



**Trust  
Tairāwhiti**  
Regional Wellbeing  
He Tohu Ora


# Horahia Te Tau

**Annual Report**  
2024/25

# 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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# Chair and Chief Executive Report

## Tēnā koutou katoa

**Whiti ora ki te whaiao, ki te ao mārama,  
Whiti ki runga, whiti ki raro,  
He ngūngū ki te pohatu, he ngūngū ki te rakau,  
Tītaha ki tenei taha, tītaha ki tēra taha,  
Tihei, Mauri ora.**

Tuatahi, me mihi ki te hunga mate.  
*First, we acknowledge those who have passed.*

Last year, we lost Midge Te Kani to a tragic car accident. A much-loved friend, colleague and shining star of our Trust whānau. Although she worked in many spaces in our community, at the Trust, Midge was on a mission to support pākihi māori. We continue this work in Midge's memory and her whānau remain in our thoughts.

Inaianei, me huri tatau ki te hunga ora.  
*Now, we turn to the world of the living.*

**We're pleased to present the Trust Tairāwhiti  
annual report for the 2024/25 financial year.**

Guided by our strategic plan, Te aka rautaki ki te tau 2029, and anchored in our wellbeing framework, He Rangitapu He Tohu Ora, our mahi is focused on unlocking the potential of Tairāwhiti. Every investment, partnership and initiative is driven by a commitment to enhancing the wellbeing of our communities and enabling sustainable economic development.

The Tairāwhiti Wellbeing Survey is fundamental for the organisation in understanding the needs of our region and ensuring our resources are directed where they're most needed. With three years of comprehensive data (2022-2024), the survey provides deep insights into local wellbeing trends and priorities. Some key insights are shared later in this report, ahead of the fourth Tairāwhiti Wellbeing Survey rollout in October 2025.

As a result, the Trust has focused time and resources to energy resilience and enabling community, relationships, tamariki and taiao, as described in our wellbeing framework.

The Trust works in three ways to achieve our strategic priorities: Enabling others, Investing and Delivering. Invested this financial year:



In addition to the \$780k invested in economic opportunities, Trustees committed to a further \$8m in regional investment initiatives which are subject to conditions.

We're especially proud of our record investment of \$7.9m in community facilities over the last year. This funding supported four key projects: Victoria Sports and Recreation Hub, the Mareikura Waka Ama Club facility, Whakarua Park and Rugby Park. Collectively, these facilities are used by more than 6,000 people annually, and we know that once completed, they will bring enduring benefits for our communities.

As the Economic Development Agency (EDA) and Regional Tourism Organisation for Tairāwhiti, we continue to support growth and resilience in the local economy. This year, our business advisors supported 216 local businesses—a 53 per cent increase from the previous year—and facilitated \$114k in capability co-funding. Our tourism team has worked closely with operators to promote Tairāwhiti as a visitor destination and strengthen the development of local tourism businesses. Motu Outdoor Adventures (page 40) is a great example of this.

The strong performance of our subsidiaries under Eastland Group—soon to be renamed Tairāwhiti Investments Limited—enabled a \$12m dividend to the Trust as sole shareholder.

Structural changes implemented in the past year—including independent governance boards for Eastland Port and Eastland Generation in 2024 and new director appointments to the Eastland Group board in April 2025—are already delivering positive results. Trustees remain committed to working with the board to explore new commercial opportunities for the region.

We acknowledge John Clarke, who retired as a trustee in June 2025 after nine years on the board. John's significant experience in business, governance and his commitment to the region have been invaluable at the board table. John was Chair 2021-2023, and carried us through a period of significant change with the sale of the Eastland Network, the partial sale of Eastland Generation and changes at the Trust. We wish him and his family well in his next chapter.

Finally, we'd like to acknowledge the collective efforts of our regional partners, communities, and the Trust team for their dedication to providing meaningful outcomes for our people and place.

**Tātau**  **Tātau**



**David Battin**  
Chair



**Doug Jones**  
CEO

# Trustees



**David Battin**

Chair  
CA

David is a Chartered Accountant with over 10 years experience and is currently the Chief Executive Officer at Mangatu Blocks Incorporation. With whakapapa to Te Arawa, David has lived in Tūranganui-a-Kiwa for the past 15 years, holding governance roles on several trusts, including as the Chair of the National Māori Accountants Network and a trustee of Tairāwhiti Whenua Charitable Trust.



**John Clarke**

Deputy Chair (Retired June 2025)  
QSO, JP

John has extensive experience in governance roles. He is a former Mayor of Gisborne, Waikohu County Council Chair and Eastland Group Director.

He is also the former Chair of the Sunrise Foundation and the former Chair and Fellow of New Zealand Winegrowers.



**Rehette Stoltz**

Mayor, M.Sc Cardiovascular Physiology

Rehette was elected Mayor of Gisborne in 2019 and has been a trustee since 2022. She has extensive experience in governance, academia and business. Rehette believes in the region's potential and wants to encourage and enable economic growth, balanced by environmental stewardship whilst also respecting our unique bi-cultural community.



**Nicki Sutherland**

Nicki is a lawyer by background, with more than 20 years of experience in the energy sector. She has broader expertise in infrastructure projects, energy, climate strategy and community projects. She is currently the Chief Executive at the Electricity Engineering Association. Prior to that she held senior management roles with MBIE's Provincial Development Unit, and the Energy Efficiency and Conservation Authority (EECA).



**Ron Aitken**

CA

Ron is a Chartered Accountant with over 37 years of experience, predominantly in Tairāwhiti. His career has seen him hold key financial and business management roles, including 22 years as the Chief Financial Officer at LeaderBrand. He is the board Chair of LeaderBrand South Island and Oakwood Properties and is the Managing Director of Aitken and Associates business advisory services.



**Dan Jex-Blake**

Dan runs an intergenerational farming and horticultural business and has ten years of governance experience on the Silver Fern Farms Co-operative Board and seven years on the Silver Fern Farms/Shanghai Maling Aquarius Partnership Board. He has a deep interest in the prosperity and wellbeing of Tairāwhiti and brings an environmental, social and commercial mindset as part of his governance experience and its application to strategic decision-making.



**Dr Warren Williams**

Strategic Management PhD, MBA, CMInstD

Warren has more than 25 years experience in IT, business and tertiary education. He holds a number of governance roles ranging from māori, government, research, technology, and community boards. He is currently the Chief Executive Officer for Katoa Connect Trust, a not-for-profit organisation that provides digital inclusion programmes across Aotearoa.

### Trustee appointments

Gisborne District Council appoints trustees to Trust Tairāwhiti. Each trustee is appointed for three years. Two trustees retire each year but can seek reappointment. The Trust Deed allows for up to seven trustees, one must be the Gisborne Mayor or their personally appointed representative.

Positions are advertised in May and appointments are made in June.

In appointing trustees, the aim is to provide a mix of business ability and community skills.

### 2024 Appointments

- Dan Jex-Blake
- Nicki Sutherland

# Te aka rautaki ki te tau 2029

## Strategic Plan 2029

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Over 2023, trustees and management reviewed the Trust's strategic plan, Te aka rautaki ki te tau 2026, to ensure it aligned with the changing needs of our communities, businesses and the organisation.

The fundamentals of our strategic framework are enduring and informed by our founding Trust Deed, along with our wellbeing framework He Rangitapu He Tohu Ora. This guides all investment decisions and activities to ensure meaningful impacts for our communities and aligns with the Trust's vision for our people, whānau and communities.

Following a comprehensive review, the Trust has adopted new strategic focuses and priorities

that set our direction for the next five years. We intend to achieve these priorities primarily by enabling others through distributions or investing in opportunities that will lead to transformational outcomes for Tairāwhiti.

For some activities, the Trust will deliver projects or programmes that sit beneath our focus areas, particularly in its role as the Regional Tourism Organisation and Economic Development Agency.



# Te aka rautaki ki te tau 2029 | Strategic Plan 2029

## Trust Deed: Our foundation as the Trust

- Our purpose:**
- 1. **Preserve** capital for future generations
  - 2. **Provide** for beneficiaries

## Waharoa

In partnering with the Trust, we encourage you to step through our waharoa. It is always open to anyone who aspires to benefit the people of Tairāwhiti.

**Kia tangata rite**  
Equity

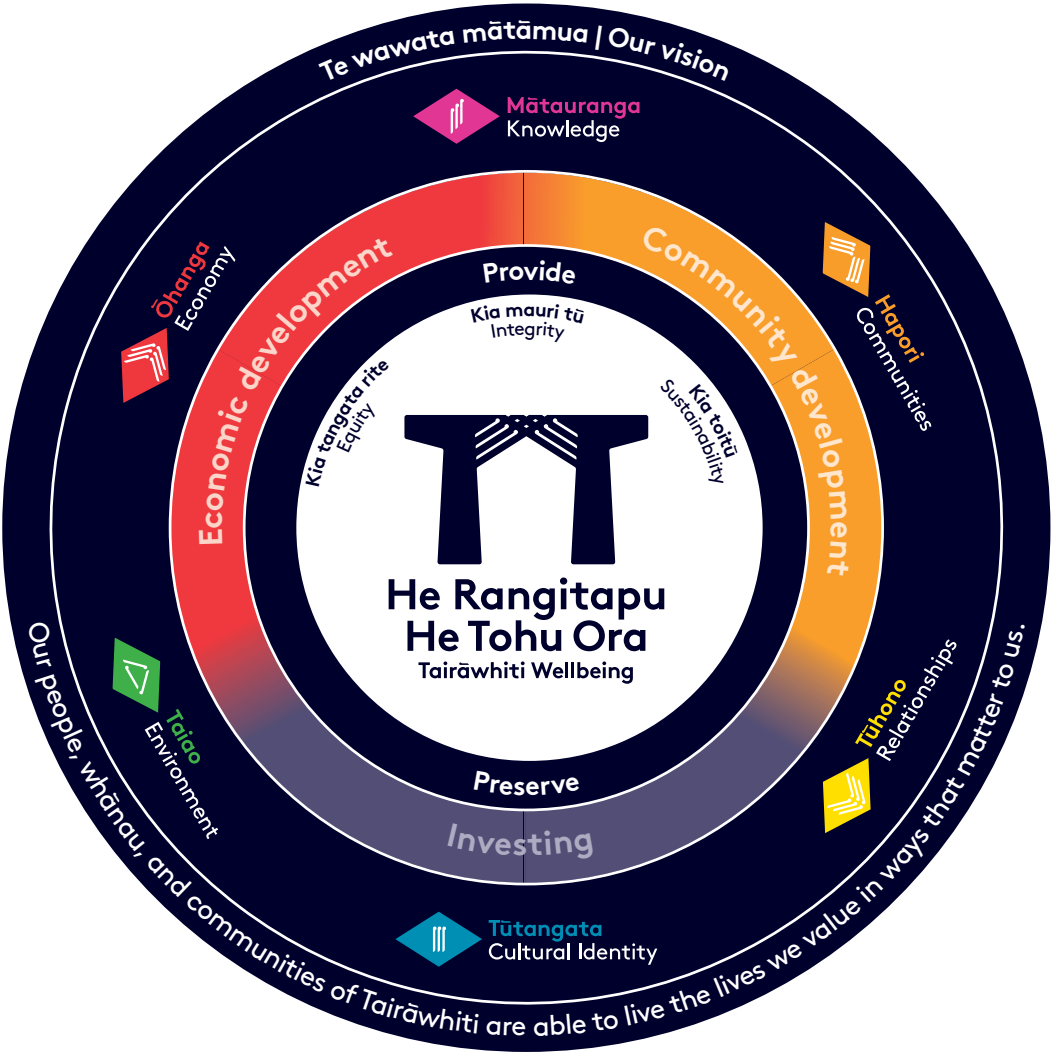
**Ngā Pou**  
All people, whānau, and communities of Tairāwhiti have unhindered access to support and opportunities that enhance their wellbeing.

**Kia toitū**  
Sustainability

**Ngā Pou**  
We are good ancestors. Children, young people and future generations have a better set of opportunities than the current generation.

**Kia mauri tū**  
Integrity

**Te Taahu**  
Tairāwhiti upholds Te Tiriti o Waitangi. Mana Whenua partnerships are maintained with integrity.



## Muka

Our muka represent wellbeing outcomes that are aspirational. They are inter-dependent and when woven together, create a dynamic and enduring vision that we have for regional wellbeing.

