



Council Workshop

Wednesday, 01 July 26



RANGITIKEI
DISTRICT COUNCIL

Agenda

- Head Start – Analysis of option (Morrison Low)
- Strategic Framework
- District Promotion and events

Review of Council's Strategic Framework

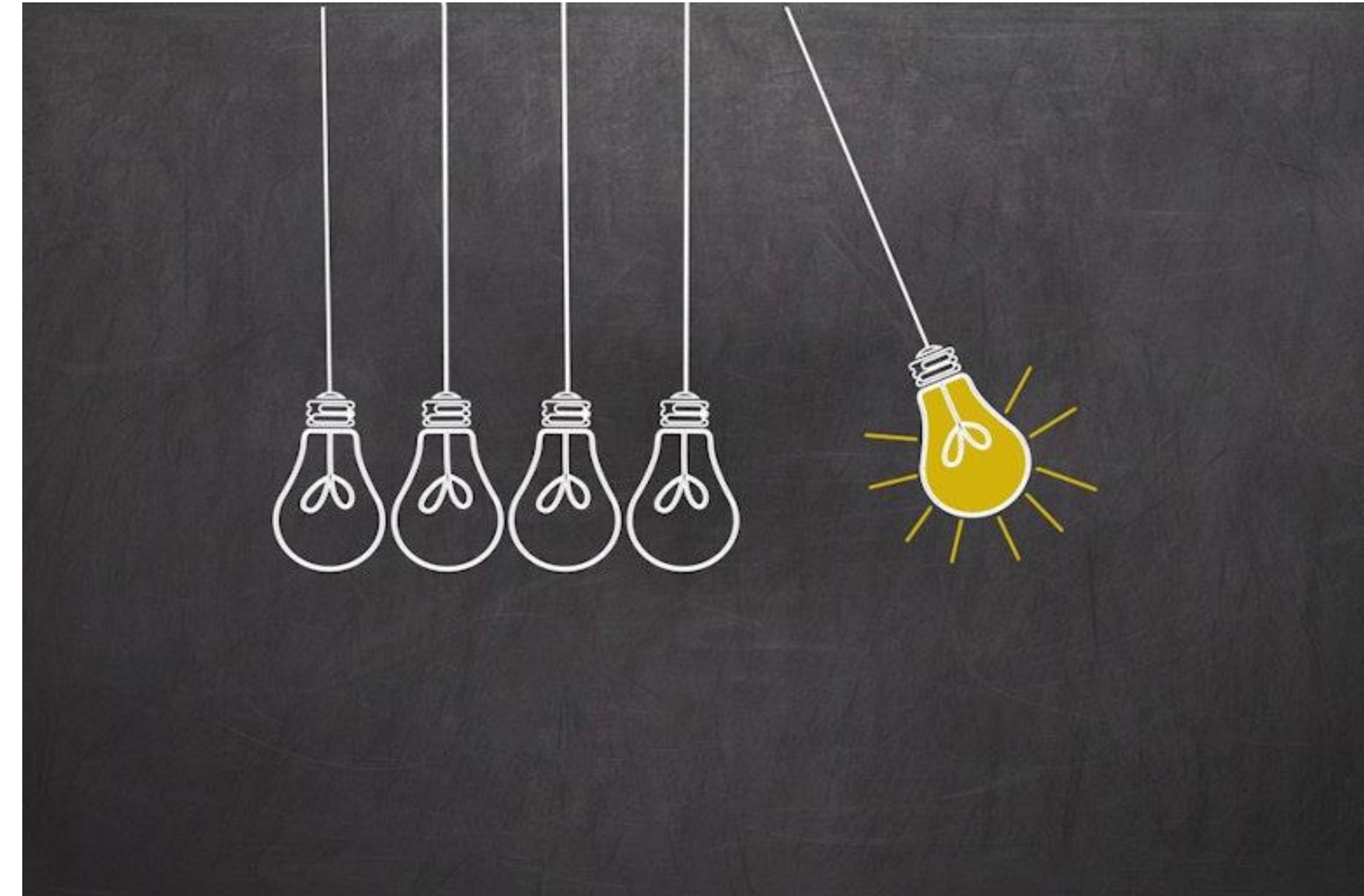
Council Workshop – 1 July 2026



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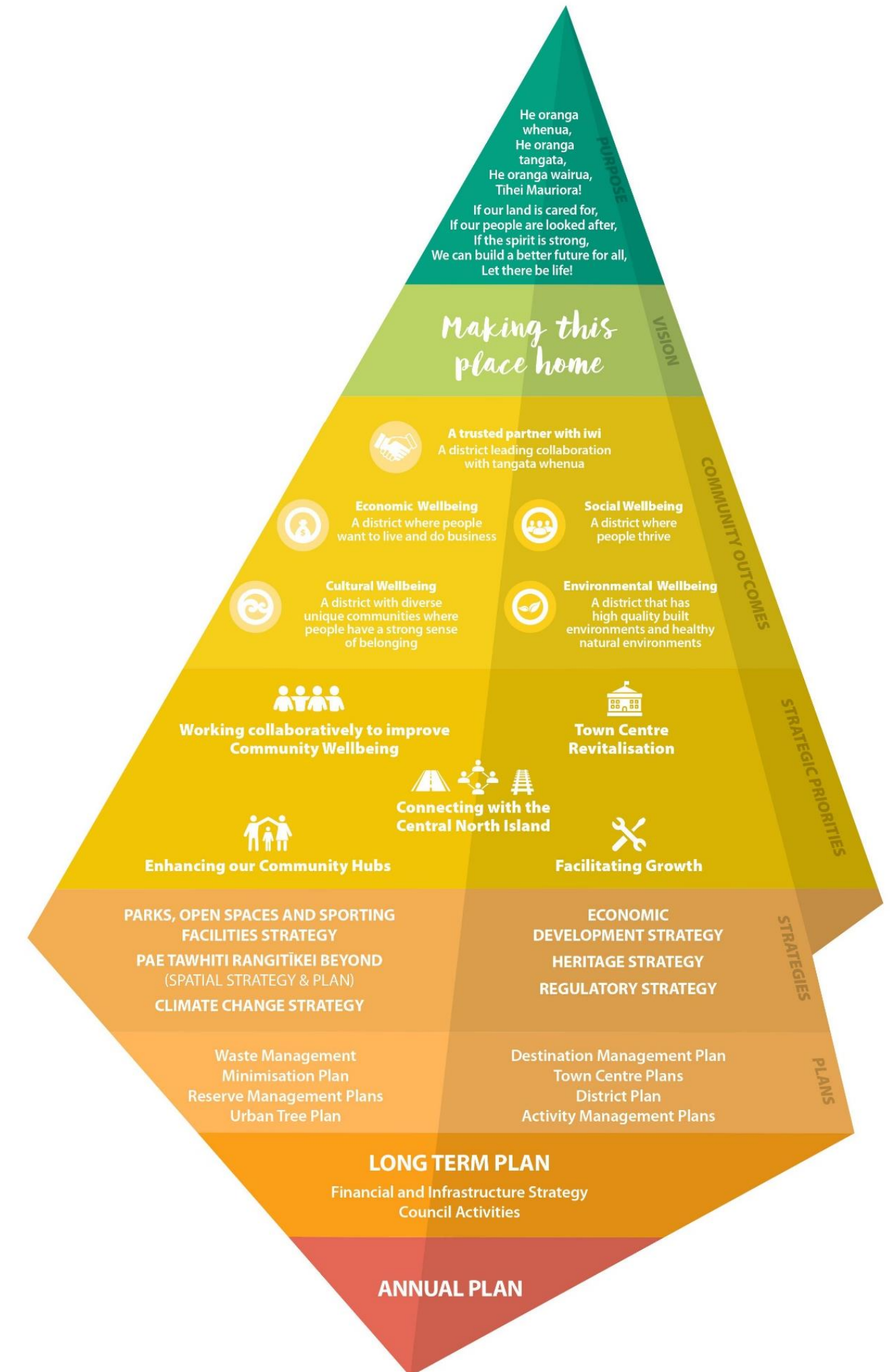
Presentation Overview

- Strategic Framework Review Overview
- Parts of the Framework that are confirmed
 - Purpose & Vision
 - Strategies and Plans
- Parts of the Framework that would benefit from additional consideration
 - Community Outcomes
 - Strategic Priorities
- Next steps



Strategic Framework Review - Overview

- A review of the Strategic Framework is underway and should be complete by end of July 2026
- This will inform the Long Term Plan 2027-37 and Council's decision-making once it is in place
- An initial workshop was held on **19 March**
 - Overview of the Framework was provided; and
 - Questions to help understand Council's priorities, opportunities and risks for the next 3-5 years
- A second workshop was held on **23 April**
 - Tested what areas of the Framework that might benefit from being updated



Strategic Framework – Purpose & Vision

- Our **purpose** is the “*why*” - it’s at the heart of why we do what we do.

He oranga whenua

If our land is cared for

He oranga tangata

If our people are looked after

He oranga wairua

If the spirit is strong

Tihei mauri ora!

We can build a better future for all

Let there be life

- Council’s **vision** is the “*where*” - Where do we aspire to be as an organisation.

