



Matatā
Community Plan
Mahere Hapori
o Matatā





Matatā Collective

Ngā puna ora e whitu ki Matatā

The Seven Vitality Springs in Matatā

Puna: Water, Continuous flow. **Ora:** Vitality, Alive, Wellbeing.

Whitu: The Seven Pou/Directions.

Introduction

Kupu arataki

This community plan expresses the hopes and dreams for our Matatā community and village for the next 10 years. It sets out high-level objectives and principles that will help form a pathway to move forward and turn our community aspirations into reality.

To move forward, we must reflect on our past and acknowledge our unique village vibe, and how we can build on this for a better future for all residents of Matatā and future mokopuna. By working together, we can ensure Matatā is a place where people value the surrounding natural environment, connect to each other and residents feel safe and secure.

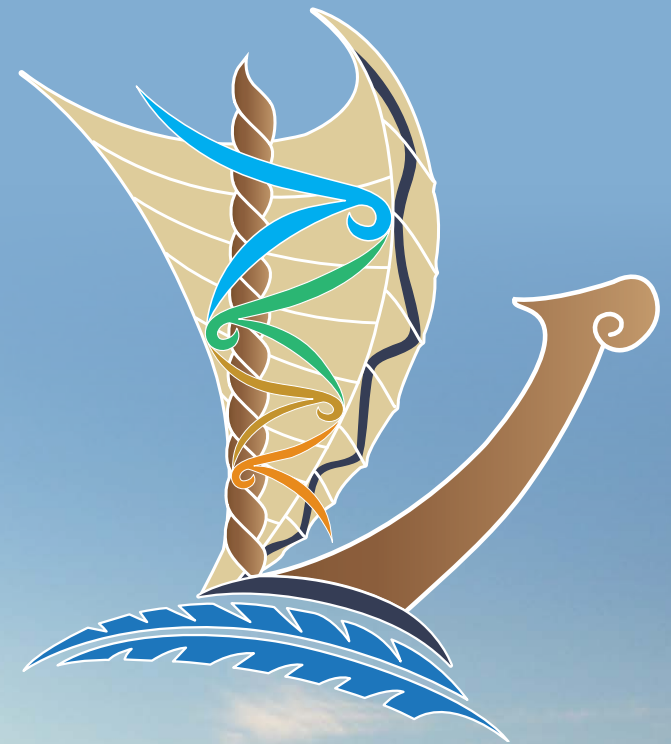
This plan is not cast in stone and may evolve over time as we experience changes in the environment, leadership, and political arenas and is to be reviewed every three years.

This plan is owned by the community of Matatā, with governance by the Matatā Collective. This includes representatives from Matatā community groups and organisations such as Ngāti Rangitahi, Matatā Bluelight, Matatā Volunteer Fire Brigade, Matatā Residents Association and community members.

Document version: 1.1 **Date:** November 2024

E ngaki ana a mua, e tōtō mai ana a muri

*If the first group do the work properly (working group),
the following group can accomplish the task (community)*



Cultural Narrative Kōrero Ahurea

Matatā, located on the Bay of Plenty coast in Aotearoa, New Zealand, is rich with Māori cultural narratives and history. This area is significant to various iwi (tribes), including Ngāti Rangitihi, who have deep connections to the land, sea and waterways.



Ngāti Rangitihi

and Matatā

Whakapapa and Settlement

He hononga whakapapa

Ngāti Rangitihi, an iwi of Te Arawa waka, has a strong presence in Matatā.

The area has been inhabited for generations, with ancestral ties tracing back to the arrival of the Te Arawa waka. The whakapapa (genealogy) connects the people to the land, reaffirming their role as kaitiaki (guardians) of the region.

Key sites and stories

Ngā wāhi motuhake me ngā pūrākau

Te Awa o Te Atua

The Te Awa o Te Atua (River of the Gods) is a spiritually significant river that flowed through Matatā. According to tradition, this river was named by the great Te Arawa ancestor, Ngaitoroirangi, and is believed to be imbued with the presence of atua (deities).

Te Takanga o Apanui

The beach at Matatā is also known as the place where the ancestor Apanui settled. The story of Apanui, who is an important figure for Ngāti Awa and Ngāti Rangitīhi, highlights the interconnectedness of different iwi and the shared histories that converge in Matatā.