- 
- Ohanga Economy**  
The Tairāwhiti economy is diverse, innovative, resilient, and regenerative and provides access to well-paid, quality jobs. Our people have sustainable livelihoods from paid and unpaid work.
- 
- Mātauranga Knowledge**  
Diverse systems of knowledge, information, and Mātauranga Māori are accessible, utilised, valued and evolve.
- 
- Hapori Communities**  
Communities are healthy, happy, and empowered. The voice of communities is integral to decisions that impact their lives.
- 
- Tūhono Relationships**  
Our people, whānau, and communities in Tairāwhiti have respectful, connected and collaborative relationships.
- 
- Tūtangata Cultural Identity**  
Culture connects the people of Tairāwhiti. We express, celebrate, and value our diversity, heritage, and taonga.
- 
- Taiao Environment**  
The quality of our land, water, air and atmosphere is pristine. Our biodiversity is abundant. We practise kaitiakitanga.

Strategic functions	Provide			Preserve	
	Community development		Economic development	Investing	
Strategic focus 2029	Enabling communities to lead and determine their pathways to he tohu ora (wellbeing).	Mahi kaitiaki, preserving our resources for future sustainability and wellbeing.	Fostering innovation, technology and future skills development.	Enhancing our place and spaces for a thriving community and destination.	Preserve the Trust Fund for the benefit of current and future generations.
Strategic priorities 2029	<ul style="list-style-type: none"><li>Hapū and whānau led initiatives.</li><li>Oranga tangata.</li><li>Wellbeing initiatives.</li></ul>	<ul style="list-style-type: none"><li>Food and food production.</li><li>Renewable and distributed energy.</li><li>Circular economy initiatives.</li><li>Resilient, mixed use of whenua.</li><li>Bluewater economy.</li></ul>	<ul style="list-style-type: none"><li>Local innovation and entrepreneurship.</li><li>Digital and technology opportunities.</li><li>Workforce and skills development.</li><li>Connecting financial capital, products, and services for accelerated development.</li></ul>	<ul style="list-style-type: none"><li>Sustainable tourism destination and development.</li><li>Places and spaces.</li><li>Visitor and business attraction.</li><li>Healthy and affordable housing.</li><li>Transport, mobility and connections.</li></ul>	<ul style="list-style-type: none"><li>Ensure the value of the Trust Fund is preserved and protected against inflation.</li><li>Provide funds and investments for regional wellbeing.</li></ul>
	Regional economic leadership and resilience				

# Te wawata mātāmua

## Our vision

Our people, whānau, and communities of Tairāwhiti are able to live the lives we value in ways that matter to us. Together we will transform Tairāwhiti into a place of...

**Te Mana – Shared Pride;** where culture connects, relationships empower and nature thrives.

**Te Ihi – Shared Prosperity;** where people flourish, businesses grow.

**Te Wehi – Shared Opportunity;** where children dream, communities unite and futures inspire.

As the sun rises over Tairāwhiti, you'll find our people where they are needed most.  
At the heart of our communities on this journey of transformation.  
Kaitiaki of precious taonga. Shared for generations to come.

We are Trust Tairāwhiti

**Tātau = Tātau**

# Te whakairo matua

## The way we work



### Enabling others

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



### Investing

All Trust direct investments in economic growth opportunities are guided by our wellbeing framework.



### 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.

# Te aka mārama

## Reporting

Organisational performance is measured against the targets set in our annual Statement of Intent.

We report on our performance and progress against the Statement of Intent in our Annual Report, released in July each year. This information is also shared at our Annual General Meeting which is held every August and is open to the community.









# Strategic focuses 2029

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# Enabling communities

The Trust enables Tairāwhiti communities to lead and determine their own 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:

- Hapū and whānau led initiatives.
- Oranga tangata.
- Wellbeing initiatives.

## Our approach



Delivering



Enabling others

## Distributions

Over 2024/25, the Trust granted **\$10m** to **112 community groups and initiatives**. This total includes distributions from our Communities, Feasibility, Regional Events and Community Facilities Funds.

All applications were assessed against our wellbeing framework, He Rangitapu He Tohu Ora, to ensure they would lead to positive outcomes

for Tairāwhiti. Successful applicants were able to capture how their project demonstrated the waharoa (gateway) principles of kia tangata rite (equity), kia toitū (sustainability) and kia mauri tū (integrity). All distributions aligned with one or more of our six muka (wellbeing outcomes). See our strategic plan on page 8 for more information.

**\$10m**  
distributed

**112**  
groups and  
initiatives

## Community facilities

The Trust's strategic investment in community facilities ramped up over the reporting year, with **\$7.9m** towards four key projects: Mareikua Waka

Ama Club facility, Victoria Sports and Recreation Hub, Whakarua Park and Rugby Park.



### New waka ama storage facility

Construction of the Mareikura Waka Ama Club's new storage facility commenced in March 2024, coinciding with the club's 40th anniversary.

Since the club's inception, Mareikura has had to store its waka outdoors, exposing them to harsh weather conditions.

The Trust initially approved **\$522k** in funding for the facility in 2022. However, following Cyclone Gabrielle, the project required a full rescope, and the Trust increased its contribution to **\$1.3m**.

The facility was redesigned with a new elevated location at Anzac Park to ensure it could withstand future flooding risks.

The new facility will have an upgraded concrete floor and roller doors so the club can close the whole building to protect it against the elements while creating a more enclosed and flexible space.



Funding for the project also includes contributions from Lottery Community Facilities, which provided **\$250k**, and the Eastern & Central Community Trust, which contributed **\$50k**. Mareikura has also raised **\$20k** through club fundraising efforts.

### Victoria Domain upgrades

The Trust approved up to **\$6.6m** to fund phase one of the Victoria Sports and Recreation Hub in Gisborne, marking the largest single investment ever made by the Trust.

Phase one of the project focused on the netball courts at Victoria Domain. This project includes resurfacing nine asphalt netball courts with the addition of three multi-use rebound ace surfaces for netball, basketball, tennis and pickleball.

The old netball tower was demolished and replaced with a temporary building.

Victoria Domain and its surrounding facilities were identified as a priority project in the Tairāwhiti Sports Facilities Business Case due to its central location and high use in the community. The Victoria Sport and Recreation Hub (VSRH) was established in 2022 as a shared governance board, including different codes and skilled representatives.

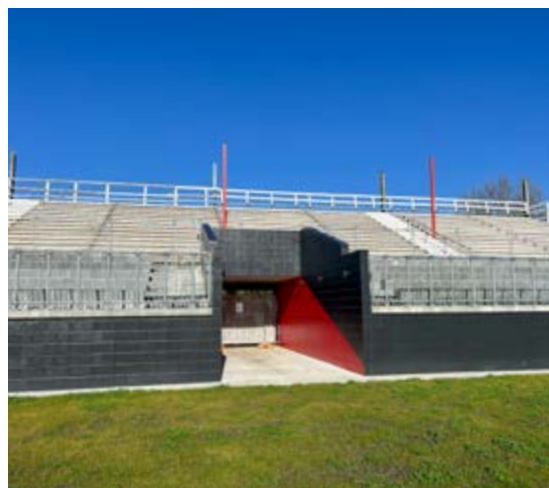


## Rugby facilities

The Trust provided **\$387k** towards preliminary work to scope a new grandstand at Whakarua Park at Ruatoria. The funding includes geotechnical investigations and design.

The Trust also provided **\$74k** to install security fences at Gisborne's Rugby Park. This funding supported the first stage of upgrades at the park, ahead of the more significant grandstand redevelopment project that the Trust is supporting in 2025/26.

The security fencing was to enhance safety and security while the additional upgrades proceeded, safeguarding the grounds for future generations.



## Marae Solar Project

A marae solar energy initiative began in April 2024 to build the resilience of **22 marae** across Tairāwhiti, ensuring they can continue serving their communities during extreme weather events.

Funded primarily by **\$886k** from the Cyclone Gabrielle Appeal Trust (CGAT), the project is being co-ordinated by Trust Tairāwhiti, which also contributed \$315,000 towards the kaupapa.

During recent severe weather events, marae have played a crucial role in providing a safe space for communities and displaced whānau, distributing supplies and acting as community hubs to coordinate emergency response efforts. Installing solar energy systems will ensure that these marae can continue operating during times of crisis—even

through power cuts, strengthening the overall resilience of their communities.

The 22 marae in this project include 16 from Ngāti Porou, four from Te Aitanga a Māhaki one from Ngai Tāmanuhiri and one from Rongowhakaata.

The total project costs **\$2.6m**, with about **\$120k** allocated per marae. In addition to funding from CGAT and the Trust, contributions have also been secured from Eastern & Central Community Trust (ECCT), the Todd Foundation, a Department of Internal Affairs Lottery Community grant, Energy Efficiency and Conservation Authority (EECA) through the Community Resilience Energy Fund (CREF) and Te Puni Kōkiri.





## Measuring impact

Understanding the impact of Trust distributions and investments is intrinsic to our framework, He Rangitapu He Tohu Ora.

Beneficiaries of community funding are invited to complete a short-form impact survey, which provides useful data on who the funding went to and anecdotal impacts. Combined with our annual Tairāwhiti Wellbeing Survey, these short-form surveys help capture the outcomes and impact of Trust investments.



### Impact survey

Over a one-year period, **801 people** shared how trust distributions have impacted their life experiences. More than 6 in 10 said it made a major difference—with 17 per cent calling it life-changing. A further 27 per cent said it helped them in a smaller way.

#### Who were they?

- **69%** female, **30%** male, **1%** identified as 'other'.
- **77%** identified as Māori.
- **25%** were 15-24 years old.
- **39%** reported not having enough money, or just enough money to get by each month.

#### What did they say?



**Ōhanga  
Economy**

##### Reducing financial pressures

"Poor health and redundancy left me in a difficult financial position. I received a box from Nest Collective with everything I needed for my baby to start... a weight was lifted off my shoulders."



**Tūhono  
Relationships**

##### Community support

"Being the sole carer for our papa who has Alzheimers (while also caring for a young child) and having no whānau support in the region, they have been the shoulder I needed to cry on, the ears that hear me."



**Tūtangata  
Cultural Identity**

##### Cultural connection

"The connection and wairua was enriching. I learned and reflected more of my own identity and identify as Rongowhakaata. I feel more confident and connected to my place and can share my learnings... it has enriched the way I see the world."

"The whole kaupapa has profoundly impacted my life by deepening my connections to my cultural roots. I've had the opportunity to engage with my community, learn the Ngāti Porou way in traditional practices and develop new skills."

**61%**  
reported  
meaningful  
change

## Tairāwhiti Wellbeing Survey

The 2024 Tairāwhiti Wellbeing Survey (TWS) results, including interactive data dashboards, are available online at [www.tairawhitidata.nz](http://www.tairawhitidata.nz), along with a full report by Kōtātā Insight on [www.trusttairawhiti.nz](http://www.trusttairawhiti.nz).

The Trust conducts the survey annually to comprehensively measure and understand the wellbeing of people living in Tairāwhiti.

Responses are benchmarked against the Trust's wellbeing framework, He Rangitapu He Tohu Ora, which guides all Trust investments and strategic priorities. The data is freely available to local and national organisations and communities.

### What the data tells us

Over **1,000** weighted responses were collected in the 2024 survey, showing a strong level of engagement. The responses paint a mixed picture, with strengths in community, relationships and cultural identity, but rising concerns around the economy, housing and the environment.



**Ohanga**  
Economy

#### Income pressures and low business confidence

Insights on income adequacy in Tairāwhiti show that many residents get by through strong community support and use of local resources, despite lower-than-average annual earnings. Still, 40 per cent say they have barely enough or not enough income, with 25 per cent reporting they've missed payments on essential bills such as housing, transport or utilities.

Business confidence remains low, with 39 per cent saying Tairāwhiti is not a good place to run or start a business, up from 36 per cent in 2023.



**Taiao**  
Environment

#### Continued taiao challenges

Environmental concerns remain high, with 81 per cent of respondents worried about the impact of climate change. Perceptions of local freshwater health remain low, with rivers and lakes averaging a score of 4.6 out of 10, below the national average.



**Mātauranga**  
Knowledge

#### Learning pathways and local knowledge

Most tamariki in Tairāwhiti start school with early childhood education experience. Additionally, Tairāwhiti communities maintain a strong connection to local knowledge, relying more on local media and community networks than the national average.

