



## Wellbeing Plan Mahere Hauora

The purpose of local government is to promote the economic, social, cultural and environmental wellbeing of its communities, both now and in the future.

We've developed this Wellbeing Plan to set out our approach.

## Wellbeing

Wellbeing means different things to different people and to different communities. In general, it's the experience of health, happiness and prosperity, and having a sense of meaning or purpose in one's life. That could mean having a good, stable job. It could be knowing your kids are safe at school and are getting a good education. It could be having a stream or river nearby that's clean and healthy – a place where you can go and enjoy nature. It might be knowing your neighbours and belonging to local clubs where people can get together and connect. Or, feeling safe and secure and warm in your home.

For Māori communities, wellbeing is strongly linked with the connection to place – knowing the land, the whenua, having a local marae that is your place in the community, being able to use local resources such as harakeke, kaimoana, and rongoa so that traditional practices can thrive.

## Council's role

The purpose of local government is to promote the economic, social, cultural and environmental wellbeing of its communities, now and in the future.

This means Council needs to think about how the actions or activities it undertakes or supports now, will impact not only on the present communities but also how they will affect future generations.

## Deciding what's important

We used existing data and information from iwi / hapū management plans, community plans, other projects where there was community consultation, and surveys such as the Annual Residents Survey and Vital Signs to inform our response to wellbeing. We've split these into:



**Social / Cultural  
Wellbeing**



**Economic  
Wellbeing**



**Environmental  
Wellbeing**



## The impact of COVID-19

Toi Te Ora Public Health carried out a Community Health and Wellbeing Needs Impact Assessment to understand the impacts of COVID-19. The key findings were:

- Those who were most disadvantaged, were the most negatively impacted.
- There are increasing and complex mental health needs across the population
- There have been increases in financial hardship and unemployment, in particular for Māori, youth and women.
- People are less able to meet their basic needs, and in particular are facing housing challenges and food insecurity.

The study points out that there have been possible improvements in environmental health (for example better air and water quality over the lockdown period) and possibly more people are engaged in physical activity as a result of walking, cycling and using green space during lockdown. However these factors have not yet been explored.

Our economy will feel impacts from COVID-19, but these may be less severe than in other parts of the country. This is because the Western Bay of Plenty had sustained growth in GDP in the five years prior to 2020, with very low rates of unemployment and lower NEET rates (Not In Education, Employment or Training) than the rest of New Zealand. The Government's economic stimulus packages will be critical to reducing negative impacts on the economy.

The factors set out here have been considered by local communities and have informed the priorities set out in the local wellbeing action plan (see further on in this section).

## The impacts of the housing crisis

Housing affects people's wellbeing in many ways. High mortgages and rents put households under financial pressure. Not having secure housing means households face disruptions if they have to move - affecting schooling, ability to get to work and being connected to a network of family and friends. A lack of supply of good quality housing means people accept living in cold and damp places that can affect their health.

Housing was already a major challenge in the District. Contrary to what may have been expected, COVID-19 has accelerated housing demand where there was already a lack of supply, leading to house prices and rents continuing to rise to new highs. Sustained population growth is keeping up the pressure on the market. The Bay of Plenty population increased by 3.8% to the end of June 2020 - and this was possibly higher in the Western Bay than other parts of the region.

As people are priced out of the private market, demand increases for social housing. Both the social housing register (people with very high housing needs who are on the waiting list for social housing) and emergency housing special needs grants have steadily increased over the last three years.

There are three major new urban areas planned in the sub-region, Te Tumu (Papamoa East), Tauriko West, and Ōmokoroa Stage 3. But they are not scheduled to be ready for development until 2024. This means there is limited capacity to cater for the housing demand - which will most likely lead to continued increases in house prices and rents, and subsequently increasing demand for social, transitional and emergency housing.

The housing sector is also a significant part of our local economy. Construction contributed 8% of GDP in the year ended June 2019. The rental, hiring and real estate sector contributed nearly 10%. While not all of this is directly related to residential development, it is possible a downturn in house building activity (due to a lack of land that is easily developable) could have a significant impact on the Western Bay's economy.

Council is working closely with Tauranga City Council, Bay of Plenty Regional Council, Tangata Whenua and Central Government (in particular the Ministry of Housing and Urban Development and Kainga Ora) on these housing challenges. They have also been considered through Council's review of its elder housing activity.

