



Taranaki Catchment Communities

ANNUAL GENERAL MEETING REPORT
2024 - 2025



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1.1 Update from the Chairperson

This past year has been one of real progress and consolidation for Taranaki Catchment Communities (TCC). Our focus has been on building a strong foundation for the future through innovation, education and practical action on the ground.

Collaboration has been at the heart of our work, with interaction with a number of organisations throughout Taranaki and nationally. This is strengthening Taranaki's environment and economy in so many ways and it is exciting to be part of this.

Catchment Communities Aotearoa has now got a solid foundation and a strong mandate as to what their purpose is and what Catchment groups wish them to take to Central Government, and I see this organisation being of real value going forward. We are members and have one vote per catchment group.

Technology and innovation will be a great tool for the environment going forward. We have seen already the bioreactor put in at Ross Dunlop's with the help of the LiDAR information funded by TRC and Massey. The Water to Grow project Awatuna/Auroa group was working on is now commercial and these water usage/efficiencies will be important going forward – a successful project. The HADES group has made significant progress in the past year with new information on effluent solutions.

We successfully completed our Essential Freshwater Fund project, exceeding targets and strengthening relationships across the region. At the same time, we transitioned into our new flagship initiative, Our Taranaki, Our Future, supported by generous funding from the Toi Foundation and Ministry for Primary Industries.



We are completing 15 Catchment Management Plans for the current catchment communities based on funding received from Toi Foundation for freshwater improvements. This will be where we really get some traction for bringing communities together and making a difference to Fresh water outcomes in Taranaki. Fish passage will be a common theme across our catchment groups with our groups receiving training on using the NIWA Fish Passage Assessment Tool to help improve the passage of our migratory fish such as īnanga in our waterways.

These achievements reflect the strength and commitment of our catchment network, the dedication of our coordinators, and the trust placed in TCC by the wider rural community. It's encouraging to see how farmer-led collaboration continues to drive meaningful change and connect people across the region. I'm incredibly proud of what we've achieved as a community, and I look forward to building on this strong foundation as we go on.

Looking ahead, our goal remains clear: to grow TCC into a permanent regional organisation that empowers rural communities to take practical, science-based action for land, water, and people. Thank you to everyone who continues to support and believe in this shared vision for a thriving Taranaki.

Donna Cram

Taranaki Catchment Communities Chair

Congratulations Brendan Attrill

TCC proudly celebrates Brendan Attrill of Caiseal Trust, winner of the prestigious 2025 Gordon Stephenson Trophy.

Brendan was named National Ambassador for Sustainable Farming and Growing, as well as Supreme Winner of the Taranaki Ballance Farm Environment Awards. His holistic approach to farming at Huinga demonstrates the perfect blend of profitability and environmental responsibility.



1.2 Project Overview

The 2024-2025 year has been transformational for TCC. We successfully completed our Essential Freshwater Fund project and immediately transitioned into our new flagship initiative, 'Our Taranaki, Our Future', securing \$640,000 from the Toi Foundation and an additional \$100,000 from MfE to support this shift.

Our vision is to grow into a permanent regional organisation that supports local leadership in freshwater and environmental work. This year marked a major step towards that goal, with expanded technical capability, stronger partnerships, and greater community engagement across the region.



Our Strategic Approach

Over 2024-2025, TCC continued to prioritise collaboration and collective action among catchment groups.

The Our Taranaki, Our Future project, run by TCC from June 2025 to June 2027, is a community and farmer-led initiative focused on ecological restoration, climate action, and creating regenerative landscapes. The strategy centres on three key goals.

Strategic Approach Overview

TCC's vision is of thriving rural communities, with a mission to empower and connect catchment groups through its established network of 15 local groups and a regional support team.

Outcome One

Building Producer Knowledge and Education (due June 2026)

This goal aims to improve farmers' understanding of the effects of agriculture on waterways by providing support and educational opportunities. Expanded LiDAR mapping will aid farm planning and the identification of high-impact areas, as well as guide wetland placement to reduce runoff. TCC will also host community events and partner-led workshops, using resources like the Good Farm Planning Hub and FACCT workshops, to strengthen regulatory compliance, resilience, and environmental science skills.