However, the region has seen a decline in NCEA Level 2 achievement, from 74 per cent in 2020 to 64 per cent in 2023.



**Tūhono**  
Relationships

#### Strong social connections

Despite these challenges, wellbeing is still strong in other areas. Tairāwhiti tends to have better social connections than the national average, with an average score of 7.2 out of 10 for feeling a sense of belonging to Aotearoa New Zealand. This may reflect the region's resilient response to climate and economic challenges over the past two years.



**Tūtangata**  
Cultural Identity

#### Confidence in cultural identity

Cultural identity is also a strength, with 66 per cent of residents saying it's easy to be themselves. Notably, 59 per cent of Tairāwhiti residents report being able to speak more than a few words of te reo māori, compared to the national average of 33 per cent.



**Hapori**  
Communities

#### More warm homes, but housing still out of reach

Despite a rise in warm homes reported by 79 per cent of respondents, only 10 per cent believe housing will become more affordable.

#### Overall life satisfaction remains high

A high level of life satisfaction is reported by 69 per cent of respondents and 70 per cent of the population feel in control of their lives.



Scan me with your phone camera to visit the Tairāwhiti Data website

 [www.tairawhitidata.nz](http://www.tairawhitidata.nz)



# Tairāwhiti Multicultural Council

For over a decade, the Tairāwhiti Multicultural Council (TMC) has championed cultural diversity in the region, creating spaces where all cultures are welcomed and celebrated.

Their annual events have brought together more than **15,000** people across Tairāwhiti, with signature celebrations like the Colour Run, Festival of Lights, Multicultural Women's Day, and the International Food Festival, recognised as some of the most popular and welcoming community gatherings on the local calendar.

TMC plays an active role in making Tairāwhiti a more inclusive region. Through strong partnerships with government agencies and local organisations, they've helped develop policies and programmes that reflect the needs of the region's migrant communities. These collaborations ensure minority voices are heard and considered in regional decision-making.

**"TMC is delighted to receive this support from Trust Tairāwhiti as we provide the hub at no cost to community groups. It offers a safe place for multicultural communities to gather and grow."**

Last year, TMC's work in the community was recognised nationally when president Arish Naresh and secretary Meredith Stewart received Kiwibank Local Hero medals for their contribution to advancing diversity and inclusion in Tairāwhiti.

Trust Tairāwhiti supported TMC with **\$35k** in funding towards their annual events and the development of a dedicated multicultural hub, which opened in July 2025. The space is freely available for TMC gatherings, community meetings and events, with rent costs covered by the Trust to ensure it remains accessible.

"TMC is delighted to receive this support from Trust Tairāwhiti as we provide the hub at no cost to community groups," says Arish.

"It offers a safe place for multicultural communities to gather and grow. We also look forward to expanding our offering of events and services throughout the year."

**15,000**  
people  
attended  
events

**Our  
approach**



Enabling others

**Wellbeing  
outcomes**



**Tūtangata  
Cultural Identity**







## Nōna Te Ao

Not-for-profit organisation Nōna Te Ao was created to support rangatahi māori to be self-determining, make informed decisions about their future, and thrive in their chosen pathways, while bridging educational gaps for tauira māori and rural secondary school students.

Trust Tairāwhiti provided a **\$100k** grant towards the organisation's Nōna Te Ao Pathways Programme and Loose Change initiative. Both are designed to nurture ngā rangatira mō āpōpō (future leaders) and respond to the challenges faced by rural kura and their tauira.

The Nōna Te Ao Pathways Programme supports māori learners to explore vocational training and education that leads to meaningful employment. It has already improved student retention and NCEA achievement across nine Tairāwhiti kura.

An annual one-week wānanga is held outside the region as part of the programme, inviting rangatahi to explore future possibilities. The kaupapa encourages openness to change and connection with whānau from Tairāwhiti who are pursuing diverse careers.

"We've had students who've found their pathway through the Nōna Te Ao Pathways Programme. Many have gone to Victoria University, which is a direct result of this programme," says Tolaga Bay Area School's Deputy Principal, Kirstin Wilson-Moore.

An alumni ahikā initiative continues to support rangatahi post-school, through regular check-ins and tautoko from Nōna Te Ao kaimahi.

Nōna Te Ao partnered with the complementary Loose Change programme in 2023 to support rangatahi māori through sport, helping them build confidence, wellbeing, and leadership skills.

The Loose Change kaupapa promotes mental health and wellbeing through sport, which resonates with rangatahi.

**"We're really grateful to Trust Tairāwhiti for funding the programme and continuing it in the region for our whānau in those hard-to-reach places."**

In 2024, Loose Change was delivered to **150 rangatahi** across the region. The programme focuses on four areas: physical well-being, mental health, resilience, and empowerment.

Founder Kouma Samson began Loose Change in his own time before and after work, training rangatahi at the local rugby grounds.

"I feel very privileged to be able to pursue this passion of supporting and mentoring our rangatahi to be the best versions of themselves in every way," he says.

This year, Nōna Te Ao has expanded its reach to **ten schools** across Tairāwhiti, continuing to help rangatahi make informed decisions, build leadership capability, and remain connected to their whānau, hapori and rohe.

"We're really grateful to Trust Tairāwhiti for funding the programme and continuing it in

the region for our whānau in those hard-to-reach places. It's having a positive impact that will only grow," says Jess Wood-Waikari, Chief Financial Officer of Nōna Te Ao.

**205**  
rangatahi  
supported

**Our  
approach**



Enabling others

**Wellbeing  
outcomes**



**Tūtangata**  
Cultural Identity





# School Pool Solar Project

Four schools along the East Coast have been equipped with solar panels, battery storage, and pool heating systems as part of a \$3.5m school pool heating and resilience project funded by the Trust.

The project included Te Waha o Rerekohu Area School in Te Araroa, Te Kura Kaupapa Māori o te Waiu o Ngāti Porou in Ruatōria, Hatea-a-Rangi in Tokomaru Bay and Tolaga Bay Area School.

Initially aimed at extending the swimming season for tamariki, the project evolved to incorporate off-grid battery storage, improving electricity resilience. With battery storage now established, schools can remain operational during power outages for at least ten days, providing essential support for remote communities where schools often serve as emergency hubs.

Across all four sites, **928 panels** generate **419 kWh** of energy, while **40 batteries** store **848 kWh**, enabling schools to keep the lights on and their pools heated.

In Tolaga Bay, the pool has already hosted a community triathlon with over **80 participants** and kaumātua swimming lessons, in addition to swimming classes offered to students as part of the curriculum.

"It's a game changer having the heat pump powered by solar energy. We don't have to put a time limit on when students can go swimming."

**"These investments are enabling schools to become energy hubs. It's a beacon for what the future can be for communities across Aotearoa."**





The pool cover and heat pump will extend our season considerably,” says Nori Parata, Tolaga Bay Area School principal.

The Trust partnered with Our Energy, a company that enables communities to share and trade locally produced clean electricity, to help deliver a distributed energy kaupapa to the communities through this project.

“Further down the track, we know we’ll generate more than we can use. It is certainly our intention to find opportunities to share that energy. On behalf of Te Aitanga a Hauiti, Tolaga Bay Area School and Kahukuranui and the wider Ūawa community, we’re incredibly grateful to the Trust,” says Nori.

“These investments are enabling schools to become energy hubs,” says John Campbell from Our Energy.

“It’s a beacon for what the future can be for communities across Aotearoa.”

The next step is training in pool care and solar energy use, which will take place alongside the Marae Solar Project.

**10+**  
days of backup  
energy stored



Scan me with your phone camera to watch the School Pool Solar Project video

▶ [www.youtube.com/@trusttairawhiti](https://www.youtube.com/@trusttairawhiti)

**Our  
approach**



Enabling others

**Wellbeing  
outcomes**



**Hapori  
Communities**





# Mahi kaitiaki

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

- Food and food production.
- Renewable and distributed energy.
- Circular economy initiatives, including waste.
- Resilient, mixed use of whenua.
- Bluewater economy.

## Our approach



Investing



Delivering



Enabling others

## Tairāwhiti Regional Energy Transition Accelerator

Unused wood residue in Tairāwhiti could be transformed into commercial biofuel, with demand set to grow as the region makes the switch to clean energy.

That was one of the key learnings from the Tairāwhiti Regional Energy Transition Accelerator (RETA) report, which provides insights and recommendations to improve efficiency and future-proof energy investments while making the move more straight forward for local businesses.

As the Economic Development Agency, Trust Tairāwhiti supported the regional programme development, which takes a coordinated approach to decarbonisation, focusing on energy efficiency and fuel switching opportunities.

The report shows how the forestry sector could play a key role to push more fossil fuels out of the energy system with up to **90 per cent** of the region's energy needed for heat used in manufacturing has the potential to be met by low-carbon fuel source, biomass.

It outlines **23 individual project** recommendations across **10 different sites**, which collectively consume **240 trillion joules** of

process heat energy. This is primarily from piped fossil gas, producing about **13 kilotonnes** of total emissions annually.

Energy efficiency and demand reduction are key parts of the process—which can lead to significant costs and energy savings and make fuel switching cheaper and easier in the long term.

The report highlights the dominance of biomass as the most economic fuel for industrial projects that require high-temperature boilers for their process heat.

A top-down analysis suggested that an average of around **3.8 million tonnes** per annum of wood could be harvested in the region from existing exotic forestry estates over the next 15 years. From these harvesting operations, significant volumes of biomass could be made available from roadside and cutover residues, as well as processing residues.



## Bluewater economy

Tairāwhiti has the potential to develop a bluewater economy made up of marine activities that generate economic value and contribute positively to ecological, cultural and social well-being. The bluewater economy is a strategic priority for the Trust, involving the sustainable use of ocean resources including fisheries, aquaculture, coastal tourism and ocean energy.

In August 2024, we held a series of workshops to identify strategic priorities for a Tairāwhiti bluewater economy and consider whether we should focus on the region's existing strengths or diversify our approach. The aim was to understand from key stakeholders and the community where

the Trust should allocate energy and resources to achieve the best results for the region.

We were fortunate to be joined by keynote speakers Dr Julie Hall, Nick Lewis and Shaun Awatere from Sustainable Seas, Moananui Blue Economy Cluster Chief Executive Jodie Kuntzsch and local researcher Pia Pohatu. They covered a range of topics including New Zealand's bluewater economy in practice, regional approaches, incorporating mātauranga māori into local government planning, iwi collective approaches and specialised fisheries plans, and product examples such as aquaculture, marine eco-tourism and fishing.

### Key takeaways from the workshops:



#### Local decision-making

Sustainable Seas shared research that highlighted the importance of local decision-making and the need for institutional design around customary rights and resource management. This is crucial for ensuring a sustainable approach that is respectful of local traditions.



#### Partnerships

Co-development and co-investment is key, as well as the need to leverage existing assets and infrastructure to reduce capital outlay. Moananui Blue Economy Cluster advised deploying change gradually with a long-term outlook.



#### Opportunities identified

The discussion highlighted several exciting opportunities for the region including land-based aquaculture, marine infrastructure on the sea floor to attract marine life, and innovative use of existing assets.



# Te Rimu Solar Farm

A shift towards energy sovereignty and sustainability on the East Coast is gaining momentum, with Te Rimu Trust leading the way through a locally driven solar farm development in Te Araroa.

A **\$1.04m** grant from Te Puni Kōkiri supported the installation of the solar panels. Trust Tairāwhiti provided a loan of **\$400k** to help commission the solar farm.

Stage one of establishing the solar farm will see more than 500kW of solar generation installed on Te Rimu Trust whenua. The ground-mounted system is expected to produce more than **805MWh** of electricity per year, helping ease the pressure on the strained power supply in Te Araroa. For years, communities along the coast have been vulnerable to outages due to a limited feeder line along State Highway 35 and some of the country's highest power bills.

"When Gabrielle struck, it highlighted just how vulnerable we are. Our power line relies completely on the infrastructure from Gisborne to Te Araroa. If there's a slip or damage, we're isolated. With the solar installation almost complete and battery backup planned for stage two, we'll be able to keep Te Araroa running even during outages," says Te Rimu Trust chair Richard Clarke.

By providing a reliable, local energy source, the solar farm will support the coastal community's growing commercial enterprises, whenua development, local marae, schools, homes and future papakāinga.

