

# Submission on the Rotorua Vision 2030

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people. culture. place.



**TE TATAU O  
TE ARAWA**



# Contents

## TABLE OF CONTENTS

<b>Kōrero Whakapuare .....</b>	<b>3</b>
<b>Introduction .....</b>	<b>4</b>
<b>Te Tatau o Te Arawa .....</b>	<b>5</b>
<b>Summary of Submission Recommendations .....</b>	<b>6</b>
<b>Submission Points.....</b>	<b>8</b>
Active Environment .....	9
Strong Culture .....	13
Easy Lifestyle.....	16
Diverse Opportunities.....	20

## KŌRERO WHAKAPUARE

**Tupu ki roto, Tupu ki waho**

**Tupu ki te whai ao, ki te ao marama**

**Whiria te taura here tangata**

**Tuamakatia**

**Purutia Te Arawa e**

**Purutia Rotorua Tatau Katoa**

**Tihei Mauriora**

When we grow within, We realise our potential

We gain understanding and we are enlightened

Let us strengthen the binds that tie us

Let us tighten them fast

So Te Arawa may prosper

So Rotorua may prosper

Behold there is life

## INTRODUCTION

Te Tatau o Te Arawa appreciates the opportunity to share a Te Arawa view on the refreshed Rotorua 2030 Vision, the Rotorua Way. The submission provides a response to the four pillars of the vision document as well as the overall approach and messaging of the document. The submission also offers recommendations to Rotorua Lakes Council (RLC) in terms of the four pillars and the priorities and actions that we believe should emerge from the vision document.

This submission is particularly important to Te Arawa in that Rotorua Lakes Council intends to use the vision to influence documents of Council. As such we believe it is important that the Rotorua vision accurately reflects the views of Te Arawa and the Rotorua community. This submission should be considered as a starting point for an ongoing discussion with Te Arawa about the vision.

The submission has been developed with input from Te Tatau o Te Arawa board members, feedback from a Te Arawa stakeholder hui and analysis of over 40 online submissions made by Te Arawa people. In addition, we have encouraged Te Arawa people to make submissions directly with Council. This said, Te Tatau note that this submission should only be considered as an 'initial view' with further consideration and discussion required amongst Te Arawa. Te Tatau also notes the importance of ongoing relationships and communication between RLC and Te Arawa hapū/ iwi to stay informed of their respective visions and strategies. Whilst Te Tatau has had limited time and resource to respond to the consultation document, Te Tatau believe this submission captures useful 'collective' views of Te Arawa hapū and iwi to inform the Rotorua vision.

Te Tatau is initiating a process to develop a collective Te Arawa vision for the future that will be developed over the next year. As such we intend to provide Rotorua Lakes Council with a more comprehensive view of Te Arawa's vision for the future once this process is completed in early 2018. This submission should be considered a placeholder until Te Tatau o Te Arawa provides a more comprehensive and collective Te Arawa vision.

In conclusion, we believe that Te Arawa's view, as original settlers of this area and enduring residents, should be given serious consideration. We look forward to an opportunity to discuss this submission and the development of a Te Arawa vision in the near future.

Te Tatau remains confident, that, through '*tatau, tatau - we together*', we can realise our collective aspirations for the Rotorua rohe.

## TE TATAU O TE ARAWA

Te Tatau o Te Arawa represent the collective interests of Te Arawa under the Te Arawa partnership agreement with Rotorua Lakes Council. The Te Tatau board of trustees comprises 14 members, representative of a cross section of Te Arawa stakeholders, including: koeke (elders), Ngati Whakaue, Te Arawa iwi and hapu, land trusts and incorporations, pan-Te Arawa entities and rangatahi (youth).

Te Tatau was established in 2015, following a robust 18-month process. Te Arawa (voting age members registered on the Te Arawa Lakes Trust register at the time) elected a board of 14 members to represent Te Arawa collective interests and guide the partnership with the Rotorua Lakes Council. The partnership agreement embodies the intention of Te Arawa and Rotorua Lakes Council to establish an enduring partnership which creates a future that benefits the community as a whole. Under the partnership, both parties commit to the following goals:

- ▲ provide a framework for the parties to work together towards improving Rotorua;
- ▲ provide mechanisms and resources that assist Te Arawa to participate in Council policy, planning and other decision making processes
- ▲ facilitate the sharing of information to build better understanding that enhances collaboration and strategic thinking about Rotorua's future
- ▲ assist Te Tatau to:
  - ▲ achieve a Te Arawa 2030 vision
  - ▲ support the council to grow its capacity and capability to effectively and meaningfully engage with Te Arawa hapu and iwi
  - ▲ Realise opportunities (that arise from time to time) that both parties agree are mutually beneficial
- ▲ assist Council with its decision making and other processes; exercise of functions; and exercise of powers by meeting five objectives to:
  - ▲ help Council meet its Rotorua 2030 commitment to effectively partner with Te Arawa;
  - ▲ improve the delivery of Council's legal and statutory obligations to Maori;
  - ▲ strengthen Te Arawa's participation in Council decision making;
  - ▲ identify strategic opportunities to work closely together for the betterment of Rotorua district; and
  - ▲ build iwi capacity and capability to partner with local government

Whilst Te Tatau has only been operational for approximately a year, we have worked hard to contribute to these goals via the participation of our members in RLC committees and related forums. This submission is the first for Te Tatau in the 2016-19 triennium, and is one of many ways Te Tatau is working to fulfil our commitment to the partnership goals and represent the interests and aspirations of Te Arawa whanui.

