

Thursday, 14 May 2026

Te Hui o Te Kaunihera ā-Rohe o Heretaunga

Hastings District Council: Hastings District Licensing Committee Meeting

Applicant Right of Reply Agenda

Te Rā Hui:
Meeting date: **Thursday, 14 May 2026**

Te Wā:
Time: **9.00am - Woolworths Flaxmere (General distributors Ltd) -
Applicant Right of Reply**

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: **Team Leader Environmental Health/Liquor - Tony Stothart**

Hastings District Licensing Committee – Terms of Reference

A statutory Committee under the Sale and Supply of Alcohol Act 2012.

Fields of Activity

1. To consider and determine applications for Licences and Manager's Certificates.
2. To consider and determine applications for renewal of Licences and Manager's certificates.
3. To consider and determine applications for temporary authority to carry on the sale and supply of alcohol in accordance with section 136 of the Sale and Supply of Alcohol Act 2012.
4. To consider and determine applications for the variation, suspension, or cancellation of special licences.
5. To consider and determine applications for the variation of licences (other than special licences) unless the application is brought under section 280 of the Sale and Supply of Alcohol Act 2012.
6. With the leave of the Chair for the Licensing Authority, to refer applications to the Alcohol Regulatory Licensing Authority.
7. To conduct inquiries and to make reports as may be required of it by the Licensing Authority under section 175 of the Sale and Supply of Alcohol Act 2012.
8. Any other functions conferred on licensing committees by or under this Act or any other enactment.

Membership

- Chair appointed by Council.
- Deputy Chair appointed by Council.
- Commissioner appointed by Chief Executive on recommendation of Council
- 2 members selected by the Chair from a list developed and maintained by Council.

Quorum

For uncontested applications only the Chair, Commissioner, or Deputy Chair in the Chair's absence, is required.

For contested applications 3 list members including the Chair or Commissioner, or the Deputy Chair in the Chair's absence.

STATUTORY POWERS

A licensing committee has all the powers conferred on it by or under this Act or any other Act, and all powers as may be reasonably necessary to enable it to carry out its functions.

Committee Secretary

The Chief Executive is the Secretary of the Hastings District Licensing Committee.

Kaupapataka

Applicant Right of Reply Agenda

| | |
|--|---|
| <i>Nga mema o te Komiti</i> Committee Members: | <i>Heamana</i> Chair: Tania Kerr (<i>Commissioner</i>) or Rostered on: Deputy Chair: Councillor Elisha Milmine Other Members: George Lyons (<i>Commissioner</i>), Sally Butler and Ana Apatu |
|--|---|

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| <i>Tokamatua:</i> Quorum: | 3 list members for contested applications – including the Chair or Commissioner or Deputy Chair in the Chair’s absence |
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| <i>Nga mema o te Komiti</i> Committee Members: | Chair: Tania Kerr (<i>Commissioner</i>) or Commissioner or Deputy Chair in the Chair’s absence (<i>Quorum = 1 for uncontested applications</i>) |
|--|---|

| | |
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| <i>Te Rōpū Manapori me te Kāwanatanga</i> Democracy & Governance Services | Caitlyn Dine (Ext 5636) |
|---|-------------------------|

Te Rārangī Take

Order of Business

| | | |
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| 1.0 | Applicant Right of Reply - Off Licence Application - General Distributors Limited | 7 |
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Thursday, 14 May 2026

Te Hui o Te Kaunihera ā-Rohe o Heretaunga

Hastings District Council: Hastings District Licensing Committee Meeting

Te Rārangi Take

Report to Hastings District Licensing Committee

Nā:
From: Caitlyn Dine, Democracy & Governance Advisor

Te Take: Applicant Right of Reply - Off Licence Application - General
Subject: Distributors Limited

1.0 Purpose and summary - Te Kaupapa Me Te Whakarāpopototanga

1.1 Right of Reply received from applicant on 7 May 2026 (Attachment 1).

2.0 Recommendations - Ngā Tūtohunga

That the Hastings District Licensing Committee receive the report titled Applicant Right of Reply - Off Licence Application - General Distributors Limited dated 14 May 2026.

Attachments:

1 [↓](#) Woolworths Flaxmere - Rebuttal Evidence of Paul Radich - 7 May 2026 CG-18-09-00056

BEFORE THE HASTINGS COUNCIL
DISTRICT LICENSING COMMITTEE

UNDER the Sale and Supply of Alcohol Act 2012 ("**Act**")

AND

IN THE MATTER of an application by General Distributors Limited ("**GDL**") under section 99 of the Act for an off-licence in respect of the premises situated at 4 Swansea Road, Flaxmere, known as **Woolworths Flaxmere**

REBUTTAL EVIDENCE OF PAUL ANTHONY RADICH
ON BEHALF OF GENERAL DISTRIBUTORS LIMITED

7 MAY 2026

Russell
McVeagh

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1. INTRODUCTION

- 1.1 My full name is Paul Anthony Radich. My qualifications and experience are set out in my statement of evidence dated 10 April 2026.
- 1.2 In this statement, I respond to the matters raised in the statements of Dr Matthew Radford, Sergeant David Power, and Inspector Janine Green.

2. PLANNING OF THE NEW SUPERMARKET IN FLAXMERE

- 2.1 A general theme of the reporting agencies' evidence is that GDL has not considered the specific context of Flaxmere when planning and designing the new supermarket. That is not accurate. I discuss the proposed Single Alcohol Area ("**SAA**") in more detail below, in response to the evidence from the reporting agencies, but first explain, in response to the evidence received, Woolworths' approach to planning and designing the new store.
- 2.2 Woolworths Flaxmere has been a long-planned addition to Flaxmere and a critical part of the revitalisation of the Flaxmere village centre.¹ The supermarket has been carefully designed for this community and its aspirations for investment and revitalisation of the town centre. Woolworths is incredibly proud to be part of this work.
- 2.3 Plans to develop Flaxmere's town centre have been happening for years (see **Appendix A** for some of the recent and relevant media on this matter). From as early as 2007, Hastings District Council has worked with the idea of designing a new town centre to provide fantastic opportunities to work and shop in Flaxmere.² In recent years, village shopping centre owners, TW Property (GDL's landlords for this site) and the Council have prioritised this plan and consulted extensively with the Flaxmere community. The community's desires for the town centre date back to 2007 and remain as relevant now: to develop a safe environment, improve economic opportunity, and promote community identity and pride in Flaxmere.³

¹ See Appendix A: Hawke's Bay Today, "Flaxmere village centre master plan approved after years of planning" dated 28 April 2026.

² Flaxmere Town Centre Urban Design Framework, dated October 2007 - [Flaxmere Town Centre Urban Design Framework: October 2007 \(draft\) | Hastings District Libraries](#).

³ Flaxmere Town Centre Urban Design Framework, dated October 2007 - [Flaxmere Town Centre Urban Design Framework: October 2007 \(draft\) | Hastings District Libraries](#).

- 2.4 The recent announcement of the Council's endorsement of the master plan was positively received. Hastings Mayor, Wendy Schollum, stated "Flaxmere has waited a long time for this moment. Finally there is a clear path towards a town centre that reflects the pride, identity, and potential of this community".⁴
- 2.5 A Council spokesperson stated that "after years of planning and discussion, the wheels of change are finally in motion, with passionate residents and civic leaders dedicated to making Flaxmere a place that reaches its full potential".⁵
- 2.6 The Council has been clear the addition of this town centre and the new Woolworths store will improve the amenity of Flaxmere as a whole. I note there has only been one public objector to this application.
- 2.7 GDL is proud that Woolworths Flaxmere is going to play such a big part in the revitalisation of the Flaxmere village centre. GDL is committed to providing a brand new, full-service, modern supermarket that will benefit the Flaxmere community.
- 2.8 GDL is an experienced supermarket operator with stores throughout New Zealand, situated in a wide range of communities, with different needs and expectations. Every new supermarket is meticulously planned with our customers in mind, which is why every Woolworths is not exactly the same. Having said that, our business also considers all communities deserve a fantastic supermarket and a high-quality shopping experience.
- 2.9 The new supermarket in Flaxmere has elements which have been specially designed for this location, such as multilingual signage and the use of reo. In relation to the new store's SAA, we have also taken the same care to design a compliant area with the community in mind.
- 2.10 Every Woolworths store has at least one food rescue partner, ensuring that as little as possible of our surplus, safe edible food goes to landfill. Woolworths Flaxmere will partner with [Nourished for Nil](#), our main food rescue partner in Hawke's Bay.
- 2.11 Woolworths also provides a cash operating grant to Nourished for Nil from its \$1m+ food rescue grants programme. In Woolworths' current financial year, the grant was \$33,000 plus a further contribution of \$3,300 in customer funds from our food rescue 'round up' at the checkout. Woolworths Flaxmere team are also volunteering at Nourished for Nil.

⁴ See Appendix A: Hawke's Bay Today, "Flaxmere village centre master plan approved after years of planning" dated 28 April 2026.

⁵ See Appendix A: Bay Buzz, "Makeover for Flaxmere Village" dated 14 April 2026.

