

2009-2019

Long-Term Council Community Plan Volume One



part 3: matamata-piako district tomorrow

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### 3.1 Community “wellbeing”

One of the purposes of Local Government is to promote the social, economic, environmental and cultural wellbeing of communities, in the present and for the future. As the diagram below shows, when the social, economic, environmental and cultural wellbeings meet it indicates we have achieved community wellbeing. Achieving this would mean that we have a sustainable community that will provide for current and future generations.



It can be difficult to get all four of the wellbeings to meet as there is often tension between the wellbeings. For example, a new industry could be great for the economic wellbeing of the community but could have a negative impact on the environmental wellbeing. This is why it is important to look at the wellbeings in an integrated way rather than in isolation. The following is a brief look at what each of the wellbeings encompass.

#### Cultural wellbeing

This means that within our community we are able to express our beliefs, values, customs and behaviours. It is about developing our identity through participating in recreational, creative and cultural activities; and having the freedom to retain, interpret and express arts, history, heritage and traditions.

Examples of contributions to cultural wellbeing include:

- People are involved in arts, culture and heritage activities
- Residents are aware of their heritage and other languages are being learnt and used within the district
- People are free to express their spiritual and religious beliefs

#### Economic wellbeing

This means that our district has successful industry and trade and that residents are financially secure. There is development to support economic growth, and local migration and investment is encouraged.

Examples of contributions to economic wellbeing include:

- There is support for businesses within the district
- Residents have sufficient employment and access to affordable housing
- There is successful tourism in the district

#### Environmental wellbeing

This means that our natural and physical resources are in good health and are being looked after. This includes protecting our waterways, soils, air, native flora and fauna, and protecting amenity values. It also means that communities are educated about environmental concerns and are encouraged to change negative behaviour.

Examples of contributions to environmental wellbeing include:

- There is no contamination of the waterways
- Waste is being disposed of in an environmentally friendly way
- There is enough water to protect our environment for future generations

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### Social wellbeing

This means that we live in safe, active and healthy communities and we have access to employment, education and life-long learning opportunities. There is financial and personal security within the district and people are given rights, freedom and are treated fairly. Social wellbeing includes having strong partnerships in place that help to achieve these goals.

Examples of contributions to social wellbeing include:

- There is a fair distribution of wealth and resources within the district
- Residents are physically and mentally healthy and have a high life expectancy
- The community is a safe place to live with low crime rates
- Everyone has the opportunity to participate in decision-making

### 3.2 How does Council contribute to sustainability and community wellbeing?

The LGA requires local authorities to take a sustainable development approach while conducting its business. In doing this we are required to take into account -

- (i) the social, economic, and cultural wellbeing of people and communities; and
- (ii) the need to maintain and enhance the quality of the environment; and
- (iii) the reasonably foreseeable needs of future generations

Council proposes to develop a sustainability policy in 2009/10 which will ensure Council is taking a sustainable development approach when making decisions.

Currently Council contributes to the four wellbeings in the following ways to make the district more sustainable:

#### Cultural:

Council contributes to cultural wellbeing by consulting with arts and cultural groups, Maori and other ethnic groups in the community. This allows Council to consider whether cultural identity is being preserved when making decisions. Council also maintains facilities such as museums where the community can learn about heritage and culture. For example, Firth Tower hosts senior groups and runs programmes for schools to educate on the history and culture of the district.

#### Economic:

Council contributes to the economic wellbeing of the district by providing businesses and industry with infrastructure such as roading, water, and wastewater services.

Council works with industry to facilitate growth and development in urban and industrial areas. The District Plan also provides for growth and development in the district. Council supports tourism with growth in tourism leading to increased quality of some facilities, such as the spa complex at the Te Aroha Domain. A user pays system at some facilities also contributes to economic wellbeing of the district as tourists are contributing to the use of the facilities rather than all costs falling on the ratepayer. The economic wellbeing of the district is also promoted by Council initiating partnerships with other agencies to combine resources when working towards the same goals.

#### Environmental:

Council as a business is taking steps towards becoming more environmentally sustainable. Council is looking into initiatives such as reducing the reliance on fossil fuels by using more fuel efficient vehicles. Online publication of materials and newsletters and the ability to make submissions online will also reduce the amount of paper waste produced. Public facilities are using organic cleaning products and energy efficient lighting, and controls are in place on showers to lower water usage.

Council contributes to maintaining and enhancing the quality of the environment by ensuring that development complies with the objectives and policies of the District Plan and the purposes of the Resource Management Act 1991 (RMA). It also monitors the plan and prepares plan changes where change is needed. After granting resource consent applications, a monitoring system is in place to ensure conditions are being met and that the quality of the environment is being maintained.

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### Social:

Council contributes to the social wellbeing of our communities by providing information to ensure people are well informed and they know how to contribute to decisions that affect them; participation in democracy benefits current and future generations.

Libraries provide access to knowledge and life-long learning opportunities for our communities and are a place that people can come together and enjoy themselves in a social environment. Our cemeteries contribute to social wellbeing by providing a local burial place and a peaceful environment for families to meet and remember the deceased. Pensioner housing contributes to the ageing population by providing elderly with access to low cost housing while remaining self funding. Public swimming pools, parks and reserves all allow for physical activity, improving the health of our communities in times of escalating rates of obesity and diabetes.