## SUMMARY SUBMISSION RECOMMENDATIONS

This section provides a summary of recommendations that emerge from our submission points outlined in greater detail in the next section of the document.

### Active Environment

Te Arawa supports a holistic approach to environmental sustainability of the region. Te Tatau, recommends:

1. Te Arawa mātauranga, tangata, tikanga, kawa and karakia should form part of a holistic approach to environmental planning, policy and action.
2. Economic drivers should not be prioritised over environmental protection and enhancement. Much of the current environmental issues within our region are a result of economic drivers, e.g. increased dairy farming, population growth.
3. RLC explain its perspective on what a 'holistic approach' to sustainability means?.
4. RLC improve its understanding and focus on sustainability.
5. Te Arawa be acknowledged as the primary kaitiaki of the Rotorua environment and actively involve Te Arawa in environmental sustainability efforts
6. Ensure the use of Te Reo Māori is appropriate when referring to our environment
7. Utilise Te Reo o Te Arawa/Māori to describe our environment, including sharing the depth of meaning of the terms we use to refer to our environment

### Strong Culture

Te Arawa supports the need for a strong culture within Rotorua and believes Te Arawa culture should be central to the Rotorua culture. Te Tatau recommends:

8. RLC change the word Māori to Te Arawa.
9. Acknowledge the importance of Te Arawa culture to the culture of Rotorua.
10. Avoid attempting to reflect Te Arawa culture in RLC activities without input from Te Arawa people with the relevant Te Arawa knowledge.
11. RLC engage with Te Arawa to:
12. inform strategies and projects to strengthen the role, visibility and importance of Te Arawa culture within Rotorua.
13. Engage with Te Arawa to get a deeper understanding of our culture and the role it plays in the lives of our people.
14. Support Te Arawa to pursue our aspirations to strengthen Te Arawa culture in current and future generations.

RLC and Te Tatau consider:

15. Strategies to normalise Te Reo Maori in Rotorua, including encouraging the learning and use of Te Reo within Rotorua schools and tourism sector

### Easy Lifestyle

Te Arawa does not support the notion of 'easy lifestyle' and would prefer a focus on 'meaningful lifestyle'. Te Tatau recommends:

16. a new Māori title be created.
17. Engage with Te Arawa to:
18. Support the development of Papakāinga on Te Arawa land.
19. Understand culturally sensitive sites within our natural environment that are not suitable for outdoor recreation.
20. Provide data and information that assists Te Arawa to support Te Arawa people who are most at need.
21. Explore how Te Arawa can assist RLC to strengthen the sense of community amongst Rotorua citizens.

### Diverse Opportunities

Te Arawa supports the overarching purpose and goal of diverse opportunities for Rotorua. Te Tatau recommends:

22. Develop a new Māori title that better reflects the notion of diverse opportunities.
  23. RLC engage with Te Arawa to:
  24. Understand the role of the Te Arawa economy in strengthening the wider Rotorua economy and our economic aspirations.
  25. Share economic data and information that will assist Te Arawa to pursue its economic aspirations.
  26. Assist Te Arawa to develop collective economic development strategies that support the goal of diverse opportunities and our economic aspirations.
  27. Understand the role and relevant strategies to utilise our young population to address pending workforce shortages.
- RLC and Te Arawa consider the potential for:
28. A centre of excellence for Māori economic development in Rotorua.
  29. Greater financial support and in kind resources to assist the economic activities of Te Arawa that have a benefit for the wider community.
  30. Capturing data about the Te Arawa economy and its contribution to the Rotorua community.

### General Recommendations regarding Design, Consultation and Document

On the whole, Te Tatau supports the new approach Rotorua Lakes Council (RLC) has taken to the design and consultation of the refreshed Rotorua 2030 Vision. Te Tatau recommends:

31. A reinterpretation of Te Reo Maori titles used in this document, to more appropriately align with the English equivalent
32. Greater use of Te Arawa imagery, including natural resources, and art in future vision publications



## SUBMISSION POINTS

### Reflections on Rotorua Lakes Council approach to vision refresh

On the whole, Te Arawa supports the new approach Rotorua Lakes Council (RLC) has taken to the design and consultation of the refreshed Rotorua 2030 Vision. In particular, Te Arawa notes the following:

- ▲ RLC's refined approach that focuses on the uniqueness of Rotorua – our story, strengths and opportunities. Te Arawa believes it is important to reflect our uniqueness and design a vision that authentically reflects the Rotorua district.
- ▲ RLC's efforts to provide user friendly options for our community to submit on the vision, e.g. great ideas online posts, photo competition, teachers' resources and learning etc.
- ▲ RLC's design of the vision document that is more engaging than typical RLC consultation documents. Noting however, that the design elements could include greater use of Te Arawa design concepts and material.
- ▲ RLC's commitment to evolving and refreshing the vision for Rotorua. Te Arawa believe that a vision of the future should not be static, it should evolve overtime, aiming to preserve the core of who we are, whilst stimulating progress and innovation.

