



# Rotorua 2030

TATOU TATOU - WE TOGETHER

An aerial photograph of the Rotorua region in New Zealand, showing several large, interconnected lakes of varying shades of blue and green, surrounded by rolling hills and valleys. The sky is clear and blue.

# Our Journey

We are immensely fortunate to live in Rotorua - a very special part of New Zealand / Aotearoa. It is a place that has captured the imaginations of generations of New Zealanders, and literally millions of people from all over the world.

We boast a unique history, rich heritage and cultural diversity, and we are surrounded by an amazing natural landscape and untapped resources. Rotorua people epitomise the great qualities that make us proud New Zealanders.

Our council, our community and our partners have together achieved some significant things in the past and in recent years – like real inroads into improving the water quality of our iconic lakes. And we remain committed to building on these successes.



# Our Journey

However, there are areas where we are struggling to meet the challenges that confront us today – where we are not making the progress our community deserves.

Rotorua people are concerned, even anxious, about these areas. They include:

**Lack of Growth**

**Family incomes**

**Our economy**

**Unemployment**

**Our homes**

**Our inner city**



# Our Journey

So Rotorua District Council is embarking on a journey to take our district forward - to craft a positive tomorrow for all our residents

The journey starts with determining where we want to be in the future – what we want Rotorua to be by 2030.

And along this journey we need to reach some milestones, starting with what we want to achieve together by 2016 when the current three-year council term ends.

But to make these achievements real, we need real change. And real change means all of us coming together. Or as our district crest succinctly puts it “*tatou tatou - we together.*”

Our New Directions need both short term gains and long term goals.

And Rotorua District Council has to change. Over the next few months we will review all of our activities and functions to ensure we are doing the right things. We will reshape and realign the organisation so we are focussed on moving towards our vision for the future - Rotorua 2030.



# Our Journey

We will do some things differently. We will do some new things. And we will stop doing things if they do not fit in with the vision for 2030.

We are committed to working closely with our community to ensure the destination we have identified is the right one - for without a clear and agreed destination our journey to the future can not be successfully navigated.

We have already started working in ways that are markedly different from the past.

One example is a new partnership with the Inner City Focus Group to revitalise the heart of the city. This is about the council supporting the community to define and lead changes that are making a substantial difference. This is how we will be working in the future.

We have identified six more key areas where we want to work closely with our community in new genuine partnerships that offer short term wins and long term direction.

## Our journey to Rotorua 2030 has begun...



# Rotorua 2030

TATOU TATOU - WE TOGETHER

- 1. A resilient community...**  
***He hāpori pūmanawa ...***  
*inclusive, liveable and safe neighbourhoods  
give us a sense of place; and confidence to  
be involved and connected*



2. Homes that match needs...  
*Kāinga noho kainga haumarū...*  
quality, affordable homes are safe and warm,  
and available to meet everyone's needs





## 3. Outstanding places to play...

### *Papa whakatipu...*

*recreation opportunities are part of our lifestyle; connecting us, transporting us and surrounding us*





5. **Business innovation and prosperity...**  
***Whakawhanake pākihi ...***  
we boast a diverse and sustainable economy  
energised by our natural resources and  
innovative people



## 6. Employment choices...

*He huarahi hōu...*

we are a prosperous connected community;  
growing our education, training and  
employment opportunities



## 7. Enhanced environment...

### *Tiakinga to taiao...*

we are known globally for our clean, natural environment, air quality and healthy lakes





# Priorities 2016

# 1. Develop a vibrant city heart that attracts people and activity

PRIORITIES 2016

Our shared success looks like ...

- ✓ Few empty shops
- ✓ People on our streets
- ✓ Optimistic retailers
- ✓ More diverse use of our inner city
- ✓ Viewed as an exciting and safe place to live, work and visit.

## 2. Develop our economic base by growing existing & attracting new, businesses to our region

PRIORITIES 2016

Our shared success looks like ...

- ✓ New jobs
- ✓ Higher skilled workforce
- ✓ Reduced unemployment
- ✓ Increased household income
- ✓ New and different businesses
- ✓ An increasingly attractive investment environment

### Flagship Projects:

- ✓ Centres of excellence and innovation in clean energy, spa city, fresh water, iwi development, tourism and 'Wood First'.





# 3. Support reinvigorated neighbourhoods and the creation of healthy homes

PRIORITIES 2016

## Our shared success looks like ...

- ✓ Homes are insulated and affordable to heat
- ✓ Growth in property values
- ✓ Residential building consents reflect growth in new builds and refurbishment

## Flagship Projects:

- ✓ Sustainable alternative energy options eg geothermal.

# 4. Sustainable infrastructure and affordable, effective council services

PRIORITIES 2016

## Our shared success looks like ...

- ✓ A sustainable 30 year infrastructure plan
- ✓ Evidenced ability to manage and repay debt
- ✓ Rates are within affordable levels
- ✓ Transparent, trusted financial management
- ✓ Affordable, cost-effective and valued council services.

What makes the difference  
between a good movie and  
a bad movie?

*“Getting everyone involved to  
make the **same** movie!”*

- Francis Ford Coppola



# Our Commitment

COUNCIL IS  
COMMITTED TO  
DOING ITS PART

- Engaging with the community to develop a unified accord for a clear new future
- Supporting community leadership of our new strategies
- Developing a new partnership model with Te Arawa
- Working innovatively, outside traditional delivery mechanisms, to drive more cost effective and more efficient services
- Ensuring all our work programmes align with the district's ambitions
- Reshaping our council to be more effective and responsive.

# Portfolio Leads

HOW WE ARE  
GOING TO DO IT





# ROTORUA 2030..!

This is our home.  
We are its people.  
We're connected to each other through our culture and communities.  
We're innovative and we share what we learn.  
We're driving opportunity, enterprise and diversity.  
We're supporting a legacy of sustainability for our environment.  
Rotorua is a place for everyone. *Tatou tatou – we together*