



NAPIER
CITY COUNCIL
Te Kaunihera o Ahuriri

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ORDINARY MEETING OF COUNCIL

Open Minutes Attachments

Meeting Date: Thursday 25 September 2025

Time: 9.30am – 12.40pm

Venue: Large Exhibition Hall
War Memorial Centre
Marine Parade
Napier

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September 25, 2025

BLANK CANVAS YOUTH HUB NAPIER

Presented by
Leonie Wallwork,
Ngā Toi Creative
Hawkes Bay

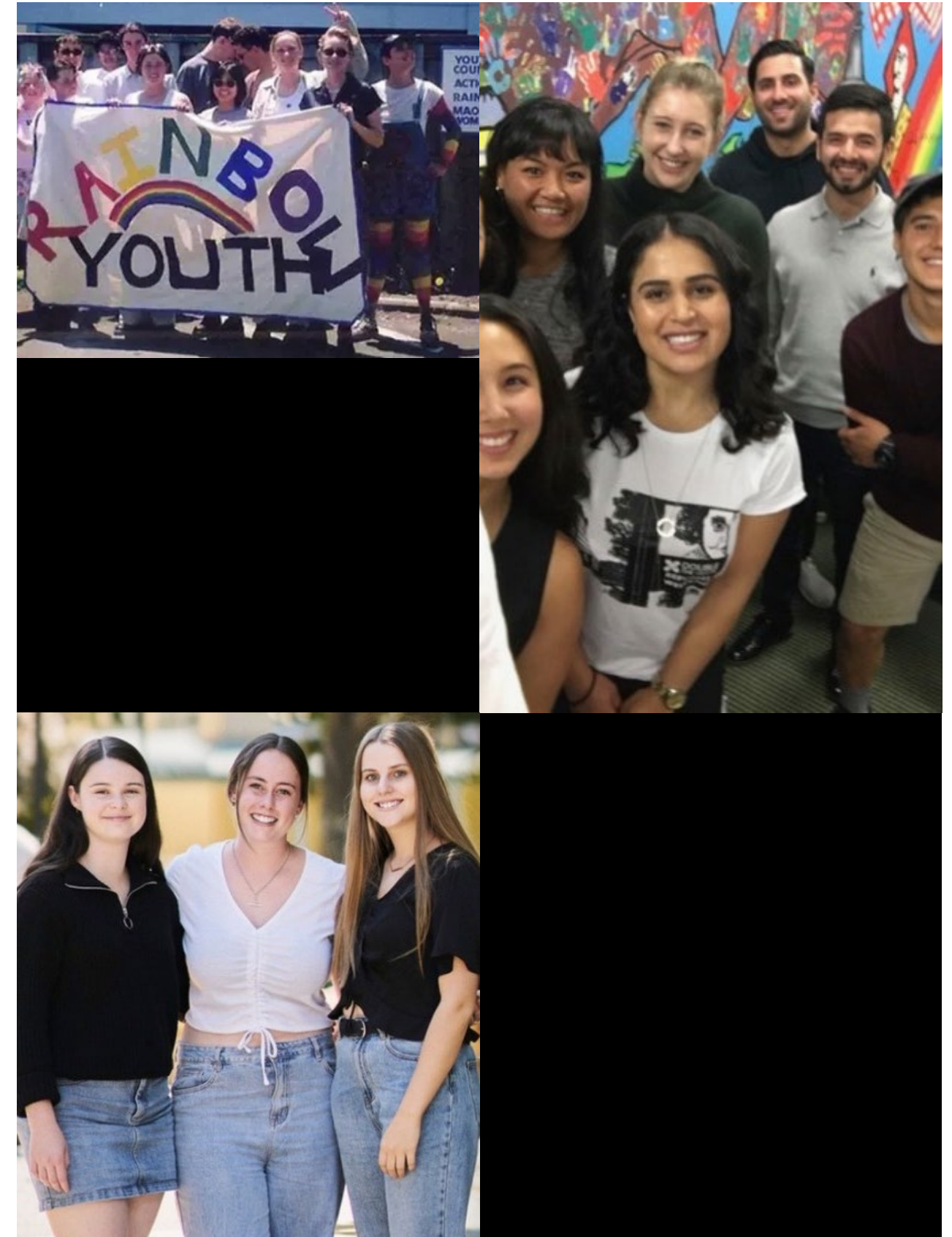
NGĀ TOI
CREATIVE
HAWKE'S BAY



NGĀ TOI CREATIVE HAWKE'S BAY

"An empowering and inclusive community for young people to thrive, contribute, and feel a strong sense of belonging. Where their voices are valued, their identities respected, and their futures are self-determined."