Making this place home



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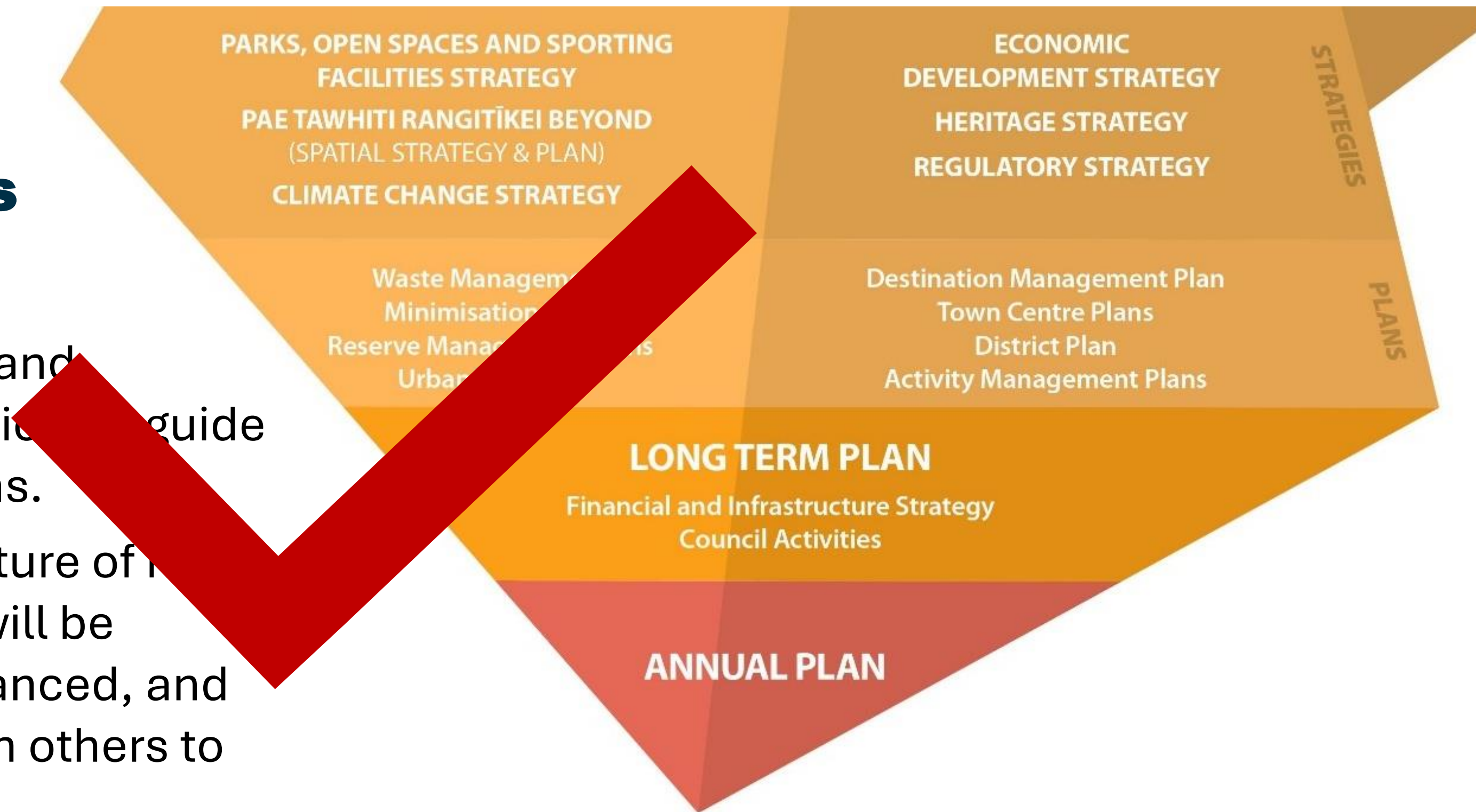
Strategic Framework – Strategies & Plans

- Strategies set out the goals and rationale for a particular topic and guide any relevant underlying plans.
- Plans provide a detailed picture of how the higher order strategies will be implemented/delivered, financed, and if/how Council will work with others to achieve the goals.



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Central part of the Strategic Framework would benefit from further consideration. These are Council's:

- Community Outcomes
- Strategic Priorities

Strategic Framework – Community Outcomes

- The **Community Outcomes** are the goals Council aims to achieve now and in the future.
- Council developed its current community outcomes to align with the four well-beings (cultural, social, economic and environmental) and to specifically recognise the importance of growing our partnership with iwi.



Current – Community Outcomes

CULTURAL WELLBEING



Cultural
Wellbeing

A district with diverse unique communities where people have a strong sense of belonging.

Our goal is to provide spaces where our community can connect, promote the diversity of our cultures, and develop relationships that support community-led initiatives.

SOCIAL WELLBEING



Social
Wellbeing

A district where people thrive.

Our goal is to build relationships with the community and agencies and provide services and spaces that enhance community wellbeing.

ECONOMIC WELLBEING



Economic
Wellbeing

A district where people want to live and do business.

Our goal is for Rangitikei to be the place of choice for new and existing businesses to come and grow, with a desirable lifestyle and affordable housing.

