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Vision and Strategy for the Lakes of the Rotorua district



Whāia te pae tawhiti kia tata, whakamaua te pae tata kia tīna!

Strive for your long term objective so that it may draw closer, once within reach grasp it!



ROTORUA TE ARAWA LAKES PROGRAMME

Vision and Strategy for the Lakes of the Rotorua district

INDEX



“ I think the lakes have a beautiful heart inside them and inside there’s a good heartbeat ”

Patricia Waugh Lake Rotoma School

Index

Foreword	v
Whakapapa - background	vi
Haere i mua whakakotahi – moving forward as one	vii
Reach of the strategy	1
Setting for the strategy	2
Our vision	3
What does the vision mean?	3
What the community told us	3
Ways to deliver the vision of the strategy – what the community told us	4
How will we work together?	8
Guiding principles	8
Delivery of the strategy	9
Life of the strategy	10
Connected	11
Key focus areas	11
Iconic	16
Key focus areas	16
Prosperous	20
Key focus areas	20
How do we know if the strategy has been successful?	25
Future legacies of the strategy	26
Glossary	27



Mihimihi

Toitū te Wai, Toitū te Whenua, Toitū te Tangata

Tihē Mauri Ora

Te Arawa wai Maori

Te Arawa wai Karekare

Te Arawa wai Marino

Te Arawa wai Wera

Te Arawa wai Ora

Te Arawa wai Ariki

Anei ngā taonga tuku iho

Ā Te Arawa ki te motu

Whano Whano

Houa mai te Wai Tapu

Haumi e! Hui e!

Taiki e





Foreword



The Rotorua Te Arawa lakes are important to our district, they are important to our region and they are important nationally. They are our key tourism attraction for this area. They are often regarded as the jewels in our crown.

Kevin Winters

Mayor Rotorua District Council and Chair Rotorua Te Arawa Lakes Strategy Group



For Te Arawa particularly, the lakes are part of us.

The lakes are important to us historically, traditionally and also in terms of the future and “the future wealth” they can bring to this region in helping the development of our economy.

The Mauri and what it means to me is that we have a responsibility that we ensure the lakes are in a state of preparedness to assist our people to live.

Toby Curtis

Chairman Te Arawa Lakes Trust



The lakes are an important environmental and economic asset. We need to make sure we are protecting our lakes and using them in a sustainable way.

For me the vision of the Rotorua lakes means that we continually undertake work to ensure our lakes are as clean as can be.

John Cronin

Chair Bay of Plenty Regional Council



Whakapapa - Background

In 1998 a Lakes Strategy Working Group comprising the Chairman of the Te Arawa Māori Trust Board, the Chairman of Environment Bay of Plenty and the Mayor of Rotorua District Council began developing a Lakes Management Strategy. This was an important step in addressing problems arising from the lack of coordination between those involved in managing the lakes.

The purpose was to provide an agreed vision for the lakes of the Rotorua district, unite efforts and focus resources to achieve that vision.

In August 2000, the Lakes Strategy Working Group adopted the original Strategy for the Lakes of the Rotorua district. That document set out why people value the Rotorua Te Arawa lakes, their concerns and a vision for the future of the lakes.

The lakes of the Rotorua district and their catchments are preserved and protected for the use and enjoyment of present and future generations, while recognising and providing for the traditional relationship of Te Arawa with their ancestral lakes.

In preparing the original Strategy, individuals and organisations across the district were asked what they wanted to see achieved for our lakes catchment. They were asked to identify goals for the future, and what could be done to protect our lakes.

The status and importance of the original Strategy was formalised through the Deed of Settlement¹ and the Lakes Settlement Act². In that Act, a joint committee called the Rotorua Te Arawa Lakes Strategy Group (the Group) was established between Rotorua District

Council, Te Arawa Lakes Trust and the Bay of Plenty Regional Council. This Group is charged with providing leadership in relation to implementing the vision.

The original Strategy is now over twelve years old and although the vision is as relevant today as it was, relationships, knowledge and innovation have evolved since the Strategy was developed. Achievements and gains have been made. Partnerships are strengthening and developing.

Me huri whakamuri, Ka titiro whakamua-

In order to plan for the future, we must look to the past





Haere I mua Whakakotahi — Moving Forward as One

This Strategy updates the original Strategy approved in 2000. It builds on the commitment of partner organisations to provide an integrated and holistic direction for the management of the lakes catchment.

The community have been involved in the scoping of the Strategy which provides a pathway of what the community and partner organisations want to achieve and a framework for action.

The purpose of the Strategy is to achieve the original vision and work under an overarching goal of co-management³.

The Strategy aims to be clear, simple and easily understood. Although it sets out how the partner organisations will deliver the vision, the Strategy belongs to everyone who has an interest in the lakes now and in the future. This includes iwi, the lakes communities and lake users, as well as our future generations.

¹ Deed of Settlement 2004 of the Te Arawa Lakes Historical Claims and remaining Annuities Issues

² Te Arawa Lakes Settlement Act 2006

³ The overriding intent of co-management has carried over from the original Strategy adopted in 2000 which states: *Establish in partnership with Te Arawa a co-management framework that achieves the best integrated management.*