Napier City Council Youth
Strategy



A space where our Youth belong

Beyond:

Focusing on "at risk" negative labels
Blaming teachers, parents, gaming, devices, etc...
Reacting in ad hoc manner to youth issues
Fixing single youth problems or issues in isolation

Towards:

Understanding Young People as partners in their futures
Encouraging adults to be supportive mentors
Planning being intentional, Having a plan & setting intentional goals
Achieving: an inclusive community, where our youth are innovative & energetic participants



MYD Youth Development Strategy Aotearoa

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WHO ARE OUR YOUTH?



Youth Population

2023 census

Napier has a population of 64,695
11,913 <15 years 18.4%
11,115 15-24 17.2%



Napier Population

Napier's population of 64,695 is largely based in the Nelson Park 34% and Taradale wards 34%



Education

Education > 15 years
15% Bachelors degree
55.1% Post high school certificate/
diploma
25.2% High school quals



Cultural Diversity

Napier has a higher proportion of European and Māori compared to rest of New Zealand.



Employment

Employment > 15 years
48.6% full time
employment
12.9% part time
employment
2.8% unemployed

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Youth Voice

"I don't feel safe on the buses and getting around is an issue for me to get into the city"

"We need a space that is just ours"

"We want to be heard, not just surveyed"

"Napier is so 'beige' and lacks vibe"

"We need a space that's safe and not dominated by intimidating groups"

"There are too many bars around Napier and nowhere to hang out that is free from alcohol and drugs"

"There's not enough places for entertainment or events aimed at youth"

"[Rangatahi] have ideas for developing businesses but not the support or resources to fulfil these goals."

"There's nowhere for older youth or young adults to hang out – a space away from home or school/work"

"There's nowhere to go after school if you are not into sport and stuff"

"We don't feel safe or welcome in existing public areas" "Napier is not safe at night"



Young queer people need a safe inclusive artistic space outside of school, where they can be mentored by artists as well as meeting kind supportive people from all backgrounds.

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Research



"...fostering creativity through the arts [in schools or extra-curricular activities] empowers children to better learn throughout other subjects and areas of their lives raising both personal competencies and academic success."

Source: Karawhiua! Let's Play! Christchurch Symphony Orchestra (NZ), Journal of Educational Psychology (US) 2021

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80% of young New Zealanders say that doing creative things makes them feel excellent or good.

Arts engagement can reduce the risk of developing mental illness in adolescence.

Participating in arts activities can build self-esteem, self-acceptance, confidence and self-worth, which all help to protect against mental illness.

Source: The arts in health. Pegasus Health (NZ), Journal of the Royal Society for the Promotion of Health (UK) 2014.



The Why

Creating safe spaces for youth voice is a critical strategy in empowering young people and fostering their development.

By implementing strategies that promote respect, inclusion, and active participation, we can unlock the full potential of young people.

The benefits of these safe spaces extend beyond individual empowerment to encompass broader community and societal improvements.

As we continue to support and invest in youth voice, we pave the way for a more inclusive, innovative, and resilient future.

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The Solution

Blank Canvas

41 Market Street, opposite new Library Development

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- Safe space for all our youth (aged 12-24)
- Easy to access by public transport
- Accessible for disabled youth
- After school and weekend programs & events
- Youth led programming
- Business mentorship opportunities
- Life & career planning skills
- Digital technology enabled space
- Arts, culture & creative enterprise
- A place to call their own

Blank Canvas is an inclusive & safe space



- Disability Access
- LGBTQ/Rainbow safe space
- Anti-bullying campaigns
- Inclusive design & programming

Expected Outcomes:

- Increased sense of belonging
- Reduced discrimination
- Acceptance & respect





Transport & Accessibility

- Youth transport advocacy
- New improved bus network launching Jan 2026
- Cycle parking (rear of hub)

- Expected outcomes:
- Improved mobility & accessibility
 - Reduced barriers to participation
 - Safer public transport





