



UENUKU



NGĀ PURAPURA
TUPUA
CHARITABLE TRUST



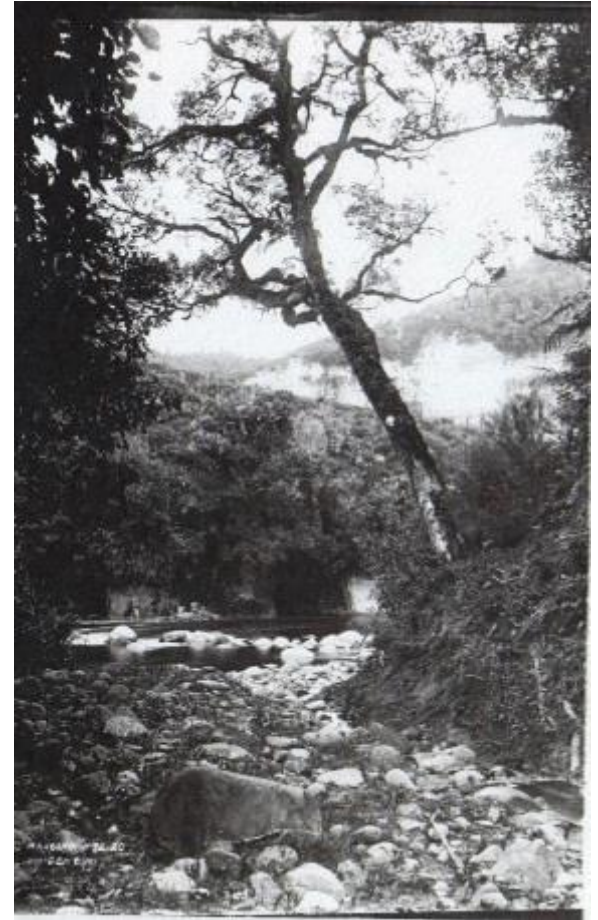
TE ARA TUPUA
CHARITABLE TRUST



TE MANO O TE
WHENUA TUPUA
CHARITABLE TRUST

SITE HISTORY

- Cultural Significance - situated between the Makatote and Manganui-a-te-Ao rivers
- Traditional hīkoi passages (Māori trails)
- Abundant and diverse native podocarp-broadleaved forests
- Renowned for the huahua manu or great calabashes of birds - kōrure, kākā, kererū, tūī, kiwi, weka & pekapeka
- Traditional source of kai through sustainable harvesting



