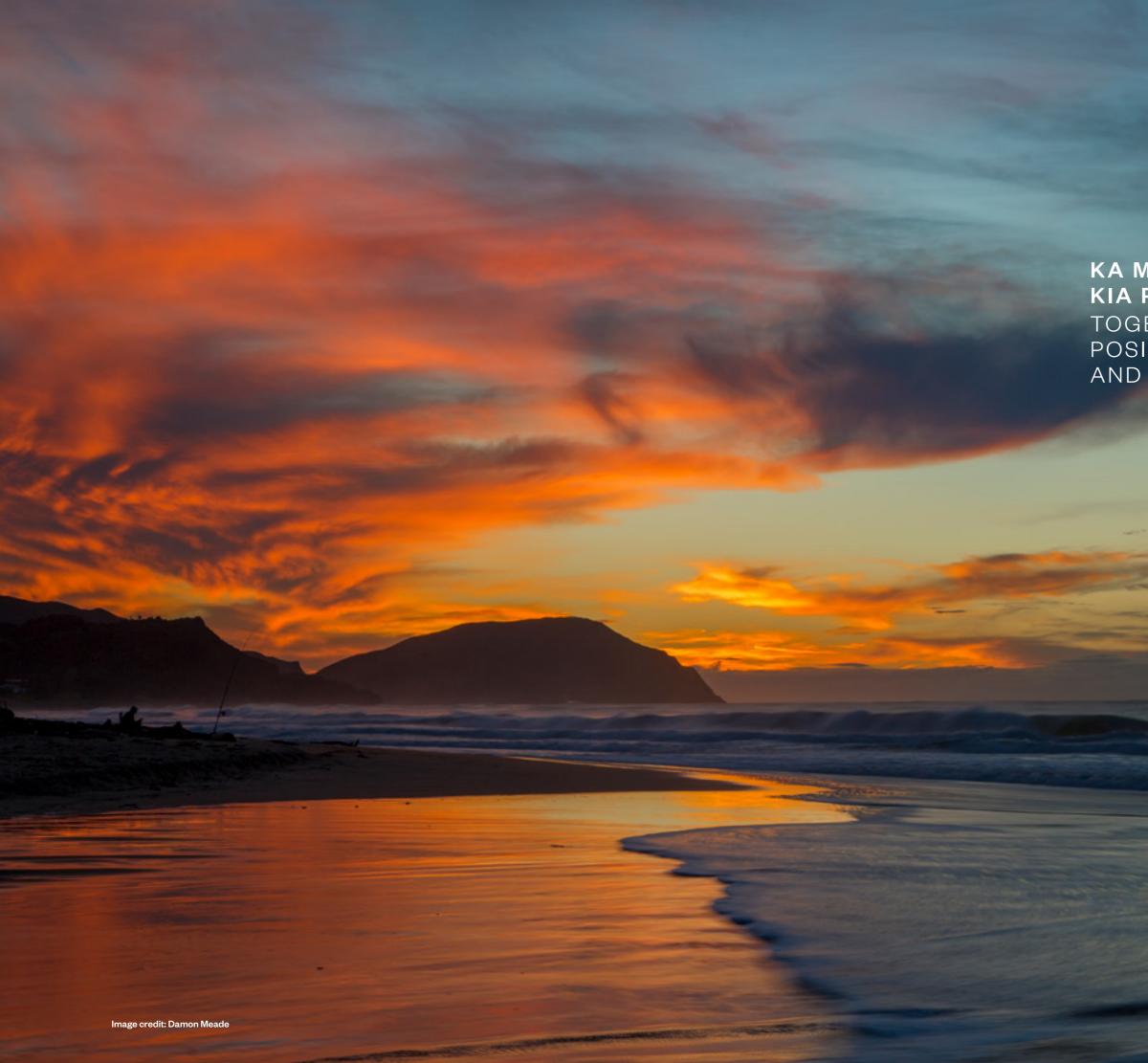
# HE TAU WHAKATUTUKI A YEAR OF ACTION



2019 ANNUAL REPORT TE PŪRONGO Ā TAU 2019



# KA MAHI NGĂTAHI, KIA TIPU, KIA PUĂWAI TE HĂPORI. TOGETHER, CREATING A POSITIVE, PROSPEROUS AND ATTRACTIVE COMMUNITY

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### PRIORITY TWO: GROWING OUR REGIONAL ECONOMY TE WHAKAURU RAWA, TAIMA HOKI HEI WHAKATIPU I TE OHANGA A TE ROHE ME TE GDP A IA TANGATA PART B - TOURISM IN TAIRĀWHITI

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### DISTRIBUTIONS

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# THE YEAR AT A GLANCE **HIGHLIGHTS**

### TŪ ORA AI TĀTOU

Living well together report and draft wellbeing framework developed

### **PRIORITY ONE**

### MAINTAINING A **FINANCIALLY** SUSTAINABLE TRUST

Whāinga Matua Tahi: Te Whakaū Tarati Whai Rawa

### **PRIORITY TWO**

### **GROWING OUR REGIONAL ECONOMY**

Whāinga Matua Rua: Te Whakauru Rawa, Taima hoki hei Whakatipu i te Ohanga a te Rohe me te GDP a ia Tangata

**PART A - ECONOMIC DEVELOPMENT** 

**PART B - TOURISM IN TAIRĀWHITI** 

# ILLION TOTAL TRUST FUND EQUITY

\$5 INCREASED TOTAL ASSETS MILLION

# \$18.9 MILLION **NET SURPLUS AFTER TAX**



**RETURN ON BEFORE TAX** 

# **BUSINESSES SUPPORTED**

# \$17 MILLION

Total investment in wood processing to date, leveraging over \$10M private investment and \$20M Government investment

LICENCE TO **WORK GRADUATES** 



JOBS CREATED TO DATE AT PRIME WOOD CLUSTER **CENTRE OF EXCELLENCE** 





**INCREASE IN ANNUAL VISITOR SPEND, HIGHEST IN NZ** 

# 4 QUALMARK

STANDARD OPERATORS, INCL. 2 GOLD, UP FROM 1 SILVER IN 2018

CRUISE SHIP VISITS, UP FROM 6 IN 2018





### **PRIORITY THREE**

### SUPPORTING OUR COMMUNITY

Whāinga Matua Toru: Te Tautoko ā-Hāpori, āna Rōpū me āna Rawa

# **\$10.6 MILLION** DISTRIBUTED



# **COMMUNITY GROUPS SUPPORTED** WITH DISTRIBUTIONS



# ARONGA WHAKAMUA **PURPOSE**



Image credit: Damon Meade

### THE TRUST WAS ESTABLISHED FOR THE FOLLOWING PURPOSES:

1. "To preserve the value of the capital of the Trust Fund having regard to the effect of inflation and profits and losses from time to time earned or sustained by the Trustees in the exercise of their powers and duties under this deed, or any other losses sustained by the Trustees.

2. To provide for the beneficiaries in such manner as the Trustees shall from time to time decide including, without limiting the generality of the foregoing:

(a) Paying for or subsidising the installation or maintenance of electricity reticulation or the supply of electricity in areas of the district where the Trustees, after taking such advice as they think fit and having regard to the cost of supplying

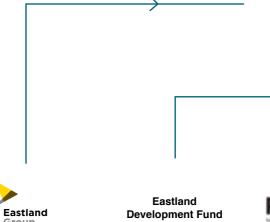
power to those areas, are of the opinion that the provision of those services by Eastland Group will not provide an acceptable commercial return to the Company except at a cost to the consumer of that electricity that is excessive having regard to the cost to the majority of consumers who are connected to the Company's electricity distribution system and who have similar load profiles.

(b) Supporting business, community and other initiatives which in the opinion of the Trustees are likely to encourage or sustain economic growth within the district that is or may be directly or indirectly for the benefit of the beneficiaries."

No Trust purpose stated in this clause shall be deemed to have greater significance than any other such purpose.

# OUR **STRUCTURE**

Driven by a Trust Deed, the Eastland Community Trust is committed to supporting our region through a Tairawhiti-centric wellbeing framework.



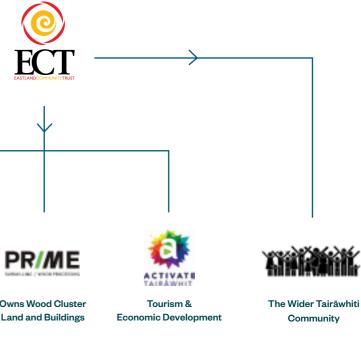
49.9 WGL.

**Regional Energy and** Logistics Company & Commerce Place **Owns Wood Cluster** Land and Buildings

### Maintaining a financially sustainable Trust

Powering a significant part of the Trust is our commercial arm, Eastland Group. They Continue to make record returns to ECT so this region and its communities see the benefit of the Trust, both now and well into the future.

### Growing our regional economy Through Activate Tairāwhiti, Prime and the Eastland Development Fund, the Trust drives economic development and tourism. We strive to create a region where business thrives, whānau have



access to sustainable and well-paid jobs and communities prosper.

### Supporting our community

Using a range of criteria, ECT supports projects and organisations that add value to the community. Build community resilience, capability, community assets and other special projects. This can also include projects and organisations linked to "growing our regional economy".

Introduction

# TĒNĀ KOU**TOU** KATOA

WE ARE PLEASED TO PRESENT EASTLAND COMMUNITY TRUST'S ANNUAL REPORT FOR THE 2019 FINANCIAL YEAR.



# HE TAU WHAKATUTUKI A YEAR OF ACTION

Last year we reported on what we termed, a year of consolidation and growth. This time around, we look back on a year of action.

A standout figure that illustrates this point is \$10.6m distributed by Eastland Community Trust to 103 community groups, businesses and entrepreneurs in our region, up from \$6.2m the previous year.

### TAIRĀWHITI WELLBEING

Our most significant project for the year and in the Trust's history, was a strategic review to deliver wellbeing ambitions in the Tairāwhiti Gisborne region. Trustees wanted to know if where they invest is making an impact or difference in our communities.

ECT studied the Trust's funding history and completed a literature review and horizon scan of 57 frameworks, both nationally and internationally. The resulting report, Tū ora ai tātou - Living well together, is the platform for ECT's commitment to an impact-focussed wellbeing framework.

Importantly, the report and community engagement to date tells us that a strong economy does matter. We know people want enough income to live the life they desire. They want good rewarding jobs, not just something that brings dollars in the door.

To date we have engaged with schools, iwi, service providers, agencies, whānau groups and businesses. Further engagement will include a public facing campaign asking our beneficiaries to "have your say".

### RELATIONSHIPS

ECT is nothing without strong relationships. We strive to maintain and build meaningful relationships with our communities and beneficiaries. Our Statement of Intent identified three key groups – Gisborne District Council (GDC), iwi and Eastland Group.

We continued to develop our relationship and activities with the GDC during the year. Collaborative projects included the Managed Aquifer Recharge trial, navigations project and Oneroa cycleway extension. ECT remain committed to developing meaningful and authentic relationships with iwi. During the year we have made efforts to grow and strengthen our relationships with iwi and participate in their key events and activities. While still a work in progress, we believe this is critical for our collective success.

We were also privileged to support the following;

- Launch of Tupapa: Our Stand. Our Story, the iwi of Tūranganui a Kiwa were connected through shared history and ancestry.
- The Te Ahikaa programme of Te Aitanga-a-Hauiti.
- The kaupapa on Te Hau-ki-Tūranga.
- The Pakeke programme in Muriwai
- The Maunga Hikurangi tourism proposition launched by Ngāti Porou.

Eastland Group continued to break records with \$12.1m paid to ECT for the future benefit of the region. We would like to acknowledge Eastland Group on this outstanding achievement.

### ACTIVATE TAIRĀWHITI

With \$1.9m invested in Activate Tairāwhiti, economic development remains at the heart of the organisation.

The Trust has continued to invest in the Prime Wood Cluster Centre of Excellence, \$17m to date, leveraged to attract more than \$10m from private partners and \$20m in PGF funding.

A measurable impact can be seen in the 71 jobs created by the cluster so far. In addition, for every direct job, we estimate two to three additional jobs are required in small to medium local businesses, supplying goods and services to the wood cluster.

The wood cluster is just one example, Eagle Flight Training and Straker Translations relocating here and tourism business development, also exemplify support of economic development, and there are plenty of others. Through the Business Growth Advisors, we continue to increase our offering to local businesses, supporting 130 businesses and sole traders.

A range of events added to this support including; Export Essentials, StartUp Weekend Tairāwhiti, Lean workshops, Tairāwhiti Gisborne TechWeek and PopUp Business School Tairāwhiti.

In the youth sector, the Licence to Work programme delivered an amazing 78 graduates from 11 local schools and training providers. Feedback from employers and students was so positive that we will expand the programme again in the coming year.

In our second year of tourism operations we are happy to report significant progress, with a \$1m investment by the Trust over the last financial year helping to deliver a 14 percent growth in total visitor spend in region.

Product development has been a priority with three new products to market and four new Qualmark awards.

Large scale events like the Tairāwhiti Gisborne Spirited Women All Women's Adventure Race, worked to showcase the region to thousands of visitors.

### RECOGNITION

We would like to acknowledge the long service of Trustee Michael Muir, who will retire at the end of June, for his significant contributions to the Trust during his tenure.

Thank you also to our Trustees and the Activate Tairāwhiti Board for their time and guidance. We will continue to work hard for the people of Tairāwhiti and support our region's aspirations.

We would also like to thank the ECT and Activate Tairāwhiti staff for collective their mahi.

Following the amalgamation of the economic development agency and regional tourism operator functions into the core trust role, the team have worked hard to not only adjust to change but deliver more services for our communities.

New staff have joined the team as the year has progressed with enthusiasm and a desire to make our region a better place to live.

### THE YEAR AHEAD

During the coming year we will release our strategic plan and findings from our extensive community engagement.

We will continue to reach far and wide with people, whānau and groups in our communities across our region, and build an authentic picture of our Tairāwhiti wellbeing aspirations.

In the coming year we will deliver;

- Community Wellbeing Measurement Framework.
- Distribution Decision Tool.
- Distributions Impact Evaluation Tool.

With further engagement, we will launch a new brand for the organisation, with the aim of better reflecting the region, and communicating who we are, our purpose and our relationships.

Other highlights from our statement of intent for the 2020 financial year include;

- Up to \$12m distributed or invested in the region.
- \$5m in funding for a new airport terminal.
- Release of the Tairāwhiti Economic Action Plan refresh.
- Deliver city centre vibrancy functions with the amalgamation of Heart of Gisborne.
- 300 jobs filled by Activate Tairāwhiti partners with up to 80 additional jobs at the wood cluster.
- 100 students graduate Licence to Work.
- Actively support 120 local businesses.
- Work with iwi to fulfil their tourism aspirations and grow five new Māori tourism enterprises.