The Ask

Summary of expenses to be met by NCC seed funding

Expenses	Unit Price	Qty	Total	Funder
Hui and Wananga Facilitation Fees	\$600.00	3	\$1,800.00	NCC
Youth Hub Leader/ Coordinator .8 FTE	\$933.72	26	\$24,276.72	NCC
Refurbishment	\$15,000.00	1	\$15,000.00	NCC
Blank Canvas Lease 6 months	\$3,000	6	\$18,000.00	NCC
Technology and Resources	\$7,000	1	\$7,000.00	NCC
Programme costs	\$5,000.00	1	\$5,000.00	NCC
Marketing & Comms Support	\$3,000.00	1	\$3,000.00	NCC
Contingency			\$923.28	NCC
Seed Funding			\$75,000	NCC

Blank Canvas Supporters

Local artists/ mentors/ individuals: Bernie Winkel Rosheen Fitzgerald & Melanie

Summer

Kaumatua: Te Huia Bill Hamilton

Dundas House Landlord: David Webb

Rainbow Community Collective

Napier Youth Council



Napier Assist Āwhina Tāngata



CREATIVE ARTS NAPIER
NGĀ RINGATOI AUAHA O AHURIRI





Questions and Answers





Thank You

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CREATIVE
HAWKE'S BAY



General Overview

HBT Report to Council funders

Funding

Hawke's Bay Tourism is grateful to the councils of Hastings, Napier, and Central Hawke's Bay who have worked to retain the regional tourism organisation in the region, operating at a reduced but "minimal viable funding" level. Confirmed funding at this level takes us through to 30JUN 2026.

Upon confirmation of funding levels for FY 25/26, Hawke's Bay Tourism restructured from 7 FTEs to 5, disestablishing its marketing department from 01JUL.

The refreshed organisation now has a greater focus on generating earned exposure through media and public relations activities, and management of our social media and consumer database.

At the time of writing this report our 2 new fixed-term contract employees have been on board 8 and 6 weeks respectively and are swiftly taking charge their roles.

Operating environment

Winter is generally a quiet visitor season for Hawke's Bay, but operators note the challenges related to current low domestic economic confidence and the Wellington market.

Membership

We have experienced some membership cancellations, with the new increase in fees, quiet season, and business confidence.

Great Wine Capitals

Hawke's Bay Tourism is instrumental in leading the region's Great Wine Capital global network membership, and is delighted that Kim Thorp has accepted the role as "Ambassador" for Hawke's Bay.

Seven businesses were recognised through our regional Best of Wine Tourism Awards held in August, with a country winner to be announced at the Great Wine Capitals AGM and Conference in November.

July/August highlights

- New Zealand Cruise Association Conference and AGM held in Hawke's Bay, following successful bid. 200 attendees, with numerous influential tourism business representatives hosted pre/post the conference. A great way to showcase the region. Decline in cruise ship visits to New Zealand will see the region host 60 ships over 52 days (8 x double days), with capacity for up to 105,000 passengers and 46,000 crew.
- Attendance at Hawke's Bay Export Awards.
- Attendance at opening of Wairoa isite.
- Bid for Air New Zealand regional events support.
- Bid for 2026 Tourism Export Council Conference/AGM.
- Attendance at Hawke's Bay Trails annual official partner hui.

Key Performance Indicators

HBT Report to Council funders

Key Performance Indicator	Measure	Performance
Market Share	Grow WLG market share from 5% to 6% over a 36-month period from 01JUL'25 (Measured by MBIE's TECT – tourism electronic card transactions)	Tracking at 5.0% to Y/E JUN 25
	Maintain domestic market share at current level of 3.3% in challenging economic environment.	Tracking at 3.27% to Y/E JUN 25
Food and Wine Country Brand Positioning	<p>Achieve EAV (Equivalent Advertising Value*) of \$3m (*EAV measured at ratio of 1:1, not a multiplier)</p> <p>Grow digital engagement and reach across web and social</p> <ul style="list-style-type: none"> - Increase website sessions to 750,000pa, - Increase followers by 10% <p>Further imbed GWC into Hawke's Bay's Food and Wine Country positioning. Increase impact of GWC within region's wine and tourism businesses.</p> <ul style="list-style-type: none"> - Grow GWC investment & engagement through uptake of GWC assets. 	<ul style="list-style-type: none"> • EAV \$228,269 - Current website sessions tracking at 50,000 to end Aug 25. - Growth on social media channels 0.1% (see Digital Activity slide for details) <p>Blog on Great Wine Capital Website https://www.greatwinecapitals.com/wine-stories/hawkes-bay-wine-families/ Investment sits at \$85k - GWC Plaques and Posters distributed</p>
Industry	<p>Maintain paid membership of HBT (24/25 FY full membership 145)</p> <p>Grow industry support - (industry support measured by contra, sponsorship, and investment in joint venture initiatives)</p> <ul style="list-style-type: none"> - Industry cash contribution of \$150k pa - Industry contra contribution of \$50k pa <p>Deliver annual series of workshops to build industry capability.</p> <p>Support existing tourism operators to develop new products and expand into new markets.</p>	<p>Current Full Membership - 132</p> <p>Cash Contribution to Aug 25 - \$137,547 Contra Contribution to Aug 25 - \$5,398</p> <ul style="list-style-type: none"> ✓ 5 workshops delivered Sep/Oct 25 ✓ Coached members through product development