**"Engaging local kaimahi wherever we can and bringing the community on the journey with us has been a priority."**

The solar farm location allows for restorative native planting alongside the solar infrastructure, making sustainable use of the whenua and supporting future resilience.

"This is about keeping the lights on and putting power back in the hands of our community.

"Once connected, it will have the capacity to power up to **120 homes** and support other commercial and community developments like the neighbouring aerodrome, the mānuka honey processing facilities and the Te Rimu Trust lime orchard."

Local employment has already increased with rangatahi engaged to help with the solar farm installation by putting together the racks. Throughout the process, they've gained mātauranga in renewable energy technologies, which supports aspirations for future career opportunities. Richard, a retired electrician, has also returned to the tools to support the kaupapa.

"Engaging local kaimahi wherever we can and bringing the community on the journey with us has been a priority. Further opportunities for local employment will only grow as the project develops," says Richard.

Following the Eastland Network sale, the Trust committed to supporting local energy projects that strengthen resilience and capacity in the region. This project reflects that commitment in action for the East Coast.

"We really appreciate the support from Trust Tairāwhiti. The Trust's contribution to the solar project and the wider community has been great. It's making a real difference for Te Araroa and the wider Ngāti Porou rohe."

**120**  
homes powered  
with clean  
energy

**Our  
approach**



**Investing**

**Wellbeing  
outcomes**



**Hapori  
Communities**



Te Puni Kōkiri Senior Advisor Chaans Tumataroa-Clarke, Te Rimu Trust Chair Richard Clarke and Te Puni Kōkiri Senior Advisor Iona Maxwell.





# Te Awapuni Moana feasibility funding

An ambitious project to restore and develop the Awapuni Moana lands has the potential to bring transformational and intergenerational outcomes for Tairāwhiti.

Led by the not-for-profit Te Awapuni Moana Trust (TAMT), the project has several components, including exploring the potential for an international aquatic sports facility and associated land use options to improve wastewater treatment, resilience and climate mitigation. Key components are exploring wastewater reuse and aquifer recharge.

TAMT was supported with **\$25k** from the Trust's feasibility fund to develop a detailed project plan to inform wider feasibility workstreams.

Spanning about **730 acres**, the Awapuni Moana is a place of deep cultural significance and ecological complexity. This low-lying coastal whenua once sustained a thriving lagoon and estuary fed by freshwater springs, inward flows and tidal influence. Since being drained in the 1950s, it has been impacted by land-use conversion and remains vulnerable to stormwater and saline intrusion.

It is administered by TAMT, a charitable māori land trust constituted under the Whenua Tōpū framework for māori community purposes.

**"The potential exists for a multi-faceted development of this land, benefitting the region while safeguarding tangata whenua interests."**

"All hapū associated with Awapuni Moana trace their whakapapa to Ruapani te Arikinui o Tūrangui-a-kiwa," says TAMT chair Samuel Lewis.

"In the spirit of his leadership defined by foresight, balance, and a life lived in harmony with people and environment, this kaupapa seeks to reflect the same foundational values. The path forward will be shaped through respectful engagement, considered succession, and the application of mātauranga that honours ancestral intent, collective responsibility and intergenerational wellbeing."

While a potential aquatics sports facility would occupy part of the land, an integrated, holistic approach would be applied to the wider Awapuni Moana Trust property.

The project will explore aquifer recharge and alternate water sources for agriculture, highlighting its fundamental role in water security and climate change resilience for the region. The site has the potential to develop infrastructure to support the expansion of high-value farming activities by making available additional water for irrigation.

This links to the proposed investigation of land-based alternatives to ocean wastewater discharge—a long-held aspiration of tangata whenua.

"The potential exists for a multi-faceted development of this land, benefitting the region while safeguarding tangata whenua interests," Samuel says.

The feasibility funding enabled TAMT to develop a comprehensive project plan incorporating the required studies and processes before undertaking a full feasibility assessment.

The Trust's feasibility fund enables research to assess the viability and potential success of projects that aspire to benefit communities and economic growth in Tairāwhiti.

**Our  
approach**



**Enabling others**

**Wellbeing  
outcomes**



**Taiao  
Environment**









# Fostering innovation

Fostering innovation, technology and future skills development. The Trust considers opportunities to enable or invest in initiatives that align with our strategic priorities:

- Local innovation and entrepreneurship.
- Digital and technology opportunities.
- Workforce and skills development.
- Connecting financial capital, products and services for accelerated development.

## Our approach



Delivering

## Regional Business Partner Network (RBP)

As the local delivery partner for RBP, Trust Tairāwhiti provides a range of services to support businesses to grow and innovate. Our business growth and innovation team can connect eligible businesses to the RBP management capability fund, which subsidises the cost of approved training and coaching services.

Over the reporting year, our advisors worked with **216 local businesses** and facilitated **\$114k** of co-funding for capability training. The most frequently sought services were around business planning, governance training, sales and marketing strategies, developing business cases and leadership development.

Similarly to the 2023/24 year, businesses continue to navigate tough economic conditions, and as a result, we've seen a drop in the number accessing the co-funding for management capability building.

However, there's been a **53 per cent** increase in the overall number of businesses engaged, including **82 māori businesses**. This was primarily driven through targeted engagement in the construction and forestry industries.





## Upskilling: Workshop and events

The Trust works with local providers to host and support topical business workshops and events. Over 2024/25, we had **249 attendees** across **19 business workshops**, focused on leadership and management, business planning, AI for business and improving productivity.

Due to cost pressures impacting businesses, the Trust facilitated more group training opportunities and workshops to provide lower-cost options for business skill development. This resulted in more attendees, significantly exceeding our targets.

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## Future Leaders regional training programme

We partnered with BDO Gisborne to develop the Future Leaders programme, aiming to support people transitioning into supervisory roles in the horticulture sector.

The programme has evolved to provide coaching and leadership training across a range of sectors and skill levels. It blends practical workshops, mentoring sessions and applied learning on the job with in-depth industry feedback.

As part of the pilot programme, we trialled an AI-powered coaching integration with software company Yoodli. The coaching involved using AI personas for participants to roleplay their skills and receive feedback in a safe, non-judgemental environment.

Blending the research-driven leadership programmes from BDO, specific industry needs, and AI's scalability means quality workplace training can become more targeted, accessible and measurable.



Over 2024/25, the Future Leaders programme had **61 participants** across the horticulture, civil construction and forestry industries. We're now working on expanding the programme to enable more participants and provide industry-specific pathways from individual development to organisation-wide transformation.

## Sector initiatives

In a challenging economic climate, we understand the importance of being agile and responsive to support business needs. Our business growth team supported a range of sector initiatives throughout 2024/25, including:

- Supported the establishment of the Tairāwhiti Growers Association
- Coordinated civil construction training
- Led regional coordination of the Young Grower Awards
- Supported Mayor's Taskforce for Jobs connecting NEETs into employment
- Supported workforce training providers to run programmes to address local gaps, including Vertical Horizons, Elite Shearing and JNP Aviation.

## Callaghan Innovation

Over the reporting year, our business advisors supported **67 innovative Tairāwhiti companies** with their research and development activity. Of those, **21 companies** secured funding or advisory support from Callaghan Innovation, including:

- Grants to employ university students to work on R&D projects over their summer break.
- Funding towards R&D projects focused on developing new products and services.
- Independent commercialisation strategy advice.
- Access to Callaghan Innovation scientists and engineers to develop solutions for technical challenges.

In January 2025, the government announced that Callaghan Innovation would be disestablished, impacting our team targets. It has since been confirmed that the Trust will continue providing innovation support, with several of the funding streams and services transferred into MBIE or the newly formed Public Research Organisation.

## Business acceleration: Food and beverage

Tairāwhiti is a significant food producer; however, most local food production leaves the region in raw form. Increasing local food processing has the potential to add resilience and security to the food sector while also creating opportunities to use lower-grade products that would otherwise not be suitable for market.

To help address this challenge, the Trust is trialling an intensive business support programme to help accelerate businesses developing food products. Through the programme, we are working with emerging businesses to assess their barriers, develop tailored growth plans and

provide dedicated support to overcome challenges around regulatory requirements, product testing and development, and accessing funding and investment.

Through the project, we are also assessing the feasibility of a regional food product development facility that supports the growth of commercial value-added food products.





# Alex Hyland Plumbing

When Kelly and Alex Hyland took over Steve Wolter Plumbing to establish Alex Hyland Plumbing, they inherited a solid customer base, skilled kaimahi, and a well-respected business. Like many new business owners, they were quickly met with the demands of running a business with long hours, competing priorities, and limited time to plan for growth.

"We were working ridiculous hours," says Kelly. "Alex was up at 4am, with both of us working late into the night and on weekends. We knew it couldn't continue like that and that we needed support to grow the business sustainably."

They turned to the business growth team at the Trust, which delivers the government's RBP programme in the region. They participated in an initial discovery session with one of the growth advisors, providing an opportunity to reflect on

business challenges, identify goals, and develop a tailored support plan. From there, they worked together to build an action plan centred on sustainable growth, efficient systems, and a stronger team culture.

The Trust provided a subsidy for Kelly and Alex to connect and work with Ian Parker of IP Business Consulting, one of several approved providers for the RBP programme in the region.

**"Reaching out to the Trust's business growth team early gave us the tools, guidance and confidence to grow a business we're proud of that works for us, our team and our customers. "**

"Alex was already well-versed in plumbing, drainlaying, and gasfitting. My role was to come alongside them and assist them in developing skills to manage and own a business," says Ian.

"They were in a space similar to many small business owners, wearing many different hats and struggling to work on the business, not just in it," says the Trust's business growth and innovation manager, Joe Williams. "With the right plan and support, they began building the business they wanted, not just reacting to things as they happen."

Improving their financial understanding, engaging their team and developing clear systems for sustainable growth were some of the first challenges that Ian helped Alex and Kelly tackle through the RBP programme.

With his guidance, they expanded the team from six to fifteen staff and introduced new practices to boost team engagement, productivity and performance. Newly implemented staff-led Monday meetings gave kaimahi a space to share ideas and feel heard, while regular project debriefs allowed the team to reflect on what worked and what didn't, helping avoid repeat mistakes. They also introduced a four-and-a-half-day work week to support better work-life balance, while still meeting productivity goals and delivering high-quality results.

"With Ian's support and local knowledge of Gisborne's market, we built better systems,

gained clearer financial insight and created a team culture where people felt valued and motivated to come to work every day.

"Reaching out to the Trust's business growth team early gave us the tools, guidance and confidence to grow a business we're proud of that works for us, our team and our customers.

"I'd definitely recommend the RBP programme to other business owners. Having that support early on made a huge difference for us," says Kelly.

For Ian, the RBP programme is about meeting people where they're at. "You don't have to be in trouble to ask for help. Come early. The earlier you connect with the Trust's business growth team and the RBP programme, the more impact it can have. I can't understate the value of the RBP and what it can unlock," says Ian.

**9**  
additional  
roles created

**Our  
approach**



**Delivering**

**Wellbeing  
outcomes**



**Ōhanga  
Economy**



# Student grants AgFirst

AgFirst Gisborne is helping shape the future of agriculture in Tairāwhiti with support from the Callaghan Innovation Research and Development (R&D) Experience Grant.

As the regional delivery partner for MBIE and Callaghan Innovation, Trust Tairāwhiti connects local businesses with R&D Experience Grants, helping them take on science, technology, or innovation projects while giving students hands-on experience.

After completing her Bachelor of Commerce in Agriculture, the grant enabled AgFirst Gisborne to bring student Monica Harnett back to her hometown.

Monica's project investigated how artificial intelligence (AI) could enhance AgFirst's accounts analysis programme and benchmarking reports that sheep and beef farmers use to better understand and improve their financial performance.

She started by researching how AI could reduce manual data entry in AgFirst's financial benchmarking process. As her cadetship progressed, the focus shifted to AI analytics to uncover trends, generate insights and enhance the value of benchmarking reports for their clients.

"It changed from something that could save us a bit of time to realising it could actually drive improvement. I didn't know AI had that level of data analysis capability," says Monica.

"The R&D grant gave us the time and space to get to know each other. Monica explored different parts of the business, from field days to client work, while we both figured out where her skills could add the most value. It helped bridge the gap between study and the real world," says AgFirst agribusiness consultant Shanna Cairns.

"Having someone so young lead in the fast-paced AI space is exciting, not just for our business, but for the region."