CURRENT SITUATION

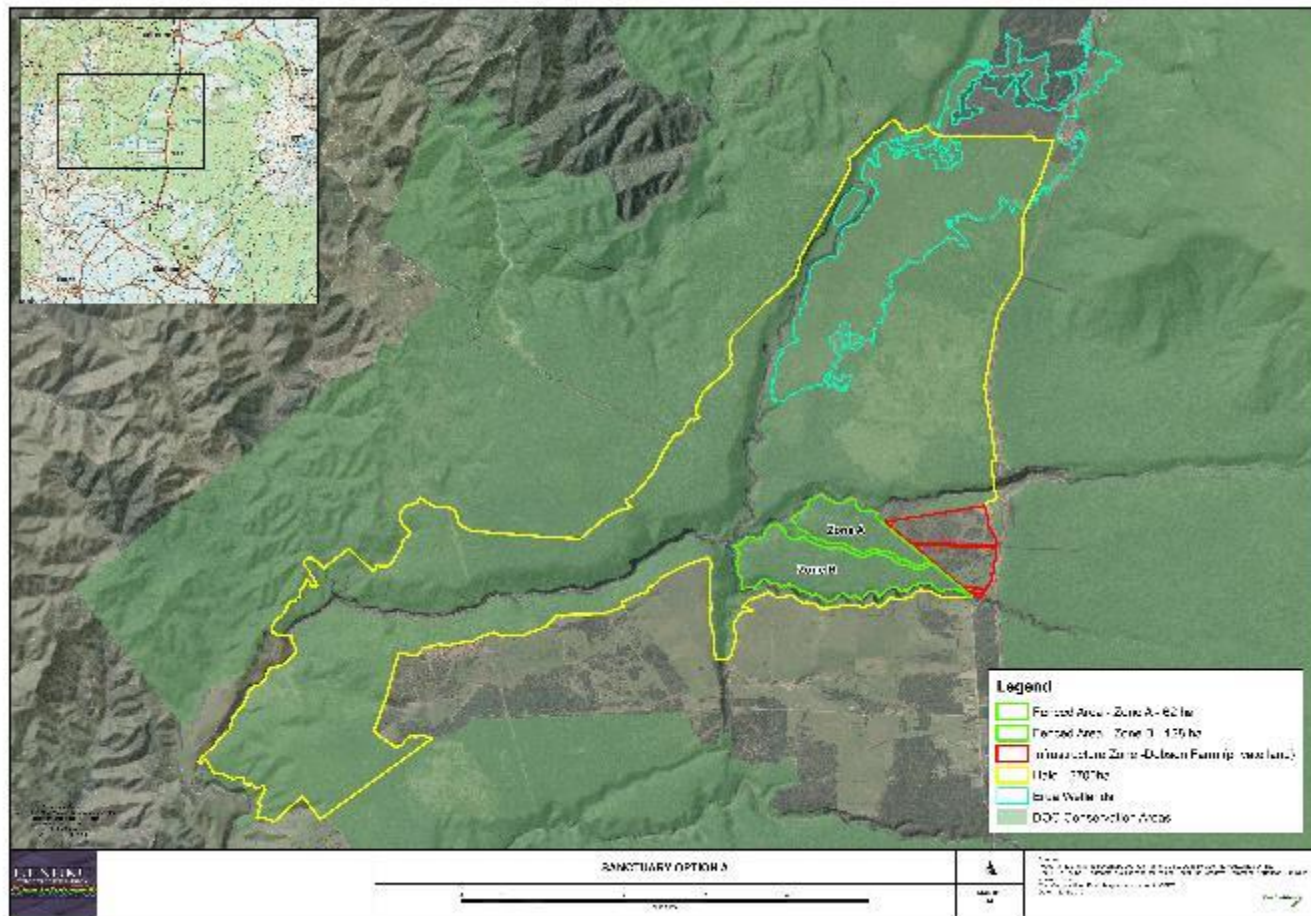
- Colonial deforestation - heavily modified area through the historic logging of native timbers
- Introduced animal and plant pests eg possum, mustelids, rats & deer
- National significance habitat - number of endangered plant species especially in the wetland area
- A number of native animal species considered Nationally Critical, Nationally Endangered and Nationally Vulnerable
- Situated on land currently administered by the DOC including the Erua Conservation Area, Manganui-a-te-Ao Scenic Reserve, Pōkākā Scenic Reserve & Makatote Scenic Reserve





THE SITE

- Restore the traditional habitats and bio-diverse forest resources
- 200ha predator-proof fenced area
- 2500ha extensive pest management halo area
- Cultural and ecotourism tourism attraction
- Visitor centre and café
- Wildlife tours and guided cultural walks
- Mātauranga Māori inspired education
- Native planting nursery



SPECIES REHABILITATION



Takahē (North Island)



Kākāpō



Pekapeka-tou-poto (short tailed)



Kākā



Whio



Kiwi



Hihi (stitchbird)



Kōkako

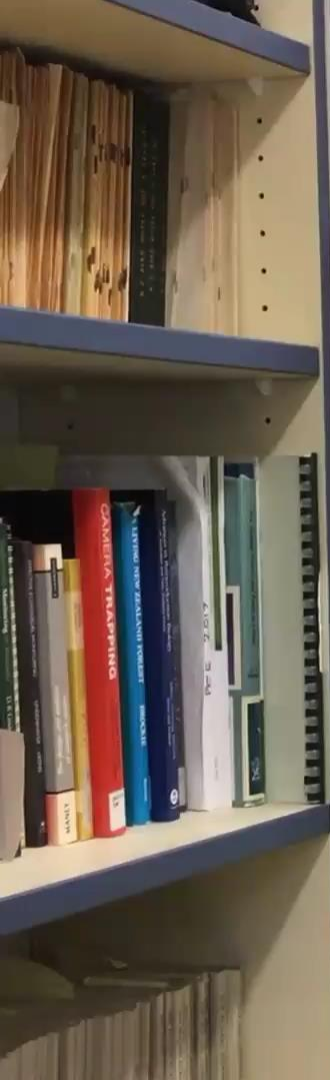


Kererū



Tieke (saddleback)





PEST & WEED CONTROL

Proposed Pōkākā pest management:

