

MAYORAL RESPONSES					
	Kevin Winters	Trevor Maxwell	Cliff Lee	Merepeka Raukawa-Tait	Lyall Thurston
Manifesto Policy 1 – A business friendly and supportive approach to development proposals					
Improve communication – open meetings, friendly cooperative staff and a more helpful website that contains the right information and contacts and is clear and easy to use. Make it easy for people to find out about requirements and costs	Implemented quarterly meetings for both the executive and councilors with Chamber of Commerce	Agree- yes	Yes	Communication is the key and in most cases could be better targeted. Council has worked hard over recent years in attempting to keep all sectors of the community informed. Business could assist the Council by being clear about exactly what it is they need to know, and if on a more regular basis	My personal style entirely. Better communication with all parties. An open inclusive style of democracy is assured by me
Develop a clear, positive vision through the District Plan, setting out how it will be achieved, and communicate that. Change the perception among those surveyed by the Chamber that Rotorua is an expensive and difficult place to do business.	I have implemented quarterly meetings with the mayor with 10 ratepayer groups	Agree let's change the perception	District Plan deals with much more than the commercial sector. Getting our planning department to consider the big issues is very difficult,	The vision set out in the District Plan is quite clear, but I would like to see it communicated in a more meaningful way. Explain exactly what people will see, feel, hear etc. when the vision is achieved.	I will build networks of business leaders to advise and work closely with the decision makers. A strong, sustainable business community is our future and means jobs!
Review and remove unnecessary barriers in Council's policies and procedures and improve certainty and clarity	Commenced review of District Plan. Those studies completed already include: structure reviews, traffic demand management, CBD revitalization, heritage and lakefront studies. They will now be linked into the District Plan Review which will be completed in approximately two years. This is our communities' opportunity to have a say in our District Plan review. Discussion will start before the end of this year and continue throughout 2008.	Yes, worth reviewing	Yes – at speed. However the RMA is a very solid barrier that would stop a train	Seek Council to review their policies and guidelines annually, would not be onerous if done annually, but more importantly seek feedback on how rigidly they are applied. The inflexibility of Council is often what gets peoples backs up	I am an acknowledged communicator who will commit tirelessly to working closely with the Chamber and wider business communities to address these issues

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Appoint an adviser outside the regulatory process to liaise with business and major developers on processes and opportunities to reduce time and costs.	The regulatory consent process, applying to various Government Acts has been streamlined and is more efficient than it was three years ago. Some 90 per cent of consents are now issued within the statutory timeframe, a dramatic improvement on the 60 per cent figure from three years ago	Yes – worth pursuing. Working with our Economic division too	Advisors deal with the same Acts only at a higher cost.	is the work of Council Officers. If it's not working bring the matter to the attention of Council, don't shift the responsibility	Agree to the need for a facilitator to "smooth" the way for major developers through RDC processes and regulatory requirements
Review consent processes to ensure they reflect best practice, are customer focussed and meet legislative time requirements	The Bright Economy Strategy, conceived in 2004, is the Rotorua regional economic development division that promotes Rotorua as a great place to do business. The plan allows for a more strategic, focused and coordinated approach to public and private sector funding of Rotorua's economic development	Yes I believe we do this now	The legislative time requirements are contained in the same Acts that make meeting the time requirements impossible	This would already be part of Council's Annual Review of Business Unit Services	Agree

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Manifesto Policy 2 – A well defined plan and the provision of suitable infrastructure for strong business growth					
Identify and classify through the District Plan prime commercial development precincts that meet the needs of industrial and technology business parks	Airport expansion proposal is before the Environment Court	Yes	We should identify such areas however history has not been kind to such planning, I would prefer that they commercial sector lead	Support, however uptake for existing parks not over subscribed. Better to find out why. Is it location? Are Industrial Parks the answer? Further homework required	Totally agree. Has my full support
Provide encouragement for organisations to establish and develop industrial and technology business parks that meet business needs	Our traffic demand management studies identified Eastern Arterial, Victoria Street expressway and four laning to Ngongotaha roundabout as key state highway linkages across town. The BOP Regional Land Transport committee agrees. There has been intense lobbying to Minister of Transport for these to occur. Awaiting Transit to put these three projects in their 10 year plan	Definitely yes	Yes	Investors and Council are already working together in this area. Some of the older industrial areas could lend themselves for redevelopment too	Totally agree. Has my full support.
Increase the priority of roading developments that will provide a safer, more efficient transport network for businesses in Rotorua. Maintain progress on direct route to Tauranga and Victoria Street bypass	BOP mayors have worked together on a number of initiatives over the last three years for the good of the region. As part of this we have identified improved port access at Tauranga as key priorities for the BOP. I fully support this as it will bring benefits for both Rotorua importers and exporters. We have been able to secure an extra \$150 million over 10 years from Transit for extra capital roading improvements, which will enable us to implement key projects for the	Yes	Yes	Support	Essential to keep those projects on stream. My total support for upgrading and expanding transport networks.

