



6.0 COUNCIL'S NEW CITY STRATEGIC FRAMEWORK (NGA KAUPAPA HOU MO TENEI TAONE)

Council has developed a new Strategic Framework for Hamilton which builds on the components outlined in its March 2005 Vision for the city – Vibrant Hamilton. The framework will:

- provide a focus for Council's planned direction for the city's development
- provide a mechanism to integrate Council's plans and policies
- communicate Council's direction to other key stakeholders and enable them to align their strategic planning with Council's Vision.



The vision contained in the Strategic Framework comprises three key strands. Each strand highlights a series of statements of strategic intent that outline Council's Vision for planning and managing the city's ongoing sustainable development. The Strategic Framework provides a key reference point for Council's decision-making.



Council's Strategic Framework also aligns Council's key strategies under the City Vision and the Strategic Framework's three strands. The framework more transparently shows how each of Council's strategies and action plans contribute to working towards the City Vision. In this Long-Term Plan, Council's significant services have been grouped using the framework's structure.

The Strategic Framework will also enable key organisations in the city to better understand Council's intended direction for Hamilton and provide an opportunity for them, where appropriate, to align their planning and service delivery. This should lead to a more unified approach for Hamilton's development and provide a platform to both strengthen existing partnerships and develop new ones.

The diagram in Section 1.3 shows the relationship of Council's Vision to its key plans and policies.

The Strategic Framework for the city is outlined as follows.

Vibrant Hamilton

Hamilton is New Zealand's newest metropolitan city. The city is young, passionate, ambitious and is carving a distinctive and vibrant future for itself. Hamilton is a city at the forefront of science, industry, education, and commerce. Its energy is

reflected in its people, its 24-hour culture, iconic events and creativity. Hamilton is real; honest, relaxed, and down to earth, a rich blend of history, many cultures, and endless opportunity; it is the future face of New Zealand.

Hamilton is a centre of research, innovation and the capital of the country's most significant export region.

Our city's vision is expressed through the following strategic framework:

Strand A: Investing in Our People

Hamilton is a diverse city of many cultures, ages, and backgrounds. Our vision is to build a city that celebrates our diversity, building strong communities which excites us to achieve great things. As a city we invest in our people through:

- Developing processes that enable the wider community to participate in the life of the city and to contribute to decisions about the city's future.
- Focusing on finding local solutions through the use of innovative processes of consultation and collaboration.
- Supporting services and processes that enhance the sense of connectedness, belonging and safety for all residents.
- Encouraging values and behaviour that reflect a truly multi cultural society.
- Helping to create a dynamic lifestyle environment through recreation and leisure opportunities.
- Placing a high value on our people, communities and organisations.
- Gathering and distributing information that will assist social development.

Strand B: Creating Identity and Prosperity

Hamilton is a city that is making its mark on the political, social, cultural, and economic maps of New Zealand. Our vision is for a place of entertainment, celebration, and culture, enabled by a sharp, and wealthy economy built on the city's strategic advantages, innovation, and entrepreneurial spirit. As a city we create identity and prosperity through:

- Promoting strategies for the development of the regional economy based on our competitive advantage and the effective management of key strategic assets.
- Creating a flexible and responsive business environment that encourages positive and innovative investment decisions.

- Encouraging links between education providers and industry to ensure that there are appropriately skilled people to meet the needs of our economy and future growth strategy.
- Developing strong partnerships with key stakeholders to support the city's leadership and advocacy on behalf of the city and region.
- Ensuring that the city continues to provide the core skills, services, and industry that support the city as a centre of excellence, and prosperity for the region.
- Generating a spirit of innovation, cooperation, and problem solving that makes Hamilton a leader in local and national affairs.
- Ensuring through good planning and urban design, that our built environment, and the city's gateways and CBD in particular, reflect our spirit of energy, innovation and identity.
- Maintaining and strengthening a sense of connection with our history and place, through the protection of heritage, environment and the celebration of arts, culture and events.

Strand C: Protecting Our Future

Hamilton is a city experiencing rapid and sustained growth. Our vision for the city is to see development achieved sustainably, efficiently and creatively. Good planning today will benefit the city of tomorrow. As a city we are protecting our future by:

- Focusing on sustainable growth.
- Developing and maintaining a robust framework of policies and strategies that balance the short-term and long-term interests of the city.
- Taking a visionary yet disciplined approach to long-term planning and decision-making.
- Ensuring the provision of sustainable, well planned city infrastructure.
- Sustainably managing and enhancing our natural environment.
- Maintaining prudent financial management.
- Ensuring that social infrastructure keeps pace with community growth and needs.
- Setting high standards of governance, planning and development within the city and throughout the region.

The relationship of Council's Vision to its key plans and policies is outlined in the diagram shown in Section 1.3. The vision will also be influenced by a range of key external inputs including Hamilton's Community Outcomes, other community feedback and national legislation.