

Strategic Directions

Council's response to the Community Outcomes

Towards 2019 sets out our plans for the future and what activities and projects we plan to undertake to respond to the Community Outcomes. These activities have been grouped into four 'Strategic Directions' which guide our future priorities. These strategic directions help us decide where to focus our energy to work toward achieving the outcomes you want as a community. They also highlight the linkages between what the community have indicated they want and how Council is planning to deliver on these.

The strategic directions and groups of activities within them are:

Working Together		
Leadership, Governance and Advocacy Community Engagement Planning for the Future		
Growth and Economic Development	Strong, Safe and Healthy Communities	Sustainable Environment
Economic Development Liveable Places Taupo District Investments Destination Marketing and Management Events	Community Facilities Venues Heritage, Culture and Public Art Parks and Reserves Emergency Management Regulatory Services Transportation Water Supply	Lakes and Rivers Solid Waste Stormwater Wastewater

Working together is about the way we work and it influences and guides how we undertake all our work.

The strategic directions have been developed using a wide range of information, together with feedback from a number of community consultation exercises including the Community Outcomes, State of the District report, Challenges for the Future and other feedback from the community about what is important to them and what they would like the Taupo District to be known for in 2019.

Other drivers that we have taken into consideration when preparing the ten year plan are the current economic climate, legislative requirements and standards, environmental issues such as climate change, and increasing operating costs as a result of matters outside of our control such as the price of oil.

Activities Council must carry out are:

- Governance
- Strategic planning
- Environmental planning
- Waste minimisation and litter control
- Solid waste management
- Wastewater
- Stormwater
- Animal control
- Roading
- Water supply
- Building/development services
- Inspection services
- Emergency management and rural fire
- Parking control
- Community facilities such as cemeteries



Working Together

Simply stated, by working together we are more likely to be successful than going it alone, or working at cross purposes.

Council is making a commitment to act in a way that strengthens our existing relationships with our communities and partners. This involves clearly communicating our intentions and then doing what we say we will do.

We want to understand our communities' needs and make decisions which benefit them. This means building relationships and networks in the community and providing opportunities for the community to engage with us.

At a local level, in partnership with various groups and organisations, we want to capture all of the exciting opportunities available to the district. We intend to keep our finger on the pulse to understand how our community is changing so we can make effective plans for the future.

We recognise that sometimes individuals find it difficult to interact with Council on equal footing and we will continue to explore better ways of achieving a more balanced relationship. We are also committed to building stronger links with others who can provide benefits to the wellbeing of our communities, including Central Government's ministers and agencies.

We are here as your advocate on issues such as air quality, healthy homes, safe communities and urban design. Our role is to make sure that the voice of Taupo District is heard at regional and national levels.

Building a strong relationship with Ngati Tuwharetoa is a key component of this. We need to ensure the views of Maori are articulated and respected by Council and that their needs are considered when decisions on the future of the District are made.

Connecting with youth is a challenge for councils, but it is vital to involve young people and enable them to have a greater say on youth issues and the future of their District. Taupo Youth Council encourages our young people to participate in civic affairs and provide a voice for youth. We hope to bridge the gap between Council and youth and discover fresh ways to cater for the needs of youth.

As an organisation, we are always looking at the way we work to ensure that we are being the best we can. This means we need to ensure our facilities and internal systems are up-to-date and capable of delivering what we said we were going to do.

The groups of activities that will primarily help Council to move in this direction are:

- Leadership, Governance and Advocacy
- Community Engagement
- Planning for the Future.



Growth and Economic Development

A key focus for Council over the next ten years is helping to develop a robust and diverse economy. A strong economy relies on having a skilled population base and a range of business and employment opportunities.

As times change, we need to look for opportunities beyond the traditional economic drivers of forestry, farming and tourism.

We know that managing growth and establishing a strong economic focus and direction are imperative for the wellbeing of our community and the plans for the next ten years will help work toward achieving this outcome.

The construction of the East Taupo Arterial (ETA) presents Taupo town and the district with some exciting possibilities. We need to take advantage of these possibilities, including the development of land and creating income that can benefit the entire community.

It is really important that we manage the growth associated with the development of our economy. We put a lot of thought into this when developing Taupo District 2050, the district's growth management strategy. The Taupo Urban Commercial and Industrial Structure Plan is one of the projects identified in the strategy that we are currently working on. This plan will identify locations for future commercial and industrial opportunities in the Taupo town area.

As Taupo town matures, the makeup of the town changes. Growth brings new people to town and some connections to the past can be lost. At this stage of the town's development, Council believes it is important to provide a focal point for the community at large. We are looking at establishing a civic centre in Taupo town which would incorporate a visual arts and heritage centre to meet the diverse needs of the community and nurture a sense of belonging and identity.

