

He Huarahi Whai Oranga  
Tairāwhiti Economic Plan



# Whakakitenga

Mana motuhake - Investing in ourselves for economic sovereignty

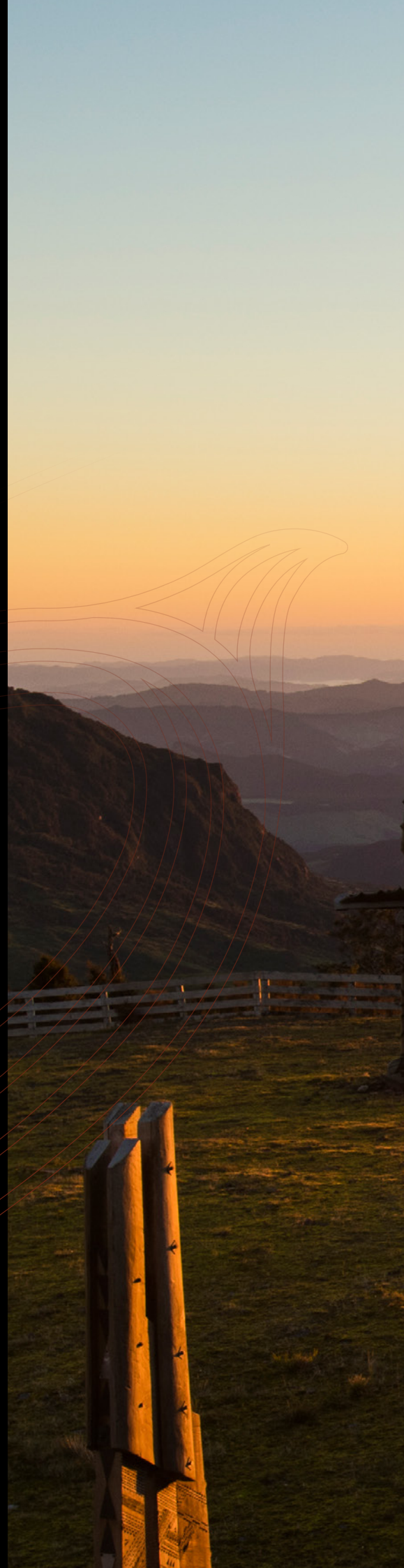
September | 2024

# Mihi

Tairāwhiti, we find ourselves at a pivotal moment in time. We have faced epic challenges including a pandemic, severe weather events, housing shortages, and rising living costs compounded by high inflation and interest rates. As this 'perfect storm' begins to ease, it is time to take charge and plot a new course of action. Inspired by the resolve shown by our people, the Tairāwhiti Economic Strategy Steering Group encourages our region to embark upon an ambitious pathway for prosperity.

Our people, communities and businesses have worked tirelessly. We are determined to honour this collective effort by maximising our advantages and being smart about finding solutions to the big problems in front of us. Although it was essential to take a moment to pause and evaluate our collective economic recovery, we are now ready for action. This Tairāwhiti Economic Plan sets out our path toward achieving our economic ambition for self-determination. Our strategic priorities are purposely designed to demonstrate their direct impact on the regional and national economy. We are confident that the collective impact of these initiatives will enhance wellbeing and elevate living standards across various domains as guided by the foundation of our strategy - our guiding pou.

As we take bold new steps in advancing economic self-determination, we recognise the considerable time and effort invested in recent economic planning efforts by other Tairāwhiti champions. It is our firm belief that a foundation of unity will transform our regional wisdom into long term prosperity - this lies at the heart of our service as the Tairāwhiti Economic Strategy Steering Group.



# Tairāwhiti Economic Strategy Steering Group

The Tairāwhiti Economic Strategy Steering Group is a collective of regional leaders made up of the Chief Executives from Rongowhakaata Iwi Trust, Te Aitanga a Mahaki, Te Rūnanganui o Ngāti Porou, Tāmanuhiri Tūtū Poroporo Trust, Gisborne District Council, and Trust Tairāwhiti.







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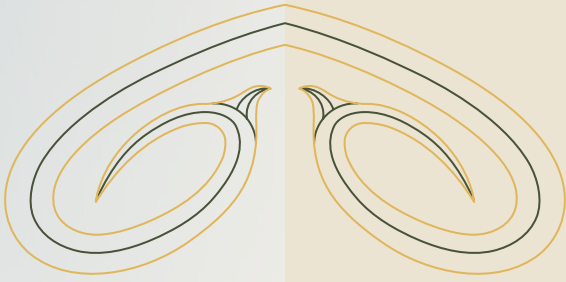
# Our guiding pou

These are our guiding pou that highlight our key areas of focus for sustainable economic growth and our values by which each project will be considered.

The creation of the four pou is a bold step to define the unique economic identity of Tairāwhiti. Rather than being a model set in stone, this is intended to provide a starting point for further development.