Outcome Two

Tangible Water Quality Improvements and Restoration (due June 2027)

The second outcome focuses on achieving measurable water quality gains through direct ecological work and improved management. This includes broadening the Community Based Monitoring programme to gather monthly data at an increasing number of sites, extending the HADES Effluent project to mitigate E. coli risks and promote sustainable practices, engaging farmers in fish passage improvements through the Wai Connect project (with tools and assessments focused on species such as īnanga), and advancing the Drains are Streams project using innovative methods to transform farm drains.

Outcome Three

Lasting Stewardship and Cultural Engagement (due June 2027)

The final focus is on sustaining stewardship by empowering communities, fostering partnerships, and integrating cultural knowledge. The 'Whenua Ora' initiative will broaden the adoption of mātauranga Māori in climate action and regenerative practices. New indicators will be developed in collaboration with iwi/hapū to measure cultural as well as environmental progress. Long-term partnerships with various stakeholders, including iwi/hapū, Venture Taranaki, DairyNZ, and Federated Farmers, are emphasised to maintain collective, lasting action and improvement.

As always, TCC is here to support the community every step of the way on projects that make Taranaki an even better place to live. It's all about teaming up to make a positive difference.

1.3 Meet the team

TCC Board

Donna Cram – *Chairperson*

Murray Perks – *Secretary/Treasurer*

Jo Gibbs – *Deputy Chair*

Katrina Knowles

Fiona Ewing

Nick Brown

Kristina Wyatt

TCC Management Committee

The TCC Management Committee and Project Lead, Paul Turner, have continued developing key relationships and systems to ensure effective communication of catchment group work.

Current Coordinators and Catchments

- Tessa Tate: Patea River, Waingongoro
- Nicola Bryant: Awatuna/Auroa, Kaupokonui, Taranaki Extension
- Seonaid Whitehead: Oaonui, Coastal
- Diane Baldie: HADES
- Dan Thurston-Crow: Makuri
- Marcia Millard: Tarata/Kaimata
- Fiona Young: Pihama/Oeo
- Maria Lempriere: Urenui/Mimi/Uruti
- Jo Bielski: Mangamingi
- Whenuakura/Waitōtara, Wai Connector – TBA

1.4 Essential Freshwater Fund Project

Our two-year Essential Freshwater Fund project concluded with outstanding results that exceeded targets across all key areas. This project was fundamentally about helping farmers and growers understand Te Mana o te Wai – recognising the importance of water for farming, people, land and the environment.



Community Engagement

- 1,575 landowner interactions (target exceeded)
- 550+ farmers at 16 TRC freshwater consultations
- 16 active catchment groups supported
- 1 new group established (Kaimata in progress)
- 68 events delivered (46 community + 22 training)



Technical Delivery

- 3,300+ LiDAR maps produced (over target)
- 47 monthly monitoring sites established
- 40+ Freshwater Farm Plans completed
- 110,000-hectare Waitōtara mapping project
- Successful tech uptake in other regions



Partnerships & Culture

- 5+ industry partners engaged
- 3 university collaborations active
- 16 staff completed Te Tiriti training
- Iwi engagement strategy developed
- Strong stakeholder satisfaction



Financial & Sustainability

- 100% budget utilised, on target
- \$640k secured from Toi Foundation
- \$100k additional MfE transition funding
- Sustainable model and structure in place
- 71,310 social reach, 2.58% CTR

1.5 Our Taranaki, Our Future

With \$640,000 secured from the Toi Foundation and additional support from MfE, TCC recently launched the Our Taranaki, Our Future project. The first steps are already underway:

- ✓ **Final LiDAR presentations delivered to remaining catchments**
- ✓ **Sedimentation webinar created with Wai Connection and Te Kaahui o Rauru**
- ✓ **Fish barrier training completed, sites identified for removal**
- ✓ **Latest round of water quality monitoring completed**
- ✓ **Methodologies documented for replication guides**

Five-Year Strategic Priorities

- Supporting other regions to adopt the TCC model
- Developing training for catchment coordinators nationwide
- Launching an online portal for LiDAR mapping and monitoring tools
- Expanding formal partnerships with all Taranaki iwi
- Building lasting collaborations with research and industry partners



