

# Community Development Group



*Battle of the Streets*

## What is Community Development?

Community Development encompasses a wide range of activities that encourage the Council and community to be involved in initiatives to improve social, cultural, economic and environmental aspects of everyday life.

## Which activities are included in Community Development?

- Community Growth,
  - Economic Development,
  - Positive Paeroa,
  - Go Waihi,
  - District Promotion,
  - Information Centres,
  - Tourism Coromandel.
  
- Community Initiatives
  - Whiritoa Beach Care,
  - Conservation Initiatives,
  - Sports Co-ordinator,
  - Grants and Donations,

## Why are these activities included?

Community Development is a group of activities where the Council, in a number of diverse roles, is actively involved in 'helping the community to help itself'.

Community Development activities represent a group of collaborative and partnership approaches and initiatives involving many agencies and organisations. They all have a common theme of promoting a better quality of life and living environment.

## How does Community Development contribute to community outcomes?

Community Outcomes	HDC Actions
<b>Sustained economic growth</b>	<ul style="list-style-type: none"> <li>• Businesses are attracted, assisted and sustained in the District.</li> <li>• Active promotion of the District.</li> <li>• The encouragement of employment opportunities.</li> <li>• An improved image created for the District.</li> </ul>
<b>Affordable services and facilities</b>	<ul style="list-style-type: none"> <li>• Affordable services and facilities provided by Council.</li> <li>• Provision of recreation and leisure services.</li> </ul>

## What is Council's Role?

Council's Role	Community Growth	Community initiatives
<b>Lead</b> to inspire community involvement	✓	✓
<b>Advocate</b> to promote and encourage	✓	✓
<b>Support</b> to contribute and assist	✓	✓



# Community Growth



## HDC Community Growth

The overall community growth goals for the Hauraki District are to:

- Expand the local business community,
- Attract new investment to the area,
- Recognise and build on opportunities,
- Encourage economic sustainability,
- Market the District,
- Be business friendly,
- Be visitor focused, and
- Ensure that appropriate services and facilities exist to make the District a most desirable place to live, work or visit.

## How does Community Growth contribute to the community outcomes?

Community Outcome	How Community Growth contributes
Sustained economic growth	<ul style="list-style-type: none"> <li>• Enhances the business environment.</li> <li>• Empowers communities and improves community well-being.</li> <li>• Develops the District by adding value to its existing resources and structures (social, economic and environmental).</li> <li>• Promotes Hauraki District as a visitor destination.</li> <li>• Provides services and information to visitors.</li> </ul>

## Current Levels of Service

### Economic Development

Council employs an Economic Development Officer to work with:

- The local business community,
- Community groups,
- Neighbouring local authorities,
- Individuals,
- Out of district businesses,
- Tourism operators,
- Property developers,
- Community promotion groups.

The Economic Development Officer's role is to recognise and create opportunities for economic initiatives and to facilitate the development of these.

### Hauraki Coromandel Development Group

Council is part of a joint committee in conjunction with Thames-Coromandel District Council and Central Government. This regional development committee has developed a regional economic strategy.

### Go Waihi and Positive Paeroa

These are Community Promotion Committees that organise events, co-ordinate activities and generally promote community participation within their communities. They are incorporated societies that each employs a co-ordinator. Council raises Ward rates on their behalf as their main source of funding.

### Information Centres

The Paeroa Information Centre is operated and staffed by the Council, and Council sponsors the Waihi Information Centre by providing them with accommodation.

### Tourism Coromandel

An annual joint contribution is made to Tourism Coromandel by the Hauraki and Thames-Coromandel District Councils. In return, the Tourism Coromandel society promotes both Districts nationally and internationally as visitor destinations.

### Other Initiatives

The Council prepares and funds a number of initiatives aimed at promoting the District. Council has a sister city relationship with Jiading in Shanghai, China. This relationship is to encourage education, business and cultural exchanges. Council also:

- Produces a district promotion brochure,
- Designs and funds 'Welcome to the District' signs,
- Participates in District based marketing and promotion initiatives,
- Maintains promotional material on the HDC website.

### What will success look like?

Target	Measure
Review and re-develop the Council's Economic Development Strategy.	That a new strategy is to be adopted by Council by 30 <sup>th</sup> June 2005.
Provide the community with quarterly updates on economic activities.	Quarterly reports published in the local newspaper.
Paeroa Information Centre opens at least 305 days per annum.	Paeroa Information Centre will be open at least 305 days in 2004 and 2005.
District promotion brochure updated.	Brochure to be updated by April 2005.