The four pou symbolise our thought leadership by drawing on the mātauranga of the whareniui. This model is based on the concept of a whare wānanga, shared by Teina Moetara and Rongowhakaata iwi, which also set the structure for the Tairāwhiti Tomorrow Together Summit.

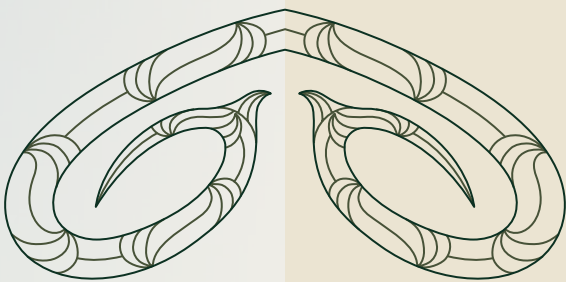




**Pou Āwhā:**  
**ŌHANGA – Our economy is diversified.**

The single Haehae speaks to Te Ara Tipuna.

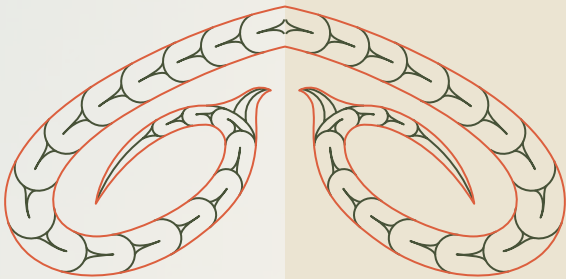
A single line that connects all elements of the project, aligning the wellbeing of the environment to the prosperity of the people.



**Pou Tāhu:**  
**ŌRANGA – Our people can achieve their ambitions.**

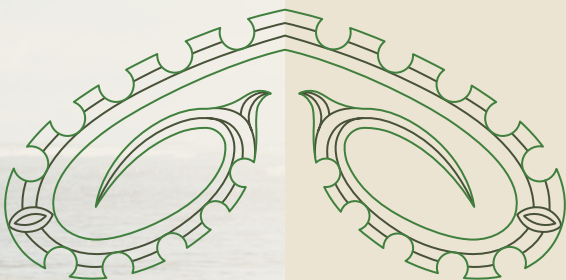
Waewae Pakura.

Inspired from the footprints of the swamp hen. The Pakura speaks to climbing upward in the quest for higher learning, growth and development.



**Pou Tokomanawa:**  
**TĀNGATA – Our communities are resilient.**

Unaunahi, inspired from the scales of a fish this pattern acknowledges our connection as people of Moana but also the layering of whakapapa that ties us back to our environment. A symbol of the resilience we hold as a people the same way the scales of the fish provide a protective layer.




**Pou Tuarongo:**  
**TAIAO – Te Taiao is thriving.**

Kape Rua, inspired by our environment, from our plant life to the preservation and cultivation of knowledge for the future.

# Whakakitenga

**Mana motuhake** - investing in ourselves  
for economic sovereignty





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**Our vision for Tairāwhiti is to take charge of our economic future by recognizing our strengths and paving a path forward rooted in these core values:**

- We believe in self-determination and make economic decisions based on Tairāwhiti priorities and values.
  - We invest our own time, energy and money in the initiatives outlined in this strategy.
  - We drive our own Kaupapa and lead in our own areas of expertise but follow a collaborative delivery model.
  - We make certain that our economy has a positive impact on our Taiao.
  - We understand how to support the business aspirations of whānau, hapori and iwi.
  - We are committed to a shared vision as iwi, local government, and local stakeholders.
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# Our purpose

**Working together to create economic sovereignty where the wellbeing of our people, our land and our waters are foundations of an inclusive prosperity.**





The purpose of this strategy is to set the economic direction and agenda for Tairāwhiti. It serves to unify leadership so that we determine our economic future and drive it ourselves. We are united as never before, as a region and a people.

We understand the need to balance long-term aspirations with our immediate and urgent recovery issues. In rising to this formidable challenge, we will do what we have always done, call upon our thought leadership, innovate and act. In other words, continue our tradition of doing it 'the Tairāwhiti way'.

We have a once-in-a-generation opportunity to confront the impacts of climate change and global economic headwinds. To reflect, regather, rebuild and innovate.

This economic strategy is a uniquely collaborative effort. It weaves together the insights and expertise of Tairāwhiti business, iwi and civic leaders; the Rau Tipu Rau Ora Tuarā; representatives from local council and government organisations; and people from communities right across our rohe.

We recognise the Tairāwhiti Economic Action Plan as a touchstone for our collective journey; one that reflects our communities' values and aspirations for the future.

We have incorporated the shared ideas and feedback from the Tairāwhiti Tomorrow Together (TTT) summit held in Gisborne on 23 February 2024. The summit was designed to bring together local leaders alongside senior government ministers and officials, to foster discussions and share actionable ideas.