Visitor Spend – TECT to June 2025

HBT Report to Council funders

Annual TECT Spend Domestic	Annual TECT Spend International	Annual share Domestic Spend	Annual share Wellington spend	Annual share Auckland spend	Annual share Manawatu spend	Annual share Waikato spend	Annual share BOP spend
\$362.4m	\$69.7m	3.27%	5.00%	2.05%	5.27%	2.17%	2.77%
vs Year to Jun 2024	vs Year to Jun 2024	Year to Jun 2024	Year to Jun 2024	Year to Jun 2024	Year to Jun 2024	Year to Jun 2024	Year to Jun 2024
↓5.6%	↑1.7%	3.47%	5.14%	2.18%	5.30%	2.23%	2.86%
RTO growth rank	RTO growth rank	All spend by NZers	All spend by WLG	All spend by AKL	All spend by MAN	All spend by WAI	All spend by BOP
24 of 31	22 of 31	↓3.55%	↓2.72%	↓4.88%	↓4.32%	↓4.24%	↓5.16%
All spend by NZers	All spend by Int’l						
↓3.53%	↑5.90%						

Annual share International spend	Annual share Australia spend
1.76%	2.10%
Year to Jun 2024	Year to Jun 2024
1.83%	2.21%
All spend by Int’l	All spend by AUS
↑5.90%	↓9.30%

Annual share United States spend	Annual share UK spend
1.80%	2.40%
Year to Jun 2024	Year to Jun 2024
1.83%	2.50%
All spend by US	All spend by UK
↑22.48%	↓8.37%

