

Our District

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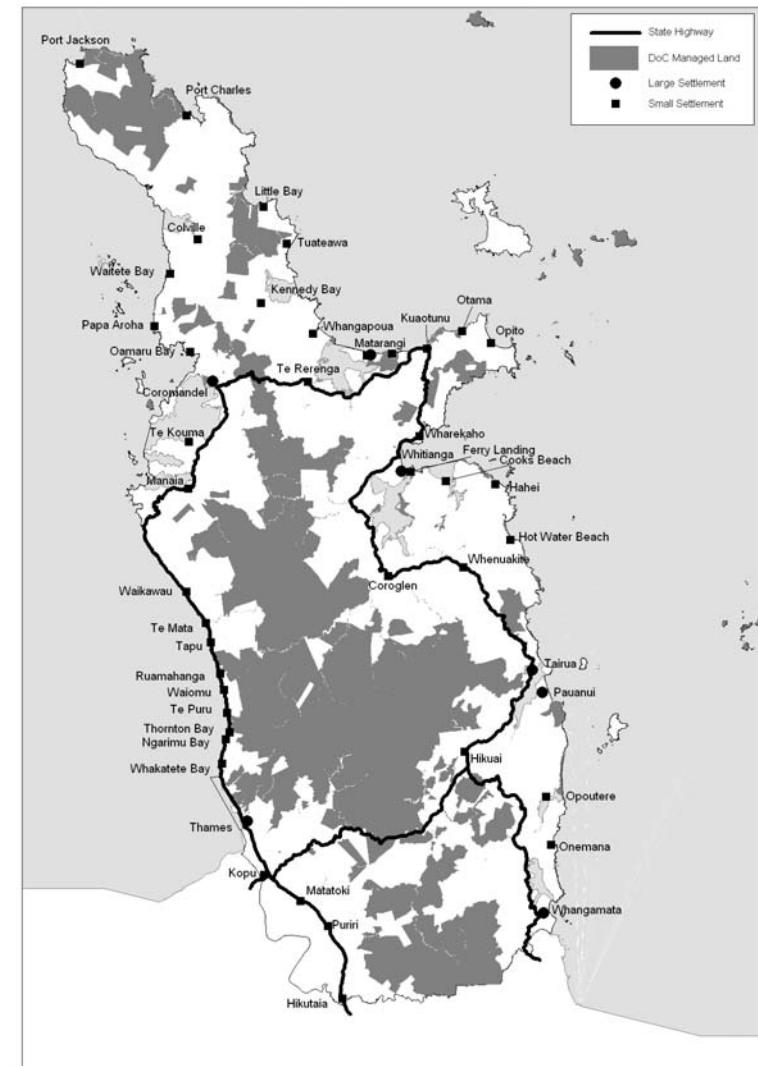
An Overview of Our District

The Thames-Coromandel District is world famous for its beaches and spectacular scenery. As the majority of the District is located on a narrow peninsula with a dividing mountain range down the middle, it has dramatic coastlines, bush views, rivers and surf beaches that make it an attractive holiday and tourist destination as well as a relaxing and beautiful place to live. Close to half of the District is made up of Department of Conservation or Crown land providing a constant backdrop of native bush, and large parks and reserves for recreational pursuits.

Due to its proximity to the larger more urbanised centres of Auckland, Hamilton and Tauranga, it is a popular destination for a large number of local visitors, many of whom own holiday homes or 'part-time' residential properties here. Roughly, half of all the properties in the District are owned by people who visit occasionally or who, increasingly, live here on a part-time basis.

The District is an excellent place for a summer holiday by the beach with a full calendar of musical, sporting and other cultural events. This means that the District experiences huge population growth at the Christmas and New Year period that is an average of five times the usual population. In some areas, such as Matarangi, this peak population increase can be as high as 26 times the usual number of residents! It can be a challenge providing services to cope with this short but busy time. In particular, many parts of the District experience water supply issues over the summer period.

The Thames-Coromandel District must somehow juggle the competing priorities of making the District an attractive place to live and work for the numerous and diverse small communities spread along both the Eastern and Western seaboard, while at the same time being prepared for rapid growth and the demands and expectations of people who will live here in the future. The pressure of growth and development on the natural environment is a particular area of concern.