It also builds on the extensive research and community hui undertaken by the Tairāwhiti Economic Strategic Steering Group following the TTT summit. Dozens of businesses and stakeholders have played essential roles in writing this strategy where their feedback has shaped many iterations during drafting.

And it draws upon the in-depth analysis and strategic plans developed by a wide range of local stakeholders to help our region, our people – and our taiao – recover, grow and thrive.

# Contribute 1% to New Zealand's GDP by 2034

**Our economy is \$2.5 billion and 0.7% of NZ's \$377 billion economy (March 2023)\***

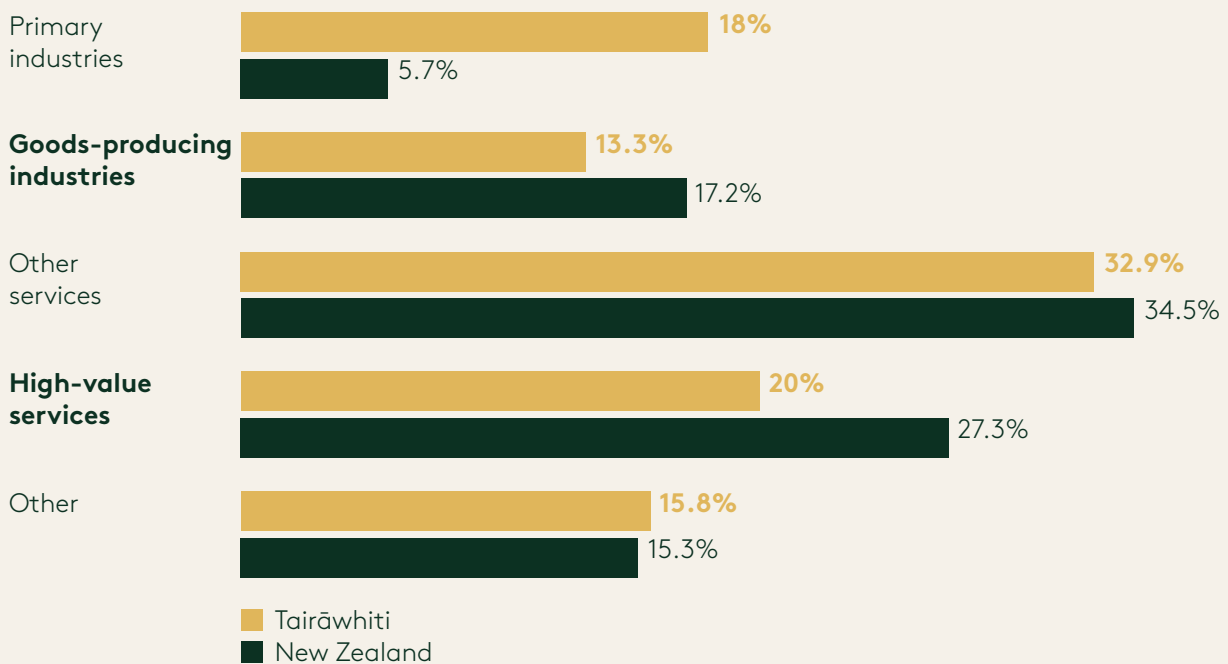
We will grow the Tairāwhiti economy at a greater rate than the New Zealand economy.

We will grow through strategic investment in:

- Higher value primary production
- Manufacturing capacity and capability
- Growing our knowledge economy
- Igniting tourism

## Economic Structure by broad sector - 2023\*\*

% Of total, year to March 2023



\*<https://rep.infometrics.co.nz/Tairāwhiti/economy/growth?compare=new-zealand>

\*\*Regional Economic Profile | Tairāwhiti | Economy structure (infometrics.co.nz)

# Add value to products by growing our manufacturing sector to 8%

**Our manufacturing sector is 4.9% of our economy. Manufacturing contributes 8.2% to the NZ economy.**

Growing our manufacturing base will amplify the value of our existing production strengths, like wood manufacturing, and drive economic growth.



# Elevate Tairāwhiti earnings to equal the national average

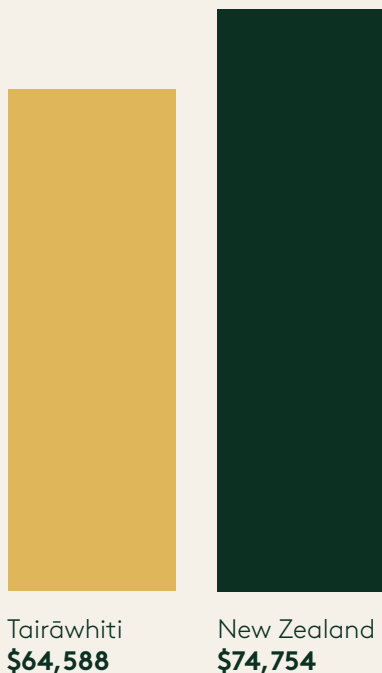
In 2023 Tairāwhiti mean annual earnings were \$59,692 for Māori and \$64,588 for non-Māori - New Zealanders earnt \$74,754.

