



**Trust
Tairāwhiti**

Regional Wellbeing
He Tohu Ora

Quarterly CEO Report

February 2024

Tātau



Tātau

Tātau Tātau and the theme of sharing is central to our kaupapa and vision for the region of Te Mana - Shared Pride, Te Ihi - Shared Prosperity and Te Wehi - Shared Opportunity.

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Wellbeing and insights

Introduction

The trust is working well towards the initiatives and measures set in the 2023 SOI. However, as we look to implement the new strategic plan approved by trustees in September 2023, and with the new Chief Executive and Chair in place, we are ready to review changing business demands and create efficiencies to better deliver the strategy. This begins with a new SOI and budget for 2024, and then our investment strategy and impact and wellbeing investments. When comparing the measures of 2023 to 2024, Trustees will see a lift or shift in measures moving forward.

Risk status



Low/No risk

The project is on track to succeed.



Possible risk

The project has a problem but action is being taken to resolve this
OR

a problem has been identified but no action may be taken at this time and it is being carefully monitored.



High risk

The project requires immediate action.

Investing to deliver kaupapa

The Trust deed states its purpose is to preserve capital and provide for beneficiaries. A strong investment portfolio has been built with the aim to achieving deed purposes, in line with our vision and He Rangitapu He Tohu Ora.

PRIORITY PROJECTS

MEASURES

Risk

Trust strategy refresh

Refine Trust investment strategy to ensure Trust deed purposes for current and future beneficiaries are met and regional climate considerations and obligations are addressed.

In progress

Refreshed strategies completed and published.



COMMENTARY

The investment strategy is being worked on and is expected to be completed by 31 March 2024.

Triennial Eastland Group review

Ensure delivery of growth strategies and shareholder returns. Review includes:

- operating performance
- growth opportunities
- partnerships, including tangata whenua and mana whenua
- capital structure.

In progress

Review completed and published in the Annual Report.



COMMENTARY

The capital structure review is nearing completion. Once this is complete, it will be documented into a Triennial Review and reported within the FY2024 financial statements.

Preserving capital


The Trust is required to preserve value for the residual beneficiary, Gisborne District Council.

| PRIORITY PROJECTS | MEASURES | | Risk |
|--|--------------------------|--|--|
| Capital preservation review Peer review the capital and income allocation. | On hold | Residual beneficiary engaged where appropriate. |  |
| | 30 June completed | Review and methodology completed by first quarter. |  |

COMMENTARY

The review work is completed. The CEO needs to be fully briefed on what has been done over the past few years on the capital and income allocation. Given the work needed to be delivered in the next three months, this is unlikely to be worked through with the residual beneficiary prior to March 2024.

Capital preservation




| | | | |
|--------------------------------------|-----------------------------|---|---|
| Preserve and grow capital over time. | Reviewed at year end | Trust capital preserved in line with inflation. |  |
|--------------------------------------|-----------------------------|---|---|

COMMENTARY

The Trust Deed requires trustees to preserve the capital of the Trust Fund, having regard to inflation and profit and losses incurred from time to time. FY2023 highlights that the Trust Fund has been preserved to date and based on the value of the fund, the prudent management by trustees and the sale of shares in Eastland Generation, it is expected that this will remain the case for the current financial year.

Initiatives and facilities

The Trust enables the people of Tairāwhiti by supporting initiatives that will deliver outcomes and impact. We provide funding and capability support to deliver high-priority community facilities.

| PRIORITY PROJECTS | MEASURES | Risk |
|--|---------------------------|---|
| Funding distributions Improve the application process to ensure it is more accessible and user-friendly. | \$8.408m completed | Up to \$16 million in grant funding approved for community initiatives.  |
| | \$672k uplifted | 2023/24 multi-year funding uplifted.  |
| | \$3.611 uplifted | All applications assessed using He Rangitapu He Tohu Ora.  |
| Enable funding recipients to measure, evaluate and report on their project’s progress and outcomes using He Rangitapu He Tohu Ora. | | |

COMMENTARY

An improvement in moving towards CE delegated decision making has enabled quicker response times to applicants. There have been internal challenges without a full capacity grants management system.

Community facilities

| | | |
|---|-------------|--|
| Support the remaining community facilities priority projects by enabling scoping and construction. | 5/6 | Six early-win projects completed.  |
| | 5/6 | Six early-win projects underway.  |
| In partnership with GDC and Sport Gisborne Tairāwhiti, pursue funding for the balance of major projects in the Sports Facilities Business Case. | \$0m | External funding obtained.  |
| Develop governance and ownership models to ensure facilities effectively meet community needs. | 1/1 | Governance groups established.  |
| | 1/1 | Ownership and maintenance approach for each facility formalised.  |

COMMENTARY

All regional schools have been re-engaged on the direction of the pool heating initiative having resilience benefits as additional outcomes. This has been positively received. There is potential opportunity to have external funding provided for the regional pools projects. This is presently being investigated.

Regional economic leadership




We provide economic leadership for the region through long-term planning, advocacy and representation of Tairāwhiti nationally.

| PRIORITY PROJECTS | MEASURES | Risk |
|--|--------------------|---|
| Leadership groups, strategy and planning | | |
| Participate and engage with regional and national leadership groups to deliver a collaborative approach to economic development. | In progress | Trust actions completed.  |
| | Complete | Just transition economic pathways included in Tairāwhiti land use review recommendations.  |
| Participation in: Tairāwhiti land use review, TEAP Steering Group and CARE Regional Skills Leadership Group. | | |

COMMENTARY

The Trust has contributed to the regions briefing for incoming Ministers and the preparations ahead of the Tairāwhiti Together Tomorrow Summit. This has largely been in a facilitation capacity. The summit presents an opportunity to commence the development of a coordinated regional economic plan with national buy-in.

Decarbonising our economy

| | | |
|--|--------------------|--|
| Support the region's transition to a circular, low-emission economy. | In progress | Regional Energy Transition Acceleration Plan completed in partnership with EECA.  |
| | On hold | Regional just transition and emission reduction roadmap completed in partnership with GDC.  |
| | 6/10 | 10 businesses supported to develop emission reduction plans.  |

COMMENTARY

A second RETA workshop to report back to stakeholders is planned for Q1 2024. The emissions reduction roadmap and just transition planning will be encapsulated within recovery and regional planning. Six businesses continue to work through the development of their emission reduction plans.

Economic insights

Use economic analysis and insights to report on trends that enable regional planning and investment attraction.

4/5
published

Quarterly and annual regional economic performance reports published.



COMMENTARY

The third quarterly economic monitor and annual regional economic profile are published on the Trust's website.

Advocacy

Advocate to central Government and industry groups on economic development issues to ensure Tairāwhiti is resourced and supported appropriately.

3/4

Quarterly reporting to board.