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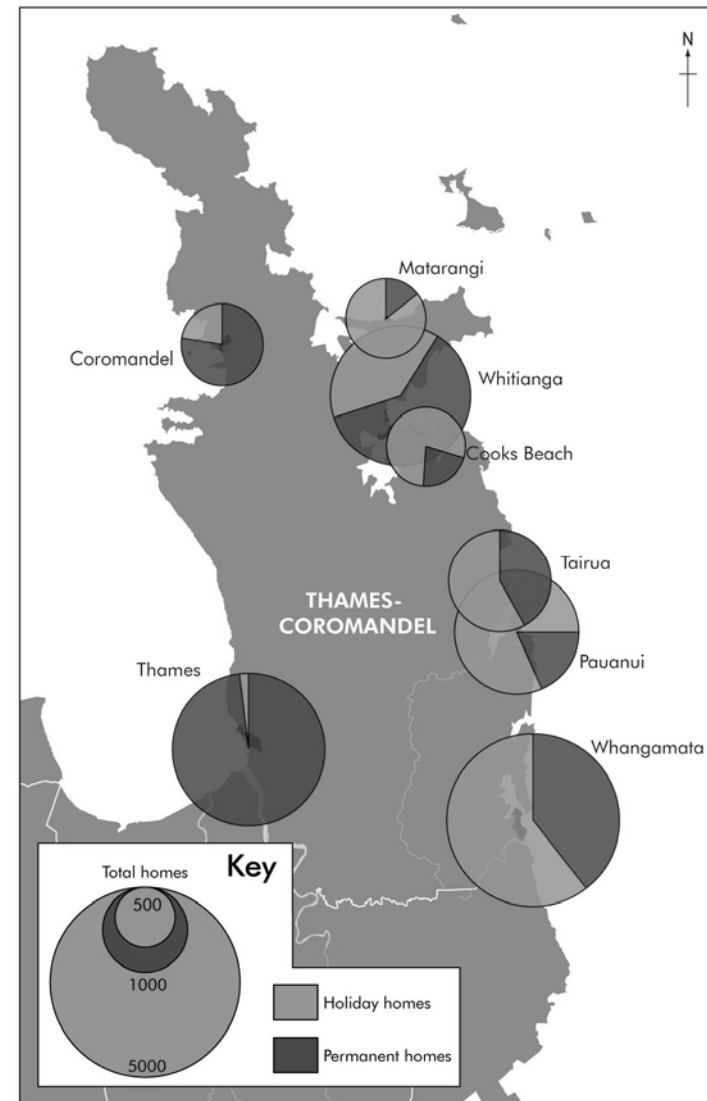
It is significant that while the District is made up of over 50 very diverse settlements and communities including a large proportion of 'part-timers', what unifies the people of the area is their love of its scenic beauty and desire to protect and enhance the natural environment.

The communities here feel strongly about protecting and preserving the special character of the District and the natural environment, and this has emerged as a key theme of the community outcomes that have been identified for the District. This means that managing growth and development and providing key infrastructural support for environmental protection are priorities and consequently are key areas of focus for this Ten Year Plan.

Although New Zealand's population as a whole is ageing, the population of the Thames-Coromandel District is older than the national average, reflecting its attractiveness as a place to retire. This is a factor for consideration in the provision of services as the District is likely to have a much higher than average number of retired people in the future.

There are also fewer young people living in the District than in the rest of New Zealand and personal income levels are lower than national averages. So making choices that are affordable and careful prioritisation of Council provision is an important concern for the District.

Economically, the District has some reliance on businesses associated with the tourism industry such as accommodation, restaurants, cafes and retailing as well as the primary sector with businesses such as agriculture, forestry and fishing. Exploring opportunities in the aquaculture and eco-tourism industry are possible options for improving the Districts economic outlook that are in keeping with protecting the Peninsula.



Main Urban Areas

Growth Ahead

The Thames-Coromandel District is expecting considerable growth in the next ten years, which is set to continue well past the period of this plan, reaching an estimated 30, 203 full-time residents by 2029. From an estimated 22,000 homes in 2006 to 32,344 in 2029. With the largest growth being the 'part-time' resident population, it is important that the community plan well for the future. The overall sustainability of communities and local business will be an issue as the percentage of residents living permanently in some communities is projected to drop to as low as 25% in some areas.

