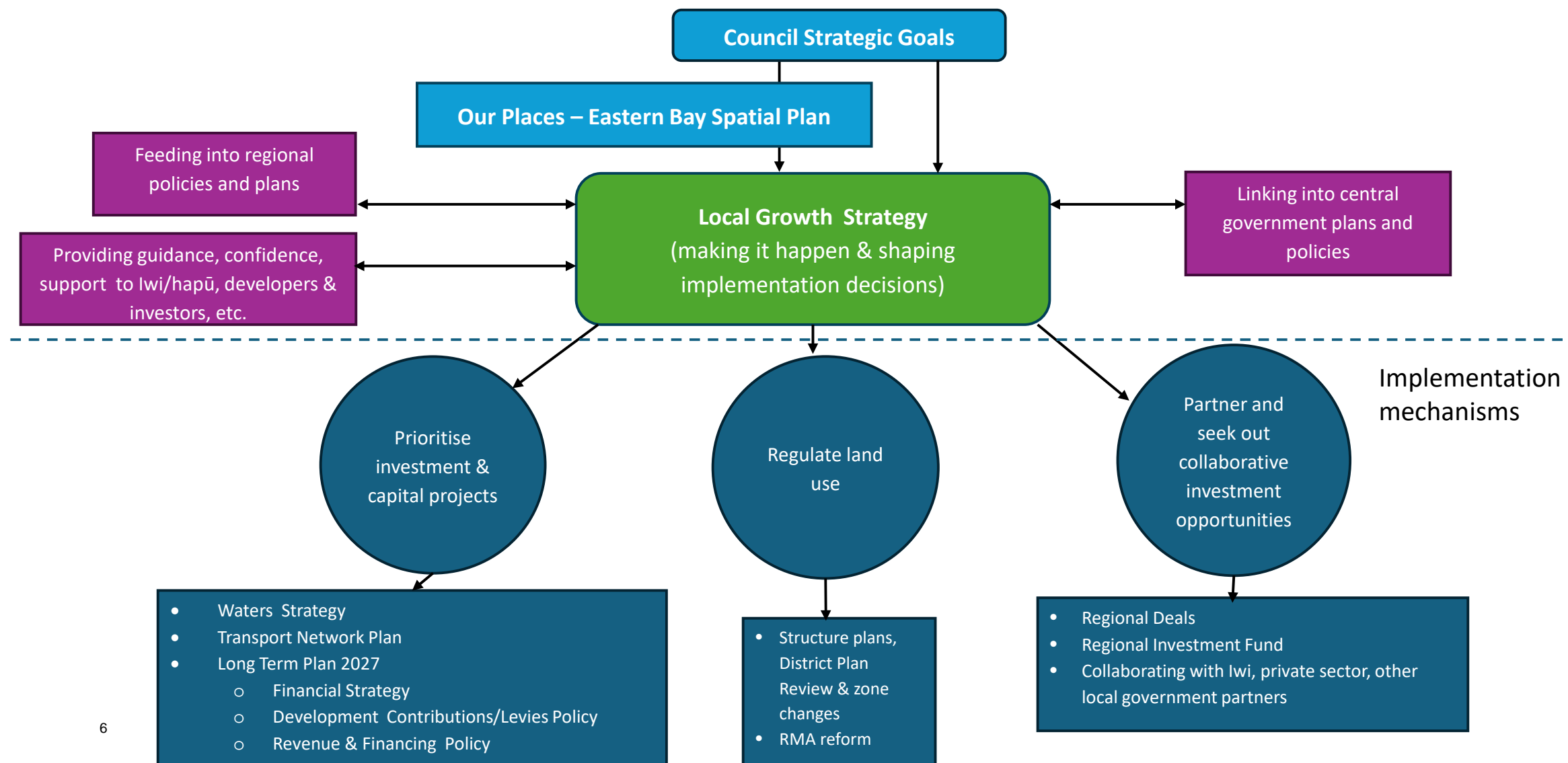
1. Growth story – how District has grown/wants to grow .
2. Growth challenges & opportunities.
3. Priority growth locations (from Spatial Plan).
4. Strategic Moves, Actions & Guiding Principles - to shape and drive growth.
5. Sequenced implementation plan.