### Reflections on Rotorua 2030 Vision opening statement

#### Rotorua 2030 Vision

This is our home.

We are its people.

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

We're innovative and we share what we learn.

We're driving opportunity, enterprise and diversity.

We're supporting a **legacy of sustainability** for our environment.

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

On the whole, Te Arawa supports the opening statement and we note the following:

- ▲ Te Arawa disagree with the statement that we are the heart of Māori culture. This is offensive to other iwi throughout Aotearoa and also suggests that Māori culture is homogenous throughout the country. We prefer the statement that 'We are the heart of Te Arawa culture'. This is explained further in latter parts of this submission.
- ▲ Te Arawa suggest RLC provide the Māori interpretation of this opening statement alongside the English in future publications.
- ▲ Te Arawa supports the notion that Rotorua is a place for everyone that believes in 'Tatau tatau – we together'.



## Toitū te whenua - Active Environment

### Active environment

#### Toitū te whenua

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

#### ...SPOUTING GEYSERS AND CRATER LAKES

We enjoy unlimited access to our unique outdoors environment. Our place invigorates us and we are proud of its adventurous reputation.

#### ...ADVENTUROUS SPIRIT

Water is a central part of the lifestyle our district affords us and powerful geothermal energy which invigorates the senses and creates unique environments for rare plants, fish and birds.

#### ...INVIGORATING THE SENSES

Expansive forests and farmlands overlay a modern human influence on our landscape, hardy industry that reflects the energy of the district.

#### ...EXPANSIVE FORESTS AND FARMLANDS

#### Strength

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

Expanses of forest and farmlands create our vistas.

Diverse natural areas support many rare plants and fish.

#### Opportunity

Develop a holistic approach to environmental sustainability of the region.

Develop innovative land uses to enhance the productive value.

Establish key environmental enhancement projects.

## Reflections on the Story...

- ▲ The story focuses on how people enjoy their interaction with the environment, but is silent on how the Rotorua community should respect, care for and protect our environment. Te Arawa expect the story associated with our environment to explicitly reflect a community that respects, cares and protects its environment.
- ▲ The Māori title 'Toitū te whenua' is not an appropriate interpretation of the term 'Active Environment'. Toitū te whenua is a metaphorical term that relates to the enduring nature and sustainability of land. An 'active environment' as described in the story does not reflect an enduring nature or focus on sustainability.
- ▲ The story espouses an environment that supports people to be active, adventurous and invigorated. Te Arawa accepts these are benefits of our beautiful environment, however it is not fully reflective of Te Arawa views of our environment. For Te Arawa our environment...
  - ▲ Is our tupuna. It has mana, wairua and mauri. It is alive and we are inherently connected to our whenua, ngahere and roto through whakapapa.
  - ▲ Tells stories of our past, present and future. Not just myths or legends, but powerful and meaningful knowledge that informs our views, technologies, values and behaviour.
  - ▲ Personifies and defines Te Arawa.
  - ▲ Is a gift from our gods that we must respect.

- ▲ Provides a physical representation and connection to our gods Ranginui, Papatūānuku, Tāne-mahuta, Rongo-mā-Tāne, Tāwhiri-mātea et al.
- ▲ Provides knowledge and signs from which people can learn to appreciate and live in balance with the environment.
- ▲ Is a source of indigenous wildlife that connects us to our past and the activities of our tupuna.
- ▲ Is a source of spiritual and physical healing and rejuvenation, it nurtures our soul. When our environment is well we are more likely to be well as people.
- ▲ Is best referred to and reflected linguistically by Te Reo o Te Arawa/Māori. For example, we refer to our geothermal waters as 'Waiariki' – water of the gods, our aquifers as 'manawa whenua' – the heart of the land. The meanings of these words engender a greater appreciation and respect for our environment than their English equivalents.
- ▲ Is the only place we call home, we want it to be protected and enhanced for future generations

### Reflections on the Strengths...

- ▲ *"The region is defined by a unique volcanic landscape...."*
  - ▲ Our region is not defined 'only' by the features of our natural environment, it is also defined by the culture and history of Te Arawa and those who have settled amongst us since our ancestors originally discovered this area.
  - ▲ Whilst our natural features are a strength, we should be clear what purpose our natural environment serves, i.e. it has a greater purpose than making people's lifestyles more adventurous (see points above about what our environment means to Te Arawa).
- ▲ *"Expanses of forest and farmlands create our vistas..."*
  - ▲ This statement is limited and misleading in terms of reflecting the vistas of our region. Our vistas also include lakes, mountains, streams, rivers and cultural sites of significance such as Marae, Te Whare Taonga o Te Arawa etc.
  - ▲ Te Arawa questions whether farmlands are a part of our vista that we should promote. Te Arawa has never promoted farmlands as a prominent feature of our natural environment, nor does it feature in our pre-colonisation descriptions of our rohe.
  - ▲ Furthermore, Te Arawa understands the adverse impact some farming practises have on our environment and therefore cautions RLC whether farmlands should be promoted to this extent.
- ▲ *"Diverse natural areas support many rare plants and fish..."*
  - ▲ Te Arawa agree that bio-diversity within our region support many rare plants and fish. However, it is Te Arawa's experience that:
  - ▲ Rare plants and fish populations have been in decline for several decades. If RLC is to note this bio-diversity as a strength, then RLC need to better understand the current state and

action required to reverse population decline and further degradation of the environments that sustain these plants and fish.