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With Rotorua Regional Airport to gain trans-Tasman capability, consider lobbying Transit NZ to rapidly upgrade highway links between Tauranga and Rotorua. This would allow promote a twin city concept of Rotorua and Tauranga	Tauranga's Mayor Crosby and I have been promoting the twin city concept of Tauranga and Rotorua for the last three years.	Yes	Yes	Lobbying does help but having someone on Transit's Board would be even better. Fine with a twin city approach but don't forget the whole of region approach too.	Airport trans-Tasman capability is vital! Our future is as a region. We need to think regionally. And pull the Western Bay closer to the Rotorua
Maintain pressure on Transit NZ to re-establish construction of the Eastern Arterial Highway in its ten-year plan	Over the last three years, BOP mayors have had some great achievements. Most recently the installation of a \$1 million weather radar for the entire BOP to predict storms, rainfall patterns in an emergency and non-emergency situations	Yes	Yes	Support	Yes agree totally

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Manifesto Policy 3 - A commitment to improving lakes quality					
Actively support EBOP in achieving the action plans for the restoration and preservation of the lakes.	This is my highest priority as Mayor of Rotorua and as Chairman of the Rotorua Lakes Strategy Group	Definitely yes, lake water quality is very important	Yes	Unfortunately this is long terms stuff, no time to lose	My support 100%
Continue to build sewerage schemes around the lakeside settlements	We have seen real progress in improving lakes quality, with the Mourea/Okawa Bay sewerage system installed and Ohau Channel diversion started. The group has put pressure on central government to subsidies all our proposed schemes over the next 10 years and the recently signed a Memorandum of Understanding with us. Frustratingly, I am now talking to the third Minister of Environment in	Agree - yes	Yes. Changing the land use patterns in the basin will also be required	Support. Small, efficient, localised schemes are needed. All existing schemes should meet a 3 year Warranty Inspection. Could be introduced over the next 6 years.	Yes as part of the ongoing restoration of the lakes
Support EBOP in obtaining a reasonable financial contribution from Central Government.	Having a District Plan that is flexible to allow alternative land use available for land owners to minimize nutrients into the lakes is a priority. Sustainable solutions include; native bush, planting, wetland creation, more flexible subdivision rules provided reticulated sewerage schemes available as well as riparian plant and land retirement	YES we must work in partnership	Good luck!	Difficult to go to Central Government when EBOP is spending thousands of dollars relocating their headquarters. Don't they know it's all political? Support obviously, but good luck!	Essential. I offer my extensive lobbying skills and welcome the opportunity to become actively involved in the ongoing lobbying of central government
Ensure preservation and restoration of the lakes becomes a principle driver in the Rotorua District Plan by allowing innovative land use change from intensive farming to more sustainable alternatives.		Agree- yes	Yes	Support. This is a major selling job. Farmers have invested heavily in their businesses, and alternatives are costly and not always welcome. Benefits will need to be highlighted time and again	Essential we work closely with the farming community who have proved generous and co-operative with the regard to an equitable solution to land use adjoining the lakes

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Encourage the tourism industry to widen its focus from Maori culture and volcanic activity to all Lakes district recreational experiences.		Yes but Maori culture and geothermal are important because other parts of NZ are improving too	Yes an innovative list of possibilities would be helpful	Support this excellent Lakes District concept, but the clean up of the lakes must be planned, funded and moved along ASAP.	Agree