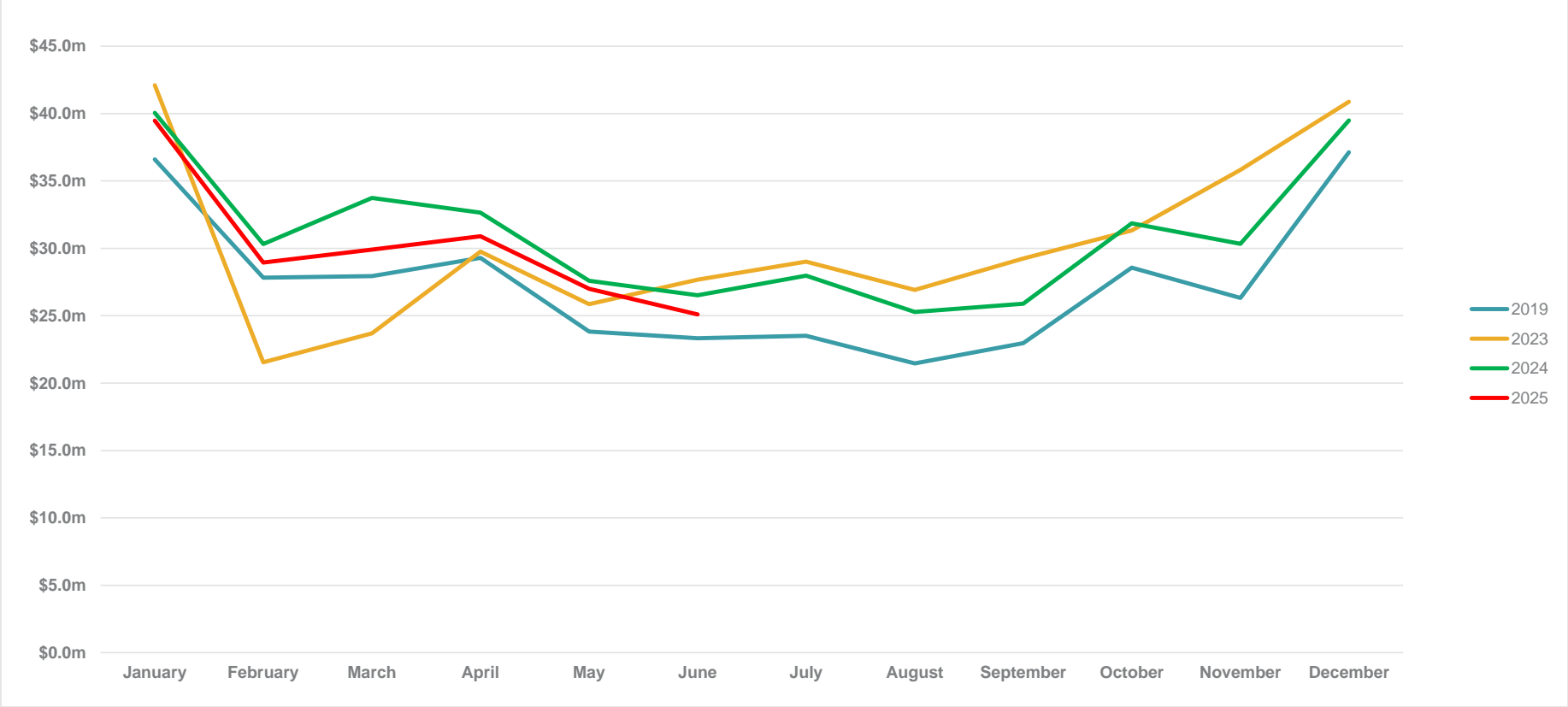
Annual TECT value

Domestic	\$362m	International	\$70m
Wellington	\$55m	United States	\$23m
Auckland	\$48m	Australia	\$16m
Manawatu	\$37m	UK	\$11m
Waikato	\$34m	Rest of Europe	\$6m
BOP	\$24m	Asia (all of)	\$7m

Commentary

- The domestic market continues its depressed state with, with NZers’ annual spend down -3.55%.
- That’s mirrored across all of our main domestic markets, which are either equal to or worse in terms of overall spend originating from those regions. The domestic pie therefore continues to shrink.
- Hawke’s Bay’s share of spend has now turned, with all major markets returning lower results than 12 months ago.
- Hawke’s Bay’s international spend growth has slowed somewhat, with the US being a positive performer.

Monthly Visitor Spend



Digital Activity

HBT Report to Council funders

Social Media Snapshot

- Combined audience (Facebook, Instagram and TikTok) 101,910 followers
- Net growth: + 134 new followers (July-August)
- Soft launch of @HawkesBayNZ on TikTok with 46 followers in first month.
- Facebook remains stable at 101K

Follower growth is modest due to legacy unfollows earlier in July when activity was minimal. Since appointing a dedicated Digital Marketing Co-Ordinator at the end of July, social media channels have shown strong and steady follower growth, with momentum expected to continue. (see graph to show incline from end July on right)

Website Activity

- 50,000 sessions (July-August)
- Annual target: 750,000 sessions by June 2026

Website sessions are currently tracking at 50K over two months. Factors impacting performance include the pause on paid campaigns (previously a major driver of traffic) and broader shifts in user behaviour, with AI answering search queries before users click through. With renewed initiatives and fresh content, we expect growth to strengthen.



Email Marketing (EDM)

- **5 EDMs sent** (across Consumer, Member and F.A.W.C! database)
 - **Audience size reached: 53K**
 - **Consumer EDM (26K audience)** Open Rate 23%, Click Rate 4%
 - **F.A.W.C! EDM (13k audience)** Open Rate 20%, Click Rate 4.6%
 - **Members EDM (300 audience)** Open Rate 65%, Click Rate 14%
- Across all audiences, EDM performance is strong with open rates ranging from 20-23% for Consumer and F.A.W.C!, and much higher engagement for our smaller member audience. Click-through rates of 4-5% are above tourism industry benchmarks (typically 2-3%)

Media & Public Relations

HBT Report to Council funders

Coverage earned July- September

Pieces of coverage: 12

Equivalent Advertising Value: \$228,269

Potential audience reach: 4,612,292

Food Awards announcement quote, Taylor Swift engagement Q&A

Blogs: Great Wine Capital global website – Wine Families

Press releases: F.A.W.C on a hiatus, Great Wine Ambassador announcement, Best Of Tourism Awards winners

