

Ngā Ara Tipuna – Waipukurau Pa Site Interpretation Project Construction Phase

Projects overview

Name of the project	Ngā Ara Tipuna – Waipukurau Pa Site Interpretation Project Construction Phase
Region	Hawke's Bay
Tier and type	Tier 2: Sectors
Applicant	Central Hawke's Bay District Council
Estimated total project cost	\$ Commercial Information
Amount of funding sought from the PGF	\$ Commercial Information
Financial instrument requested	Grant
PDU recommendation	Approve

Background

110. The Central Hawke's Bay District Council (the Council) requests a \$ Commercial Information grant from the Provincial Growth Fund for the construction of phases one and two of Ngā Ara Tipuna – Waipukurau Pa Site (Ngā Ara Tipuna). Six historical Pa sites are to be developed in Waipukurau.
111. Phase one will see signage, carvings, displays, physical structures and digital components to support storytelling located at Waipukurau railway station as a wayfinding/information centre for visitors and the Pukekaihou Pa (the first of six historical Pa sites). Development is estimated to begin in Commercial Information.
112. Phase two will involve developing the remaining five Pa sites: Te Waipukurau, Kaimanawa, Kaitoroa, Ruatangaroa and Moana-i-rokia. Development is estimated to begin in Commercial Information.
113. Ngā Ara Tipuna will be an authentic cultural tourism experience that aims to draw further visitor numbers and increase visitor spend. It will include a physical and digital platform that will support the district's new marketing promotion strategy and link to the overall Hawke's Bay tourism offering.
114. The Council hopes the project will act as a catalyst for further cultural tourism related economic opportunities and link with hapū-led tourism initiatives in nearby parts of the district.

Previous PGF funding

115. The PGF previously funded a grant of \$ Commercial Information for a detailed business case for the Ngā Ara Tipuna concept that aims to share the unique history of hapū in and around the

Waipukurau area. The business case estimates that it is possible for at least ^{Commercial Info} domestic visitors to stop for a short stay at Waipukurau as a result of Ngā Ara Tipuna. As the project progresses into subsequent phases, economic analysis indicates that the project will attract ^{Commercial Inform} visitors annually by ^{Commercial Inform} of operation.

116. The Council also received PGF funding to explore the Central Hawke's Bay's economic development opportunities in the region. This project was identified as a priority action in both the Tourism, and Business Development and Attraction focus areas of the Economic Development Action Plan. Ngā Ara Tipuna is supported at a regional level.

PDU recommendation

117. The PDU recommends that you approve the Council's application for a \$2.798 million grant from the PGF for the construction phase of the Ngā Ara Tipuna – Waipukurau Pa Site Interpretation, subject to the following conditions:
- a. Evidence of secured co-funding by the applicant against PGF funding.
 - b. Evidence of continued support by hapū and iwi throughout the project.
 - c. Evidence that the intellectual property of the cultural assets is protected and maintained appropriately for mana whenua (potentially in the form of a special purpose trust as outlined).
 - d. Agreement from the PDU to the structure that will be used to hold the assets.
 - e. Evidence that all the Pa sites have approval by the landowner for development.
 - f. Evidence that a portion of PGF funding is resourcing support for hapū to engage with the Council on the project.

Costs and funding

118. The total cost of the project is \$ ^{Commercial Information}. The total project costs are:
- Pre-phase one planning: \$ ^{Commercial Inform}
 - Phase one: \$ ^{Commercial Information}
 - Pre-Phase two planning: \$ ^{Commercial Inform}
 - Phase two: \$ ^{Commercial Informatio}
 - Contingency of ^{Comme} %: \$ ^{Commercial Informatio}.
119. The PDU recommends that the contingency portion of ^{Comme} % (\$ ^{Commercial Information}) may only be drawn down at the Unit's discretion.
120. The PDU believes that the proposed capital buffer should not be part of the PGF funding.
121. The PDU notes that the Council is in an adequate financial position and has the potential to contribute further than the current amount. However, PGF funding is required because it is a community-based project (rather than a commercial one) and could result in an increased burden of the currently small ratepayer base if it was funded through commercial options.


PDU assessment of the project

122. This section provides an overview of PDU's assessment against the PGF eligibility and assessment criteria.

Assessment against PGF criteria

Criteria	Rating (1✓ to 5✓)	Comment
<i>Link with fund and government outcomes</i>		
Creates permanent jobs	✓✓	An Economic Impact Assessment that was completed as part of the PGF-funded business case states that the project has the potential to create <input type="text" value=""/> jobs.
Delivers benefit to the community	✓✓✓	Eastern Institute of Technology (EIT), a leading provider of tertiary education to the Central Hawke's Bay community, has a campus in Waipukurau opposite the proposed Ngā Ara Tipuna information centre. It is currently developing programmes in Māori tourism and states that there is potential for a number of synergies in training and skills development from this project. These opportunities can be explored further as the project progresses.
Increased utilisation and returns of Māori asset base	✓✓✓✓	<p>Currently, the only Māori tourism features of the district promoted by Hawke's Bay Tourism are personalised guided tours and accommodation at Rongomaraeroa Marae in Porangahau. This project will showcase the cultural assets of Waipukurau and provide an opportunity to attract visitors to stay longer.</p> <p>The business case states that the story of pre-European settlement in Tamatea/Central Hawke's Bay has never been told publicly. This has resulted in a generation of Māori who have grown up without knowing or passing on these stories. This project aims to enhance the identity of the people in Tamatea and their relationship with the land by establishing a cultural display that shares this knowledge with the rest of the country.</p> <p>Enhancing identity and increasing visibility of mana whenua in the region will empower Māori to tell their stories on their terms, in their words, on their traditional lands.</p> <p>Preservation of Māori heritage culture is a strong component of this project.</p>
Enhanced sustainability of natural assets	✓✓✓	Part of the project cost consists of improving the Pukekaihau Pa site, which the applicant states requires an upgrade to accommodate the project.
Mitigation of climate change		This is not evident.