We will create more 'higher earning roles' by focusing our economic growth on job creation which:

- Delivers quality job opportunities for residents
- Establishes pathways to lift Māori earnings

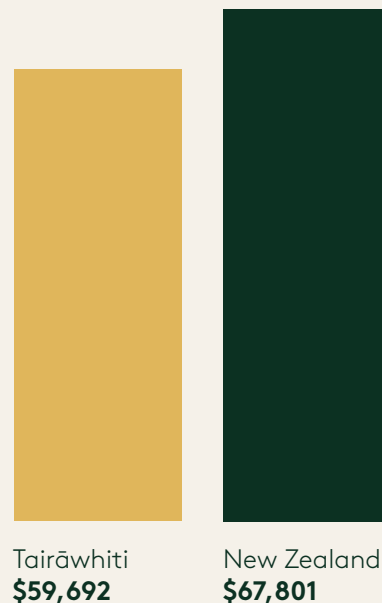
## Mean annual earnings Māori and non-Māori

Year to March 2023



## Mean annual earnings Māori - 2023

Year to March 2023

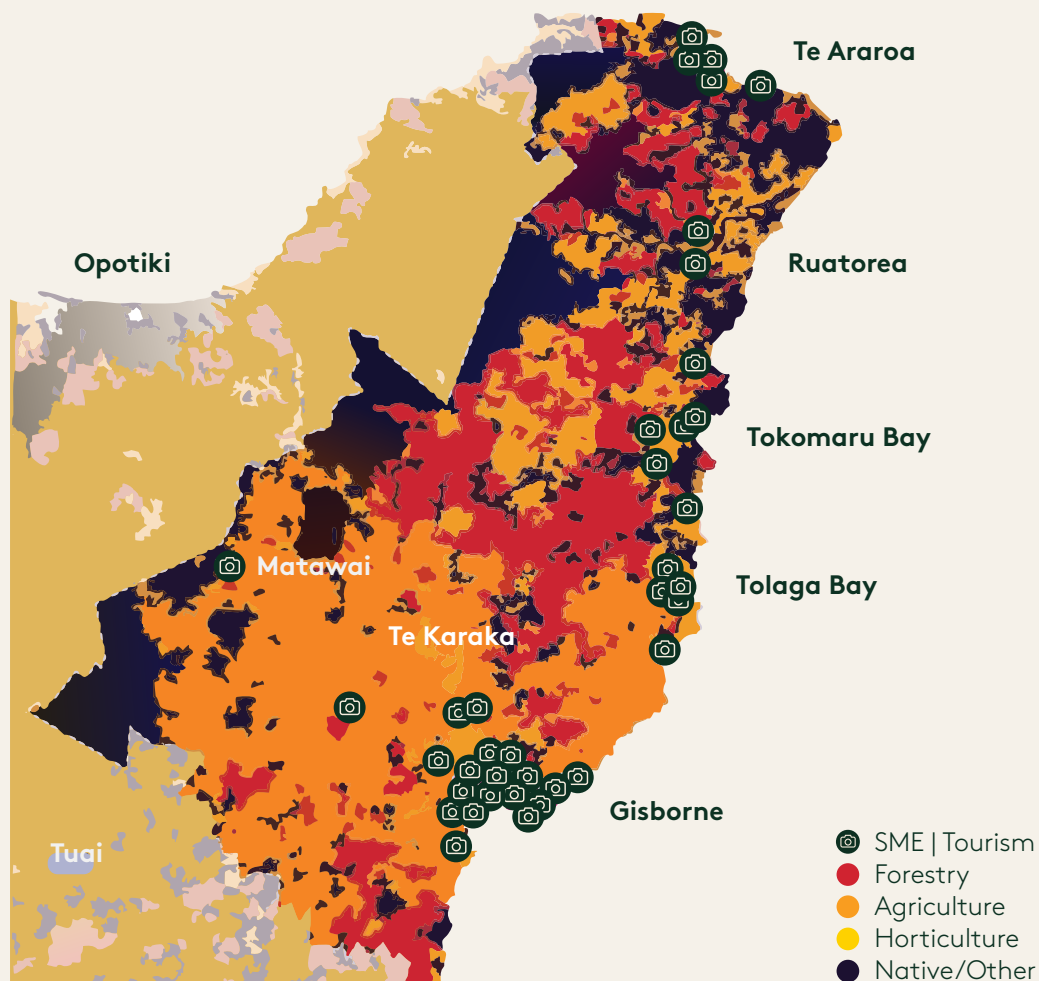


# Unlock the economic potential of whenua > 1000ha's

Primary industries make up 18% of the Tairāwhiti economy – surpassing the national average of 5.7%

We will transition more than a thousand hectares of land to higher-value production by:

- Enhancing infrastructure
- Enabling the adoption of improved production processes
- Exploring new production opportunities



# Enablers of our whakakitenga

A core responsibility of governance is to actively propel our initiatives forward so we can achieve our strategic goals.