The Battle of Kaokaoroa

In the 1860s, the Battle of Kaokaoroa took place during the New Zealand Wars. Ngāti Rangitīhi and other Te Arawa hapū defended their lands against government forces and other iwi aligned with the Crown. This battle is a reminder of the struggles and resistance of the Māori people to protect their land and sovereignty, showcasing the unity and strength of Ngāti Rangitīhi and their allies.

The significance of the hills are told in many of our iwi stories, with names that represent the kōrero of our rohe – including Whakapoukōrero and Whakapoukarakia, among others.

The fertile lands around Matatā have been used for māra kai (traditional gardens) for generations. The cultivation of crops like kūmara (sweet potato) is guided by traditional knowledge passed down through the ages, with planting and harvesting cycles aligned with the lunar calendar and other natural indicators.

Sacred sites and marae

Ngā wāhi tapu me ngā marae

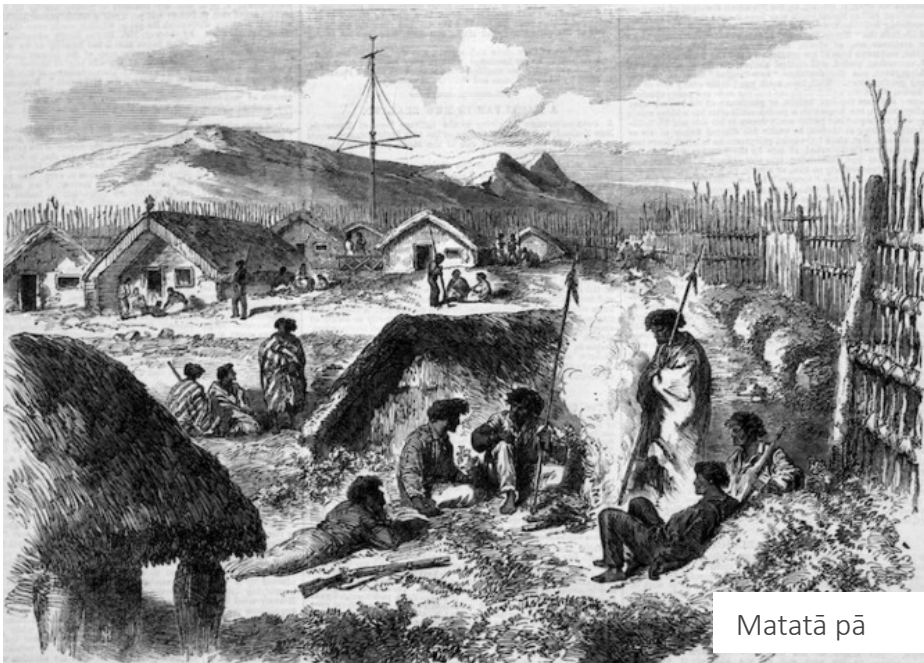
Numerous wāhi tapu (sacred sites) and marae (meeting grounds) are spread throughout Matatā, each holding its own stories and histories. The marae are central to the cultural life of the community, serving as places for gatherings, ceremonies and the preservation of tikanga (customs).



Matatā pā



Early roads into Matatā township



Matatā pā



Early Matatā township 1950s



Contemporary challenges and aspirations *Ngā wero me ngā wawata o nāianeī*

Environmental issues *Ngā take taiao*

Matatā has faced environmental challenges, including significant events that have impacted the community. Ngāti Rangitihī, along with other local iwi and authorities, have been involved in efforts to mitigate these risks and ensure the safety and resilience of the community.

Cultural revitalisation *Te whakaora ahurea*

There is a strong movement towards cultural revitalisation in Matatā. This includes efforts to teach and promote te reo Māori (the Māori language), ensure the transmission of traditional knowledge and strengthen the identity and unity of the iwi.

Economic development *Te tipuranga taiōhanga*

Ngāti Rangitihī and other iwi in the region are also focused on economic development initiatives that align with their cultural values. This includes sustainable tourism, fisheries and other ventures that provide opportunities for economic growth, while respecting the environment and cultural heritage.

Conclusion

Kupu whakatepe

The cultural narrative of Matatā is one of deep connection to the land, rich traditions and a commitment to preserving and revitalizing the cultural heritage of the Māori people.

Ngāti Rangitihī, as kaitiaki of this region, plays a central role in maintaining the spiritual and cultural wellbeing of Matatā, ensuring that the stories and values of ancestors continue to thrive for future generations.

