

# Wairarapa Recovery Plan



TE KAUNIHĒRA-Ā-ROHE O TARATAHI  
**CARTERTON**  
DISTRICT COUNCIL



**MASTERTON**  
DISTRICT COUNCIL

TE KAUNIHĒRA Ā-ROHE O WHAKAORIORI



**SOUTH WAIRARAPA**  
DISTRICT COUNCIL

*Kia Reretahi Titau*



The global COVID-19 pandemic has changed our society and the world as we know it. Our global economy has been severely disrupted, from supply chains and markets, to workers and trade, from the individual to global conglomerates. Transitioning back to the world as we knew it is unlikely for most of us and it is difficult to predict what will become the 'new norm'. For some areas of our society there may be little direct change while for others the world as they know it has altered.

Change is inevitable but the changes our communities will face over the next 12-18 months and beyond brings huge challenges, but we must also see changes, and the potential to make changes for the better, as opportunities. As such, this plan sets out what we will need to do to promote a Wairarapa environment that will enable recovery.

The Wairarapa Recovery Plan provides a direction and pathway towards restoring and enhancing the community's social, economic, environmental and cultural wellbeing.

The plan should act as a guide and be built on, adapted and reported on as we move through recovery.

The plan will achieve this by identifying key components of the recovery process, establishing key action areas and timeframes, and by providing a tool for monitoring and reviewing.

# Wairarapa Māori Collective

The Wairarapa Māori Collective is leading and supporting the development and implementation of Ko Wairarapa Tēnei which was a local-level response to the pandemic led by:

- He Kāhui Wairarapa, Kahungunu ki Wairarapa;
- Ngāti Kahungunu ki Wairarapa Tāmaki Nui ā Rua Treaty Settlement Trust;
- Rangitāne o Wairarapa;
- Rangitāne Tū Mai Rā Trust;
- Te Hauora Rūnanga o Wairarapa; and
- Whaiora.

The Wairarapa Māori Collective will move through from the response phase to the recovery phase and will develop their own Recovery Plan specifically for Māori which should inform, be referenced in, and be supported by, this Wairarapa Recovery Plan.

The Ko Wairarapa Tēnei Recovery Plan will be developed in parallel with the Wairarapa Recovery Plan.

This plan contains components of pandemic recovery that link together. These are not isolated components and each part will integrate with the other. There are many of our community who will be impacted across all components but differ in the level of, and causes behind, those impacts.

The Local Government (Community Well-being) Amendment Act has resulted in a change in the purpose of local government, which is to promote community well-being.

This means that local authorities are responsible for improving the social, economic, environmental and cultural well-being of our communities.

## Aims of our Recovery

Despite the enormous behavioural shift that we have experienced as a country during a unique lockdown period, we in the Wairarapa are yet to experience the full impacts of COVID-19. Despite the rapidly changing environment that is set to continue our recovery aims will remain:

### **Social**

To foster and grow the health of our community.

### **Environmental**

To facilitate a recovery that enhances the natural Wairarapa environment.

### **Economic**

To provide an enabling environment to sustain and grow businesses and jobs in the Wairarapa.

### **Cultural**

To enhance the shared beliefs, values, customs, and behaviours that make up our Wairarapa Communities.

## Recovery Baseline

Local businesses, community groups, health sector organisations and educators were contacted to gauge issues and challenges faced during Alert Levels 4 and 3, as well as to gauge what major challenges are likely to be faced in the medium to long term. These challenges have been grouped into the four recovery components: Economic, Cultural, Environmental & Social.

Five key questions were asked to understand how groups and business are doing:

- In what way has Covid-19 impacted on them?
- What were the three biggest challenges moving forward?
- Can you operate at Alert Level 3?
- What measures do you think would help your business?
- Level of coping?