Infrastructure activities also contribute to social wellbeing. Roads give people access to all of the facilities set out above and water is one of the most important factors in having healthy people.

### Gaps between Council's contribution and sustainability

Council understands there are some gaps in its approach to sustainability. An example of this is that it may not be sustainable to continue the same levels of service of some activities as they currently are e.g. roads, libraries and pools. This issue has been addressed in early consultation with the community before this draft plan, and the community has indicated their preferred level of service for these activities.

The libraries service may not be sustainable in this age of the 'Digital Divide', as some people in the community do not have access to the internet and so they rely on the libraries to provide the information that they seek. Council may have to investigate providing free internet access in the future to keep up with this demand for information.

There is an issue at Council's aquatic facilities with leaking pools which results in the inefficient use of chemicals, power and water. Council plans to address these issues with its renewal programme.

See Part 4 "Groups of Activities", subsection "3.4 Thinking for the future", of each activity for more detail about how Council activities are working towards sustainability.

### 3.3 Community outcomes

Council has statutory requirements to work with the community to identify the direction and vision the community has for the future. The community outcomes in this plan were developed after consultation with a wide range of community and stakeholders. In 2004/05 Council worked with the community to develop their visions for Matamata, Morrinsville, Te Aroha, the rural area and iwi. The community outcomes included in this plan have evolved from that process and reflect what the community identified. Council is required to review community outcomes every six years, so these will be reviewed and updated by 2012 for the next LTCCP.

The community outcomes have been grouped under nine themes:

- Belonging to our community
- Community safety and support: Looking after people
- Economic development: Prosperity
- Healthy air, water, land: Healthy people
- Heritage: Our past
- Our social infrastructure
- Planning and development
- Pride and justice
- Transport: People going places

These community outcomes are described in the following table and show how they link to the social, economic, environmental and cultural wellbeings. The indicators that help measure and report on community outcomes are also identified along with the community outcomes that Council contributes to.

Although Council is not required to contribute to all of the community outcomes, Council does play a role in contributing to the outcomes and assisting and encouraging the community to make positive contributions. Council's main role is to report on progress made towards community outcomes.

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Wellbeings	Community outcomes	Council's contribution	Indicators
1.0 Belonging to our community			
	<b>1.1 Doing things together</b> (a) We will have regular events in our towns where people can get together as a community (b) People will know about upcoming events and activities (c) Our district will be known for running events people want to come to (d) Networks would exist to help new people to our towns get to know other residents (e) There will be a range of activities and events occurring in our communities for parents and children to do things together as families	 ✓ ✓	Number of public events within the district Community perception of adequate promotion of events Level of participation in events and activities Community perception of adequate services and networks Number of public family events
	<b>1.2 Improving life on a day to day basis</b> (a) Our towns will grow and become more prosperous while remaining somewhere that is seen as attractive to raise a family	✓	Number of businesses and employees by industry Median weekly earnings per person or household
	<b>1.3 Participating in decision-making</b> (a) All people will have the opportunity to comment on the decisions that affect their lives (b) Young People will be involved in local decision making at a range of levels (c) Tangata whenua with manawhenua status are recognised and involved in decision-making	✓ ✓ ✓	Percentage of voter turnout at local and general elections Degree of representation by young people on governance and decision-making bodies Frequency of Te Manawhenua forum meetings each year How many times the forum makes recommendations to Council Annual satisfaction survey for Te Manawhenua Forum members (Do Forum members feel Tangata Whenua with manawhenua status are recognised and involved in decision-making)

- Key
-  = social
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Wellbeings	Community outcomes	Council's contribution	Indicators
	<p><b>1.4 Promotion of citizen responsibility</b></p> <p>(a) All residents will recognise their responsibility to contribute to our district being a great place to live</p> <p>(b) People will feel that there is a strong sense of 'community responsibility'</p>	<p>✓</p> <p>✓</p>	<p>Community perception of the district being a great place to live</p> <p>Community perception of having a strong sense of community responsibility</p>
  	<p><b>1.5 Recreation and arts</b></p> <p>(a) We will have good facilities in our district that are all easily accessible to each other</p> <p>(b) Our facilities will be utilised to their full potential and offer a range of events and services</p> <p>(c) People will be well informed on the resources, equipment, and facilities available</p> <p>(d) We will have a wide diversity of recreation and entertaining events provided for a wide variety of people to hang out and enjoy</p> <p>(e) We will have central recreation facilities</p> <p>(f) We will have accessible transport to get to facilities outside of our community</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	<p>Residents satisfaction with facilities</p> <p>Participation in sport, active leisure and arts</p> <p>Community perception as to knowledge of resources, equipment and facilities available</p> <p>Number of recreation and public family events in district</p> <p>Number of multi functional facilities verses number of single use facilities within the district</p> <p>Number of sportsfields and neighbourhood reserves</p> <p>Availability of public transport to regional events, for example Waikato Stadium, Mystery Creek, V8 car racing</p>
	<p><b>1.6 Volunteers</b></p> <p>(a) The residents of our district will support the activities and events offered by volunteering to help, participating and showing their appreciation</p> <p>(b) Volunteering will be encouraged and valued in our community</p>	<p>✓</p>	<p>Perception of residents as to assistance provided by volunteers</p> <p>Number of volunteers valued through awards</p>