1.6 Project Updates

Good Farm Planning Hub

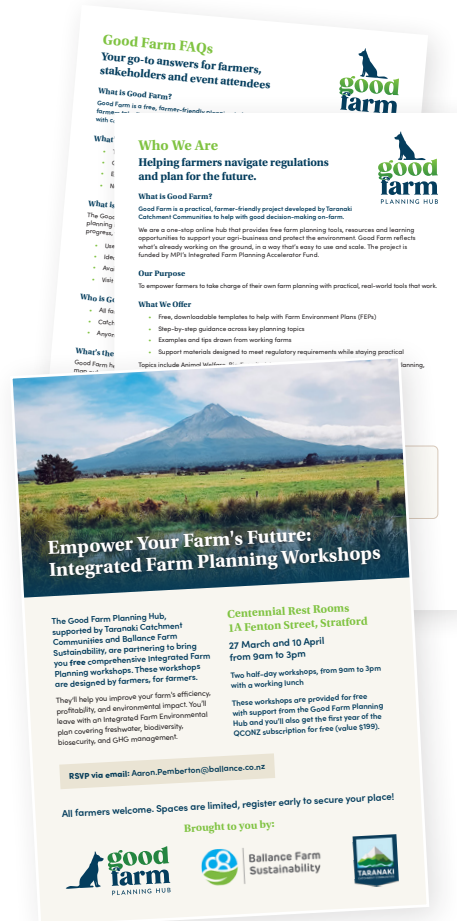
The Good Farm Planning Hub continues to be a cornerstone resource for Taranaki farmers, providing a wide range of free templates, practical tools, and real-world examples for integrated farm planning at goodfarm.nz, as well as one-on-one support and workshops across the region.

Some of this year's achievements include:

- **The new Biodiversity module:** a practical and easy-to-follow resource designed to help farmers protect and enhance native biodiversity on their properties. It guides farmers through creating a living plan that benefits both their farm and the wider environment.
- **The new Effective Waste Management module:** a handy, practical resource that helps farmers manage effluent, e-waste, composting, chemical disposal, and water use, all while building a plan that's fit-for-purpose and meets environmental standards. The module also includes seven separate factsheets breaking down key waste management topics into simple, action-focused steps.
- **The new Biosecurity Planning module:** a practical guide to managing risks from pests and diseases, supporting both on-farm resilience and regulatory compliance.
- **The Taranaki-specific Farm Planning resource:** a concise summary of freshwater farm plan requirements and timeframes. It includes the Good Farm Guide to Navigating Regulations that simplifies key legislation, breaking it down into easy-to-understand language.
- **1200 visits to the Good Farm website** (from Nov 24 to June 25)



- **Good Farm Champion Pack:** a practical resource designed to empower community members to spread the word about Good Farm and help local farmers take charge of their own farm planning using real-world, effective approaches. The pack includes an FAQ sheet, social media guidelines, and general information about the Hub.
- **235 Facebook followers** (@goodfarmnz)
- **Ongoing workshops** and one-on-one support, including three regional webinars on updates on freshwater policy changes and a rural professional workshop to assist farmers in understanding and meeting regulations.
- **Two Integrated Farm Planning workshops** were held in Stratford on 27 March and 10 April 2025, bringing farmers together to build practical, future-ready farm plans, offering hands-on guidance and tools to support more profitable and sustainable farming.



Farming and Compliance Confidence Taranaki (FACCT)

Led by local farmer Campbell McCowan from PLANit Farming, the FACCT workshop series continues to build farmers' confidence and knowledge in farm science and compliance.

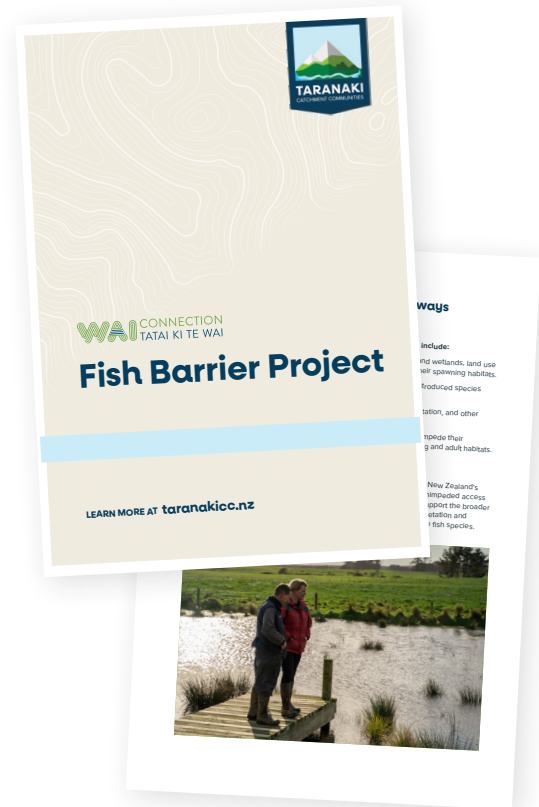
- Free FACCT 1 workshops delivered in Patea, Tarata/Kaimata, and Urenui/Uruti/Mimi
- Free FACCT 2 series launched in June for deeper learning to support even smarter and more informed farm planning
- 10 x 2-hour sessions covering climate, soils, nutrients, and greenhouse gases
- Independent, unbiased and local conversations
- No jargon, no sales pitch, just science-based insights to use on-farm



