



te kaunihera ā-rohe o
matamata-piako
district council

MATAMATA-PIAKO DISTRICT COUNCIL

TE ARA RAUTAKI | STRATEGIC DIRECTION



MATAMATA-PIAKO

TŌ MĀTOU WĀHI NOHO | OUR PLACE.

CONTENTS

SECTION ONE: INTRODUCTION

- 3 Our Priorities and Vision

SECTION TWO: PRIORITIES

- 6 Priority One: A place with people at it's heart
- 9 Priority Two: A place to thrive and prosper
- 12 Priority Three: A place that embraces our environment
- 15 Priority Four: A place to belong and create



MATAMATA-PIAKO

TŌ MĀTOU WĀHI NOHO | OUR PLACE



TŌ MĀTOU WHĀINGA MATUA | OUR PRIORITIES (COMMUNITY OUTCOMES)

HE WĀHI KAINGĀKAU KI TE
MANAWA |
A PLACE WITH PEOPLE AT
ITS HEART



WHAT WE WANT

Support the wellbeing of
everyone in our community

HE WĀHI PUAWAITANGA |
A PLACE TO THRIVE AND
PROSPER



WHAT WE WANT

We are open for business

HE WĀHI E POIPOI AI TŌ TĀTOU
TAIAO |
A PLACE THAT EMBRACES OUR
ENVIRONMENT



WHAT WE WANT

A clean, green, environmentally
friendly district

HE WĀHI WHAKAPAPA,
HE WĀHI HANGAHANGA |
A PLACE TO BELONG AND
CREATE



WHAT WE WANT

A district that's easy to live
in, explore and connect

TŌ MĀTOU WHAKAKITENGA | OUR VISION

TŌ MĀTOU WĀHI NOHO | OUR PLACE



WE KNOW MATAMATA-PIAKO IS ALREADY A GREAT COMMUNITY TO BE A PART OF AND WE ARE WORKING TOWARDS 'OUR PLACE' BECOMING A COMMUNITY WHERE WE CAN ALL THRIVE.

Matamata-Piako District is vibrant, passionate, progressive where opportunity abounds.

The heart of our community is our people. And the people are the heart of our community.

We want our district to continue to be "our place". It needs to be easy to get around, economically thriving, environmentally sustainable, and with facilities and amenities that are something our communities can be proud of. A place that retains the "small town feel" even as we grow. Where people say "hi" to each other and have a sense of belonging within their community.

We have over 34,000 people calling Matamata-Piako home, and our current projections show steady population growth over the next 30 years.

And we're also diverse, with urban and rural communities, different ethnicities and a strong cultural base.

We want to ensure the district is a great place for all age groups. Our older residents have much to contribute to our community – and we want to harness this. We also want to make sure we cater to younger people, with opportunities for education, employment and to be involved within the community.

Already, Matamata-Piako has the key ingredients it needs to be one of the best places in New Zealand and the world to live, work and raise families. In our district, we now have a strong focus on vibrant and connected open spaces, good connections to other centres, inter-generational equity and housing affordability – things we know are important to people who live here.

And while Council continues to work hard on looking after the district assets we already have; we want to prepare and plan well for those things which will further improve the wellbeing of our community both now and into the future.

WE HAVE A VISION FOR OUR DISTRICT

BUT WE CAN'T DO IT ALONE

We have set out four, long-term priorities for Matamata-Piako over the next 30 years. These priorities reflect what your Mayor and Councillors are aspiring to for you, your family and your neighbourhood. We know that 30 years seems like a long way off, so we plan to revisit our strategy at least every 10 years.

Based on those priorities, we have identified areas of work for Council to focus on. We can't do it all as a Council. We need to recognise where we can lead, enable, partner or advocate. We invite you to consider how you might be part of this work because we all know we will achieve more by working together.

When we work in collaboration with our community, stakeholders, and partners, we get much better outcomes for Matamata-Piako. Shaping a district and doing it well can only be done together with people who live here and by working with groups that have a stake in our success. So we have purposefully put people at the heart of our thinking and at the heart of the priorities we have outlined here.

We also acknowledge that we have a specific obligation to achieve the economic, environmental, cultural and social aspirations of Iwi within of our district. We acknowledge the special place of Māori in Matamata-Piako's history and the important role Māori will play in building our district's future. These mana-enhancing relationships with Māori offer all of us opportunities.

This is our district. It belongs to all of us and together all of us will determine its future. Ensuring our district develops to its full potential is something we can and should do, as a community.



