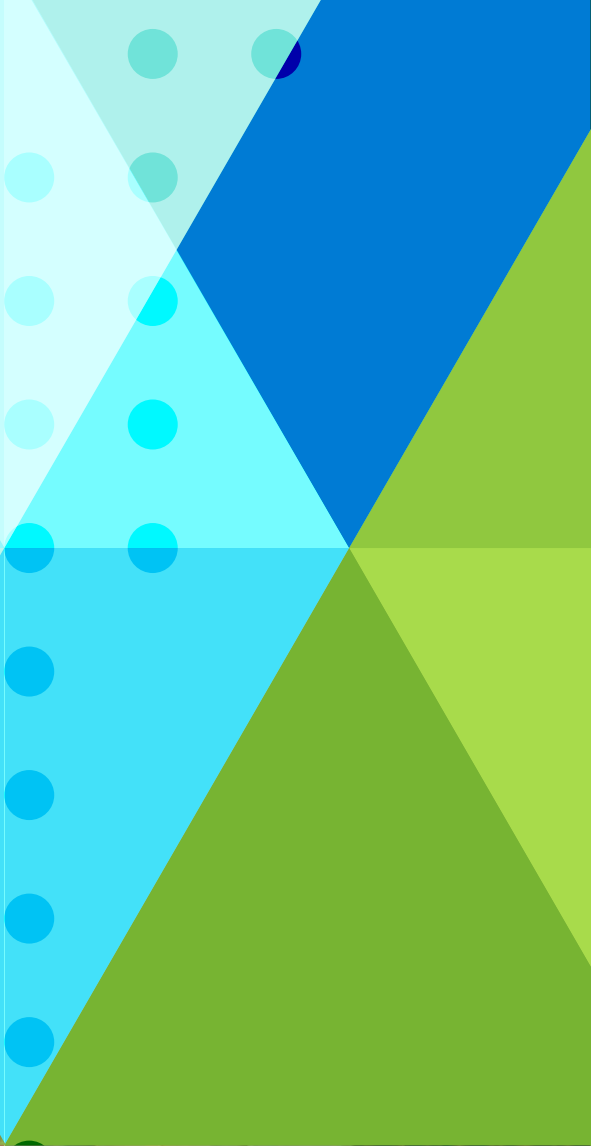




Community Development Strategy

Revised 1 July 2021

www.mdc.govt.nz



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Welcome

Tērā te karanga o te iwi, “Tēnā huakina ngā tatau o te whare kia tae ai taku tiro ki ngā taonga ā-roto”. Ko te whakahoki o te kaunihera ā-rohe o Manawatū, ko tēnei, “Kua tuwherahia ngā tatau ki a koutou katoa. Tomo mai ki tō tātou nei whare kia āhuru ai te noho. Nau piki mai, haere kake mai!”

The people call saying, “Open the doors of the house that I may see the gifts within”. Manawatū District Council responds, “The doors are open to you all. Enter into our house that your stay may be comfortable. Welcome and come on in!”

Community development is about everyone working together to make our communities a fantastic place to grow up, grow old and everything in between.

Community development is about whanaungatanga (relationships). Shared experiences and working together creates a sense of belonging.

Whanaungatanga happens when we work together to:

- Celebrate our diversity
- Welcome newcomers
- Learn and share our knowledge with others
- Ensure the environment in which we live is safe, strong and healthy both now and in the future
- Build strong, resilient, sustainable local communities
- Strengthen the interests and values of our District’s residents by encouraging active participation
- Generate community led opportunities and outcomes
- See ourselves as a single, cohesive community as well as a collection of smaller communities based on our geographical location or on areas of special interest or identity

**Manawatū District Council Community Development Strategy Vision:
Our District offers a high quality of life for all residents**

While there is a lot MDC can do directly to achieve this vision, a critical role of Council is to partner with our community, supporting grassroots initiatives in a variety of ways. There are many groups in our community who strive for the social, cultural, physical and spiritual wellbeing of individuals and families. The whakawhanaungatanga groups demonstrate building relationships through shared experiences and working together is essential to community wellbeing and Council honours the critical work they do.

Another role of Council is to advocate to Central Government on issues that impact on the wellbeing of our communities but are outside Council control. Council is committed to working for, with, and on behalf of the Manawatū community – and the individual communities that make up our District – to ensure that our District offers a high quality of life for all residents.





This Community Development Strategy is one of several strategic documents which contribute to Council’s vision. Appendix 3 shows how these strategies and plans work together towards Council’s vision of a -

Connected, vibrant and thriving Manawatū District – the best lifestyle in New Zealand

PULSE CHECK– HOW ARE WE GETTING ON?



ACTIONS

	 Wairua	 Whānau	 Tinana	 Hinengaro
Ongoing	5	5	9	2
Under RBA Contract	1	2	1	2
Completed	2	2	3	-
Not Started	4	2	4	3
New	-	-	1	-
	12	11	18	7

ON TRACK

 Manawatū  New Zealand

POPULATION

Percentage of population growth grew faster than the national average in 2019 but although it is still growing, it has dropped in comparison with the national average for 2020. We continue to have a greater proportion of younger and older people than the national average.



EMPLOYMENT

Percentage of unemployment rate continues to track below the national rate.



EDUCATIONAL

Percentage of school leavers with NCEA Level 2 has seen a positive increase from 2019 tracking higher than the national average.



Percentage of school leavers with NCEA Level 3 has also seen a positive increase from 2019 but is tracking lower than the national average.



DEMOCRACY

Percentage of voters in the 2020 General Election increased from 2017 and continues to track higher than the national average.



THINGS TO WATCH

HEALTH

Percentage of suicide although lesser than what it was in 2019 is still higher than national average (per 10,000 persons).



