

Tuesday, 3 November 2020

Te Hui o Te Kaunihera ā-Rohe o Heretaunga

Hastings District Council

Great Communities Subcommittee Meeting

Kaupapataka

Open Agenda

Te Rā Hui:
Meeting date: **Tuesday, 3 November 2020**

Te Wā:
Time: **1.00pm**

Te Wāhi:
Venue: **Landmarks Room
Ground Floor
Civic Administration Building
Lyndon Road East
Hastings**

Te Hoapā:
Contact: **Democracy and Governance Services
P: 06 871 5000 | E: democracy@hdc.govt.nz**

Te Āpiha Matua:
Responsible
Officer: **Acting Group Manager: Community Wellbeing & Services -
Dennise Elers**

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HASTINGS DISTRICT COUNCIL
207 Lyndon Road East, Hastings 4122 | Private Bag 9002, Hastings 4156
Phone **06 871 5000** | www.hastingsdc.govt.nz
TE KAUNIHERA Ā-ROHE O HERETAUNGA

Great Communities Subcommittee - Terms of Reference

A Subcommittee of the Strategy and Policy Committee

Fields of Activity

The Great Communities Subcommittee is responsible for advising the Strategy and Policy Committee by;

- Providing guidance to Council officers in respect of the drafting of Council's Community Strategies, and providing oversight of any relevant Special Consultative Procedures.
- Providing oversight of the implementation of Council's Community Strategies.
- Providing oversight of the implementation of Councils Community Plans, Fabulous Flaxmere, Safer Hastings, Civic Pride and Events, Youth Pathways, Keep Hastings Beautiful Strategies, Health, Cultural, Education, Sports, Arts and Heritage strategies.

Membership

- 8 Councillors.
- 1 Heretaunga Takoto Noa Māori Standing Committee Member appointed by Council.
- Chair appointed by Council.
- Deputy Chair appointed by Council.

Quorum – 4 members

Delegated Powers

- 1) To review and provide comment on draft new or revised Community Strategies and to recommend to the Strategy and Policy Committee the adoption of drafts for consultation.
- 2) To hear and consider all submissions received in respect of any Community Strategy proposal and to recommend responses to the Strategy and Policy Committee.
- 3) To recommend to the Strategy and Policy Committee the final wording of any new or reviewed Community Strategy for adoption by the Committee or Council.

Tuesday, 3 November 2020

Te Hui o Te Kaunihera ā-Rohe o Heretaunga

Hastings District Council

Great Communities Subcommittee Meeting

Kaupapataka

Open Agenda

Mematanga:

Membership:

Koromatua

Chair: Councillor Eileen Lawson

Ngā KaiKaunihera

Councillors: Malcolm Dixon, Damon Harvey (Deputy Chair), Henare O'Keefe, Peleti Oli, Wendy Schollum, Sophie Siers and Kevin Watkins

Vacancy - Heretaunga Takoto Noa Māori Standing Committee appointee

Youth Council Appointees: Finley Duncan and Brooke Hemmings –
Romona Wainohu (Alternate)

Mayor Sandra Hazlehurst (ex-officio)

Tokamatua:

Quorum:

4 members

Apiha Matua

Officer Responsible:

Acting Group Manager: Community Wellbeing & Services – Dennise Elers

Te Rōpū Manapori me te

Kāwanatanga

Democracy &

Lynne Cox (Extn 5632)

Governance Services:

Te Rārangi Take

Order of Business

Apologies & Leave of Absence – Ngā Whakapāhatanga me te Wehenga ā-Hui

- 1.0** At the close of the agenda no apologies had been received.
Leave of Absence had previously been granted to Councillor Lawson
-

2.0 Conflict of Interest – He Ngākau Kōnatunatu

Members need to be vigilant to stand aside from decision-making when a conflict arises between their role as a Member of the Council and any private or other external interest they might have. This note is provided as a reminder to Members to scan the agenda and assess their own private interests and identify where they may have a pecuniary or other conflict of interest, or where there may be perceptions of conflict of interest.

If a Member feels they do have a conflict of interest, they should publicly declare that at the start of the relevant item of business and withdraw from participating in the meeting. If a Member thinks they may have a conflict of interest, they can seek advice from the General Counsel or the Manager: Democracy and Governance (preferably before the meeting).

It is noted that while Members can seek advice and discuss these matters, the final decision as to whether a conflict exists rests with the member.

3.0 Confirmation of Minutes – Te Whakamana i Ngā Minitī

4.0 City Centre Activation Plan 7

5.0 Hoops in Parks Pilot Programme 37

6.0 The Hastings District Multicultural Strategy 41

7.0 Minor Items – Ngā Take Iti

8.0 Urgent Items – *Ngā Take Whakahihiri*

Tuesday, 3 November 2020

Te Hui o Te Kaunihera ā-Rohe o Heretaunga
**Hastings District Council: Great Communities
Subcommittee Meeting**

Item 4

Te Rārangi Take

Report to Great Communities Subcommittee

Nā:
From: Andrea Taaffe, City Centre Activation Officer

Te Take:
Subject: City Centre Activation Plan

1.0 Executive Summary – *Te Kaupapa Me Te Whakarāpopototanga*

- 1.1 The purpose of this report is to present the Hastings City Activation Plan to the Great Communities Subcommittee for information purposes, and discuss the Activation Programme for the remainder of the 2020/21 financial year. While the creation and upgrade of new spaces in the City Centre forming part of the Revitalisation Plan will be considered by the District Development Subcommittee, the activation of these spaces is considered by the Great Communities Subcommittee.
- 1.2 The 2020/2021 Activation Programme was partially endorsed by Council during consideration of the 20/21 Annual Plan. At this meeting it resolved to fund the first six months of the programme; and instructed officers to seek sponsorship to fund the remaining six months, with a requirement to report back in November for further direction, including preparation of a City Centre Activation Plan.
- 1.3 This report presents the Hastings City Activation Plan and remaining programme that is intended to be funded through sponsorship. Budget requirements for future City Centre Activation Programmes form part of the 2021/31 Long Term Plan for consideration by Councillors.

2.0 Recommendations – Ngā Tūtohunga

- A) That the report of the City Centre Activation Officer titled City Centre Activation Plan dated 3 November 2020 be received.
- B) That the Great Communities Subcommittee receive the Hastings City Centre Activation Plan for information purposes and note that officers will continue to seek sponsorship to fund the remainder of the 20/21 Activation Programme.

3.0 Background – Te Horopaki

- 3.1 In 2019 Council adopted the Hastings City Centre Public Spaces Revitalisation Plan (Revitalisation Plan) which aimed to communicate a clear and coherent vision and programme for Council investment in the enhancement of city centre public spaces.
- 3.2 The Revitalisation Plan identified 23 proposed activation areas that includes green spaces, hospitality spaces, laneways and pedestrian links, street amenity upgrades and street upgrades.
- 3.3 The Revitalisation Plan also identified that a key task to ensure the success of the Revitalisation Plan was “Activation.” This meant the need to introduce elements within the public realm that invite people to engage with and use a public space, rather than just use it functionally. Specific ideas aimed at increasing vibrancy in the City Centre included frequently changing street art, interactive public art or sculptures to play on or be photographed with, street games, basketball hoops or sport orientated attractions and more performance areas.
- 3.4 The City Centre Activation Officer role was created to plan, manage and deliver these city centre activations, with the new role filled in October 2019.
- 3.5 The proposed 2020/21 Activation Programme with a total cost of \$100,000 was presented to Council at the Annual Plan workshop in March 2020 for funding consideration.

Date	Activation	Location	Estimated Cost	Status
6-24 August 2020	Full Spectrum	Civic Square	13,000	Delivered
31 August – 4 October 2020	Filament	Albert Square	12,000	Delivered
31 August – 4 October 2020	Lightboxes	Civic Square	N/A*	Delivered
7 October – 27 October 2020	Nesting Phoenix	Albert Square	N/A**	Delivered
30 November -31 December	Christmas Reindeer	Albert Square	25,000	Funded
February 2021	Chinese New Year	Toitōi & CBD Mall	10,000	Unfunded
March 2021	Deep Thought	Civic Square	20,000	Unfunded
April	Anzac Light Boxes/Projection	CBD	20,000	Unfunded
TOTAL 20/21 Activation Plan			\$100,000.00	

** Nesting Phoenix was a ‘lock-down’ initiative funded from the Vibrancy Plan.

- 3.6 At this meeting Council resolved to fund the first six months of the Activation Programme (\$50,000), with officers directed to seek sponsorship to fund the remainder (Jan-June 2021) and report back in November for an update and further direction, including presentation of a City Centre Activation Plan.
- 3.7 For clarification, a total budget of \$100,000 was included in the 20/21 Annual Plan for City Centre Activations, but the \$100,000 includes \$50,000 for ‘Vibrancy Initiatives’ and \$50,000 for ‘City Centre Activations’.

- 3.8 The \$50,000 for 'Vibrancy Initiatives' is an annual fund that is made available to groups or individuals to apply for funding for vibrancy events or activations in the city centre (festivals, music, murals etc.) Two funding rounds are held each year with applications considered by a committee. In the past this funding has been made available to initiatives such as Fringe in the Stings, Music in the Mall and the Ice Rink.
- 3.9 The \$50,000 for 'City Centre Activations' is used to deliver the annual Activation Programme.
- 3.10 * Members of the Subcommittee will also recall that \$300,000 was made available from the COVID Relief Fund to reinvigorate the City Centre following lockdown, with particular reference to Council facilities. This fund has been used to purchase the Light Boxes, Augmented Reality and a number of events at the Art Gallery, Library and Toitoti. It is also being used to fund Santa's Grotto at Toitoti and new Christmas decorations for the City Centre.

4.0 Discussion – *Te Matapakitanga*

- 4.1 The discussion points in this report are twofold: (1) Presentation of the City Centre Activation Plan and (2) Delivery of the remainder of the 2020/21 Activation Programme.

Hastings City Centre Activation Plan

- 4.2 The Hastings City Centre Activation Plan (Activation Plan) is attached as Attachment 1.
- 4.3 The Activation Plan has been prepared as a strategic document to guide the Annual Activation Programme and strongly informed by Toi Tu Hawkes Bay and the Hastings City Centre Strategy. If endorsed, it is proposed that the Activation Plan will sit alongside the Revitalisation Plan.
- 4.4 The purpose of the Activation Plan is to describe how activations will contribute to making Hastings City a 'vibrant, safe, connected and inclusive place' by enabling intergenerational connections through exciting experiences in the city for our residents, by attracting visitors to our city, and by reinforcing that our city is a safe place to live, work and play. In cohesion with other city-focused plans, the goal is to develop a 'compact, legible, vibrant, fun, accessible and connected people-centre'.
- 4.5 It is intended that the Activation Plan and Programme will be updated and prepared annually to identify the upcoming activations and events based on available budget.
- 4.6 The Activation Plan identifies four ways in which Council will achieve the vision: (1) Installations; (2) Wall Art and Façade Enhancement; (3) Performance Art and Fun and Games; and (4) Technology. These are each discussed below.