One of our major strengths is our partnership with Enterprise Lake Taupo (ELT). ELT has developed an action plan for the district which identifies four platforms from which to support and encourage economic development. These platforms are infrastructure, people and skills, leadership and visitors and investment promotion.

Council will work with ELT on these four platforms with an emphasis on appropriate, well maintained infrastructure, investment in the district and working with others to help attract the right people and skills into the district.

Affordability is a key driver for Council and we want to make sure that we keep things affordable and accessible for people whilst also continuing to provide quality services and facilities.

There are a lot of agencies and organisations which are involved in delivering economic development services for the district. In an attempt to try and coordinate these services the concept of an economic development hub has been investigated. At present ELT, Destination Lake Taupo and Towncentre Taupo are grouped together in the same building. We will continue to work with other partners like Ngati Tuwharetoa, the Chamber of Commerce and the Lake Taupo Development Company to ensure better coordination of services.

Another area of opportunity is to build relationships and connectivity between the different industries in the district (for example forestry, energy and tourism). There may be synergies that exist between these industries which could create a competitive advantage for the district.

While recognising that economic growth is important to the district, Council is also conscious that the community has other outcomes it is seeking to achieve. Economic wellbeing must be balanced with environmental, social and cultural wellbeing.

Taupo District is increasingly being seen as a lifestyle destination by people wanting to get out of larger centres. To make the most of this, Taupo needs to show that we have strong communities to complement our outstanding natural environment.

We are moving away from the traditional focus of Destination Lake Taupo (DLT) to a more encompassing view of the visitor industry, events and destination marketing. Our vision is for Taupo District and people to be seen as exciting, vibrant and bursting with energy. We want to highlight our natural advantages and ensure we build a future that continues to provide sustainable economic and lifestyle benefits.

The groups of activities that will primarily help Council to move in this direction are:

- Economic Development
- Liveable Places
- Taupo District Investments
- Destination Marketing and Management
- Events



Strong, Safe and Healthy Communities

We all want to live in a place that makes us feel safe and where we can be happy and healthy. One of Council's roles is to provide infrastructure and services such as roads, parks, libraries and water supplies which provide a foundation for strong, safe and healthy communities. Council also supports others who are providing services to our community.

Along with the provision of basic infrastructure, Council is keen to ensure there is an emphasis on developing the social and cultural aspects of our communities through encouraging creativity and honouring community heritage.

A sense of belonging and community is an important aspect in keeping ourselves safe and secure. The Council has taken a proactive role in promoting improved public safety by establishing the Safer Communities Trust. The Trust will help bring together and co-ordinate all of the relevant community groups, and build on the excellent work they do. In addition, the Trust will source funding to help achieve its goals. We are also working towards Safe Communities Accreditation, as developed by the World Health Organisation, which looks at community safety in a wider sense.

Another key role of the Council is the ongoing monitoring and enforcement of agreed rules and policies to ensure community values and individual rights are respected. While not always popular, it is important to control things like where people build houses, park their cars and walk their dogs.

Council also needs to educate and encourage individuals to temper some ingrained behaviours for the greater good. One such challenge is managing perceptions and attitudes to water consumption. As our major centres all straddle freshwater lakes, it is very difficult to convince households that there is a need to conserve water.

Recent increases in drinking water standards mean that a lot of focus in the coming decade will be on bringing our various water supplies up to standard. This is a very expensive exercise and, although the work is being spread out over the next ten years to reduce the financial impacts, if we do not cut our water consumption in half we will pay a very high cost for treatment and supply of drinking water.

Our district has a lot on offer when it comes to the great outdoors and indoors. We have some fantastic venues, facilities, parks and reserves which provide places for people to be active and healthy.

Rising fuel costs and growing communities are creating pressure for better options for getting from A to B. We have already started tackling these issues but we want to do more. Planning is now focusing on creating communities where people don't have to drive everywhere to do day to day things. There is also more emphasis on promoting options like walking, cycling and using public transport.

The groups of activities that will primarily help Council to move in this direction are:

- Community Facilities
- Venues
- Heritage, Culture and Public Art
- Parks and Reserves
- Emergency Management
- Regulatory Services
- Transportation
- Water Supply.



Sustainable Environment

The way Council does things can influence the quality of the environment. It is important that our actions reflect our responsibility to look after the environment for those who come after us.

There are growing demands on many of the resources we have taken for granted in the past. Water is now allocated through Environment Waikato's Regional Plan, energy costs are soaring and there are increasing concerns about air quality. These things have implications for our rate of economic and urban growth.

