



**Far North
District Council**



TŪHONOTANGA MINITI ATTACHMENTS MINUTES

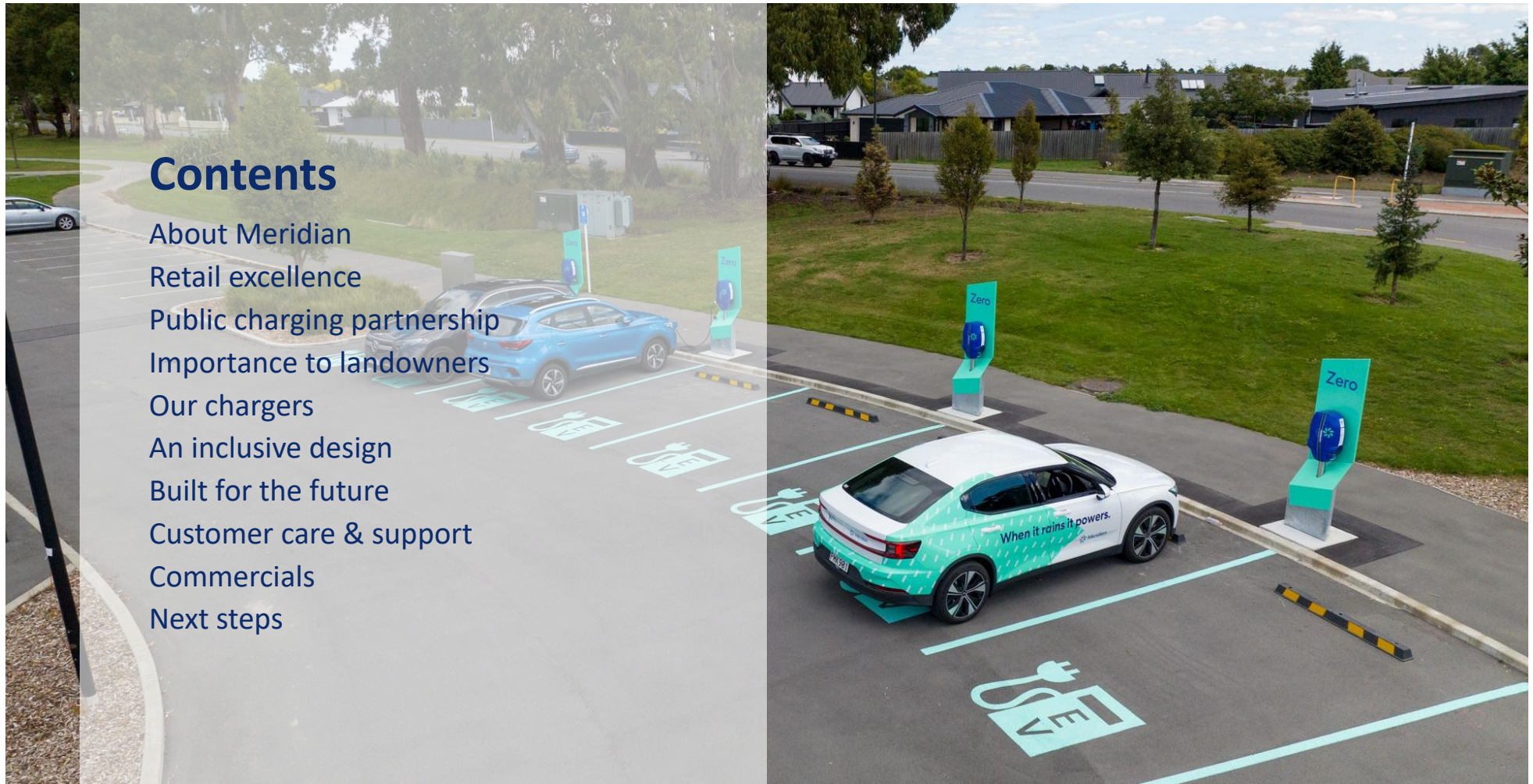
**Bay of Islands-Whangaroa Community
Board Meeting**

2 July 2026

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 Meridian.

2026 | PUBLIC CHARGING | 2

About Meridian

We are Meridian Energy, a power company that generates electricity through 100% renewable sources – wind, water and sun. We believe one of the best ways that our power can make a difference is through transport electrification.

That's why we're building one of the fastest growing EV charging networks in Aotearoa. With nearly 350 charge points across 79 locations and growing, we're committed to becoming the country's largest and most loved public charging network.



Retail excellence

Our operational plan, which has resulted in a charger uptime of 99.9%, is a testament to our commitment to retail excellence and our extensive experience in rolling out EV charging infrastructure. This is supported by several key strategies, including advanced fault monitoring and close partnerships with our field service partners. We continuously review how our infrastructure meets EV drivers' needs through market and customer research. This approach allows us to quickly adopt data driven strategies, such as ways to minimise charger downtime and contactless payment options to simplify the charging experience.



Public Charging partnership

Join Meridian on our journey to be NZ's largest and most loved rapid EV public charging network!

- **Existing trusted partner** – Electricity/Public Charging
- **Sustainability leadership** – Align national decarbonisation goals to strengthen brand
- **Nationwide scale** - Presence and coordinated rollout
- **No cost** – Fully funded by Meridian
- **End to end solution** – Meridian handles everything
- **New revenue stream** – Site rental with no capital investment
- **Data and insights** – Access to meaningful data to align to your CX strategy



Why is it important for landowners to host public charging?

Strategic, financial and environmental reasons

✓ New revenue stream

- Licence fee payments for parking spaces for public charging
- Attracting customers: EV drivers often choose where to stop, shop and dine based on charging availability. Locations like shopping centers, hotels, restaurants and cafes can benefit from attracting more customers and spending more time (and money) on-site while their vehicles charge.

✓ Increased property value

- Properties with EV charging infrastructure are becoming more attractive to tenants, buyers, and visitors, especially in urban or high-traffic areas.

✓ Attracting and retaining tenants

- Commercial tenants increasingly expect EV charging as a standard amenity.
- Residential tenants may choose properties based on the availability of charging options.

✓ Sustainability and ESG goals

- Installing EV chargers supports environmental, social, and governance (ESG) initiatives.
- It demonstrates a commitment to sustainability, which can enhance brand image and attract eco-conscious customers or partners.

✓ Competitive advantage and differentiation

- Early adoption can differentiate a property from competitors.
- It positions the landowner as forward-thinking and aligned with future transportation trends.
- It appeals to a growing demographic of environmentally conscious consumers.

✓ Future-proofing

- As EV adoption grows, demand for charging will increase. Installing infrastructure now prepares properties for future needs and avoids costly retrofits later.

Our chargers



Left side

Front

Right side

Top of charger

Our chargers

We conduct thorough due diligence when selecting EV charging hardware

This covers:

- Vendor information, including market penetration, warranty terms and operational support availability;
- Mechanical specifications, including safety labels, IP and IK ratings and unit dimensions that are meticulously checked; and
- Electrical specifications, including input/output voltage, current and electrical protection, which are carefully checked to ensure compatibility and meet safety standards.

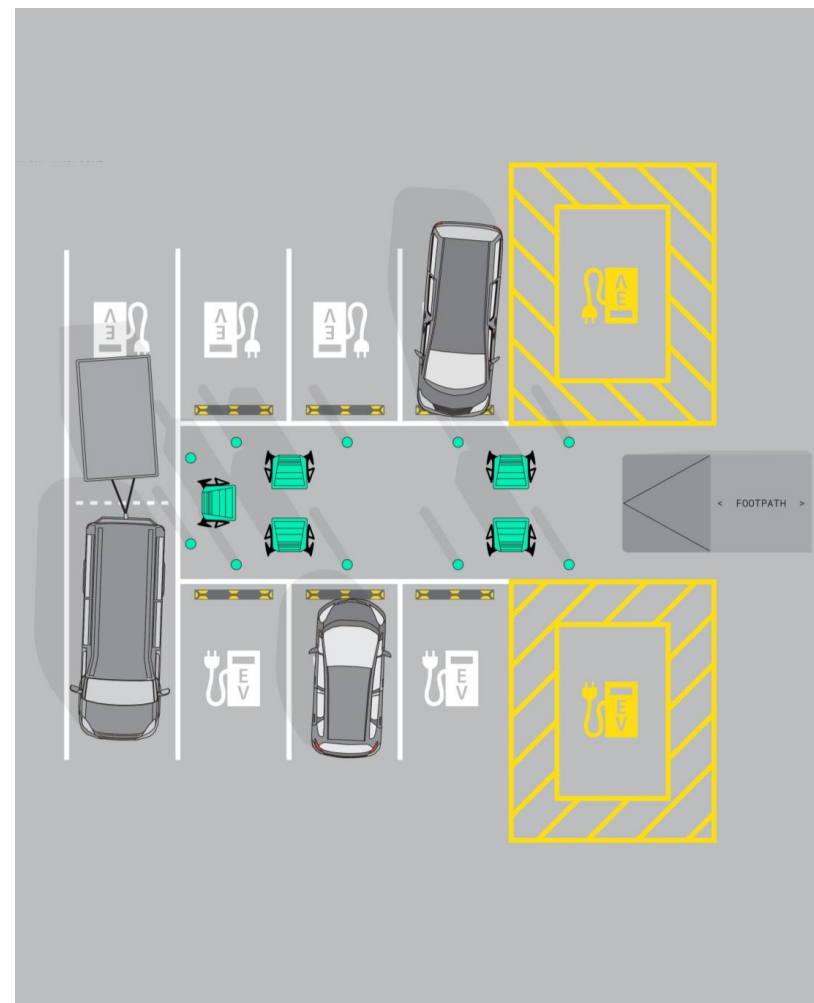
The process assesses firmware and software capabilities, **including load management, smart charging and cybersecurity**. We also make sure it **complies with international standards and certifications**, such as ISO and IEC. Finally, **we look at sustainability, such as embodied carbon, end-of-life options and whether they adhere to our modern slavery requirements**. This rigorous process ensures that only the highest quality and most reliable EV charging hardware is selected that best aligns with our commitments to excellence and sustainability.

An inclusive design

We're **committed to inclusivity** and ensuring that **all customers, regardless of physical ability, can access our charging services**. Our accessibility approach follows current industry practices and standards, such as the Electric Vehicles Accessible Charging Specification (PAS 1899:2022) and Waka Kotahi's draft Electric Vehicle Signs and Road Marking Guidance.

Our accessible design practices that align with international best practice include the following **where possible**:

- Allowing sufficient **space for wheelchair access**.
- Removing wheel stops from accessible parking spaces to **facilitate wheelchair maneuvering**.
- Adjusting the charger screen height for better accessibility.
- Stable and smooth ground surfaces and installing dropped curbs to **enhance site mobility**.
- Spacing the charger and its protection bollards to allow **wheelchair access to the screen and cables**.
- **Ambient lighting** to improve user mobility, safety and deter antisocial behavior.



Built for the future

We understand the importance of future-proofing the infrastructure to meet the growing demand for EV charging. As the number of EVs on the road increases, so does the need for reliable and accessible charge points. Where possible, each site is designed with this growth in mind, which means we can easily add more chargers as demand increases. Due to the modular nature of our hardware, our infrastructure can support future advancements in EV charging. We'll also monitor usage patterns and customer feedback to inform our expansion plans, ensuring we meet the evolving needs of our customers. By communicating our commitment to future-proofing our charging site, we can assure our customers that it will meet their needs now and in the future.



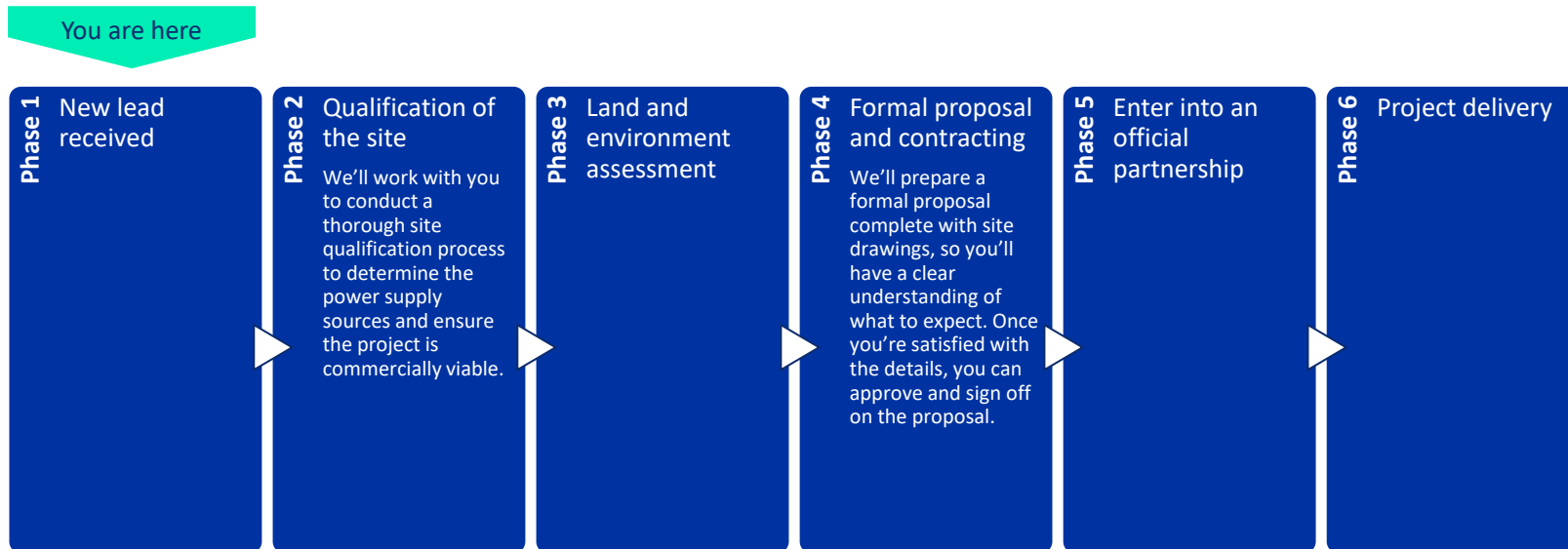
Commercials

At Meridian Energy, we believe the future is electric. That's why we're committed to owning, managing and maintaining all EV charging infrastructure at no cost to you. We understand that flexibility is key, so we're open to discussing other commercial arrangements to suit your needs.

We are fully committed to maintaining the site to the highest standards, ensuring an excellent customer experience. As with our nationwide charging network, this commitment includes all hardware and software components of the site.



Next steps



Let's talk

Our expert team will work with you to create a bespoke plan to suit your needs and location. We'll make sure things run smoothly – so you can be sure you're in safe hands with Meridian. Sound good?

Vikram Gorur

Strategic Energy Partner

029 942 8051

vikram.sampathgorur@meridianenergy.co.nz



PARTNER WITH MERIDIAN

Bring EV charging to your location



Turn your site into an EV charging destination

Join one of New Zealand's largest public EV charging networks and attract a growing wave of eco-conscious customers to your location. With more than 400 charge points already deployed across Aotearoa and growing, Meridian is leading the charge toward a sustainable transport future.

Here's the best part: Zero costs. Zero headaches. Plus, we pay you an annual fee per carpark.

Meridian funds the entire installation, operates and maintains the chargers—and provides you with annual compensation for each parking space. You provide the location; we handle everything else.

Why host EV chargers at your location?

Drive revenue and foot traffic

EV drivers actively seek convenient charging locations and typically spend 30+ minutes on-site while charging. This means more opportunities for customers to:

- Enjoy a meal or coffee
- Check out your retail store
- Use your facilities and services
- Come back as loyal repeat customers

Attract high-value customers

EV owners represent a growing demographic of consumers with strong purchasing power. By offering charging facilities, you'll:

- Increase visibility on navigation apps and charging maps used by every EV driver
- Stand out from your competitors without charging facilities
- Build customer loyalty among EV drivers who return to familiar charging locations
- Future-proof your business as EV adoption accelerates across the country

Demonstrate sustainability leadership

Show your community that you're committed to New Zealand's clean energy future. Hosting EV chargers helps you:

- Support Aotearoa's decarbonisation goals
- Enhance your corporate sustainability credentials
- Walk the talk on environmental responsibility

Why choose Meridian?

Zero cost, maximum benefit

Meridian funds and installs all charging equipment at no cost to you. We own, operate, and maintain the chargers - so you can focus on your business while attracting new customers. It's truly hassle-free.

PARTNER WITH MERIDIAN ENERGY - POWERING NEW ZEALAND'S CLEAN ENERGY FUTURE FOR OVER 30 YEARS.





Certified Renewable Energy product

We match every kWh used by our EV network chargers with 100% Certified Renewable Energy. With [Meridian's Certified Renewable Energy](#) product Meridian supports renewable energy generation and helps fund grassroots community projects that reduce carbon emissions across Aotearoa.

State-of-the-art technology with built-in protection

Advanced chargers capable of servicing multiple vehicles simultaneously with fast, efficient charging. Exclusive to Meridian: Our intelligent on-site load management protects your electrical infrastructure without relying on cloud connectivity.

97% uptime reliability

Industry-leading uptime achieved through advanced fault monitoring, strong field service partnerships and data-driven maintenance.

Full service, hassle-free

We own, manage and maintain the chargers - so you don't have to. Our expert team handles:

- Site assessment and custom solution design
- All installation and commissioning
- Ongoing maintenance and monitoring
- 24/7 NZ-based customer support for drivers

Health and safety assured

All chargers and installation processes meet New Zealand standards, safety regulations, and WorkSafe requirements.

Inclusive and accessible design

Chargers designed for all users, including people with mobility challenges, impairments and international drivers with different vehicle types.

Ready to host a Meridian charger?

Our expert team will work with you to create a solution that works for your site and your business. We'll make sure things run smoothly – so you can be sure you're in safe hands with Meridian. Sound good?