Economic



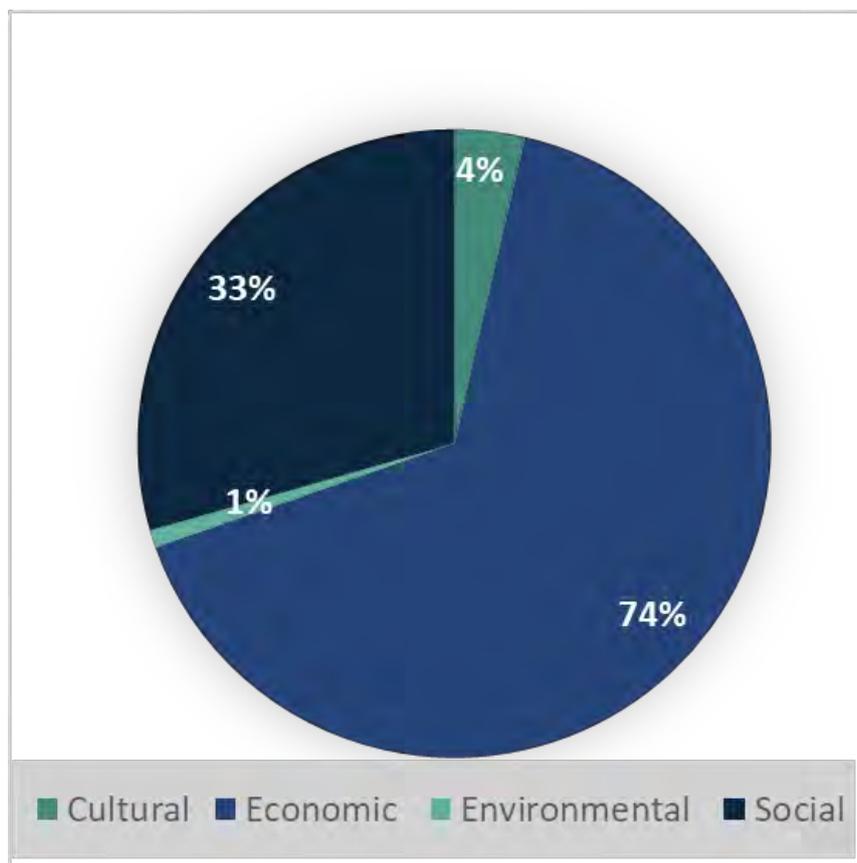
Social



Cultural



Environmental



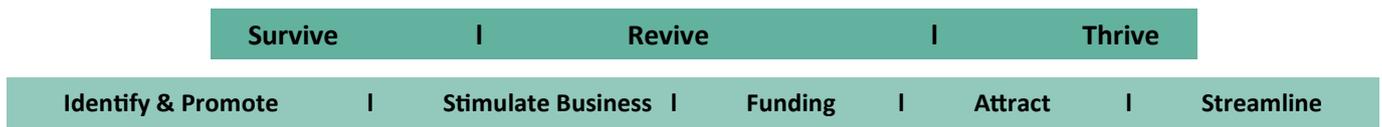
# Wairarapa Recovery

## Establishing Reset Themes



### Establishing Recovery and Reset Themes

During the COVID-19 pandemic the Wairarapa Business Community was asked to provide information on impacts, challenges and key areas of assistance and these, alongside other intelligence from Wairarapa groups both formal and informal, have been analysed to form the basis of Wairarapa's recovery and reset initiative. These themes have been used to align recovery to the following:



## Economic Recovery

### Principle:

Build Back Better - not recovering to what was, but building resilience and innovation for a future proofed economy.

### Themes:

#### 1. The Wairarapa Business Ecosystem

Initiatives and activity will be aligned across the region, recognising one business ecosystem.

#### 2. Future proofed Infrastructure for economic prosperity

In order to build resilience, address historical challenges and ensure future prosperity initiatives and activity around infrastructure investment will be prioritised - to ensure Wairarapa is always well served as it evolves, in terms of connectivity, transport and water

### Goals:

- Businesses are supported to recover AND reset
- People who have lost their jobs, or cannot get jobs, find or create meaningful work
- Attract Investment in Wairarapa
- Attract visitors to Wairarapa
- Build the Wairarapa Business Ecosystem