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Wellbeings	Community outcomes	Council's contribution	Indicators
2.0 Community safety and support: Looking after people			
	<b>2.1 Safety</b> (a) Our communities will be free from crime (b) Residents in our communities will know their neighbours and will not be isolated from each other (c) Our whole community will take responsibility for reporting and preventing crime and anti-social behaviour (d) Young people will be driving legally and safely	✓  ✓  ✓	Number of reported criminal offences and resolution rates Community perceptions of safety Projects undertaken under World Health Organisation, Safe Communities, and Safe Communities Foundation NZ Student suspensions, stand-downs, expulsions, truancy and youth crime Road traffic crashes and casualties for young people
	<b>2.2 Support for young people</b> (a) Whanau (extended family), families and young people will be at the heart of our community values and planning (b) Parents will recognise the importance of spending time with their kids (c) There will good support networks and programmes for young people, their parents and families to prevent families and young people reaching crisis (d) Our young people will grow up with good role-models and mentors (e) Young people and older adults will share good relationships (f) Older adults and parents will recognise the range of pressures young people are faced with today (g) Parents will take more responsibility for their children		Residents' perception of group or network that matters most to them Frequency of involvement in Council decision making by young people Satisfaction of involvement in Council decision making by young people Participation in family/whanau activities Residents' frequency of being able to rely on people around them for support when feeling stressed Perceptions of access to adequate family services and support networks Satisfaction with workplace family policies Contact between young people and their parents Trust in others Number of Family group conferences or Child Youth and Family cases for Care and Protection issues for young people Participation in parenting programmes Participation in early childhood education

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Wellbeings	Community outcomes	Council's contribution	Indicators
3.0 Economic development: Prosperity			
	<b>3.1 Business, farming and industry</b> (a) Local businesses and industries will be experiencing sustainable growth (b) Local businesses and industries will not be experiencing labour shortages preventing them from growing (c) People will recognise the economic importance of farming to our district's wellbeing (d) People will recognise the importance of Maori economic development to our district's wellbeing (e) There will be more opportunities for people to pursue a career in farming; this would entail the development of career paths and opportunities for advancement		Number of businesses and employees by industry District economic activity Labour shortages within the district Gross Domestic Product contributed by primary industries (farming, horticulture, etc) Community perception survey Farming opportunities within the district through change in employment numbers Number of dairy cattle per hectare of land (stock density)
	<b>3.2 Employment</b> (a) Young people will be occupied with activities that are socially and financially rewarding (b) Our communities will have local training opportunities for young people to improve their career options without having to leave the district (c) People will have access to jobs that provide a fair and appropriate wage and safe and healthy conditions	✓	Adult and educational community opportunities for under 25 year olds Injury rates Numbers within wage brackets within district Percentage of school leavers with little or no formal qualification Percentage of population aged 25-64 with secondary or tertiary qualifications Youth unemployment Number of modern apprenticeships Number of students in Gateway Programme

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Wellbeings	Community outcomes	Council's contribution	Indicators
	<b>3.3 Tourism</b>		
	(a) The tourism potential in our district is recognised, developed and well co-ordinated for the benefit of all	✓	Visitor numbers and nights in commercial accommodation Community perception survey
	(b) Tourism will become the focal point for Te Aroha with the town becoming recognised as more of a 'destination'		Areas identified for preservation of character areas within District Plan and number of consents granted to alter character
	(c) While developing tourism the character of our towns will be preserved and economic diversity will be developed	✓	Survey of promotional activities undertaken
	(d) Our communities and their attractions will be well promoted to tourists and potential residents both nationally and internationally		
<b>4.0 Healthy air, water, land: Healthy people</b>			
	<b>4.1 Air pollution</b>		
	(a) Objectionable odour effects will be well managed		Number of complaints received concerning amenity values - odour Number of resource consent conditions imposed to control odour Greenhouse gas emissions Type of home heating
	<b>4.2 Healthy people</b>		
	(a) People will be free from preventable disease and illness	✓	Life expectancy/health expectancy - Maori/non-Maori
	(b) The health and wellbeing of our residents will continue to improve	✓	Emotional wellbeing (happiness) Avoidable mortality (and causes) Maori/non-Maori Infant mortality rate Rate of avoidable hospitalisations for diabetes Prevalence of cigarette smoking - Maori/non-Maori

