

**Trust  
Tairāwhiti**

Regional Wellbeing  
He Tohu Ora

## **Statement of Intent Quarterly reporting**

**December 2025**





# Strategic focuses 2029



# Enabling communities

The Trust enables Tairāwhiti communities to lead and determine their pathways to he tohu ora (wellbeing). Through grant distributions, we support connection and collaboration between groups and funders on initiatives that align with our strategic priorities.

## STRATEGIC PRIORITIES:

Hapu and whānau led initiatives

Oranga tangata

Wellbeing initiatives

## TRUST TAIRĀWHITI DELIVERY:

- ▶ Community facilities project support – waka ama storage facilities and Victoria Hub.
- ▶ Engagement and administration of community distributions.
- ▶ Tairāwhiti Wellbeing Survey.

## COMMENTARY

**Communities Funding:** 93% (\$3,258,814) is committed. Hāpori | Communities accounts for 37% of allocations, supporting empowered, healthy, connected communities. Tūtangata | Cultural Identity represents 27%, supporting cultural connection and the celebration of Tairāwhiti's diversity, heritage, and taonga.

**Regional Event Fund:** 100% (\$100,000) is committed to Ōhanga | Economy and Tūtangata | Cultural Identity muka. No further funding will be distributed in FY26.

**Feasibility Fund:** 63% (\$127,143.75) is committed to investigation and feasibility projects. Mātauranga | Knowledge accounts for 61%, Tūtangata | Cultural Identity 24%, and Ōhanga | Economy 15%.

**Community Facilities Fund:** 71% (\$3,708,022) is committed to community infrastructure and wellbeing.

**Wellbeing Survey:** Responses in te reo Māori, Tongan, and English have been combined into one dataset. Demographic weighting will use regional statistics, with results expected by end of Q1 2026 (March).

# Mahi kaitiaki

Preserving our resources for future sustainability and wellbeing. The Trust will consider opportunities to enable or invest in initiatives aligned with our strategic priorities.

## STRATEGIC PRIORITIES:

Food and food production

Renewable and distributed energy

Circular economy initiatives, including waste

Resilient, mixed use of whenua

Bluewater economy

## TRUST TAIRĀWHITI DELIVERY:

- ▶ Marae solar pilot project involving the installation of solar panels and battery banks to build resilience.
- ▶ Food innovation project - exploring opportunities to increase value from regional food production.

## COMMENTARY

The Marae Solar Project continues to progress with all panel installations complete and 19 of 22 handovers finalised. The team continue to engage with each marae individually and provide regular updates to marae and funders. The team are working towards final project reporting to all stakeholders involved.

Following the release of the Water for the Economy report, work is underway to support feasibility and development of three significant water infrastructure projects, the Pouarua Water Storage Scheme, Awapuni Moana and Makauri Aquifer Recharge. The team is working closely with each to ensure a coordinated regional approach.



# Fostering innovation

Fostering innovation, technology, and future skills development. The Trust will consider opportunities to enable or invest in initiatives aligned with our strategic priorities.

## STRATEGIC PRIORITIES:

Local innovation and entrepreneurship

Digital and technology opportunities

Workforce and skills development

Connecting financial capital, products, and services for accelerated development

## TRUST TAIRĀWHITI DELIVERY:

- ▶ Support businesses to access advice, funding and services through the Regional Business Partner Programme.
- ▶ Business Research and Development, innovation and export support.
- ▶ Business workshop programme.
- ▶ Future Leaders Business Programme
- ▶ Support industry and sectors to address challenges or opportunities.
- ▶ Regional economic data and insights reporting.

## COMMENTARY

Four business forums were held in December with sector leaders across agriculture, horticulture, forestry, and other industries to discuss the regional economy, the Tairāwhiti Economic Plan, and key challenges and opportunities. Feedback is being collated for GDC and stakeholders, with regular forums planned.

Business growth and innovation support is tracking well and expected to exceed targets, with 169 businesses supported YTD (34.4% Māori).

Eight AI for Business workshops reached 113 participants from 76 organisations and were well received. Key challenges identified include tool selection, safe adoption, and business-specific workflows. Follow-up initiatives are being developed with external providers.

The Trust continues to progress aerospace sector work with regional partners, focusing on funding pathways and early technical assessment.



# Enhancing our place

Enhancing our places and spaces for a thriving community and destination. The Trust will consider opportunities to enable or invest in initiatives aligned with our strategic priorities.

## STRATEGIC PRIORITIES:

**Sustainable tourism destination and development**

**Places and spaces**

**Visitor and business attraction**

**Healthy and affordable housing**

**Transport, mobility and connections**

## TRUST TAIRĀWHITI DELIVERY:

- ▶ City Centre Catalyst Initiatives Project Stage 2 to revitalise the CBD.
- ▶ Support Matai Campus development.
- ▶ isite refurbishment.
- ▶ Tourism consumer marketing strategy.
- ▶ Travel trade hosting initiative.

