

Kaunihera | Council

Ngā Tāpiritanga - Mēneti | Attachments - Minutes

Attachments – Minutes of a meeting of an ordinary meeting of Matamata-Piako District Council held in the Council Chambers, 35 Kenrick Street, TE AROHA on 26 Mar 2025 at 09:00.

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Note: The attachments contained within this document are for consideration and should not be construed as Council policy unless and until adopted. Should Councillors require further information relating to any reports, please contact the relevant manager, Chairperson or Deputy Chairperson.



















The Mighty Matamata Piako District Council Waikato Six-month undate - July to December 2024

Six-month update – July to December 2024



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Reporting against Schedule of Services

\$120,000 industry contribution \$123,175 plus in-kind \$65,000
additional
council
investment _
Waitomo and Ōtorohanga
withdrew

Maintain market share of domestic spend at 7% **7%** Maintain market share of total guest nights at 3% 3.1%

(Jul-Dec 2024)

Grow market share of domestic guest nights to 4.2% 3.6%

Maintain market share of total business events at 6% **8.2%**

Maintain market share of total delegate days at 7%
6.7%

Encourage venues to contribute to BE Data underway

10 Media
Outlets hosted
6

Encourage operators to contribute to ADP underway

Deliver one industry symposium; 100 attendees

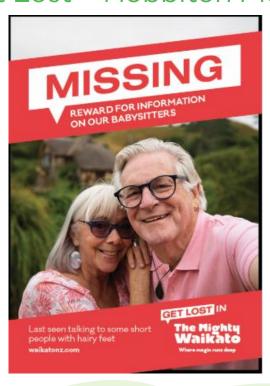
Provide one-onone support to at least 20 operators Conduct an Industry
Sentiment
Survey
underway

Conduct a Staff
Engagement
Survey
underway

The Mighty Waikato
Where magic runs deep



Get Lost – Hobbiton Movie Set











Focus on Australia



Australian billboards





Where magic runs deep

3,220,389 impressions per week x six months
= 77,289,336 impressions in Gold Coast,
Brisbane and Sydney

The Mightu



Australian activations

AIME Melbourne

9-12 February 2025

Australasia Incentive
Meeting and Events
exhibition; in conjunction
with Tourism New Zealand
and Hobbiton Movie Set



IMM Sydney

13-14 February 2025

International travel media marketplace; appointments with travel writers interested in our region



Sunrise TV

10 March 2025

Australian Sunrise TV broadcasting live from the mighty Waikato

Includes 7 live crosses

Organised in conjunction with Tourism New Zealand

RTO/IBO day

18-19 March 2025

All Regional Tourism
Organisations meeting with
Auckland based In Bound
Travel Operators

Organised by Regional Tourism NZ





Australian activations

eXplore

29-30 April 2025

Trade show for central North Island trade ready operators selling to In Bound Travel Operators

Partnership with Rotorua, Taupō, Bay of Plenty, Ruapehu, Coromandel, Tairawhiti and Hawkes' Bay

TRENZ Rotorua

6-8 May 2025

Major travel trade show for New Zealand, showcasing trade ready product to NZ and international IBOs and wholesalers

Event organised by Tourism Industry Aotearoa

Nau Mai North

1-3 September 2025

Taking North Island to
Australia!
All North Island based RTOs
along with travel ready
operators. Showcase being
held in Melbourne and
Sydney