Whakaora Te Taranaki – Wai Restoration to Health

This initiative continues to educate and engage farmers and growers in sustainable practices that protect water quality and support freshwater ecosystems.

- **LiDAR Mapping:** 3,300+ maps shared with farmers (488 Hill Country + 2,812 Riparian)
- **Drains are Streams Project:** Feasibility study underway with Massey University
- **Wai Connect Fish Passage Project:** Partnership with iwi and NIWA
- **Makuri Catchment Wetland:** 520 native plants installed at Huiroa Domain
- **Community-Based Monitoring:** 47 sites testing water quality monthly
- **HADES Effluent Project:** Workshops on E. coli management
- **Awatuna/Auroa:** Third year of freshwater monitoring completed



Rural Resilience Project

Developed to help farmers adapt to increasing adverse weather conditions and climate change, this module provides essential tools and strategies for building farm resilience.

- Risk assessment and management frameworks
- Sustainable practices for soil health, water, and biodiversity
- Emergency preparedness protocols
- Community support network strengthening
- Input from Cyclone Gabrielle-affected catchments in Tairāwhiti

Excitingly, TCC has secured National Emergency Management Agency funding to take the module nationwide in the 2025-2026 year, working closely with the New Zealand Landcare Trust.



Taranaki Rural Energy (TRE)

In the past year, the Save Energy On-Farm campaign continued to help farmers reduce energy consumption, save money, and build more resilient operations. The dedicated social media campaign that kicked off in May 2024 ended in November 2024, generating significant engagement throughout its run.

The messaging provided farmers with practical tips on reducing energy consumption and cutting costs through energy-efficient technologies. From lighting upgrades and smarter heating systems to optimising water use, TCC encouraged farmers to visit the TRE webpage and to discover a range of ways to make their operations more sustainable and economically viable.

Through a series of dedicated workshops and case studies, Taranaki farmers learned how energy savings can be reinvested into their businesses, improving both their bottom line and their environmental footprint. The success of the Save Energy On-Farm campaign has set the stage for future initiatives focused on energy efficiency and sustainability, ensuring that Taranaki's farming community remains at the forefront of innovation.



Key TRE highlights from the past year include:

- Energy auditor training commenced with Fonterra staff
- Practical energy-saving guidance available
- Support from Taranaki Regional Council, Federated Farmers, Venture Taranaki, EECA, Powerco, Todd Energy
- The Save Energy On-Farm workshop held on 5 March in Stratford brought together farmers, energy experts and financial advisors for a practical and engaging session focused on improving on-farm energy efficiency.



Agri4Kids

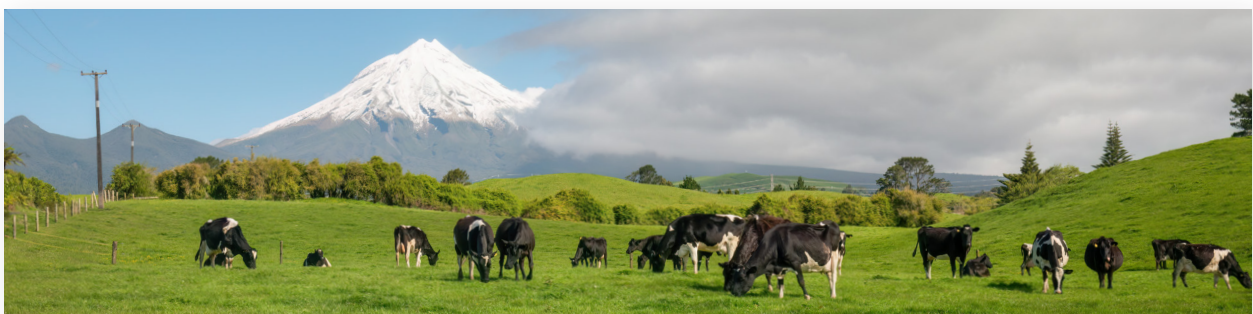
Under the leadership of Nicola Bryant, Agri4Kids continues to grow and expand, connecting young people with farming and food production.