We will continue to provide basic infrastructure services like water, wastewater, stormwater and solid waste disposal over the coming ten years. The recent adoption of the Waste Minimisation Act has sharpened our thinking about reduction, reuse, recycling, recovery and disposal. If we are to lead the way, Council must look at its own practices and place more emphasis on doing things more efficiently and more sustainably. Part of this work involves ensuring the most efficient use of resources like water and land.

Planning for infrastructure has started to take into account the potential effects of climate change including a possible increase in temperature, stronger winds, longer dry periods and more intense rainfall events.

We know how much the community values Lake Taupo and the rivers, streams, and wetlands of the Lake Taupo catchment. Over recent years, a lot of work has gone into helping to protect the water quality of the lake. This work will remain a high priority for Council over the coming ten years, with vigilance required to ensure we don't lose the gains we have made so far.

In the Lake Taupo catchment, changes to the Regional Plan have placed more controls on farming which are likely to result in different patterns of land use. We are working with the Lake Taupo Protection Trust to assist with the land use change. Outside of the catchment, we are seeing an intensification of land use from forestry to dairy which may have a significant impact on water resources.

Taupo District has other important waterways, like the Tongariro and Waikato Rivers. We also have an abundance of renewable energy for hydro and geothermal electricity generation. Council will be working with others to ensure that these resources are used wisely and protected.

Council is also working on a way forward for the overall management and treatment of stormwater. This involves looking at the way our communities are designed and developed, and ensuring the impact and management of stormwater is addressed appropriately. The development of a stormwater strategy will promote an integrated catchment management approach and will help us make the right decisions about what else needs to be done.

We recognise the importance of education to make positive changes for the environment. We are focusing on how ordinary people can reduce the environmental impact of services such as wastewater and solid waste through changes in everyday habits. We are moving away from just providing information to working with businesses that want to make some environmental choices. We will continue the work we are doing with schools. Over the next ten years we are planning to achieve a significant reduction of waste to landfill, especially recyclables and organic wastes. We are also planning to halve the amount of water used per person in Taupo, and to continue to improve our stormwater and wastewater discharges. Education at every level will be a large part of achieving these goals.

The groups of activities that will primarily help Council to move in this direction are:

- Lakes and Rivers
- Solid Waste
- Stormwater
- Wastewater.

Activities Contributing to Community Outcomes

	Leadership, Governance and Advocacy	Community Engagement	Planning for the future	Economic Development	Liveable Places	Taupo District Investments	Destination Marketing and Management	Events	Community Facilities	Venues	Heritage, Culture and Public Art	Parks and reserves	Emergency Management	Regulatory Services	Transportation	Water Supply	Lakes and Rivers	Solid Waste	Stormwater	Wastewater
Lakes, Rivers, Landscapes – Places we are proud of																				
<i>Caring for our natural and built environment</i>																				
• Recognising the special cultural relationship Ngāti Tūwharetoa and its hapu have with land and water																				
• Looking after lakes, rivers and streams																				
• Balancing growth and keeping the special character of our district																				
• Enjoying the outdoors and appreciating our beautiful environment																				
• Respecting, understanding and managing natural resources and features																				
Healthy People, Healthy Communities																				
<i>Physical, mental, spiritual and emotional health</i>																				
• Acknowledging the diverse communities which make up our district and their needs																				
• Providing access to affordable, quality facilities and services																				
• Ensuring everyone has access to affordable and healthy housing																				
• Promoting healthy, active lifestyles																				
• Having a strong sense of community belonging																				
• Promoting well-being through tikanga Maori																				
Safe and Secure																				
<i>People living in and visiting the Taupo District feel safe and are able to enjoy what we have</i>																				
• Encouraging respect for people and property																				
• Welcoming visitors and being hospitable																				
• Designing spaces, buildings and roads with community safety in mind																				
• Knowing that help is available when you need it																				
Thriving and Prosperous																				
<i>Providing opportunities for business and employment that meet the needs of our community and the environment</i>																				
• A diverse range of quality employment opportunities																				
• Encouraging new business start-up and business growth																				
• Providing education and training to help ensure a skilled workforce matched to the needs of the community																				
• Ensuring that infrastructure and services keep pace with growth																				
• Providing quality education and lifelong learning for all																				
Vibrant and Diverse																				
<i>Respecting and supporting all people</i>																				
• Raising awareness and celebrating our culture and heritage																				
• Increasing focus on art and culture: music, dance, art and other art forms																				
• Supporting our young people by providing role models and acknowledging their achievements																				
• Recognising and celebrating Maori culture through history, education, language, festivals																				

