

WHAKATAUĀKĪ *fah-kah-toh-aa-kee*

Heretaunga haukū nui,

of the rich, life-giving waters

Heretaunga ararau,

of the many pathways

Heretaunga hāro te kāhu,

seen through the eyes of the soaring hawk

takoto noa.

lying open and beautiful, needing nothing added



ELECTRIC EXECUTIVE



Duncan Darroch
Electric Executive

GWC Knowledge Day • 22 Oct 2026

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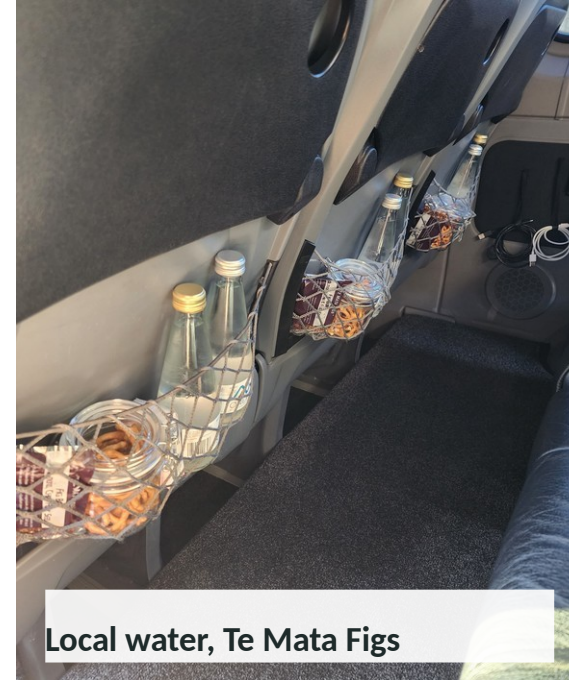


Manaakitanga *every interaction grounded in care that is felt*

mah-naa-kee-tah-ngah



A personal welcome, every journey



Local water, Te Mata Figs



Hot towel service

VALUE

Every guest leaves feeling they belong here.

WHAT WE DO

Airport welcome, hot towel, local water and fig bar, stories of place on every journey.

WHY IT PAYS

Five-star hotels trust us with their most premium guests.

TAKE IT HOME • ACTION 1

Audit your guest experience: how do guests feel when they leave?

Manaakitanga *partners who share the standard*

mah-naa-kee-tah-ngah

Best Of Wine Tourism winners who get it. We trust them to give our guests the highest level of care.



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Hawke's Bay Experiences
Sustainable Wine Tourism 2026, 2027



Church Road

Winery, Taradale
Sustainable Wine Tourism 2025
Wine Tourism Services 2026



Porters Boutique Hotel

Havelock North
Accommodation 2026



Smith & Sheth

Wine studio, Havelock North
Innovative Wine Tourism 2025 to 2027
Wine Tourism Services 2025



Black Barn

Bistro and winery
Accommodation 2025, 2027
Art and Culture 2025 to 2027
Architecture 2027



Craggy Range

Restaurant, winery, lodge
Architecture 2025, 2026
Culinary 2025, 2027



Tākaro Trails

E-bike tours, Ahuriri
Wine Tourism Services 2027

VALUE

Manaakitanga does not stop at our gate. Partners share the standard.

WHAT WE DO

Hand guests to Best Of Wine Tourism winners who share our values and practices.