The balance of income beneficiary distribution now and into the future, and preserved trust equity, is a key consideration we are constantly assessing. We feel we are well placed to achieve the Trustees' ambition of distributing \$120m over the next six years.

Gavin Murphy CEO

Paul Reynolds Trustee, Chairmar

# YOUR EASTLAND COMMUNITY TRUST TRUSTEES

### DR PAUL REYNOLDS



### QSO, Biochemistry PhD

Born and raised in Tairāwhiti, ECT Chairman, Paul Reynolds is also Landcare Research Deputy Chair, AgResearch Acting Chair and Our Land, Water National Science Challenge and Sir Peter Blake Trust Chair.



### Te Aowera/Te Aitanga-a-Mate, LLB

Passionate about tribal and community development, Te Rau Kupenga is Te Amokura Consultants' Principal Consultant and a Te Rungananui o Ngāti Porou and Ngā Taonga Sound and Vision Board Member.

# MENG FOON

**BA lwi and Environmental Management** Mayor Meng Foon holds a range of community positions. He is an NZ Chinese Association Board Member and Aotearoa Social Enterprise and Art in Public Places Trust Chair. Meng is Council's elected ECT Board Member.



### OBE, BCom, FCA

Michael Muir's involvement in business and community includes a range of governance positions. He is currently The Gisborne Herald Managing Director, a Chelsea Hospital Trust Trustee, Tairāwhiti Museum Chair and Newspaper Publishers Association (NZ) Board Member.

### DR JILLIAN CHRISP



### Social Science PhD

Jillian Chrisp is partner in a consultancy company facilitating community, national and international development projects in New Zealand and the Asia Pacific, including with the United Nations and the Asia Pacific Forum of National Human Rights Institutions.



### QSO, JP

John Clarke is a former Mayor of Gisborne, Waikohu County Council Chair and Eastland Group Director. Born in Tairāwhiti, spending most of his career here, John is currently The Sunrise Foundation and New Zealand Wine Growers Chair.



### BCom/Law

Ailsa Outhbert is the Associate Director for Dragon Capital Group Ltd - largest investor in the Vietnamese stock market. She has 30 years' experience in financial markets in Asia, and is Board Chair of Wainui Beach School.

# ACTIVATE TAIRĀWHITI **BOARD**

### MATANUKU MAHUIKA



Ngāti Porou/Ngāti Raukawa, LLB (hons) Matanuku Mahuika is a Kahui Legal Founding Partner, Ngāti Porou Holding Company Limited Chair, New Zealand Geographic Board Member and a Te Runanganui o Ngāti Porou Trustee Company Limited, NZ Merino Company Limited and Eastland Group Director.

### GAVIN MURPHY

# WORFHI

### BE(Civil)

ECT Chief Executive Gavin Murphy, is an Activate Tairāwhiti, WGL and EDFL Director and Hauora Tairāwhiti Board Member. He previously worked for Eastland Group and headed projects in the utility sector in New Zealand and offshore.

# JOHN RAE

### BCom/Law

John Rae's management and directorial career spans across banking, investment, venture capital, technology, infrastructure, construction and engineering sectors in NZ and abroad. Corson Group Chair, Eastland Group Director and PGF Independent Advisory Panel are among his current positions.

# MICHAEL



OBE, BCom, FCA

Michael Muir's involvement in business and community includes a range of governance positions. He is currently The Gisborne Herald Managing Director, a Chelsea Hospital Trust Trustee, Tairāwhiti Museum Chair and Newspaper Publishers Association (NZ) Board Member.

# JOHN CLARKE

### QSO, JP

John Clarke is a former Mayor of Gisborne, Waikohu County Council Chair and Eastland Group Director. Born in Tairāwhiti, spending most of his career here, John is currently The Sunrise Foundation and New Zealand Wine Growers Chair.





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# HY COMMUNITY ELLBEING?

Following a strategic review in February 2018, ECT committed to a work programme to understand and develop Tairāwhiti Wellbeing. Trustees wanted to know if where they were investing is making an impact or difference in our communities. They wanted a Tairāwhiti-centric framework that could be embedded into the operations and culture of the Trust and across all ECT investment and distribution decision-making processes.

# "IT'S THE **MOST IMPORTANT** BODY OF WORK IN OUR HISTORY"

- Chairman, Dr Paul Reynolds.

### WHAT IS COMMUNITY WELLBEING?

Community wellbeing is best understood as the 'middle-scale' measure of wellbeing that sits between individual and national wellbeing. ECT identified three common themes that appear across a range of definitions for community wellbeing:

- That community wellbeing is the fulfilment of the needs and aspirations of people to flourish: both at an individual and collective level.
- That these needs and aspirations encompass several domains of community life such as social, economic, cultural, environmental and political.
- The needs and aspirations and their fulfilment are subjective; that is, they will reflect different norms, values and belief systems of individuals and communities.

For the purposes of this project, our definition of community wellbeing is "the experience of living well together in community, in a way that matters to the members of the community", or put more simply, "Tū ora ai tātou - Living well together".

### SETTING A PLATFORM

From March – December 2018 Doctor Brigid O'Brien and ECT Community Engagement Manager Audine Grace-Kutia, studied the Trust's funding history and completed a literature review and horizon scan of wellbeing frameworks. The resulting report - Tū ora ai tātou - Living well together, is the platform for ECT's commitment to an impact-focussed community wellbeing framework.

Tū ora ai tātou - Living well together outlines 57 frameworks both nationally and internationally. It provides insights to how communities, Non-Governmental Organisation and governments around the world grapple with and develop a way to define and then measure wellbeing, in a way that is relevant to them. The draft wellbeing framework provided by the report starts with two high-level areas - people and place, and then detailed sub-categories such as; income adequacy and employment, children's and mental health wellbeing, community and close relationships, and environmental quality and sustainability.

"The Tū ora ai tātou report – including its draft wellbeing framework - is the first of its kind, tailored specifically to us and our region." - Chief Executive, Gavin Murphy.

### ENGAGING OUR COMMUNITIES

ECT research confirmed that higher degrees of community participation are associated with greater wellbeing outcomes. Known as a 'bottom up' approach - the Trust has been working towards a collaborative and co-designed community wellbeing framework, tailored to our region.

A key objective for our community engagement therefore, is to ensure we reach far and wide into our communities, to encourage participation and build an authentic picture of our communities' wellbeing aspirations.

ECT staff have been working with our communities to ask three research questions;

- · What does community wellbeing mean to you?
- What are the factors that influence community wellbeing?
- If you were to notice positive change happening, what would this look like?

Community engagement involves interactive activities and discussions around what wellbeing means to this region. To date engagement has included schools, iwi, service providers, agencies, whanau groups and businesses.



Draft Tairāwhiti wellbeing framework

### WHERE TO FROM HERE?

On completing the significant community engagement phase, ECT will have a strong base to develop a Community Wellbeing Impact Measurement Toolkit comprising:

- Community wellbeing measurement framework: to qualify and quantify Tairāwhiti-centric CWB framework and its determinants.
- Distribution decision tool: a structured CWB-centric approach to distributing income and making investments.
- Distributions impact evaluation tool: a formal way of measuring the impact of ECT distributions and investments on OWB and its determinants.

Tū ora ai tātou will be used alongside ongoing community engagement to determine how ECT distributes up to \$120 million over the next six years, for the best possible Tairāwhiti community outcomes. "It is vital the community have their say. As a community trust we want to create priorities and make decisions that benefit all of Tairāwhiti and decisions we know Tairāwhiti communities want, need and are backing."

- Community Engagement Advisor, Erina Hurihanganui

Eastland Community Trust Annual Report 2019

# MAINTAINING A FINANCIALLY SUSTAINABLE TRUST

**\$5** 

8.6%

### WHĀINGA MATUA TAHI: TE WHAKAŪ TARATI WHAI RAWA



# MILLION INCREASED TOTAL ASSETS

# \$18.9 MILLION NET SURPLUS AFTER TAX



# EASTLAND COMMUNITY TRUST **FINANCIAL HIGHLIGHTS**



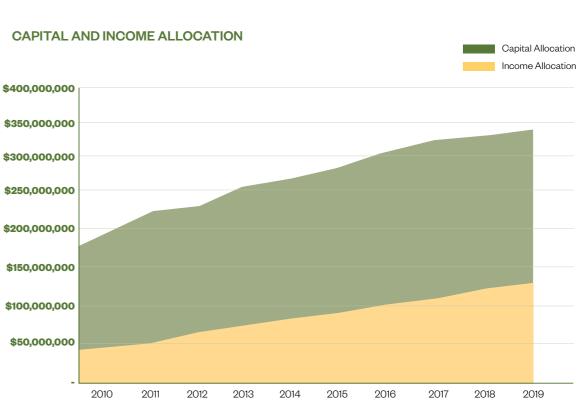
Image credit: The Gisborne Herald

The Eastland Community Trust continues to manage the Trust capital through a sustainable approach to income distribution and risk management. Our net surplus after tax of \$18.9m, and equity of \$333.4m means we are well placed to grow the income beneficiary allocation in the coming years.

Our primary commercial arm, Eastland Group, continued to break records with \$12.1m paid to ECT, a \$2m increase from the 2018 financial year. Eastland Group profit increased \$2.5m to \$20.1m, in large part due to new geothermal power plant, Te Ahi O Maui, commissioned late 2018. The aim of this investment is to create strong, long term returns for the Trust and ultimately our community. The team at Eastland Generation and Eastland Group are to be congratulated on this significant achievement.

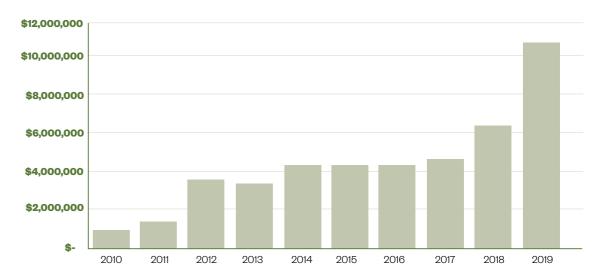
The Trust's passive investment portfolios with Craigs and Forsyth Barr, continue to show steady growth with better than expected returns.

The balance of income beneficiary distribution, now and into the future, and preservation of Trust capital is a key consideration we are constantly assessing. Trustees have an ambition of distributing up to \$120m over the next six years, while preserving the Trust capital. We are confident that with sound stewardship of our investments, alongside a community wellbeing distribution tool, we will have the right means to ensure this taonga is invested for the future, as well as distributed for meaningful, maximum impact, for the beneficiaries in our region.



The Trust is established in part to preserve the value of the capital of the trust fund having regard to the effect of inflation and profits and losses from time to time. Each year, Trustees determine the amount preserved as capital for the capital beneficiary (Gisborne District Council) and that available for distribution to income beneficiaries.

### TOTAL DISTRIBUTIONS 2010-2019



Over the past 10 years the Trust's approach to distributions has evolved markedly - enabling ECT to impact the economic, social, and cultural life of our region. Although the 2018/2019 financial year saw a significant increase in distributions to \$10.6m, Trustees have an ambition to increase this further, projecting up to \$120m in distributions over the next six years.

# EASTLAND GROUP: ANOTHER **RECORD-BREAKING YEAR**



# NEW GEOTHERMAL PLANT POWERS UP

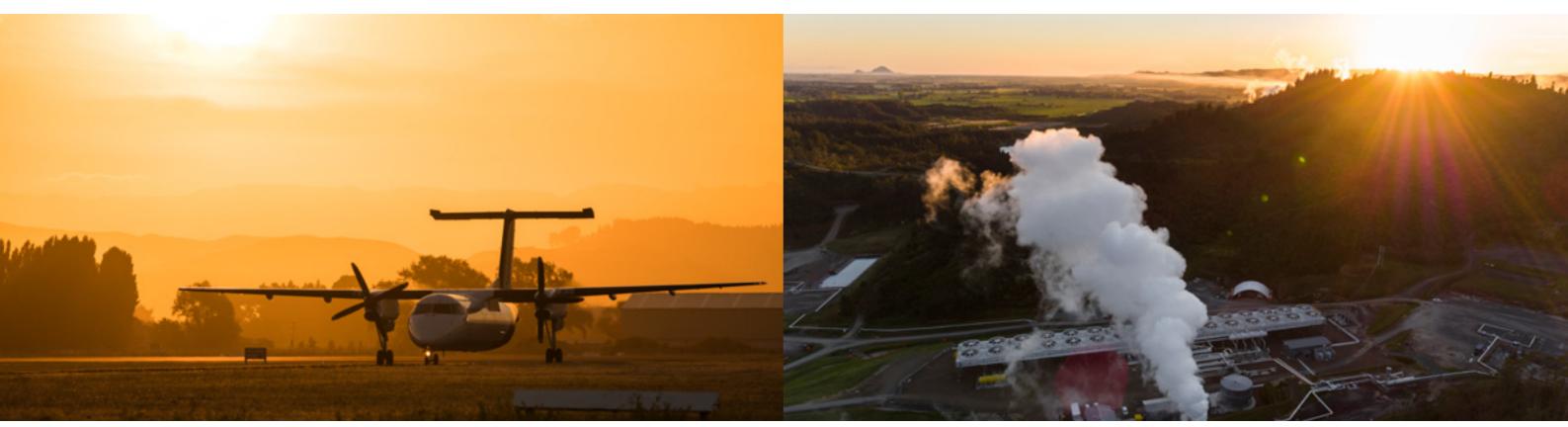


Image credit: Strike Photography

EASTLAND COMMUNITY TRUST IS THE SOLE SHAREHOLDER OF EASTLAND GROUP. AS THE TRUST'S COMMERCIAL ARM, EASTLAND GROUP RETURNED \$12.1 MILLION IN DISTRIBUTIONS TO THE TRUST IN THE LAST FINANCIAL YEAR

"While we are a commercial organisation, we are community owned, and we see the distributions that we make as important to the growth and development of our community."

- Eastland Group Chief Executive, Matt Todd.

Eastland Group is entrusted with running essential regional infrastructure efficiently and profitably – including Eastland Network, Eastland Port and Gisborne Airport. They're also investing in a portfolio of renewable energy.

In the year end 31 March 2019, Eastland Group's businesses delivered a record profit of \$20.1m, up from \$17.6m previously. Income rose to \$97m.

