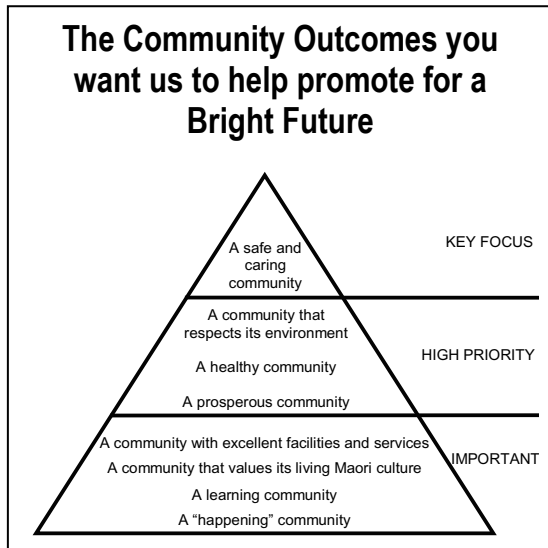


GUIDING ROTORUA DISTRICT COUNCIL TOWARDS THE FUTURE



Our Mission for the District

To be world-renowned as New Zealand's unique cultural and geothermal heartland and a great place to live

Council's Vision

To provide excellence in leadership and sustainable community services that improve quality of life for residents and ensure a world-class experience for visitors

Our Guiding Principles

- Visionary leadership
- Wise stewardship
- Open and active democracy
- Service excellence
- Working with others
- Bi-cultural partnership
- Environmental; sustainability
- Economic sustainability
- Community development

Council's mission, vision and guiding principles help Council to link its aims, goals and actions to the community outcomes above. These linkages are further explained in Part 3 Bright Future of this plan.

DESTINATION ROTORUA

The need for an overarching brand depicting the attributes of Rotorua as a desirable place to live, to work, to invest in and to visit, has been identified. It presents an opportunity to optimise community ownership of a shared vision and a positive destiny.

The concept of **Destination Rotorua** has grown out of that need and a brand has been developed - evolving from the established and ongoing tourism marketing brand: "ROTORUA - *feel the spirit – Manaakitanga*".

The principle intent of the **Destination Rotorua** concept is to recognise the economic, social, cultural and environmental importance of all sectors of the local community. The brand is intended to capture the essence of a community's shared vision of where it is going – **its destination**.

Activities and services that the Rotorua District Council provides to or on behalf of its community will be branded and promoted under the **Destination Rotorua** banner. The council's first ever Long Term Council Community Plan is the first example of this.

The most powerful and valuable tool that exists to present Rotorua to the world is the shared passion and collective pride of its people. The **Destination Rotorua** concept provides an opportunity for diverse sectors within our local community to collaborate in enhancing Rotorua's profile, in building a positive image and in generating economic benefits for the greater good of the wider Rotorua community into the future.