For small businesses like AgFirst, the R&D Experience Grant provides the confidence and

removes financial barriers to trial new ideas and bring in new talent.

"Without the grant, it would've been a big leap. This way, we could see what Monica brought to the team and what she might help us grow into," says Shanna.

"For Monica, who is returning to Lincoln University to complete her Master's, getting hands-on experience has allowed her to see what knowledge and skills are desired in the workplace."

The Trust's business growth and innovation manager, Joe Williams, encourages more local businesses to take the opportunity.

"We would love to drive more uptake of R&D Experience Grants in Tairāwhiti. They provide so much value for the business while also providing students with hands-on experience," says Joe.

"The grant gave me the chance to come home, contribute to a sector I care about and be part of something innovative," says Monica.

Photo: R&D experience student Monica Harnett.

6  
grants  
awarded

delivering \$67k  
in value to the region.













# Enhancing our place

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

- Sustainable tourism destination and development.
- Places and spaces.
- Visitor and business attraction.
- Healthy and affordable housing.
- Transport, mobility and connections.

## Our approach



Investing



Delivering



Enabling others



## Tairāwhiti Destination Management Plan leadership and coordination

The Tairāwhiti Destination Management Plan (DMP) uses a strategic framework to guide the sustainable development, management and promotion of our region as a visitor destination. The primary goal is to ensure tourism benefits our local communities, the environment and the economy while respecting cultural values and managing potential challenges.

The Tairāwhiti Destination Advisory Group holds governance of the DMP, led by Trust Tairāwhiti as the Regional Tourism Organisation (RTO), alongside representatives from GDC, Eastland Port and the local industry. Over 2024/25, the advisory group has made considerable progress on year-one actions from the plan, achieving significant milestones in governance, tourism development, sustainability and branding. The advancements have laid a strong foundation for the region's continued growth and success.



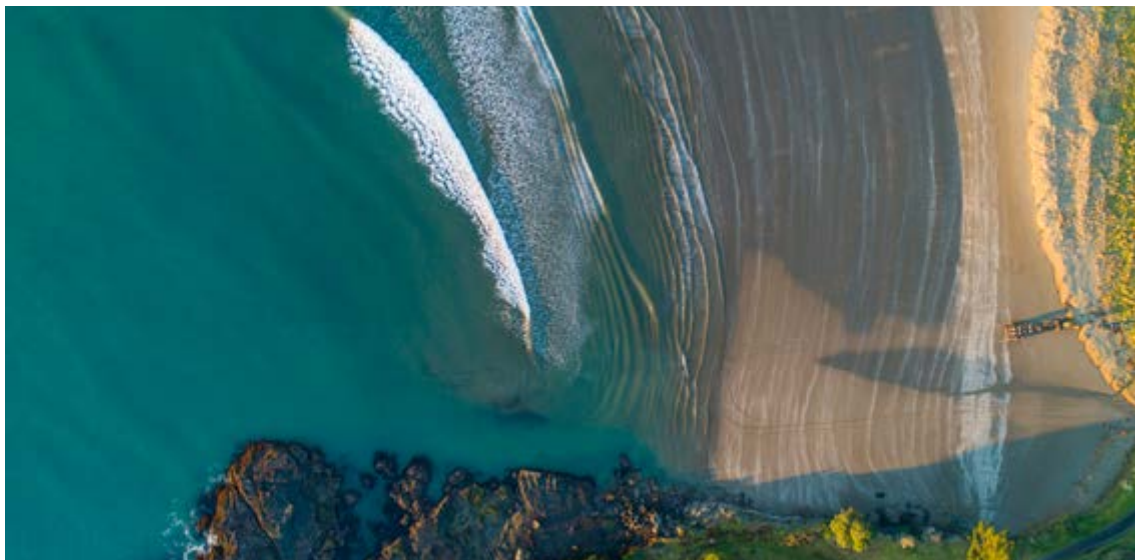
**Some of the highlights from the year included:**

- **Cruise**  
Tairāwhiti Cruise Summit held in October 2024 with 68 attendees from the sector, planning for the season and contributing to the cruise strategy.
- **Tourism development**  
New tourism products and experiences have been launched, working in partnership with local businesses and māori tourism operators.
- **Data-driven decision-making**  
The Destination Insights Dashboard went live on the Trust website to provide real-time visitor economy data to inform local decision-making and investments.
- **Industry programmes**  
We've worked with local operators to promote Akiaki, an online learning programme for sustainable tourism, along with opportunities with Qualmark and the Tiaki Promise.
- **Brand identity**  
Brand audit completed by Livingston Creative.
- **Events**  
The Trust supported **9 events** with **\$139k** from the Regional Events Fund. We also helped secure over **\$95k** in Government funding for three local events: the Surf Life Saving Nationals, First Light Marathon and The Longline Classic.
- **Strategic partnerships**  
Collaboration with RTOs around the North Island to enhance trade and consumer outreach efforts.



Scan me with your phone camera to view the Tairāwhiti Destination Management Plan

 [www.trusttairawhiti.nz](http://www.trusttairawhiti.nz)





## Cruise tourism strategy

In February 2025, the Trust released the Tairāwhiti Cruise Development Pathway (TCDP), outlining a 10-year pathway to establish the region as an attractive cruise destination that provides economic and community benefits.

Developed in collaboration with GDC, Eastland Port and industry partners, the plan takes a sustainable and strategic approach to grow tourism and strengthen the region's position as a top cruise destination.

Cruise tourism contributed an estimated **\$1.37b** to New Zealand's economy in 2023/24, including **\$637.8m** in direct spending.

The TCDP explores cruise as a key pillar for future development. Following upgrades to Wharf 7, Gisborne's port is well-suited to small to medium-sized vessels, with the potential to attract more cruise traffic.

Using a phased, 10-year development approach, the TCDP is guided by three interconnected priorities:

- **Cruise line attraction**

Build and strengthen relationships with cruise lines and other influencers to grow awareness of Tairāwhiti Gisborne.

- **Unique and distinctive offering**

Create a unique and differentiating positioning supported by distinctive tourism offerings, with a focus on cultural and product development to increase appeal, experience, quality and connection.

- **Optimising visitor experience**

Continuously improve operational efficiency and the quality of the visitor experience to increase visitor satisfaction, long-term demand, and repeat visitation.

The strategic priorities, delivered through key actions, are designed to create the alignment and momentum needed to propel Tairāwhiti forward on the cruise pathway. At the end of each phase, the priorities will be reviewed for ongoing validity.



Scan me with your phone camera to view the Tairāwhiti Cruise Development Pathway



[www.trusttairawhiti.nz](http://www.trusttairawhiti.nz)

# Destination marketing

Strategic partnerships are integral to our destination marketing activities, leveraging diverse channels and audiences to spread the word about Tairāwhiti Gisborne. By combining powers with leading content creators, media and brand strategists, we've achieved some solid results in regional awareness over the past year.



## Neat Places

We partnered with Neat Places—a guide to the neatest things to do, eat, drink, see, visit and experience in New Zealand—to showcase the very best of Tairāwhiti Gisborne.

Their team visited Gisborne to capture the region's hidden gems and best offerings through curated content that inspires and encourages visitation.

Now with a home on [neatplaces.co.nz](https://neatplaces.co.nz), the Gisborne section has **28 place listings** and **five feature stories**.

Through the partnership, we printed **10,000** Gisborne Pocket Guides featuring local businesses, with feature stories also republished by the New Zealand Herald.

This was combined with a significant digital campaign across Neat Place's channels.

### Digital campaign results:

- **31,999** content views on [neatplaces.co.nz](https://neatplaces.co.nz)
- **390,368** Instagram reach
- **527,991** Facebook reach
- **6,931** opens on a targeted e-newsletter.

**527k**  
total reach  
across  
platforms

## Digital Nomad campaign

Tairāwhiti Gisborne ran an innovative campaign to attract remote workers to the East Coast, seizing the momentum following the Government's announcement of a digital nomad visa.

Our RTO moved quickly to claim Tairāwhiti Gisborne as the place to be in Aotearoa for remote workers seeking lifestyle, connection and a relaxed pace outside the cities.

We launched the campaign with a 60-second hero video featuring stunning regional imagery and pitched it to national and global media.

Leading national news outlets covered the story, including a live slot on TVNZ's Breakfast and RNZ's Morning Report, Stuff and Tourism Ticker.

Following the initial launch, we continued with a digital campaign targeting Australia and the United States, driving people back to the



Tairāwhiti Gisborne website. This resulted in **149,000** impressions and nearly **4,000** clicks to the site.



Scan me with your phone camera to watch the Digital Nomad campaign video

▶ [www.youtube.com/@TairawhitiGisborne](https://www.youtube.com/@TairawhitiGisborne)

## Fly In – Ride 35

We partnered with former pro road racing cyclist and podcaster Mitch Docker on a campaign that showcases an unforgettable five-day cycling itinerary around State Highway 35.

Mitch explored the 500km road and gravel riding journey, crossing through coastlines, lush farmlands and small towns while experiencing a perfect blend of challenging terrain and breathtaking views.

He documented his journey with a visual story on [flowmountainbike.com](https://flowmountainbike.com) and a series of podcast interviews recorded across the East Coast.

The campaign has also featured in cycling magazines in both New Zealand and Australia, bringing national and international attention to the region's unique cycling experience.



Scan me with your phone camera to watch the Fly In, Ride 35 video teaser

▶ [www.youtube.com/@TairawhitiGisborne](https://www.youtube.com/@TairawhitiGisborne)





# Motu Outdoor Adventures

Motu Outdoor Adventures is one of the region's newest tourism experiences. It invites thrill seekers to explore the rugged terrain of the Motu countryside on four-wheel-drive and ATV tours.

Visitors can bring their own vehicles or ride in one of the trucks or ATVs provided by owner-operator Grant Brown.

Born out of a passion for the land and a desire to offer something different, the Motu Outdoor Adventures experience celebrates remoteness and adventure.

"Our focus is showcasing the native bush and giving people a real outdoor experience. It's about combining the fresh air, breathtaking scenery and the thrill of the great outdoors to create something special for visitors," says Grant.

Getting from idea to market meant learning the ins and outs of the tourism industry and what it takes to become trade-ready.

The RTO has worked with Grant from early on, helping refine the visitor experience and strengthen the business's strategic foundation.

"I've learned a lot over the past year. Initially, I had no idea how to market the experience, but working with the RTO team helped me understand where we fit in."

Alongside the RTO team, Grant attended the eXplore tourism conference in Auckland, where he met tourism buyers, attended workshops on emerging trends and connected with operators from across the country.

"We had presentations on AI, from online travel agents and case studies from general managers of tourism businesses around different parts of New Zealand," says Grant.

**"I've learned a lot over the past year. Initially, I had no idea how to market the experience, but working with the RTO team helped me understand where we fit in."**

"That experience brought things together, helping me see the bigger picture and where we could head next."

The off-season has offered a chance to focus on work behind the scenes, developing a long-term strategy and refining the tours.

"I'm applying everything I've learned over the past 12 months to prepare for summer. My original plans have evolved, so this quiet season is about refining the experience, applying new insights and getting ready for growth," says Grant.

Early feedback from visitors has been overwhelmingly positive.

"People often say they weren't expecting to be that close to nature. They comment on the density of the bush, the layers of flora and the young shoots coming through. They notice things I don't even see anymore. Visitors are naturally curious and it's about capturing that curiosity."

"I've driven the track countless times, but when I see other people enjoying it, I realise how special it really is."

Motu Outdoor Adventures is expanding the region's tourism offerings, helping position Tairāwhiti as a top destination for authentic, off-the-beaten-track adventure tourism.

The RTO continues working alongside Motu Outdoor Adventures, helping to promote the experience and build capability for long-term growth.



Scan me with your phone camera to watch the Motu Outdoor Adventures video

▶ [www.youtube.com/@TairawhitiGisborne](https://www.youtube.com/@TairawhitiGisborne)

**Our  
approach**



**Delivering**

**Wellbeing  
outcomes**



**Ōhanga  
Economy**





# City centre revitalisation

Our community's ideas and aspirations will help shape the future direction of our city through the City Centre Catalyst Initiatives Project.

Stage one of the project was led and funded by Trust Tairāwhiti, in partnership with GDC and Rongowhakaata Iwi Trust, with the aim of identifying a series of catalyst initiatives that would help revitalise Gisborne's city centre.

