

COVER SHEET

1. Ohaeawai Visitors' Centre Project PGF EoI	For: Approval
Background & context:	Recommendation:
<p>Applicant Organisation:</p> <ul style="list-style-type: none"> Ohaeawai Community Cultural Centre <p>Location:</p> <ul style="list-style-type: none"> Ohaeawai, Far North District <p>Proposal:</p> <ul style="list-style-type: none"> Build an indigenous visitor experience based on the Ngāti Rangi narrative pertaining to the Battle of Ohaeawai and key local identities of the time. <p>Funding Sought:</p> <ul style="list-style-type: none"> Total project value: \$<small>Commercial Information</small> PGF Funding: \$0.1 million <p>Background:</p> <ul style="list-style-type: none"> The Centre will include a gallery display cases allowing visitors to get up close to precious 3D copies of 12 Māori artefacts gifted to the Hungarian Museum in 1864. This is a two part project - a feasibility study and capability development. Feasibility study (\$100k) will review key opportunities, design development plan and produce a project plan. Capability development (\$<small>Commercial Information</small>) will focus on building capability in tourism, digital and business development. The applicant has asked for \$<small>Commercial Information</small> however, after assessing the EOI, PDU thinks that at this stage PGF should only fund \$100k for the feasibility study. 	<p>We recommend that the SROs.</p> <p>a) Discuss Ohaeawai Visitors Centre EOI</p> <p>b) Note The project is focussed on a PGF priority sector (tourism) and is located in a surge region (Northland)</p> <p>c) Note The applicant has requested \$<small>Commercial Info</small> for a feasibility study and capability development but at this stage PDU recommends to fund the feasibility study and later submit an application for capability development</p> <p>d) Note The feasibility study will inform the decision on the amount of money required for the capability development</p> <p>e) Support the recommendation to Approve \$100,000 from the PGF fund towards feasibility study for the Ohaeawai Visitors Centre subject to:</p> <ol style="list-style-type: none"> PDU due diligence on any business contracted to this project
PGF criteria that this proposal supports:	

PGF Criteria	Assessment Commentary	Rating (1✓ to 5✓)
Link with fund and government outcomes		
Creates permanent jobs	<ul style="list-style-type: none"> This project will create job opportunities through tourism development. 	✓✓
Delivers benefit to the community	<ul style="list-style-type: none"> This project has the potential to make a positive contribution to Māori in that local community. 	✓✓
Increased utilisation and returns of Maori asset base	<ul style="list-style-type: none"> There is opportunity to create greater connections to other Māori tourist products and services. These are the oldest Māori artefacts certainly for the North Island, and are internationally important. 	✓✓✓
Enhanced sustainability of natural assets	N/A	
Mitigation of climate change effects	N/A	
Additionality		
Adding value by building on what is already there	<ul style="list-style-type: none"> The existing building Ngāwhā Native School will be renovated as part of the project. 	✓✓
Acts as a catalyst for productivity potential in the region	<ul style="list-style-type: none"> A tourism product in Kaikohe will serve as the mid-point for the Twin Coast Cycle Trail and will support the tourism attraction potential of the region. 	✓✓
Connected to regional stakeholders and frameworks		
Alignment with regional priorities	<ul style="list-style-type: none"> This proposal aligns with the Tai Tokerau Northland Growth Study and its allied Economic Action Plan. 	✓✓✓
Support from local governance groups (inc. Councils, Iwi/Hapu)	<ul style="list-style-type: none"> Commercial Information has agreed to support the project by Commercial Infor contribution of \$Commercial. 	✓✓✓
Governance, risk management and project execution		
Robust project management and governance systems	<ul style="list-style-type: none"> The applicant has an operational structure to support the project, with the necessary internal project managers and will work with external consultants/contractors required to complete the project. 	✓✓
Risk management approach	<ul style="list-style-type: none"> The EOI did not ask for any risk management 	

	details.	
Future ownership / operational management	<ul style="list-style-type: none"> The EOI did not ask for any future ownership / operational management details. 	

The purpose of this briefing is to consider recommending PGF funds to Ohaeawai Visitors' Centre

Risks Issues:

- The proposed project is in close proximity to other cultural centres and will be competing for the same tourist dollar. It can be mitigated if tourism services can develop a package of tourism products for visitors.

Eligibility points of note:

- Due diligence*:- Full due diligence is to be completed. It is a condition of approval that due diligence is to be to the satisfaction of the Head of PDU Investment team.
- Conflict(s) of interest*:- Based on the information provided no conflict of interest is evident noting that full due diligence will inform this item further.
- Illegal Activity*:- 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.
- Alignment with Regional development plans*:- This proposal aligns with the Tai Tokerau Northland Growth Study and its allied Economic Action Plan.
- Commercial funding availability*:- Given the nature of the project which is to complete a feasibility study for a visitor centre, access to commercial funding is not considered a feasible option.

Consultation undertaken or implications:

Legal	N/A	HR	N/A	Finance	N/A	MBIE policy	Yes	Other	TPK
Supporting proposal:	Yes								
Appendices:	Yes - EOI and supporting letters are as annexes								
Sponsor(s):	N/A								
Manager/Author of paper:	DG Investment Team								