

AGENDA

RĀRANGI TAKE

**Huihuinga o Te Poari o
Te Oneroa-a-Tōhe**
Te Oneroa-a-Tōhe Board
Friday 20 March 2026 at 10:00 am



Rārangi Take o Te Poari (Te Oneroa-a-Tōhe Board Agenda)

Meeting to be held in the Banquet Room, Te Ahu Centre
cnr State Highway 1 & Matthews Ave, Kaitaia
on Friday 20 March 2026, commencing at 10:00 am

Recommendations contained in the agenda are NOT decisions of the meeting. Please refer to minutes for resolutions.

NGĀ MANA WHAKAHAERE (MEMBERSHIP OF THE TE ONEROA-A-TŌHE BOARD)

Chair, Te Rūnanga o Te Rarawa, Lisa McNab

Ngāti Kuri Trust Board Graeme
Neho

Te Rūnanga Nui o Te Aupōuri
Trust Harata Brown

NgaiTakoto Wallace Rivers

FNDC Mayor Moko Tepania

Deputy Chair, FNDC Hilda
Halkyard-Harawira

NRC Councillor, Colin Kitchen

NRC Councillor, Arama Morunga

KARAKIA/WHAKATAU

RĪMITI (Item)

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5.4 General Business

The Board is advised that correspondence has been received since the previous meeting for information.

This includes:

☐ *General correspondence received by the Secretariat and circulated to members where appropriate; and*

☐ *A letter from Blowkart, received in relation to activities at Te Oneroa-a-Tōhe.*

The correspondence is provided for Board awareness only. No decisions are sought at this stage. Any matters requiring response or further consideration will be brought back to the Board through a formal report if required.

Attachment 1 Auckland Blokart Club Inc - Letter to Te Oneroa-a-Tōhe Board 21

6.0 PAKIHI KORE NGĀ IWI KĀTOA / BUSINESS WITH THE PUBLIC EXCLUDED 22

6.1 Confidential Report on Ngā Puāwaitanga o Te Oneroa a Tōhe Plan and Budget (2025-2026)

KARAKIA WHAKAMUTUNGA

TITLE: Confirmation of Minutes - 19 December 2025
From: Meloney Tupou, Māori Governance and Engagement Support Admin
Authorised by Auriole Ruka, Pou Manawhakahaere - Strategic Partnerships and
Group Manager/s: Engagement, on 17 March 2026

Ngā mahi tūtohutia / Recommendation

That the minutes of Te Oneroa-a-Tōhe meeting held on 19 December 2025, be confirmed as a true and correct record.

Attachments/Ngā tapirihanga

Attachment 1: Confirmation of Minutes - 19 December 2025 [↓](#) 

DRAFT

Te Oneroa-a-Tōhe Board
19 December 2025

Ngā Minitī o Te Poari o Te Oneroa-a-Tōhe Te Oneroa-a-Tōhe Board Minutes

Meeting held in the Banquet Room, Te Ahu Centre
cnr State Highway 1 & Matthews Ave, Kaitaia
on Friday 19 December 2025, commencing at 10.00am

Tuhinga (Present):

Chairperson, Lisa McNab
Hilda Halkyard-Harawira
Graeme Noho
Wallace Rivers
Mayor Moko Tepania
Harata Brown
Cr Arama Morunga
Cr Colin Kitchen

Te Rūnanga o Te Rarawa
Far North District Council
Ngāti Kuri Trust Board (*via audio visual link*)
NgaiTakoto
North District Council (*Via audio-visual link*)
Te Aupōuri
Northland Regional Council
Northland Regional Council

I Tae Mai (In Attendance):

Huihuinga i te katoa (Full Meeting)

Auriole Ruka	NRC Pou Manawhakahaere - Strategic Partnerships and Engagement
Ruben Wylie	NRC Pou Tiaki Taiao – GM Environmental Services
Kim Peita	NRC Te Tiriti Partnerships and Engagement Manager
Meloney Tupou	NRC Te Tiriti Partnerships and Engagement Kaiāwhina
Jordan Moon	NRC Kaiārahi Kaupapa Māori - Senior Technical Advisor
Robert Nathan	NRC Senior Kaiārahi Tikanga Māori
Don McKenzie	NRC Pou Tiaki Pūtaiao – GM Biosecurity
Sheila Taylor	Tehuia Consulting (<i>via audio visual link</i>)
Louise Mischeweski	Te Rarawa (<i>via audio visual link</i>)
Tammy Wooster	FNDC (<i>via audio visual link</i>)

Huihuinga i te wahanga (Part Meeting)

George Riley Te Rūnanga o Te Rarawa (arrived at 10.40am)

Mfe Representatives

Ben White (*Via audio-visual link*)
Rachel Ropiha (*Via audio-visual link*)
Ryan Anderson (*Via audio-visual link*)

The Chair declared the meeting open at 10.00am.

Whakamoemiti Timatanga and Whakatao

Secretariat Note: Chair acknowledged new NRC Councillors Morunga and Kitchen.

Te Oneroa-a-Tōhe Board
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Ngā Mahi Whakapai/Housekeeping (Item 1.0)

Ngā whakapahā/Apologies (Item 2.0)

Moved (Halkyard-Harawira/Kitchen)

That the apologies from **NRC and FNDC CEOs and Thersa Burkhardt** for non-attendance be received.