At the end of the financial year, they began work on the iconic new Gisborne Airport terminal. This has received significant commitment from ECT in the next financial year and a grant from the Provincial Growth Fund.

Eastland Group also continues to explore the future of emerging technologies and engage the community through Electric Village. This year, they also introduced the Mates in Tairāwhiti workplace suicide prevention programme. IT'S BEEN A BIG YEAR FOR EASTLAND GENERATION, WITH TE AHI O MAUI OFFICIALLY SYNCHED TO THE NATIONAL GRID, OCTOBER 2018

It's the country's first major renewable power plant in almost four years, now generating around 25MW of renewable energy, enough to power around 25,000 homes.

Image credit: Strike Photography

The Te Ahi O Maui geothermal power plant in Kawerau has been Eastland Group's biggest infrastructure project in history.

After receiving approval to proceed from ECT in 2016, foundation works began early in 2017. On October 1 2018, Te Ahi O Maui synched to the national grid - a step in the right direction regarding Government's aim to have 90 percent of electricity generated in New Zealand, derived from renewable energy sources by 2025.

The project's been delivered in partnership with the Kawerau A8D Ahu Whenua Trust. Their kaupapa ensures that people operating on their whenua respect and look out for the land and those working alongside them.

The aim of this investment is to create strong, long term returns for ECT and ultimately our community.

## BUSY YEAR For the port

### KEEPING THE LIGHTS ON



EASTLAND PORT HAD ANOTHER EXCELLENT YEAR, ACHIEVING AN ANNUAL THROUGHPUT OF JUST UNDER 3 MILLION TONNES OF CARGO

Eastland Port is a vital enabler of the Tairāwhiti economy. They continue to plan for the future, to be able to meet the requirements of the thriving, local logging, horticultural and agricultural industries. Image credit: Strike Photography

Aside from processing nearly 3 million tonnes of cargo in a year, Eastland Port also set a new one-day cart-in record and processed a record 316,700 tonnes of cargo in a single month.

Cargo consisted of logs, fertiliser, fish, kiwifruit and squash. This was achieved despite the impacts of floods in June 2018.

They completed the upgrade of the Pier 3 Marina in time for the region's largest ever roster of 15 cruise ships, continued work on the new Wharfside Log Yard, started development of a new Titirangi Maunga walking track, and continued working with the Gisborne District Council on the Inner Harbour redevelopment.

Environmental initiatives included the completion of an award-winning stormwater treatment system and an ongoing partnership with Sustainable Coastlines. EASTLAND NETWORK CONTINUE TO MAINTAIN A SECURE POWER SUPPLY FOR THE REGION WHILE MEETING PRICE-QUALITY REGULATIONS

Together with the Business Development and Energy Solutions teams, Eastland Network are considering what the future demand of electricity looks like, and how our region will generate and use power.

Image credit: Cinema East

Eastland Network had a steady 12 months and despite several major storms, achieved full compliance with price-quality regulations once again. Network pricing is reviewed annually and must comply with the Commerce Commission's Default Price Quality Path Determination requirements.

They continued with their ongoing, multimillion dollar programme of maintaining and upgrading assets across Gisborne, Wairoa and the East Coast, to ensure a secure power supply for the region.

They sponsored the Eastland Network Science and Technology Fair, which saw more entries, from more schools than ever before.

They've teamed up with Eastland Group's Electric Village, Tairāwhiti's home of new energy, on a long-term programme to help people understand their power bills. They've also been conducting a long-term solar trial, with the results currently being analysed.

# GROWING OUR REGIONAL ECONOMY

PART A - ECONOMIC DEVELOPMENT

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TE WHAKAURU RAWA, TAIMA HOKI HEI WHAKATIPU I TE OHANGA A TE ROHE ME TE GDP A IA TANGATA



# \$17 MILLION

Total investment in wood processing to date, leveraging over \$10M private investment and \$20M Government investment

LICENCE TO WORK GRADUATES

JOBS CREATED TO DATE AT PRIME WOOD CLUSTER CENTRE OF EXCELLENCE

## STRONG ECONOMIC ACTION

There's a lot to be optimistic about when it comes to the regional economy and Activate Tairāwhiti is supporting businesses to continue this great performance.

As the regional economic development agency - funded by the Eastland Community Trust with support from Gisborne District Council, technology, entrepreneurship and continued business support has been our focus this past year.

### STARTUP WEEKEND TAIRĂWHITI

Startup Weekend saw 10 teams and more than 80 people, take business ideas to commercial reality in the space of 54 hours. An intense experience, with the overall winner Hinerupe Marae, demonstrating the commercial opportunities that exist within our region's unique tourism sector.

### TAIRĀWHITI GISBORNE TECHWEEK

New Zealand Trade and Enterprise opened Techweek with Hack Tairāwhiti. As part of Hack, eight Māori and local businesses - supported by Te Puni Kōkiri - combined with local tech talent and expertise from Amazon, Microsoft and Datacom, to solve real business problems. Over 90 people participated, from as far afield as Silicon Valley.

The region really embraced the opportunity to explore how technology will shape our future and we look forward to building on Techweek's regional presence.

Techweek also marked the opening of Launch! Coworking, the region's newest coworking and entrepreneur space.

### POPUP BUSINESS SCHOOL TAIRĀWHITI

PopUp Business School was another highlight. The twoweek, free course had 68 graduates and a transfer of real 'how to run a business' knowledge and expertise.

We were thrilled to bring PopUp to Tairāwhiti, it's a high energy, international initiative and a fantastic way for those who are time-short, to jumpstart their business.

### TAIRĀWHITI ECONOMIC ACTION PLAN

Activate has been facilitating a refresh of the Tairāwhiti Economic Action Plan - He Huarahi Hei Whai Oranga, due to be released August 2019. The refresh involves better alignment with the region's Māori Economic Development Report and increased environmental and social outcomes.

### ACTIVATE TAIRĀWHITI BUSINESS GROWTH ADVISORS

As always, one of our biggest highlights is the brilliant work Activate Business Growth Advisors do, coupled with the Business Mentor NZ programme.

In the last financial year, our Advisors worked one-onone with 130 businesses and sole traders, including 11 successful Economic Investigation and Research Fund applications. Activate is now responsible for administering the EIR fund, via ECT.

Other initiatives included Export Essentials and Lean workshops, all different vehicles with the same destination – supporting business owners and managers to grow and develop their businesses.

### AWARDS SEASON

Tairāwhiti Gisborne's high calibre and success rate was reflected in the Hawke's Bay Exporter of the Year Awards.

Activate decided to broker entry for our local business sector for the first time, as we believed the platform was a great opportunity for local businesses to compare themselves to a wider, like-minded business sector.

Cedenco, Pultron and First Fresh all took out awards, with Cedenco receiving top honours as Exporter of the Year proof that the people Tairāwhiti businesses employ are the best. Some well-deserved congratulations to all who took part.

Activates's support for local business recognition continued, with organising participation in the 2018 Westpac Gisborne Business Excellence Awards, rigorous judging processes ensure an award win is a prestigious accolade.



### THE NEXT GENERATION

Overall as a region we are growing and that means a need for talent. Activate is investing heavily into youth facing initiatives to feed this need.

Licence to Work is one of the initiatives we are most proud of at Activate, bridging the gap between youth and employment. The Young Enterprise Scheme is another talent development tool Activate supports.

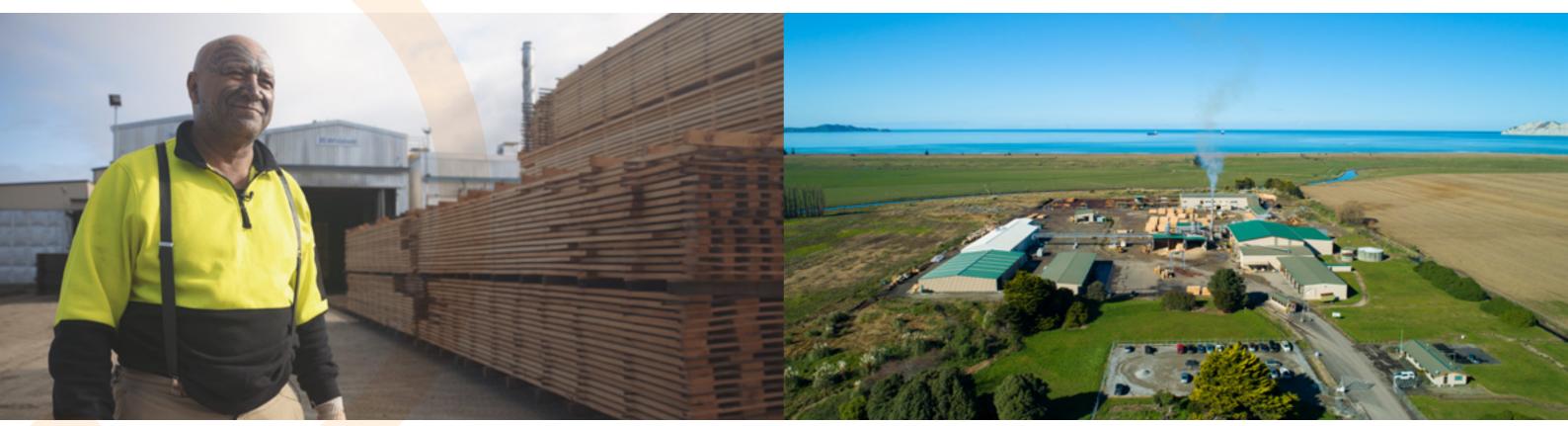
YES and Licence to Work students undoubtedly represent the next generation of Aotearoa's business and community leaders.

If these students are the future, then Tairāwhiti Gisborne is in safe hands.

Image credit: Cinema East

## RISING FROM THE EAST

# INNOVATIVE BY NATURE



PART OF THE PRIME WOOD CLUSTER CENTRE OF EXCELLENCE, FAR EAST SAWMILLS OPERATES OUT OF THE PREVIOUSLY DECOMMISSIONED PRIME SAWMILL, PURCHASED FROM THE EASTLAND COMMUNITY TRUST, MARCH 2018

"You've got to really get on with the other people in this grand chain, from when the logs arrive, to when we ship them out - it's awesome."

- Far East Kiln Heat Plant Operator Hemi Houkamau.

Image credit: Cinema East

Since April 2018, Far East Sawmills has created 51 local jobs and processed over 40,000 logs.

ECT owns the Prime site land, purchased for \$7.4 million in 2015. Activate Tairāwhiti is working to develop the overall cluster with relevant, collaborative companies.

In true ECT fashion - he tangata, he tangata - it is the people that matter most, those working hard each day, bringing the mill back to life.

51 jobs represent 51 people and whānau in our community, which makes Prime a contributor to regional wellbeing.

"The people, they're like family and it's mean." - Far East Sawmills Grader Susanna Campbell EASTLAND COMMUNITY TRUST FIRST INVESTED IN WET GISBORNE LIMITED (WGL) IN 2016, SO FAR 20 JOBS HAVE BEEN CREATED WITH ANOTHER 15 IN THE WORKS

The goal of ECT's investment in WGL is to utilise advanced manufacturing design to lift the technology deployed in Tairāwhiti and transfer its use to other local industries.

Image credit: Cinema East

In 2016, work began building the first demonstration line for an Optimised Engineered Lumber (OEL<sup>TM</sup>) plant at the Prime Wood Cluster Centre of Excellence.

The fully automated, zero-carbon manufacturing system is now up and running and moving into commercial production.

Due to its innovative nature, WGL's 20 employees range in profession from electricians to engineers and robotics specialists.

The next step is an additional production line, with substantial enhancements learned from the first, which will employ another 15 people.

Future operations will allow smart plants – that process all logs and each part of each individual log - to be near or beside plantations in the region, resulting in added value and supporting the region's move to a more circular economy.

## COMPETE AND PROSPER

## LAUNCH! COWORKING



Image credit: Cinema East

WHETHER IT'S GROWTH, FUNDING, PROFESSIONAL DEVELOPMENT OR MENTORSHIP YOUR BUSINESS NEEDS, ACTIVATE TAIRĀWHITI'S BUSINESS GROWTH ADVISORS ARE YOUR ONE-STOP-SHOP

In the last financial year, Activate distributed \$148,000 in capability vouchers to local businesses. Business Growth Advisors (BGA) exist to enable businesses to compete and prosper.

BGA's work via the national Regional Business Partner Network, their support comes via several avenues, whether it be; business planning, attracting capital, accessing grants, national networks of skills and expertise through Callaghan Innovation and New Zealand Trade and Enterprise (NZTE), or business development services via capability voucher funding.

NZTE's Capability Development Voucher Scheme can pay for up to 50 percent of company training costs and is open to all businesses from one-man bands and sole-traders, to small-to-medium enterprises.

BGAs also run or fund in-region events to better assist the business sector, the latest roster included; Export Essentials, StartUp Weekend Tairāwhiti, Lean workshops, Tairāwhiti TechWeek and PopUp Business School.

Clients are encouraged to join the RBP Business Mentor Programme via our BGAs, featuring 16 local mentors who provide one-on-one advice and coaching. OPENED MAY 2018, LAUNCH! COWORKING IS TAIRĀWHITI GISBORNE'S GO TO COWORKING, TECH AND INNOVATION HUB

"Good space to work away from home, where you can meet likeminded people. Also good value." - Jason Gerrard

Image credit: Keepa Digital

Launch! Coworking is a joint venture between Activate Tairāwhiti and Ngāti Porou Holdings, funded by the Eastland Community Trust.

The space services multiple needs, as an extremely costeffective, subscription-based stop-gap for businesses getting established in region, a stepping stone for small businesses and a skill-sharing space for entrepreneurs and sole traders. It's also a lot of fun.

Launch! members have access to printing, meeting and video conference rooms, high speed internet, a kitchen and coffee machine, and members only events. Plus additional business support and resources via Activate, in an inclusive environment that vigorously cultivates success.

"Perfect for early stage companies or business owners new to Gisborne, looking to connect with fellow business owners!" – Frederique Irwin

### SHARING THE CARING

# ENGINEERING FOR LIFE



Image credit: The Gisborne Herald

\$10,000

AWARDED TO AWHI TREE, FOR SETUP AND PILOT GROUP COSTS

"It's a low-cost option that works to Tairāwhiti's strength of community connectedness."

- Awhi Tree Co-founder, Marianne Gillies

Awhi Tree is a community-based holiday care programme.

Parents register, join a group and take turns at "sharing the caring", by using their day or time off to look after the group's children.

Ahwi Tree is the result of Startup Weekend Tairāwhiti – sponsored by Activate Tairāwhiti.

