

COVER SHEET

3.9 Te Apiti Te Whenua o nga Atua - <small>Commercial Information</small> PGF Application		For: Approve	
Tier:	1 - Regional	Sector:	Feasibility Study
Background & context:		Recommendation:	
Applicant Organisation: <ul style="list-style-type: none"> Kahungunu ki Tamaki nui-a-Rua Trust Location: <ul style="list-style-type: none"> Dannevirke, Manawatū-Wanganui Proposal: <ul style="list-style-type: none"> A feasibility/business case with the goal of creating a unique tourist trail between Woodville and Ashhurst, showcasing distinctive Māori culture. Funding Sought: <ul style="list-style-type: none"> PGF \$100,000.00 (Grant) Total Project <small>Commercial Information</small> \$ <p>Co-funding provided by Kahungunu ki Tamaki nui-a-Rua Trust</p> Background: <ul style="list-style-type: none"> The proposed has 3 elements. <ol style="list-style-type: none"> The utilisation of the wind turbines of Te Apiti on the new aligned State Highway 3 (Manawatū Gorge replacement), to depict murals (6 metres high) of Māori Gods, painted by an internationally renowned streetscape artist as part of his international trail. The six murals will be further enhanced by a virtual reality studio in Woodville which will bring these Gods to life providing an understanding of their place in the Maori world. 		We recommend that the SROs: <ol style="list-style-type: none"> Note that a complementary but independent application – “Transforming Te Apiti into a major tourism destination” was approved by SROs on 24 January 2019. Combined, the two projects provide a regional tourism package. Note DoC is in support of the application. Note MBIE Tourism supports the application. Comments attached. Note TPK support the application. Comments attached. Note That feedback was requested from both NZTA and MOT. Both Agencies indicated that they had no comment to make on the merit of the feasibility study. Should the application be successful and progress, the NZTA may be involved to consider any transport related impacts or changes related to any proposed initiatives. Note The strong alignment with regional priorities with full support of local government stakeholders (Tararua District Council and Horizons Regional Council), Meridian Energy, owner of the Te Āpiti Wind Farm, and NZ Māori Tourism. Note That the PDU has assessed the proposal. The project best aligns with the criteria of supporting sustainable economic development over the long term, particularly in a region where unemployment is high and there are significant social challenges. 	

3. The third element, also within the studio, to provide a historical view of the Manawatū Gorge; Māori and European, complimented by waka trips on the Manawatū River, an investment Kahungunu have already made.

- h) **Support** the recommendation to **Approve** the request for \$100,000 grant from the PGF for the 'Te Apiti Te Whenua o nga Atua' feasibility study subject to:

- Written letter of support from Commercial Information
- PDU agreement of project deliverables;
- PDU agreement of the consultant contracted to undertake the work;
- PDU agreement to the project management governance including proposed gateways/key milestones to be established; and
- Evidence of co-funding.

PGF criteria that this proposal supports:

NOTE: The benefits identified below will be assessed and collaborated in the feasibility study. Realisation of benefits will be dependent on the development of new tourism experiences identified in the feasibility study.

PGF Criteria	Assessment Commentary	Rating (1✓ to 5✓)
Link with fund and government outcomes		
Creates permanent jobs	The development of new tourism experiences is expected to provide the catalyst for new jobs	✓✓✓
Delivers benefit to the community	The project represents a significant tourism opportunity, taking advantage of the opening of the new State Highway 3 route. The additional tourism expenditure in the region will increase demand for local goods and services.	✓✓✓
Increased utilisation and returns of Māori asset base	The project will enhance utilisation of Māori assets (culture) through the visual display and education of Māori Atua. Presents an opportunity to potentially benefit Māori through geographical proximity. <ul style="list-style-type: none"> • Alignment with Tū Te Manawa project, in Central Hawkes Bay - an indigenous revitalisation project submitted by Hawkes Bay Regional Advisor for PGF support. 	✓✓
Enhanced sustainability of natural assets	Not directly	NA
Mitigation of climate change effects	Not directly	NA