ENVIRONMENTAL WELLBEING



Environmental
Wellbeing

A district that has high-quality built environments and healthy natural environments.

Our goal is to ensure our infrastructure, relationships, and regulatory framework support the ongoing development of high quality built environments and improvement in the natural environment.

A TRUSTED PARTNER WITH IWI - A DISTRICT LEADING COLLABORATION WITH TANGATA WHENUA



A trusted
partner with iwi

A district leading collaboration with tangata whenua.

Our goal is to have a high level of trust and collaboration with iwi across the district and to be working together to promote the wellbeing of our communities.

Legislative Context – Community Outcomes

Current LGA v Systems Improvement Bill

Current definition under the LGA as... “the **outcomes** that a local authority aims to achieve in order to promote the social, economic, environmental, and cultural well-being of its district or region in the present and for the future.”

Definition under the Local Government (System Improvements) Amendment Bill... “the **outcomes** that a local authority aims to achieve in meeting the current and future needs of communities for good-quality, cost-effective, and local-

- (a) infrastructure;
- (b) public services; and
- (c) performance of regulatory functions.

Possible Alternative – Community Outcomes

Fit for Purpose Infrastructure

Our goal is to develop and maintain community facilities and infrastructure which –

- Meet the needs of current and future generations
- Are efficient, reliable and resilient
- Provide for or enhance the connection of people and places
- Have been well-designed and are cost-effective
- Ensure our communities have access to and can enjoy local public spaces and places

