

RISE UP — AND — GROW WAIROA

PROACTIVELY RELEASED

TE WAIROA E WHAKA

PREPARED BY

Commercial Information

- JUNE 2019



PROACTIVELY RELEASED

RECENT INVESTMENT

- A Million-dollar playground 2017
- B Ecko new business established in 2018
- C [Redacted] Commercial Information
- D Wairoa Star relocated to Marine Parade
- E Old Wairoa Star Building purchased and a new Veterinary business established
- F Vape Shop

CURRENT INVESTMENT

- G Old Taiwhenua building (Next to Vape Shop) - New Business opening 2019
- H [Redacted] Commercial Information
- I Butchery – Recently purchased and currently being renovated

[Redacted] Commercial Information

VACANT

- J Old Credit Union – vacant
- K [Redacted] Commercial Information
- L Milkway – vacant
- M Vege wise - vacant

TE

TS

- N [Redacted] Commercial Information
- O Burnt Out Buildings Transformation - Te Wairoa E Whanake “Integrated Business Facility”
- P Old \$2 shop – Te Wairoa E Whanake Rocket Lab Education Centre
- Q Coin Save – Te Wairoa E Whanake relocated i-site
- R Library - Te Wairoa E Whanake “Integrated Community Facility”

EXISTING LOCATIONS

- S Current i-site location
- T Current ICT Club location

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PROACTIVELY RELEASED

MISSION STATEMENT

To regenerate the Wairoa town centre through a private and public partnership that creates new educational and employment pathways whilst revitalising the district's CBD. The programme will bring students, whanau and the community together by creating a robust, sustainable, culturally reflective and digitally connected town centre where people naturally congregate and that meets the four Local Government well-being principals of economic, cultural, social and environmental outcomes.



PROPOSAL

To revitalise Marine Parade, *the heart of the Wairoa Takiwa*, through a number of activities and projects.

PG REGENERATION ACTIVITIES

- Commercial Information
- Trades training, apprenticeship and employment pathways
- Commercial Information
- Te Wairoa Reorua – Bilingual Wairoa 2040

PGF REGENERATION PROJECTS

- Integrated community facility:
Library, Rangatahi ICT club, Regional Digital Hub
- Integrated business facility:
Burnt-out building Transformation, i-Site relocation, Rocket Lab Education centre
- Commercial Information

PGF PRIVATE BUSINESS SUPPORT PROJECTS

- Wairoa Digital Collective and Digital Employment Programme
- Commercial Information



INTRODUCTION

The Wairoa District Council (WDC)/PGF funding agreement noted three initial themes to explore economic potential:

- Natural Assets (including land and water)
- Connecting Wairoa (infrastructure)
- Connecting Communities (a vibrant community)

Te Wairoa E Whanake addresses these themes while creating a regenerated central business hub.

Provincial Growth Fund investment is critical to enable the implementation and development of the Te Wairoa e Whanake project to grow our town for now, and realise the economic and social gains into the future.

The redevelopment will include an aesthetic upgrade using the Wairoa District Council recently established Visual Identity Guide for inspiration and design cohesion, **Commercial Information**, and create sustainability through trades training, apprenticeship and employment pathways, while including a fit for purpose Integrated business facility, solidifying a digital collective **Commercial Information** initiative focusing on employment outcomes.

This project includes financial support from the Wairoa District Council, **Commercial Information** CBD commitment, i-Site relocation and library Innovation and the financial support from the **Commercial Information**

It explores the opportunity to grow tourism through the development of a Rocket Lab Education Centre next to the relocated i-Site.

The project addresses significant community concerns such as the burnt-out buildings on the main street **Commercial Information**

We believe this holistic approach will create sustainability and meet the needs of our community's wellbeing through economic, cultural, social and environmental outcomes.

TE WAIROA E WHANAKE RISE UP AND GROW WAIROA

MISSION STATEMENT

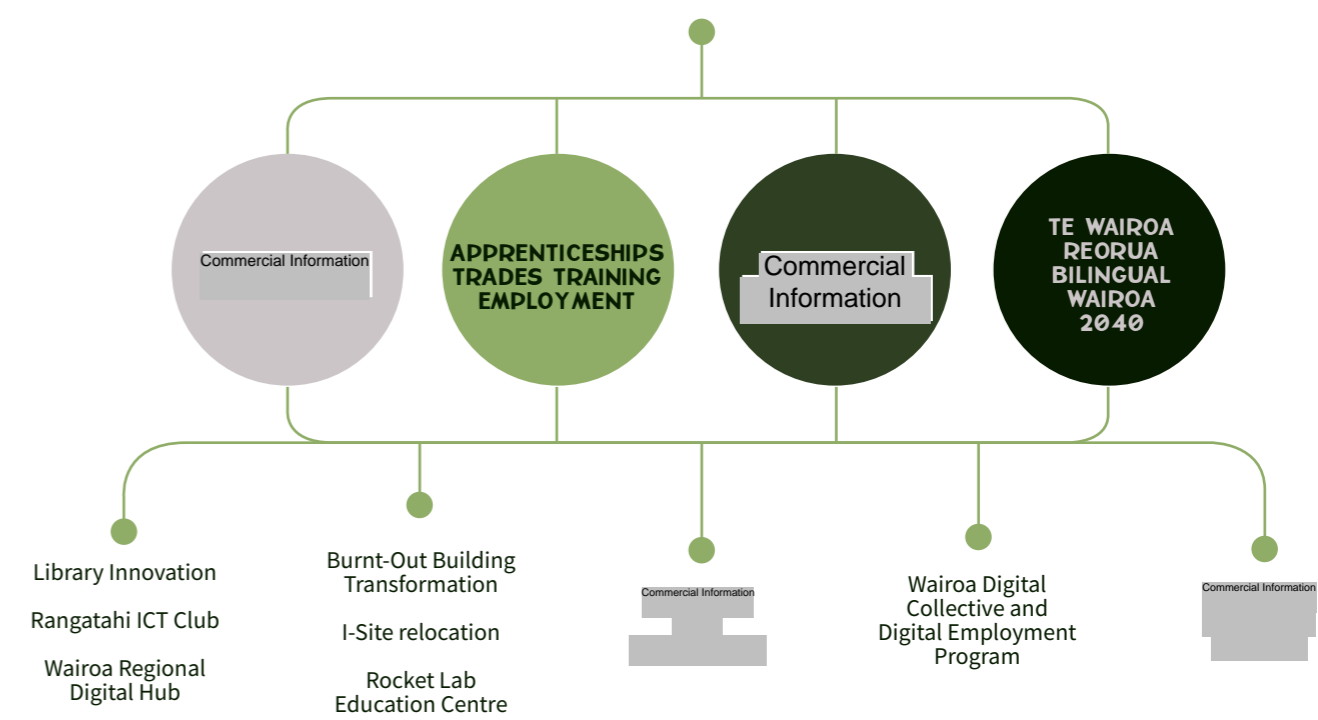
To regenerate the Wairoa town centre through a private and public partnership that creates new educational and employment pathways whilst revitalising the districts CBD. The programme will bring students, whanau and the community together by creating a robust, sustainable, culturally reflective and digitally connected town centre where people naturally congregate and that meets the four Local Government well-being principals of economic, cultural, social and environmental outcomes.