# Strategic Values

**These values guide how we support what matters most to Tairāwhiti.**

We must collaborate to achieve our vision, as no single action on its own can address our current challenges. The values below, provide strategic focus to tackle the long-term goals that will require support from a number of partners, locally, nationally and internationally:

- Working with co-funders, external investors and industry specialists who support our values and vision.
- Consulting with our partners to enable them to promote positive health, social and educational outcomes.
- Actively exploring opportunities to engage, inspire and encourage our rangatahi to contribute to our economic success.
- Committing to ongoing investment in opportunities that capture more value in commodity products.
- Maximising our economic advantages while ensuring positive outcomes for te Taiao.
- Supporting strategies, to foster vibrant communities while facilitating economic revitalisation.
- Developing a sustainable Bluewater economy to leverage marine resources, enhance economic growth, and ensure environmental conservation.
- Galvanising regional leadership through ongoing commitment and investment to economic prosperity for Tairāwhiti.



## Strategic Enablers

**These are practical initiatives that provide widespread support, facilitating the implementation of the strategy across various domains or large segments of the actions described in our strategic priorities.**

The following initiatives concentrate collective efforts on a specific economic area, supporting multiple strategic priorities and strengthening our partnerships with key economic leaders:

- Invigorate our transport and logistics lifelines by elevating the resilience and quality of our road networks.
- Ensure our regulatory settings focus on economic growth that brings our whakakitenga to life.
- Enhance workforce development by maximising job opportunities, tackling skills gaps and opening pathways to workforce participation.
- Lead progressive procurement through innovative tools and processes which grow our people and local businesses.
- Create a Bluewater highway through initiatives like the Marine Access Facility, enabling the bulk delivery of our goods to our global partners.



# We commit to investing in our shared future

This Tairāwhiti Economic Plan was made possible through the invaluable contributions of partners and stakeholders from across our region. The Tairāwhiti Economic Strategy Steering Group gratefully acknowledges everyone who has taken the time and effort to help build our whakakitenga - Mana motuhake - investing in ourselves for economic sovereignty.

Open



# Our strategic priorities



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## Pou Tuarongo: Taiao — Te Taiao is thriving

- *Maximise land potential* use to unlock inter-generational value and biodiversity outcomes through whenua catchment planning and initiatives like Recloaking Papatūānuku.
- Invest in the *circular economy* (waste minimisation and management) to repurpose waste materials into renewable resources.
- Invest in *sustainable timber practices* that create sound taiao outcomes and contribute to decarbonisation and economic outcomes.



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## Pou Tokomanawa: Tāngata — Our communities are resilient

- *Amplify business growth* by developing capabilities, enabling innovation and encouraging productivity gains.
- Ensure that there are an adequate number of comfortable *homes* to support our peoples' health and productivity while also contributing to broader economic outcomes.



These eleven strategic priorities mark the initial steps in our regional strategy, each contributing uniquely to our four economic ambitions and guiding pou. We recognise that other initiatives will offer their own valuable contributions to these ambitions and guiding pou, and we look forward to discovering how they can further enrich our collective vision, as part of this Tairāwhiti Economic Plan.



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## Pou Tāhu: Ōranga — Our people can achieve their ambitions

- Reignite and grow our tourism industry by maximising the benefits of our **cruise tourism** by offering high quality cultural products that enhance visitor experiences.
- Developing our **technology economy** through investment in the actions arising from the Manutukutuku Tairāwhiti Technology Strategy.
- Strengthening our **health science economy** by continuing to make groundbreaking science and innovation gains through the ongoing development of the Mātai Campus.



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## Pou Āwhā: Ōhanga — Our economy is diversified

- Adopt a **water for the economy** approach by investing in water infrastructure systems to provide access to commercial water unlocking the productivity potential of our whenua.
- Ensure regional **energy** security by implementing the Eastland Generation investment plans.
- Enable the construction of **Te Ara Tipuna** while supporting hapū, iwi and marae to weave their stories into the cultural narrative of the project.

# Appendix

## — Maximise Land Potential

**Project** → Optimise land use for productivity, and biodiversity outcomes through catchment planning and enhanced land classification and investment.

Enabler	Timeframe	Indicative Investment	Economy Outcomes
<b>Tairāwhiti Whenua/ Catchment Groups</b>	<b>Expected to be long-term based on whenua needs</b>	<b>\$ Est Cost (per ha)</b>	<p><b>Tairāwhiti economic impact</b></p> <ul style="list-style-type: none"> <li>— Projected return on investment.</li> <li>— Immediate productivity elevation and establishment of new streams of continuous contribution to GDP.</li> <li>— Stimulating local revenue.</li> <li>— Transitioning residents into higher earning roles.</li> </ul> <p><b>National economic contribution</b></p> <ul style="list-style-type: none"> <li>— Maximising Tairāwhiti sector contribution (horticulture and agriculture output).</li> </ul>

### Tairāwhiti Economic Ambition

#### 1% GDP

- Investing in infrastructure to unlock dormant or underutilised production opportunities.
- Embedding regional practices to move to higher yields.
- Encouraging sustainable land management practices which lead to continuous economic growth.