YOUR
IDEAS
MATTER

SECTION TWO: OUR PRIORITIES

PRIORITY ONE:

HE WĀHI KAINGĀKAU KI TE MANAWA | A PLACE WITH PEOPLE AT IT'S HEART



A PLACE WITH PEOPLE AT IT'S HEART

SUPPORT THE WELLBEING OF OUR COMMUNITY

EVERYTHING WE DO IS AIMED AT SUPPORTING THE WELLBEING OF OUR COMMUNITY



Every day Council makes decisions that impact the future of our district and the wellbeing of the Matamata-Piako community. A lot of the important work we do is in essential services like providing water services, roading and safe disposal of waste. And this won't stop! However, we do much more than that. There's lots of things we have to do, but alongside these there's lots of opportunities.

With people at the heart of everything we do, we also make choices about how to make our great district an even better place to be.

Through various submission processes people have told us the kind of district they want, and where they want the district to be in the future.

As we continue growing as a provincial centre, we have the game-changing opportunity to become 20-minute towns. 20-minute towns are about creating liveable neighbourhoods with local access to amenity that is important to residents. Our towns are geographically compact so we can achieve this with good planning.

It's also about linking existing destinations, facilities, places of work and education with safe walking, cycling and public transport connections so our residents can safely access most of the things they need within 20 minutes.

We want our children to be able to cycle safely to school and for people of all ages and abilities to easily access different towns, from one side of the district to the other – by whatever transport option they choose. We want people to live in lively, safe communities with shared identities and public facilities such as libraries, playgrounds and community hubs (e.g. sports/events centres) accessible to everyone.

It should be easy for us all to look after our mental and physical health by enjoying our district's green and open spaces, including walkways, tracks and cycleway paths and stunning places like Wairere Falls. By investing in cyclepaths and our walking and track networks,



and utilising our beautiful natural setting with the Kaimai Ranges as our backdrop, we will be able to create a district that our people can easily enjoy and explore.

But we'll also need improvements in public transport – so we'll work with partners like Waikato Regional Council to get better bus services that connect our district into larger centres like Hamilton and beyond. And we'll need to focus on delivering the amenities and services that build strong communities, both in our existing neighbourhoods and for our new ones (such as Lockerbie in Morrinsville), as well as supporting a mix of housing types, including affordable housing (working with others like Kainga Ora).

Putting people at the heart of everything we do means thinking about things as a whole - about people accessing health, education, Council facilities – in a nutshell, everything that comes together to make a "good life".

OUR ACTIONS

TŌ MĀTOU WHĀINGA | WHAT WE ARE GOING TO DO

- Prioritise community grants that enhance placemaking.
- Be the connector between our community, iwi, NGOs and government agencies.
- Create vibrant, welcoming town centres.
- Strive for liveable, accessible, connected neighbourhoods.



SECTION TWO: OUR PRIORITIES

PRIORITY TWO: HE WĀHI PUAWAITANGA | A PLACE TO THRIVE AND PROSPER



A PLACE TO THRIVE AND PROSPER

WE ARE OPEN FOR BUSINESS



WE STRIVE TO BE A COUNCIL THAT PUTS OUT “THE WELCOME MAT” FOR BUSINESS – ENSURING A HELPFUL AND SEAMLESS APPROACH TO ENABLE BUSINESS TO ESTABLISH HERE.



We want a district that offers jobs and opportunities for everyone. We are already home to some significant businesses across a range of sectors, bringing opportunities, jobs and investment, including for our young people. We are a place where people can thrive and prosper. Increasingly, our district is a place where people and businesses want to come, stay, and grow.

Matamata-Piako already has many advantages and an economy based around primary production, manufacturing and tourism. We are located in the middle of the country's 'Golden Triangle' between Auckland, Hamilton and Tauranga and we are located near the Ruakura development which will become an important logistics hub as the Waikato grows as transport linkages improve.

We are already working closely with central government, Iwi and our neighbouring councils like Hauraki, Waipa, Hamilton City to make sure our region continues to flourish. When Matamata-Piako thrives, our wider region thrives. So we'll continue to advocate for Matamata-Piako – every chance we get.

Our attractive lifestyle, based upon a vibrant district that's easy to live in, means more and more people want to be here. Young people are now coming to our district (and in some cases, returning home) to find good jobs, buy homes, raise families and become part of our community. This, along with mana whenua, add a valuable diversity to Matamata-Piako which brings opportunities and benefits for everyone.

We want Matamata-Piako to continue to build on its growing reputation as a key provincial hub within the golden triangle. We need the infrastructure and support services in place to nurture and promote sustainable businesses that add value to our district. We want to actively create opportunities for our people to thrive in their jobs, careers, and lives so they can leverage the wonderful lifestyle and opportunities our district has to offer.