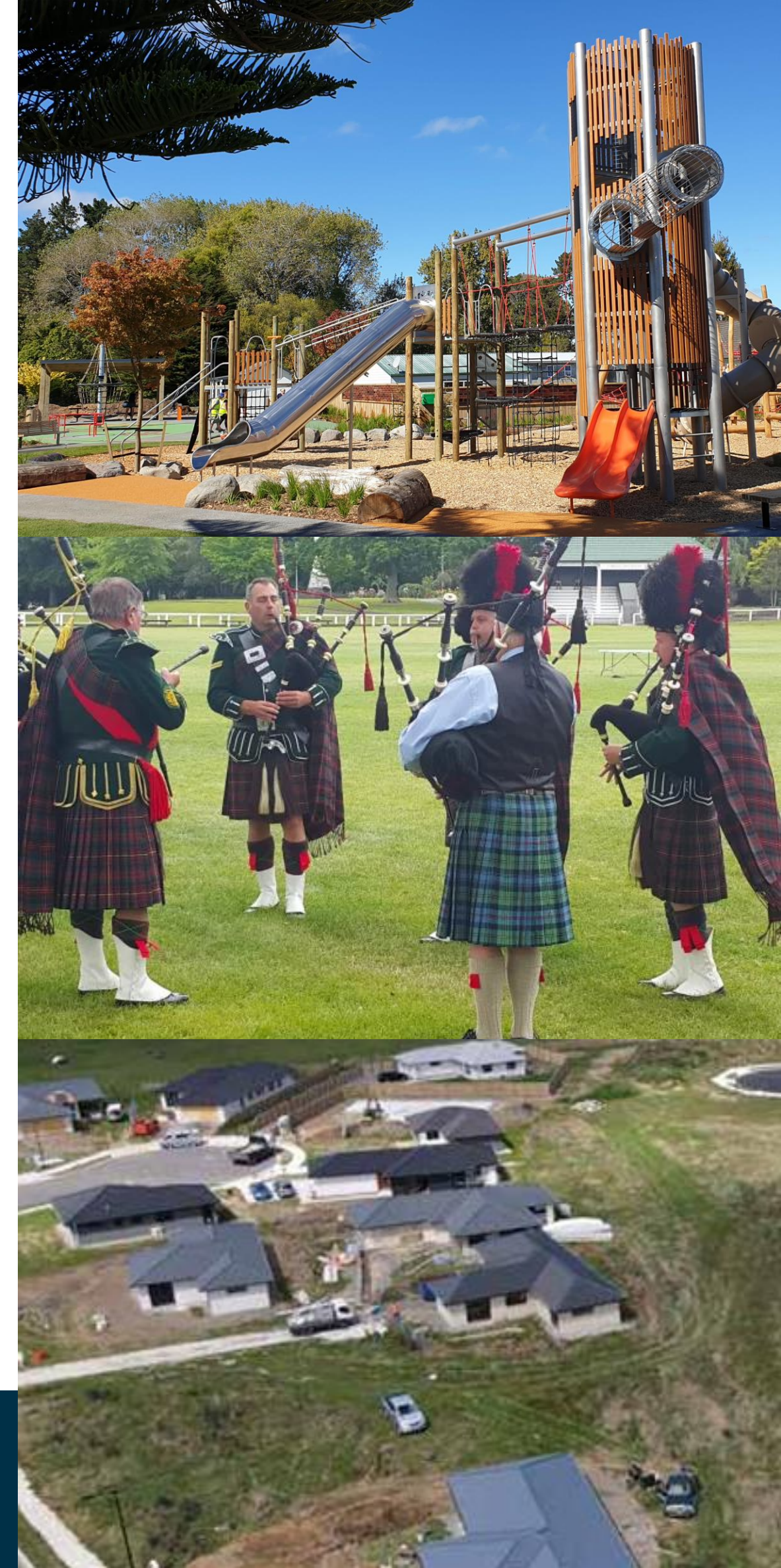


Possible Alternative – Community Outcomes

Quality Services for Strong Communities

Our goal is to deliver local services which –

- Recognise and promote the diversity within our communities
- Build collaborative relationships with other service providers and support community-led initiatives
- Are inclusive and meet the needs of people of all ages and backgrounds
- Provide opportunities for growth
- Support a diverse and resilient local economy



Possible Alternative – Community Outcomes

Sound delivery of Regulatory Functions

Our goal is to effectively perform our regulatory functions in a way which –

- Protects and provides for the health and safety of our people and the wider public
- Provides suitable opportunities for people and businesses to thrive
- Effectively and sustainably manages competing pressures on our natural and physical resources
- Recognises the value of a healthy natural environment



Possible Alternative – Community Outcomes

Retain “A Trusted Partner with Iwi – A district leading collaboration with Tangata Whenua

Our goal is to have a high level of trust and collaboration with iwi across the district and to be working together to promote the wellbeing of our communities.”

This outcome is overarching and aligns with infrastructure, public services and regulatory functions.



Intent of the Alternative Community Outcomes

- Align with the proposed changes to the purpose of local government and the definition of community outcomes
- Still closely link to, and cover, the four wellbeings without explicitly identifying them
- Provides a direct line of sight between the community outcomes and our activities/functions
- Could potentially mean that we do not need to identify “strategic priorities” in the Strategic Kowhai but instead could identify strategic priorities for each community outcome separately



Strategic Framework – Strategic Priorities

- Council’s **strategic priorities** are the key areas the last Council chose to focus on.
- The 5 things that were most important to Council at the time the framework was developed.
- Priorities for the development of the LTP 2024-34 and should have been “top of mind” for Council when making decisions over the last 3 years.



Key themes from March 2026 exercise - Strategic Priorities

- Enhance our **sense of identity and place** – celebrate what makes us special
- Advocate for our **local leadership** and **voice**
- Provide for and enable **growth** and **diversification** (urban, business and industrial growth)
- **Deliver on projects** – what are the key projects that we want to focus on?
- Explore ways to **be more efficient in delivering services** including shared services and build stronger partnerships
- **Resilient communities** – natural hazards and emerging issues

Working Collaboratively to Improve Community Wellbeing

- Working together with the community, agencies, local and central government is essential to get the best outcomes for our community.
- Developing strong relationships underpins our ability to leverage off a variety of skills, knowledge, and resources for our communities.
- Council wants to invest in developing partnerships to ensure our communities have the best possible access to services, programmes, and support.

Enhancing Our Community Hubs

- Community hubs are important spaces for our community to learn, connect and feel at home. Our community hubs are safe spaces where everyone can go to improve their lives and be part of the community.
- Council is focused on enhancing our community hubs with more activities and services, such as for children, youth, education, and businesses.

Connection with the Central North Island

- Rangitīkei has strong connections with the Central North Island. These are physical connections via our roads and rail links, rivers and natural features, as well as our connections with neighbouring councils and communities.
- Our District has the advantage of access to both State Highways 1 and 3, connecting the District regionally in all directions. Both highways sustain a significant volume of inter-regional freight and motorists. The Taihape-Napier Road provides a key link with Hawke's Bay.
- There are extensive rail lines through the Rangitīkei, both the North Island Main Trunk Line and the Marton New Plymouth Line. These are mainly used for freight, with no passenger stops available in the Rangitīkei District.
- Our location, and transport connections creates significant opportunities for the Rangitīkei including for tourism, climate change initiatives, economic development, and access to services. Council wants to use our location and create connections to support the wellbeing of our communities.