#### Elevate earnings

- Promoting pathways for residents into higher earning roles as they open up during land optimisation initiatives.

#### Unlocking whenua

- Encourage diversification through establishing good land management practices.
- Prioritising improvements in infrastructure to increase land value and production yields.

#### Grow manufacturing

- Optimising land use by integrating suitable manufacturing processes.



## Circular economy

**Project** → Invest in regional waste management systems for municipal waste.

Enabler	Timeframe	Indicative Investment	Economy Outcomes
<b>Gisborne District Council</b>  <i>Contributor</i> <b>Rongowhakaata</b>	<b>Short term</b> <ul style="list-style-type: none"> <li>– Recycling options.</li> <li>– Alternatives to Tirohia landfill.</li> </ul> <b>Medium term</b> <ul style="list-style-type: none"> <li>– Waste conversion solutions.</li> <li>– Landfill options.</li> </ul>	\$ Est project costs	<b>Tairāwhiti economic impact</b> <ul style="list-style-type: none"> <li>– Projected return on investment.</li> <li>– Efficiencies for GDC.</li> </ul> <b>National economic contribution</b> <ul style="list-style-type: none"> <li>– Waste conversion contribution to national energy supply.</li> </ul>

### Tairāwhiti Economic Ambition

#### 1% GDP

- Revenue generation from new operations (recycling & waste conversion).
- Realising cost reduction through waste management efficiencies lowering costs to the region.

#### Elevate earnings

- Promoting pathways for residents into higher earning roles created by initiatives like waste to energy solutions.



## — Sustainable Timber Practices

**Project** → Invest in wood waste technologies that create sound taiao outcomes and contribute to decarbonisation and economic activity.

Enabler	Timeframe	Indicative Investment	Economy Outcomes
<b>Trust Tairāwhiti Gisborne District Council</b>	<b>Short term</b> <ul style="list-style-type: none"><li>— White Pellets.</li></ul> <b>Medium term</b> <ul style="list-style-type: none"><li>— Biorefinery/ Torrefaction facility(s).</li></ul>	<b>Short term</b> \$30m  <b>Medium term</b> \$200m+	<b>Tairāwhiti economic impact</b> <ul style="list-style-type: none"><li>— Projected return on investments.</li><li>— Transitioning residents into higher earning roles.</li></ul> <b>National economic contribution</b> <ul style="list-style-type: none"><li>— Waste-to-energy contribution to national energy supply.</li><li>— Maximising Tairāwhiti sector contribution (wood waste processing manufacturing).</li></ul>

### Tairāwhiti Economic Ambition

#### 1% GDP

- Creating value from waste products in forestry sector.
- Generating revenue from operations and diversifying supporting businesses.

#### Elevate earnings

- Promoting pathways for residents into higher earning roles created by new technological processes.

#### Grow manufacturing

- Manufacturing growth builds upon established forestry sector.
- Establishing expertise in a technically complex manufacturing process.



## — Amplify Business Growth

**Project** → Provide practical business support that develops capabilities, enables innovation, workforce development, productivity gains and strengthens businesses.

Enabler	Timeframe	Indicative Investment	Economy Outcomes
<b>Trust Tairāwhiti</b>  <i>Contributor</i> <b>Rongowhakaata (CBD Development)</b>	<b>Annual programme</b>	\$400k	<b>Tairāwhiti economic impact</b> <ul style="list-style-type: none"> <li>— Stronger and better regional businesses driving economic activity through innovation and productivity gains.</li> <li>— Transitioning residents into higher earning roles.</li> </ul> <b>National economic contribution</b> <ul style="list-style-type: none"> <li>— Increasing the collective economic output of Tairāwhiti businesses.</li> </ul>

### Tairāwhiti Economic Ambition

#### 1% GDP

- Supporting Tairāwhiti businesses to:
  - o Produce more goods and services (especially exports).
  - o Invest in local facilities and operations.

#### Elevate earnings

- Supporting Tairāwhiti businesses to create higher earning jobs.

## — Homes

**Project** → A sufficient supply of housing to slow rent inflation and provide adequate houses to support growing the workforce.

Enabler	Timeframe	Indicative Investment	Economy Outcomes
<b>Toitu Tairāwhiti</b>  <i>Contributor</i> <b>Rongowhakaata Ngāi Tāmanuhiri</b>	<b>Short term</b> — Iwi/Private.  <b>Medium term</b> — GDC/CHPs.	<b>Short term</b> \$80m  <b>Medium term</b> \$50m	<b>Tairāwhiti economic impact</b> — Increased business activity. — Construction activity. — Development contributions. — Increase disposable income. — Stable housing market. — Transitioning residents into higher earning roles.  <b>National economic contribution</b> — Contribution to national housing supply chain. — Job opportunities.