Co-founders Stephanie Temple and Marianne Gilles were awarded \$10,000 from Activate's Economic Investigation and Research Fund, to help get Awhi Tree off the ground.

(The EIR Fund is for ground breaking business ideas that need further viability or feasibility testing).

"It's a low-cost option that works to Tairāwhiti's strength of community connectedness. Happy staff work more efficiently, if you take away a stressor, it'll benefit employers too. If we want to see impact in social and economic areas, we need to acknowledge the link and work on finding a solution together. We think Awhi Tree is part of the solution." – Awhi Tree Co-founder, Marianne Gillies CIVIL ASSIST OWNER/OPERATOR ANDREW LAWTON, ON HIS INVOLVEMENT WITH LAUNCH! COWORKING AND ACTIVATE'S BUSINESS GROWTH ADVISORS, AND BUSINESS MENTOR PROGRAMME

### "Working with Activate has greatly impacted my business journey."

- Civil Assist Owner/Operator Andrew Lawton

Image credit: The Gisborne Herald

This financial year Andrew Lawton went part-time on his long-term job with Tairāwhiti Roads, to see if he could hack it on his own. The result is Civil Assist, tagline: Engineering for Life.

Mr Lawton started Civil Assist at Launch! Coworking, which took away the burden of the startup phase. He's now grown the business to two FTEs and three part-time staff.

Along the way, Mr Lawton worked with Activate Tairāwhiti Business Growth Advisors and a Business Mentor, via our Regional Business Partner connection.

"Working with Activate Tairāwhiti has greatly impacted my business journey. I've had massive support from John Pittar, my Business Mentor, we have weekly meetings, he's driven me to succeed and is absolutely part of the team. Having him onboard has given me the knowledge and confidence to lots of things I wouldn't have otherwise.

"I honestly pinch myself, it's a dream come true." - Civil Assist Owner/Operator Andrew Lawton

## AOTEAROA'S **TECH HUB**

## REMIXING FITNESS



# \$150,000

TO STRAKER TRANSLATIONS, TO ASSIST WITH MOVING AND SETUP COSTS IN TAIRĀWHITI GISBORNE. 12 NEW JOBS CREATED

"We're are really happy with our move to Gisborne. It also shows that global companies can be based in the regions of NZ."

- Straker Translations Chief Executive, Grant Straker

Image credit: Supplied

The potential for our region as the nation's tech hub is unmatched. With advances in technology, people can now work from almost anywhere, including Tairāwhiti, with a great pace of life, people, sun, sand, surf and wine.

Case in point, Straker Translations, who following Tairāwhiti Gisborne Techweek 2018's Hack Tairāwhiti, have setup an office in-region.

With more than 140 employees across 14 locations worldwide, Tairāwhiti is the latest addition to the Straker ranks.

Starting with two employees relocated from their Auckland head office, The Tairāwhiti branch has grown to 12 – including seven locals who've taken up positions. They've also moved from Launch! Coworking to their own CBD office, in anticipation for another eight employees to join the company by 2020. REMIX FITNESS STUDIO, POSITIVE VIBES AND CHANGING LIVES

### "Working with Activate has been awesome. Business can be a lonely game and having an agency to connect you to the right people and avenues is huge."

- Remix Fitness Studio Co-owner, Gary Nepe

Image credit: The Gisborne Herald

In 2017, Gary and Keriana Nepe decided after a decade away, it was time to move home.

A qualified personal trainer and house surgeon respectively, moving home meant the creation of Remix Fitness Studio.

Remix opened March 2018 and runs six different classes, updated quarterly. Their modus operandi is positive vibes that make a real impact in people's lives.

The Nepes got involved with Activate's Business Growth Advisor services early on, using NZTE's Capability Development Voucher Scheme for Xero and business growth training with HPY, and attending PopUp Business School.

"We were plateauing a bit, PopUp helped us look at different approaches to networking. It was great to be in an environment where everything was so optimistic.

## COMMERCE PLACE SET TO EXPAND

# HIGH VALUE HORTICULTURE



OUR VISION FOR COMMERCE PLACE IS THAT OF A WORLD-CLASS LIGHT INDUSTRIAL BUSINESS PARK, FOR INNOVATIVE AND GROWING COMPANIES

Commerce Place is part of our investment into growing the regional Economy.

Image Credit: Keepa Digital

Purchased by the Eastland Community Trust in 2012, Commerce Place is part of our investment into growing the regional Economy.

At the end of the financial year, two tenants resided at Commerce Place, Sonic Surf Craft NZ and one other, who had purchased a site prior to ECT's investment.

Work from the same period is set to result in four more businesses joining Commerce Place by the end of 2019, creating an additional 38 jobs, an exciting result for the Activate Tairāwhiti Commercial Team.

Located on State Highway 35 – a major transport route in and out of the city - the benefits and potential of Commerce Place are many; industrial zoning, sealed roadways, power, water and waste onsite, just four kilometres from the city centre.

Tenants must demonstrate a contribution to the ECT community wellbeing objectives to take up residency, with flexible section development options available; lease, buy and lease-to-buy.

# \$27,791

TO ZIGGY ARDOR FOR RESEARCH INTO CULINARY AND MEDICINAL SAFFRON PRODUCTS

"Picked up some of this Honey while in Gisborne over Christmas and New Year. Fabulous taste, definitely the best I've come across." - Martin McGuane

Image credit: The Gisborne Herald

A 2016 visit to Tairāwhiti Gisborne, with its laidback vibes and booming horticultural sector, impressed Hailey Heathwaite. She'd been researching unique crops for some time and decided Tairāwhiti was the place to be, and saffron, the crop to grow.

Activate's Business Growth Advisors helped Ms Heathwaite with business assessments and an introduction to the NZ Food Innovation Network.

She also received \$27,791 from Activate's Economic Investigation and Research Fund (The EIR Fund is for ground breaking business ideas that need further viability or feasibility testing).

Since then, Ziggy Ardor has won a 2018 NZ Food Producers Award Silver Medal for earth products.

Today Ziggy Ardor's full offering includes corns, spice boards, gift boxes and utensils, honey and saffron sales, as well as crop consultancy services.

# **INNOVATION THAT'S GOOD FOR TAIRĀWHITI**

# JUMPSTARTING **SUCCESS**



Image credit: Cinema East

**TECHWEEK IS AN ANNUAL NATIONWIDE** FESTIVAL OF INNOVATION THAT'S GOOD FOR THE WORLD. BORN IN 2012, 2018 WAS THE FIRST YEAR TAIRĀWHITI **GISBORNE TOOK PART, JOINING 11** OTHER REGIONS ACROSS THE NATION

"I love how a number of the Hack challenges are taking on social and environmental issues and promoting Māori culture to the rest of the world..."

- Microsoft Technical Evangelist Matt Simpson

Aotearoa's technology and innovation sectors are growing rapidly and Techweek fosters this growth.

It works by regions hosting events - in Tairāwhiti's case, headed, co-sponsored and coordinated by Activate - to profile how technology can be used to lift communities, support local development and problem solve.

Techweek also aims to raise the profile of local tech careers and outcomes.

Our 2018 roster featured 12 events from artificial intelligence and big data, to Rocket Lab's latest exploits and Hack Tairāwhiti - a Māori hackathon, attended by global tech titans Microsoft and Amazon.

"With the cloud and technology today - the tyranny of distance is no longer for NZ, nor for the regions. People have the ability to develop, code and work from anywhere." - Microsoft Technical Evangelist Matt Simpson

POPUP BUSINESS SCHOOL TAIRĀWHITI WAS A FREE TWO-WEEK CRASH COURSE, TO FACILITATE AND LAUNCH NEW LOCAL BUSINESSES

"Amazing opportunity to network with other start-up businesses and entrepreneurs who've got brilliant ideas." - Shelly Longdill

Image credit: Cinema East

PopUp Business School was a high energy, high octane course aimed at jumpstarting small businesses, start-ups and entrepreneurs into market.

With more than 80 registrations - 50 percent Māori the course covered everything from accounting and marketing, to web design and networking.

Brought to the region and facilitated by Activate Tairāwhiti, PopUp was free to attend, thanks to co-sponsorship by Te Puni Kōkiri, Xero and the Ministry of Social Development.

PopUp culminated in a tradeshow, which gave participants an opportunity to showcase their products and what they had learned

"I've learned to take the first step, to have the courage to move forward." - Lloyd Donnelly

"I learned heaps of technical knowledge and skills. Now I'm backing myself and I can see the value in the business I want to launch." - Shelly Longdill

### THE FUTURE **OF BUSINESS**

# LICENCE TO WORK THE REAL DEAL



Image credit: The Gisborne Herald

# \$30,000

TO THE GISBORNE CHAMBER OF COMMERCE, FOR THE TAIRĀWHITI GISBORNE YOUNG ENTERPRISE SCHEME (YES) PROGRAMME

"It was my first time getting involved in business. I learned what's required to run a business, and how to manage, it was a wicked experience."

- GrowHydro Chief Executive Maddie Wilson

Activate Tairāwhiti's vision is that every child in-region has a strong economic future, YES is one piece of this puzzle.

A Lion Foundation programme, YES provides students with practical and financial skills, and a competitive, future advantage.

Every year, teams of senior students set up and run real businesses - Tairāwhiti students have proven to be some of the best in the country. In 2018 Gisborne Girls' High School student and YES business Project Ataahua Chief Executive Nitha Vashti, was named national YES CEO of the year, out of 915 teams.

Project Ataahua also won a national excellence award for arts and culture.

Other businesses to emerge from YES 2018 include GrowHydro, creating a solar powered, hydroponic garden wall. WITH 18 HOURS OF EMPLOYABILITY AND WORK-READINESS SESSIONS, 10-20 HOURS OF VOLUNTARY WORK AND A MINIMUM OF 80 HOURS OF WORK PLACEMENT WITH LOCAL EMPLOYERS PER STUDENT, LICENCE TO WORK MEANS BUSINESS

### "As a business, the programme appeals to us because it gets future employees ready for work."

- Universal Engineering Co-owner/operator Phil Matthews

Image Credit: Keepa Digital

Activate Tairāwhiti's Licence to Work (LTW) programme is taking students from placement to employment.

Aimed primarily at 15 to 18-year-olds, LTW celebrated a successful second year with 78 graduates in October 2018, from 11 local schools and training providers.

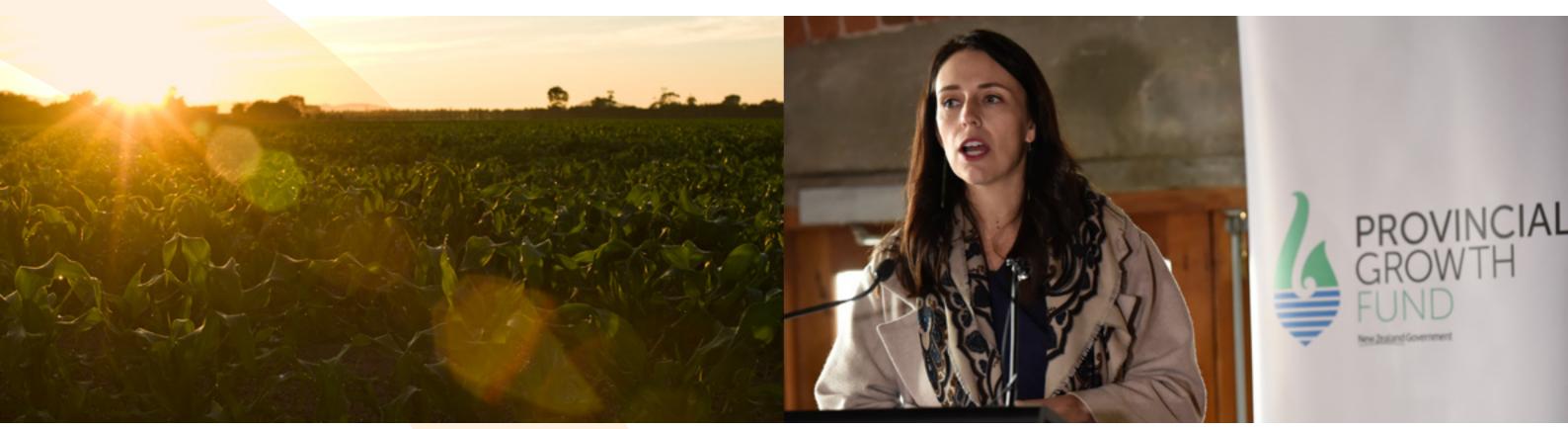
Among them was year 12 student, Hunter Shields, who at the end of his placement with Universal Engineering Ltd, was offered an apprenticeship.

"I decided to do LTW because I was interested in metalwork. I decided to get some proper work experience, so I went to Universal. I don't really like school, so I wanted to get a trade. I'm stoked to have this opportunity." – Universal Engineering Apprentice, Hunter Shields

"The community service and workplace hours they do, really gets them motivated and sets them up for the future." - Universal Engineering Co-owner/operator Phil Matthews

# ENGAGING WITH OUR BUSINESS SECTOR

# GROWTH FOR TAIRĀWHITI



51 BUSINESSES SURVEYED
14 KEY QUESTIONS
A 43-PAGE REPORT AND FOUR TO-DO LISTS

What stood out was the need for Activate Tairāwhiti to take a big picture, holistic view of the regional economy and wider society. Image credit: Strike Photography

The Business Engagement Survey was designed to better gauge what Tairāwhiti wants and needs from Activate, the Gisborne Chamber of Commerce and Gisborne District Council.

Questions ranged from, "what are the region's commercial advantages?" to, "what are the main barriers to business growth?"

Answers clearly outlined the perceived pros and cons of in-region business and with four to-do lists - one each for businesses, Activate, Chamber and Council – and where to go from here.

What stood out was the need for Activate to take a big picture, holistic view of the regional economy and business support. This is something we strive to do already.

There are always ways we can improve and the survey highlighted some of those areas for us, which is fantastic.

The survey was a joint project with Chamber. The full report is available on the Activate Tairāwhiti website.

IN SEPTEMBER 2018, PRIME MINISTER JACINDA ARDERN ANNOUNCED THAT A PROVINCIAL GROWTH FUND INVESTMENT OF \$152.7 MILLION HAD BEEN EARMARKED FOR TAIRĀWHITI BY THE GOVERNMENT

"Tairāwhiti offers a unique quality of life, combined with genuine business and economic opportunities..." - Prime Minister Jacinda Ardern Image credit: The Gisborne Herald

The PGF aims to lift productivity by increasing resources for existing sectors and facilitating investment into new sectors.

Projects to receive funding reflect Tairāwhiti Economic Action Plan priorities.