 **0800 389 376**

 **evcharging@meridianenergy.co.nz**

 **zerocharging.co.nz**





OPUA TO KAWAKAWA DESIGN & BUILD SOLUTION

OPUA TO TAUMARERE CYCLE TRAIL OPTION - INLAND ROUTE



KEY OBJECTIVES

- Protect the MBIE/FNDC investment in our PHT trail to date
- Protect Northlands only Great Ride
- Protect our Great Ride branding '**Twin Coast Cycle Trail**'
- Improve Cycling Tourism in the district – disperse visitors East to West, currently only 41,000 users on the trail, just 20% of the previously reported at 165,000 (2018). \$76M in lost revenue p.a
- Unlock district and regional cycling opportunities – Russell, Waitangi, Te Hiku, Dargaville
- Protect LTP Capex budget - Work together to find a sensible and affordable solution for ratepayers
- Once Keteriki-BOIVRT push through tunnel to Opuia, very limited cycle access – impacting on cycle numbers and visitation across the district
- Act now as landowners have indicated change hands and loss of opportunity to secure easements

CAPEX BUDGET

**- TOTAL INVESTMENT IN TRAIL \$15M SINCE 2010
TAUMARERE TO OPUA CYCLE REPLACEMENT – \$2.4M SPENT IN LAST
5 YEARS - STILL NO APPROVED DESIGN
RATEPAYER VALUE??**



**A REASONABLY
PRACTICAL
OPTION -
FUNDABLE**



Hoskin Civil Design

\$18-22M

No safety case

No lease or landowner approvals

Difficult construction methodology

High Opex costs

High Capex costs

No funding



Keteriki Inland Design

\$5-6M

Safety case approval NZTA

Lease & Land owner – Agreements
in Principle already achieved

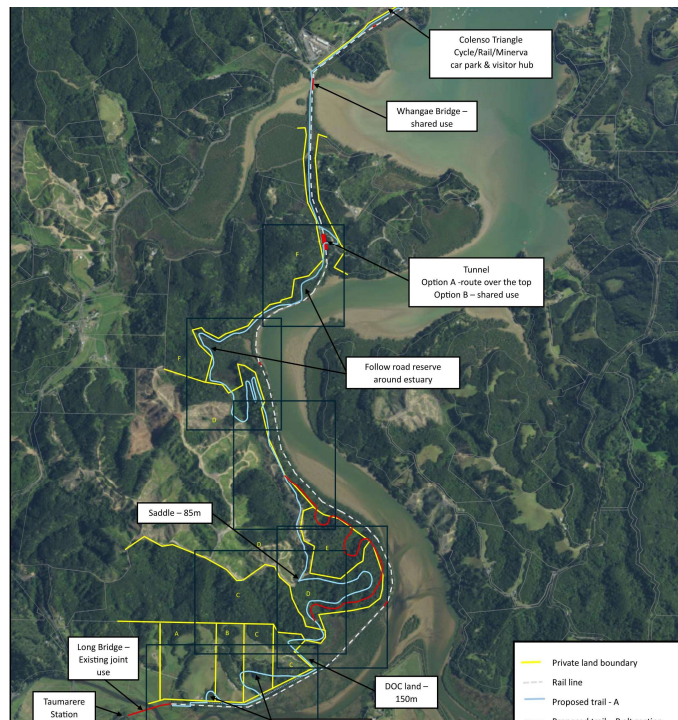
More interesting cycle experience

Less environmental impact

Lower Opex costs

Funding pathway

Options	Rational	Action
Train is officially part of the PHT	<ul style="list-style-type: none"> - Maintains Great Rides status - Improves accessibility for community and tourism - 15yr + FRR Lease approved through Keteriki and KiwiRail 	Acceptable option, when combined with the Inland bike option Grade 1 and 2
Stage 1 Tunnel to Opua a priority	<ul style="list-style-type: none"> - Resource Consent granted - Value engineer through Detailed Design - Construct same time as rail restoration (efficiencies/savings) - Keeps the trail open for summer 25/26, - Protects the CMA and Heritage rail - Funding in FNDC LTP 	Present combined efficiencies' of joint construction programme Lower Opex costs Use work already completed
Detail Inland route for Stage 2 trail through forestry block/neighbouring property	<ul style="list-style-type: none"> - Saves \$M in construction - Protects the CMA and Heritage rail - Meets rail safety criteria - Maintains free and easy access for riders if they don't want the train connection - Better views above the rail/ no need for obstructive safety fence - The best option in terms of environmental impact as forestry roads already 	Landowners confirm they support this option – Agreements in Principle Final route – two options, all within Grade 2 Walking Access commission helping with easements
Bridge 12, Tunnel, Long Bridge as shared crossings	<ul style="list-style-type: none"> - Saves \$\$ - Cyclists want to experience these key points of the corridor 	Safety case approved through NZTA for this option

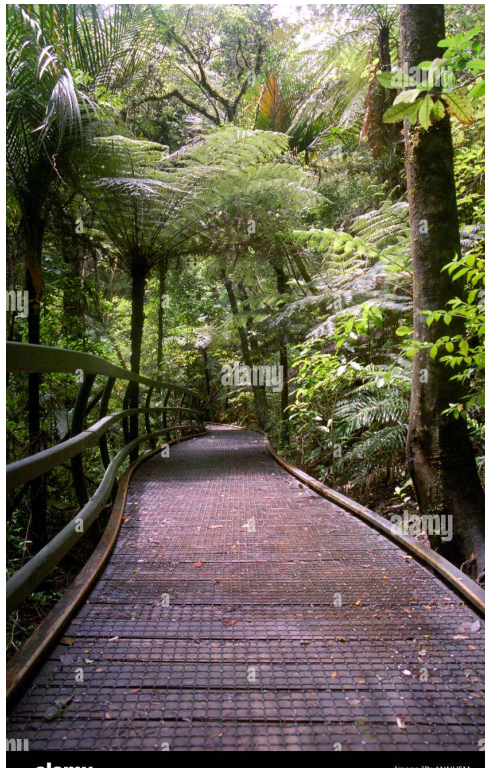


ALTERNATIVE INLAND ROUTE

- Grade 1-2 – Meets Great Rides criteria and trail standards
- 2-7 landowners, plus rail assets/corridor and NZTA/DOC
- Forestry block adjacent to corridor, some roads exist already (forestry almost complete)
- Accessible without train schedule
- Views above the corridor to the river/wetland
- Share Rail assets (Tunnel, Long Bridge, Whangae Bridge) saving \$\$\$
- Support from whanau-hapu. Route has the least environmental impact and supports neighbours aspirations
- Amendment to current Resource Consent possible

KETERIKI CYCLE TRAIL DESIGN – BIO- DIVERSITY CORRIDOR

- Beautiful and interesting with harbour, river, wetland and railway views Kawakawa to Ōpua
- Pockets of featured wetland and track connecting to the cultural kōrero and Bio-diversity kaupapa
- In-land route adjacent to landowners and DOC/Road reserve; plus land within the designated rail corridor
- Lidar survey and walk over with PHT and landowners to determine final route agreeable/possible
- 48% Grade 1, 52% Grade 2 achieved
- Fencing/grade/trail finish and signage to be discussed with each landowner



ESTIMATES

- We are confident on our estimate of approximately \$5.5M for construction
- Once we have current reports and information (already paid for by FNDC to previous project managers) we can give FNDC accurate fee-proposal
- When train pushes through Tunnel for final reinstatement of corridor to Opuia, there will be no cycle connection or public access walkway

**FUNDING
PATHWAY–
CRITICAL**

No one will get funding without approved design

We need collective vision – FNDC, PHT, Great Rides, Keteriki

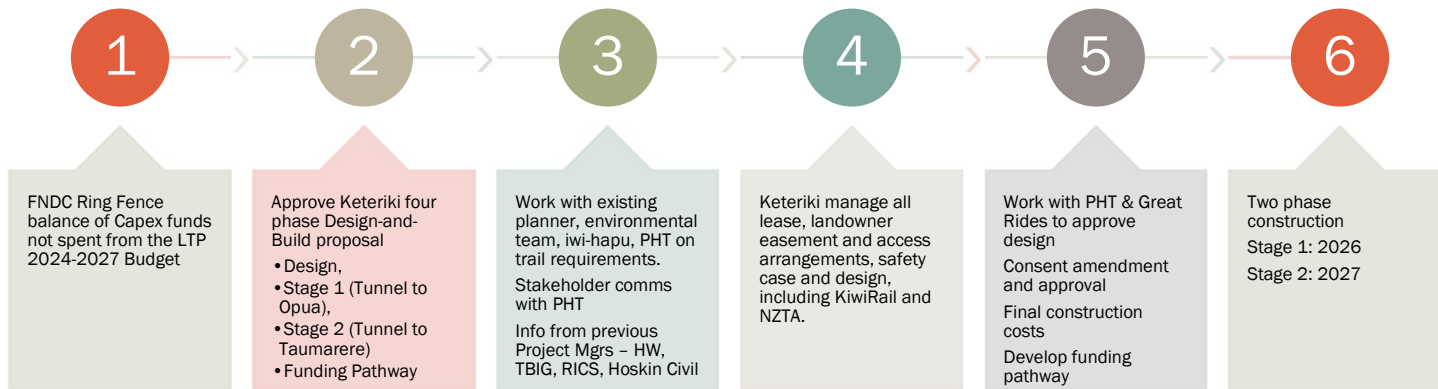
We have been challenged to find more affordable solution

Keteriki can develop funding pathway and already working with Lotteries, Foundation North, MBIE relationships

Keteriki is already proven provider and have governance in place to manage funds






Keteriki have co-funding contribution

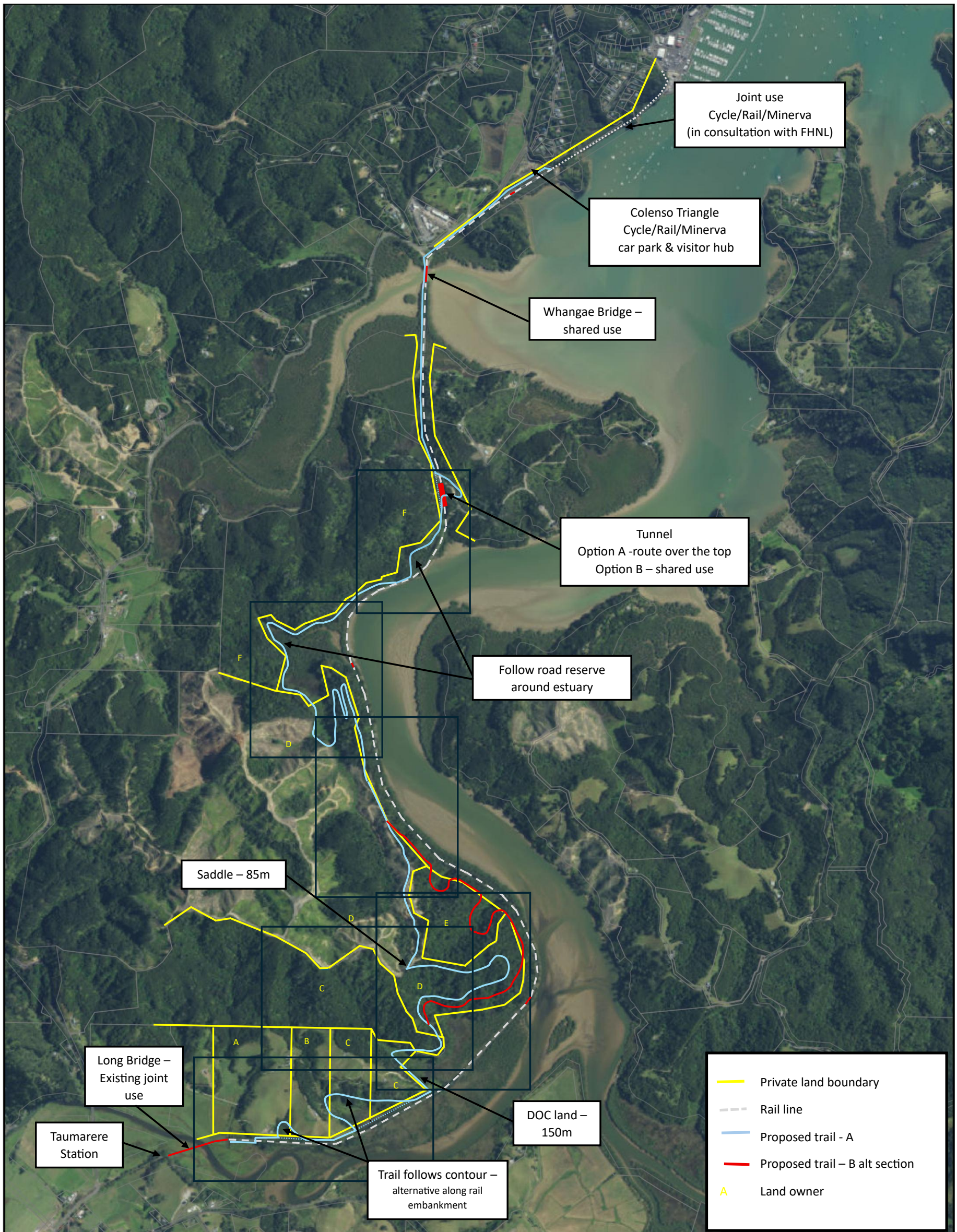
KETERIKI PROPOSAL



WHAT WE NEED TO PROCEED

- Cycle Capex Funding Ringfenced – per 2024-27 LTP
- Agreement to Keteriki Design-and-Build Proposal – September
- Cycle Trail Trust agreement – Chair invited us to September meeting
- Documents already paid for by FNDC
 - Consent documents submitted/issued - NRC and FNDC
 - All Concept design reports – Civil, Geotech, Bridge
 - QS or Engineering estimates of proposed concept design
 - Topographical survey of route (already completed)
 - NRC, DoC wild life permit's (already applied for?) – Heritage NZ permit
 - Planning reports already completed by x previous project managers
 - Iwi engagement documents and CIA reports

<p>THIS IS THE COMBINED RECOMMENDATION FOR KEY STAKEHOLDERS</p> 		
		



Keteriki Ltd – Taumarere to ōpua Cycle Trail - proposed alternative route design

Scale approx. 1:15,000 @ A3 – July 2025.



EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

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This Evaluation was undertaken for Ngā Haerenga New Zealand Cycle Trail Inc. with funding support from **Cycle Journeys**.

Ngā Haerenga New Zealand Cycle Trail Inc. would like to acknowledge this contribution and thank Cycle Journeys for its support, without which the 2025 Evaluation may not have been possible.

Janet Purdey
Chief Executive, Ngā Haerenga New Zealand Cycle Trail Inc.

EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

INTRODUCTION

This report presents the findings of the 2025 Evaluation of the Great Rides which, along with the Heartland and Connector Rides, make up Ngā Haerenga - the New Zealand Cycle Trail. It follows an earlier Evaluation undertaken in 2021 and details how the 23 Great Rides that make up Ngā Haerenga are impacting trail users, the communities in which the trails are located, and Aotearoa New Zealand as a whole.

Relating to activity in the **year ending June 2025**, the 2025 Evaluation provides a **new post-COVID baseline**. The 2021 Evaluation encompassed the year ending June 2021, during which New Zealand’s border was closed to most international visitors (other than during brief managed isolation and quarantine-free ‘travel bubbles’ with the Cook Islands and Australia in the later part of that year).

As in 2021, the 2025 Evaluation considers impacts across a range of domains: **economic, social** and **environmental**. However, this year’s Evaluation also set out to understand more about trail users: who they are, how they engage with the Great Rides, and the quality of their experience.

Data for the 2025 Evaluation was drawn from a range of sources, as outlined in the Appendices on pages 45-46. Information on survey methodology may also be found on page 45.

Note for readers: while the trail user survey provides valuable insights on trail users and trail use, results scaled to the overall Great Rides pedestrian/cyclist population using counter data should be interpreted with some caution. Although the trail user sample size is substantial and considerable effort is made to ensure that the sample includes the full range of trail users, the extent to which it is fully representative is unknown. Frequent or local users may be under-represented in the sample, and other groups over-represented (for example, cyclists relative to pedestrians).

Following a summary of key insights, this Evaluation report is presented in five sections. The first section quantifies use of the Great Rides in the year to June 2025, using trail counter data. The second section describes trail user activity and the trail user experience and draws in large part on trail user survey data. The remaining three sections each present findings relating to one of the three impact domains: economic, social or environmental.

Where relevant, Evaluation data has been broken down by key user groups for additional insight:

- by **origin of trail user**: local resident, domestic visitor, international visitor.
- by **mode of trail use**: pedestrians vs cyclists and, within the cyclist group, by primary cycle types (mountain bike, standard bike, e-bike).

Changes since 2021 have also been noted throughout the report where relevant.



EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

EXECUTIVE SUMMARY

This report presents the findings of the 2025 evaluation undertaken to assess how the 23 Great Rides that make up Ngā Haerenga, the New Zealand Cycle Trail, are impacting trail users, the communities in which the trails are located, and Aotearoa New Zealand as a whole. The current evaluation follows an earlier assessment in 2021.

The latest findings reinforce the importance of the trails and the breadth and scale of their impact:

- **As an economic driver:** the Great Rides play a significant role in boosting the local and national economies.
- **Social wellbeing:** the trails contribute to the social wellbeing of trail users and the communities in which they are situated.
- **Environmental contribution:** the Great Rides help advance New Zealand's environmental goals, providing access for conservation work, supporting active transport, boosting understanding and an appreciation for the natural environment, and providing green spaces for recreation.

Compared with the year ending June 2021, the latest year saw a substantial increase in Great Ride trail users (growing +18% overall, and by +14% for **cycling** trail users). This growth was driven primarily by an increase in international visitors, but also reflected growth in the domestic market.

Growth in international visitor use was expected since New Zealand's international border was closed for much of the year ending June 2021. However, continued growth in domestic use may be more surprising given that during COVID local demand was stimulated by the border closure and general domestic tourism activity has been fairly subdued in the latest year.

Growth in trail use has translated into a significant rise both in visitor nights and spending linked to the Great Rides, with the latter seeing especially strong gains. On a per-visitor basis, spend has risen from around \$892 in 2021 to more than \$960 in 2025.

angus & ASSOCIATES

When scaled using trail counter data, total expenditure attributable to the Great Rides has surged from an estimated \$950 million in 2021 to more than \$1.25 billion in 2025 – underscoring the economic value of the network.

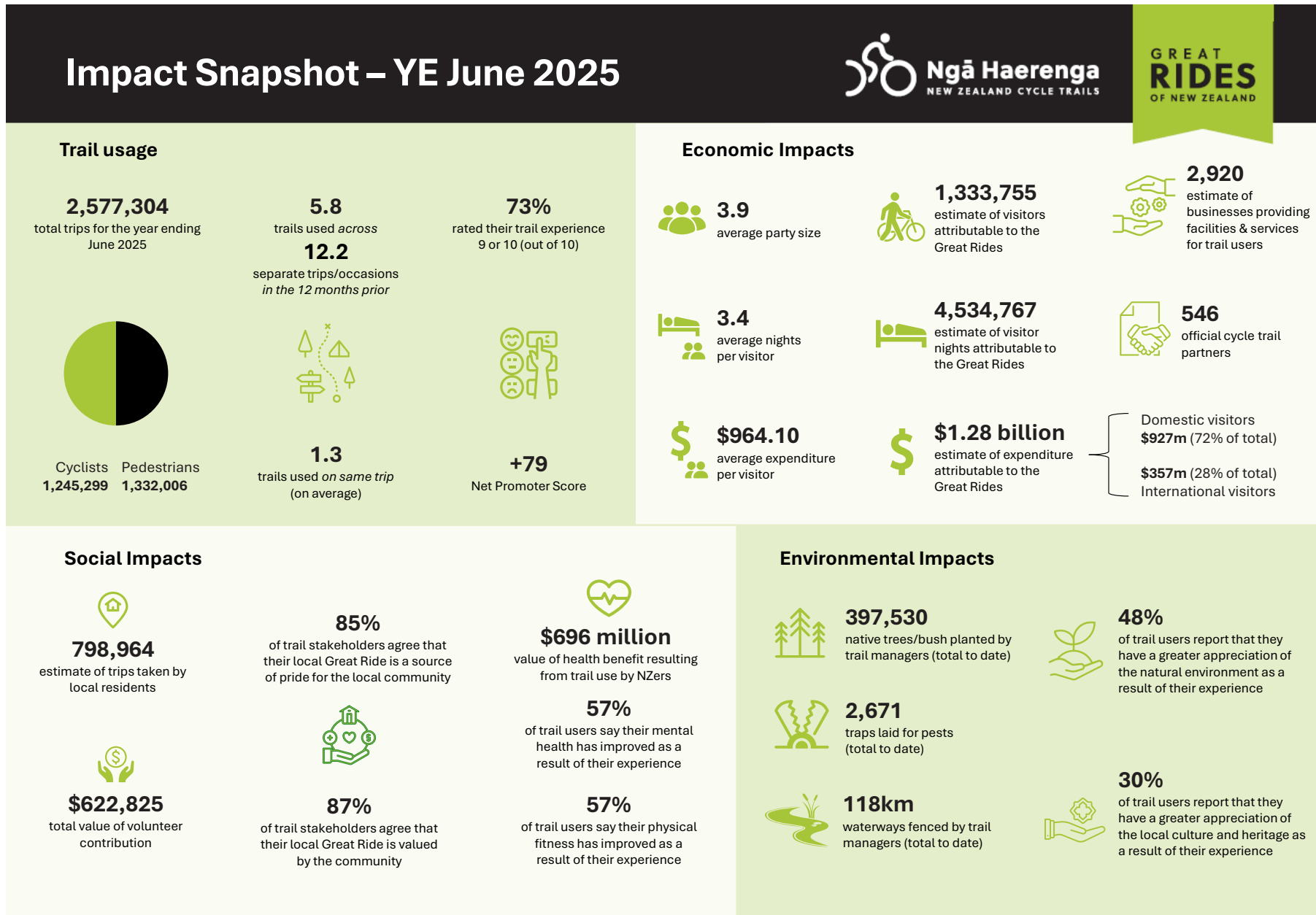
Included in this economic contribution is an estimated \$357 million in expenditure by international visitors who, while representing just 13% of all trail users and 17% of those visiting the trail regions, accounted for an estimated 28% of visitor expenditure attributable to the trails. This is owing both to their longer average length of stay in the regions, and their higher average expenditure per person - more than twice that of a domestic visitor.