CBD REGENERATION AND UPGRADE VISION

Te Wairoa E Whanake is the enterprise designed to achieve this through a partnership solution between the Wairoa Community, Iwi, education providers, Local Government and Central Government. This partnership solution will lead a trade training, apprentice- based and employment pathways to deliver the CBD regeneration for Wairoa directly addressing the need for business opportunities and employment. This model has the ability to be implemented beyond the CBD to the wider commercial sector and a residential model focused on improving dwellings and social outcomes for the Wairoa community. The CBD is just the beginning for a social innovation with transformative outcomes for the Wairoa district.



PROACTIVELY RELEASED



OUTLINE

OUTLINE

CULTURAL

- CBD Regeneration & Upgrade.
- Burnt Out Building Transformation
 - i-Site relocation
 - Rocket Lab Education Centre.
- Wairoa Digital Collective
- Library Innovation
- ICT Club
- Wairoa Regional Digital Hub
- Commercial Information
- Commercial Information

INFRASTRUCTURE

- CBD Regeneration & Upgrade.
- Commercial Information
- Burnt Out Building Transformation
 - i-Site relocation
 - Rocket Lab Education Centre.
- Wairoa Digital Collective
- Library Innovation
- ICT Club
- Wairoa Regional Digital Hub
- Commercial Information
- Commercial Information

ENVIRONMENTAL

- CBD Regeneration & Upgrade
- Commercial Information

COMMERCE/EMPLOYMENT

- CBD Regeneration & Upgrade
- Commercial Information
- Commercial Information
- Burnt-Out Building Transformation
 - i-Site relocation
 - Rocket Lab Education Centre
- Wairoa Digital Collective
- Library Innovation
- ICT Club
- Wairoa Regional Digital Hub
- Commercial Information

SOCIAL

- CBD Regeneration & Upgrade
- Trades Training
- Apprenticeships
- Burnt Out Building Transformation
 - i-Site relocation
 - Rocket Lab Education Centre
- Wairoa Digital Collective
- Library Innovation
- ICT Club
- Wairoa Regional Digital Hub
- Commercial Information
- Commercial Information

EDUCATIONAL

- CBD Regeneration & Upgrade
- Trades Training
- Apprenticeships
- Burnt Out Building Transformation
 - i-Site relocation
 - Rocket Lab Education Centre.
- Wairoa Digital Collective
- Library Innovation
- ICT Club
- Wairoa Regional Digital Hub
- Commercial Information
- Commercial Information

BACKGROUND

The Wairoa district is a product of regional decline, socio-economic struggles and lack of outside investment. The district's town centre is the physical reflection of the town's welfare where 64% of the population are in quintile 5 of the deprivation index - being the most deprived. This is three times higher than the rest of New Zealand.

DEPRIVATION STATISTICS

Sourced from Giblin Group 2019



87% of Wairoa's population live in the 4th and 5th quintiles compared with 40% nationally

Following a sharp population decline in the 1990s and early 2000s Wairoa is now experiencing a slow but steady population increase. This changing trend is primarily driven by increased living costs associated with larger centres and bolstered by descendants moving home for a variety of reasons including generational migration through strong social and identity connections, employment opportunities through new pathways including, roading infrastructure, growth industries such as honey and the arrival of new business such as Rocket Lab and Commercial Information.

Wairoa needs to capitalise on this positive turnaround and its town centre needs to be fit for purpose operating as a vibrant, thriving, attractive and safe place to do business.

Te Wairoa E Whanake is designed to achieve this through a partnership solution between the Wairoa Community, Iwi, education providers, Local Government and Central Government.

This partnership solution will lead to trade training, apprentice-based and employment pathway initiatives which will regenerate Wairoa's town centre directly addressing business and employment opportunities.

The uplifting of the CBD is the beginning of the district's transformation with this model providing the capability to be duplicated through commercial and residential models to improve infrastructure and social outcomes for the Wairoa community.

To establish Te Wairoa E Whanake and ensure its success the Wairoa District Council has identified the CBD as the pilot project. The retention and attraction of businesses in Wairoa is essential and this collaborative approach is the pathway to achieving that.

The Wairoa CBD setting is unique. There are few, if any other, New Zealand towns or cities where the main commercial area addresses the river, face on. Through social innovation this project will address the commercial aspect of the main street and also the enhancement and improved utilisation of the Wairoa River side of the main street.

TE WAIROA E WHANAKE PGF OBJECTIVES

There are nearly 70 commercial premises along Wairoa’s Marine Parade from the Community Centre at the Western end to the County Club at the eastern End. This stretch has been identified as the main area of focus for this project. There are several empty, derelict buildings, and an extreme variation in the standard of presentation of the shop/business facades. A significant concern is a group of burnt-out buildings on the main street that are unused and have been boarded up.

There have been several historical attempts to improve the visual appeal of Marine Parade and a dedicated major upgrade of Wairoa’s main street is considered an essential deliverable by the Wairoa District Council. There is definitive endorsement for the upgrade by local business group [redacted], business owners, building owners and the Wairoa community.

Wairoa District Council was the first district council in the country to adopt and implement a living policy for te reo Māori ‘Te Wairoa Reoroa – Bilingual Wairoa 2040. This also signalled a local government commitment to the role of district councils under the Maihi Karauna (Crown Responsibility) to supporting the Maihi Māori (Māori Aspiration) for te reo Māori as outlined in Te Ture mō Te Reo Māori - Māori Language Act 2016. The CBD upgrade will champion this initiative by incorporating te reo Maori in new signage and visual communications.

The outcome will be a robust, sustainable, culturally reflective and digitally connected town centre, where people naturally congregate, strengthening Wairoa’s economic resilience, boosting the economy and creating jobs. As well as retaining existing business the regeneration will attract new businesses and create activity that is not solely reliant on retail trade. Education and trades training will be the foundation of the model to ensure sustainability and upskill Wairoa people, particularly youth into employment.

