

Punanga Nui Market Policy Objectives



1.0 Introduction

- 1.1 In order to give effect to the Punanga Nui Market Vision and the pillars of the Vision, some direction is needed that will inform future, substantive operational policy, which is to be developed and implemented upon completion of the Punanga Nui Market reorganisation project under Te Tau Papa o Avarua (TTPA). Development of Punanga Nui Market Policy Objectives at this time, will assist to inform the reorganisation project in respect of design, market organisation and transitional planning. It will also provide an opportunity to inform stakeholders of policy direction and intention as it is being developed.

2.0 Punanga Nui Market Vision

- 2.1 *E māketē tei aka'ia ki roto i te **matakeinanga**, te **'ātuitui'anga** e te **peu Māori** te ka riro i te 'akamātūtū i te tū ora'anga tangata, to tātou Aorangi e te pū'apinga Ipukarea.*

*A market embedded in **community, connection and culture** contributing to the wellbeing of our people, our environment and our economy.*

- 2.2 The pillars of this Vision, as set out below, give context to the vision, guide its attainment and suggest intended outcomes:

- (a) **Matekeinanga** – 'akaruru'anga i te 'iti tangata ki te ngāi okotai.

Community – bringing people together.

- (i) A place for our people to gather, interact and connect.

- (ii) A community housed by fit for purpose infrastructure, environmentally-friendly and climate resilient.
- (iii) An inclusive, accessible space for all members of our community.
- (iv) A space for Non-Government organisations and community groups to be held and supported.
- (v) Contributing to the wellbeing of our people, economy and environment.
- (vi) Supporting sustainable food systems, food security and health through access to fresh, healthy and affordable produce.

(b) ***‘Ātuitui’anga*** – *akamatutu’anga i te ora’anga tangata.*

Connection – *developing relationships and opportunities.*

- (i) A venue to connect our community, vendors and visitors.
- (ii) Creation of and connection to opportunities/support for local grass roots businesses.
- (iii) Connection with the Pa Enea.

(c) ***Peu/Akono’anga Māori*** – *taporoporo’anga i te peu/akono’anga Māori kia vai no te tuatau ki mua.*

Culture – *embracing our heritage for a thriving future.*

- (i) A venue for celebration of our thriving culture.
- (ii) Supporting local craft and arts.
- (iii) Authentic Cook Islands experience for visitors.

3.0 Draft Heads of Policy for the Punanga Nui Market

3.1 A review of the 2018 Policy has been conducted as a means of identifying what works well, what requires redevelopment and a gaps analysis. Additionally, as part of the vendor and public consultations on the Punanga Nui Market Vision and works proposed under TTPA, feedback has been received in terms of matters for consideration in future operational policy.

3.2 Based on the analysis of the 2018 Policy and feedback received to date, it is anticipated that the operational policy will address the topics set out below. However, it is acknowledged that this list

is not exhaustive and will evolve over the coming months as further research, analysis and consultation occurs.

3.3 Draft heads of Policy:

- (a) Punanga Nui Market Vision and Pillars
- (b) Punanga Nui Market Management and Governance Structure
- (c) Punanga Nui Market Zones
 - (i) Zones 1 & 2 – Farmers and Craft Market
 - (ii) Zone 3 – Punanga Nui Eatery
 - (iii) Zone 4 – Punanga Nui Market Central
 - (iv) Zone 5 – Fish Market
- (d) Vendor Classification and Eligibility
 - (i) Group 1 – Local Grassroots Business
 - (ii) Group 2 – Other Grassroots Business
 - (iii) Group 3 – Small to Medium Business
 - (iv) Group 4 – Larger Business
 - (v) Group 5 – NGOs, Charitable Organisations, Community Groups
 - (vi) Group 6 – Business Incubator
- (e) Support for Local Grassroots Business
- (f) Fee Structure
- (g) Hours of Operation
- (h) Punanga Nui Market Management responsibilities
 - (i) Health and Safety
 - (ii) Maintenance, Repairs and Cleaning of Market Grounds, Facilities and Amenities
 - (iii) Waste Management
 - (iv) Traffic and Parking Management
 - (v) Supply of Utilities
 - (vi) Security
 - (vii) Finance and Administration
- (i) Vendor Responsibilities
 - (i) Health and Safety
 - (ii) Sustainable trading