Percentage of smokers although lesser than what it was in 2013 is still higher than national average.



INCOME

Percentage of dependency ratio (a measure of the population over 65 and under 15 relative to the working population) although lesser than what it was in 2019 is still 10% higher than national average.

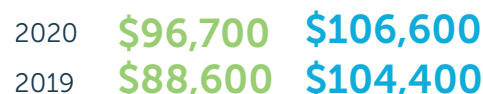


HOUSING

Percentage of renters paying more than 30% of income on rent is slightly higher than national average and higher than 2019 although local home ownership remains more affordable than for much of New Zealand. Note the earlier data was taken from Infometrics before they changed their formula which is now no longer comparable. The data being used now is from HUD (Ministry of Housing and Urban Development) with the latest data available being 2018. A factor with the growth here between income growth and house price/rental cost inflation



Percentage of household income is still \$10,000 lesser than the national average but this latest data suggests strong earnings and jobs growth in the region.



SAFETY

Percentage of crime rate has significantly increased (per 10,000 population) in the Manawatū since 2019 with the national average staying the same although Manawatū is still below the national average.

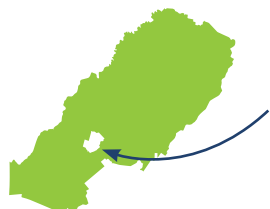


Who are we?

Key: ■ Manawatū ■ NZ

Comparing Manawatū to the rest of New Zealand

Our **POPULATION** is growing faster than the national population



Feilding
17,050
people

Whole District
32,100
people

Population Growth 1.6% 2.1%

Our **population increased by 500** to the year ended June 2020. This includes **410 new people moving to the District**.

ETHNIC DIVERSITY

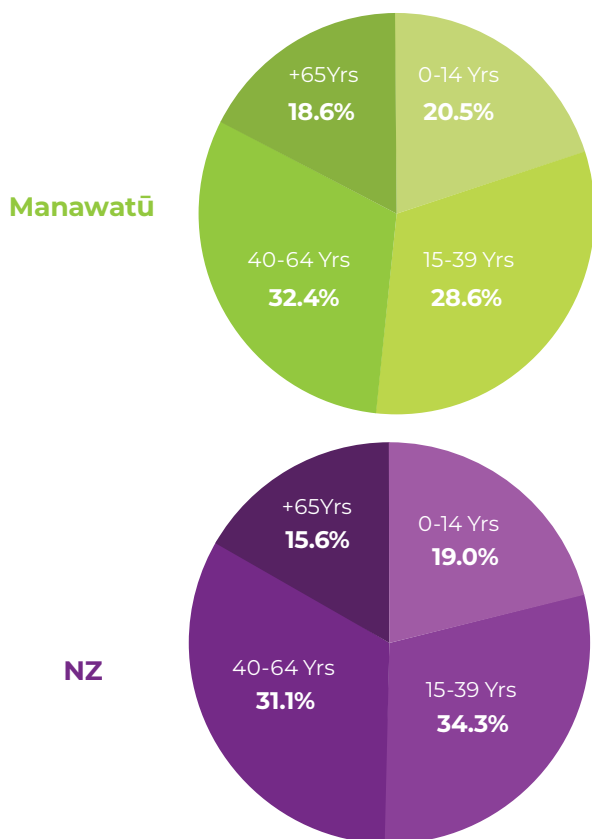
Our population is less diverse than much of New Zealand
Some people are counted more than once because they identify with more than one ethnicity

NZ European	89.2%	70.2%	Asian	2.6%	15.1%
Māori	16.5%	16.5%	Pacific	2.0%	8.1%

We have a greater proportion of European residents, an equal proportion of Māori residents and a lower proportion of all other ethnic residents than the national average

AGE PROFILE

We have a greater proportion of younger and older people than the national average



The **median age of our population is 40.9 years**. This compares with a national median age of 37.4 years.

SAFETY

Our crime rate is lower than much of New Zealand

Crime Rate <i>per 10,000 population</i>	301.6	344.1
Total convictions <i>as 9% of charged</i>	69.9%	72.0%

HEALTH



Life expectancy		
Females	83.4 yrs	83.7 yrs
Males	80.0 yrs	80.4 yrs

Suicide <i>(per 10,000 people)</i>	1.4 <i>(Midcentral DHB)</i>	1.3
Smoking <i>percentage of regular smokers</i>	16.0% <i>2013</i>	13.7% <i>2013</i>
	14.1% <i>2018</i>	13.2% <i>2018</i>

No vaping statistics are currently available.

INCOME AND EMPLOYMENT

Household income <i>Average (mean)</i>	\$96,700	\$106,600	Dependency Ratio <i>(a measure of the population over 65 and under 15 relative to the working population)</i>	60.6%	50.3%
Earnings <i>Mean annual earnings per employed person 2020</i>	\$55,114	\$64,237	Our Unemployment rate is well below the national unemployment rate.		
			Overall	2.7%	4.7%

HOUSING in the District is becoming less affordable

Ownership affordability	70.4%	74.8%	Rental affordability	32.4%	31.0%
<i>The % of first home buyers paying > 30% of income on housing costs.</i>			<i>The % of renters paying > 30% of income on rent.</i>		

Local home ownership remains more affordable than for much of New Zealand.
HUD, 2018



EDUCATIONAL attainment of NCEA level 3 in the District is lower than the national average

School leavers <i>with NCEA level 2 or above</i>	83.4%	80.8%	School leavers <i>with NCEA level 3 or above</i>	50.0%	59.1%
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98.3% of our pre-school children attended early childhood education centres in the six months prior to starting school. This compares with **96.8% of all NZ pre-schoolers.**

