



## VISION & KEY OBJECTIVES

### UPDATED NOVEMBER 2011

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#### VISION

Paihia (Pa-ihia)  
Te Pu O Pe-o-whairangi  
Ka Waiata Tahī  
Nga Wai O Tangaroa  
Me Te Whenua  
Mai Konei, Ake Ake Ake

The heart of the Bay of Islands,  
where extra-ordinary experiences beat with the rich,  
flowing harmony between ocean and land,  
mankind's past, present and future.

#### KEY OBJECTIVES

- Celebrating our cultural diversity by
  - respecting our past
  - thriving in our present
  - creating our future
- A contemporary, maritime village that embraces its cultural heritage & protects its natural environment
- World renowned for providing exceptional experiences
- Infrastructure complements & enables sustainable development
- A connected community where we all feel safe, included & valued
- Together, man & nature succeeding in harmony

#### KEY GOALS (to)

1. Celebrate (what was) two nations becoming one – where the mix of who we are today was born
  2. Create a 'people friendly' waterfront, while supporting the natural environment
  3. Define future development (infrastructure, codes of practice, services, etc) to meet with village identity, through inclusive town planning
  4. Ensure an international, sustainable standard of access
  5. Encourage breathtaking 'people' experiences
  6. Build an inclusive vibrant community that values its peace & community spirit
  7. Be an example to the world of nature, humanity & tourism living harmoniously
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1. Celebrate (what was) two nations becoming one.
    - Balance our cultural history with present day living (clearly identify our bi-cultural beginnings)
    - Mould a 'look & feel' of a contemporary, maritime village
    - Create an 'entrance' to Paihia
    - Visual journey – Te Haumi, Paihia, Waitangi

- Ensure authentic experiences
2. Create a 'people friendly' waterfront, while supporting the natural environment
    - Reduce or remove traffic flow in front of CBD
    - Remove waterfront public parking
    - Improve flows (people & traffic)
    - Remove natural deterrents
    - Increase native flora & fauna (appropriate size)
    - Remove clutter
  3. Define future development (infrastructure, codes of practice, services, etc) to meet with village identity, through inclusive town planning
    - Height restrictions to meet natural landscape
    - Pollution control
    - Quality water, waste water & sewerage management
    - Recycling made easy
    - Cohesive, clear signage
    - Development meets 'themed' village
    - Quality & 'themed' public facilities
  4. Ensure an international, sustainable standard of access  
Secure long term access to Bay of Islands, through:
    - Improved road access to inner Bay of Islands
    - Grow airport to international capability
    - Improve sea going access to the inner Bay
  5. Encourage breathtaking 'people' experiences.
    - A vibrant, safe & accessible 'people' place
    - Appropriate educational training to encourage local employment opportunities
    - Development of a community centre
    - Being unique & real to who we are – being authentic
    - Protect our natural environment
  6. Build an inclusive vibrant community that values its peace & community spirit
    - Develop a place for young & old, transient & permanent
    - A community centre
    - Thriving arts & cultural environment
    - Community events
    - Build a safe, trusting environment
    - A 'village' with space to walk, talk, park, sit, watch, do, work, play & relax
  7. Be an example to the world of nature, humanity & tourism living harmoniously.
    - Meet the first six goals