WHY IT PAYS

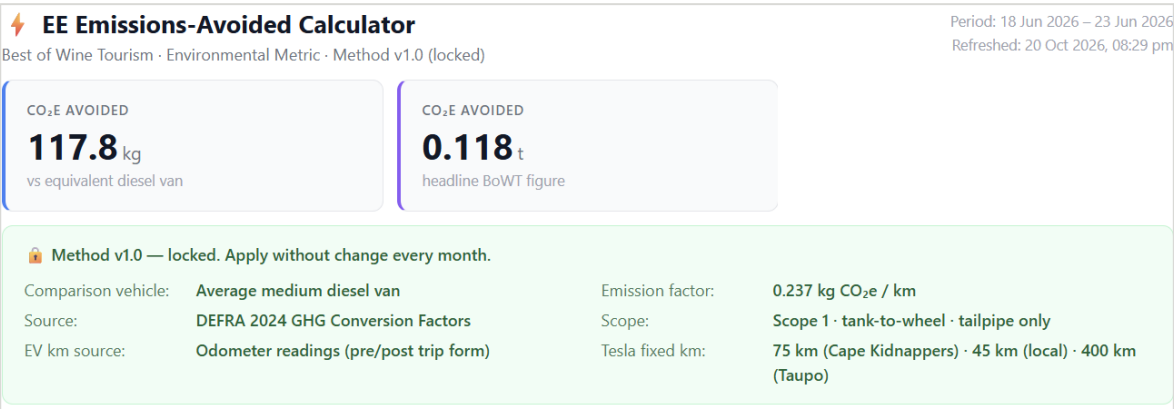
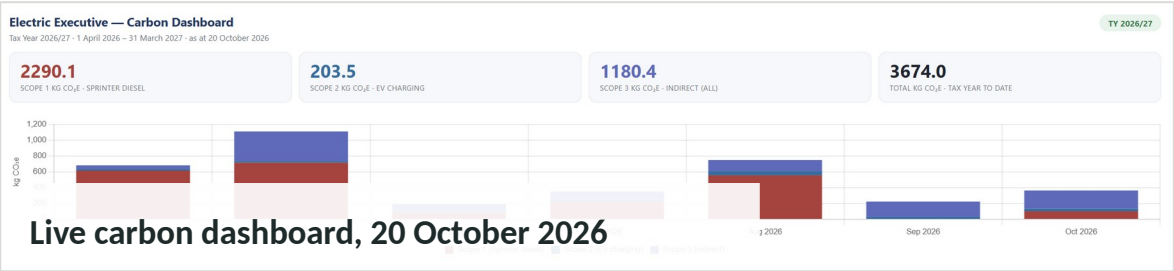
Partners, national and international, can recommend you to their guests without risk.

TAKE IT HOME • ACTION 2

Pursue BoWT status. Push yourself and your peers to the very highest level of care. Raise and share the standard in your GWC.

Kaitiakitanga *guardianship begins with measurement*

kai-tee-ah-kee-tah-ngah



REAL TIME · AI TOOLS

Odometer readings, charging and Xero feed a live carbon dashboard built with AI tools. Every trip, every charge, every month. Decisions made on today's data, not last year's.

ANNUAL · INDEPENDENT

Each year Future Proof Projects, an independent sustainability consultancy, prepares our greenhouse gas inventory using MfE 2026 factors. Transparent reporting and honest goals: 11.4 t CO₂e in 2025/26.

VALUE

You cannot be a guardian of what you do not measure.

WHAT WE DO

AI tools turn data we already hold into a live dashboard. An independent inventory every year.