This section has described the Coromandel Peninsula as it is now. The next section describes our communities' aspirations for the future of the Peninsula.

Our Community Aspirations (Community Outcomes)

Community Outcomes

Community Outcomes describe the vision the community has for the District. They are statements about what the community wants to achieve now and in the future.

A way to view community outcomes is that they are 'things that the community thinks are important for its wellbeing' or things that describe what the community would like to be or to become. Different communities may frame their desired outcomes in different ways, identifying values they believe to be important or different visions for the future based on their own local resources, wants and needs.

In a sense, Community Outcomes allow local communities to define what they think is good for their economic, social, cultural and environmental wellbeing and are an expression of what their values are.

Why do we Have Them?

Community Outcomes were formally developed as a result of amendments to the Local Government Act 2002, which set out to improve the way that all local authorities engage with their communities. This should ensure that what communities want is reflected as much as possible in what the Thames-Coromandel District Council and other groups and organisations deliver.

Identifying Community Outcomes help to promote better co-ordination and application of community resources and inform and guide priorities for activities undertaken by local authorities and other organisations. It means that all groups can move in the same direction together to achieve results. The role of the Council is to facilitate the contribution other councils, government agencies, local organisations and the business sector make to the outcomes and priorities identified by the

community. These outcomes are intended to inform the development of local authority planning and co-ordinate the activities and planning of all sectors of the community. The Community Outcomes should inform, therefore, the key strategic planning documents of the Council (like this Ten Year Plan) by influencing decision-making and ultimately what is delivered.

What are the Community Outcomes of the Thames-Coromandel District?

The Community Outcomes for the District are outlined below. The statement in bold sums up the overall desire of where we want to be in the future. Each outcome statement is accompanied by an 'icon' - this is to help easily show the links to our outcomes in other parts of this Ten Year Plan. The paragraph that follows helps to explain why the statements are important.



Our communities are healthy, cohesive, caring and supportive.

A strong, caring and healthy community benefits everyone. People need to feel they belong and can contribute. We must continuously respond to the changing needs of our communities.



Our local economies reflect the spirit of the Peninsula.

Our communities refer to the 'Spirit of the Peninsula' to mean many things, especially the strong links to the natural environment and the local community atmosphere. The majority of businesses in the community are small to medium in size and are predominantly in the primary and services industries. Opportunities exist for value added enterprises that create sustainable employment.



Our communities recognise and value the natural environment.

The natural environment of the Peninsula is of such importance it must be protected for future generations. The pressures of growth and development need to be carefully managed so that the Peninsula's unique values and qualities are not lost.



The diversity and character of our communities and the uniqueness of the Peninsula is a valued part of our lifestyle.

Here are over 50 communities and settlements on the Peninsula. Each has its own distinctive character and diversity as a result of the history, the environment, the landscape and the people that live there. By embracing this diversity, we can build on the strength and pride each community contributes to the character of the Peninsula.



The needs of both local and visitor communities are met through sound planning, ahead of growth and development.

The proximity of the Peninsula to large cities has resulted in rapid growth and associated pressures, which are expected to continue. It is recognised that sound planning across all sectors of our communities is essential to meet the needs of both local and visitor populations.



The Peninsula's long and rich history is valued and preserved.

Our long and rich history is an important part of the identity of the peninsula. We must have a co-ordinated approach to the preservation our history so that it remains for future generations.



The natural values of our coast and beaches are respected and enhanced.

Being surrounded by such diverse coastline and the recreational opportunities that come with it, there are compelling reasons why the majority of people live on or visit the Peninsula. Our communities want the natural beauty and the clean beach environment retained and wants to see these values respected. Increased use of our beaches and coastal environment creates pressures that can have negative impacts unless carefully managed - everybody must take individual and collective responsibility.

How Our District Identified Community Outcomes

Work began on developing a set of Community Outcomes that were relevant to this community back in 2005. A range of techniques were employed to canvas the opinions of as many people, organisations and local community groups as possible. Some groups that contributed were specifically targeted to provide input as we know they had already been responding to identified community needs but many different people had a say from all walks of life. It was important that the outcomes that were developed represented the whole community.

