



TE MANAWA TE PUKE CENTRE

www.tepukecentre.org.nz

Logo Concept & Meaning

The logo is centred around the **analogy of weaving**.

The word weaving in Maori is **whiri whiri** which also means the exchange of ideas and information (collaboration). We envisage individual strands coming together to make a strong **kete** (basket), useful to the community.

There is a Maori proverb which speaks well of what the Centre is going to achieve: Naku te rourou nau te rourou ka ora ai te iwi – With your basket and my basket the people will live.

Our kete at the centre of Te Puke has varying resources coming in and the development, information and connections created from the kete will feed the well-being, life and mana of the community.

The design is a **weaving pattern**, as well as a **hill** (puke).

Information

Mohiotanga

Knowledge

Accessible

Sustainability

Kaitiakitanga

Environment

Social enterprise

Connection

Whanaungatanga

Engagement

Intercultural

Community

Manaakitanga

Belonging

Development

The Centre

Mahi tahi

People

Identity



"A place that connects
and represents all."

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*The quotes throughout
this document are samples from
our community engagement.*

Background

The original driver of this project started with a moment in May 2017 when – with 24 hours notice – a call was put out by Monique Lints and Dale Snell for community stakeholders and groups to come together for an information sharing session. More public forums followed and at the same time funding organisations hosted a meeting facilitated by Exult and key community drivers were brought together to further develop a vision for the town.

That group was informally named 'Vision to Reality' and the top five priorities of this group were regular communication and collaboration amongst organisations, a community centre, opportunities for employment, housing and improved public spaces.

In response to the community call for information and connectedness, the Te Puke Centre Working Group was established. This group has evolved to become an incorporated charitable trust and is now the driving force

to establish the Te Puke Centre in a central location in Te Puke.

The Te Puke Centre will provide an accessible place to resource, promote and celebrate the Te Puke area and it will be the glue that supports and connects residents, local businesses, tangata whenua, social and environmental services, sports, recreation, clubs and the Te Puke community.

The Te Puke Centre will be the 'Front Door' to the town, a place where innovative projects can be initiated and facilitated for the benefit of the town.

The make-up of Te Puke is diverse. It is rich in culture and steeped in history. We are experiencing a thriving and progressive period throughout the district. The Te Puke Centre will provide a place to accommodate and access information for all our people including tourists, seasonal workers and residents in various ways.



Research

Specific Area Based Research

‘Tauranga City and the Western Bay of Plenty are experiencing strong growth and after the setbacks of the PSA and the Global Financial Crisis, the sub-region is facing growth pressures. To manage this growth, the Councils are updating the models they are using to inform investment spending decisions.’ (Source: *SmartGrowth* 2017)

‘Migrant Communities – Community connectedness was viewed as a desirable trait, but it was expressed as a wish for more places and spaces that reflect cultural diversity and allow for cross cultural exchange.’ (Source: *SmartGrowth WBOP ‘Giving Voices’ Engagement Project*, 2016)

‘There was also a stated desire for more social infrastructure (in Te Puke) in the form of a ‘hub for families, mums, new immigrant families’ (Source: *SmartGrowth WBOP ‘Giving Voices’ Engagement Project*, 2016)

‘Information for visitors / travellers – While locals seemed confident that services and facilities were readily available and accessible, some visitors and independent seasonal workers commented that there was no easily understandable information for them as new arrivals, including where to go for different goods and services, accommodation, where to find out about employment options, and places to go and see.’ (Source: *SmartGrowth WBOP ‘Giving Voices’ Engagement Project*, 2016)

We have also reflected on many other pieces of research released including Acorn Foundation Vital Signs:

<https://issuu.com/acornfoundation/docs/vital-signs-western-web>

“History of
Te Puke, both Maori
and Migrants.”

Our Vision

To establish a professional, neutral and central shared space through The Te Puke Centre Charitable Trust that supports the community, visitors and our industries with the provision of information, connections, placemaking* and community development. Te Puke is a place of diverse ideas, cultures and backgrounds. When we collaborate and bring our separate communities together as one, we create something strong and powerful that will sustain the town and its surrounds for many years to come.