Lake Rerewhakaaitu planting



Lake Tarawera - Photo by Bruce Webber

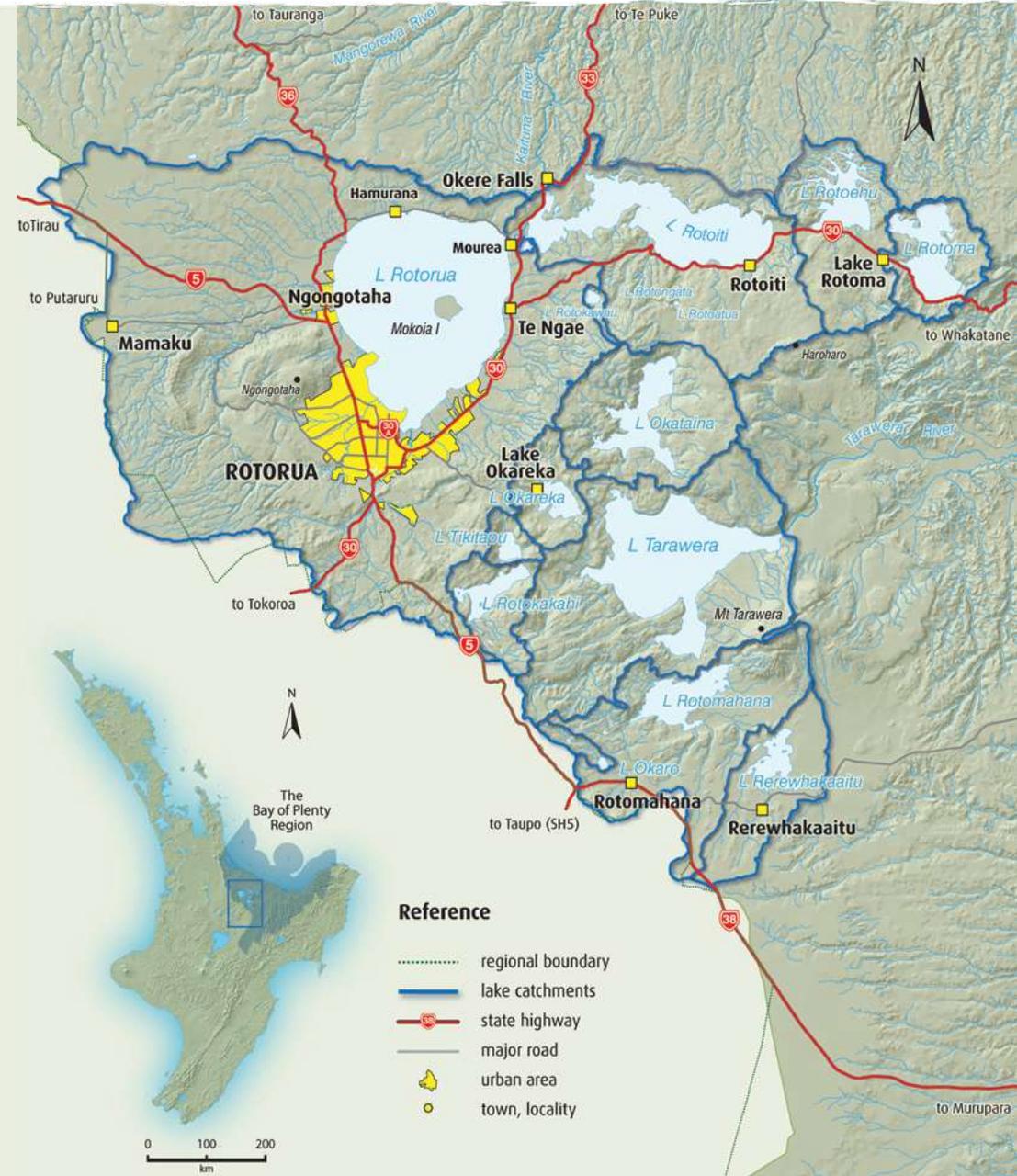


Reach of the Strategy

The area that the Strategy applies to is the Rotorua lakes catchment. The catchment area includes the rivers, streams, tributaries and land area that feed into the 12 lake catchments. However what happens in these catchments has downstream effects (Kaituna River, Maketū Estuary and Tarawera River). The Strategy acknowledges the concept *Mai i nga maunga ki te moana* - from the mountains to the sea.

The Rotorua lakes catchment includes:

- Lake Ōkāreka
- Lake Ōkaro (Ngakaro)
- Lake Ōkātina (Te Moana-i-kātina-a-Te-Rangikaroro)
- Lake Rerewhakaaitu
- Lake Rotoehu
- Lake Rotoiti (Te Roto-kite-a-Ihenga-i-Ariki-ai-a Kahumatamomoe)
- Lake Rotokakahi⁴
- Lake Rotomā
- Lake Rotomahana
- Lake Rotorua (Te Rotorua-nui-a-Kahumatamomoe)
- Lake Tarawera
- Lake Tikitapu



Rotorua Lakes Catchment

⁴ Under legal guardianship of the Rotokakahi Control Board.



Setting for the Strategy

Alongside the geographical area, which the Strategy relates to, we need to be mindful of the operational setting the Strategy sits in.

While the Strategy reflects the community's aspirations for the lakes, specific planning and regulatory documents will be important for achieving the Strategy's vision. For example, the regulatory tools in the Regional Policy Statement, Regional Water and Land Plan and District Plan are critical for reducing nutrients entering the lakes.

The Strategy connects all the partner agencies and guides how they will manage the Rotorua lakes catchment. Although water quality is a key consideration, the Strategy supports a holistic approach and considers how best to achieve all aspects of the vision.

The following diagram provides an overview of the interrelationships that operate around the Strategy.





Our vision

The lakes of the Rotorua district and their catchments are preserved and protected for the use and enjoyment of present and future generations, while recognising and providing for the traditional relationship of Te Arawa with their ancestral lakes.

Matakite:

E tiakina ana, e manaakitia ana hoki ngā roto o te rohe o Te Arawa hei painga mō tātau me ngā whakatipuranga e ara mai nei, ā, me te aro anō ki te hononga tuku iho o Te Arawa ki ō rātau roto

What does the vision mean?

The Strategy reflects the community vision for the future of the Rotorua lakes and therefore is broad in scope. It is aspirational and challenges partner organisations to deliver. In order to achieve the vision we must have a shared understanding of what the Strategy means.

In the original Lake's Strategy, four key elements formed the essence of the vision: protection, use, enjoyment and management. These elements and achieving the right

balance between them continues to be of fundamental importance to the community.

Consultation with the community has provided a modern interpretation of the four key elements to implement the vision.

The key elements are:

- connected
- iconic
- prosperous.

The Strategy seeks to achieve the vision through outcome and goal setting for each of these three elements.

What the community told us

The following table reflects what the community told us they want the Strategy for the Rotorua lakes to contain under each key element of the vision and also identifies how the community felt this would be achieved.

Existing initiatives that contribute towards achieving these outcomes were also acknowledged through consultation.



Ways to deliver the vision of the Strategy – What the community told us

What do we want to achieve?

