



## STRATEGIC FOCUS 2015

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On 22 May 2015 the Trust undertook a review of its strategic focus. The following is a (draft) update of the 2012 Strategic Overview, to align with current strategic thinking.

**NAME** Focus Paihia Community Charitable Trust

**VISION**

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.

**MISSION STATEMENT**

To make 'Paihia shine', through:

- clear leadership and direction by inspiring and uniting our community and celebrating our successes;
- facilitating and influencing future public developments;
- commenting and providing submissions on future developments;
- having strong relationships and open communication practices;
- fostering community spirit and happiness;
- encouraging local sustainable employment opportunities;
- promoting and maintaining a rich, versatile and sustainable volunteer base; and
- a sustainable charitable entity;

while remaining impartial and focused on the bigger picture.

**VALUES**

The Trust greatly values the community it represents and the visitors that come to the area. It seeks to operate in a way that is:

- supportive and values 'local';
- open, transparent and is with integrity;
- inspirational and aspirational;
- fun, enjoyable and encourages a healthy sense of well-being;
- acts with accountability and is responsible to and on behalf of the community; and
- is respectful of the people, the environment and its whakapapa/heritage.

**GEOGRAPHICAL AREA:**

The current focus is on Paihia (dependent on availability of resources). This is to be reviewed in three to five years.

## CURRENT PRIORITIES FROM THE KEY STRATEGIC GOALS 2009

(those in blue identified as top priorities, orange second, green third)

1. Celebrate (what was) two nations becoming one.
  - Balance our cultural history with present day living (clearly identify our bi-cultural beginnings)
  - Create an 'entrance' to Paihia
3. Define future development (infrastructure, codes of practice, services, etc) to meet with village identity, through inclusive town planning
  - Quality water, waste water, waste & sewerage management (utilities)
5. Encourage breathtaking 'people' experiences.
  - A vibrant, safe & accessible 'people' place
  - Protect our natural environment and native biodiversity
6. Build an inclusive vibrant community that values its peace & community spirit
  - Build a safe, trusting environment
  - A 'village' with space to walk, talk, park, sit, watch, do, work, play & relax

## CURRENT OBJECTIVES (1 – 3 years)

The following objectives reflect the current focus. Items already achieved have been removed and/or updated to reflect the priorities. Items in blue are identified as the highest priority areas. Objective seven is a new objective to reflect the focus on protecting the natural environment.

Note, under the new charitable act the Trust is not to have direct involvement in economic activities.

**Overall objective:** To increase overall community well-being.

Through:

1. Continuing to promote, develop and align future development to grow Paihia's sense of place, through community aspirations and the aspirational Masterplan.  
  
Aim – to provide an exceptional place for the community to live and work and for people to visit. With an emphasis on PPP's (Paihia Phantom Placemakers) that recognise, promote and embrace our past, present and future and celebrate our cultural heritage.
2. Advocating for higher standards of public facilities and services, while ensuring long term planning and implementation of necessary public infrastructure, to meet anticipated growth, specifically; roading; water quality; sewerage; waste management; and other public amenities.  
  
Aim – to understand better and thus be more proactive to ensure that public facilities meet with demand, are appropriate, affordable and delivered at a sustainable level.
3. Continuing to build and retain our strong relationships with key organisations and the community; to have influence and the ability to advance Paihia's interests as a whole.  
  
Aim – to ensure that future development within the Paihia area is appropriate, meets with community aspirations and is affordable for the community.

- An emphasis on facilitating interaction with special interest/social groups within Paihia, such as youth, the elderly, the disabled, common interest groups and people with young children, in order to help identify their needs and help to address these.

Aim – to support the well-being of specific groups as well as the community as a whole.

- Encouraging Business Paihia Inc. to support diverse economic activity, through local businesses for year round benefit, specifically around sustainable employment, training and better business practices for community prosperity.

Aim – to communicate and provide clarity around Focus Paihia’s role within this sector, while encouraging Business Paihia to promote sustainable businesses that provide good employment opportunities and exceptional customer experiences, while uplifting service levels year round.

- Championing a strong and sustainable volunteer pool, that invigorates team spirit and drives projects as identified by the community.

Aim – to continue to celebrate, support and motivate our strong and passionate group of volunteers that are actively involved in uplifting community well-being, via projects and activities.

- To champion for our natural environment (the very reason we live here and people visit) through appropriate activity that sees Paihia as a place that celebrates and honours its natural habitat.

Aim – to encourage sustainable practises that reinforce our commitment to protecting the environment, particularly our native flora and fauna, while taking steps to improve our physical footprint – to become a village that showcases good environmental practises.