Carried

Nga whakapuakanga (Declarations of Conflicts of Interest)

It was advised that members should make declarations item-by-item as the meeting progressed.

Secretariat Note: The Mayor of the Far North District Council has requested Board members and council staff often carry multiple roles and responsibilities. It was acknowledged that we should remain mindful of this and continue to protect and support one another in our mahi.

Standing orders noted:

The standing order for the declaration of interests for the Te Oneroa-a-Tōhe Board is primarily governed by Section 11 (Members' Interests) of the Board's Standing Orders.

The core requirement is that each member must disclose any actual or potential interest in a "matter" to the Board. A "matter" refers to the Board performing its functions, exercising its powers, or any arrangements, agreements, or contracts the Board enters into.

Criteria for an Interest

A member is considered to have an interest if they:

- May derive a financial benefit from the matter.*
- Have a spouse, civil union partner, de facto partner, child, or parent who may derive a financial benefit from the matter.*
- May have a financial interest in a person to whom the matter relates.*
- Are a partner, director, officer, board member, or trustee of a person who may have a financial interest in a person to whom the matter relates.*
- Are otherwise directly or indirectly materially interested in the matter.*

Exceptions to Disclosure

The Standing Orders provide specific exceptions where an interest does not need to be disclosed or does not preclude participation:

- Iwi Affiliation: The affiliation of a member to an iwi or hapū with customary interests in the management area is not an interest that must be disclosed.*
- Advancing Iwi Values: A member is not precluded from discussing or voting on a matter simply because their iwi/hapū values or relationships are advanced by or reflected in the subject matter or decision.*
- Remote Interests: An interest that is so remote or insignificant that it cannot reasonably be regarded as likely to influence the member in their duties does not constitute an interest.*

Consequences of a Declared Interest

Te Oneroa-a-Tōhe Board
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The procedures following a declaration depend on whether the interest is financial or non-financial:

- *Financial Interests: Members must declare any direct or indirect financial interest (other than those held in common with the public). They are prohibited from voting or taking part in discussions on the matter and should, where practical, leave the meeting for the duration of that item.*
- *Non-Financial Interests: It is the member's responsibility to decide if a non-financial interest (such as a perception of bias) is significant enough to be a conflict. If they deem it a conflict, they must not participate or vote and should leave the table during the consideration of that matter. Members may seek guidance from the Chairperson on the significance of such conflicts.*

Procedural Requirements

- *Item-by-Item Declaration: In practice, as shown in various Board minutes, members are advised to make declarations item-by-item as the meeting progresses.*
- *Recording in Minutes: The minutes must officially record all declarations of pecuniary or conflicts of interest, as well as the member's subsequent abstention from discussion and voting.*
- *Quorum Impacts: A member who has an interest in a matter cannot be counted as part of the quorum for the portion of the meeting where that matter is discussed or decided.*

Confirmation of Minutes - 3 October 2025 (Item 4.1)

Report from Meloney Tupou, Māori Governance and Engagement Support Admin

Moved (Halkyard-Harawira/Neho)

That the minutes of the Te Oneroa-a-Tōhe Board meeting held on 3 October 2025, be confirmed as a true and correct record. and that these be duly authenticated with the Chair's electronic signature.

Carried.

Financial Report (Item 5.1)

Report from Meloney Tupou, Māori Governance and Engagement Support Admin

Moved (McNab / Halkyard-Harawira)

That the report 'Financial Report' by Meloney Tupou, Maori Governance and Engagement Support Admin and dated 9 December 2025, be received.

Carried.

Secretariat Note:

- *The Chair requested clarification regarding item 103 (interest). NRC is asked to follow up with the NRC Accounts Team and provide clarification.*
- *A report on the Board's Financial Plan, to be jointly provided by the CEO of NRC and FNDC, is to be prepared for next year's meeting.*
Note: The FNDC Mayor has requested that when this paper is submitted, it is not presented by the Board Chair, as it is an operational matter required to meet statutory standards.
- *NRC Secretariat is requested to refer to Te Huia Consulting as a reference point, as provided in 2024.*

Te Oneroa-a-Tōhe Board
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Meeting Schedule for 2026 (Item 5.2)

Report from Kim Peita, Māori Relationships Manager and Meloney Tupou, Māori Governance and Engagement Support Admin

Moved (McNab/Kitchen)

1. That the report 'Meeting Schedule for 2026' by Kim Peita, Māori Relationships Manager and Meloney Tupou, Māori Governance and Engagement Support Admin and dated 9 December 2025, be received.
2. Set the February 2026 Board Meeting to 20 February 2026.
3. That the Board:
 - a. Set the frequency of the 2026 Board meetings, commencing February 2026, to bi-monthly on the third Friday of that month.
 - b. Contingent on recommendation 3a. being approved, the Board set the meeting dates for 2026 to the third Friday of the month in which the Board shall meet.
 - i. 20 February Te Ahu Centre, Kaitaia
 - ii. 20 March Te Ahu Centre, Kaitaia
 - iii. 22 May Te Ahu Centre, Kaitaia
 - iv. 24 July Te Ahu Centre, Kaitaia
 - v. 18 September Te Ahu Centre, Kaitaia
 - vi. 18 December Te Ahu Centre, Kaitaia

Carried.