Installations - The Vision: Installation Capital of New Zealand

- 4.7 Temporary innovative installations of all sizes make our spaces surprising, memorable, inclusive and exciting. They can range from small to large; be interactive and/or immersive; be 'in-your-face' or take by surprise. Successful installations to date have included Trumpet Flowers, Trilogy, Filament, Full Spectrum and Hyboco.

Wall Art and Façade Enhancement - The Vision: Candy for the Eyes

- 4.8 Art on walls is a dramatic way to add beauty, interest and surprise to our city spaces. Through previous programmes Council has encouraged and facilitated murals, from the Hastings icons portraits tucked around the city streets, to large works that tell the stories of our people and our place. This plan allows for a 'stocktake' of current city centre murals and the identification of walls on which new murals will, with the property owner's consent and working within heritage resource consent parameters, add to the character of our city.
- 4.9 Making our heritage buildings beautiful is the driving force behind Hastings' Façade Enhancement Scheme. It continues to encourage building owners and tenants to add to the texture of our city in a way that respects and builds on our heritage – providing access to design advice and funding for eligible building frontages in the Central Character Precinct Zone.

Performance Art and Fun and Games - The Vision: Getting lively in our City Spaces

- 4.10 Coordinating the use of spaces that can accommodate a range of live performance, from dance, song, music and poetry, to drama, live sculpture, puppetry and more, is critical to the plan. Already the city boasts a range of suitable areas, from our pocket parks and central plaza stage, to Albert Square, Landmarks Square and Civic Square, and the Activation Plan will see them further brought to life.
- 4.11 Consultation with the Toitoti team will explore the possibilities and practicalities of hosting inner-city 'aperitifs' of shows appearing at the Hawke's Bay Opera House, while working with a broad range of partners will enable festivals and celebrations to be brought into the city centre.
- 4.12 Getting our people 'in amongst it' is also in the Activation Plan: think pop-up yoga and tai chi, games, a temporary climbing wall and have-a-go juggling. Working closely with our partners already in these spaces, including the Hastings Library, Hastings City Art Gallery and Hastings City Business Association, will ensure the best use of resources and maximum exposure for events and activities.

Technology - The Vision: Technology and light brightening our lives

- 4.13 The use of technology, from light boxes that show our stories and digital projection celebrating extra special events, to QR codes giving access to the backstory behind murals and free Wi-Fi connections that double as a way to engage with our people – the opportunities are diverse. Tech use, from solar powered charging tables and free Wi-Fi to tech challenges and games, will ensure our city centre remains relevant to our younger generations, bringing them into the city to make the very best of our public spaces and encouraging inter-generational mixing.
- 4.14 Free Wi-Fi has been introduced into the City Centre and is proving extremely popular. QR codes are expected to double as a fast way for the tech-savvy to provide feedback on the action going on in the city – adding to the pool of information needed to align forward planning with expectations.
- 4.15 The Vision of the Activation Plan is '*A Vibrant City Centre loved by our people*'.
- 4.16 Each activation or series of activations will have its own method of measuring success, itemised in the engagement and communications strategy prepared for the Activation Plan, feeding into a success matrix over the whole of the year.

How is the Activation Plan funded?

- 4.17 An Activation Programme will be prepared annually to give effect to the aims and vision of the Activation Plan.
- 4.18 As identified above, \$50,000 was included in the 20/21 Annual Plan for this Activation Programme, which funded the first 6 months activations. These have included: Full Spectrum, Filament and the Reindeer for Christmas in Albert Square.
- 4.19 The remaining 6 months, which includes Chinese New Year celebrations, Deep Thought and Anzac Day Light Projections are not currently funded.
- 4.20 As required by Council, officers have prepared a sponsorship package to obtain funding for these activations, and have approached a number of businesses.
- 4.21 While the impacts of COVID-19 on local businesses have been significant, the response to the offer of sponsorship to these exciting initiatives has been encouraging. It is recommended that officers continue to work with these businesses, and any others that are identified, in order to deliver the remainder of the 20/21 Activation Plan. It is however noted there is no guarantee of external funding and the risk is that these three remaining activations may not occur.
- 4.22 Going forward, with a Council direction to be more proactive with City Centre activations and to be able respond to this direction without being reliant on sponsorship, officers have requested incremental increases in the 21/31 Long Term Plan to attain a \$200,000 Activation budget as well as

maintaining the \$50,000 Vibrancy Fund. This will enable the continued delivery of large scale installations in the City Centre, to meet Council's vibrancy objectives.

5.0 Options – Ngā Kōwhiringa

- 5.1 This report is for information only therefore no options are presented.

6.0 Next steps – Te Anga Whakamua

- 6.1 The benefits and community engagement to date have been extensive and very positive. The installations have been very well received with continuous positive press coverage and social media reaction. They appear to have begun to change the perception of the city centre. With activations and installations being viewed in the city centre after hours, the presence of an engaged and often family oriented community is creating a safer, more trusted town centre experience. There is a noticeable diverse range of community, cultures, ages and demographic enjoying the installations and activations.
- 6.2 CCTV cameras have recorded over 500 visits to each activation most nights of installation, with media coverage consistently positive. Between November 2019 and June 2020, Council promoted the installations with 23 separate Facebook posts that reached 181,203 people, with 4,682 comments and over 17,000 video views. The vast majority of comments were supportive and excited about the energy and vibrancy that these installations brought to Hastings.
- 6.3 Pitsch Leiser, Manager Arts Inc. Heretaunga says that *'these installations would usually only be seen in the larger centres or as part of dedicated festivals of lights. I have observed how these installations have become a destination for families after dark taking their children to these works for a free and fun outing. On behalf of Arts Inc. Heretaunga I would like to congratulate the council for its vision to invest in high quality interactive temporary installations in the Hastings CBD, to continue to change the perception of it. These initiatives will further add to the city vibrancy and quality of life that Hastings can offer to our wider community. The more we can create opportunities in the arts the better'.*
- 6.4 Anita Alder, General Manager Hastings City Business Association says that *'feedback from members has been very positive and an indication that these types of installations work well within the City Centre both to attract people to town to support retail and hospitality but more importantly, engage and entertain the community. We hope theses will continue to add vibrancy to the Hastings City Centre throughout 2020'.*
- 6.5 Elham Salari, Hastings City Art Gallery says that *'Hastings City Art Gallery supports and encourages this activation programme and values the excitement, engagement and experiences that it brings to the Civic Square. They have brought a buzz and linked to what we do at Hastings City Art Gallery; engaging our community with contemporary art and creating meaningful experiences. It became a destination for many families to bring their kids to the Square, spend time and even have lunch under the trees. The Art Gallery experienced about 20% increase in daily visitation.*
- 6.6 Officers will continue to work with local businesses to obtain sponsorship to be able to deliver Stage 2 of the 20/21 Activation Programme.

Attachments:

- 1↓ Hastings City Activation Plan 'The City is our Stage' COP-01-13-2-20-7

Summary of Considerations - *He Whakarāpopoto Whakaarohanga*

Fit with purpose of Local Government - *E noho hāngai pū ai ki te Rangatōpū-ā-Rohe*

The Council is required to give effect to the purpose of local government as set out in section 10 of the Local Government Act 2002. That purpose is to enable democratic local decision-making and action by (and on behalf of) communities, and to promote the social, economic, environmental, and cultural wellbeing of communities in the present and for the future.

Link to the Council's Community Outcomes – *Ngā Hononga ki Ngā Putanga ā-Hapori*

This proposal promotes the social wellbeing of communities in the present and for the future by the provision of safe, multi-functional places and spaces for recreation, appealing visitor destination, places and spaces for arts, culture and learning and fostering recreational participation.

Māori Impact Statement - *Te Tauākī Kaupapa Māori*

The Activations in the City Centre are in public places, free and accessible for all members of the community to access. The Activation Plan has been prepared as a strategic document to guide the Annual Activation Programme and strongly informed by Toi-tū Hawkes Bay. Within the Toi-tū framework there are four wellbeing measures (1) Cultural Wellbeing; (2) Social Wellbeing; (3) Economic Wellbeing; and (4) Environmental Wellbeing. To realize the Toi-tū vision, in accordance with its kaupapa, one of the three 'takes' relates to the specific identity of our region; individual identity: cultural identity. Identity is grounded in the heritage and history, it includes our landscapes, our stories and the pride we feel for creativity that comes from here. Identity includes the way we feel about ourselves and the way we present ourselves to the world. With robust knowledge of identity we can move boldly into the future.

Sustainability - *Te Toitūtanga*

Whenever practical installations will utilise recyclable materials

Financial considerations - *Ngā Whakaarohanga Ahumoni*

This report does not have any current financial considerations with sponsorship being sought to fund Stage 2 of the 20/21 Activation Programme. Council is being requested to consider the longer term funding to deliver the Activation Plan in the 21/31 Long Term Plan. This funding request will be considered alongside Council's other competing priorities in its LTP deliberations.

Significance and Engagement - *Te Hiranga me te Tūhonotanga*

This report has been assessed under the Council's Significance and Engagement Policy as being of low significance.

Consultation – internal and/or external - *Whakawhiti Whakaaro-ā-roto / ā-waho*

Officers will continue to foster and develop relationships with key local groups and partners which continue to be aligned with supporting the region's events, creatives and creativity, including: Toitū Event Centre; Arts Inc. Heretaunga; Hastings Landmarks Trust; Hawke's Bay Tourism and Hastings City Business Association, as well as the creative sector which has been supported by smaller Creative Community funding.

Risks

REWARD – <i>Te Utu</i>	RISK – <i>Te Tūraru</i>
<ul style="list-style-type: none"> Continued growth in community and civic pride Improved city centre vibrancy including increased economic activity Improved perception of Council's leadership 	<ul style="list-style-type: none"> Activations may be considered an unnecessary spend of ratepayers funds, although this has not proven to be the case to date.

Rural Community Board – *Te Poari Tuawhenua-ā-Hāpori*

The Activation Plan is for the Hastings City Centre, however the Rural Community Board will be updated on the Plan if it wishes to update its members.







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From the Mayor

Our city is going through an exciting renaissance; developing into a place that we can be even more proud of.

And there is so much more to come, including through this Hastings City Centre Activation Plan – bringing 'Hastings Alive'.

As we look around, we can see that not only is Council working hard to improve our city and increase vibrancy, but there is also significant investment by the private sector and Government organisations; from a new hotel and the redevelopment of the former Hawke's Bay Today site, to the newly completed Eastern District Police headquarters, the development of Eat Street, and our beautifully refurbished Toitū Hawke's Bay Arts and Events Centre.