Connected

- Agencies working together
- Mountains to sea approach (streams, lakes, Kaituna, Maketū, Tarawera)
- Better understanding of issues
- Community involvement (He Tangata – the people together)
- Iwi relationships recognised and provided for

Iconic

- Better water quality
- Reduction of nutrient loss to water
- Positive experiences for those using the lakes catchment
- Innovative solutions
- Protection, restoration and enhancement
- Lakes catchment is a healthy food basket
- Healthy ecosystems

Prosperous

- Quality of life
- Best use of resources
- Balance of conflicting aspirations
- Economic development alongside enhanced lakes
- Sustainable industry
- Cultural prosperity



Opportunity for more effective communication, regular review, monitoring and reporting



My Birthday at the Lake

*It's my birthday,
My granddad sits on a green plastic chair
under the tree.*

*My dad is leafing through the newspaper,
sports maybe- catching up on the latest cricket.
My nana, mum and sister are
running after the children.*

*I stretch out on a towel.
The sun feels so warm
on my back.*

*"I stuff another chip in my mouth
and lie back contentedly.*

*"Wanna come for a swim?"
my brother asks.
"Yeah," I shrug my shoulders
and together we wade out,
leaving a never ending trail of ripples
behind us.
But it's not getting any deeper.*

*I try to rescue the drowning ladybirds.
My brother grabs some seaweed.
Oh no, I know what's going to happen next
and I try to run.
But it can't be avoided.*

*I feel the wet slime
clinging to the back of my togs.
My screams are heard by those
crowded around the barbeque.
But nothing of concern,
this is care-free summer day.
Even the dogs are lounging
amongst the daisies.
Maybe a little later we'll go for a walk
along Hamurana Springs.*

*On days like this you always think
you have another ten years.
My granddad has just dozed off in the chair,
hopefully he's dreaming.*

Katie-Jayne Boardman 18 years

Ways to deliver the vision of the Strategy – What the community told us

How will we do it?

Connected

- Provide opportunities for meaningful engagement and involvement
- Educate community on issues
- Communicate progress and recognise efforts
- Promote awareness of role of leaders
- Adaptive catchment management principles and approach
- Encourage community initiatives
- Assess efficiency of resources designated to lakes management

Iconic

- Review current focus, targets and approach
- Protect, restore & enhance lakes catchment so it contributes to the four wellbeings
- Investigate all methods of improving water quality
- Manage existing and future land use to enhance water quality
- Enforce On-site Effluent Treatment rules
- Effective land use planning

Prosperous

- Identify and investigate opportunities for economic development, innovative employment and niche products
- A management framework that enables new enterprises
- Promote the lake and their activities
- Use of industry research and knowledge

Opportunity for more effective communication, regular review, monitoring and reporting



Ways to deliver the vision of the Strategy – What the community told us

What will it take?

Connected

- Education programmes
- An engaged community - shared understanding of issues, approaches and agreed targets
- Catchment based management
- Funding, resources and expertise
- Collaborative governance - leadership, role models and programme champions
- Voluntary programmes

Iconic

- Better land use management
- Better nutrient management
- Compatible land use
- Research and development of technology
- Industrial innovation
- Science based actions
- Monitoring and compliance

Prosperous

- Green growth technologies
- Use of regional assets and local investment
- Value added commodities
- Identification of new commercial activities
- Compatible land use
- Partnerships - research and development
- Celebrate uniqueness of lakes catchment to community and tourists

“Lakes are important because you can catch fish and you can eat it. Me and my father like fishing. I caught my first trout fish at Lake Okataina when I was 4.”

Caleb Laugesen 5 years

“It is important to keep Rotorua Lakes clean and tidy because the lakes in Rotorua represent who we are as a city.”

Kayla Sargison 11 years

Opportunity for more effective communication, regular review, monitoring and reporting



Ways to deliver the vision of the Strategy – What the community told us

What's already being done?

Connected

- Existing partnerships - MOUs, terms of references, reporting processes and areas of influence
- Supporting collaboration in Council's Ten Year Plans

Iconic

- Lakes Recreation Strategy
- Implementation of Rotorua Te Arawa Lakes Programme
- Science to support water quality initiatives
- Water quality objectives set in the Regional Water and Land Plan

Prosperous

- Addressing land use change through District Plan
- Giving effect to economic growth strategies, iwi strategic and business plans
- Supporting economic development through Council's Ten Year Plans

Toku Awa O Rangitaiki

Ki oku nei whakaaro e pa ana ki toku awa o Rangitaiki, he wai ataahua, he wai tere. He wai pai mo te kaukau me te whiwhi tuna.

Engari he tino pouri te ngakau o Ngati Awa me Tuhoē na te mea kei te whakarapopoto te awa a Trust Power. I pirangi ratou kite tangohia 50% o te wai o Rangitaiki.

Kare pirangi nga uri o Ngati Awa te tangohia enei wai na te mea, mena ka tangohia ka mate nga kaimoana.

Ko Putauaki te maunga

Ko Rangitaiki te awa

Ko Mataatua te waka

Ko Ruaihona te marae

Ko Ngati Awa Te Toki (Iwi)

Miharo Sisley

Te Kura Kaupapa Maori o Rotoiti

Opportunity for more effective communication, regular review, monitoring and reporting



How will we work together?

The community confirmed they want a collaborative and participatory process in developing and implementing the Strategy.

Guiding principles

The following principles give guidance on our approach to the management of the lakes catchment. To achieve our vision, we will be:

- Focused on outcomes – a clear purpose
- Transparent and fully accountable – a clear process for delivery and identified lines of responsibility
- Grounded in best knowledge (including mātauranga and science) and open to full a range of solutions
- Kaitiaki of the lakes catchment – managing the lakes for future generations
- Seeking to provide certainty for the future – ensuring stakeholders and landowners are involved in planning for their future
- Partnership driven – engaging with agents of change by drawing on their skills, knowledge and energy. We will nurture existing relationships and build new ones
- Agile – flexible in our approach and delivery. Able to adapt to changing science, economics, technology and behaviours.



Ohinemutu floating wetland planting



Delivery of the Strategy

The Strategy is intended to guide but not direct the work of the partner organisations including:

- Communication
- Community engagement and action
- Process development
- Policy development
- Consolidation of knowledge base including further science and Mātauranga
- Improvement plans.

Implementing the aspirational view of the Strategy will need to be considered pragmatically and in relation to what the community can afford.

The planning processes of the partner organisations will be used to specifically identify which actions are to be progressed and to consider new opportunities, changes to priorities, shifts in focus or emerging risks.

Existing regulation and protection provisions of the partner organisations and other agencies will support Strategy delivery, as will the operational management work, monitoring and compliance requirements which give effect to

these important documents. Examples include:

- Bay of Plenty Regional Policy Statement
- Bay of Plenty Regional Water and Land Plan
- Rotorua District Plan
- Te Arawa Lakes Fisheries Regulations
- Bay of Plenty Regional Pest Management Plan
- Other relevant statutory and non-statutory planning documents.

The partner organisations recognise that for the Strategy to be successful we need to work more with iwi, landowners, other agencies, businesses and the community to achieve the vision as they also have a role to play in delivery.

Progress made on delivering the Strategy's vision, outcome statements, goals and targets will be assessed annually and reported to the Rotorua Te Arawa Lakes Strategy Group.