Iwi affiliations

Ngā hononga ā-iwi

Ngāti Awa

According to Ngāti Awa traditional histories, the mountains of Pūtauaki and Tarawera were married. However one night Pūtauaki left Tarawera for the island of Whakaari, but he didn't make it before the rising of the sun and froze halfway. When Tarawera saw that Pūtauaki had left her she wept for him and her tears created the Tarawera River.

Ancestors of Ngāti Awa such as Te Tini o Toi, Te Tini o Awa and Te Tini o Kawerau once lived on the banks of the Tarawera River before the advent of the waka Mataatua.

The river's resources were used by hapū like Ngāi Te Rangihouhiri II, Ngāti Hikakino and Te Tawera in more recent times, but this was well before the advent of European settlers. The Tarawera awa is the parent river of Waikamihī because Te Tawera (as well as Ngāi Te Rangihouhiri II and Ngāti Hikakino) have a spiritual connection with the river through Te Waikamihī.

Te Tawera, Ngāti Hikakino and Ngāi Te Rangihouhiri II used to catch fish, eel and white bait at the intersection of Waikamihī and Tarawera (Hughes, 2013).



Tūwharetoa ki Kawerau

Other descendants of the high priest Ngātoroirangi, who arrived in Aotearoa on the Te Arawa canoe, are the iwi of Tūwharetoa ki Kawerau. Tūwharetoa-i-te-aupōuri is the direct descendant of Ngātoroirangi.

In the sixteenth century, he and his people resided in the Kawerau region where they intermarried with the local iwi, Te Tini-a-Kawerau. His mother belonged to the latter and had ties to Ngāti Awa. From Otamarākau, where Tūwharetoa was born, his people migrated north to Kawerau and along the coast to Matatā.

Over time, he gathered his supporters in Waitahanui, not far from modern-day Kawerau. Tūwharetoa passed away and was interred there. Later, his remains were moved to Te Anakari hou o Tūwharetoa, a new name for the old Te Atua Reretahi burial cave close to Maungawhākama.

Our community

Tō tātāu hapori

Matatā is the gateway to the Eastern Bay of Plenty

Matatā is a small coastal village 24km west of Whakatāne, and 70km from Tauranga. It's well-known for its long sandy beaches, great fishing and surfing spots and the beautiful lagoon, Te Awa o Te Atua.

Matatā has local stores, the finest fish and chips, first-class barista coffee and a great playground for the kids to chill out while having a delicious scoop icecream.

Within Matatā and surrounds we have facilities including:

- Two primary schools:
 - Matatā Public School
 - St Joseph Catholic School Matatā
- Early learning childhood centre
- Te Kōhanga Reo o Rangitihī
- Four marae:
 - Rangiaohia Marae - Ngāti Rangitihī te Iwi
 - Umutahi Marae (Ngāti Umutahi, Te Tawera, Ngāti Iramoko)
 - Ōnīao Marae (Ngāti Tūwharetoa, Ngāti Tūwharetoa ki Matatā)
 - Iramoko (Te Tawera, Ngāti Awa)
- Rugby club and sports fields
- Volunteer Fire Brigade
- Matatā Catholic Church
- Matatā Gym
- Local shops including fish and chips, coffee shop and the historic Hotel Matatā
- Public toilets
- Playground
- Basketball and netball hoops at the tennis courts
- Department of Conservation camping ground, beside the Matatā wildlife refuge
- Lagoon walking track
- Nearby Awakaponga Hall



Our community groups

Ngā rōpū hapori

Matatā Residents Association

The Matatā Residents Association was formed about 25 years ago when the local council disbanded the Matatā community board.

This group of residents meet once a month to discuss any issues about the village; for example, the sewerage system, maintenance of the lagoon and road safety. They then advocate on behalf of the community with the appropriate group or organisation for the betterment of Matatā.

They meet on the second Tuesday of every month at the Matatā rugby club at 6.30pm, with guest speakers often invited to attend.

All residents of Matatā are most welcome to attend these meetings, to have a say or just listen.

Matatā Volunteer Fire Brigade

Matatā Volunteer Fire Brigade was established in 1963 with one appliance. The response area is from the far end of the Pikowai Straights to Thornton Bridge, and to just past the Manawahe Eco Centre.

In 2004, the Brigade decided to form a medical first response unit (in partnership with St John Ambulance), which now makes up over half of our callouts in a dedicated medical response vehicle.