The figure will be split at \$152.7m for safer and more resilient transport connections; \$801,000 for forestry projects that create jobs and opportunity, including \$500,000 for the Prime Wood Cluster Centre of Excellence (as the first component of \$20m committed in February 2018), \$13.3m for tourism projects, and more than \$1m for food and beverage sector projects.

The Trust, via Activate, played a key role in connecting our region with decision makers and, along with regional leaders we hosted the PGF Independent Advisory Panel in July to present a regional overview and tour key regional organisations who had submitted proposals.

"Tairāwhiti offers a unique quality of life, combined with genuine business and economic opportunities. However, it faces significant infrastructure challenges, high unemployment and lower productivity" - Prime Minister Jacinda Ardern

# REFRESHED AND BETTER ALIGNED

# ONLINE AND CROSS-PLATFORM



Image credit: Damon Meade

THE CULMINATION OF PUBLIC, INDUSTRY AND IWI CONSULTATION, THE TAIRĀWHITI ECONOMIC ACTION PLAN - HE HUARAHI HEI WHAI ORANGA (TEAP), IS ALL ABOUT REGIONAL ECONOMIC DEVELOPMENT.

### "Including Tairāwhiti Māori economic development aims in the refresh has been a key priority..."

- TEAP Steering Group Co-Chair Herewini Te Koha

The original TEAP was released in February 2017, the same month as the Tairāwhiti Māori Economic Development Report, led by Kimihia He Oranga.

A refresh conducted by the TEAP Steering Group, is due for completion August 2019. The refresh aims to better align the two documents for a truly best for region approach.

It's also an opportunity to celebrate progress made so far, with 16 out of 54 actions now complete.

ECT is represented on the TEAP Steering Group by Chief Executive, Gavin Murphy, and Activate Tairāwhiti General Manager Economic Development, Steve Breen, with Activate managing the refresh process.

"Including Tairāwhiti Māori economic development aims in the refresh has been a key priority. There's a raft of new actions to lift Māori land productivity and rural infrastructure and focus on inclusive and sustainable economic growth." – TEAP Steering Group Co-Chair Herewini Te Koha

# **\$7500** TO IN GIZZY FOR STARTUP COSTS

### "For those starting out like myself, the fund is invaluable. PopUp was a massive confidence boost..."

- In Gizzy Founder, Kirsten Morris

Image credit: The Gisborne Herald

In Gizzy is an online, cross-platform directory for Tairāwhiti Gisborne businesses.

Founded by Kirsten Morris - with over a decade's experience in advertising - the site uses search engine optimisation, in conjunction with social media to boost business prominence. Business registration costs depend on the level of corresponding social coverage.

Mrs Morris attended PopUp Business School to further her business acumen. She also received a \$7,500 distribution from Activate's Economic Investigation and Research Fund, to help with startup costs.

(The EIR Fund is for groundbreaking business ideas that need further viability or feasibility testing).

"The EIR Fund has given me the opportunity to work on building an audience and add value for future businesses. PopUp was a massive confidence boost, it has really given me the tools I needed to just go for it." – In Gizzy Founder, Kirsten Morris

# GROWING OUR REGIONAL ECONOMY

PART B - TOURISM IN TAIRĂWHITI

TE WHAKAURU RAWA, TAIMA HOKI HEI WHAKATIPU I TE OHANGA A TE ROHE ME TE GDP A IA TANGATA

14%

4 QUALMARK STANDARD OPERATORS, INCL. 2 GOLD, UP FROM 1 SILVER IN 2018

Image credi Ellen Mary Tay

TAIRĀWHITI GISBORNE he first light



5 CRUISE SHIP VISITS, UP FROM 6 IN 2018



Eastland Community Trust Annual Report 2019

## TOURISM TAKES OFF

It was a year of milestones for tourism in Tairāwhiti Gisborne.

For starters, May 2018 marked one year for Activate Tairāwhiti as the Regional Tourism Organisation.

We celebrated with the fastest growing year-on-year tourism spend nationally - according to the Ministry of Business innovation and Employment, up 14 percent to \$155 million.

Operating under the Tairāwhiti Gisborne brand, the upwards trend continued.

Fast forward to January 2019, MBIE figures again showed a consistent 14 percent year-on-year growth, still the nation's largest and more than three times the national average of four percent.

As of year-ending March 2019, total visitor spend for the region sat at \$165m, up 10 percent compared to the year prior and well ahead of the nation's overall three percent growth.

This upwards trend is built on preceding foundations laid by earlier RTO activity, coupled with an overall investment in tourism activities by the Eastland Community Trust, via Activate, of \$1m, from March 2018-March 2019.

It's an investment we are confident will see us as a region continue to build on these positive statistics.

Tourism has had strong growth nationally and is now one of our largest exports as a country, so we are not alone in the increase in activity, what's fantastic is being so clearly present in that space.

We know the key to building a strong regional tourism industry, is to develop unique, authentic visitor experiences that showcase the best of Tairāwhiti. In the last 12 months, Activate has prioritised product development, as part of its focused strategy to grow the value of the visitor economy.

Shortly after the financial year ended, three new tourism businesses and one already established, received coveted Qualmark endorsements. The only business in-region to already have a Qualmark endorsement, retained theirs.

We also attended major tradeshows TRENZ and eXplore in 2018, acting as the regional brand: Tairāwhiti Gisborne's official international market debut.

Large scale events like the Tairāwhiti Gisborne Spirited Women All Women's Adventure Race, worked to showcase the region to 1000s of visitors and provide immediate cash injections, alongside the long game that is product development.

Tourism is an important contributor to the regional growth agenda, led by the Trust's investment in Activate as the regional economic development agency.

Operations are largely driven by ECT's Tirohanga Vision 2025 to 'Actively invest capital and time to create thriving businesses that enhance jobs and income levels'.

As a community trust, economic development agency and regional tourism organisation, we recognise the importance of tourism as a catalyst for economic development.

New money into the Tairāwhiti economy from visitor spend, will work to improve overall business performance throughout the region. The injection helps create an economic environment for sustainable employment and unlocks additional employment opportunities.

It has been an exhilarating and as always busy year, but the hard work has just begun. We are excited to see what the future holds for tourism in Tairāwhiti Gisborne. The sky's the limit.



Image credit: Te Runanganui o Ngāti Porou/Strike Photography

# TRICKS OF THE TOURISM TRADE



Image credit: Supplied

ACTIVATE TAIRĀWHITI ATTENDED NEW ZEALAND'S PREMIER TOURISM TRADESHOWS FOR THE FIRST TIME AS THE REGIONAL TOURISM OPERATOR IN 2018, DEBUTING THE TAIRĀWHITI GISBORNE REGIONAL BRAND

Activate staff and local businesses in attendance spoke to more than 100 influential domestic and international 'buyers' or agents. Activate Tairāwhiti made its debut as the Regional Tourism Organisation at two major tradeshows in 2018.

TRENZ and eXplore are 'must attends' for those looking to push their region to the global market, the tradeshows also marked the official debut of the Tairāwhiti Gisborne regional brand to international buyers.

Local tourism operators Dive Tatapouri, Ridge House, Cycle Gisborne and Motu Trails attended eXplore, with Dive Tatapouri and Portside Hotel attending TRENZ.

Across the two shows, Activate staff and local businesses in attendance spoke to more than 100 influential domestic and international 'buyers' or agents.

Connections were also forged with domestic and international media, as well as major tourism stakeholders including Tourism New Zealand and Tourism Industry Aotearoa.

Overall response from both trade shows proved extremely positive. As is the nature of tradeshows, the outcomes of pitching to buyers will start to take effect in the coming years.

# DIVE TATAPOURI

### RETAINED SILVER QUALMARK

"TRENZ has definitely been a valuable and insightful tradeshow for Dive Tatapouri, with the support of our wonderful regional tourism team. The buyers were very intrigued and excited about both our product and our region. The relationships forged have been worthwhile and beneficial, the reach that TRENZ offers truly is unmatched."

- Dive Tatapouri Co-owner/Operator, Chris Savage

# SPIRITED ADVENTURE



Image credit: Photos4sale

\$30,000

AND EVENT SPONSORSHIP TO DARE 2 SWEAT EVENTS LTD FOR THE TAIRĀWHITI GISBORNE SPIRITED WOMEN ALL WOMEN'S ADVENTURE RACE OPERATIONAL COSTS, AND EVENT ENHANCEMENT

"I've been singing your praises as a must-visit destination since our return home..." - Tom, Thames threw gumboots and leapt off bridges at the 2019 All Women's Adventure Race. In total, 405 teams of four completed short, medium and long courses, 24 teams were local.

More than 1600 spirited women hiked, trekked, kayaked,

Regional benefits included a major economic boost estimated at a minimum of \$1.5 million in visitor spend, plus operational costs, as well as platform to showcase our region to NZ and beyond.

"First time in Gisborne, fantastic way to see what's on offer. I'll definitely be back with hubby and kids - thank you Gisborne." – Sharlene, Rotorua

"I've been singing your praises as a must-visit destination since our return home. We and many friends and family are planning future visits. Well done Gizzy for hosting an amazing event and showcasing your region." - Tom, Thames

"Credit to ECT and Tairāwhiti Gisborne. They're doing incredible things for this region." – Adventure Race Director, Neil Gellatly

Strike Photography

astland Community Trust Annual Report 2

# MAUNGA HIKURANGI EXPERIENCE

### GOLD QUALMARK RECIPIENT

"Ngāti Porou have aspirations to share their living culture with the world in a uniquely Ngāti Porou way. Understanding the tourism industry better is key to success and the support of Activate Tairāwhiti has helped pave the way for us to confidently invest, resource and succeed in the tourism industry." - Ngāti Porou Holdings Company Programme Manager, Brett Johnston

Eastland Community Trust Annual Report 2019

## HELPING YOU PROMOTE TAIRĀWHITI



THE PAST YEAR HAS SEEN THE TOURISM TEAM LAUNCH A BRAND, IMAGE AND VIDEO ASSET LIBRARY FOR FREE USE

We wanted to ensure we're ready and able to visually showcase the absolute best of the region across all tourism, business promotion and marketing opportunities. Image credit: BackpackerGuide.NZ

The consistent use of great quality and 'on-brand' visual assets that represent Tairāwhiti Gisborne, is a highly effective and important means of promoting the region, building brand recognition and ultimately inspiring people to live, work and visit here.

Activate has therefore created an asset library for our tourism marketing and economic development partners to utilise.

The material is available for the purpose of marketing and promoting the Tairāwhiti Gisborne region as a destination – promoting our region must be the primary usage, and users are granted approval on a case-by-case basis.

It's a great toolkit for the region and one we will continue to develop and add to.

Now live at www.tairawhitigisborne.brandkit.io.

# NAKA VOYAGERS **Tairāwhiti**

### GOLD QUALMARK RECIPIENT

"Working closely with Activate Tairāwhiti allowed us to reach a high standard, and ultimately be certified with a GOLD Qualmark. A huge mihi to all involved, including the support of the Eastland Community Trust." – Waka Voyagers Tairāwhiti Chief Executive, Te Aturangi Nepia-Clamp

## CRUISING IN TO THE SEASON



WITH AN INCREASE FROM SIX TO 15 CRUISE SHIP VISITS, IT WAS A BUSY FIRST CRUISE SEASON FOR TAIRĀWHITI GISBORNE AS THE REGIONAL TOURISM ORGANISATION

An extremely positive figure that reflects our growing tourism offering, is the number of passengers coming ashore, having pre-booked experiences with local tourism operators, at 30 percent. Image credit: The Gisborne Herald

More than 20,000 passengers came ashore during the 2018-2019 cruise season.

Of the 19 scheduled visits, 15 went ahead, up a staggering nine visits from six last season.

New Zealand Cruise Association's Cruise Tourism's Contribution to the New Zealand Economy 2018 report, forecast a national economic value of \$695 million for the 2018-2019 cruise season.

Regionally, the report estimates a value-add of \$6m to Tairāwhiti Gisborne's economy.

In terms of infrastructure, Eastland Port's installation of Pier 3 made for safe and seamless docking, a hotly anticipated project, given the major jump in cruise visits.

As always, the highlight of the cruise season was the kaitiakitanga, aroha and professionalism shown by local volunteers in their roles as regional ambassadors.



# CYCLE GISBORNE

### BRONZE QUALMARK RECIPIENT

"Cycle Gisborne is incredibly grateful for Activate Tairāwhiti supporting us for our Qualmark. The process is beneficial for businesses as it makes you take a critical look at your business systems. We look forward to implementing recommendations over the coming months." – Cycle Gisborne Owner/ Operator, Katrina Duncan

# NEW LOOK AND FEEL FOR I-SITE



THE GISBORNE I-SITE VISITOR INFORMATION CENTRE SOFT REFURBISHMENT HAS BEEN GOING WELL, WITH MORE EPIC CHANGES TO COME

Technological changes have also been in the works, staff and product providers have upskilled, switching to consistent online booking systems to create a more cohesive regional approach. Image credit: The Gisborne Herald

The Gisborne i-SITE Visitor Information Centre began a long-awaited soft refurbishment this financial year, including an interior paint job and the introduction of new manager, Hana Edwardson.

The transition to more local-centric products has begun, Mokoira merchandise is now available, alongside pounamu from our local Stone Studio.

New chill out areas are on the way, with free wifi for visitors and i-SITE staff can now sell Evolution and Unity Theatre, Eventfinda and i-Ticket tickets.

New systems are now monitoring how many people walk through the doors and where they come from - a great tool that will enable us to better understand how customers are using the i-SITE.

The refurbishment will continue throughout 2019, with a new look in and outside still to come.

# ILBIKE Ventures

### SILVER QUALMARK RECIPIENT

"We've been fortunate to receive a very high level of support from Activate Tairāwhiti during our start-up phase. We look forward to strong growth for the region in the tourism sector, to which we believe the on-going support of Activate will play a major role." - Railbike Adventures Managing Director, Geoff Main

# HALF A CENTURY

### MAUNGA **TO MOANA**



Image credit: Dscribe Media

# \$20,000

AND EVENT SPONSORSHIP TO SURF LIFE SAVING NEW ZEALAND, FOR THE EASTERN REGIONAL SURF LIFESAVING CHAMPIONSHIPS EVENT COSTS AND ENHANCEMENT

"Surf Life Saving New Zealand is excited to partner with Tairāwhiti Gisborne, to showcase everything the region has to offer..."

- SLSNZ Eastern Region Sport Manager, Mark Inglis

For the first time in its 57-year history, SLSNZ's EROs were held at Tairāwhiti Gisborne, complete with more than 500 competitors, their supporters and two metre swells.