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	<p>4.3 Pests and noxious weeds</p> <p>(a) Our native trees and flora will be well managed and protected on both public and private land</p> <p>(b) Pest levels will be kept to a minimum by both private and public land owners</p>	✓	<p>Abundance and distribution of plant and animal pests</p> <p>Location, area and type of pest control operation</p>
	<p>4.4 Pollution and waste</p> <p>(a) Council will be promoting the cleaning up of water bodies and their margins through a variety of partnerships and programmes</p> <p>(b) Our environment will be clear of toxins, contaminants, air pollution and litter</p> <p>(c) All residents will have easy access to organic and inorganic waste disposal options</p> <p>(d) Residents will feel safe about the sprays and pest control methods used</p> <p>(e) Residents will trust public and private landowners to be sensible about the use of sprays</p>	<p>✓</p> <p>✓</p>	<p>Quality of the district waterways i.e. (temp, pH, DO, BOD, total N, turbidity, faecal coliforms, heavy metals)</p> <p>Percentage of district's waterways that comply with bathing standard guidelines</p> <p>Number and value of incentives offered e.g. rate relief</p> <p>Number of landcare groups in operation</p> <p>Percentage of the community which received educational material about riparian management</p> <p>Total quantity of hazardous waste disposed to landfill and sewer</p> <p>Number of incidences and spill involving hazardous waste</p> <p>Compliance of disposal facilities with resource consent conditions</p> <p>Groundwater quality upstream and downstream of landfill</p> <p>Number of potentially contaminated sites</p> <p>Quantity of hazardous waste safely disposed of</p> <p>Total quantity of waste disposed to landfill from residential and business sources</p> <p>People's environmental attitudes</p>

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Wellbeings	Community outcomes	Council's contribution	Indicators
	<p>4.5 Protecting the landscape</p> <p>(a) The district will continue to maintain an attractive landscape that is not altered by the adverse visual effects of development</p> <p>(b) All development would seek to avoid, remedy or mitigate the visual impact of development</p> <p>(c) Attention will be given to promoting, protecting and regenerating our native flora and fauna</p>	<p>✓</p> <p>✓</p> <p>✓</p>	<p>Public perception of amenity and landscape values</p> <p>Number of resource consent applications to breach development standards (e.g. daylight admission, bulk and location requirements)</p> <p>Area of indigenous vegetation removed each year</p> <p>Change in the surface area of the Kopuatai Peat Dome</p> <p>Number of resource consents applied for/granted for excavation or any other activity within the Kaitiaki zone</p> <p>Area and distribution of indigenous vegetation</p> <p>Community attitude/awareness of natural areas</p> <p>Area of significant trees or indigenous vegetation fenced to prevent grazing</p> <p>Area and percentage of natural areas (by type) legally protected through consent conditions or other methods</p> <p>Number of members of community participating in land care groups</p> <p>Location, area and type of pest control operation</p> <p>Area and percentage of natural areas ecologically surveyed</p>

Key



= social



= cultural



= environmental



= economic

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Wellbeings	Community outcomes	Council's contribution	Indicators
  	<p><b>4.6 Water quantity and quality</b></p> <p>(a) Our rivers and water supplies will be clean and safe for industrial, business and residential consumption, cultural purposes and recreational uses</p> <p>(b) The mauri of all waterways will be maintained in optimum condition</p> <p>(c) Systems will exist to sustainably provide enough water for all purposes at all times</p> <p>(d) People will be aware of the issues threatening their access to clean water for both drinking and recreation</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	<p>Quality of the district waterways i.e. (temperature, pH, DO, BOD, total N, turbidity, faecal coliforms, heavy metals)</p> <p>Number of complaints received per annum regarding poor water quality</p> <p>Level of compliance with resource consent conditions achieved by Council infrastructure e.g. stormwater</p> <p>Incidence of water shortage restrictions</p> <p>Percentage increase in water consumption</p> <p>Quantity of water consumed each year</p> <p>Percentage of the community that received educational material about riparian management</p> <p>Drinking water quality</p>

Key

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Wellbeings	Community outcomes	Council's contribution	Indicators
5.0 Heritage: Our past			
	<p>5.1 Built heritage</p> <p>(a) The built heritage of our towns and district will be protected, enhanced, promoted and celebrated by the local community</p>	<p>✓</p>	<p>Number of resource consent applications declined to substantially modify scheduled buildings within the Te Aroha Character Area</p> <p>Number of resource consents applied for/granted to substantially modify listed heritage features</p> <p>Number, type and location of heritage buildings or features</p> <p>Public perception of condition/quality of Te Aroha Character Area</p> <p>Number of resource consent applications declined to substantially modify listed heritage features</p> <p>Number and type of consent conditions imposed to protect/enhance heritage resources</p> <p>Percentage of community that received educational/promotional material about heritage resources</p> <p>Council expenditure (\$) on protecting, enhancing and promoting heritage features</p> <p>Number, type and value of incentives offered for the protection of heritage resources</p> <p>Number of resource consents granted for the construction of new buildings within the Te Aroha Character Area</p> <p>Number of resource consent applications declined for the construction of new buildings within the Te Aroha Character Area</p>