- **Te Iho (inner core):** all animal & foreign flora species are permanently eradicated
- **Te Kiri Wai (halo):** intensively managed native forest & priority pest species (possums, rats, stoats & goats) are maintained at near 'zero density'
- **Te Kiri Tai (outer skin):** sustained management of priority pest species to support of Te Iho and Te Kiri Wai



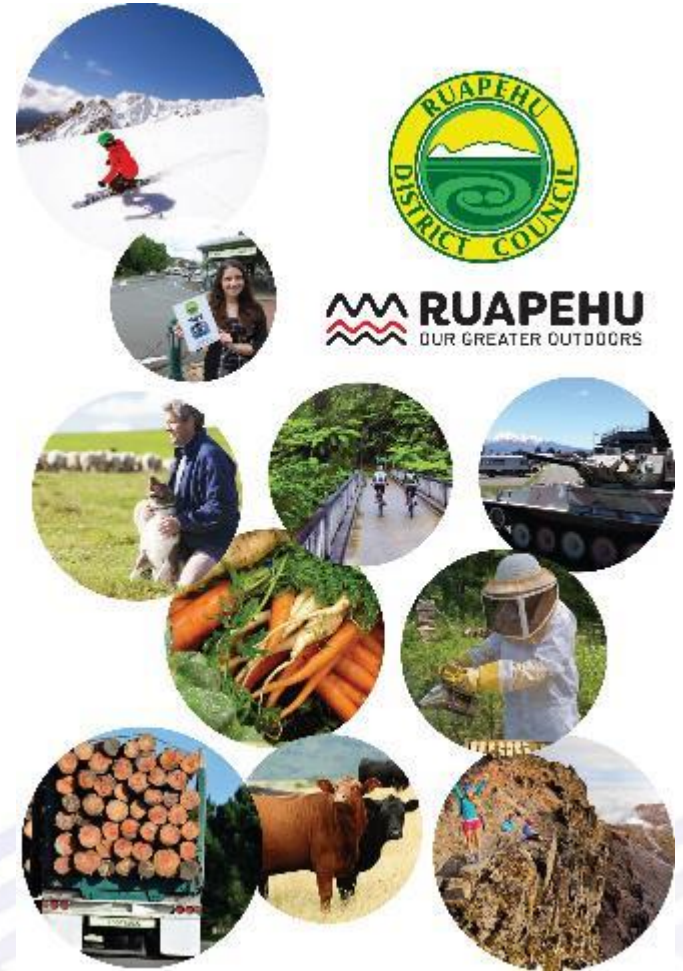
FLORA

- Weed survey & control undertaken concurrently with animal pest management
- Ongoing surveillance programme developed



RUAPEHU ECONOMY

- GDP per job is 14% below the national average
- Economic growth averaged -0.2% p.a. over the last 10 years, compared with an average of 2.1% p.a. in the national economy
- Employment growth averaged -1.1%pa over the last 10 years, compared with 1.3%pa in the national economy
- The population declined each year from 1996 to 2013 (a 28% reduction). Over the period from 2013, the increase has been just 0.48%, much lower than the corresponding national figure of 1.9%



STRATEGIC ALIGNMENT

Aligned with:

- New Zealand-Aotearoa Government Tourism Strategy
- Tourism Industry Strategy, Tourism 2025 & beyond
- Manawatū-Whanganui Economic Action Plan & Te Pae Tawhiti
- Ruapehu District Economic Development Strategy 2018-2028
- Ruapehu Regional Visitor Development Plan (June 2017)
- Government's conservation policies & programmes
- The Government's One Billion Trees programme