Holly Cash 8 years



Quinn McCarthy 11 years

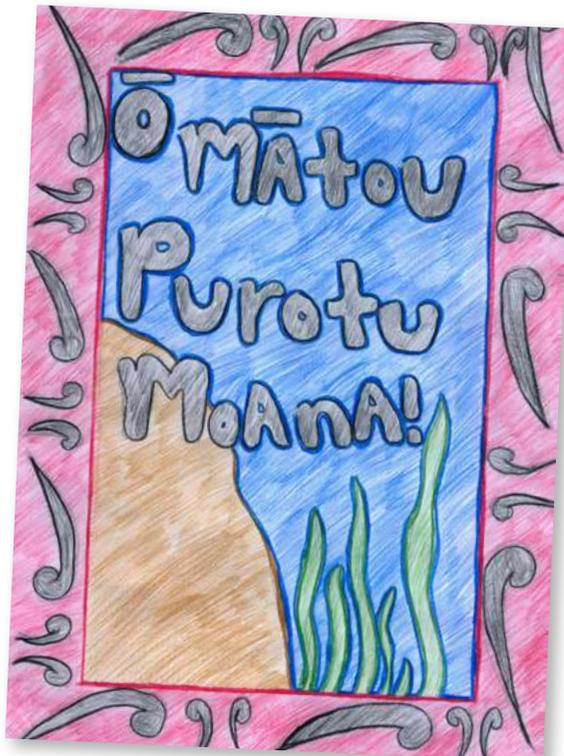


Grace Kilkelly 11 years

Life of the Strategy

The Strategy is a living document that shows a pathway ahead but not the exact steps or when they will be taken.

The Strategy will be reviewed every ten years following its adoption to ensure the path we are on is taking us in the right direction.



Faye Fisher 13 years



“ I like the lake because I love the sparkling water. I love fishing with my Dad. The lake is important to me because it is a nice place to go.”

Daniel Taljaard Kawaha Point School



Connected

Outcome statement: All is connected - our waters, our vision, us.

Connected means a management framework is in place to enable statutory authorities, the community, iwi, businesses, other agencies and individuals to work together to achieve agreed long term goals for the lakes of the Rotorua district. To do this everyone must be well informed on the issues at hand and feel empowered to be part of the solution.

Mā pango, mā whero e oti ai te mahi
Through cooperation the work will be complete

Connected recognises the links between the land, rivers, streams, lakes, groundwater and surface water. Management of the catchment needs to reflect these connections as well as recognise different lakes may require different solutions.

We are all connected to the lakes catchment spiritually, economically, socially, culturally and environmentally. Te Arawa and other iwi have a traditional relationship with the lakes, surrounding water bodies and land - their physical survival and spiritual well-being depend on their natural environment.



Key focus areas

- Working together in partnership
- Recognising lakes catchment complexity
- Integrating Te Arawa/iwi values

“ He tino pai te roto o Rotorua n ate mea ko tera wahi te wahi I noho taku kainga me ahau (Lake Rotorua is special because that is where I live.) ”

Anipatene Williams 8 years



Goal 1: The Strategy is implemented collaboratively

Targets

- In 2013, a Communications and Engagement Plan between partner organisations is developed and implemented
- By 2015, there are positive relationships between all lakes communities and partner organisations
- By 2018, delivery of Strategy goals are achieved through partnership with key community groups, organisations, industry partners and iwi

Possible indicators

- Reported confidence with Strategy implementation
- Reported satisfaction with level of engagement
- Number of policies/ strategies that consider the Strategy
- Number of joint initiatives within the catchment community
- Monetary value available for funding community initiatives
- Number of coordinated actions between partner organisations and other agencies
- Number of formal protocols between partners, industry groups, community groups and iwi

Possible data sources

- Informant interviews on the Strategy development process and levels of engagement
- Baseline surveys – How the community feels now about engagement? Future survey – How the community feels in three years?
- Funding sources
- Partner organisation reporting
- Strategies and work streams
- Industry Partners' reporting



Lake Okaro planting day



Goal

2: The community is engaged and informed about lakes catchment issues

“The lakes are our future.”
Arryon Welsh 11 years

“I can spend time with my family. If we had no lakes everybody will be sad and they don't get to spend time with their family at the lake.”
Aquaysia Larson-Taaha
Kawaha Point School

“Help the lakes! Save it for the children.”
Anais Mountford 11 years

Targets

- In 2014, information needs of catchment community identified and benchmarks set
- By 2015, information is delivered to lakes communities in response to information needs

Possible indicators

- Number of education programmes/initiatives/campaigns
- Number of survey respondents who can identify lakes catchment issues
- Percentage of community who believe they are knowledgeable about lakes catchment issues

Possible data sources

- Existing perception surveys
- Future surveys – How they rate their knowledge of lakes issues?



Goal 3: Knowledge is linked to action and adaption occurs

Targets

- By 2014, an adaptive catchment management process is working including annual review, monitoring and reporting on strategy related initiatives.
- By 2016, decision making will be undertaken considering experience, narrative, relationships (past, present and future), robust science, mātauranga, socio-economic knowledge.

Possible indicators

- Number of predictive tools and models available for catchment based management
- Reported confidence in knowledge information systems
- Number of guideline documents to direct catchment management
- Range of relevant water and land use attributes and characteristics considered in resource management decisions including experience, narrative, relationships (past present and future), robust science, mātauranga, socio-economic knowledge

Possible data sources

- Research and development industries
- Eco-servicing trends
- Adaptive catchment management process developed and implementation monitored
- Auditing of Rotorua Te Arawa Lakes Strategy Group and partner organisations' decision making
- Improved knowledge base incorporating baseline survey – What is our knowledge on the lakes catchment? And future survey – What knowledge is available in three years?



Tau koura harvesting



“The lakes are part of us. Every nook and cranny we have a name for, they are named after prominent ancestors and those names are still used today as though they are still living”

Toby Curtis

Chairman Te Arawa Lakes Trust

Goal

4: The lakes catchment is managed through Te Arawa values

Targets

- In 2013, there is an agreed protocol between partner organisations defining terms of Te Arawa engagement and involvement in lakes catchment management
- By 2015, waahi tapu and significant sites management plans for the lakes catchment have been completed
- Lakes catchment management reflects Te Arawa values

Possible indicators

- Reported level of access to Te Arawa knowledge and values
- Shared level of understanding that Te Arawa values underpin the Strategy
- Number of policies requiring consideration of Te Arawa values
- Percentage of projects and programmes that have been developed with Te Arawa involvement
- Te Arawa Lakes Settlement recognised in policy and plan development
- Number of Te Arawa who participate in mātauranga collectives
- Level of Te Arawa satisfaction that lakes catchment management reflects Te Arawa values
- Number of Te Arawa members engaged in catchment monitoring

Possible data sources

- Iwi surveys
- Partner organisation surveys and reporting



Iconic

Outcome Statement: An iconic lakes catchment.