Secretariat Note:

- *The Mayor of the Far North District Council has requested that it be recorded in the minutes that the meeting scheduled for 20 February 2026 will clash with the Northland Mayoral Forum, of which he is the Chair. Accordingly, the FNDC Mayor passes on his apologies for this meeting.*

Technical Advisory Group Updates (Item 5.3)

Report from Auriole Ruka, Pou Manawhakahaere - Strategic Partnerships and Engagement and Ruben Wylie, Pou Tiaki Taiao

Moved (McNab/ Halkyard-Harawira)

That the report 'Technical Advisory Group Updates' by Auriole Ruka, Pou Manawhakahaere - Strategic Partnerships and Engagement and Ruben Wylie, Pou Tiaki Taiao and dated 9 December 2025, be received.

Carried.

Secretariat Note:

- *The recommendation is that the Board endorse the methodology, enabling TAG to wānanga the Sites of Significance so the Board can progress this work.*
- *Note Ngati Kuri and Te Aupōuri yet to meet to discuss SOS.*
- *FNDC Mayor asked for staff advice regarding sites of significance under the new legislation. Staff advised SOS will still have relevance under resource management reform as sites of significance are provided for under the proposed legislation. The Board agreed that a*

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submission on the resource management reform bills should be lodged to ensure the Board's interests are taken into account.

Action – Draft submission letter be submitted to the Board via email regarding Te Oneroa-a-Tōhe Beach Board Submission on the Natural Environment Bill and Planning Bill. Board delegate authority to our Chair to submit to the select committee on the Board's behalf.

Moved (Tepania/Brown)

Carried.

Sites of Significance Mapping Methodology (Item 5.4)

Report from Alison Newell, Policy Specialist; Tami Woods, Policy and Planning Manager and Anya Duxfield, Geospatial Business Analyst

Recommendation(s)

1. That the report on the methodology to identify and map Sites of Significance within Te Oneroa-a-Tōhe Beach Management Area be received, and
2. That the Board endorse Sites of Significance mapping to be advanced as per the methodology outlined in this paper.

Secretariat Note:

- *Te Aupōuri abstained option 1.*

Communications Plan Scope (Item 5.5)

Report from Ruben Wylie, Pou Tiaki Taiao

Moved (McNab/Kitchen)

That the report 'Communications Plan Scope' by Ruben Wylie, Pou Tiaki Taiao and dated 9 December 2025, be received.

Carried.

Workplan Update December 2025 (Item 5.6)

Report from Auriole Ruka, Pou Manawhakahaere - Strategic Partnerships and Engagement

Ngā mahi tūtohutia / Recommendation

That the report 'Workplan Update December 2025' by Auriole Ruka, Pou Manawhakahaere - Strategic Partnerships and Engagement and dated 15 December 2025, be received.

ACTION - The Chair raised the matter of additional signage. Te Aupōuri requested that this initiative not proceed at this time due to existing matters within the Te Aupōuri area. However,

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the Chair acknowledged that the Ahipara area does require further signage and asked whether NRC could explore the provision of additional signage for this location through NZTA.

Ngā Puāwai o Te Oneroa-a-Tōhe (Item 5.7)

Report from Auriole Ruka, Pou Manawhakahaere - Strategic Partnerships and Engagement

Moved (Kitchen/Rivers)

1. That the report 'Ngā Puāwai o Te Oneroa-a-Tōhe' by Auriole Ruka, Pou Manawhakahaere - Strategic Partnerships and Engagement and dated 9 December 2025, be received.

Carried.

ACTION -

Stage 1: That approval be given to the recommendations subject to full information being provided to ensure iwi representatives are confident that there is transparency of funding and financials of the current funding programme and plan.

Moved: (Brown/Rivers)

Stage 2: That a construction of the technical mechanics are put in place on any future funding applications within the funding applications as part of the reporting mechanism on the how the funding is held and reported back to the Board with an exploration of an entity to ensure all iwi concerns are fully addressed. This is to ensure that the next funding is a commitment to a collaborative approach that represents the full interests of the iwi.

Moved: (Rivers/Neho)

General Business (Item 5.8)

Report from Meloney Tupou, Māori Governance and Engagement Support Admin

That the report 'General Business' by Meloney Tupou, Māori Governance and Engagement Support Admin and dated 16 December 2025, be received.

Secretariat Note:

- *Mfe Ben White, Engagement Lead, Te Manatu Mo Te Taiao will provide an update on the resource management reforms – the Natural Environment Bill and Planning Bill.*
- *NRC secretariat distribute Mfe presentation to Beach Board and Technical Advisory members.*

Whakamoemiti Whakamutunga (Conclusion)

The meeting concluded with karakia by George Riley at 1pm.