- (iii) Tenancy Principles
 - (iv) Payment of Utilities
 - (v) Hours of Operation
 - (vi) Set-up/Pack-down
- (j) Other Services
 - (i) Marketing and Promotion
 - (ii) Entertainment
 - (iii) PA/Sound System
 - (iv) Signage and Maps

4.0 Scope of the Punanga Nui Market Policy Objectives

4.1 These Policy Objectives shall provide further detail in respect of the following aspects of the Draft Heads of Policy:

- (a) Vendor Zones
- (b) Vendor Classification
- (c) Tenancy Principles

4.2 It is noted that the works proposed under the Punanga Nui Market reorganisation project and the development of new operational policy will require planning for the transitional matters that will arise. The transitional matters that have been identified to date are identified at the end of this document.

5.0 Punanga Nui Market Zones

5.1 For 30 years the Punanga Nui Market has been a significant part of our community – a hub of social connection (to bring people together), trade and enterprise, cultural identity and activity, and an enjoyable experience for visitors. We now have an opportunity to reorganise the Market to optimise the experience for visitors, the public and vendors.

5.2 The Punanga Nui Market reorganisation project includes plans to develop vendor zones to create and improved experience for visitors to the Punanga Nui Market. Proper zoning also enables the Cook Islands Investment Corporation (CIIC) and the TTPA Project Management Unit to ensure that planning includes provision of the appropriate infrastructure for each zone.

5.3 The Punanga Nui Market will include the following zones (a map is included at 5.4 below):

(a) **Zones 1 & 2: Punanga Nui Farmers and Craft Market**

- (i) Fixed covered 3m x 3m stalls with drop down sides for wind protection, tables, lighting and electricity supply. Undercover pedestrian and wheelchair accessible walkway.
- (ii) Two Zones:
 - Zone 1 – prime location, comprising buildings 1 to 3 of the Farmers and Craft Market, attached to the main entrance of the Punanga Nui Market;
 - Zone 2 – comprising buildings 4 and 5 of the Farmers and Craft Market.
- (iii) Main focus and activity base of the market.
- (iv) Encouraging vendors to operate Monday through Saturday each week. Vendors who intend to operate Monday through to Saturday, will be given preference to prime locations.
- (v) Vendor types:
 - Produce
 - Plants, flowers
 - Locally made arts and crafts
 - Locally made products and services
 - Baked/pre-cooked/pre-packaged food products – (no onsite cooking).

(b) **Zone 3: Punanga Nui Eatery**

- (i) Fixed eateries and temporary stalls (tents).
- (ii) Operating Monday to Saturday each week.
- (iii) Creating an area dedicated to eateries
 - Vibrant culinary experience
 - Range of both local and international-inspired food

- Food court with service stations for regular cleaning – wiping tables and clearance of rubbish
- Enables for servicing of grease traps in the one area and cooking gas supply in the future
- (iv) Providing a dining area with tables, seating and facilities for visitors to the Punanga Nui Market.
- (v) Small playground
- (vi) Vendor types:
 - Food and beverages prepared on and off site.

(c) **Zone 4: Punanga Nui Market Central**

- (i) Fixed huts and temporary stalls (tents).
- (ii) Original Punanga Nui Market Area
 - Original market huts and entertainment stage centre
 - Green spaces, gardens and seating areas
 - Pedestrian and wheelchair accessibility past all huts
- (iii) Fixed huts will operate Monday to Saturday each week.
- (iii) Each Saturday, temporary stalls will be included in the central stage area, selling arts, crafts and locally made products and services.
- (iv) Vendor types:
 - Arts and crafts
 - Products and services
 - Auxiliary services
 - Produce, plants, flowers
 - Baked/pre-cooked/pre-packaged food product (no onsite cooking)

(d) **Zone 5: Punanga Nui Fish Market**

- (i) Fresh, raw and cooked fish products
 - Shared fish hut vendor space
 - Covered and uncovered dining area
 - Pedestrian and wheelchair accessibility