- Expanded into South Taranaki via Kakaramaea School
- Continued programmes at Rahotu and Ratapiko Schools
- Hands-on learning about sheep, wool, dairy sheds, and calf feeding

1.7 Events and Community Engagement

TCC delivered a comprehensive programme of events throughout the year, bringing farmers, experts, and communities together to share knowledge and take practical action.

- Patea Catchment Group Biodiversity discussion group: 9 July 2024
- HADES Catchment Group Community engagement events: 17 and 18 July 2024
- Tarata Catchment Group meeting: 20 February 2025
- HADES Catchment Group Effluent Puzzle: 26 February 2025
- Urenui, Mimi & Uruti Catchment Group Catchup: 4 March 2025
- Dung Beetle Field Morning: 21 March 2025
- Fish Passage and NOWA workshop: 26 March 2025
- First Aid Revalidation Training – Urenui, Mimi & Uruti Catchment Group: 5 April 2025
- Strengthening Farm Biosecurity: Protecting Our Livelihoods and Environment: 10 April 2025
- Drought Resilience Event – Soil Health & What Diverse Pastures Can Do Under Pressure – Pihama Catchment Group: 11 April 2025
- Trapping Field Day – Patea Catchment Group: 15 April 2025
- Rural Waste Solutions – A meeting to take action: 30 April 2025
- Healthy Rivers, Thriving Land – Waingongoro Catchment Group: 7 May 2025
- Trapping Workshop – HADES Catchment Group: 10 May 2025
- Catchment Solutions Workshop – Waingongoro: 13 May 2025
Massey University partnership focusing on woodchip bioreactors and practical solutions to reduce contaminant loss. Installation completed on Ross and Jan Dunlop's farm.
- Restoring Wetlands – Pihama/Oeo Catchment: 30 May 2025
- First Aid for Farmers – Red Cross Certification: 9 June 2025
- Practical Solutions for High Rainfall Dairy Effluent Systems – AgFirst NZ: 18 June 2025



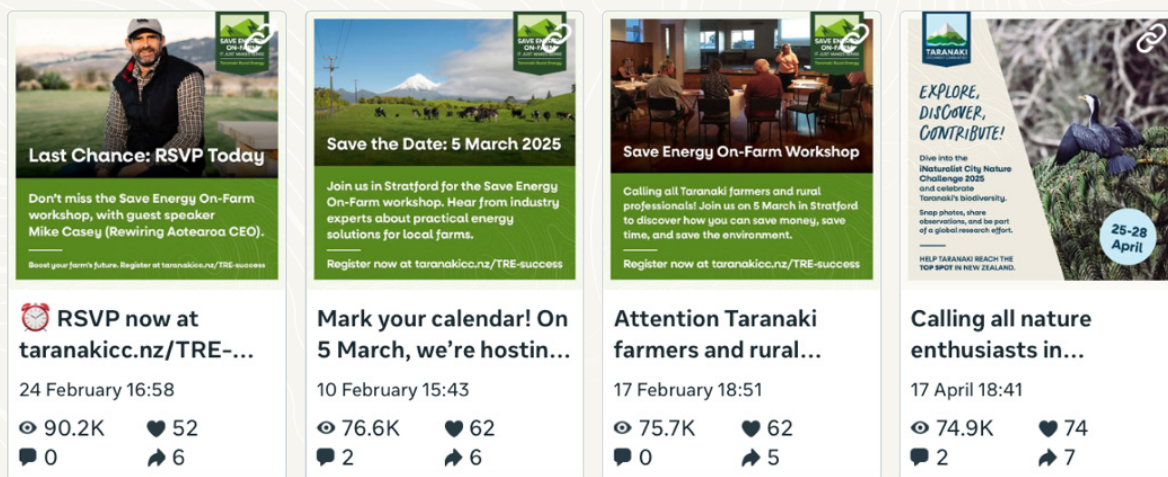
1.8 Communications and Marketing Activity

TCC's communications activities continue to go from strength to strength. Engagement with farmers, the local community, and agri-sector stakeholders across the region remains strong and continues to grow.

