



# Maketu Community Plan

## Review 2014



**Review conducted by**  
Maketu Projects Team and Maketu Community Board

*Ko ahau a Maketu    We are Maketu*  
*Ko Maketu ahau    Maketu is us*



Pou Whakarae



Memorial Monument



Cannon from Tapsell's ship, the "Valcona"



Photography supplied by  
Neisha Connor Photography



## What is a community plan?

Community Plans provide a framework for positive mandated action by both the people and organisations within any given community. It is also a reference document for government agencies with responsibilities to contribute to the wellbeing of residents.

Unique to Maketu, in 2006 tangata whenua held their own parallel process

which fed into the overall plan giving a real solidarity to the final plan.

Structurally, Maketu's plan details the overall agreed visions. To achieve the visions, these are broken down into practical goals and each goal details a number of individual "actions".



## Word from the Maketu Project Team Chair

*The Maketu Community Plan was formulated by many people over a 12 month period and is an empowering document for the people of Maketu.*

*On the plans completion in 2007, it became obvious that the actions in it would need to be purposefully initiated to avoid the plan sitting on a shelf. The Maketu Projects Team was formed to start implementing the actions as decreed by the community. The team has a representative from most groups in Maketu plus WBOPDC, Regional Council and Te Arawa Lakes Trust. All groups retain their full autonomy.*

*To date, as a result of the plan, Maketu has footpaths, BBQs, security cameras, historic markers, Pou and a bus shelter. The Kotukutuku gully is a place of pride and although the spit and dotterels are not part of the plan they are a very visible entity. Less visible, is the improved health, culture and wellbeing of the community. It is now 7 years since the original plan and we went back to the people to review and renew. This document is the result of those meetings.*

Trevor Hughes  
Chair | Maketu Projects Team.

## These following four principles of the plan encapsulate what is important to the people of Maketu.

### Tino Rangatiratanga

*Ko te whaakinatanga o te Tino Rangatiratanga – e whakanui ana ano hoki i nga taonga tuku iho.*

Self Determination is acknowledged – our cultural heritage is respected.

### Whanaunatanga

*Ko te whanaungatanga te mauri o te Iwi. He waahanga nui te whanaungatanga mo te rohe whaanui o Maketu*

Connectedness is the life force of the people and relationships are an important part of our community

### Kaitiakitanga

*Ko toona kaupapa ko te aata tiaki ko te raahui me te whakauu i te mauri ki toona Taiao.*

The principle of guardianship ensures we respect and protect the mauri (life force) of the environment

### Te Whai Hua

*Ko nga whakaritenga whai hua e tautoko ana i te aahuatanga noho o Maketu.*

Economic activity supports and promotes the coastal village character of Maketu



## Why was the Maketu plan reviewed?

The review was triggered when the Maketu Projects Team asked Council to review the old plan. The community had changed, many of the old goals had been achieved, and new and worthwhile goals were emerging, but not yet ratified by the people. Not all of the actions in the plan have been undertaken by members of the

Maketu Project Team. Anyone is free to fulfil the goals set out.

Many of the actions in the original plan are still completely valid and that is why this review doesn't replace the old plan, but just extends it and gives emphasis to the new actions.

## Whose plan is it?

The Maketu Community Plan was initiated, discussed, and implemented by the community. It contains their voice, and their mandate.

Council's role was to facilitate the process, record all of the information given at public meetings, and write it up.

## Maketu statistics

Census results 2006 – 2013:

The proportion of Maori residents in Maketu is 63%. For the District it is 17% and in the whole of New Zealand, 15%.

The Districts population increased by 5% overall, but decreased in Maketu by 11% to 1,047. But from 1996 to 2013 the census shows a total of 6% for Maketu growth overall.

In parallel with the population decrease of 2006 - 2013, the privately owned and occupied dwellings also decreased by 9%

to a total of 47%. Rented dwellings were 37% compared with the District's 30%.

64% of households are "one family" and 26% are "one person" households.

In 2013, the top three industries where people are employed in Maketu are: Manufacturing (16%), Agriculture, Forestry and Fishing Sector (11%), and Health Care/Social Assistance (11%).

46% of the population are full time employees and 36% (compared to 33% nationally), are not in the labour force.

## Why was the 2007 Maketu plan so successful?

Initially it gave clarity to issues and mandate to actions.

But its greatest achievement was establishing a point of unity where people could come together in agreement. In a small community any action undertaken had a “crossover

effect” onto other groups, often leading to speculation and uncertainty. Membership on the MPT enabled people to see what others were up to. This group provided the venue to iron out concerns and ultimately opened the door to greater co-operation.

## Major achievements/platform for success

*Ko ahau a Maketu. Ko Maketu ahau.*

The physical results of this plan can be seen in some of the major projects completed so far.

