



As part of the first phase of the master planning process for our Cultural Precinct Project, we sought feedback from key stakeholders about what was important for the area going forward. Our master planners developed six insights to help guide feedback from the community. They were:



'Taupō Made' – We want to create a unique and timeless place for Taupō and that needs to start from within. The town's values, aspirations and character are grown locally and bring originality, vitality and attraction.



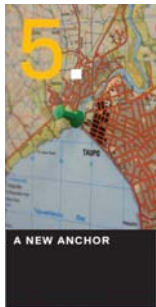
From Mt Tauhara to Tongariro National Park, the magnificent lake and all the natural beauty that is Taupō shapes the local community and iwi. We must continue to celebrate this richness that defines our culture.



Our identity brings meaning to who we are. It enables us to capture the story of Taupō.



We envision a courageous yet sensible and functional design. Delivering the right balance enables a successful outcome for Taupō.



Taupō can position its relevance in the centre stage in the North Island, in New Zealand and globally. A magnet for growth, lifestyle, culture and talent. A destination that brings residents and visitors together.



A place that is timeless, personality driven, and intergenerational is to be treasured. It's about our future.