Town Centre Revitalisation

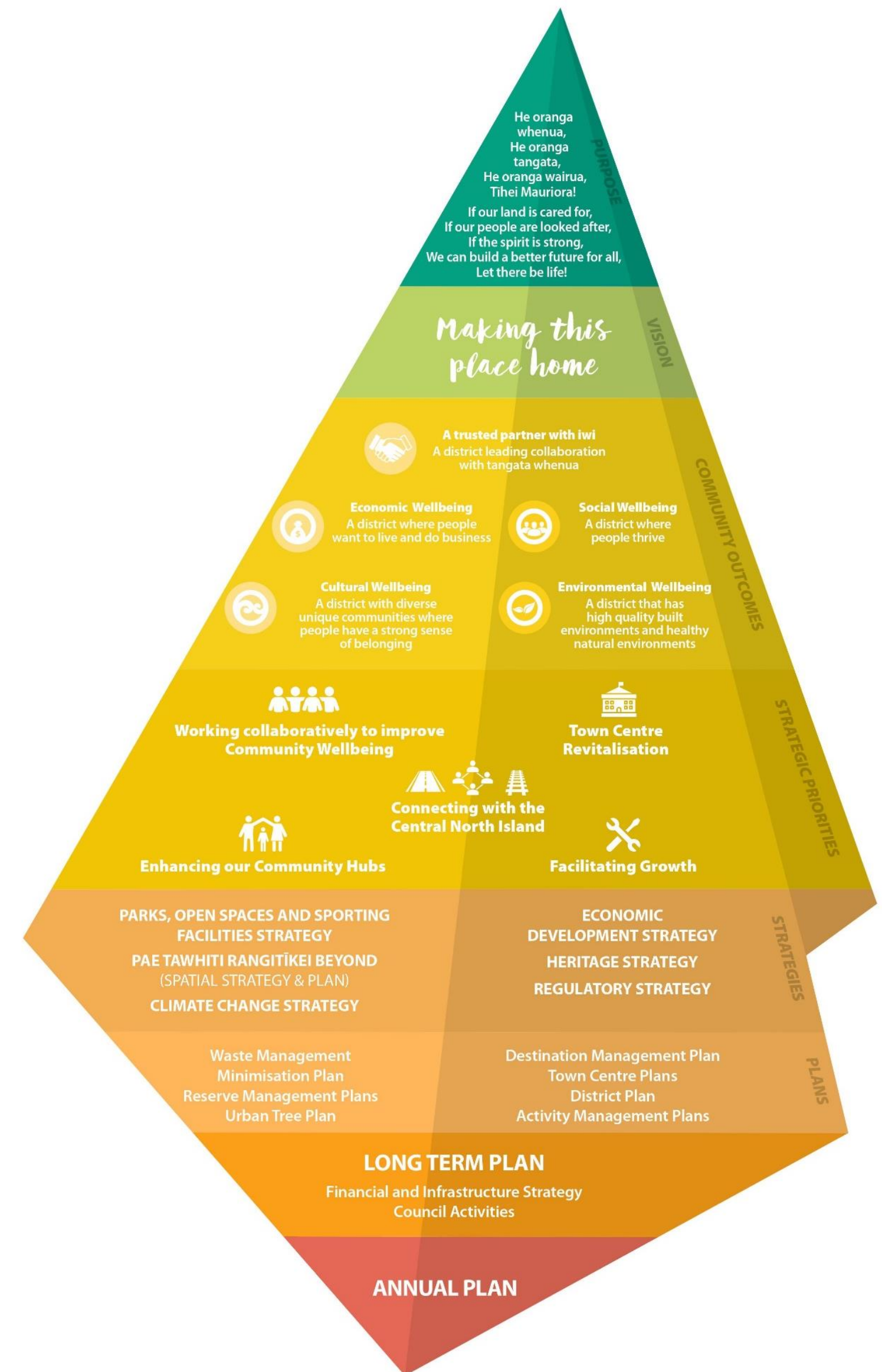
- Council recognises the importance of town centres for our communities.
- They are places where our community connects with each other, they are places of economic growth, they provide services for our communities to access and can encourage further growth and development. However, the town centres throughout the Rangitīkei are facing challenges such as earthquake-prone buildings, vacant shops, traffic congestion and are not as beautiful as they have the potential to be.
- Council wants to invest in town centre revitalisation so that these spaces are vibrant places our communities are proud of and support all aspects of wellbeing.

Facilitating Growth

- Population and business growth are important for ensuring the vibrant future of Rangitīkei. Our economy is strongly based on the primary sector, however, industries such as manufacturing, construction and retail have contributed to recent economic growth.
- Council wants to invest in facilitating growth to increase the population and number of businesses in the Rangitīkei so that our district can thrive. This includes offering incentives, ensuring the regulatory framework meets our needs, providing infrastructure, and amenities that will attract people and businesses.