We worked alongside Urbanismplus for the project, one of Australasia's leading sustainability-based urban design consultants, who have led successful centre strategy projects throughout Aotearoa, including Hastings, Whanganui and Nelson.

The project focused on initiatives that aligned with existing plans and policies and could be progressed quickly by working with private and public land owners, building owners and developers.

The first stage involved extensive community engagement, including at the A&P Show, where we received about 250 written submissions on what people loved about our city centre, what they didn't like, and what improvements they'd like to see.

We also held focused topic engagement sessions and technical workshops to explore strategic opportunities.

Recurring themes emerged, including a desire for more family-friendly spaces, better use of vacant buildings, improved safety, more apartment living and new businesses.

From that feedback, project partners have identified a series of initiatives to bring to life as part of a strategic work programme. This reflects community aspirations, honours the values of mana whenua and integrates local cultural narratives.

- **River edge playground/amphitheatre**  
Transforming an underused area into vibrant spaces for play, relaxation and connection. Landscape development to provide a visual connection to the awa and accessibility from Lowe Street and Reads Quay.
- **Hei Pipi**  
Landscape development, co-designed with Rongowhakaata, to add elements of hospitality, play and amenities that bring families and the community to the city centre and awa edge.
- **100 Peel Street (former Police Station site)**  
Healing whenua restoration and temporary landscaping to provide a space for kōrero, play, hospitality and temporary art.



- **Main street micro spaces**

Urban design using existing street features to enhance the user experience. This includes developing spaces to rest, gather and eat, addressing accessibility issues, more shade and shelter, and separation from road movement through plantings.

- **City reception room**

We're exploring potential new locations for the isite in the City Centre that could double as a city reception room—a welcoming hub connecting our locals and visitors to information, services, stories and opportunities.

- **Night market**

Local kai, art and entertainment on the river end of Lowe Street.

- **Capital attraction**

Seek opportunities for residential and commercial development in the city centre.

- **City Centre management**

Dedicated support to get our city centre humming, providing a central point of contact and advocate for businesses and activities.

The second phase of the project will commence in the 2025/26 financial year and involves planning, design and delivery.

**400+**  
community  
members  
engaged

**Our  
approach**



**Delivering**

**Wellbeing  
outcomes**



**Ōhanga  
Economy**



# Trust fund preservation

Trust Tairāwhiti is kaitiaki of a diversified investment portfolio of businesses and managed funds, which enables the organisation to deliver on its core purposes in the Trust Deed:

1. Preserve capital for future generations.
2. Provide for beneficiaries (the people of Tairāwhiti).

## Our approach



Investing

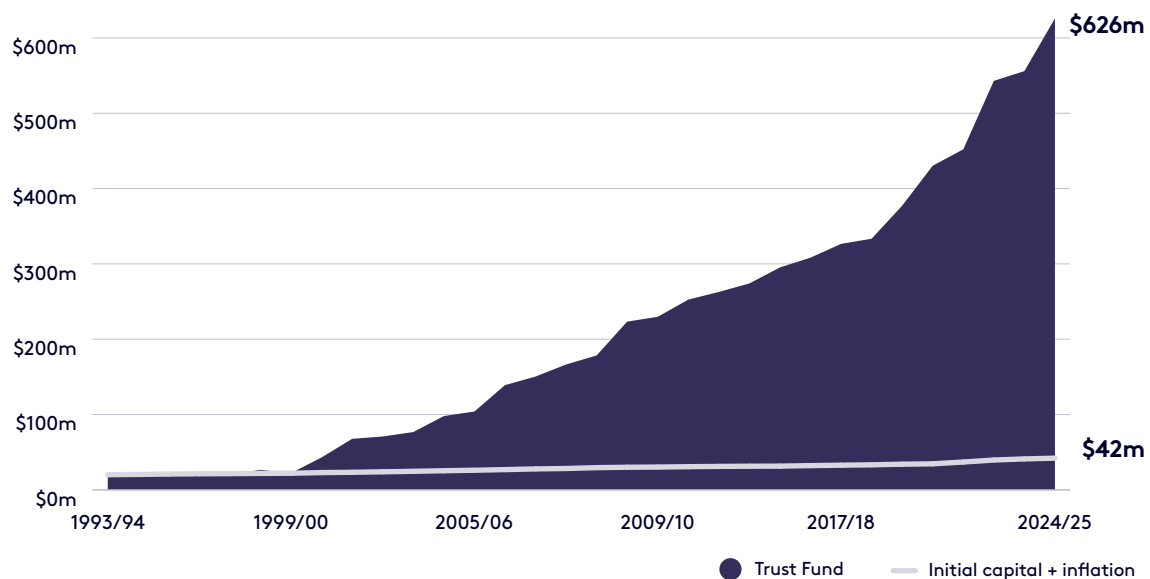
## Trust fund

Through careful management, the Trust portfolio has grown significantly over three decades, allowing the Trust to support projects and initiatives that provide meaningful outcomes under our wellbeing framework, He Rangitapu He Tohu Ora.

Since its inception in 1993, the Trust has distributed, invested or delivered **\$170.7m** to a diverse range of community and economic initiatives and operations.

Trust equity has grown from **\$20m** to **\$626m** (\$556m FY2024).

## Trust equity since inception





## Preserving capital

Capital preservation is a core focus for the Trust, to ensure its long-term sustainability and ability to provide for future beneficiaries. We're required to preserve capital for the residual beneficiary,

GDC, when the Trust winds up in 2073. The Trust equity graph shows that we continue to exceed the Deed requirement to preserve capital in line with inflation.

## Total assets and liabilities

As of 31 March 2025, Trust assets were **\$725m**, a decrease of **\$253m** from the previous financial year (**\$978m**).

On 30 April 2024, Eastland Group completed the sale of a 50 per cent interest in its renewable energy business, Eastland Generation, to Obayashi Corporation. Notably, total equity increased by \$70m this year. This increase principally reflects a non-cash gain on the sale of 50 per cent of Eastland Generation, which also resulted in the elimination of related debt and a transfer of associated asset revaluation reserves to retained earnings.

Eastland Group has since transitioned to a new operational and governance model as an investment company. It remains 100 per cent shareholder of Eastland Port and 50 per cent shareholder in Eastland Generation, alongside joint venture partners Obayashi Corporation.

Both Eastland Port and Eastland Generation were restructured to operate independently with their own autonomous management teams and boards. See Eastland Port on page 51 and Eastland Generation on page 54 for operational updates.

Trust ownership of Eastland Group makes up about **74 per cent** of Trust assets.

The Trust's other significant assets include Prime SPV (land, buildings and sawmill at Dunstan Road) and a diversified portfolio with Craigs Investment Partners.

Liabilities are **\$99m**, down by **\$422m** on the 2024 financial year.





# Eastland Port

This year has marked a new chapter for Eastland Port, with the appointment of a new board and the introduction of a refreshed management structure. One of their first priorities was to develop a clear, future-focused strategy to guide operations and lay the foundation for long-term success.

The strategy reflects a renewed emphasis on performance, accountability, and alignment with regional priorities. With strong leadership in place, each part of the business is now positioned to operate with greater autonomy while delivering on a shared vision to drive commercial results, build resilience, and create value for the region.

Eastland Port, which includes Gisborne Airport and other regional infrastructure assets, is now

governed by a board with deep expertise in infrastructure, governance, and regional development. The board comprises Wendie Harvey (Chair) and Hamish Bell, both experienced directors who previously served on the Eastland Group board. They are joined by Andre Lovatt, a seasoned infrastructure executive, and Brodie Stevens, a logistics and transport consultant with extensive maritime experience.

**2.5m**

tonnes of logs  
exported

**210k**

Gisborne Airport  
passengers

**330k**

tonnes of logs  
debarked

## Challenge to comeback

After a challenging first half of the financial year, Eastland Port rebounded strongly in the final six months. Settled weather, stabilising economic conditions, and a lift in global demand contributed to the turnaround, culminating in **2.5 million tonnes** of logs exported. The year was a game of two halves with the second half highlighting the Port's resilience and ability to deliver under pressure.

A highlight for the year was the successful return of cruise ships to the region. After years of disruption due to COVID-19 and Cyclone Gabrielle, the 2024/25 cruise season marked a fresh start with a revitalised vision, targeted investment, and strong collaboration between community stakeholders.

Eastland Port facilitated **16 arrivals**, welcoming **5,600 passengers**, with funds from Trust Tairāwhiti supporting beautification projects, people resourcing, and onshore experience enhancements. The season not only delivered an immediate boost for local businesses and tourism operators, it also planted the seed for a thriving, sustainable cruise future in Tairāwhiti.

Operational efficiencies helped offset cost pressures and inflationary challenges.

Investment in infrastructure continues to be a priority. A major milestone was achieved in December 2024 when the Environment Court issued the consent order for Stage Two of the



Twin Berth Development. This approval covers 26 resource consents and represents one of the most significant infrastructure consents in Tairāwhiti.

The development includes extending Wharf 8, land reclamation, dredging, and upgrades to the stormwater system and outer breakwater. Once complete, the Port will be capable of berthing two 185-200 metre vessels simultaneously which will enable more diverse trade opportunities and strengthen the region's economic future.

In the commercial property space, Eastland Port completed the sale of Cook Stores 3 & 4 to a local business. This was part of a broader review of the asset portfolio to ensure alignment with long-term strategic priorities and community benefit. The proceeds from this sale will support reinvestment in core infrastructure projects that enable future growth.



## Debarking

### Northland Debarking

In May 2024, Northland Debarking celebrated its 10-year anniversary. From humble beginnings as a small DASS (debark and anti-sap stain) facility, the company has grown into Northland's leading deck cargo service provider now processing over **300,000 tonnes** of logs annually.

### Eastland Debarking

Eastland Debarking continued to deliver strong results throughout the year. A standout achievement was recorded in November, with **30,000 tonnes** of logs processed marking one of the most productive months in the company's history.



## Gisborne Airport

Gisborne Airport continued to play a vital role as a key regional gateway, welcoming over **210,000 passenger** movements—a 7.8 per cent decrease compared to the previous year. The prior year's numbers were unusually high due to travel associated with Cyclone Gabrielle recovery efforts and the temporary Napier to Gisborne flights during April and May.

A successful planting day at the entrance of Gisborne Airport, held in partnership with Ngāi Tāwhiri and local kura, reinforced the team's commitment to environmental restoration and hapū-led collaboration.

Planning for a significant car park extension is underway, with construction scheduled to begin



this financial year. The project will double parking capacity to meet growing demand, enhance safety, improve the visitor experience, and support long-term sustainability.

## Looking ahead

With experienced leadership, a refreshed strategy, and strong community partnerships, Eastland Port and its sister companies are well positioned to create enduring value for Tairāwhiti.

Together, we're building a resilient future that supports our people, protects our place, and strengthens our region for generations to come.





# Eastland Generation

Eastland Generation continues to develop regional energy capacity and resilience, while supporting a cleaner, more sustainable future for New Zealand.

Eastland Generation's diverse renewable energy portfolio includes the first utility scale solar farm in Tairāwhiti, a hydro scheme in Hawke's Bay

and three geothermal power plants in the Bay of Plenty—with a fourth under construction.

**485 GWh**  
of renewable  
energy  
generated

**4<sup>th</sup>**  
geothermal  
plant due  
this year

**2**  
Local solar  
plants planned

## Capital raise

In April 2024, Trust Tairāwhiti and Eastland Group completed a successful capital raise that saw Obayashi Corporation acquire a 50 per cent stake in Eastland Generation. With the investment and

expertise required to support their ambitious growth plans, Eastland Generation are on track to achieve some momentous milestones in the coming months and years.

## Generated energy

In the year to March 2025, Eastland Generation's assets performed strongly, generating a combined total of **485.1 GWh** of renewable energy.

Te Ihi o te Rā, the utility scale solar farm at Gisborne Airport, generated **6.7 GWh**, enough to power approximately **1,000 homes**.

The TOPP1, Te Ahi O Maui and GDL geothermal power plants generated a combined **471.2 GWh**. The Waihi hydroelectric scheme near Wairoa generated **7.2 GWh** over the 12 months.



## TOPP2 Kawerau geothermal power station

Eastland Generation's most significant new construction project is TOPP2, a 49MW geothermal power station situated on the Kawerau Geothermal Reservoir.

This is the company's largest geothermal project to date. Ngāti Tūwharetoa Geothermal Assets Limited (NTGA) are providing a long-term supply of geothermal energy to the station and managing the wells and steam field. Land is leased from Ngāti Tūwharetoa Holdings Ltd.