You can see more about this in our key proposal for elder housing in the Long Term Plan 2021-2031 Consultation Document.

[www.hellofuturedistrict.co.nz](http://www.hellofuturedistrict.co.nz)





## Social / cultural wellbeing

To inform Council's role in social / cultural wellbeing, we developed some outcomes and an agreed "way of working".

Our overall outcomes are that in the Western Bay of Plenty, no matter what age you are:

- People feel safe and welcome.
- People are connected and feel they belong.
- People can be active and healthy and enjoy the outdoors.
- People have access to adequate housing.
- People can learn and contribute.

Council will not, on its own, achieve these outcomes. Our role is to structure the way we work and deliver our services in the best possible way to contribute to these outcomes.

Recognising that communities are best placed to achieve their own aspirations, we adopted the following key principle:

**"The knowledge of what makes a great community, sits within that community".**

***"Ma te hapori ano te oranga o te hapori".***

Council aims to apply this principle to the way it works with communities. We want to work with communities to build:



### Whakawhanaungatanga – relationships

Recognising that good relationships are the key to success in any project or initiative.

### Manaakitanga – support

Council doesn't control or do it all, it's about supporting communities with their endeavours.

### Oritetanga – equal opportunity

Understanding that some communities might be starting further behind others and providing extra support and resources so they can advance.

Through working with communities we identified four key areas where Council could provide more support over the next three years:

- **Older people** - creating environments and connections where older people are valued and able to participate.
- **Digital enablement** - access to technology and resources bridge the 'digital divide'.
- **Young people** - creating environments and connections where young people have a sense of belonging, and pathways to employment.
- **Events** - creating a clearer understanding of how Council supports local events that contribute socially, culturally and economically to our communities.

Council will also continue to support arts and culture, sport and recreation initiatives, and community development through service delivery contracts with various organisations.

You can see more of the key actions Council will take in the Communities Group of Activities section from page 177 in the Activities section of the 2021-2031 LTP supporting documentation. This covers Community Building, Community Facilities and Libraries and Service Centres.

**For wellbeing for our Māori communities, see the Tangata Whenua priorities section on page 27.**



# Environmental wellbeing

Our District has a vision of having a clean, green and valued environment.



Our approach is:

## **Manaaki Tinana**

Caring for the physical health of the environment.

## **Manaaki Hinengaro**

Sharing and valuing knowledge about the environment.

## **Manaaki Wairua**

Protecting sites of natural and cultural significance.

## **Manaaki Hononga**

Fostering strong and effective working relationships and encouraging collective responsibility.

To achieve the District vision using the approach set out above, we aim to:

- use resources wisely
- protect important natural and cultural areas
- increase indigenous biodiversity
- have a lighter footprint
- connect people with the natural environment
- make decisions to address the impacts of climate change.

*We've reviewed our funding for environmental programmes. You can see more about this and other actions we're taking in the Natural Environment and Sustainable Living Activity, Solid Waste Activity (for rubbish and recycling), and in our Climate Change Action Plan from page 31.*





# Economic wellbeing

**Council aims to encourage the use of local resources in a way which strengthens economic opportunities and improves social outcomes.**

We have key relationships with Priority One (economic development agency) and Tourism Bay of Plenty (Regional Tourism Organisation) to build economic capacity at the sub-regional level. We support economic development in our towns and wards through supporting organisations like Te Puke Economic Development Group, EPIC Te Puke, Katch Katikati, and Waihi Beach Events and Promotions.

Council also has a key role to play through the way it delivers its services, to support growth and transport.

*You can see more of the key actions Council will take in the economic development activity in the Activities section on page 308.*





# Local priorities

We wanted to understand the key priorities for our communities, to improve their local area's overall sense of wellbeing. So we worked with local providers and invited local groups and organisations to a workshop to find out.



## Katikati Community / Waihi Beach

### Three key actions:

1. Create a hub for youth, using the Katikati Action Centre as a base. This would be a place where locals can drop in and take part in activities or impromptu sports / dance activities.
2. From this hub, create a network of mentors that can connect youth to local businesses - like the 'Youth 2 Work' scheme in Porirua. The mentors need to be local people who already have relationships in the town.
3. For Waihi Beach, the recent development of the town's Community Plan has seen many organisations wanting to collaborate on local projects. But, it's hard to get everyone in the same room and get projects started. Waihi Beach would like a 'connector' role, similar to the colab coordinator in Te Puke, or the role Katch Katikati play - someone who can help create a network, provide support to get projects off the ground, and keep everyone motivated!

