

OUR VISION

A thriving community and robust economy that outpaces the rest of NZ



THRIVING COMMUNITIES

our diverse people are healthy and well, with ample opportunities to support their quality of life.



SUSTAINABLE ENVIRONMENT

the District is a national leader in benefitting from a circular economy.



ROBUST ECONOMY

leveraging our location and rich soils, we rebuilt a strong foundation for our grandchildren.

GOAL 1) More people own their own home than ever before

GOAL 2) More people participate in community activities and events than ever before

GOAL 3) No waste or rubbish leaves the District

GOAL 4) Our economy grows faster than anywhere else in the country

GOAL 5) All our young people are in education or employment

The five Goals complete Council's strategic framework and provide direction across all activity and service areas for our communities. Each goal is supported by metrics that will be tracked and used as a performance framework guiding the work of each team. These metrics will be reported annually as part of our Annual Report requirements.



OUR GOALS & STRATEGIC MEASURES

GOAL 1) More people own their own home than ever before

Home ownership is an important factor in the quality of life, contributing to a sense of belonging and pride within one’s community and improving generational wealth. Council would like to see more opportunities for whānau to own their own homes.

STRATEGIC MEASURE	YEARS 1-3 (2024-28)	YEARS 4-10 (2028-34)
Individual home ownership increases over time. Baseline will be measured by internal data and updated 2023 Census data when released.	Trending up	Trending up

GOAL 2) More people participate in community activities and events than ever before

Community wellbeing measures can include participation in sports, volunteering, community events and civic engagement. It is widely recognised that communities with opportunities to contribute and help one another are better connected and therefore more resilient. In South Waikato, our local election voter turnout in 2022 was 44%. The average local election voter turnout in New Zealand was 41%.

STRATEGIC MEASURE	YEARS 1-3 (2024-28)	YEARS 4-10 (2028-34)
Measure of community participation in services and facilities, voter turnout, targeted satisfaction surveys and census data is increasing over time.	Trending up	Trending up

GOAL 3) No waste or rubbish leaves the District

Embracing a circular economy is one of the tools for improving our economic performance and attracting new businesses to the District. In the long-term, we'd like to be doing as much recycling within the District as possible. For now, we will start by focusing on reducing the amount of solid waste that goes to landfill.

STRATEGIC MEASURE	YEARS 1-3 (2024-28)	YEARS 4-10 (2028-34)
Waste to landfill tonnage decreases over time. Baseline of 6,042 tonnes of waste to landfill for the 2022-23 financial year.	Trending down	Trending down

GOAL 4) Our economy grows faster than anywhere else in the country

Currently, our economic performance is not keeping pace with the rest of the country and we lag behind in some critical economic performance measures. Our GDP per capita in 2023 was \$59,776 compared with \$72,329 in NZ. Likewise, our annual employment growth over the last ten years averaged 1% compared with 2.1% for New Zealand. To close this widening gap, we need to outperform the country for economic growth until our GDP matches or exceeds the national average.

STRATEGIC MEASURE	YEARS 1-3 (2024-28)	YEARS 4-10 (2028-34)
District GDP increases at a higher rate than the national average. Baseline of \$1.5 billion in 2024 (Infometrics measure), employment and business growth.	Trending up	Trending up

GOAL 5) All our young people are in education or employment

Educational attainment for our young people is another of the District's challenges that needs to be addressed if we want to grow our economy and employment. The Council recognises that this starts with our young people and ensuring that they transition into either further education or suitable employment. In the year to March 2024, the number of NEETS (not in education or employment) is 22.6%.

STRATEGIC MEASURE	YEARS 1-3 (2024-28)	YEARS 4-10 (2028-34)
District's NEET rate decreases over time. Baseline of 22.6% of young persons population.	Trending down	Trending down