TITLE: **Financial Report**

From: Meloney Tupou, Māori Governance and Engagement Support Admin

Authorised by Auriole Ruka, Pou Manawhakahaere - Strategic Partnerships and
Group Manager/s: Engagement, on 17 March 2026

Whakarāpopototanga / Executive summary

The purpose of this report is to provide the financial statement of the Te Oneroa-a-Tōhe Board for the period ending 1 July 2025

Ngā mahi tūtohutia / Recommendation

That the report 'Financial Report' by Meloney Tupou, Māori Governance and Engagement Support Admin and dated 6 March 2026, be received.

Background/Tuhinga

A detailed Financial Report is provided as Attachment 1.

In summary, to date the Board has expended **\$299,540.14** from the following funds:

- | | | |
|---------------------------|-----------|------------------------------|
| 1. Board Operational Fund | \$150,000 | \$62,615.00 remaining |
| 2. Plan Development Fund | \$250,000 | \$37,844.86 remaining |
-

Attachments/Ngā tapirihanga

Attachment 1: Financials - March 2026 [↓](#) 

Te Hiku Beach Board Funding										
Actual Income and Expenditure for the As at 30-06-25 (NZ\$ GST exclusive)		TOTAL (A/c 00-6259)			Operations (CC4701)			Plan Development (CC4702)		
		INCOME	EXPENDITURE	FUND BALANCE	INCOME	EXPENDITURE	INCOME	EXPENDITURE	FUND BALANCE	
OPENING BALANCE - 1 JULY 2025				\$103,229.80			\$65,387.67			\$37,842.13
2025/2026 Actual Transactions										
Income										
	Interest July 25	\$0.00			\$0.00			\$0.00		
	Interest small balance adj 24/25	\$0.74			\$0.37			\$0.37		
	Interest Aug 25	\$219.16			\$138.79			\$80.37		
	Interest Sep 25	\$197.66			\$125.18			\$72.49		
	Interest Oct 25	\$187.21			\$116.92			\$70.28		
	Interest Nov 25	\$158.93			\$98.69			\$60.24		
	Interest Dec 25	\$141.92			\$88.11			\$53.81		
		\$128.32			\$79.67			\$48.65		
				\$1,033.94			\$647.73			\$386.21
Less Payments										
Cost centre	Detail									
4702	TOATB conference room hire		247.83						247.83	
4701	24/25 year adjustment Te Ahu Charitable	-	257.39					-	257.39	
4702	24/25 year adjustment Google account Fee		21.60			21.60			-	
4702	TOATB conference room hire		393.04						393.04	
4701	Board Meeting Allowances		1,650.00			1,650.00				
4701	Board Meeting Allowances		720.00			720.00				
4701	Board Meeting Allowances		34.20			34.20				
4701	Board Meeting Allowances		550.00			550.00				
4701	Board Meeting Allowances		360.00			360.00				
4701	Board Meeting Allowances		34.20			34.20				
4701	Monthly Google Gsuite - Google Software		25.20			25.20				
4701	Monthly Google Gsuite - Google Software		25.20			25.20				
				-\$3,803.88						-\$383.48
ACTUAL CLOSING BALANCE		\$1,033.94	\$3,803.88	\$100,459.86	\$647.73	\$3,420.40	\$62,615.00	\$386.21	\$383.48	\$37,844.86

TITLE: **Communications approach - Te Oneroa a Tōhe Board**

From: Trish Hayward, Communications Partner

Authorised by Ruben Wylie, Pou Tiaki Taiao, on 17 March 2026
Group Manager/s:

Executive summary/Whakarāpopototanga

This paper seeks direction from the Technical Advisory Group/Te Oneroa-a-Tōhe Board on the Board's preferred approach to achieve its communications objectives.

In December, the TOAT Board requested Northland Regional Council (NRC) and Far North District Council (FNDC) to prepare advice on the development of a communications plan to support their objectives.

Recommendation(s)

1. That the report 'Communications approach - Te Oneroa a Tōhe Board' by Trish Hayward, Communications Partner and dated 12 March 2026, be received.
2. That the Board consider and confirm the BMP objectives that it would like to serve as a focus for communications.
3. That the Board consider and advise the level of impact and resourcing for communications.

Considerations

1. Connecting to BMP objectives

Te Oneroa-a-Tōhe Beach Management Plan (BMP) contains objectives aligned to seven sub-topics. Aligning the priorities of the communications plan to the objectives in the Beach Management Plan will help to ensure communications activity supports and fits with the BMP.

The BMP sets out 28 objectives in total across the seven sub-topics. For the communications plan, we recommend a maximum of 3-5 objectives to provide an effective focus and guide the allocation of resources.

The sub-topics covering spiritual value, ecology and biodiversity, and recreation include objectives that could work well as a focus for the communications plan, based on the direction provided by the Board at its December meeting. These objectives are highlighted in Table 1.

2. Checking progress towards actions

The Beach Management Plan sets out actions against each objective. Some of these actions relate to communications. For example:

A48. Actively communicate the presence and purpose of the Iwi endorsed kaitiaki through:

- profiles on websites
- media releases
- updates on social media.