- 2.12 Woolworths Flaxmere has also already established relationships with Flaxmere College and Flaxmere Primary School. The store will provide an annual scholarship for Flaxmere College, linked to our [SEEDS programme](#) (Students Entering Employment Developing Skills), giving students real work experience in supermarket retail. The scholarship will allow students to earn credits and gain practical work experience at Woolworths Flaxmere starting in Term 3.
- 2.13 Once open, the store team intends to regularly provide free fruit to both Flaxmere College and Flaxmere Primary School.
- 2.14 SAA locations have evolved over time. The modern practice is that discrete, in-aisle SAAs tend to be preferred over rear-store alcoves or SAAs immediately next to the entry (which are now usually carefully screened). In-aisle layouts are a common and well-regarded layout (examples of similar SAA plans are set out in **Appendix B**), which enable better levels of staff passive surveillance than other layouts, while also helping to further limit exposure.

3. EVIDENCE OF DR MATTHEW RADFORD (MOH)

"Thoroughfare" effect

- 3.1 Dr Radford's primary reason for opposition is that the location of the proposed SAA does not limit exposure so far as reasonably practicable. Picking up on the Inspector's marketing terminology, Dr Radford asserts that the proposed SAA creates a "thoroughfare" effect between the main body of the premises and the points of sale.
- 3.2 Dr Radford is mistaken. The proposed SAA is clearly not the most direct pedestrian route for shoppers entering the store or moving between the main body of the premises and the points of sale and does not create a "thoroughfare".
- 3.3 The new supermarket's SAA has been purposely designed and carefully located. Firstly, there are no end of aisle displays in the SAA. Second, and what is particularly unique about this proposed SAA, is the bespoke cut through, which "splits" aisle 1. This is an unusual feature for our stores, and has been expressly developed for Flaxmere, to enable shoppers to completely avoid the SAA. That of course is not a legal requirement – shoppers can walk through or by SAAs as long as they are not in one of the prohibited areas under the Act – but it is a unique feature of this application.

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- 3.4 Appendix K on Dr Radford's evidence with a blue arrow illustrating the path of the shopper to the SAA is completely unrealistic. It is highly unlikely that shoppers will enter the store and completely bypass the produce aisle and just enter directly into aisle 1, when it is a dedicated aisle, rather than a mixed use one. Dr Radford clearly does not understand how the modern shopper shops in our stores.
- 3.5 My **Appendix C** illustrates a much more realistic situation. Most shoppers will start their shop walking down through the produce aisle and then turn left, bypassing the SAA by either using the bespoke cut through or following the back wall. This is why the SAA has been designed as it has been.
- 3.6 But even for the shopper who is just popping into the store for a small basket shop, there is no "thoroughfare" effect that directs that shopper through the SAA unless they choose it as their destination. A shopper can access the back wall, the eggs and other everyday staples without ever having to enter the SAA. There are multiple paths around the store to these products which Dr Radford appears to have ignored.
- 3.7 A customer doing a traditional big family shop will enter the store, head down through the produce aisle, and then direct themselves to the rest of the aisles through the walkway at the rear of the store. If they wish, they can completely bypass the SAA using the cut through. After they complete their shop (say, at the frozen goods section), they will proceed along the front of the store to the physical checkout (customers doing their big family shop do not tend to use the self-service checkout). In this type of shop, there will be very limited exposure to the SAA directly as a result of its location.
- 3.8 Conversely, a shopper popping into the store to pick up a couple of specific items will similarly enter the store and direct themselves to their destination. No one is directed into aisle 1. It makes no sense that a shopper who wishes to purchase (say) a packet of chips from aisle 5 will weave through every aisle, starting with aisle 1. That is fanciful.
- "Dwell zone"**
- 3.9 Dr Radford also picks up on the Inspector's use of the term "dwell zone" to express concerns about the location of the SAA near the self-checkouts. Dr Radford asserts that when queues form at the self-checkout, this will result in prolonged proximity and exposure to alcohol displays.
- 3.10 "Dwell zone", like "thoroughfare" is not a term found in the Act. It is not illegal for customers to see alcohol or walk past alcohol. It is also highly unlikely that

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during a busy period, shoppers waiting in a queue will choose to lose their spot and decide to head into the SAA simply because of exposure to it. In the few peak times where there may be some queuing for the self-service checkout area, customers are more likely to have their attention focused on getting to a terminal so they can buy their groceries and leave.

- 3.11 In our extensive experience, the self-service checkout queues move quickly, with multiple terminals operating in parallel and with short transaction times, meaning any individual customer's time spent in this area is brief and transitory. The flow of the queue keeps shoppers moving steadily towards an available terminal. The absence of end of aisle displays in the SAA further reasonably limits exposure to alcohol.
- 3.12 In any event, if there are queues, Dr Radford has assumed the queue will follow in a particular direction towards the SAA or will somehow be unmanaged or result in a big crowd just standing there. This is extremely uncommon. Our business is highly experienced in shopper and queue management, and we are focused on a good shopper experience.
- 3.13 We will still of course have queue management for the store and I remain confident in the location of the SAA. The concerns of agencies about this "dwell" zone issue are not consistent with our experience in many stores, where the SAA is in a similar location.
- 3.14 In order for Dr Radford's theory about "dwell zones" to be correct, shopper behaviour in Flaxmere would need to be very different from anywhere else in the country and multiple internal systems would need to fail simultaneously. Put simply, Dr Radford's theory about "dwell zones" lacks an evidential basis.
- 3.15 As set out in my primary evidence, the team took great care when planning to location of the SAA in this particular store.⁶ One of the important features of the location of the SAA close to the self-service checkouts was another intentional choice - it increases staff visibility and passive surveillance of the SAA by our team.
- 3.16 This is a part of the store where there will be a good number of staff regularly around – stationed at the checkouts, or at customer service. Staff will be able to keep an eye on the area to watch for shoplifters or intoxicated customers. This purpose also addresses the principle of Crime Prevention Through Environmental Design articulated in section 5.2 of the Hastings District Council Local Alcohol Policy ("**LAP**").

⁶ Primary Statement of Evidence of Paul Radich dated 10 April 2026 at [3.3].

3.17 Customers will be moving through the store and this area quickly, and will be able to avoid the SAA if they choose, but staff will be close by regularly through their shifts. SAAs will always be visible in supermarkets to at least some customers – this is not unlawful or unusual. This particular SAA is considerably less visible and less exposed to customers than the alternatives suggested by MoH and the Inspector (discussed further below).

Alternative SAA options

3.18 Dr Radford considers that alternative locations for the SAA exist in locations such as a rear alcove shown in Appendix L of his evidence. I do not support a rear or corner alcove for Flaxmere. Such a location is "out of the way" for our teams to passively survey, but increases exposure significantly when compared to the current location.

3.19 Again, when considering Dr Radford's shopper pathway, his suggestion of putting the SAA in the front corner of the store would mean many more shoppers would see a much larger display of alcohol as they progress around the shop and down the deli/dairy and frozen foods sections and towards the checkouts. This was the old New World store's layout and I do not consider it appropriate for Flaxmere. In my view, it is one of the highest exposure areas in the supermarket.

3.20 Shoppers would still walk by the SAA in that "corner" location and see alcohol only on a much larger scale. Dr Radford's alternative location does not reduce exposure to shoppers, in fact there is a marked increase in exposure to shoppers. I note Dr Radford has not commented on "dwell zones" for this alternative, however the likelihood of people spending longer in the frozen foods area than any other area of the store is significant.

3.21 The store is almost complete. The cost of moving the SAA to an alternative location is high. In previous correspondence with the Licensing Inspector I estimated the cost of moving to range from \$2.5 million to \$5 million.⁷ Moving the SAA would involve relocating all refrigeration infrastructure, requiring new trenching and plumbing. Dr Radford's suggestion that we could move the alcohol to an unrefrigerated area is bizarre.⁸ We think Flaxmere customers should get the option of refrigerated beverages like other shoppers around New Zealand, and this is of course not illegal.

⁷ Report of Janine Green to Hastings District Licensing Committee dated 14 May 2026, Attachment 6 at page 110.

⁸ Brief of Evidence of Dr Matthew Radford dated 24 April 2026 at [52].

Suitability

- 3.22 Dr Radford's secondary reason for opposition is that GDL has not provided evidence of meaningful, premises-specific community engagement or tailored mitigation to Flaxmere's context.
- 3.23 I do not agree with this concern. As detailed above, and as is clear from the plans of the premises, GDL is committed to bringing a new, full-service supermarket to the Flaxmere community. This is especially important following the closure of Flaxmere's New World supermarket in January 2024. The addition of Woolworths Flaxmere to the new vibrant and safe town centre will meet community needs and boost the local economy, including by creating around 80 jobs for Flaxmere residents.
- 3.24 GDL takes the responsibility of selling alcohol extremely seriously. GDL has a detailed Responsible Service of Alcohol Policy which Woolworths Flaxmere will adhere to. We have strong staff systems and training in place to implement this Policy and comply with the Act. GDL also has a nationwide guideline not to stock single cans of mainstream, high-strength beer at Woolworths supermarkets. While these protective measures are exercised across all Woolworth stores in New Zealand, it does not mean GDL has ignored the specific context of the Flaxmere community and our responsibility to prevent harm.
- 3.25 Neither the Inspector, Police or Dr Radford have asked for anything in addition to, or materially out of step with our current practices (in fact, the first we have heard from the MoH is through their opposition). Dr Radford has attempted to suggest we have not considered the community, or this store may be a surprise to the community. Clearly this store is not a surprise to the community. It has been extensively consulted on throughout the planning construction process, and our policy has always been to adapt and respond to the local community. The policy remains today.