1. The Pouwhakarae, showing its distinct Ngati Whakaue carving style, stand at the entrances to Maketu as gateways, and also show tangata whenua’s strong tupuna and Te Arawa links.
2. The Kotukutuku Gully enhancement where thick mats of climbing weeds and piles of car bodies made way for a walking path and native plantings is a good example of a project where everyone got involved.
3. The Healthy homes working group continues previous work to improve the health and safety of homes in Maketu with insulation, advice and minor repairs.
4. Installing security cameras at key locations and other community safety focused projects such as the introduction of the neighbourhood support network, have had a significant effect on reducing crime, making the village a lot safer.
5. The installation of the new footpath in front of the surf club and the BBQs have been a great focus point and source of community pride and ownership. Whanaungatanga in action.
6. Work on the spit and adjacent wetlands is helping to protect the few remaining wild areas, reverse the trends of indigenous species decline, and control unsightly weed infestations.
7. The seven historic markers combine the aspirations of tangata whenua and Pakeha, explain historic sites and create a walking trail for both visitors and locals.



Community BBQs



One of seven Historic Maketu markers



Maketu Fire Station



Surf Lifesaving Club



Maketu Coastguard

## Where to from here?

During the review process the community identified a number of key issues or projects.

These are some of the significant actions that emerged during the planning process, which have a high priority.

### Tino Rangatiratanga – Self Determination

*MPT co-ordinator*

A significant part of the improved health and well being of the community is the position of Community co-ordinator. A priority of this plan is to secure a continuation of this position.

### Whanaunatanga – Connectedness

*Multi-purpose Hub*

The strongest theme in this plan review has been the demand for a multi-purpose hub.

Exactly what this would look like would need to be determined by a preliminary investigation of community needs. It has been recommended to contain any combination; a meeting place, youth centre, gymnasium, sports facilities, office facilities etc. Part of this investigation would be consideration of available land options.

### Kaitiakitanga – Guardianship

*Kaimoana*

Maketu is an important place for native wildlife and the harbour and coastal area has long had a reputation for providing kai for the local community. Preservation of kai is a key concern as is the development of a strategy to rid the village of its many problem weeds, notably pampas grass, wattle and blue morning glory.

### Te Whai Hua – Economic activity

*Tourism / Employment*

This is a key area and the review identified several key areas where we could grow our economy, notable among these was tourism, the development of aquaculture and support for an improved public transport system.

## Maketu Plan Review Summary

### Tino Rangatiratanga – Self Determination

Concept	Description
Walkways and cycleways	Develop walkways and cycleways within the village including to Okurei Point and Newdick's Beach. Connect to walk/cycleways being planned from Pukehina and Te Puke. Walkway to Little Waihi.
Map and directory	Develop a clear road map of Maketu together with a directory of historic locations, businesses and services.
Signage	Erect welcoming signs at the entrances to the village. Work to ensure all signs in Maketu are bilingual including in shops, businesses and offices.
Clean up CBD	Work with the community to clean up the CBD and improve the image of Maketu for the visitor.
MPT Coordinator	Work to ensure ongoing funding for this position.



