

KATIKATI

Our Community Plan



Ahakoā he iti, he pounamu

Although it is small, it is precious.

Te Rūnanga o Ngāi Tamawhariua

Tēnā koutou katoa. We hope tāngata whenua o tēnei rohe / people of Katikati find the 2022 to 2032 Community Plan to be an open minded document that provides the opportunity to develop the aspirations of everyone. The document is intended to portray the views, needs and wants of the community and leave these ara's / pathways open for the future generations to pursue. I would like to thank everyone who took the considerable time to create this plan.

Ngā mihi ki a koutou katoa, nā.

Ben Warren

Acknowledgments

Katikati Community Board

Katikati Reference Group

Western Bay of Plenty District Council -

Community Manager

Katikati Community participants and groups listed within this document

Boffa Miskell

Photography is courtesy of Anna Menendez Photography, Katie Cox Photography, Western Bay of Plenty District Council, KATCH Katikati Tourism Bay of Plenty and Kate Sutherland.

Executive Summary

The Katikati Community Plan is a document created for the community by the community. It is also a recognition and celebration of the planning and vision held collectively by the community.

This Community Plan seeks to provide overarching strategies and desired outcomes which are aligned with actions that can be achieved over a 20-year period.

To capture aspirations of the community and tangata whenua, engagement was led by the Katikati Community Board through a series of open days, Key Reference Group Workshops and 'one on one' engagement.

The Community Plan also builds upon existing strategies, research documents and plans that provide direction for the Bay of Plenty, Western Bay of Plenty District and Katikati community.

It is intended that this document remains as a 'living document' to provide the community with future direction. The concept of the four well-beings is applied throughout. The Social, Environmental, Economic and Cultural well-beings connect current planning and future vision.

The Action Plan links the leading strategies and plans and identifies an opportunity for community organisations and groups to deliver on these plans. Connection and collaboration of methodology and planning from interested and active groups are key to successful delivery.



Photo by Arianne Brownlee

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Introduction

This Community Plan looks to provide a future direction for the community. Our community is formed by diverse groups of different cultural backgrounds who are bound together by location, a common sense of place, shared identity, and similar interests.

Many community and interest groups contribute to creating a sense of community, alongside public agencies. No one agency, group or body is solely responsible, and this plan recognises there are intricate connections and diverse methods of delivering the community's vision and outcomes.

The Community Plan provides direction, connections, and outcomes for the community to advocate for. The plan focuses on enabling partnerships, providing opportunities for funding and involvement in planning with Council. It is important to acknowledge that community perceptions, views and opinions will change over the lifetime of this plan.

This plan has been written as 'living document' that connects actions across the four well-being areas. To retain the living nature of this Plan, requires active and ongoing engagement from within the community. This will allow the key opportunities and challenges Katikati faces at any one time to be incorporated.

Purpose

The Katikati Community Plan provides the people of Katikati with:

- a summary with the community's aspirations and vision for the future of Katikati.
- a plan that is created for the community and led by the community.
- a plan that builds upon the predecessor plan, 'Katikati The New Picture' and provides a new direction.
- an understanding of ongoing initiatives, actions, projects, and relationships integral to delivering the Community Plan.



Photo by Katie Cox

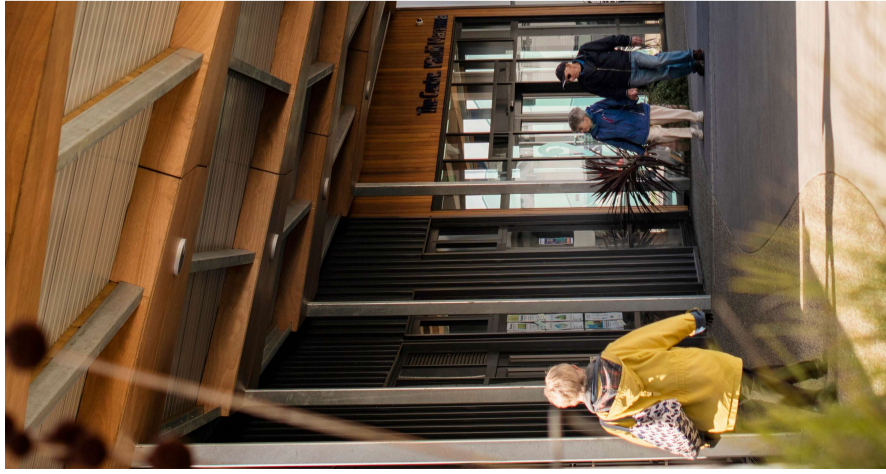


Katikati: An economically vibrant, inclusive, sustainable community

- Creating Innovative Business
 - Celebrating diversity
 - Creating vibrancy
- Creating a healthy environment
 - Caring for community health

