

## Long-Term Plan 2024-2034

### Submitter Details

**Submission Date:** 10/07/2024

**First name:** Andrew

**Last name:** Wilson

**Organisation:** Explore Central North Island

**Would you like to present your submission in person at a hearing?**

I do NOT wish to speak in support of my submission and ask that the following submission be fully considered.

### Feedback

#### 1.11 Any other feedback?

Full Submission Attached

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that will require significantly greater investment to reverse once enacted. There are a range of international case studies that demonstrate how even well-known destinations can suffer when they fail to promote themselves. One of the most relevant examples is Colorado, which shut down its travel promotion program in 1993 by cutting the states promotion budget from US\$12 million to zero almost overnight. The consequences were immediately felt as follows:

- Within one year, Colorado slipped from first place to 17th place in the summer resort category.
- By 1997, Colorado's overall share of the U.S. leisure market plummeted by 30%.
- Visitor spending fell dramatically, creating an immediate loss in revenues of US\$1.4 billion, which increased to US\$2.4billion by the late 1990s.
- As a consequence, state and local tax receipts dropped by US\$134 million between 1993 and 1997.
- In 2000, the state opened the Colorado Tourism Office with a US\$5 million annual budget, which increase to US\$19million in 2006 following a demonstrated return on investment of more than 12:1.
- The head of the Colorado Tourism Office in 2011 was quoted "Our lesson to [the state of] Washington is that it's been 18 years since we went dark in 1993, and we still haven't gotten back it the national market share we had."

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Once lost, this is difficult to regain and will require substantial new investment beyond the amount saved in the proposed cuts. Tourism plays a pivotal role in the economic, social, and cultural fabric of New Zealand. Beyond the iconic landscapes and attractions that draw international visitors, tourism offers an opportunity for local communities to showcase their unique heritage, traditions, and natural wonders. Tourism fosters a sense of pride and identity among locals, encouraging preservation and stewardship of natural and cultural assets. Overall, tourism not only drives economic growth through visitor expenditure and employment but also creates vibrancy and a destination that is a great place to live, work and do business.

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## Attached Documents

Link	File
	Explore Central North Island - LTP Submission

Explore Central North Island

2 July 2024

Mayor and Councillors – Taupō District Council (TDC)