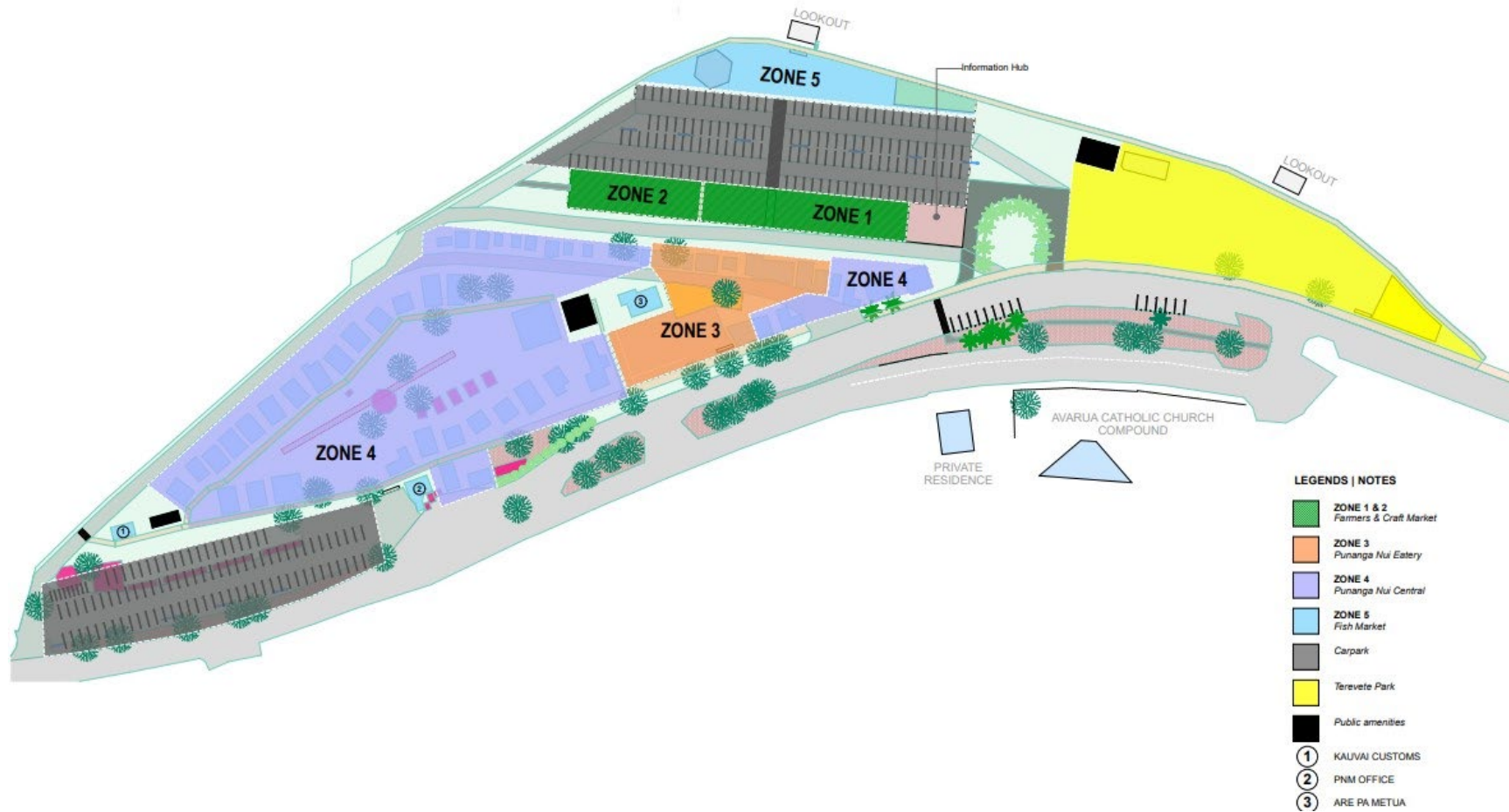
(ii) The Maroro Hut will operate Monday to Saturday, each week. The Maroro Hut may also operate each Sunday, before 9.00am.

(iii) Vendor types:

- Fresh fish cooked to order
- Fresh fish raw, filleted and unfileted
- Beverages.

5.4 Note that the two carpark and Terevete Park areas may accommodate temporary stalls and food trucks, where approved by the Punanga Market Management, for special events. However there is to be no stalls/trading from these areas during usual market operation.

5.5 Punanga Nui Market map with zones:



6.0 Punanga Nui Market Vendor Classifications

6.1 The Punanga Nui Market was initially designed and built for the benefit of Cook Islands primary producers such as those engaged in farming, fishing, food production, arts, craft, clothing, pearls and jewellery. Significant feedback received concerned how the Market could better support local grassroots business in accordance with its origins.

