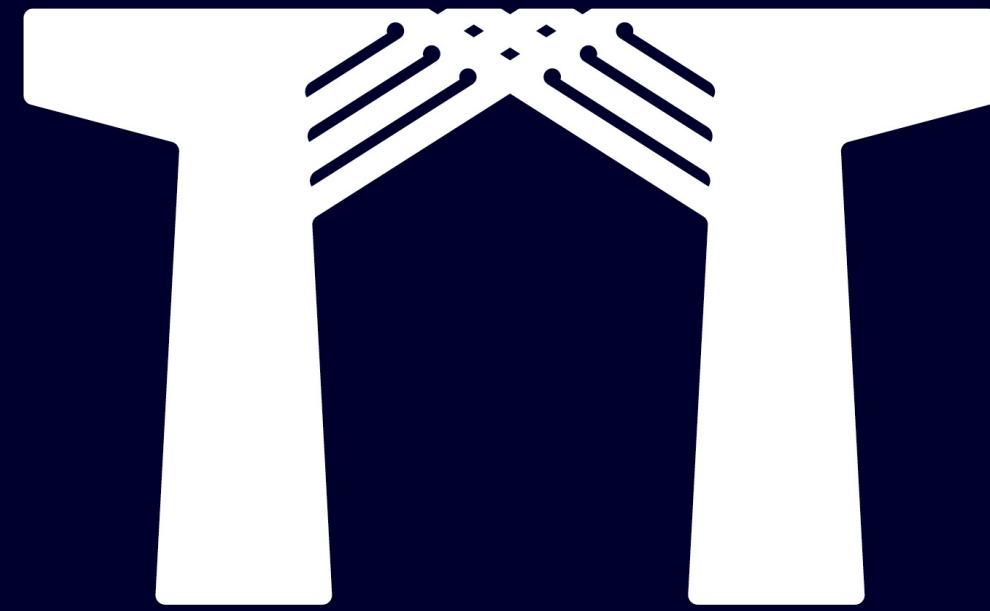




**Trust
Tairāwhiti**

Regional Wellbeing
He Tohu Ora

Statement of Intent Quarterly reporting

September 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

Wellbeing Survey: On the 17 October we go live for our 4th annual regional wellbeing survey. We have a number of direct engagements scheduled, including A&P Show, Gisborne Girls High, Boys High, Taitech in Kaiti Hub, EIT, Tolaga Bay Inn and Gisborne Chamber of Commerce. The State of Wellbeing Report has been released, and Malcolm Mersham, Data and Information Lead, has been invited to be a guest speaker at the upcoming Economic Development New Zealand national conference, the Research Association of New Zealand annual conference and a special guest invite to the World of Ethics Day hosted by Statistics New Zealand on He Rangitapu He Tohu Ora and wellbeing economics. The Trust is lending a significant amount of data and information insights and intel in support of the regional collaboration effort to the Social Investment Agency

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 marae solar panel installations complete. Handovers are currently underway, with workshops and learning support being made available to marae during this time to assist with knowledge sharing about their systems, in addition to learning about distributed energy opportunities. The team are also reflecting on lessons learned from this project to help focus on efficiencies for a potential 'Marae Solar 2.0', in addition to exploring usage/monitoring equipment options to assist marae in maximising their new systems to their full potential.

Report on the economic potential of irrigation has been received. A short key insights document is being prepared to summarise the findings prior to publication at the end of October. Core message is that if water constraints are solved and all suitable growing land is irrigated the economic uplift would be \$4.9B and 23K Jobs.

The Food Innovation Project is currently on hold while we assess the initial findings from the work completed by Smartmouth Consultants. A summarised report is currently being developed which will highlight findings and outline potential actions to move forward.

Following a successful feasibility fund application, work has begun on the Tairāwhiti Construction and Demolition Waste Diversion Feasibility Study. The project aims to reduce the high volume of construction waste going to landfill by examining how other regions divert and reuse materials, and by identifying practical solutions that can be implemented locally. Trust Tairāwhiti continues to provide governance and oversight for this initiative.

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

Business growth team have supported 127 business in the first two quarters of the year. The majority of support has been based around business planning, strategy and understanding how to use AI to improve productivity and marketing.

We are partnering with Aroha AI to on a programme of workshops focused on AI for business. 8 workshops are planned through October and November in Gisborne, Wharekahika, Ruatoria, Tolaga Bay and Patutahi. Demand is high and we are expecting approximately 150 attendees. A core focus of the workshops is understanding the current digital capability of organisations to inform targeted initiatives beginning in February.

The Trust is continuing to develop opportunities within the emerging aerospace sector and health-tech sector, working alongside regional partners to position Tairāwhiti as a future hub for high-tech, high-value innovation.

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

Phase One of the City Centre Catalysts Project identified key initiatives through community engagement and is now in implementation. The Project Control Group — Rongowhakaata Iwi Trust, Gisborne District Council, and Trust Tairāwhiti — is delivering early actions such as art activations in vacant shops, façade incentives for heritage buildings, and co-designed placemaking to revitalise the city centre.