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Manifesto Policy 4 – Strong leadership uniting stakeholders to achieve growth					
Have a strong vision for the future of Rotorua that can be captured in media and conceptual statements that can create a visual image.	There has been higher level of consultation and communication undertaken by this council than ever before. NRB survey rates mayor and councilors above the national average	Yes	Our planning department refuses to provide a realistic vision and may prevent a realistic vision to succeed	Support, but let's get it captured by the community first. In fact the vision should be developed in conjunction with the community. When the community has no input they don't particularly care enough to support it. Councillors and staff should know the vision backwards and their jobs should align with it.	I have experience in public relations and communications. I am committed to an inclusive style, open and respectful of all points of view
Articulate this vision with passion to all stakeholder groups	I conduct quarterly meetings with a number of businesses, ratepayers and groups	Yes	Yes	Support, but passion is not something that I have seen a lot of from Council	I am a proven communicator and welcome the opportunity to share my passion, vision and positive attitudes with all people
Actively encourage a cooperative and unified whole of community approach to achieving that vision	The inclusion of Bright Economy Advisory Board to visualize Rotorua in 10, 20 and 50 years and make future recommendations. This board has identified six new economic drivers for the future. These include bio-materials, lifestyle and immigration, water quality, local energy utilisation, research and development, as well as land use optimization. Research and development of all six drivers have my full support	Yes	Yes	Support	My style entirely. Note proven track record at both local and national level
Provide leadership to maintain momentum towards the vision.	Our focus on developing geothermal resources and bio fuels will allow Rotorua to be the sustainable capital of New Zealand	Yes	Yes	Through their work, Councillors and staff should have direct line of sight to the vision. If their work doesn't support or align with the vision then they need to reassess their value to Council.	Leadership proven at both a local, national and international level. Rotorua needs a mayor with passion who will see and be seen!

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Manifesto Policy 5 – A clear, integrated and coordinated vision for inner city Rotorua					
Create a clear vision for the future of Inner City Rotorua.	The various themes of the inner city CBD revitalization study including; linking the Central Mall to the lake front and Kuirau Park to Government Gardens have my support. Over the next 20 years, improved links between Rotorua Central and lakefront redevelopment, as well as linking Kuirau Park to the Government gardens will make this city even more vibrant. The City Focus continues to be a work of art that attracts people to the inner CBD for	Agree -yes	The commercial drivers in Rotorua are weak. A clear vision may restrict opportunities	Support, long overdue	Agree, Rotorua needs to create more positive strategies that will link our "two CBDs". A strong, vibrant retail sector is vital for the future of our city. I will lead the way!
Clearly convey this vision and the principle concepts to Rotorua residents so they can understand it and embrace it.		Agree -yes	Yes	Let the residents have input into the development of the vision. You embrace what you have helped develop	Refer earlier comments re my commitment to more open communication between all parties

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Manifesto Policy 6 - A tourism strategy that positions Rotorua as the premier tourist destination in New Zealand					
Continue investment in funding Destination Rotorua Tourism marketing and link the level of funding to an annual index.	Council funding of tourism marketing has my support.	Definitely -yes	Difficult question. The funds allotted to this activity might be better value in the physical development of the CBD, lake front pier as an example.	Continue funding yes, but not sure about indexing	I believe Destination Rotorua Tourism marketing is an integral part and key component in maintaining our marketing edge locally and internationally
Develop a marketing strategy that positions Rotorua as the premier tourist destination in New Zealand	: There is fantastic holistic approach being taken by the industry in Rotorua through Destination Rotorua Tourism Marketing, Significant re-investment by Te Puia, Skyline Skyrides, Polynesian Spa, Energy Events Centre and Novotel all indicate willingness to progress Rotorua brand and products	Yes, especially though the Tourism Board	Yes suggestions appreciated!	Support, long overdue	My total commitment to maintaining Rotorua as the premier tourism destination
Encourage and facilitate a whole of industry approach to supporting and building on the investment the Council has made in tourism marketing through Destination Rotorua Tourism Marketing.	The tourism strategy is to promote New Zealand as a prime destination – TRENZ is a recent example of how we can showcase the Rotorua brand to the rest of New Zealand and be successful	Yes	Yes	Support. Those who are already on board are reaping the benefits. Continue to highlight that the whole industry profits and benefits through the work of Destination Rotorua Tourism Marketing	Happy to explore this concept positively and professionally
Build on Rotorua's strong Maori cultural and geothermal attractions to continue developing attractions based on the district's other advantages		Yes	Yes	Support. Identify synergies and opportunities for additional attractions	Agree
Encourage the development, through the CBD revitalisation project, of the CBD as a tourist visitor retail attraction.	Retailers need to be prepared to review shop opening hours when there are big events happening at the Energy Events Centre	Yes	Yes	Support. Shop trading hours will need to be more visitor friendly too. Tourists want to spend money and at present some retail hours seem to be counter productive.	Totally agree