Media comments: Cruise Conference interview with TVOne, Cuisine Good

MEDIA COVERAGE AND FAMILS HIGHLIGHTS

Journalist / Publication	Details	Summary
Sunday Star Times – Travel	Dbl pg spread	Famil vist to Rosewoods and Cape Kidnappers
Getaway Channel 9	X2 segments on Hawke's Bay - one on Napier and Art Deco the other with a focus on HB as a wine region	Presenter David Reyne said Hawke's Bay is recognised as one of the elite wine destinations of the world. He finished off one segment, "Anything post New Zealand is unfortunately, a bit of a disappointment".
Hawke's Bay Today	Page 3	Announcing Cuisine Best of Food awards and how well HB performed
Hawke's Bay Today – weekend paper	Page 5	Best of Wine Tourism award winners – photo and story
The Breeze	7 min	Interview with Kim Thorp regarding his appointment as Hawke's Bay Great Wine Capital ambassador
Hawke's Bay Today	Pg 3	Inclusion in the Taylor Swift engagement article

Trade and Business Events

HBT Report to Council funders

New Zealand Cruise Conference

Hawke's Bay Tourism supported the bid to host the annual Cruise Conference which took place at Napier War Memorial on 14th August 2025 for approximately 200 delegates.

Conference bids

We have supported the development of 2 conference bids for events to take place in 2026.

We lost one on the basis of a north/south rotation but are a strong contender for 2027.

We are yet to hear on the other bid.

We are supporting 3 associations with venue suggestions for conferences in 2026.



Regional Event Coordination

HBT Report to Council

Event Funding

The Regional Events Promotion Fund (REPF) from MBIE has provided \$5 million over 2 years (2024-2026) to support the promotion of regional events to the domestic market. The contestable fund aims to encourage regional dispersal and increase visitor spend in the regions with an additional focus on encouraging seasonal dispersal by promoting events outside of the peak summer season.

The REPF was available to events which deliver a high return on investment and increase the likelihood of encouraging visitors to explore New Zealand beyond the key tourism locations. The intention of the funding is to augment the planned promotion of the event i.e. to provide up to 50% of additional funding to enhance the existing promotional budget for the event.

The coordination of managing the contracts between MBIE and the event manager is the responsibility of the RTO (in this instance HBT).

Successful events within the Hawke's Bay

- \$10,000 to The Spring Fling Festival 2025
- \$15,000 to Harvest Hawke's Bay Wine and Food Festival 2025
- \$20,000 to Outfield Music Food and Arts Festival 2026
- \$26,000 to Art Deco Festival Napier 2026
- \$10,000 to Jazz in the Park Church Road 2026
- \$10,000 to Hastings Meatball Festival 2026
- \$20,000 to Horse of the Year 2026
- \$25,000 to ASICS Runaway Hawke's Bay Marathon 2026



HBT Report to Council

Great Wine Capitals

Best Of Wine Tourism Awards

Judging has been completed, and an awards evening was held at Foodeast Haumako to present the winners with their trophies.

Kim Thorp announced as GWC Ambassador

There has been a public announcement that Kim Thorp has accepted the role as the Hawke's Bay GWC Ambassador. He spoke at the BOWT awards evening and has featured in media and radio interviews. Kim will also attend the upcoming GWC AGM in Bordeaux in November 2025

Collateral

We now have GWC promotional collateral, a plaque and a framed poster, that can be displayed in cellar doors, accommodation, event and hospitality venues, retails, isites etc. HBT will be encouraging members to display and promote via a social media campaign.



HBT Report to Council

Finance (YTD 31AUG25)

Profit & Loss

Hawke's Bay Tourism Limited

Year to Date

	YTD Actual	YTD Budget	Var NZD	
	\$	\$	\$	
Income				
External/Other Revenue	1,844	158	1,686	
CHBDC Funding	18,750	18,750	0	
HDC Funding	115,625	115,625	0	
NCC Funding	112,500	112,500	0	
GWC Income	25,000	25,000	0	
Industry Partner Membership	111,917	128,000	(16,083)	
Regional Events Promotion Fund	136,000	136,000	0	
Total Income	521,635	536,033	(14,397)	
Less Cost Of Sales				
Digital / PR	15,917	33,557	(17,640)	Budget spread across 12 months
Events	89,635	129,830	(40,195)	REPF - final payments due at end of event
GWC Expenses	(14,172)	19,248	(33,420)	GWC financial year runs from Jan - Dec
Partner Programme	661	100	561	
Trade Marketing	12,372	27,490	(15,118)	Budget spread across 12 months
Total Cost Of Sales	104,413	210,225	(105,812)	
GROSS PROFIT	417,222	325,808	91,415	
Less Operating Expenses				
Total Operating Expenses	141,064	119,018	22,046	
NET PROFIT	276,158	206,790	69,369	



Napier Multicultural Strategy - Draft for consultation

Council Meeting, 25 September 2025





Background

- Napier is becoming increasingly diverse
- Nearly 1 in 5 people in Napier are born overseas
- 1 in 10 people identify as Asia, Pacifica, Middle Eastern, Latin American, African or another ethnicity.
- NCC Social Monitor survey – decline in community perception of diversity.





