

# RURAL RANGITĪKEI

*Self-reliant and community minded, rural Rangitīkei is the backbone of our economy and our communities. Strong rural communities are essential for the overall wellbeing of the Rangitīkei.*

Our rural environments are diverse, ranging from sand plains on the coast to the hill country of the upper Rangitīkei. Nothing has influenced the Rangitīkei district's landscape more than the mighty Rangitīkei River which flows from headwaters in the Kaimanawa Range to the Tasman Sea in the south.

The Turakina and Whangaehu Rivers are significant and run from the north to the south. Locally important are the Moawhango, Hautapu and Kawhatau rivers, and Pourewa and Tūtaenui streams.

Around a third of our district's GDP comes from agriculture, forestry, and fishing. We are excellent at producing food, and home to significant exotic forests.

Rural Rangitīkei is facing a number of challenges, such as increasing regulation, climate impacts and changing land use. Alongside these challenges are opportunities for expansion of horticulture, tourism that leverages from our stunning natural environment and expansion of the Māori economy.



RURAL  
RANGITĪKEI



## VISION FOR *Rural Rangitikei*

**Rural Rangitikei** is thriving – strong and connected communities, prosperous businesses, and leaders in environmental enhancement.

### Key community priorities

- Better phone and internet connectivity.
- Diversification.
- Improved infrastructure.
- Right tree in the right place.

### Rural Rangitikei at a glance

The GDP of the Rangitikei is

**\$729M** 🏠 (2021)

**31.4%** of Rangitikei's GDP is from agriculture, forestry and fishing (2021).

🚚 Between 2011 and 2021 agriculture, forestry and fishing created the most jobs –

👥 **291**







Agriculture, Forestry and Fishing make up **40.4%** of the total number of businesses in the District (2021)

👜 Tourism GDP is **\$23M** (2021)



**Legend**

**Map Features**

-  Marae
-  Nature Networks
-  Active Mobility
-  Stream
-  River
-  State Highways



“I think there is enormous potential for more trees to be planted on farms, but the right tree in the right place”

Community Voice

## 1 Diversification of the primary sector

Our primary sector is the backbone of the Rangitikei economy. Increasing diversification into horticulture and cropping is likely as we maximise the use of our productive soils.

Transition of many farms into carbon forestry is also likely, and a concern for some of our rural communities. Carbon forestry could provide opportunities, particularly for our Māori landowners with marginal lands and in areas with significant erosion.