Tēnā Koe

### RE: Submission on 2024-34 Long Term Plan

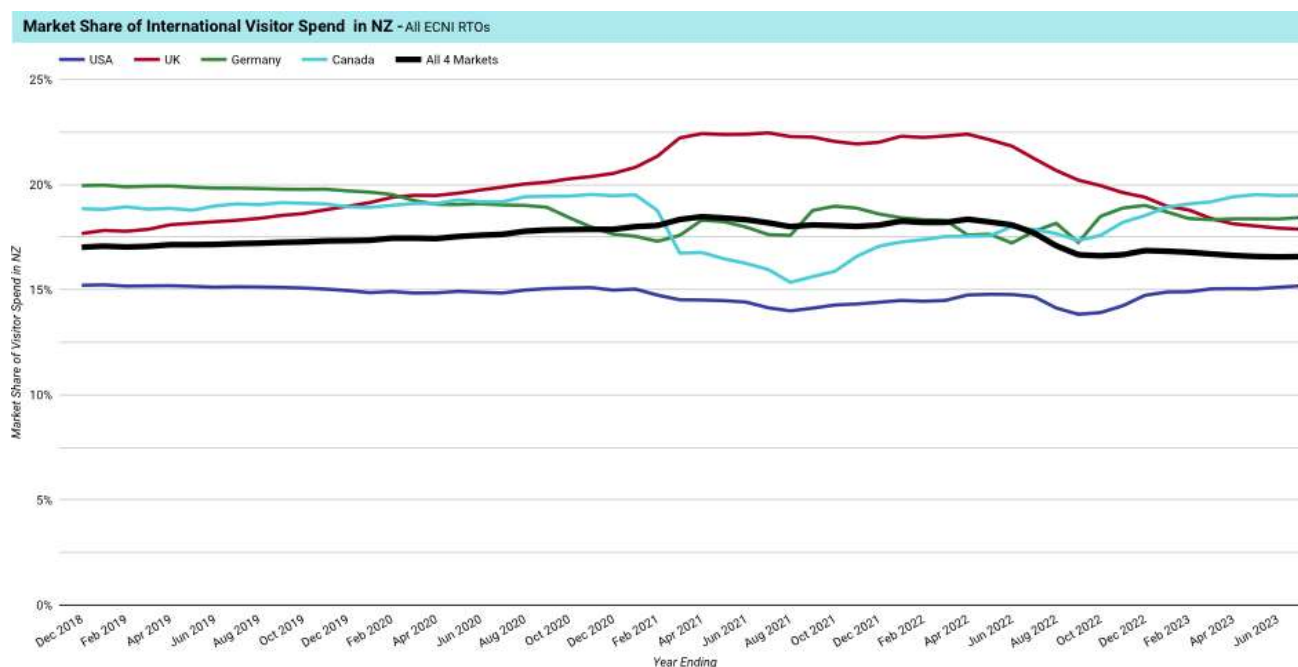
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All ECNI RTOs - International Visitor Spend				Market Growth				Post-COVID Recovery		
Market	Year Ending July			% change 2022-23				Pre-COVID YE Jul-19	% recovered Jul 2023	
	2021	2022	2023	RTO		NZL			RTO	NZL
USA	\$20.56M	\$25.84M	\$102.94M	+298.4%		+284.9%		\$77.61M	133%	132%
UK	\$32.70M	\$31.78M	\$75.45M	+137.4%		+182.1%		\$77.00M	98%	100%
Germany	\$1.50M	\$1.02M	\$16.73M	+1543.9%		+1485.5%		\$32.77M	51%	55%
Canada	\$2.13M	\$2.29M	\$14.37M	+526.7%		+474.3%		\$15.03M	96%	94%
All 4 Markets	\$56.90M	\$60.93M	\$209.49M	+243.9%		+267.3%		\$202.40M	104%	107%
Other Intl	\$71.86M	\$74.43M	\$278.28M	+273.9%		+271.7%		\$287.00M	97%	97%
Total Intl	\$128.76M	\$135.36M	\$487.77M	+260.4%		+270.0%		\$489.40M	100%	101%

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On behalf of Explore Central North Island



Andrew Wilson

Chief Executive RotoruaNZ and Chair Explore Central North Island

*Destination Hauraki Coromandel, Tourism Bay of Plenty, Visit Ruapehu, Destination Great Lake Taupō, Rotorua NZ, Hamilton & Waikato Tourism, Activate Tairāwhiti, and Hawke's Bay Tourism.*

## Long-Term Plan 2024-2034

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**Submission Date:** 11/07/2024

**First name:** Jane

**Last name:** Apperley

**Organisation:** Waikato Regional Council

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### Feedback

#### 1.11 Any other feedback?

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Biodiversity

As part of our own 2024-2034 LTP, WRC has significantly uplifted biodiversity investment through an increase to the Natural Heritage Rate. This is based on the urgent need to address biodiversity decline, and was a proposal supported by the majority of submissions made in response to our draft LTP. 6. We suggest that Taupō District Council also considers a sufficient level of funding to support the planning and delivery of local biodiversity programmes. This could take the form of:

- o Staff time and resourcing to respond to the NPS Biodiversity and to be actively involved in developing regional biodiversity strategies;
- o Sufficient budget to enable and respond to the specific requirements to identify and map significant natural areas (SNAs). We would see this as a co-investment with WRC and its proposed increase in investment to the regional biodiversity inventory programme;
- o Expanding the funding available to private landowners who have SNAs on their property and who wish to undertake management of those sites;
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Climate change

WRC supports Taupō District Council's recognition of the projected impacts that a changing climate will have on the district and that this has been factored into policy and operational activities. We support this response and are keen to partner with you to advance initiatives in this area.

WRC notes the reference to the Infrastructure Strategy and requests that climate change be included as a future variable to be accounted for in the design and operation of infrastructure and other assets.