COMMENTARY

The first three quarterly reports have been published

Diversifying the economy

In partnership with key stakeholders, we will support and invest in opportunities to diversify the Tairāwhiti economy and build resilience.

| PRIORITY PROJECTS | MEASURES | Risk |
|--|--|---|
| Economic development investment Invest in economic development opportunities through direct funding or support with staff resource and expertise. | 3/4 Quarterly investment pipeline report. |  |
| | 10 Number of investment cases presented to trustees. |  |
| COMMENTARY Eight investigation, research, and feasibility (IRF) proposals representing five sectors including: construction, STEM, digital technology, horticulture, manufacturing and affordable housing have been submitted. | | |
| Regional digital technology strategy Support the strategic development of the digital and technology sector. | Complete Strategy published. |  |
| | Complete Leadership group established. |  |
| | Complete Year one action plan developed with leadership group. |  |
| | Not started One-year review completed. |  |

Economic development | Industry, business and employers

Matai campus

Support Matai campus development to broaden regional economy into science, medicine and technology.

In progress Site development progressed.



Complete Feasibility case for campus developed.



COMMENTARY

Matai stage one is near completion. The campus development concept and feasibility study are complete. Two new workstreams to progress the campus have been established.

Enhance the value of our primary industries

Conclude the Trust's capital improvement programme in local wood processing.

**\$10m
invested**

\$10 million invested in capital projects at Kiwi Lumber and Wood Engineering Technology.



**57,570 t
processed**

90,000+ tonnes of logs processed at Prime site.



**87
jobs**

100 jobs at Prime site.



Complete

Business case prepared for housing frame and truss plant.



Develop commercial opportunities for wood waste.

Complete

Investment case completed.



Support manuka honey investment.

Complete

Business plan achieved.



COMMENTARY

Capital projects completed are the G1.2 building (WGL), the Heatplant (WGL) and the phase 2 projects/edger (KLG). Processing throughput has been lower than expected, particularly for Wood Engineering Technology. Production is expected to accelerate through 2024 because of investment. Manuka honey extraction plant processing commenced for the 23/24 season.

City centre revitalisation

Identify opportunities and initiatives to improve our central city.

In progress Refreshed city centre spatial plan(s) published.



In progress Initial investment case(s) pursued.






COMMENTARY

Manu whenua are engaged with the city centre revitalisation project. An investment case remains live.




Business innovation and growth

We provide tools and resources to help Tairāwhiti businesses and industry to thrive, including delivery of our joint programme obligations with government.

| PRIORITY PROJECTS | MEASURES | Risk |
|---|-------------------------------------|---|
| Regional Business Partner Programme Invest in economic development opportunities through direct funding or support with staff resource and expertise. | 114/120 businesses supported | 120 businesses supported.  |
| | \$140,441 invested | \$180,000 external capability funding invested.  |
| | 7/10 events | 10 business support events delivered.  |

COMMENTARY

The delivery of the Regional Business Programme is tracking above targets.

| | | |
|--|--------------------------------|--|
| Māori business programme Support whānau and hapū businesses through connections to our Māori business agencies and partners. | Not currently measured | Number of Māori businesses connected to agencies and partners (including RBP).  |
| | \$25,904 | Amount of funding secured.  |
| | 25% of total businesses | Percentage of Māori businesses securing RBP funding increased.  |

COMMENTARY

Trust Tairāwhiti has partnered with Te Runanga O Turanganui A Kiwa to deliver a Māori Business programme for Te Tairāwhiti. We are collectively in discussion with other Iwi with an intention to support this programme delivery more broadly. We are exploring how to integrate our systems to capture referrals and are planning for a launch of the Whāriki business platform in the coming months.

Economic development | Industry, business and employers

Workforce development

Improve regional job opportunities and workplace wellbeing and connect jobseekers with industry and employers.

**4/4
published**

Delivery of four vocational events for students and jobseekers supported.



**50/50
placements**

50+ jobseekers placements through Mayors Taskforce for Jobs programme supported.



**Stage one
complete**

Pilot wellbeing initiative in Tairāwhiti workplaces completed.



In progress

Trust actions from Regional Workforce Development Plan completed.



Digital business support platform

Enhance access to digital platform and integrate with Regional Business Partner service.

50%

Online platform resources increased.



50%

Engagement with platform increased.



COMMENTARY

Resource platform is live on the new website. Additional functionality is being developed

Destination management

As the Regional Tourism Organisation, we develop Tairāwhiti as a tourist destination by enhancing the visitor experience, including attractions, supporting infrastructure and services.

| PRIORITY PROJECTS | MEASURES | | Risk |
|--|--------------------|--|---------------------------------------|
| Destination leadership Establish optimal governance and management structures for tourism. Secure sustainable funding for projects outlined in the Destination Management Plan and use the latest data and research to inform decision-making and priorities | Complete | Advisory group established. | ● |
| | In progress | Year one action plan developed with regional partners. | ● |
| | Complete | One-year review complete. | ● |
| | \$0 funding | Additional funding secured. | ● |
| | 3/4 | Quarterly data and insights published. | ● |

COMMENTARY

The Destination Advisory Group has met two times and set a bi-monthly cadence for 2024. The action plan component of the plan is in its final stages and will be finalised at the February meeting. The overall plan and the terms of reference have been endorsed.

Kiri Goulter (director destination management | Regional Tourism New Zealand) will attend the April meeting in person.

Experience development

| | | | |
|--|-----------------|--|--------------------------------------|
| Undertake a product audit of what Tairāwhiti has to offer (built, natural, heritage and cultural assets), including accommodation, activities and hospitality. | Complete | Audit complete, with recommendations for product extensions and development opportunities. | ● |
| Support tourism businesses to improve productivity, profitability, innovation and growth. Lead the transition towards | Complete | Tourism resource hub online. | ● |

Economic development | Regional tourism promotion

regenerative tourism practices that contribute to community and environmental wellbeing.

6
completed

Professional development opportunities for local operators.



Ongoing

Meet obligations of the Tourism Sustainability Commitment.



COMMENTARY

Trust Tairāwhiti hosted Jacqui Lloyd (CEO | Cruise New Zealand) and Dana-Lisa Griffin (key account manager | ID New Zealand). A cruise tourism product review and stakeholder review were conducted. It was identified that there is a lack of product, specifically cultural product, in and around Gisborne City. For the region to grow cruise in a sustainable way, product development needs to be a priority.

Visitor accommodation

Collaborate with regional stakeholders to increase the supply of visitor accommodation options.

In progress

New accommodation investment case completed.



COMMENTARY

An accommodation investment case remains live.

Cycle and walking trails

Support partners who are developing and maintaining recreational trails.

0km
completed

Number of kilometres of trails consented and built.



COMMENTARY

Tapuwae Tairāwhiti Trails' current focus is Te Ara o Taruheru/Taruheru River Trail. They are working alongside mana whenua, council and the community to progress the development of a safe route from the end of Ngā Wai Weherua (City Rivers) Trail at the river end of Grey Street, generally following the Taruheru River to Champion Road and beyond. The project is included in Gisborne District Council's 2018-2028 and 2021-2031 Long Term Plans. The community will be consulted on all options for the trail in the first half of 2024.

Visitor-attracting events

Support and attract events that align with the Trust's Events Strategy.

Not
currently
measured

20 per cent increase in visitors from Trust supported events.



COMMENTARY

The Tairāwhiti Regional Event Fund (REF) is live on the Trust Tairāwhiti website.

To date, seven applications have been received and were successful. The events have been a mix of community, sporting, music and food and wine.