- ▲ Indigenous species that were once a part of Te Arawa diet are no longer plentiful (at least in sustainably harvestable volumes) e.g. fish like kōaro, kōkopu, kēwai and inanga.

## Reflections on the Opportunities...

- ▲ *“Develop a holistic approach to sustainability...”*
  - ▲ Te Arawa supports a holistic approach but would like to inform what this looks like from a Te Arawa perspective (see recommendations below).
  - ▲ Work in partnership with other stakeholders to accelerate our environmental sustainability efforts e.g. iwi authorities, hapu/iwi kaitiaki groups, BOP Regional Council, NGOs and community care groups.
- ▲ *“Develop innovative land uses to enhance productive value...”*
  - ▲ Te Arawa support innovative land uses that enhance productive value, however this should include a focus on environmental protection and enhancement. Alternative wording for this opportunity statement could be *“Develop innovative and environmentally sustainable land uses to enhance productive value and our environment”*.
  - ▲ Te Tatau notes that:
    - ▲ the Te Arawa Primary Sector Incorporated is currently developing a directory of low nitrogen leaching land uses to assist landowners in the Rotorua Lake Catchment to consider alternative land uses that are more sustainable for our environment.
    - ▲ Te Arawa has traditional methods for the sustainable management of natural resources that could inform environmental policy and planning.
    - ▲ Te Arawa has a history of embracing new technologies and innovation.
- ▲ *“Establish key environmental enhancement projects...”*
  - ▲ Te Tatau supports this opportunity and sees it as part of a holistic approach to environmental sustainability anyway.
  - ▲ Te Tatau also notes the following as priority environmental concerns for Te Arawa:
    - ▲ The restoration of Lake Rotorua water quality;
    - ▲ The management of municipal waste discharges to land and water;
    - ▲ Water management, quality and quantity generally across the Te Arawa rohe; and
    - ▲ Halting the decline of indigenous species.

## Recommendations to RLC

- ▲ Te Arawa supports a holistic approach to environmental sustainability of the region, noting that:
  - ▲ Te Arawa mātauranga, tangata, tikanga, kawa and karakia should form part of a holistic approach to environmental planning, policy and action.
  - ▲ Economic drivers should not be prioritised over environmental protection and enhancement. Much of the current environmental issues within our region are a result of economic drivers, e.g. increased dairy farming, population growth.
  - ▲ Te Arawa would like to understand RLC's perspective on what a holistic approach to sustainability means.
  - ▲ RLC needs to improve its understanding and focus on sustainability.
- ▲ Acknowledge the role of Te Arawa as the primary kaitiaki of the Rotorua environment and actively involve us in environmental sustainability efforts
- ▲ Ensure the use of Te Reo Māori is appropriate when referring to our environment
- ▲ Utilise Te Reo o Te Arawa/Māori to describe our environment, including sharing the depth of meaning of the terms we use to refer to our environment

## Toitū te tangata – Strong Culture

### Strong culture

#### Toitū te tangata

This energising place has shaped the kind of people we are, proud to share our unique Rotorua and its stories and renowned for our manaakitanga, our spirit of hospitality.

...SPIRIT OF MANAAKITANGA

Te Arawa have been prominent in preserving, developing and promoting te ao Māori through important institutions such as the Māori Arts and Crafts Institute and hosting Māori events.

...HEART OF TE AO MĀORI

A cultural confidence and increasing bicultural partnership expectations means there is an increasing focus on contemporary expression of Māori language, values, design and art across the district.

...CONTEMPORARY EXPRESSION

Rotorua is becoming more multi-cultural and different ethnic groups and sub-cultures such as mountain bikers find opportunities to share and contribute to our community.

...SHARED CULTURES AND PASSIONS

#### Strength

We are the heart of Te Ao Māori in NZ.

We have a long history of sharing our unique place - manaakitanga.

We are a centre of Māori learning and contemporary design and art.

#### Opportunity

Make our culture more visible and accessible through design and making our stories visible.

Establish the district as a centre of Māori story telling.

Support events and festivals that enhance the district's identity and reputation.

## Reflections on the Story...

- ▲ The story focuses largely on culture without acknowledging the inherent linkages between people, culture and place.
- ▲ The Māori title 'Toitū te tangata' is not an accurate interpretation of 'Strong culture'. Toitū te tangata implies the enduring nature of people on earth. This does not reflect the concept of 'strong culture'..
- ▲ The points raised in the story are limited and inaccurate in terms of reflecting a strong Te Arawa and Rotorua culture.
- ▲ **Manaakitanga** is an important value to Te Arawa, a value we live by and emulate in our daily lives. For Te Arawa, manaakitanga should be:
  - ▲ Greater than preserving culture and hosting visitors, it is about empowering people – kia akiaki te mana o te tangata (to empower the mana of a person). There are many expressions for manaakitanga that should be captured in a Rotorua vision and the way RLC conducts itself.
  - ▲ A value to be expressed in everything we do, particularly in the way that we interact with each other and visitors to Rotorua.
  - ▲ A value that RLC should explicitly demonstrate in all their dealings with people
  - ▲ Acknowledged as a key value for Te Arawa and the historical and contemporary expressions of manaakitanga by Te Arawa should be respected and celebrated better by RLC.