Multicultural Strategy Process

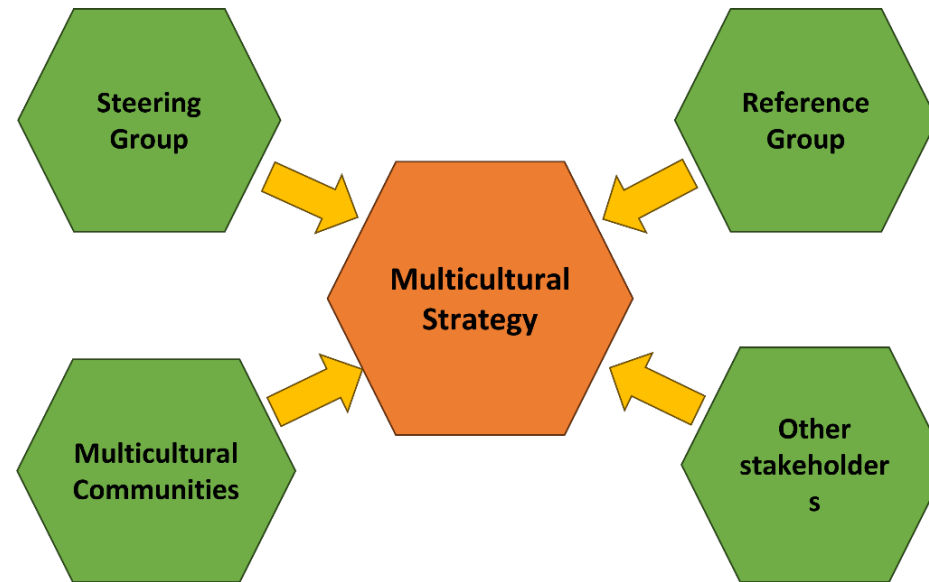




Structure for development

Steering Group

- Citizens Advice Bureau
- English Language Partners
- Eastern Bridge
- HB Civil Defence
- HB Multicultural Association
- Ministry for Business, Innovation & Employment
- Ministry for Ethnic Communities
- Ministry of Social Development
- Napier City Council
- NZ Police
- NZ Red Cross
- Tautai Pasefika HB
- Tautua Ltd
- Te Kupenga Hauora Ahuriri
- Te Whatu Ora Te Matau a Māui



Reference Group

- Mana Whenua representatives
- Multicultural Association HB
- Pakistani & Friends Hawke's Bay
- Chinese Association
- Napier Malayali Association
- Japanese Association
- Napier Baha'i Community
- Napier Youth Council
- Punjabi Community
- Sri Lankan Community
- Brazilian Community
- Korean Community
- Fijian Community



Engagement with Advisory Groups





Stakeholder Engagement

Oct – Dec 2024



Community voice included through events, focus groups, workshops and online survey



Workshops and Presentations	When	Participants
Presentation to Ngā Mānukanuka o te Iwi Komiti	10 November 2023	16-18
Workshops with Steering Group x 6	Oct 2023 – Oct 2024	8 – 15 each
Workshops with Reference Group x 6	Apr 2024 – Oct 2024	7 – 14 each
Cultural Groups workshop	18 October 2024	5
Youth Council workshop	21 October 2024	12
Tamatea High Students workshop	24 October 2024	15
Napier Businesses Workshop	12 November 2024	5
Presentation to Ngā Mānukanuka o te Iwi Komiti	13 November 2024	8 - 12
Community Network hui - Agency/Provider workshop	20 November 2024	38
Napier City Council workshop	5 December 2024	10
EIT International students' workshop	6 December 2024	14
HB Settlement Forum presentation	12 December 2024	13
EVENTS		
Diwali Community event	27 October 2024	Est 100
Punjabi Language Week event	8 November 2024	Est 30
Multicultural Association Annual General Meeting	23 November 2024	Est 30
Whānau Fest 150	30 November 2024	Est 150



"We have instances of racial abuse more than once both due to our colour and evident appearance as muslims. A society with a better understanding of different cultures would make a lot of difference."