Event organised by collaboration of North Island RTOs

Regional Famils

Range of activity

Connected to TRENZ, MEETINGS, in augural flights, etc

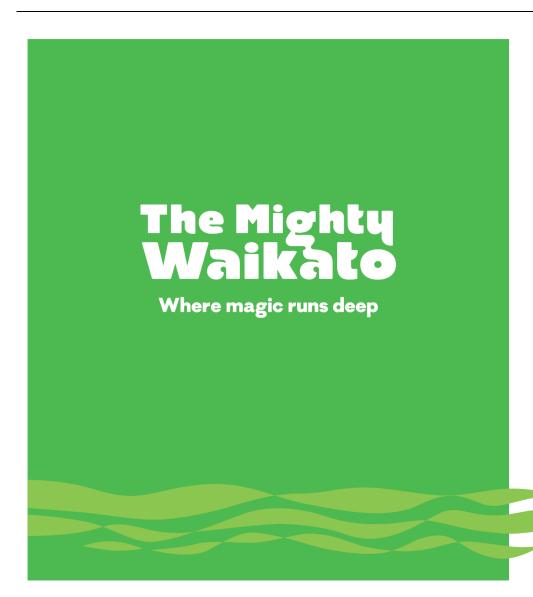




Regional Tourism Boost Fund







Kia kaha

Find out more: waikatonz.com

Attachments - Minutes





Council Meeting

26 March 2025





A pivotal time for the Group



































How we're performing

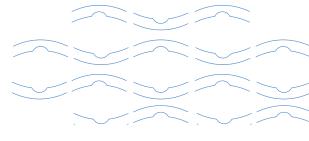
(Against the 2025 Statement of Intent)

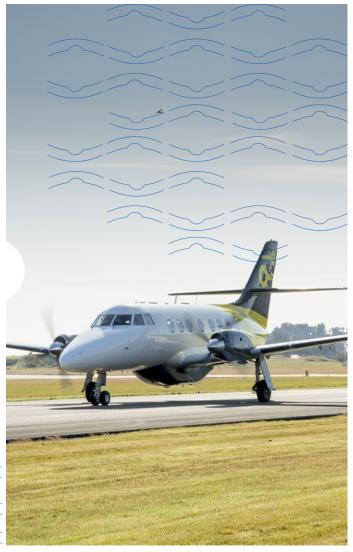
PERFORMANCE

- People
- Energy reduction/Sustainability
- CAA compliance & certification
- International workstreams
- Precinct North

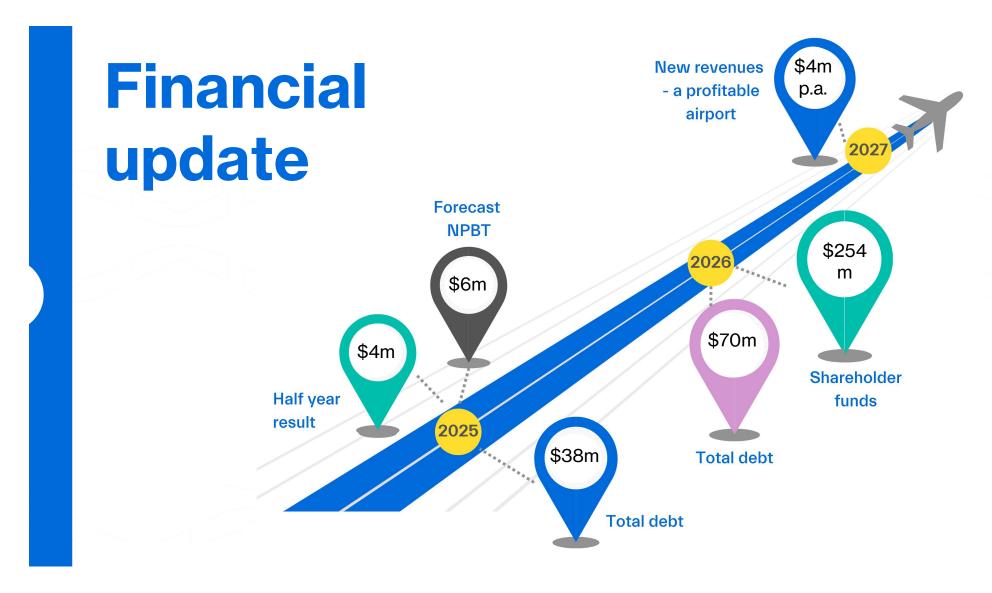
FINANCIAL

- Shareholder value
- Profitability
- Oiversification
- Debt and banking covenants