New questions added to this year's trail user survey reveal high levels of repeat visitation and multi-trail use (within the same trip). Indicative of deep and growing engagement with the Great Rides brand and experience, this is further validated by the exceptionally high user satisfaction ratings and a Net Promoter Score of +79 – a world-class result by any standard.

Stakeholder feedback highlights the overwhelmingly positive influence of the Great Rides on local communities – not only boosting regional economies, but strengthening social wellbeing and supporting positive environmental outcomes. A strong sense of ownership is also evident in communities' ongoing investment in the trails' sustainability – from direct funding through TLAs and grants from community trusts, to volunteer contributions and grassroots advocacy by individuals.

Taken together, the 2025 results show that the Great Rides continue to deliver on multiple fronts. In this respect, they remain a compelling example of sustainable tourism in action, successfully aligning economic growth with social and environmental goals.

4



EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

SUMMARY OF KEY EVALUATION FINDINGS

The tables below and overleaf summarise key evaluation findings for the year ending June 2025 and compare results with 2021, where available.

		YE June 2021	YE June 2025	Change
Trail Usage	Trips taken by cyclists	1,087,748	1,245,299	+157,551
	Trips taken by pedestrians	1,098,913	1,332,006	+233,093
	All trips	2,186,662	2,577,304	+390,642
Trail User Experience	Trail user satisfaction (% of trail users rating their experience 9 or 10 on a 10-point satisfaction scale)	74%	73%	-1%
	Net Promoter Score	+76	+79	+3
Economic Impacts	Number of visitors to the Great Ride areas attributable to the trails	1,064,904	1,333,755	+268,851
	Number of visitor nights in the Great Ride areas attributable to the trails	3,620,675	4,534,767	+941,092
	Visitor expenditure in the Great Ride areas attributable to the trails	\$950 million	\$1.28 billion	+\$335 million
	Trail Manager count of businesses providing facilities and services for Great Rides users	1,591	2,920	+1,329
	Official Cycle Trail partners	795	546	-249
Social Impacts	Trips taken by local residents of Great Ride areas	785,012	798,964	+13,952
	Trips taken by New Zealand residents (i.e. local residents and domestic visitors to the area)	2,153,862	2,268,028	+114,166
	Trips taken by international visitors	32,800	309,276	+276,476
	Number of volunteers (last 12 months)	808	565	-243
	Number of volunteer hours (last 12 months)	17,069	17,795	+726
	Value of volunteer contribution (calculated at average hourly wage)	\$593,318	\$622,825	+\$29,507

EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

SUMMARY OF KEY EVALUATION FINDINGS (CONT.)

	YE June 2021	YE June 2025	Change	
Social Impacts (cont.)	Proportion of trail stakeholders reporting that they agree/agree strongly that their local Great Ride:			
	... has increased the profile of the area	91%	90%	-1%
	... is valued by the local community	88%	87%	-1%
	... is a source of pride for the local community	86%	85%	-1%
	... is creating greater understanding of the area’s natural environment	83%	81%	-2%
	... has become part of the community’s identity	82%	85%	+3%
	... is accessible to a wide range of people regardless of skill/physical (dis)ability	81%	77%	-4%
	... is making the area a more vibrant or appealing place to live	81%	82%	+1%
	... has been a catalyst for investment in the area	78%	70%	-8%
	... is improving overall quality of life in the area	76%	79%	+3%
	... has been a catalyst for community development	73%	71%	-2%
	... is creating a greater understanding of the area’s cultural heritage	58%	63%	+5%
	Calculated value of health benefit resulting from trail use	N/A	\$696 million	N/A
	Proportion of trail users reporting the following as a result of their Great Ride experience:			
	... my sense of wellbeing or mental health has improved	56%	57%	+1%
	... my physical health has improved	47%	57%	+10%
	... I have developed a closer relationship with the people I was with	44%	33%	-11%
	... I have developed or improved my skills	34%	30%	-4%
	Proportion of Local Government and Business Group stakeholders reporting that their local Great Ride is an important factor in...			
	... attracting visitors to the area (FY 2021)	91%	N/A	N/A
... attracting domestic visitors to the area (FY 2025)	N/A	91%	N/A	
... attracting international visitors to the area (FY 2025)	N/A	63%	N/A	
... attracting people to live in the area	47%	55%	+8%	
... attracting people to study in the area	8%	21%	+13%	
... attracting people to do business or invest in the area	62%	64%	+2%	

EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

SUMMARY OF KEY EVALUATION FINDINGS (CONT.)

	YE June 2021	YE June 2025	Change	
Environmental Impacts	Native trees/shrubs planted (total to date)	NA	397,530	-
	Native flaxes/rushes planted (total to date)	NA	47,200	-
	Kilometres of waterway fenced (total to date)	NA	118	-
	Traps laid for pests (total to date)	NA	2,671	-
	Proportion of trail users reporting the following as a result of their Great Ride experience:			
	... I understand more about the natural environment	26%	21%	-5%
	... I appreciate the natural environment more	51%	48%	-3%
	... I am more conscious of my impact on the environment	22%	18%	-4%
	... I understand more about the local culture and heritage	35%	29%	-6%
... I appreciate the local culture and heritage more	29%	30%	+1%	

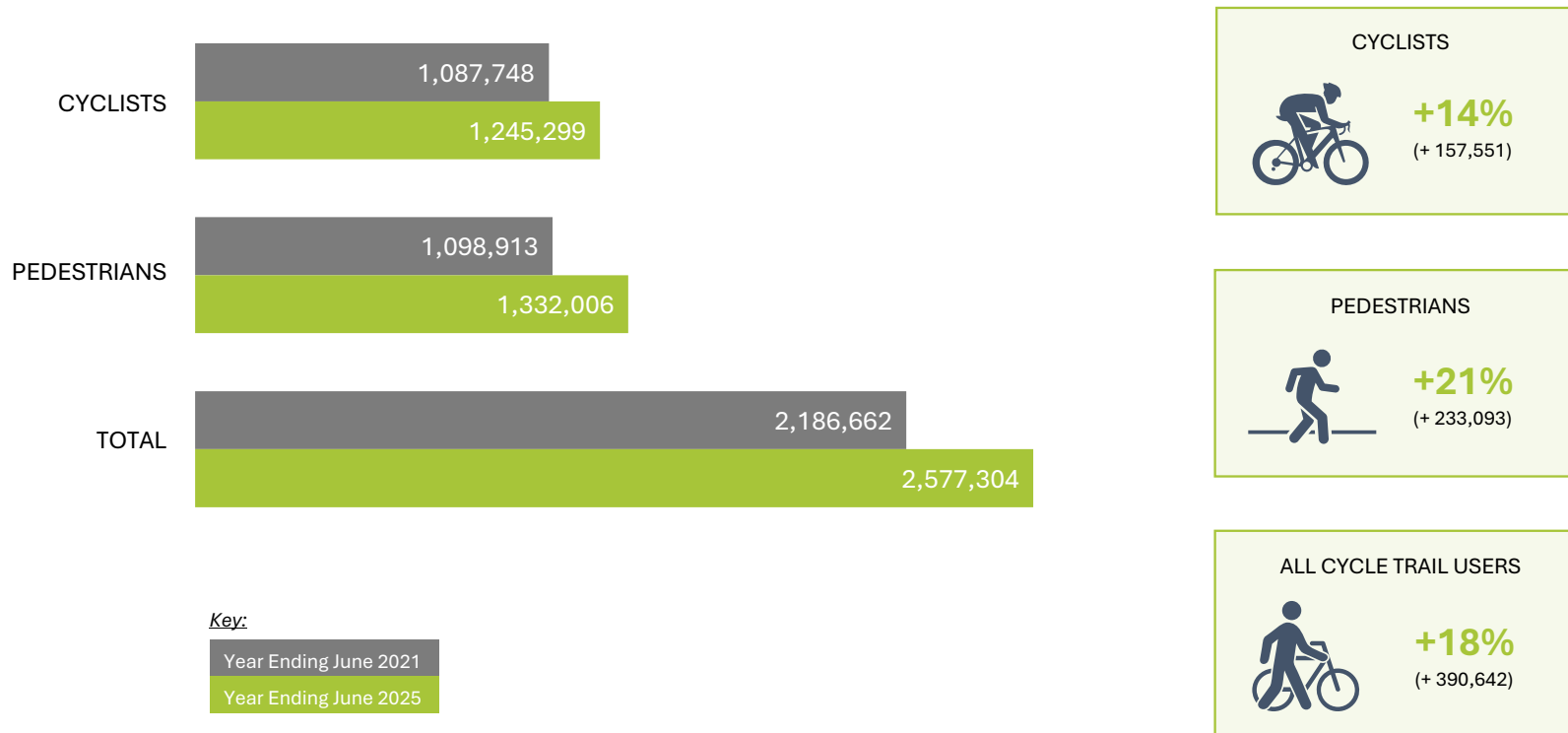


EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

TRAIL USAGE

In the year ending June 2025, almost 2.58 million trips were taken across the Great Rides network.¹ These trips were divided more or less equally between cyclists (48% of trips) and pedestrians (52%).

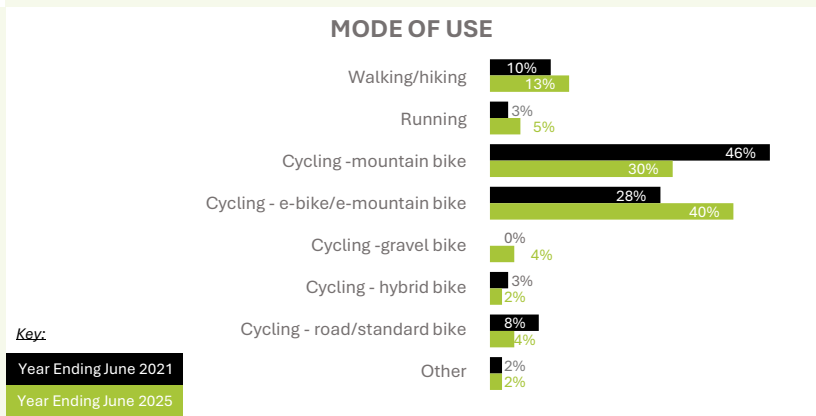
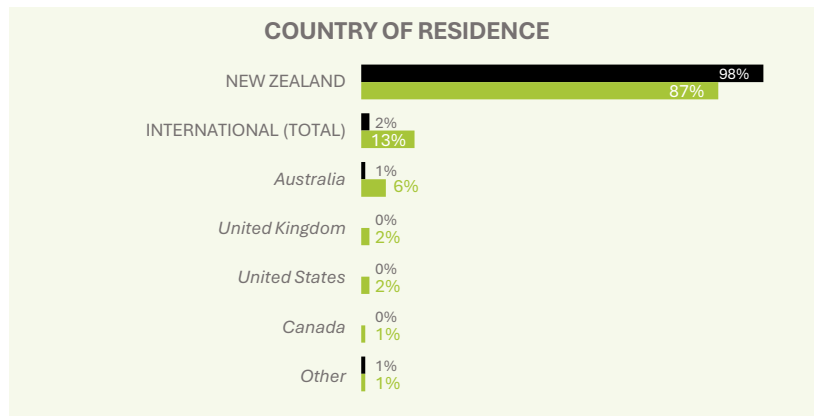
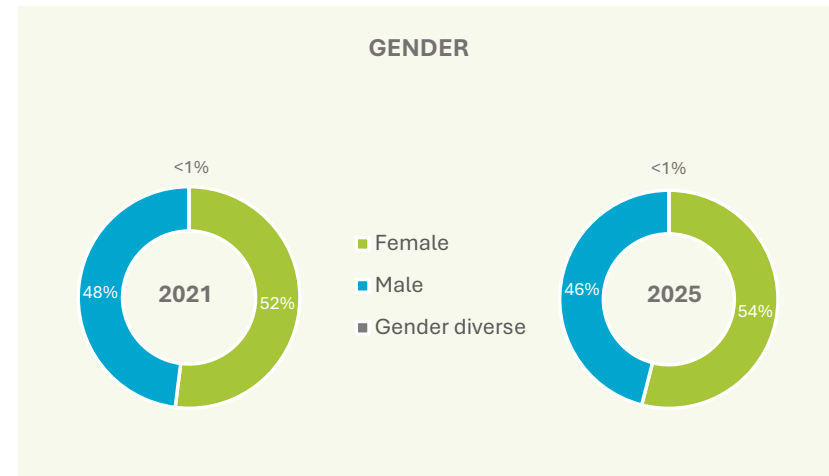
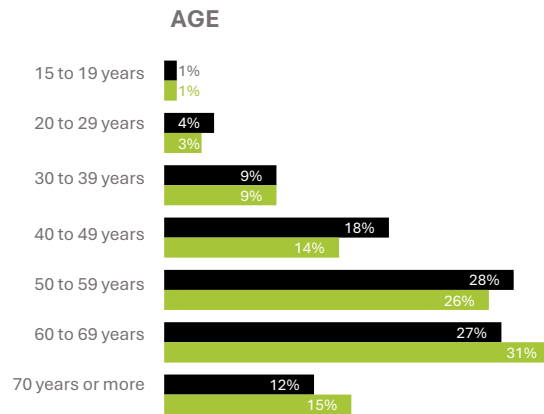
Relative to the year ending June 2021, the 2025 data represents growth of +14 percent in the number of trips taken by cyclists and +21 percent in trips taken by pedestrians – an increase of +18 percent in usage occasions (trips) overall.



EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

TRAIL USER PROFILES

The latest year’s survey results show a significant increase in older trail users, and residents of countries other than New Zealand (Australia being the primary source market). While international markets contribute 13% of trail users overall, **this proportion ranges from 2% to 47% across the individual Great Rides**. There has also been a substantial increase in the use of e-bikes since 2021. Refer to the following page for more information on trail use by market of origin (local, domestic, international).



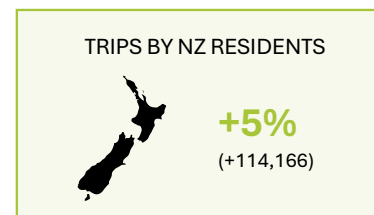
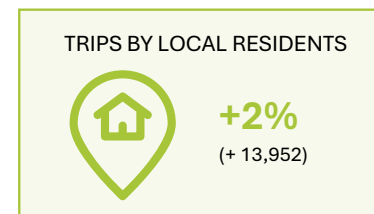
Key:
Year Ending June 2021
Year Ending June 2025

EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

TRAIL USE BY ORIGIN OF USER

In the year ending June 2025, survey data scaled to the trail counter data indicates that **local residents** accounted for 31% of all usage occasions (or almost 800,000 individual trips in total). This is an increase of +2% on trips taken by local residents in the year to June 2021.

Visitors to trail regions accounted for the remaining 69% of usage occasions (or almost 1.8 million trips in total). More than 80% of these trips were taken by **domestic** visitors (almost 1.5 million in total), and the remaining 17% (309,276) by **international** visitors. Use of the trails by international visitors has increased dramatically in the four years from YE June 2021 to YE June 2025 (+843%).



	YE June 2021		YE June 2025	
	%	Trips (n=)	%	Trips (n=)
Local Residents vs. Visitors				
Local residents	36%	785,012	31%	798,964
Visitors (TOTAL)	64%	1,401,650	69%	1,778,340
Base: Total trips (n=)	2,186,662		2,577,304	
Origin of Visitors				
Domestic visitors	98.5%	1,368,850	83%	1,469,064
International visitors*	1.5%	32,800	17%	309,276
Base: Total trips by visitors (n=)	1,401,650		1,778,340	

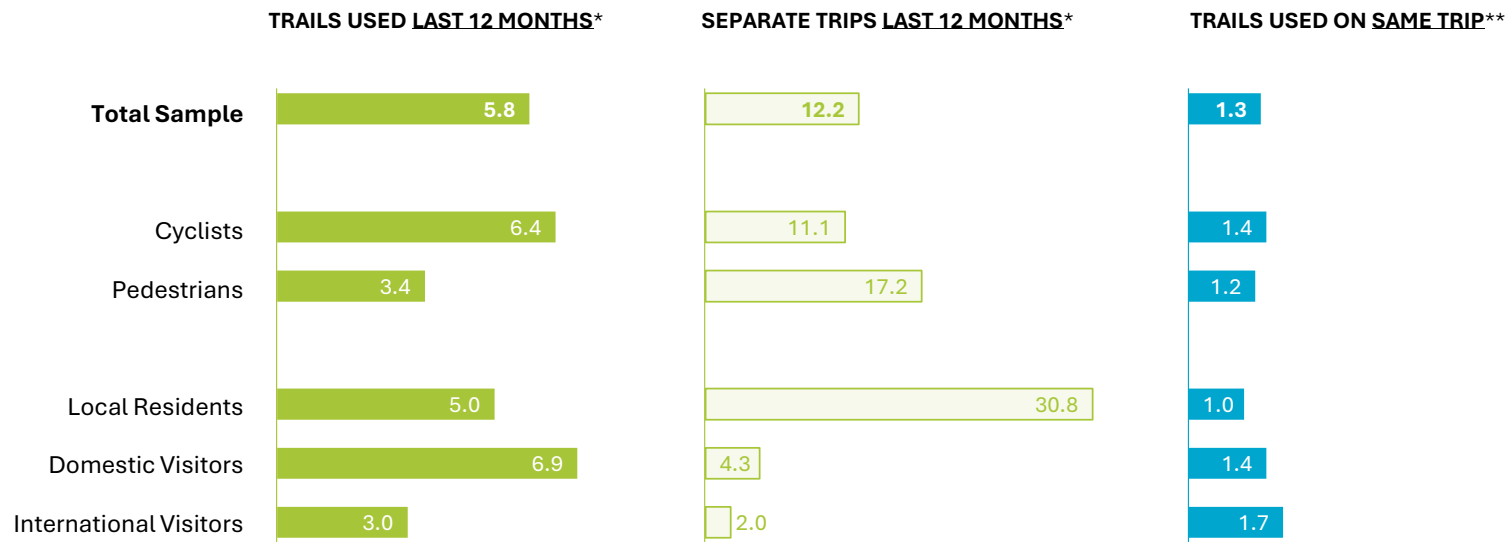
EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

REPEAT & MULTI-TRAIL USE

On average, each respondent to the trail user survey in YE June 2025 had experienced 5.8 trails across 12.2 separate trips/occasions in the 12 months prior.

