



ADRIENNE PIERCE

Growth Means Opportunity

Cover Letter

Like so many others, my husband, Alan, and I have chosen to live in Arataki. We feel very grateful that we have been able to make this amazing place our home. Our grown children are closer which is an absolute bonus. I was born in Te Kuiti and have always spent many fun times in Tauranga holidaying and staying with friends, Tauranga has always been one of those places everyone wants to be!

It would be fair to say that the region has been a victim of its success and location, which has led to our population explosion and pressure on the city. Our natural environment, wonderful climate, and a robust economy anchored by the Port of Tauranga attract people to move here for the best lifestyle. The growing pains have been very 'painful' because of that rapid growth and some history of not having good planning or decision-making. Those days are over and we need to look forward not back.

I've put my hand up to stand as a Councillor for Arataki because I want to ensure there is a shared vision for a more connected and prosperous city. We all need to be positive about our growth and see the opportunity that growth brings including new schools, hospitals, health care, business growth, growing the arts, and sports facilities.

Tauranga needs bold and strategic investment that ensures our beautiful city is also liveable and we can get from A to B. On the flip side, the Council must be mindful of what the ratepayers can afford which is always a double-edged sword. Living in Arataki, I have a vested interest in making that happen.

Please give me your #1 Vote on your postal voting paper before 12 noon 20th July.

Contact Me



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[Adrienne Pierce for Arataki](#)

Don't forget to check you are enrolled to vote - <https://vote.nz/>



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My Experience

With over 20 years management experience, including building 3 start-up businesses, I have gained an extensive understanding of all areas of business practices with strengths in strategic focus, finances, staffing, marketing, operations, administration, networking, growth, planning, budgets, communication, and creating visionary goals. I have built and managed my own businesses from the ground up which required me to think strategically, plan, be flexible, understand and manage risk and budgets, make decisions and deal with a wide range of issues calmly and logically. My consultative and inclusive approach has guaranteed success. Working in a team and being self-driven are strong attributes I can bring to the Council table. My passion lies in achieving results through hard work, relationship building, professionalism, and good old-fashioned customer service, which will be important in a Councillor role.

Relevant Roles

Hastings District Council 2013 - 2017 Councillor

- Economic Development Committee
- Māori Joint Committee
- Works & Services Committee
- Community Grants Sub Committee
- District Development Committee
- Chair of Hawke's Bay Opera House Fundraising Committee

Local Government New Zealand Appointment 2014 - 2017

- Te Maruata Committee

National Party Candidate Palmerston North 2017

NZ Ministry of Business, Innovation and Employment 2012 - 2017

Appointed to the Small Business Advisory Group by Hon John Banks, which provides the Ministry with advice to assist with the development of policy.

Institute of Directors 2014 - 2016 Member



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Volunteering

Volunteering makes the world go round and it's always something I've been involved in.

It's a value system my mother and wider family have always had - if everyone does a bit, a big job can get done more easily!

People within organisations have sought me out as I'm that person who can get things done and I enjoy the 'team' environment of working together for a result or a cause.

Business has been my life for a long time so I've tended to volunteer in those spaces. As a person in public roles it is the best way to stay in touch with what's happening in my community.

Always available for Daffodil Day and Hospice Fundraisers and collecting days.

Young Enterprise NZ Mentor 2003 - 2015

- 2015 - Iona College
- 2003 - 2007 - Karamu High, Woodford House, Havelock North High School

Franchise Association NZ Inc

- 1998 - 2011 - Member
- 2004 - 2010 - Board Member

Graeme Dingle Foundation - Foundation for Youth Development Inc

- Hawkes Bay Founding Trustee 2006 - 2017

Havelock North Business Association Inc

- 2003 - 2017 - Member
- 2009 - 2014 - President
- 2004 - 2009 - Committee

Hawkes Bay Chamber of Commerce

- 1996 - 2017 - Member
- 2009 - 2013 - HB Chamber Westpac Business Awards Judge
- 2011 - 2015 - Board Member
- 2013 - 2014 - Vice President