Regional promotion

Our promotional activity targets key markets, encouraging regional dispersal and showcasing the range of experiences the Tairāwhiti region offers.



| PRIORITY PROJECTS | MEASURES | Risk |
|--|---|---|
| <p>Marketing and trade</p> <p>Develop compelling marketing campaigns that showcase the region, inspiring visitors to experience more and stay longer.</p> <p>Support the development of trade-ready products and enable new and existing businesses to promote their products at trade events.</p> <p>Build relationships and provide ongoing destination training with travel sellers in key offshore markets.</p> | <p>Complete</p> <p>Regional consumer strategy completed.</p> |  |
| | <p>Complete</p> <p>Trade marketing strategy completed.</p> |  |
| | <p>Complete</p> <p>Regional Summer 2023/24 marketing campaign completed.</p> |  |
| | <p>Complete</p> <p>A full season of trade events attended.</p> |  |

COMMENTARY

The initial phase of the Come See Why campaign unfolded between October 18 and December 8, featuring an array of creative content distributed across platforms such as Google, Meta, and YouTube. In comparison to the corresponding period in 2022, the tairawhitigisborne.co.nz website experienced an impressive 202% surge in website sessions. Noteworthy locations driving traffic to the website included Auckland, Christchurch, Sydney, Brisbane, Wellington, Melbourne, Hamilton, and Tauranga.

We will be hosting five trade groups in region over the coming months showcasing what is on offer for their clients.

Cruise ships

| | | |
|---|---|---|
| <p>Coordinate cruise ship arrivals, connecting passengers to visitor experiences throughout the region.</p> | <p>Complete</p> <p>2022/23 cruise season review completed.</p> |  |
| | <p>In progress</p> <p>Recommendations for 2023/24 cruise season implemented.</p> |  |

COMMENTARY

Cruise season is underway with all planned ships successfully arriving so far. Anelia Evans (TT cruise coordinator) continues to oversee the day to day operations. The ability to berth the smaller ships alongside

Economic development | Regional tourism promotion

wharf seven has alleviated the operational administration required by the cruise operations group. The isite team continues to welcome cruise passengers at the centre, on port and on board all PPG ships.

isite

Provide information on experiences for visitors and locals to enjoy, encourage sustainable travel and motivate visitors to stay longer and spend more.

Ongoing

Visitors are highly satisfied with their isite experience (reviews and surveys).



9.5%
Year on year

10 per cent increase in bookings through the isite.



COMMENTARY




The isite has continued to thrive in the midst of a very trying period for the tourism sector in Tairāwhiti. Gizzy sunshine seemed a distant memory over the past quarter, but with fewer feet through the door in November and December, we have managed to make the most of each visit increasing our customer conversion rates substantially and creating a staff culture that has made a visit to the isite an experience that you want to tell your friends about.

Despite the slight downturn in foot traffic we have managed to have a big boost in bookings. This is a huge one in an age when we are all accustomed to doing it online, our VIO's are making the isite the place where you get the true customer experience and support everybody wants.

Although foot traffic was down in the last months of 2023, with Te Rā back and booming we have had a monstrous January with foot traffic for the first 10 days up a whopping 49.5% on Jan 2023.

Wellbeing and impact

A component of our wellbeing framework He Rangitapu He Tohu Ora is measuring the impact of Trust investments in the community and economy. This is backed by quality wellbeing data to further inform decision-making.

| PRIORITY PROJECTS | MEASURES | Risk |
|---|---|---|
| Wellbeing survey Collect and publish a robust and consistent annual set of regional wellbeing data. | Complete Annual survey completed. |  |
| | In progress Survey data and insights published online. |  |
| | 4.3K site visits Community uptake of survey data and insights recorded. |  |
| | 18 mins Average visit duration | |

COMMENTARY

The regional wellbeing survey for 2023 has been finalised at 833 completed responses for both Te Reo and English. All minimum demographic sample sizes have been met and data has been prepared for weighting. Once complete, data tables and wellbeing dashboards will be updated within Q2.

Outcome and impact reporting

| | | |
|---|---|---|
| Report on the outcomes and impacts of community distributions, direct investments and programme delivery. | 1/5 Impact report completed for all funding and direct investment recipients. |  |
|---|---|---|

COMMENTARY

Outcome and impact reports for community distributions are presented to trustees quarterly. There is insufficient data to support the direct investments and programme delivery impacts at this stage.

Operationalising He Rangitapu He Tohu Ora



Climate Leaders Coalition commitment

Increase our internal monitoring of activities and report on our greenhouse gas emissions.

In Progress

Emissions target of under 21% from the 2019 baseline maintained.



In Progress

Annual GHG emissions report produced.



COMMENTARY

The Trust has signed up with a new GHG emissions tracking system which will carry out emissions calculations and provide an emissions report at the end of the financial year. This will also allow for an independent verification of GHG inventory in 2025, as required by the Climate Leaders Coalition.

We are working on the climate change risks and opportunities assessment to make available to the public, also as part of our signatory requirements.

Trust Tairāwhiti

Financial reports

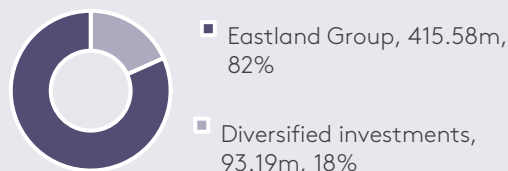
Summary

Financial position

As at 31 December 2023

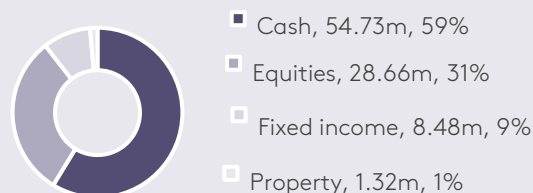
| | Dec 2023 YTD Act. \$000 | Mar 2023 YTD Act. \$000 |
|----------------------------------|-------------------------------|-------------------------------|
| Cash and cash equivalents | 3,240 | 85,290 |
| Receivables | 119 | 321 |
| Other receivables | 2,425 | 96 |
| Total Current Assets | 5,784 | 85,707 |
| Investment portfolio | 508,770 | 427,722 |
| Impact Investment | 32,472 | 29,973 |
| Property plant & equipment | 587 | 657 |
| Total Non-current Assets | 541,829 | 458,352 |
| Total Assets | 547,612 | 544,059 |
| Payable and accruals | 9,444 | 5,767 |
| Other payables | 710 | 896 |
| Total Current Liabilities | 10,153 | 6,663 |
| Total Liabilities | 10,153 | 6,663 |
| Net Assets/Equity | 537,459 | 537,396 |

Current investment profile



The Eastland Group investment is made up of investments in Eastland Port and electricity generation assets.

Diversified investments are held by Craigs Investment Partners and overseen by Trustees.



Note: diversified portfolio will be rebalanced post strategy refresh.

Commentary

The investment portfolio consists of Eastland Group and Craigs Investment Portfolio and is revalued.

Impact investments provide benefit to enhance wellbeing of beneficiaries under He Rangitapu, He Tohu Ora. These investments are in the Woodcluster at the Prime site and property at Commerce Place. They are carried at the net asset value.

The payables relate mainly to distributions that have been approved by Trustees and are waiting on conditions to be met before making payment. It is expected that the majority of these will be paid prior to year end.