DEMOCRACY – VOTER TURNOUT

Local body elections <i>(2019)</i>	44.3%	42.2%	General election <i>(2020)</i>	85.9%	82.2%
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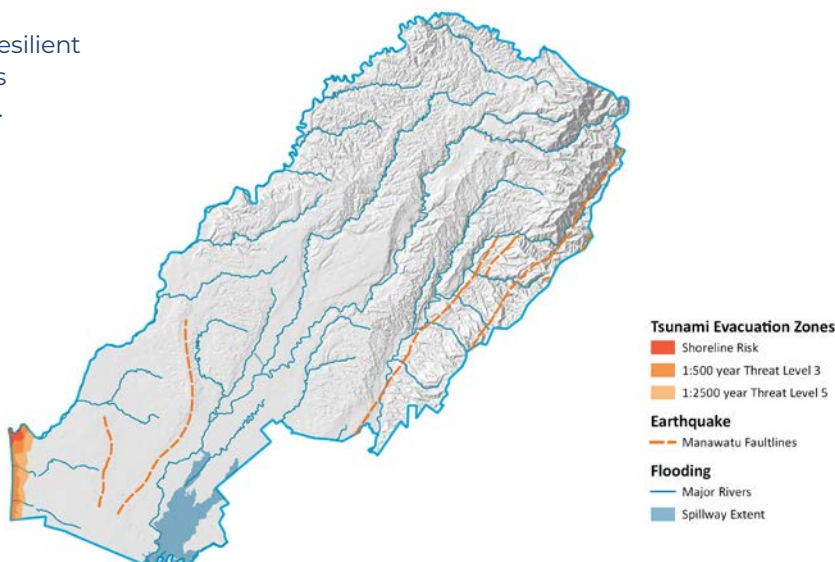
Our citizens participate more in the democratic process than much of New Zealand

CIVIL DEFENCE AND EMERGENCY MANAGEMENT is a core Council function

Council aims to assist and encourage a resilient Manawatū District, helping communities understand and manage their own risks.

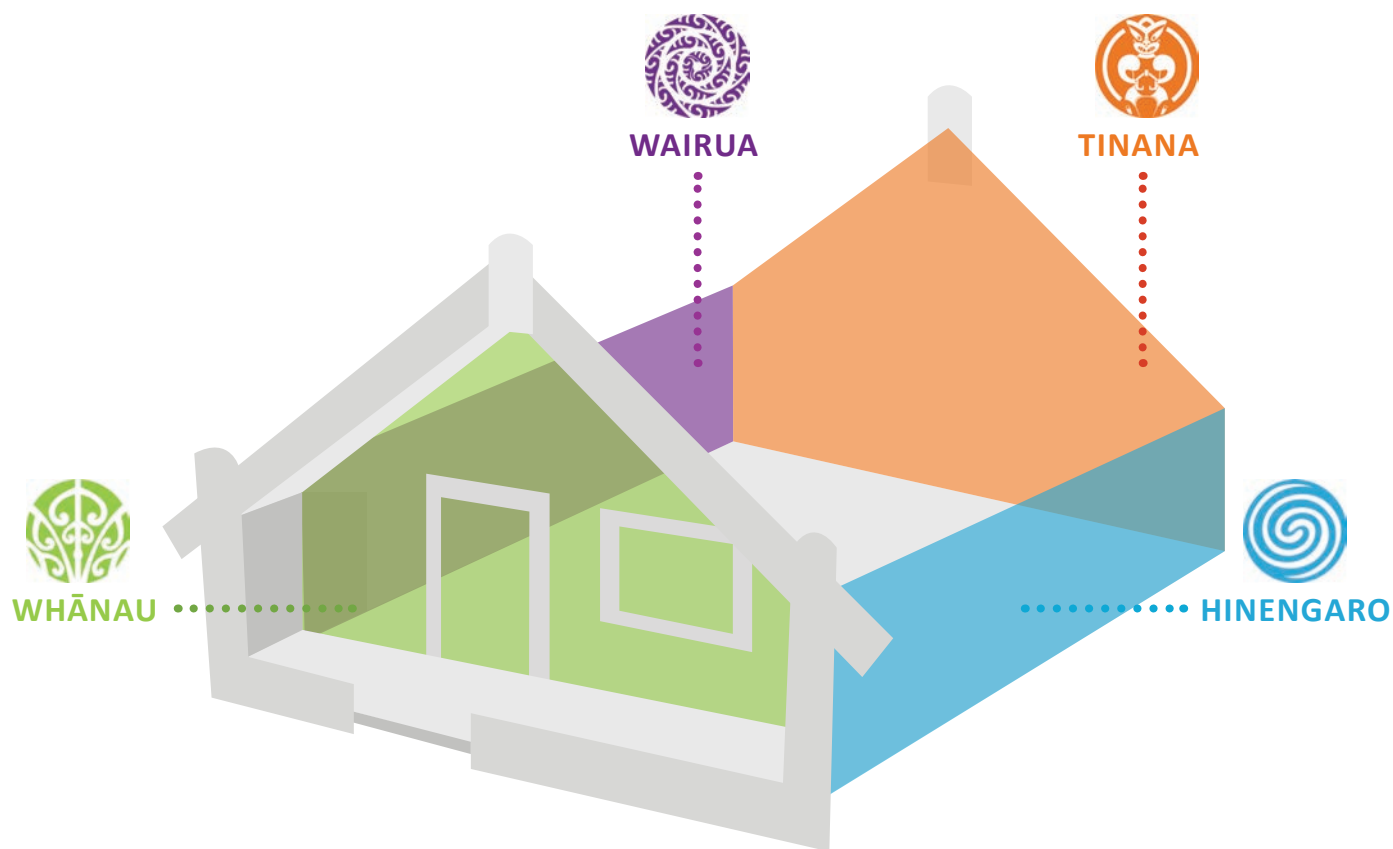
Manawatū District Hazards

1. Severe Earthquake
2. River Flood
3. Tsunami
4. Drought
5. Landslide



This data is from a range of sources, including Statistics New Zealand, Ministry of Business, Innovation and Employment, Infometrics etc.