4. EVIDENCE OF SERGEANT DAVID POWER (POLICE)

- 4.1 Sergeant Power opposes the application on limited grounds. A key concern seems to be that the Directors and Shareholders of GDL do not reside locally. There is no requirement under the Act for the Directors and Shareholders of a company to reside in the same town where the off-licence is held. In any case, the licensee is wholly owned by GDL, one of New Zealand's leading supermarket brands that manages over 170 licences around the country.

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- 4.2 Sergeant Power is also concerned with the absence of a certified duty manager named on the application. It is not uncommon for duty managers to be left off an application for a brand new store. The details of the certified managers will be provided prior to the store opening – this is not novel. If the licence is not approved then there is no need for the store to employ managers.
- 4.3 Sergeant Power raises a brief concern with the location of the proposed SAA and the lack of specificity of the application to the Flaxmere context. He does not go into any real detail on this or provide any particularly meaningful evidence about these concerns, but I have addressed them above.
- 4.4 Sergeant Power notes that the LAP does not allow any further off-licence bottle stores in Flaxmere. However, as Sergeant Power acknowledges, there are no restrictions regarding a new off-licence supermarket.

5. REPORT OF JANINE GREEN (INSPECTOR)

Location of SAA

- 5.1 Ms Green asserts the location of the proposed SAA is contrary to section 113(5) because aisle 1 is part of an "extended power perimeter" which acts as a "thoroughfare" to "everyday staples". The terms "power perimeter" and "thoroughfare", as acknowledged by Ms Green, are not codified in case law.⁹ They are also not concepts found in the Act, and I do not consider they are helpful. Section 113(5)(b) sets out the prohibited areas. The proposed SAA for this supermarket is very clearly not in one of the prohibited areas. Ms Greens reasoning is fundamentally flawed.
- 5.2 I had previously suggested to the Inspector, to allay her alleged concerns about queues, that the store could consider formal queue management protocols if necessary (eg bollards or hoarding) and I also offered some time ago to change the end of the SAA and amend the "entry" into the SAA. These proposals were rejected and those physical changes cannot now be made. I continue to support the proposed layout.
- 5.3 She has now suggested three alternatives for the SAA, all of which, when looked at objectively (and cost aside) either increase exposure markedly, have lower staff surveillance, and/or increase exposure to shoppers on her "power perimeter" when compared to GDL's proposed location.¹⁰ She has extended

⁹ Report of Janine Green to Hastings District Licensing Committee dated 14 May 2026 at [3.12].

¹⁰ Report of Janine Green to Hastings District Licensing Committee dated 14 May 2026 at [3.22].

and misapplied the statutory test by using words like "power perimeter" and "dwell zones". None of these alternative locations are a better alternative to the proposed SAA, and GDL does not agree with them.

- 5.4 Ms Green's initial alternative SAA location is to put the SAA in a corner of the store (I note which corner Ms Green prefers seems to change). I do not support a "corner" SAA in this store for the reasons set out above in relation to Dr Radford's alternative, and I would not recommend an SAA in Flaxmere be put in a "natural enclave". Such a location makes the SAA more of a risk for theft or anti-social behaviour. In addition, given the location of the freezers and dairy/deli chillers, this area will not be "low traffic" for customers. This is a busy part of the store.
- 5.5 In relation to her two other alternatives (putting the SAA in aisles 9 or 10), those locations are in the same proximity to the "power perimeter" which appears to offend Ms Green about GDL's current proposal, so I struggle to see any benefit in that regard. These locations are also closer to the main checkouts and the high customer traffic freezer/deli/dairy sections. The change would not bring any benefit and also only come with unreasonable and unnecessary cost. They are also further away and more hidden from stationary teams (eg customer service) for passive monitoring, which I do not support for this store.

Suitability

- 5.6 Ms Green acknowledges GDL's extensive experience in managing supermarkets. However, she considers the application lacks local specificity.¹¹ As I have already addressed above, the careful planning of the SAA at this store as well as Woolworths' part in the revitalisation in the village redevelopment demonstrates an understanding of the local context.
- 5.7 I have also been involved in extensive correspondence with Ms Green where I suggested a number of ideas to endeavour to allay her concerns, such as proposing crowd control hoarding and an aisle barrier across the front of the aisle during busy times.¹² These ideas were dismissed. It appears that the only thing that will satisfy Ms Green is moving the SAA, which as I have set out above, is not the best solution based on the Flaxmere context and is not accepted by GDL.

¹¹ Report of Janine Green to Hastings District Licensing Committee dated 14 May 2026 at [4.15].

¹² Report of Janine Green to Hastings District Licensing Committee dated 14 May 2026, Attachment 6 at page 111.

Conditions

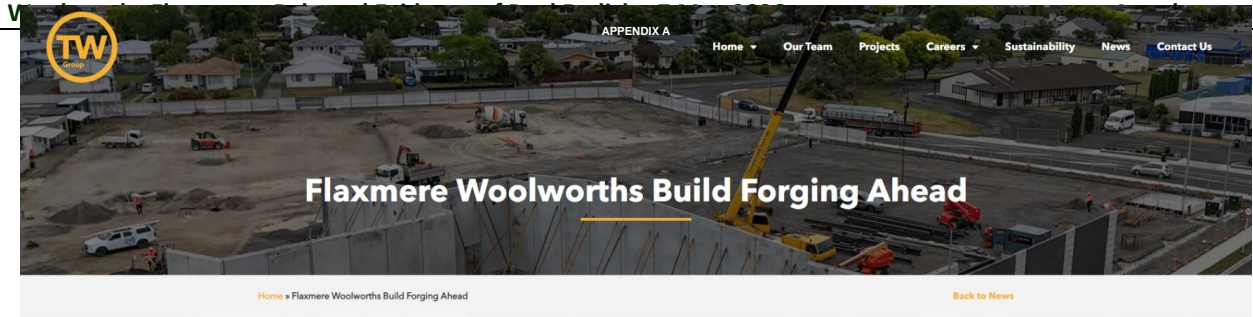
- 5.8 Attached to my primary evidence is the set of conditions GDL would accept.¹³ These are fairly aligned with the conditions Ms Green proposes in her report.¹⁴
- 5.9 I do not agree with imposing conditions that are unnecessary. For example, a condition prohibiting end of aisle displays is redundant here, as the SAA will not contain any aisle ends.
- 5.10 In relation to sales of "singles", as explained in my primary evidence, GDL has a nationwide policy to not stock single cans of mainstream-high strength beer at any Woolworths supermarkets.¹⁵ This has been a long-standing policy which our competitors do not follow.
- 5.11 In the specific context of Flaxmere, I can confirm GDL will not stock **any** single cans of beer or cider **of any size**. This position is wider than Ms Green's proposed condition to "prohibit single sales of high-strength beer or cider (500ml or under) and prohibit single sales of beer and cider greater than 5.5% ABV priced below \$6.00".¹⁶

6. CONCLUSION

- 6.1 I consider that granting the application on the conditions attached to my primary evidence will meet the object of the Act. GDL is a suitable applicant with extensive experience operating off-licences responsibly across New Zealand. The SAA as designed satisfies the requirements of ss 112 - 114 of the Act, and the proposed conditions and SAA have been developed with Flaxmere in mind. I consider the Committee should grant the off-licence on the conditions sought.

Paul Radich
7 May 2026

¹³ Primary Statement of Evidence of Paul Radich dated 10 April 2026 at Annexure A.
¹⁴ Report of Janine Green to Hastings District Licensing Committee dated 14 May 2026 at [4.30] and [9.0].
¹⁵ Primary Statement of Evidence of Paul Radich dated 10 April 2026 at [2.2].
¹⁶ Report of Janine Green to Hastings District Licensing Committee dated 14 May 2026 at [4.30].



2 December 2025

Flaxmere Woolworths Build Forging Ahead

A major new build is taking shape in Flaxmere, with TW Group's construction arm, TW Construction, leading the delivery of a state-of-the-art Woolworths supermarket, a project set to transform the heart of the growing Hastings suburb.

The 3,460m² full-service supermarket, complete with an additional retail tenancy and 171 customer car parks, will sit behind the existing Flaxmere shopping precinct, bordered by Swansea Road, Caernarvon Drive, Pam O'Keefe Avenue and Te Ara Moeke.

The development comes at a crucial time for the community, following the closure of Flaxmere's New World supermarket in January 2024, which left locals with limited supermarket options. The new Woolworths will restore a much-needed full-service supermarket to the area.

TW Property, the development arm of TW Group, is behind the project, purchasing the land, scoping the development, and brokering the agreement for lease with Woolworths New Zealand. CEO Terry May said the development represents a milestone for both Flaxmere and the locally owned TW Group.

"We are thrilled to be able to deliver a supermarket to the people of Flaxmere in partnership with Woolworths," he said. "It was important for us to use our own in-house teams, from civil, construction, and trades, to deliver this amenity for residents."