The Brigade is made up of locals who meet Monday nights at 7pm for training (except public holidays). They respond to property fires, vegetation fires, motor vehicle accidents, medicals and many more.

The Matatā Community Emergency Response Team (C.E.R.T)

The Matatā C.E.R.T was formed to prepare the community for events such as tsunami, earthquake and severe weather episodes that could result in debris flow, flooding or sea surges etc.

The team is made up of representatives from organisations including local iwi, the schools, the Matatā Fire Brigade, the Residents Association and Matatā Bluelight.

The initial gathering point in an emergency would be the Matatā Public Primary School on the corner of Pollen Street and Pākehā Street, before a decision is made to go to the local marae or to the Awakaponga Hall. For a tsunami, the community should go straight to the Awakaponga Hall.

Matatā Rugby and Sports Club

Matatā Rugby and Sports Club is a proud club situated in Matatā, the gateway to the Eastern Bay of Plenty. Formed in 1887, it is the oldest club in the Bay of Plenty and one of the oldest nationwide, with a rich history.

The club has a senior rugby team and a small passionate JAB, along with a women's netball team.

The club has produced many successful athletes from across a range of codes, including rugby, netball and American football. Several have represented at an international level, as well as national and regional.

Every year, Matatā fields teams proudly pulling on the black and white shirt, playing for Matatā.

The clubroom is a community hub with weekly meal nights and regular functions where all are welcome.

Bluelight

Matatā Bluelight was established in 2007 and is a registered charity that works in partnership with the police to deliver an extensive range of youth programmes and activities.

Matatā Bluelight organises and runs a variety of supervised programmes and activities, including school holiday programmes, for youth aged 6 – 18 years.

The aims are:

- To encourage better relations between young people and their parents, the police and community;
- To prevent crime and anti-social behaviour by exposing young people to different experiences and a healthy socialisation process in a safe, supervised environment; and to raise self esteem among young people.

Matatā Bluelight leads some key community events such as:

- Yearly fireworks display in conjunction with the local fire brigade.
- Matatā cadet programme
- Driver licence programmes
- Survivor camps

They also lead many other activities for local youth.

Education

Matatā Early Learning Centre

Provides childhood services that are a home away from home, a place where every child is recognised and respected for who they are and want to become.

Te Kōhanga Reo o Rangitihī

Te Kohanga Reo o Rangitihī is a community-based te kohanga reo catering for ages 0- 5 years.

Morimoria a Tātou tamariki ko rātou hoki te iwi mō āpopo.

Nurturing our tamariki for they are our future generation.

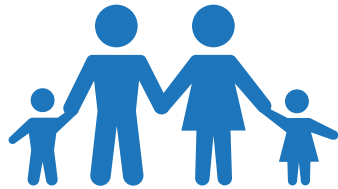
Matatā Public School est. 1872

Matatā Public School fosters children who will be caring and creative. They will develop a sense of identity, of community, of culture and of adventure, as they learn how to learn.

St Joseph's Matatā est. 1891

St Joseph's Catholic School Matatā is a Catholic school that strives for excellence and reflecting the values of Jesus and our dual heritage.

Demographics



Families
in Matatā

34.5% COUPLES WITH CHILDREN
41.4% COUPLES WITHOUT CHILDREN

59.9% Identify themselves
MĀORI

60.4% Identify themselves
NZ EUROPEAN

Compared with 43.5% Māori and 66.3% NZ European in the Whakatāne District, and 14.9% Māori and 74% NZ European in New Zealand.

Three iwi
NGĀTI RANGITIHI
NGĀTI AWA

NGĀTI TŪWHARETOA KI KAWERAU
Whakapapa to Matatā



645

people usually
live in Matatā

An increase of three people
since 2006 Census

Median income in Matatā
\$20,400

Compared to \$25,600 for the
Whakatāne District and \$28,500
for New Zealand

Majority of the population
ARE EMPLOYED
IN THE LARGER
CENTRES OF

Whakatāne and Kawerau,
or are retired.

a deprivation
index of



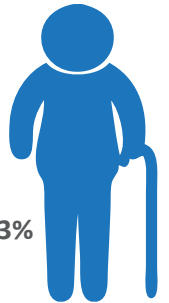
(1 represents the areas with the lowest deprivation
index and 10 the areas with highest)^[1]

^[1] The NZDep2006 Index of Deprivation

19.2%

of people in Matatā are
aged 65 years and over

Compared with 15.3% of the total
Whakatāne District population and 14.3%
of the New Zealand population



Median age is

41.6 years

FOR PEOPLE IN MATATĀ

39.6 years in the Whakatāne District
and 38.0 years in New Zealand

UNEMPLOYMENT RATE IS

13.7%

11.1% for the Whakatāne District
and 7.1% for New Zealand

Where to from here

Anga whakamua

The Matatā Collective would like to acknowledge the previous work from local groups which has been the foundation of this community plan.