Tuituia te
here tangata



Our Values

- › To be a charitable organisation responsive to the community that is non-denominational, apolitical, multi-cultural and all-age encompassing, working in partnership with existing organisations in the area to facilitate new opportunities for the benefit of the people and environment.
- › To work holistically with Tangata Whenua and actively apply the principles of the Treaty Of Waitangi to our way of working.

Our Mission

- › To provide a collaborative, modern, multi-use space in Te Puke that supports our town by showcasing our industry, history and cultural make up.
- › To create a place reflective of our community that brings together people of all cultures to enable a sense of belonging.
- › To have a place that implements the provision of services, facilities and activities for the benefit of all those that make up our community.
- › Through the provision of a community broker**, we will better connect the local community businesses and organisations of all types.
- › To facilitate the sharing of information and knowledge between all local organisations and businesses enabling them to be more efficient, effective and grow to their true potential.
- › To provide professional meeting and co-working spaces, and enabling a sustainable social enterprise structure.
- › To be responsive to the needs of the kiwifruit industry by making Te Puke attractive to seasonal workers.

** Placemaking is a multi-faceted approach to the planning, design and management of public spaces. Placemaking capitalizes on a local community's assets, inspiration and potential, with the intention of creating public spaces that promote people's health, happiness and well being.*

*** A community broker is a person who can begin to work on behalf of the community as soon as they are employed. The work they do will have an immediate effect on collaboration, efficiency and effectiveness in the town. The community broker's network purpose is to support our communities so they can sustain, grow and thrive. Essential in our district to create long lasting relationships and support for the whole community but also including the outer district as far as Otamarakau, Maketu and Paengaroa.*

"Everything you need to know about the Te Puke area – It's history, arts, culture, sport, industries and employment opportunities. Details of the wide range of activities, clubs and services."