TW Construction Project Manager Sam Lee says the team has been on site since July, working towards a June 2026 completion deadline. The fast-paced programme reflects TW's collaborative approach, made possible by the close coordination between the 14 businesses operating under the TW Group umbrella.

"Because TW Property managed the design and we were involved early, we were able to identify areas that might cause delays and find faster, more efficient construction solutions," says Sam. "That early integration between developer and builder saves time and ensures the buildability of the design before it even goes in for consent."

The construction process is a showcase of TW's vertically integrated model in action, a model that allows them to handle every stage of a project, from land development and civil works through to finishing trades and landscaping. All subcontractors are engaged early to align scheduling, allowing each trade to move smoothly through the build and maintain momentum on site.

TW Construction's large Napier office houses many of the trades required for a project of this scale, including electricians, plumbers, plasterers, painters, landscapers, and concreters, enabling daily communication and rapid problem-solving when challenges arise.

"It makes it really easy to work together," Sam says. "We can often spot potential problems before they happen, and if one area needs speeding up, we can reallocate resources internally to keep the site moving." The team's integrated approach also supports quality control and consistency across the build. As Sam explains, each phase is tightly sequenced to ensure efficiency.

The design itself combines high performance with strong local character. The pre-cast concrete panels feature etched patterns inspired by the Flaxmere community, while the modern supermarket will include a spacious mezzanine, generous staff facilities, and high-spec finishes throughout.


"We're building a state-of-the-art supermarket with local customers front of mind, from the internal layout right down to the details etched into the exterior panels," says Sam. "We've got a great site team, and a few of them actually live in Flaxmere. That personal connection gives everyone extra motivation to make sure the build progresses as efficiently as possible."

Once complete, the supermarket will not only bring a major new retail amenity to Flaxmere but also create valuable job opportunities for locals, boost the suburb's growing economy, and strengthen its town centre.

TW Property is also behind several other key developments in Flaxmere, including the planned redevelopment of the town centre, new affordable housing projects, and the proposed racecourse development, all of which continue to shape the future of this thriving, close-knit community.

Source: *Business Central Magazine - December 2025 edition*

PREVIOUS: [Mama: New whare built by TW Group opens for Hawke's Bay mothers](#) | [NEXT: TW Property welcomes Government funding for proposed Flaxmere Ra...](#)



0800 562 363

General Enquiries

Marketing & Design Department

Together Wahine Inspire Forum

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1 April 2025 – Hastings District Council



Flaxmere is on a roll!

All of the pieces are now in place and the exciting work – building houses and new retail options in Flaxmere – is about to get under way.



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A huge free Flaxmere Community Day is being held at Flaxmere Park on Saturday 5 April, from 11am to 3pm, to celebrate the big step up from planning to construction. Representatives from the organisations and companies involved will be on site to show off their concept plans and answer questions, along with entertainment, bouncy castles, face painting, mini jeeps, giveaways and a free sausage sizzle.

The day before, a site blessing and ground-breaking is being held at Whakaruru Cres, to celebrate home-building agreements between Council



and Te Taiwhenua o Heretaunga, and Council and Ngāti Kahungunu Iwi Incorporated.

The latest news is that the Flaxmere Shopping Centre has been purchased by TW Group, taking over in November. It will now work with tenants, the community and Hastings District Council on a master

plan for the area. Council will be involved at an infrastructure level; focused on fully integrating the new and existing retail areas.

That news comes on top of other announcements that building Council's new senior housing complex by Alexander Construction (HB) Ltd will start in early April, that TW Group will start building homes on the blocks behind Flaxmere College and the Flaxmere Community Centre this year, and the Resource Consent for the new supermarket complex has been issued.

The first of the Flaxmere development projects, a Government and Hastings District Council partnership providing infrastructure to enable social and private

housing in Tarbet St, has been completed, while stage five of Waingākau, a Te Taiwhenua o Heretaunga project to build at least 100 affordable and rental homes, is almost completed.

Hastings mayor Sandra Hazlehurst says this is the culmination of a decade of work with multiple partners across all sectors – private investment and development, and

government and non-government agencies – to achieve the Flaxmere vision.

"This is incredible, and I couldn't be more excited. This is a monumental change for Flaxmere. I want to thank all of those who have been involved over the years, if not decades, to fulfil the original 1960s vision for Flaxmere ahead of its development.

"It is an honour for our

better place to live."

The development of the Council-owned land has triggered a great deal of interest in the suburb with private development plans also being pursued, including a housing plan on Portsmouth Rd for between 500 and 800 new homes, and a development in Stock Rd that would accommodate about 450 homes.

Council of today to bring to fruition the plan put in place by our predecessors some 60 years ago: Flaxmere having the facilities and amenities to make it an even



Te Pā Harakeke housing ready June 2026

Alexandra Construction (HB) Ltd will start building the 39 units for seniors eligible for affordable housing as soon as the Building Consent process has been completed – expected to be early April with a completion date of June 2026. The facility, called Te Pā Harakeke, will remain council-owned, adding to its existing portfolio of 220 homes over nine sites in Flaxmere, Hastings and Havelock North.



The homes will be a mix of one and two bedrooms and one and two-storey; all built to home-star guidelines, all looking out over a communal green space.

Applications for the homes are expected to open in October this year. The rental for the properties will

be set at 80 per cent of the median market rent, defined as affordable by Ministry of Housing and Urban Development, compared to the rent for existing older units, set at 65 per cent of the median.

Whakaruru Cres

Housing in Whakaruru Cres will be built by two organisations with a focus on providing accessible housing – a mix of homes for purchase and for rent.

A ground-breaking and blessing is being held at the site on 4 April, to acknowledge the three-way partnership that is enabling affordable quality housing.

Ngāti Kahungunu Iwi Incorporated is developing six sections and will build quality three-bedroom affordable rentals for registered iwi whānau, which will be available to move into by February next year.

Te Taiwhenua o Heretaunga (TToH) is developing 13 sections – building a standalone home on each – a mix of homes for purchase or rent. Construction of the first six of those homes is scheduled to start this year and be completed by April 2026, followed by the staged delivery of a further seven.

There are two large sections within Whakaruru Cres that may be used for higher density development that will also be developed by TToH. These two projects require Resource Consents and



the TToH team is working on detailed design ahead of applying for those consents. The timeline for these two projects is about three years.



Flaxmere Village Centre back in local ownership

Flaxmere Village Shopping Centre is back in local hands after nearly 20 years, with TW Property purchasing the 2.17-hectare site from the Hong Kong-based Sung Family Trust.

TW Property chief executive Terry May says the company is committed to enhancing the centre and will collaborate with Hastings District Council to develop a long-term masterplan. Community input will be sought, including at the Flaxmere Community Day in April.

"We're excited to invest in Flaxmere and ensure the shopping centre complements the significant public and private investment already happening in the suburb," says May. Built in the 1970s, the centre houses more than 20 tenants with

over 160 car parks. Interest in Flaxmere is growing, with new residential developments underway and a Woolworths supermarket planned. TW Property has a contract to purchase the land for Woolworths, which will be leased to the retailer. "We see huge potential in Flaxmere, but strong community infrastructure and quality amenities are essential," May says.

Hastings Mayor Sandra Hazlehurst congratulated TW Property on the purchase. "We're thrilled to see the shopping centre return to local ownership and look forward to working with TW Property to revitalise this important hub. It's an exciting time for Flaxmere, and I have no doubt we'll see a fantastic result for the community."

Flaxmere Ward councillor Henry Heke describes the purchase as a "game-



changer" for the community.

TW Property takes formal ownership of the village shopping centre in November and will engage with tenants and potential new businesses in the coming months.



Resource Consent for supermarket issued

The building of a new supermarket will get underway in June and take about 12 months, after Resource Consent was issued on March 19 this year.

TW Group has purchased the land bordered by Swansea Rd, Pam O'Keefe

Ave, Te Ara Moeke and Caernarvon Dr for the development from Hastings District Council and will build the facility and then lease it to Woolworths.

The plan is for a 3460m² supermarket, a second 345m² retail space and car

parking, and the Resource Consent includes a comprehensive planting plan that will soften the façade.



Fabulous Flaxmere

Flaxmere has so much to offer – from the multi award-winning Flaxmere Park and myriad of green spaces and neighbourhood playgrounds, to its community-focused swimming pool, library and community centre, much loved kura and kohanga reo.

Flaxmere Park is a jewel in the crown, having undergone consistent upgrades and additions over the years. Every year it receives its Green Flag, an international award that has to be applied for annually and which evaluates the facility and its management. The park has also been named New Zealand's Most Active Park, and New Zealand's Best Park, the latter including the skatepark.

The Ministry of Education has invested heavily into schools in Flaxmere, including a \$27m rebuild of Te Kura o Kimi Ora, and a \$20m rebuild of Flaxmere College.

All in all, Flaxmere is on a roll!



Gum tree and town centre developments

These two major housing developments, behind the Flaxmere Community Centre and adjacent to the Flaxmere College playing fields, will accommodate about 170 homes, including the new senior housing facility. It will be a 'mixed model', including affordable housing for purchase and rent.