WRC encourages Taupō District Council to develop a corporate emissions reduction plan to lower greenhouse gas emissions. As WRC has recently undertaken this work at both a regional and local scale, we are happy to offer assistance or advice on the preparation and implementation of this

Lake Taupō foreshore erosion funding

WRC notes that a review of Lake Taupo Erosion and Flood Strategy (December 2009) is due to be undertaken and should be a collaborative effort by relevant stakeholders led by Taupō District Council.

We note that the outcome of this review would be the basis to seek further funding from WRC to support lake foreshore erosion mitigation work.

1WRC acknowledges that preliminary discussions between the WRC and Taupō District Council staff have been initiated, and we look forward to continuing this collaboration.

Tree waters reform

WRC recognises the pressures local authorities have in relation to three waters and compliance with their water take, wastewater and stormwater consent obligations. We encourage Taupō District Council to invest appropriately to ensure full compliance with Resource Management Act obligations as it relates to three waters infrastructure

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## Attached Documents

Link	File
	Waikato Regional Council - LATE - LTP Submisison



File No: 01 12 24S  
Document No: 29416258  
Enquiries to: Jane Apperley

Private Bag 3038  
Waikato Mail Centre  
Hamilton 3240  
New Zealand

[waikatoregion.govt.nz](http://waikatoregion.govt.nz)  
0800 800 401

2 July 2024

Julie Gardyne  
Taupō District Council  
30 Tongariro Street  
Taupō  
3330

Dear Julie,

**Waikato Regional Council Submission to Taupō District Council's 2024-2034 draft Long Term Plan (LTP)**

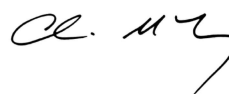
Thank you for the opportunity to submit on the Taupō District Council's 2024-2034 draft Long Term Plan (LTP). Please find attached the Waikato Regional Council's submission regarding the proposed plan. The submission has been reviewed by Councillors and will be formally endorsed by the Council's Strategy and Policy Committee on 7 August 2024.

Should you have any queries regarding the content of the submission, please contact Jane Apperley, Corporate Planning Manager, directly on (07) 949 7128 or by email [jane.apperley@waikatoregion.govt.nz](mailto:jane.apperley@waikatoregion.govt.nz).

Regards,



Pamela Storey  
**Chair**



Chris McLay  
**Chief Executive**

## **Submission from Waikato Regional Council on Taupō District Council's 2024-2034 draft Long Term Plan (LTP)**

### **Introduction**

1. Waikato Regional Council (WRC) appreciates the opportunity to make a submission on Taupō District Council's 2024-2034 draft Long Term Plan (LTP).
2. WRC commends Taupō District Council on developing an LTP that seeks to strike a balance between affordability and the delivery of the services that are important to the community. We acknowledge the financial challenges facing our communities and councils, and the need to prioritise the work proposed through this LTP.
3. We also note the importance of our councils collectively balancing current pressures with the need to make investment for the future of our region.

### **Three waters reform**

4. WRC recognises the pressures local authorities have in relation to three waters and compliance with their water take, wastewater and stormwater consent obligations. We encourage Taupō District Council to invest appropriately to ensure full compliance with Resource Management Act obligations as it relates to three waters infrastructure.

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  - Staff time and resourcing to respond to the NPS Biodiversity and to be actively involved in developing regional biodiversity strategies;
  - Sufficient budget to enable and respond to the specific requirements to identify and map significant natural areas (SNAs). We would see this as a co-investment with WRC and its proposed increase in investment to the regional biodiversity inventory programme;
  - Expanding the funding available to private landowners who have SNAs on their property and who wish to undertake management of those sites;
  - An appropriate level of expenditure in council's own parks and reserves budgets where reserves include important biodiversity assets, to support the development of appropriate reserve management plans and delivery programmes such as pest and weed control.

### **Climate change**

7. WRC supports Taupō District Council's recognition of the projected impacts that a changing climate will have on the district and that this has been factored into policy and operational activities. We support this response and are keen to partner with you to advance initiatives in this area.
8. WRC notes the reference to the **Infrastructure Strategy** and requests that climate change be included as a future variable to be accounted for in the design and operation of infrastructure and other assets.

9. WRC encourages Taupō District Council to develop a corporate emissions reduction plan to lower greenhouse gas emissions. As WRC has recently undertaken this work at both a regional and local scale, we are happy to offer assistance or advice on the preparation and implementation of this.