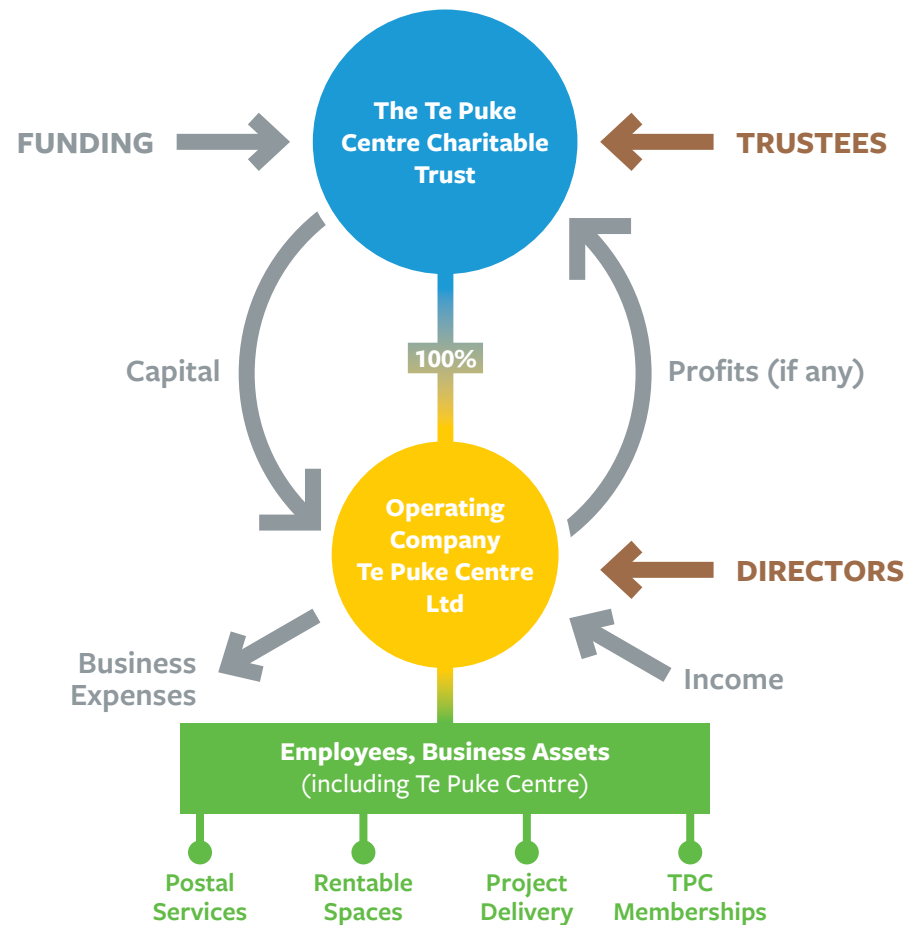


Our Governance & Operational Model

The governing body of the Te Puke Centre (TPC) is The Te Puke Centre Charitable Trust (TPCCT). The Trustees are members from the community with diverse strengths, backgrounds, a wide knowledge base and strong established networks. The Trust is able to second skills on an as needs basis. The TPCCT will encourage community engagement through a 'Friends of the Centre' type organisation. The input from this group will allow the Te Puke Centre to respond to community needs.

The Trust is the sole share holder in the operating company – Te Puke Centre Ltd (TPCL).

The Te Puke Centre Charitable Trust is registered with the New Zealand Charities Services (Charitable #CC56527).





Opportunities

Charitable Purposes

- To advance education by educating and informing the public about civic education, local history and current issues relevant to the Te Puke community;
- To benefit the Te Puke community by providing and maintaining the Te Puke Centre;
- To benefit the Te Puke community by organising, supporting and participating in environmental sustainability projects designed to preserve and protect the local environment; and
- Such other charitable purposes as the Trustees may decide.

Means of achieving charitable purposes

The Trustees may, in order to achieve the purposes of The Trust, in addition to all other powers vested in the Trustees:

- Develop and operate the Te Puke Centre;
- Run outreach projects and centre activities, and use those projects and centre activities to build and maintain a strong and resilient Te Puke community;
- Provide a central online space to support and coordinate the sharing of community facilities, information and knowledge;
- Promote and celebrate social cohesion within the Te Puke community, including promoting a sense of community, engagement and identity in connection with the local environment, industry, tourism, history, culture and people;
- Establish, maintain, operate and support social enterprises;
- Seek, raise, accept and receive donations, subscriptions, subsidies, grants, endowments, endorsements, sponsorships, gifts, legacies and bequests whether in money or in kind or partly in both;
- Seek, accept and coordinate volunteer support; and
- Undertake such other activities and enterprises to further the charitable purposes of The Trust as the Trustees may decide.

Some examples of how we are going to achieve these purposes:

- Providing a venue for education, information and referrals.
- Celebrating our history through art, digital format, tourism and projects.
- The Te Puke Centre will be non-denominational, apolitical, multi-cultural and all-age encompassing. Our research found that this neutrality was important to our diverse community members. The Te Puke Centre welcomes all.
- To provide a venue for industry to meet, interview, host meetings and direct seasonal workers and future employees.
- A central point of information and support for people arriving to town.
- We will not be solely relying on funding to be sustainable. Through the initiatives we will put in place, we will be able to raise income through fundraising, donations, sponsorship and profits from our social enterprise.
- Provide an accessible space for agencies and not for profit organisation to work from on an as needs basis.