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Manifesto Policy 7 – More involvement of business through consultation on relevant issues					
Commission an annual business ratepayer satisfaction survey on aspects of Rotorua District Council performance relevant to business.	The RDC commissions NRB to conduct surveys of 400 individual at random each year. We have received good feedback on each survey. Ratepayers don't think we are doing too well in parking or recycling, but highlighted "very good satisfaction" for the library	Could support this	Informal submission and discussions have more value	. This could be done in partnership with the Council rather than a stand alone Chamber initiative	I have no problem with what is proposed. Who would do it? At what cost? Would need to be professionally commissioned
Establish a Business Forum chaired by the Mayor that comprises all 12 elected Councillors and 12 representatives from across all sectors of Rotorua business.	As part of the CBD revitalization, looking at ways to improve parking and roading to make the area more pedestrian friendly.	Worth pursuing	Yes	Not another forum please	Has great merit. Would need to explore further as to structure and desired outcomes
Use the BrightEconomy Advisory Board in developing business-related Council policy, rather than to comment on policy already formulated	I support the business forum of 12 Councillors – 12 Chamber members, provided it doesn't duplicate what the Bright Economy Advisory board is doing. The function of the Bright Economy Advisory Board is to provide advice for future projects. BEAB has submitted on developments of capital value rating system and development contribution policy	Could support this	Yes	Development of Council Policy is Council business	Has merit

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Manifesto Policy 8 – Development of a broadband infrastructure strategy					
Investigate methods of optimising the regional broadband network and improving intra-region connectivity from the region to the main Auckland-Wellington broadband highway	Environment BOP has spent \$100 000 on broadband strategy	Yes	Yes, yes!	Support	Agree
Include a requirement for broadband access capability in reticulation of utilities to new subdivisions or replacement of existing utilities		Needs further investigation but I could support this	Yes	Support	Agree
Facilitate the extension of broadband capability to the rural areas of the Rotorua district	As part of this strategy we are looking to link Whakatane, Rotorua, Tauranga through triangle of broadband (fibre optics) the will then link directly to Auckland and Wellington. Development of this initiative is still underway and has my support	Same as above	Yes		

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Manifesto Policy 9 – Encouragement to establish new business					
Continue the work of the BrightEconomy Advisory Board in addressing the negative responses of the perception survey.	Bright Economy Advisory Board plays a key role in our future development. The six areas of investment already highlighted previously. BEAB identified two key objectives for Rotorua business; Improve CONSENT Process Timeline. Rotorua District Council has improved its consent process approvals, within the statutory timeframe, from 60 per cent to 90 per cent approval over the last three years. Officers and staff were complimented by all councilors at the recent planning and bylaw committee meeting on the huge improvement. Increasing the role of Maori in our future With Treaty claims, Rotorua District Council has been active in supporting tangata whenua in claims before the Crown	Definitely yes	Yes	Support, however the Board should not take on the role of moaner/complainer. Watch that this doesn't become the perception by the wider community.	Has my 100% support
Continue the work of Destination Rotorua Economic Development in positioning Rotorua as a place to work, live, plan and invest.	The DRED unit plays a vital role in bringing skilled immigrants to Rotorua through our New Zealand expo tours. We have seen a huge increase in new major retailers in Rotorua Central including Harvey Norman, Bunnings, LV Martin and Rebel Sports. Pour new retail promotion coordinator provides a valuable link between retailers and up and coming events/promotions in Rotorua	Definitely yes	Yes	Support	Of course!

