

## 2 *Partnership*

### 2.1 The Concept of Partnership

***The Strategy is a partnership between council and the wider community***

As a 'blueprint' or guiding image for the future of Whangarei's coastal environment, the Coastal Management Strategy is based on the fundamental concept of partnership: a partnership between council and the Whangarei community including local residents, management agencies, tangata whenua and mana whenua. This philosophy has underpinned the development of the Coastal Management Strategy and guided the Visioning and policy direction of this document. In this regard, the Strategy can be conceptually described as a contract or a pledge between council and the wider Whangarei community.

***Community and council ownership of the Strategy critical to its success***

It is important to recognise also that the success of the Strategy will rely not only on council initiatives but also on a strong sense of ownership and commitment from the community on the philosophy of the this document and its Vision and Mission Statements.

It is important to recognise that council and particularly council regulation can only ever provide a 'back-stop' for protection of the coastal environment. It will take community leadership and initiative to provide positive change and enhancement of the coastal environment. Without a partnership in the ownership and management of our coastal environment, it will not be possible for this Strategy to achieve any tangible success.

### 2.2 Community Views and Values

***The Strategy has developed from the 'bottom up': building on community views and values.***

The development of the Strategy has sought to be a 'bottom up' approach – first seeking the views and values of the District's people and local coastal communities to shape the Vision and Mission Statements that are the foundation for the objective and policy directions.

While the extensive feedback from the consultation process is outlined in the *Whangarei Coastal Management Strategy Consultation Summary Report*, July 2002, the following provides an overall summary of the key concepts that have guided development of this Strategy.

#### 2.2.1 *General Community Values for the Vision*

- The unique values of the Whangarei coastal environment;
- The desire to attain wealth, not just economically but also socially

and culturally;

- The importance of diversity and the need to reflect the many environments and diverse people (including tangata whenua);
- The importance of the physical and natural environment and its contribution to the health and well-being of Whangarei's coastal environment;
- The importance of tourism, recreation and coastal industry for the economic well-being of the community;
- That the Whangarei coast is there for all to enjoy;
- That the coast is valued for recreation (particularly fishing), heritage (e.g. Mt Manaia and Waipu), and natural character.
- That communities should be 'sustainable' both socio-economically and environmentally;
- That there should be an emphasis on positive enhancement and nurturing of the coast, rather than simply keeping what we have; and
- That we need to recognise the intrinsic values of the coast.

## 2.2.2

### *General Community Values for the Mission Statements*

- There needs to be ongoing opportunity to **live** in the coast and for growth in the number of people who can live in the coastal environment;
- The importance of recognising lifestyle choices;
- There has been an increase in the number of holiday homes and temporary dwellings in the coast and that these people have different needs and expectations;
- There is a concern about uniform urban sprawl;
- Tangata whenua have specific living expectations and aspirations that should be recognised;
- **Work** opportunities should be compatible with the environment;
- Work opportunities should be available locally to provide an opportunity for people to live and work in coastal environments without relying on commuting to the City;
- There is 'untapped' opportunity for economic growth in the coastal environment, particularly in sensitive tourism;
- Recognition of the importance of the wilderness experience for **recreation** in the coastal environment and the importance of nature and natural beauty;
- The importance of fishing and boating to the community, both

for recreation and as part of how they 'live';

- The need to cater for all ages and interests, providing diversity of recreation opportunities without compromising on the experiences;
- The importance of 'solitude', 'peace' and 'quiet' for people who play in the coastal environment;
- Recognition of the importance of the **natural environment** as the foundation for how the community lives, works and plays in the coastal environment;
- The unique 'sense of place' created by the natural, cultural, heritage and built features of the coastal environment; and
- The need to protect and enhance what natural resources we have and recognise that some of these are currently threatened.

### 2.2.3

#### *Tangata Whenua Values for the Coastal Management Strategy*

While a number of general tangata whenua concerns have been identified in the summary above, it is important to recognise the partnership with tangata whenua under Te Tiriti o Waitangi (the Treaty of Waitangi) and recognise their particular issues and concerns with respect to the management of their lands, sites and other taonga.

The *Whangarei Coastal Management Strategy Consultation Summary Report*, July 2002, provides further detail on inputs from tangata whenua on the Strategy, however the following identifies the overarching concerns and issues raised:

- Tangata whenua and mana whenua should control their own future and make management decisions for their own land through Hapu Management Plans or other processes;
- The environment needs to be treated holistically and council's and government agencies need to work together on issues (particularly in the coastal environment) and consult with tangata whenua in a coordinated manner;
- Article II of the Treaty establishes the relationship for tangata whenua and this needs to be reflected;
- Mana whenua sense of place is 'where they can see their mountain and their sustaining waters' and this is different from other people in the community;
- Tangata whenua are dependant on the sea for their health and well being (social, economic and cultural well being).