consulted regarding

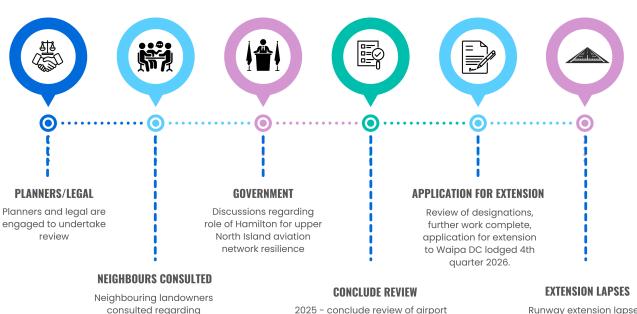
potential constraints to

their properties from

designation extension



Runway designation



position, confirmation of further

work required to meet

'substantial progress or effort'

Recommencement of international (trans-Tasman) services

PC20 - Precinct North air freight hub

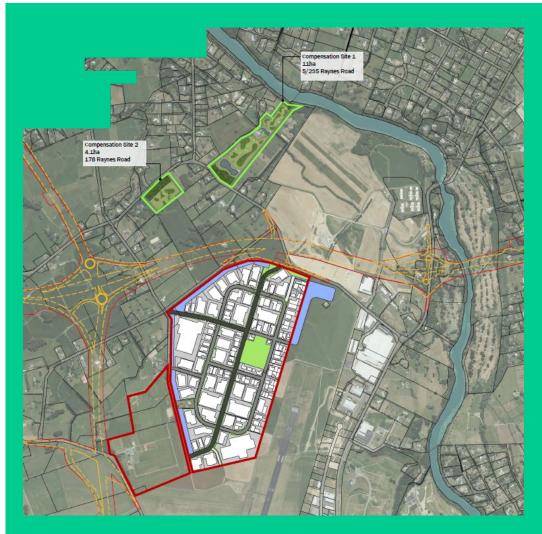
Upper North Island Transport Resilience - Government interest

Runway extension lapses with Waipa DC on 31 December 2026









Precinct North

- PC20 now operative
- EMP finalised (ecological reserves)
- Stage 1 subdivision
- Blue Chip design, build and lease
- NZTA infrastructure triggers
- Earthworks early 2025
- Initial works competed 2026











Daily return Trans-Tasman services Gold Coast 3 x pw | Sydney 4 x pw - 120,000 pax

2

ECONOMIC BENEFITS

- 60,000 direct inbound travelers p.a.
- \$45m p.a. contribution to regional GDP;
 365 new regional jobs
- International capability creates resilience across the New Zealand network
- Opens up domestic jet capability
- Aligns with the Govt's regional development, tourism, and economic growth strategies



- Logistics on track
- Effective marketing partnerships/networks
- First flight events
- · Eastern seaboard focus

Attachments - Minutes



Partnerships: filling seats both ways





Key focus areas







Campaign/media activity/marketing Always On/major events

Business events

Trade



Tactical sales support/awareness

















Partners activity (Gold Coast)





Jetstar | Tourism NZ | Gold Coast Airport - 7-12 March



Soon spail he touching doson in Americand.

Wh can't smit to see you on the other side!

Have spai got soone free time during our vacation.

for eacy are hour journey scull of brishese you can soon at pression beaches, toke through arcic rainpresses, you calked by a boxeriese you and society the car set from a styrice, and its all on the Gold Court.

and see hope to see you seed! From your mates on the Gold Coast

GOLDCOAST.



Paguogur shourd Flight 44,96 Irangural Writed Arbara, Flight Sur-Francisco to Brishwar Estabur 2022



Jetstar | Experience Gold Coast - first flight



GOLDCOAST. Jetstarx

Experience Gold Coast | Jetstar | GC Airport





GOLDCOAST. Jetstar

Escape the Winter campaign



Movie World, Wet'n'Wild, Australian Outback Spectacular, Sea World, Paradise Country

Jetstar launch sale





Partners activity (Sydney)



Imagery on 14m digital wall – first flights





Jetstar's New Zealand Sale

Snag amazing deals on flights from SYD to destinations across New Zealand, including the brand-new direct route from Sydney to Hamilton from \$169°, Hurry, sale ends 12 March at 11.59pm AEDT.