OUR ACTIONS

TŌ MĀTOU WHĀINGA | WHAT WE ARE GOING TO DO

- Seek opportunities to realise Matamata-Piako's economic potential .
- Support and encourage quality, sustainable, varied development.
- Invest in the right infrastructure at the right time.



SECTION TWO: OUR PRIORITIES

PRIORITY THREE:

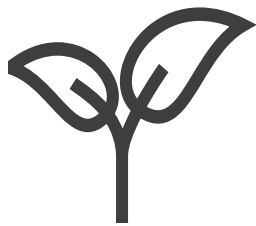
HE WĀHI E POIPOI AI TŌ TĀTOU TAIAO | A PLACE THAT EMBRACES OUR ENVIRONMENT



A PLACE THAT EMBRACES OUR ENVIRONMENT

A CLEAN, GREEN, ENVIRONMENTALLY FRIENDLY DISTRICT

WE'LL PROMOTE BECOMING A SUSTAINABLE COMMUNITY BY CHALLENGING THE WAY WE DEVELOP AND HOW WE LIVE WITHIN OUR DISTRICT.



We love our environment and are committed to protecting it for future generations. We embrace our individual and collective roles as kaitiaki (caretakers) of our land, water and air.

Together, we honour, enhance and protect taonga (treasures) like the Maunga. We want to see a green, clean district and actively embrace sustainable use of natural resources such as our water.

We want to enhance our beautiful open green spaces like Te Aroha Domain and Morrinsville Recreation Grounds, which are valued so highly by our local communities. And it's important we continue to minimise our impact on the land by partnering in improving waste minimisation practices. We are committed to educating and promoting to our communities' waste practices that are mindful of our environment through initiatives like recycling, composting and worm farming.

We want to continue to plan well for the future so we can focus on designing new neighbourhoods in a way where our natural environment can exist in harmony with new homes and services and link into existing areas of the town well.

We will promote stronger, safer networks of alternative transport which offer people real choice while caring for our environment. We want to do it right together, so our district will get better over time and we can leave a legacy we can all be proud of.



OUR ACTIONS

TŌ MĀTOU WHĀINGA | WHAT WE ARE GOING TO DO

- Educate and exemplify continuous improvement in waste minimisation.
- Create and maintain green and natural and open spaces.
- Demonstrate and advocate for climate friendly and community resilient initiatives.



SECTION TWO: OUR PRIORITIES

PRIORITY FOUR:

HE WĀHI WHAKAPAPA, HE WĀHI HANGAHANGA | A PLACE TO BELONG AND CREATE



A PLACE TO BELONG AND CREATE

A DISTRICT THAT IS EASY TO LIVE IN, EXPLORE AND CONNECT

WE WANT TO STRIKE THE BALANCE BETWEEN A DISTRICT SMALL ENOUGH TO ENJOY A STRONG SENSE OF COMMUNITY YET BIG ENOUGH TO BE VIBRANT, INTERESTING AND ABUNDANT IN OPPORTUNITY.



Our district should support a thriving visual arts and performance scene through our local theatres, public art, sculptures like Herd of Cows Morrinsville. The development of an proposed arts strategy and our placemaking initiatives are testament to our commitment to the arts space as a core part of community wellbeing.

We want to make sure our district provides opportunities for all our people to play and have fun - whether it be through organised sport, local playgrounds, events, or our visitor destinations.

A fun district should have something for everyone whether you want to join a local choir or the local quiz team - we want all of us to have something to do and be part of. Market days and local events are an important part of the social fabric of any community. We want to build on our growing reputation for hosting local and regional scale events; events that bring economic benefit, that residents love, and that bring people from the wider region into our area.

All of these things add to the sense of community we all value about Matamata-Piako. We have already invested in event facilities like Silver Fern Farms Event Centre, Matamata-Piako Civic and Memorial Centre and are home to key visitor destinations such as Hobbiton, Wairere Falls and Hauraki Rail Trail.

We'll continue to embrace the outdoors, not just the Kaimai Ranges but places like Hawes Bush in Waharoa, and our sports grounds.



These facilities provide locals and visitors with memories and experiences that keep people entertained and wanting more. They drive interest and appreciation in our district. They make living here fun. There's lots to do in Matamata-Piako, but there's also quiet spaces for our community. Whether it's lying under a tree in a local park, taking in the views of the mountain ranges or discovering our past at Firth Tower, we invest in spaces where our people can relax, rest and reflect.

OUR ACTIONS

TŌ MĀTOU WHĀINGA | WHAT WE ARE GOING TO DO

- Genuine partnership with mana whenua.
- Partner and plan for multi-purpose sporting, cultural and community hubs.
- Support arts and heritage as an important part of our communities.