A project called 'Choosing Futures' was also designed to assist all councils in the Waikato region to determine their own Community Outcomes in a way which in turn enabled a set of regional Community Outcomes to be identified.

A number of different strategies were employed by the Council to develop outcomes for the District, including a further round of workshops at Hikuai, Whitianga, Coromandel and Thames. In particular, the community planning process was a key building block in the early stages of identifying a place to start in establishing what the District as a whole saw as important. Communities used a wide variety of methods in developing their plans such as workshops, meetings, surveys and open days. These plans are also now used to inform several other planning processes as key documents for understanding local wants and needs.

The Community Outcomes were finalised and launched in February 2006.

The Local Government Act 2002 requires councils to review the Community Outcomes every six years to make sure that they are always relevant and up-to-date. This is very important since much of the decision-making and planning the Council does is developed from these outcomes.

How We Will Work With Others to Achieve Community Outcomes

The Council's first task has been to establish what people value for their future and what they want for themselves, their communities and their District. The 'community' includes Iwi, stakeholder groups, businesses, government, agencies, regional agencies and people across all sectors.

In developing the Community Outcomes, participants identified the key organisations, agencies and groups who may be able to help the community progress toward achieving the District Community Outcomes. The next step is to develop a 'Community Outcome Framework' that will set out how we can work together to achieve them. In doing so, the community must also decide to what extent it wants various organisations, groups and agencies to bring about that vision and must understand and accept the cost implications of that. Any potential role that these groups may have in the delivery of these outcomes does have a dollar cost attached to it and the community needs to determine how much of this it is prepared to pay for.

Making progress towards achieving the Community Outcomes will need to be a collective effort; it is not only up to the Council. Importantly, regardless of financial constraints, it must also be determined whether it should be the role of local government, which is ratepayer funded, to address issues which have traditionally been the role of central government.

Some issues that have been discussed for potential Council involvement such as labour market shortages, affordable housing and domestic violence, are underpinned by a raft of complex factors which may be beyond the influence and expertise of local government. Any expansion of the Council's role into such areas can only be pursued with the clear mandate of the community and with the assurance that the Council has the expertise to maximise the application of community resources and / or funds in this area.

The Council already engages with a number of key community groups, regional and government organisations, the private sector and Iwi through specific projects like the Coromandel Blueprint project. This has been an invaluable experience in developing a multi-party project structure and has proved the benefits of working together. Council will look to take advantage of similar opportunities to work with others to ensure synergies are realised.

It is important to recognise that the Council's work programme over the next ten years is set to make a very large and valuable contribution to many of the Community Outcomes in relation to safeguarding the environment and promoting a safe and healthy community. The infrastructural works planned have a significant impact on Community Outcome delivery by protecting our environment and ensuring that we have clean water and sanitary living conditions. Assessments of the impact the current programme of activities has on Community Outcomes and to what extent the community benefits from Council activities, can be found in the Our Business section.

Once a Community Outcomes framework has been developed which outlines the role that various groups will take and we know what things should be worked on first, progress can be made toward achieving the vision. The Council, in particular, may be able to contribute in many ways that do not involve funding costly programmes or service provision such as through strategic brokering, advocacy, lobbying central government or forming partnerships with other key government agencies to make things work more efficiently. One of the benefits of working this way is that it means a variety of organisations and community groups, possibly including central government agencies, can pool resources and ideas and tackle complicated problems to bring about societal change that is very difficult for any one group on its own. The Council is looking forward to exploring some of these options with other providers in the future.

On behalf of the District, the Council will also continue to monitor and report on progress toward achieving the Outcomes and will provide information to help other agencies and organisations with this work.

'The Council's Contribution' section in this Ten Year Plan describes the role that the Council proposes to take in helping progress the Community Outcomes over the next ten years.

Monitoring Our Success

Community Outcomes - We'll Know We're Succeeding When...

Many groups are working hard to try to achieve our community aspirations. In order to know how much progress we are making, the Council, on behalf of the Thames-Coromandel communities, checks progress. This enables the community to see how it's going in working towards the achievement of the Community Outcomes and where it might need to place more emphasis and effort.