This plan has been formed and collated from information pulled together over the years, including the 2007 Matatā Draft Community Plan, 2021 Matata Residents Association survey and the more recent 2023 Matatā Collective survey. This information has been reviewed and refined with a small working group of community representatives.

This plan will be out for consultation late 2024 and early 2025 to seek the community's feedback and ensure the plan has captured the community's aspirations for its future needs.

The plan is designed to enable working groups in the community to put together proposals and scoping documents that align with the plan's objectives. These can then be used as a basis for seeking and building relationships with stakeholders, which will enable goals and projects to come to life.

This plan is not cast in stone and may evolve over time as we experience changes in the environment, leadership, and political arenas.

This plan is to be reviewed every three years.





Community Plan objectives
Ngā whāinga Mahere Hapori



History and culture

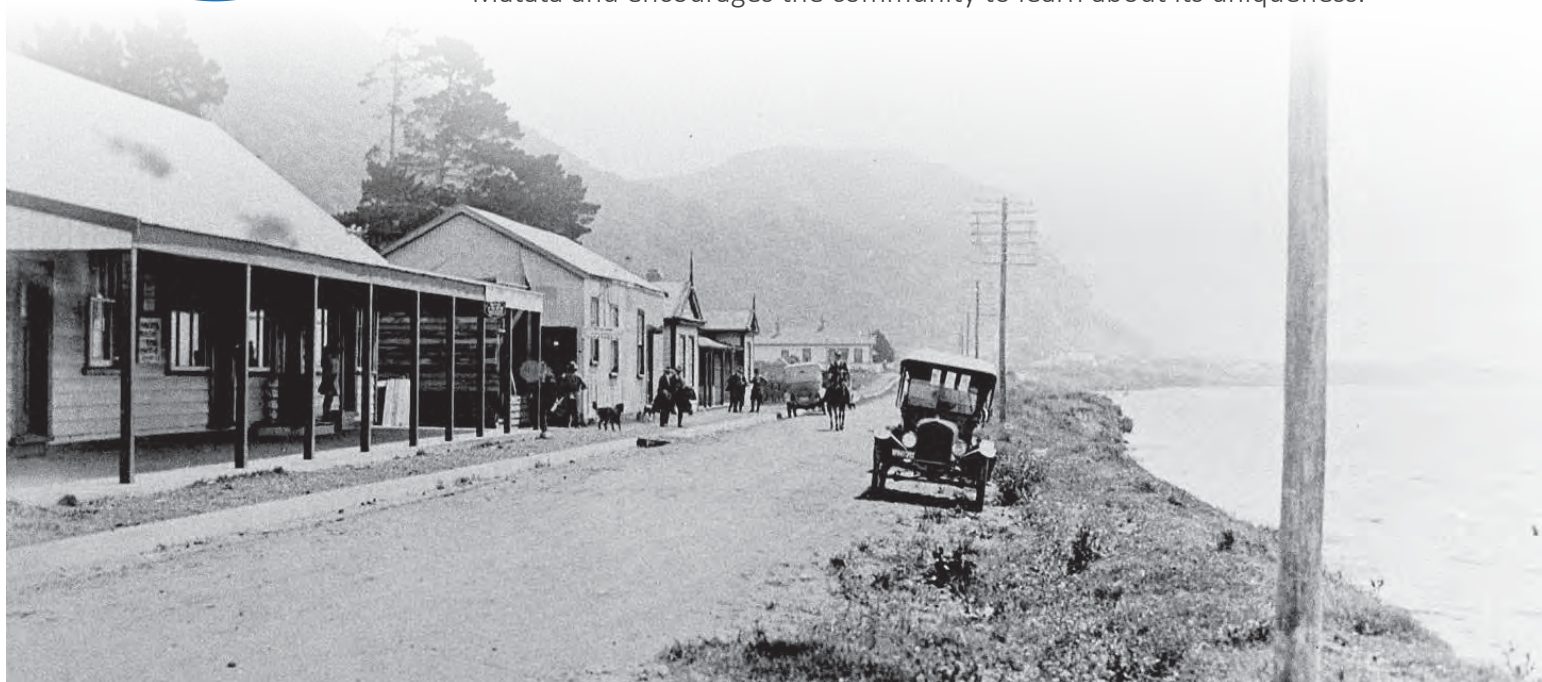
Hokinga whakamuri



Objectives

Ngā whāinga

- The history, culture and tradition of the Matatā rohe/area is a taonga/ treasure to be preserved, respected and celebrated.
- It is important that any community development reflects the history of Matatā and encourages the community to learn about its uniqueness.