Trust Tairāwhiti

Financial reports

Summary

Financial performance

For the period ending 31 December 2023

| | Dec YTD Act. \$000 | Bud YTD Bud. \$000 | | Variance \$000 | SOI Budget \$000 | Remaining Budget \$000 |
|----------------------------|--------------------------|--------------------------|---|-------------------|------------------------|------------------------------|
| Income | | | | | | |
| Investment Income | 10,925 | 7,853 | ↑ | 3,072 | 14,031 | 3,106 |
| Other Income | 615 | 615 | | - | 820 | 205 |
| | 11,539 | 8,468 | | 3,071 | 14,851 | 3,312 |
| Operating costs | | | | | | |
| Admin and operating | 449 | 600 | ↓ | (150) | 935 | 485 |
| Personnel | 1,844 | 1,925 | ↓ | (81) | 2,514 | 670 |
| Governance | 373 | 336 | ↑ | 36 | 435 | 62 |
| | 2,666 | 2,861 | | (195) | 3,884 | 1,218 |
| Operating surplus | 8,873 | 5,607 | | 3,266 | 10,968 | 2,094 |
| Non-operating | | | | | | |
| Strategic initiatives | 346 | 357 | | (11) | 780 | 434 |
| Other non-operating income | (90) | - | ↑ | (90) | - | 90 |
| Distributions | 7,510 | 16,090 | ↓ | (8,581) | 16,340 | 8,831 |
| Depreciation | 107 | 44 | ↑ | 63 | 47 | (60) |
| | 7,873 | 16,491 | | (8,618) | 17,167 | 9,294 |
| Net surplus | 1,000 | (10,884) | | 11,884 | (6,200) | (7,200) |

Commentary

Investment income is ahead of budget. The total variance is made up of increased performance on the investment portfolio and interest on capital notes reissued to Eastland Group. The investment management fee is lower than expected as Craigs do not charge to manage the term deposits (these are high while the SIPO is being worked through).

Admin and operating costs are down on budget which reflects the communications and engagement workstreams being delivered inhouse, cost savings in subscriptions, travel and computer costs. Admin costs are expected to be below budget at year end.

Additional budget was approved in September for increased personnel related costs and to cover the recruitment process and appointment of a new CEO. Costs include a portion transferred from Trust Tairāwhiti Limited for the acting CE salary.

Governance costs include insurance premiums that have increased considerably on the previous year.

Additional budget was approved in September for Eastland Group capital structure costs within the strategic initiatives. These are now tracking as expected.

Trust Tairāwhiti Limited

Financial report

Summary

Financial performance

For the period ending 31 December 2023

| | Dec YTD Act. \$000 | Bud YTD Bud. \$000 | | Variance \$000 | SOI Budget \$000 | Remaining Budget \$000 |
|----------------------------|--------------------------|--------------------------|---|-------------------|------------------------|------------------------------|
| Income | | | | | | |
| ED Services | 1,199 | 1,006 | ↑ | 193 | 1,333 | 134 |
| Other Income | 441 | 440 | | 1 | 440 | (1) |
| | 1,641 | 1,446 | | 195 | 1,773 | 132 |
| Operating costs | | | | | | |
| Admin and operating | 1,696 | 1,569 | ↑ | 126 | 2,117 | 422 |
| Personnel | 1,123 | 1,325 | ↓ | (202) | 1,847 | 723 |
| Governance | - | 170 | ↓ | (170) | 254 | 254 |
| | 2,819 | 3,064 | | (245) | 4,218 | 1,399 |
| Operating surplus | (1,178) | (1,618) | | 439 | (2,445) | (1,267) |
| Non-operating | | | | | | |
| Strategic initiatives | 593 | 777 | ↓ | (184) | 1,015 | 422 |
| Other non-operating income | (13,802) | (13,802) | | - | (13,802) | (0) |
| Distributions | 13,802 | 13,802 | | - | 13,802 | 0 |
| Depreciation | 64 | 68 | | (3) | 91 | 27 |
| | 657 | 845 | | (187) | 1,106 | 449 |
| Net surplus | (1,835) | (2,463) | | 626 | (3,551) | (1,716) |

Commentary

Operating income is up on budget with additional funds received for redeploying staff to other areas post cyclone Gabrielle.

Admin and operating costs are higher than budget due to timing of costs and phasing of budgets. These are expected to come back into line over the next few months.

Personnel costs are currently behind budget as a result of the vacant roles.

Governance costs are down as a full year was budgeted for the independent investment committee. This will continue to be behind budget as the form and function of this committee will evolve through the strategy refresh.

Strategic initiatives are down on budget. An element of this is due to timing of project costs and some workstreams being delivered internally.

A silhouette of a person carrying a surfboard on a beach at sunset. The person is standing on the wet sand, and the sun is low on the horizon, creating a bright reflection on the water and sand. The sky is a mix of orange and grey.

**COME
SEE
WHY**

**TAIRĀWHITI
GISBORNE**

comeseewhy.co.nz

Brand campaign
Summer 2023

Come See Why

Objectives:

- Create an evergreen domestic (light touch Aus) campaign that works to invite visitors to region (post cyclone) to experience all there is to see and do –which importantly puts our people at heart of it. Showcasing that we are open, welcoming & friendly and a great destination to put on their bucket list.
- Generate awareness in showcasing what we're about / emphasis off the beaten track + create something compelling enough that consumers want to find out more (click onto the www.comeseewhy.co.nz campaign page / join our mailing list, follow us on social channels, google Tairāwhiti Gisborne).

Target audiences

- Fly market: targeting Auckland, Wellington and Christchurch. Visiting the region for events, couples' getaways, 30-50yr olds with disposable income.
- Drive market: (Bay of Plenty, Rotorua, Hawke's Bay), families coming for holidays, older couples coming for long weekends, motorhome enthusiasts travelling down the East Cape
- Locals (focusing on the VFR market)

Campaign activation mix

- Out of home (billboards)
- Print (Stuff print + digitally, Our NZ , etc.)
- PR
- Full-funnel digital including Google Ads Display, YouTube, Google Ads Search, Facebook Display and Retargeting.
- Using highest performing creative (through A/B testing) to drive as many engaged and relevant First Touch clicks (first marketing touchpoint) through to the campaign page.

Digital Media – Stuff.co.nz (Campaign Partner)

Top level Stuff.co.nz Results: **1,991,706** Impressions **5,623** Clicks **0.28%** CTR

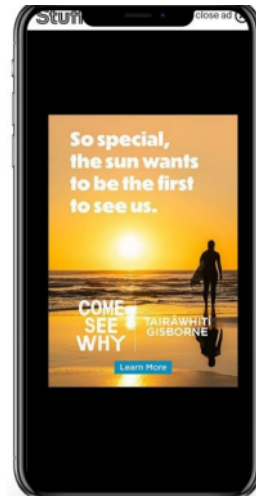
STUFF PLATFORMS

MOBILE WEB

Stuff served up **287,283 impressions** of the Tairawhiti - Mobile Splash 1 advert.