Every three years the Council is required to report on the progress made by the community in achieving the District Community Outcomes to ensure that we are on the right track; such progress will be reported in a Community Outcomes Monitoring Report. This monitoring involves the collection of a range of information to indicate how we are going towards achieving our outcomes. We sent out a questionnaire to all people who helped us identify the outcomes initially. We did this to get their feedback on whether our proposed approach to monitoring was suitable and relevant. Our draft was amended as a result of this feedback. We have listed the information we will obtain for each Community Outcome priority area below. Effective monitoring provides information for future community decision-making. The Council will also monitor its own progress towards achieving the Community Outcomes via key performance documents such as the Annual Report.

In monitoring the Community Outcomes, we will be able to see what trends are happening. We will know we are succeeding when these trends are moving in a positive direction - towards the desired result for the Outcomes.

Community Outcomes Monitoring Summary

Our outcome sought:



Our communities recognise and value the natural environment

We will assess progress by measuring the following community priority areas:

Area of Focus	Measures
<p>The Peninsula's distinctive natural landscape is retained.</p>	<ul style="list-style-type: none"> • Percentage of land in District covered by native bush. • Percentage of residents who believe that the Council should enforce its rules and laws to make sure that the environment is well looked after. • Percentage of District land protected through Queen Elizabeth II Trust (QEII) covenants. • Percentage of residents' opinions of whether or not urban sprawl/subdivisions threatens the natural environment. • Percentage of residents' opinions that Government restrictions on the use of private property are necessary so that the environment will not be harmed. • Percentage of residents satisfied with the amount of protection given to special landscape features.
<p>Our natural ecosystems are recognised and enhanced.</p>	<ul style="list-style-type: none"> • Perception of whether or not activities are damaging the air quality in the Waikato region. • Top three activities perceived to be damaging air quality in the Thames-Coromandel District. • Global air quality (measured via the total per year estimated emissions of six green house gases). • Soil quality (soil erosion for the Thames-Coromandel District). • Regional ground water quality (only available at the Waikato region level). • Percentage showing residents' level of concern with water pollution from town areas in the Thames-Coromandel District. • Percentage showing residents' level of concern with water pollution from farmland in the Thames-Coromandel District. • Percentage of residents who believe that water quality in streams should be protected even if that means businesses have to bear the expense of meeting environmental standards. • Percentage of residents agreeing or disagreeing that farming agricultural land at maximum productivity is acceptable, even if it results in polluted waterways. • Percentage of residents satisfied with the way the community treats 'natural assets' (these might include rivers, streams and bush land).

<p>Our catchments are protected through good land management.</p>	<ul style="list-style-type: none"> • Percentage of residents agreeing or disagreeing that livestock should be allowed to enter waterways on farms. • Waikato regional initiatives in place to help protect waterways from farming pollution.
<p>Our waterways are clean and healthy.</p>	<ul style="list-style-type: none"> • Percentage of stream water samples meeting standards and guidelines for safe swimming and ecological health. • Level of satisfaction with the quality of local rivers and waterways. • Percentage of residents of the opinion that treated human sewage is a major cause of waterway pollution. • Percentage of residents of the opinion that pollution in the region's rivers and streams comes mainly from farmland.

Our outcome sought:



The natural values of our coast and beaches are respected and enhanced

We will assess progress by measuring the following community priority areas:

Area of Focus	Measures
<p>The negative impact of people is minimised.</p>	<ul style="list-style-type: none"> • Percentage of samples from coastal bathing beaches that met or exceeded guidelines for excellent, satisfactory, or unsatisfactory water quality for contact recreation. • Percentage of concern regarding loss of natural character of region's beaches through development. • Percentage of residents and ratepayers who believe that dunes at the beach are important. • Percentage of residents satisfied that the impact from development on the coastline is adequately managed and minimised. • Percentage of residents satisfied with the appreciation of the natural value of the coast.
<p>Appropriate coast and beach access and facilities are provided.</p>	<ul style="list-style-type: none"> • Percentage of residents and non-resident ratepayers satisfied with boat ramps and launching facilities in the District. • Percentage of residents and ratepayers' rating of easy access to the beach in the District. • Percentage of residents and ratepayers visiting any beach in the District.