"It would mean stronger social bonds, reduced discrimination, and a sense of unity despite differences. Local businesses and cultural initiatives would thrive as people from various backgrounds collaborate, bringing innovation and creativity."

"To truly make Napier a multicultural hub, the city must focus not only on immediate actions but also on creating sustainable, long-term frameworks for inclusivity. This means embedding diversity into every aspect of city life—from education to urban planning—while ensuring that minority voices are consistently part of decision-making processes. Encouraging an open mindset, celebrating differences, and fostering unity will take ongoing commitment from local leaders, organizations, and community members alike."



Whiria Ahuriri Napier's Multicultural Strategy (Draft)





Vision

‘Together We Thrive - Napier is a city where people from all cultures can belong and thrive’.

The vision is underpinned by the name “Whiria Ahuriri” which speaks to the weaving together of different strands (cultures) that form the social fabric of Napier Ahuriri.



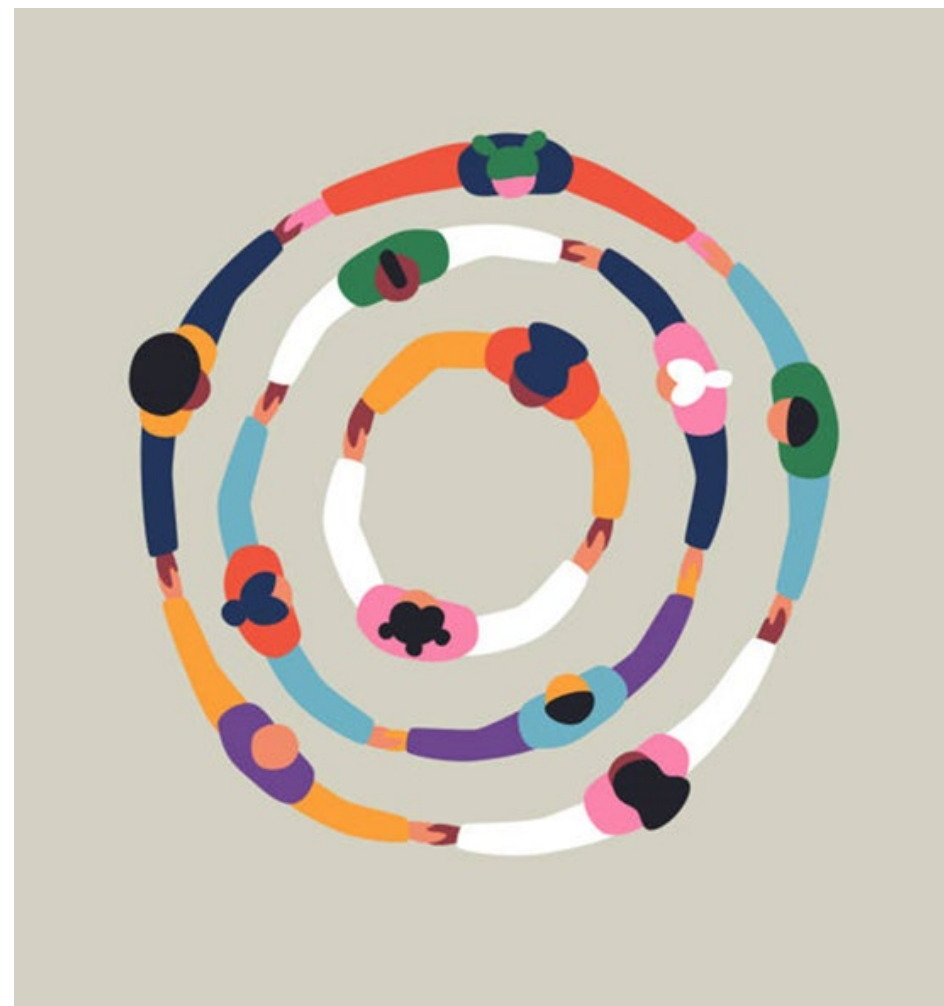
Values & Principles

Values	Manaakitanga	Whanaungatanga	Kotahitanga	Mana Tangata
	Respect Kindness Aroha	Connection Trust Belonging	Unity Equity Partnership	Courage Authenticity Integrity
Principles	We embrace all people and cultures	We listen and care	We work together to empower	We speak up and act against racism and discrimination



Focus Areas

- Connected and cohesive community
- Cultural expression and pride
- Well-being and safety
- Access and support
- Engagement and participation





Next steps





He pātai?