Additionality		
Adding value by building on what is already there	The proposal builds on Ngāti Kahungunu ki Tāmaki nui-a-Rua recent purchased of ^{Comm} waka (canoes) to provide visitors with an experience on the Manawatū River. This experience offers visitors the opportunity to participate in guided tours of the river, observing significant sites for Māori, combined with the retelling of historical kōrero (stories).	✓✓✓✓
Acts as a catalyst for productivity potential in the region	Increased tourism activity will increase productivity and economic activity. Analysis to be provided in the business case.	✓✓✓
Connected to regional stakeholders and frameworks		
Alignment with regional priorities	<p>The project aligns:</p> <ul style="list-style-type: none"> • Accelerate 2025 - Manawatū-Whanganui Economic Action Plan, which specifically targets tourism as a growth driver. • Tararua District Council's strategic priority of 'developing key reserves and recreational facilities to aid economic development'. • Palmerston North City Council's Economic Development Strategy • Palmerston North City Council (PNCC) preparation of a masterplan for the Gorge on behalf of Te Apiti - Manawatū • Palmerston North City Councils Manawatū River Plan and Framework. • Manawatū District Councils Economic Development Strategy – Growing and Diversifying Priority Sectors; Visitor and Tourism: • Manawatū River Leaders Accord Action Plan Goals 	✓✓✓✓
Support from local governance groups (inc. Councils, Iwi/Hapu)	This project has the endorsement of Tararua District Council, Rangitaane o Manawatū, Ngāti Kahungunu ki Wairarapa Tāmaki nui-a-Rua Treaty Settlement Trust, and Ngāti Kahungunu Iwi Incorporated (NKII). Letters of support held.	✓✓✓✓
Governance, risk management and project execution		
Robust project management and governance systems	The project team to incorporate key stakeholders with the Kahungunu ki Tamaki nui-a-Rua Trust Board holding overall responsibility for project delivery.	✓✓✓
Risk management approach	The applicants have identified the key risks with	✓✓✓

	management strategies identified.								
Future ownership / operational management	Kahungunu ki Tamaki nui-a-Rua Trust				✓✓✓				
The purpose of this briefing is to consider the approval of PGF funds to undertake the Te Apiti Te Whenua o nga Atua feasibility/business case									
Risks Issues:									
The applicants have identified key risks with management strategies and considered them low risk.									
Eligibility points of note:									
<ul style="list-style-type: none"> • <i>Due diligence:</i> Full due diligence is completed. • <i>Conflict(s) of interest:</i> Based on the information provided no conflict of interest is evident noting that full due diligence will inform this item further. • <i>Illegal Activity:</i> Based on the application information provided and feedback from other agencies there is no indication that the applicant or project has been involved in, or associated with illegal activity. • <i>Alignment with Regional development plans:</i> This project aligns with the relevant regional and local government plans. • <i>Commercial funding availability:</i> Not a feasible option given this is a feasibility study. 									
Consultation undertaken or implications:									
Legal	N/A	HR	N/A	Finance	N/A	MBIE policy	N/A	Other	DoC, MOT, NZTA, MBIE Tourism, TPK
TPK <ul style="list-style-type: none"> • The potential of this project to contribute to Māori development, particularly in the area of tourism, environment and cultural enhancement is evident. The proposed feasibility study will determine whether that potential is tangible and sustainable. • The potential of this project to contribute to Māori development, particularly in the area of tourism, environment and cultural enhancement is evident. The proposed feasibility study will determine whether that potential is tangible and sustainable. 									
MBIE Tourism comments:									
<ul style="list-style-type: none"> • Overall we support this feasibility proposal. • Manawatū is embryonic tourism region and a medium priority for government tourism investment. • The project is consistent with the draft Tourism Strategy outcomes such as NZ benefits from more productive tourism growth. • There is great potential for both cultural and innovative projects such as this. 									
Supporting proposal:				Yes					
Appendices:				Yes - Applications and supporting letters are as annexes					
Sponsor(s):				N/A					
Manager/Author of paper:				Nick Hough, Investment Team.					