## Whanaunatanga – Connectedness

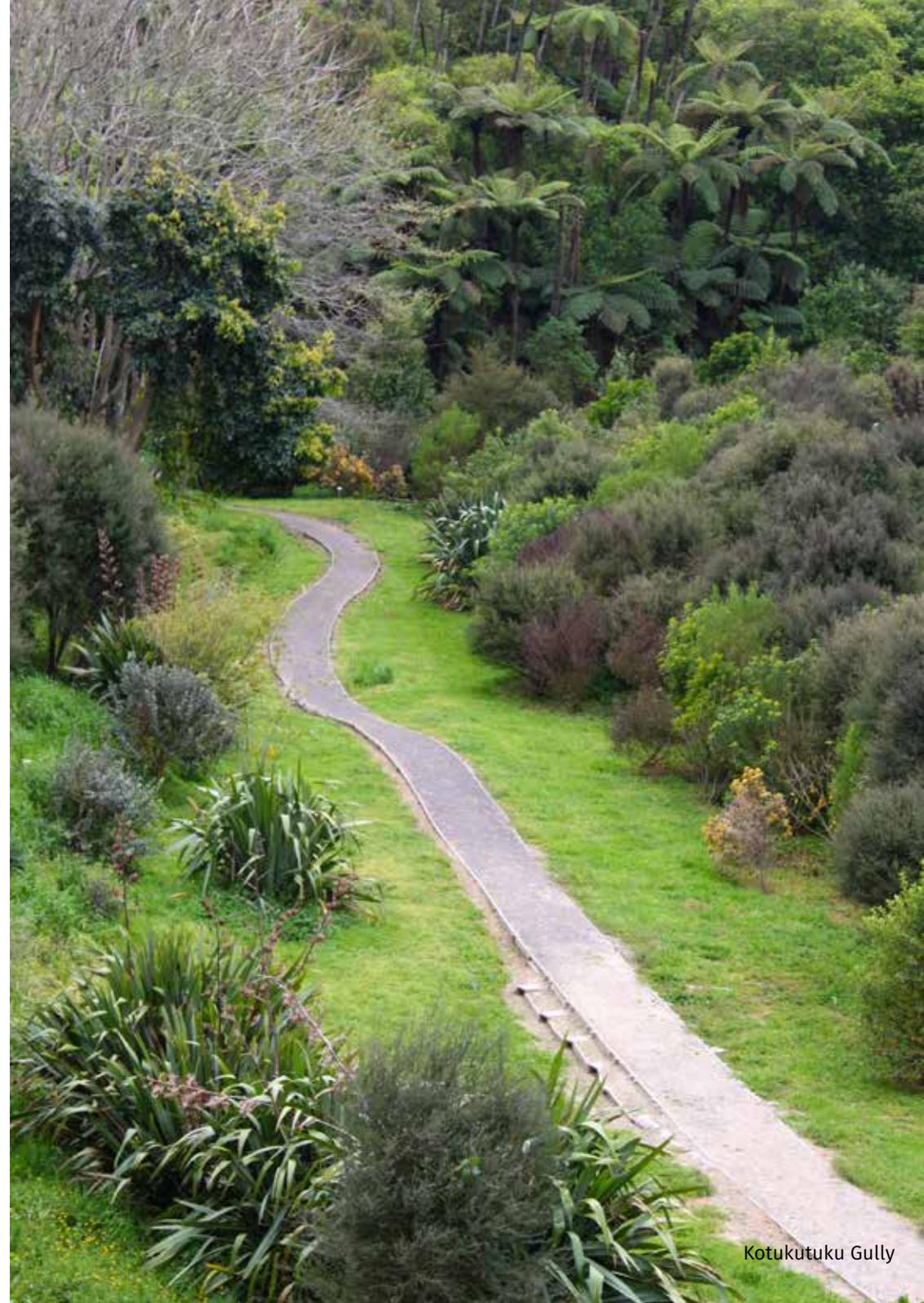
Concept	Description
Community activities	Encourage the development of festivals and events such as the Kaimoana.  Ideas: Matariki, triathlon, walking groups, Neighbourhood Day, Volunteers day.
Groups	Encourage development of special interest and recreational groups or clubs, eg. Walking, cycling, fishing, flax weaving, music.  Encourage groups to work together to improve the community.
Healthy Homes	Support the Healthy Homes and Whanau Ora programmes
MPT	Support and appreciate the work of the Maketū Project Team
Multipurpose hub	Work to ensure the construction of a building to serve as a multipurpose community and recreational facility providing a wide range of services and facilities:  Social, cultural, sports, business, office space, gym, concerts, events, meetings.
Playgrounds	Increase the number of playgrounds for children.
Volunteers	Support and encourage volunteers within the community.
Recycling	Promote and support the opening of a recycling facility or service in Maketu.
Training	Support introduction of employment related training courses; computer technology, forklift, driving HGV and car, building, DIY.
Sports coaching	Promote use of sportsfield and elsewhere for rugby, football, cricket, athletics, fishing.

## Kaitiakitanga – Guardianship

Concept	Description
Kaimoana	Support initiatives to ensure kaimoana stocks are not depleted.
Clean up the weeds	Support the development and funding of a major initiative to educate the community to the problems caused by invasive weed species, and promote the development of a programme to remove them.  Engage with private landowners and both councils.  Pampas, Wattle, Morning Glory, Honeysuckle, Castor Bean, Ginger, Canna Lilly, Choco, Jasmine, Kiwifruit, Tree of Heaven, Italian Buckthorn.
Wetlands	Support and promote the development of the Kawa Swamp restoration and other wetlands in the area.
Estuary rockwall	Support the redevelopment and upgrade of this once the rediversion has been completed.
Boating channel	Support the dredging of the channel to the boat ramp.
Domestic animals	Promote better dog and cat control in the community.
Pest animals	Promote the control or eradication of possums, rats, magpies and other pest species.
Trees	Encourage planting of fruit bearing native trees – good for native birds.  Kotukutuku Gully, Arawa Avenue.  Encourage and educate community to appreciate native trees.
Native nursery	Encourage the development of a plant nursery to grow native species for us in the community.
Pukemaire Pa	Organise the community to clean up the Pa site.
Rubbish	Seek to develop an element of civic pride to stop the dumping of rubbish along the roadsides leading to Maketu, and leaving fish guts etc. at the boat ramp.

## Te Whai Hua – Economic activity

Concept	Description
Tourism	Encourage and promote all aspects of tourism to Maketu with a special focus on cultural and ecotourism.
MasterChef	Build off success of Masterchef winners.
Aquaculture	Encourage the development of aquaculture that will enhance natural values and not pollute our waterways.
Employment	Work to encourage the development of employment opportunities for members of the community with a special focus on youth employment.
Housing	Work with TALT to facilitate and encourage the development of affordable housing in Maketu.
Transport	Support development of an effective public transport system for local people.



Kotukutuku Gully



**Western Bay of Plenty  
District Council**