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Our outcome sought:



Our communities are healthy, cohesive, caring and supportive

We will assess progress by measuring the following community priority areas:

Area of Focus	Measures
We protect and support our communities, families, the vulnerable and those at risk.	<ul style="list-style-type: none"> • Waikato District Health Board key health issues in the Thames-Coromandel District. • Percentage of new problem gambling clients per year. • Regional crime recorded per year (only currently available at the Waikato region level). • Percentage of residents satisfied with the range of health services provided in the District. • Percentage of residents satisfied with the amount of support available to those within the community from networks and agencies. • Avoidable mortality rate. • Percentage of residents who felt there had been a time in the last year when they wanted to go to a GP but didn't, and why.
Young people are involved in decision-making that affects their future.	<ul style="list-style-type: none"> • Number of high schools in the District that participate in career education programmes. • The number of Youth MPs/Maori Youth MPs for the District.
Communities are culturally enriched, active and informed.	<ul style="list-style-type: none"> • Number of sports clubs in the District. • District voter turnout at general and local elections as a percentage of population and enrolled voters. • Percentage of residents that believe they have good work/life balance. • How often residents exercise for 30 minutes or more. • Percentage of residents leaving school with no formal qualification. • Percentage of residents and non-resident ratepayers satisfied with the sufficiency of information supplied by the Council.
We have healthy, affordable housing.	<ul style="list-style-type: none"> • Average rent in the District as a proportion of average income. • Percentage of households in owner occupied private dwellings. • Lower quartile house price in each settlement as a proportion of lower quartile income.

<p>The contributions of our volunteers are recognised and supported.</p>	<ul style="list-style-type: none"> • Percentage of satisfaction with the level of volunteer support within Peninsula communities from friends, family, neighbours. • Number of nominations for Council community service awards.
<p>Our communities are safe (including adequate law and regulation enforcement).</p>	<ul style="list-style-type: none"> • Number and type of criminal offences reported to Police in the Waikato region per year (only available at a regional level). • Number of complaints received by Council about dogs. • Percentage of perceived levels of safety in each individual community day and night.

Our outcome sought:



The diversity and character of our communities and the uniqueness of the Peninsula is a valued part of our lifestyle

We will assess progress by measuring the following community priority areas:

Area of Focus	Measures
<p>We have strong community leadership.</p>	<ul style="list-style-type: none"> • Percentage of residents who have had involvement in a public meeting/action in the last year. • Percentage of residents that are confident in the decisions that Thames-Coromandel District Council and Environment Waikato make for the District.
<p>We live in attractive towns.</p>	<ul style="list-style-type: none"> • Percentage of residents and non-resident ratepayers satisfied with the image of the closest town centre.
<p>We have pride in our communities.</p>	<ul style="list-style-type: none"> • Percentage of residents that feel a sense of pride in the way the District looks and feels. • Percentage who feel that their community values the uniqueness of the Peninsula. • Residents' level of happiness with their overall quality of life. • Percentage of residents satisfied with the unique or special character of the Peninsula's towns. • Percentage of residents who believe that their community is a place where young people can imagine building a life.

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<p>We support and encourage arts and cultural activities.</p>	<ul style="list-style-type: none"> • Percentage of satisfaction with cultural facilities and opportunities within the District. • Number of book issues per year at District libraries. • Percentage of residents and non-resident ratepayers personal satisfaction with District public libraries. • Percentage of satisfaction with proximity to cultural facilities. • Percentage of residents that agree or disagree that the cultural facilities and events in their community adequately represent the cultural diversity of the District. • Percentage of residents who believe others within their community are knowledgeable and show respect for the diverse cultures of District residents.
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Our outcome sought:



The Peninsula's long and rich history is valued and preserved

We will assess progress by measuring the following community priority areas:

Area of Focus	Measures
<p>Our heritage buildings and sites are preserved.</p>	<ul style="list-style-type: none"> • Number of heritage buildings and heritage sites listed on the Historic Places Trust register and in the Thames-Coromandel District Council District Plan. • Percentage of residents who feel there is enough protection given to District significant natural sites.
<p>We have a co-ordinated and supportive approach to heritage preservation.</p>	<ul style="list-style-type: none"> • Number of District organisations/individuals that are members of the 'Heritage Hauraki/Coromandel Group'.
<p>Our oral, written and physical heritage is identified, collected and preserved.</p>	<ul style="list-style-type: none"> • Percentage of residents who believe that the District does a good job of protecting and valuing the history of the area.