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Wellbeings	Community outcomes	Council's contribution	Indicators
	<p>5.2 Knowledge and treasures</p> <p>(a) Access to traditional foods and cultural practices will be protected and preserved, while existing stocks of indigenous flora and fauna are increased</p> <p>(b) Our history and the knowledge of our past, our customs and identity, the artifacts and treasures of our past and future will be respected and preserved</p> <p>(c) People will have access to opportunities to learn and use Te Reo Maori</p> <p>(d) The intellectual property rights relating to local artifacts, images, knowledge and cultural practices will be protected, respected and preserved</p>	<p>✓</p> <p>✓</p> <p>✓</p>	<p>Population numbers of indigenous species</p> <p>Area of indigenous vegetation removed per year</p> <p>Area and distribution of indigenous vegetation</p> <p>Number of resource consent applications declined involving sites that contain or adjoin a culturally significant site</p> <p>Number and location of listed/known or protected culturally significant sites</p> <p>Number of resource consents applied for/granted involving sites that contain or adjoin a culturally significant site</p> <p>Area of land in Maori ownership or management</p> <p>Number of consultations with iwi</p> <p>Number of consent conditions imposed to protect iwi interests</p> <p>Proportion of Maori speakers in the Maori population</p> <p>Percentage of Maori speakers in total population</p> <p>Number of complaints received from iwi</p>
	<p>5.3 Mount Te Aroha</p> <p>(a) The mountain will be accessible to everyone, with walking tracks offering different levels of difficulty and accessibility</p> <p>(b) The native flora and fauna on the mountain will be protected and maintained</p> <p>(c) The mountain would be promoted as an attraction</p> <p>(d) Mount Te Aroha will be protected from inappropriate development</p>	<p>✓</p> <p>✓</p> <p>✓</p>	<p>Accessibility of Mt Te Aroha</p> <p>Number of resource consents applied for/ granted</p> <p>Number of resource consents declined</p>

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Wellbeings	Community outcomes	Council's contribution	Indicators
 	<p><b>5.4 Te Aroha Domain</b></p> <p>(a) The Domain will be developed in a manner to link the river, the main street of town, Herries Park and the Domain into a holistic town feature</p> <p>(b) The Domain and its facilities will be well utilised and enjoyed by residents and tourists while remaining affordable for residents</p> <p>(c) The Domain will be well advertised and promoted through organised events</p>		<p>Linkages to Domain</p> <p>Utilisation and enjoyment of Te Aroha Domain by residents and tourists, and affordability for residents</p>
 	<p><b>5.5 Wetlands, significant natural features and wahi tapu</b></p> <p>(a) The wetlands, significant natural features and wahi tapu on public land throughout the district will be protected, promoted enhanced and restored</p> <p>(b) The wetlands, significant natural features and wahi tapu on private land throughout the district will be protected, promoted and enhanced for preservation purposes</p>	<p>✓</p> <p>✓</p>	<p>Area of indigenous vegetation removed per year</p> <p>Change in the surface area of the Kōpuatai Peat Dome</p> <p>Number of resource consents applied for/granted for excavation or any other activity within the Kaitiaki zone</p> <p>Area and distribution of indigenous vegetation</p> <p>Community attitude/awareness of natural areas</p> <p>Area of significant trees or indigenous vegetation fenced to prevent grazing</p> <p>Area and percentage of natural areas (by types) legally protected through consent conditions or other methods</p> <p>Number of members of community participating in land care groups</p> <p>Location, area and type of pest control operation</p> <p>Area and percent of natural areas ecologically surveyed</p> <p>Number of resource consents applied for/granted involving sites that contain or adjoin a culturally significant site</p> <p>Number and location of listed/known or protected culturally significant sites</p> <p>Number of resource consent applications declined involving sites what contain or adjoin a culturally significant site</p> <p>Extent of wetlands</p>

Key

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Wellbeings	Community outcomes	Council's contribution	Indicators
7.0 Planning and development			
\$	<b>7.1 Industrial development</b> (a) There will be consistent and coherent growth in the industrial sector to help foster growth in the commercial and residential sectors of our communities	✓	Number of businesses and employees by industry District economic activity
	<b>7.2 Intensive farming</b> (a) All negative effects of industry will be managed within the property (b) The effects of intensive farming will be monitored (c) The long term adverse effects of intensive farming will be minimised	✓ ✓ ✓	Number of complaints received regarding adverse effects from activities: noise, odour, dust, vibration, glare, rehabilitation Public perception of amenity Number of resource consent conditions imposed to control adverse effects from activities: noise, dust, odour, vibration, glare, rehabilitation
	<b>7.3 Rural subdivision and amalgamation</b> (a) Large 'blocks' of land will be protected through the restriction of subdivisions in rural areas (b) Council plans will be flexible enough to accommodate changes in the pressures for subdivision	✓ ✓	Applications received/granted to subdivide class I, II and III soils (into lots of less than 8ha) Average lot size for rural subdivisions on class I, II and III soils Number of applications declined for subdivision on class I, II and III soils Number of resource consent applications declined for non-productive activities on class I, II and III soils