But most importantly, it is our people who make our city centre vibrant – gathering, shopping, dining, learning and socialising. The focus of this plan is to encourage us all to make the very best of our public spaces; connecting, having fun, and supporting our city, especially in this post-COVID era.



To do that, we have put together a calendar of exciting, unique and fun activations – from light and sound installations and open-air performance, to tech, street art and music.

Our city is truly a special place that everyone can enjoy and we are incredibly excited about what is coming up over the summer months to make it even more so – bringing our beautiful 'Hastings Alive' even more.



Sandra Hazlehurst
Mayor









THE WHY

Adding wow; from little to large

The way we use, enjoy and develop the Hastings City Centre has constantly evolved over the decades. In the wake of COVID-19 change is even more fast moving.

What has not changed, and is arguably even more important, is the need to add excitement to our city, bringing people into our public spaces to connect, have fun, and support our city businesses.

The focus of activations since the inception of the Hastings City Centre Vibrancy Plan has been adding the wow, from little to large, in our public spaces - from our pocket parks, Central City Plaza and Civic Square, to our footpaths, street-corners and building facades.

While building on those successes, this Activation Plan links closely with Hastings District Council's Arts, Culture and Events Recovery Plan. It is designed to strongly support the principles and aims of that Recovery Plan, which itself connects closely to Toi-tu Hawke's Bay – the region's framework and strategy for the development of arts and culture. In particular the activation actions will put emphasis on supporting local artists and telling our stories.

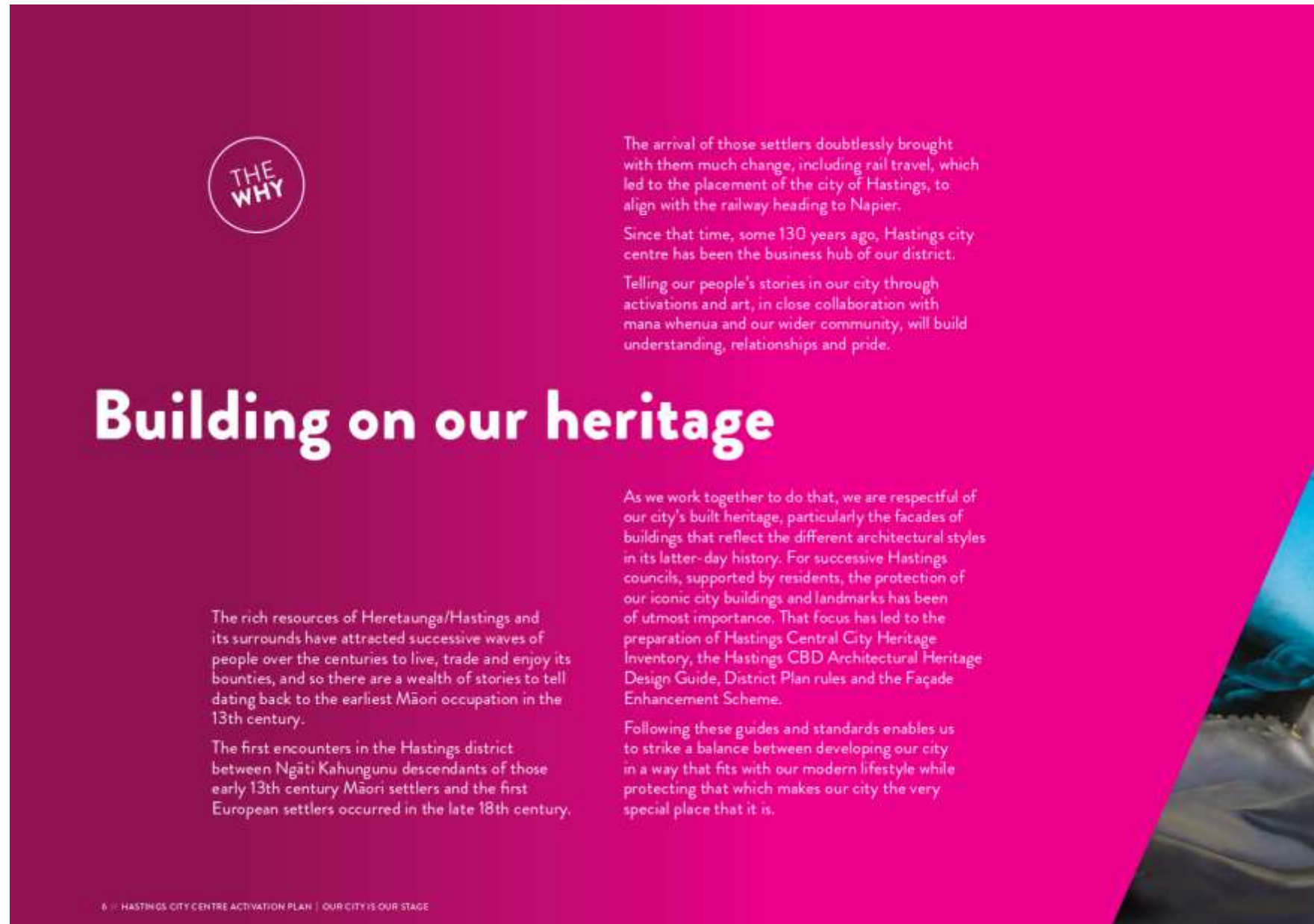
Specifically, this plan contributes to making our city 'a vibrant, safe, connected and inclusive place' by enabling intergenerational connections through exciting experiences in the city for our residents, by attracting visitors to our city, and by reinforcing that our city is a safe place to live, work and play. In cohesion with other city-focused plans, the goal is to develop a 'compact, legible, vibrant, fun, accessible and connected people-centre'.

Like all Council plans post COVID-19, the Activation Plan must be especially nimble and adaptable, allowing opportunities to be grasped as they arise, and make the most of external funding options.

On the following pages are lots of ideas the team are investigating with our partners, both for this coming year and into the future. Read on!

The Hastings City Centre Activation Plan sits alongside the Hastings City Centre Revitalisation Plan, beneath the Hastings City Centre Vibrancy Plan. The overarching document is the Hastings City Centre Strategy. The Activation Plan is strongly informed by the Arts, Culture and Events Recovery Plan and Toi-tu Hawke's Bay.

HASTINGS CITY CENTRE ACTIVATION PLAN | OUR CITY IS OUR STAGE || 5









Engagement

The pinnacle of engagement occurs on our streets and footpaths and in our parks; with and between our residents as we use art and installations to tell our stories, historic and contemporary, and to bring a sense of fun and surprise to our city.

But the build-up to those moments requires strong engagement in the planning and execution phases.

The City Centre Activation Plan is put together annually by our Activations Officer and wider vibrancy team, underpinned by feedback from and collaboration with our iwi partners, residents, business, and the arts community.

Communication channels and a timetable to strengthen meaningful input into the plan are being reviewed to ensure they are fit for purpose.

For specific projects, stakeholder groups are being asked to submit ideas that can be incorporated into the coming year's installations, arts and events.



As part of the preparation for each year's plan, a community engagement and strategy is prepared, ensuring that as activations are rolled out the whole community knows about them, giving everyone the chance to join in on the fun.

GETTING
EVERYONE
INVOLVED







Temporary innovative installations of all sizes make our spaces surprising, memorable, inclusive and exciting. They can range from small to large; be interactive and/or immersive; be 'in-your-face' or take by surprise.

1 Installations



Leading into the new financial year, Council put a call out to local artists, engineers and designers to gauge their appetite for providing large-scale 'wow' pieces for the 2020/21 summer season in the style of the Trumpet Flowers and Hybocozo, that proved so tremendously popular over the 2019/20 season.

Successful applicants have their had their projects included in the programme, which will continue to bring quality local, national and international installations to Hastings.

Smaller scale installation opportunities will also be offered to the local creative community to complement the major works programme. These small but perfectly-formed installations will add to the experience of being in the central city. They will change frequently to ensure there is always something fresh and new for our people to enjoy.

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② Wall Art and Façade Enhancement

Art on walls is a dramatic way to add beauty, interest and surprise to our city spaces. Through previous programmes Hastings has encouraged and facilitated murals, from the Hastings icons portraits tucked around the city streets, to large works that tell the stories of our people and our place.



This plan allows for a 'stocktake' of current city centre murals and the identification of walls on which new murals will, with the property owner's consent and working within heritage Resource Consent parameters, add to the character of our city.

Making our heritage buildings beautiful is the driving force behind Hastings' Façade Enhancement Scheme. It continues to encourage building owners and tenants to add to the texture of our city in a way that respects and builds on our heritage – providing access to design advice and funding for eligible building frontages in the Central Character Precinct Zone.

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CANDY FOR THE EYES

HASTINGS CITY CENTRE ACTIVATION PLAN | OUR CITY IS OUR STAGE | 18





③ Performance Art and Fun and Games

Coordinating the use of spaces that can accommodate a range of live performance, from dance, song, music and poetry, to drama, live sculpture, puppetry and more, is critical to the plan.

Already the city boasts a range of suitable areas, from our pocket parks and central plaza stage, to Albert Square, Landmarks Square and Civic Square, and the Activation Plan will see them brought to life.



Consultation with the Teitōi team will explore the possibilities and practicalities of hosting inner-city 'aperitifs' of shows appearing at the Hawke's Bay Opera House, while working with a broad range of partners will enable festivals and celebrations to be brought into the city centre.

Getting our people 'in amongst it' is also in the plan; think pop-up yoga and tai chi, games, a temporary climbing wall and have-a-go juggling.

Working closely with our partners already in these spaces, including the Hastings Library, Hastings City Art Gallery and Hastings City Business Association, will ensure the best use of resources and maximum exposure for events and activities.

HASTINGS CITY CENTRE ACTIVATION PLAN | OUR CITY IS OUR STAGE | 10

THE
WHAT

4 Technology

The use of technology, from light boxes that show our stories and digital projection celebrating extra special events, to QR codes giving access to the backstory behind murals and free Wi-Fi connections that double as a way to engage with our people – the opportunities are diverse.

Tech use, from solar powered charging tables and free wifi to tech challenges and games, will ensure our city centre remains relevant to our younger generations, bringing them into the city to make the very best of our public spaces and encouraging inter-generational mixing.

Leveraging the use of free wifi is being explored, with technology available that allows a short message to be displayed on logging in – perhaps providing info on the latest installation they can go see, or what is on at Toitoti or the art gallery. Brevity and a high turnover of content will be the key.

QR codes are expected to double as a fast way for the tech-savvy to provide feedback on the action going on in the city – adding to the pool of information needed to align forward planning with expectations.



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Each activation or series of activations will have its own method of measuring success, itemised in the engagement and communications strategy prepared for the Activation Plan, feeding into a success matrix over the whole of the year.