From an economic standpoint, large events like the 2019 ERCs are a definite positive for our region, with the national championships held here in 2018, providing an estimated \$1.6 million spend.

The ongoing success of the national rendition taking place in-region every three years, has provided a trustworthy track record for other major events to come to Tairāwhiti.

SLSNZ was also pleased to partner with a regional backer like the Eastland Community Trust, via the Tairāwhiti Gisborne brand.

"Surf Life Saving New Zealand is excited to partner with Tairāwhiti Gisborne, to showcase everything the region has to offer and why Gisborne remains one of the premier national surf life saving event venues." - SLSNZ Eastern Region Sport Manager, Mark Inglis EVENT SPONSORSHIP TO KAUPOI ADVENTURES, FOR OPERATIONAL COSTS AND RACE COLLATERAL FOR THE MAUNGA TO MOANA MULTISPORT ADVENTURE RACE

### "We are really grateful for their (Activate Tairāwhiti) support. It's awesome to be able to shed light on what beauty we have here..."

- Kaupoi Adventures Owner/Race Founder, Keelan Poi

Image Credit: Kayla Dalrymple

They conquered the maunga and made it to the moana, all in a day's mahi for Maunga to Moana competitors.

The first public Maunga to Moana race, saw 30 competitors tackle a 20 km hike up and down Maunga Hikurangi, 25km bike and 5km run to the sea at Tuparoa.

With competitors from all over the country, the event showed the immense potential for Tairāwhiti to host locally owned, adventure races.

"This is a great opportunity for Tairāwhiti to be put on the map for adventure racing and tourism. I believe that with the right backing and support, this event can bring in big numbers to the smaller communities on the East Coast, along with economic benefits to our whānau here."

- Kaupoi Adventures Owner/Race Founder, Keelan Poi



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**Tū ora ai tātou** Living well together report and draft wellbeing framework developed

ge credit: The

0

EC

# \$10.6 MILLION DISTRIBUTED





INCREASE IN FUNDS DISTRIBUTED

# HEAT **MY WHARE**

# A LEGACY **OF OUR OWN**



# **\$1.6 MILLION**

TO SMART ENERGY SOLUTIONS, TO HEAT AND INSULATE 2320 TAIRAWHITI **GISBORNE HOMES** 

"As a solo mum, this was an amazing service. If it wasn't available there is no way I could afford to insulate my home..."

- Heat My Whare Recipient, Rebecca

It's simple: warm, dry whare mean happier and healthier whānau.

Heat My Whare is a joint programme between the Eastland Community Trust and Government's Warmer Kiwi Homes initiative. It will ensure that over 2000 low-income homes across Tairāwhiti, are heated and insulated over the next four years.

Funding tiers are income based, meaning some homeowners will pay as little as \$300 for a full whare fit-out.

The links between warm homes and positive health outcomes are well documented. A prime regional example is a similar insulation programme the Trust funded in 2011; one result was a remarkable drop in rheumatic fever rates.

"As a solo mum, this was an amazing service. If it wasn't available there is no way I could afford to insulate my home. I'm happy my daughter and I will be warm for the winter and hopefully it will stop us getting sick too." - Heat My Whare Recipient, Rebecca

# **\$1.5 MILLION**

TO THE TE HĀ SESTERCENTENNIAL TRUST, FOR THE TE TAIRĀWHITI **ARTS FESTIVAL** 

### "The festival is expected to be a legacy event that continues to contribute to the region culturally, socially and economically for years to come..."

- Te Tairāwhiti Arts Festival Director, Tama Waipara

Image credit: Keepa Digital

A celebration of New Zealand culture and diversity, and it all starts with whānau day.

With around 70 live performances, from more than 400 national and international performers and an estimated 1000 to 2500 visitors, the inaugural Te Tairāwhiti Arts Festival will have the region buzzing.

The visitor estimate alone equates to 2000 to 7500 visitor nights and \$1m to \$5m in economic benefit.

Our \$1m dollar partnership with the festival includes hero event, the Eastland Community Trust Manu Aute Kite Day a family-centred, free event at the Gisborne Soundshell.

"The festival is expected to be a legacy event that continues to contribute to the region culturally, socially and economically for years to come. By 2021 we hope to have established an iconic event that showcases this region and celebrates the very best of all that we are as New Zealanders."- Te Tairāwhiti Arts Festival Director, Tama Waipara

## HELP FOR HOSPICE

## IWI AND COMMUNITY



Image credit: The Gisborne Herald

# **\$1 MILLION**

TO HOSPICE TAIRĀWHITI, TO GO TOWARDS NEW BUILD

"The funding news buoyed the whole organisation. It is just huge, just amazing. This is extremely important for the future of Tairāwhiti..."

- Hospice Tairāwhiti General Manager, Barbara Grout

As a community trust, it's our responsibility to make decisions that tautoko and improve the Tairāwhiti Gisborne region. Due to the ageing population we know staff and our communities — patients, whānau and friends — deserve, and most importantly need, upgraded, future-proofed hospice facilities.

An estimated \$3.1 million is needed overall for the new build, which will include outpatient, clinical and multi-purpose education areas. It is due for completion by October 2020.

ECT has contributed \$1m, more than doubling the \$950,000 already in the kitty. Hospice will source the remaining funding from other organisations and community members.

"It really means we can progress with the initial plans that will give our community a building that will meet its current and future needs." – Hospice Tairāwhiti General Manager, Barbara Grout

## \$660,000

TO TE AITANGI A HAUITI CENTRE OF EXCELLENCE FOR TE AHIKAA

An iwi and community approach to commemorate the dual heritage and shared futures of Aotearoa New Zealand.

Image credit: The Gisborne Herald

Uawa was the site of the first significant positive exchange between Māori and Pakeha in 1769.

A range of historical, contemporary and environmental activities have taken place in recent years in Uawa and abroad, organised by Te Aitanga a Hauiti, with Te Ahikaa – a seven-part project proposal for Tuia 250 – being the latest.

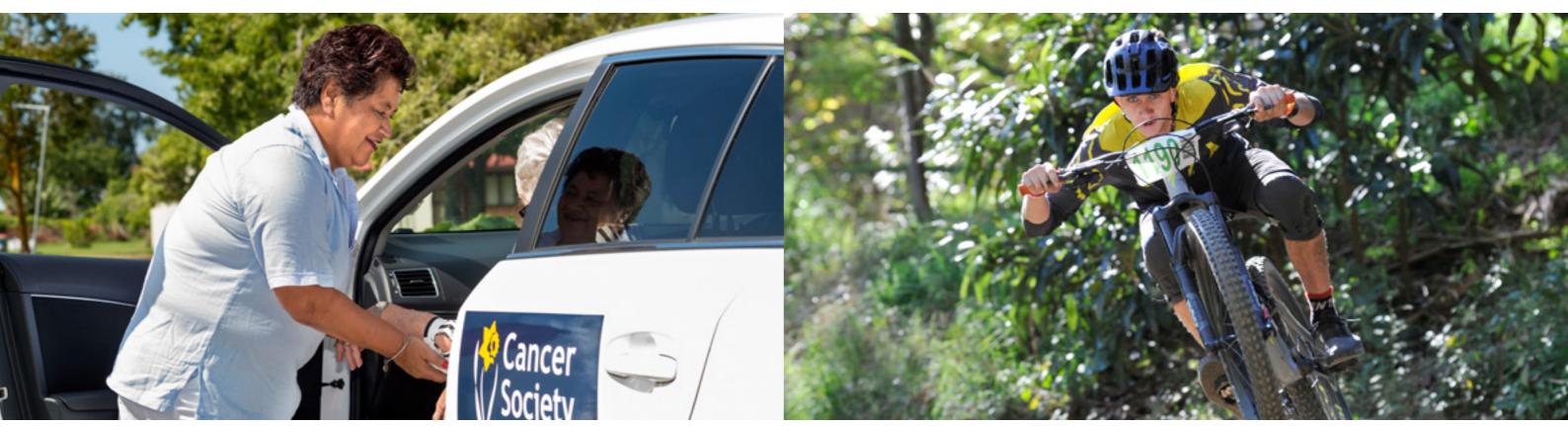
One key priority project is Beacons of Light - Te Pourewa, a 12 metre sculpture, beautifully lit at night. Other projects encompass the environment, local history, marae pou, education and a youth leadership programme.

Te Ahikaa commemorations and events broaden the 2019 Sestercentennial commemoration of the first meeting beyond Turanga and present a unique narrative.

The benefits are many; enable our communities to be educated on the history of our region, generate tourism activity and boost the economy.

## SUN RISING ON A **BETTER TAIRĀWHITI**

## WORLD CLASS **AND PURPOSE BUILT**



# \$400,000

TO THE SUNRISE FOUNDATION, FOR OPERATING COSTS OVER FOUR YEARS

### "We appreciate the immense support ECT has given us, it's been key to our early success..."

- Sunrise Foundation Executive Director, Glenda Stokes

Image credit: Markus Brunner

The Sunrise Foundation supports community groups, organisations and initiatives that awhi our communities, like the Gisborne East Coast Cancer Society and Victim Support Tairāwhiti.

Sunrise launched in 2014. As per their operating model, just one percent of each donation goes towards operating costs, the rest they invest, retaining the capital and generating income for grants.

While it's a huge positive that 99 percent of all donations go direct to the community, it presents some challenges in running the Foundation in its early stages.

Therefore, the Eastland Community Trust contributed funds specifically for operating costs, so Sunrise could focus on the brilliant mahi they do, until they have grown large enough to be self-sufficient.

"We appreciate the immense support ECT has given us, it's been key to our early success, as we strive to build a powerful taonga for our community for generations to come." - Sunrise Foundation Executive Director, Glenda Stokes

## \$129,000

TO THE GISBORNE MOUNTAIN BIKE CLUB, TO UPGRADE THE WHATAUPOKO **RESERVE - FOX STREET TRAILS** 

### "We see a lot of young families and people coming out to ride that weren't really mountain bikers previously, now we have a purpose-built facility."

- Gisborne Mountain Bike Club President John Harris

Image credit: The Gisborne Herald

Something for everyone at any level, is the aim of the Whataupoko Reserve - Fox Street Trail upgrade.

Eastland Community Trust supports several outdoor initiatives, including Tupapa Trails, Motu Trails and the Waikanae to Waipaoa and Matawhero Cycle Trail.

The Fox Street Trails provide a professionally built, inner-city facility, for the community to enjoy mountain biking as a sport and for fun.

The trails can also be walked safely, for those looking for a nature escape in their own back yard.

"They've done a great job. It's one of the best tracks I've seen and I've been all over the place. They are the ideal trails." - Chris Gerber, Switzerland (Trained for the Swiss Epic on the Fox Street Trails)

## KA PAI Community

## FULL TUMMIES FOR TAMARIKI



## \$79,980

TO KA PAI KAITI INC. FOR COMMUNITY SUPPORT PROGRAMMES

"There is a lot of need for what we offer and it would be near impossible for us to run without the strong support of community organisations..."

- Ka Pai Kaiti Board Chair, Lizz Crawford

Image credit: The Gisborne Herald

Whānau days, championing anti-gambling and anti-drug causes, Kings Chess Club, support programmes, a community garden and community meals, these are just some of the exceptional services Ka Pai Kaiti provides.

Started in 2000, Ka Pai Kaiti's kaupapa is to make Kaiti an even better place to live. Their activities have expanded to include overall community advocacy, a wide range of support programmes and whānau-friendly events that help the entire Tairāwhiti Gisborne region.

As far as creating a more positive, prosperous and attractive community, Ka Pai Kaiti exemplifies this like no other.

"For a grass roots organisation like Ka Pai Kaiti, there is a lot of need for what we offer and it would be near impossible for us to run without the strong support of community organisations. Eastland Community Trust's awesome support has allowed us to have more reach throughout the community" – Ka Pai Kaiti Board Chair, Lizz Crawford

## \$72,735

TO GIZZY SCHOOL LUNCHES, TO IMPROVE PROGRAMME REACH, COMMUNITY HEALTH AND EDUCATION

"Now lunch is given to me each day, I don't get as grumpy at school. I'm a nicer person to be around and I don't have as many issues at school. The lunches I get are mean as." - GSL Student

Image credit: The Gisborne Herald

Gizzy School Lunches feed up to 300 Tairāwhiti Gisborne students daily, that's around 1,500 lunches for primary to secondary aged students per week, 15,000 per term and 60,000 annually.

This Financial Year, the Trust contributed \$72,735 towards GSL's core operations.

Whether it be donating food, transport, time, equipment or offering financial support, we are one of many local bodies and individuals involved with GSL.

This widespread, community effort means local whānau pay as little as \$5, and up to \$25 per child, for a full school week of healthy kai.

"When I'm hungry I find <mark>it hard to focus, having lunch means</mark> I learn better." – GSL Student

## KEEPING US WATER SAFE

## NOURISH THE COMMUNITY



# \$60,000

TO SWIM FOR LIFE TAIRĀWHITI, FOR OPERATIONAL COSTS

### "Without support from the likes of ECT, we would not be able to operate..."

- Swim for Life Tairāwhiti Trust Manager, Carl Newman

Image credit: Strike Photography

The Eastland Community Trust has supported Swim for Life Tairāwhiti since it began in 2015.

In 2014, Tairāwhiti Gisborne had the fourth highest drowning rate in Aotearoa and with cost being a major barrier to swimming lessons for many whānau in our region, the Swim for Life programme is vital for community safety and wellbeing.

More than 3,000 primary school tamariki are now registered each year, for water survival skills and to receive swimming lessons, free of charge. Many other local organisations and businesses also contribute to Swim for Life, ensuring the continuation of this valued community asset.

"Without support from the likes of ECT, we would not be able to operate and with the environment we live in, with so much water around us, it's important that we give the youth of our community the skills to use it" – Swim for Life Tairāwhiti Trust Manager, Carl Newman

# \$24,270

TO GIZZY KAI RESCUE TO RESCUE AND REDISTRIBUTE EDIBLE FOOD IN THE COMMUNITY AND REDUCE WASTE

### "Without this initial funding, we wouldn't have been able to have a positive impact of this size..."

- Gizzy Kai Rescue Treasurer, Sarah Punnet

Image credit: Keepa Digital

Gizzy Kai Rescues mission is simple: minimise food waste, nourish our community.

The group collects surplus food from around Tairāwhiti and redistributes it to community groups, that then redistribute to families in need. Since October, they have rescued and redistributed 25 tonnes of food and non-food items.