A53. Prepare and implement a communication and education strategy for Te Oneroa-a-Tōhe. The strategy shall address (but is not limited to):

1. Development, in partnership with mana whenua and other agencies, of programmes that help achieve a greater understanding of the cultural significance of Te Oneroa-a-Tōhe.
2. Ways to reinforce cultural imperatives and associations with the cultural and historical providence of Te Oneroa-a-Tōhe.
3. Ways to creatively communicate speed limits and other restrictions associated with Te Oneroa-a-Tōhe.
4. Education and engagement with the community and visitors regarding the important values of Te Oneroa-a-Tōhe.
5. Education of the community and visitors regarding appropriate tikanga.
6. Methods to plan for and promote significant cultural events on Te Oneroa-a-Tōhe, for example Matariki and Waitangi Day.
7. Guidelines for the provision of signage on Te Oneroa-a-Tōhe that uses correct Māori place names and provides accurate information regarding access, prohibited areas and appropriate behaviours on the beach. The Board requires the action to be undertaken by The Board in partnership with Iwi and councils

A54. Work with other agencies to develop a regularly updated events programme that celebrates Te Oneroa-a-Tōhe by connecting, engaging and educating people.

Checking with the Board on any progress that has been made towards these actions, and how the communications plan the Board has requested fits with actions A53, would provide helpful context.

Table 1: Te Oneroa-a-Tōhe Beach Management Plan objectives

Sub-topic	Objective
Spiritual value	<ul style="list-style-type: none"> • Te Oneroa-a-Tōhe is treated by everyone as a taonga tuku iho – a treasure handed down through the generations. • The culturally significant pathway of Te Ara Waioira is protected. • Traditional place names and their stories are used and understood by all. • Wāhi tapu, sites of significance and other heritage are protected.
Leadership	<ul style="list-style-type: none"> • “Mō tātou, me ngā uri ā muri ake nei” – for us and our children after us. The future of Te Oneroa-a-Tōhe is determined by the further generations of Iwi, Hapū and whānau. • Customary practices and associated knowledge is restored. • Te Oneroa-a-Tōhe is able to provide sustenance to all people. • The Board will advocate for the protection and preservation of Te Oneroa-a-Tōhe to other groups.
Ecology and biodiversity	<ul style="list-style-type: none"> • The biodiversity and ecology of Te Oneroa-a-Tōhe is protected and restored for future generations.

Sub-topic	Objective
	<ul style="list-style-type: none"> Information and research is gathered to help us better understand the health of Te Oneroa-a-Tōhe. Ki uta ki tai – Te Oneroa-a-Tōhe is managed holistically. Mahinga kai are healthy and abundant. Hei oranga mo Te Oneroa a-Tōhe, hei oranga mo ngā tāngata – healthy beach healthy people.
Economic wellbeing	<ul style="list-style-type: none"> Commercial activities are guided by the protection of outstanding cultural natural landscapes and features of the mauri of Te Oneroa-a-Tōhe. Sustainable employment opportunities on Te Oneroa-a-Tōhe are promoted. Alternative and self-sustaining funding opportunities are explored to benefit Te Oneroa-a-Tōhe. People can earn a living off the beach where they do not adversely affect the mauri of Te Oneroa-a-Tōhe.
Recreation	<ul style="list-style-type: none"> People are able to safely access and enjoy Te Oneroa-a-Tōhe for recreational activities in a manner that respects and preserves the mauri of the beach. Recreational activities are compatible with the outstanding natural landscapes and features of Te Oneroa-a-Tōhe. Recreational activities are consistent with tikanga Māori and the vision and values of the Beach Management Plan. Te Oneroa-a-Tōhe can be accessed safely and all drivers respect the beach. Te Oneroa-a-Tōhe is a clean and pristine taonga.
Collaboration	<ul style="list-style-type: none"> Actions are developed and implemented in collaboration with tangata whenua and the community. We work together with a common purpose for the betterment of Te Oneroa-a-Tōhe. The Beach Management Plan is understood by all and championed by locals.
Education	<ul style="list-style-type: none"> Customary practices are understood and reflected in the management of Te Oneroa-a-Tōhe. Everyone understands and respects the special values of Te Oneroa-a-Tōhe. The culture and history of Te Oneroa-a-Tōhe is appropriately represented through art, technology and education.

