

From the Mayor

Kia ora tatau,

We've made a lot of progress as a district in recent years and to help us progress further we need to now refresh our Rotorua 2030.

Rotorua 2030 set an enduring pathway forward for our district and in the past three years we focussed on areas needing urgent attention. It's now time to write the next chapter, to refresh our 2030 vision and set the direction for the next few years so that we focus on what will make a difference for our district and our people.

Identifying what's special about Rotorua and what our strengths are will be key. We also need to identify opportunities that will help us build on our strengths. That will help Council identify projects and initiatives to help us achieve our shared goals.

Elected members and key stakeholders have done some preliminary work for you to consider. We're now inviting you to get involved and have your say.

You'll have opportunities to speak to elected members and to share your ideas and give your feedback in a variety of ways including Council's new online platform Let's Talk – Kōrero Mai.

Rotorua needs to be a place for everyone so it's important you have your say.

Steve Chadwick
Rotorua Mayor



How will your input be used?

Whaarikihia i te awatea mā ngā mokopuna

Your input into defining what's special about Rotorua and what the district's strengths and associated opportunities are will help us with future planning and projects, ensuring we get our priorities right and focus on the things that will make a real difference to our district and achieving our 2030 vision.

How do we want you to help?

Whiria o whakaaro

Some preliminary work has been done to provide the basis for community consultation for Vision 2030 – The Rotorua Way.

Your feedback will help set the direction for the next three years to help achieve our district's goals. The Rotorua Way will feed into project, infrastructure and service planning.

Elected members and key stakeholders have come up with what they consider makes Rotorua special and have identified key strengths and opportunities which relate to those.

There are four distinct strands – easy lifestyle, active environment, diverse opportunity and strong culture.

We want to know what you think – have we accurately captured what is special about the Rotorua district?

Do you agree with the statements representing our strengths as a community and district? What are your thoughts on the opportunities outlined as focus areas that will help build on the strengths of our district?

Have we missed anything you think is important? What other opportunities do you think the district should pursue? What do you think would make a real and sustainable difference that would help Rotorua progress further?



Active environment



Strong culture



Easy lifestyle



Diverse opportunity

You will be able to provide your feedback and input in a variety of ways. Through Let's Talk – Kōrero Mai, where you will find all the information you need about Vision 2030 – The Rotorua Way, you will be able to share stories and ideas, give general feedback and undertake a quick survey. You'll also be able to register for updates.

You can also email us at:
letstalk@rotorualc.nz
or write to us at:

Rotorua Lakes Council, Private Bag 3029, Rotorua Mail Centre, Rotorua 3046, New Zealand

There will also be opportunities to speak with elected members about Vision 2030 – The Rotorua Way at various events during the next six weeks. We'll let you know when and where as we confirm these.

Your feedback needs to reach us by 27 March 2017.

Visit us online at rotorualakescouncil.nz/letstalk to find out all about Vision 2030 – The Rotorua Way, to view the discussion document, provide feedback and register for updates.

Copies of the discussion document will also be available at the Rotorua Lakes Council Customer Centre.

Active environment

Toitū te whenua

Rotorua's landscape is marked by bubbling mud pools, shooting geysers and hissing fumeroles, natural hot springs and its volcanic crater lakes.

...SPOUTING GEYSERS AND CRATER LAKES

We enjoy unlimited access to our unique outdoors environment. Our place invigorates us and we are proud of its adventurous reputation.

...ADVENTUROUS SPIRIT

Water is a central part of the lifestyle our district affords us and powerful geothermal energy which invigorates the senses and creates unique environments for rare plants, fish and birds.

...INVIGORATING THE SENSES

Expansive forests and farmlands overlay a modern human influence on our landscape, hardy industry that reflects the energy of the district.

...EXPANSIVE FORESTS AND FARMLANDS

Strength

- > The region is defined by a unique volcanic landscape characterised by our lakes, mountains and geothermal features.
- > Expanses of forest and farmlands create our vistas.
- > Diverse natural areas support many rare plants and fish.