- Continuing to operate a sustainable charitable entity that meets its objectives by involving and inspiring the community.

Aim – to do what we say we will do.

## **ONE YEAR GOALS**

### **Objective One – Upskilling**

| <b>Goals</b>   | <b>Timeframe</b> |
|--|------------------|
| To continue to advocate to NZTA/Council to reduce speed on the waterfront  | 2016             |
| To continue to identify and implement PPP projects, as appropriate   | ongoing          |
| Define the principles of what “embracing our past, present and future and celebrating our cultural heritage” actually looks and feels like, by holding community forums. | Dec 15           |
| Following from above point - phase Two – putting principle into action (developing a theme/projects)   | Jun 2016         |
| Commence planning for the Paihia Museum  | Dec 2016         |
| Participate in a Te Tiriti o Waitangi training   | Dec 2016         |

### **Objective Two – Improve Infrastructure**

| Goals  | Timeframe |
|--|-----------|
| Become better informed in government processes to be able to update, advocate and have a strong voice on Paihia issues                       | ongoing   |
| Improve current public facilities and services, specifically parking, toilets, rubbish, lighting in the CBD, recycling and daily maintenance | Ongoing   |
| Encourage better 'connectivity' between the communities  | Ongoing   |
| Champion the introduction of an electric charge station  | Dec 15    |
| Construct the Waitangi Mountain Bike park  | ?         |
| Investigate changing the one way road direction  | Dec 15    |
| Gain better understanding of community aspirations re the sea walls and better traffic flow through the CBD                                  | Dec 15    |
|  |           |

### Objective Three – Strong Relationships

| Goals   | Timeframe            |
|---|----------------------|
| Encourage conversations with key organisations that support the communities best interests, including submissions and being actively involved with public consultation. | ongoing              |
| Facilitate active community input through communications and <b>no less than two public events per year.</b>  | At least 2 per annum |
| To form working partnerships with key organisations to define and advance key objectives i.e. government working party, community reference groups.                     | Ongoing              |
| Hold a key stakeholder meeting  | Dec 15               |

### Objective Four – Social Interaction

| Goals   | Timeframe |
|---|-----------|
| Develop and produce a 'welcome' kit   | Jun 2016  |
| Liaise with such organisations with a view to recognising and supporting their needs, as appropriate and affordable | Ongoing   |
| Advocate/promote regular social gatherings that bring people together   | Ongoing   |

### Objective Five – Business Paihia support

| Goals  | Timeframe   |
|--|-------------|
| Encourage Business Paihia Inc (and Council) to appoint a business navigator  | By Dec 2015 |
| Meet and update BP on FP role in the community   | By Oct 2015 |
| Support the establishment of ongoing training to up-skill local people, particularly unemployed in hospitality, tourism and retail areas | By Oct 2015 |

### Objective Six – Strong volunteer pool

| Goals  | Timeframe |
|--|-----------|
| Mentor interested community members, along with potential leaders  | Ongoing   |
| Provide ongoing administrative support to encourage success  | ongoing   |
| Help identify community projects and empower volunteers to make them happen (includes PPP funding where appropriate) | Ongoing   |

### Objective Seven – Environmental projects

| Goals | Timeframe |
|-------|-----------|
|       |           |

|   |          |
|---|----------|
| Plant 1,000 native plants   | Jun 2016 |
| Have a Ginger binge event   |          |
| Bird and eel feeding projects   | Oct 15   |
| Swap a tree (replace a weed with a native)  |          |
| Become a member of appropriate environmental organisations, such as Project Island Song | Asap     |
| Advocate to central/local government re improving water quality                         |          |

## **CUSTOMER**

Our customers are the wider Paihia community and its visitors.

## **KEY STAKEHOLDERS**

- The wider Paihia community

## **KEY ORGANISATIONS**

- Business Paihia Inc
- BOI Marketing Group
- Paihia Residents and Ratepayers Association
- Paihia Haven of History
- Waitangi National Trust
- Paihia Primary School
- Te Tii Waitangi Marae Trust
- Te Tii Waitangi B3 Trust
- Ngapuhi Iwi
- Local Hapu
- Neighbouring towns
- Central and local government bodies, particularly the Whangaroa/Bay of Islands Community Board, Far North District Council and Far North Holdings.
- Top Energy
- Northland Inc.
- Dept. of Conservation
- Friends of Williams House
- Fish Forever
- Bay Bush Action
- Project Island Song (Guardians of the Bay/Living Waters)
- Love Opuā