## COMMENTARY

The Trust is supportive of the Council-led Action and Investment Plan, noting its strong synergy with other CBD initiatives, particularly the City Centre Catalysts Project, in progressing the long-term vision and investment pathway for the city centre.

At a delivery level, activation of vacant shopfronts through local artworks is now underway, with five of eight installations completed, and the first heritage facade upgrade expected to be delivered within the coming months. Good progress continues to be made across placemaking initiatives supporting the ongoing revitalisation of the city centre.

Destination marketing this quarter focused on applying performance insights from the Out East 2.0 campaign. Results show strongest engagement with locally led, short-form video and simple, people-focused storytelling, guiding a more targeted approach to attracting higher-value visitors and supporting shoulder-season travel



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## COMMENTARY CONTINUED

Cruise tourism activity remains subdued in line with national trends. Engagement continues with Cruise New Zealand, Eastland Port and local operators to maintain visibility and position Tairāwhiti for recovery. Māori-led tourism continues to be a core strength and point of differentiation for the region.

Planning progressed on priority visitor infrastructure initiatives, including early-stage development of the Airport Precinct project with Eastland Port and collaborative work with Gisborne District Council on district-wide visitor signage and wayfinding. These projects aim to improve arrival experience, navigation and visitor movement as demand rebuilds.



# Trust fund preservation

Trust Tairāwhiti is kaitiaki of a diversified investment portfolio of businesses and managed funds. Through careful management, this portfolio has grown significantly over three decades, allowing the Trust to deliver on its deed purposes and vision for regional wellbeing.

There are two purposes in the Trust Deed:

1. **Preserve** capital for future generations
2. **Provide** for beneficiaries.

The Trust Fund underpins the organisation's role as an enabler of community and economic development in Tairāwhiti.

## COMMENTARY

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The initial Trust Fund was \$20 million, which having regard to inflation is around \$43m at 31 March 2025, this is in contrast against the value of the Trust Fund at 31 March 2025 of \$625m.

The value of the capital of the Trust Fund has been preserved at that point in time.

With continued prudent stewardship by trustees, both current and future, the capital of the fund will continue to be preserved through to 2073.





# Performance measures

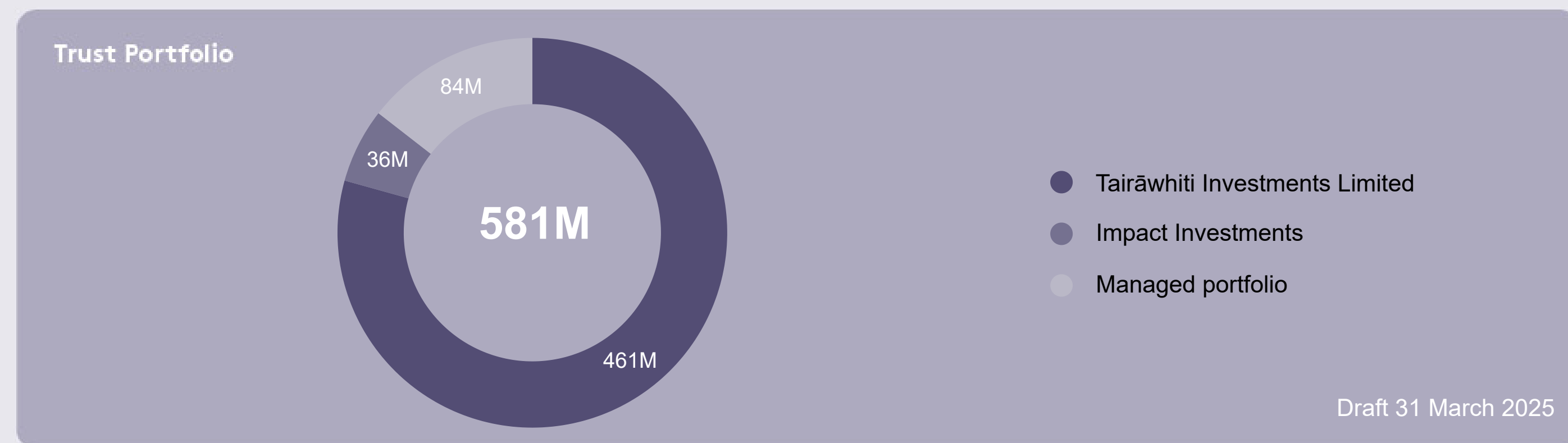
The performance measures and targets that Trust Tairāwhiti aims to achieve in the 2024/25 financial year are categorised into the three ways we work – investing, enabling and delivering.

All measures will be reported in the Trust Tairāwhiti Annual Report 2025/26.



# Investing

The Trust prudently manages investments to create income and deliver impacts under He Rangitapu He Tohu Ora.