IN THE
TOOLBOX:

- › On-site QR codes for instant feedback
- › Social media feedback
- › Wifi logins
- › Email channel feedback
- › Media pick-up
- › On-line surveys
- › Number of submissions/ ideas received
- › Business surveys
- › Pedestrian counts
- › Retail statistics



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Tuesday, 3 November 2020

Item 5

Te Hui o Te Kaunihera ā-Rohe o Heretaunga
**Hastings District Council: Great Communities
Subcommittee Meeting**

Te Rārangi Take

Report to Great Communities Subcommittee

Nā:
From: Rachel Stuart, Public Spaces Planning Manager

Te Take:
Subject: Hoops in Parks Pilot Programme

1.0 Executive Summary – *Te Kaupapa Me Te Whakarāpopototanga*

- 1.1 The purpose of this report is to advise the Great Communities Subcommittee of an exciting collaboration between Council, Basketball Hawke's Bay, Basketball New Zealand and Sport Hawke's Bay to trial a 'Hoops in Parks' initiative in Hastings, as an extension to the successful Basketball New Zealand 'Hoops in Schools' nationwide programme.
- 1.2 The report is for information purposes, and seeks no additional funding from Council to deliver the proposed pilot programme.

2.0 Recommendations – *Ngā Tūtohunga*

- A) That the report of the Public Spaces Planning Manager titled Hoops in Parks Pilot Programme dated 3 November 2020 be received for information purposes.

3.0 Background – *Te Horopaki*

Hoops in Schools

- 3.1 The Hoops in Schools scheme aims to address the lack of suitable facilities at schools and support growth of basketball by placing more basketball hoops on school grounds. The lack of facilities is the toughest barrier to basketball participation in many communities and there is high demand for hoops across New Zealand.

- 3.2 Three low decile schools in Hawkes Bay have been the recipient of this project receiving brand new hoops for their schools – Mayfair School, Tamatea High School and Kimi Ora Community School.
- 3.3 Basketball is one of New Zealand’s fastest-growing pastimes and is currently the second-most participated sport in secondary school. Young Kiwis seemingly can’t get enough of the game, which has resulted in an increased demand for adequate facilities.
- 3.4 The Hoops in Schools scheme first started in South Auckland with a pilot involving 12 schools and has also seen hoops rolled out in schools in the Bay of Plenty region earlier this year. The project looks to make use of existing surfaces/grounds and provide a fit-for-purpose, robust basketball surface for both schools and the wider community to use.
- 3.5 Many of these projects have been funded by community grants and foundations who support projects that help communities thrive.

Hoops in Parks

- 3.6 Basketball New Zealand approached officers earlier this year regarding the possibility of a collaboration with Council to extend the Hoops in Schools project. Following discussions, the concept of ‘Hoops in Parks’ was devised, as an extension to the Schools programme which could be piloted in Hastings, before being extended potentially nationwide.
- 3.7 There are currently basketball courts in 8 parks in the District – 3 in Flaxmere, 3 in Hastings and 1 in Whakatu and 1 in Haumoana. The condition of the majority of these courts is mixed, primarily due to their age being approximately 20-40 years old. Many are missing line markings for basketball and need re-surfacing.
- 3.8 The two most recent projects were the installation of a full basketball court in Kirkpatrick Park and a half basketball court in William Nelson Park. Work is about to commence on a new half court in Whenua Takoha Park. These new facilities are extremely popular and well used.
- 3.9 Given the new courts recently provided in Hastings, it was identified that the pilot programme could concentrate on Flaxmere, given that both the Flaxmere West and Flaxmere Community Plans identify the improvement and provision of new facilities and equipment as a priority area. This includes growing the range of sports and recreation opportunities in parks such volleyball and basketball.

4.0 Discussion – *Te Matapakitanga*

- 4.1 A Working Party has been established made up of the Public Open Spaces team and Community Facilities team at Council, together with the following:
- Daniel Dawick (Manager, Basketball Development and Technology, Basketball New Zealand)
 - Nick Hogan (General Manager, Basketball Hawke’s Bay)
 - Tina Haslett (Spaces and Places Lead, Sport Hawke’s Bay)
- 4.2 This is an exciting collaboration where Council provides the spaces within our current parks while Basketball New Zealand can provide assistance with community consultation, fundraising, sourcing hoops and organising opening functions with members of the New Zealand basketball teams. The following logo has been designed to reference this partnership on applications and consultation.



- 4.3 The Working Party established a Pilot Programme that would include the provision of 2 new full basketball courts and 1 new half court and hoops in 3 Flaxmere Parks in the next 6 months. This Pilot Programme had a cost estimate of \$140,000, including courts, hoops and line marking. The Working Party has identified a number of budget opportunities to fund the Pilot Programme that includes grant applications as well as sponsorship of Basketball New Zealand and Council. Basketball New Zealand has already submitted three funding applications.
- 4.4 The first public consultation is being held on Thursday 29 October 2020 at the first Flaxmere Night Market. At this consultation the community will be introduced to the Pilot Programme, advised that Len Harlen Park upgrade (of old half court to full court) could be the first project, and asked what park/s we should move to next. While Officers have their own recommendations such as Flaxmere Park or Hugh Little Park, it is considered important to let the community identify where they believe these new courts should go.

5.0 Options – *Ngā Kōwhiringa*

- 5.1 This report is for information purposes to advise the Subcommittee of the Hoops in Parks Initiative, and collaboration between Council, Basketball Hawke's Bay, Basketball New Zealand and Sport Hawke's Bay.

6.0 Next steps – *Te Anga Whakamua*

- 6.1 If the funding applications are successful and community consultation supportive it is hoped that the new basketball court at Len Harlen Park could be constructed in early 2021, depending on feedback from adjoining landowners and the availability of contractors.

Attachments:

There are no attachments for this report.

Summary of Considerations - *He Whakarāpopoto Whakaarohanga*

Fit with purpose of Local Government - *E noho hāngai pū ai ki te Rangatōpū-ā-Rohe*

The Council is required to give effect to the purpose of local government as set out in section 10 of the Local Government Act 2002. That purpose is to enable democratic local decision-making and action by (and on behalf of) communities, and to promote the social, economic, environmental, and cultural wellbeing of communities in the present and for the future.

Link to the Council's Community Outcomes – *Ngā Hononga ki Ngā Putanga ā-Hapori*

This proposal promotes the social wellbeing of communities in the present and for the future by the provision of local infrastructure which contributes to public health and safety and connects and activates communities by the provision of places and spaces for recreation and fostering recreational participation.

Māori Impact Statement - *Te Tauākī Kaupapa Māori*

The provision of basketball courts and hoops in our public parks and spaces will be available to all members of the community.

Sustainability - *Te Toitūtanga*

The basketball courts and equipment are made of resilient materials that will be durable and last for many years.

Financial considerations - *Ngā Whakaarohanga Ahumoni*

This report and initiative does not require any additional financial support from Council, with the majority of funds seeking to be obtained from Trust House Community Foundation, First Light Community Trust and Pub Charity, together with contribution from Basketball New Zealand who will provide all the hoops for the new basketball courts.

Significance and Engagement - *Te Hiranga me te Tūhonotanga*

This report has been assessed under the Council's Significance and Engagement Policy as being of low significance.

Consultation – internal and/or external - *Whakawhiti Whakaaro-ā-roto / ā-waho*

The first public consultation is being held on Thursday 29 October 2020 at the first Flaxmere Night Market. At this consultation the community will be introduced to the Pilot Programme, advised that Len Harlen Park upgrade (of old half court to full court) could be the first project, and asked what park/s we should move to next. While Officers have their own recommendations such as Flaxmere Park or Hugh Little Park, it is considered important to let the community identify where they believe these new courts should go.

Officers will also directly contact all those residents who live adjoining a park where a new or renewed basketball court is proposed, to ensure that those directly impacted by potential noise will have the opportunity to have their say.

Risks

Opportunity: This is an exciting collaboration that will aim to address the lack of suitable facilities in our community and support growth of basketball by placing more basketball hoops in our parks and open spaces. The lack of facilities is the toughest barrier to basketball participation in many communities and there is high demand for hoops across New Zealand.

REWARD – <i>Te Utu</i>	RISK – <i>Te Tūraru</i>
<ul style="list-style-type: none"> • More participation in basketball and informal sport and recreation in our parks and open spaces • Improved public health • Activation of communities by the provision of places and spaces for recreation and fostering recreational participation 	<ul style="list-style-type: none"> • Impact of new facilities on adjoining residential properties (noise, anti-social behaviour) • Funding applications are not successful and there is a budget shortfall • Need to consider ongoing maintenance costs to Council

Rural Community Board – *Te Poari Tuawhenua-ā-Hāpori*

While this pilot project is proposed to initially concentrate on Flaxmere, if successful it can be rolled out to other communities, including our rural communities.

Tuesday, 3 November 2020

Item 6

Te Hui o Te Kaunihera ā-Rohe o Heretaunga
**Hastings District Council: Great Communities
Subcommittee Meeting**

Te Rārangi Take

Report to Great Communities Subcommittee

Nā: Louise Stettner, Senior Advisor Strategic Policy & Evaluation
From: (Portfolio Lead)

Te Take:
Subject: The Hastings District Multicultural Strategy

1.0 Executive Summary – Te Kaupapa Me Te Whakarāpopototanga

- 1.1 The Hastings District Council Multicultural Strategy Working Group has developed a Multicultural Strategy for the Hastings District that reflects input from the community and stakeholders.
- 1.2 Council has a responsibility to ensure its services are accessible to all and that everyone is able to participate in the district's democratic services. These principles of accessibility and participation underpin this Strategy; its vision; goals and proposed actions.
- 1.3 If the Strategy is adopted by Council a Multicultural Strategy Reference Group will be established. This group will include officers from relevant business units of Council and identified partners. This group will drive implementation of the Strategy; complete a 5 year implementation plan and monitor progress.

2.0 Recommendations – Ngā Tūtohunga

- A) That the Sub-Committee receives the report titled The Hastings District Multicultural Strategy.
- B) That the Sub-Committee recommends to Strategy and Policy Committee the adoption of The Hastings District Multicultural Strategy.

3.0 Background – *Te Horopaki*

- 3.1 The Hastings District Council Multicultural Strategy Working Group was formed in June 2018 to develop key aspects of a Multicultural Strategy for the District. Membership of the Group includes both Council and community representatives comprising a range of cultures and backgrounds. The Group's Terms of Reference is **attached**.
- 3.2 The past and present members of the Hastings District Council Multicultural Strategy Working Group include: Abigail Masengi (Youth Council representative 2018); Amataga Iuli; Boston Wynyard (Youth Council representative 2019); Councillor Geraldine Travers; Hena Dugh (Youth Council representative 2018); Jenny Too; Councillor Kevin Watkins; Olive Tanielu; Ondre Hapuku –Lambert (Youth Council representative 2019); Paola Stobart; Peleroose Vaima'a (Youth Council representative 2019); Rizwaana Latiff and Sally Russell.
- 3.3 In February 2019 Council's Social and Cultural Development Committee agreed to community and stakeholder engagement to gather ideas and potential actions associated with a Multicultural Strategy. The information gathered from this engagement informed the development of the draft Strategy and added to potential actions to be undertaken towards achievement of the Strategy's goals.
- 3.4 A draft Hastings District Multicultural Strategy was completed in early 2020 and feedback from the community and stakeholders was sought in July via My Voice My Choice. Feedback was provided by a small number of submitters. Overall the response was positive with the Strategy's vision and goals well supported. Responses focused predominantly on the implementation of the Strategy with the importance of collaborating with a range of partners being emphasised. Linguistic and cultural barriers to participation were identified as key issues for Council to address to ensure inclusive community development and decision-making. The need to connect with all levels of the Pacifica community was also noted.
- 3.5 While there have been no changes made to the draft Strategy as a result of this consultation; where feedback relates to the delivery of the Strategy these will be taken into account as part of the Strategy's implementation.