Our Community 2022

(DEMOGRAPHIC DATA FROM 2018 CENSUS)



OUR MARAE:

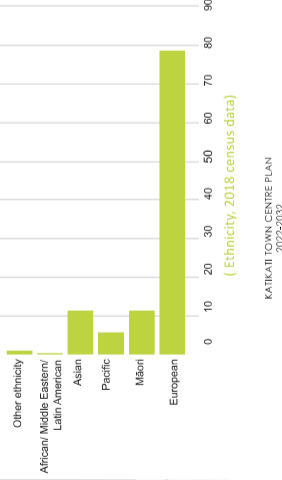
Te Rereatukahia | Tuapiro

Population

The population of Katikati was approximately 5,160 in the 2018 census, and by 2021 was estimated at 5,500. Based on the 2021 LTP projections, the population will be 6,420 in 2031, which is an increase of 16.7% in ten years.

ETHNICITY

According to the 2018 census data. The main ethnicity group in Katikati is NZ European, with 78.7% of the overall population, followed by Maori (11.5%) and Asian (11.4%). (Totals add to more than 100% since people could identify with multiple ethnicities)



OUR ENVIRONMENT

Uretara, Tuapiro, Tahawai, Te Mania, Te Rereatukahia, Waitekohe and Aongatete streams
Haiku pathway
Birdwalk/Yeoman walkways and adjacent wetlands
Kaimai Mamaku Conservation Park, Aongatete Forest
Tauranga Harbour
Waitekoheke Reserve

OUR OPEN SPACES:

Katikati Town | 20.22ha
Katikati Cycleways | 7.53km

WHAT WE'RE KNOWN FOR

Mural town
Avocado Festival
Avocado Capital of New Zealand
Bush Tracks
Haiku Walkway
Waterways
Harbour Access and Recreation
Cycleways
Summer Concerts

