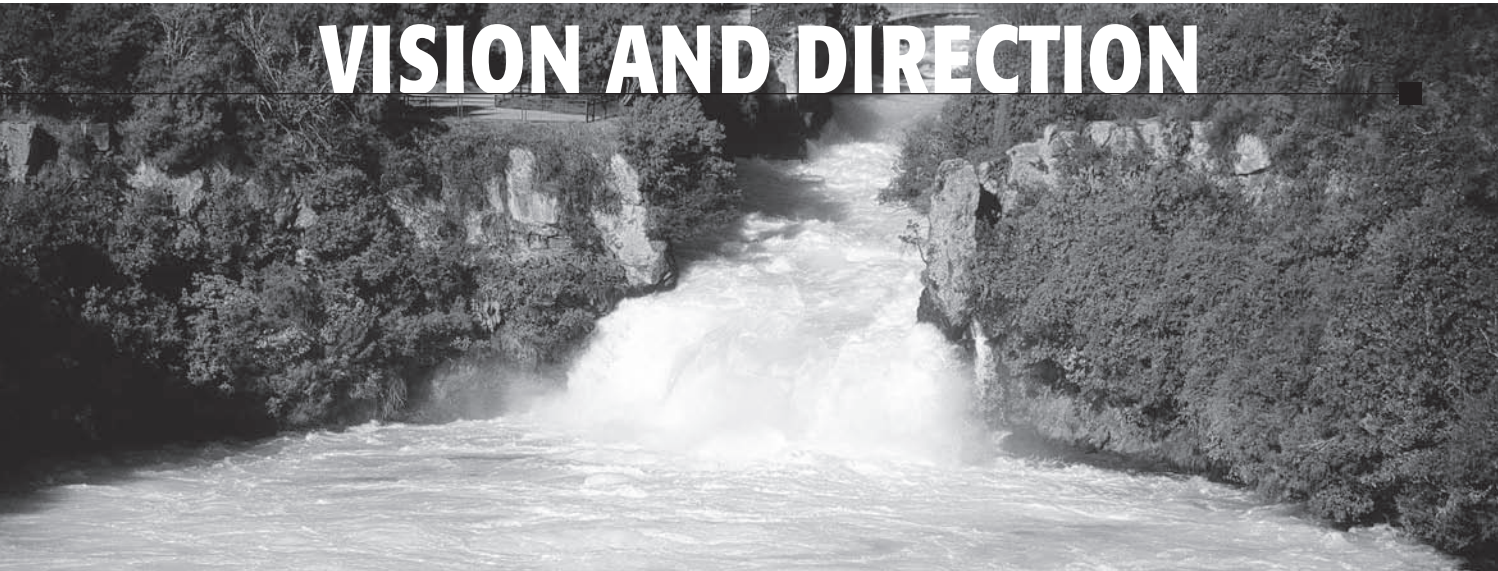


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VISION AND DIRECTION



VISION AND DIRECTION

COMMUNITY'S VISION

Vibrant and Sustainable Taupo (VAST) is a community initiative that began in 2000 and which sets out to create a framework for the sustainable development of the Taupo district. In developing the VAST report the community established a vision for the future of the district:

"A VIBRANT AND SUSTAINABLE TAUPO DISTRICT"

The vision statement establishes the goal of having a desirable quality of life for all individuals that can be sustained for future generations. Three themes underpin the community's vision – community, economy and natural environment. For each theme a set of community outcomes has been developed. These describe in more detail how the community would like to see the Taupo District in the future.

Each of the community outcomes is associated with one or more headline indicators. These indicators are updated as additional and new information becomes available so they demonstrate how the community outcomes change over time.

VAST Conclusions

The Taupo District is perceived as a relatively healthy district in terms of its growing economy, pristine natural environment and strong and vital community.

This perception is in many respects a reality. The Taupo District does have a natural environment that is unique in its own right. Parts of the district are experiencing steady economic growth. Employment statistics have steadily improved and so too have the number of newly created businesses. The tourism industry is going from strength to strength and the agricultural exports commodity market is currently buoyant.

The VAST report and headline indicators have however highlighted a number of concerns that potentially

jeopardise the sustainability of the Taupo District. Those concerns are as follows:

Our Natural Environment

Declining water quality is a major issue needing to be addressed within our district. The effectiveness of the recently implemented Solid Waste Strategy needs to be monitored and its impact on solid waste volume assessed.

Community Vitality

A relatively high number of people in the district are struggling to meet their economic, social, health and political needs and as such are becoming increasingly marginalised.

The continuation of a low skill base, the migration of young people out of the district, particularly from rural areas, and the relative poor physical health of the population pose challenges to the district in achieving a sustainable economy, which is capable of supporting an adequate quality of life for all.

District Economy

The district economy appears to be relatively healthy in comparison to New Zealand as a whole. However underlying factors suggest that hidden economic and social risks exist within the Taupo District. For example:

- There is a relatively high level of unemployment in some parts of the district.
- There is a concentration of commodity and tourism dependent industries that predominately provide for low skilled and low paid jobs.

Council's Strategic Actions

From these areas of concern Council has developed strategic issues or actions which Council can help manage or resolve that take the district closer to the Community's vision. Strategic actions that are relevant for the year ended 30 June 2004 are reported against the service performance statements starting on page 23.

COMMUNITY'S MISSION

The mission statement was developed during the preparation of Council's first Strategic Plan in 1997. It reflects Council's key role and future direction.

**"A COUNCIL IN TUNE WITH THE NEEDS OF THE
COMMUNITY PROVIDING DIRECTION, LEADERSHIP
AND SUPPORT"**

Council has developed goals for each of its significant activities. These are shown under each of our service performance statements.