Key



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Wellbeings	Community outcomes	Council's contribution	Indicators
   	<p><b>7.4 Small town culture: Large town infrastructure</b></p> <p>(a) Our towns will all grow in a coherent 'well planned' manner</p> <p>(b) Our decision-making will be confident and visionary</p> <p>(c) Projects will be started and completed seamlessly</p> <p>(d) Infrastructure will be provided for the future, not just today</p> <p>(e) Decisions and development will be conducted in a manner respectful to local tikanga (customs) and values</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	<p>Sustainable use of funding for services</p> <p>Residents confidence in Council decision-making</p> <p>Capacity of urban services to meet ten year forecasted demands (water, waste etc)</p> <p>Number and value of development contributions collected per year i.e. reserve, water, stormwater, roading etc.</p> <p>Number of complaints received from iwi</p> <p>Number of responses to consultation from iwi and number of consultations with iwi</p> <p>Number of consent conditions imposed to protect iwi interests</p> <p>Percentage of homes with access to the internet</p>
  	<p><b>7.5 Town appearance</b></p> <p>(a) Our towns will have an appearance their residents can take pride in; free from graffiti and vandalism</p> <p>(b) The town entrances will be maintained as gateways to the town, with a theme appropriate to the town</p> <p>(c) Our towns will have wide streets and well maintained footpaths</p> <p>(d) Industry will be zoned to appropriate places within the town with screening and development controls in place to help reduce the visual impact</p> <p>(e) The appearance of our towns, the names of roads, sites and facilities, will reflect the diversity of the residents</p>	<p>✓</p> <p>✓</p> <p>✓</p>	<p>Residents rating of sense of pride in the way the district looks and feels</p> <p>Community perception regarding whether the town entrances are well maintained gateways to the towns, with themes appropriate to the towns</p> <p>Number of complaints received about amenity values e.g. noise, dust, odour, glare, vibrations, chemical/effluent spray drift, signage</p> <p>Public perception of the visual impact of industry</p> <p>Community perception of whether the appearance of our towns, the names of the roads, sites and facilities reflect the diversity of the residents</p>

- Key
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  -  = environmental
  -  = economic

### part 3: matamata-piako district tomorrow

Wellbeings	Community outcomes	Council's contribution	Indicators
   	<b>7.6 Town planning</b>		
	(a) Our District Plan and Council policies will promote the retention of the character of our towns while accommodating growth and development	✓	Land use zones within the District Plan provide for at least a twenty year growth period
	(b) Our three towns will grow bigger to the benefit of urban and rural citizens <ul style="list-style-type: none"> <li>• Morrinsville and Matamata will expand up to a maximum of 10,000 people with a well managed growth plan</li> <li>• Te Aroha would have expanded to a vibrant community of 5,000-6,000 people permanently resident</li> </ul>	✓	Urban population numbers, including household unit, age demographics etc.  Home ownership rate  Home mortgage affordability  Inflation adjusted median weekly rent
	(c) All people will have access to good quality affordable housing	✓	

Key

 = social

 = cultural

 = environmental

 = economic

part 3: matamata-piako district tomorrow

Wellbeings	Community outcomes	Council's contribution	Indicators
8.0 Pride and justice			
	<ul style="list-style-type: none"> <li>(a) All people will live lives free from discrimination</li> <li>(b) People will feel proud to say that they come from Matamata-Piako</li> <li>(c) People will be able to feel proud of their heritage and culture</li> <li>(d) People will have the opportunity to learn about their own heritage and culture as well as the heritage, values and traditions of others living in the district</li> <li>(e) Organisations making decisions on behalf of the community will have an understanding of Maori values</li> <li>(f) Our decision-making will be fair and just in its consideration of the diversity and different needs of residents in Matamata-Piako</li> <li>(g) All people will be free of poverty</li> <li>(h) Our community will be a place where young people feel welcome and can imagine building a life</li> <li>(i) Our Koroua and Kuia (elders) will be respected for the valuable contributions they make to our community</li> <li>(j) All settlements for lands and properties confiscated unjustly will be negotiated to fair and durable outcomes</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	<p>Perceived discrimination</p> <p>Residents rating of sense of pride in the way the district looks and feels</p> <p>Change in the number of opportunities available</p> <p>A questionnaire will be sent out to these organisations asking 'how have they ensured that they are informed of local Maori value when making significant decisions on behalf of the community'</p> <p>Community satisfaction with the way the Council involves the public in the decisions it makes</p> <p>Social deprivation index</p> <p>Survey of young people</p> <p>Send questionnaire to district schools to see if they visit/do anything for elderly members of our community</p> <p>Questionnaire for Forum members (how satisfied are you that our Koroua and Kuia (elders) are respected for the valuable contribution they make to our community?)</p> <p>Council awards (volunteer awards, business awards) - Number and percentage of elderly people recognised at these awards</p> <p>Satisfaction survey of Te Manawhenua Forum (how confident are you that all settlements for lands and properties confiscated unjustly will be negotiated to fair and durable outcomes?)</p> <p>Number of major settlement claims successfully negotiated to reach an outcome</p>