TE WAIROA E WHANAKE IS FUNDAMENTAL TO THE CONFIDENCE OF OUR TAKIWA

OUTLINE



TE WAIROA E WHANAKE PROJECTS

- N** Commercial Information [redacted]
- O** Burnt Out Buildings Transformation - Te Wairoa E Whanake “Integrated Business Facility”
- P** Old \$2 shop – Te Wairoa E Whanake Rocket Lab Education Centre
- Q** Coin Save – Te Wairoa E Whanake relocated i-site
- R** Library - Te Wairoa E Whanake “Integrated Community Facility”

Commercial Information [redacted]

Commercial Information [redacted]



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PROVINCIAL GROWTH FUND OUTCOMES

- Involvement opportunities for every business within the CBD as part of a larger cohesive town design
- Businesses and building owners will identify their priorities in conjunction with the “Te Wairoa E Whanake” CBD team delivered using best environmental building practices, alternative energy solutions, **Commercial Information** aesthetics and street appeal
- An environmental impact snapshot will be completed for each business with suggestions for alternative methodology to reduce their carbon footprint including packaging, rubbish collection and energy use. Each business will be offered a free business mentor service. This will form Wairoa’s own Environmental and Business health check
- This social enterprise business approach embraces Māori values where job creation is in balance with a for profit, and not-for-profit, approach
- Education and trades training will be the foundation of the model to ensure sustainability and upskill Wairoa people, particularly youth into employment

E TIRITI O WAITANGI COMMITMENT FROM WAIROA DISTRICT COUNCIL

Within the spirit of the Treaty of Waitangi, the Wairoa District Council must consult with Māori who are the descendants of the original inhabitants, who own the land, who currently reside in the area, and who exercise traditional authority over the areas made sacred by their ancestors.

Te Wairoa E Whanake will be led by this commitment in every aspect of its delivery. Through this consultation process the aspirations of each area within Wairoa will be realised in accordance with the Local Government Act 2002, and the principles of the Treaty of Waitangi 1840.

POSITION STATEMENT

The Wairoa community comprises 63% Māori compared to 15% in New Zealand as a whole. Māori are well represented at most levels within the community.

Te Wairoa E Whanake through its very design will:

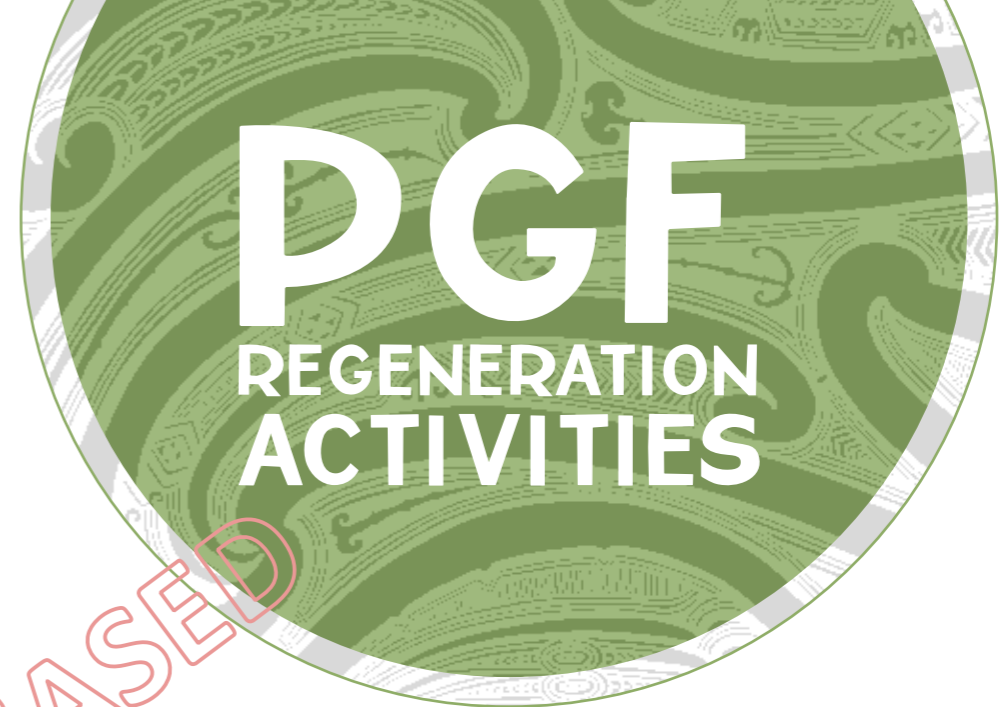
- Consult and provide opportunities for Māori to contribute to the design and delivery of the project
- Facilitate training and employment opportunities for Māori

OUTLINE



TE WAIROA REORUA BILINGUAL WAIROA 2040

Te Wairoa Reorua - Bilingual Wairoa 2040 is an initiative started in 2012 to promote bilingual proficiency throughout the Wairoa community by 2040. Formed initially between Te Kura Kaupapa Māori o Ngāti Kahungunu o Te Wairoa and the Human Rights Commission, the foundation organisations of Te Wairoa Reorua include Te Ataarangi, Kōhanga Reo, Wairoa Taiwhenua, and Wairoa District Council. Reorua has developed a strategy to grow initiatives that represent and recognise a continuum of progression in language revitalisation; support local reo initiatives; and promote a linguistic portal to the world for future generations. The objectives are to encourage and support the use of te reo Māori to: be used naturally in all public places; be a strong language choice in homes; build business and workplace capability; provide services and conduct business activities. Te Wairoa E Whanake will be led by the commitment made in the Te Wairoa Reorua Bilingual Wairoa 2040 to ensure cultural reflectiveness and the incorporation of te reo Maori is achieved through all deliverables.



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Commercial Information

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 This PGF investment will complement Council's commitment to the CBD enhancement by ensuring the scheme is achievable and the budget is sufficient to deliver the programme of building and renovation works. Commercial Information

BACKGROUND

Council has clearly indicated it wants the CBD improved and in its draft 2017/18 Long-Term Plan tagged \$Commercial Information for a CBD enhancement.

However, in line with community consultation Council decided not to invest in this project as the community felt the town could not sustain, or afford, an investment of that size, given the other needs within the district.

Commercial Information
 The annual rates from around 70 business premises is approximately \$Commercial Information p.a.

This pilot programme will identify the relevant ministries and work directly with them to design and resource the trades training, apprenticeship and employment pathways enabling this programme to be an ongoing social innovation enterprise for Wairoa.

A financial analysis will be undertaken to evaluate the scheme's suitability to be rolled out across the commercial and residential sectors.

TRADES TRAINING, APPRENTICESHIP AND EMPLOYMENT PATHWAYS

AIM

To deliver a complete programme, from training through to employment, working in partnership with [Commercial Information] and other programme providers throughout the duration of the Te Wairoa E Whanake rebuild.

PROPOSAL

To provide apprenticeship and work opportunities through the creation of the Integrated Community and Business Facilities, which will work collaboratively with relevant providers. Funding will also be applied for through He Poutama Rangatahi which is directly linked to deliver the trades training component of Te Wairoa E Whanake.

BACKGROUND

The CBD regeneration, delivered through a trades training, apprenticeship and employment programme, will ensure social inclusion while enabling Wairoa's youth into new employment. The Wairoa Young Achievers' Trust has been delivering the NEET (Not in Employment, Education and Training) programme in Wairoa since 2011 with the demand for this service steadily increasing. Wairoa has a history of students from Year 11 and onwards falling out of the educational system without any NCEA qualifications and the NEET programme helps address this.