WHY IT PAYS

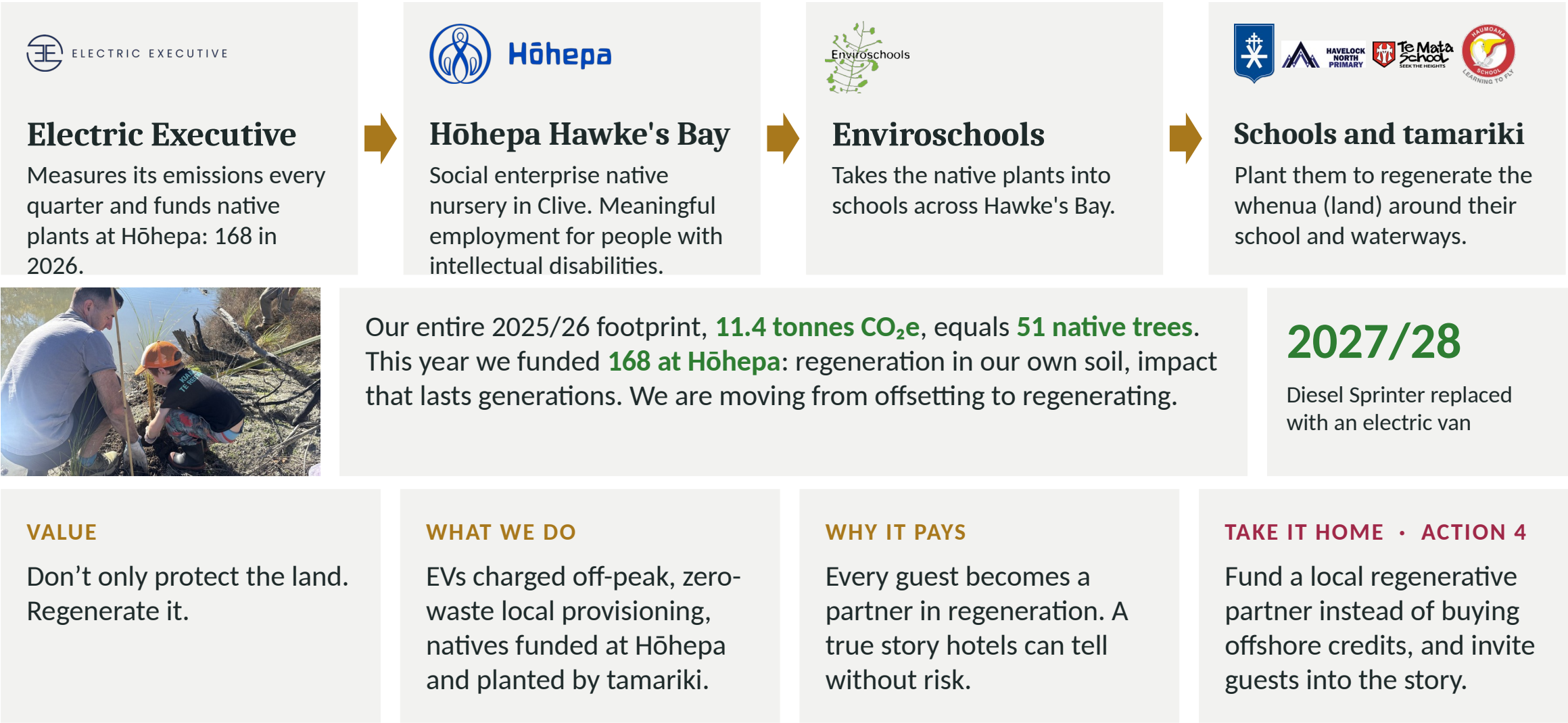
Decisions on real data, and claims that hold up: two Sustainable Wine Tourism awards in a row.

TAKE IT HOME · ACTION 3

Measure with AI tools from data you already hold. Have an independent specialist prepare it before you claim it.