- Key
-  = social
  -  = cultural
  -  = environmental
  -  = economic

### part 3: matamata-piako district tomorrow

Wellbeings	Community outcomes	Council's contribution	Indicators
9.0 Transport: People going places			
 	<b>9.1 Parking</b> (a) We will have good access to parking in our central business district's that will suit business staff, shoppers and people passing through, without needing to resort to parking meters or other paid parking methods	✓	Area of carparking available Community satisfaction with parking availability
	 <b>9.2 People and traffic flow</b> (a) Our traffic will flow safely for trucks and cars and rural peacefulness will be maintained (b) Young people will be able to safely use our roads for walking and biking (c) It will be easy and safe for pedestrians to move around without impeding traffic flow on the roads (d) We will have safe, fast links and roading networks to neighbouring communities such as Hamilton and Tauranga (e) The aesthetics of our town's main streets will be maintained - i.e. kept clear of heavy vehicles - while maintaining busy towns with unimpeded access to the central business districts	✓ ✓ ✓ ✓ ✓	Number of accidents reported on district roads each year Community satisfaction with cycleways and walkways Travel times Heavy vehicle counts on main pedestrian streets

Key

-  = social
-  = cultural
-  = environmental
-  = economic

One of Council's responsibilities under the Local Government Act 2002 is to monitor community outcomes and report on the community's progress towards these outcomes every three years. Council has identified and developed a range of indicators as identified above to represent and report changes in these outcomes.

As a starting point for future reference, a benchmark report on community outcomes was produced in 2007. A copy of this report is available from Council. A report that identifies progress towards achieving community outcomes will be available to the community by March 2010.

The on-going monitoring of the indicators will occur in partnership with regional and local stakeholders.

## part 3: matamata-piako district tomorrow

### Working with others

Government agencies, community organisations and the community as a whole also use the community outcomes for guidance on the sort of services that they deliver to our community and how these are delivered. A number of partnerships exist between Council and various organisations and interest and community groups to support progress towards community outcomes.

Sharing resources and expertise through partnerships is an efficient way of working and leads to better decision-making processes and cost savings, as well as having issues progress that the Council does not have the ability to do on its own. Where activities are carried out by another agency, then advocacy becomes a key output that the Council can deliver to assist.

Once initiatives are developed they require ongoing commitment to remain effective. Council intends to continue working with others and developing relationships in the future.

Examples of existing joint partnerships include:

- Choosing Futures Waikato
- Waikato Triennial Agreement
- Waikato District Health Board
- Ministry of Justice
- NZ Police
- Road Safety Co-ordinators
- Sports Waikato
- Emergency Management with Hauraki and Thames-Coromandel District Councils
- Department of Conservation
- Historic Places Trust
- Queen Elizabeth II Trust

### 3.4 Waikato Regional community outcomes

#### Choosing Futures Waikato

In parallel with consultation undertaken by Council to identify local community outcomes, additional consultation has taken place at the regional and iwi levels. The 12 territorial authorities of the Waikato region, Environment Waikato, jointly coordinated a process in 2005 to identify regional-level community outcomes. The regional community outcomes process is called Choosing Futures Waikato.

A set of regional community outcomes has been identified for Councils, Government agencies, community organisations and the community as a whole to work towards.

The outcomes have been grouped under five themes:

#### Sustainable Environment

The Waikato Region values and protects its diverse, interconnected natural environments.

#### Quality of Life

The Waikato Region is a great place to live, providing the services and opportunities we need to live well.

#### Sustainable Economy

The Waikato Region balances a thriving economy with looking after it's people, places and environment.

#### Culture and Identity

The Waikato Region identifies with - and values - it's land, air, rivers and waterways, mountains, flora, fauna and it's people.

#### Participation and Equity

The Waikato Region builds strong informed communities and has a culture that encourages people and communities to play their part.

## part 3: matamata-piako district tomorrow

### 3.5 Working towards regional community outcomes

The Waikato Regional community outcomes are broader than Council activities and local issues. They encompass the overall social, economic, environmental and cultural wellbeing of the Waikato Region. These outcomes sit alongside and supplement local community outcomes identified within each local authority area. Their purpose is to help guide regional community stakeholders in planning and monitoring community wellbeing.

Government agencies, local Councils and community organisations will be encouraged to use the Waikato Regional community outcomes for guidance on the sorts of services they deliver to the Waikato Region.

Council's own community outcomes will contribute to the regional community outcomes. As part of the regional community outcomes process a working group including Matamata-Piako has been established called 'Monitoring and Reporting community outcomes' (MARCO). The purpose of MARCO is for Councils in the region to work together cooperatively to ensure that the best possible coordination for the gathering and sharing of information occurs. MARCO has developed a core set of indicators in conjunction with key stakeholders and will consider the gathering of information, data management, analysis and interpretation, and reporting so that this information can be reported to our communities in the most effective and efficient manner.

Councils, Government agencies, iwi, community organisations and other groups will be working together to make the Waikato Region the best it can be, now and in the future.

For further information about the Choosing Futures Waikato process, visit [www.choosingfutures.co.nz](http://www.choosingfutures.co.nz).

### 3.6 Growth trends

#### Population

Over the last ten years, the population of Morrinsville and Matamata has grown at a rate of just less than 1% per year, while the rural population has remained constant. This trend is expected to continue. This means that the total population of the district could grow from 31,200 to 37,000 by the year 2038. The populations

of Morrinsville and Matamata are predicted to grow to approximately 8,500 - 9,000 residents each, and Te Aroha to 5,000 people by the year 2038.