This generated **1,604 click-thrus** to the Tairawhiti Tourism website. With a **0.56% CTR** (Click Thru Rate).
Average click through rate is 1.61%

287,283
IMPRESSIONS **1,604**
CLICKS



STUFF PLATFORMS

MOBILE WEB

Stuff served up **187,345 impressions** of the Tairawhiti - Mobile Splash 2 advert.

This generated **1,262 click-thrus** to the Tairawhiti Tourism website. With a **0.56% CTR** (Click Thru Rate).
Average click through rate is 1.48%

187,345
IMPRESSIONS **1,262**
CLICKS



Digital Media – Stuff.co.nz continued..

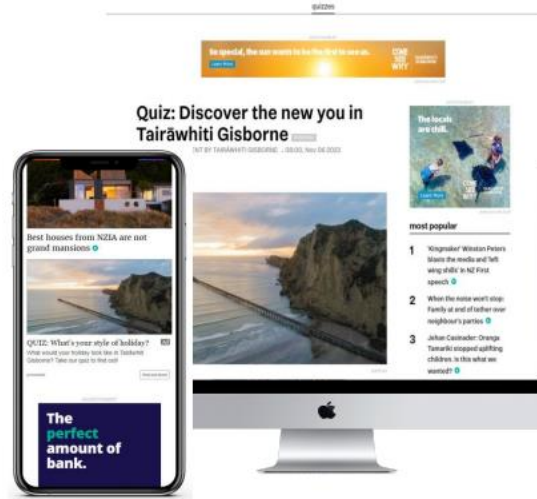
Native Drivers to article

280,006
IMPRESSIONS

1,631
CLICKS

[Page views + Clicks on link in article](#)

This article performed extremely well. There were over 19,500 (target was 8,000) of which over 15,900 were unique visitors. Average time on the page was 41 seconds and there were 395 clicks on the links in the article. There were 4,173 completions of the quiz.



- <https://www.stuff.co.nz/national/quizzes/130806222/quiz-discover-the-new-you-in-tairwhiti-gisborne>
- Led to a competition, increased EDM Database of 700)

Native Drivers to article

280,006
IMPRESSIONS

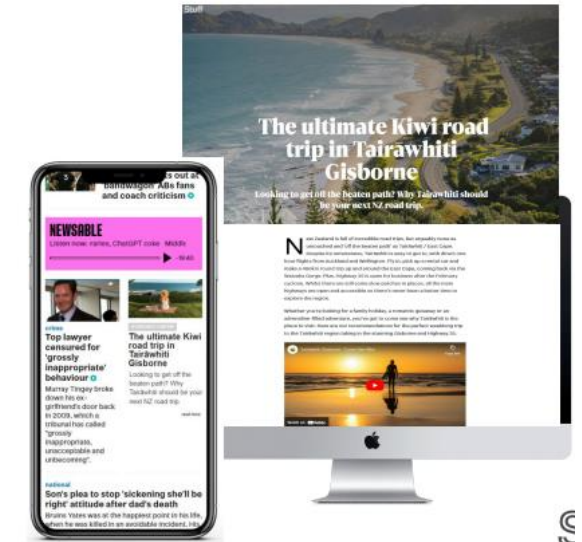
1,631
CLICKS

[Page views + Clicks on link in article](#)

This article performed well. There were over 18,124 views (benchmark is 8K) Average time on the page was 1 min 11 seconds and there were 1663 clicks on the link in the article.



<https://sponsoredinteractive.stuff.co.nz/the-ultimate-kiwi-road-trip-in-tair-whiti-gisborne/index.html>



COME SEE WHY

TAIRĀWHITI GISBORNE
comeseewhy.co.nz

Digital Media – Stuff.co.nz continued..

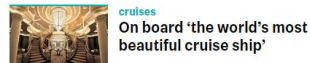
Stuff.co.nz Online Presence + Digital

- The Road Trip Full of Secrets - <https://www.stuff.co.nz/travel/destinations/nz/gisborne/300997105/sh35-the-road-trip-full-of-summer-secrets>
- Additional examples below of some of the drivers to the Tairāwhiti Gisborne content on site.



Luxury holidays →

They say travel is the only thing you can buy that makes you richer. So why not splash out on some of the finer things? From world-class lodges and first class journeys, to bespoke itineraries and attention to the smallest details, these experiences are sure to be once-in-a-lifetime.



cruises
On board 'the world's most beautiful cruise ship'



asia
Understated luxury on island twice the size of Bali (without the crowds)



promoted
QUIZ: What's your style of holiday?

Discover the perfect way to eat, surf, and chill your way through Tairāwhiti Gisborne

find out more



usa
What it's like to stay at one of the poshest hotels in Beverly Hills



australia
Brilliant, if expensive: The verdict on Sydney's giant new hotel



SPONSORED
The ultimate Kiwi road trip in Tairāwhiti Gisborne



Looking to get off the beaten path? Why Tairāwhiti should be your next NZ road trip.

FIJI
TAKE ME TO FIJI

5 STARS
SOFITEL FIJI RESORT & SPA
FLIGHTS, 4 NIGHTS, TRANSFERS & BREAKFAST
FLYING FIJI AIRWAYS FROM AUCKLAND, WELLINGTON OR CHRISTCHURCH

\$2439 PER ADULT (INCLUDE TAX)
KIDS FLY, STAY, EAT & PLAY FROM \$469 PER CHILD

HOUSE OF TRAVEL



Go-To Guides: The only guide you'll ever need to Auckland

Supercity by name and by nature, Tamaki Makaurau is a sprawling metropolis deserving of its title as one of the most diverse cities in the world.



Go-To Guides: Tairāwhiti Gisborne

The eastern horn of the North island is a place of many firsts. Early Polynesian voyagers are said to have settled here and, according to Maori tradition, the area was the first part of Te ika-a-Māui fished up by Maui.

Our NZ:

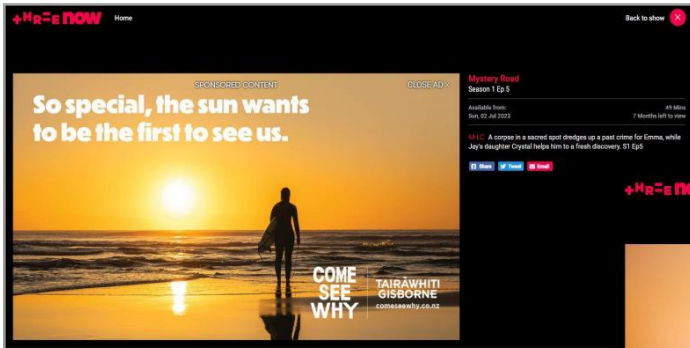
- During the campaign period we also featured in Our NZ distributed at International Airports, ferries, Top 10 Holiday parks, Kiwi Holiday parks etc.
- Readership excess 67, 500
- I have a printed copy if anyone would like to have a looksie.