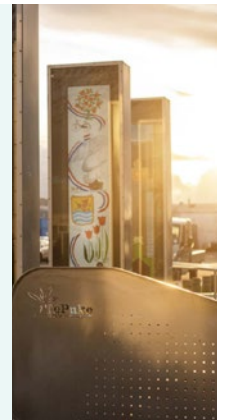


## Te Puke / Maketu Community

### Three key actions:

1. Create signage in different languages, of common sayings, to welcome and embrace all cultures.
2. Support and facilitate community-led food security initiatives.
3. Support and facilitate local housing initiatives that align with identified housing needs of the community.

The Te Puke Community also had development of a youth hub and ensuring tangata whenua inclusion in decision making as high priorities. Plans are already under way for a youth hub. Priorities for tangata whenua are set out under the heading Wellbeing For Our Māori Communities.



We've used data (mainly from Census, but also from other sources) to create profiles of communities in our district, factoring in the impacts of Covid-19. We've used these to help us understand where we're doing ok, and where more focus is needed.

The number one thing we heard was that it's about local people supporting and delivering local actions, that they can see make a material difference to their communities. They knew that their communities had the knowledge and the networks needed to deliver programmes, or actions, and that with a small amount of funding support they could make things happen.

On this page are the key actions for each ward in the District. These actions will be developed and delivered over the next three years, with Council providing 'seed funding' to each action. Council will work with local organisations to develop a clear plan for each action, from the set-up to implementation, and will ensure the success of each project is measured. The projects themselves will be led by the community, with Council supporting.

## Kaimai Community

### Three key actions:

1. Support rural communities with community safety planning, including providing funding for security cameras and support for establishment of local neighbourhood watch groups.
2. Work with groups on walking/cycleway safety, such as signage and parking provision.
3. Advocate for Ultra Fast Broadband (UFB) connection for the Whakamarama and other rural Kaimai communities (in particular in areas where UFB is already provided to local schools).



# Bringing it all together – how we will know we’re on the right track

For our local wellbeing actions, we’ll work with each project group to measure how successful the project is and how these projects can evolve over time. These will be used as case studies so we can see what works well, what doesn’t and where more focus is needed.

For overall wellbeing, we know that it takes time to achieve those outcomes. Measures from year-to-year are good to have, but it’s the trends over time that really show if things are moving in the right direction.

**We’re going to use a range of ‘indicators’ that should show if we are turning the curve on some of the negative wellbeing statistics.**







# Tangata Whenua priorities

## Ka tukuna ata i te meera ki

In 2020 Council held face-to-face engagement with several hapū across the District. The priorities from these hui, and actions Council will take, are set out here:



### Housing

Council will work on ongoing development of the Papakainga Toolkit. Working in partnership with hapū, we will seek grants for infrastructure to support housing development. We will also continue to invest in Twenty Degrees - the Regional Healthy Housing Programme, alongside BayTrust, Tauranga Energy Consumer Trust, Rotorua Energy Consumer Trust, Te Puni Kokiri, Bay of Plenty District Health Board and Toi Te Ora Public Health.

### Capacity for involvement in decision making

Council will support training and capacity development through Marae kete (an online toolkit for Marae in the District to address the practicalities of administering their Marae - maraekete.co.nz), internships and funding support for development of hapū management plans. Council will also follow agreed engagement protocols on matters of importance to hapū.

### Local involvement in local projects

Council will work specifically with Tangata Whenua on Te Tawa ki Tahataharoa and Panepane Purakau on local involvement in these projects.

### Maintaining and strengthening cultural infrastructure

Council will support cultural infrastructure through the Marae Sustainability Fund, providing support for local projects and emergency Response support.

### Water as a taonga

Council will continue ongoing work on sub-catchment management plans for stormwater management that protects ecological and cultural values.

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### Did you know?

There are

**23 Marae**

in the District



Happy Waihi Beach local (surfing, great for your wellbeing)