#### Households

There are less people living in each household. Currently, the average household size for the district's urban population is around two and a half people, and around three people for the rural population. There is currently a decrease in the number of people living in a household and it is thought that household size will continue to decline with the ageing population therefore increasing the number of houses. The number of households in urban areas is expected to increase from over 11,000 to 16,000 over the next 30 year period.

#### Dealing with the effects of growth

To increase the wellbeing of our community, the district needs to continue to grow. With growth comes pressure on the district's resources. It is Council's responsibility to manage these pressures in a way that avoids negative impacts on our environment, our economy, and our people.

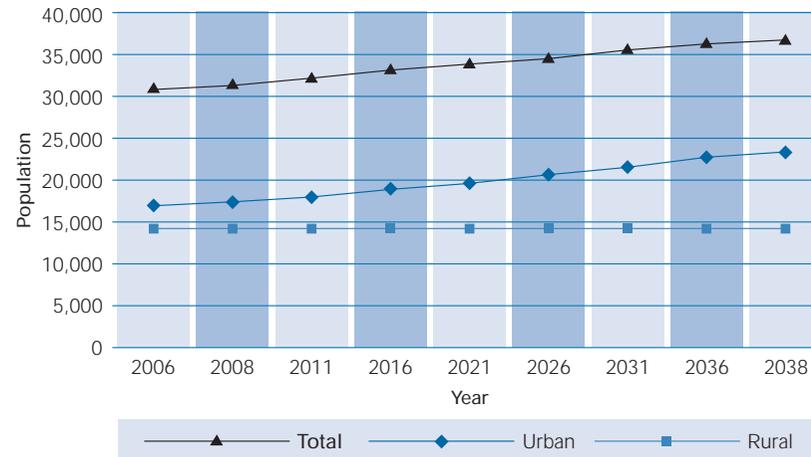
Council has prepared a Growth Strategy which provides guidance to ensure inconsistent or unplanned growth is avoided. It also identifies how much growth is anticipated for each zone (rural, residential, rural-residential, business and industrial), and the areas that must be preserved and protected. The strategy guides where growth can best be accommodated, and links land-use, with infrastructure, transport and funding.

These following growth population and household projections are based on the districts actual growth over the last ten years, as well as official Statistics New Zealand projections. As part of Council's Growth Strategy, monitoring and reviews of the population and household projections will be revisited annually based on information available through in-house processes such as the number of subdivisions and building consents granted. This information will also be reviewed every five years to coincide with national census data.

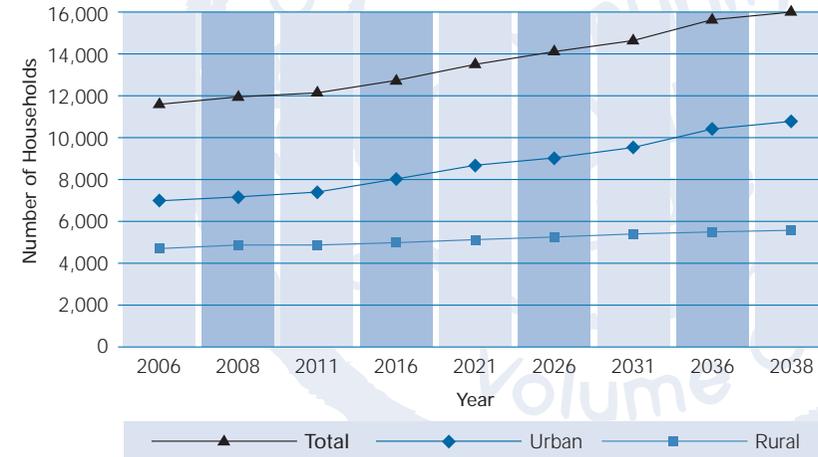
See Part 2, page 22 for further discussion on the Growth Strategy.

part 3: matamata-piako district tomorrow

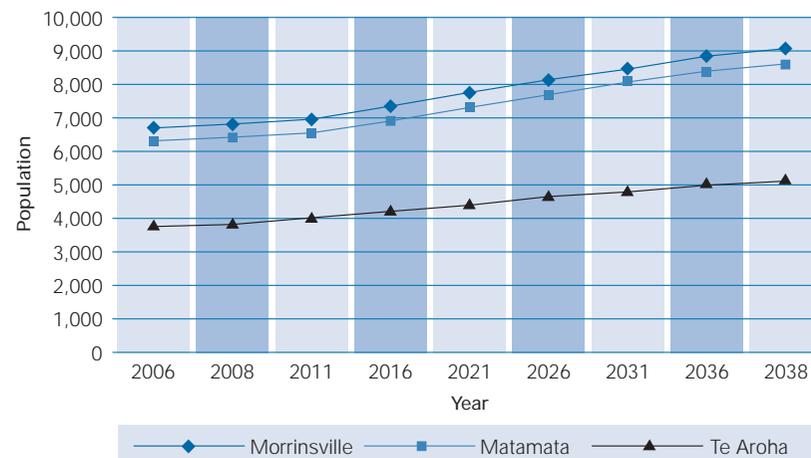
Projected Population



Projected Households



Projected Population of Urban Areas



Projected Average Household Size