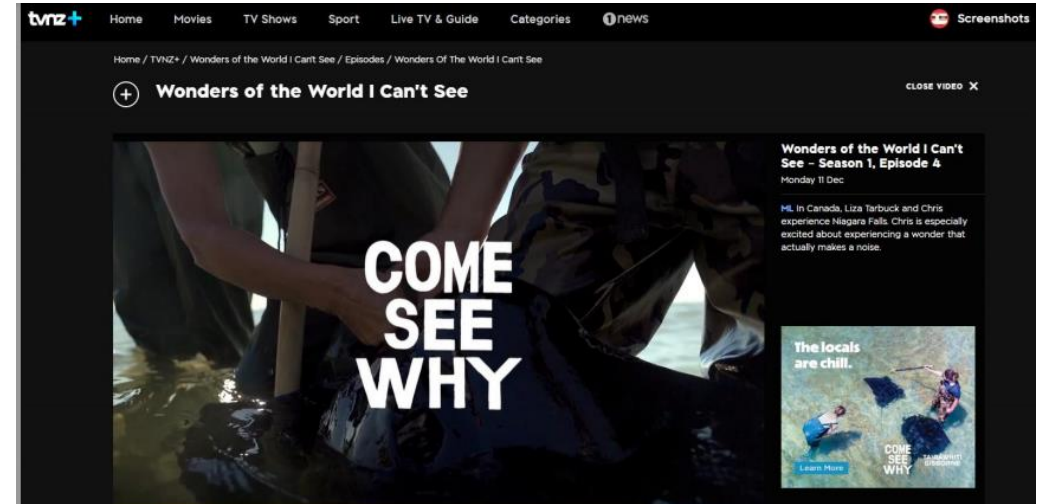
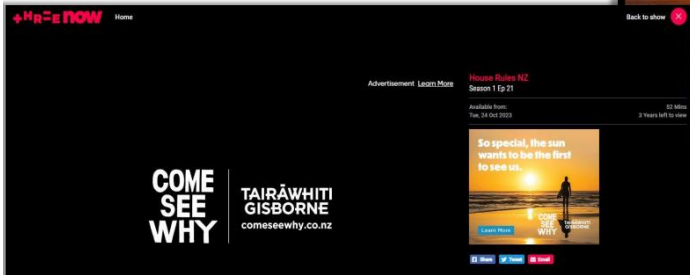
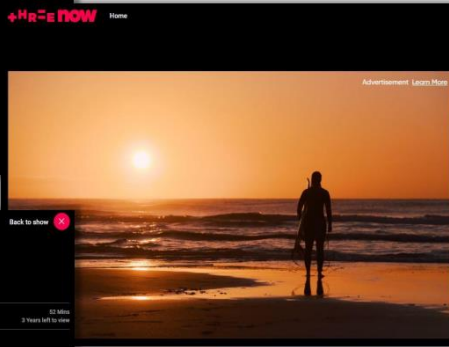
COME SEE WHY

TAIRĀWHITI GIBBORNE
comeseewhy.co.nz

Digital Media – Examples – TVNZ On Demand + ThreeNow



Ad on Pause



Targeting: Top rating OnDemand and environmental Travel/family shows.

Duration: ThreeNow - 15", TVNZ+ - 15"/30"

TVC's: Come see why

| Platform | Booked Budget | Ratecard value | Impressions | Completed Views | Completion Rate | Device |
|----------------|---------------|----------------|-------------|-----------------|--------------------|----------|
| TVNZ-VOD | \$1,500 | \$5,100 | 24,689 | 24,540 | 99.44% | 60% CTV |
| ThreeNow - VOD | \$1,500 | \$3,350 | 23,991 | 23,576 | 98.27% | 50% CTTV |
| ThreeNow - AOP | \$1,000 | \$1,400 | 19,841 | n/a | 60.13% viewability | 54% CTV |

- The Tairāwhiti Gisborne 'Come See Why' TVC's have run staggered across both VOD platforms during October and November and has delivered 78,116 completed views. Although a non-skippable platform, anything above 88% is a great result as people can drop off at the start if they have clicked on the wrong show and /or have closed the platform before starting their show.
- Via the TVNZ OnDemand platform, we delivered 24,689 impressions with a completion rate of 99.44%.
- Via the ThreeNow platform (15" only), we delivered 23,991 impressions with a completion rate of 98.27%. We also delivered 19,841 impressions via the Ad on Pause creative with a viewability rate of 60.13%.
- Across the TVNZ OnDemand platform we also have owned the living room with 60% of the impressions coming from the big screen environment. Whereas ThreeNow 50% were viewed on CTV and 30% viewed on mobile.

Out of Home (OOH – Out of Home Advertising)

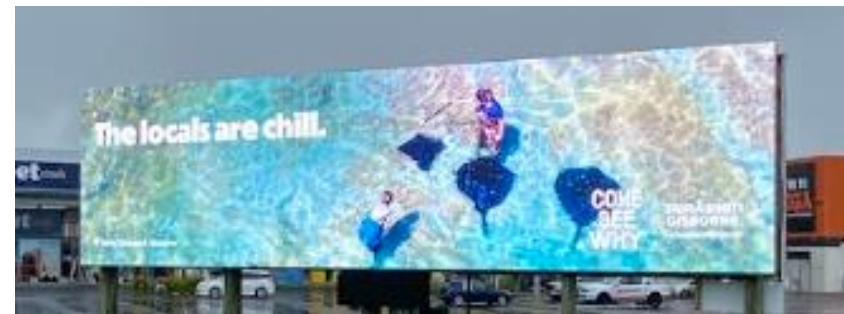
Overview

- OOH Marketing was used in key regions around New Zealand (the below slideshow examples) In the locations where OOH was – targeted social media was also to ensure there were two points of contact with the viewer.
- Locations included Auckland, Hamilton, BOP, Rotorua, Hawke’s Bay, Nelson & Christchurch.

| Dates | Booked Budget | Ratecard value | Booked Plays | Actual Plays | Digital Delivery | Panels |
|---|---------------|----------------|--------------|--------------|------------------|--------|
| 31 st Oct – 12 th Feb | \$10,200 | \$132,353 | 43,799 | 63,797 | 145% | 15 |
| | | | | | | |

- Digital Out of Home placements ran staggered from 18th October to 16th November.
- A total of 15 screens ran the ‘Come See Why’ message over the campaign period.
- Mapping was strategically planned in high traffic areas in each area.
- 45% bonus activity was delivered over and above paid media.
- Placements were run across the following areas:
Auckland, Tauranga, Rotorua, Hamilton, Napier, Wellington and Christchurch
- The digital Billboard campaign delivered \$132,353 of value for an investment of \$10,200.
- We also ran bonus delivery in the Nelson Airport for 2 weeks

OOH- Examples




Social Media - (Organic – unpaid)

Throughout the campaign period we continued with organic posts on our social media channels (Facebook and Instagram) with a concerted effort to utilise the new campaign imagery to create consistency across paid and unpaid social media, to introduce the campaign to our existing followers and to improve our organic reach.


| Metric | Facebook | Instagram |
|--|----------|-----------|
| New followers | 137 | 117 |
| Reach | +395% | +169% |
| Content interactions (likes, shares, comments) | +473% | +49% |
| Organic link clicks (Facebook only) | +69% | |