In 2014 the Wairoa Young Achievers' Trust and Wairoa District Council used the NEET programme to develop a pathway at The Sir James Carroll Walkway site, providing students with work experience under the guidance and support of [Commercial Information], which had been contracted to complete the work. As a direct result of this pilot programme [Commercial Information] students went onto fulltime employment with [Commercial Information].

NEET is working with the [Commercial Information] - [Commercial Information] students working at [Commercial Information] are currently enrolled in the [Commercial Information]. During the [Commercial Information] off-season students are enrolling in short trades courses to gain qualifications to be employed as [Commercial Information] interns to help fill the trades gap at [Commercial Information]. They are also working towards their driver licences.

These are prime examples of a small, successful pilot programme delivering training, community development and economic benefits.

Wairoa's job seeker rate sits at 12.8% versus 4.3% registered unemployed nationally, as at September 30th, 2018. That is three times higher than the national level. Wairoa does not necessarily have a lack of jobs; however, they remain unfilled due to a lack of "work fit" or work ready employees ("Whakarauora" The regeneration of Long Water Giblin group report 2019). The EIT satellite facility is currently running trades training programmes which could lead to apprenticeship programmes with the capacity to increase student enrolments and deliver more programmes.

A current example is the Tracks, Wheels and Rollers qualification being run in conjunction with local industry.

The social benefits of reduced unemployment are proven to be positive. A project of this magnitude will generate district-wide pride and engage our community from the consultation process through to delivery.

"Addressing the Shortage of 'Tradies' Recommendation: consideration should be given to starting a district-wide trade training scheme that encourages local tradespeople to take on apprentices as a means of closing the current skill gap over time."

The report further recommends all training initiatives should be employer-led, with an emphasis on trades training and skill development.

A delivery and expansion of the EIT programme will be part of Te Wairoa E Whanake. [Commercial Information]

[Commercial Information]

This pilot programme will identify the relevant ministries and work directly with them to design and resource the trade training, apprenticeship and employment pathways enabling it to be an ongoing social innovation enterprise for Wairoa.



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BACKGROUND

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Retaining Wairoa's main street and CBD as the hub of the town is vital to the prosperity of the district. Job creation, social inclusion and a growing economy needs to be supported by a robust infrastructural base.

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The Wairoa point of difference is stated in the Economic Development Report "Whakarauora" released in February 2019. It describes Wairoa as being confronted by considerable social-economic struggles which have collectively impeded the welfare of the community for at least two decades, marked by poverty and deprivation affecting the majority of the population.

64% live in quantile 5, the most deprived, vs 20% nationally. Wairoa is more than three times worse than the rest of NZ.

NEW FRAMEWORK

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INTEGRATED COMMUNITY FACILITY

LIBRARY, RANGATAHI ICT CLUB, REGIONAL DIGITAL HUB

INDIVIDUAL PGF APPLICATION FROM THE KOROU TRUST WILL INCLUDE THE RANGATAHI ICT CLUB & THE DIGITAL EMPLOYMENT PROGRAM

AIM

To create an integrated community facility consisting of the Library, Rangatahi ICT Club and Regional Digital Hub through an extension of the current Wairoa Centennial Library site.

VISION

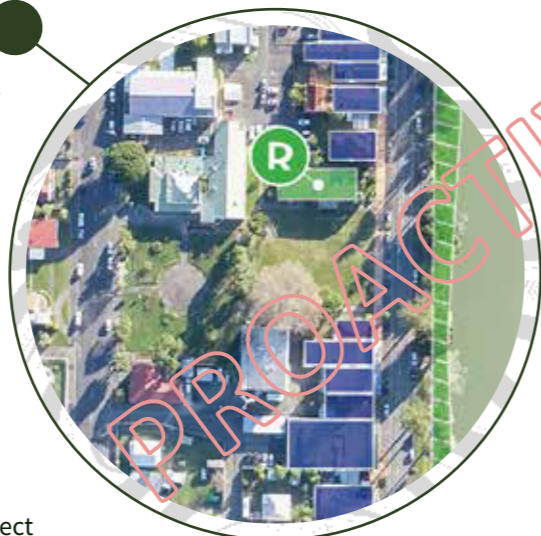
We are proposing through the Te Wairoa E Whanake Project to extend the Library's function based on our community's digital and community connectivity needs as highlighted in Whakarauora (Giblin Report 2019).

We envision the library as an environment which utilises shared resources to spark community innovation and creativity. (LIANZA; Te Rōpū Whakahaui, 2015) A place where the Wairoa community is reflected, a means for achieving community and personal goals such as e-commerce and small business incubation and an environment of safety, innovation and education.

PROPOSAL

This incorporates the elements of the Commercial Information proposal, 2016 combined with the identified community's needs, particularly digital disconnection.

We propose renovation of the current library site to allow for the initial findings of the 2016 proposal, as these needs still need to be met. As well as the extension of the site to house the digital connection services proposed.



2016 identified needs:

- **New main entrance and deck**
This area provides an entrance with an airlock and a storage area for outdoor equipment as well as an air conditioned meeting room with tea and coffee making facilities
- **Lift access to the first floor**

As required by the Building Act.

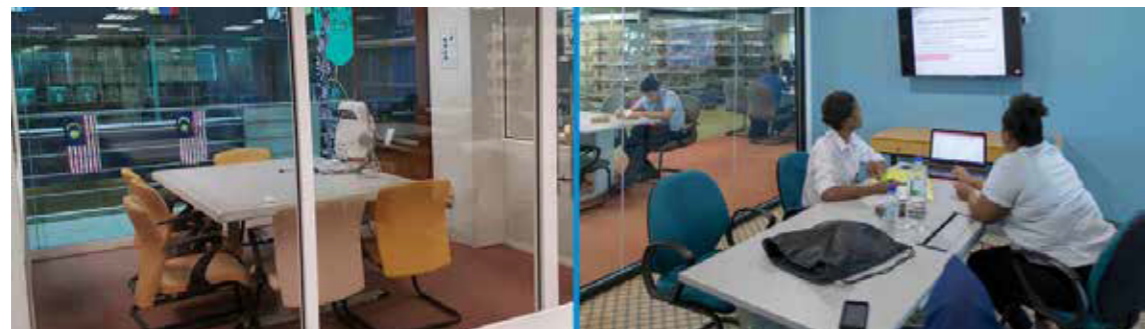
- **Storage**
The Health and Safety Act changes have necessitated a review of temporary storage and heavy boxes of books.
- **New purpose identified spaces**
Including a creative zone for holiday programme delivery
- **Staff area**
- **Acoustic Dampening**
To reduce the noise levels within the library. Acoustic panels will be inserted into the existing ceiling linings in an effort to reduce the noise levels in the library.