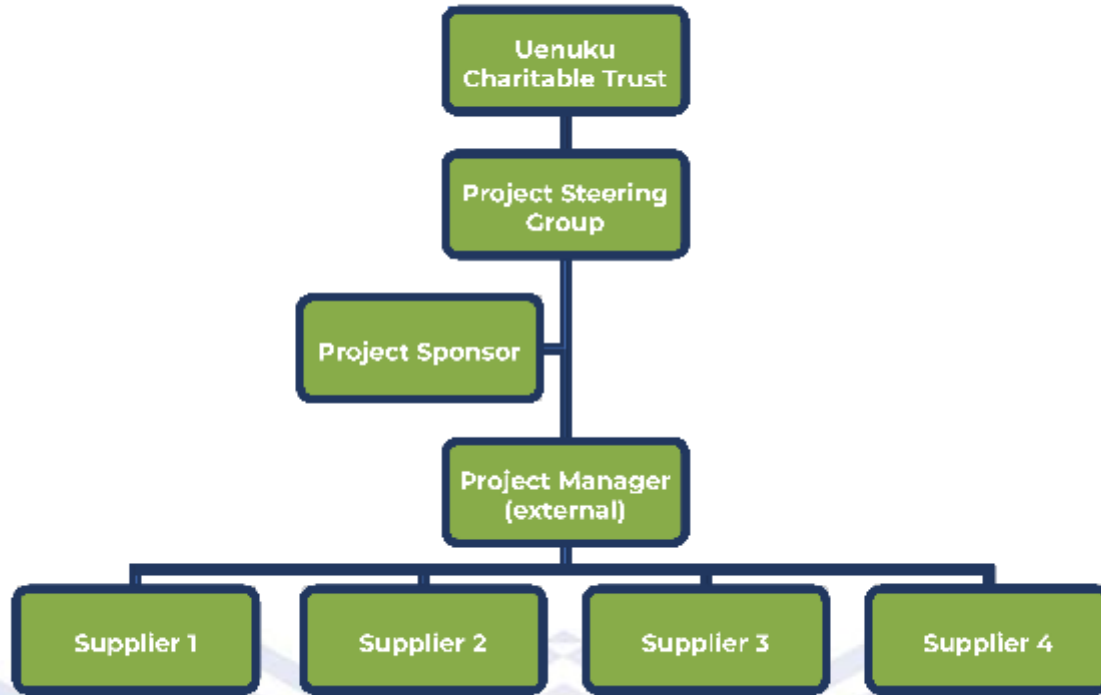


PŌKĀKĀ KEY FEATURES

- Delivers a high-quality, authentic visitor experience that draws on Aotearoa's unique visitor proposition of 'our people & our place'
- **Te taiao*** - Protects, restores and champions Aotearoa's natural environment, culture & historic heritage
- **Ngā rohe*** - Supports partnerships between Māori tourism enterprise, iwi, hapū, tangata whenua & government
- Embraces tikanga Māori
- **Ngā manuhiri*** - Encourages regional & seasonal dispersal
- Provides a reason to stay an extra day in Ruapehu
- Aligned to the Ruapehu brand proposition of 'Ruapehu – Our Greater Outdoors'
- **Te ōhanga*** - Creates jobs
- Skills Development



GOVERNANCE



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STEERING GROUP

Name	Role/Organisation
Steve Hirini (Chair)	Project Sponsor for Uenuku
Aiden Gilbert	Chair, Uenuku (Ngāti Tara)
Gerrard Albert	Chair, Ngā Tāngata Tiaki
Warren Furner	Ruapehu District Council
Damian Coutts	Central North Island Director, DOC
Kevin Hackwell	Chief Conservation Advisor, Forest & Bird
John Innes	Wildlife Ecologist, Manaaki Whenua – Landcare Research
TBC	MBIE (advisor / observer)