Opportunity

- > Develop a holistic approach to environmental sustainability of the region.
- > Develop innovative land uses to enhance the productive value.
- > Establish key environmental enhancement projects.



Easy lifestyle

Toitū te oranga

Rotorua is diverse, its city surrounded by lakeside and rural settlements with their own distinctive character and parochial communities where children grow up with an appreciation for the outdoors.

...ESSENCE OF ROTORUA

We gain a real sense of wellbeing from our lakes, forests and geothermal pools. We are spoilt for choice, able to indulge our interests and enjoy new experiences.

...CHOICE AND WELLBEING

Moving around the city and district is easy and with nearby access to other parts of the region – beaches, mountains and larger cities around us.

...EASY LIVING

Our convenient location means we have wider employment choices and we are central enough to attract visits from friends and family.

...KEY CONNECTIONS

Strength

- > It's easy to live here and easy to get around.
- > We feel a sense of community around the lakes, in the villages, and in our suburbs.
- > We have a sense of wellbeing from our lakes, forests and geothermal pools.
- > Outdoor adventures are on our doorstep.

Opportunity

- > Improve quality and choice of homes to meet needs or lifestyles.
- > Strengthen vibrancy of our city, suburbs and villages.
- > Improve the health and wellbeing of those most at need in our community.
- > Improve access and sustainability of our natural environment.
- > Extend quality and depth of recreation facilities.



Strong culture

Toitū te tangata

This energising place has shaped the kind of people we are, proud to share our unique Rotorua and its stories and renowned for our manaakitanga, our spirit of hospitality.

...SPIRIT OF MANAAKITANGA

Te Arawa have been prominent in preserving, developing and promoting te ao Māori through important institutions such as the Māori Arts and Crafts Institute and hosting Māori events.

...HEART OF TE AO MĀORI

A cultural confidence and increasing bicultural partnership expectations means there is an increasing focus on contemporary expression of Māori language, values, design and art across the district.

...CONTEMPORARY EXPRESSION

Rotorua is becoming more multi-cultural and different ethnic groups and sub-cultures such as mountain bikers find opportunities to share and contribute to our community.

...SHARED CULTURES AND PASSIONS

Strength

- > We are the heart of Te Ao Māori in NZ.
- > We have a long history of sharing our unique place- manaakitanga.
- > We are a centre of Māori learning and contemporary design and art.

Opportunity

- > Make our culture more visible and accessible through design and making our stories visible.
- > Establish the district as a centre of Māori story telling.
- > Support events and festivals that enhance the district's identity and reputation.



Diverse opportunities

Tupu ki roto, tupu ki waho

Rotorua has one of the country's most diverse economies which includes forestry and wood processing, tourism, geothermal, agribusiness, education, research and manufacturing. We compete internationally in a number of sectors.

...ECONOMIC STRENGTH AND DIVERSITY

Tourism is Rotorua's largest employer, its main economic contributors being accommodation, bars, restaurants and cafes, leisure activities, attractions and retail sectors.

...TOP IN TOURISM

Rotorua is at the heart of the nation's forestry and wood processing industries with nearly half New Zealand's annual wood harvest produced in the Central North Island and Rotorua a centre for forestry research and innovation.

...LEADING THE WAY

The district's proximity to the Port of Tauranga and other larger centres makes Rotorua a great place to operate a business.

...CENTRAL BUSINESS HUB

Strength

- > We have a diverse economy.
- > We are the birthplace of NZ Tourism.
- > We benefit from our upper North Island location and proximity to the Port of Tauranga.
- > We are a centre for forestry science and industry.

Opportunity

- > Develop infrastructure, land and people to support a diverse and sustainably growing community.
- > Grow the value of tourism to Rotorua.
- > Improve connections by road and air.
- > Become a centre of excellence for forestry science and innovation.