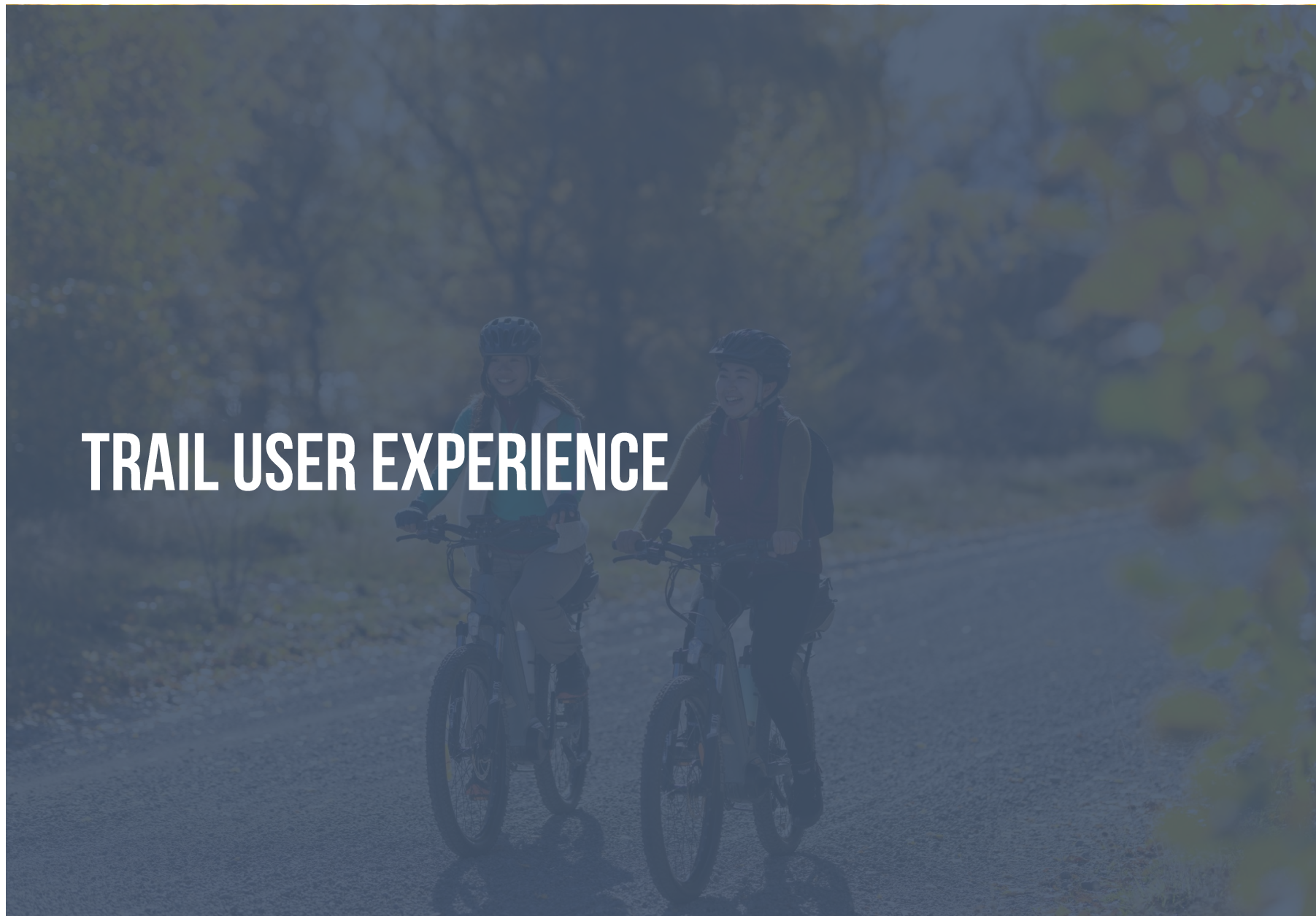
A new question was added to the trail user survey in December 2024, asking about the number of trails used **on a single trip**. For the period from December 2024 to June 2025, 83% of trail users had cycled/walked a single trail on the trip in question and almost **one in five** had experienced multiple trails (an average of 2.9 trails per multi-trail user).

Overall, results highlight a very high level of **multi-trail use** by New Zealanders (residents and domestic visitors to trail communities) and of **repeated trail use** by local residents (an average of 30.8 usage occasions per person in the last 12 months). However, a high level of multi-trail use is also apparent amongst international visitors, with an average of two separate trips and three trails per person in the last 12 months.



* Last 12 Months [YE June 2025]: Total sample (n=7,461), Cyclists (n=6,065), Pedestrians (n=1,383), Local residents (n=2,303), Domestic visitors (n=4,249), International visitors (n=909)

** Same trip [December 2024 – June 2025]: Total sample (n=5,215), Cyclists (n=4,307), Pedestrians (n=901), Local residents (n=1,396), Domestic visitors (n=3,059), International visitors (n=760)



EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

TIME SPENT ON-TRAIL

Almost half of all trail users spent four hours or less on their trail experience, with the largest group spending 1-4 hours. A little over one-third (35%) of the subject trips in the year ending June 2025 were multi-day experiences (two days or more).

International visitors typically spend the longest time on-trail, with 62% of trips taken by international visitors being multi-day experiences.

	Total Sample	Cyclists	Pedestrians	Local Residents	Domestic Visitors	International Visitors
Less than 1 hour	5%	3%	10%	11%	2%	1%
1-4 hours (half a day)	44%	43%	48%	70%	34%	20%
1 day (more than 4 hours)	17%	18%	10%	12%	19%	17%
2 days	12%	14%	3%	3%	17%	11%
3 days	6%	7%	2%	1%	8%	10%
4 days	7%	7%	8%	1%	8%	16%
5 days	6%	3%	17%	1%	7%	11%
6 days or more	4%	5%	1%	1%	4%	13%
Sample size (n=)	7,475	6,074	1,387	2,313	4,251	911

x% or y% significantly higher or lower when compared with the Total Sample

EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

REASONS FOR USING THE TRAIL

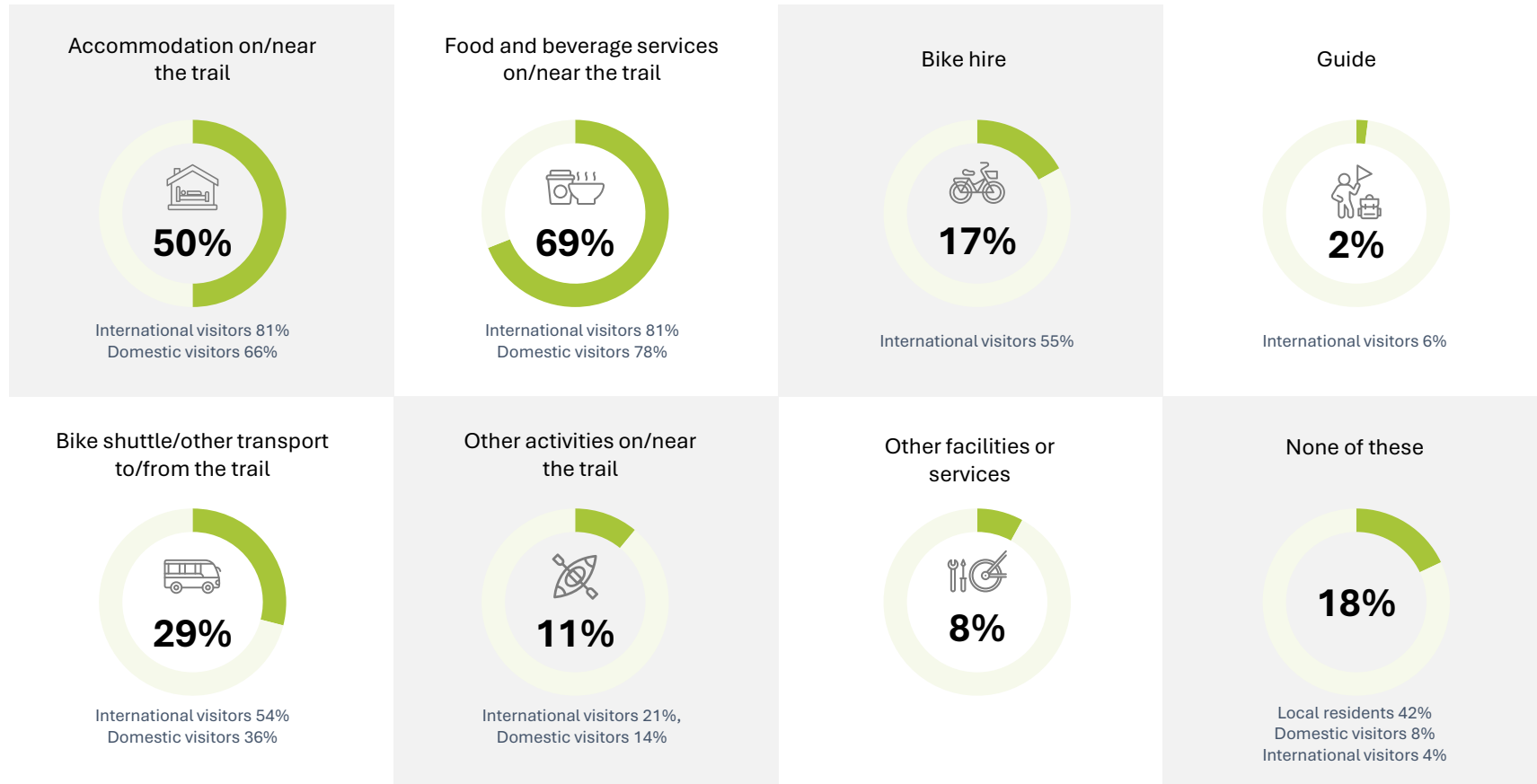
Motivations for trail use vary significantly by user group. Overall, the Great Rides satisfy common needs for exercise, relaxation and social connection, while providing domestic and international visitors with opportunities for sightseeing, experiences of the natural environment and/or local culture and heritage, and the base for a cycling-oriented holiday.

	Total Sample	Cyclists	Pedestrians	Local Residents	Domestic Visitors	International Visitors
For exercise	51%	50%	51%	69%	44%	31%
For relaxation	37%	38%	34%	44%	36%	26%
For a cycling holiday	36%	44%	1%	4%	47%	61%
To spend time/socialise with friends or family	35%	37%	29%	38%	37%	21%
Sightseeing	29%	31%	22%	17%	34%	40%
To escape the pressures of daily life	22%	22%	22%	25%	22%	15%
To experience or learn about the natural environment	17%	17%	17%	11%	18%	25%
To experience or learn about local culture and heritage	11%	12%	9%	5%	14%	16%
Bikepacking	9%	11%	0%	4%	10%	15%
To participate in an event	7%	4%	22%	6%	9%	2%
For a walking holiday	6%	1%	29%	1%	7%	12%
To train for an event	5%	5%	7%	10%	4%	1%
To commute to/from school or work	1%	1%	1%	3%	0%	0%
Other	5%	5%	7%	7%	5%	3%
Sample size (n=)	7,475	6,074	1,387	2,313	4,251	911

EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

USE OF SUPPORTING FACILITIES AND SERVICES

More than two-thirds of all trail users take advantage of local food and beverage services, while half stay in local accommodation. Not surprisingly, use of these services is significantly higher amongst visitors to the trail communities than residents, as is use of bike shuttle/other transport and 'other activities' available on/near the trails. Use of bike hire services is highest amongst international visitors (at 55%), along with the use of guides/guiding services (6%).



EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

OVERALL SATISFACTION

Users of the Great Rides express very high levels of satisfaction with their trail experience, with almost three in four rating their satisfaction at a 9 or 10 (on the 10-point scale provided). The average score of 9/10 is equivalent to that recorded in 2021.

Overall, the highest satisfaction scores are given by international visitors (53% rating their satisfaction 10/10) and domestic visitors (49%). Amongst other groups, higher than average satisfaction scores are also given by those for whom the trail is the main driver of their trip (52% giving a score of 10/10), those travelling in groups without children (48% vs 42% for those travelling with children), and those identifying as Māori (56%).



	YE June 2021	YE June 2025
10 (Very Satisfied)	51%	48%
9	23%	25%
8	16%	19%
7	6%	6%
6	2%	1%
5	1%	1%
4	1%	0%
3	0%	0%
2	0%	0%
1 (Very Dissatisfied)	0%	0%
Average	9.0	9.0

EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

NET PROMOTER SCORE

The **Net Promoter Score (NPS)** reflects trail users’ propensity to recommend the Great Rides experience to their friends or colleagues. The NPS for the Great Rides has increased three points from an already outstanding +76 in the year ending June 2021 to an exceptional +79 in the latest year.

The Great Rides NPS is still higher amongst those travelling to the trail communities for the main purpose of walking/cycling a Great Ride (+81), overnight visitors (+82 compared with +78 for day-trippers), and those identifying as Māori (+82).



	YE June 2021	YE June 2025
Promoters (9-10)	80%	82%
Passives (7-8)	16%	15%
Detractors (0-6)	4%	3%
Net Promoter Score	+76	+79

Net Promoter Score (NPS) is an indicator used globally to measure customer engagement and advocacy, based on the likelihood of a customer recommending a given product or service.

Any positive score means there are more loyal advocates willing to recommend the product or service (promoters) than unhappy critics (detractors). A passive customer is satisfied, but unenthusiastic.

A high score of +100 means that every customer is a promoter, while a low score of -100 means that every customer is a detractor.

EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

DETAILED RATINGS

In the year to June 2025, users of the Great Rides network expressed very high levels of satisfaction with the facilities and services available to trail users. All facilities/services achieved average ratings of at least 4 (on a 5-point scale, in which 1 equated to 'very poor' and 5 equated to 'very good') amongst those who used them.



EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

DETAILED RATINGS (CONT.)

All other aspects of the Great Rides were also rated highly in the year to June 2025, and most especially the trail scenery/setting for the trail user experience. From a user experience perspective, the greatest opportunities for improvement relate to the condition of the trail surface and directional/other signage on the trails.





EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

VISITOR NIGHTS

Trail user survey data for the year ending June 2025 indicates that half of all cycle trail users were visiting the area **because of** the Great Ride (and not primarily for some other reason).² If scaled using trail counter data for the year to June 2025, this would equate to more than 1.3 million individual visitors spending a total of 4.5 million visitor nights in the Great Rides regions as a result of their local cycle trail. This is an increase of more than 900,000 nights (or +25 percent growth) on estimates for the year ending June 2021.³

VISITOR ACTIVITY ON THE GREAT RIDES OF NZ



51.8%

Visited the region because of a Great Ride

(48.7% in 2021)



1,333,755

Estimate of total visitors attributable to the Great Rides

(1,064,904 visitors in 2021)



3.4

Average visitor nights

(3.4 visitor nights in 2021)



4,534,767

Estimate of total visitor nights attributable to the Great Rides

(3,620,675 visitor nights in 2021)

TOTAL VISITOR NIGHTS



25% increase

in visitor nights since YE June 2021

(equivalent to +914,092 visitor nights)

² Source: Trail User survey – proportion of trail users a) visiting the region and b) because of the Great Ride (YE June 2021 n=2,925, YE June 2025=3,854)

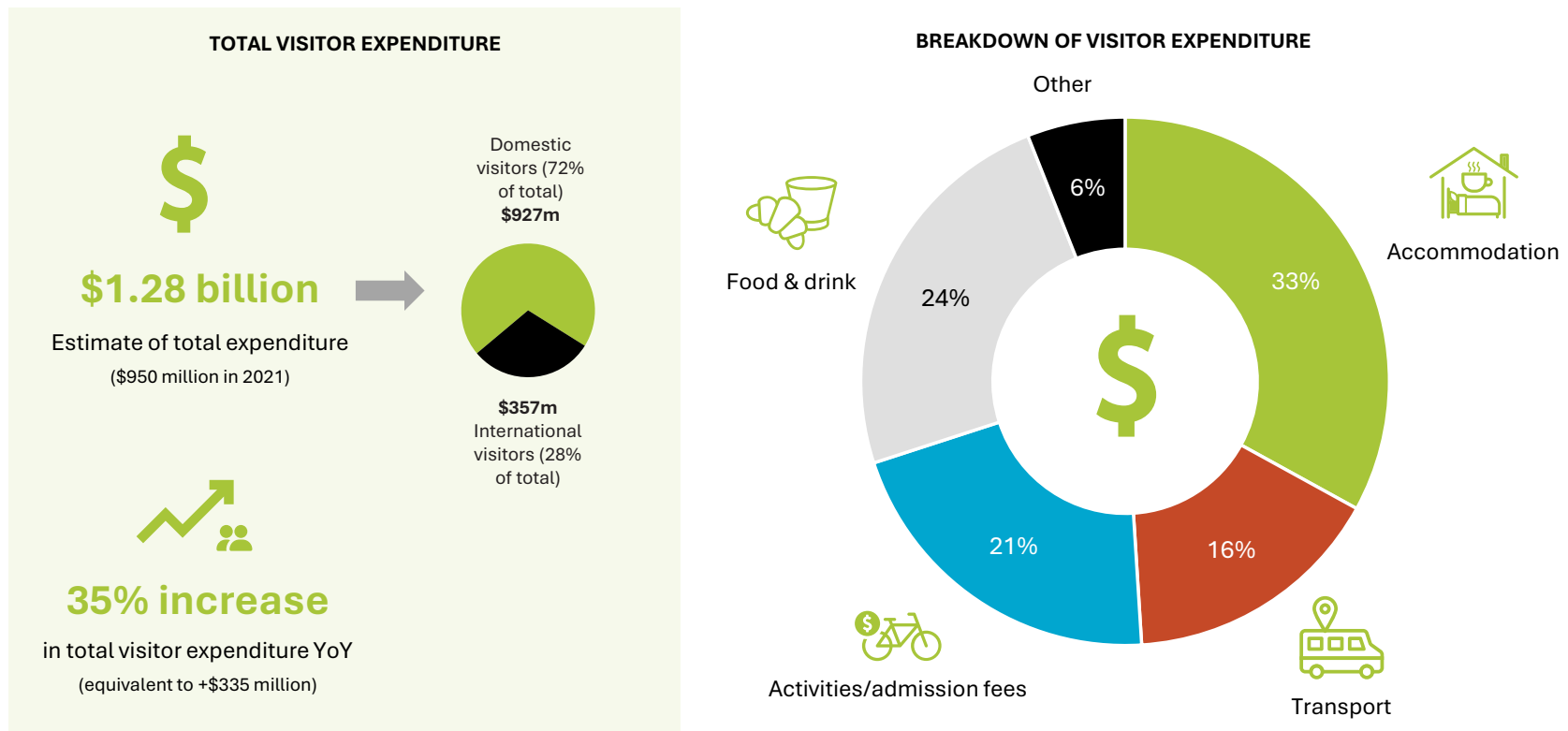
³ Calculated by applying Trail User survey results to Trail Counter data for YE June 2021 and YE June 2025.

EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

VISITOR EXPENDITURE

Using a combination of trail user survey data and counter data, it is estimated that the Great Rides delivered around \$1.28 billion in **new expenditure** to host regions in the year to June 2025 (i.e. expenditure by visitors travelling to the regions for the primary purpose of walking/cycling the Great Rides). This is an increase of +35 percent on estimates for the year ending June 2021.⁴

It is estimated that domestic visitors contributed 72% of this new expenditure and international visitors 28%.



⁴ Calculated by taking the total number of people a) visiting a Great Ride area and b) only/mainly because of the Great Ride (51.8% of trail users or 1,333,755 of the 2,577,304 total count) and multiplying this number by average expenditure reported per person by respondents to the Trail User survey (\$892.20 YE Jun 2021, \$964.10 YE Jun 2025). Sample: visiting the region because of a Great Ride: YE Jun 2021 (n=2,925), YE June 2025 (n=3,854).

EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

VISITOR EXPENDITURE (CONT.)

The Great Rides’ economic contribution to their host communities is spread across all sectors of the economy, with accommodation and hospitality businesses, and cycle trail activities/admission fees reaping the largest overall shares of visitor expenditure. Based on the trail user survey data, the average per-trip expenditure per cycle trail user is more than \$960, an increase of +8 percent on per person expenditure in the year ending June 2021.⁵

Note that expenditure is reported only for those cycle trail users who are visiting the areas of the Great Rides for the **primary purpose** of experiencing a Great Ride. This proportion varies by user group, along with other drivers of economic contribution (average length of stay, number in travel party) as shown overleaf.