Services

Overview of services to be delivered

- Capturing, displaying and celebrating Te Puke's history and stories
- Advocacy work and Council liaison
- Assist community engagement
- Community well-being and education
- Maintaining a Te Puke Directory, online and information service
- Fully serviced shared spaces for other community-based organisations and charities
- Community broker and project management (community development and environmental initiatives)
- Fully serviced co-working spaces (members and community)
- Virtual office service
- Meeting and board rooms
- Office and administration facilities
- After hours public space
- Booking and key service for local venues
- Provide support to seasonal workers and new arrivals
- NZ Postal services

Proposed satellite operations of

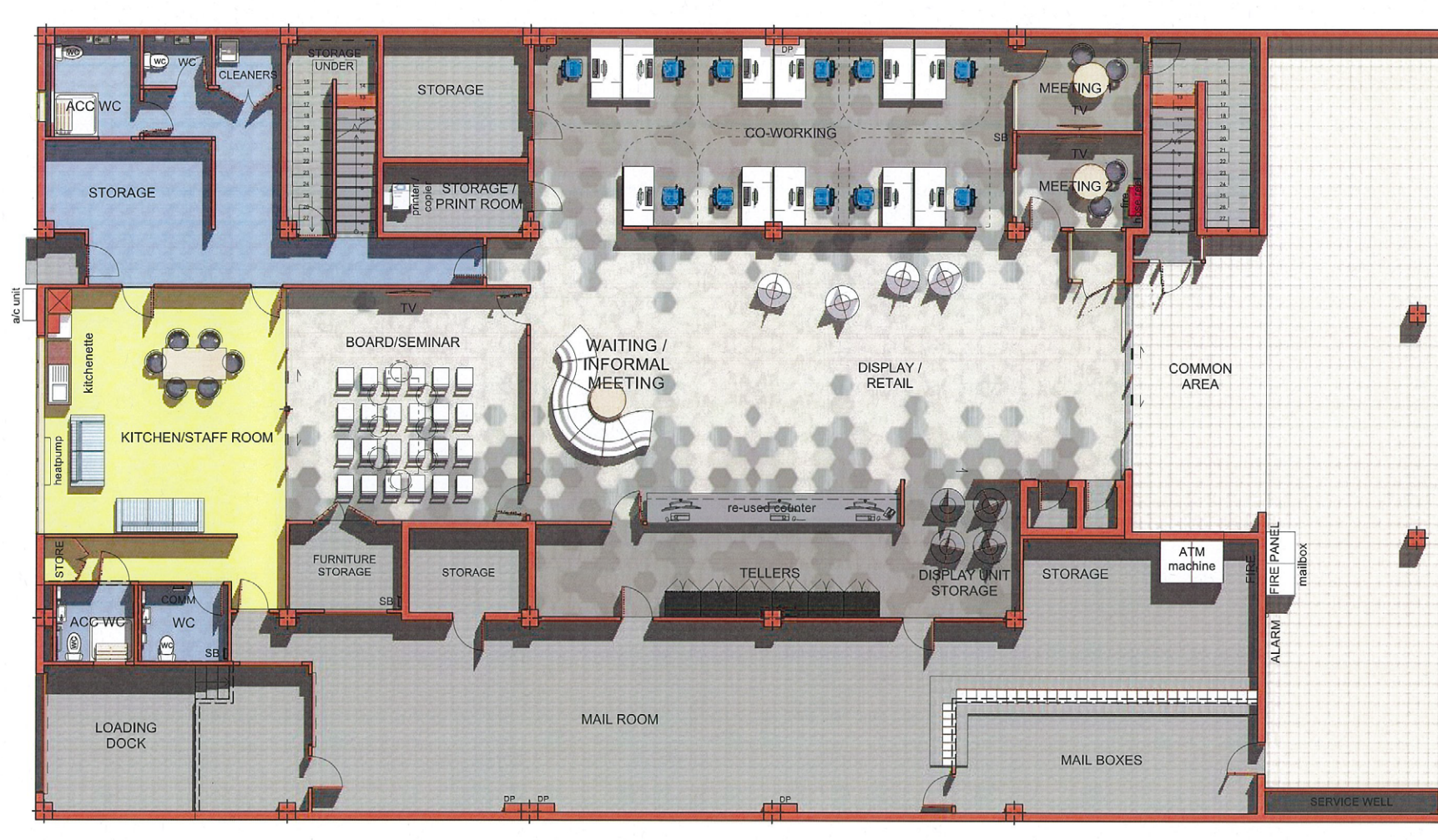
- Citizens Advice Bureau
- Justice of Peace
- Community Law
- Space for client based services
- Environmental and community groups
- Information and tourism centre

