

Strategic Direction

Rotorua bright future – community outcomes

The Local Government Act requires councils to identify community outcomes for the intermediate and long-term future of the district and, not less than once every three years, report on the progress made by the community in achieving these community outcomes.

The purpose of the community outcomes process is to:

- Provide the Rotorua community with an opportunity to discuss its present situation and prioritise issues for Rotorua's future.
- Influence and guide priorities in relation to the council and other organisations' activities.
- Help the community, council and other organisations to work together in a more efficient and co-ordinated manner, to better promote wellbeing in the district.
- Check how we are progressing towards Rotorua's agreed outcomes.

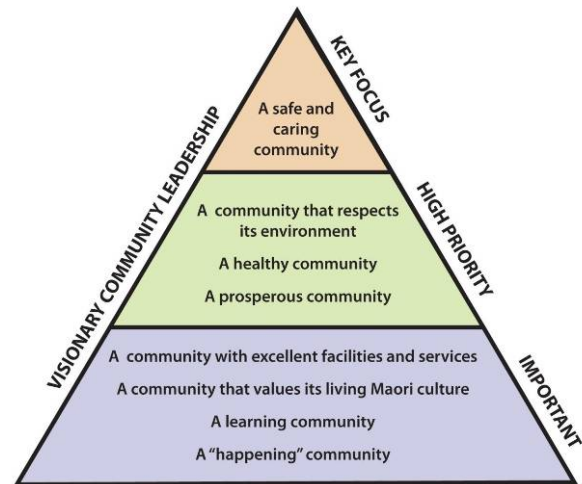
Community outcomes are overarching strategic goals that councils and other organisations use to guide their service delivery and resource allocation. They are also a focal point for promoting closer working relationships, to ensure resources are used effectively and in a coordinated manner.

In accordance with provisions of the Local Government Act, Rotorua District Council takes a collaborative and inclusive approach to identifying and monitoring community outcomes. In mid-2004 the council discussed community outcomes requirements with other key organisations that promote community wellbeing in the Rotorua District. These organisations endorsed a process of public consultation which took shape in the latter part of 2004, as the Bright Future Rotorua project.

A set of community outcomes and priorities (or aspirations of the local community) was identified. This was used as the basis for further consultation undertaken in 2008. Proposed amendments were initially incorporated into the community outcomes based on results from community consultation between 2003/04 and 2008, from key stakeholder interviews and a stakeholder workshop during February-March 2008. Subsequently, feedback was sought through a combination of face-to-face surveys, online surveys, self-return newspaper surveys and targeted focus group meetings.

The 2008 Community Outcomes Review essentially reconfirmed the initial community outcomes and priorities. 'A safe and caring community' is still regarded as the most important outcome for Rotorua residents. Minor changes resulting from the 2008 consultation process included the addition of 'Visionary Community Leadership' as an overarching theme and introduction of specific statements related to sustainability in the supporting detail of the community outcomes.

The updated community outcomes are shown in the diagram below and the detail behind them is provided on the following pages.



Bright Future Rotorua
Community Outcomes

Rotorua bright future – community outcomes cont.

Community Outcomes

Mā te korero tahi, mā te mahi tahi, kā tutuki ā tatou moemoea hei painga mo ngā uri whakatipu

By talking together and working together our dreams and aspirations will be fulfilled for a brighter future for coming generations.

A safe and caring community – families and whanau are safe and strong; people are considerate and respect cultural diversity.

He Iwi Whanui e ngakau nui ana ki te manaaki motuhake.

- Strong sense of community spirit
- Respect for cultural diversity
- Support for new New Zealanders to become part of the Rotorua community
- Support for young people and older people
- Safe homes and streets
- Less crime
- Fewer road accidents
- Organisations working together on agreed priorities
- Providing safe public spaces
- Families and whanau work, play and talk together

A community that respects its environment – people value, respect and understand the needs of our lakes, streams, forests and geothermal resources; commitment to sustaining, monitoring and improving the natural environment is owned by everyone.

He Iwi Whanui tenei e ngakau nui ana ki te Taiao.