Priority Goals <i>Whāinga Matua</i>	Actions <i>Mahi</i>	Timeframes <i>Wā</i>
<p>Capture and share our local history and stories of Matatā and the surrounding area</p> <p>Stakeholders and lead groups: <i>Matatā Collective</i></p>	<ul style="list-style-type: none"> • Develop a resource that can be shared with local schools and community, which has local historical information, significant cultural sites and stories of area. • Hold annual wānanga/workshops inviting schools and the community to come along and learn about our local history. • Incorporate our local history onto story boards (e.g. stories, landmarks, significant cultural sites etc) to be placed at key locations including along walkways and cycle tracks. 	<p>Ongoing</p> <p>2024 /2025</p> <p>Ongoing</p>
<p>Support and promote the use of Māori and English signage</p> <p>Stakeholders and lead groups: <i>Matatā Collective</i></p>	<ul style="list-style-type: none"> • Identify opportunities for use of Māori and English signage across our community. • Apply to Whakatāne District Council Reo Rua fund for support. 	<p>2025</p>
<p>Create a welcoming entrance to our town i.e. signage that represents our Matatā identity e.g. pou/mural</p> <p>Stakeholders and lead groups: <i>Matatā Collective,</i> <i>Whakatāne District Council,</i> <i>NZ Transport Agency Waka Kotahi,</i> <i>Kiwi Rail</i></p>	<ul style="list-style-type: none"> • Create a design for an entrance into our town, which represents our Matatā community e.g. signage/mural/pou etc. • Submit this design proposal to key agencies and stakeholders seeking support of our project. • Identify funding opportunities to support this project. 	<p>2025 - 27</p>



Environment

Taiiao



Objectives

Ngā whāinga

Ensure Matatā remains a desirable place to live where the quality and accessibility of the natural environment is protected.

Key features include:

- Te Awa o Te Atua / lagoon and wildlife refuge
- Matatā beach
- Matatā hills
- Ensure that no detrimental impacts through commerce or industry affects our environment and lifestyle.



Priority Goals Whāinga Matua	Actions Mahi	Timeframes Wā
Keep our beaches clean Stakeholders and lead groups: <i>Local schools, Matatā Residents Association and community</i>	<ul style="list-style-type: none"> • Regular clean-up days coordinated by community members, local schools and Residents Association. • Support and link community clean-up projects wherever possible. • Promote and encourage involvement with national campaigns e.g. Keep NZ Beautiful. • Work with local councils to create positive signage that can be erected in key locations. These should include positive messaging to encourage responsibility e.g. pack-in/pack-out. 	Ongoing
Clean up entrances to our town Stakeholders and lead groups: <i>Matatā Collective, Whakatāne District Council, NZ Transport Agency Waka Kotahi, Kiwi Rail</i>	<ul style="list-style-type: none"> • Advocate to key stakeholders e.g. Whakatāne District Council, NZ Transport Agency Waka Kotahi, Kiwi Rail for ongoing maintenance of our entrances. 	2024 / 2025
Community planting projects Stakeholders and lead groups: <i>Local schools, community, Matatā Bluelight, Coast care, Department of Conservation, Bay of Plenty Regional Council</i>	<ul style="list-style-type: none"> • Encourage community to be involved with local planting projects that are coordinated by local groups, schools, Bay of Plenty Regional Council, Coast Care etc. • Identify funding opportunities to support planting projects e.g. Bay of Plenty Regional Council Enhancement fund. • Support and promote community planting projects on our local community Facebook pages, newsletters and notice board. 	Ongoing
Lagoon area management and restoration Stakeholders and lead groups: <i>Tarawera Awa Restoration Strategy Group, Department of Conservation, Whakatāne District Council, Bay of Plenty Regional Council</i>	<ul style="list-style-type: none"> • Collaborate with key stakeholders Tarawera Awa Restoration Strategy Group on the management of Te Awa o Te Atua e.g. to support the delivery of a work plan and maintenance schedule. • Advocate to Whakatāne District Council and Department of Conservation for regular maintenance of Te Awa o Te Atua and creating a regular schedule. 	Ongoing



Our people and community

Te hauora o te hapori



Objectives

Ngā whāinga

Ensure that the health and wellbeing of all residents within Matatā and surrounding areas are protected and respected.