Te Whare Tapa Whā



Te Whare Tapa Whā can be literally translated as ‘the four-sided house’

Te Whare Tapa Whā is a model of health which was developed in 1982 by Mason H. Durie (Ngati Kauwhata). It encourages us to employ a more holistic way of viewing health and wellbeing by using four key perspectives or dimensions:

- **Te taha wairua (spiritual wellbeing)**
- **Te taha tinana (physical wellbeing)**
- **Te taha whānau (social wellbeing)**
- **Te taha hinengaro (mental wellbeing)**

Additionally, the Te Whare Tapa Whā model can help illustrate how each dimension affects the others. Te Whare Tapa Whā invites us to consider more holistic solutions and remedies. A house needs all four walls in order to be strong.

For an explanation of the symbols and colours used throughout this strategy, see Appendix 4.

The Importance of the Wharenui in the Te Whare Tapa Whā model

The marae is a place that brings people and communities together, helping to support, care for, and protect the people and manuhiri (visitors).

At the centre of it all, you will find what is known as the wharenui (main meeting house). From a Māori world perspective, the house is viewed as an ancestor and reflects the physical traits of a person e.g. maihi (arms), raparapa (hands), and tāhūhū (spine). Given that Māori view the wharenui in this manner, it holds even greater significance to its people as the most senior elder on the marae, and is fiercely protected, especially during times of pōwhiri (ceremonial welcome). The people protect the wharenui and all taonga (treasures) held within, including women and children.

Community Development Strategy

Te Whare Tapa Whā model is primarily used to help view wellbeing in a holistic manner, however, this model of health can also be adopted to explore potential, opportunity and consequences in all aspects of life.

Council has used the Te Whare Tapa Whā model to explore the wellbeing of the Manawatū District, and how we might contribute to its wellbeing in a more holistic manner. The model forms the framework for this Community Development Strategy.



*Whanau Day, Timona Park,
November 2018*

Where are we headed?

Our District offers a high quality of life for all residents



WAIRUA - SPIRITUAL WELLBEING
(sense of identity and connection)

OUTCOME

We are Connected and Inclusive

Our strength is in the diversity of our people and our heritage

GOALS

- We are a welcoming community
- Everyone has a sense of belonging and are proud of where they live
- We value who we are and where we have come from



WHĀNAU - SOCIAL WELLBEING
(communal, community)

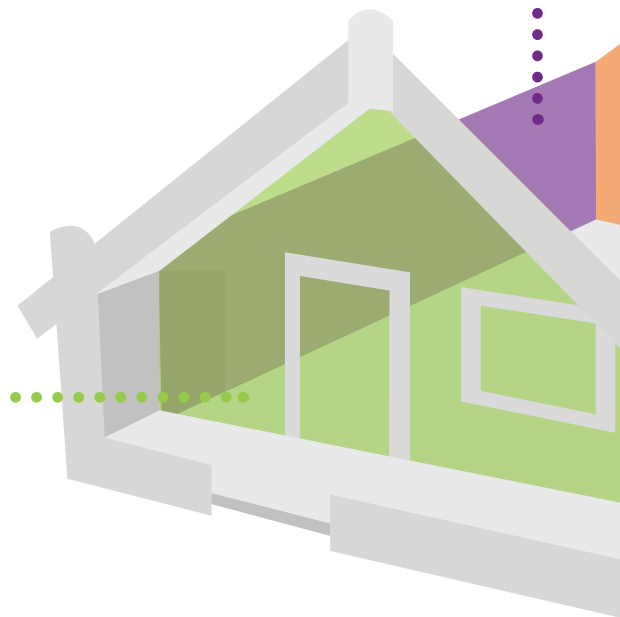
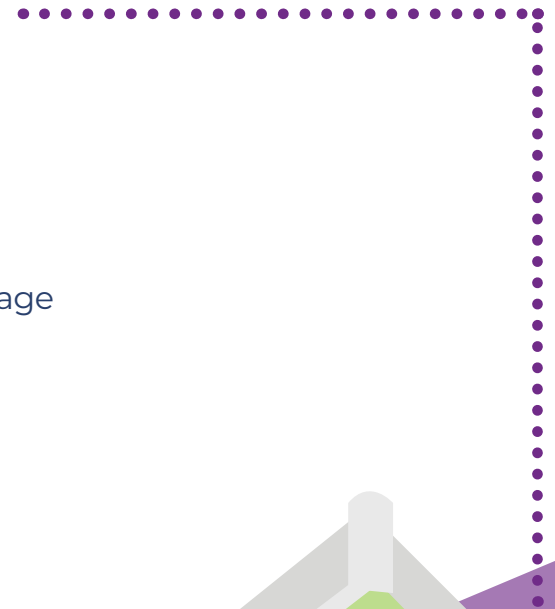
OUTCOME

We are Actively Engaged

Our people are empowered to strengthen and influence their communities

GOALS

- We have creative, cultural, and recreational participation in our communities
- We work together to make our whānau and communities better
- Tāngata whenua are visible





TINANA - PHYSICAL WELLBEING

(environmental, tangible)

OUTCOME

We Prepare for Tomorrow Today

Our natural, physical and social environment is safe, sustainable and resilient

GOALS

- Community success is enabled by quality infrastructure, services and technology
- Our people and communities feel safe
- We are guardians (kaitiakitanga) of the natural environment



HINENGARO - COGNITIVE WELLBEING

(education, values, beliefs)

OUTCOME

We are Lifelong Learners

Our people gain and share knowledge and understanding as they progress through life

GOALS

- Our people have learning opportunities that enhance their life choices
- We encourage and enable people to shape their future
- Our people share their skills and experience with others

Where are we now?