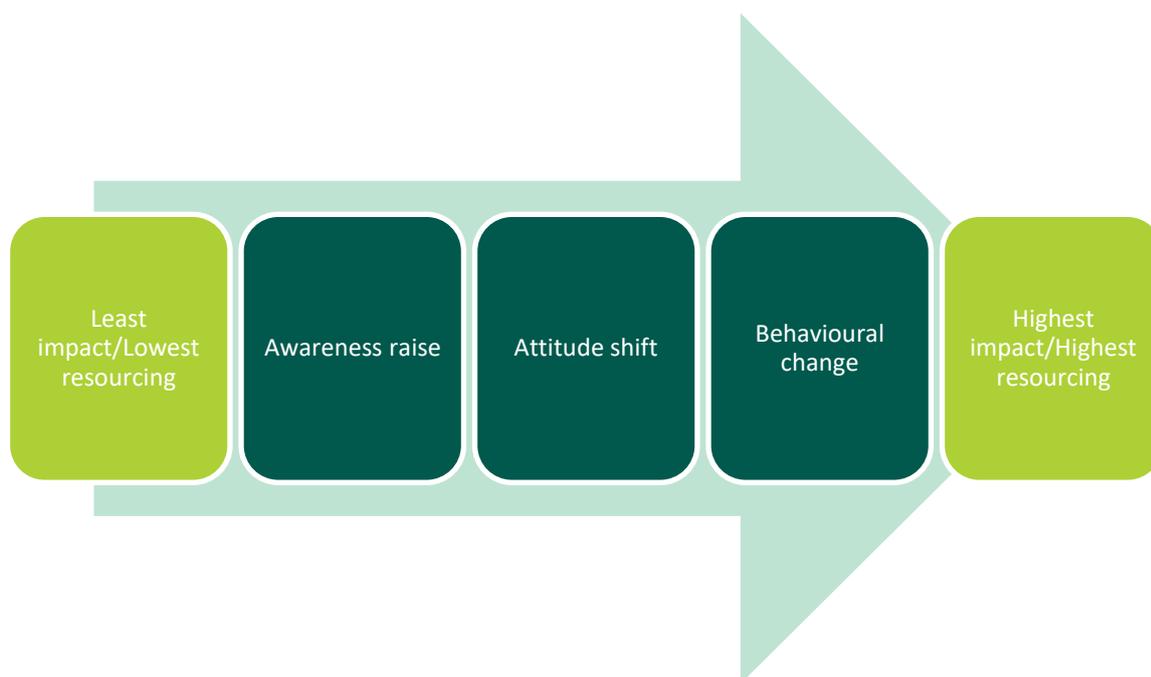
3. Approaches to developing a communications plan

The approach to developing a communications plan and resourcing its implementation depends on what the Board wants to achieve.

It is helpful to think about what the plan needs to deliver as a continuum of impact and resourcing. At the lower end, requiring the least resources but delivering the lowest impact, is achieving increased awareness among the target audience. At the higher end, requiring the most resources but delivering the greatest impact, is achieving behavioural change among the target audience.

The level of impact a communications plan can deliver is influenced, and limited, by the resourcing available.

Figure 1: Continuum of impact and resourcing



Clear objectives are important at any point on the continuum, but they become more crucial to success the further along the continuum you go. For example, achieving behavioural change requires a clear identification of the specific behaviour that needs to change. Expressing the desired behavioural change objective as a SMART goal (Specific – Measurable – Achievable – Relevant – Timebound) helps to achieve the clarity of focus needed.

Table 2: Impact and resourcing – what it could look like

Approach	What could be achieved	Example	Resourcing
Awareness raising	Deeper and more prevalent awareness of the issues of concern to the Board.	Improved awareness of the speed limit on the beach.	A measurable impact could likely be achieved using council’s existing resources or with limited additional budget, e.g. investing in paid social media promotion.
Attitude shift	A change in feelings and beliefs about the beach and how it should be used.	Changing the prevailing attitude from ‘the beach is a road’ to ‘the beach is a sensitive environment’.	Achieving a sustained attitude shift would require extra dedicated resources beyond council’s existing resources. Total costs should be expected to reach into the

Approach	What could be achieved	Example	Resourcing
			thousands, potentially tens of thousands.
Behavioural change	A measurable change in target behaviours among the target audience.	Fewer instances of unsafe and ecologically damaging driving on the beach.	Achieving behavioural change would require extra dedicated resources beyond council's existing resources. Total costs should be expected to reach into the tens of thousands.

4. Council resourcing for supporting the Board's communications objectives

Northland Regional Council and Far North District Council are not currently resourced to deliver on a sustained, ongoing communications approach intended to achieve the higher end of the impact spectrum (attitude shift/behaviour change). Should the board decide that a communications approach of this nature is an appropriate course of action, the respective councils will have an opportunity to consider resourcing the Board's mahi though the upcoming long-term plans for each council.

Outlined below are the periodic communications we can feasibly deliver within our existing resourcing, nothing that these approaching are not likely the outcomes set out in the Beach Management Plan.

Periodic communications through existing resourcing

This would use the existing resources of Northland Regional Council and Far North District Council.

A feasible and sustainable approach under this scenario would be to select one topic per quarter that the Board wishes to focus on and produce:

- A written story that could be adapted across existing appropriate council channels, such as in a newsletter or e-newsletter, media release, internal communication channels, council website news story.
- A social media post (this could be a reel or brief video where appropriate).

This scenario would be supported by a Board member nominated to work with council communications staff to determine and provide information on the topic for each quarter, a spokesperson, and the approvals process.

A scenario using existing council resources could also include representation at community events where council has a presence, and basic metrics to monitor performance of communications activity.

Channels and collateral requiring additional investment of resources, such as printing and advertising costs, would not be available. Activities requiring significant council staff time, such as reviewing the Te Oneroa-a-Tōhe Board website, would also be outside the scope of deliverables.

The main benefit of this level of resourcing is that the cost could be covered within existing budgets. However, the drawback is limited reach and reduced ability to reach specific target audiences. Furthermore, we would be limited by lack of budget for creating collateral, advertising, and attendance at special events relevant to Te Oneroa-a-Tōhe where NRC and FNDC are not usually represented.