5



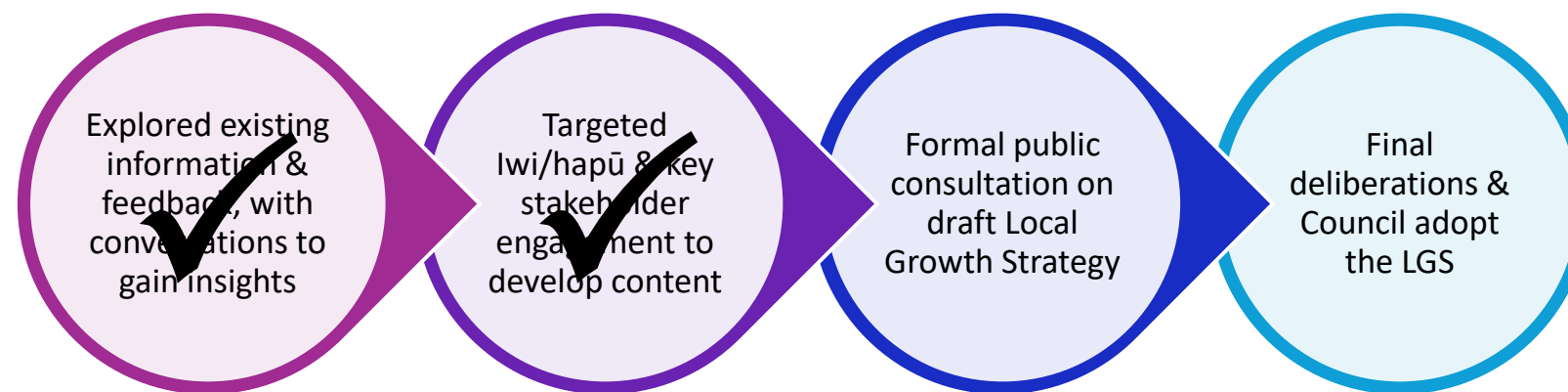
4.1 Local Growth Strategy(Cont.)

Where it fits with other plans & activities



4.1 Local Growth Strategy(Cont.)

What we've been doing since April



- Analysing existing council strategies, plans and policies.
 - Reflecting on feedback from other engagement processes.
 - Drawing on data, mapping and existing technical work (from other plans & strategies).
 - Learning from other places - growth and housing strategies.
 - Having local conversations - Iwi/hapū, key stakeholders, staff & Elected Members (ongoing).
-
- **Developing a draft set of Strategic Moves, Potential Actions and Guiding Principles for the Local Growth Strategy.**

7

Local Growth Strategy – 5 draft Strategic Moves

	Key Insight	Strategic Move
1.	The Town Centre and Kopeopeo are both essential to the region’s growth and wellbeing, but their development potential is unrealised and they’re poorly integrated.	Build a vibrant, more resilient and well-connected Town Centre and Kopeopeo mixed-use corridor.
2.	Greenfield development at scale is needed to provide adequate housing, but it’s not currently enabled in resilient and market-feasible locations.	Unlock resilient and market-feasible greenfield opportunities.
3.	Iwi/hapū/whānau are often major landowners everywhere that is suitable for housing and development. Enabling their development aspirations is complex but critical.	Enable iwi, hāpu and whānau development aspirations.
4.	Western Bay of Plenty is an economic juggernaut with the attention of Central Government. Whakatāne could better leverage its growth and more effectively capitalise on the district’s own strengths.	Harness Whakatāne’s strengths and the Western Bay of Plenty’s economic tailwinds.
5.	Whakatāne’s population is aging and also has many young people (especially Māori), but housing, social, and economic opportunities are mismatched to their needs.	Prioritise policies, partnerships and investments that deliver for young people and seniors.

4.1 Local Growth Strategy(Cont.)

Local Growth Strategy – 5 draft Guiding Principles

	Key Insight	Principle
1.	Māori make up nearly half of the population and our relationships with iwi/hapu/whānau are essential for creating all-of-district growth solutions that enable all Whakatāne residents to thrive.	Strengthen relationships with iwi, hāpu and whānau.
2.	Whakatāne’s natural hazard risks and the effects of a changing climate are forcing us to reconsider where we settle, what we invest in, and how we adapt for long-term resilience and prosperity.	Foster communities that are resilient to natural hazards and climate change.
3.	Whakatāne’s natural environment is a taonga and its protection and restoration is vital to our future and the sustained integrity of our ecosystems.	Act as strong stewards of our natural environment.
4.	Transport is critical to our economic success and to connecting people with opportunities, but aspects of our network struggle with resilience, safety, and missing links.	Enhance transport connectivity, resilience and safety.
5.	Council’s resources are constrained and communities are at the limit of their willingness to pay. Others don’t always see council as a pro-growth partner, and current national direction could constrain council’s role, functions and priorities.	Align council toward a shared growth and development agenda.

Now seeking your Feedback

To shape and drive local growth in Whakatāne District over the next 30 years:

- **5 Strategic Moves.**
- **5 Guiding Principles.**
- **Potential Actions** to implement each Strategic Move.

We're seeking your feedback on the draft Moves, Principles and Actions, including:

- **Are the right things emphasised? Did you expect to see things that are not here?**
- **For each Strategic Move – what Potential Actions are important?**

4.1 Local Growth Strategy(Cont.)

Next steps - Local Growth Strategy timeline



4.1 Local Growth Strategy(Cont.)

Ngā mihi nui



12

whakatane.govt.nz

Better Together Toitū te Kotahitanga



5 Reason to Exclude the Public - *Te take kia aware te marea*

5 *Reason to Exclude the Public - Te take kia aware te marea*

Enable Councils to carry out, without prejudice or disadvantage, commercial activities. Section 7(2)(h).