### Tairāwhiti Economic Ambition

#### 1% GDP

- Encouraging growth through a stable housing market (encourages investment and migration).
- Construction activity contributions to GDP (labour and services).
- Increasing pool of collective consumer spending (Homeowner, disposable income).

#### Elevate earnings

- Construction activity influence on job creation ranging from construction, contracting, architecture and finance.
- Promoting pathways for residents into higher earning roles created by more upskilling opportunities in trades training and vocational learning.

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## — Cruise Tourism

**Project** → Invest in infrastructure and systems to support the expected increase in visitors through sustainable cruise tourism growth.

Enabler	Timeframe	Indicative Investment	Economy Outcomes
<b>Eastland Port Trust Tairāwhiti</b>  <i>Contributor</i> <b>Rongowhakaata</b>	<b>Short Term</b> <ul style="list-style-type: none"> <li>— Shoreside investment.</li> <li>— Regional Cruise Tourism Strategy.</li> </ul> <b>Long term</b> <ul style="list-style-type: none"> <li>— Enabling infrastructure like hotel accommodation.</li> </ul>	\$1m	<b>Tairāwhiti economic impact</b> <ul style="list-style-type: none"> <li>— Enhance visitor spending opportunities.</li> </ul> <b>National economic contribution</b> <ul style="list-style-type: none"> <li>— Enhances the national network of cruise tourism destinations.</li> <li>— Drives international trade and elevates New Zealand's global brand.</li> </ul>

### Tairāwhiti Economic Ambition

#### 1% GDP

- Invest in the creation of high-quality cultural products and experiences that showcase Tairāwhiti, driving tourism jobs and export opportunities.
- Integrate compelling tourism offerings, driving visitor spending at local businesses for an immediate economic boost.
- Optimise cruise schedule planning to enhance business and community confidence.
- Grow tourism jobs and empower local businesses.

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## — Technology Economy

**Project** → Invest in the actions aligned to the Manutukutuku Tairāwhiti Technology Strategy.

Enabler	Timeframe	Indicative Investment	Economy Outcomes
<b>Manutukutuku Leadership Group</b>  <i>Contributor</i> <b>Rongowhakaata</b>	Actions are over horizon 1,2 and 3.	\$1m	<b>Tairāwhiti economic impact</b> <ul style="list-style-type: none"> <li>— Economic diversification and productivity improvements.</li> <li>— Close gap on skilled and semi-skilled jobs.</li> </ul> <b>National economic contribution</b> <ul style="list-style-type: none"> <li>— Boosting performances in our target sectors (horticulture, agriculture, manufacturing, tourism) through technological adaptation.</li> <li>— Encouraging use of technology to efficiently manage logistics and resources.</li> </ul>

### Tairāwhiti Economic Ambition

#### 1% GDP

- Ingraining efficiencies through technological adaptation.
- Encouraging innovation and diversification across the economy.
- Accessing international marketplaces such as coding.
- Optimising agriculture and horticulture sector performance through technological adaptation and innovation.
- Using technology to make logistical efficiencies across our networks.
- Utilising technology to enhance our management of resources.

#### Elevate earnings

- Promoting pathways for residents into higher earning roles created by expanding the technology ecosystem and upskilling opportunities.
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## — Health Science Economy

**Project** → Ongoing development of the Mātai Campus.

Enabler	Timeframe	Indicative Investment	Economy Outcomes
<p><b>Mātai Medical Research Institute</b>  <b>Gisborne Holdings Limited</b>  <b>Trust Tairāwhiti</b>  <b>Gisborne District Council</b></p> <p><i>Contributor</i>  <b>Rongowhakaata</b></p>	<p>Staged development of the campus.</p>	<p>\$81m</p>	<p><b>Tairāwhiti Economic Impact</b></p> <ul style="list-style-type: none"> <li>— Economic diversification through medtech development.</li> <li>— STEM development to close gap on skilled and semi-skilled jobs.</li> <li>— Transitioning residents into higher earning roles.</li> </ul> <p><b>National economic contribution</b></p> <ul style="list-style-type: none"> <li>— Development of high-quality medical technology and research as exports.</li> <li>— Encouraging partnership and collaboration in medical research which support cross-sectoral technology transfer.</li> </ul>

### Tairāwhiti Economic Ambition

#### 1% GDP

- Driving Tairāwhiti higher learning (campus development) by establishing a medtech facility.
- Practical research and development inform regional population health and wellbeing.

#### Elevate earnings

- Promoting pathways for residents into higher earning roles by:
  - o Creating more local high skill medtech jobs.
  - o Facilitating upskilling opportunities for the existing workforce through medtech career pathways.
  - o Facilitating quality medtech career pathways by linking the Mātai Campus to schools (STEM learning).