4.0 Discussion – *Te Matapakitanga*

- 4.1 The Hastings District Multicultural Strategy has been completed and is **attached**. The development of the Strategy was driven by a working group comprised of both Council and community representatives and has been informed by wider community and stakeholder input.
- 4.2 Hastings is a multicultural district and is becoming increasingly culturally diverse. Council has a responsibility to ensure its services are accessible to all and that everyone is able to participate in the district's democratic services. These principles of accessibility and participation are central to this Strategy.
- 4.3 Key aspects of the Strategy include:
 - The Vision - Hastings District is an inclusive, welcoming community where everyone belongs.
 - The Goals:
 - Multiculturalism and diversity is celebrated in the Hastings district
 - Hastings district is a welcoming, inclusive and safe place for all
 - People of all cultures have equitable access to council services and resources
 - All residents feel empowered to participate in council decision-making
 - Council to be a role model in terms of cultural diversity in the workforce.
 - Strategy Principles (Page 11 of the Strategy).

- Priority Actions (Page 12 of the Strategy).
- Implementation; monitoring and review (Page 15 of the Strategy).

5.0 Options – *Ngā Kōwhiringa*

- 5.1 Option 1 - This report recommends that Council adopt the Hastings District Council Multicultural Strategy.

Advantages

The Strategy supports accessible Council services and encourages inclusive participation in the district's democratic processes.

Option Two – Status Quo - Te Kōwhiringa Tuarua – Te Āhuetanga o nāiane

- 5.2 This option is not recommended.

6.0 Next steps – *Te Anga Whakamua*

- 6.1 If the Strategy is adopted by Council a Multicultural Strategy Reference Group will be established. This group will include officers from relevant business units of Council and identified partners. This group will drive implementation of the Strategy; complete a 5 year implementation plan and monitor progress.

Attachments:

1 ↓	Hastings District Council Multicultural Strategy Terms of Reference	STR-1-7-20-914
2 ↓	Hastings District Council Multicultural Strategy	STR-1-7-20-932

Summary of Considerations - *He Whakarāpopoto Whakaarohanga*

Fit with purpose of Local Government - *E noho hāngai pū ai ki te Rangatōpū-ā-Rohe*

The Council is required to give effect to the purpose of local government as set out in section 10 of the Local Government Act 2002. That purpose is to enable democratic local decision-making and action by (and on behalf of) communities, and to promote the social, economic, environmental, and cultural wellbeing of communities in the present and for the future.

Link to the Council's Community Outcomes – *Ngā Hononga ki Ngā Putanga ā-Hapori*

This proposal promotes the wellbeing of communities in the present and for the future by focussing on accessible Council services and inclusive participation in democratic processes for all of the Hastings community.

Māori Impact Statement - *Te Tauākī Kaupapa Māori*

- 6.2 The Strategy acknowledges the Treaty of Waitangi and that Ngāti Kahungunu hold mana whenua in the district and that their manaaki extends to all cultures that reside in the Ngāti Kahungunu rohe. This is reflected in the mihi (greeting) that has been provided by Mr Mike Paku, Chair of Te Haaro Board, Te Taiwhenua O Heretaunga; the Strategy Principles and inclusion of the Heretaunga whakatauki.

Sustainability - *Te Toitūtanga*

<Enter text> :

Financial considerations - *Ngā Whakaarohanga Ahumoni*

Actions within this Strategy will be predominantly funded through existing budgets and external sources. Some provision is being made through the Long Term Plan for ongoing support of the Strategy.

Significance and Engagement - *Te Hiranga me te Tūhonotanga*

This decision/report has been assessed under the Council's Significance and Engagement Policy. In light of this Policy a participatory process has been undertaken to involve the community in the development of this Strategy.

Consultation – internal and/or external - *Whakawhiti Whakaaro-ā-roto / ā-waho*

Community and stakeholder feedback has been obtained and appropriately reflected in the Strategy. Relevant officers have been consulted where actions relate to their respective business units.

Risks: Legal - *Ngā Tūraruru: Ngā Ture*

Not applicable

Rural Community Board – *Te Poari Tuawhenua-ā-Hāpori*

No implications over and above those identified for the Hastings District.

Multicultural Strategy Working Group

Terms of Reference

August 2019

Purpose

Members of the Multicultural Strategy Working Group are collectively committed to working together to develop a Multicultural Strategy for the benefit of the Hastings community. This Strategy will be presented to the Hastings District Council where their approval of the Strategy will be sought.

Principles

- Collaboration – members will share information and knowledge about what they and others are doing that contribute to supporting diversity in Hastings.
- Cooperation – members will work cooperatively and act respectfully towards each other

Membership

- Membership is made up of Councillors; Council officers and local community members and leaders from various cultural backgrounds. Set out below are the names of the initial members however the Group is open to having new members to increase its diversity.
 - Amataga Iuli
 - Boston Wynyard
 - Geraldine Travers (Councillor)
 - Jenny Too
 - Kevin Watkins (Councillor)
 - Olive Tanielu
 - Ondre Hapuku-Lambert
 - Paola Stobart
 - Peleroose Vaima'a
 - Rizwaana Latiff
 - Sally Russell

- Hastings District Council will provide administrative support to the group.

Meetings

4-weekly or as required until Draft Strategy is finalised.

Term

The Multicultural Strategy Working Group will cease once the Strategy has been approved by the Hastings District Council.

Review

These Terms of Reference will be reviewed annually by the Multicultural Strategy Working Group.

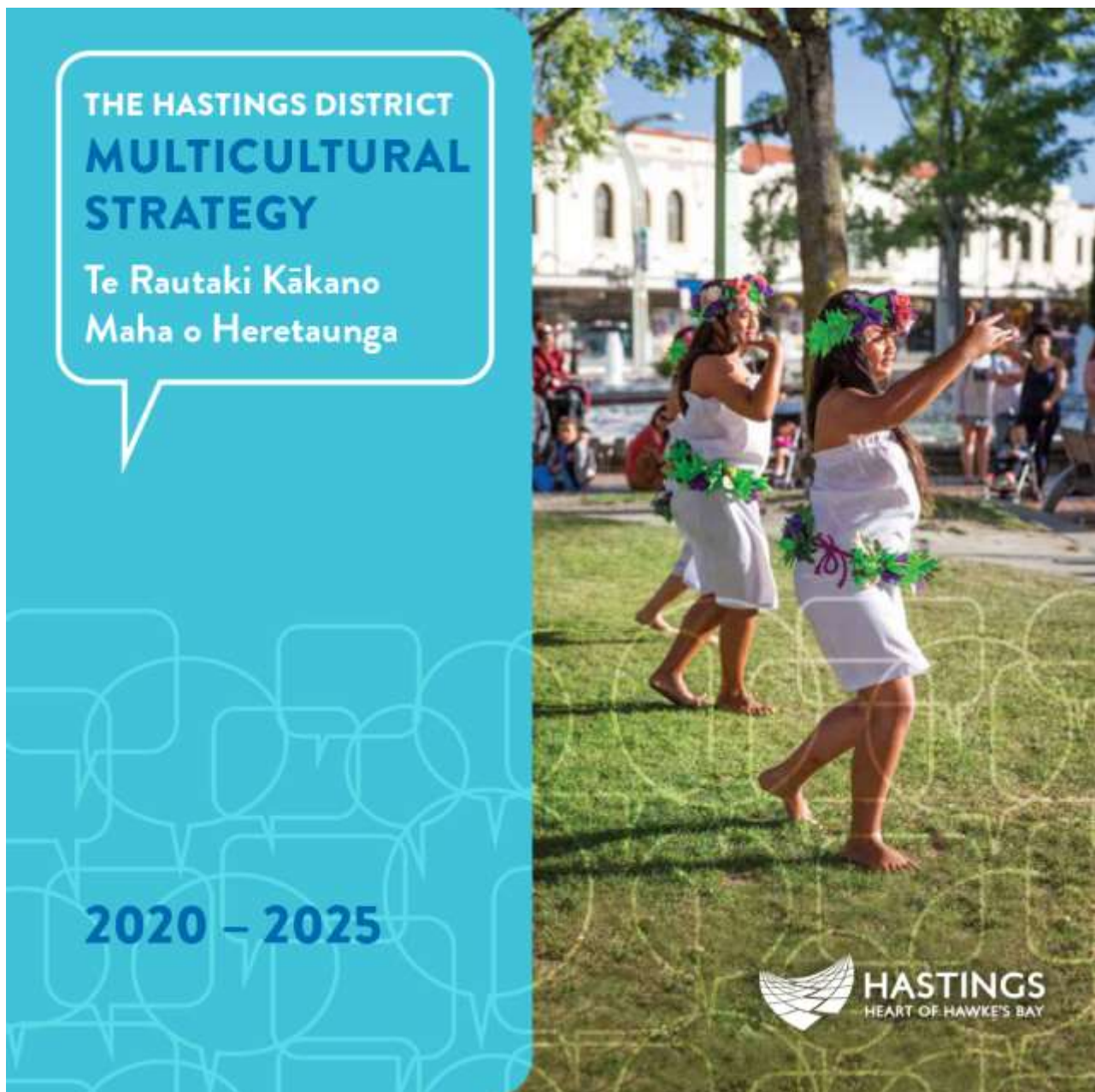


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Kia ora
Konnichiwa
Talofa Hola
Hello Bonjour
Kia Orana Halo
Ni Hao Namaste
Malo e lelei



MIHI

Tēnā tātau e te hapori whānui o Heretaunga; Heretaunga-ara-rau, Heretaunga-haukū-nui, Heretaunga-haaro-te-kāhu, Heretaunga-raorao-haumako, Heretaunga-ringahora, Heretaunga takoto noa - tihei Heretaunga!