New route alert

International Hub.
Jetstar is launching direct flights from SYD t
Hamilton from 16 June 2025. Just 140 km
south of Auckland, Hamilton is the gateway
to the Walksto region and its premier touriss
attractions like the Waitomo Glowworm
Caves and Hobbiton".

Book now →

SYD Sydney's Airport

Sydney Airport & Tourism NZ visit 13/14 March



Sydney Airport EDM prior to launch

House of Travel | Destination New South Wales | Jetstar - campaign



First flights

16 June - JQ165
Depart Sydney 6:15am
ARRIVES Hamilton 11.15am



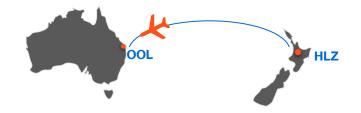
FIRST FLIGHT: Formal event / terminal opening

- VIP guest list
- · Cultural welcome (+ site blessing)
- Reveal plaque/ribbon cutting/formalities
- Terminal activation | pax gifts

JQ166 Depart HLZ 12:05pm - Arrive SYD 1.35pm



18 June – JQ164
Depart Hamilton 12.30pm
ARRIVES Gold Coast



FIRST FLIGHT: Media event

- Media engagement
- Terminal activation | pax gifts

JQ163 Depart OOL 6:20am -Arrives HLZ 11.30am



Aeronautical focus - next 12 months

- Continued investment, airline, AU and NZ partners
- WRAL finalising marketing investment for FY26
- Government growth and tourism initiatives
- RTO (international support) and on-going central north island mobilisation
- International expansion:
 - Ongoing route development
 - Advocacy for airline route attraction funding
- Domestic expansion
 - Provision for domestic jet services
 - Regional network growth







Group focus: next 12 months

PROPERTY WRAL

10-Year strategy
Flight school
repurpose
Design:build
General Aviation
Investment

PROPERTY TPL

10-Year strategy
Design:build
TPL launch
(Stage 1 and 2)
Planting of
compensation site

HOTEL

Sales & marketing
Ongoing investment
Strategic review

















Table B: Effect of reval and $\underline{\text{5.44}\%\text{ General Rate}}$ increase on properties at various UAGC %

	General Rate increase %								
Capital value	%	%	%	%					
	30.0%	27.5%	25.0%	22.5%					
Residential \$500,000	8.7%	4.5%	0.4%	-3.8%					
Residential \$750,000	7.0%	4.7%	2.5%	0.2%					
Residential \$1,000,000	5.8%	4.9%	3.9%	3.0%					
Residential \$1,250,000	4.9%	5.0%	5.0%	5.1%					
Residential \$1,500,000	4.2%	5.0%	5.9%	6.7%					
Comm/Indust + 2 pans \$550,000	11.1%	7.5%	3.9%	0.4%					
Comm/Indust + 2 pans \$1,000,000	9.5%	8.8%	8.1%	7.4%					
Comm/Indust + 2 pans \$2,000,000	7.8%	10.0%	12.3%	14.5%					
Comm/Indust + 2 pans \$3,000,000	7.1%	10.6%	14.2%	17.7%					
Lifestyle - \$700,000	8.9%	6.4%	3.9%	1.4%					
Lifestyle - \$1,000,000	7.7%	6.8%	6.0%	5.2%					
Lifestyle - \$1,250,000	6.9%	7.1%	7.3%	7.5%					
Lifestyle - \$2,500,000	5.0%	7.8%	10.7%	13.5%					
Rural - \$2,000,000	-2.9%	-1.4%	0.1%	1.6%					
Rural - \$3,500,000	-5.2%	-2.0%	1.2%	4.3%					
Rural - \$5,000,000	-6.3%	-2.3%	1.6%	5.6%					
Rural - \$10,000,000	-7.7%	-2.7%	2.3%	7.3%					