Examples of achievable objectives under this approach may include awareness raising around:

1. Key summer safety messages
2. Environmentally responsible behaviour
3. Kaitiakitanga and cultural respect
4. Visitor preparedness for a remote environment

5. Sustained communications activity requiring ongoing resourcing

Seeking dedicated resourcing from NRC/FNDC would enable development and implementation of an ongoing communications plan that helps support and deliver on the Board's goals.

This could be outsourced to an appropriate communications agency to work with the Te Oneroa-a-Tōhe Board to develop and deliver on a long-term strategic communications plan.

Examples of achievable objectives may include:

1. **Run a summer visitor safety campaign:** Increase compliance with beach rules and reduce incidents by delivering a multi-platform behaviour-change campaign.
2. **Develop culturally led storytelling content:** Strengthen public understanding of the cultural, historical, and spiritual significance of Te Oneroa-a-Tōhe.
3. **Improve beach signage and education:** In-situ signage and educating visitors before they arrive through partnerships with tourism sector.
4. **Promote environmentally responsible behaviour:** Encourage beach users to protect wildlife, avoid dunes, manage waste appropriately, and follow dog rules.
5. **Conduct targeted outreach to high-risk user groups:** Reduce dangerous driving and unsafe water use by directly engaging 4WD groups, tour operators, local whānau and seasonal visitors.

This approach could include:

- Media releases, media briefs, media interviews
- Targeted communications to specific audiences
- Reviewing the website to ensure it's working well to support the Board's goals
- Print, digital, and radio advertising
- Paid promotion on social media, including posts, reels, videos as appropriate
- Attendance at community events and hosting dedicated events where appropriate
- Design and print of promotional collateral, e.g. posters and signage
- Detailed and targeted campaign performance monitoring
- Merchandise

The costs of a communications campaign including extra resources would depend on factors such as campaign duration, quantity, and the resources needed. Total costs should be expected to reach into the tens of thousands.

Benefits of this level of resourcing would include greater reach with better targeting, and therefore greater impact against the Board's objectives.

The main drawback of this approach is that the Board would need to provide funding or approach council to provide it via council's Long Term Plan process.

Attachments/Ngā tapirihanga

Nil

TITLE: **Beach Management Plan Update**

From: Auriole Ruka, Pou Manawhakahaere - Strategic Partnerships and Engagement

Authorised by Group Manager/s: Auriole Ruka, Pou Manawhakahaere - Strategic Partnerships and Engagement, on 17 March 2026

Whakarāpopototanga / Executive summary

This paper is to provide an update to the Te Oneroa-a-Tōhe Board on the progress of the rautaki workplan.

Ngā mahi tūtohutia / Recommendation

That the report 'Beach Management Plan Update' by Auriole Ruka, Pou Manawhakahaere - Strategic Partnerships and Engagement and dated 6 March 2026, be received.

Background/Tuhinga

Te Rautaki o Te Oneroa-a-Tōhe articulates the desired outcomes, objectives and actions for Te Oneroa-a-Tōhe (the beach). These outcomes, objectives and actions were developed by Te Oneroa a-Tōhe Board (the Board) to realise the need to protect and care for the beach now and into the future. This workplan looks at the progress being made against the short-term and priority action items contained within Te Rautaki o Te Oneroa-a-Tōhe.

Attachments/Ngā tapirihanga

Attachment 1: TAG Summary - March 2026 [↓](#) 

ITEM:

TAG Summary (March 2026)

Workstream	Key Actions	What's Changed Since December 2025	Evidence / Rationale	Decision / Next Step
Governance & Operational Structure	Re-establish Technical Advisory Group (TAG); clarify scope and accountability	TAG formally re-established with agreed scope and role; shift from ad-hoc technical input to structured multi-agency advice	TAG scope formalised; multi-agency technical advice embedded to support Board governance	Maintain cadence; ensure TAG work programme reporting aligns to Board priorities
Financial Sustainability	Funding strategy; identify lead agencies and budget lines	Funding workshop has been held since December; work programme now defined but funding strategy not yet finalised	Funding workshop held; tasking issued to prepare funding strategy and review admin/remuneration costs; budgeting still in progress	Confirm funding strategy timeline; agree lead agency accountabilities
Ngā Puāwaitanga o Te Oneroa-a-Tōhe	Progress iwi deliverables; consider fundraising and governance role	Partial funding confirmed for some deliverables; governance and fundraising role remains unresolved	Some deliverables funded; workshop required to consider recommendations and governance settings	Schedule Board workshop; confirm Foundation North pathway
Sites of Significance (SOS) Mapping	Complete GIS mapping; iwi verification gateway	GIS work progressed from concept to draft layers; iwi verification gateway agreed	39 sites identified; draft GIS layers completed; methodology endorsed with iwi verification gateway	Progress gateway process; confirm amendments to methodology
Plan Changes (Regional & District)	Cultural landscape recognition; tikanga provisions; affected-party status	Draft plan change material advanced but statutory process timing now main dependency	Draft plan change documentation progressed toward Dec 2025 target; statutory processes ongoing	Track statutory milestones; escalate risks if slippage emerges
Cultural Information Development	Correct Māori place names (A5); mauri paper (A13)	No confirmed progress since December; delivery ownership remains unclear	Targeted for mid-late 2025; not confirmed as completed in December report	Confirm ownership and delivery dates; resource if required
Vehicle Speed & Signage	Speed management plans; signage installed	Action completed since December with Council resolution and installation	Council resolution and signage installed; action resolved	Monitor compliance; no further Board action
Public Education – Scattering of Ashes	Funeral sector guidance; website update	Guidance issued; website content queued within broader refresh	Guidance distributed; website update scheduled as part of revamp	Complete web refresh
IHEMPs / Environmental Management Plans	Promote and support iwi/hapū plans (A23)	Position unchanged since December; no coordinated cross-agency approach established	NRC noted no action to date; FNDC promotes EOIs annually—gap remains	Agree joint approach and resourcing
Resource Consent Processes	Notification, review, approved commissioners (A16–A18, A22)	Incremental process work progressed; commissioners list remains unresolved	Processes partially progressed; approved commissioners list awaiting agreement	Finalise list; confirm process ownership