TW Group has purchased the residential gumtree and town centre sections, and is working on detailed design ahead of lodging Resource Consent applications. It is expected that it will build 130 homes, ranging from two to four bedrooms, with construction starting this year.


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Return of Flaxmere shopping centre to local ownership heralds a new beginning




TW Property has bought Flaxmere's village shopping centre. (Source: Hastings Mayor Sandra Hazlehurst/Facebook)

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Hawke's Bay-based property development firm TW Property has bought Flaxmere's village shopping centre, returning the site to local ownership after 17 years.

TW Property purchased the 2.17ha shopping centre from Hong Kong-based Sung Family Trust, which has owned it since 2008, for an undisclosed sum.

Built in the 1970s, the shopping centre houses more than 20 tenants and over 160 car parks.

TW CEO Terry May told the *Local Democracy Reporting* that community infrastructure and amenities are essential as Flaxmere is an 'up-and-coming' suburb that will appeal to first-home buyers and young families.

May said his company would work with Hastings District Council to create a long-term master plan for the shopping mall and the town centre.

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He plans to collect ideas from residents during the Flaxmere Community Day in April before making any major changes.

Hastings Mayor Sandra Hazlehurst expressed her joy that the shopping centre is back in local ownership, and that the new owners are committed to revitalising the complex.

Flaxmere Ward councillor Henry Heke said the purchase is a game-changer. "It's fantastic to see local investors like TW Property stepping up with both the resources and the commitment to revitalise what has become a tired town centre," he added.

One of the owners of the independent Flaxmere Supermarket in the village shopping centre believes the change will be good for business.

Flaxmere TW Property

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Makeover for Flaxmere Village

by Linda Hall Local Democracy Reporter
April 14, 2026



New owners of Flaxmere Village shopping centre, TW Property, intend to redevelop the Village. Schedule TBD.

A new road through the middle of Flaxmere is being planned to give residents direct access to an upgraded shopping village and its soon-to-be-finished new supermarket. Proposed upgrades in the Hastings suburb include extending Henderson Rd into a new north-south extension, making them the main routes into the heart of the village.

Flaxmere Village's new owners TW Group, are planning a total makeover of the current centre of town, though they haven't put a timeline on when it will happen.

Shop owners say they're excited by the vision, which has yet to be drawn up into a concept.

Flaxmere Pharmacy co-owner Tim Klingender said there was a complete lack of planning by Hastings District Council when the suburb was originally developed. “Now finally, with TW Property buying the village and the land it was building a Woolworths supermarket on, everything would flow together. I’m excited to see the new housing and supermarket going up. It’s good for Flaxmere.”

A council spokesperson said Flaxmere had been a community filled with potential for decades, but it needed investment.

“Planned in the early 1960s, the vision of the council of the day was for a modern, elite suburb, more desirable than Havelock North, to be built to accommodate Hastings’ growing population,” the spokesperson said.

Plans included affordable housing and amenities, including shops, parks, schools and churches. Over the years, Flaxmere was subdivided into quarter-acre sections.

“In the 1980s, planning rules allowed sections to be intensively subdivided and building rules permitted poor-quality substandard housing, resulting in a high-deprivation suburb that could not attract private investment,” the spokesperson said.

“Now, after years of discussion and planning, the wheels of change are finally in motion, with passionate residents and civic leaders dedicated to making Flaxmere a place that reaches its full potential, a better place to live.”

Business owners in the village have met with representatives from TW Group about the extensive plans. They say the majority of the existing buildings are set to be replaced.

TW Property chief executive Terry May said they intended to redevelop the Village when they were able to.

The manager of St Vincent De Paul Op Shop, George David, is looking forward to it. “I don’t really know much, but it seems these existing buildings will be demolished. They have become decrepit over time, and I think it’s a positive move for Flaxmere. The village is a nice, friendly place and it sounds as if the work will open it up and make it more accessible.”

Hollies Bakery owner Ian Holloway says he doesn’t really have an option. “I have been here for 33 years and can’t imagine what the result will look like. I don’t have an option. I have built this business up over the years, so yes, there is a bit of anxiety about changes, but at the same time I think it’s good for Flaxmere.”

Long-time resident Harry Cooper said it would be great to see the village redeveloped. Cooper moved to Flaxmere when the park was an orchard and there were about “six houses on Flaxmere Ave”. “I’ve seen it grow. I used to work at Whakatu and the Tomoana Works. A few of us workers would meet in the village and take turns driving everyone to work. It’s great that it’s going to be updated.”

The Woolworths supermarket in Flaxmere is on track to be finished by mid-2026.



The Flaxmere Supermarket – an independent supermarket which sprung up after New World left the village – plans to continue to operate.

Anticipated outcomes of the Flaxmere project

- An attractive and thriving Village Centre atmosphere with an improved character, sense of place and a variety of choices and opportunities for the local community.
- Well-designed new developments with a range of stimulating activities that enhance and improve existing features of the area and its surroundings.

- A functional village centre with a choice of ways to get around.

- A village is reinforced as the focus of commercial, retail, educational, community and entertainment activities for the residents as well as visitors.

- Strengthened retail with improved servicing infrastructure and diverse compatible activities.

LDR is local body journalism co-funded by RNZ and NZ On Air.



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Flaxmere town centre plan moves forward

A new revised Flaxmere Village Centre is on the way after Hastings District Council endorsed a masterplan prepared by the shopping centre's owners, TW Property.

The masterplan includes a new road connection through the town centre, linking Henderson Road to Pam O'Keefe Avenue, along with improved public spaces and a more connected layout.

The road connection through the town centre has been part of Flaxmere's planning for many years. This masterplan builds on that long-standing work and shows how it could now be delivered.

The masterplan has been prepared by the development arm of TW Group, which owns the Flaxmere shopping centre and is leading its redevelopment. Council's role is to oversee the infrastructure, planning processes, and community outcomes that sit alongside the private development.



An artist's impression of what the town centre road could look like

Hastings mayor Wendy Schollum said the activity followed years of planning and partnership focused on Flaxmere's future.

"Flaxmere has waited a long time for this moment. Finally, there is a clear path towards a town centre that reflects the pride, identity and potential of this community. This masterplan is a major step toward a safer, better-connected centre, with more opportunities for local people and businesses.

"It's important to be clear that TW Property owns the shopping centre and is leading and funding its redevelopment. Council is not redeveloping the town centre itself. Our role is to make sure the wider public infrastructure and spaces around that development are right for Flaxmere, and that the project goes through the proper planning processes."

TW Property chief executive Terry May said the plan includes new shops and improved public spaces, creating a more connected and vibrant town centre.

"The project will be delivered in stages, with timing dependent on ongoing discussions with existing tenants. We have spent time in Flaxmere understanding how people use the town centre today, and that has informed our approach to the layout and design."

May said the masterplan aligns with long-standing Flaxmere community plans and incorporates cultural design elements, including Te Aranga principles and the Pāharaheke Flaxmere narrative.

It also complements other developments led by TW Property in Flaxmere, including a new Woolworths supermarket due for completion mid-year and 120 affordable homes planned for the Gumtree area over the next few years.

Flaxmere ward councillor Henare O'Keefe said the plan supported long-term pride and opportunity for the community.

"This is about our people seeing themselves in our town centre, that it's a place that is safe, welcoming, and full of life.

"We've talked for a long time about the opportunity that is Flaxmere. This is one of those moments where we can do that in a way that respects who we are and where we've come from. It is our season and our time."

Endorsing the masterplan does not approve construction, land sales, or changes to Council facilities. Any next steps will need to go through formal processes, including:

- assessment against planning rules
- independent valuation and Council decisions on any land divestment
- assessment of parking and access around the library and community centre
- public consultation if any changes to Council facilities are proposed.

28 April 2026

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Flaxmere village centre master plan approved after years of planning



Linda Hall

LDR reporter - Hawke's Bay • Hawkes Bay Today • 28 Apr, 2026 03:25 PM 3 mins to read

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A master plan years in the making, including new roads, shops and a vibrant town centre, has been approved for Flaxmere.

The plan, developed by the village shopping centre's owners, TW Property and approved by Hastings District Council, will see a new road through the town centre, linking Henderson Rd to Pam O'Keefe Ave and improved public spaces.

TW Property chief executive Terry May said the plan would create a more connected and vibrant town centre.

"The project will be delivered in stages, with timing dependent on ongoing discussions with existing tenants," May said.

"We have spent time in Flaxmere understanding how people use the town centre, and that has informed our approach to the layout and design."

He said the master plan aligned with long-standing Flaxmere community plans and incorporated cultural design elements, including Te Aranga principles and the Pāharakeke Flaxmere narrative.

It also complemented other developments led by TW Property in Flaxmere, including a new Woolworths supermarket, due to be completed mid-year, and 120 homes planned for the Gumtree area over the next few years.

Hastings Mayor Wendy Schollum said Flaxmere had waited a long time for this moment.

"Finally, there is a clear path towards a town centre that reflects the pride, identity and potential of this community," Schollum said.

She said the master plan was a step toward a safer, better-connected centre, with more opportunities for local people and businesses.

"It's important to be clear that TW Property owns the shopping centre and is leading and funding its redevelopment."