- ▲ Demonstrated in multiple ways and forums, in both traditional and contemporary forms
- ▲ **Heart of Te Ao Māori**, whilst Te Arawa appreciate the sentiment in this statement we believe it is contradictory to our values to suggest we are the heart of the entire Māori world. This statement is better reflected as Rotorua being 'the Heart of Te Ao o Te Arawa'
- ▲ **Contemporary expressions**, Te Arawa supports the notion of cultural confidence, high bicultural expectations and contemporary expressions of 'Te Arawa' language, values, design and art across the district. We also offer the following views:
  - ▲ Te Arawa is proud of the bicultural look, feel and approach of Rotorua, we are leaders in the bicultural space within Aotearoa, lets acknowledge and celebrate this more.
  - ▲ Te Arawa acknowledges the progressiveness and leadership of Te Arawa to foster biculturalism. We have achieved this in various ways within Rotorua, both historically and in recent times.
  - ▲ Celebrate Te Arawa's leadership and role in fostering biculturalism more.
  - ▲ *'Storytelling and contemporary expressions of Māori learning, art and culture'*. Rephrase to *Te Arawa learning...*
  - ▲ Story telling is not merely about entertainment and hospitality.
  - ▲ Story telling for Te Arawa is a tool for transferring knowledge, inspiring the hearts and minds, growing understanding and connecting people.
  - ▲ Story telling should reflect key values, principles and aspirations of Te Arawa.
  - ▲ Story telling is historical, contemporary and future focused (not just historical).
  - ▲ Support Te Arawa to create stories of the present for future generations.
  - ▲ Events in Rotorua should reflect and leverage the beautiful stories we have and are creating.
- ▲ **Shared culture and passions**
  - ▲ Te Arawa support ethnic and cultural diversity, BUT, not at the risk of diluting the importance, value and voice of the primary culture in Rotorua, Te Arawa culture.
  - ▲ We are supportive of Mountain bikers, but question their prominence as part of the cultural fabric of Rotorua.

### Reflections on the Strengths...

- ▲ *"We are the heart of Te Ao Māori in NZ..."*
  - ▲ Please rephrase to *"We are the heart of Te Ao Te Arawa"*
  - ▲ Te Arawa supports the notion that we are a centre of excellence for expression of contemporary Te Arawa art forms
- ▲ *"We have a long history of sharing our unique place – manaakitanga..."*
  - ▲ Te Arawa supports this notion as a strength, please refer to comments regarding manaakitanga in reflections of story above.

- ▲ *"We are a centre of Māori learning and contemporary design and art..."*
  - ▲ Please rephrase 'Māori learning...' to 'Te Arawa learning...'
  - ▲ Te Arawa support this notion as a strength and suggest it can be expanded beyond learning and contemporary design and art to include other areas of strength for Te Arawa such as kapa haka (traditional performing arts), whaikōrero (traditional oratory), political leadership among other things

### Reflections on the Opportunities...

- ▲ *"Make our culture more visible and accessible through design and making our stories visible..."*
  - ▲ Te Arawa supports the notion of increasing the visibility and access to Rotorua culture, particularly Te Arawa culture.
  - ▲ Te Arawa wishes to work with RLC to develop strategies and projects that raise the prominence of Te Arawa culture within Rotorua.
- ▲ *"Establish the district as a centre of Māori story telling..."*
  - ▲ Please rephrase to 'centre of Te Arawa story telling'.
  - ▲ Te Arawa wishes to work with RLC to develop strategies and projects to establish Te Arawa story telling as a tool:
    - ▲ for improving understanding of Te Arawa history and values;
    - ▲ providing authentic story telling that enrich the experiences of locals and visitors; and
    - ▲ passing on traditional and contemporary knowledge.

### Recommendations to RLC

- ▲ Te Arawa supports the need for a strong culture within Rotorua and believes Te Arawa culture should be central to the Rotorua culture. We recommend the following to RLC:
  - ▲ Change the use of the word Māori to Te Arawa.
  - ▲ Engage with Te Arawa to inform strategies and projects to strengthen the role, visibility and importance of Te Arawa culture within Rotorua.
  - ▲ Engage with Te Arawa to get a deeper understanding of our culture and the role it plays in the lives of our people.
  - ▲ Support Te Arawa to pursue our aspirations to strengthen Te Arawa culture in current and future generations.
  - ▲ Acknowledge the importance of Te Arawa culture to the culture of Rotorua.
  - ▲ Avoid attempting to reflect Te Arawa culture in RLC activities without input from Te Arawa people with the relevant Te Arawa knowledge.