Further opportunities

- Build solid relationships with local business and local industry community including SME's
- Become an outpost for additional organisations
- Build working relationships with agencies
- Obtain service contracts
- Expand the scope of the Te Puke Centre in a diverse and innovative operation



Concept Plan



81 JELlicoe STREET
(footpath)

Support

Community engagement for the Te Puke Centre project has taken place over the last two years. This has included:

- Market days
- Public forums and meetings
- Expo displays and presence
- Walking the main street and asking the public
- Tables of information at events
- Many conversations and cups of tea with stakeholders
- Emails and phone calls
- Visiting similar projects over the North Island
- Social media and newsletters interactions
- NZ Post and crowd funding campaign

Formal support

Kiwifruit & Industry Support	Fruition Horticulture NZKGI Zespri Te Puke EDG
Environment	Te Puke Community Garden
Community	Te Puke Toy Library Te Puke War Memorial Hall Plunket (Regional) Te Ranga School Te Puke Playcentre
Services	Justice of Peace Association
Government	Western Bay of Plenty District Council Te Puke Community Board National Party Members of Parliament Labour Party Members of Parliament

Additional support

EPIC Te Puke	Te Puke Art Society
LoCol Rides	Creative Te Puke
Apata Pack and Cool	Multicultural Society
Kiwifruit Country	Sikh Community
Citizens Advice Bureau	Numerous individuals
Te Puke Community Board	Envirohub
Senior Citizens Club	Volunteer BOP
Citizens RSA Club	Te Puke Sport
INfuzed	Empowerment Community Hub
Celebrant Services	
Paengaroa Community Association	The Search Party Charitable Trust

Funding

Once the initial set up has been achieved of the Te Puke Centre, we envisage the project continuing to develop over a three year period. Initial priorities will be:

One-off and set up costs

- Technology and security
- Plant, furnishings and equipment
- Art projects
- Project management and construction
- Interior design and signage

Ongoing and multi-year funding

- Lease and overheads
- Staffing
- Art projects
- Community development and environmental projects

Conversations and relationships will be built with funders that have various grants available and ongoing support initiatives. Grant funding forms part of our revenue profile along with dividends from TPCL, sponsorship, fundraising, community donations and memberships. Our funding plan will be reviewed and adjusted annually.

We are grateful to the following for their contribution and funding and in kind support for the start-up of the Te Puke Centre:

- | | |
|---------------------------|------------------------|
| ➤ WBOP District Council | ➤ Eves Realty |
| ➤ BOP Regional Council | ➤ Visionlab |
| ➤ Te Puke Community Board | ➤ Coast Palms & Cycads |



Income / Social Enterprise

Te Puke Centre Limited (TPCL) will operate as a social enterprise providing dividends to The Te Puke Centre Charitable Trust to support its charitable purposes and assist in the long term sustainability of the Te Puke Centre. The proposed activities of the TPCL will include:

- Memberships
- Agency operational spaces
- NZ Postal services, bill pay, PO boxes and day to day postage and packages
- Co-working spaces
- Event and project management
- Tourism support
- Information services
- Merchandise
- Service contracts