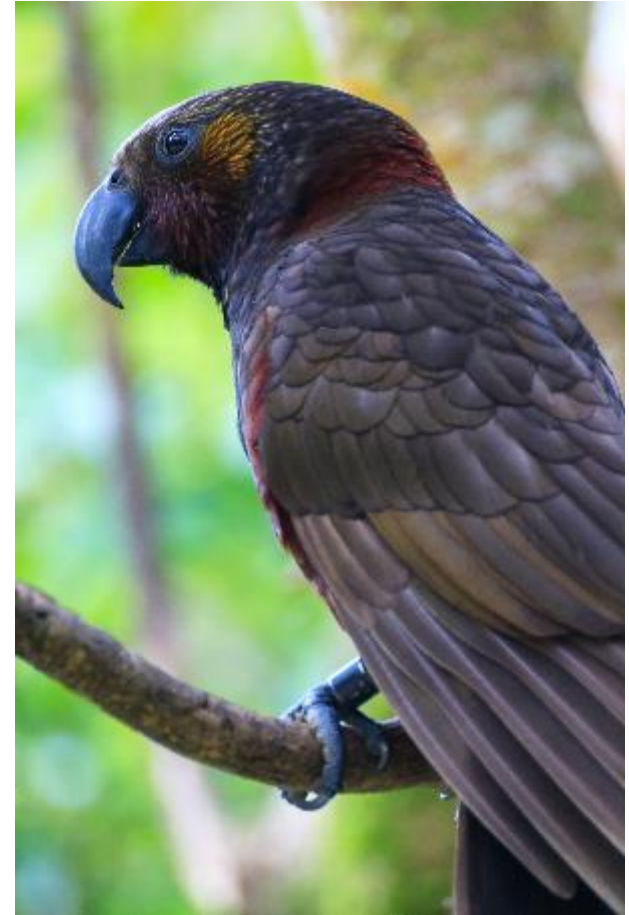
Steve Hirini



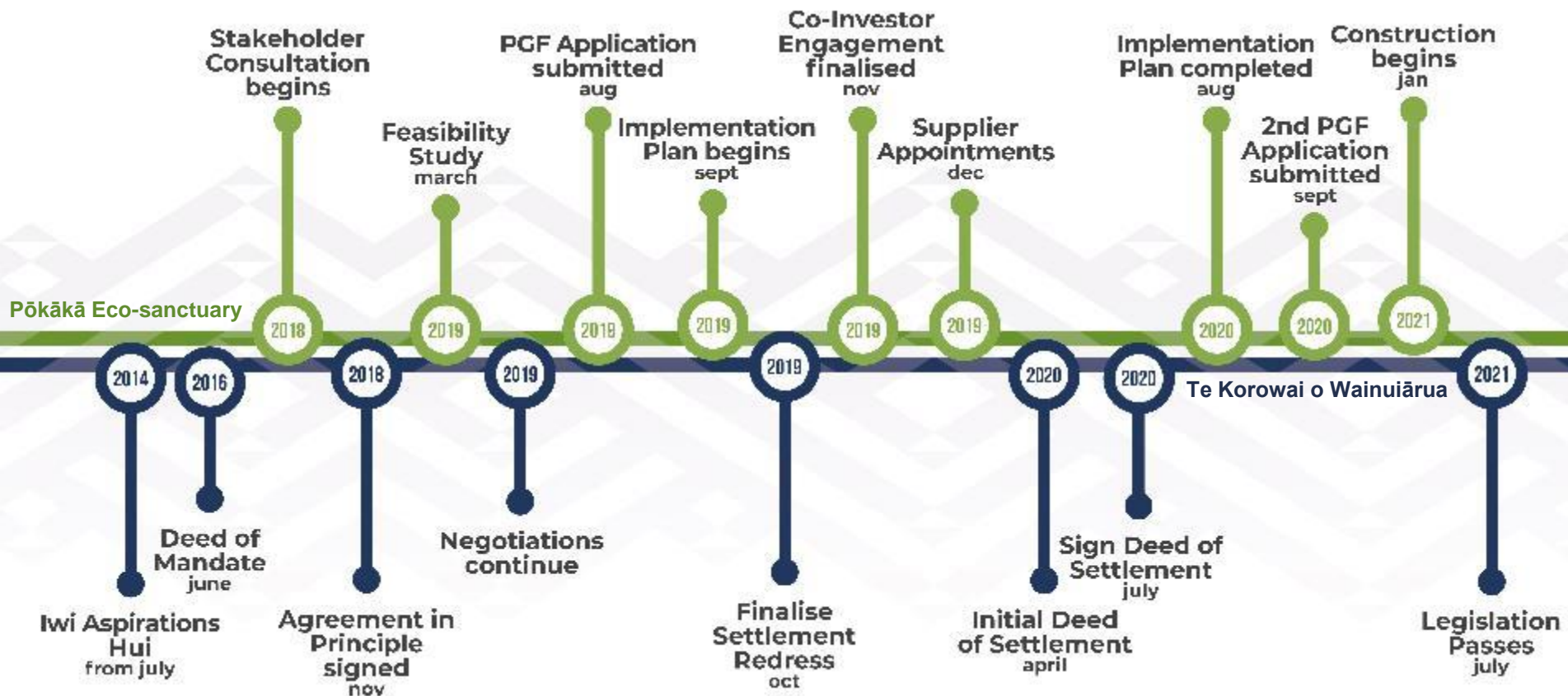
Aiden Gilbert

PARTNERSHIPS

- Central government: DOC, TPK & MBIE
- Local government: RDC & Horizons
- Neighbouring iwi
- Community groups, local business & individuals
- Private, trust, philanthropic & corporate
- Schools
- Research community
- Forest & Bird
- Ngā Tāngata Tiaki o Whanganui



TIMELINE





Pōkākā

Eco-Sanctuary

*The plateau between two historic
rivers, the Makatote &
Manganui-a-te-Ao*

*"In traditional times, the abundance of Kākā in this space blackened
the sun from shining through to the forest floor"*



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