## Toitū te oranga – Easy Lifestyle

### Easy lifestyle

#### Toitū te oranga

Rotorua is diverse, its city surrounded by lakeside and rural settlements with their own distinctive character and parochial communities where children grow up with an appreciation for the outdoors.

#### ...ESSENCE OF ROTORUA

We gain a real sense of wellbeing from our lakes, forests and geothermal pools. We are spoilt for choice, able to indulge our interests and enjoy new experiences.

#### ...CHOICE AND WELLBEING

Moving around the city and district is easy and with nearby access to other parts of the region – beaches, mountains and larger cities around us.

#### ...EASY LIVING

Our convenient location means we have wider employment choices and we are central enough to attract visits from friends and family.

#### ...KEY CONNECTIONS

#### Strength

It's easy to live here and easy to get around.

We feel a sense of community around the lakes, in the villages, and in our suburbs.

We have a sense of wellbeing from our lakes, forests and geothermal pools.

Outdoor adventures are on our doorstep.

#### Opportunity

Improve quality and choice of homes to meet needs or lifestyles.

Strengthen vibrancy of our city, suburbs and villages.

Improve the health and wellbeing of those most at need in our community.

Improve access and sustainability of our natural environment.

Extend quality and depth of recreation facilities.

## Reflections on the Story...

- ▲ The story reflects a focus and value being placed on easy lifestyles. Te Arawa questions whether an easy lifestyle is important and whether it should be promoted.
- ▲ Te Arawa believes it is more important to have a 'meaningful' lifestyle as opposed to 'easy'. A meaningful lifestyle is one that has purpose, that enables people to authentically be themselves and make a contribution to their whānau and wider community. This notion is much more powerful than promoting an easy lifestyle.
- ▲ The Māori title 'Toitū te oranga' is not an accurate interpretation of 'Easy lifestyle'. Toitū te oranga implies the enduring nature of life. In light of the fact that Te Arawa disagree with 'easy lifestyle' as a pillar of a Rotorua vision, we feel a new title should be created that aligns closer to the notion of a meaningful lifestyle.
- ▲ **Essence of Rotorua**
  - ▲ Te Arawa believes the statement is not fully reflective of the essence of Rotorua. It should include some reference to Te Arawa culture, among other things.
  - ▲ RLC should acknowledge that most rural settlements within Rotorua are the home of Te Arawa hapū and iwi.

- ▲ Te Arawa caution the description of rural settlements as parochial communities. Whilst many hapū and iwi in rural settlements are very focused on their own aspirations, the word parochial can have negative connotations suggesting a narrow or limited outlook on life.
- ▲ **Choice and wellbeing**
  - ▲ Te Arawa's natural environment does enhance the choice and wellbeing in our life, BUT, that is not its purpose. We must respect our environment and return the value it gives to our lives through protection, enhancement, respect and care.
  - ▲ Te Arawa cautions the idea that people can indulge their interests in terms of utilising the natural environment, we support the idea, BUT only with the caveat that they conduct themselves with reverence and respect for the environment.
  - ▲ Te Arawa understands the importance of our natural environment to the wellbeing of our people (refer to active environment section for related commentary)
  - ▲ Te Arawa promotes the idea that people should align their lifestyles with the rhythms and features of our environment, as opposed to control it or construct through it for the convenience of easy lifestyles.
  - ▲ If RLC believes we have a sense of wellbeing from our lakes, forests and geothermal pools, please value their protection greater than economic pursuits that clearly harm our environment.
- ▲ **Easy living**
  - ▲ Te Arawa prefers a focus on meaningful living as mentioned above.
  - ▲ Te Arawa notes that the things that make life easy for the general population are not necessarily the same for Te Arawa people, e.g.  
Moving around the city is of little importance, however access to our marae, ancestral lands and sites of significance are important to our way of life;  
Key connections.
  - ▲ Te Arawa acknowledges the convenient location of Rotorua in terms of connecting with regions around us.
  - ▲ Te Arawa notes that our tupuna considered connectivity when they settled this area, noting their ability to connect with coastal areas of the BOP via the river networks between Rotorua lakes and the coast.

## Reflections on the Strengths...

- ▲ **"It's easy to live here and easy to get around ..."**
  - ▲ As mentioned, easy living is not a high priority for Te Arawa.
  - ▲ Getting around is important, but note that the things Te Arawa want easy access to differ from the mainstream population.
- ▲ **"We feel a sense of community around the lakes, in the villages, and in our suburbs..."**
  - ▲ Te Arawa already experiences a sense of community in the various communities of our district, we support everyone to feel this sense of community, it should be a strength for our city.
  - ▲ Te Arawa encourages RLC to foster a sense of community within urban areas, this is less evident because of the diversity of people and culture within urban areas.

- ▲ Te Arawa support the notion of a caring community – a community where we mihi in the street, we live whanaungatanga through love and respect
- ▲ **“We have a sense of wellbeing from our lakes, forests and geothermal pools...”**
  - ▲ Te Arawa supports this notion (refer to active environment section for related commentary).
- ▲ **“Outdoor adventures are on our doorstep...”**
  - ▲ Te Arawa supports this as a strength of Rotorua, BUT, cautions that respect for the environment needs to be part of our outdoor adventure culture.