NZ Postal & Payment Services

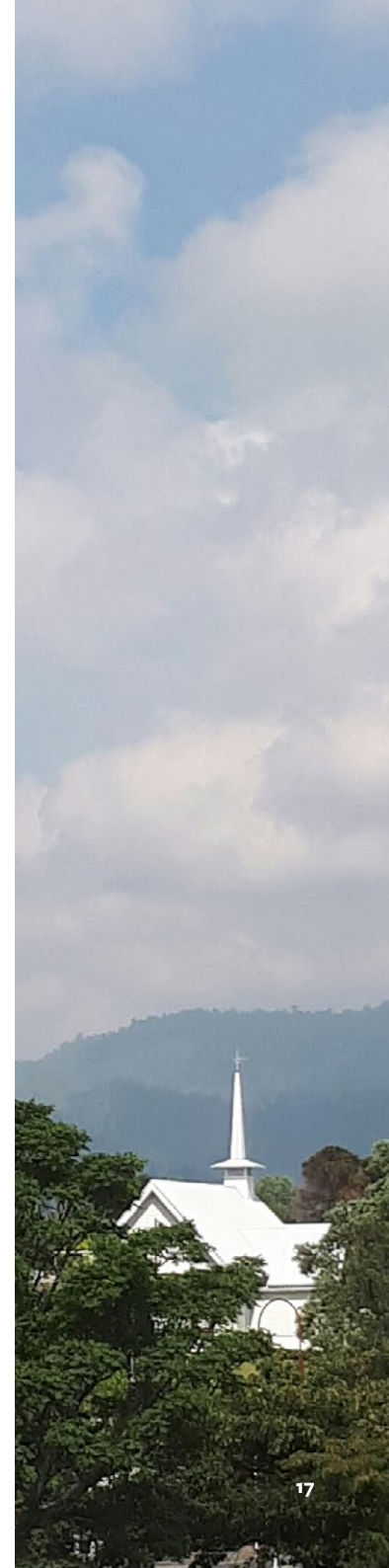
Te Puke Centre Ltd signed an agreement with NZ Post for the operation of the Te Puke Centre PostCentre Plus outlet at 81 Jellicoe Street, Te Puke with a commencement date of 7 October 2019.

The purchase of these services was made possible via a crowdfunding campaign in late 2018 which raised \$65k in just five weeks. This overwhelming community support provided The Trust the confidence to proceed with the dual concept of the proposed Centre activities operating alongside the existing postal services.

The community told us that the Post Office building was important to them as a place to connect with each other and it has a significant heritage aspect in that postal services have been delivered from the site for over 125 years. We are proud to be able to provide the continuation of both these factors – by establishing this community asset.

This business will operate as part of a suite of social enterprises with all profits paid to The Te Puke Centre Charitable Trust to establish and operate the Te Puke Centre and other charitable purposes.

Once the postal services are up and running smoothly, the focus of The Trust will move towards the full activation of the Te Puke Centre vision. This will be dependent on the funding, community support and engagement.



Te Puke –
Let's grow together
and together build this
community asset –
Te Manawa





"Let's celebrate being
the Kiwifruit Capital
of the World."

The Te Puke Centre Charitable Trust

The Te Puke Centre Charitable Trust Trustees:



Karen Summerhays
Chairperson



Monique Lints
Deputy Chairperson
Funding



Nicola Cooke
Treasurer



Jenny Wotten
Trustee
Secretary



Dale Snell
Trustee
Community Liaison



Viv Brownrigg
Trustee
Business Advisor

The Trustees and supporters have provided over a 2,500 hours of voluntary time to this project to date.

Pledge Campaign to enable the purchase of the Te Puke postal services:

- 336 contributions from individuals, businesses, community groups and local trusts and cooperation from local businesses throughout the campaign.
- We reached over projected target of \$60,000 with the help of the wider Te Puke district. Total raised \$65,406.05 to purchase the NZ Post services and to advance the creation of the Centre.
- Target reached within 5 weeks of project launch.
- Diverse community pledges including Industry, Businesses, Individuals, Communities, e.g. Sikh Community, Te Puke Senior Citizens Club, Te Puke RSA Citizens Club and a large number of the senior community who interestingly did not have a cellphone or internet.

Pro-bono Support

The project would not be progressing without the invaluable pro-bono support from:

Russell McVeigh Lawyers

Akina Foundation

Ben Sanford, Lawyer

Socialink

Sustainable Endeavours Charitable Trust

Te Puke Times & other media outlets

Holly Douglas

Emma Rosling-Heppell, Consultant

James Ross, Bayleys Real Estate

Metro Marketing

When we collaborate and bring our separate communities together as one,
we create something strong and powerful
that will sustain the town and its surrounds
for many years to come.

TE MANAWA TE PUKE CENTRE

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