Auckland Blokart Club Inc

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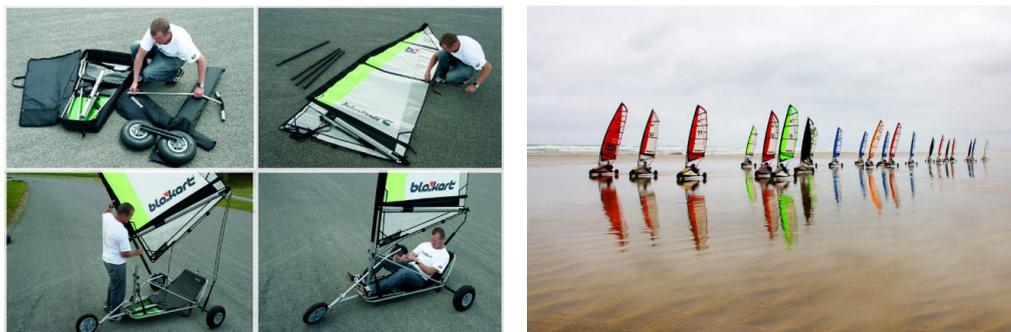
Subject: Auckland Blokart Club – Organised Events on Te Oneroa-a-Tōhē

Kia ora,

I am writing on behalf of the Auckland Blokart Club regarding our organised sailing activities on Te Oneroa-a-Tōhē.

Our club is made up of members from across the upper North Island, and for more than 15 years we have organised 3–4 day trips to the Far North beaches. We typically hold two trips each year (February/March and November/December), with around 20–30 members, partners, and supporters attending. Over this period, our group has consistently supported local businesses through accommodation, hospitality, and retail spending.

A blokart is a compact, lightweight land yacht (less than 30 kg) that is highly manoeuvrable and quickly disassembled for transport. Because it has no driven wheels and spreads its load over a broad footprint, its impact on the beach surface is significantly lower than that of motorised vehicles.



We operate under a documented safety plan for all beach sailing activities and, in 15 years, have had no serious incidents involving other beach users. Our sailing usually requires a 5–10 km stretch of firm sand, with the exact location dependent on wind direction:

- W or SW winds: North of the Waipapakauri access point
- NW winds: Just north of Ahipara
- Easterly winds: Tokerau Beach (East Coast)

We occasionally undertake longer runs between Ahipara and approximately 20 km north of Waipapakauri. We also have flexibility to adjust our sailing areas if there are zones the Board prefers us to avoid for cultural, environmental, or safety reasons.

As we begin planning future club events, we would like to confirm the Board's requirements, any approval process that applies to organised activities of this kind, and any specific tikanga or conditions we should follow when operating on Te Oneroa-a-Tōhē. Our intention is to ensure full compliance with the Beach Management Plan and to partner respectfully with the Board in the use of this taonga.

Ngā mihi,
Barry Cole
Auckland Blokart Club
021 584 445
secretary@abc.gen.nz

TITLE: Business with the Public Excluded

Whakarāpopototanga / Executive Summary

The purpose of this report is to recommend that the public be excluded from the proceedings of this meeting to consider the confidential matters detailed below for the reasons given.

Ngā mahi tūtohutia / Recommendations

1. That the public be excluded from the proceedings of this meeting to consider confidential matters.
2. That the general subject of the matters to be considered whilst the public is excluded, the reasons for passing this resolution in relation to this matter, and the specific grounds under the Local Government Official Information and Meetings Act 1987 for the passing of this resolution, are as follows:

Item No.	Item Issue	Reasons/Grounds
6.1	Confidential Report on Ngā Puāwaitanga o Te Oneroa a Tōhe Plan and Budget (2025-2026)	The public conduct of the proceedings would be likely to result in disclosure of information, as stated in the open section of the meeting -.

Considerations

1. Significance and Engagement

This is a procedural matter required by law. Hence when assessed against council policy is deemed to be of low significance.

2. Policy and Legislative Compliance

The report complies with the provisions to exclude the public from the whole or any part of the proceedings of any meeting as detailed in sections 47 and 48 of the Local Government Official Information Act 1987.

3. Other Considerations

Being a purely administrative matter; Climate Impact, Environmental Impact, Community Views, Māori Impact Statement, Financial Implications, and Implementation Issues are not applicable.