Capital value		General Rate increase \$								
		\$	\$		\$		\$			
		AGC 30%	UA	AGC 27.5%	UAGC 25%		UAGC 22.5%			
Residential \$500,000	\$	141	\$	73	\$	6	-\$	62		
Residential \$750,000	\$	137	\$	92	\$	48	\$	3		
Residential \$1,000,000	\$	133	\$	111	\$	90	\$	68		
Residential \$1,250,000	\$	129	\$	131	\$	132	\$	133		
Residential \$1,500,000	\$	126	\$	150	\$	174	\$	198		
Comm/Indust + 2 pans \$550,000	\$	186	\$	126	\$	66	\$	7		
Comm/Indust + 2 pans \$1,000,000	\$	217	\$	201	\$	185	\$	169		
Comm/Indust + 2 pans \$2,000,000	\$	285	\$	366	\$	448	\$	529		
Comm/Indust + 2 pans \$3,000,000	\$	354	\$	532	\$	711	\$	889		
Lifestyle - \$700,000	\$	167	\$	120	\$	73	\$	26		
Lifestyle - \$1,000,000	\$	176	\$	157	\$	138	\$	119		
Lifestyle - \$1,250,000	\$	182	\$	187	\$	192	\$	197		
Lifestyle - \$2,500,000	\$	217	\$	340	\$	463	\$	585		
Rural - \$2,000,000	-\$	105	-\$	51	\$	4	\$	58		
Rural - \$3,500,000	-\$	295	-\$	115	\$	65	\$	246		
Rural - \$5,000,000	-\$	485	-\$	179	\$	127	\$	433		
Rural - \$10,000,000	-\$	1,118	-\$	393	\$	333	\$	1,058		

Capital value		Total General Rates								
		\$		\$		\$	\$			
		AGC 30%	UA	GC 27.5%	Ü	AGC 25%	UAGC 22.5%			
Residential \$500,000	\$	1,751	\$	1,683	\$	1,616	\$	1,549		
Residential \$750,000	\$	2,087	\$	2,043	\$	1,998	\$	1,954		
Residential \$1,000,000	\$	2,423	\$	2,402	\$	2,380	\$	2,358		
Residential \$1,250,000	\$	2,760	\$	2,761	\$	2,762	\$	2,763		
Residential \$1,500,000	\$	3,096	\$	3,120	\$	3,144	\$	3,168		
Comm/Indust + 2 pans \$550,000	\$	1,864	\$	1,804	\$	1,745	\$	1,685		
Comm/Indust + 2 pans \$1,000,000	\$	2,507	\$	2,491	\$	2,475	\$	2,459		
Comm/Indust + 2 pans \$2,000,000	\$	3,935	\$	4,017	\$	4,098	\$	4,179		
Comm/Indust + 2 pans \$3,000,000	\$	5,364	\$	5,542	\$	5,721	\$	5,899		
Lifestyle - \$700,000	\$	2,050	\$	2,002	\$	1,955	\$	1,908		
Lifestyle - \$1,000,000	\$	2,466	\$	2,447	\$	2,428	\$	2,410		
Lifestyle - \$1,250,000	\$	2,813	\$	2,818	\$	2,822	\$	2,827		
Lifestyle - \$2,500,000	\$	4,547	\$	4,670	\$	4,793	\$	4,916		
Rural - \$2,000,000	\$	3,545	\$	3,599	\$	3,654	\$	3,709		
Rural - \$3,500,000	\$	5,395	\$	5,575	\$	5,756	\$	5,936		
Rural - \$5,000,000	\$	7,245	\$	7,551	\$	7,857	\$	8,163		
Rural - \$10,000,000	\$	13,411	\$	14,137	\$	14,862	\$	15,588		