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## Water For The Economy

**Project** → Investing in water infrastructure systems to provide access to commercial water for the Poverty Bay flats.

Enabler	Timeframe	Indicative Investment	Economy Outcomes
<b>Gisborne District Council Ngāi Tāmanuhiri</b>  <i>Contributor</i> <b>Rongowhakaata</b>	<b>Short term</b> <ul style="list-style-type: none"> <li>— Establish investment priority.</li> </ul> <b>Medium term</b> <ul style="list-style-type: none"> <li>— Infrastructure investment.</li> </ul>	\$100m*	<b>Tairāwhiti economic impact</b> <ul style="list-style-type: none"> <li>— Unlocking land productivity by supporting capital intensification in high value crops.</li> <li>— Adding value to land and rates.</li> <li>— Transitioning residents into higher earning roles.</li> </ul> <b>National economic contribution</b> <ul style="list-style-type: none"> <li>— Increased sector productivity and contribution to national GDP.</li> </ul>

Tairāwhiti Economic Ambition

### 1% GDP

- Enabling greater quantities of higher value products from crops for export and local consumption.
- Adding value to rates and generating more revenue for the region.

### Elevate earnings

- Promoting higher earning roles for residents by diversifying land production and enhancing workforce skills requirements.

### Unlocking whenua:

- Increasing productivity through higher yields and diversification.
  - Raising land value through improved infrastructure.
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\* Will be comprised of grant funding from various sources – to be confirmed



## Energy

**Project** → Eastland Generation investment plans.

Enabler	Timeframe	Indicative Investment	Economy Outcomes
<b>Eastland Generation</b>  <i>Contributor</i> <b>Ngāi Tāmanuhiri</b>	<b>Short term</b> – Uawa Solar  <b>Medium/long term</b> – Wind	<b>Short term</b> \$45m  <b>Medium long term</b> \$300m+	<b>Tairāwhiti economic impact</b> – Profit from operations and economic activity from capex. – Energy will create attraction and growth opportunities.  <b>National economic contribution</b> – Contributing to national energy supply.

Tairāwhiti Economic Ambition

### 1% GDP

- Supplying reliable energy provision to businesses ensuring productivity, competitiveness, and confidence.

### Elevate earnings

- Working with manufacturers to understand their energy needs for productivity and for the future.

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## — Te Ara Tipuna

**Project** → Continue to enable the construction of the Te Ara Tipuna while supporting hapū, iwi and marae to weave their stories into the cultural narrative of the project.

Enabler	Timeframe	Indicative Investment	Economy Outcomes
<b>Ngāti Porou</b>	<p><b>Short term</b></p> <ul style="list-style-type: none"> <li>— Consenting &amp; Hearings.</li> </ul> <p><b>Medium term</b></p> <ul style="list-style-type: none"> <li>— Project planning &amp; execution.</li> </ul>	\$100m	<p><b>Tairāwhiti economic impact</b></p> <ul style="list-style-type: none"> <li>— Capturing economic activity from visitors. Stronger retail trade.</li> </ul> <p><b>National economic contribution</b></p> <ul style="list-style-type: none"> <li>— Supporting Tairāwhiti cultural products.</li> <li>— Promoting international trade and enhancing New Zealand’s global reputation.</li> </ul>

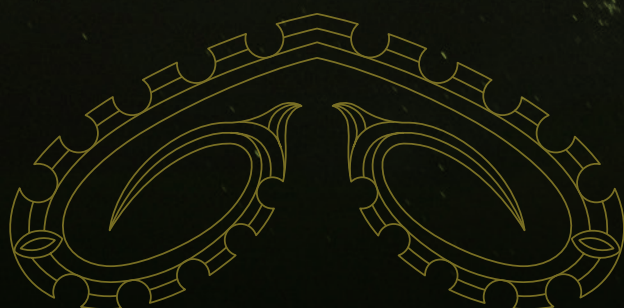
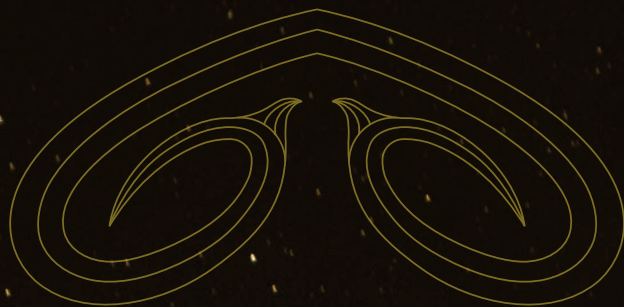
### Tairāwhiti Economic Ambition

#### 1% GDP

- Facilitating unique export opportunities.
- Boosting local businesses through direct spending from visitors.

#### Elevate earnings

- Promoting higher earning roles for residents by developing Tairāwhiti cultural products requiring specialised skill sets.
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Tohu Design @[maiaagibbsarts](https://www.instagram.com/maiaagibbsarts)



# He Huarahi Whai Oranga