A preliminary estimate of cost was prepared by Commercial Information, quantity surveyors, the preliminary estimate of cost for the project is \$ Commercial Information + GST and has been secured in the WDC Long-Term Plan.

Additionally, we are proposing to integrate the following two Digital Connection Services to truly become a 'Third Place' serving our community.

- **The Rangatahi ICT Club**
An additional room purpose built to cater for the coding and gaming club installed on the ground floor with external access and internal access. Ideally with a glass internal wall allowing staff to monitor the club from the library central if required.
- **A Regional Digital Hub**
An additional room located on the ground floor with internal access only for general public access and external access for when it is in use by a private group or outside of business hours.





FUNDING

We require an additional \$^{Commercial} to deliver on our proposal and increase the floorplan of the library to house these two services. This is being requested through the Te Wairoa E Whanake PGF Application.

Wairoa has been identified as one of the three Hawke’s Bay districts to receive a Digital Hub and funding is being sought through the Digital Enablement PGF Initiative for incorporation of this.

Ongoing funding for the delivery of the Ranagatahi ICT Club will be secured through MSD and MOE.

ALREADY SECURED

TASK	FUNDING FROM	COST
2016 library basic renovation	Secured in WDC Long-Term Plan	\$ ^{Commercial}
Regional Digital Hub establishment and 4 years facilitation	PGF Digital Enablement Initiative (TBC)	\$400K
ICT Club –additional equipment and ongoing facilitation commitment	Commercial Information	\$ ^{Commercial} – \$ ^{Commercial} per annum

ADDITIONAL FUNDING REQUIRED

TASK	FUNDING FROM	COST
Essential funding for moving basic model to innovative integrated community facility <i>Floor space to house digital connection services and internal infrastructure.</i>	Require funding from PGF to match the \$ ^{Commercial Information} from council	\$ Co

RELEVANCE TO PGF

Wairoa is the second most disconnected region in NZ. This disconnect feeds into the prevalent negative outcomes in the town, namely higher unemployment, lower productivity, difficulty in finding skilled workers, and people who are struggling economically. Digital connectivity and community cohesion can go a long way in addressing the community needs.

THE LIBRARY AS A ‘THIRD PLACE’

A ‘Third Place’ is a place that is not home or work/school but a third environment where people can connect. Libraries have been increasingly recognised for being places of social connection, leisure, learning, habitat and refuge, and as a place to give back to the community. (Foth & Miller, 2013)

The Wairoa Centennial Library exists as a ‘Third Place’ for many of our people already, but its infrastructure and capabilities mean this isn’t able to be provided on a scale to meet the needs of the community. The vision for 2025 is that: “Libraries are social places where people can gather to learn new skills from librarians and from each other. This creative community hub offers members a space to spend time with others, experiment with the latest technologies and access a wider range of services and resources than ever before.” (LIANZA; Te Rōpū Whakahau, 2015, p. 10)

This project is aimed at ensuring the Integrated Community Facility meets the needs of Wairoa’s unique community and the digital divide facing our people is reduced. The vision from the Future of Libraries 2015 Summit aims for libraries to “reflect the communities they serve” (LIANZA; Te Rōpū Whakahau, 2015). For our library to address the unique challenges the Wairoa community faces and become a most necessary Third Place, building social capital and becoming an anchor of community life by facilitating broader, more creative interaction. (Oldenburg, 2001)

LIBRARY CURRENT CAPACITY

The Future of Libraries 2015 report shares a vision to cement the integral role that libraries play in their communities by 2025. (LIANZA; Te Rōpū Whakahau, 2015) Six-years out from this goal, Wairoa can acknowledge the importance of the library in our community. From age 4+ students can be involved in library programmes which encourage reading and provide a warm, safe and interactive environment for students throughout the school holidays. The library environment serves as a communal point for students who use the research capabilities to do homework, personal internet surfing, scholarships etc.

LIBRARY CONCEPT



Commercial Information

DIGITAL ENABLEMENT 'REGIONAL DIGITAL HUB'

AIM

To provide a regional digital hub which fulfills a need of digital connectivity, small business use and innovation.

PROPOSAL

Access for connectivity for business development.

The funding will assist with – setting up the space, wiring, basic infrastructure.

Wairoa has had fibre unrolled but it is into a community that often doesn't have/can't afford their own computers.

Small business use of the facility – from a district that may not have this technology at their fingertips and can set up an online presence using this facility (connectivity for business development).

“Whakarauora” – The Regeneration of Long Water highlights a shortage of “provided” facilities to involve older kids, with the majority of attractions outdoor pursuits weather dependent that require access to transport and financial resources to enable participation. *(Bain, Giblin, & Ennis, 2019)*

BACKGROUND

“Everyday tools” such as mobile phone, internet access and ultra-fast broadband, are luxury items in Wairoa, particularly for the community’s most vulnerable. *(Bain, Giblin, & Ennis, 2019)* The Wairoa Library is currently used by Wairoa youth, and adults, offering technology capabilities that our people may otherwise not be able to access.

While Whakarauora identifies a need for a ‘Connected Hub’ for Wairoa, the library has been unofficially serving this purpose for years. However, the library doesn't have the infrastructure or capability to fulfill this need on a community-wide scale.

Developing the library is in line with the district’s Reorua goal of becoming bilingual by 2040. Use of technology represents a potential advantage in helping bring the use of Te Reo forward, by building cultural capital and enterprise.

Whilst in its infancy, technology capability in Wairoa is increasing, although some of its activity is beneath the radar, with a handful of specialisations - **Commercial Information** app development, land-use and possibly Te Reo. Activity is self-funded off a very low base (continues to be economically challenging), however that they ‘have skin in the game’ is a motivating factor with the **Commercial Informa** and Wairoa ICT Club two community-oriented initiatives. **Commercial Information**, particularly as they represent a new educational/vocational pathway for Wairoa. *(Bain, Giblin, & Ennis, 2019)*

While these initiatives offer opportunities to the people of Wairoa, specifically rangatahi, there is often little opportunity for practice of this outside the controlled environment due to limited technology.

We envision the library as an environment which utilises shared resources to spark community innovation and creativity. *(LIANZA; Te Rōpū Whakahau, 2015)* A place where the Wairoa community is reflected, a means for achieving community and personal goals and an environment of safety, innovation and education.

Commercial Information

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PROACTIVELY RELEASED

INTEGRATED BUSINESS FACILITY

BURNT-OUT BUILDINGS TRANSFORMATION, I-SITE RELOCATION, ROCKET LAB EDUCATION CENTRE

APPLICATION SUBMITTED MAY 2019

AIM

To transform the central main block of the CBD by redeveloping the burnt-out buildings site. Creating a multi-functional space for retail, hospitality, shared business and regular market activities. This would include relocation of the i-Site and establishing a Rocket Lab Education Centre.