Iconic means the lakes catchment is significant for the right reasons. The lakes are accessible and well utilised. The lakes catchment offers abundant lifestyle opportunities and is managed so that everyone can enjoy them.

People want to use the lakes because they provide a unique visual, recreational and cultural experience. The lakes catchment is a top tourist and visitor destination.

The natural environment is thriving and symbolises New Zealand's clean green image. The lakes catchment offers a healthy food basket. Water quality keeps getting better - the ways we are achieving this include appropriate land use management and leading edge solutions.

Toitu te wai, Toitu a Papatuanuku, Toitu te Tangata

If the water is healthy, Mother Earth will be healthy, and the people will be healthy

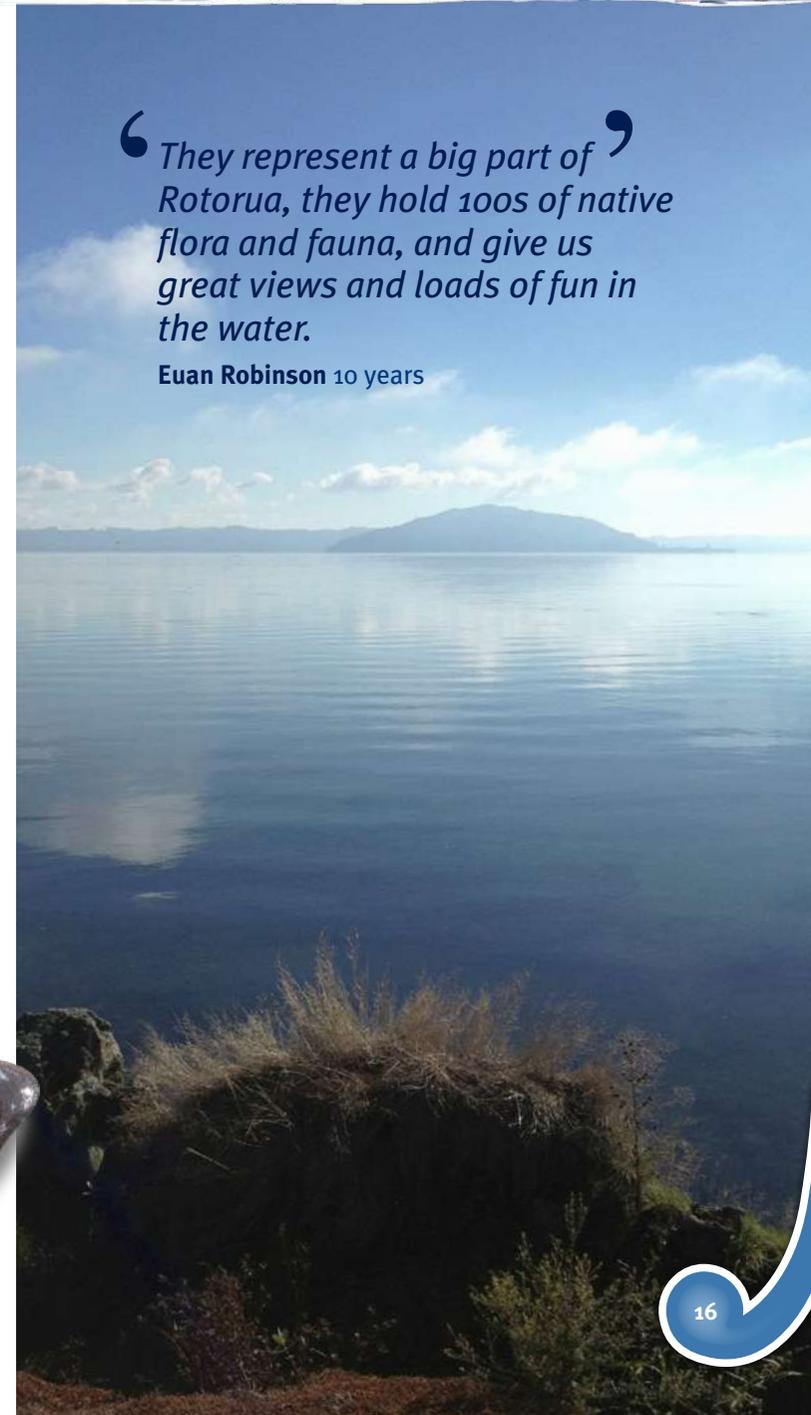
Key focus areas

- Use and enjoyment
- Water quality
- Natural environment



‘They represent a big part of Rotorua, they hold 100s of native flora and fauna, and give us great views and loads of fun in the water.’

Euan Robinson 10 years





Goal

5: The lakes catchment offers residents and lake users a range of high quality experiences

“I like the Rotorua Lakes because sometimes you can just be alone with no one to bother you – just the peaceful slosh of the waves.”
Hannah Everett 9 years

Targets

- In 2014, resident and user experience has been rated and benchmarks set
- By 2015, an action plan is developed to ensure high quality experiences for residents and lake users

Possible indicators

- Percentage of catchment residents who have access to lakes
- Number of people using lakes
- Reported satisfaction from lake users
- Reported confidence that lakes catchment attributes are being managed
- Number of lake closures due to algal blooms
- Number of lake closures due to events
- Reported level of satisfaction with lakes events management

Possible data sources

- Lake user surveys – who is using the lakes, for what reason and how they rate their experience?
- Tourism statistics
- Review of Recreation Strategy
- Lakes Recreation Forum feedback
- Harbourmaster reports
- Landscape assessment for consent applications
- Fish & Game fishery surveys



Goal

6: Nutrient inputs are reduced to levels which ensures water quality meets community expectations

Targets

- In 2014, a programme of nutrient reducing actions is developed and agreed
- Annual review and reporting against existing initiatives to improve water quality
- Annual water quality targets are met for all lakes

Possible indicators

- Number of lakes and rivers that meet Water Quality Index for contact recreation and ecological health
- Reduction in nutrient loss from land to lake to meet the Trophic Level Index
- Total hectares of land area implementing agreed best practice
- Level of support for community initiatives
- Action plans developed for each lake if required