INDICATOR	TARGET	ACTUAL	PROGRESS	RISK	COMMENTARY
<b>Tairāwhiti Investments Limited</b> Return on investment.	9.5%	3.00%	<div></div>	<div></div>	\$12m Dividend has been delivered as per plan. TIL's full year forecast expected to exceed budget. Capital growth inclusion is for November YTD.
<b>Managed Portfolio</b> Return on investment.	5.5%	10.00%	<div></div>	<div></div>	Despite global volatility, our diversified portfolio has returned very good results these last two quarters and the outlook remains positive.
<b>Equity or debt into regional investment initiatives</b>	\$5.5M	\$3.69M	<div></div>	<div></div>	Further investment into the wood cluster at the Prime site to support the region's wood processing sector.





# Enabling others

We enable the people of Tairāwhiti by funding initiatives and facilities that contribute to positive wellbeing outcomes for the region.

All distributions					
TARGET		ACTUAL	PROGRESS		
\$9M		\$7.19M	<div></div>		
INDICATOR	TARGET	ACTUAL	PROGRESS	RISK	COMMENTARY
<b>Community Fund</b> Grant distributions.	\$3.5M	\$3.26M	<div></div>	<div></div>	Refer Enabling Communities narrative.
<b>Feasibility Fund</b> Grant distributions.	\$200K	\$127.1K	<div></div>	<div></div>	Refer Enabling Communities narrative.
<b>Regional Events Fund</b> Grant distributions for visitor attraction.	\$100K	\$100.0K	<div></div>	<div></div>	Refer Enabling Communities narrative.
<b>Community Facilities</b> Tairāwhiti Community Facilities Strategy grant distributions.	\$5M	\$3.71M	<div></div>	<div></div>	Refer Enabling Communities narrative.



## Delivering

The Trust delivers a range of targeted operations for the wellbeing of Tairāwhiti. This includes our work as Economic Development Agency, Regional Tourism Organisation and meeting our obligations under the Trust Deed.

INDICATOR	TARGET	ACTUAL	PROGRESS	RISK	COMMENTARY
<b>Supporting businesses</b> Number of businesses accessing support through Trust Tairāwhiti.	200	154	<div><div></div></div>	<div><div></div></div>	On track to exceed targets
<b>Supporting Māori businesses</b> Percentage of businesses that identify as Māori accessing support through Trust Tairāwhiti.	35%	34%	<div><div></div></div>	<div><div></div></div>	52 of the businesses supported this year self-identify as Māori.
<b>Investment into building business capability</b> Total value of capability development funding issued.	\$120K	\$74K	<div><div></div></div>	<div><div></div></div>	Funding uptake has improved but is still slower than last year, with businesses hesitant about the 50% co-funding requirement. Demand is mainly for leadership development and business planning.
<b>Business skill development</b> Number of attendees at workshops.	200	178	<div><div></div></div>	<div><div></div></div>	We have had 178 people across 123 businesses attend workshops focused on business fundamentals, digital tool and AI adoption, and supplier readiness. 56% of these organisations self-identify as Māori.
<b>Future Leaders Business Programme</b> Number of participants through programme.	100	41	<div><div></div></div>	<div><div></div></div>	A change of direction for the Future Leaders program has meant that this measure is no longer relevant.





# Delivering

INDICATOR	TARGET	ACTUAL	PROGRESS	RISK	COMMENTARY
<b>Visitor expenditure</b> Increase total value of tourism to the Tairāwhiti economy.	8%	6%	<div><div></div></div>	<div></div>	Total tourism expenditure is up 2.0% year-on-year, tracking positively through Q3 and outperforming the national trend. Annual spend reached \$160.6 million, with domestic visitors contributing 78.6% and international visitors 21.4%.
<b>Cruise tourism</b> Increase in number of Māori shore excursions.	2	3	<div><div></div></div>	<div></div>	Experiences in development include a rongoā wellness experience at Manutuke, Romiromi healing at Te Whatu Ora Tairāwhiti, and Sunseekers Tours with EckoCabs.
<b>Visitor attraction</b> Number of visitor new experiences supported.	4	6	<div><div></div></div>	<div></div>	Ongoing support at varying stages is being provided to: Motu Outdoor Adventures, Tapoi 24, Maioha Cultural Show, Touchwood Charters, Hill Road Orchard Tours, and Ecko Cabs.
<b>Destination development</b> Support the development of trade ready products.	4	4	<div><div></div></div>	<div></div>	Ocean Beach Motor Lodge, Eastwoodhill Arboretum, Motu Outdoor Adventures, and Motu River Jet Boat are actively working with trade partners solidifying new business.
<b>isite</b> Number of visitor experiences booked through the isite.	500	302	<div><div></div></div>	<div></div>	With a number of events being held over the previous quarter, experience bookings have had a surge. Bookings for GCVR, Rail Bikes, Dive Tatapouri and Ecko Cabs Tours have proven popular with visitors
<b>Destination management</b> Number of actions under implementation from the Destination Management Plan.	6	5	<div><div></div></div>	<div></div>	A range of actions are currently being implemented. One project is complete, with the remaining four at varying stages of completion.
<b>Wellbeing survey</b> 2025 survey insights report published.		0%	<div><div></div></div>	<div></div>	Refer Enabling Communities narrative.

Tātau = Tātau

Together