Anei mātau ko ngā uri whakaheke o Kahungunu e noho nei hei kaitiaki o ēnei whenua takoto noa. Anei hoki mātau e tuku nei i ngā mihi ki tēnā iwi, ki tēnā iwi, nō tēnā whenua, nō tēnā whenua mā i ngā hau e whā. Nō te tekau tau tuarima o te rautau tekau mā iwa tae noa ki tēnei wā tonu, ka tukua ngā ringa hora me te reo whakatau e te iwi kāenga ki ngā iwi katoa kua eke mai nei, e whai ana i ngā tikanga ā-iwi me te pepeha e kiia nei ... Heretaunga ringahora.

Ka mau tonu te iwi kāenga ki te reo o mihi, o maioha hoki i a mātau e whakatau nei i ngā tangata nō tāwāhi, nō tuawhenua arā, ko koutou kua tau nei ki tēnei kāenga tuku iho, ki Heretaunga e noho mai nei ki ngā rekereke o Te Matā o Rongokako, me ngā maunga toitoi e tū noa ana i te riu o te whenua.

Ka tau ki kōnei i raro i te manaakitanga o te kōpuni kauika o te iwi kāenga o Heretaunga, o Kahungunu, o Te Kaunihera ā-Rohe o Heretaunga.

Piki mai rā, kake mai rā, nau mai, haere mai!

WELCOME

Greetings to you the community of Heretaunga; Heretaunga and all its beauty and abundance of welcoming, fertile lands that we are all caretakers of today - we salute Heretaunga!

We the people of Ngāti Kahungunu welcome you today just as we have done so since the 1850s where we have welcomed all people to our lands and in doing so, held true to the values instilled in us through our cultural narratives and in the local pepeha, 'Heretaunga ringahora' - 'Heretaunga of its welcoming arms and hospitality abundant'.

Today, we continue to uphold these values when welcoming all those of you who now call Heretaunga / Hastings home; no matter where you've come from.

May you feel safe, under the guidance and support of Heretaunga, Ngāti Kahungunu and of the Hastings District Council.

Welcome, welcome, welcome, welcome!

MIKE PAKU

Chair of Te Haaro Board,
Te Taiwhenua o Heretaunga

Te Rautaki Kākano Maha o Heretaunga

– literal meanings refer to the multiple / many / lots of 'seeds' of Heretaunga.

Metaphorically this refers to the many different people that reside in Heretaunga.

MESSAGE FROM THE MAYOR OF HASTINGS

As the Hastings Mayor, I am very proud to be writing this message for the very first Multicultural Strategy for Hastings District Council.

This strategy is a commitment by Hastings District Council to embrace and support all of our wonderfully diverse communities.

Hastings is a multicultural district and is becoming increasingly culturally diverse. In fact, over 17% of our people in the Hastings district were born outside of New Zealand. The district's population is growing and this will include people from a variety of different cultures.

We celebrate our cultural diversity in a range of ways, from our monthly citizenship ceremonies for our new Hastings citizens to the hugely popular International Cultures Day held at Cornwall Park every year.

This Multicultural Strategy has been developed to help us strengthen the support for our diverse community and its different cultures, ethnicities and backgrounds.

I would like to acknowledge the Multicultural Strategy Working Group, established in June 2018 to develop the strategy. Made up of elected members and community representatives, this group brought its ideas forward, and after community engagement in 2019 a draft strategy was formed.

As a council we have a responsibility to ensure our services are accessible to all and that everyone can fully take part in all forms of civil participation and democracy.

Our council wants the Hastings district to be a place where everybody is respected and accepted, a place where diversity is celebrated and our whole community benefits.

SANDRA HAZLEHURST
Mayor of Hastings



**He aha te mea nui o te ao.
He tangata, he tangata,
he tangata.**

**What is the most important
thing in the world?
It is people, it is people,
it is people.**



MESSAGE FROM HASTINGS DISTRICT COUNCIL MULTICULTURAL STRATEGY WORKING GROUP

Hastings district is becoming increasingly culturally diverse. There are more newcomers choosing to call Hastings home making it a more vibrant place to be.

In Hastings, there are a number of events and opportunities for the community to experience and enjoy a variety of cultures and backgrounds. The Blossom Festival, International Cultures Day, Lighting of the Osmanthus Gardens and the Polynesian festivals (Polyfest) are wonderful ways to express our shared sense of pride in being part of a culturally rich and vibrant Hastings. This strategy builds on these initiatives as we look to further embrace cultural diversity.

The vision of the strategy is:

"Hastings district is an inclusive, welcoming community where everyone belongs."

The goals of the strategy are:

1. Multiculturalism and diversity is celebrated in Hastings district.
2. Hastings district is a welcoming, inclusive and safe place for all.
3. People of all cultures have equitable access to council services and resources.
4. All residents feel empowered to participate in council decision-making.
5. Council is a role model in terms of cultural diversity.

As a council we have a responsibility to ensure that all members of our community are and feel welcome in the Hastings district. It does not matter whether your family has been here for generations or you have recently moved to New Zealand, you are all welcome and Hastings district is your home.

We look forward to the exciting and innovative initiatives the community and council will deliver to benefit the community. We consider the following whakataukī (proverb) fitting.

"Kotahi te kōhao o te ngira e kuhuna ai te miro mā, te miro pango, te miro whero"

Literal meaning –

"Through the eye of the needle pass the white thread, the black thread, and the red thread."

This whakataukī has implications for the connections and collaboration that may arise from working towards supporting a common vision.



CONTEXT

Heretaunga-haukū-nui, Heretaunga-ara-rau, Heretaunga-hāro-o-te-kāhu, Heretaunga-raorao-haumako, Heretaunga-ringahora, Heretaunga takoto noa. Tihei Heretaunga!

He whakataukī tēnei i whānau mai i ngā kōrero ā-iwi (kupu whakarite, kiwaha, pepeha) me te hononga ki te rohe o Heretaunga. Ka āta whakamāramahia te hononga ki te wāhi me ngā kōrero huhua ka tuitui nei i te rohe whānui o Heretaunga.

Heretaunga-haukū-nui - he kōrero whakamārama tēnei i te āhua o te kōhu ka tārewa i runga i a Heretaunga me ngā haukū nui nō mai anō.

He tohu te kōhu nō te whenua haumako, nō ngā wai whakaora me te nui o ngā kai pēnei i te ika, te heihei, te hipi, te kau, ngā huawhenua me ngā huarākau. Katoa ēnei he mea whāngai ki te hapori whānui.

He hononga tō te rārangi nei ki te manawapou o roto i ngā awa, ngā hikuwai, ngā repo, ngā roto me ngā puna pēnei i te kōhu. Nā te manawapou nei i haumako ai ngā whenua o te rohe o Heretaunga, ā, koinei hoki i mōhiotia ai ngā whenua nei, hai whenua haumako i Aotearoa.

Heretaunga-ara-rau - he kōrero anō tēnei e pā ana ki ngā ara maha i te whenua me ngā wai anō hoki ka ū ki te rohe nei, kia haumako ai te rohe o Heretaunga. He kōrero hoki a Ararau mō te kanorau, te kōrero, te āhuatanga, te tukinga me te mahi tahi o te whakaaro, te tuakiri me te whakamāramatanga. Katoa ēnei āhuatanga ka hāngai ki te hua o te "Ararau," te kanorau me te oranga i roto i ngā "ararau" o Heretaunga. Waihoki, he mea whakamahi tēnei wāhanga nō te whakataukī hai ingoa mō tēnei kaupapa here Reo Māori.

Heretaunga-hāro-o-te-kāhu - he kōrero tēnei e hāngai ana ki te rerehua o te whenua me ngā wai, he rerehuatanga i ona wā ka kitea noa ihotia e te kāhu nōna e rere ana. Ka rere te kāhu i te rangi hai rapu i ana kai, me te aha ka whai hononga mātau ki te ātaahua o te āhua o te kite i a ia e rere ana i te rangi, ka kīia te hononga rā e te mana whenua ko Heretaunga hāro-o-te-kāhu. Mā te whakanui i te rerehua o tēnei āhuatanga me te whakamana i te hitori o te mana whenua e whakakitea ai ō mātau whenua ki te motu nei, ki tāwahi anō hoki.

Heretaunga-raorao-haumako - he kōrero tēnei ka whakanui i te haumakotanga o ngā raorao me ngā mānia e puta ai ngā hua ahuone, hua wāina anō hoki me ngā kararehe ahuhenua ka whāngaihia e te whenua. Ko Papatūānuku te whakatīnangatanga o te whenua e manaaki nei i te haumakotanga o Heretaunga, nā konā i hua ake ai ngā kai me ngā rauemi maha, e mōhiotia whānuitia ana, nō te rohe o Heretaunga.

Heretaunga-ringahora - he kōrero tēnei e hāngai ana ki te wairua manaaki me te wairua atawhai o te rohe. He kōrero a ringahora mō te manaakitanga me te hora o ngā ringa hai pōhiri atu i te tangata.

E hāngai hoki ana ki tā te mana whenua, manaaki i ngā manuhiri ki Heretaunga, he āhuatanga nō ngā tau 1820 ā mohoa noa nei.

Heretaunga takoto noa - he kōrero tēnei mō ngā rangatira maha o Heretaunga kua ngaro atu ki te pō me te whakaaro ia, whatungarongaro te tangata, toitū te whenua. Waihoki, he mea nui te manaaki i te whenua e whai oranga ai ngā uri whakaheke. 81,000 ngā tāngata i te rohe o Heretaunga i ēnei rā. Tōna 26% o aua tāngata rā he.

Māori, ā, ko te nuinga nō Ngāti Kahungunu. Ko Ngāti Kahungunu te iwi nui tuatoru i Aotearoa nei, ā-tāngata. Tōna 10% Māori nō Ngāti Kahungunu.



CONTEXT

Heretaunga-haukū-nui, Heretaunga-ara-rau, Heretaunga-hāro-o-te-kāhu, Heretaunga-raorao-haumako, Heretaunga-ringahora, Heretaunga takoto noa. Tihei Heretaunga!

The proverb above is inspired by and reflective of the cultural narratives (metaphors, idioms, local sayings), and their intrinsic connection and relationship to Hastings district. An explanation of this whakatauki describes the inherent connection with place and the local cultural narratives that weave together the threads that represent Heretaunga:

Heretaunga the life-giving dews and waters - Describes the thick fog that hovered over Heretaunga and the heavy dews from when the first arrivals landed here centuries ago. The fog was and remains a symbol of warm land, life enriching waters and a veritable breeding ground of fish, fowl, livestock, produce and fruit to support a huge and diverse community. The translation of this line refers to the lifeblood from the rivers, streams, swamps, lakes and the aquifers including the heavy mists. This lifeblood, is what gives the Hastings district the fertility that it is renowned for as being amongst the best lands in Aotearoa New Zealand.

Heretaunga of converging pathways - Is a further saying about the myriad of pathways both on the land and on the waters that all converge on the area, and that give it its fertile oasis status as the Hastings District. Ararau also speaks of diversity, discourse, innovation, collision and a collusion of ideas, identity and interpretation. These descriptions all refer to the productivity from the notion of 'ararau', which lends itself to great diversity and ultimately sustenance and production from the 'ararau' of Heretaunga. Accordingly, this phrase that forms part of the broader proverb, is also used as the name for this Te Reo Māori Policy.