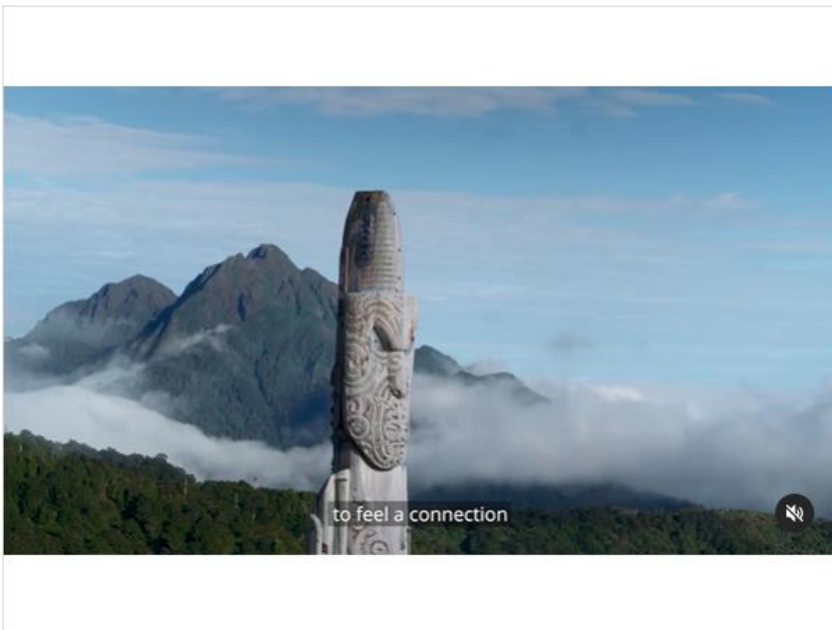
Top post on Facebook:

| Title | Likes and reactions ⓘ ↑↓ | Comments ⓘ ↑↓ | Shares ⓘ ↑↓ | Link clicks ⓘ ↑↓ | Reach ⓘ ↓ |
|--|--------------------------|----------------|--------------|-------------------|---------------|
|  Did you know Tokomaru Bay's Cafe 35 s... Tairawhiti Gisborne | 132 Reactions | 21 Comments | 42 Shares | 51 Link clicks | 9.9K Reach |

Social Media (Organic – unpaid)

Top post on Instagram:

| Title | Likes and reactions | Comments | Shares | Link clicks | Reach |
|---|---------------------|---------------|--------------|-------------|----------------|
|  As the weather starts to heat up, we're ex... tairawhitigisbornenz | 73 Likes | 0 Comments | 94 Shares | -- | 10.7K Reach |



tairawhitigisbornenz
Original audio

tairawhitigisbornenz 14w
Unpack, unwind, and uncover the beauty of Tairāwhiti Gisborne...

Come see why our place is like nowhere else in the world...the epic surf, stunning scenery, and the strong, quiet pride of our people make this place so special the sun wants to be the


View insights **Boost post**

121 likes
October 18, 2023

Add a comment...

Tairawhiti Gisborne is at Highway 35.
November 22, 2023 · Omaio · 🌐

Name a more iconic SH35 shot...we'll wait...




Boost post to reach up to 1266 more people daily if you spend NZ\$12.

81 likes 8 comments 2 shares

Tairawhiti Gisborne
October 20, 2023 · 🌐

Hey ice cream – we love you un-cone-ditionally 🍦🍦🍦
Hit us with your best ice cream spots in and around Tairāwhiti...we'll start!

Okitu Store, Wainui Beach
Vi... See more



Boost post to reach up to 571 more people daily if you spend NZ\$12.

64 likes 52 comments 2 shares

Paid Digital Media

This campaign comprised a full-funnel digital approach, including Google Ads and Display, YouTube, Facebook Display, and Remarketing across both platforms from October 17 - December 9. Our target audiences included Fly Zone (Auckland, Wellington, Christchurch, New South Wales, Queensland, Victoria) and the Drive Market (Bay of Plenty, Rotorua, Hawke's Bay).

Results:

| | Facebook First Touch | Facebook Remarketing | YouTube | Google Search (NZ) | Google Search (AU) | Google Display | Google - Demand Gen |
|-------------------------|----------------------|----------------------|---------|--------------------|--------------------|----------------|---------------------|
| Landing page views (FB) | 9613 | 385 | | | | | |
| Reach (FB) | 236342 | 5278 | | | | | |
| Impressions | 788625 | 72760 | 670918 | 11004 | 4595 | 2,054,675 | 1176451 |
| Clicks | 14035 | 1056 | 198 | 2153 | 577 | 7583 | 13471 |
| Cost per click | \$0.46 | \$1.16 | \$11.62 | \$0.60 | %1.54 | \$0.17 | \$0.11 |
| Click-through rate | 1.54% | 1.45% | 0.03% | 19.57% | 12.56% | 0.38% | 1.15% |

Paid Digital Media – Examples

tairawhitigisbornenz Sponsored

People travel here from all over the world.

COME SEE WHY TAIRĀWHITI GISBORNE

Learn More

Followed by gizzylocal and 2,539 others

tairawhitigisbornenz Come see why Tairāwhiti Gisborne is like no other place in the world.

Things To Do In Gisborne | Must-See & Do Attractions | Tairāwhiti Gisborne +10 more
tairawhitigisborne.co.nz/come-see-why
From historical landmarks to stunning natural wonders, discover Tairāwhiti Gisborne. Tairāwhiti is home to an extraordinary mix of must-see & must-do attractions & experiences. +2 more

Tairāwhiti Gisborne Ad

Come see why Tairāwhiti Gisborne is like no other place in the world.

Learn more

Come See Why Ad - tairawhitigisborne.co.nz

Learn more

Come See Why | A Place Like No Other | Tairāwhiti Gisborne +1 more
tairawhitigisborne.co.nz/come-see-why
Come see why Tairāwhiti Gisborne is like no other place in the world. A place so special the sun wants to be the first to see it! +2 more

The locals are chill.

COME SEE WHY TAIRĀWHITI GISBORNE

Learn More

Remarketing Project 2.0

We offered local operators the opportunity to piggyback of the Come See Why campaign by setting up their own remarketing campaigns and tapping into the Facebook audience we've generated throughout the campaign period. This allows them to be in market at the same time and to reinforce our regional presence to audiences who have shown interest. It also encourages operators to take control of their own digital marketing by allowing them to manage the campaign, with some set up assistance from Maverick Digital. Results from this vary from direct bookings being made via the sponsored ad – to an increase in website hits finding out more information about the business.



Print Media

Features:

Air New Zealand – Kia ora Magazine November Feature

- In August 2023 we hosted Jane Binsely in region who visited Gisborne + travelled around Highway 35. She then produced a 5-page feature which coincided with the Come See Why Campaign being in market. Readership is 414,000 per month in flight, in Koru Lounges + i-sites throughout the country. (I have copies if anyone would like to have a looksie).



COME SEE WHY
TAIRĀWHITI GIBORNE
comeseewhy.co.nz

Print Media continued..

Stuff.co.nz Online Presence + Digital

- As part of a previous campaign which was paused due to Cyclone Gabrielle – we were able to have a range of features both in print & digitally via Stuff. Brook Sabin from Escape Ventures visited region early Feb (pre-cyclone) and produced some great content. We chose to delay the publishing of this content to a time that suited the region as a whole / repairs were underway & a time that travellers were making travel plans for the upcoming Summer which worked well around our October campaign Launch. The below featured in November.

