

### What Changes Would Show Progress Towards This Outcome?

- Better roads, streets and footpaths
- Better public transport
- Reduced air pollution
- Fewer road crashes

### OUTCOME 6: Buoyant Local Economy

*Sustainable economic activity to create a positive and prosperous local economy that enables improved opportunities and living standards for all.*

Our goal is to:

- **Increase** economic activity
- **Enhance** resources to support economic activity
- **Enhance** living standards

### OUTCOME 7: Grow Masterton

*Sustainable development to create a place that is attractive to new residents and investors who have the potential to make a positive contribution to the District.*

Our goal is to:

- **Attract** more people to invest human and financial resources into our community
- **Increase** the District's population over the next ten years.

### What Changes Would Show Progress Towards This Outcome?

- Increased population size
- Demographic profile that reflected a diverse range of people

## COMMUNITY OUTCOMES FOR THE MASTERTON DISTRICT

As part of developing the 2006-16 Long Term Council Community Plan, the Masterton District Council consulted with the community on Community Outcomes – what our community wants for Masterton's future.

The goals that were identified form the basis of our Community Outcomes. These outcomes provide direction from our community for the next ten years for the Council, central government and groups and organisations in the District. These outcomes belong to you and reflect what is important to our community.

For each broad Outcome, we have developed more specific goals and looked at how we could measure progress towards achieving the Outcome.

Achieving these goals will require partnerships and collaboration across sectors and groups. No organisation or individual alone can fully deliver all of the outcomes identified. The Council is keen to support, or work with, people and organisations who are working to achieve the outcomes.



MASTERTON DISTRICT COUNCIL

## OUTCOME 1: Sustainable Use of Environment

*Sustainable management and use of natural resources and infrastructure, now and for the future.*

Our goal is to:

- **Protect and preserve** natural resources
- **Reduce** pollution
- **Enhance** the natural environment

### What Changes Would Show Progress Towards This Outcome?

- **Increased** levels of protection/preservation of natural resources
- **Reduced** pollution
- **Enhanced** natural environment
- **Enhanced** level of environmental awareness

## OUTCOME 2: Educated and Knowledgeable People

*Lifelong learning and development, to achieve personal, life, community and work goals.*

Our goals are to:

- **Develop** work skills
- **Develop** life and personal skills
- **Enhance** literacy and numeracy
- **Inform** the community

### What Changes Would Show Progress Towards This Outcome?

- Enhanced skill levels in the workforce
- Increased literacy and numeracy levels
- Increased awareness of and action regarding community issues
- Increased involvement in education

## OUTCOME 3: Equitable Society

*Diversity of the community appreciated, respected, celebrated and encouraged.*

Our goal is to:

- **Encourage** appreciation of diversity
- **Enable** people to participate
- **Improve** opportunities and outcomes for all

## What Changes Would Show Progress Towards This Outcome?

- Greater appreciation of and support for diversity
- Increased ability to access and express one's culture
- Fewer people living in deprivation
- Increased diversity of people actively involved in community

## OUTCOME 4: Vibrant, Strong and Healthy Communities

*Healthy, caring and creative people who feel connected to others and to the District, creating a positive community where people are involved and contribute.*

Our goal is to:

- **Facilitate** social cohesion and sense of belonging
- **Enable** people to participate and contribute
- **Develop** a safe environment
- **Develop** a diverse arts, culture and heritage sector
- **Improve** health outcomes
- **Increase** physical activity rates

### What Changes Would Show Progress Towards This Outcome?

- Increased social cohesion
- Increased participation in civic activities
- Increased diversity of people actively involved in community
- Improved health outcomes
- Safer environment
- More diversity in activities and events on offer

## OUTCOME 5: Safe and Efficient Transport

*A transport system that is safe, sustainable, integrated and responsive, enabling safe and efficient passage for people and goods around and through the district.*

Our goal is to:

- **Improve** connections between Masterton and neighbouring areas
- **Enable** all people to move around the District as and when they need to
- **Minimise** the environmental impact of transportation
- **Promote** road safety
- **Promote** alternative transport options