Table D: Effect of 2024 reval and $\underline{\text{5.8\% Total Rate}}$ increase on indicator properties at various UAGC %

	Rate increase %								
Capital value	%	%	%	%					
	30.0%	27.5%	25.0%	22.5%					
Residential \$500,000	7.9%	5.9%	4.0%	2.0%					
Residential \$750,000	7.1%	5.9%	4.7%	3.6%					
Residential \$1,000,000	6.4%	5.9%	5.4%	4.8%					
Residential \$1,250,000	5.8%	5.9%	5.9%	5.9%					
Residential \$1,500,000	7.1%	5.9%	4.7%	3.6%					
Comm/Indust + 2 pans \$550,000	7.1%	5.9%	4.7%	3.4%					
Comm/Indust + 2 pans \$1,000,000	6.9%	6.6%	6.3%	6.0%					
Comm/Indust + 2 pans \$2,000,000	6.5%	7.7%	8.9%	10.1%					
Comm/Indust + 2 pans \$3,000,000	6.3%	8.5%	10.6%	12.8%					
Lifestyle - \$700,000	8.9%	6.4%	3.9%	1.4%					
Lifestyle - \$1,000,000	7.7%	6.8%	6.0%	5.2%					
Lifestyle - \$1,250,000	6.9%	7.1%	7.3%	7.5%					
Lifestyle - \$2,500,000	5.0%	7.8%	10.7%	13.5%					
Rural - \$2,000,000	-2.9%	-1.4%	0.1%	1.6%					
Rural - \$3,500,000	-5.2%	-2.0%	1.2%	4.3%					
Rural - \$5,000,000	-6.3%	-2.3%	1.6%	5.6%					
Rural - \$10,000,000	-7.7%	-2.7%	2.3%	7.3%					

		Rate increase \$							
Capital value		\$	\$		\$		\$		
		GC 30%	% UAGC 27.5%		UAGC 25%		UAGC 22.5%		
Residential \$500,000	\$	273	\$	206	\$	138	\$	71	
Residential \$750,000	\$	269	\$	225	\$	180	\$	136	
Residential \$1,000,000	\$	266	\$	244	\$	222	\$	201	
Residential \$1,250,000	\$	262	\$	263	\$	265	\$	266	
Residential \$1,500,000	\$	258	\$	283	\$	307	\$	331	
Comm/Indust + 2 pans \$550,000	\$	344	\$	285	\$	225	\$	165	
Comm/Indust + 2 pans \$1,000,000	\$	375	\$	359	\$	343	\$	327	
Comm/Indust + 2 pans \$2,000,000	\$	444	\$	525	\$	606	\$	687	
Comm/Indust + 2 pans \$3,000,000	\$	513	\$	691	\$	869	\$	1,048	
Lifestyle - \$700,000	\$	167	\$	120	\$	73	\$	26	
Lifestyle - \$1,000,000	\$	176	\$	157	\$	138	\$	119	
Lifestyle - \$1,250,000	\$	182	\$	187	\$	192	\$	197	
Lifestyle - \$2,500,000	\$	217	\$	340	\$	463	\$	585	
Rural - \$2,000,000	-\$	105	-\$	51	\$	4	\$	58	
Rural - \$3,500,000	-\$	295	-\$	115	\$	65	\$	246	
Rural - \$5,000,000	-\$	485	-\$	179	\$	127	\$	433	
Rural - \$10,000,000	-\$	1,118	-\$	393	\$	333	\$	1,058	