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Create a positive retail environment in the CBD to attract the interest of new retailers by adopting a CBD revitalisation strategy		Yes	Yes	Support. This is critical and should have been on the drawing board since the establishment of the Mall was first promoted. The Mall's effects on the CBD should have been predicted	Of course!
Develop a strategy that will incentivise existing property owners in the CBD to invest in refurbishment and/or redevelopment		Yes	Yes	Support, In other cities this has proved to be very successful	In any way I can
Develop a strategy to attract, incentivise and facilitate the establishment of new businesses to Rotorua		Yes	New businesses require new customers and a larger population. The District Plan may well stuff this up	Support. We are behind in this area	My full and total support!

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Manifesto Policy 10 – Pro-active approach to environmental sustainability.					
Encourage and facilitate recycling from all households.		Yes	Yes	Support	Committed to recycling as part of my campaign pledge
Encourage and facilitate sustainability in the construction sector		Yes	"??"	Support	I will continue my long standing support for this sector. Reason we came to Rotorua
Research and facilitate conversion of waste products into fuel.		Yes	Don't get side tracked from the only realistic alternative being a properly planned, built and run bio-fuel industry	Support	My full support

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Manifesto Policy 11 – A co-ordinated energy strategy for the district					
Develop an energy management strategy that includes an energy management policy and plan for the Rotorua District Council	Rotorua District Council has adopted a new waste management strategy. It is to reuse, reduce and recycle. Our in-town recycling centre is very busy. Support a recycling centre and Transfer station in Ngongotaha. Rotorua's recycled garden waste and wood products to go to Kawerau and to be used in the kilns already. Recycled concrete is already been used in as a base for some of the region's roading projects. Investigating the possibility of sludge from the waste water treatment plant being mixed with sawdust/wood waste and then	Yes	Small beans in the main effort	Support. Council should be leading the way in this area	Yes
Adopt best practice for energy use by the Council and publish details to establish the Council as a positive role model in energy management		Agree	Yes	Support	My full support
Support and actively enable new local energy management initiatives		Yes	Yes, yes!	Support	Will encourage to the best of my ability
Set strict carbon reduction targets for the Rotorua District and develop an action plan for their achievement		Support	A side issue with little advantage until sufficient alternative fuels and power sources are available	Support but get buy in from the community first. Communication strategy needs to developed and actioned	Will positively participate in any discussion or proposed initiatives
Develop and support renewable energy generation initiatives including hydro, solar, geothermal and bio fuels		Very interested -yes	Yes	Support	As above
Develop work started by the BrightEconomy Board on local energy resources.		Yes	Yes	Support. Good work underway by Board	Will work with the Bright Economy Board in partnership

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Manifesto Policy 12 – Reduced size and cost of local government.					
Review Council units that provide private goods and services to the public to ensure they operate effectively and efficiently. The review should consider different management models and the benefits of divesting commercially viable activities to private enterprise while retaining a return on the investment.	The council now operates under the local Government Act 2002, and as such, we are now responsible for the social, economic, cultural and environmental well-being of our community.		Rotorua is one of many thousands of communities that have a very long history. If private enterprise could do the job with the same community benefit they would be on the job	This needs more debate. There have been examples of cities where this has not had the expected outcomes in effectiveness and efficiency	Happy to participate
Reduce the size, scope and cost of local government by focusing on core activities of local government.	Central government looks to local councils to increase their roles and responsibilities. I am clear on the Rotorua District Council's roles as facilitators of change for the region, not funders		Core activities is a matter of opinion not fact	Debate required. What constitutes core business these days? People make up cities and they expect Local Government to take a holistic, considered approach to their business. What we should expect, before Council picks up any work, particularly work devolved from Central Government, is that they ensure they have the additional money necessary to undertake this work. Council, through its Local Government Association should also start to challenge some of the services/work it is now being asked	Will generate discussion that will analyse this issue positively
Desist from moving into areas of commercial operation that compete directly with private interests and expose Council to commercial risk.	Some of Rotorua District Council's assets will pay dividends in the future, including the Energy Events Centre and airport. I will not sell the council's profitable assets		Financial loses on some activities area part of local government. Just ask the Education Department, the Health Department, transport sector etc.	Support	Agree