Facebook remains a highly effective engagement tool for both TCC and Good Farm, with a cumulative reach of more than 115,000 over the past year. Since its launch late in 2024, the Good Farm page has steadily built momentum, supporting cross-posting and providing a new platform to share content and insights.

TCC Facebook Engagement

- Reach (from organic and paid content): 75.3k
- Content interactions: 3.4k
- Link clicks: 3.3k
- Facebook followers: 1,022
- Gender breakdown: Women 67.4%, Men 32.6%
- Top towns/cities: New Plymouth 19.3%, Stratford 7.9%, Hawera 7.5%
- Top content by views:



Paid Digital Promotion

Meta advertising for TCC and Good Farm digital campaigns (general awareness tiles, IFP workshops, Save Energy On-Farm tips and workshops, Good Farm modules, the iNaturalist Challenge, educational videos, and more) has led to 12k engagements and over 1.32 million impressions. The average click-through rate achieved is 1.71% compared to the industry norm of 0.89%.

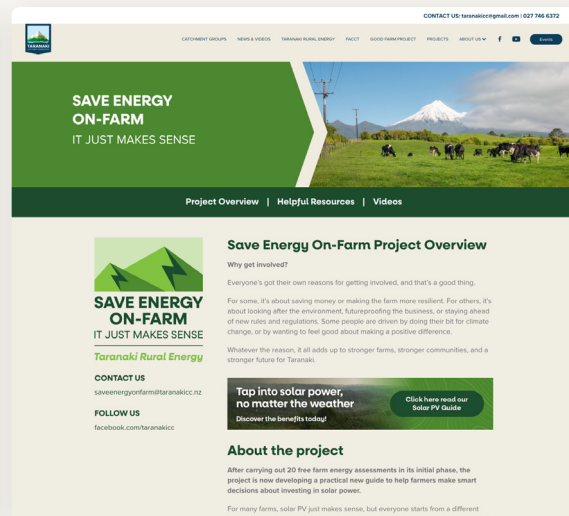
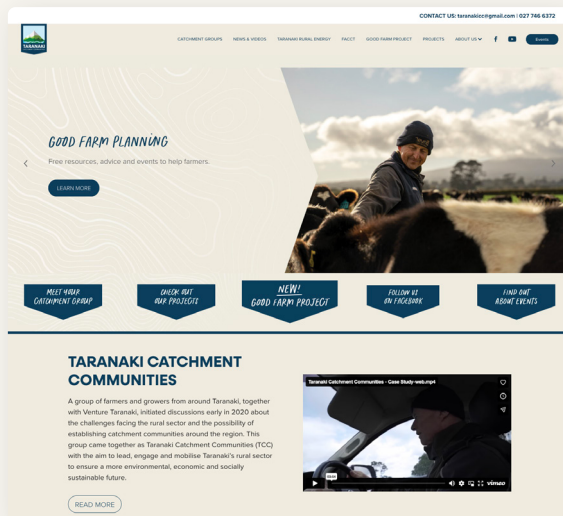
TCC Newsletter Metrics

- Subscriptions: (up by 14.6%)
- Open rate: (51.4% compared to the 15-25% industry benchmark)
- Click-through rate: (6.9%, well above the 2.8% benchmark)



