



VISION 2030

The ROTORUA
way

Rotorua 2030 refresh

Whiria te tangata

Identifying what's special about Rotorua and what our strengths are will be key to our district's future progress. We also need to identify the key opportunities that will help us to build on the district's strengths.

Rotorua 2030 identified a future vision and set of priorities out to 2016. These priorities focused on immediate issues for the district.

With this review we want to identify priorities which build on our real strengths and will direct projects for the next term of Council.

During the past few years we have seen the district progress and current indicators point to continued growth and investment. The local economy is performing above the national average, unemployment has been dropping and sectors like tourism, retail and hospitality are doing very well. It's important we keep that momentum going.

Our population passed 70,000 during 2016 which is a reversal of a decade-long decline pre-2014.

We acknowledge that with growth and progress come pressures – on infrastructure like roads, water supplies and wastewater systems, on public facilities, on housing stock and accommodation and on service and hospitality sectors. These challenges need to be dealt with but many also present as opportunities.

Establishing what is special to us and our district provides the blueprint for how we want Rotorua to be known. Being clear about our strengths and the opportunities will allow us to be specific about our focus, and to identify priorities that will have the greatest impact and will support our progress toward the Rotorua 2030 Vision. Elected members and key stakeholders have started this process. This provides the basis for a discussion with you, the wider community, and we now want your help to shape our district and priorities.

Why are we doing this?

As a leader of our community Rotorua Lakes Council has an important role to play in working with residents to plan for the district's future to ensure we continue to grow and prosper.

Rotorua 2030 Vision

This is our home.

We are its people.

We're the **heart of Māori culture** and expression.

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.

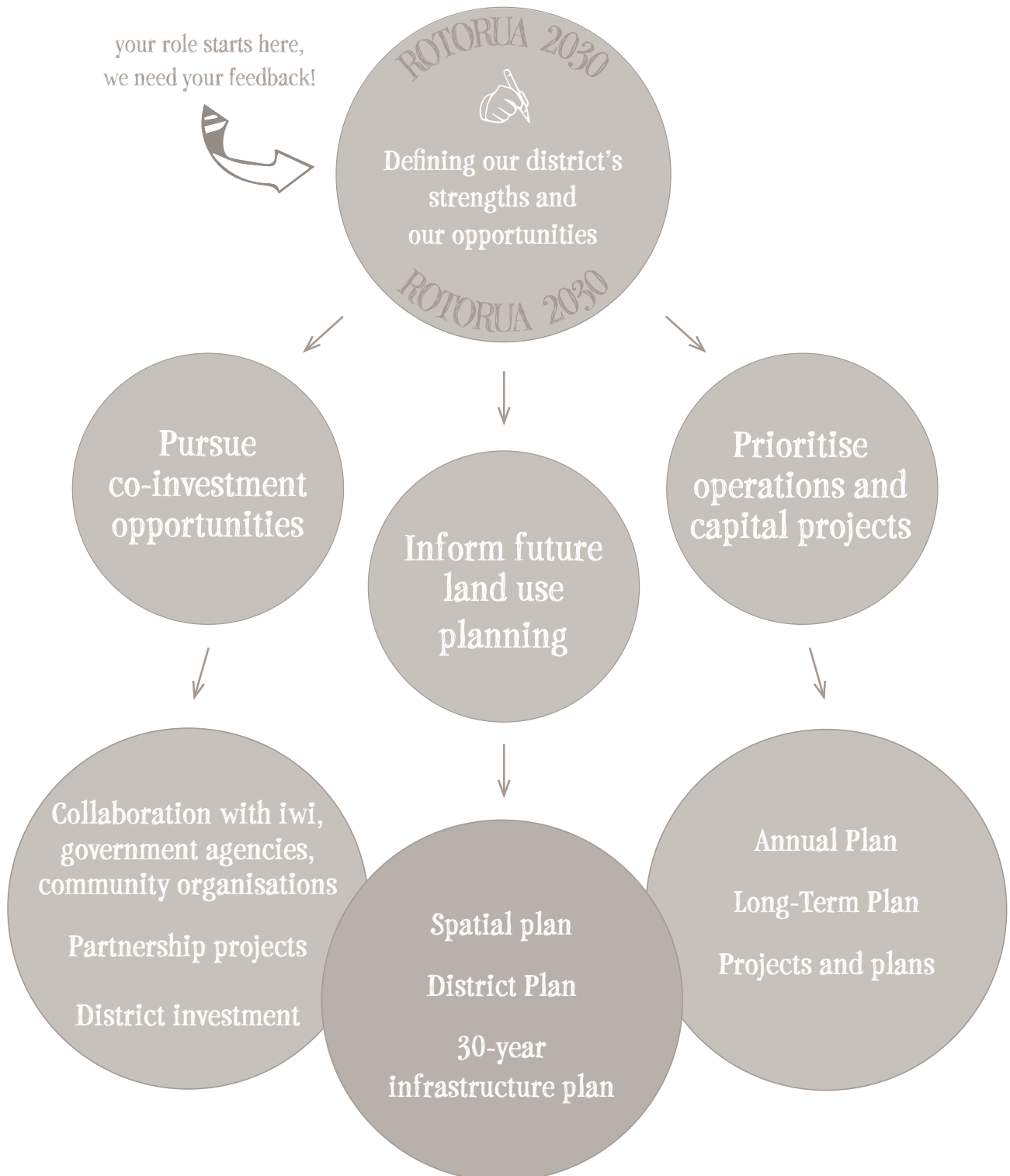
Rotorua is a **place for everyone...**Tatau tatau - We together.