Possible data sources

- Scientific monitoring
- Lake user surveys - Is the water inviting? Can we swim there? Can we see our feet when we stand in the water?
- Enforcement or uptake of land management provisions
- Ecosystem services
- Council benchmarking
- Review of action plans
- Land management agreements
- Households reticulated
- Fish & Game fishery surveys





Goal 7: The health of ecosystems including habitat for kai roto has improved since 2013

Targets

- The baseline health of ecosystems is established
- By 2015, an ecosystems and kai roto programme of actions is commenced and reported
- By 2020, monitored improvements in the health of ecosystems including habitat for kai roto

Possible indicators

- Percentage increase of catchment area planted in indigenous species
- Percentage increase of catchment area in wetlands
- Number of species and ecosystems in the catchment with endangered or of concern status
- Number of pest plants and animals in the catchment
- Reported confidence in kai roto enduring over time
- Level of regeneration of indigenous plant species in the lakes
- Level of restoration and revitalisation of customary fisheries

Possible data sources

- Baseline health of ecosystems:
 - Habitat loss, fragmentation and degradation
 - Pests and weeds
 - Ecosystem diversity and resilience
 - Threatened species
 - Catch rates/Fish & Game monitoring/surveys
 - Plenty of watercress
 - Anecdotal evidence – can we gather kai roto like our tipuna did?
- Mahinga kai project between Te Arawa Lakes Trust and NIWA
- Ecosystem servicing trends



Prosperous

Outcome statement: Prosperous lakes catchment - thriving and future thinking

Prosperous means the lakes catchment offers an enriching quality of life and healthy living. The community is proud of their catchment as a place to live in, play in and call their own.

Ko nga roto ko au, ko au nga roto

I am the lakes and the lakes are me

A vibrant well-functioning community is supported by clean water and land. These resources need to be managed for existing and future generations. There is active and positive engagement to find solutions to improving the environment.

Cultural prosperity for Te Arawa signifies a strong ahi kaa - whānau, marae and hapū communities are able to maintain and practice their tikanga, traditional practices, knowledge, stories, karakia, and spiritual associations.

Whilst a growing economy simply expands, a developing economy improves.

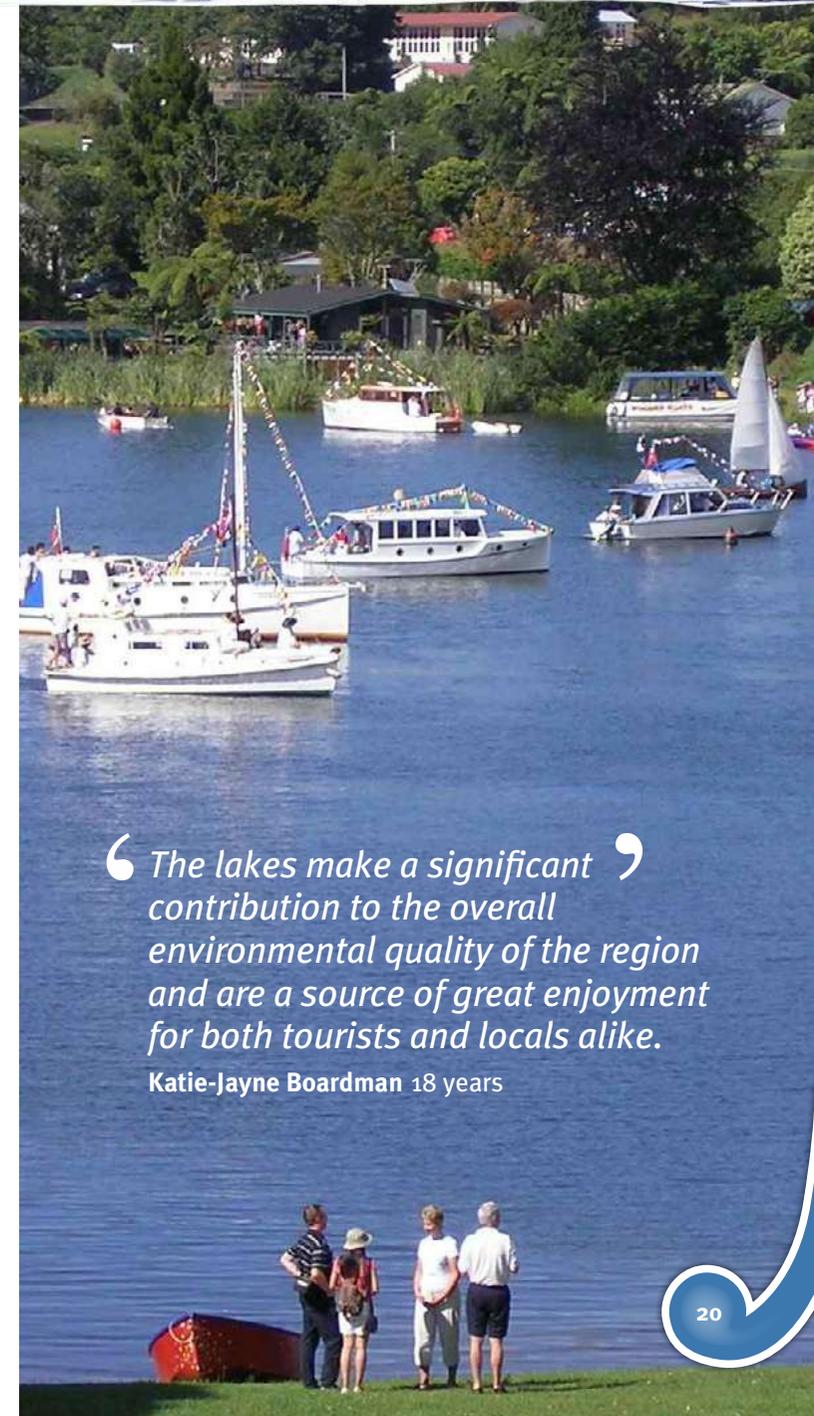
Whilst growing the economy is outside the scope of the Strategy, the way we want the

economy to grow is clear. Sustainability is the basis of economic aspiration and achievement. Future thinking explores new concepts, new ideas and new ways to grow the economy in a way that is good for people, the economy and the lakes catchment environment. New ways to capitalise on the iconic lakes catchment is encouraged.

The lakes catchment communities are resilient and well placed to cope with change. Landowners and entrepreneurs can make sound economic decisions as they understand the regulatory framework within which they are operating now and in the future.