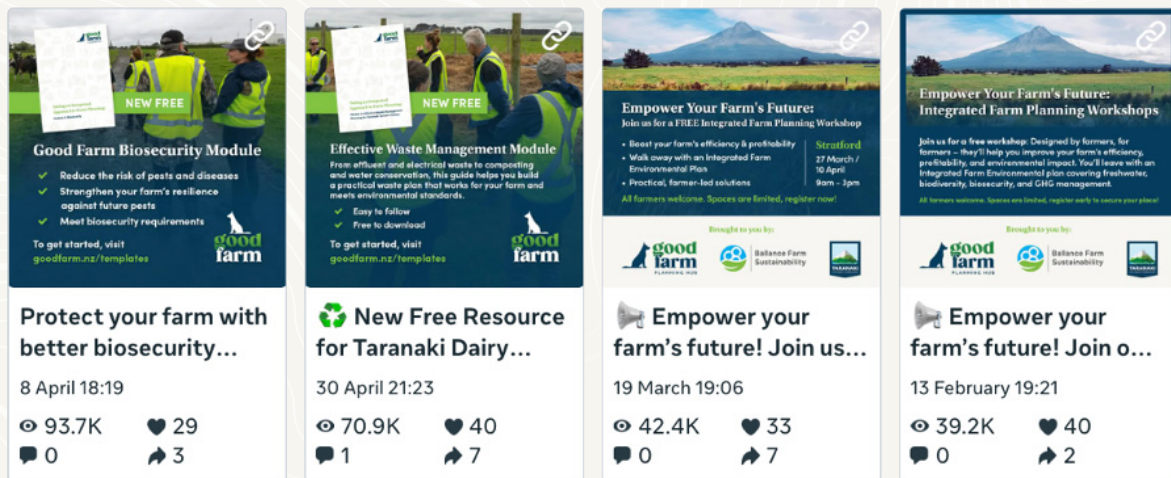
TCC Website Engagement

- 10,665 website visits
- 1200 clicks from Google search results
- The homepage is the most visited page with 2770 views, with the Catchment Groups page ranking second with 1038 views. Close behind is the Taranaki Rural Energy page with 961 views.



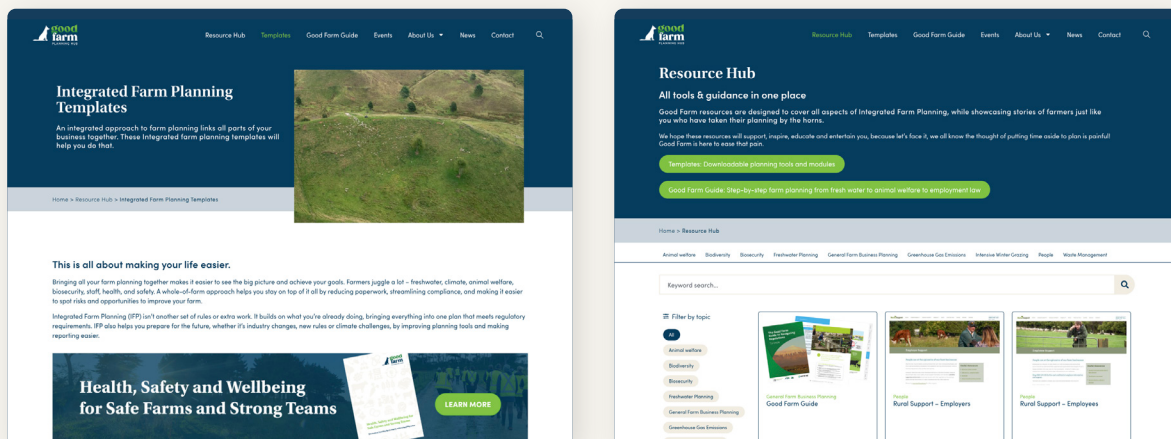
Good Farm Facebook Engagement

- Reach (from organic and paid content): 40.2k (up 100%)
- Content interactions: 632 (up 100%)
- Link clicks: 975 (up 100%)
- Facebook followers: 235 (up 100%)
- Gender breakdown: Women 52%, Men 48%
- Top towns/cities: New Plymouth 42.6%, Hawera 17.4%, Stratford 13.2%
- Top content by views:



Good Farm Website Engagement

- Website (analytics from Nov 24 to 30 June 25):
- 1200 users
- Two thirds of traffic a result of click throughs from Facebook campaigns
- Top pages: Taranaki farming events – Good Farm planning, Good Farm Planning Hub, Integrated Farm Plan Templates, Resource Hub



2.0 Statement of Financial Position

Taranaki Catchment Communities As at 30 June 2025

	Notes	30 June 2025	30 June 2024
Assets			
Current Assets			
Cash and short-term deposits	3	473,275	279,636
Debtors and prepayments	3	270,250	-
Tax refundable	4	-	2,462
Total Current Assets		743,525	282,099
Non-Current Assets			
Property, Plant and Equipment	6	1,031	1,727
Total Non-Current Assets		1,031	1,727
Total Assets		744,556	283,825
Liabilities			
Current Liabilities			
Creditors and accrued expenses	5	43,601	45,211
Employee costs payable	5	10,965	10,085
Deferred revenue	5	653,965	217,976
Total Current Liabilities		708,531	273,272
Total Liabilities		708,531	273,272
Total Assets less Total Liabilities (Net Assets)		36,025	10,554
Accumulated Funds			
Accumulated surpluses (or deficits)	7	36,025	10,554
Total Accumulated Funds		36,025	10,554

This statement has been prepared without conducting an audit or review engagement, and should be read in conjunction with the attached Compilation Report.





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