- Provide opportunities for our community to engage in positive community activities, events and projects.
- Work collaboratively to strengthen, develop and build on what already exists in our community.
- Build on existing services and facilities in Matatā.



Support our people and community

Tautokona tō tataū hapori

Priority Goals <i>Whāinga Matua</i>	Actions <i>Mahi</i>	Timeframes <i>Wā</i>
<p>Supporting all sectors of our community e.g. whānau, rangatahi, kaumatua/elderly etc.</p> <p>Stakeholders and lead groups: <i>Local groups, service providers, Bluelight, Te Mana o Ngāti Rangitahi, schools, clubs, community members</i></p>	<ul style="list-style-type: none"> • Promote and encourage participation of activities and services that are being delivered in our community for our whānau, rangatahi/youth and kaumatua/elderly e.g. 'keep on your feet' classes, weekly cuppa group, rangatahi training programmes etc. • Share all opportunities through our local networks, Facebook pages, newsletter and notice board. • Investigate support and interest for coordinating a hui with local rangatahi/youth, to identify and confirm what their aspirations and priorities are. 	Ongoing
<p>Our community is prepared in the event of an emergency</p> <p>Stakeholders and lead groups: <i>Matatā CERT (Community Emergency Response Team), Emergency Management, Civil Defence</i></p>	<ul style="list-style-type: none"> • Community evacuation plan is kept updated and reviewed by Matatā Community Emergency Response Team (CERT). • Evacuation plan brochure is distributed throughout the community via letterbox delivery, at key locations and online options through community social media pages. 	Ongoing

Community infrastructure

Ngā hangaroto o te hapori

Priority Goals <i>Whāinga Matua</i>	Actions <i>Mahi</i>	Timeframes <i>Wā</i>
Wastewater improvements (sewerage system) Stakeholders and lead groups: <i>Matatā Collective, Whakatāne District Council, Bay of Plenty Regional Council</i>	<ul style="list-style-type: none"> • Make a submission to both councils' Long Term Plan process for support of wastewater improvements. • Encourage our community to keep updated through participation to attend public meetings. • Continue to advocate on behalf of community for sewerage reticulation. 	Ongoing
Roading and traffic speed Stakeholders and lead groups: <i>Matatā Collective, NZ Transport Agency NZ Transport Agency Waka Kotahi, Whakatāne District Council, community and local schools</i>	<ul style="list-style-type: none"> • Make a submission to both council's Long Term Plan process for seeking support of traffic calming measures, including options for safe crossings in our community and for our schools. • Continued dialogue with NZ Transport Agency Waka Kotahi around reducing speed limit from 60km to 50km in a residential area - Pākeha Street /State Highway 2. • Continued dialogue with Whakatāne District Council on preferred locations for new residential footpaths and/or kerbing. 	Ongoing

Community events

Ngā pāporo hapori

Priority Goals <i>Whāinga Matua</i>	Actions <i>Mahi</i>	Timeframes <i>Wā</i>
<p>Community events</p> <p>Stakeholders and lead groups: <i>Bluelight, local schools, Te Mana o Ngāti Rangitahi, Residents Association, Matatā Collective and community</i></p>	<ul style="list-style-type: none"> • Form a community working group to plan and coordinate events and activities. • Promote and support an annual Matariki celebration event held during the week of Matariki. • Establish annual festival events e.g. sports day, midwinter festival, tamariki event etc. • Promotion of events and activities by creating an events calendar that can be posted on community Facebook pages, website and local notice board. • Support existing events like Matatā Christmas in the Park, Guy Fawkes, fishing competitions etc. 	<p>2024 / 2025</p>