She said the council's role was to make sure the wider public infrastructure and spaces around the development were right for Flaxmere, and that the project went through the proper planning processes.

Flaxmere Ward councillor Henare O'Keefe said the plan supported long-term pride and opportunity for the community.

“This is about our people seeing themselves in our town centre, that it’s a place that is safe, welcoming and full of life.

He said there had been a lot of talk about the opportunities in Flaxmere. Now it is “our season and our time”, O’Keefe said.

Shop owners previously told *Hawke’s Bay Today* they were excited about the vision for the village.

The council said endorsing the master plan did not approve construction, land sales, or changes to council facilities.

“Any next steps will need to go through formal processes, including assessment against planning rules, independent valuation and council decisions on any land divestment.”

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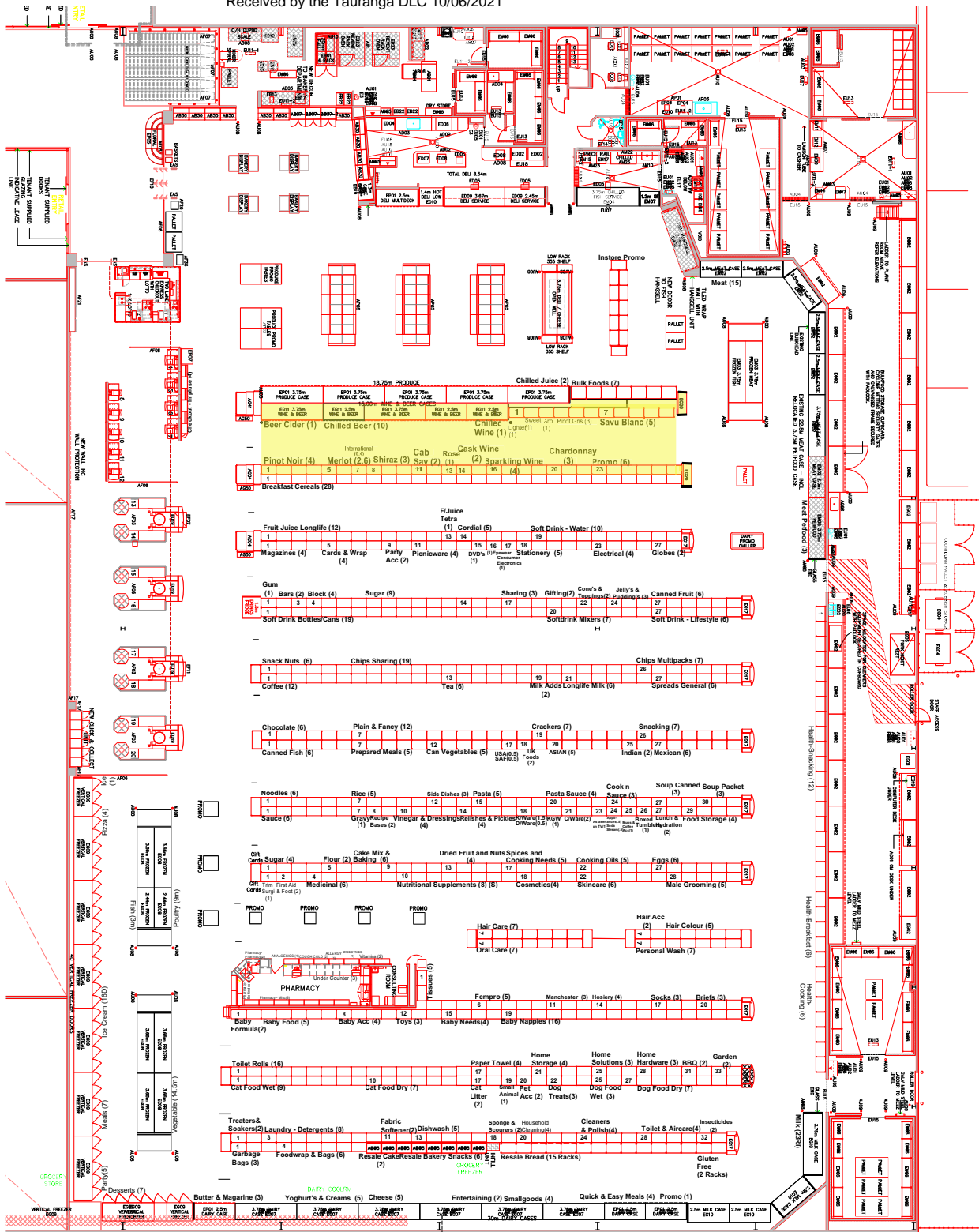


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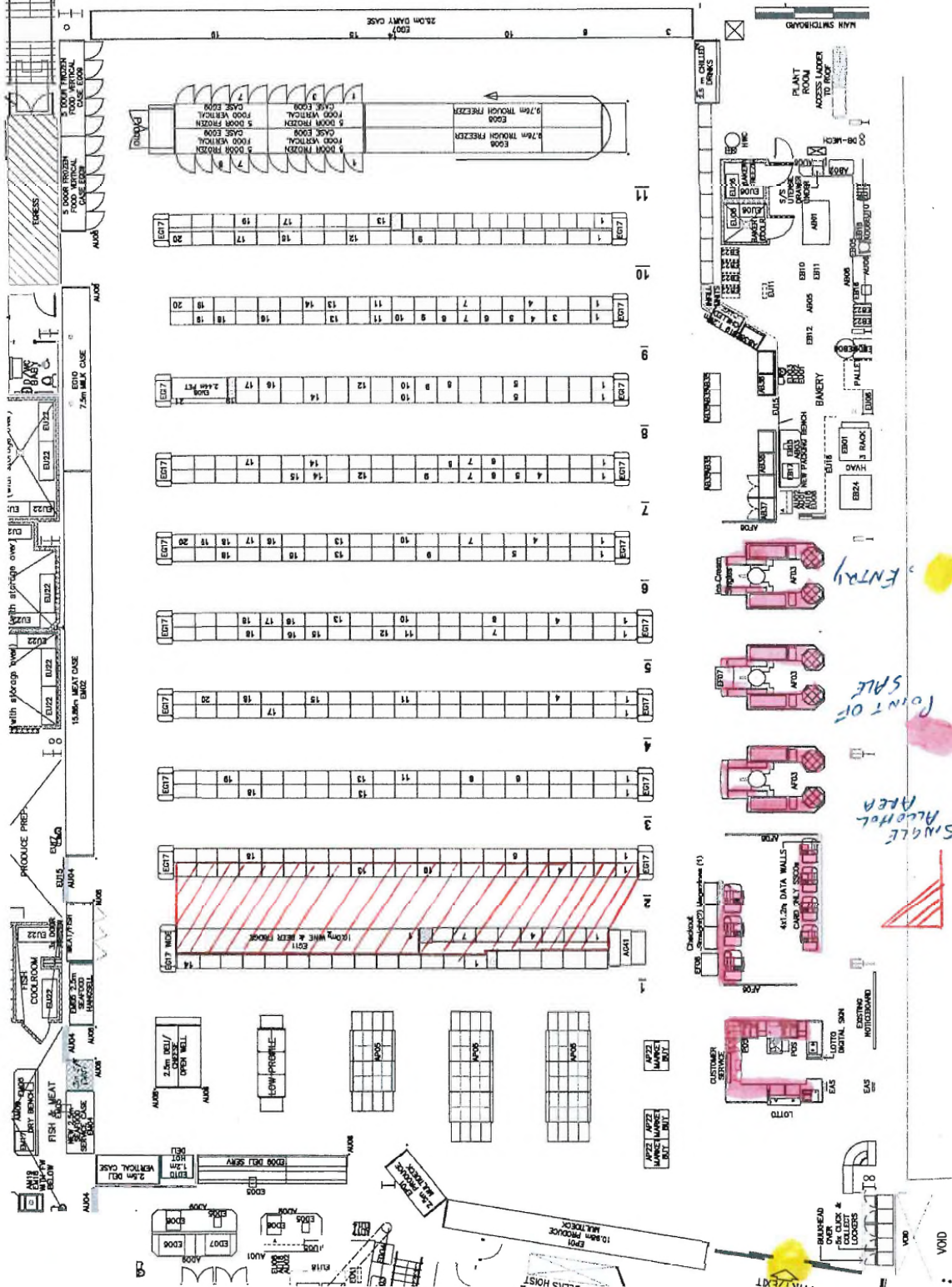