## Reflections on the Opportunities...

- ▲ ***“Improve quality and choice of homes to meet needs or lifestyles...”***
  - ▲ Te Arawa supports this opportunity and note the following:
  - ▲ Te Arawa wants to assist whanau to find affordable housing; we have land for our people.
  - ▲ Te Arawa invites RLC to work with us to develop papakāinga on Māori land and move our people from the urban suburbs to their tūrangawaewae or attract them back from other regions. This will help RLC to free up housing stock and align with our aspirations.
- ▲ ***“Strengthen vibrancy of our city, suburbs and villages...”***
  - ▲ Te Arawa supports this notion, but would like to understand what RLC means by ‘vibrancy’.
- ▲ ***“Improve the health and wellbeing of those most at need in our community”***
  - ▲ Te Arawa supports this opportunity and notes that:
  - ▲ Those most at need include some of our Te Arawa people.
  - ▲ Te Arawa wants to demonstrate leadership in helping our people most at need; work with us to achieve this.
  - ▲ Te Arawa wants access to data and information held by RLC and other government agencies, that assists us to understand the challenges, location and needs of Te Arawa people most at need.
- ▲ ***“Improve access and sustainability of our natural environment”***
  - ▲ Te Arawa supports this opportunity and notes that:
  - ▲ RLC should engage with Te Arawa to understand areas of our natural environment that are not suitable for outdoor recreation due to cultural sensitivities, e.g. wāhi tapu, sites of significance etc.
- ▲ ***“Extend quality and depth of recreation facilities”***
  - ▲ Te Arawa supports this opportunity and notes that:
  - ▲ Greater support needs to be given to rural communities who often don’t get the same resourcing and support for recreational facilities as urban communities.
  - ▲ Te Arawa is keen to design recreational facilities that reflect Te Arawa culture and traditions.

### Recommendations to RLC

- ▲ Te Arawa does not support the notion of 'easy lifestyle' and would prefer a focus on 'meaningful lifestyle' and that a new (and accurate) Māori title be created.
- ▲ Engage with Te Arawa to:
  - ▲ Support the development of Papakāinga on Te Arawa land.
  - ▲ Understand culturally sensitive sites within our natural environment that are not suitable for outdoor recreation.
  - ▲ Provide data and information that assists Te Arawa to support Te Arawa people who are most at need.
  - ▲ Explore how we can assist RLC to strengthen the sense of community amongst Rotorua citizens.

## Tupu ki roto, tupu ki waho – Diverse Opportunities

### Diverse opportunities

#### Tupu ki roto, tupu ki waho

Rotorua has one of the country's most diverse economies which includes forestry and wood processing, tourism, geothermal, agribusiness, education, research and manufacturing. We compete internationally in a number of sectors.

#### ...ECONOMIC STRENGTH AND DIVERSITY

Tourism is Rotorua's largest employer, its main economic contributors being accommodation, bars, restaurants and cafes, leisure activities, attractions and retail sectors.

#### ...TOP IN TOURISM

Rotorua is at the heart of the nation's forestry and wood processing industries with nearly half New Zealand's annual wood harvest produced in the Central North Island and Rotorua a centre for forestry research and innovation.

#### ...LEADING THE WAY

The district's proximity to the Port of Tauranga and other larger centres makes Rotorua a great place to operate a business.

#### ...CENTRAL BUSINESS HUB

#### Strength

We have a diverse economy.

We are the birthplace of NZ Tourism.

We benefit from our upper North Island location and proximity to the Port of Tauranga.

We are a centre for forestry science and industry.

#### Opportunity

Develop infrastructure, land and people to support a diverse and sustainably growing community.

Grow the value of tourism to Rotorua.

Improve connections by road and air.

Become a centre of excellence for forestry science and innovation.

### Reflections on the Story...

- ▲ The story outlines current key industries for Rotorua as the foundation of diverse opportunities. Te Arawa agrees with ongoing support for the growth of these industries, BUT, believes that if we limit our focus to these industries we are limiting our potential to create diverse opportunities.
- ▲ Te Arawa notes our beliefs that diverse opportunities evolve out of:
- ▲ People, culture and place – not out of existing industries.
- ▲ Diversity of thought – Te Arawa has people with diverse skills and experience and an inherent passion for Rotorua, connect with this diversity. Te Arawa people have learnt to walk in three worlds – Te Ao Māori, Te Ao Pakeha, Te Ao Hurihuri. We know how to embrace diversity whilst remaining true to our core values, there is something Rotorua can learn from this.
- ▲ We believe our tamariki have big dreams and do not want to limit their opportunities.
- ▲ The Māori title 'Tupu ki roto, tupu ki waho' is not an accurate interpretation of 'Diverse opportunities'. The term 'Tupu ki roto, tupu ki waho' is a metaphorical term that states a notion that 'when we grow within we realise our potential in the physical realm'.
- ▲ **Economic Strength and Diversity**
  - ▲ Te Arawa acknowledge the importance of existing key industries and agree this creates a degree of economic diversity