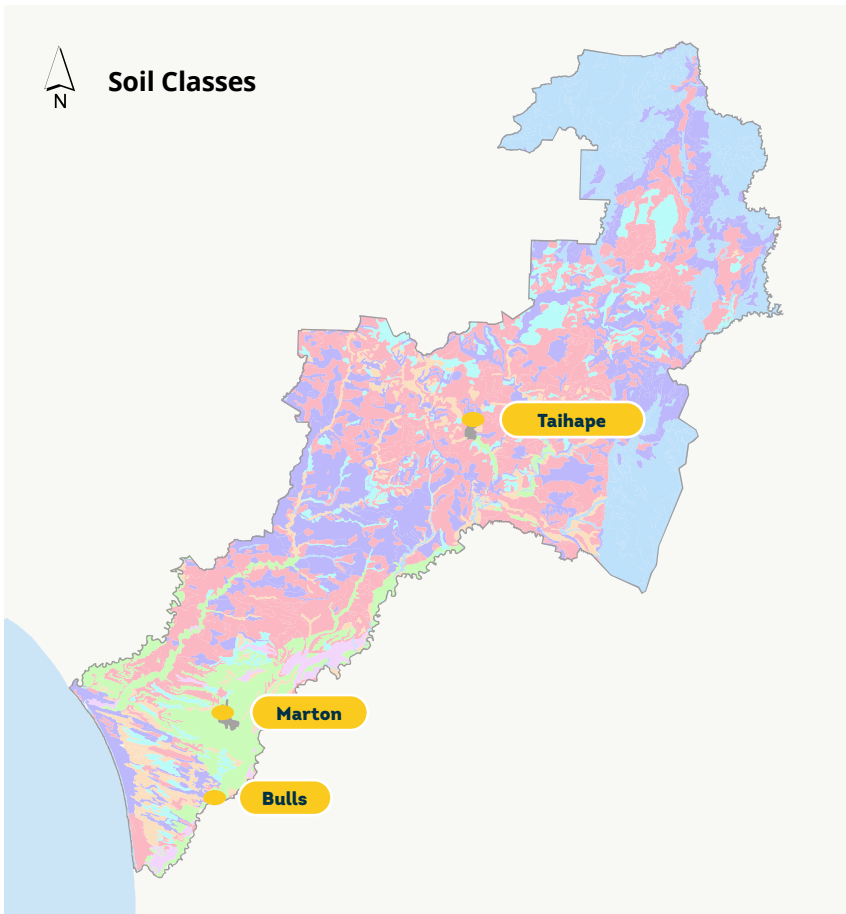
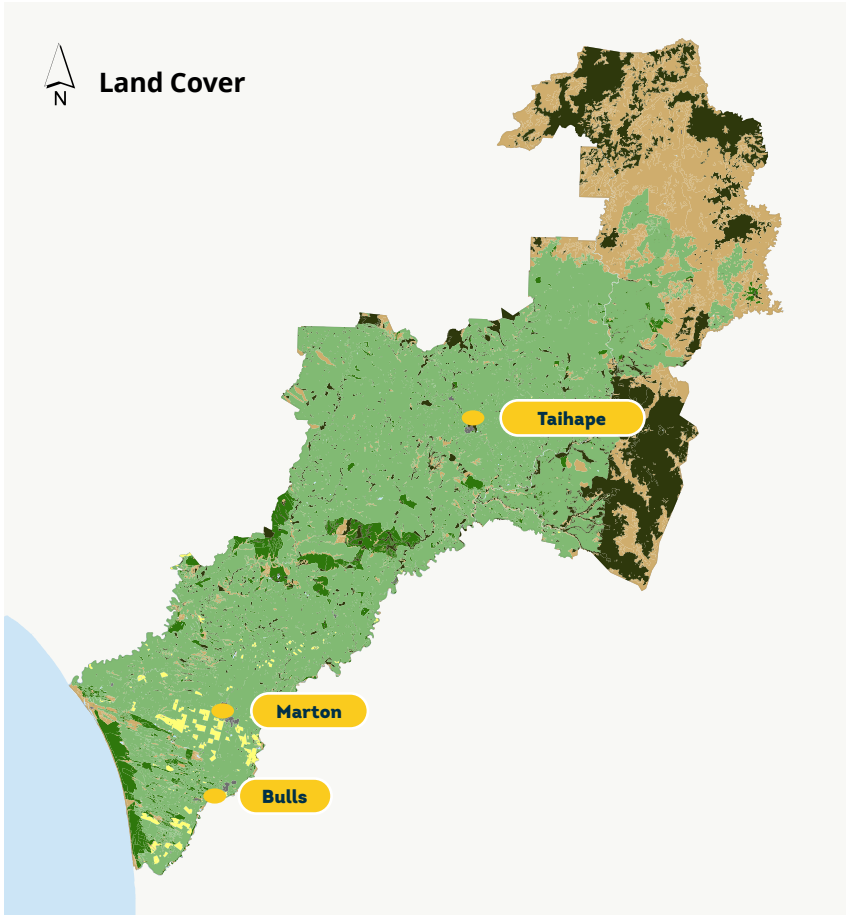
Rural service activities and industries are important to support the rural economy. We need to ensure rural service activities can establish close to where they are needed to support the diversifying rural economy.

National direction requires protection of highly productive land from lifestyle development. For some of our rural communities, lifestyle development may support local schools and retaining community vibrancy.

Reviewing minimum lot sizes in the Rural and Rural Living zones is needed to respond to national direction for highly productive land.

### Priorities

- > Increasing diversification of the primary sector.
- > Enabling rural service industries.
- > Right tree in the right place - to maximise benefits to our rural communities from the forestry sector.
- > Supporting the ongoing viability of rural communities.