PROPOSAL

PGF funding is sought from **Commercial Information** the Wairoa District Council to transform the central main street block by redeveloping the burnt-out building site, relocating the i-Site and including a Rocket Lab Education Centre onto the neighbouring site. This strategic move in transforming these burnt-out buildings, alongside the re-location of the i-Site and Rocket Lab Education Centre's evolving digital and information technology and services, will have an immediate positive effect by increasing activity, foot traffic and visitors numbers on the main street and through the i-Site. Currently thousands of visitors to Wairoa do not make it to the town's main street as they do not get beyond the restrictive and current location of the i-Site. Redirecting these visitors to the main township will increase economic spend and create a vibrant, inviting space for Wairoa's community and visitors.



BURNT-OUT BUILDING BACKGROUND

In Wairoa's main street three significant commercial businesses, including upstairs residential space, were burnt and gutted during a fire in 2012. The site has remained derelict negatively impacting on surrounding business trading and economic stability. Two of the neighbouring businesses which closed following the fire cited the impact of the burnt buildings as their main reason for closing.

The main street frontage of the buildings is boarded up and the site remains a major concern, including from a health and safety perspective, for the community. Despite good intentions by the Wairoa District Council and private owners, no developments have ever come to fruition and the project is too big for any one entity to tackle. The site is a visual reminder of the adage "Oh it's Wairoa, it doesn't matter".

Wairoa's business development group, **Commercial Information**, is fiercely determined to overcome this significant hurdle to create positive, sustainable economic and social outcomes from this redevelopment project.

This will bring vibrancy back to the main street enabling reconnection for our community with a shared space creating a positive main street experience.

This will assist in catering for our increasing numbers of visitors coming to the district to experience Rocket Lab launches and other emerging tourism activities.

Moving Wairoa's Information Centre to a central location on Marine Parade with **Commercial Information** visitor parking will make it easier for passengers and tourists to interact and spend money in town. The i-Site will embrace evolving digital and information technology and services. It will become a platform to showcase our rich cultural environment and visitor experiences.

The i-Site would include a substantial introduction to Rocket Lab and the growing tourism industry around it. The technology and content required to develop the Space Room will be delivered through the Wairoa Digital Collective and **Commercial Information**.

Moving the i-Site to the main street would utilise an empty building, improve connectivity at a local level, showcase the town to visitors and increase the potential in-town spend.

The Wairoa District Council has committed \$**Commercial Information** in its Long-Term Plan for this purpose.

The main street buildings have been identified by the community as being a high priority based on community consultation feedback and the most recent economic development report. PGF funding is sought from **Commercial Information** the Wairoa District Council to transform the central main street block by redeveloping the burnt-out building site, relocating the i-Site and including a Rocket Lab Education Centre onto the neighbouring site.

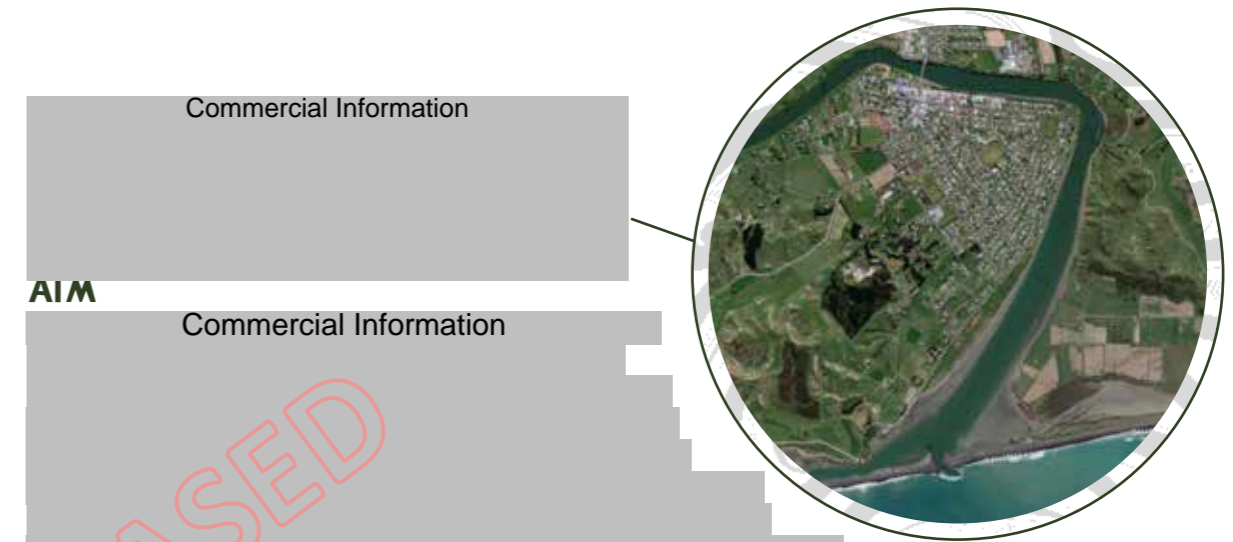


Funding would be used to develop a robust business case, preliminary designs, demolition of the burnt-out building site, as well as the relocation and development of the i-Site and Rocket Lab Education Centre's evolving digital and information technology and services.

The Business Case will identify the types of commercial spaces for start-up businesses/training including hospitality, trades training, art and cultural, farmers' market, food stalls and eateries, home industries and recreational areas with consideration for apartment living above the ground level commercial activities.

There has been expressions of interest from a variety of businesses for this development.

BURNT OUT BUILDING TRANSFORMATION CONCEPT



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AIM

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PROPOSAL

Enhancing and invigorating community spaces and urban environments play an important part in reinvigorating Wairoa and its CBD area.

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BACKGROUND

Developing Wairoa into New Zealand's first sustainable rohe, expressed as Whakarauora or regeneration of the water, land and sky, her people, their authentic traditions and culture was the over-riding theme of the "Whakarauora – the regeneration of Long Water" report.

The report states Wairoa's river is her lifeblood and there is a desired future outcome to see this as an area of environmental excellence, biodiversity and community guardianship.