Around 30 percent of the food produced worldwide is never eaten. Locally, green waste makes up 26 percent of the material entering landfills from Tairāwhiti, a significant additive to carbon emissions. GKR makes a big difference in our community and contributes to the region's 2024 long-term plan, to reduce green waste by 40 percent.

"Eastland Community Trust's funding is what basically got Gizzy Kai Rescue up and running. Without this initial funding, we wouldn't have been able to have a positive impact of this size, on our community, in such a short amount of time." – Gizzy Kai Rescue Treasurer, Sarah Punnet

## IT'S SHOWTIME



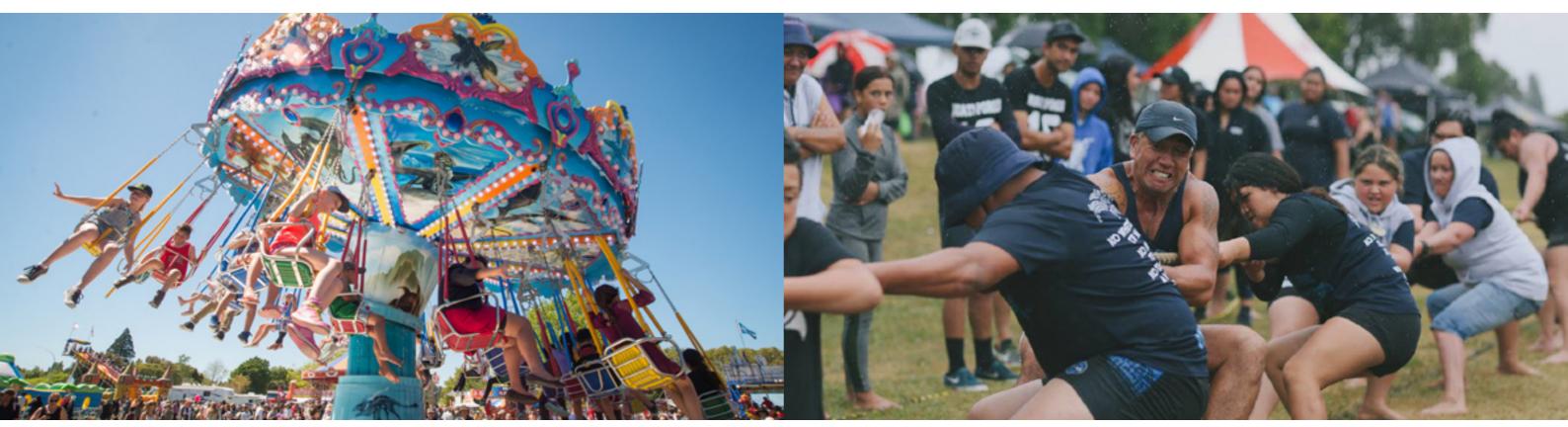


Image credit: Supplied

\$10,000

TO THE POVERTY BAY A&P ASSOCIATION FOR POVERTY **BAY A&P SHOW EVENT COSTS** 

"Fantastic day for the entire family. Something

for everyone."

- Shane Auckram

Town meets country in spectacular fashion at The Poverty Bay A&P Show. Part of the Trust's vision for community wellbeing entails enabling opportunities for the community, to connect and have fun - supporting the likes of the Poverty Bay A&P Show does just that. Attended by around 15,000 over two days each October, the A&P Show is much-loved by Tairāwhiti Gisborne.

Punters see the best of the best when it comes to farming, learn about animals at the Farmyard, thrill-seek in the carnival section, indulge at the Wine and Food Pavilion, wander and shop around at the market place, eat and play games.

"We bring our mokopuna to the show every year. She loves the merry-go-round and catching ducks on the side show. We have happy memories." - Lorraine Wilks

"Awesome entertainment for the kids. Once a year hype." - Shayna Maats

\$10,000 TO TE RUNANGANUI O NGĀTI POROU, FOR THE HIKURANGI DAWN CEREMONY AND INTER-MARAE SPORTS FESTIVAL

"Whakawhanaungatanga. Having an awesome time win or lose." - Rose Pahuru-Raroa

Image credit: Tenaya Ngata

The Ngāti Porou Pā Wars is an inter-marae sports festival that promotes a healthy lifestyle and whanau and hapu participation in sports and recreation.

Pā Wars are a much-loved tradition throughout the East Coast, with Ngāti Porou people often travelling home from overseas to take part.

The event also acts as a fundraiser for Marae, whilst capitalising on friendly inter-marae rivalry. The 2019 rendition was held in January at Ruatoria.

Whether its touch or ripper rugby, volleyball or tug-o-war, it's all about celebrating whānau, having a good time together and being healthy - these three major drivers are what make Pā Wars a fantastic fit for Eastland Community Trust support.

"Awesome place to gather to celebrate being whānau" - Renay Charteris

"Highlights include participation of all generations on the widest range of activities ever seen!" - Jacquelyn Elkington

## SKY'S THE LIMIT

## A GOOD START FOR OUR PĒPI



Image credit: The Gisborne Herald

# \$9,800

TO THE GISBORNE TRAMPOLINE CLUB, TO HOST THE NORTH ISLAND TRAMPOLINE AND TUMBLING CHAMPIONSHIPS

"All parents, competitors and officials told us they love coming to Gisborne and will be back. Thank you to all at ECT we will always wave your flag high."

- Gisborne Trampoline Club Secretary, Marilyn Callahan

Tairāwhiti Gisborne's geographical isolation can sometimes be an expensive barrier to exposing our young athletes to national level competition.

For the Eastland Community Trust, enabling local sports clubs to host national events benefits the economy and ensures locals get the competition exposure they need to grow, without whānau having to break the bank.

Last year the club installed a new air floor, one of only two in the country. Top notch facilities have enabled the club to host more events that showcase the region to the rest of New Zealand, something the Trust is proud to support.

"A huge thank you from all the committee, coaches, officials, parents and children of the Gisborne Trampoline Club. All parents, competitors and officials told us they love coming to Gisborne and will be back. Thank you to all at ECT we will always wave your flag high." – Gisborne Trampoline Club Secretary, Marilyn Callahan \$10,000 TO LITTLE SPROUTS CHARITABLE TRUST FOR BABY SUPPORT BOXES

FOR VULNERABLE FAMILIES

### "I really can't emphasise enough the difference the Eastland Community Trust grant has made..."

- Little Sprouts Co-Director Jo Shand

Image credit: Supplied

Making sure our pēpi are taken care of and given the best possible start to life is what Little Sprouts is all about.

The Gisborne branch is one of seven nationwide, volunteer-run charities. They distribute packs to families in need via social workers and local organisations, like Turanga Health and Plunket.

Each pack contains sleeping items, nappies, safety items, books, toys, a year's supply of baby clothes and much more – all from donations and fundraising.

A year after opening, they have provided more than 60 packs.

"I really can't emphasise enough the difference the Eastland Community Trust has made. It's meant that we can focus on working closely with our charity partners to help new mums in need." – Little Sprouts Co-Director Jo Shand

"Mum was speechless and overwhelmed when opening her pack. She couldn't believe the amount of beautiful things given for her baby by strangers." – Whānau Feedback

## TAMARIKI LOVE TO TRY

## ENACT POSITIVE SOCIAL CHANGE



# \$10,000

TO THE WEET-BIX TRYATHLON FOUNDATION, TO GO TOWARDS AFFORDABLE ENTRY FEES, FOR THE 2019 TAIRĀWHITI GISBORNE WEET-BIX TRYATHLON

"What a fantastic event! A massive thanks to all those involved behind the scenes..."

- Lianne

Image credit: The Gisborne Herald

The Eastland Community Trust has been a proud supporter of the Weet-Bix TRYathlon since Tairāwhiti Gisborne joined the race roster in 2013.

The run-swim-bike event is the largest triathlon series for under-16s in the world and has become a rite of passage in te Tairāwhiti.

More than 1100 young people took part in the 2019 Weet-Bix Kids TRYathlon, compared to 600 in the 2013 rendition.

The event promotes a healthy lifestyle, and is a safe and encouraging environment for tamariki to give something new and positive a "TRY". It's founded on the principals of fostering healthy habits and confidence, and kids love it – it's an event that aligns heavily with our vision for the region.

"What a fantastic event! A massive thanks to all those involved behind the scenes, on the day and congratulations to every student who took part yesterday." – Lianne

"Awesome event. Got to love Gizzy." - Caroline

\$10,000 TO THE CITIZENS ADVICE BUREAU FOR OPERATIONAL COSTS

"Funding from Eastland Community Trust has been vital in assisting us with the costs of running our Bureau, particularly when other previous funding avenues have been closed to us..."

- Citizens Advice Bureau Board Chair, Robyn Stuart-Kohn

Image credit: Keepa Digital

- The Citizens Advice Bureau provide the Tairāwhiti Gisborne community with free legal advice and counsel.
- Any group that enacts positive social change is a good match for the Eastland Community Trust.
- The CBA absolutely fits this profile, by enabling clients to understand their rights and obligations, and how to use this information to get the best outcomes.
- They are a fantastic community service, that we are proud to support.
- From tenancy troubles and Kiwisaver support, to employment rights and legal clinics, the CBA ensures those in-region who need legal support, can access it.
- "Funding from Eastland Community Trust has been vital in assisting us with the costs of running our Bureau, particularly when other previous funding avenues have been closed to us. It enables us to continue providing a free, unbiased and confidential advice service to the community of Tairāwhiti." - Citizens Advice Bureau Board Chair, Robyn Stuart-Kohn

## CELEBRATING **DIVERSITY**

## RIDING FOR A BETTER FUTURE



\$8,000

\$8,000 TO THE TAIRĀWHITI MULTICULTURAL COUNCIL, FOR THE COLOUR RUN AND DIWALI

"It was a blast, we had mums and dads and kids running around and playing, having fun. It's just a feel-good sort of day, great to see the smiles on everyone's faces."

- Gisborne Harrier Club Representative Paul Naske

Image credit: The Gisborne Herald

More than 1,500 locals descended on Tairāwhiti Gisborne river banks to celebrate diversity and community inclusivity in March 2019.

The Gisborne Harriers Opportunities Without Discrimination Colour Run for Diversity, is a much-anticipated feature of the community calendar. The event promotes celebrating our differences, healthy lifestyles and is a lot of fun – even the powder is biodegradable, ensuring our whenua and waterways are untarnished from the event.

Events that enhance the Tairāwhiti community are something we strive to support, whether it's a local-centric colour run to enrich the community, or a sporting or entertainment event to boost the economy.

"Only time you'll see me running." - Participant, Nick

"Very cool Gizzy." - Participant, Karen

\$5,000 TO GISBORNE RIDING FOR DISABLED, FOR RIDING

SCHOOL PROGRAMMES

"The kids we bring here can have emotional or behavioural issues and we have already noticed the health benefits..." - St Mary's Catholic School

Image Credit: The Gisborne Herald

The proven therapeutic benefits of horse riding are something the Gisborne Riding for Disabled see every day first-hand. Largely volunteer based, the RDA are all about providing goal-based riding activities that increase the ability, strength and confidence of people with physical, intellectual, emotional and social challenges.

Around 80 people of all ages, region-wide attend the Gisborne RDA each week and their focus on making a positive difference, aligns heavily with the Trust's values of positivity and prosperity.

"The kids we bring here can have emotional or behavioural issues and we have already noticed the health benefits. Their confidence has improved and they have increased their core strength, balance and posture.

"There are so many benefits for a variety of conditions or issues." – St Mary's Catholic School

"Thanks for the perseverance and encouragement! You guys are awesome, many thanks." – Parent, Mandy

"Thanks, from us all for doing an amazing job." - Parent, Jo





**Distributions to others** 

## DISTRIBUTIONS PAID OVER \$1,000

Eastland Network Charitable Trust for:	Approved \$	Paid \$
Te Ha 1769 Sestercentennial Trust	1,500,000	500,000
Hospice Tairāwhiti	1,000,000	-
The Gisborne Cycle and Walkway Trust	871,000	-
Te Aitanga a Hauiti Centre of Excellence	660,000	64,869
Aotearoa Social Enterprise Trust	564,270	-
The Sunrise Foundation	400,000	-
Tairāwhiti Museum	250,000	-
Springboard Trust	200,000	100,000
Te Runanga o Turanganui a Kiwa	100,000	-
Tairāwhiti REAP Inc	100,000	100,000
Tairāwhiti Connext Charitable Trust	89,000	89,000
Wainui Surf Life Saving Club	87,000	-
Rongowhakaata lwi Trust	85,000	-
Ka Pai Kaiti Inc	79,980	-
Gizzy School Lunches	72,735	-
Swim for Life Tairāwhiti	60,000	20,000
Plant Based New Zealand Health Trust	48,000	48,000
Enterprise Aquatic Swim Team	30,000	30,000
Historic Places Tairāwhiti Inc	10,000	10,000
Gisborne Volunteer Centre	10,000	10,000
Gisborne Stroke Support Group Inc	10,000	10,000
Gisborne Free Kindergarten Assn	10,000	10,000
Gisborne Art in Public Places Charitable Trust	10,000	10,000
Brain Injury Association Gisborne	10,000	10,000
Citizens Advice Bureau Gisborne Inc	10,000	10,000
Little Sprouts Charitable Trust	10,000	10,000
Weetbix TRYathlon Foundation	10,000	10,000
Tairāwhiti Environment Centre Inc	10,000	10,000
Muscular Dystrophy Association (Tuaatara/Central Region) Inc.	10,000	-
Ngai Tamanuhiri Whanui Trust	10,000	10,000
Paikea Whitireia Trust	10,000	10,000
Waikohu Sports Club	9,580	-
Vanessa Lowndes Turanga Trust	9,500	9,500
Parkinson's New Zealand Charitable Trust	9,500	9,500
Life Education Trust	9,200	9,200
Tairāwhiti Multicultural Council	8,000	8,000
Presbyterian Support East Coast	8,000	8,000
Gisborne Riding for Disabled	5,000	5,000
The Serve and Protect Charitable Trust	4,499	4,499
Women's Native Tree Project Trust	2,880	2,880
Te Aka Ora Charitable Trust	2,383	2,383
Total Distributed	6,395,527	1,130,831

Energy Options Charitable Trust T/A Smart Energy
Gisborne District Council
Whakarua Park Trust Board
Straker Translations Limited
Gisborne Mountain Bike Club
Gisborne Herald
Te Puka Hunting and Fishing Club
Gisborne Chamber of Commerce
Wainui Lions
Sonic Surf Craft
ThinkSafe Ltd
Eagle Flight Training School
Dare 2 Sweat Events Ltd
Dnature Diagnostics and Research Ltd
Haley Heathwaite - Ziggy Ardor
Gizzy Kai Rescue
Andrew Lawton
Surf Life Saving New Zealand
Whangara Global Genetics Ltd
VLU Science Ltd
Torere Macadamias
Awhi Tree Limited
Poverty Bay A & P Assn
Maori Women's Welfare League Inc
Snug Tech Limited
Waikanae Surf Life Saving Club
Plus Business
Tairāwhiti Museum
Tairāwhiti Softball Association
Te Runanganui o Ngati Porou
Gisborne Trampoline Club Inc
In Gizzy - Kirsten Morris
Gisborne Girls High School
Tu Hikitia- Elgin Kids Club
Turanga Ararau
Poverty Bay Hockey Association
Health Impact Ltd
Shiloh Community Church
Tongan Methodist Youth Group
GNS Science
Te Tairāwhiti Science & Technology Fair
Institute of Directors

Total Distributed

Approved \$	Paid \$
1,600,000	-
1,496,000	100,000
195,000	-
167,934	35,839
129,000	129,000
75,500	75,500
62,000	62,000
46,500	46,500
41,385	41,385
30,000	13,000
30,000	10,103
30,000	30,000
30,000	30,000
29,600	29,600
27,791	22,791
24,270	24,270
20,500	20,500
20,000	20,000
20,000	20,000
19,000	19,000
14,550	14,550
10,000	10,000
10,000	10,000
10,000	10,000
10,000	-
10,000	10,000
10,000	10,000
10,000	10,000
10,000	10,000
10,000	10,000
9,800	9,800
7,500	7,500
5,960	5,960
5,000	5,000
5,000	5,000
5,000	5,000
5,000	5,000
4,000	4,000
3,000	-
2,442	2,442
2,181	2,181
2,153	2,153
4,256,066	878,074

10,651,593

2,008,905

## EASTLAND COMMUNITY TRUST CONSOLIDATED FINANCIAL STATEMENTS



The trustees are pleased to present the consolidated financial statements of Eastland Community Trust for the year ended 31 March 2019.