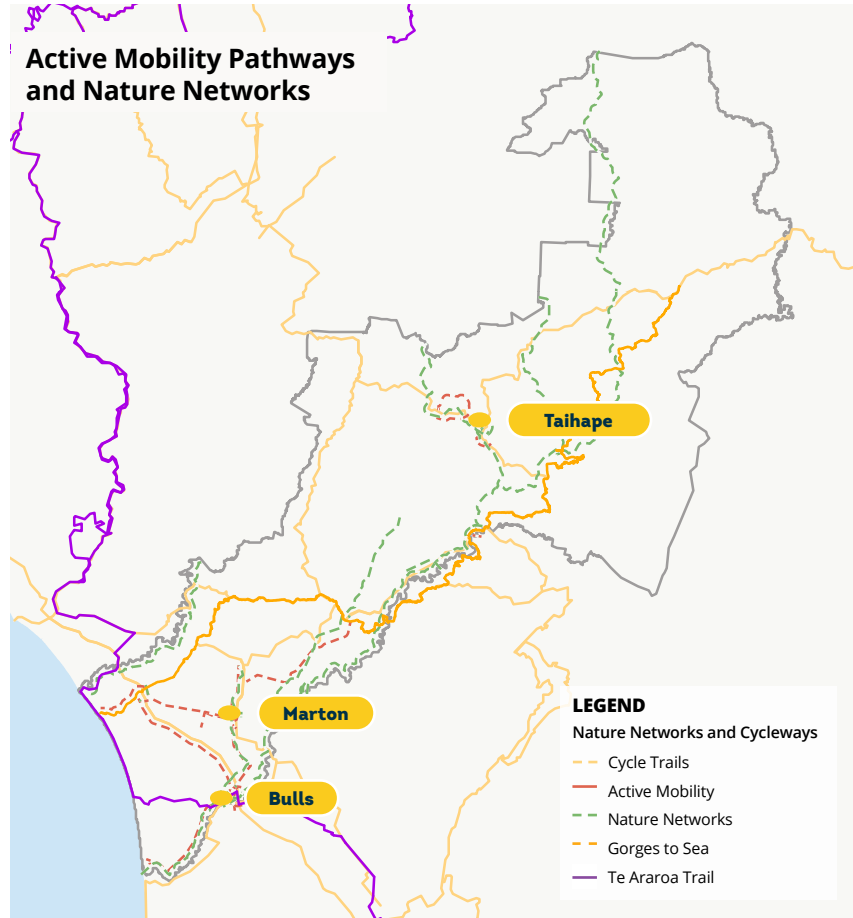


“Guests may experience our natural environment by foot, bike, horse, raft, and car.”

Community Voice



Rural Rangitikei



## 2 Destination opportunities

Rural Rangitikei has significant untapped potential to provide a wide range of visitor experiences.

Our stunning natural environment, its diversity, geological and landscape significance are all opportunities for visitor exploration.

The ability to connect with local Māori in places of significance and hear stories that bring the landscapes to life was identified as a major opportunity in the Rangitikei Destination Management Plan.

Exploring the Rangitikei on land, water and from the sky are all opportunities for the future.

The Te Araroa Trail travels through southern Rangitikei, and there are a range of cycle trails throughout.

### Priorities

- > Celebrate the natural environment as the foundation of our visitor offering.
- > Unlock potential of the Māori visitor economy.
- > Improve the wellbeing of our communities through the visitor economy.

“I think there will be opportunities for authentic experiences. These may have a cultural element and will showcase our natural environment.”

Community Voice

### 3 Enabling infrastructure

Infrastructure, such as water, roading, bridges and internet connectivity is critical to the success of our rural communities and economy.

Keeping our rural communities connected is essential to Rangitikei.

However, many areas throughout the Rangitikei have no access to internet or cell phone connectivity.

There are increasing pressures on the roading network associated with tightening budgets and changing land use.

With a changing climate water storage will become more important for rural resilience.

#### Priorities

- > Access to reliable internet and cell phone connectivity.
- > Maintaining a fit for purpose roading network that supports the rural economy.
- > Water security.



### 4 Papakāinga and the Māori economy

There is significant Māori land throughout the district, from the coast through to the outstanding landscapes in the north.

Large areas of Māori land in the northern Rangitikei are landlocked, or protected through the District Plan as outstanding landscapes.

Māori businesses are already a key part of the Rangitikei economy. Many of our iwi are still in the process of settling Treaty claims. Once settled we will see accelerated investment in local business, health, environmental initiatives, and papakāinga development.