Build Back Better

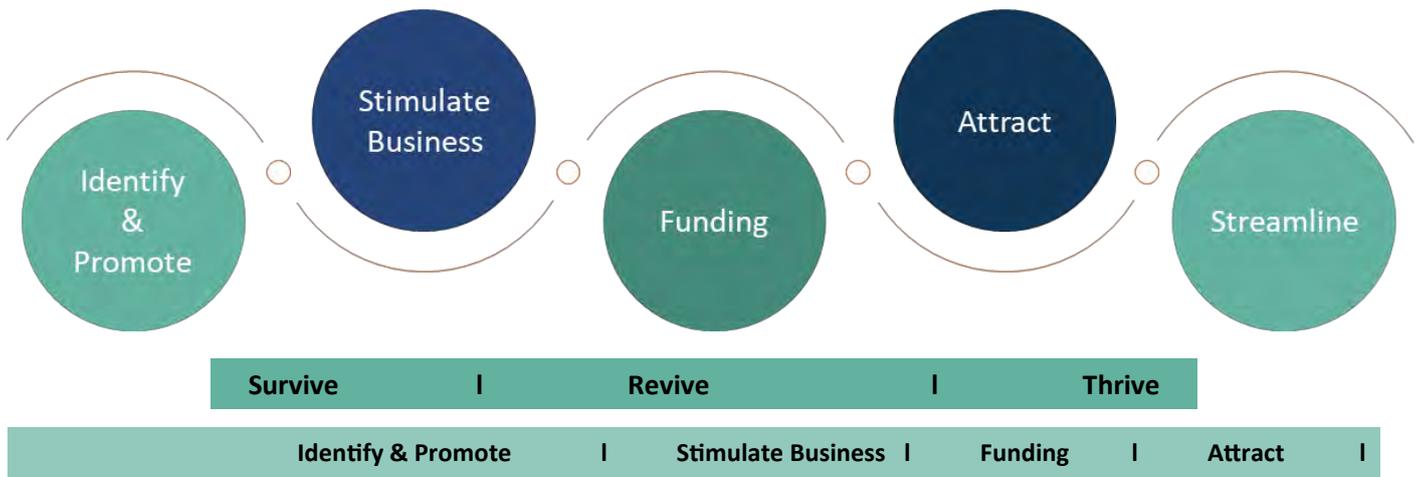
Initiative	Actions	Survive (short term)	Revive (medium term)	Thrive (long term)
<b>IDENTIFY AND PROMOTE OPPORTUNITIES</b> (across employment, business and education)	<b>Leverage Central Govt</b> (identify central Government initiatives and advise, augment, guide and promote locally)	Provide and promote access to training, webinars and podcasts to support business owners.  Develop a local mentoring network	Host innovation design collectives to help businesses to respond and reimagine their operations.	Provide local access to Creative HQ Thrive Programme to transform the way Wairarapa businesses work
		Support the current Wairarapa Economic Development group and their endeavours to assist Wairarapa business.		
		Localise and augment MSD's online recruitment tool by developing a local Business to Business Employment Broking service to connect job seekers directly to employers		
		Create a small Council led 'watchdog' team to ensure all funding potentials are known, explained shared and subsequently applied for where possible	Continue to 'watch and apply'	Continue to 'watch and apply'
	<b>Leverage local</b> (identify local Government and community initiatives and support longevity for ongoing resilience)	Maximise the 'Love Local' Promote Wairarapa food and beverage producers, especially into Wellington (e.g. through Love Local online deals)  "Match-make" local suppliers and producers		
		Use CreativeHQ workshops to work with invited sector experts (across wine, fibre, meat and consumer ready food) to develop clusters, innovate, and collaborate.	Extend Wairarapa Food Hub to include Fibre	

Initiative	Actions	Survive (short term)	Revive (medium term)	Thrive (long term)
<b>STIMULATE BUSINESS GROWTH</b>	<b>Through the skills sector</b>	Work in partnership with industry (e.g. through MSD, to provide 'quick upskilling solutions', eg the Community Health course with NZQA Unit Standards.	Identify grass roots training needs and convey to providers through Wairarapa Regional Skills Leadership Group, primary sector and construction group)	
	<b>Through the primary sector</b>	Endorse and promote 'a trough in every paddock' initiative and 'culvert in every crossing'	Support the re-establishment of the Taratahi Agricultural Training Centre  Develop short primary sector upskilling programmes	Emulate and expand short upskilling programme in other sectors
	<b>Through value add</b>	Instigate the Wairarapa Food and Fibre Hub  Implement Deconstructed Food Hub	Put in place the Wairarapa Food and Fibre Hub  Build partnerships with Wellington and national restaurants to feature Wairarapa food, beverage and fibre	Promote the Wairarapa Food and Fibre Hub  Encourage International Partnerships  Examine potential other sector expansion
	<b>Through youth</b>	Mayor's Taskforce for Jobs  Explore the potential expansion of YETE		