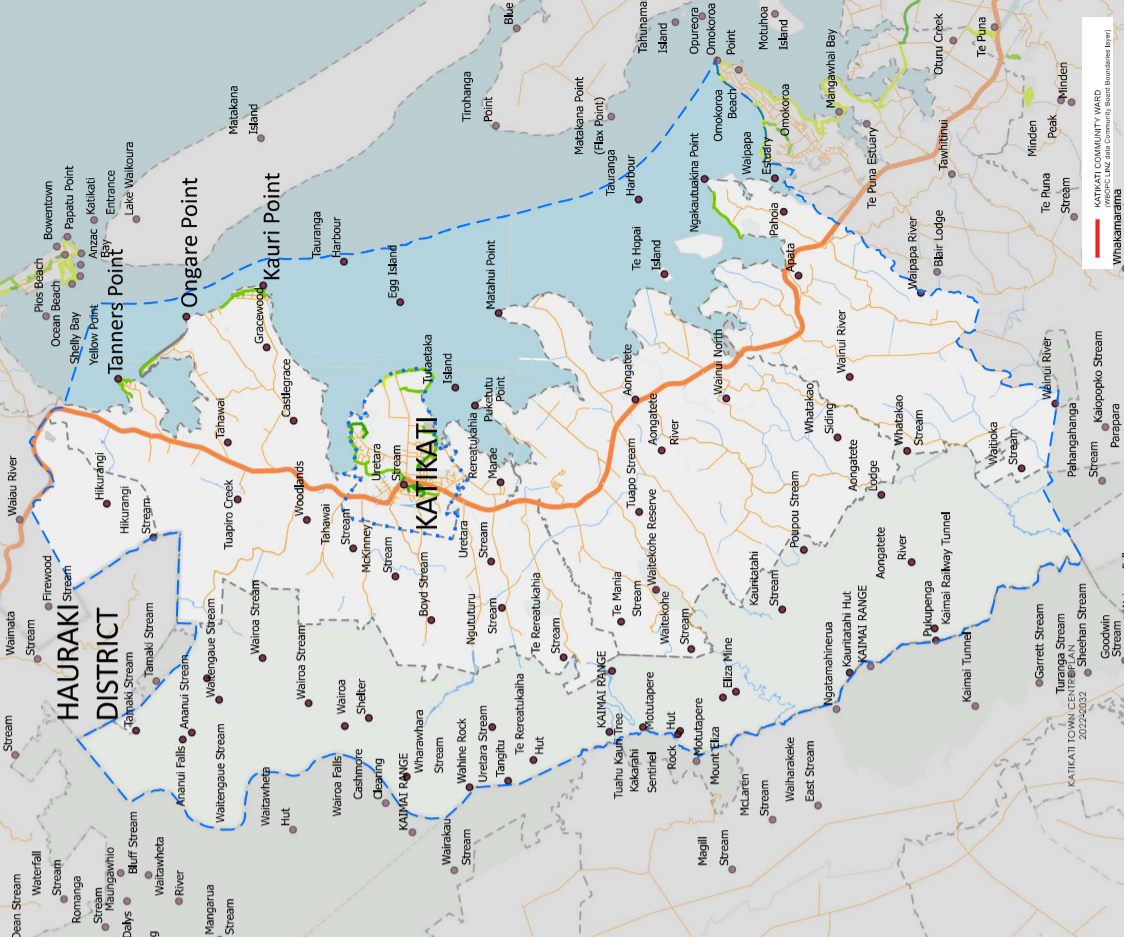
AGE COMPOSITION

The median age in Katikati is 53. Our community has a high proportion of seniors, with 25.1% of the population aged 70-84 years.

OCCUPATIONS

In Katikati the total number of registered businesses stayed roughly the same in the last 3 years. Businesses were most commonly involved in the following sectors: Agriculture, Forestry and Fishing with 18.8%, followed by Rental, Hiring and Real Estate Services with 15.6%.

Occupation	Percentage
Managers	2.5%
Professionals	17%
Technicians and related occupations	~1%
Trade workers	~1%
Community and personal service workers	8%
Other workers	~1%
Sales workers	7%
Administrative workers	9%
Machinery operators and drivers	7%
Labourers	16%



Engagement and Influences



Engaging with the community was undertaken by the Community Board through several open days and the use of a Key Reference Group.

Participants of the Key Reference Group were selected by the Kaitiaki Community Board as a snapshot of community groups, organisations and businesses of Kaitiaki. Further targeted engagement on specific topics was undertaken by the Community Board.

One on one meetings with interest groups and key organisations were also undertaken. Recognising that other strategies, plans and engagement reports also capture community aspirations these have been

WHAT THE COMMUNITY TOLD US:

“

We should identify what's significant to Kaitiaki's heritage and traditions and help people celebrate them.

”

“

Sustainability is important for Kaitiaki's long term development; we want our town to be environmentally friendly and able to equip our next generation with environment awareness.

”

“

We love our community and want it to connect, support, and be welcoming for all ages and ethnicities.

”