Ngā Wairiki Ngāti Apa and Ngāti Hauiti have plans to develop papakāinga. Our other iwi also have aspirations for papakāinga once Treaty settlement processes have been completed. Ngā Wairiki Ngāti Apa have plans for papakāinga in Parewanui, Koitiata, Kauangaroa and Whangaehu. Ngāti Hauiti have plans for papakāinga in Mangaweka, Utiku, and Rātā. The facilitative zoning of land for papakāinga development is important.

#### Priorities

- > Access to landlocked land.
- > Development of papakāinga.
- > Growing the Māori economy.



"The opportunities for all forms of agriculture are huge, so long as roading etc can keep up to speed with production."

Community Voice



South Rangitikei Viaduct, Mangaweka

## 5 Community-led environmental restoration

Rural Rangitikei are leaders in environmental restoration projects.

Significant work has already been achieved by iwi and hapū, and community groups such as the Rangitikei, Rangitikei Environment Group, and Forest and Bird.

These efforts are supported and extended by local agencies such as Horizons and Landcare Trust.

### Priorities

- > Improving water quality and biodiversity throughout the Rangitikei.



Rural Rangitikei

"Encourage bush blocks and riparian and wetland planting."

Community Voice






## Action Plan

Rangitikei Priority Area	Key Themes	Project		
Thriving Communities	DIVERSIFICATION OF THE PRIMARY SECTOR	1	1.1	Review the District Plan approach to rural service activities.
			1.2	Review the District Plan approach to lifestyle subdivision, including minimum lot sizes, for the Rural and Rural Living zones.
Thriving Communities Unique Communities	DESTINATION OPPORTUNITIES	2	2.1	Implement Destination Rangitikei, the Rangitikei Destination Management Plan.
			2.2	Review the District Plan in relation to rural tourism activities including accommodation and visitor experiences.
			2.3	Develop a district-wide active mobilities pathway plan which builds from the existing cycle networks and identified active mobility pathways.
			2.4	Invest in destination marketing and promotion which develops awareness of our natural assets.
			2.5	Work alongside mana whenua and the community to tell local stories e.g. interpretation panels along walkways.
Connected Communities Thriving Communities	ENABLING INFRASTRUCTURE	3	3.1	Advocate for increase internet and cell phone connectivity and communicate options available with rural communities.
			3.2	Retain the quality of rural roads, by planning for and advocating for maintenance schedules that retain the quality of rural roads.
			3.3	Facilitate approaches to improve certainty of access to water e.g. water supply schemes.
Healthy Communities	PAPAKĀINGA AND THE MĀORI ECONOMY	4	4.1	Continue to advocate for access to landlocked land.
			4.2	Review the District Plan approach for papakāinga development.
			4.3	Work collaboratively to support the development of papakāinga housing, including the provision of infrastructure and community facilities.
Healthy Communities	COMMUNITY-LED ENVIRONMENTAL RESTORATION	5	5.1	Support and work collaboratively with agencies and community groups on environmental restoration projects.

The actions identified in the Action Plan are not guaranteed to be developed. Council will consider which actions are developed through long term planning processes and collaboration with implementation partners.

Quick win <1 year | Short term 1 - 5 years | Medium term 6 - 10 years | Long term 10+

Timeframe	Council's role(s)	Project Partners and Key Stakeholders
 Medium Term	Strategy / Regulation	Community
 Medium term	Strategy / Regulation	Community
 Short Term - Long Term	Funder Partner Facilitation / Information	Community Mana whenua Waka Kotahi
 Medium Term	Strategy / Regulation	
 Short Term	Service Provider Strategy / Regulation	
 Ongoing	Service Provider	
 Long Term	Partner	
 Ongoing	Advocate Information / Facilitation	
 Ongoing	Service Provider	Waka Kotahi
 Long Term	Facilitation / Information	Communities
 Ongoing	Advocate	Mana whenua Central Government
 Medium Term	Strategy / Regulation	Mana whenua Regional Council Te Puni Kōkiri Kainga Ora
 Ongoing	Supporter Facilitation / Information	
 Ongoing	Partner Supporter	Mana whenua Community Horizons Environmental Agencies