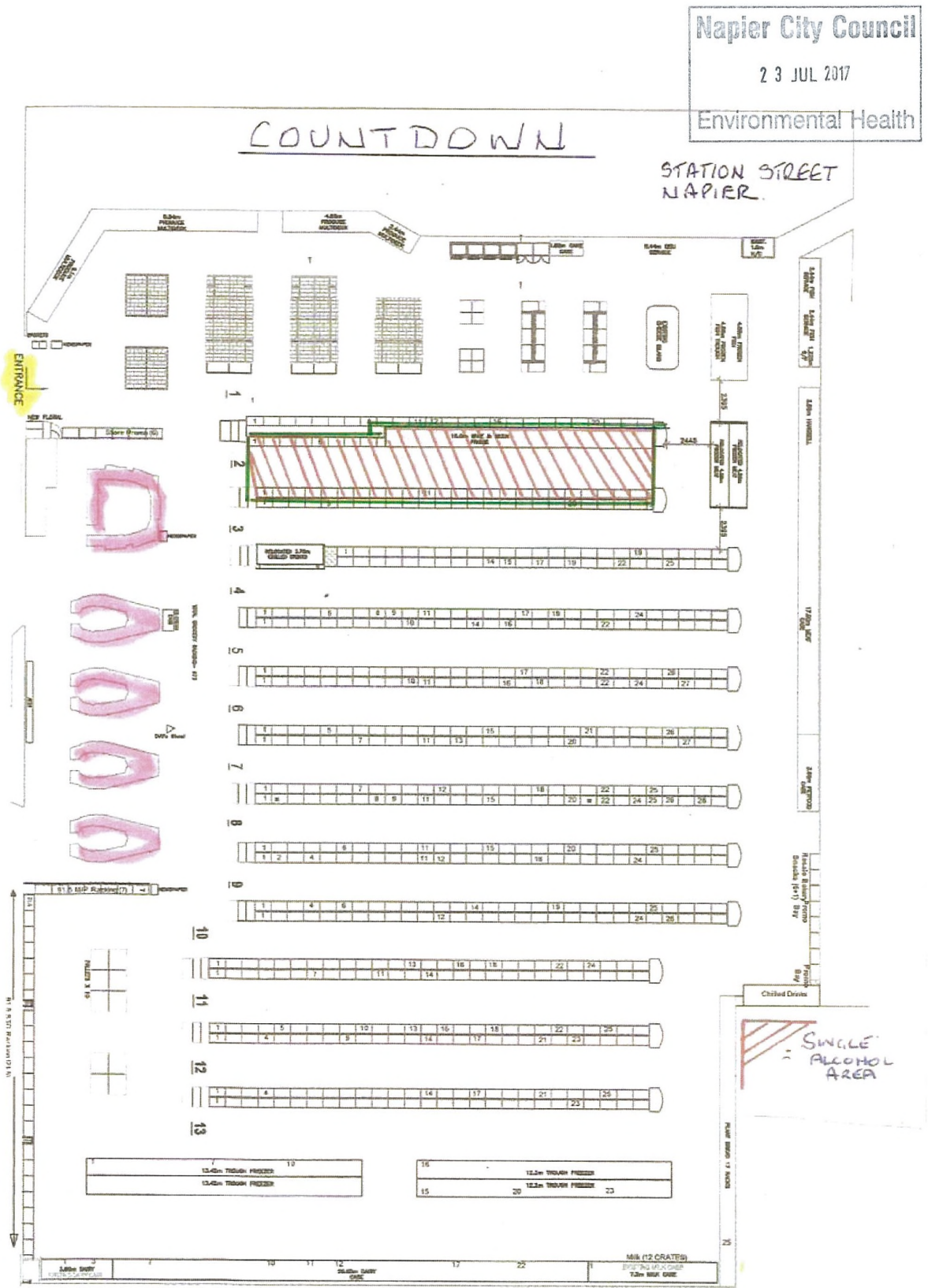
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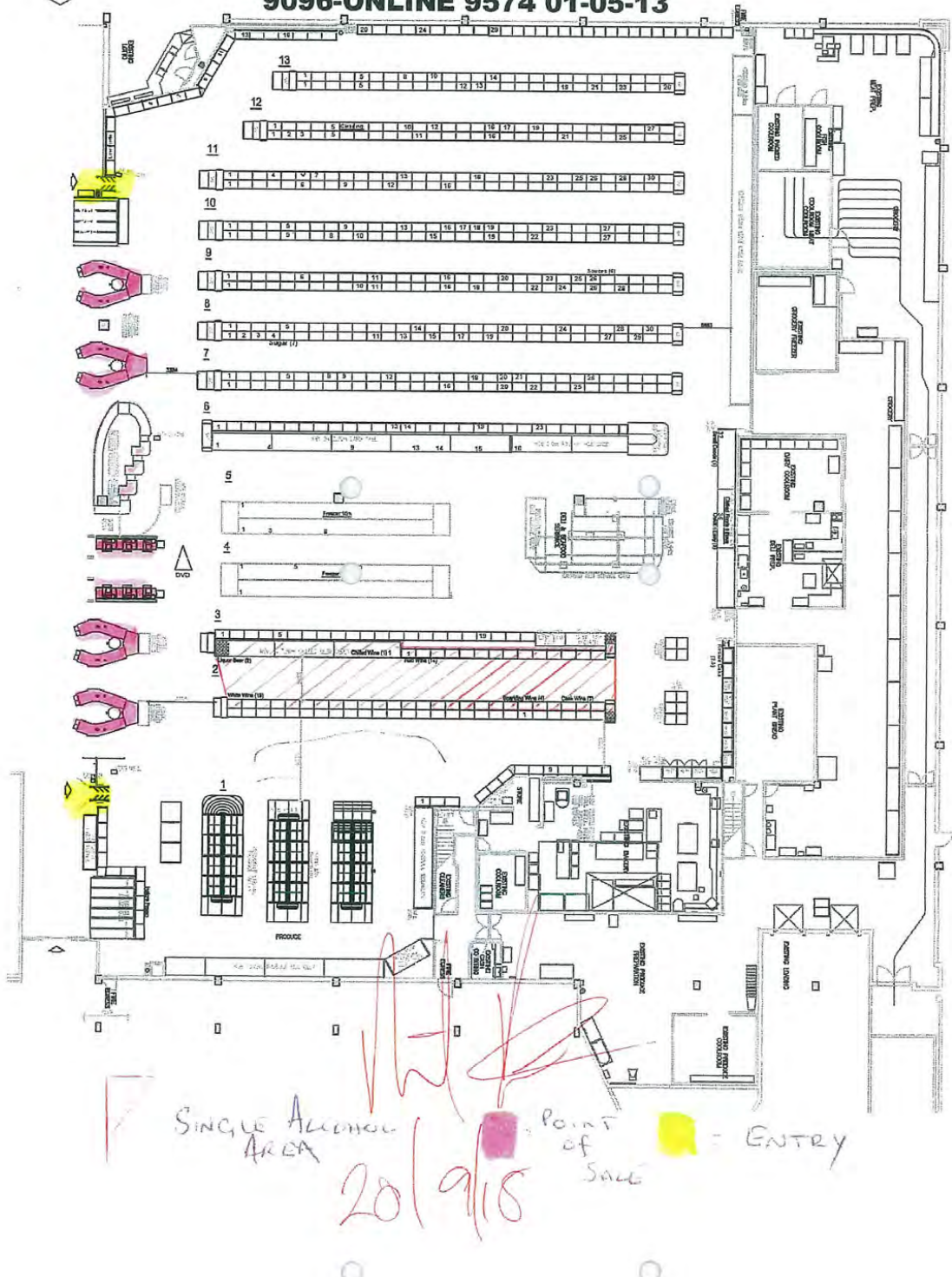