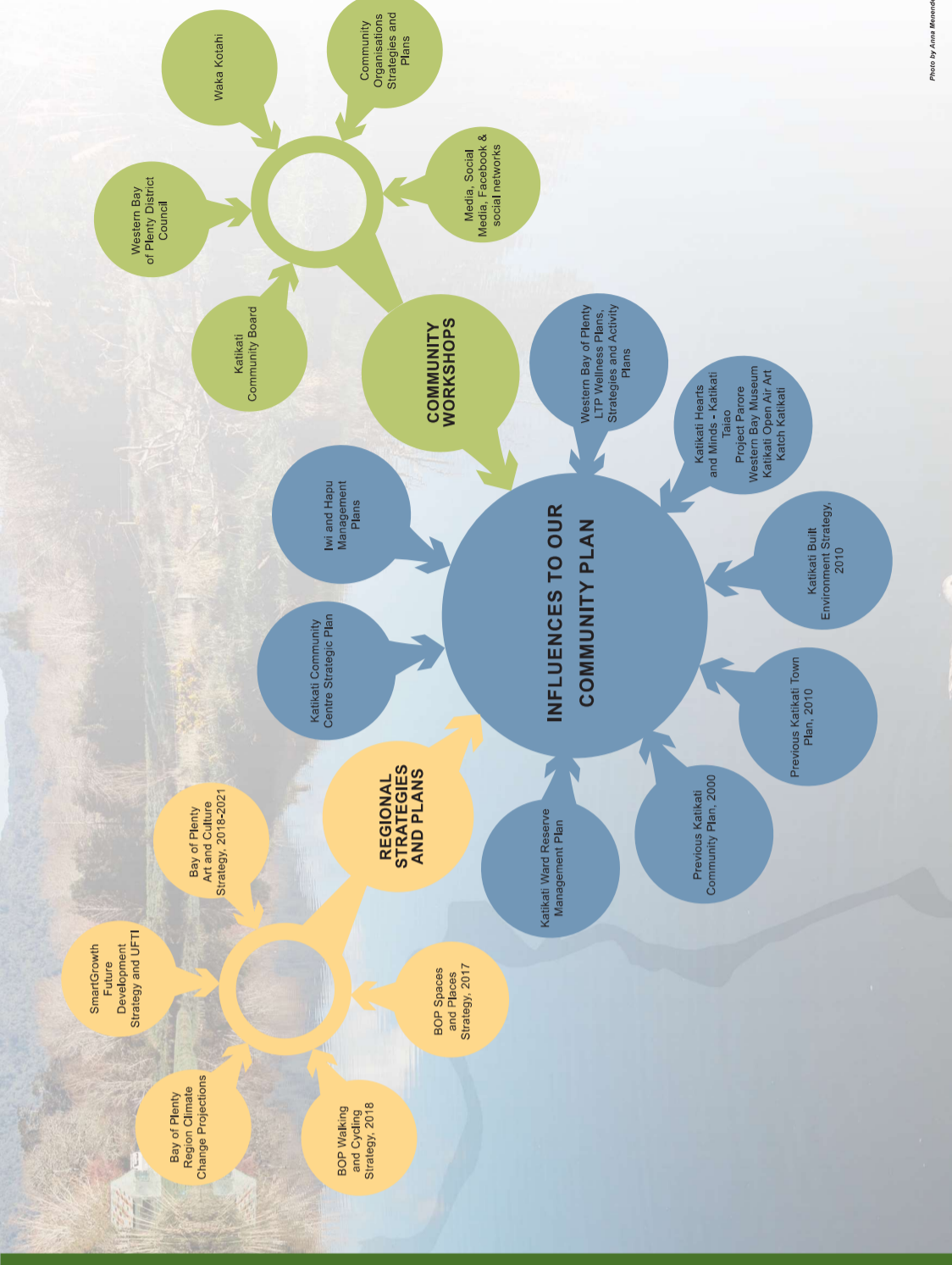
“

Kaitiaki should be a place where we provide more opportunity for people to stay and contribute to building the community together.

”

considered in the preparation of this plan. Engagement on this Draft Community Plan continues and further community input is sought.

Many strategies, and plans influence the outcomes of this Community Plan. The role of this Plan is to build upon and reinforce existing plans whilst creating new opportunities and actions that reflect the community's aspirations.



Nga kaupapa matua Objectives



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1. Social | Paōri

Understanding the different social make up and needs of our community is essential to strengthen, support and improve our social well-being.

A large number of community groups and organisations exist to support the community in health, recreation, arts and culture. Katikati is currently known as the "Mural town" and Katikati Open-Air Art is a vibrant contributor to this theme. Our local groups provide a host of activities that build a strong community and help integrate current residents and new arrivals.

Active social engagement occurs for example in our Churches, Library, Western Bay Museum, the Arts Junction, the Memorial Hall and the RSA in the community. The Katikati Community Resource Centre, Te Rūnanga o Ngāi Tamawhariua and Katikati Medical Centre are critical local social service providers.

Similarly, the primary, secondary schools, and young childhood centres of Katikati are central to the support of youth and families.