As part of Eastland Generation's ongoing commitment to reducing emissions, they have included carbon capture and injection technology in the TOPP2 design.

Once construction is completed, testing and commissioning will get underway and the station is expected to be fully operational by the end of 2025.

At this point, Eastland Generation will have achieved the next phase of their growth strategy, bringing their total renewable energy generation portfolio to well in excess of **100MW**. Their overall operating capacity will increase from **69MW** to **118MW**, and generation from **485 GWh** to **898 GWh** each year.

As TOPP2 demonstrates, Eastland Generation has a unique community and partnership development model. Relationships are crucial to their success. This approach is underpinning the expansion of their asset portfolio, and will unlock substantial future value.



## Solar generation projects

Solar generation in Tairāwhiti is also a focus for Eastland Generation. They're progressing with plans for two new solar plants here on the East Coast.

They continue to strengthen ties with their iwi, hapū, local and central government and industry partners.

## People, place and the environment

The Eastland Generation team consider the land, waterways, flora and fauna during each project, and have established a range of environmental initiatives. Their holistic approach ensures projects are executed—and assets maintained—in a safe, sustainable and culturally appropriate way.



**"Together we are proud to be driving transformative change in the energy sector, building energy resilience in the regions where we live and work, and contributing to New Zealand's carbon reduction targets."**

Alice Pettigrew, Eastland Generation Chief Executive Officer







# 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.

## Performance measures



### Investing

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

INDICATOR	TARGET	ACTUAL
<b>Eastland Group</b> Return on investment.	7%	17%
<b>Managed Portfolio</b> Return on investment.	7%	6%
<b>Equity or debt into regional investment initiatives</b>	\$5m	\$780k



### Enabling others

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

INDICATOR	TARGET	ACTUAL
<b>Community Fund</b> Grant distributions.	\$1.5m	\$1.8m
<b>Feasibility Fund</b> Grant distributions.	\$400k	\$421k
<b>Regional Events Fund</b> Grant distributions for visitor attraction.	\$100k	\$139k
<b>Community Facilities</b> Tairāwhiti Community Facilities Strategy grant distributions.	\$7m	\$7.9m





## 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
<b>Business management capability</b> Number of businesses supported by the business innovation and growth team to improve management capability.	200	216
<b>Business capability development</b> Grant funding for business training.	\$120k	\$114k
<b>Māori businesses</b> Increase in number of māori businesses supported by the business innovation and growth team.	50%	105%
<b>Whāriki platform</b> Number of māori businesses registered on the Whāriki māori business network platform.	250	63
<b>Commercial Research &amp; Development projects</b> Number of businesses connected to Callaghan Innovation grants and services for commercial R&D projects.	25	21
<b>Regional business development</b> Students funded for innovation projects relating to regional business development.	10	6
<b>Workforce training</b> Employees supported with workforce training to improve wellbeing and productivity.	100	249
<b>Cruise ships</b> Passengers visiting Tairāwhiti.	10,000	5,608
<b>Visitor attraction</b> Promotional funding to encourage travellers to Tairāwhiti.	\$330k	\$330k
<b>isite</b> Visitors through the isite.	40,000	57,426
<b>isite</b> Tourism experiences booked through isite.	500	509
<b>Wellbeing survey</b>	1,000 respondents	1,026 respondents
<b>Tourism products</b> Support the development of new tourism experiences.	4	5

# Distributions

Distributed to Eastland Network Charitable Trust for charitable purpose	Approved \$	Paid \$
Victoria Hub Domain – Phase 1 upgrades	6,618,068	651,524
Whakarua Park Board – Whakarua Park rebuild	387,400	153,192
The Sunrise Foundation – Multiyear operational costs	240,000	240,000
Nōna Te Ao – Several rangatahi initiatives	110,000	110,000
Huringa Pai Charitable Trust – Operational costs	68,000	68,000
Gisborne Mountain Bike Club Inc – Mountain Bike Park rebuild	50,000	50,000
The Longbush Ecological Trust – Seed Island project	50,000	50,000
Taitech – Pakeke programme	40,000	40,000
Te Kura Kaupapa Māori o Tapere-Nui-A-Whatonga – Vehicle purchase	37,500	37,500
Te Reo Irirangi o Tūranganui-a-Kiwa – Historic broadcast support	35,500	35,500
Tairāwhiti Multicultural Council – Annual event calendar	35,000	35,000
Gisborne Boys High School Board of Trustees – Boarding House feasibility	30,000	-
Te Aitanga-a-Hauiti Centre of Excellence – Tataitua Rā Matariki Festival	25,000	25,000
House of Science NZ Charitable Trust – Operational costs	20,000	20,000
Tairāwhiti Community Voice – Operational costs	20,000	20,000
Tolaga Bay Inn Charitable Trust – Tolaga Bay Inn feasibility	16,000	16,000
Gisborne Toy Library – Operational costs	15,000	15,000
Gisborne Youth Sports Charitable Trust – New roof for building	15,000	15,000
Ngāti Whakarara – Ngāti Hau Takutai Kaitiaki Trust	15,000	15,000
Outward Bound Trust of NZ – Regional schools programme	15,000	15,000
Te Hokowhitu a Tū – Te Matatini o Te Kāhui Maunga	15,000	15,000
Te Manawa Maurea Inc – Te Matatini o Te Kāhui Maunga	15,000	15,000
Te Pariha o Hikurangi Charitable Trust – Te Matatini o Te Kāhui Maunga	15,000	15,000
Te Uranga o te Rā Sports and Recreation Club – Matariki in the Valley	15,000	15,000
Waihīrere Māori Club – Te Matatini o te Kāhui Maunga	15,000	15,000
Whāngārā Mai Tawhiti Kapa Haka – Te Matatini o Te Kāhui Maunga	15,000	15,000
Ngata Memorial College – Manu Kōrero speech competition	14,250	14,250
Manaaki Tāngata   Victim Support – Victim support	13,000	13,000
Rere School – Waharoa project	11,900	11,900
Auckland District Kidney Society Inc – Assistance for kidney patients	10,000	10,000
Citizens Advice Bureau Gisborne Inc – Operational costs	10,000	10,000
Ngāti Porou Surf Life Saving – Eke Tangaroa project	10,000	10,000
Poverty Bay Agricultural & Pastoral Assn – A & P Show	10,000	10,000
Tairāwhiti Museum – Te Wharepora	10,000	10,000
Te Kura Kaupapa Māori o Te Waiū o Ngāti Porou – Wiki Hā 2024	10,000	10,000
Tongan Methodist Church – Calendar of events	10,000	10,000
Kaitipua Charitable Trust – Tūranga Strong Weightlifting Club	9,051	9,051
Alzheimers Gisborne Tairāwhiti – Dementia support services	8,300	8,300
Hikurangi Sports Club – Upgrade ground lights	8,300	8,300

<b>Continued: Distributed to Eastland Network Charitable Trust for charities</b>	<b>Approved \$</b>	<b>Paid \$</b>
Mātai Medical Research Institute – Internships and operational costs	8,300	8,300
Raparapaririki Charitable Trust – He Whakapakari	8,000	8,000
Hospice Tairāwhiti – Hospice charity dinner	6,800	6,800
Manutūkē Volunteer Fire Brigade – Brigade incident support vehicle	6,500	6,500
Road Safety Education Ltd – Youth driving education	6,000	6,000
The Nest Collective NZ Charitable Trust – Baby packs	6,000	6,000
Perinatal Anxiety and Depression Aotearoa – Seminar	5,892	5,892
Wainui Beach Playcentre – Shade sail replacement	5,438	5,438
Mangatū Māori Women's Welfare League Branch – Wahine wellness day	5,000	5,000
Radio Ngāti Porou – Livestream Heartland Championship	5,000	5,000
Te Araroa & Districts Progressive Assn Inc – Supporting rangatahi	5,000	5,000
Te Poho o Rāwiri Marae – Ae Ra Te Eke Panuku	5,000	-
Tieki Taiao Wānanga – Tieki Taiao Wānanga	5,000	5,000
Motor Neurone Disease NZ Charitable Trust – Operational costs	3,955	3,955
Gisborne Curtain Bank NZ Red Cross – Industrial sewing machines	3,416	3,416
Tiniroto School – Matariki event	2,963	2,963
<b>Total</b>	<b>9,577,428</b>	<b>1,871,584</b>



## Distributions

Distributions to others	Approved \$	Paid \$
Mareikura Waka Ama – Waka ama storage	828,773	-
Rāngai Ltd – Expansion as a tertiary provider	252,600	252,600
Aerosearch Limited – Aircraft manufacturing in Tairāwhiti	100,000	-
Poverty Bay Rugby Football Union Inc – Lighting and tournaments	86,984	86,984
StardustMe Limited – Tairāwhiti aerospace feasibility	60,000	60,000
Tairāwhiti Production House Limited – Regional Film Office	54,500	54,500
Surf Life Saving New Zealand – NZSLS Championships 2025	45,000	45,000
Federated Farmers Gisborne Wairoa – Cyclone recovery fund	37,500	37,500
Tūranga Wahine Tūranga Tāne – Schools kapa haka competition	30,000	30,000
Smash NZ Ltd – Gisborne Night Transport feasibility	28,643	-
Te Awapuni Moana Trust – Te Awapuni Moana Whenua Development	25,000	25,000
Hakuwai Fishing Ltd – Shipping Services feasibility	24,000	24,000
Mātai Medical Research Institute – Mātai campus ownership structure	20,000	20,000
Albatros Adventure Marathons – First Light Marathon	15,000	15,000
Gisborne District Council – Tairāwhiti Fire in the Sky	15,000	15,000
Te Rūnanganui o Ngāti Porou – Hikurangi Dawn Ceremony and Pā Wars	15,000	15,000
The Longline Classic Ltd – The Longline Classic	15,000	15,000
Hauiti Marae – Marae Solar project	15,000	-
Hinepare Marae – Marae Solar project	15,000	-
Hinerupe Marae – Marae Solar project	15,000	-
Hiruhārama Marae – Marae Solar project	15,000	-
Iritekura Marae – Marae Solar project	15,000	-
Kariaka Marae – Marae Solar project	15,000	-
Mangatū Marae – Marae Solar project	15,000	-
Mātahi o te Tau Marae – Marae Solar project	15,000	-
Muriwai Marae – Marae Solar project	15,000	-
Pōtaka Marae – Marae Solar project	15,000	-
Reporua Marae – Marae Solar project	15,000	-
Tapuihikitia Marae – Marae Solar project	15,000	-
Tārere Marae – Marae Solar project	15,000	-
Taumata o Mihi Marae – Marae Solar project	15,000	-
Te Aowera Marae – Marae Solar project	15,000	-
Te Pa o Penu - Rongo i te Kai Marae – Marae Solar project	15,000	-
Te Paerautā (Tutua) Marae – Marae Solar project	15,000	-
Te Wainui Marae – Marae Solar project	15,000	-
Tikapa Marae – Marae Solar project	15,000	-
Tinātoka Marae – Marae Solar project	15,000	-
Whareponga Marae – Marae Solar project	15,000	-
Gisborne Centre Stage Theatre Group – We Will Rock You musical	14,340	14,340

Continued: Distributions to others	Approved \$	Paid \$
Nāti Growth Limited – Captain Morgan’s redevelopment	12,977	12,977
First Light Wine & Food Festival – First Light Wine & Food Festival	12,250	12,250
Gisborne Netball Centre – Gisborne Netball indoor competitions	12,000	12,000
Gisborne Farmers Market – New music gazebo	11,210	11,210
Murray Sam Holdings Ltd – Katuku Island rebuild	10,000	10,000
Parafed Gisborne Tairāwhiti – Local activities	10,000	10,000
Surf City Rod & Custom Club – 2025 NZHRA Nationals	10,000	10,000
Photographic Society of New Zealand – Noth Island Regional Convention	9,638	9,638
Te Kura Kaupapa Māori o Ngā Taonga Tūturu ki Tokomaru	9,000	9,000
Te Wehi Haka – Toitū Ahitītī	8,000	8,000
Coastal Restoration Trust of New Zealand – Ūawa conference	7,500	7,500
Gisborne Area Jumping and Showhunter Inc – Showjumping champs	6,781	6,781
Gisborne Rowing Club – 150th anniversary celebrations	5,000	5,000
Holly Thorpe – Climate Change, Sport, and Rangatahi Symposium	5,000	5,000
Tairāwhiti Māori Bowls – National Tournament 2025	5,000	5,000
The Classic Chardonnay Group – The Chardonnay Affair 2025	5,000	-
Dunblane Resthome – Magic Table for the Dementia Community	4,910	-
Makorori Firstlight Longboard Surfing Classic – 2025 competition	2,000	2,000
Gisborne U3A Incorporated – Cyber Security; An overview for older Kiwis	1,650	1,650
Distributions no longer required	(327,665)	
<b>Total</b>	<b>1,802,592</b>	<b>847,930</b>
<b>Total distributed</b>	<b>9,958,124</b>	