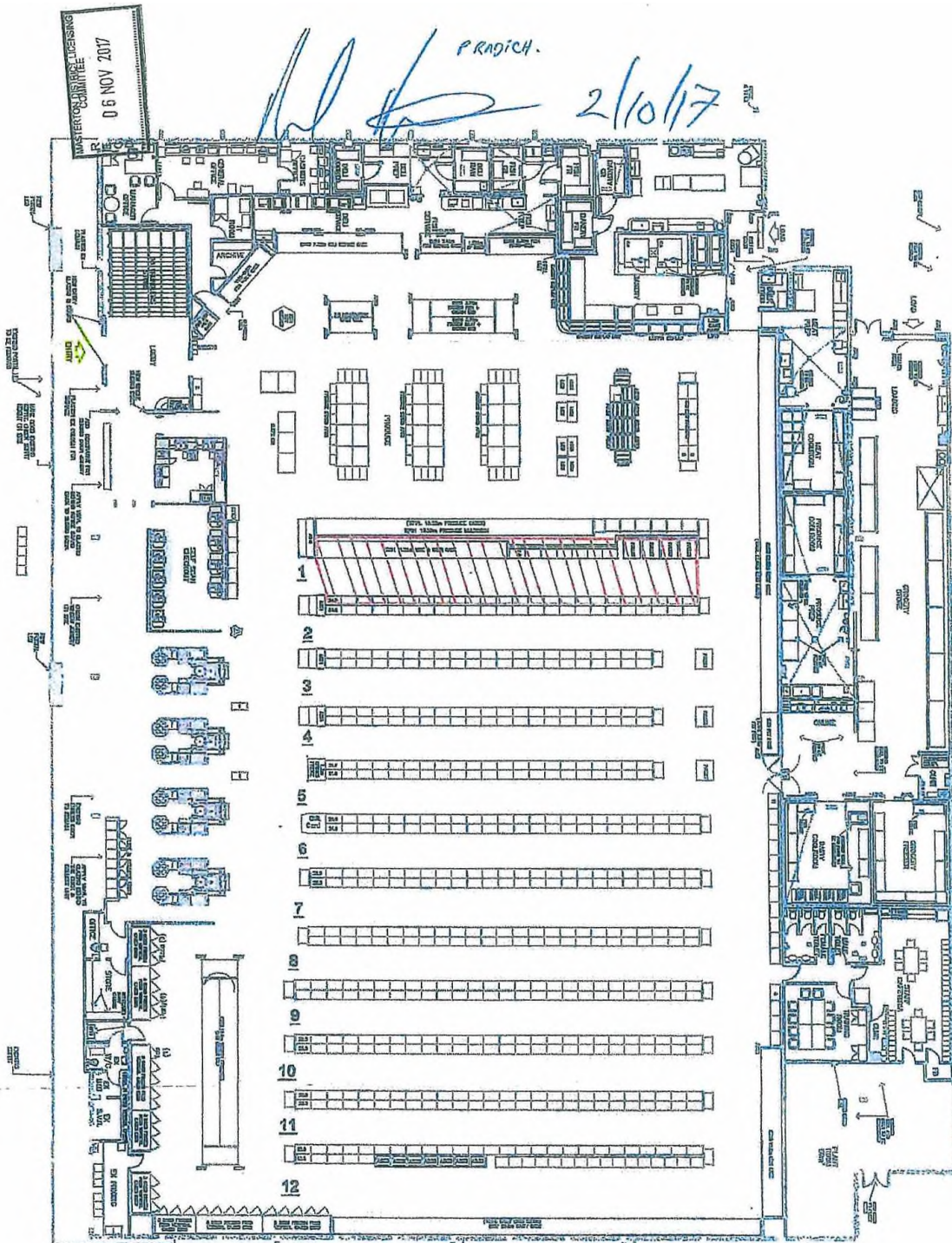
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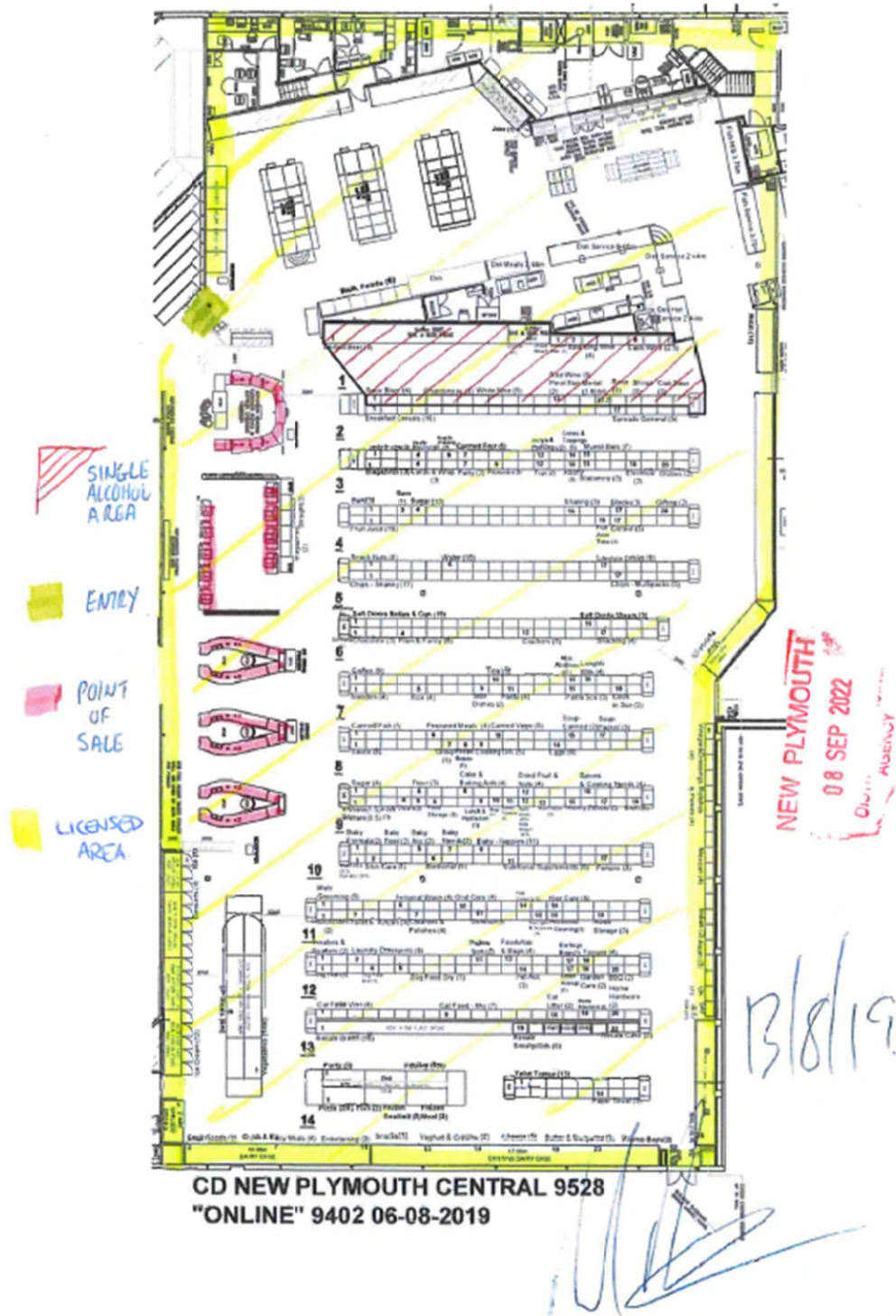
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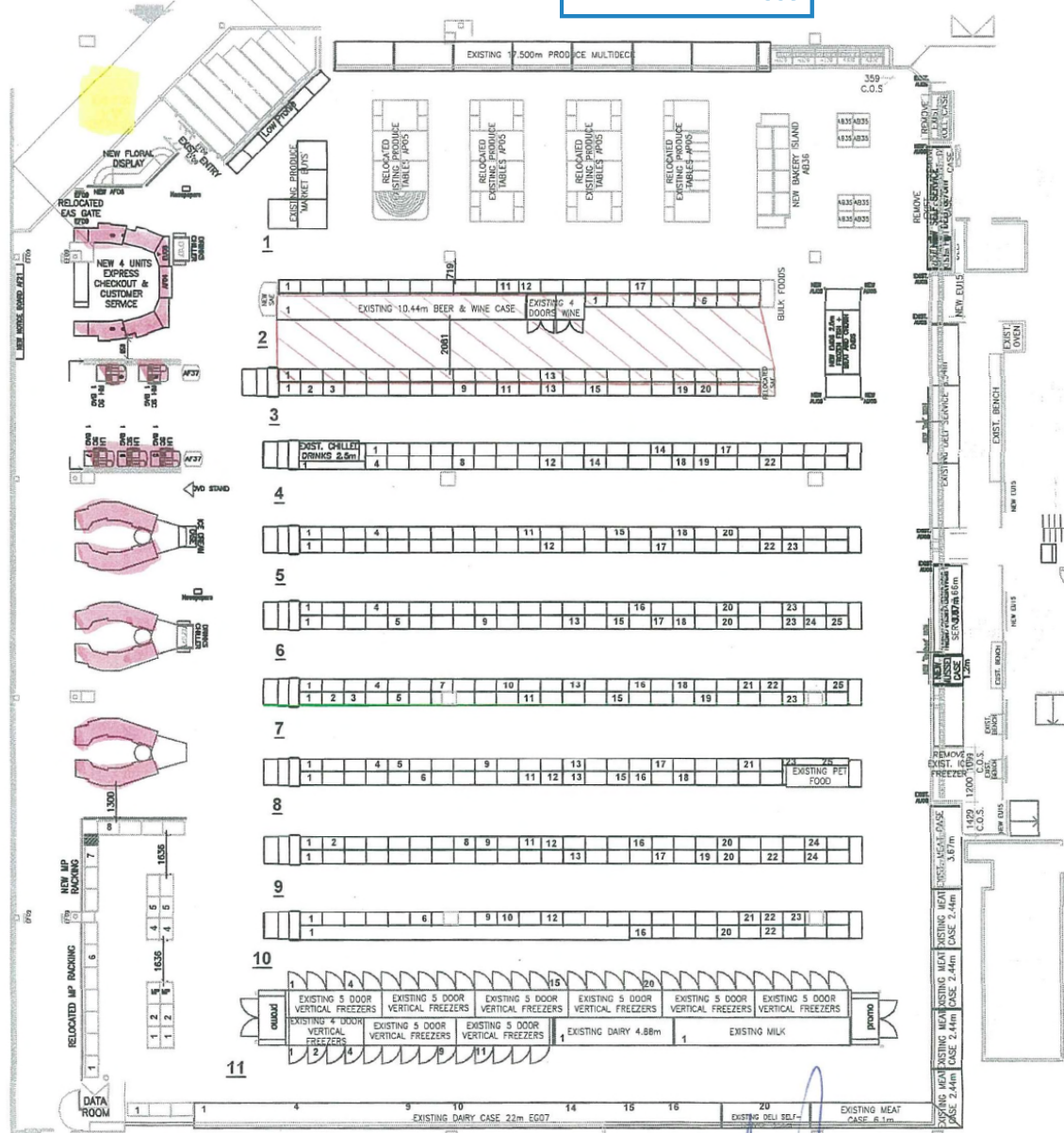




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= Entry
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