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

This document outlines what our elected members and key stakeholders consider makes Rotorua special, key strengths of our district and opportunities which relate to those. They have been grouped into four key areas – active environment, easy lifestyle, strong culture and diverse opportunities.

As you read through the following pages please reflect on:

1

The story

The description of what is truly special about our district

2

The Strengths

Statements representing our strengths as a community and as a district

3

The Opportunities

Focus areas that will help improve our strengths and make our community stronger and our district better



Active environment

1

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

...SPOUTING GEYSERS AND CHATER 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, hardly industry that reflects the energy of the district.

...EXPANSIVE FORESTS AND FARMLANDS

Strength

The region is defined by a unique historic landscape characterised by our lakes, mountains and geothermal features.

Expansive forest and farmlands create an outdoor environment.

Geothermal water supports 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.

2

3

We believe the district has strengths in four distinct strands (each made of up many fibres) which when intertwined become a truly unique Taonga.

These strands are:

- **easy lifestyle**
- **active environment**

- **diverse opportunity**
- **strong culture**

Your feedback will help Council to set the direction for the next few years and what projects should be included in upcoming planning to help us achieve our district's goals. There are a number of ways you can have input – details can be found at the end of the document.

Our place is something special

To tātau whenua, tō tātau tūrangawaewae

Rotorua's natural environment is a unique blend of geothermal features and bush-clad lakes, a place we have proudly shared with visitors for more than 100 years. We have a rich history punctuated by Te Arawa stories, many of them influenced by the heat and power of this place.

Our district is an outdoor and adventure playground for locals and visitors alike. It's the birth place of tourism in New Zealand, renowned for its Māori culture and its manaakitanga or hospitality.

This landscape, our forests and the size of the city, lakeside and rural settlements means activities, amenities and the outdoors are literally on our doorstep. It's easy living here.

In our place the local Māori culture is part of who we are and how we do things. Outdoor activities are part of our social culture and wellbeing and our people and communities come together when it matters to make things happen and contribute to the district's success for the benefit of all – it's the Rotorua way.





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.