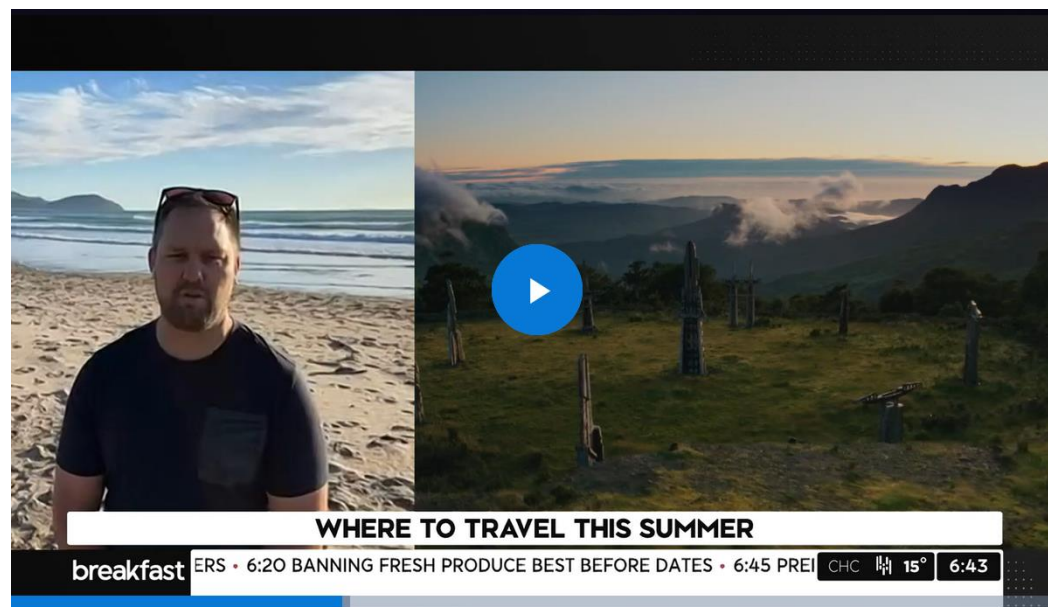


PR

We engaged Shine PR (Rotorua based) to assist with getting the message out to New Zealanders that we are open for business, and a great destination to visit this Summer. Post campaign launch, Shine PR reached out to a range of NZ based media accompanied with a locally sourced gift pack (image below) to media such as Kanoa Lloyd (The Project), Matty McLean (Breakfast TV), Carly Gibbs (BOP based journalist), Madeleine Chapman (The Spinoff), Mike Yardley (Newstalk ZB) + additional contacts they have who pick up travel stories.

Having Shine PR's assistance has resulted in,

1. **Radio Waatea** – Reheete Stoltz was interviewed for a few minutes about the region, it's recovery & what it on offer when visiting. Recording can be found here - <https://www.teaonews.co.nz/2023/11/14/te-tai-rawhiti-ready-to-welcome-manuhiri-following-devastating-cyclones/>
2. **Breakfast TV** – Doug Jones doing a 3 minute live cross welcoming visitors to region (46.20 <https://www.tvnz.co.nz/shows/breakfast/live>)
3. Lisa Potter from **Motorhome, Caravans & Destination** visited the coast + Gisborne mid Jan. Multiple features to go live digitally & in print in Feb, March 2024.
4. Jo Percival from **AA Traveller & AA Directions** visited late Jan – Gisborne based. Stories will be published in print + digitally along with a competition component.
5. Mike Yardley from **Newstalk ZB** will visit region mid Feb – and will produce two feature articles published on NZME regional papers, features on Newstalk ZB Website + a spot on his 10 minute live cross on Newstalk ZB Saturday mornings with Jack Tame.



COME
SEE
WHY

TAIRĀWHITI
GISBORNE
comeseewhy.co.nz

2024 Campaign Continuation / BAU always on

In the first few months of 2024 we will continue to run the best performing Come See Why Creative as part of our ongoing BAU (always on) campaign, based on results from the last 3 months. The goal of this is to continue interest in region with the hope of driving visitation over the coming months. This creative includes the best performing video and static artwork spread across Facebook, Google and YouTube for First Touch audiences.

The range of themes displayed as part of always on include Highway 35, Taste of Tairāwhiti, Must See & Do alongside itinerary idea's and inspiration.

Tairāwhiti Gisborne
Sponsored · 🌐

Discover the spectacular beauty of Tairāwhiti, where you can enjoy the warm air, clear days, and peaceful surroundings. Whether you're an adventurer, food lover, or culture enthusiast, Tairāwhiti has it all.

[Learn more](#)

24 likes · 2 comments · 5 shares

Like Comment Share

4 placements

Advanced Preview Share

Facebook Stories

Tairāwhiti Gisborne
Sponsored · Play full 0:59

People travel here from all over the world

[Learn more](#)

See Variations

Stories and Reels

12 placements

Advanced Preview Share

Facebook Feeds

Tairāwhiti Gisborne
Sponsored · 🌐

Come see why Tairāwhiti Gisborne is like no other place in the world.

Everything sounds better

tairawhitigisborne.co.nz
Discover the beauty of Tairāwhiti Gisborne

[Learn more](#)

Mike Mcvick... 6 comments 6 shares

Like Comment Share

See Variations

Feeds

In-stream ads for videos and reels

Overall Results

High Level Digital Results:

- The first burst of the Come See Why campaign was in market from October 17 – December 9 and comprised a wide range of creative across various platforms including Google, Facebook and YouTube. During this period, and compared to the same period in 2022, the tairawhitigisborne.co.nz website saw a 202% increase in website sessions with a total of 42,272. We also saw a 49% increase in Engaged sessions (13,606 v. 9,165 in 2022). Key locations driving traffic to the website included: Auckland, Christchurch, Sydney, Brisbane, Wellington, Melbourne, Hamilton, and Tauranga.

Continuation / Next Steps: Growth of Campaign

- From the outset we wanted a campaign which was evergreen and had legs to morph into something different YOY, without changing the narrative too much (confusing the consumer). Initial ideas are currently around (these are all initial thoughts currently) but planning to use existing creative + owned assets to execute something around the below concept,
 - Come See Why – top layer as it currently is, then breaks into themes and users travel down the funnel
 - Come Taste Why (foodie theme)
 - Come Experience Why (immersive / cultural experiences)
 - Come Explore Why (nature / outdoor)

Learnings:

- The PR spend was invaluable in reaching an audience of media we don't have the time nor resource to achieve ourselves. A learning was to start this 3 months earlier to have a better lead in time with the potential to generate more opportunities + potentially the time for more broadcast opportunities.
- More spend & PR opportunities to be sought out in Christchurch. CHCH has surpassed Wellington in being our 2nd domestic market (even though there are no direct flights) so would absolutely spend more time getting targeted there.
- Would start the campaign earlier - late September, early October (in 2023 it started on October 18th).
- Would have liked to present the operator remarketing project earlier for operators to be involved (due to resource it started a month into the campaign) but going forward it would be great to have a session with those interested / with Maverick / sharing the back end of FB + their website so operators can actively track who is landing on their site / what they're doing / where they are from etc).
- Now that we have a good campaign period under our belt, we can review the creative that performed the best and remove any that didn't perform. This allows us to streamline and refine future iterations of the campaign to ensure our budget is being optimised for the best results.

Ngā Mihin