Sports, recreation and leisure activities are provided for at all levels by local groups. It is essential for all age ranges within the community to be able to recreate, relax and enjoy our active environment. The community has a small base of infrastructure that meets some of the local demand. The Dave Hume Pool and Indoor Action Centre located at the College provides for two schools and some of

the community activities. Improving the diversity of offering is important to the well-being of the Katikati community. We have numerous parks and areas of recreation including the Yeoman and Bird Walk which provide recreation, education and outdoor pursuits for young and old.

Te Rereatukahia Marae and Tuapiro Marae are located within the Katikati area and nurture their hapu's spiritual and physical needs.

Supporting the well-being of the entire community will see a continuance of growing needs for Katikati. Creating a community that integrates its places and spaces, events, and services opportunities to support and enhance the well-being of all people is vital.

A COMMUNITY THAT
ACTIVELY CARES FOR ALL
OF ITS PEOPLE.

1.1 Supporting development of the social space in the central town area. A designated marketplace, enhancing the river walks, parks, and supporting cafes and restaurants. Recognising and contributing to the Arts Junction, the Museum, and the Library.

1.2 Supporting and connecting where appropriate the Community groups that operate for the greater good of the public. Help develop understanding of the different social make up and needs of our community.

1.3 Supporting opportunities for local recreational, sport, leisure and activity-based organisations. Build upon the social interaction and healthy development within the community.

1.4 Supporting local events and organising groups i.e. The Katikati Avocado Food & Wine Festival, Festival of Cultures, The Arts Festival, A and P Show, Summer Concert programmes, and Katch Katikati.

1.5 Ensuring the progression of current projects--Dave Hume Pool infrastructure, the planned Sport, Recreation and Wellness Centre, the development of the Waitekohekohe Activity Park, and Local lake project beside the Uretara. These projects are central to providing facilities for the improving the quality of our social well-being.

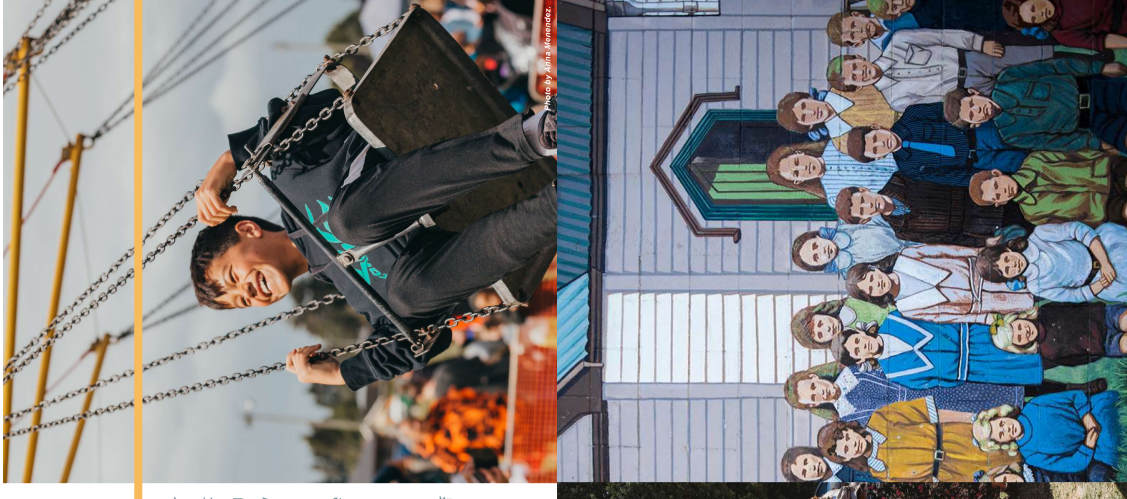
1.6 Further promote Katikati's externally held perception of its social attractions, currently the "Mural town", "The

Avocado Capital" and well known for Katikati Open-Air Art and Western Bay Museum. Areas that are significant contributors to the town. These groups build a strong community environment involving current and new residents.

1.7 Continued support of the numerous centres where social service engagement occurs.

1.8 Ensuring universal access is always considered.

1.9 Supporting the development of a diverse range of housing.



Nga kaupapa matua Objectives

2. Environment | Taiao

The health of our community is a reflection on the condition of our local land, waterways, flora and fauna. A healthy environment echoes the health of our people. The community have strongly expressed their concern around our waterways' health and the need to return our focus to the well-being of our natural environment. The many streams, beaches and salt marshes provide ideal breeding grounds for birds and fish.