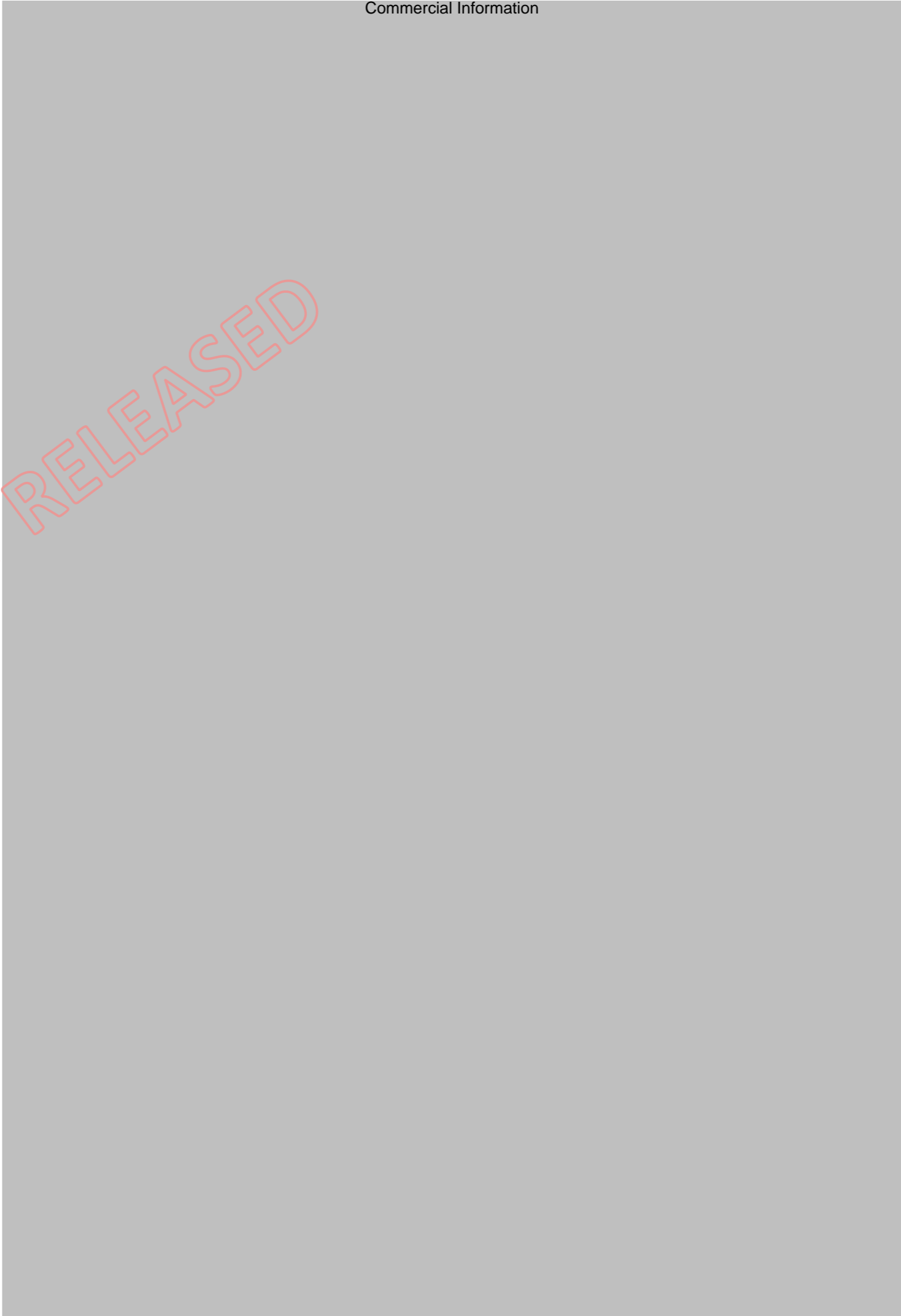
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**'KI TE ORA A TE WAI, KA ORA AI TE KATOA
'IF THE WATERWAY IS HEALTHY, THEN EVERYTHING WILL SURVIVE.'**



PROACTIVELY RELEASED





WAIROA DIGITAL COLLECTIVE AND EMPLOYMENT PROGRAMME

INDIVIDUAL PGF APPLICATION FROM THE KOROU DIGITAL CHARITABLE TRUST AND WILL INCLUDE THE DIGITAL EMPLOYMENT PROGRAM

AIM

To assist the Wairoa Digital Collective to secure a suitable CBD space to establish and deliver their digital employment programme. Housing the Wairoa Digital Collective on the main street will create further activity that doesn't rely on retail enhancing the concept of the Marine Parade regeneration.

PROPOSAL

The Wairoa digital collective is a group of ^{Comm} businesses and ^{Comm} digital leaders based in Wairoa, working together to grow the digital sector through a digital employment programme. The programme will deliver ^{Comm} employees per year and the collective have already secured ^{Comm} business offering contracts.



BACKGROUND

The collective have a **holistic sustainable approach** starting from engagement through to governance, with the core focus being to transition Wairoa's economy to meet growing demand in the technology sectors with a strong focus on creativity and innovation. The collective have identified Wairoa's strong cultural base (**63% Maori**) as our point of difference and our **greatest asset**. With **culture being the foundation of creativity** and in turn one of the fundamental drivers of **innovation**.



WAIROA ICT CLUB

Running

- Formed Sept 2016
- Over ^{Comm} members
- Attendance ^{Comm} per week
- Gaming club 95% Maori
- Coding club 85% Maori
- 35% to 40% female

WAIROA DIGITAL COLLECTIVE

Growing

- Formed early 2018
- 6 Digital business
- 16 Digital leaders

INNOVATION HUB

Growing

- Formed Dec 2018
- 3 Digital business

KOROU DIGITAL TRUST

Completed

- Formed Jan 2019
- Charitable status confirmed
- Local, regional, global

DIGITAL EMPLOYMENT PROGRAMME

Establishing

- Planned for Sept 2019

DIGITAL EMPLOYMENT PROGRAMME

The Digital employment programme is a ^{Commercial Information} employment contract that includes ^{Comm} weeks Digital and Technology industry training (APP & Game Development) and a shared office space for ^{Comm} employees every year.

It is a programme designed to fill a market gap of low cost software development in the regions while building local capacity and innovation. The employees will become certified in a variety of chosen digital and technology areas such as Microsoft Developer certificates, Unity developer certified (APP & Game Development), Adobe Creative Suite certified, and many more.

Initially local trainee developers will be available at \$^{Commercial} (subsidized) to \$^{Comm} per hour for more experienced local developers. The collective envisions that at around the ^{Comm} year mark it will develop into a self-sustaining model where external funding is no longer required.

All employees gain industry qualification and employment with a business for the ^{Comm} month period employee signs an employment contract with a business before commencement. The collective have ^{Comm} business on-board ready to sign contracts.

Currently industry rates for freelance developers in Auckland and Wellington are \$^{Comm} to \$^{Comm} per hour driving many business and projects offshore to cheaper markets. This is also compounded by “a shortage of software developers in New Zealand, and continuing growth in job vacancies. The number of developers has grown steadily over recent years, but demand is expected to continue increasing in the fast-developing ICT industry”. ref MBIE

The **Innovation Hub** is an initiative overseen by Korou Digital Trust and the Wairoa digital collective. Korou means energy, spirit, vitality and Korou Digital’s purpose is to provide the energy, spirit, vitality and support required for the Wairoa digital collective to engage, inspire, educate, create and innovate the people of Te Wairoa towards equitable access and opportunity in a digital future.