Capital value		Total rates bill								
		\$		\$		\$		\$		
	U	AGC 30%	UA	GC 27.5%	U	AGC 25%	UA	GC 22.5%		
Residential \$500,000	\$	3,747	\$	3,679	\$	3,612	\$	3,544		
Residential \$750,000	\$	4,083	\$	4,038	\$	3,994	\$	3,949		
Residential \$1,000,000	\$	4,419	\$	4,398	\$	4,376	\$	4,354		
Residential \$1,250,000	\$	4,755	\$	4,757	\$	4,758	\$	4,759		
Residential \$1,500,000	\$	5,092	\$	5,116	\$	5,140	\$	5,164		
Comm/Indust + 2 pans \$550,000	\$	5,181	\$	5,121	\$	5,061	\$	5,002		
Comm/Indust + 2 pans \$1,000,000	\$	5,824	\$	5,808	\$	5,792	\$	5,776		
Comm/Indust + 2 pans \$2,000,000	\$	7,252	\$	7,333	\$	7,414	\$	7,496		
Comm/Indust + 2 pans \$3,000,000	\$	8,681	\$	8,859	\$	9,037	\$	9,216		
Lifestyle - \$700,000	\$	2,050	\$	2,002	\$	1,955	\$	1,908		
Lifestyle - \$1,000,000	\$	2,466	\$	2,447	\$	2,428	\$	2,410		
Lifestyle - \$1,250,000	\$	2,813	\$	2,818	\$	2,822	\$	2,827		
Lifestyle - \$2,500,000	\$	4,547	\$	4,670	\$	4,793	\$	4,916		
Rural - \$2,000,000	\$	3,545	\$	3,599	\$	3,654	\$	3,709		
Rural - \$3,500,000	\$	5,395	\$	5,575	\$	5,756	\$	5,936		
Rural - \$5,000,000	\$	7,245	\$	7,551	\$	7,857	\$	8,163		
Rural - \$10,000,000	\$	13,411	\$	14,137	\$	14,862	\$	15,588		

Note: Properties in bold are most closely aligned to the average CV for that property type - we don't yet have info on median CV

Attachments - Minutes

















Te Miro Mountain Bike Club Tree Harvesting, Forest Restoration & Track Improvement Proposal

Council 25 March 2025

Parks & Facilities Planning Team





Purpose



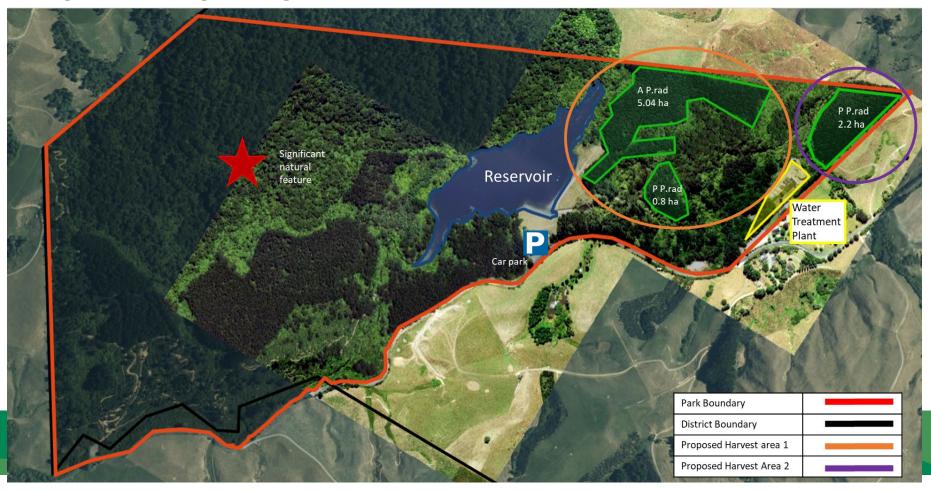
To provide sufficient information to enable you to make an 'in principle' decision about the proposal.