Heretaunga from the eye of the hawk - Refers to the amazing beauty of the land and waterways, which once upon a time could only be seen by the sharp eye of the hawk soaring in full flight. The kāhu soars above the landscape to scope its prey but in doing so has a beautiful backdrop that we are inherently part of and which is commonly referred to by mana whenua as Heretaunga hāro-te-kāhu. Celebrating the beauty that is this stunning backdrop, and that represents the local heritage of mana whenua today, makes our landscapes more visible both locally and nationally.

Heretaunga of the fertile plains - Pays homage to the lowlands or plains that are rich and fertile that produce the vast range of horticultural and viticultural produce and fruits as well as the agricultural livestock that the lands nurture and grow. Earth Mother represents the land that nurtures the fertility of Heretaunga from which springs forth the rich bounty of food and resources that Hastings district is renowned for.


Heretaunga of its hospitality and open arms - Refers to the hospitality and kindness that the district is also renowned for. Ringahora is a metaphorical representation that symbolises hospitality with open hands and an acknowledgement of the welcome extended by mana whenua to settlers and visitors to Heretaunga since the 1820s.

Heretaunga of the departed chiefs - Is in reference to Heretaunga of the many departed chiefs and the notion that while people may come and depart, the land endures. Accordingly, strong leadership is aspired to, to ensure that the land is safe and that it is left in even better condition than it currently is for generations to come. Today, Hastings district is home to 81,000 people. Approximately 26% of the population identify as Māori with the majority belonging to Ngāti Kahungunu. Ngāti Kahungunu are the 3rd largest iwi by population in Aotearoa New Zealand and account for 10% of the entire Māori population.

Te Rautaki Kāhano Maha o Heretaunga

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VISION

Hastings District is an inclusive, welcoming community where everyone belongs.

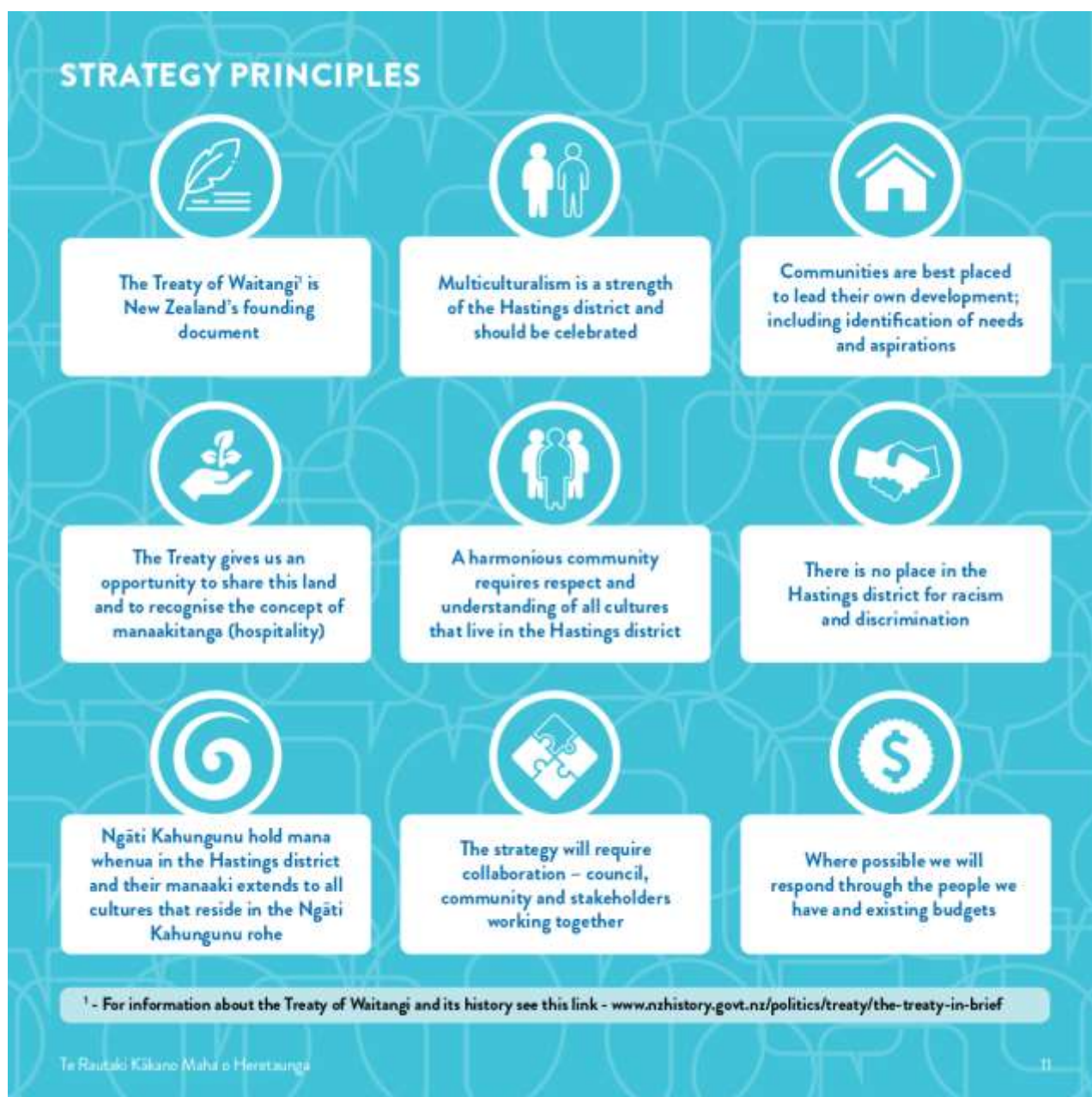
GOALS

1. Multiculturalism and diversity is celebrated in the Hastings district
 - Publicise and raise awareness of cultural events in the Hastings district so that residents' lives can be enriched
 - There is a shared sense of pride in being part of a culturally diverse and vibrant community.
2. Hastings district is a welcoming, inclusive and safe place for all
 - People of all cultures and backgrounds feel welcome and their identity is respected
 - People are connected and feel that they belong in the community
 - People feel safe in the community
 - Public spaces reflect the diverse cultures in the Hastings district.
3. People of all cultures have equitable access to council services and resources
 - Council facilities, services and activities are easily accessible by all.
4. All residents feel empowered to participate in council decision-making
 - People of all cultures and backgrounds are active in all forms of civic participation.
5. Council to be a role model in terms of cultural diversity in the workforce
 - Hastings District Council is an inclusive and diverse organisation that understands and responds to the diversity of the community it serves.

Te Rautaki Kāhono Māhā o Heretaunga

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PRIORITY ACTIONS Priority actions to contribute towards the strategy's goals:

GOAL 1

Multiculturalism and diversity is celebrated in the Hastings district

- Develop a calendar that highlights a range of cultural events that take place in the Hastings district
- Linked to the cultural calendar – provide opportunities for the community to experience different art and cultural events in the Hastings district
- Increase the acknowledgement, promotion and celebration of language weeks.

GOAL 2

Hastings is a welcoming, inclusive and safe place for all

- Support connections with mana whenua
- Explore the Welcoming Communities accreditation when offered by NZ Immigration (See Appendix 2 for more information about Welcoming Communities)
- Host a Recognised Seasonal Employer (RSE) workers event
- Support the international student welcome in collaboration with EIT and Napier City Council
- Create and promote public art that celebrates and reflects diversity
- Create a welcome board at council reception – that welcomes people in different languages and shows the diversity of the council's workforce
- Reflect diversity in communications including positive images of diverse cultures and signage in different languages.

GOAL 3

People of all cultures have equitable access to council services and resources

- Develop a database of local cultural group contacts to facilitate communication between council and the community
- Socialise the Multicultural Strategy across council to ensure contribution to the strategy's goals are maximised
- Develop a welcome pack that contains key information about the Hastings district including council services and resources and make this available to the community
- Provide opportunities for the councillors to engage with diverse cultures in their own spaces – this could be facilitated by the cultural calendar.

GOAL 4

All residents feel empowered to participate in council decision-making

- Explore ways to add value to the citizenship ceremonies – e.g. share more local information and opportunities
- Have key communications in different languages including the council's website.

GOAL 5

Council to be a role model for cultural diversity in the workforce

- Create and deliver cultural competency training to staff
- Develop a Diversity Workforce Policy.

MULTICULTURAL STRATEGY ACTIONS FOR YEAR 1

ACTION	WHO	PARTNERS
Develop a cultural calendar that highlights a range of cultural events that take place in the Hastings district	• Marketing and Communications	• Multicultural Association • Pasifika community
Linked to the cultural calendar – promote opportunities for the community to experience different art and cultural events in the Hastings district	• Civic Pride • Marketing and Communications • Hastings District Libraries • Toitoti • Hastings City Art Gallery	• Multicultural Association • HB Settlement Forum
Increase the acknowledgement, promotion and celebration of language weeks	• Marketing and Communications • Hastings District Libraries	• HB Settlement Forum • Pasifika community
ACTION	WHO	PARTNERS
Arrange a marae visit for newcomers to Hawke's Bay	• Multicultural Association	• Local Marae
Explore the Welcoming Communities accreditation when offered by NZ Immigration	• Strategy and Development	• Community • Multicultural Association • HB Settlement Forum
Host the Hawke's Bay Harvest Festival (A Recognised Seasonal Employer (RSE) workers event)	• Marketing and Communications • Chief Executives Office	• Hawke's Bay Regional Council • Napier City Council • Office of Ethnic Communities • various local horticultural businesses
ACTION	WHO	PARTNERS
Develop a database of local cultural group contacts to facilitate communication between Council and the community & keep it updated		• Pasifika community • Multicultural Association
Socialise the Multicultural Strategy across Council to ensure contribution to the strategy's goals are maximised across council	• Chief Executive's office • Leadership Management Team	
ACTION	WHO	PARTNERS
Explore ways to add value to the Citizenship ceremonies	• Chief Executive's office	• Department of Internal Affairs • Multicultural Association • Pasifika community
Start to develop a Diversity Workforce Policy	• People and Capability	

Te Rautaki Kāhano Maha o Heretaunga

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IMPLEMENTATION

A five year action plan incorporating priority actions in this Strategy will be developed and driven by a reference group made up of relevant Council officers and partners. The Council will gradually integrate the strategy into relevant Council plans and activities through the Leadership Management Team.

Where possible we will implement actions within existing budgets however if required council will budget new actions in the plan through future years' Annual Plan processes.

MONITORING & REVIEW

The Multicultural Strategy Reference Group will monitor progress with implementation of the action plan. Progress will be reported on an annual basis to Council's Operations and Monitoring Committee. This strategy will be reviewed five years after being endorsed by council.