Council already supports our community in a variety of ways. We provide funding, support and encouragement to community groups and individuals who contribute to the community outcomes



WAIRUA - SPIRITUAL WELLBEING

Council...

- supports organisations that protect and promote the heritage, identity and social wellbeing of the District
- actively promotes Māori culture in the community
- increases staff capability to work in multicultural environments
- supports the care and maintenance of urupā and private cemeteries
- invites a representative of the Manawatū Christian Leaders' Network to open Council meetings in prayer



WHĀNAU - SOCIAL WELLBEING

Council...

- supports the promotion of, and participation in, sport and active recreation
- hosts the annual MDC Community Honours Awards
- enables community representation and participation through Community Committees
- liaises with the community through community-focussed Council positions
- supports community facilities for community activities and events
- has developed a Walking and Cycling Strategy
- produce a quarterly newsletter for Community Committees





TINANA - PHYSICAL, ENVIRONMENTAL

Council...

- supports organisations that enhance the wellbeing of the natural, physical and social environment
- supports community initiatives that protect, beautify and communicate the value of our natural land, water and coastal environments
- ensures the planning and design of our public spaces caters for all - including those with additional needs
- invests in careful planning, education and preparation for disaster resilience
- ensures the District Plan reflects urban design principles including crime prevention through environment design (CPTED)
- ensures land use planning is a collaborative process between Council, Iwi and the wider community
- supports the development and review of Community Plans and encourages, and partially funds, their implementation
- actively engages in environmental protection groups and agreements
- is developing a Community Facilities Strategy
- works with a range of key experts to provide non-financial support and advocacy for those affected by Earthquake Prone Building legislation



HINENGARO - COGNITIVE WELLBEING, EDUCATION, VALUES, BELIEFS

Council...

- maintains active participation in the Mayor's Taskforce for Jobs (NZ)
- supports career pathways for youth in the District

Council collaborates and maintains relationships with key agencies and organisations:

- Council-controlled organisations
- Central Government Agencies
- Community organisations (volunteer and faith-based organisations)
- Neighbouring local authorities
- Iwi, Hapū, Whānau and Māori communities
- Service clubs



The Colour Run,
Timona Park, May 2019

Actions for 2021-2023

As well as the things Council already does, between January 2020 and 1 July 2021 Council will do the following things to further encourage a strong, happy and resilient community.



WAIKUA - SPIRITUAL WELLBEING

- Articulate a clear statement on the use of Te Reo Māori in Council communal spaces
- Encourage opportunities for expressing the cultural diversity in our District
- Implement a local action plan for seniors that links to the national Better Later Life Strategy
- Implement a local action plan for youth that links to national strategies
- Support works of art and sculpture in public spaces across the District
- Actively participate in the Manawatū Health and Wellbeing Group
- Increase partnership potential with the faith communities in the District by developing a register of faith organisations, their places of worship, and their social and community work
- Strengthen Council's relationship with the faith communities in the District by further understanding and recognising the work they do in the community



TINANA - PHYSICAL, ENVIRONMENTAL

- Investigate and develop an Environmental Sustainability Strategy
- Pursue opportunities for funding from Central Government for initiatives related to environmental responsibility
- Complete the review of the Rural and Residential Zones in collaboration with Council, Iwi and the wider community
- Adopt and implement a Walking and Cycling Strategy
- Adopt and implement a Community Facilities Strategy
- Participate in new opportunities for engagement with environmental groups and agreements
- Investigate options for the provision of financial and further non-financial support for the preservation of the heritage character of Feilding and the District



WHĀNAU - SOCIAL WELLBEING

- Enable those of other cultures and languages to participate in the community
- Facilitate Māori contribution and participation in Council decision-making
- Formalise Manawatū Youth Ambassadors as a Community of Interest within the Community Committee Policy
- Support community initiatives that seek to overcome social isolation
- Work with Manawatū Community Trust to develop a 30-year approach to the provision of social housing



HINENGARO - COGNITIVE WELLBEING, EDUCATION, VALUES, BELIEFS

- Actively support volunteering in our community
- Review community information services in order to improve the effectiveness of distribution
- Invest in community development sector governance capability
- Ensure diverse and capable representation on Council controlled governance structures
- Support home-based learning and small business professional development

Long term actions

Actions for July 2021 forward



Adopt and implement an environmental sustainability strategy



Partner with Manawatū Community Trust to implement a 30 year approach to the provision of social housing



Implement Council's Community Facilities Strategy



Implement Council's Walking and Cycling Strategy

Council as Advocate

One of Council's roles is to advocate to Central Government on issues that impact on the wellbeing of our communities but are not within Council's control.

Council advocates for:



WAIRUA - SPIRITUAL WELLBEING

- Holistic focus and equitable access for all in the health and wellbeing sector



WHĀNAU - SOCIAL WELLBEING

- Increased citizen engagement with Central and Local Government elections



TINANA - PHYSICAL, ENVIRONMENTAL

- Improved district-wide public transport services
- Cell phone and internet connectivity in rural blackspot areas
- Adequate power supply for our growth areas
- Adequate policing resources for our communities
- Availability and affordability of community and social housing
- Removing the barriers to the provision of community and social housing



HINENGARO - COGNITIVE WELLBEING, EDUCATION, VALUES, BELIEFS

- The promotion of employment opportunities for young people



Community Barn raising
at Kimbolton Sculpture
festival 2019

Appendices

Appendix 1 - How did this strategy come about?

Community Development has been a function of Council since 2003. Broadly speaking, this means that MDC has provided funding and support for community organisations and individuals as well as community development initiatives at the grassroots level for a long time.