**Lake Taupō foreshore erosion funding**

10. WRC notes that a review of *Lake Taupo Erosion and Flood Strategy* (December 2009) is due to be undertaken and should be a collaborative effort by relevant stakeholders led by Taupō District Council.
11. We note that the outcome of this review would be the basis to seek further funding from WRC to support lake foreshore erosion mitigation work.
12. WRC acknowledges that preliminary discussions between the WRC and Taupō District Council staff have been initiated, and we look forward to continuing this collaboration.



## Long-Term Plan 2024-2034

### Submitter Details

**Submission Date:** 12/07/2024

**First name:** Shirley

**Last name:** Philips

**Would you like to present your submission in person at a hearing?**

I do NOT wish to speak in support of my submission and ask that the following submission be fully considered.

### Feedback

1.6 Bag it or Bin it  
Disagree

1.6.1 Disagree  
Agree

Is there anything else you would like to tell us about this issue?

The rubbish truck doesnt do down Rhodes Fall and they have to take their rubbish up to the top of the hill.  
Shirley cant do that is she is incapacitated and worried about how bins will make this even harder for her.

#### Attached Documents

Link	File
No records to display.	

## Long-Term Plan 2024-2034

### Submitter Details

**Submission Date:** 15/07/2024

**First name:** David

**Last name:** Potaka

**Would you like to present your submission in person at a hearing?**

Yes

**Additional requirements for hearing:**

### Feedback

#### 1.11 Any other feedback?

##### Introduction

In 2014 a proposal was introduced by the Taupo District Council (TDC) to have the Council Reserve land that is located between the Pukawa Papakainga and the edge of Lake Taupo and the Pukawa Boat Ramp and the whanau urupa at the southern end of Pukawa Beach. The proposal was put forward to the Community and a vote was taken. The result of that vote was that the land remain as Council Reserve..

I requested at the last meeting of the Tongariro Representative Group on 3 July 2024 how that process was initiated and whether it could be initiated again. I have not heard back from the Council members who were going to look into the matter - hence the late submission.

**Submission:** That the TDC return the Council Reserve Land that is located between the Pukawa Papakainga and Lake Taupo and between the Pukawa Boat ramp and the Whanau urupa and the southern end of Pukawa Beach.

The reasons for the hapu wanting this small parcel of land includes the following:

1. The hapu believe that they can manage the land better than it is being managed now. The land has no TDC assets on it and therefore is of no use to the council. It costs the council money to maintain the land (lawnmowing) and this is done on an intermittent basis.
2. It makes sense, that the land is located immediately in front of the Pukawa Papakainga and is a continuation of the land that is the Papakainga.
3. The land has some historical and cultural value for the local hapu. This land was where some significant battles took place pre colonisation.
4. The land leads to a hapu urupa which needs to be protected and with the reserve status of the land means that anyone can go to the urupa at the southern end of the beach. This is somewhat offensive to those who have whanau buried at the Urupa.
5. The importance of the hapu haveg control over this piece of land will mean that some controls can be put in place to protect the urupa and the papakainga.
6. The erosion that has occured over the past few years caused by the boat ramp and then the fluctuation of the lake level. Attempts by the council to mitigate the erosion although effective for a little while are in the main unsuccessful. The hapu believe that they can get appropriate funding to make some more effective changes that will have a positive impact on the erosion issue.
7. There have also been times when conflict between whanau members and holiday makers has occurred where members of the public have walked through the papakainga to get to the reserve.
8. The cost of maintaining the piece of land would seem minimal as far as lawnmowing is concerned however with further erosion happening and houses being close to the lake edge the costs for any work to fix erosion will be high.

**Conclusion** - I believe that if the land is returned to hapu it will be better managed and maintained by whanau and certainly a more permanent solution to the ongoing erosion issue can be found, funded and implemented by the hapu.

I am a representative on the Tongariro Representative Group and also Chair of the Pukawa Marae Committee..  
I would like to present on this matter to the Council. when appropriate.

I would also like to be informed of any progress on this matter

#### Attached Documents

Link	File
No records to display.	