Strategic Framework Review – Next Steps

- Officers will take on board the feedback/direction provided today
- Officers will update and finalise the Strategic Framework and this will be provided to you for approval
- The aim is to complete this review by the end of July 2026



District Promotions and Events

Where we've been
What we're delivering
Where to next



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Where We've Been - District Promotions

- Previously managed by Rangitīkei Tourism Inc.
- Funded via MOU, memberships, advertising
- 2017: Council took over functions
- No standalone tourism entity now

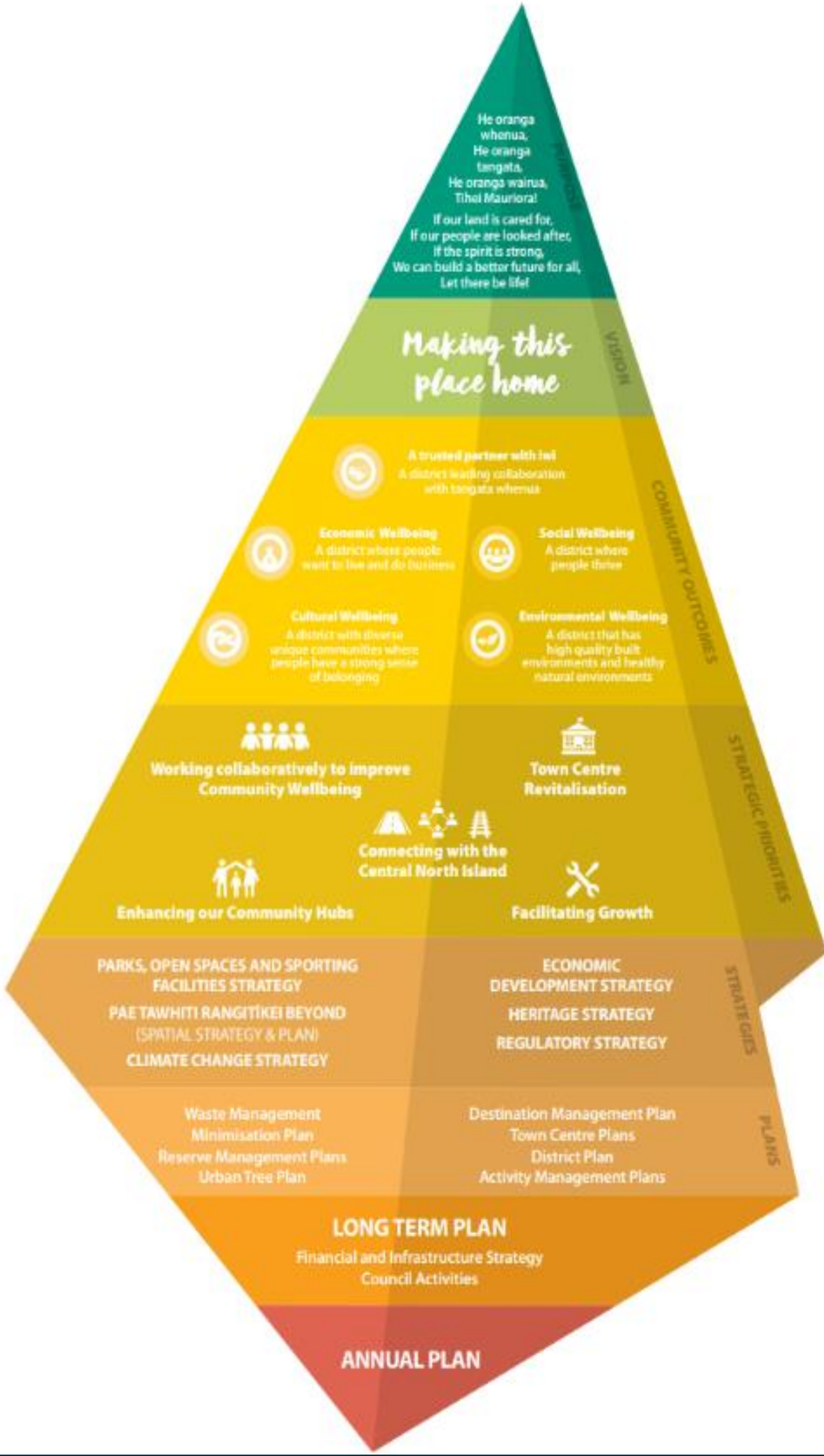
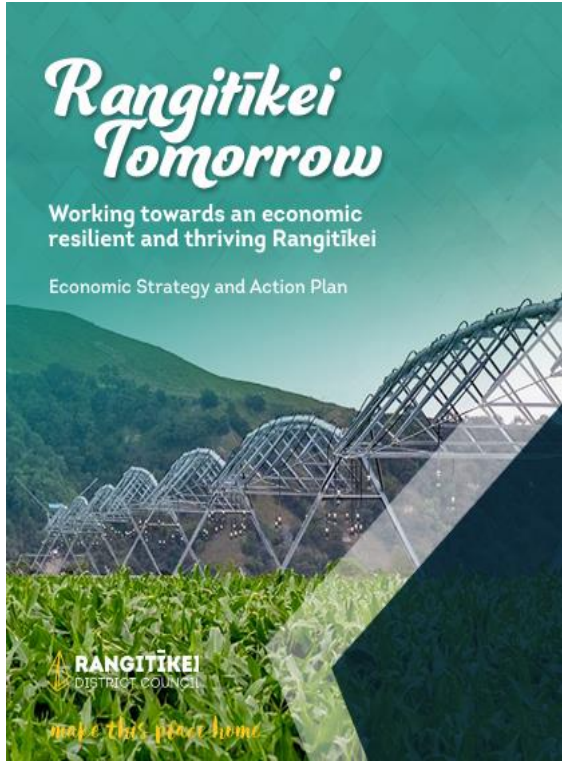