Destination marketing continues to grow across trade, innovation, and cultural tourism. The refreshed strategy targets high-value visitors through storytelling that celebrates local people, culture, and landscapes, promoting shoulder-season and regenerative travel.

Cruise tourism has softened in line with national trends, though partnerships with Cruise New Zealand, the port, and local operators keep Tairāwhiti visible for future growth. Māori-led experiences remain a highlight, earning national recognition, including Tātapouri Bay's NZ Tourism Awards finalist nod and Gold Qualmark status.

The Destination Management Plan, guided by the Destination Advisory Group, aligns investment with iwi aspirations and community values, progressing five projects: City Centre Catalysts, isite Refurbishment, Rail Bridge Enhancement, Commercial Accommodation Feasibility, and Airport Precinct Development.

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

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
Tairāwhiti Investments Limited Return on investment.	9.5%	3.00%			12m Dividend has been delivered as per plan. TIL's full year forecast expected to exceed budget. Capital growth inclusion is for August YTD.
Managed Portfolio Return on investment.	5.5%	8.00%			Despite global volatility, our diversified portfolio has returned very good results these last two quarters and the outlook remains positive.
Equity or debt into regional investment initiatives	\$5.5M	\$3.28M			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		\$3.84M			
INDICATOR	TARGET	ACTUAL	PROGRESS	RISK	COMMENTARY
Community Fund Grant distributions.	\$3.5M	\$2.50M			Hāpori Communities: 39.8% supporting healthy, connected communities. Tūtangata Cultural Identity: 30.93% celebrating diversity and taonga. Final FY26 round closed 3 Oct 2025; requests ≈ \$1.6m.
Feasibility Fund Grant distributions.	\$200K	\$112.1K			56% committed to regional investigation, research, and feasibility projects — across Mātauranga Knowledge (54.1%), Tūtangata Cultural Identity (26%), and Ōhanga Economy (17%), supporting a diverse and innovative economy.
Regional Events Fund Grant distributions for visitor attraction.	\$100K	\$60.3K			60.3 per cent has been committed, with all contributing to Ōhanga Economy and Tūtangata Cultural Identity muka.
Community Facilities Tairāwhiti Community Facilities Strategy grant distributions.	\$5M	\$1.17M			22.6 per cent has been committed to date (\$1.17M), supporting community infrastructure that enhances wellbeing.



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
Supporting businesses Number of businesses accessing support through Trust Tairāwhiti.	200	127			On track to exceed targets
Supporting Māori businesses Percentage of businesses that identify as Māori accessing support through Trust Tairāwhiti.	35%	31%			40 of the businesses supported this year self-identify as Māori. Percentage will increase through the end of the year with additional engagement planned on the east coast.
Investment into building business capability Total value of capability development funding issued.	\$120K	\$65K			Allocation of funding for the year is slow. Businesses are reluctant to spend on capability development.
Business skill development Number of attendees at workshops.	200	63			We have 8 workshops planned for October and November with registrations currently sitting at 66 and expected to reach 120.
Future Leaders Business Programme Number of participants through programme.	100	0			The stage of the programme that contributes to the measure has not started yet.



Delivering

INDICATOR	TARGET	ACTUAL	PROGRESS	RISK	COMMENTARY
Visitor expenditure Increase total value of tourism to the Tairāwhiti economy.	8%	4%			Total visitor expenditure is up 4% year-on-year, showing steady growth through winter. Monthly spend hit \$7.1 million, with domestic up 8% and international up 32%, driven by strong gains from the US, Australia, and UK.
Cruise tourism Increase in number of Māori shore excursions.	2	3			Experiences in development include a rongoā wellness experience in Manutuke, Romiromi healing at Te Whatu Ora Tairāwhiti, and a Tupapa cultural walking tour.
Visitor attraction Number of visitor new experiences supported.	4	6			Ongoing support at varying stages is being provided to: Motu Outdoor Adventures, Maunga Hikurangi Experience, Tapoi 24, Maioha Cultural Show, Touchwood Charters, and Hill Road Orchard Tours.
Destination development Support the development of trade ready products.	4	4			Ocean Beach Motor Lodge, Eastwoodhill Arboretum, Motu Outdoor Adventures, and Motu River Jet Boat are actively engaging with trade partners for relevant markets.
isite Number of visitor experiences booked through the isite.	500	254			Following the refurbishment, visitor bookings have reached over 50% of the annual target. With summer approaching, we're expecting a strong uplift, driven by demand for GCVR, Rail Bikes, Dive Tatapouri, and local events.
Destination management Number of actions under implementation from the Destination Management Plan.	6	3			Various actions under implementation. Three of five focus projects are near completion.
Wellbeing survey 2025 survey insights report published.		0%			Report has been released publicly.

Tātau = Tātau

Together