Initiative	Actions	Survive (short term)	Revive (medium term)	Thrive (long term)	
<b>ATTRACT TO WAIRARAPA</b>	<b>Long term residents (Focus on opportunity to reinvent Wairarapa to attract long term residents)</b>	Entice Post COVID Working Environment - Leverage co-working space to support WFH and more flexible post -COVID working styles  Promote Wairarapa as a place to live for Wellington remote workers	Connectivity Business case to roll out Wairarapa Connectivity. This will boost COVID-19 recovery in remote communities	Post COVID lifestyle campaign (appeals by positive comparison across many elements eg housing, cost of living)	
	<b>Grow the 'love local' brand.</b>	Maximise opportunities for growth in the region in a 'love Wairarapa' campaign for all business, not just tourism using an existing entity.	Leverage existing offering to attract complimentary businesses, continue to promote collaboration across businesses.  Further develop and promote programmes to enhance all businesses across the Wairarapa. E.g. Remote working, The Wairarapa food story, and local tourism.	Explore integrated business models	
	<b>Tourism</b>	Wellington Region - Create an internal and external marketing and comms plan and supporting advertising campaign, to attract the domestic and local tourists  Promote the love local campaign.  Promote the Wairarapa as a sustainable and safe place to travel and/or stop while travelling.	Expand the marketing to all domestic visitors.  Plan for Australian promotion campaign.		
		Investigate Agri-Tourism initiatives considering funding (branding/provenance, online 'journeys' etc)			

# Wairarapa Recovery

## Establishing Reset Themes



## Social Recovery

The community response during the Covid-19 pandemic was an inspiring example of innovative thinking about how to contribute to a local response; of working with others to respond to local needs under lockdown conditions; of working with others to deliver creative solutions to support and reassure local people. There is an appetite to work together in a coordinated cohesive system of cross sector providers to support social, economic and community recovery.

### Principle:

Build Community – It is about the community choosing what the future of our community looks like and then acting on it with support; Community Led Recovery!

### Themes:

- Support recovery through Services
- Support recovery through Community Led Development

### Goals:

- Services are supported to recover
- Collaborate and coordinate services amongst organisations.
- Long term recovery approaches led by community.

Community groups and services were asked to provide information on impacts, challenges, gaps, what worked well and how they see recovery looking for the Wairarapa community. This information was collected through the Wairarapa Community Networks survey, formal and informal discussions.

**Opportunities:** Appetite for taking stock – unique opportunity to be innovative – to plan and work together as a whole community (including funders/stakeholders/services and users).

**Challenges:** Increased social, financial, mental health need. Alack of reliable information to base decisions on. Stress and burnout. Maintaining safety while providing support. Connecting with people who aren't online.

**Needs:** Cross-sector, culturally appropriate planning. Working together. PPE. Information.

**Gaps:** Agile adequate funding. Exacerbation of pre-existing gaps. Community social workers. Technology.

*More detail for each of the four categories provided in C-19 Impact for Wairarapa Services Survey.*