Te Rautaki Kāhano Maha o Heriātanga

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APPENDIX 1 – HASTINGS DISTRICT DEMOGRAPHICS²

Population of the
Hastings District

81,537
(Census 2018)

Population of
Ethnic Groups

58,509

European

22,260

Māori

6,519

Pacific

4,557

Asian

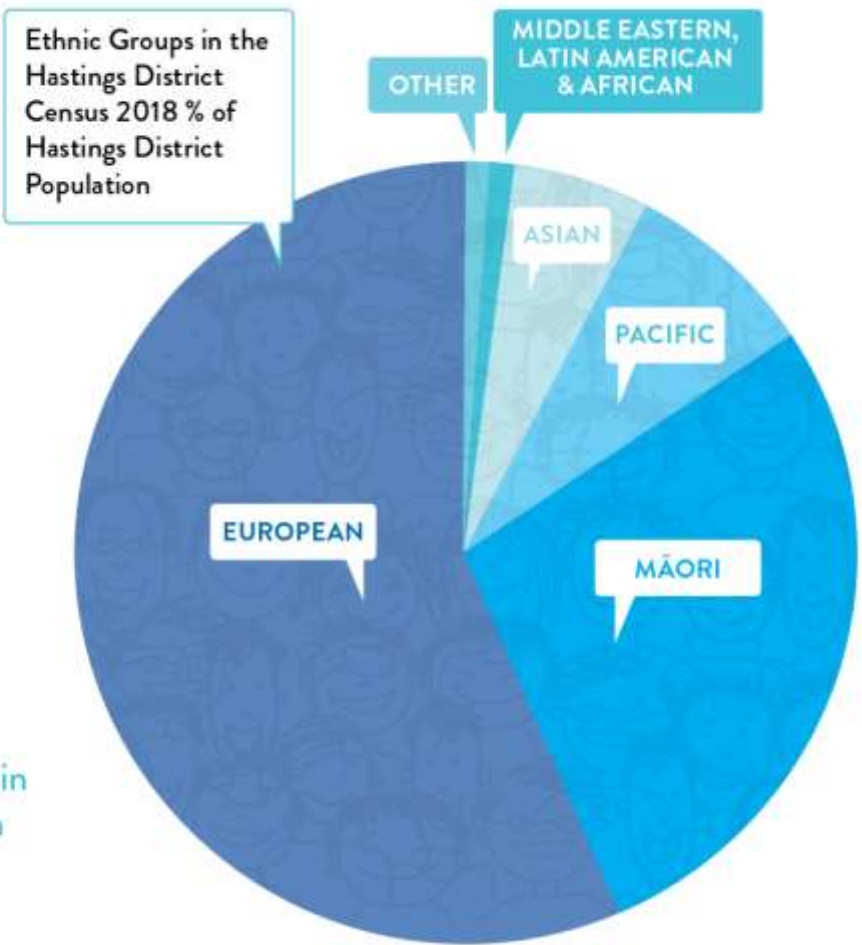
405

Middle Eastern, Latin
American & African

900

Ethnicity (other)

(Census2018)

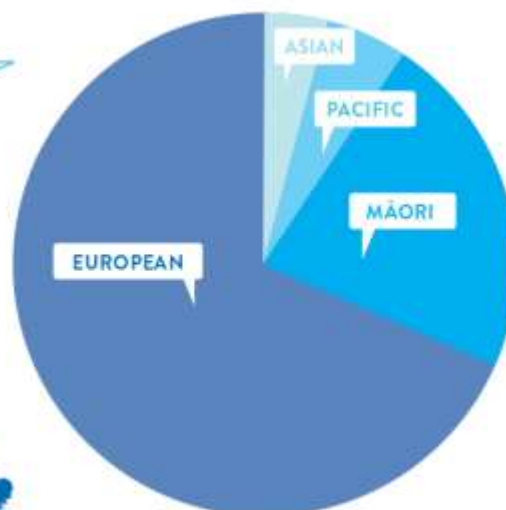


Ethnic Groups in the Hastings District Census 2013 % of Hastings District Population

17.4%

of people in the Hastings district were born overseas
(Census 2018)

Among people born overseas who are now living in the Hastings district the most common birthplace was England
(Census 2018)



LANGUAGES SPOKEN

HELLO!

KIA ORA!

after English, the next most common language spoken in Hastings district is **TE REO MĀORI, SPOKEN BY 7% OF PEOPLE** (Census 2018)

82%

77.7%

of people in Hastings district speak only one language

COMPARED TO...

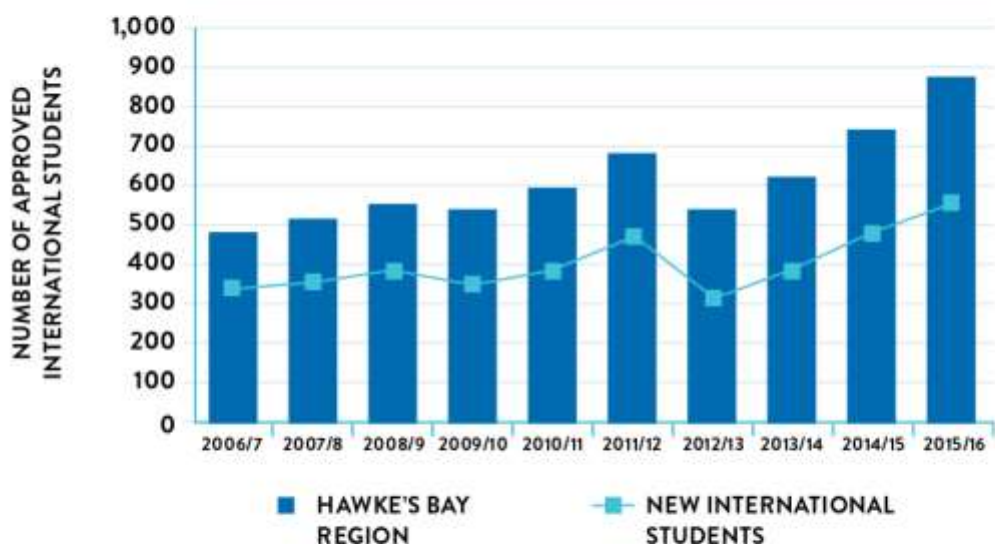
of people for all of New Zealand

(Census 2018).

New Zealand Sign language is used by **FEWER THAN 0.5%** of people in the Hastings district
(Census 2018)

INTERNATIONAL STUDENTS

The number of international students choosing to study in Hawke's Bay has been increasing, with 878 international students approved for study in Hawke's Bay in 2015/16 growing to 1,283 in 2017.³ Learning Hawke's Bay advises that its member schools and institutions reported a total of 1,257 international students in 2018 (vs the Ministry of Education data of final number yet to be confirmed with its members).



Source: Ministry of Business, Innovations and Employment

Note: This is a count of individuals approved for a student visa rather than the number of visa applications.

³ Formal data captured by the Ministry of Education on their ENROL system, which does not include groups of students coming here to study short-term.

MIGRATION

The following graph shows that there has been more permanent and long-term arrivals of non-New Zealand and non-Australian citizens than departures in the region. In June 2016, there were 871 permanent and long term arrivals in Hawke's Bay. Note that these figures are based on people's intention rather than their actual stay in New Zealand. Note – An arrival or departure is permanent and long term if the intended length of stay or absence is 12 months or more.



Source: permanent and long-term statistics, Statistics NZ

Note: Net migration flow is the difference between the number of permanent and long-term (PLT) arrivals and departures.

APPENDIX 2 – STRATEGIC LINKS

The strategy links to a number of national policies and plans.

The Human Rights Commission

The Human Rights Commission works across New Zealand to increase human rights standards in law, policy and practice. As New Zealand's human rights institution they work for a free, fair, safe and just New Zealand, where diversity is valued and human dignity and rights are respected. Please follow this link to learn about the work of the Human Rights Commission in New Zealand - www.hrc.co.nz/our-work/

Welcoming Communities (New Zealand Immigration)

Welcoming Communities brings together local government councils and communities to make places more welcoming for everyone. The programme is an initiative of Immigration New Zealand, working in collaboration with the Office of Ethnic Communities, the Department of Internal Affairs and the Human Rights Commission. Elements of the programme, including the standard (essentially an accreditation process), have been designed together with these agencies and the councils participating in the pilot.

Welcoming Communities is part of an international 'welcoming' movement that shares best practice. Similar initiatives operate in Australia, Canada, Europe and the USA.

There are eight elements of the Welcoming Communities Standard:

- Inclusive Leadership
- Welcoming Communications
- Equitable Access
- Connected and Inclusive Communities
- Economic Development, Business & Employment
- Civic Engagement & Participation
- Welcoming Public Spaces
- Culture & Identity

For more information about Welcoming Communities see their website - www.immigration.govt.nz/about-us/what-we-do/welcoming-communities

The Office of Ethnic Communities

The Office of Ethnic Communities is the government's principal advisor on ethnic diversity in New Zealand. It provides information, advice and services to ethnic communities and administers funds to support community development and social cohesion. New Zealand's ethnic communities come from diverse geographies and cultures, with a broad range of life experiences. The Office's mandated communities include anyone in New Zealand who identifies their ethnicity as Middle Eastern, Latin American, African, Asian, and Continental European, and their vision is to ensure that communities are welcoming and inclusive, diversity is valued, and all people participate in and contribute fully to society.

To learn more about the Office of Ethnic Communities please visit their website www.ethniccommunities.govt.nz

APPENDIX 3 – ACKNOWLEDGMENTS

Thank you to the members of the Hastings District Multicultural Strategy Working Group. Special acknowledgement to the community members of this group who have volunteered their time to this project.

The past and present members of this group are:

Abigail Masengi (Youth Council representative 2018)
Amataga Iuli
Boston Wynyard (Youth Council representative 2019)
Councillor Geraldine Travers
Hena Dugh (Youth Council representative 2018)
Jenny Too
Councillor Kevin Watkins
Olive Tanielu
Ondre Hapuku-Lambert (Youth Council representative 2019)
Paola Stobart
Peleroose Vaima'a (Youth Council representative 2019)
Rizwaana Latiff
Sally Russell

Thank you to other key contributors and supporters:

Hawke's Bay Multicultural Association
NZ Multicultural Council
Hawke's Bay Migrant Support Group
Heretaunga Women's Centre
Immigration NZ
Ministry of Business, Innovation & Employment
Housing New Zealand
Hastings District Youth Council
Eastern Institute of Technology – EIT
Hastings Business Association
Hawke's Bay District Health Board
Health Hawke's Bay
Hastings Citizens Advice Bureau
Wesley Institute of Learning
Hastings District Libraries
Kimi Ora School
Flaxmere and Camberley Community Centres
Finally, thank you to the many community members that provided their time, thoughts and valued ideas.