During the preparation of its Long Term Plan 2018-2028, Council, through its Community Funding Committee, identified some gaps in Council's decision-making framework for community development. As a result, it decided that a strategy should be developed that would state outcomes and goals that would help guide investment and priorities at a community level.

In early 2019, after doing some initial drafting work, Council sought feedback from the community (check out the word cloud on the facing page). We went along to the Feilding Farmer's Market to ask people what they thought about our proposed vision, outcomes and goals for the strategy. We also held a series of eleven community engagement workshops with a total of around 120 participants.

The workshops had representatives from a wide range of community interest groups:

- **Social services**
- **Arts and culture representatives**
- **The aged community**
- **Youth**
- **Tāngata whenua**
- **Environmental groups**
- **Emergency services**
- **Sport and recreation representatives**
- **Multi-cultural communities**
- **Hall committees**
- **Community committees**

As a result of the feedback we received from the community, we revised the strategy's draft outcomes and goals.

The Community Funding Committee then identified actions to ensure that Council can achieve the community development outcomes and goals that were set. These actions fall into three categories:

- 1. Actions Council is already doing**
- 2. Medium-term actions**
- 3. Long term intentions**

The medium-term actions will be incorporated into Council's work plans over the next two years. The long-term intentions will require further research and planning, as well as careful budget consideration. These will be further explored as part of Council's Long Term Plan 2021-31. We will also seek the community's input as we investigate and develop the longer term actions.

Appendix 2 - Full table of Actions and Measures *(measures in italics)*

Wairua - Spiritual, Identity, Wellbeing	Whānau - Social, Communal	Tinana - Physical, Environmental	Hinengaro - Education, Values, Beliefs
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Council provides funding, support and encouragement to community groups and individuals.

Council will continue to...

- PS Action:** Support organisations that protect and promote the heritage, identity and social wellbeing of the District
 - *Number of relevant organisations that receive Council support*
- OG Action:** Actively promote Māori culture in the community
 - *Te Roopū Waiata: participation in 5-10 community events annually*
 - *Use of bi-lingual signage in Council-owned spaces and documentation*
- OG Action:** Increase staff capability to work in multicultural environments
 - *12 staff training sessions undertaken annually*
- OG Action:** Support the care and maintenance of urupā and private cemeteries
 - *Annual budget provision*
 - *Number of successful applicants*
- OG Action:** Invite a representative of the Manawatū Christian Leaders' Network to open Council meetings in prayer
 - *All Council meetings open in prayer*

- PS Action:** Support the promotion of, and participation in, sport and active recreation
 - *Number of relevant organisations and initiatives that receive Council support*
- OG Action:** Host the annual MDC Community Honours Awards
 - *MDC Community Honours Awards held annually*
 - *Young Achievers Awards held annually*
- OG Action:** Enable community representation and participation through Community Committees
 - *Implementation of Community Committee Policy*
 - *Liaison Councillors appointed to each Community Committee*
- OG Action:** Liaise with the community through community-focussed Council positions
 - *Ongoing positions: Community Development Advisor and Principal Advisor -Māori*
- OG Action:** Support community facilities for community activities and events
 - *Budget allocation for community facilities*
- C Action:** Develop a Walking and Cycling Strategy
 - *Council Walking and Cycling Strategy adopted*

- PS Action:** Support organisations that enhance the wellbeing of the natural, physical and social environment
 - *Number of relevant organisations that receive Council support*
- OG Action:** Support community initiatives that protect, beautify and communicate the value of our natural land, water and coastal environments
 - *Number of relevant initiatives that receive Council support*
- OG Action:** Ensure the planning and design of our public spaces caters for all - including those with additional needs
 - *Implementation of public space plans for all*
- OG Action:** Invest in careful planning, education and preparation for disaster resilience
 - *The completion of the regional Community Resilience Survey*
 - *Community Response and Recovery Plans prepared for all communities across the District*
 - *Community Activated Emergency Centre Guides prepared for all communities across the District*
- OG Action:** Ensures the District Plan reflects urban design principles including crime prevention through environment design (CPTED).
 - *Structure Plans are developed for new greenfield areas*
 - *Design and CPTED principles are incorporated into the District Plan.*
- OG Action:** Ensure land use planning is a collaborative process between Council, Iwi and the wider community
 - *Improved engagement processes in District Planning*

- OG Action:** Maintain an active participation in the Mayor's Taskforce for Jobs (NZ)
 - *The Mayor advocates alongside the national body on matters relevant to youth*
- OG Action:** Support career pathways for youth in the District
 - *Investment in the annual Sort It Careers Expo through CEDA*
 - *Number of students who have participated in work experience at Council*

Tinana continued...

- OG Action:** Support the development and review of Community Plans and encourages, and partially funds, their implementation
 - *Community Plans are developed, reviewed and implemented in accordance with Council's Community Planning Programme Brief*
 - *Annual budget provision for implementation of Community Plans*
- OG Action:** Actively engage in environmental protection groups and agreements
 - *Active participation in*
 - *Manawatū River Leaders' Accord*
 - *Ōroua Catchment Care Group*
 - *Ōroua Declaration*
 - *Enviroschools*
- C Action:** Develop a Community Facilities Strategy
 - *Council Community Facilities Strategy adopted*
- OG Action:** Work with a range of key experts to provide non-financial support and advocacy for those affected by Earthquake-Prone Building legislation
 - *Non-financial support and advocacy provided for those affected by Earthquake Prone Building legislation*
- N Action:** Building better relationships with Community Committees
 - *Quarterly newsletter for Community Committees to distribute four times per year*

Status Key

- N** New
- OG** Ongoing
- PS** Under Contract
- C** Complete
- NS** Not Started

Council will continue to collaborate and maintain relationships with key agencies/organisations:

- Council-controlled organisations
- Central Government Agencies
- Community organisations (volunteer and faith-based organisations)
- Neighbouring local authorities
- Iwi, Hapū, Whānau and Māori communities
- Service clubs

In January 2020 - June 2021 Council will...