⁵ Average expenditure reported per person by respondents to the Trail User survey. The average is calculated taking into account both day and overnight visitors and adults and children (with each adult assigned a value of 1 and each child a value of 0.5 in the calculation). Data is collected for the individual respondent or group of which they are part (by respondent preference) and broken down across the range of categories shown. Sample: visiting the region because of a Great Ride: YE Jun 2021 (n=2,925), YE June 2025 (n=3,854).²⁵

EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

VISITOR EXPENDITURE (CONT.)

Survey data indicates that 52% of all trail users **are visiting the area primarily to experience the subject Great Ride**. This proportion drops to 37% for cyclists riding the trails on standard bikes and to 48% for pedestrian trail users. In contrast, the proportion increases to 76% for domestic visitors and 56% for visitors riding the Great Rides on e-bikes.

While a slightly smaller proportion of international trail users are travelling specifically to experience a Great Ride, a longer average length of stay is a key driver of their higher average expenditure per person (more than double that of a domestic visitor).

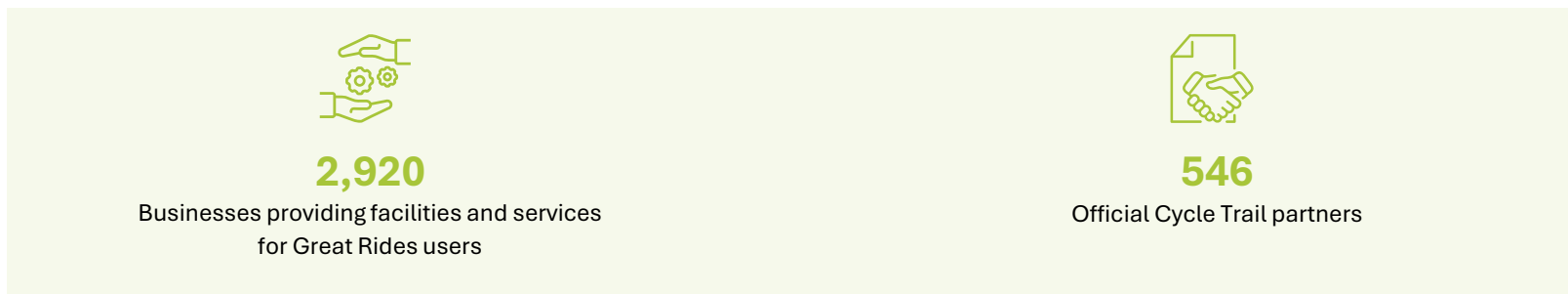
	Visiting area because of Great Ride (2025)	Average nights per person	Average party size	Average expenditure per person
Total Sample	52%	3.4	3.9	\$964.10
Domestic visitors	76%	3.1	4.0	\$806.71
International visitors	67%	5.1	3.2	\$1,793.85
Pedestrian trail users	48%	3.3	3.8	\$662.44
Cycling trail users	53%	3.4	3.9	\$1,022.85
<i>Cycling (standard bike)</i>	37%	2.6	3.7	\$695.91
<i>Cycling (e-bike)</i>	56%	3.8	4.2	\$1,240.72
<i>Cycling (mountain bike)</i>	51%	2.9	3.5	\$742.19
<i>Sample size (n=)</i>	7,475			

EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

BUSINESS GROWTH

Collectively trail managers estimate that there are more than 2,900 individual businesses providing facilities and services for trail users, of which 546 are official trail partners.

The most commonly identified businesses are those offering accommodation (more than 2,500) and/or food and beverage services (more than 1,700 in total). There are also a significant number of businesses providing bike hire, transport services, and guides or guidance for trail users (including support for self-guided trail experiences).⁶



Of these 2,920 businesses...	
2,582	offer accommodation on/near the trail
1,717	offer food and beverage services on/near the trail
230	provide advice and support for self-guided trail experiences
88	offer guiding/guided tours
138	offer bike hire
136	provide bike shuttle/other transport to/from the trail
287	provide other activities commonly packaged with, or promoted to, visitors alongside your trail
780	offer other facilities or services

⁶ Trail Manager survey 2025 (n=21, removed 1 outlier)

EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

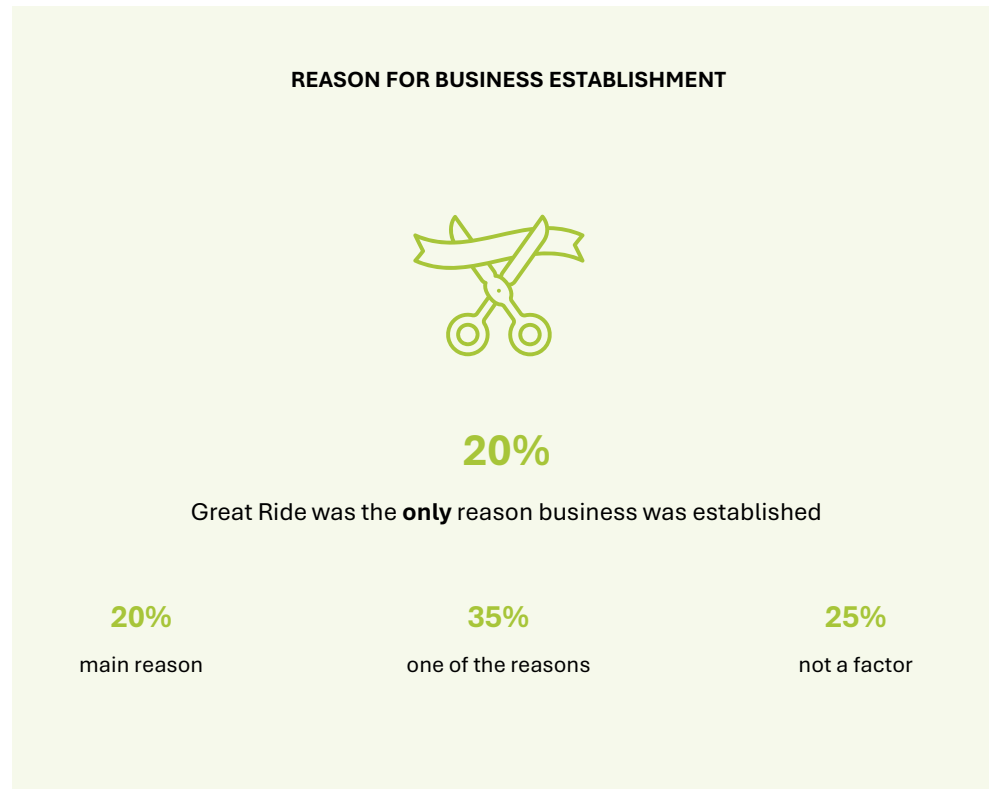
BUSINESS GROWTH (CONT.)

New Business Development

Data provided by the 229 businesses that participated in the 2025 Trail Stakeholder survey indicates that 104 (45%) had been established since the opening of their local Great Ride. Just one in five had been established **solely** because of the trail, but the trail had been a factor in the formation of three quarters of these new businesses.⁷



Operating Area (New Businesses)	
Commercial accommodation	49%
Cycle transport/shuttle services	34%
Cycle hire	31%
Specialised cycle tours	22%
Food and beverage services	18%
Other transport services	7%
General sightseeing/tours	4%
Visitor activities or attractions	4%
Visitor information services	3%
Other facilities or services	2%



EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

BUSINESS GROWTH (CONT.)

Business Expansion

It follows that 125 businesses responding to the Trail Stakeholder survey (55%) had been established prior to the opening of their local Great Ride. However, almost three quarters of these businesses had expanded or added new services subsequently, in most cases (solely or partly) **because of** the cycle trail.⁸



Operating Area (Pre-Existing Businesses)	
Commercial accommodation	50%
Food and beverage services	24%
Cycle hire	21%
Cycle transport/shuttle services	20%
Specialised cycle tours	13%
Other transport services	10%
Visitor activities or attractions	8%
Visitor information services	7%
General sightseeing/tours	5%
Other facilities or services	4%
Other	12%

BUSINESS EXPANSION

72%

Have expanded or added new services since the Great Ride opened

30%

of these businesses had expanded/added services **solely** because of the Great Ride

53%

partly because of the Great Ride

17%

not because of the Great Ride

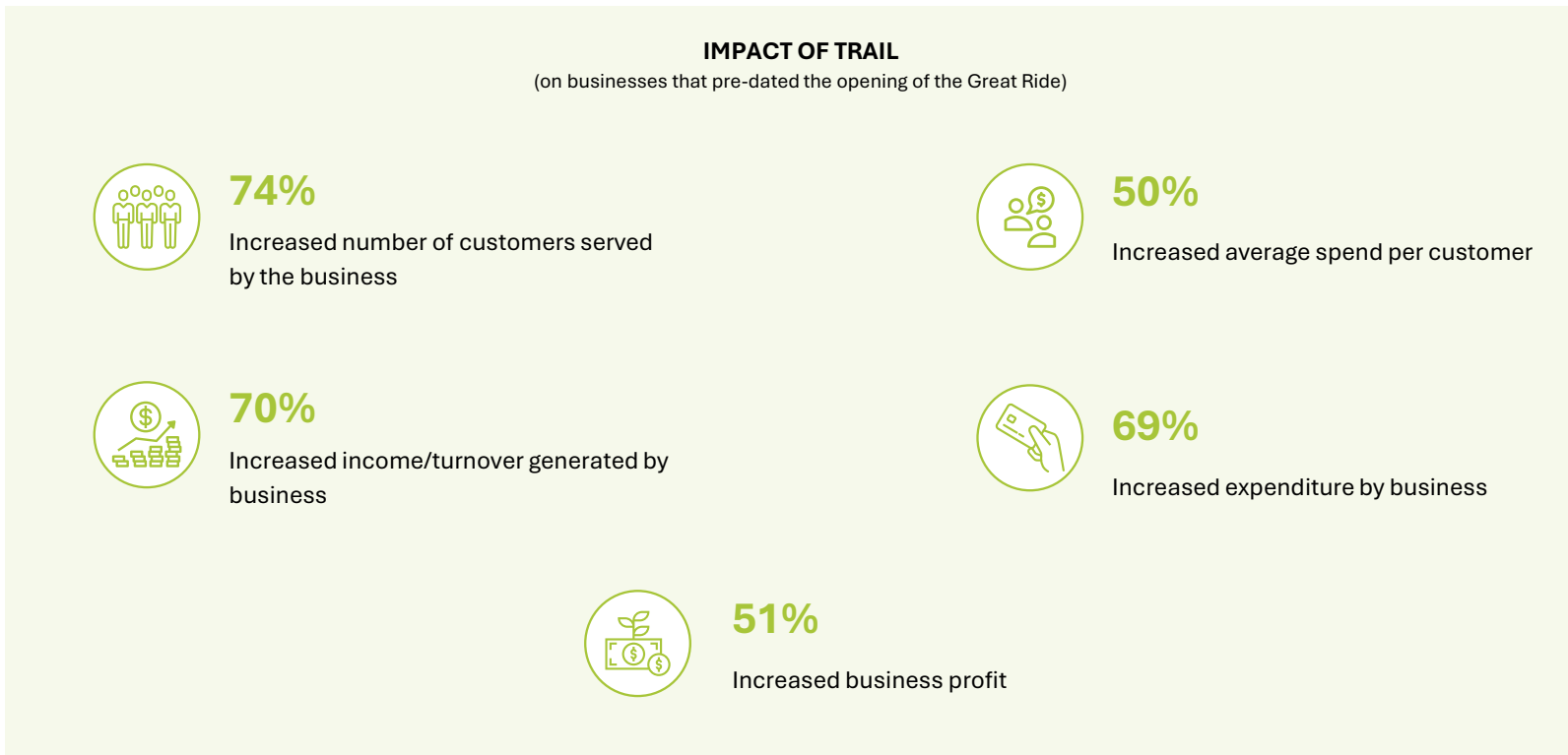
Expansion Area (Pre-Existing Businesses)	
Commercial accommodation	34%
Food and beverage services	28%
Cycle hire	22%
Cycle transport/shuttle services	21%
Specialised cycle tours	13%
General sightseeing/tours	10%
Visitor activities or attractions	9%
Visitor information services	7%
Other facilities or services	6%
Other transport services	12%
Other	19%

EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

BUSINESS GROWTH (CONT.)

Asked about the impacts of the Great Ride, the great majority of businesses established prior to their local Great Ride pointed to a positive contribution in regard to the number of customers served and income/turnover generated. Half had seen an increase in average expenditure per customer and slightly over half a positive impact on their bottom line.

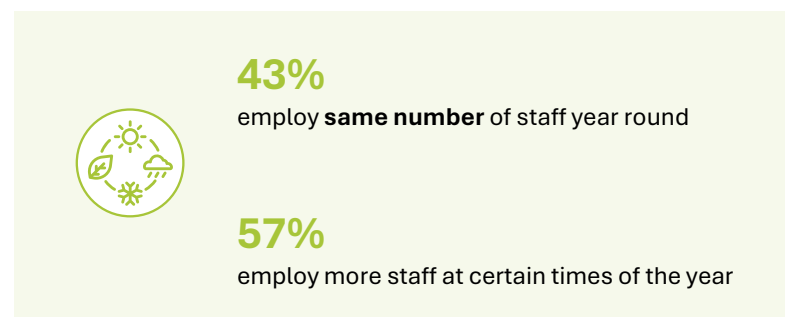
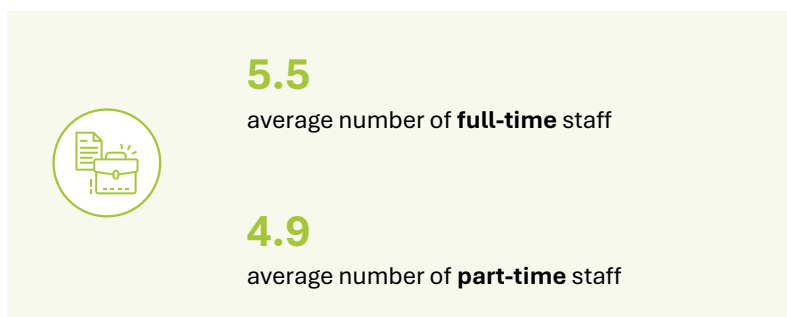
As an indicator of flow-on effects, almost seventy percent of businesses also indicated that their own expenditure had increased.⁹



EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

EMPLOYMENT

Data from businesses participating in the Trail Stakeholder survey indicates that cycle trail-related businesses employ an average of 5.5 full-time and 4.9 part-time staff. More than half of trail-related businesses operate with some seasonality of labour force (employing more people at certain times of year than others).¹⁰ Feedback from pre-existing businesses indicates that a large proportion have increased the size of their workforce as a consequence of their local Great Ride.



IMPACT OF CYCLE TRAILS ON PRE-EXISTING BUSINESSES

23%
Increased the number of **full-time** staff
(+2.8 full-time staff on average)

30%
Increased the number of **part-time** staff
(+3.5 part-time staff on average)

	All Seasonal Businesses	<i>Established</i>	<i>New</i>
Full-time staff			
Average of staff employed			
Peak season	10.6	14.3	5.8
Off-peak season	7.2	10.0	3.4
Part-time staff			
Average of staff employed			
Peak season	6.5	7.6	5.1
Off-peak season	3.1	3.7	2.4

A typical peak season encompasses Dec-Mar, with Nov and Apr shoulders.

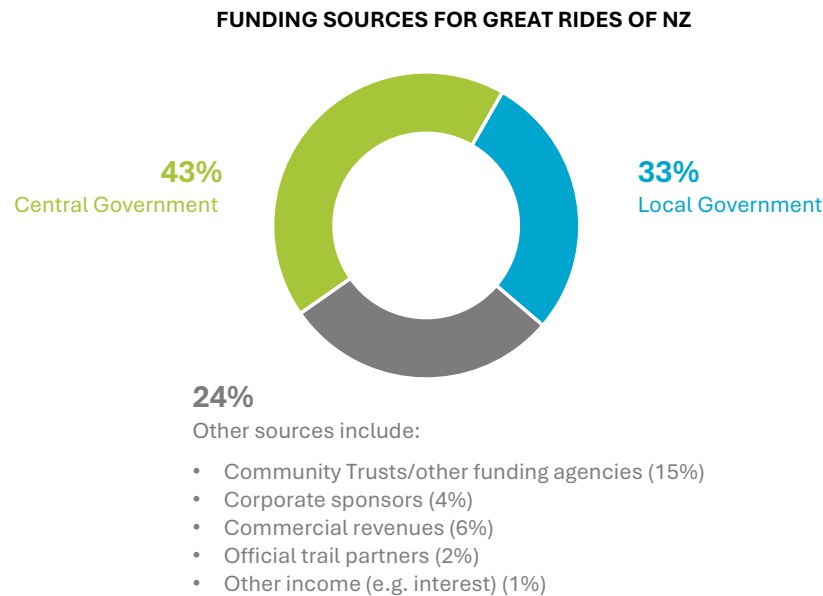


EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

LOCAL FUNDING AND VOLUNTEER CONTRIBUTIONS

Based on data provided by Trail Managers, Local Government provided one-third of all income for the trails in their last financial year, with additional income from local community trusts/funding agencies (15%) and official trail partners (2%).¹¹

Across the Great Rides network, an estimated 565 individuals worked as volunteers, contributing almost 18,000 hours in the last 12 months. At the average hourly wage of \$35, this equates to a further local contribution of more than \$600,000 in value.¹²



¹¹ Source: Trail Manager survey 2021 (n=22). Note that income reported by Trail Managers excludes separate investment in the trails by DOC and Waka Kotahi, and funding made available by MBIE and directed through local government agencies for trail development.

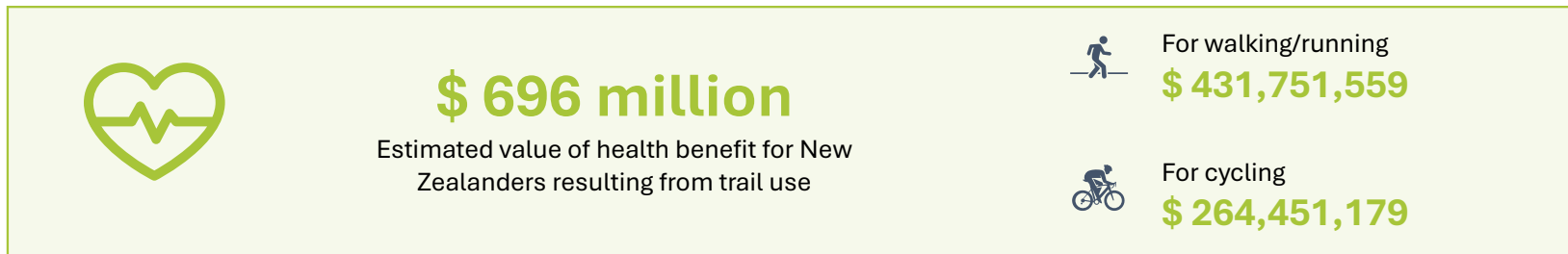
¹² The total value of volunteer contribution has been calculated by multiplying the total volunteer hours reported by Trail Managers by the average hourly wage of \$35 per hour (source: Statistics NZ, Quarterly Employment Survey, June 2025)

EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

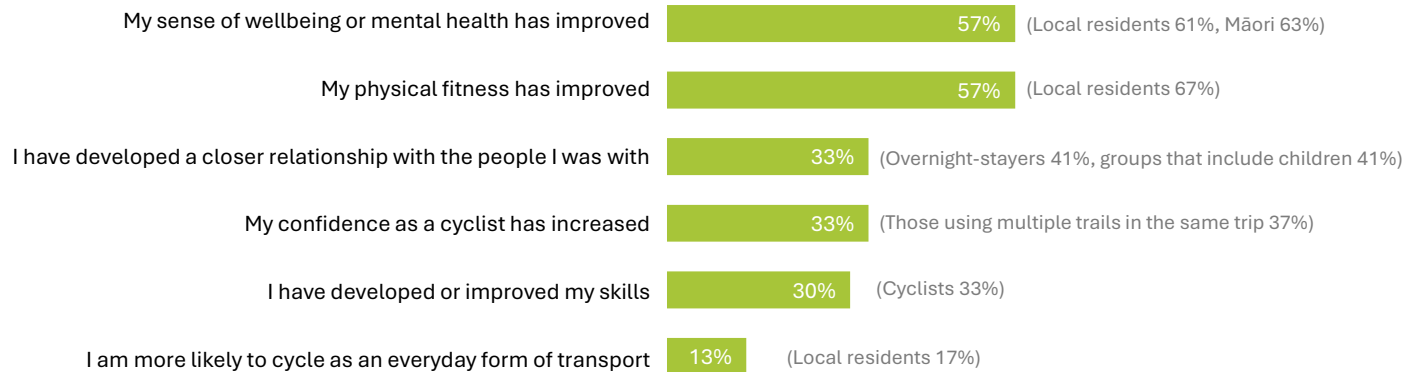
FELT IMPACTS & HEALTH BENEFIT

Using Waka Kotahi’s Monetised Benefits and Costs Manual 2024 as a reference, the combined health benefit of **New Zealand residents** using the Great Rides has been estimated at more than \$696 million for the year to June 2025.