- ▲ Te Arawa does however note that the description given for economic strength and diversity does not:
  - ▲ Reflect the importance and contribution of the Te Arawa economy in terms of how it bolsters the strength and diversity of the Rotorua economy. The Te Arawa economy is growing year on year, and, there is more we can do.
  - ▲ Reflect the fact that Te Arawa entities and privately owned businesses contribute not only to the economic strength of Rotorua but also;
  - ▲ Acknowledge that Te Arawa culture and values can open up economic opportunity. Te Arawa are strong at developing relationships and establishing authenticity and integrity with others. Te Arawa uses this strength to form enduring and mutually beneficial commercial relationships.
  - ▲ Reflect the importance of Te Arawa land and natural resources as critical factors to achieving economic growth for Rotorua.
  - ▲ Reflect the fact that profits created by Te Arawa entities, largely stay within the Rotorua economy and benefit social, cultural and environmental outcomes for our wider community
  - ▲ Te Arawa has a young population, Te Arawa can therefore provide the labour force to counter Rotorua's aging population; assist us to achieve this.
- ▲ **Top in Tourism**
  - ▲ Te Arawa acknowledges the importance of tourism and Rotorua's success in the industry.
  - ▲ Te Arawa does however note that the description given for Top in Tourism does not:
    - ▲ Acknowledge the fact that Te Arawa is the reason Rotorua is the birthplace of NZ Tourism. We have more to give in this space.
    - ▲ Acknowledge that a cornerstone of Rotorua Tourism is the Te Arawa culture and our natural resources.
    - ▲ Acknowledge that Te Arawa entities, natural resources and economic strategies will play a critical role in the future of Rotorua's tourism industry.
- ▲ **Leading the way**
  - ▲ Te Arawa acknowledges that Rotorua is the heart of the national forestry and wood processing industries.
  - ▲ Te Arawa does however note that the description given for leading the way (in the forestry sector) does not:
    - ▲ Reflect the fact that the majority of forests in our region are owned by Te Arawa or sit on Te Arawa land.
    - ▲ Reflect the fact that Te Arawa and Māori people make up a significant proportion of the forestry labour force.
    - ▲ That Te Arawa and Māori owned interests in the forestry sector within this region are significant and growing as old forestry rights expire and treaty settlements are completed.
- ▲ **Central business hub**
  - ▲ Te Arawa agrees that Rotorua is well positioned in terms of proximity to the port and surrounding regions
  - ▲ Te Arawa also notes that:
    - ▲ Te Arawa is well positioned to interact and with other iwi surrounding us, noting that there are 39 iwi and 260 hapū across the BOP region.
    - ▲ RLC should strengthen their relationships with other councils within the BOP region to explore opportunities to strengthen our respective economics and communities.

### Reflections on the Strengths...

- ▲ **“We have a diverse economy ...”**
  - ▲ Te Arawa supports this statement but note the points raised above.
- ▲ **“We are the birthplace of NZ tourism...”**
  - ▲ Te Arawa supports this statement but note the points raised above.
- ▲ **“We benefit from our upper North Island location and proximity to the Port of Tauranga...”**
  - ▲ Te Arawa supports this statement but notes the points raised above.
- ▲ **“We are a centre for forestry science and industry...”**
  - ▲ Te Arawa supports this statement but notes the points raised above.

### Reflections on the Opportunities...

- ▲ ***“Develop infrastructure, land and people to support a diverse and sustainably growing community...”***
  - ▲ Te Arawa supports this opportunity noting the points raised above.
- ▲ ***“Grow the value of tourism to Rotorua...”***
  - ▲ Te Arawa supports this opportunity noting the points raised above.
- ▲ ***“Improve connections by road and air...”***
  - ▲ Te Arawa supports this opportunity noting that:
  - ▲ Te Arawa owned land may not be available to create additional roading infrastructure and that if there is a desire to use Te Arawa land RLC and/or NZTA should engage early with relevant Te Arawa land owners to understand our support or concerns regarding the use of our land.
- ▲ ***“Become a centre of excellence for forestry science and innovation...”***
  - ▲ Te Arawa supports this opportunity and note that:
  - ▲ Te Arawa wants to play a major role in forestry science and innovation.
  - ▲ Te Arawa mātauranga can add value to the science and innovation ecosystem within Rotorua and nationally.



## Recommendations to RLC

- ▲ Te Arawa supports the overarching purpose and goal of diverse opportunities for Rotorua.
- ▲ Develop a new Māori title that better reflects the notion of diverse opportunities.
- ▲ Engage with Te Arawa to:
  - ▲ Understand the role of the Te Arawa economy in strengthening the wider Rotorua economy and our economic aspirations.
  - ▲ Share economic data and information that will assist Te Arawa to pursue its economic aspirations.
  - ▲ Assist Te Arawa to develop collective economic development strategies that support the goal of diverse opportunities and our economic aspirations.
  - ▲ Understand the role and relevant strategies to utilise our young population to address pending workforce shortages.
- ▲ Consider the potential for:
  - ▲ A centre of excellence for Māori economic development.
  - ▲ Greater financial support and in kind resources to assist the economic activities of Te Arawa that have a benefit for the wider community.
  - ▲ Capturing data about the Te Arawa economy and its contribution to the Rotorua community.