

# TE WHANAKETANGA

# TE TAI POUTINI WEST COAST 2050 STRATEGY TĀ TE TAI POUTINI RAUTAKI WHAKAWHANAKE OHAOHA 2050

## OUR MISSION

To create a sustainable, inclusive and prosperous future for *Te Tai Poutini* that our people can be proud of and our *rangatahi* (young people) can look forward to.

## OUR VISION

To be recognised as leaders in the adoption of innovative, sustainable and regenerative economic, social, wellbeing and environmental solutions.

## TĀ TĀTOU WHĀINGA MATUA

Kia whakaritea he anamata e toitū ana, e whakawhāiti ana, e whai rawa ana hoki mō Te Tai Poutini kia whakahihī ai tō tātou hapori, kia whakahihiko ai hoki ā tātou rangatahi.

## TĀ TĀTOU WHAKAKITENGA

Kia kīia he whakaihuwaka i te whai i ngā whakatau ā-oaha, ā-pāpori, ā-hauora, ā-taiao hoki e auaha ana, e toitū ana, e whakarauora ana.

## OUR VALUES | Ō TĀTOU UARA

### Manaakitanga

Welcoming, inclusive, connection, and support for each other.

*E tāwhiri ana, e whakawhāiti ana, e tūhonohono ana, e tiaki ana hoki tētahi i tētahi*

### Kaitiakitanga

Active guardianship of our taonga and giving back to nature

*E takatū ana te tiakina o ā tātou taonga me te whai whakaaro ki te taiao*

### Rangatiratanga

Courageous leadership and being in charge of our own destiny

*E māia ana te hautūtanga, me te hautū i tōna anō anamata*

### Whanaungatanga

Our sense of collective belonging and identity

*Te āhua o tō tātou whai wāhi tahi me te tuakiri*

### Pono

Honest and sincere in everything that we do

*E pono ana, e motuhenga ana hoki tātou i ā tātou mahi katoa*

### Kotahitanga

Unity and collective action

*Te kotahitanga me te mahi tahi*

## ECONOMIC WERO (CHALLENGES)

### → Diversification

We are facing unprecedented levels of change and disruption that will impact *Te Tai Poutini* economy.

#### Te Whakawhānuitanga

Kāore anō tātou kia kite i tēnei taumata o te panonitanga, ā, ka hāngai tēnā tutūnga ki te ōhanga o Te Tai Poutini.

### → Narrative

There is a prevailing pessimistic outlook and perception challenge for the Coast.

#### Te Tirohanga

E puta haere ana tētahi tirohanga hākerekere me te wero o ngā waiaro ki a mātou i te Te Tai Poutini

### → Resilience

We are vulnerable to extreme weather events, sea-level rise and disruptions due to natural disasters.

#### Te Manawaroa

E noho whakaraerae ana mātou ki te kōripo marama, ki te pikinga o te pae moana, ki ngā whakatōhenehene ka puta i ngā aituā māori.

### → Demographics

We have an aging workforce and we are struggling to retain young people on the Coast.

#### Ngā Rōpū Tāngata

E pakeke haere ana te hunga mahi, ā, kua uua kia puritia te hunga mātātahi i Te Tai Poutini

## OUR MISSIONS | WHĀINGA MATUA

	Mission	Programme Stream	Priority Project Stream
TE WHĀINGA TUATAHI MISSION ONE	Build Confidence		<ul style="list-style-type: none"> <li>Enhance the regional story</li> </ul>
TE WHĀINGA TUARUA MISSION TWO	Diversify our Economy	Managing natural resources  Circular economies	<ul style="list-style-type: none"> <li>Conservation</li> <li>Renewable energy solutions</li> <li>Research, science and technology</li> <li>Engineering and innovation</li> <li>Food and fibre optimisation</li> </ul>
TE WHĀINGA TUATORU MISSION THREE	Strengthen our Communities		<ul style="list-style-type: none"> <li>Housing</li> <li>Healthcare</li> <li>Community and business education</li> <li>Infrastructure and digital connectivity</li> <li>Resilience</li> </ul>

## OUR 2050 OUTCOMES

**We have an innovative and resilient economy delivering opportunities and high-paying jobs for our hapori. Care for our people and our environment is part of who we are and what we are known for.**

#### Our Leadership

Our leadership is collaborative, future-focused and optimistic, front footing the change required to deliver practical and bold actions.

#### Our Economy

Our diverse and resilient economy is fueled by a thriving entrepreneurial *hapori* and world class infrastructure. The world looks to us for solutions on conservation, biodiversity regeneration and clean energy.

#### Our People

Our people are proud of their identity as Coasters and optimistic about the future. Our connected communities and culture are inclusive, caring and collaborative.

#### Our Place

We care for our people and place leaving our environment in a better state than we inherited it.

## TŌ TĀTOU PUTANGA 2050

**E auaha ana, e manawaroa ana hoki tō tātou ōhanga me tāna whakarato i ngā āheinga me ngā umanga uara nui ki tō tātou hapori. Ko te tiaki i tō tātou hapori me tō tātou taiao tētahi wāhanga o tātou, e rongonui nei hoki tātou.**

#### Tā Tātou Ārahi

E mahi tahi ana, e whakakite ana, e ngākau rorotu ana hoki tō tātou ārahi me te para i te huarahi mō ngā panonitanga e tika ana kia whai take, kia māia hoki ngā mahi.

#### Tō Tātou Ōhanga

E kōkiritia ana tō tātou ōhanga e kanorau ana, e manawaroa ana hoki e tētahi hapori rakahinonga e tōnui ana, e tētahi hanganga kei tētahi taumata ā-ao. Tiro mai ana te ao ki a tātou mō ngā whakataunga mō te whāomoomo, mō te whakarauora rerenga rauropi me te pūngao whakahōu.

#### Tō Tātou Hapori

E poho kererū ana tō tātou hapori i tō tātou tuakiri hei "Coasters" me tō tātou ngākau rorotu mō te anamata. E whakawhāiti ana, e manaaki ana, e mahi tahi ana hoki ō tātou hapori kōtuitui me tō tātou ahurea.

#### Tō Tātou Taiao

Ka kumanu tātou i tō tātou hapori, i tō tātou rohe, kia waiho ai mātou i tētahi taiao e ora ake ana, tēnā i te mea i waiho mai.

## STEERING GROUP

### Te Whanaketanga Steering Group

Representation from community, businesses, local and central government, union, and mana whenua representatives.

### Te Rōpū Ārahi i te Rautaki Whakawhanake Ohaoha ā-Rohe

Ngā māngai nō te hapori, nō te ao pakihi, nō te kāwanatanga ā-rohe me te kāwanatanga matua, nō ngā uniana, nō te mana whenua hoki

Economic Development programme manager

### Action Plan Project Teams

Ngā Rōpū Hinonga Mahere Rautaki