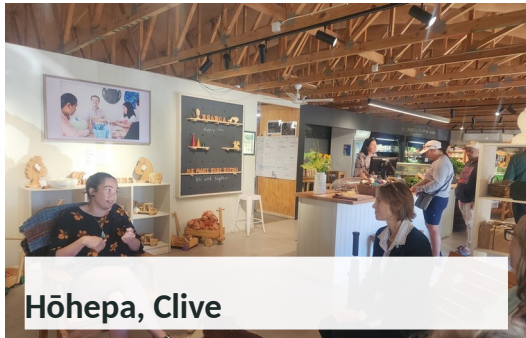
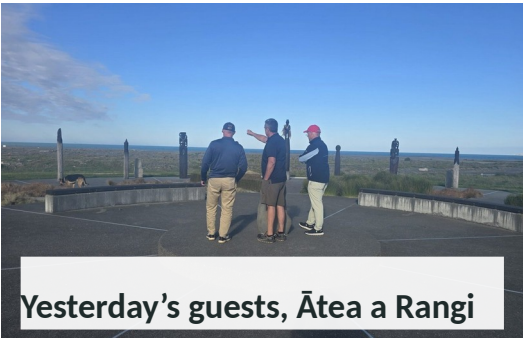
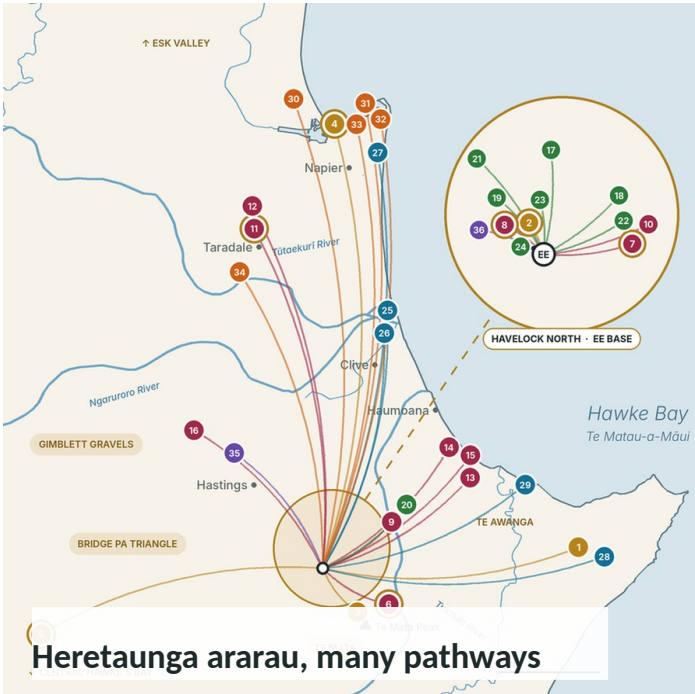
Kaitiakitanga *regeneration with meaningful impact*

kai-tee-ah-kee-tah-ngah • whenua: feh-noo-ah



Whanaungatanga *one connected Great Wine Capital, not silos*

fah-noh-ngah-tah-ngah • Heretaunga hāro te kāhu: Heretaunga, seen through the eyes of the soaring hawk



VALUE

Think as one connected Great Wine Capital. Across the region, across industries.

WHAT WE DO

Collaborate, build, refer and support: hotels, wineries, producers, culture, trade. Not silos.

WHY IT PAYS

Guests arrive as visitors and leave as family. That is what makes an experience truly special.

TAKE IT HOME • ACTION 5

Pick one partner outside your industry this year. Build one experience together, and refer guests to each other.

Whanaungatanga *pathways for the next generation*

fah-noh-ngah-tah-ngah • whānau: faa-noh



VALUE

Give the next generation a role in the Great Wine Capital.

WHAT WE DO

14 tourism students, 5 host businesses, one morning: Hastings Girls' High School behind the scenes.

WHY IT PAYS

Pathways into careers here, and a community that takes ownership of the GWC and tells its story.

TAKE IT HOME • ACTION 6

Organise one school visit a year with your partners: three or four businesses, one afternoon, one class.

Six actions for your Great Wine Capital

1

MANAAKITANGA

Audit the guest experience

Ask how guests feel when they leave. Design the first and last 15 minutes around place.

2

MANAAKITANGA

Raise and share the standard

Pursue Best Of Wine Tourism status. Push yourself and your peers to the very highest level of care, and share it across your Great Wine Capital.

3

KAITIAKITANGA

Measure your impact

Use AI tools to measure from the data you already hold. Have an independent specialist prepare it before you claim it.

4

KAITIAKITANGA

Regenerate locally

Fund a local regenerative partner instead of buying offshore credits, and invite guests into the story.

5

WHANAUNGATANGA

Create a web of relationships across your GWC

Pick one partner outside your industry this year. Build one experience together, and refer guests to each other.

6

WHANAUNGATANGA

Open your doors to the next generation

Organise one school FAMIL a year with your partners.

Heretaunga takoto noa

Lying open and beautiful, needing nothing added. Our job is to keep it that way.

Care for the guest

Manaakitanga

Care for the land

Kaitiakitanga

Care for each other

Whanaungatanga

Sustainability is the ultimate expression of luxury

Ngā mihi

Duncan Darroch

Electric Executive

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