Where We've Been - Events

- Project Marton delivered key events for Marton
- Disbanded in 2021
- Risk of losing major events
- Council stepped in to ensure continuity



Strategic Framework



Tourism as an Economic Opportunity

- Generates \$21.6 million in Visitor Spending representing 2.5% of the Rangitikei economy
- Supports 375 jobs in Rangitīkei
- Represents 5.9% of total district employment
- Opportunity to increase visitor spending and economic activity
- Opportunity to strengthen the district's profile and identity, particularly given the current discussions around local government reform.



Why Council has a role

Government expectation	How RDC is Delivering or Planning To Deliver
Lead destination management	Implementing the Destination Management Plan and strengthening the district's tourism direction.
Promote the district	Delivering the Get Real campaign and transitioning to Rangitīkei Aotearoa.
Support events and local business	Delivering Council events and providing strategic support to community events.
Work in partnership	Collaborating with businesses, iwi, regional organisations and tourism operators.
Invest in visitor infrastructure	Maintaining and promoting parks, reserves, venues, trails and public facilities.
Ensure tourism benefits communities	Growing tourism in a way that supports residents, local businesses and the district economy.



What We're Delivering - Events & Event Support

- Delivering Marton Market Day and Marton Harvest Festival
- Supporting events that contribute to community wellbeing and economic activity
- Event Support Framework



What We're Delivering - District Promotions

- Golf, Cycling, Rafting, Fishing, Reserves/Walks
- Promoting the Rangitīkei story and visitor experiences through Get Real
- Neat Places District Promotion
- Focus on visibility of district and our natural assets and recreation



RANGITĪKEI DISTRICT PROMOTIONS & EVENTS | Our Journey so far

PHASE 1



BUILDING THE FOUNDATION 2017 – 2022

Council took on key partnerships and established the strategic foundation.

- ✓ 2017 – Council took over the MOU from Rangitikei Tourism
- ✓ 2021 – Took over the Project Marton MOU
- ✓ 2022 – Destination Management Plan (DMP) created
- ✓ Laid the groundwork for future growth in events and destination promotion.



PHASE 2



STABILISING & GROWING OUR EVENTS PROGRAMME 2023 – 2026

Focused on strengthening our signature events – and the results speak for themselves.

- ✓ Stabilised and strengthened our flagship events
- ✓ Grew attendance from 4–5,000 people to regularly attracting **7–10,000** people
- ✓ Built strong partnerships, improved operations and community engagement
- ✓ Established a clear Event Support Framework for consistent and transparent support



PHASE 3



DEVELOPING OUR STORY & IDENTIFYING OUR EDGE 2025

Investing in our district promotion story and understanding what makes us unique.

- ✓ Developed our district promotion story and brand identity
- ✓ Launching of the evergreen “Get Real” campaign
- ✓ Grew engagement across social channels
- ✓ Identified our competitive advantage: strategically located on SH1 with approx **16,000** vehicles per day and authentic adventures and experiences



PHASE 4



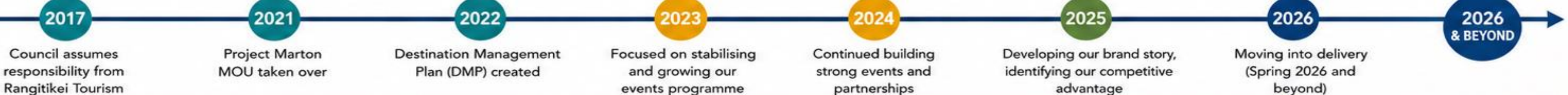
DELIVERING OUR DISTRICT PROMOTION 2026+

Moving from planning to delivery – bringing our story to life and growing awareness and visitation.

- ✓ Rollout of district promotion activity from Spring 2026
- ✓ More activity, partnerships and visibility
- ✓ Driving visitor growth, supporting local businesses and community outcomes



OUR JOURNEY TIMELINE



Our focus remains the same: delivering community value, growing our district's profile, and supporting economic growth. We're now moving into Phase 4 – delivering our district promotion work.

Where To Next

Our priorities:

1. Strengthen the Rangitīkei Aotearoa brand
2. Stronger connection between tourism and events
3. Promote seasonal visitor experiences
4. Support high-value community events
5. Strengthen partnerships with operators
6. Leveraging our location on SH1
7. Showcase local stories and culture
8. Strengthen regional partnerships

A stronger Rangitīkei- more visitors, thriving businesses, vibrant communities.





Ngā mihi, Thank you



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