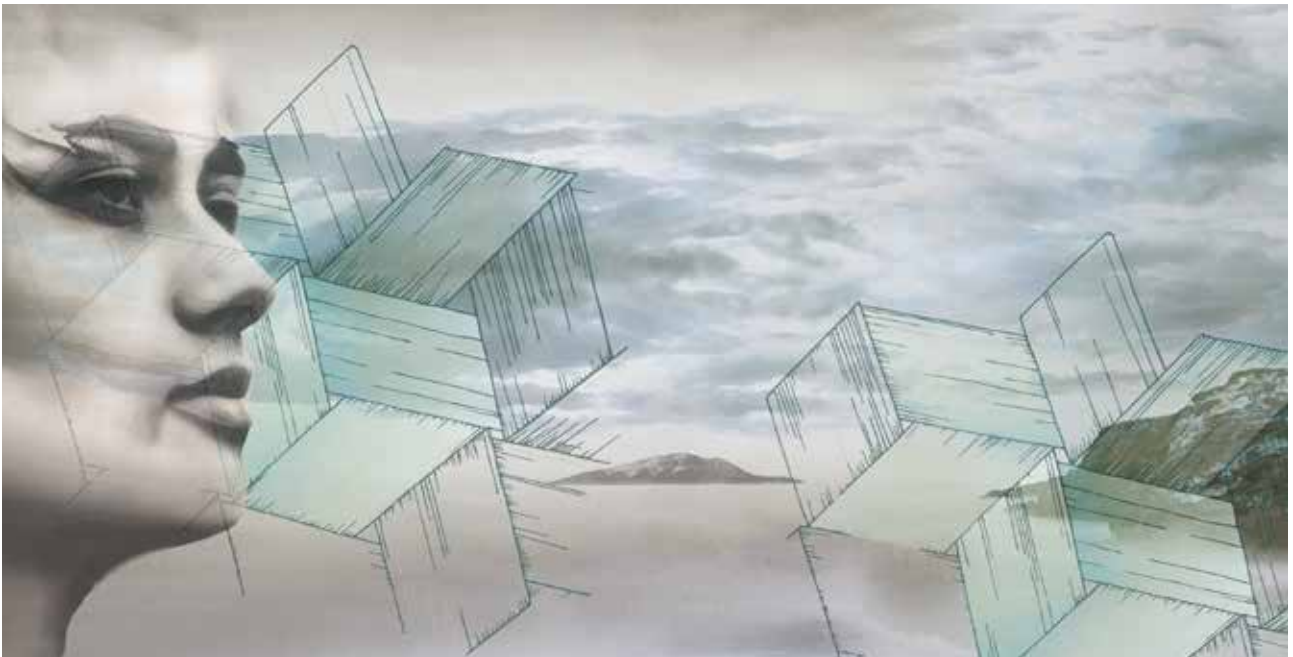
Diverse natural areas support many rare plants and fish.

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.



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.



Easy lifestyle

Toitū te ora

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.



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.



Have your say

kōrero mai

Please take the opportunity to give us your feedback on what is special about our district, its strengths and the opportunity areas we have identified.

How you can provide feedback:

- Visit us online at rotorualakescouncil.nz/letstalk or rotorualakescouncil.nz/koreromai
- email us at letstalk@rotorualc.nz
- Write to us at: VISION 2030 - The Rotorua Way
c/o Rotorua Lakes Council
Private Bag 3029
Rotorua Mail Centre

Please make sure your feedback reaches us by 7 April 2017.

What comes next:

The Rotorua Way will feed into project, infrastructure and service planning. If you would like to follow The Rotorua Way development and future plans please visit rotorualakescouncil.nz/letstalk

You may also want to keep an eye out for:

- Future land use planning (consultation starts in early March)
- Consultation document (draft Annual Plan) setting priorities for projects and initiatives for the 2017/2018 year (consultation starting in early April)
- Talk to us about how the group or organisation you are involved in has a project or initiative that will help the district grow or develop.

Help us shape
The **ROTORUA**
way



rotorualakescouncil.nz



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