In the same period, almost 60% of trail users reported that their **physical fitness** had improved as a result of their trail experience, and the same proportion reported a positive **mental health** benefit. Amongst other benefits reported by trail users were greater social connection, and skill development.



FELT HEALTH IMPACTS

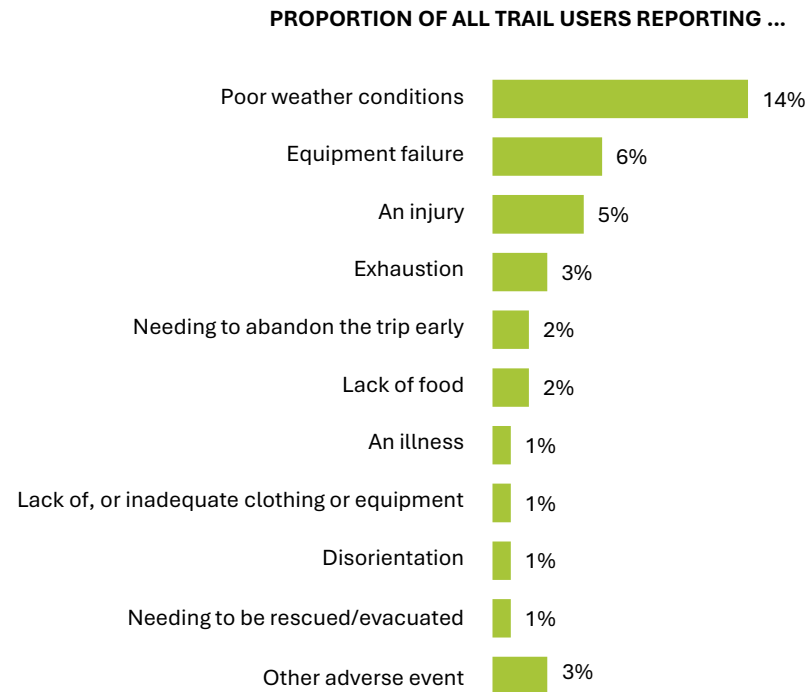
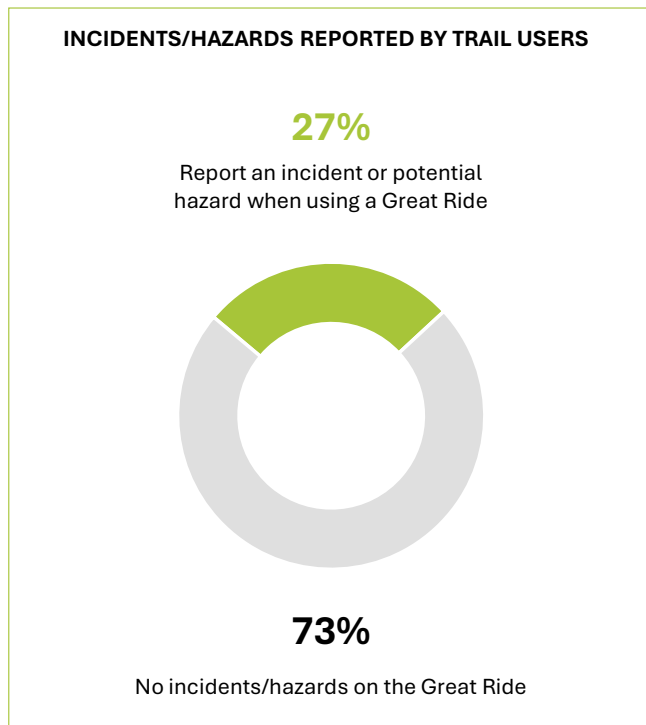


EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

INCIDENTS/HAZARDS REPORTED BY TRAIL USERS

The extent to which health and safety-related incidents and hazards are reported by trail users is an indicator of potential risk and the types of incidents/hazards reported highlight areas in which further support may be needed if trail users are to be prepared for any challenging situations they may face.

While fewer than 30 percent of trail users did report a safety-related incident or hazard in the year to June 2025, more than one in ten encountered adverse weather (14%), six percent equipment failure and five percent **some form of injury**.¹³ While the number and severity of injuries occurring on the Great Rides is difficult to determine as many are not officially reported to Trail Managers, an indication of 5% equates to something in the order of 129,000 injury incidents. While each injury carries a cost that should in principle be offset against the estimated health benefit there is insufficient data available to inform this analysis.



EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

INCLUSIVENESS

Based on data for the year ending June 2025, those identifying as NZ European are significantly over-represented amongst New Zealand-resident trail users and those identifying as Māori, Pasifika and all other ethnicities are under-represented.

In total, 2.5 percent of trail users report a disability or impairment (as measured using the Washington Short Set of questions relating to disability). This equates to one quarter of the incidence of disability amongst the wider population as reported by Sport NZ Ihi Aotearoa in its Active NZ 2023 Survey.¹⁴

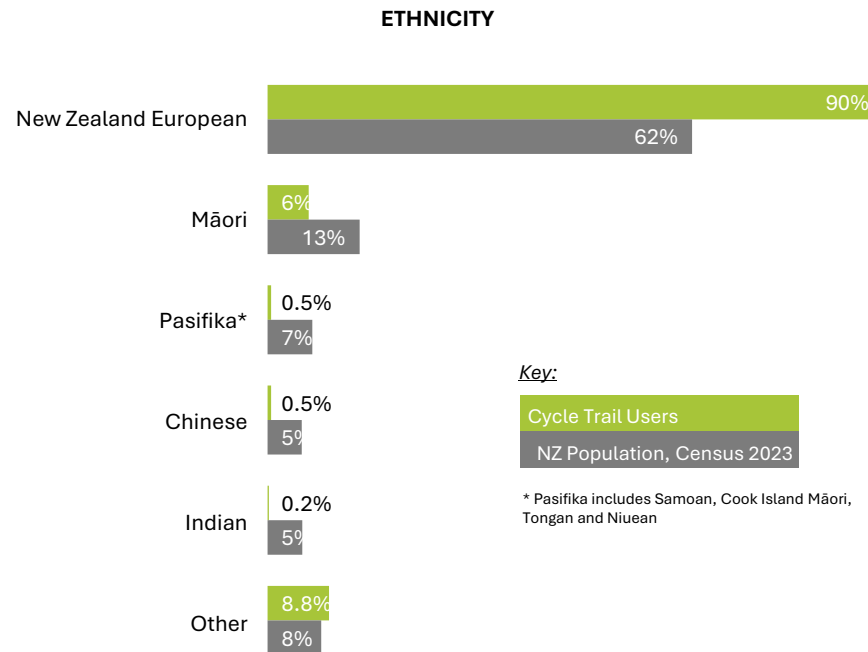
DISABILITY



2.5%

report some form of disability or impairment

¹⁴ Disability was measured using the Washington Group Short Set of questions, based on an individual reporting 'a lot of difficulty' or 'cannot do at all' in at least one domain measured. This measure was also used by Sport NZ for its Active NZ 2023 survey, from which it reports disability at 10% (Disability 3).



EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

COMMUNITY SENTIMENT

The great majority of organisations and groups responding to the 2025 Trail Stakeholder survey reported that their local Great Ride had positive impacts across all four domains measured: social wellbeing; community values, culture and heritage; local economy; and natural environment.¹⁵

IMPACT OF THE GREAT RIDES ON...



¹⁵ Source: Trail Stakeholder Survey 2025 (n=434)
 *Negative = Very negative + Negative; Positive = Very positive + Positive;
 'Neither positive nor negative' and 'Don't know' responses excluded

EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

COMMUNITY SENTIMENT (CONT.)

Strong community support for the Great Rides is also evident in stakeholder responses to a range of propositions ‘tested’ in the 2025 Stakeholder Survey. Nine in ten stakeholders agreed that their local Great Ride provides a high-quality experience for trail users, and a similar proportion agreed that the Great Ride had increased the profile of their area.

Almost 90% of stakeholders indicated that their local Great Ride is valued by the community, a source of pride, and/or part of the community’s identity. More than 70% indicated that it had been a catalyst for community development, and/or for local investment.¹⁶

% WHO AGREE THAT THEIR LOCAL GREAT RIDE...



EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

WIDER IMPACTS

A total of 67 representatives of Chambers of Commerce and other local business groups, Territorial Authorities and Economic Development Agencies/Regional Tourism Organisations responded to the Trail Stakeholder survey. These stakeholders were asked to comment on the extent to which their local Great Ride had been a factor in drawing people to their region to live, work, study and/or play.

Feedback indicates that the Great Rides are a significant drawcard for visitors to the regions and that they also play an important role in attracting people to live and do business or invest in the regions.¹⁷

% WHO BELIEVE THE GREAT RIDES ARE AN IMPORTANT FACTOR IN...

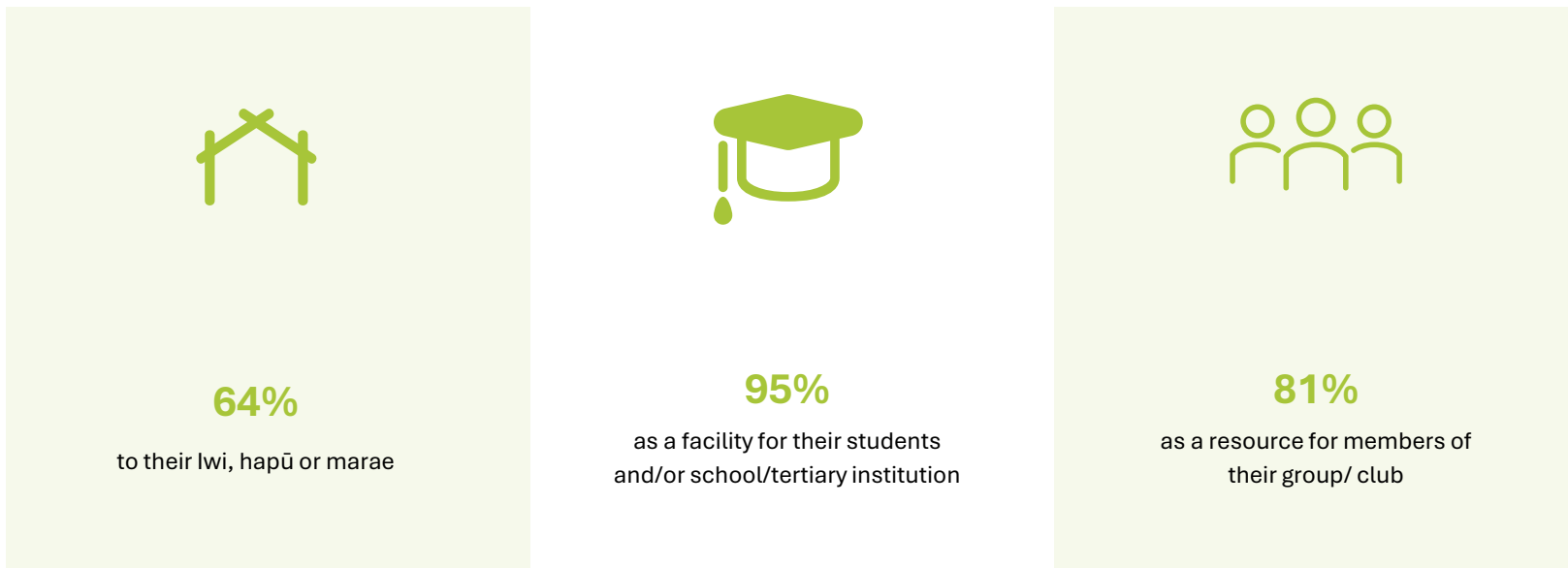


EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

WIDER IMPACTS (CONT.)

While based on very small sample sizes, feedback also indicates that the Great Rides are important to a range of other groups, including Iwi/hapū/marae groups, education providers and (competitive or social) recreation or sporting clubs and groups.¹⁸

% WHO BELIEVE THE GREAT RIDES ARE IMPORTANT...










EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

FELT IMPACTS - ENVIRONMENT

Almost half of trail users report a greater appreciation of the natural environment as a result of their Great Ride experience, and a third report a greater appreciation of local culture and heritage. One in five indicate that they understand more about the natural environment, and around the same proportion that they are more conscious of their **impact** on the natural environment.

		Impacts more like to be felt by...
	21% understand more about the natural environment	<ul style="list-style-type: none"> • International visitors, 28% • Māori, 25%
	48% appreciate the natural environment more	<ul style="list-style-type: none"> • Māori, 57%
	18% are more conscious of their impact on the environment	<ul style="list-style-type: none"> • Pedestrian trail users, 21% • Local residents, 20% • Māori, 26%
	29% understand more about the local culture and heritage	<ul style="list-style-type: none"> • Cyclists, 31% • International visitors, 40% • Domestic visitors, 33% • Overnight-stayers, 39%
	30% appreciate the local culture and heritage more	<ul style="list-style-type: none"> • Cyclists, 32% • International visitors, 36% • Domestic visitors, 33% • Overnight-stayers, 37% • Māori, 35%

EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

ENVIRONMENTAL CONTRIBUTION

Almost 450,000 native trees, shrubs, flaxes or rushes have been planted across the Great Rides network (more than 10% of these in the last 12 months). Almost 120 kilometres of waterways have been fenced, and almost 2,700 traps laid for pests.¹⁹

As a further contribution to the environment, the Great Rides carried trail users on almost 75,000 active transport/commuting trips in the year ending June 2025 (almost 3% of all cycle trail trips).²⁰ This was more than twice the number of commuter trips recorded in 2021, when commuter trips made up 1.5% of all trips.

ENVIRONMENTAL PROTECTION & REGENERATION



397,530

native trees/shrubs have been planted
(37,600 in the last 12 months)



47,200

native flaxes/rushes have been planted
(25,000 in the last 12 months)



118 kilometers

of waterways have been fenced
(3 kilometers in the last 12 months)



2,671

traps have been laid for pests
(695 in the last 12 months)

COMMUTER USE OF THE GREAT RIDES

For the year ending June 2025,



74,742 cycle trail trips

involved a commute to/from school or work
(representing 2.9% of all cycle trail trips taken)

In the year ending June 2021, 32,800 cycle trail trips involved a commute to/from school or work (1.5% of all cycle trail trips taken)

¹⁹ Source: Trail Manager Survey (n=22).

²⁰ Calculated by applying the proportion of trips taken for the purpose of commuting to/from school or work as reported by trail users (Trail User Survey) to trail counter data. Trail User Survey: YE June 2021 (n=6,012), YE June 2025 (n=7,475).



EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

SURVEY METHODOLOGY

TRAIL USER SURVEY

An ongoing survey of Trail Users is undertaken using a survey application developed for Ngā Haerenga NZ Cycle Trails and the 23 Great Rides that make up the network. This uses a combination of methods to access a sample that is as broadly representative of trail users as possible. These methods include: -

- Emailed invitations sent directly to an event or other user database;
- Collection of contact names by staff/volunteers, with follow-up distribution of personalised email invitations;
- Promotion of public web links via newsletters, social media, on-site QR codes and posters, hand-outs of pamphlets and business cards; and
- Promotion of the survey via a growing number of local businesses and official trail partners.

For the year ending June 2025, n=1,757 of n=7475 responses (or 24% of the total) resulted from personalised invitations sent to an identified trail user, with the balance contributed via public web link (for example, hosted on the trail website, promoted via QR code posted on-site or a local business). The response rate for those sent a personalised email invitation was 44%.

The data used for the current evaluation is based on survey samples of n=7475 trail users in the year ending June 2025 and n=6012 trail users in the year ending June 2021.

TRAIL MANAGER SURVEY

The Trail Manager survey was designed to capture the data required for this Evaluation and the survey was undertaken online in June and July 2025.

Survey invitations were emailed to each nominated trail manager on 17 June 2025. The email included a personal link which the Trail Manager clicked to complete the survey.

By end July 2025, 22 of the 23 Trail Managers had completed the survey.

TRAIL STAKEHOLDER SURVEY

The Trail Stakeholder survey was also designed to support the Evaluation, and the survey was undertaken online in April and May 2025.

Stakeholder databases were compiled by Trail Managers, with contacts requested across a range of stakeholder groups. These included: -

- Iwi, hapū and marae groups;
- Businesses providing products/services for people using the trails;
- Chambers of Commerce and other local business/sector groups;
- Territorial Authorities/Local Government Agencies and entities such as Economic Development Agencies and Regional Tourism Organisations;
- Schools and tertiary education providers;
- Competitive and social sporting and recreation clubs/groups;
- Charitable trusts; and
- Other community groups.

A final total of n=1,743 stakeholder contacts were emailed with a personal invitation to complete the online survey, of whom n=434 had responded by the survey closing date of 30th May 2025 (a response rate of 25%).

EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

USE OF TRAIL COUNTER DATA

Alongside the survey data gathered from trail users, stakeholders and trail managers, this Evaluation draws on data collected using counters on the trails. This data is used to 'scale' the survey data to the total population of Great Rides trail users.

As noted in the Introduction on page 3, while the trail user survey provides valuable insights on trail users and trail use, results scaled to the overall Great Rides pedestrian/cyclist population using counter data should be interpreted with some caution. Although the trail user sample size is substantial and considerable effort is made to ensure that the sample includes the full range of trail users, the extent to which it is fully representative cannot easily be determined. It is possible that frequent or local users are under-represented in the sample, and other groups over-represented (for example, cyclists relative to pedestrians).

Trail counters are installed on each of the 23 Great Rides that make up Ngā Haerenga, the New Zealand Cycle Trail, including some counters managed by the Department of Conservation and private land owners.

In late July 2025, an extract of trail counter data for the year ending June 2025 was provided by Be Counted and missing data was sourced from relevant trail managers (e.g., data collected using alternative systems).

The counter data was then analysed using a new set of algorithms developed by Jonathan Kennett for the Ministry of Business, Innovation & Employment.²¹ These algorithms are used to calculate the volume of **unique users or use occasions** on each trail, given that an individual user may be recorded at multiple counters over the length of a trail or on multiple occasions by the same counter when a trail user is walking/cycling a return route.

The resulting calculations of individual trail users were checked for consistency with 2021 outputs, reviewed with Jonathan Kennett or the relevant trail manager where needed, and then confirmed for use in the Evaluation analysis.