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BACKGROUND

Since arriving in Wairoa, the

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They want Wairoa to be the go-to hub for those seeking to

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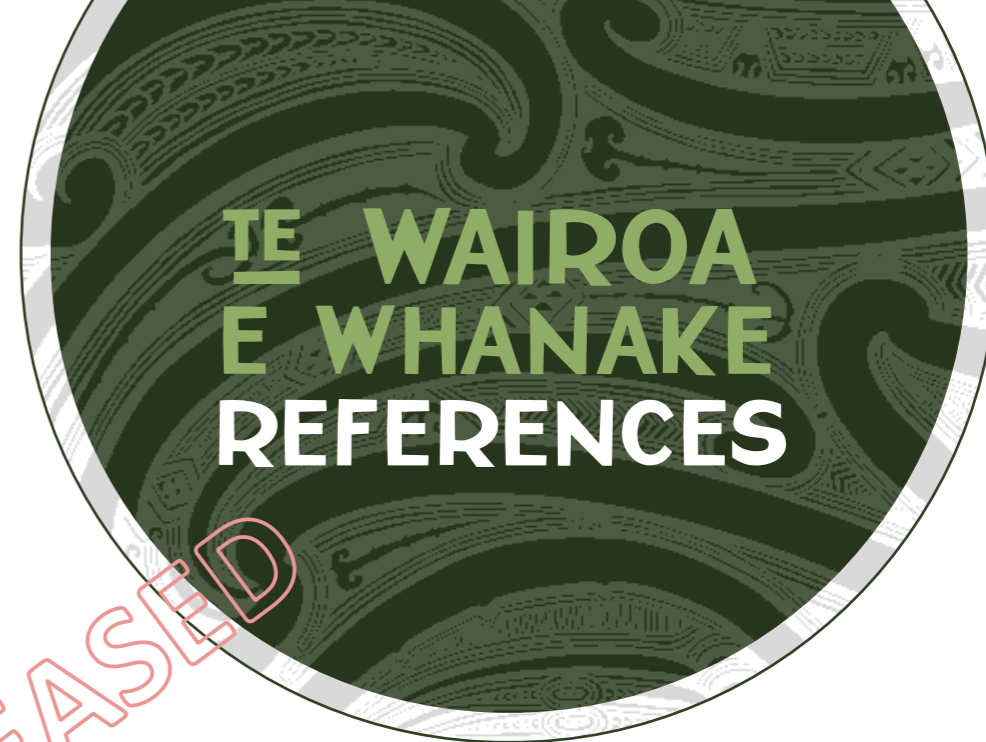
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This is an opportunity to put Wairoa at the very centre of this self-sustaining talent pool and through the expertise and passion of the Commercial Information create a point of difference for Wairoa.

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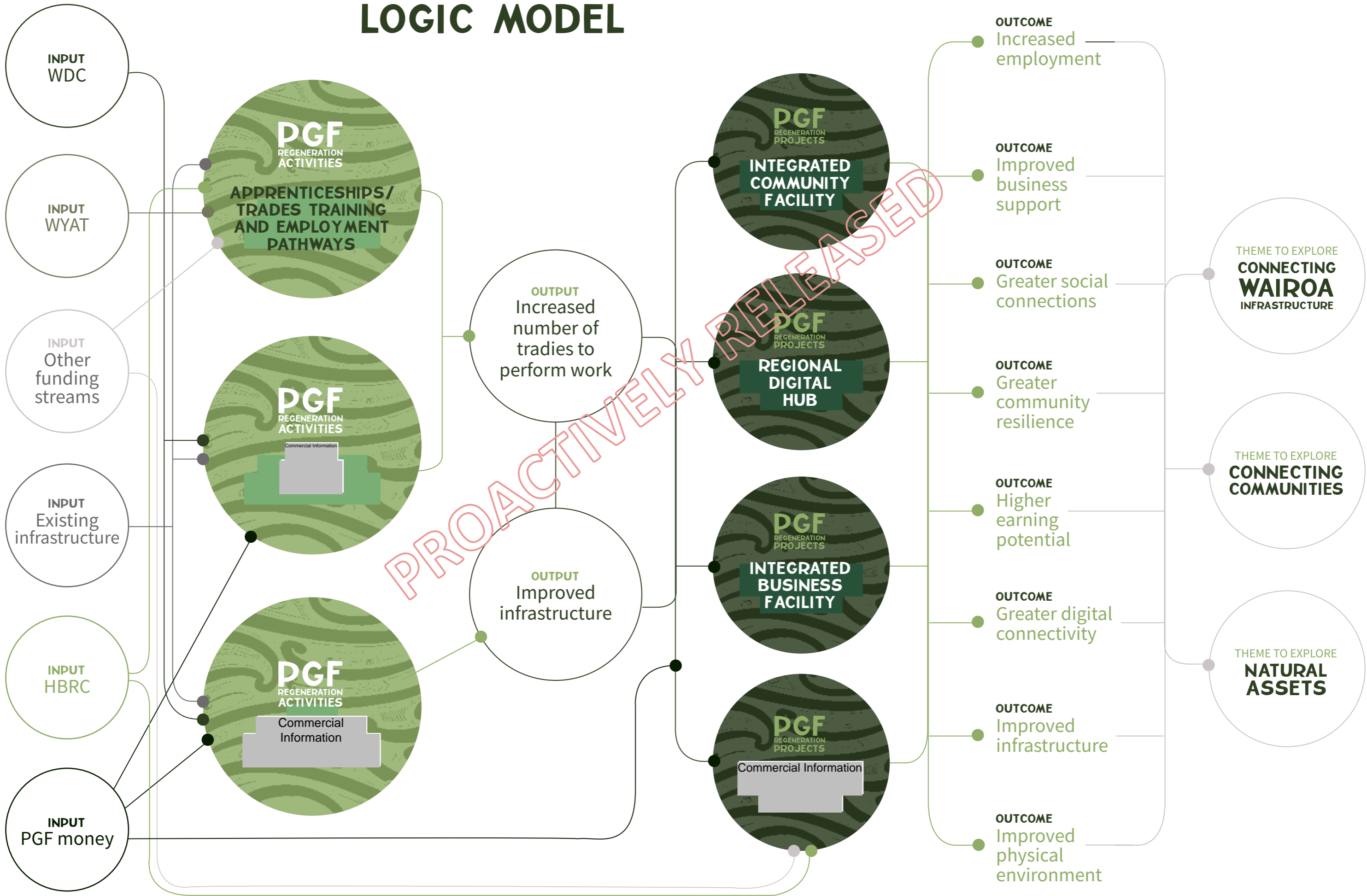
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TE WAIROA E WHANAKE LOGIC MODEL



TE WAIROA E WHAKA

PREPARED BY Commercial Information - JUNE 2019

SUPPORTED BY

Commercial Information

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