Our outcome sought:



Our local economies reflect the spirit of the Peninsula

We will assess progress by measuring the following community priority areas:

Area of Focus	Measures
<p>We support new and existing business opportunities and sustainable employment.</p>	<ul style="list-style-type: none"> • Number and types of businesses in the District. • Number of employees in different industries within the District. • Capacity and occupancy of visitor accommodation within the District. • The District unemployment rate.
<p>We support tourism that enhances and protects our natural environment.</p>	<ul style="list-style-type: none"> • Number of visitors to the District per year. • Percentage of residents who believe that environmental protection and economic growth go hand-in-hand. • Percentage of residents who believe that businesses should be obliged to treat the environment well. • Number of businesses in the District that have Green Globe accreditation.
<p>We encourage the co-ordinated and professional approach to key events and promotions.</p>	<ul style="list-style-type: none"> • Number of events in the District organised by Tourism Coromandel annually.

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Our outcome sought:



The needs of both local and visitor communities are met through sound planning, ahead of growth and development

We will assess progress by measuring the following community priority areas:

Area of Focus	Measures
Our communities are involved in consultation and partnerships.	<ul style="list-style-type: none"> • Number of local community plans. • Percentage of residents and non-resident ratepayers satisfied with Thames-Coromandel District Council consultation and community involvement. • Number of submissions received to key Council community/planning documents (i.e. Thames-Coromandel District Council Ten Year Plan 2009-19).
We have quality infrastructure and services (including health and education).	<ul style="list-style-type: none"> • Percentage of residents satisfied with their proximity to schools and educational facilities throughout the District. • Percentage of residents satisfied with accessibility of health services throughout the District. • Percentage of residents satisfied with the availability of schools (primary and secondary) throughout the District. • Number of doctors per head of District population.
Our energy and communication systems are adequate, reliable and innovative.	<ul style="list-style-type: none"> • Number of District households that can access high speed telephone and internet services.
Our transport networks are reliable, safe and innovative.	<ul style="list-style-type: none"> • Number of state highway road closures throughout the District per year. • Total number of fatal road traffic crashes throughout the District per year. • Total number of road traffic crashes resulting in injury within the District per year. • Percentage of residents and non-resident ratepayers satisfied with District footpaths. • Percentage of residents and non-resident ratepayers satisfied with roads in the District.

Area of Focus	Measures
<p>We have efficient and effective water and waste services.</p>	<ul style="list-style-type: none"> • Number of reticulation shutdowns throughout the District per year resulting in loss of supply with regard to contractual timeframe targets. • Percentage of wastewater resource consents breached in the District per year. • Percentage of residents and non-resident ratepayers satisfied with District sewerage systems. • Percentage of residents and non-resident ratepayers satisfied with District stormwater services, water supply, public toilets. • Percentage of hydrants meeting New Zealand Fire Service code of practice. • Number of wastewater blockages per 1000 District household connections.
<p>We reduce, reuse and recycle waste.</p>	<ul style="list-style-type: none"> • Average kgs of waste to landfill per year per District household. • Top five actions residents have taken to protect the environment (with the percentages of residents taking those actions). • Percentage of residents and non-resident ratepayers satisfied with current rubbish collection throughout the District.
<p>Our parks, reserves, sport and active recreation facilities are provided, maintained and developed to meet future growth.</p>	<ul style="list-style-type: none"> • Number of people using Coromandel Department of Conservation camping grounds. • Percentage of residents and non-resident ratepayers satisfied with District parks and reserves. • Percentage of residents satisfied with recreational facilities and opportunities in District settlements. • Percentage of residents satisfied with their proximity to recreational facilities throughout the District.
<p>Our communities are prepared for emergencies.</p>	<ul style="list-style-type: none"> • Number of flood management plans in place for the District. • Percentage of District households prepared for a civil defence emergency (survival kit and plan). • Number of civil defence awareness campaigns per year.