EVALUATION OF NGĀ HAERENGA GREAT RIDES OF NEW ZEALAND (YE JUNE 2025)

TRAIL COUNTS FOR THE YEAR ENDING JUNE 2025

	PEDESTRIANS			CYCLISTS			ALL USERS		
	YE Jun 21	YE Jun 25	YoY Change	YE Jun 21	YE Jun 25	YoY Change	YE Jun 21	YE Jun 25	YoY Change
Twin Coast Cycle Trail	29,269	23,261	-21%	33,395	17,900	-46%	62,665	41,161	-34%
Hauraki Rail Trail	31,055	32,892	6%	51,008	45,005	-12%	82,063	77,897	-5%
Waikato River Trail	20,251	19,326	-5%	18,272	16,506	-10%	38,523	35,832	-7%
Whakarewarewa Forest Loop	37,197	114,857	209%	62,003	116,675	88%	99,200	231,532	133%
Motu Trails	7,066	5,338	-24%	14,660	8,130	-45%	21,726	13,468	-38%
Timber Trail	4,269	3,376	-21%	14,043	11,732	-16%	18,313	15,108	-17%
Great Lake Trail	23,999	28,424	18%	23,388	20,342	-13%	47,387	48,766	3%
Mountains to Sea Trail	5,217	59,400	1039%	26,177	42,538	63%	31,394	101,939	225%
Hawke's Bay Trail	212,690	249,248	17%	214,070	203,974	-5%	426,760	453,221	6%
Remutaka Cycle Trail	235,383	221,184	-6%	81,523	67,027	-18%	316,905	288,211	-9%
Queen Charlotte Track	17,811	28,794	62%	5,145	3,762	-27%	22,956	32,556	42%
Coppermine Trail	37,276	28,042	-25%	64,997	44,633	-31%	102,272	72,674	-29%
Tasman's Great Taste Trail	115,606	74,308	-36%	199,873	240,367	20%	315,478	314,675	0%
St James Cycle Trail	2,024	5,591	176%	4,114	2,847	-31%	6,139	8,438	37%
Old Ghost Road	5,663	5,365	-5%	6,277	4,295	-32%	11,940	9,660	-19%
West Coast Wilderness Trail	33,903	34,402	1%	39,284	49,023	25%	73,187	83,425	14%
Alps 2 Ocean	44,442	61,506	38%	24,092	45,991	91%	68,534	107,497	57%
Otago Central Rail Trail	25,722*	6,542*	-75%	54,659*	15,266*	-72%	80,380*	21,808*	-73%
Roxburgh Trail	10,974	9,705	-12%	12,613	12,879	2%	23,586	22,584	-4%
Clutha Gold Trail	5,373	12,185	127%	7,386	16,598	125%	12,759	28,782	126%
Lake Dunstan	N/A	14,550	N/A	N/A	57,065	N/A	N/A	71,614	N/A
Queenstown Trails	189,762	285,647	51%	126,512	195,161	54%	316,274	480,808	52%
Around the Mountains	3,962	8,064	104%	4,261	7,586	78%	8,222	15,650	90%
ALL TRAILS	1,098,913	1,332,006	21%	1,087,748	1,245,299	14%	2,186,662	2,577,304	18%





Within Nature
W H A K A P A K A R I W H E N U A

WITHIN NATURE CHARITABLE TRUST

The Kawakawa Project

A Regenerative Learning Village grounded in te ao Māori

Vision, Implementation Plan & Funding Strategy

Location: Kawakawa, Te Tai Tokerau (Northland), Aotearoa New Zealand

Project Lead: Marcus Powell, CEO

Status: Funding readiness overview

Document created for: Far North District Council



EXECUTIVE SUMMARY

The Kawakawa Project is a long-term investment in rangatahi, whenua, and community resilience — a regenerative learning village grounded in te ao Māori and developed by WithIN NATURE Charitable Trust in Te Tai Tokerau.

Located across approximately 5.5 acres in Kawakawa, the project will create a permanent space where rangatahi can reconnect with culture and whenua, build practical life and enterprise skills, strengthen wellbeing, and develop pathways into leadership, employment, and long-term opportunity without needing to leave their rohe.

The site will integrate māra kai, food forests, native restoration, regenerative growing systems, outdoor learning spaces, cultural wānanga, and social enterprise activity into one interconnected ecosystem grounded in environmental stewardship and community participation.

The project responds directly to growing challenges across Aotearoa, including food insecurity, environmental degradation, disconnection from culture and identity, and limited access to meaningful education and employment pathways for young people in rural communities. Through hands-on, intergenerational learning grounded in te ao Māori, the project aims to create practical and lasting outcomes for both people and place.

Approximately 85–90% of the wider site will remain dedicated to ecological restoration, biodiversity enhancement, climate resilience, and open learning environments, helping establish a significant regenerative corridor within the Kawakawa area.

The Kawakawa Project is designed as more than a programme. It is a long-term, community-led model where youth development, regenerative food systems, education, and social enterprise support one another over time. Rangatahi will have opportunities to progress from participation into mentorship, employment, leadership, and enterprise pathways.

Development will occur in staged phases from 2026 onward, with early programme delivery, food production systems, and community partnerships already underway. Initial growing systems will support practical training opportunities while contributing produce into existing hospitality and community relationships across Te Tai Tokerau.

WithIN NATURE currently holds approximately NZ\$70,000 in available capital and operational reserves to support the first stages of implementation, alongside existing philanthropic, programme, and community partnership support.

Future investment into the Kawakawa Project will help establish a permanent, future-focused space where rangatahi, culture, environment, and community can thrive together for generations to come.

THE STORY BEHIND THE VISION

For as long as I can remember, I've believed that every person has something extraordinary inside them. Sometimes all that's missing is the right environment for it to grow."

My journey hasn't followed a traditional path. I've spent more than twenty years in music, storytelling, community development and social enterprise. Those experiences took me around New Zealand and overseas, but the greatest lesson I learned wasn't about business or success—it was about people.

Time and time again I met young people who didn't lack ability. They lacked opportunity. They lacked someone who believed in them. They lacked places where they could belong, contribute and discover who they were.

That understanding led me to establish Crescendo Trust, where over twelve years we walked alongside thousands of rangatahi as they rediscovered confidence, purpose and direction through creativity and mentorship. It was one of the greatest privileges of my life.

Yet I began to realise something even deeper.

Healing often happened when people reconnected with something bigger than themselves. It happened around shared meals, working with their hands, restoring whenua, growing kai, sitting around a fire, learning from kaumātua, and being trusted with real responsibility.

Those experiences became the seed of WithIN NATURE.

The Kawakawa Project is not simply about gardens, greenhouses or buildings. It is about creating an environment where people can flourish together. A place where rangatahi learn that caring for the whenua also teaches us how to care for ourselves and one another.

I don't believe our communities need another programme.

I believe they need places that restore hope.

Places where education feels relevant. Where culture is lived rather than taught. Where enterprise creates opportunity. Where environmental restoration and community wellbeing strengthen each other instead of competing for attention.

My hope is that long after I am gone, this land will continue to serve generations of people who come here to learn, reconnect, contribute and lead.

If this project succeeds, it won't be because of one person. It will be because many people chose to invest in something bigger than themselves.

Thank you for taking the time to learn about our vision. I hope you'll see, as I do, the extraordinary potential that exists when people and nature are given the opportunity to grow together.

Ngā mihi nui,



Marcus Powell
Co-Founder & CEO
WithIN NATURE Charitable Trust

FROM LEARNING TO EMPLOYMENT

One of the defining strengths of the Kawakawa Project is that learning extends beyond the garden.

Through partnerships with **The Duke of Marlborough** and **Charlotte's Kitchen**, rangatahi will develop practical skills while contributing to a real commercial food system. Rather than growing produce solely for education, they will grow food destined for professional kitchens, connecting learning with genuine industry experience.

Learning Through Real Experience

Working alongside our hospitality partners, rangatahi will gain experience in:

- Regenerative food production
- Harvesting and quality control
- Packing and distribution
- Commercial food systems
- Hospitality and kitchen environments
- Workplace confidence and employability skills

Designed Around Industry

Our hospitality partners have helped shape what we intend to grow, ensuring our learning environment reflects genuine market demand rather than hypothetical training.

Current demand includes:

- Cos lettuce
- Heirloom tomatoes
- Oyster mushrooms
- Seasonal vegetables and herbs

Industry Partner

"Insert quote from Anton Matthews, Owner – Duke of Marlborough & Charlotte's Kitchen."

"We're excited to partner with WithIN NATURE because this project isn't simply producing vegetables. It's helping grow the next generation of hospitality professionals while strengthening local food systems and our wider community."

"Anton Matthews, Owner – Duke of Marlborough & Charlotte's Kitchen."

From Potential to Purpose

For many rangatahi, this will be the first opportunity to grow food in the morning and see it prepared by professional chefs the very same day.

That experience builds far more than employment skills. It builds confidence, responsibility, pride, and a sense of purpose—showing young people that what they create has real value and that they have a meaningful place within their own community.

LEADERSHIP & DELIVERY CAPACITY

The Kawakawa Project is supported by existing governance, operational leadership, and community partnerships that provide the foundation for staged delivery and long-term sustainability. Rather than operating as a standalone programme, the project is being developed through a collaborative, community-led model grounded in te ao Māori, regenerative practice, and long-term relationship building.

Governance

Richard Catherall — Chair / Co-Founder

Suzie Hati-Scott — Pou Tikanga

Dr Lily George — Secretary

Juan Powell — Treasurer

Strategic governance, long-term oversight, funding stewardship, and organisational accountability.

Operations & Project Leadership

Marcus Powell — CEO / Co-Founder

Project leadership, operational systems, programme development, strategic relationships, and long-term implementation.

Operations & Project Coordination

Site logistics, operational coordination, procurement support, scheduling, volunteer coordination, and day-to-day project implementation support.

Funding & Partnerships // Programme management

Denise Anna — Co-Founder

Funding applications, philanthropic relationships, reporting, strategic partnerships, communications, and long-term sustainability planning. Youth programme design and implementation

Finance & Administration

Jordan Jordaan — Finance Support

Financial administration, scheduling assistance, organisational systems support, and day-to-day administrative coordination.

Programme Delivery

The Kawakawa Project is designed as a mentor-rich learning environment where rangatahi are supported through:

- hands-on learning,
- cultural connection,
- regenerative food systems,
- environmental restoration,
- practical life and enterprise skills,
- and long-term leadership pathways.

PROJECT VISION

A Regenerative Learning Village Grounded in Te Ao Māori

The Kawakawa Project is envisioned as a regenerative learning village — a living environment where learning, food systems, restoration, culture, and community exist together on the same whenua and strengthen one another over time.

Grounded in te ao Māori and shaped through hands-on, nature-based learning, the site is designed to feel calm, productive, restorative, and community-led. Built infrastructure will remain intentionally light, with approximately 85–90% of the wider site dedicated to food forests, native restoration, regenerative growing systems, and open learning environments.

The project is designed as a mentor-rich space where rangatahi can reconnect with whenua, culture, identity, and practical learning while developing pathways into leadership, enterprise, environmental stewardship, and long-term community contribution.

For many rangatahi in Te Tai Tokerau, opportunities for education, training, and meaningful employment often require leaving home and relocating further south. The Kawakawa Project seeks to help create those opportunities within the rohe itself — allowing young people to learn, grow, and build futures while remaining connected to their whānau, culture, and community.

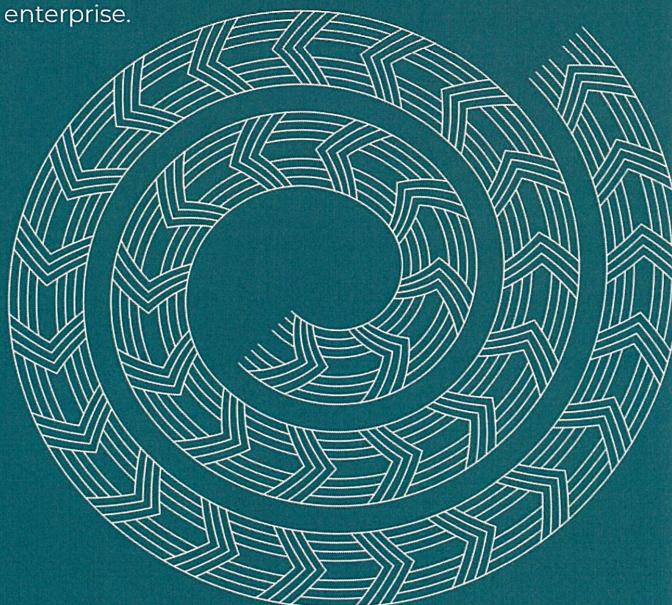
Regenerative Food & Social Enterprise Pathways

A key long-term component of the Kawakawa Project is the development of regenerative food and social enterprise pathways that create practical training, employment experience, and sustainable community outcomes connected directly to the site.

Food systems activation will begin from Term 3 of 2026 through small-scale production supporting existing hospitality and community partnerships across Te Tai Tokerau. These early-stage activities will provide rangatahi with hands-on experience in cultivation, harvesting, food systems, hospitality, and regenerative enterprise.

Over time, these pathways are intended to expand into community dining experiences, value-added products, nursery sales, and regenerative enterprise initiatives that showcase locally grown produce, mātauranga Māori, and rangatahi-led learning experiences.

The long-term vision is a sustainable, community-led ecosystem where youth development, environmental restoration, food sovereignty, education, and enterprise strengthen one another over time while helping support the long-term resilience of WithIN Nature's kaupapa.



SITE OVERVIEW & LAND STEWARDSHIP

The Kawakawa Project spans approximately 5.5 acres across adjoining land areas in Te Tai Tokerau, creating a unique opportunity for integrated learning, regenerative food systems, environmental restoration, and long-term community stewardship.

The site includes:

- approximately 1.5 acres associated with the MP&DA property footprint,
- and approximately 4 acres of adjoining DOC-managed land connected to long-term restoration and biodiversity outcomes.

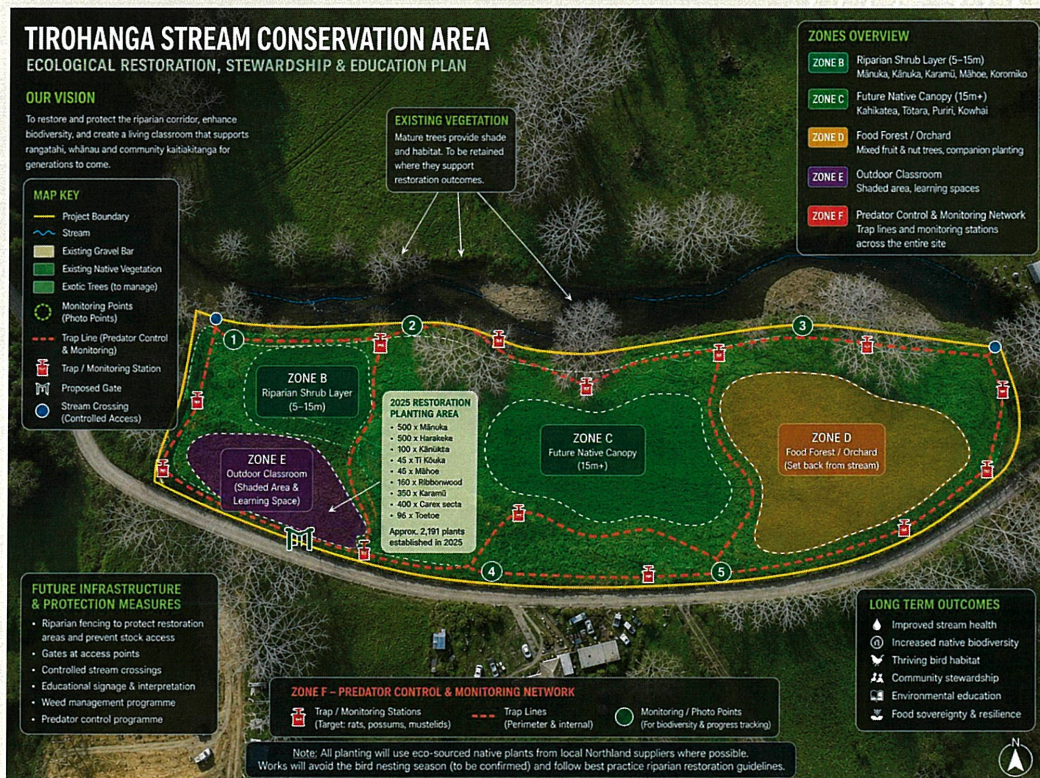
Current land arrangements and stewardship discussions are progressing in alignment with the project's staged development approach and long-term environmental restoration objectives.

The wider DOC-connected area represents a significant opportunity to establish a long-term biodiversity and restoration corridor within Kawakawa while creating hands-on learning and environmental stewardship opportunities for rangatahi and the wider community.

The overall site has been intentionally designed with a light environmental footprint, with approximately 85–90% of the whenua remaining dedicated to:

- native restoration,
- regenerative food systems,
- biodiversity enhancement,
- and open learning environments.

This approach reflects the project's long-term vision of creating a regenerative learning environment where community wellbeing and environmental restoration strengthen one another over time.



REGENERATION IN PRACTICE - (Circular Economy Model)

Together, these interconnected systems create a living learning environment where rangatahi can develop practical skills, environmental knowledge, cultural connection, and leadership pathways while contributing directly to the restoration and wellbeing of their community and environment.

The Kai Loop: Compost → Soil → Kai → Community

Regenerative growing spaces supporting food resilience and hands-on learning.

The Restoration Loop: Seed → Nursery → Planting → Biodiversity

Contributing to long-term biodiversity outcomes and environmental stewardship

Community Kai System: Surplus Food → Shared Kai → Whānau Support

Food rescue, shared kai initiatives, and community cooking strengthen connection, reduce waste, and support whānau wellbeing

Materials Recovery: Reclaimed Materials → Learning Spaces → Reuse

Integrated into infrastructure, garden systems, and learning environments.

Regenerative Fibre & Natural Materials: Grow → Use → Return to Earth

Natural fibre systems support cultural learning, practical making, and circular resource use.

Water Capture & Reuse: Capture → Store → Reuse

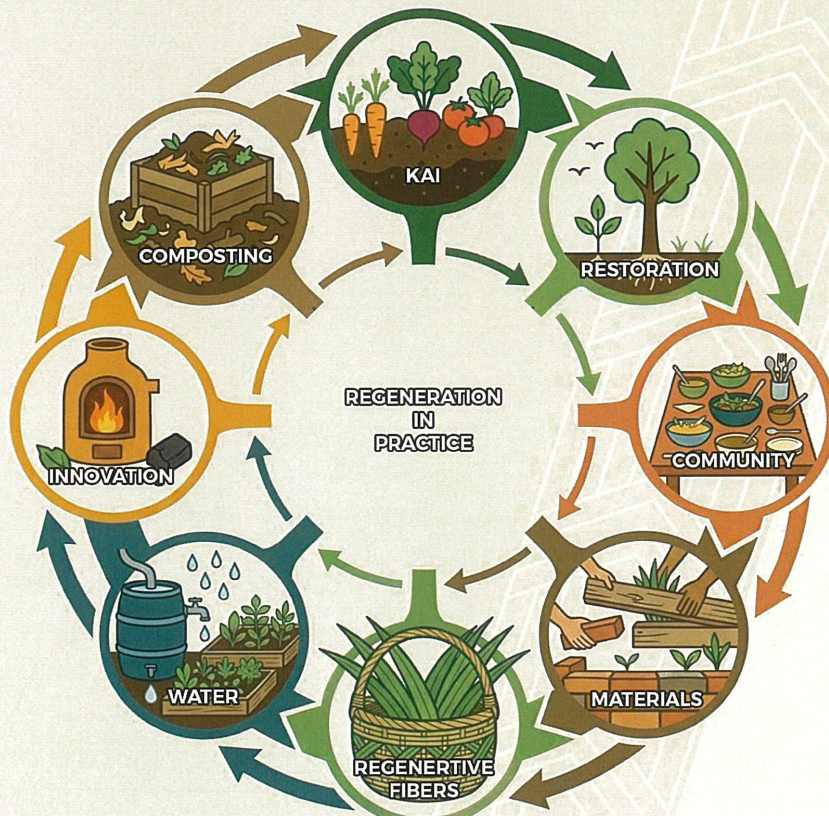
Support nursery operations, food production, and long-term environmental resilience.