Managing and reducing pollution extends from urban to rural areas. A number of plans and strategies have been identified to improve the health of our natural environment. These include identifying the interactions that occur.

Carefully managing our three waters (potable water, stormwater and wastewater) is critical to maintaining a healthy environment. Being able to safely gather food (ka) and recreate within our moana and awa benefits all the community.

Several groups exist to support protection and enhancement of the natural environment in and around Katikati. These groups require support and complementary initiatives to change behaviours and practices around our blue and green infrastructure (rivers and native bush).

The natural spaces that exist within our urban environment have the opportunity to be woven together, linking and creating rich biodiverse 'green belts' that enhance and beautify the town. This includes streets, reserves, harbour edges, gullies and private property.

AN ENVIRONMENTALLY HEALTHY TOWN AND A COMMUNITY THAT ACTIVELY WORKS TO IMPROVE OUR ENVIRONMENT.



- 2.1 Improve the urban and rural indigenous biodiversity from the mountains to sea.
- 2.2 Support the re-establishment of swimmable waterways.
- 2.3 Commend environmental groups that encourage environmental awareness and participation.
- 2.4 Encourage groups and organisations to have sustainable food sources within the community.
- 2.5 Support protection of our wetlands that provide a refuge for birds and other indigenous biodiversity.
- 2.6 Endorse environmentally sound stormwater treatment practices from roads, using stormwater catchment and green infrastructure.
- 2.7 Advocate for the establishment of electric vehicle re-charge stations in the town.
- 2.8 Create a town focused and designed with walkways and cycleways - including universal access.
- 2.9 Encourage and support the development of environmental education within our schools and community.
- 2.10 Recognise the likely impacts of climate change and ensure future resilience is considered in any planning.

Nga kaupapa matua Objectives

3. Economic | Ohaoha

**AN ENVIRONMENT WHERE
THERE ARE OPPORTUNITIES
TO LIVE, TRAIN AND WORK,
EMBRACING TECHNOLOGY AND
CONNECTED COMMUNITIES.**

Kaikati has a foundation of rural industry, primarily horticulture and agriculture that sustains the economic well-being of the township. Business, technology and innovation are continuing to drive change within these industries and Kaikati has the opportunity to be at the heart of such innovation.

Kaikati is the Avocado Capital of New Zealand. Economic well-being over the next 20 years will rely upon interdependent and circular economies being developed between businesses. Food production will remain the backbone of the local economy with environmental challenges driving change within this industry.

Housing demand and projected growth for Kaikati will see the need to increase the housing supply and supporting commercial sector.

Changing working environments, including working from home, provides opportunity for Kaikati to offer a lifestyle approach to work, live and play within the town. The digital hub is a commitment to moving towards a digitally connected community.

Tourism, both domestic and international, provides the opportunity to attract visitors to Kaikati through places, spaces and events. Education focused on horticulture and technology presents another opportunity.

The sport and recreation environment creates high visitor numbers and multiple visitor event opportunities. This is a sector that can be grown with better facilities, investment and development.

Planning for the future of the town with and without a State Highway Bypass must be considered in all planning.



3.1 To be an attractive location for new and existing businesses and institutions.

- Encourage the application of a circular economy;
- Promote a compact urban centre attractive for retail, food services and markets;

3.3 To have a dynamic and resilient economy.

- Support and communicate (including via digital means) the area's unique heritage, events, cycleways and green spaces;
- Strengthen the creative art space by supporting and communicating the area's diverse creative activities;

- Encourage the development of the Kotahi Lane area into a riverside precinct that supports business and tourism opportunities with parking, recreational space, picnic areas, walkways alongside some higher density, high end housing;
- Continue to recognise local enterprise excellence on an annual basis;

3.2 To be a community of choice for talented people especially in horticultural and hort-tech and related industries.

- Support existing and new programmes to provide education and employment pathways;
- Encourage Kaikati to be recognised as a centre of excellence for horticulture and hort-tech

education;

- Support an appropriate mix of housing that reflects the needs and aspirations of current and future businesses and their employees.
- 3.3 To have a dynamic and resilient economy.
- Encourage and advocate for the infrastructure (including the bypass, cycleways, EV charging stations, parking and covered walkways) to support a strong economy;
 - Identify land use opportunities for strategic urban growth and advocate for appropriate rezoning.