6.2 The Punanga Nui Market Vision and Pillars are the first commitment to this goal. The Vendor Classifications provide clarity and transparency as to types of vendors in the Market, zones available to vendors and eligibility. The Vendor Classification will also be used to guide the fee structure, with a view to subsidising fees for local grassroots businesses. Consideration will also be given to subsidising vulnerable groups in the Cook Islands such as persons with disabilities, youth, elder and gender considerations.

6.3 Vendor classifications will include:

(a) **Group 1: Local Grassroots Business**

- (i) Since the establishment of the Punanga Nui Market, local grass roots business has been a significant and major focus of the market. It is what makes the market distinctive and gives an authentic Cook Islands experience.
- (ii) Local Grassroots Businesses will be able to have a stall or hut in all trading zones of the Punanga Nui Market; zones 1, 2, 3, 4 or 5.
- (iii) Local grass roots business vendors will have exclusive and unrestricted access to the three main and centre buildings in the new Farmer's and Craft Market (subject to availability). This category is a commitment to Pillars 2 and 3 of the Punanga Nui Market Vision.
- (iv) Eligibility:

- Business owner/s must be Cook Islands Maori¹ AND resident² in the Cook Islands; and
- A grassroots business:
 - The business is owner operated or family owned and operated; and
 - The goods or services of the business are locally made using Cook Islands resources (such as raw materials, labour, traditional/cultural knowledge/practices); and
 - The business has no more than 5 employees or family members on the payroll; and
 - The Punanga Nui Market is the business's primary source of revenue. For clarity, vendors may receive other employment income, but the Punanga Nui Market must be the primary source of revenue for the business.

(b) Group 2: Other Grassroots Business

- (i) Other Grassroots Businesses will be able to have a temporary stall or hut in Zones 2, 3, 4 or 5.
- (ii) Eligibility:
 - Owner/s must be Cook Islands Maori OR a Permanent Resident³ AND resident in the Cook Islands.
 - A grassroots business:
 - The business is owner operated or family owned and operated; and
 - The goods or services of the business are locally made using Cook Islands resources (such as raw materials, labour, traditional/cultural knowledge/practices); and

¹ Cook Islands Maori as defined in the Cook Islands Population Policy 2022-2032:

(a) "A person who is part of the Maori race indigenous to the Cook Islands; and
 (b) Includes a person descended from a person referred to in paragraph (a)."

² Resident as defined in the Cook Islands Population Policy 2022-2032:

"In the population census, a resident is someone who has lived in the Cook Islands for 12 months or more."

³ Permanent Resident as defined in the Cook Islands Population Policy 2022-2032:

"A person who has the status of a Permanent Resident of the Cook Islands pursuant to Article 76A of the Cook Islands Constitution."

- The business has no more than 5 employees or family members on the payroll; and
- The Punanga Nui Market is the business's primary source of revenue. For clarity, vendors may receive other employment income, but the Punanga Nui Market must be the primary source of revenue for the business.

(c) **Group 3: Small to Medium Business**

- (i) Small to medium businesses may have a temporary stall or hut in Zones 3, 4 or 5.
- (ii) Eligibility:
 - Owner/s must be Cook Islands Maori OR a Permanent Resident AND resident in the Cook Islands.
 - A small to medium business:
 - The business has no more than 10 employees; and
 - The Punanga Nui Market is the business's primary source of revenue. For clarity, vendors may receive other employment income, but the Punanga Nui Market must be the primary source of revenue for the business.

(d) **Group 4: Larger Business**

- (i) Larger businesses may have a temporary stall or hut in zones 3 or 4.
- (ii) Eligibility:
 - Owner/s must be Cook Islands Maori OR a Permanent Resident AND resident in the Cook Islands.

(e) **Group 5: NGOs, Charitable Organisations, Community Groups**

- (i) Each week, stalls will be available for use by Cook Islands Non-Governmental organisations, charitable organisations and community groups as information or fundraising stalls. These will be available upon application to the Punanga Nui Market Manager and may be in any zone of the Market, subject to availability.
- (ii) This category is a commitment to Pillar 1 of the Punanga Nui Market Vision.
- (iii) Eligibility:
 - Cook Islands NGO, charitable organisation or community group.
 - Application made to the Punanga Nui Market Manager.