For and on behalf of the Board of Trustees.



ALARCIANEN

Paul Reynolds Trustee Chairman

Ailsa Cuthbert

Trustee, Chair of Audit, Finance and Risk Committee

19th June 2019

(2019) Paid \$ Approved prior years paid this year War Memorial Theatre Trust 1,000,000 Eastland Rescue Helicopter Trust 350,000 Train Me Quality Services Limited 200,000 Long Bush Ecological Trust 97,650 Tairāwhiti Environment Centre Inc 70,000 Ka Pai Kaiti 53,000 Te Whare Hukahuka 45,000 Gisborne Intermediate School 30,000 OBM Rugby Football Club Inc 30,000 International Music Competition 30,000 Gisborne Mountain Bike Club 25,000 Surf Lifesaving NZ 25,000 Huringa Pai Charitable Trust 22,000 Swim for Life 20,000 Gisborne Girls' High School 20,000 Tikitiki School Board of Trustees 10,000 Gisborne Netball Centre Inc 10,000 Rutene Road Kindergarten 10,000 4,000 Kanakanaia Security Camera Giant Pumpkin Competition 2,500 2,054,150

4,063,055 Total distributions paid during the year

FOR THE YEAR ENDED 31 MARCH 2019

### AUDITORS LETTER

## **Deloitte.**

Independent Auditor's Report on the Summary Consolidated Financial Statements

#### To the Trustees of Eastland Community Trust

Opinion	The summary consolidated financial statements of Eastland Community Trust (the 'Trust') and its subsidiaries (the 'Group'), which comprise the summary consolidated statement of financial position as at 31 March 2019, and the summary consolidated statement of comprehensive revenue and expense, summary consolidated statement of changes in net assets/equity and summary consolidated cash flow statement for the year then ended, and related notes, are derived from the audited consolidated financial statements of the Group for the year ended 31 March 2019.
	In our opinion, the accompanying summary consolidated financial statements, on pages 95 to 99, are consistent, in all material respects, with the audited consolidated financial statements, in accordance with PBE FRS 43: <i>Summary Financial Statements</i> issued by the New Zealand Accounting Standards Board.
Summary consolidated financial statements	The summary consolidated financial statements do not contain all the disclosures required by Public Benefit Entity Standards. Reading the summary consolidated financial statements and the auditor's report thereon, therefore, is not a substitute for reading the audited consolidated financial statements and the auditor's report. The summary consolidated financial statements and the audited consolidated financial statements do not reflect the effects of events that occurred subsequent to the date of our report on the audited consolidated financial statements.
The audited consolidated financial statements and our report thereon	We expressed an unmodified audit opinion on the audited consolidated financial statements in our report dated 19 June 2019.
Board of Trustees' responsibilities for the summary consolidated financial statements	The Board of Trustees are responsible on behalf of the Group for the preparation of the summary consolidated financial statements in accordance with PBE FRS 43: <i>Summary Financial Statements</i> .
Auditor's responsibilities	Our responsibility is to everyon an existing on whether the summary consolidated financial
	Our responsibility is to express an opinion on whether the summary consolidated financial statements are consistent, in all material respects, with the audited consolidated financial statements based on our procedures, which were conducted in accordance with International Standard on Auditing (New Zealand) ('ISA (NZ)') 810 (Revised): Engagements to Report on Summary Financial Statements.
	statements are consistent, in all material respects, with the audited consolidated financial statements based on our procedures, which were conducted in accordance with International Standard on Auditing (New Zealand) ('ISA (NZ)') 810 (Revised):

Deloitte Limited

Wellington, New Zealand 25 June 2019

This audit report relates to the summary consolidated financial statements of Eastland Community Trust (the 'Trust') and its subsidiaries (the 'Group') for the year ended 31 March 2019 included on the entity's website. The Board of Trustees are responsible for the maintenance and integrity of the entity's website. We have not been engaged to report on the integrity of the entity's website. We accept no responsibility for any changes that may have occurred to the summary consolidated financial statements since they were initially presented on the website. The audit report refers only to the summary consolidated financial statements named above. It does not provide an opinion on any other information which may have been hyperlinked to/from these summary consolidated financial statements. If readers of this report are concerned with the inherent risks arising from electronic data communication they should refer to the published hard copy of the summary consolidated financial statements and related audit report dated 25 June 2019 to confirm the information included in the summary consolidated financial statements presented on this website.

## SUMMARY CONSOLIDATED STATEMENT OF COMPREHENSIVE REVENUE AND EXPENSE

#### FOR THE YEAR ENDED 31 MARCH 2019

Exchange transaction revenue Non-exchange transaction revenue Non-operating revenue Total revenue

Administration, operating and personnel Depreciation and amortisation Finance expenses Non-operating expenditure **Total expenditure Operating surplus** 

Share of loss of joint ventures and associates

Surplus before income tax Income tax expense Net surplus after tax

#### Attributable as:

Surplus for the year: Equity holders of the parent Non-controlling interest

#### Other comprehensive revenue and expense:

Revaluation of cash flow hedges Revaluation of property, plant, equipment and investments Share of associate other comprehensive income Tax on other comprehensive income **Total other comprehensive revenue and expense Total comprehensive revenue for the period** 

#### Total comprehensive revenue:

Equity holders of the parent Non-controlling interest

2018 \$'000 Restated
85,717
3,574
490
89,781
(39,575)
(15,891)
(5,144)
(1,561)
(62,171)
27,610

(2,109)	(1,918)
28,725	25,692
(9,754)	(7,946)
18,971	17,746

18,971	17,746
164	(24)
18,807	17,770

24,107
6,361
(1,208)
-
6,865
704

14,789	24,107
164	(24)
14,625	24,131
14,625	24,131

## SUMMARY CONSOLIDATED STATEMENT **OF FINANCIAL POSITION**

#### **AS AT 31 MARCH 2019**

	2019 \$'000	2018 \$'000 Restated
ASSETS		
Current assets		
Cash and cash equivalents	19,044	14,762
Other current assets	21,146	15,176
Total current assets	40,190	29,938

#### Non-current assets

Property, plant and equipment	541,250	502,550
Other non-current assets	84,701	86,542
Total non-current assets	625,951	589,092
TOTAL ASSETS	666,141	619,030

#### LIABILITIES

Current liabilities	41,319	21,434
Total current liabilities	41,319	21,434

#### Non-current liabilities

Loans	227,000	210,000
Other non-current liabilities	64,452	59,237
Total non-current liabilities	291,452	269,237
TOTAL LIABILITIES	332,771	290,671
NET ASSETS	333,370	328,359

#### EQUITY

Equity	332,775	327,928
Non-controlling interest	595	431
TOTAL EQUITY	333,370	328,359

## SUMMARY CONSOLIDATED STATEMENT **OF CHANGES IN NET ASSETS/EQUITY**

#### FOR THE YEAR ENDED 31 MARCH 2019

Balance at 1 April Total comprehensive income
Transactions with owners
Distributions (net of tax)
Total equity

### SUMMARY CONSOLIDATED STATEMENT **OF CASH FLOWS**

### FOR THE YEAR ENDED 31 MARCH 2019

Net cash flows from operating activities Net cash flows used in investing activities Net cash flows from financing activities Net increase in cash and cash equivalents Cash and cash equivalents at beginning of period Cash and cash equivalents at end of period

2019 \$'000	2018 \$'000 Restated
328,359	308,464
14,789	24,107
121	525
(9,899)	(4,737)
333,370	328,359

2019 \$'000	2018 \$'000 Restated
38,271	29,773
(45,986)	(65,872)
11,997	35,573
4,282	(526)
14,762	15,288
19,044	14,762

### SUMMARY CONSOLIDATED NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019

#### 1. Our financial statements

#### a) General information

Eastland Community Trust ("the Trust") is a Trust that was established on the 7th of May 1993 pursuant to the Energy Companies (Eastland Energy Limited) Vesting Order 1993 upon the vesting in the Trust of the equity and debt securities issued by Eastland Energy Limited. The Trust changed its name to Eastland Community Trust on 6 December 2004.

The consolidated financial statements are for the economic entity comprising Eastland Community Trust and its subsidiaries, associate and joint ventures ("the Trust Group").

The Trust Group's primary operations include electricity distribution and generation, the operation of Gisborne's port and airport, the ownership of strategically located investment properties and investment portfolios.

For the purposes of financial reporting, the Trust is a Public Benefit Entity (PBE) and as such the Trust Group financial statements have been prepared in accordance with Tier 1 Public Benefit Entity reporting standards.

The financial statements of the Trust Group are for the year ended 31 March 2019 and were authorised for issue by the trustees on 19th June 2019.

#### b) Basis of preparation

The summary financial statements have been prepared in accordance with Public Benefit Entity Financial Reporting Standard 43: Summary Financial Statements and have been extracted from the full financial statements. The Trust Group full financial statements have been prepared in accordance with the requirements of the Financial Reporting Act 2013, which includes the requirement to comply with New Zealand Generally Accepted Accounting Practice ("NZ GAAP"). They comply with Tier 1 PBE Standards, and other applicable Financial Reporting Standards, as appropriate for public benefit entities.

The financial statements are prepared on a going concern basis using the historical cost basis modified as defined in the specific accounting policies in the full financial statements (principally fair valuation of investments and revaluation of certain property, plant and equipment).

These financial statements are presented in New Zealand dollars (\$), which is the Trust Group's functional currency and have been rounded to the nearest thousand unless otherwise stated.

#### c) Summary financial statements

The summary is extracted from the full financial statements authorised for issue by the trustees on 19th June 2019. The full financial statements have been audited and an unmodified opinion has been given.

This summary has also been examined by Deloitte Limited Wellington and a copy of the unmodified audit opinion on the summary financial statements is included in this report.

The summary financial statements cannot be expected to provide as complete an understanding as is provided by the full financial statements.

A copy of the full financial statements can be obtained from the ECT website www.ect.org.nz and is available from the office at Shed 3, 50 The Esplanade, Gisborne.

### SUMMARY CONSOLIDATED NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019

#### 2. Statement of actual and budget comparison for the Trust

#### Revenue

Eastland Group Limited capital note interest Eastland Group Limited dividends FGL - Subvention payment offset Eastland Development Fund Limited Interest Prime SPV Limited interest Activate Tairāwhiti Limited interest Craigs portfolio Forsyth Barr portfolio Other income Total revenue Expenditure Administration Communications and sponsorship Office and operational Staffing and contractors Strategic and business development Trustee costs Total expenditure Surplus before income tax Income tax Surplus after income tax

#### **EXPLANATION OF SIGNIFICANT VARIANCES**

#### Financial year ended 31 March 2019

Revenue was above budget by \$3.8 million. This was because of the delay in subvention payments between the Trust Group subsidiaries and the gains made on the sale of investments during the year. Interest from subsidiary entities was higher than expected and income from investment portfolio's was higher than budget due to better portfolio performance than expected.

Total expenditure was below budget by \$121,000. Operating costs were higher than budgeted reflecting the increase in staff and office relocation, this was somewhat offset by lower administrations costs. Staff costs were lower than budget as not all positions were filled, and Trustee costs were lower than anticipated.

#### Financial year ended 31 March 2018

Revenue was down on budget because the final dividend from Eastland Group Limited was lower than budgeted. This is a result of higher subvention payments within the Trust Group subsidiaries, which reduced the amount available for dividends. This reduction in dividend was somewhat offset by higher interest received from Prime and EDFL and better than expected returns from the passive portfolios.

Total expenditure was up around \$100,000 on budget. This increase was expected and relates to the changes made to the organisation structure during the year. The most significant changes were increased staffing costs which was somewhat offset by lower costs associated with business development investigation which was performed by Activate Tairāwhiti Ltd

The Trust		Th	The Trust	
2019 Actual \$'000	2019 Budget \$'000	2018 Actual \$'000	2018 Budget \$'000	
2,136	2,130	2,130	2,130	
9,950	9,950	6,500	6,820	
-	(1,452)	-	-	
866	804	709	652	
887	779	684	692	
172	29	2	-	
1,586	1,406	1,433	1,319	
482	435	461	410	
1,836	-	250	-	
17,915	14,081	12,169	12,023	
(233)	(305)	(315)	(300)	
(151)	(262)	(126)	(141)	
(384)	(229)	(200)	(198)	
(1,188)	(1,267)	(981)	(746)	
(435)	(402)	(135)	(250)	
(280)	(327)	(235)	(255)	
(2,671)	(2,792)	(1,992)	(1,890)	
15,244	11,289	10,177	10,133	
(1,859)	-	(1,274)	-	
13,385	11,289	8,903	10,133	

EASTLAND COMMUNITY TRUST