### Council's Proposed Strategies

Proposed strategies for the next 10 years:

- Implementing the Economic Development Strategy,
- Facilitating Business Growth in the District,
- Promoting the Hauraki District as a business location,
- Facilitating growth of visitor attractions,
- Promoting the Hauraki District as a desirable place to live,
- Developing and sustaining Hauraki District's resources and preserving Hauraki's unique features.

Council will maintain current levels of service and will consider new opportunities for District Promotion to build on previous successes such as:

- Waihi Streetscape,
- Karangahake Reserve,
- Ohinemuri Park,
- Millennium Bridge, Ngatea.

Council proposes to implement the renewed economic development strategy over the next 10 years.

### Signalling possible change in Levels of Service

Council may consider the scope and scale of the operation of the Paeroa Information Centre. It currently acts as an agent for services such as bus bookings and it may re-assess the value of these agencies.

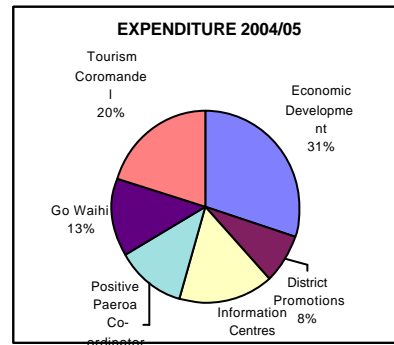
### Where do funds come from?

Activity	General Rates District	Targeted Rates	User Charges & fees
District Promotions	100%		
Economic Development	100%		
Information Centres	30%	60%	10%
Tourism Coromandel	100%		
Go Waihi		41 [40%] Community 59% [60%] Business	
Refreshingly Paeroa		28% [40%] Community 72% [60%] Business	

The parenthesis indicates future funding targets.

## What is the cost of operating the Community Growth activity?

Forecast <b>2003-04</b> \$000's		Forecast <b>2004-05</b> \$000's	Projected <b>2005-06</b> \$000's	Projected <b>2006-07</b> \$000's	Projected <b>2007-08</b> \$000's	Projected <b>2008-09</b> \$000's	Projected <b>2009-10</b> \$000's	Projected <b>2010-11</b> \$000's	Projected <b>2011-12</b> \$000's	Projected <b>2012-13</b> \$000's	Projected <b>2013-14</b> \$000's
	<b>EXPENDITURE</b>										
178	Economic Development	171	162	161	161	161	161	161	161	161	161
51	District Promotions	47	32	39	24	39	24	39	24	39	24
91	Information Centres	93	93	93	93	93	93	93	93	93	93
66	Positive Paeroa Co-ordinator	69	69	69	69	69	69	69	69	69	69
66	Go Waihi	75	75	75	75	75	74	75	75	75	75
105	Tourism Coromandel	115	105	105	105	105	105	105	105	105	105
<b>557</b>	<b>Total Expenditure</b>	<b>570</b>	<b>536</b>	<b>542</b>	<b>527</b>	<b>542</b>	<b>526</b>	<b>542</b>	<b>527</b>	<b>542</b>	<b>527</b>
	<b>LESS REVENUE</b>										
(9)	Fees and Charges	(9)	(9)	(9)	(9)	(9)	(9)	(9)	(9)	(9)	(9)
(188)	Targeted Rates	(203)	(203)	(202)	(202)	(202)	(202)	(202)	(202)	(202)	(202)
(360)	General Rates	(358)	(324)	(331)	(316)	(331)	(315)	(331)	(316)	(331)	(316)
<b>-</b>	<b>NET COST OF SERVICE</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>



# Community Initiatives



## HDC Community Initiatives Services

Council facilitates, supports or contributes to a number of social, economic and environmental initiatives within the District. The most significant of these are:

- District Sport Co-ordinator,
- Whiritoa Beach Care,
- Grants and Donations,
- Creative NZ,
- Waihi Community Consultative Committee.

The Council's involvement in Community Initiatives can take a number of forms:

- Partnerships where Council is actively involved with community groups in providing services, events and community planning,
- The provision of grants and donations to enable local community initiatives to be funded,
- Levying rates to raise funds for community groups,
- The provision of services such as offices and administrative assistance.