# 3 Vision and Mission Statements

## 3.1 Introduction

**A Vision provides a common image for a 'sustainable' future**

Sustainability and sustainable development are very much the cornerstone of the Coastal Management Strategy. However, these terms are themselves subjective and difficult to define. Rather than adding to the debate in defining these concepts generally, the Coastal Management Strategy has sought to 'picture' what this means, through the development of a 'Vision' and mission statements (or goals) for what a more sustainable coastal environment will be.

Thus the vision is the 'guiding image' for the future. In this regard, if the Whangarei Coastal Management Strategy is the 'blueprint' for the future of the coastal environment, then the vision is the 'artistic interpretation' of its achievement.

**Four key themes for the Coastal Management Strategy: Live, Work, Play and Protect**

To support the Vision, 4 mission statements have also been developed, relating to how we **Live, Work, and Play** in the coastal environment and how we **Protect** this environment.



## 3.2 The Vision & Mission Statements

*'Our unique subtropical coastal environment':  
Nurturing a wealth of opportunities to experience, to treasure and to harness, for our prosperity*

- Live

*Lifestyle choices shaping balanced growth*
- Work

*Coastal advantage defining choice and opportunity*
- Play

*Enjoying nature's diversity*
- Protect

*Respecting our cultures and the unique natural heritage*

**'Our unique subtropical coastal environment'**

*Lifestyle choices shaping  
balanced growth*

*Enjoying Nature's  
Diversity*

**Nurturing a  
wealth of opportunities  
to experience, to  
treasure and to harness,  
for our  
prosperity**

*Respecting our  
cultures and the  
unique natural  
heritage*

*Coastal advantage  
defining choice and  
opportunity*



### 3.3 What does the Vision mean for Whangarei's coastal environment?

#### 3.3.1 Lifestyle choices shaping balanced growth

- Continued population growth and a changing population composition (recognising an ageing population and increased emphasis on 'holiday homes' but also providing for a diverse demographic community);
- Growth focussed to localities that are 'appropriate' (the growth can be sustained without loss of natural, cultural and social values);
- Clustered residential settlements and avoiding sprawl;
- Maintaining and enhancing flexibility in the form of residential development, recognising the different groups in the community (both with respect to individual development and with regard to the form of settlements);
- Growth that acknowledges the natural, social and cultural limits of the coastal environment; and
- Growth that is sensitive to, maintains and enhances the special sense of place of settlements and communities.

#### 3.3.2 Coastal advantage defining choice and opportunity

- Preserving the right for people to work in the coastal environment;
- Maintaining and enhancing opportunities and choices for work;
- Economic growth that acknowledges the natural, social and cultural values of the coastal environment;
- Promote and enhance the 'clean' image of the coast;
- Taking advantage of major physical resources (e.g. Marsden Point) where these provide significant economic benefit and the environment can be sustained;
- Work opportunities available locally, providing an opportunity for people to live and work in coastal environments without relying on commuting to the City; and
- There is 'untapped' opportunity for economic growth in the coastal environment, particularly in sensitive tourism.

#### 3.3.3 Enjoying Nature's diversity

- Provision of sufficient open space and recreation facilities and services to service both the resident and 'holiday' communities of Whangarei's coastal environment;
- Preserving and enhancing opportunities to experience 'wilderness' and solitude in the coastal environment and the importance of nature and natural beauty;
- Facilities that attract regional, national and international recreation relying on the natural, social and environmental values of the coastal environment;

- Provision of a diverse range of recreation activities compatible with the natural, social and cultural environment, particularly opportunities for fishing, boating and other activities that rely on the coastal marine area;
- Recreation activities that cater for all ages and interests, providing diversity of recreation opportunities without compromising on the experiences.



### 3.3.4

#### *Respecting our cultures and the unique natural heritage*

- Maintenance, enhancement and promotion of our valued natural and cultural environment;
- Recognition that our natural heritage and culture includes land use patterns, community culture, the values of tangata whenua, and the natural and physical environment;
- Increased public awareness of the cultural and built heritage;
- Recognition, maintenance and enhancement of the unique 'sense of place' created by the natural, cultural, heritage and built features of the coastal environment;
- Protection and enhancement of the natural resources, including indigenous flora and fauna that are currently threatened in the coastal environment; and
- Unique sense of place and the quality of natural resources can be adversely affected by overuse.

## 3.4 Measuring Progress

It is important to recognise that success of the Strategy will not happen overnight. While the preparation and development of the Strategy, and the community and council participation in its development, has been an important first step in achieving the Vision and Mission, a number of changes will likely take many years to come to fruition. The important thing will be to move forward in a positive and logical manner.

### *What are some examples of progress we might we see in 5 years time?*

- New growth areas or cells identified in priority settlements and growth areas;
- Changes to the District Plan for land use management to reduce sediment run-off;
- Information and increased expenditure on pest management and control;
- Reduced sporadic rural or ribbon development.

### *What are some examples of progress we might we see in 10 years time?*

- Structure Plans implemented through District Plan and Asset Management Plans;
- Increased community projects for revegetation of reserve areas;
- Increased walkways along the coastline;
- Consistent signage on tourist loop roads; and
- Investment in major infrastructure (e.g. wastewater plants) in growth areas.