Nga kaupapa matua Objectives



4. Culture | Ahurea me te tuku ihotanga

Understanding where we come from and how our community was established and changed is important in establishing a sense of belonging and a sense of place. Recognising and actively reflecting the rich bicultural history through knowledge sharing, community actions, participation, decision making and art are many methods to celebrate the diverse culture Katikati has.

Supporting existing strategies and management plans, actions and objectives are important in the delivery of a diverse culture and its heritage. The Museum is the cornerstone capturing the heritage of the community and the Western Bay District. Considering the values and principles of the hapu management plan will achieve symbiotic outcomes for cultural identity and recognition of our heritage. It is not always the outcome that is important but the journey to reach it that enhances our community's identity.

Over the past 20 years Katikati has successfully reflected and continues to reflect, through art and events, the cultural heritage of Katikati. What is apparent is the relative lack of Maori cultural heritage tangibly reflected in the town itself. There is an opportunity to enrich and strengthen Maori heritage to the wider Katikati community.

Looking forward, the diverse ethnicities that Katikati hosts provide opportunities for celebration of our evolving cultural diversity. Recognise and honor the Treaty of Waitangi.

RECOGNISING THE RICHNESS
OF OUR BICULTURAL HERITAGE
AND MULTICULTURAL FUTURE.
A WELCOMING COMMUNITY
FOR ALL.

4.1 Enabling and supporting different cultural groups to participate in community consultation.

4.2 Reflect the rich heritage through design and interpretation; including recognition of significant cultural sites and activities to be protected.

4.3 Strengthen cultural connection to the Uretara Stream and Tauranga Moana and recognise their traditional and cultural value.

4.4 Support improving our community's knowledge of our mana whenua including Ngai Tamawhariua through whakapapa, tikanga, reo, and korero tuku iho.

4.5 Encourage ethnic groups in the celebration of culture through arts and events.

4.6 Strive to become the iconic cultural gateway to Te Moana a Toi | Bay of Plenty.



Photo by Peter Cox.

Action Plan

No	Action	Social	Environmental	Economic	Cultural	External strategies and plans
1	Develop a town centre marketplace	✓		✓		Town Centre Plan
2	Create river and coastal walkways and cycleways	✓	✓	✓		Walking and Cycling Action Plan 2020
3	Cover Dave Hume Pool	✓		✓		LTP 2021/31
4	Build Waitekeheke trails	✓	✓	✓		Waitekeheke Reserve Concept Plan
5	Build a Community, Sport, Recreation and Wellness Centre	✓			✓	
6	Develop the Avocado Capital theme	✓		✓		
7	Enhance Highfields Lake	✓	✓			LTP 2021/31
8	Create wetland bird hides		✓	✓		
9	Establish Electric Vehicle charging points		✓	✓		
10	Continuous improvement of the local environment		✓			Project Parore Operational Plan
11	Development of Kotahi Lane area	✓	✓	✓		Town Centre Plan
12	Strengthen the creative arts	✓			✓	
13	Advocated for and support innovative horticulture			✓		
14	Enhancing the aesthetic appeal of the town	✓	✓	✓	✓	Town Centre Plan
15	Build the Katikati Bypass	✓	✓	✓		Regional Land Transport Plan
16	Enhance town entranceways and signage			✓	✓	
17	Development of Western Bay Museum storage / multipurpose building	✓		✓	✓	
18	Support cultural groups to participate in the community	✓			✓	Welcoming Communities Action Plan 2018-2020
19	Celebrate the diversity of cultures	✓			✓	Welcoming Communities Action Plan 2018-2020
20	Ensure all capital infrastructure projects include cultural design and detailing				✓	Welcoming Communities Action Plan 2018-2020
21	To be a destination for cycling, tramping, bird watching & access to fishery	✓	✓	✓		
22	Develop ramp and council property at Beach Road			✓		
23	Enhance wharf area at the landing	✓	✓	✓	✓	
24	Improve signage for culturally significant sites	✓			✓	