(f) **Group 6: Enterprise Incubator**

- (i) Each week stalls will be available for use as a testing site or business incubator for business start-ups. These will be available upon application to the Punanga Nui Market Manager and may be in any zone of the Market, subject to availability. This category is a commitment to Pillar 2 of the Punanga Nui Market Vision.
- (ii) Eligibility:
 - Owner/s must be Cook Islands Maori OR a Permanent Resident AND resident in the Cook Islands.
 - Priority will be given to vulnerable groups in the Cook Islands such as persons with disabilities, youth, elder and gender considerations.

7.0 Punanga Nui Tenancy Principles

7.1 Tenancy arrangements with respect to huts at the Punanga Nui Market are largely currently unwritten and can vary from vendor to vendor, and there are in some instances complex historic arrangements between lessees and sub-lessees.

7.2 It is recognised that it is important to have clear, consistent and fair tenancy arrangements with all vendors. Accordingly, it is intended that individual written agreements will be entered into with hut vendors. The operational policy will include these general Tenancy Principles:

- (a) Agreements will be between CIIC, on behalf of the Cook Islands Government and the vendor. Written agreements will be entered directly with hut vendors (which will supersede any previous arrangements).
- (b) Agreements will clearly specify the land occupation parameters and what assets belong to the Vendor and what assets belong to Government/CIIC.
- (c) Agreements need to be for a specified term, though can be renewed subject to compliance with Policy and the consent of both parties.
- (d) Tenancy fees will be informed by the vendor classification per 6.0.
- (e) Agreements to specify relevant vendor details including goods sold, expected operation days and hours.

- (f) Vendor hut or stall and, or modifications will require approval from CIIC prior to works being undertaken.
- (g) Agreements will outline basic protocols in relation to basic maintenance requirements and expectations of the vendor.
- (h) Agreements will not be transferable.
- (i) There will be no sub leasing arrangements.
- (j) Agreements will include terms and conditions, relevant to the tenancy and the requirement that vendors to comply with Punanga Nui Market policies, which may vary from time to time.
- (k) Agreements will specify protocols to manage arrangements should a vendor become inactive or cease operations.

7.3 A fair and transparent process for the management of vendor tenancies will be developed, which will include:

- (a) A process for managing vacancies
- (b) An application process for vendors interested in vendor tenancies
- (c) A waitlist procedure for those on the waitlist
- (d) A selection process for when vacancies arise.

8.0 Punanga Nui Market Transitional Matters

8.1 It is recognised that the Punanga Nui Market reorganisation project works and the development/implementation of new operational policy will require transitional planning. CIIC and the TTPA Project Management Unit commit to approaching these transitional matters in a careful and transparent way, with clear communication throughout.

8.2 In order to carry out the Punanga Nui Market reorganisation project works there will be

- (a) A small number of hut vendors whose huts will need to be relocated due to the reorganisation and market zoning requirements.
- (b) A small number of vendors whose huts will need to be relocated for the purposes of optimising market project arrangements.

In those instances, where possible, the huts will be relocated to another location within the PNM at the cost of CIIC on behalf of the Cook Islands Government. Where it is not possible to relocate the hut, a basic alternative will be built or an existing one made available for the vendor to occupy. The affected vendors will be approached directly by CIIC to arrange a transition plan including business continuity considerations to minimise disruption to the vendor's business. The vendors who are required to be moved as a result of the Punanga Nui Market reorganisation project works will be given highest priority to move into available huts.

- 8.3 There are also a number of inactive and derelict huts at the Punanga Nui Market that need to be addressed. Those vendors will also be approached directly by CIIC to make appropriate arrangements.
- 8.4 There will be a number of lease and sublease arrangements which will need to be addressed, to bring these tenancies in line with the new tenancy arrangements. Those vendors will also be approached directly by CIIC to make appropriate arrangements. .
- 8.5 Should there be vendors who wish to make changes to hut ownership, occupancy or modifications to the hut during the transitional period they should contact the TTPA Project Management Unit.

CIIC and the TTPA Project Management Unit look forward to working with vendors as we transition into a better Punanga Nui Market for all. To matou irinaki'anga, e karauka tatou i te anga'anga ta'okotai.