- Looking after our air, land and water resources
- Improved lake water quality
- Beautiful, litter-free urban environments
- Waste reduction, re-use and recycling
- Kaitiakitanga (guardianship)
- People using and enjoying our natural environment
- Historical sites and buildings are protected and promoted
- Managing and protecting geothermal resources and our springs, trout, lakes, forests, geysers
- Enhancing our forests and farmland
- Conserving energy and reducing our reliance on non-renewable energy
- Encouraging sustainable modes of transport

A healthy community – health is holistic; people are supported to enjoy and experience physical, mental, emotional, and spiritual well-being.

He Iwi Whanui tenei e ngakau nui ana ki tona oranga.

- Increasing recreational opportunities
- Good access to health services
- Safe drinking water
- Improving health status for all
- Improved youth health
- Effective responses to developing health issues
- Improved self esteem/confidence
- Partnerships to promote healthy living
- Healthy whanau, healthy communities
- Warm, healthy homes
- Clean air

A prosperous community – people and businesses are motivated to be successful; jobs are created and rewards are shared.

He Iwi Whanui tenei e kokiri whakamua ana i roto inga take Houkura.

- Rising average incomes
- Encouraging private enterprise
- Enhancing tourism as an iconic sector of Rotorua's economy
- Encouraging development of Māori land and resources
- Reducing unemployment rate
- More investment in our district
- More employment opportunities
- More new business
- Celebrating and promoting our district's unique qualities
- Encouraging growth
- An attractive and lively city centre
- Affordable housing that meets people's needs
- Sustainable development

A community with excellent facilities, services, activities and events – a community that plans well to ensure facilities and services are accessible, the district is easy to get around, there are lots of activities and events, and people welcome diversity and are inspired by creativity.

He Iwi Whanui tenei e mau pu motuhake ana ki ona taonga me ona ratonga, he Iwi Whanui tenei e tumeke ana.

- Easy to get from place to place
- Good, safe, maintained services and roads
- Good quality infrastructure for future
- Excellent reliable communication infrastructure
- Affordable facilities and reserves and services
- A great trans-Tasman airport

Rotorua bright future – community outcomes

cont.

A community that values its living Maori culture – the history of Te Arawa in the district and the value of Maori culture are recognised and fostered.

He Iwi Whanui e manawa nui ana ki te Ao Maori.

- Preservation and sustainable development of Maori resources
- Improved economic and social development opportunities
- A community that recognises the value of partnerships including the Treaty of Waitangi
- Fostering Maori cultural performance, arts, activities and expression
- Respecting Te Arawa as part of the unique heritage of Rotorua District
- Strengthening relationships between all cultures

A learning community – people of all ages and backgrounds are inspired to achieve and supported to learn and be well informed.

He Iwi Whanui tenei e ngakau nui ana ki te Ako me te Matauranga.

- Learning activities accessible for everyone
- Quality educational institutions
- Increased participation in early childhood education
- Addressing skill shortages through successful pathways into tertiary education, training and work
- Engagement and achievement at all levels of education and learning
- Improved literacy and numeracy achievement
- Increased availability and quality of Maori language education
- Whanau supported learning
- Commitment to science, innovation and research

A “Happening” Community – Rotorua is an exciting place with lots of activities and events, people welcome diversity and are inspired by creativity.

He Iwi Whanui tenei e tumeke ana.

- Lots of events including sporting, cultural, festivals, arts
- Leading edge activities and events
- Provision of good quality event, conference and tourism facilities
- Celebrating and nurturing traditional Māori culture
- Foster artistic expression, art, music, dancing, public performances and exhibitions
- Great facilities to visit e.g. museum, arts village, aquatic centre

Overarching these Community outcomes is a desire by Council to exercise **Visionary Community Leadership** – visionary, inclusive leadership is supported and fostered within Rotorua communities.

He Matakitea – ma nga hapori o Rotorua te amokuratanga e taurima e tautoko.

- Rotorua communities have a clear vision for sustainable development, prosperity and well-being.
- Communities are informed and engaged in planning and developing the District’s future.
- Organisations and communities work together at all levels to achieve shared outcome.
- Maori are respected as partners in decision-making and have a voice in issues affecting the District.