## Distributions

Approved prior years paid this year	Paid \$
Tolaga Bay Area School	1,074,751
Te Kura Kaupapa Māori o te Waiū o Ngāti Porou (Ruatōrea)	924,751
Te Waha o Rerekohu Area School (Te Araroa)	764,751
Te Tairāwhiti Arts Festival Trust	650,000
Hatea-A-Rangi School (Tokomaru Bay)	500,039
Facilities project management	400,308
Eastland Helicopter Rescue Trust	350,000
Te Rūnanga o Tūranganui a Kiwa	246,850
Te Poho o Rāwiri Marae	194,878
Victoria Sports and Recreation Hub	182,244
Energy Options Charitable Company Ltd	167,214
Gisborne Speedway	133,500
Ngata Memorial College	129,855
Mareikura Waka Ama Club	116,964
Te Uranga o te Rā Waka Ama Association	76,562
Tūranga Health	75,000
Tairāwhiti Voyaging Trust	60,000
Motu Trails Charitable Trust	30,000
Swim for Life Tairāwhiti	30,000
Weetbix Tryathlon Foundation	25,000
Womens Native Tree Trust	19,600
Gisborne Thistle Football Club	15,000
Paikea Whitireia Trust	15,000
Evolution Theatre Company Trust	12,500
Ronald McDonald House Charities	11,429
Environment Hubs Aotearoa	10,000
Gisborne International Music Competition	10,000
Tapuwae Tairāwhiti Trails	7,500
MS & VA Miller – Te Kurī Walkway	3,000
<b>Total</b>	<b>6,236,696</b>
<b>Total distributions paid during the year</b>	<b>9,004,407</b>





## **Trust Tairāwhiti Summary Consolidated Performance Report**

For the year ended 31 March 2025

The trustees are pleased to present the Summary Consolidated Performance Report of Trust Tairāwhiti for the year ended 31 March 2025.

For and on behalf of the Board of Trustees.

**David Battin**  
Trustee,  
Chair

**Ron Aitken**  
Trustee,  
Chair of Audit and Risk Committee

**25 July 2025**



## Independent Auditor's Report on the Summary Consolidated Performance Report

To the Trustees of Trust Tairāwhiti

### Opinion

The summary consolidated performance report of Trust Tairāwhiti (the 'Entity') and its subsidiaries (the 'Group') comprises the summary consolidated financial statements on pages 69 to 72 and the summary consolidated statement of service performance on page 68. The complete set of summary consolidated financial statements comprises the summary consolidated statement of financial position as at 31 March 2025, 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. The summary consolidated performance report is derived from the audited consolidated financial statements of the Group for the year ended 31 March 2025.

In our opinion, the accompanying summary consolidated performance report, on pages 68 to 72, is consistent, in all material respects, with the audited consolidated performance report, in accordance with PBE FRS 43: *Summary Financial Statements* issued by the New Zealand Accounting Standards Board.

### Summary consolidated performance report

The summary consolidated performance report do not contain all the disclosures required by Public Benefit Entity Standards. Reading the summary consolidated performance report and the auditor's report thereon, therefore, is not a substitute for reading the audited consolidated performance report and the auditor's report.

### The audited consolidated performance report and our report thereon

We expressed an unmodified audit opinion on the audited consolidated performance report in our report dated 25 July 2025.

### Trustees' responsibilities for the summary consolidated performance report

The Trustees are responsible on behalf of the Group for the preparation of the summary consolidated performance report in accordance with PBE FRS 43: *Summary Financial Statements*.

### Auditor's responsibilities

Our responsibility is to express an opinion on whether the summary consolidated performance report is consistent, in all material respects, with the audited consolidated performance report 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*.

Other than in our capacity as auditor and assurance relating to the Eastland Generation completion statement, we have no relationship with or interests in the Entity or any of its subsidiaries. These services have not impaired our independence as auditor of the Entity and Group.

### Restriction on use

This report is made solely to the Trustees, as a body, in accordance with Section 16 of the Trust Deed. Our audit has been undertaken so that we might state to the Trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Trustees as a body, for our audit work, for this report, or for the opinions we have formed.

A stylized, handwritten-style signature of "Deloitte Limited" in a dark grey or black ink.

Auckland, New Zealand  
25 July 2025

This audit report relates to the summary consolidated performance report of Trust Tairāwhiti (the 'Entity') and its subsidiaries (the 'Group') for the year ended 31 March 2025 included on the entity's website. The 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 performance report since they were initially presented on the website. The audit report refers only to the summary consolidated performance report named above. It does not provide an opinion on any other information which may have been hyperlinked to/from the summary consolidated performance report. 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 performance report and related audit report dated 25 July 2025 to confirm the information included in the summary consolidated performance report presented on this website.

# Summary Consolidated Statement of Service Performance

As at 31 March 2025

Trust Tairāwhiti is the regional community Trust, with a strategic focus on community initiatives, economic development and providing for future generations.

Under the Trust Deed, Trust Tairāwhiti has two principal purposes:

- 1. Preserve capital for future generations, and
- 2. Provide for beneficiaries, the people of Tairāwhiti.

The Trustees developed a strategic framework to guide them in delivering the purposes of the Trust Deed. Central to this is the wellbeing framework, He Rangitapu, He Tohu Ora, which provides the principles and aspirational outcomes that guides the Trust’s work and priorities.

The Trustees have set the strategic plan, Te aka rautaki ki re tau, which identifies priorities through to 2029 to maximise impact when applying He Rangitapu He Tohu Orra. See page 8 for our strategic plan 2029 and wellbeing framework.

The performance measures are categorised into the three ways we work—investing, delivering, and enabling others.

- **Investing:** Prudent investment management to deliver financial returns, community impact and maintain Trust Fund preservation.
- **Delivering:** Delivering targeted regional initiatives in business support, tourism, and wellbeing.
- **Enabling others:** Empowering communities and organisations through funding support.

Actual performance is measured against set targets.

Activity information	2025 Actual	2025 Target	2024 Actual
<b>Investing</b>			
The capital of the Trust Fund has been preserved in line with inflation.	Achieved	Trust capital preserved	Achieved
<b>Delivering</b>			
Number of businesses accessing support through Trust Tairāwhiti.	216	200	141
<b>Enabling others</b>			
Total amount distributed to beneficiaries.	\$9.96m	\$9m	\$12.27m

During the year, 141 applications were assessed (2024: 143), resulting in 112 organisations receiving support (2024: 118).



# Summary Consolidated Statement of Comprehensive Revenue and Expense

For the year ended 31 March 2025

	2025 \$'000	2024 \$'000
Total revenue	58,646	54,857
Total expenditure	(55,382)	(46,997)
<b>Operating surplus</b>	<b>3,264</b>	<b>7,860</b>
Non-operating income/(expenses)	4,023	547
Share of surplus of joint ventures and associate	3,528	571
<b>Surplus before income tax</b>	<b>10,815</b>	<b>8,978</b>
Profit from discontinued operation – Generation	50,177	13,965
Profit from discontinued operation – Network	-	(576)
Income tax benefit/(expense)	(3,044)	1,767
<b>Net surplus after tax</b>	<b>57,948</b>	<b>24,134</b>
Distributions and grants	(9,958)	(12,273)
Tax effect of distributions	95	5,096
<b>Net surplus after tax and distributions</b>	<b>48,085</b>	<b>16,957</b>
Other comprehensive revenue and expense	12,178	(4,897)
Movements in joint venture other comprehensive income	9,905	-
<b>Total comprehensive revenue for the period</b>	<b>70,168</b>	<b>12,060</b>
<b>Total comprehensive revenue:</b>		
Equity holders of the parent	70,159	12,096
Non-controlling interest	9	(36)
	<b>70,168</b>	<b>12,060</b>

# Summary Consolidated Statement of Financial Position

As at 31 March 2025

	2025 \$'000	2024 \$'000
<b>Assets</b>		
<b>Current assets</b>		
Cash and cash equivalents	66,597	76,907
Other current assets	22,834	434,105
<b>Total current assets</b>	<b>89,431</b>	<b>511,012</b>
<b>Non-current assets</b>		
Property, plant and equipment	371,236	381,376
Investments and other receivables	106,093	37,103
Investment in joint ventures and associate	119,582	1,984
Other non-current assets	38,904	46,228
<b>Total non-current assets</b>	<b>635,815</b>	<b>466,691</b>
<b>Total assets</b>	<b>725,246</b>	<b>977,703</b>
<b>Liabilities</b>		
Loans	-	241,300
Other current liabilities	25,626	124,048
<b>Total current liabilities</b>	<b>25,626</b>	<b>365,348</b>
<b>Non-current liabilities</b>		
Loans	42,413	22,340
Other non-current liabilities	31,292	34,289
<b>Total non-current liabilities</b>	<b>73,705</b>	<b>56,629</b>
<b>Total liabilities</b>	<b>99,331</b>	<b>421,977</b>
<b>Net assets</b>	<b>625,915</b>	<b>555,726</b>
<b>Equity</b>		
Equity	625,915	551,075
Non-controlling interest	-	4,651
<b>Total Equity</b>	<b>625,915</b>	<b>555,726</b>

## Summary Consolidated Statement of Changes in Net Assets/Equity

For the year ended 31 March 2025

	2025 \$'000	2024 \$'000
Balance at 1 April	555,726	543,265
Total comprehensive income	70,168	12,060
Transactions with owners	21	401
<b>Total equity</b>	<b>625,915</b>	<b>555,726</b>

## Summary Consolidated Statement of Cash Flows

For the year ended 31 March 2025

	2025 \$'000	2024 \$'000
Net cash flows from operating activities	25,745	23,123
Net cash flows used in investing activities	92,239	(60,989)
Net cash flows from financing activities	(126,918)	19,873
<b>Net (decrease)/increase in cash and cash equivalents</b>	<b>(8,934)</b>	<b>(17,993)</b>
Cash and cash equivalents at beginning of period	76,907	95,170
Net cash and cash equivalents – Discontinued operations	(1,376)	(270)
<b>Cash and cash equivalents at end of period</b>	<b>66,597</b>	<b>76,907</b>



# Summary Consolidated Notes to the Financial Statements

For the year ended 31 March 2025

Our financial statements

## a) General information

Trust Tairāwhiti ("the Trust") is a Trust that was established on 7 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, and again on 4 November 2019 to Trust Tairāwhiti.

The consolidated financial statements are for the economic entity comprising Trust Tairāwhiti, Eastland Network Charitable Trust, subsidiary companies, associate and joint ventures ("the Trust Group").

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

The Trust Group's 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"). For the purpose of financial reporting, the Trust is a Public Benefit Entity (PBE), therefore they comply with Tier 1 PBE Standards, and other applicable Financial Reporting Standards, as appropriate for public benefit entities.

The financial statements of the Trust Group are for the year ended 31 March 2025 and were authorised for issue by the trustees on 25 July 2025.

## b) Basis of preparation

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 financial statements comply with PBE FRS 43 Summary Financial Statements. They cannot be expected to provide as complete an understanding as is provided by the full financial statements. The specific disclosures included in the summary report have been extracted from the full Trust Group financial statements. A copy of the full financial statements can be obtained from the Trust Tairāwhiti website [www.trusttairawhiti.nz](http://www.trusttairawhiti.nz) and is available from the office at Shed 3, 50 The Esplanade, Gisborne.

The Trust Group financial statements approved on 25 July 2025 have received an unqualified audit report. This summary financial report has been examined by the auditor for consistency with the full financial report. An unqualified auditor's report is included with this summary.



**Trust  
Tairāwhiti**  
Regional Wellbeing  
He Tohu Ora

[www.trusttairawhiti.nz](http://www.trusttairawhiti.nz)