Future Innovation Systems: Organic Waste → Biochar → Regeneration

Regenerative energy and biochar systems that further strengthen climate resilience and long-term sustainability.

Composting & Soil Regeneration Loop: Food Scraps → Compost → Soil → Growing → Kai

Organic waste from gardens, kitchens, and community activities is transformed into nutrient-rich compost that regenerates soil health, supports māra kai and food forests, and returns nourishment back into the community through healthy kai production.



IMPLEMENTATION ROADMAP

Building a Long-Term Future for Rangatahi, Whānau & Whenua

The Kawakawa Project is designed to grow in stages — allowing learning, restoration, food systems, and community partnerships to strengthen sustainably over time while creating immediate opportunities for rangatahi from the very beginning.

Rather than waiting for full capital completion, the project begins with activating existing infrastructure and creating practical learning, food production, and restoration opportunities from 2026 onward

2026 — Foundations

Reconnecting Rangatahi with Whenua

- Existing learning and growing spaces activated
- Polyhouses, nursery systems, and site infrastructure established
- First rangatahi programmes begin on site
- Mentorship and practical learning pathways introduced

Outcome:

Young people begin reconnecting with whenua, practical learning, culture, and community within their own rohe.

2026–2027 — Growth

Regenerative Food Systems in Action

- Food production begins supporting existing hospitality partnerships
- Nursery and regenerative growing systems expand
- Community kai initiatives and pilot dining experiences introduced
- Rangatahi gain hands-on enterprise and hospitality experience

Outcome:

Learning becomes connected to real-world opportunity, confidence-building, and community contribution.

2027–2028 — Expansion

Growing Community Impact

- Programme participation expands year-on-year
- Additional learning and restoration infrastructure developed
- Native restoration and biodiversity work increases
- Social enterprise pathways continue strengthening

Outcome:

The site evolves into a visible community hub for learning, restoration, wellbeing, and environmental stewardship.

2028–2030 — Long-Term Sustainability

A Permanent Regenerative Learning Village

- Expanded learning environments and infrastructure completed
- Regenerative enterprise initiatives mature
- Rangatahi leadership and mentoring pathways established
- Long-term operational sustainability strengthened

Outcome:

The Kawakawa Project becomes a permanent, community-led learning environment supporting future generations across Te Tai Tokerau.

Already in Motion

With infrastructure activation already underway, operational support in place, and community partnerships already contributing to delivery, the Kawakawa Project is positioned to begin immediate implementation while continuing to grow through staged development and long-term partnership support.

Existing resources currently allow the project to begin activation, programme delivery, and early-stage food production from 2026 onward, with future funding support focused primarily on expansion, infrastructure growth, and long-term sustainability development.

FUNDING READINESS & OPERATIONAL SUSTAINABILITY

The Kawakawa Project is already positioned to begin staged activation from 2026 onward through existing infrastructure, operational support, and community partnerships.

Existing Readiness

- ✔ Existing infrastructure activation underway
- ✔ Early-stage food systems and programme delivery prepared
- ✔ Existing philanthropic, hospitality, and community partnerships established
- ✔ Operational support and delivery capacity already active
- ✔ Available organisational reserves supporting early-stage implementation

Operational Sustainability

- 👥 Project leadership and governance
- 👉 Funding and partnership management
- 🌱 Programme coordination and rangatahi support
- 📊 Financial management and compliance
- 🚧 Site operations and administration
- 👤 Volunteer and community coordination

Existing operational capacity allows the project to begin immediately while scaling sustainably over time.

Immediate Funding Priorities

- 🌱 Regenerative growing infrastructure and polyhouses
- 👤 Rangatahi mentoring and programme delivery
- 👉 Regenerative food systems and kitchen infrastructure
- 🌱 Native restoration and biodiversity initiatives
- 🚗 Transport, accessibility, and operational logistics
- 👥 Operational sustainability and community coordination

Long-Term Sustainability Pathways

Over time, the Kawakawa Project aims to strengthen long-term sustainability through:

- regenerative food production,
- nursery and plant sales,
- community dining experiences,
- value-added products,
- training partnerships,
- and regenerative enterprise development.

The long-term vision is a resilient, community-led ecosystem where education, restoration, enterprise, and rangatahi development strengthen one another sustainably over time.

CONCLUSION

The Kawakawa Project is a long-term investment in rangatahi, whenua, and community resilience — a regenerative learning village grounded in te ao Māori and designed to create lasting pathways for future generations across Te Tai Tokerau.

More than a physical site, the project represents a shift toward a future where young people can access meaningful learning, mentorship, practical skills, cultural connection, and enterprise opportunities within their own rohe, without needing to leave their communities to find purpose and possibility elsewhere.

Through regenerative food systems, environmental restoration, hands-on learning, and community-led development, the Kawakawa Project aims to reconnect people with whenua, strengthen wellbeing, restore biodiversity, and create practical long-term opportunities for rangatahi and whānau.

With infrastructure activation already underway, operational support in place, and staged implementation planned from 2026 onward, the project is positioned to begin immediate community impact while continuing to grow sustainably through long-term partnerships and regenerative development.

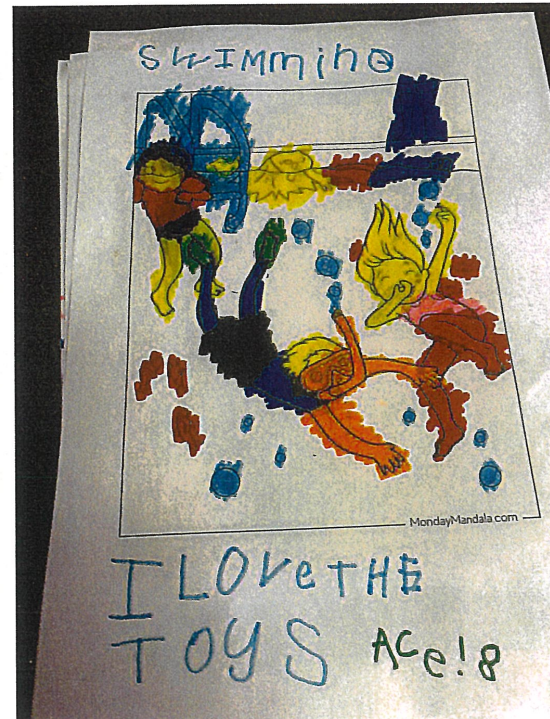
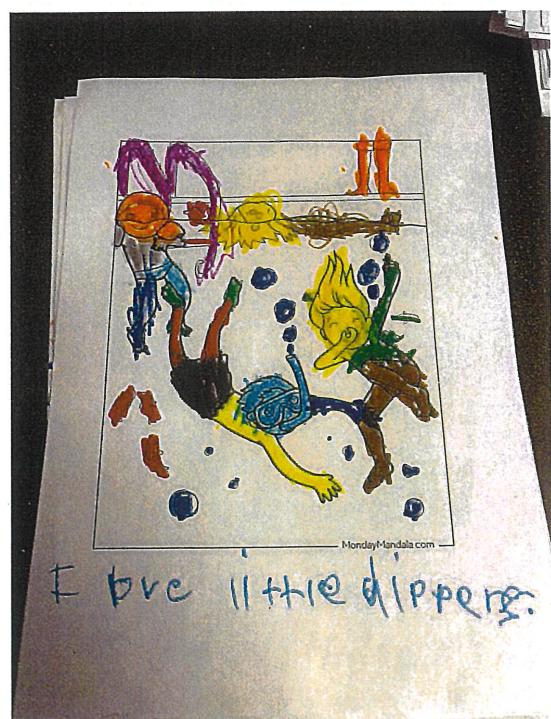
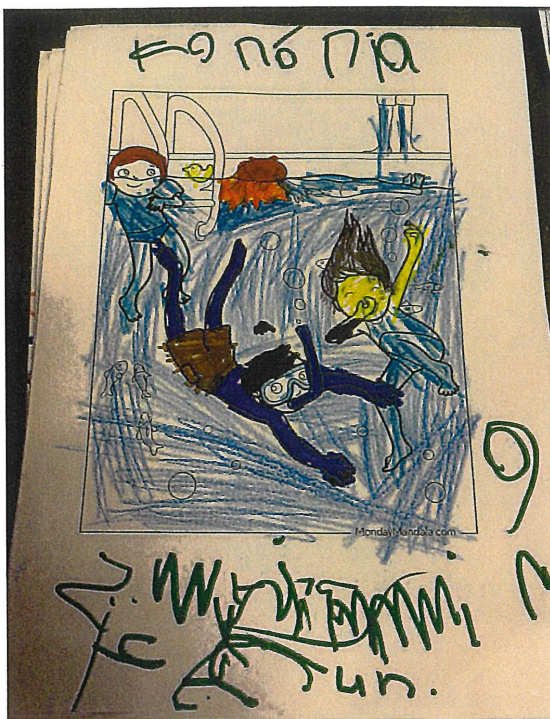
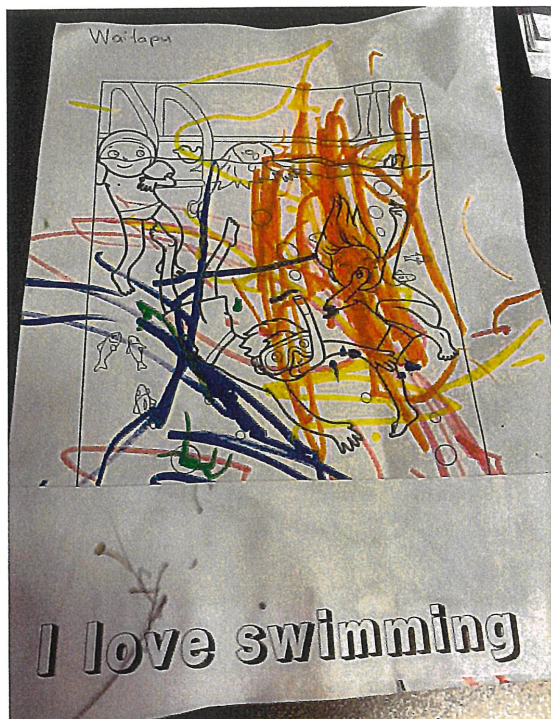
The long-term vision is to establish a permanent intergenerational environment where:

- rangatahi can grow into leadership,
- communities can reconnect through shared learning and kai,
- environmental restoration strengthens climate resilience and biodiversity,
- and regenerative systems support long-term social, cultural, and economic wellbeing.

The Kawakawa Project is ultimately about restoring connection:

- between people and whenua,
- culture and opportunity,
- learning and wellbeing,
- and communities and their ability to shape their own sustainable futures.

Through long-term partnership, collective stewardship, and community support, the project seeks to create a lasting regenerative legacy for Te Tai Tokerau — one grounded in belonging, resilience, and hope for future generations.



5-Minute Funding Pitch – BlueMind Hydrotherapy

Good morning and thank you for the opportunity to present our funding application.

My name is Karla and I represent Little Dippers Aquatic Centre, a community-focused swim school dedicated to providing year-round swimming education, water safety, and aquatic wellbeing programs for people of all ages and abilities.

Today, I am here to ask for your support for our project, **BlueMind Hydrotherapy: Water-Based Support for Neurodivergent Children, and Adults with Parkinson's and Alzheimer's.**

At Little Dippers, we see firsthand how transformative water can be. Beyond swimming skills, water provides freedom of movement, confidence, connection, and therapeutic benefits that are difficult to replicate elsewhere.

Within our community, there are neurodivergent children who struggle to access suitable physical activities, and adults living with Parkinson's disease, Alzheimer's disease, traumatic brain injuries, and other neurological conditions who face daily challenges with mobility, balance, confidence, cognition, and social isolation.

Many families tell us there are very limited local opportunities that are affordable, accessible, and specifically designed to meet these needs.

BlueMind Hydrotherapy aims to bridge that gap.

This funding will allow us to deliver a year-long hydrotherapy program in our warm-water pool, providing structured, evidence-informed aquatic sessions tailored to participants' individual needs.

For neurodivergent children, the program will support sensory regulation, emotional wellbeing, physical development, confidence, and social interaction. Water creates a unique environment where children can succeed without many of the barriers they face on land.

For adults living with Parkinson's and Alzheimer's, hydrotherapy offers gentle but highly effective exercise that can improve balance, mobility, strength, flexibility, and confidence while reducing the risk of falls. Just as importantly, it creates opportunities for social connection and meaningful engagement, helping participants maintain independence and quality of life for longer.

What makes this project particularly strong is the network of partnerships supporting it.

We work closely with local schools, where SENCOs and learning support teams will help identify neurodivergent children who would benefit most from the program. These partnerships ensure that the funding reaches those who may otherwise miss out on valuable therapeutic opportunities.



KAIKOHE WEST SCHOOL
23 TAWANUI ROAD, PO BOX 327
KAIKOHE
Ph: 0800 524 937
09 4011713

Email: admin@kaikohewest.school.nz

5th May 2026

To whom it may concern,

Re: Application for funding support for swimming lessons.

Kaikohe West School is seeking support for our application for funding to enable continued access to specialised swimming lessons for our two tamariki.

We believe ongoing swimming lessons are extremely important for our tamariki ;one who is non-verbal with Autism Spectrum Disorder (ASD), and the other who has both physical and learning difficulties. Both tamariki experience significant communication challenges and have benefited from the structured, supportive environment of Little Dippers, which has helped them build confidence, independence, and physical stamina. These swimming lessons provide essential developmental, sensory, and water safety benefits that are difficult to replicate in any other setting.

Water safety is a critical life skill, especially for children with autism, and even more so for those who are non-verbal. For these tamariki, water safety is not optional, it is essential. Many autistic children are naturally drawn to water but may not recognise potential dangers. Structured swimming lessons provide explicit teaching of key skills such as safe entry and exit from the water, floating and basic survival techniques, and responding to instructions and boundaries. For our tamariki, developing the ability to understand and follow water-based routines has the potential to be life-saving.

Swimming lessons have also provided valuable opportunities for our tamariki to develop communication skills through visual cues, gestures, repeated simple instructions, and consistent routines. This ongoing practice has helped strengthen overall communication skills for both tamariki.



17th March 2026

To Whom it may concern.

Re: Letter of Support for Hydrotherapy at Little Dippers

I write in support of Little Dippers Swim School.

Over the past year we have been involved with Little Dippers in relation to running a weekly session for our clients who have various forms of Dementia. More recently, this group has merged with the Parkinson's swim group.

Being able to participate in water based sessions has been extremely beneficial to our clients with early Dementia. We have found it very therapeutic, which is also appreciated by their carers.

The ability to still enjoy water exercise is important and gives them a better quality of life. It assists greatly with strength, mobility and cognition. They get a real sense of achievement and really look forward to their weekly sessions. The instructors are absolutely wonderful with our clients and provide a welcoming and understanding environment for them.

Dementia Tai Tokerau gladly endorses the excellent mahi Little Dippers Swim School does, and strongly supports their kaupapa. We would support any funding applications submitted to be able to fund hydrotherapy and water-based lessons.

Yours faithfully

A handwritten signature in black ink that reads "PA. Cooper".

Philippa Cooper
Community Advisor – Mid North

Dementia Tai Tokerau – 112 Corks Road, Tikipunga. PO Box 7027, Whangarei 0140
Ph 09 438 7771 Email info@dementiatn.nz
Web www.dementiataitokerau.nz Charity registration: CC 35611

To whom it may concern:

I am the Parkinsons Educator for People with Parkinsons (PWP) in the Mid/Far North and support Kalra in her application for funding to continue to maintain an aquatic exercise group for those PWP in the area.

Currently Little dippers provides a dedicated aquatic exercise class specifically designed for People with Parkinson's (PWP) in our community whilst maintaining a high quality of care. While standard exercise is beneficial, research from organizations like [Parkinson's New Zealand](#) highlights that Parkinson's-specific programs are essential for improving overall physical ability and quality of life.

The Need for Aquatic Therapy

Parkinson's is characterized by motor symptoms such as tremors, rigidity, and postural instability, which often make land-based exercise challenging or intimidating. Hydrotherapy provides a unique environment that addresses mobility challenges as Clients can perform functional tasks like walking or standing that may be unfeasible on land and promotes a natural resistance when working out to building muscle strength and endurance in a low-impact setting. Warm water helps relax stiff muscles and joints, reducing pain and making tremors less pronounced.

Aquatherapy benefits movement and gait and reduces risks of falls for those clients. Alongside strengthening muscle movement, these lessons can provide a safe environment when exercising as the "fear of falling is reduced," as clients gain confidence in practicing dynamic balance exercises without this risk.

These regular sessions also provide those PWP and dementia, the opportunity to interact and socialise with their peers and promotes the wellbeing of the client.

I welcome the opportunity for further funding for this to continue in the local community.

To whom it may concern

Following a Treatment Injury sustained in Manawatu September 2021 - I returned home to Te Pewhairangi for extensive rehabilitation. Becoming seriously disabled, changed the entire trajectory of my life.

Hydrotherapy saved me! From early 2023, I have been blessed to attend regular sessions at Little Dippers and participate in their programmes which have helped me immensely. Not only have I been able to ditch my walking frame, the walking stick is gone and I also travel overseas frequently now.

Earlier this year, I had a Swimathon at Little Dippers. I was able to do a 1 km swim (80 lengths of the pool) using an improvised Backstroke Rescue Technique in half the time projected.

My ongoing progress has allowed me to set a goal of attending the Masters Games and then aiming for the Paralympics.

All of this, thanks to the unwavering support and dedication of my newfound whanau at Little Dippers. Please look on this funding application favourably.

I encourage you to contact me directly via text message or email (I am profoundly deaf - with a speech impediment, sight impaired and have Complex Regional Pain Syndrome in my right lower limb) should you wish.

Nga manaakitanga

0274 807 686

pauline.wharerau@gmail.com

To whom it may concern,

I would like to acknowledge the help I received from hydrotherapy at Little Dippers.

After extensive back surgery I was very unsteady on my feet, and at times dizzy when walking. My GP had suggested to me that any exercise in the water was very good as part of the recovery process so finally I took it up.

The first time I entered the pool, all I could do was hold onto the side to stop falling over, and do a few simple exercises.

The amazing thing was that progress happened very quickly and after a few lessons I was able to do as much as the other participants.

After eight months my instability was almost gone, and in that time I had learnt to swim the full length of the pool..... so at 75yrs I was doing something I hadn't done since childhood!

The coaches were very kind and considerate and took into account my disability so that at no time did I feel insecure.

I would fully recommend Little Dippers to anyone needing help to exercise as part of a recovery programme.

Kind regards.

Jillian Bill.

Catherine Lewis
281a Mangataraire Road
RD 1, Okaihau
Northland 0475
Email: sirex123@hotmail.com
Telephone: 021-142-9833

21/03/2026

To whom it may concern,

I highly recommend Little Dippers Swim School.

My 8-year-old son has attended Little Dippers Swim School since he was 5. He initially feared water but grew confident thanks to the skilled, supportive instructors.

After starting with solo lessons, my son progressed to weekly group lessons, which he thoroughly enjoys.

Weekly lessons at Little Dippers Swim School have boosted my son's confidence, emotional wellbeing, physical development, and overall comfort in the water.

My son recently enjoyed his first surfing lesson, a milestone made possible by the aquatic skills gained at Little Dippers Swim School.

Yours sincerely,

Catherine Lewis