

District Economy

Community Outcomes

Mana Oranga / Economic well-being – Flourishing communities with a diverse economy, innovative people and resilient infrastructure.

Mana Tangata / Social well-being – Safe, connected communities where people feel happy and proud of where we live.

Why we do it

Supporting our District's economy allows us to create a vibrant and prosperous environment for residents and visitors, which is a key community outcome for us. The Economic Development activity seeks to contribute to this outcome by supporting new and existing businesses to develop and grow.

Our mission is to support the regeneration of local townships and communities through the establishment, support and/or nurturing of enterprise hubs, business enterprises and social enterprises.

The Economic Development activity enables us to provide high quality infrastructure and support businesses and industry to work towards a sustainable economy and prosperous District.

Economic Development

What we do

Providing support to local businesses and developers through our Business Development team ensures that we can assist our local economy to remain strong and grow. The team can help with connecting businesses to support services and training opportunities, and provide a link between business and the Council. We also have a partnership with Venture Taranaki Trust (VTT), which acts as a regional development agency with priorities to provide a strategic and focused approach to regional economic development.

We opened Te W'anake The Foundry in February 2023, a co-working space created to encourage collaboration across the District. The Foundry is a collaboration between the Council and Bizlink Hāwera to encourage and support business development. Meeting rooms are available for hire as well as individual desk spaces for people who want to work in a shared space in the centre of Hāwera.

To bring vibrancy into the centres of our small towns, town centre master plans were developed for Ōpunakē, Manaia, Eltham, Waverley and Pātea to provide a basis for enhancement of these towns. We are working with co-design groups to develop the key projects and priorities for each plan.

Through the Mayor's Taskforce for Jobs (MTFJ) forum we support and promote local employment opportunities and celebrate young people's workplace achievements. The Council manages the MTFJ Community Employment Programme in partnership with the Ministry of Social Development to place a contracted number of young people into employment.

Looking Ahead

Following a feasibility study in 2019, work began on the South Taranaki Business Park in the Waihi Road mixed use area in Hāwera. Installing and upgrading infrastructure in this area means we can provide existing and potential new businesses with the confidence they need when making decisions about where they might

go and whether to expand. Our business park investment is a strategic initiative designed to enhance investment, resilience, jobs and economic growth in the District.

Town centre master plans have been developed for Ōpunakē, Manaia, Eltham, Waverley and Pātea to provide a basis for future development and enhancement of these towns. The implementation and associated costs were included as part of the 2021-2032 LTP. These plans will continue to be delivered on throughout the 2024-2034 LTP. We are also committed to further implementation of the Hāwera Town Centre Strategy.

We will continue to adapt to the needs and wants of the economic development sector and work with businesses and organisations that want to work within our District. Currently, we have had a lot of interest in renewable energy generation through onshore and offshore wind farms, hydrogen and solar energy. Feasibility studies are being undertaken to determine whether Pātea is a suitable location for a base for offshore wind farms by external companies and this could provide benefits for Pātea and the surrounding townships.

Description	Year	Total (\$m)
Waverley Town Centre Master Plan	Years 1 and 3	\$ 1.08m
Pātea Town Centre Master Plan	Years 1 to 3	\$ 1.96m
Eltham Town Centre Master Plan	Year 1 to 3	\$ 1.58m
Ōpunakē Town Centre Master Plan	Years 1 to 3	\$ 2.18m
Manaia Town Centre Master Plan	Years 1 to 3	\$ 0.55m

Tourism and Events

What we do

The South Taranaki isite Visitor Centre promotes the District's attractions and facilities to visitors to the area and local residents. The Centre is a member of the isite New Zealand national network and holds and maintains Qualmark accreditation. The isite is also an Automobile Association agency for the District, providing services such as driver testing and licensing.

In conjunction with the other territorial authorities in Taranaki, we have a partnership with the Region's economic development and tourism agency, VTT. The purpose of this partnership is to develop tourism businesses in the Region, increase the number of quality tourism experiences the Region has to offer and to attract visitors through projects and promotional activities.

We support and organise a range of events throughout the District through sponsorship, ticketing and bookings, facilitation of a local element of regional/national events, promotions and marketing support or complete organisation of an event. We also work to attract events to the District that not only add vibrancy and enrich our communities, but also attract visitors and add economic benefits to our businesses.

Looking Ahead

The isite will be part of Te Ramanui o Ruapūtahanga, the new multi-purpose library, culture and heritage facility in Hāwera and will move into this new facility when it is completed in late 2024.