- NS Action:** Articulate a clear statement on the use of Te Reo Māori in Council communal spaces
 - *Adopted statement on the use of Te Reo in communal spaces*
- NS Action:** Encourage opportunities for expressing the cultural diversity in our District
 - *Number of events and programmes that celebrate our diversity, eg. culture, heritage and arts*
- C Action:** Develop a local action plan for Seniors that links to the national Better Later Life Strategy
 - *Local Action Plan for Seniors developed*
- C Action:** Develop a local action plan for youth that links to national strategies
 - *Local Action Plan for youth developed*
- NS Action:** Support works of art and sculpture in public spaces across the District
 - *Number of new works of public art and sculpture*
- OG Action:** Actively participate in the Manawatū Health and Wellbeing Group
 - *Number of meeting attendances*
- NS Action:** Increase partnership potential with the faith communities in the District by developing a register of faith organisations, their places of worship, and their social and community work
 - *A Faith Communities Register is developed*

- NS Action:** Enable those of other cultures and languages to participate in the community
 - *Number of Council initiatives that enable participation*
- NS Action:** Facilitate Māori contribution and participation in Council decision-making
 - *Nga Manu Taiko self-assessment of contribution and participation*
 - *Updated Terms of Reference for Nga Manu Taiko*
- C Action:** Formalise Manawatū Youth Ambassadors as a Community of Interest within the Community Committee Policy
 - *Community Committee Policy updated to reflect this action*
- PS Action:** Support community initiatives that seek to overcome social isolation
 - *Number of relevant initiatives supported*
- OG Action:** Work with Manawatū Community Trust to develop a 30 year approach to the provision of social housing
 - *Adopted Statement of Intent*

Wairua continued...

- NS Action:** Strengthen Council's relationship with the faith communities in the District by further understanding and recognising the work they do in the community
 - *Council records and public narratives that document the relationship between Council and the faith community (eg. Public acknowledgements, meeting agendas and minutes, etc.)*

- NS Action:** Investigate and Develop an Environmental Sustainability Strategy
 - *Draft Strategy developed and consulted on*
- NS Action:** Pursue opportunities for funding from Central Government for initiatives related to environmental responsibility
 - *Number of funding opportunities pursued*
- NS Action:** Participate in new opportunities for engagement with environmental groups and agreements
 - *Active engagement with Manawatū River Source to Sea initiative and Environment Network Manawatū*
- C Action:** Adopt and implement a Walking and Cycling Strategy
 - *Strategy adopted and implemented*
- C Action:** Adopt and implement a Community Facilities Strategy
 - *Strategy adopted and implemented*
- OG Action:** Complete the review of the Rural and Residential Zones in collaboration with Council, Iwi and the wider community
 - *Improved community engagement in District Planning*
- NS Action:** Investigate options for the provision of financial and further non-financial support for the preservation of the heritage character of Feilding and the District
 - *Community consulted on outcomes of the investigation*

- PS Action:** Actively support volunteering in our community
 - *Recognise National Volunteer Week*
 - *Maintain an active relationship with the Volunteer Resource Centre*
- PS Action:** Review community information services in order to improve the effectiveness of distribution
 - *Completed and documented review*
- NS Action:** Invest in community development sector governance capability
 - *Number of training sessions held*
 - *Number of participants*
- NS Action:** Ensure diverse and capable representation on Council controlled governance structures
 - *Diversity report tabled with Council by June 2020*
 - *Updated and adopted Council Controlled Organisations Policy*
- NS Action:** Support home-based learning and small business professional development
 - *Bookings of Council spaces, including the meeting rooms at the Feilding Library and the Makino Aquatic Centre, for training purposes*

Council advocates for...

- Holistic focus and equitable access for all in the health and wellbeing sector
- Advocate with Central Government funders for improved outcomes and service provision for youth wellbeing, rural isolation, mental health and addiction

- Increased citizen engagement with Central and Local Government elections

- Improved district-wide public transport services
- Cell phone and internet connectivity in rural blackspot areas
- Adequate power supply for our growth areas
- Adequate policing resources for our communities

- The promotion of employment opportunities for young people

Tinana continued...

- Availability and affordability of community and social housing
- Removing the barriers to the provision of community and social housing

Appendix 3 - Related Council Strategies and Documents

The purpose of Council is to promote the **social, economic, environmental, and cultural wellbeing** of communities in the present and for the future (Local Government Act 2002).

All of the work Council does in the District contributes to these “four wellbeings”. Whether it is providing libraries, swimming pools and sports grounds, maintaining roads and bridges, running the pound, or managing rubbish and recycling and wastewater treatment plants – everything Council does is about ensuring the social, economic, environmental, and cultural wellbeing of our community in the present and for the future.

Each of the wellbeings thrives in relationship with the others – they don’t stand alone. This is reflected in MDC’s three key strategies – each emphasise different wellbeings, but they are strongly related to each other.

- THE COMMUNITY DEVELOPMENT STRATEGY focuses on strengthening our **social** and **cultural** wellbeing using the Te Whare Tapa Whā framework which seeks to balance physical, mental, social and spiritual wellbeing.
- By enabling a prosperous and diverse **economy**, the ECONOMIC DEVELOPMENT STRATEGY seeks to contribute to a high quality of life for all residents. This strategy will be reviewed in 2020.
- The ENVIRONMENTAL SUSTAINABILITY STRATEGY, which will be developed in 2021–22, will focus on good stewardship of our natural resources and our changing **environment**.