Criteria	Rating (1✓ to 5✓)	Comment
<i>Additionality</i>		
Adding value by building on what is already there	✓✓✓✓	The project will produce an additional Māori cultural tourism product in a district that currently has limited cultural experiences on offer. The business case states that this is a relatively undeveloped sector in the Hawke's Bay region but one with growth potential.
Acts as a catalyst for productivity potential in the region	✓✓✓	<p>Waipukurau is located on a main transit route and acts as a 'welcome gateway' to the Hawke's Bay. It is the first major town after Dannevirke for travellers heading north to Napier and Hastings. Within the township there are a range of cafes, restaurants and facilities to encourage visitor spending.</p> <p>The establishment of Ngā Ara Tipuna and the proximity of the proposed sites have potential to act as a unique attraction by increasing visitor access to a culturally enriched product and draw further visitor numbers. This could also be the catalyst for further general and cultural tourism-related economic opportunities which will be explored to link with hapū-led initiatives in nearby districts.</p>
<i>Connected to regional stakeholders and framework</i>		
Alignment with regional priorities	✓✓✓	The project aligns with the goals of Matariki – Hawke's Bay Regional Economic Development Strategy and Action Plan 2016, and in particular the goal that "Every household and every whanau is actively engaged in, contributing to and benefiting from a thriving Hawke's Bay economy."
Support from local governance groups	✓✓✓✓✓	<p>The applicant is the local district council. Te Taiwhenua o Tamatea, which represents nine marae of Tamatea/Central Hawke's Bay, has been actively involved with the project, including Ngāti Kahungunu, since its inception and continues to engage with the Council.</p> <p>Support letters have been provided by Te Taiwhenua o Tamatea, Hawke's Bay Tourism, Hawke's Bay Māori Tourism, Eastern Institute of Technology and Business Hawke's Bay.</p>
<i>Governance, risk management and project execution</i>		
Robust project management and governance	✓✓✓✓	<p>Phases one and two will be managed by the Council. A steering group will be established to provide governance and oversight of the project.</p> <p>The Council has proposed to appoint Commercial Information ██████████ to deliver the design concept for the project. Furthermore, it has stated local builders/artisans will be preferred for the construction</p>

Criteria	Rating (1✓ to 5✓)	Comment
systems		of elements for the sites. The PDU will ensure the procurement and selection process of contractors for each phase is to the Unit's satisfaction before the release of funding.
Risk management approach	✓✓✓	The applicant has included a comprehensive risk assessment. See Risk assessment section.
Future ownership / operational management	✓✓✓	<p>Commercial Information</p> 

Agency comments

Department of Conservation

123. DOC is supportive of the application and believes the project will give Tamatea residents an opportunity to tell their story and achieve their aspiration of lifting the community's identity.
124. Although the site is not on public conservation land, the project fits in with DOC's purpose to work with whānau, hapū and iwi to practice their responsibilities as kaitiaki of cultural resources.
125. The project also aligns with DOC's 2025 Stretch Goal where stories of 50 historical Icon Sites are told and protected.
126. If successful, the project will increase job opportunities and provide economic return for the district and region. It will bring together and share the stories of Te Taiwhenua o Tamatea Incorporated over six locations.
127. The project will allow iwi to engage with locals and visitors to explain the connection and associations they have with their rohe and natural environment.

Te Puni Kōkiri

128. TPK is very supportive of the project. It has the potential to provide significant benefits to local hapū and whānau in areas such as employment and small business growth.
129. It is vital that the intellectual property rights of the mana whenua are protected.
130. TPK states that the ongoing success of Ngā Ara Tipuna will be seen in the true partnership with local government, and ensuring that local whānau and hapū are key

participants and primary beneficiaries of the project that is based on their stories and tīpuna.

131. The PDU is also aware the TPK is supportive of the financial assistance to allow the applicant and representative hapū members to establish a trust that will ensure ongoing participation and revenue generation activities.

Risk assessment

132. The Department of Internal Affairs provides the PDU with regular updates on local government bodies. Given the information obtained, the PDU has no concerns regarding the applicant.

133. The PDU has identified the following key risks and mitigations:

Type of risk	Risk description	Mitigations	Risk Rating L/M/H
Operational	Uncertainty around operational maintenance post completion of the project if there is a proposed transfer of assets.	Ensure a proposed governance model for future asset ownership is established to the PDU's satisfaction before funding is released.	High
Cost	Costs may exceed original estimates.	Ensure cost quotes for key stages are presented to the PDU's satisfaction before deliverable funding is released.	Medium
Procurement	Potential procurement risk if the contractors at each stage are not the most suitable party for the work.	Ensure procurement procedure is carried out to the PDU's satisfaction before deliverable funding at each key stage is released.	Low
Stakeholder	Lack of support from hapū/iwi and the wider community.	Ensure regular communication with hapū/iwi and continued support from them.	High
Land consent	The landowners of the proposed development Pa sites may not agree to the project.	Ensure that the relevant Pa sites have approval from the landowner for development before funding is released. Commercial Information [REDACTED]	Medium