Key focus areas

- Sustainable economic opportunities and innovation
- Whanau/marae/hapū development
- Certainty



“The lakes make a significant contribution to the overall environmental quality of the region and are a source of great enjoyment for both tourists and locals alike.”

Katie-Jayne Boardman 18 years



Goal

8: A developing lakes catchment economy that supports resource use efficiency and improved water quality

Targets

- Sector initiatives are established to encourage innovative solutions to achieve positive economic and environmental results
- Planning provisions support sustainable initiatives
- By 2015, a resource use efficiency report with recommendations is complete
- By 2020, improved resource efficiency and water quality

Possible indicators

- Number of sustainable initiatives developed (including codes of practice, agreed best practices)
- Level of support and uptake of sustainable initiatives including
 - level of funding for research and development
 - number of joint ventures between industry, iwi and resource management agencies
 - number of tertiary education and research partnerships to drive innovation and sustainable entrepreneurship
- Number of new sustainable industries
- Level of support for sustainable initiatives through planning and regulatory provisions

Possible data sources

- Surveys
- Planning and policy documents
- Industry sectors and growth
- Research and development expenditure
- Reporting on the Rotorua Economic Growth Strategy
- Water demand, allocation and productivity – how much water is used to produce a given output
- Renewable energy consumption e.g. geothermal, biofuel from algae ponds


Goal
9: A lakes catchment management framework that enables iwi to pursue sustainable business ideas and initiatives
Targets

- By 2015, opportunities and challenges to whānau/marae/hapū economic development around the lakes catchment have been identified
- Whānau/marae/hapu are supported in pursuing commercial opportunities related to the lakes catchment

Possible indicators

- Number and type of new programs/services started by marae/hapū
- Number of persons employed by marae/hapū ventures and tribal businesses
- Number of hapū members starting private businesses
- Dollar value of grants or investments in marae/hapū/whānau businesses
- Reported incidents of regulatory barriers to iwi economic development

Possible data sources

- Surveys
- Hui
- Iwi collectives

“ Without any lakes, there would hardly be anyone visiting our town. Rotorua would become a ghost town. Also Rotorua would become broke. ”

Simon Smith 11 years

“ The Rotorua lakes are important to me because it is mine! ”

Shakaisha Simon 6 years

“ I believe that the lake has a life. ”

Laeton Lake Rotoma School



Goal

10: The lakes catchment makes a positive contribution to lake communities' sense of pride and belonging

Targets

- By 2015, lakes catchment communities' sense of pride and belonging is rated, benchmarks set and priority areas for improvement identified
- Annual reporting and review against existing initiatives

Possible indicators

- Perceived sense of pride and belonging

Possible data sources

- Perception surveys

They are important because our wildlife economy, activities and obviously, us.

Simon Smith 11 years

Rotorua Lakes are important to me because they have a history behind them.

Sarah Smith 10 years

They mean a lot to Rotorua heritage.

Jacob Garmonsway 11 years



Goal

11: A lakes catchment management framework that provides certainty and enables landowners to plan for their future**Targets**

- A programme for interventions including incentives and regulations is developed together with landowners and stakeholders
- There is provision for transition for landowners if required into any new regulatory regime

Possible indicators

- Range of options available to landowners
- Level of understanding by landowners on interventions
- Level of communication between management agencies and landowners
- Number of applications for incentive funding
- Amount of lead in time before regulation takes effect

Possible data sources

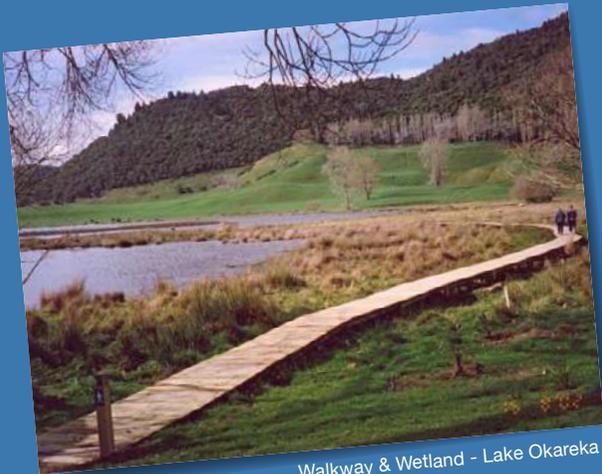
- Intervention framework
- Surveys
- Funding sources
- Partner organisation reporting



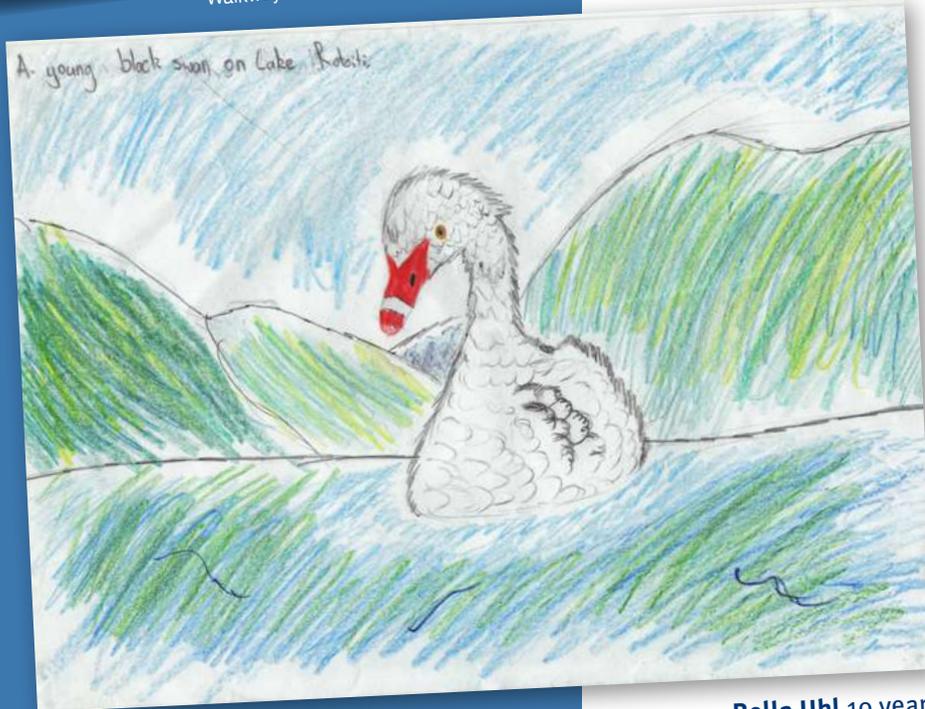


How do we know if the Strategy has been successful?