Council has several other strategic documents which, together with the three mentioned above, contribute to community wellbeing:

- Infrastructure Strategy
- Financial Strategy
- Libraries Strategic Framework
- District Plan
- Feilding Town Centre Vision
- District Sports Facilities Provision Plan
- Open Spaces Framework
- Feilding Strategic Framework
- Community Facilities Strategy
- Walking and Cycling Strategy
- Long Term Plan 2021–31
- Environmental Strategy (currently being developed)



Appendix 4 - Meaning of symbols and colours used in this strategy



WAIRUA - SPIRITUAL WELLBEING

These designs are representative of unseen vibrations and energies. This is particularly relevant with karanga (the calling of visitors onto the marae) and its ability to communicate between the physical and spiritual realms.

Purple is a mix of two primary colours, red and blue. It has been used here to reflect the celestial origins of whakapapa within the blood (red) and the reference to water (blue), and its connection to our physical makeup.



WHĀNAU - SOCIAL WELLBEING

These series of koru represent the links between generations (grandchildren, children, parents, grandparents) as well as development and growth within each generation. The symmetry on both sides speaks to the importance of both the male and female elements in the whānau unit and how they work together to complement growth and development.

The colour green has been used intentionally, given its link to harakeke (flax), which can be representative of whānau and community.



TINANA - PHYSICAL, ENVIRONMENTAL

The whare located in the centre of the female figure represents the 'whare tangata' or womb. It gives focus to the growth and development of one physical entity while in the care of another.

The orange/clay colour symbolises the soil at Kurawaka, where the first woman, Hineahuone, was created.

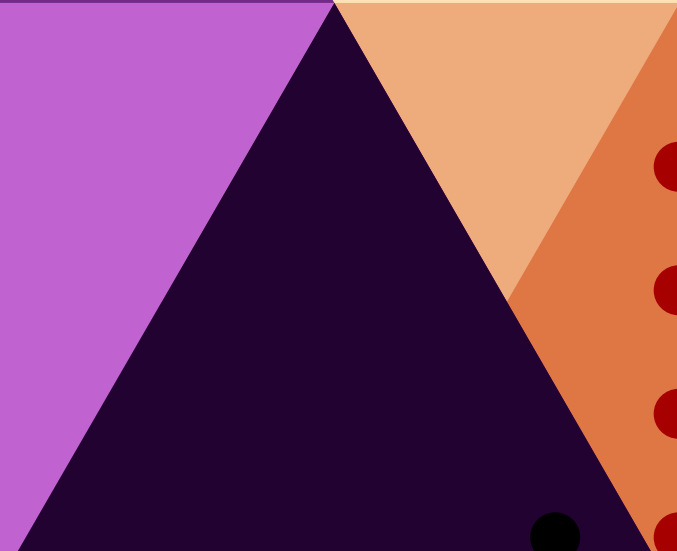
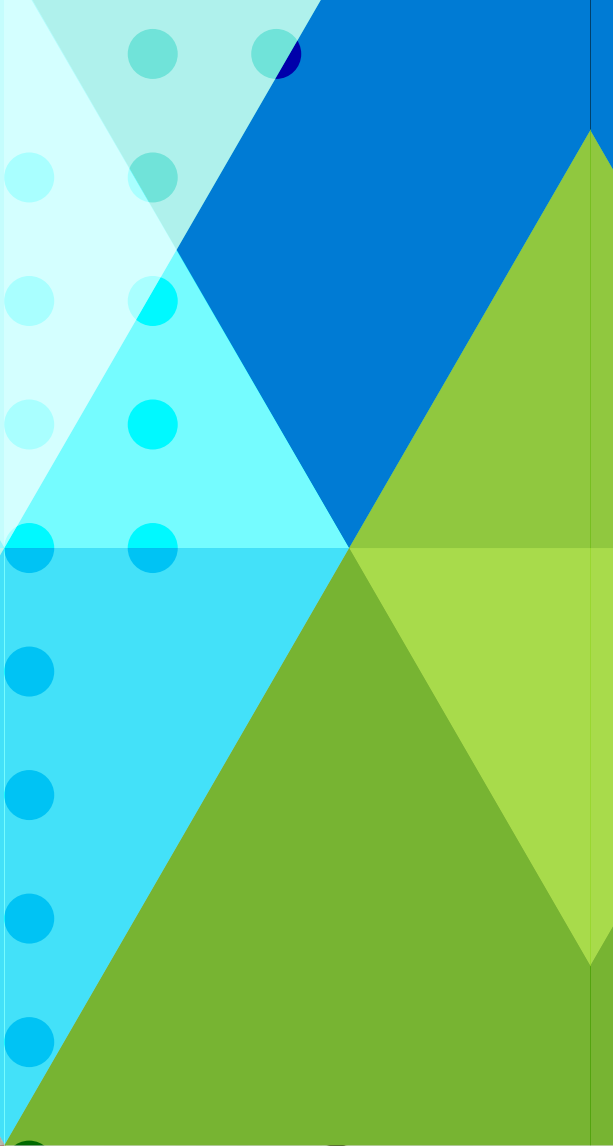


HINENGARO - COGNITIVE WELLBEING, EDUCATION, VALUES, BELIEFS

The takarangi spirals are symbolic of many things, including knowledge and enlightenment. The two interlocking spirals represent the links between celestial and terrestrial knowledge and also speak to the baskets of knowledge that were shared between the heavens and the earth.

The colour blue has been used here to reflect the heavens, from where the baskets of knowledge were drawn.









Manawatū District Council
135 Manchester Street
Private Bag 10001
Feilding 4743

P 06 323 0000
F 06 323 0822
E public@mdc.govt.nz
www.mdc.govt.nz