Map & Recap Proposal











Opportunities

- Biodiversity improvement
- Enhanced recreation opportunities
- Council-community collaboration
- Aligns with Parks & Open Spaces Strategy

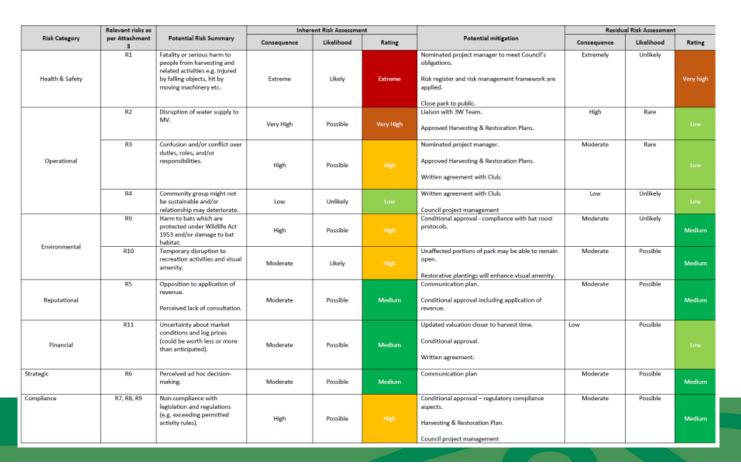
Risks

- Health & Safety
- Environmental (including bats)
- Water supply
- Financial
- Reputational
- Regulatory





Risks









Decision Point



Approve in principle?



If 'No',

• We inform the stakeholders

If 'Yes',

- What are your expectations?
- Relative urgency/priority?

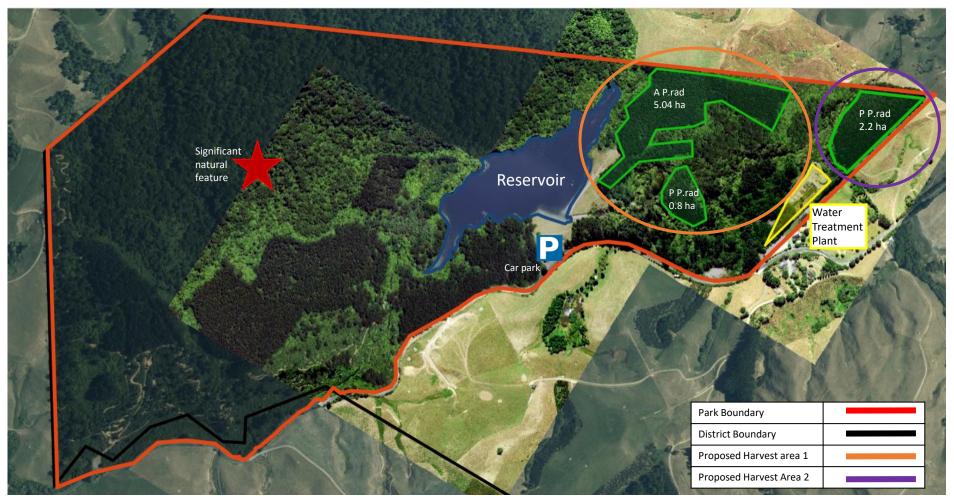




Thank you



Te Miro Proposal Map





Stephanie Hutchins

Subject:

FW: Naming Rights Proposal

----- Forwarded message -----

From: **paul hutchinson**Date: Tue, Mar 18, 2025 at 8:25 PM

Subject: Naming Rights Proposal

To:

Cc: Bruce Dewhurst

To the CEO of the MPDC

On behalf of the Morrinsville Event Centre Charitable Trust I would like to put a proposal to the council.

We are looking at winding up the Trust and would like to recognize Hugh Vercoes outstanding contribution to the building of the Event Centre and to the wider community.

I have spoken to the Vercoe family and they are fully supportive of our proposal.

I have also put this proposal to the Rotary club of Morrinsville and they too are100% behind it.

The proposal being that Morrinsville Event Centre Charitable Trust gives \$30,000 to the MPDC and this will be matched by the Rotary Club of Morrinsville to the same amount, a total of \$60,000.

We would seek the naming rights approved by Council , for a court to be named $% \left(1\right) =\left(1$

The Hugh Vercoe Court.

Regards

Morrinsville Event Centre Charitable Trust

Chairman

Paul Hutchinson

1