Community recreation and facilities

Ngā mahi a te rēhia

Priority Goals <i>Whāinga Matua</i>	Actions <i>Mahi</i>	Timeframes <i>Wā</i>
<p>Goals and aspirations around the lagoon (Te Awa o Te Atua)</p> <p>Stakeholders and lead groups: <i>Tarawera Awa 'Restoration Strategy' Group, Matatā Collective, Local schools, Residents Association and community</i></p>	<ul style="list-style-type: none"> • Connect with Tarawera Awa Forum Group to confirm what plans it has for the lagoon area. • Identify opportunities to support or partner with plans for development around the lagoon. • Continue to collectively advocate to both councils and Department of Conservation for upkeep and maintenance around the lagoon e.g. mowing, spraying. • Promote and support local clean up days around the lagoon. 	<p>Ongoing</p>
<p>Playground project</p> <p>Stakeholders and lead groups: <i>Rugby Club, Whakatāne District Council, Matatā Collective</i></p>	<ul style="list-style-type: none"> • Advocate for our current playground or an additional new one to be located to a more appropriate site that is accessible and safe e.g. Matatā rugby fields. • Make a submission to Whakatāne District Council seeking support. 	<p>2024 / 25</p>

Priority Goals <i>Whāinga Matua</i>	Actions <i>Mahi</i>	Timeframes <i>Wā</i>
<p>Cycle trails - connecting to other local communities e.g. Thornton, Edgecumbe, Otamarakau)</p> <p>Stakeholders and lead groups:</p> <p><i>Matatā Collective, Whakatāne District Council, Bay of Plenty Regional Council, Iwi</i></p>	<ul style="list-style-type: none"> • Identify a lead group to coordinate the actions for this project. • Make a submission to both councils' Long Term Plan process seeking support. • Identify potential partnerships and funding opportunities to support the project. 	<p>2024 / 2025</p>
<p>Multi-purpose community centre that caters for:</p> <ul style="list-style-type: none"> • Recreation • Community activities hub (art and crafts, café, book library etc) • Youth space <p>Stakeholders and lead groups:</p> <p><i>Matatā Collective, Whakatāne District Council</i></p>	<ul style="list-style-type: none"> • Establish a working group that will lead the project and oversee the undertaking of a feasibility study to establish a case for the building of a community centre / hub. • Once the feasibility study is completed and findings confirmed, the next steps will be to: <ul style="list-style-type: none"> • Make a submission to Whakatāne District Council seeking support for the project and build. • Identify potential sources of funding and partnership support. • Create and implement community fundraising ideas. 	<p>2025 – 2027</p>
<p>Bush walks and treks (maintenance of all our walking tracks)</p> <p>Stakeholders and lead groups:</p> <p><i>Matatā Collective, Department of Conservation, Whakatāne District Council, Bay of Plenty Regional Council</i></p>	<ul style="list-style-type: none"> • Connect with Department of Conservation and local councils to support the maintenance of walking tracks along the lagoon and walkway on the hill. • Information boards created and installed to showcase environmental information and site history. • Encourage community support and locals to be involved. • Include in submissions to both councils' Long Term Plan process. 	<p>Ongoing</p>



Local economy

Te taiōhanga ā-rohe



Objectives

Ngā whāinga

Ensure that business/economic development maintains and reflects the easy-going, relaxed lifestyle of the Matatā community.

- Support existing local businesses and their growth.
- Encourage and create new opportunities for small business growth and community development.



Priority Goals <i>Whāinga Matua</i>	Actions <i>Mahi</i>	Timeframes <i>Wā</i>
<p>Promote and support our local and new business enterprises</p> <p>Stakeholders and lead groups: <i>Matatā Collective</i></p>	<ul style="list-style-type: none"> • Develop a local business directory/resource that can be linked to our community Facebook pages. • Promote local businesses through our community notice board, Facebook pages and community newsletter 	<p>Ongoing</p>
<p>Advocate for procurement of services (employ and buy local)</p> <p>Stakeholders and lead groups: <i>Matatā Collective</i></p>	<ul style="list-style-type: none"> • Wherever possible, advocate on behalf of our local businesses. • Use local businesses in the first instance, including for any project work in our community by local authorities or agencies. • Make submissions to councils' Long Term Plan processes, annual plans or reviews of council's procurement policy when they arise. 	<p>Ongoing</p>





Matatā Collective

The Matatā Collective includes representatives from Matatā community groups, organisations and community members.

Ngāti Rangitīhi [W ngatirangitihī.iwi.nz](http://www.ngatirangitihī.iwi.nz)  ngatirangitihī

Matatā Bluelight  matata.bluelight

Matatā Volunteer Fire Brigade  MatataFire

Matatā Residents Association  MatataResidentsAssociation *(Facebook group)*