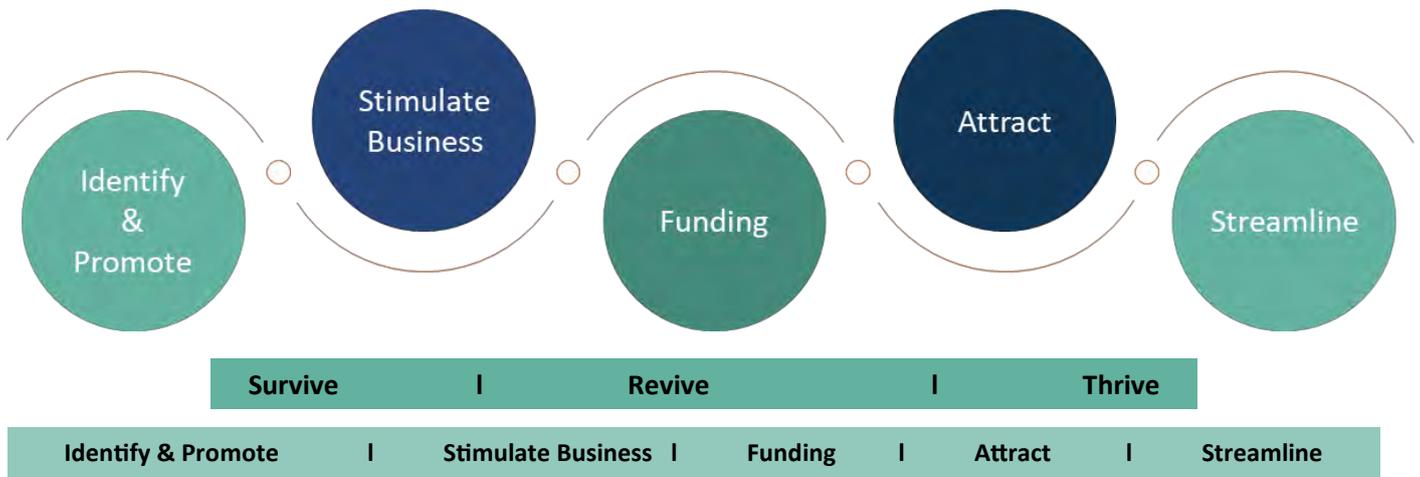
One Community  
Our place, our space

Initiative	Actions	Survive (short term)	Revive (medium term)	Thrive (long term)
<b>COMMUNITY WELFARE RESPONSE</b>	<b>Strengthen and enhance Community response to civil emergencies.</b>	Central co-ordination of voluntary sector response	Develop an emergency preparedness volunteer sector process.	Continue to encourage volunteering
		Establish a community relief fund.	Review the demand on the fund.	
		Provide training for Community Groups/Services in Community Recovery. Assist with access to funding.	Training for community groups to address gaps identified in survey of community groups.	Training for community groups in Emergency Operation process and protocol.
		Develop a Community Leaders Task Group (CLTG).	Initiate CLTG	
		Explore appointment of Navigators/community social worker roles.	Navigator/Social Work role are supported by the CLTG to work across the community agencies.	
		Invest in Community Networks Wairarapa which would allow organisations and services to network, share resources, seek advocacy and advice, access personal development opportunities, and undertake collaborative working opportunities.	Develop a central, local services digital platform.	
			Promote digital access, inclusion and education, including support for marae and rural communities.	

Initiative	Actions	Survive (short term)	Revive (medium term)	Thrive (long term)
<b>Social Recovery</b>		Apply 'investment approach' to resource allocation and work with social agencies to target support to those most in need and to ensure equity.		
		Advocate to central government to increase rates rebate		
		Support/ augment national and regional initiatives to improve mental health and wellbeing.		
		Support and create community empowerment and ideas generation by setting up an 'ideas portal' to manage recovery ideas/ initiatives from the community.		

# Wairarapa Recovery

## Establishing Reset Themes



# Environmental Recovery

Protecting and enhancing the natural environment, and managing climate change impacts will continue to be a focus during the Wairarapa Recovery.

### Principle:

Economic gains and the recovery of the Wairarapa will not be at the expense of our natural environment.

### Theme:

Support recovery through celebrating and championing the environmental and cultural benefits Wairarapa's unique natural assets including forests, beaches, lakes, rivers, wetlands and maunga.

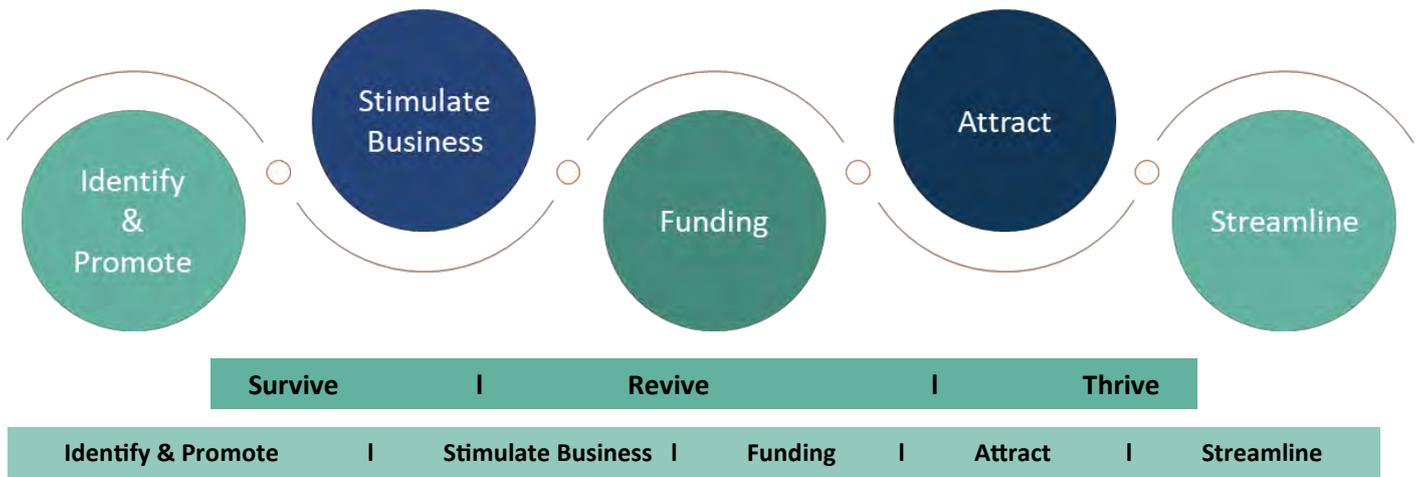
### Goals:

- Enhance local connectedness to the natural Wairarapa environment.
- Continue to contribute to air and water quality improvements.
- Long term recovery approaches give consideration to principles of sustainability, and regeneration of the natural environment.

Initiative	Actions	Survive (short term)	Revive (medium term)	Thrive (long term)
<b>ENVIRONMENTAL RECOVERY</b>	<b>Strengthen and enhance Community connectedness to, and the resilience of, the Wairarapa environment.</b>	Encourage the people of the Wairarapa to improve their the health and wellbeing through connection with nature.	Promote our unique environmental assets to attract visitors and develop pride of place.	Ensure the provision of adequate and quality public open spaces that meet the needs/ desires of the people of the Wairarapa.
		Continued messaging and policy approach to disincentivise use of fossil fuel energy by individuals and businesses.		Develop pathways to cleaner energy sources to support transition to a low emissions economy.
		Pursue environmental enhancement projects that provide visual amenity, recreation and leisure opportunities, and mahinga kai (food and resources) gathering.		
		Promote 'Love local' including local tourism. Travel and buy local to assist in reducing carbon emissions.		
		Promote 'home grown produce' to reduce the use of fertiliser and pesticides.	Provide resources to support communities to develop community gardens.	
		Encourage people from the Wairarapa to work from home instead of commuting to Wellington to help reduce carbon emissions and provide a better work/life balance.		
		Promote walking, cycling and public transport options.		

# Wairarapa Recovery

## Establishing Reset Themes



# Cultural Recovery

The Wairarapa recovery will incorporate activities, shared beliefs, values, customs, behaviours and identities that will be reflected through language, stories, visual and performing arts, ceremonies and heritage that make up our communities.

### Principle:

Provide and promote community engagement in recovery that builds and enhances our identity and collective community spirit.

### Themes:

- Enable recovery support to be delivered by communities, for communities.
- Continue to protect what we value: culture, history, natural environment.

### Goals:

- Recovery incorporates input and cultural references from all Wairarapa Communities.
- Partner with the Wairarapa Maori Collective to integrate their approach to recovery with the Wairarapa Plan.

One Community  
Our place, our space

Initiative	Actions	Survive (short term)	Revive (medium term)	Thrive (long term)
<b>CULTURAL RECOVERY</b>	<b>Work in partnership across all cultures, communities and stakeholders to deliver Wairarapa's Recovery.</b>	Continue to engage across all communities and stakeholder groups to enable contribution to a shared Wairarapa Recovery Plan.	Provide proactive engagement opportunities across communities and stakeholder groups to further develop recovery plan and implementation.	
		Promote placemaking in our towns, revitalisation of town centres.	Work to renew the Wairarapa's unique cultural identity expressed through sport, recreation, art, history, heritage and traditions.	
		Partner with the Wairarapa Maori Collective to Integrate Tangata Whenua values, culture and language into the Wairarapa Recovery Plan.	Strengthen and maintain opportunities for collaboration with, and contribution from, Maori, Pasifika and other cultures into the Wairarapa Recovery Plan.	
		Identify ways in which we can celebrate all languages and cultures across the Wairarapa.	Increase the promotion of, and participation in all cultural events and celebrate them in the Wairarapa e.g. Matariki	
		Support Iwi, Hapū and Māori communities through the recovery phase to ensure the long-term sustainability and wellbeing of local Marae.		