- Clear shared vision delivered through partnerships
- Agreed pathway for long-term improvement
- Framework for integrated management
- Consistent messaging
- Informed decision making
- Innovative thinking.



Walkway & Wetland - Lake Okareka



Bella Uhl 10 years



Kayla Sargison 11 years



Future legacies of the Strategy

- Empowered lakes catchment communities
- Understanding and demonstration of the traditional, cultural and spiritual significance and relationship of the lakes to Te Arawa
- Lakes are a treasured taonga – promoted and protected appropriately
- Vibrant, healthy lands and waterways
- Customary fisheries are restored and revitalised
- Lakes to swim in and gather food from
- People want to live, play and do business in the lakes catchment.



Gisele Howard 7 years



Cyclists - Lake Tikitapu



Viewing spot - Lake Tarawera



Glossary

Whakahaere Arotaki Hopuwai: He kawenga e matatau ana ki ngā tātai-ranga me ngā whakahaere tātaki kua whakataetaetia ki toa rāno te mea tōtika,

Hīnga ika mai rāno - e whakapākau ana ki ngā tikanga mātāmua-a-iwi a Te Arawa mahinga kai me ngā momo taonga kua tohungia e NIWA me te Kaitiaki-hanga Roto o Te Arawa Hī-ika-mai-rā āno otirā kei roto hoki i te hōtaka rangahaua o ngā roto o Te Arawa. Kei roto i ēnei momo arā ko te Kākahi, te koaro me te tuna.

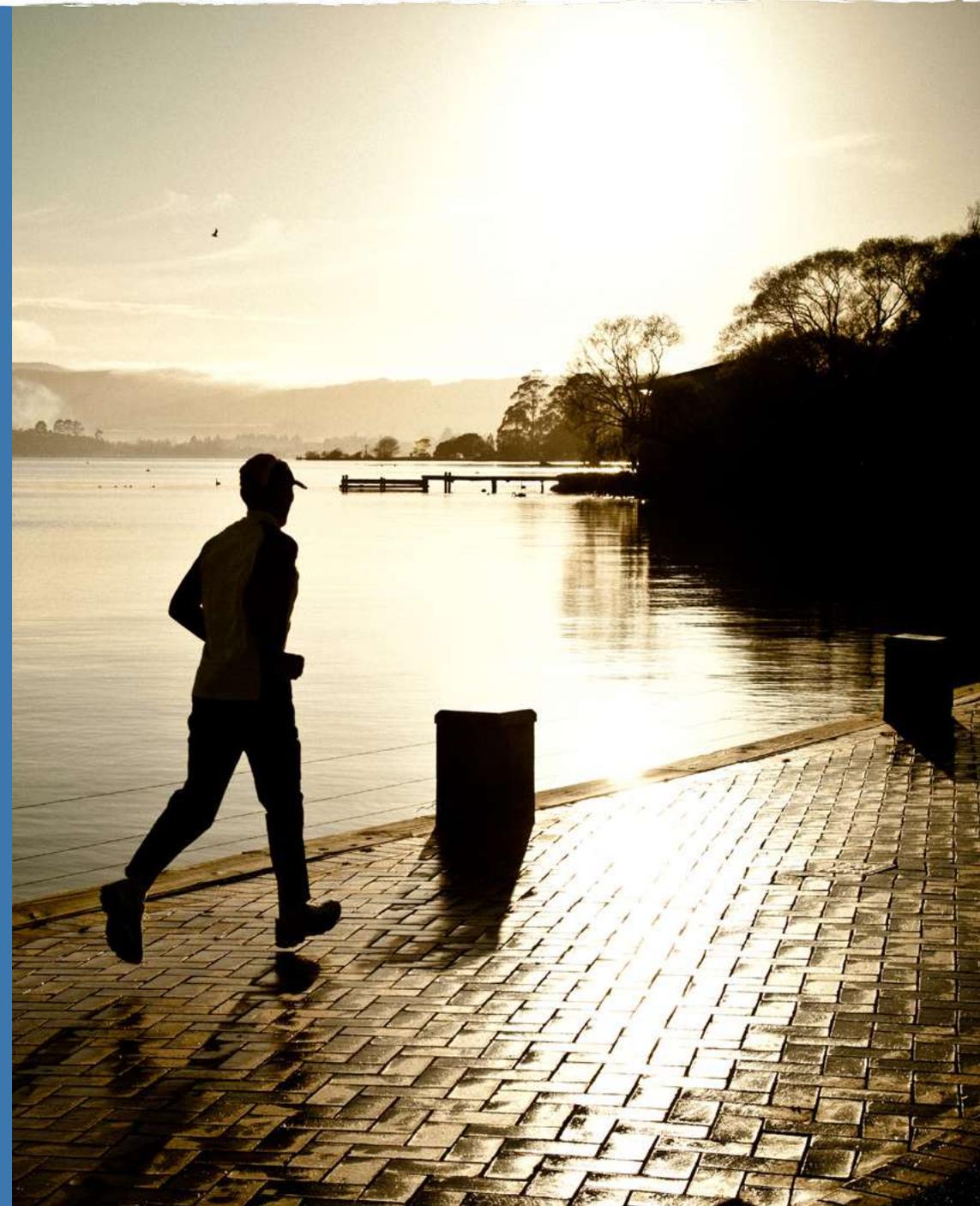
Kai o ngā roto - Ngā kai kua haongia mai ngā roto

Kaitiaki - He tangata he kaitakawaenga rānei tiaki taonga; tērā pea he wairua a tinana rānei. He kaitiaki, he kaiarataki, engari te tino whakamāramatanga o te kaitiaki he rerekē anō ia ki tēnā me tēnā hapū, iwi hoki.

Mātauranga - Mātauranga, mōhiotanga, tohungatanga, māramatanga, pūkekotanga hoki

Te Rōpū Rautaki mō ngā roto kei Rotorua me Te Arawa - He komiti-a-hono i whakatūria i waenganui i te Kaunihera Takiwā o Rotorua, Te Kaitiaki-hanga o ngā Roto o Te Arawa me te Kaunihera-a-Rohe o Te Waiariki.

Wāhi Tapu - He wāhi tapu ki ngā Māori i raro i ngā tikanga tuku iho, whakapono, pure otirā mōhiotanga purākau.





‘ *The lakes are special and we have to look after them* ’

Morgan MacCormick 4 years



Whāia te pae tawhiti kia tata, whakamaua te pae tata kia tīna!
Strive for your long term objective so that it may draw closer, once within reach grasp it!