## How does Community Initiatives contribute to community outcomes?

Community Outcomes	How Community Initiatives contribute
Safe and healthy environment	<ul style="list-style-type: none"> <li>• Developing sport, recreation and leisure programs and activities for District wide participation.</li> <li>• Contributing to public awareness of need to reduce erosion of foreshore dunes.</li> </ul>
Sustainable economic growth	Contributes to the longer term advancement of promotional activities within the District.
Affordable services and facilities	Financially assists community organisations and particular individual projects.

## Current Levels of Service

### District Sport Co-ordinator

This position covers the Hauraki District. The co-ordinator is employed by Sport Waikato and the co-ordinator's role is to foster the participation of residents in sports, recreation and leisure. The co-ordinator also provides advice to schools, clubs and organisations and works with a diverse number of community groups. The Council provides funding, an office and administrative services.

### Whiritoa Beach Care

Council assists in the co-ordination of community initiatives in partnership with the community and Environment Waikato to reduce the erosion across the foreshore sand dunes at Whiritoa Beach by controlling access and re-vegetation of the dunes.

### Grants and donations

Council contributes to annual grants to various local organisations which assist them in achieving their purpose. Each ward also has discretionary funds to allocate to local initiatives.

### **Creative NZ Community Grants and Scheme**

Council administers Creative NZ Community Grants Scheme for the District. Funds are provided by Creative NZ for community initiatives in the Arts that are allocated by a Council/Community committee.

### **Waihi Community Consultative Committee**

Council works in partnership with the Waihi Community Consultative Committee and the general Waihi community to consider economic and social issues that may arise when mining in Waihi is down scaled or ceased.

### **What will success look like?**

<b>Target</b>	<b>Measure</b>
Sports co-ordinator delivers targeted programmes and activities to the residents.	That the District Sports Co-ordinator reports quarterly to the Council on progress against their business plan.
That on-going maintenance occurs on the restored dunes.	Two dune-care working bees are held at Whiritoa annually.

### **Council's Proposed Strategies**

Council intends to maintain its commitment to the current levels of service.

Council is currently establishing an orally recorded history programme on lives of long-standing residents in the Hauraki District. This is a three year programme.

### **Where do funds come from?**

<b>Activity</b>	<b>General Rates District</b>	<b>Targeted Rates</b>
Sports co-ordinator	100%	
Whiritoa Beach Care	100%	
Conservation initiatives	100%	
Community Development	100%	
Grants and Donations	100%	
Public Transport	100%	

## What is the cost of operating the Community Initiatives activity?

Forecast <b>2003-04</b> \$000's		Forecast <b>2004-05</b> \$000's	Projected <b>2005-06</b> \$000's	Projected <b>2006-07</b> \$000's	Projected <b>2007-08</b> \$000's	Projected <b>2008-09</b> \$000's	Projected <b>2009-10</b> \$000's	Projected <b>2010-11</b> \$000's	Projected <b>2011-12</b> \$000's	Projected <b>2012-13</b> \$000's	Projected <b>2013-14</b> \$000's
<b>EXPENDITURE</b>											
68	Community Development	57	57	57	47	47	47	47	47	47	47
5	Whiritoa Beachcare	5	5	5	5	5	5	5	5	5	5
2	Conservation Initiatives	2	2	2	2	2	2	2	2	2	2
64	Sports Coordinator	63	63	63	63	63	63	63	63	63	63
121	Grants and Donations	124	124	123	123	123	123	123	123	123	123
9	Public Transport	9	9	9	9	9	9	9	9	9	9
220	Other	51	69	52	47	69	52	47	70	52	47
<b>489</b>	<b>Total Expenditure</b>	<b>311</b>	<b>329</b>	<b>311</b>	<b>296</b>	<b>318</b>	<b>301</b>	<b>296</b>	<b>319</b>	<b>301</b>	<b>296</b>
<b>LESS REVENUE</b>											
(121)	Targeted Rates	(124)	(124)	(123)	(123)	(123)	(123)	(123)	(123)	(123)	(123)
(368)	General Rates	(187)	(205)	(188)	(173)	(195)	(178)	(173)	(196)	(178)	(173)
<b>-</b>	<b>NET COST OF SERVICE</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

