

Raahui Pookeka | Huntly

Draft Socio-Economic Master Plan



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Kupu Whakataki

Introduction

A Shared Plan for our Largest Township – its People, its Place and its Economy

Raahui Pookeka|Huntly is the largest township in the Waikato District and is full of potential.

Over the past two years, Council has worked alongside mana whenua, marae, community groups, businesses, government agencies and residents to develop a Draft Socio-Economic Master Plan.

The Master Plan is about people as much as place. It looks at jobs, skills, housing, infrastructure, culture, the environment and community wellbeing, and identifies opportunities to help Raahui Pookeka|Huntly and surrounding communities thrive into the future.

We now want to hear from you.

"You do not need to read the entire Master Plan to provide feedback. We want to understand whether the draft reflects what matters most to you, your whaanau, your business, and your community."

He aha teenei mea te Mahere Ohapori Matua

What is a Socio-Economic Master Plan

Traditionally, a master plan focuses on the physical layout of an area: defining land uses, densities, and spatial arrangements.

While these elements remain important, a socio-economic master plan approach broadens the focus to include people and community benefits.

It delivers more inclusive, resilient, and meaningful outcomes for present and future generations.

Ka whai waahi te Mahere Ohapori Matua ki whea

Where does the Socio-Economic Master Plan fit

The Socio-Economic Master Plan is considered a spatial plan. The aspirations and projects identified within a Spatial Plan can be appropriately included in statutory documents, like the Long Term Plan and the District Plan.

The Long Term Plan is a strategic guide that outlines the community's vision, priorities, and actions for the years ahead. It shapes decisions and investments to achieve agreed goals over time.

The District Plan is a framework of how land can be used and developed in a district. It sets out policies and rules to manage growth, protect the environment, and guide where homes, businesses, and infrastructure can go.

Te take moo Raahui Pookeka

Why Raahui Pookeka | Huntly

It is the largest township in the Waikato district, and it is full of potential.



View of Raahui-Pookeka | Huntly township

Centred on the Waikato River, which is both the physical and cultural heart of the community, the township faces long-standing social, cultural and economic challenges that need sustained investment.

At the same time, it holds significant untapped potential.

The township extends beyond its urban area. The surrounding rural communities are closely connected to the township; they are influenced by it, and are considered a part of it.

This is a rare opportunity to unlock long-term and locally led transformation.

The township's core ingredients for success include:

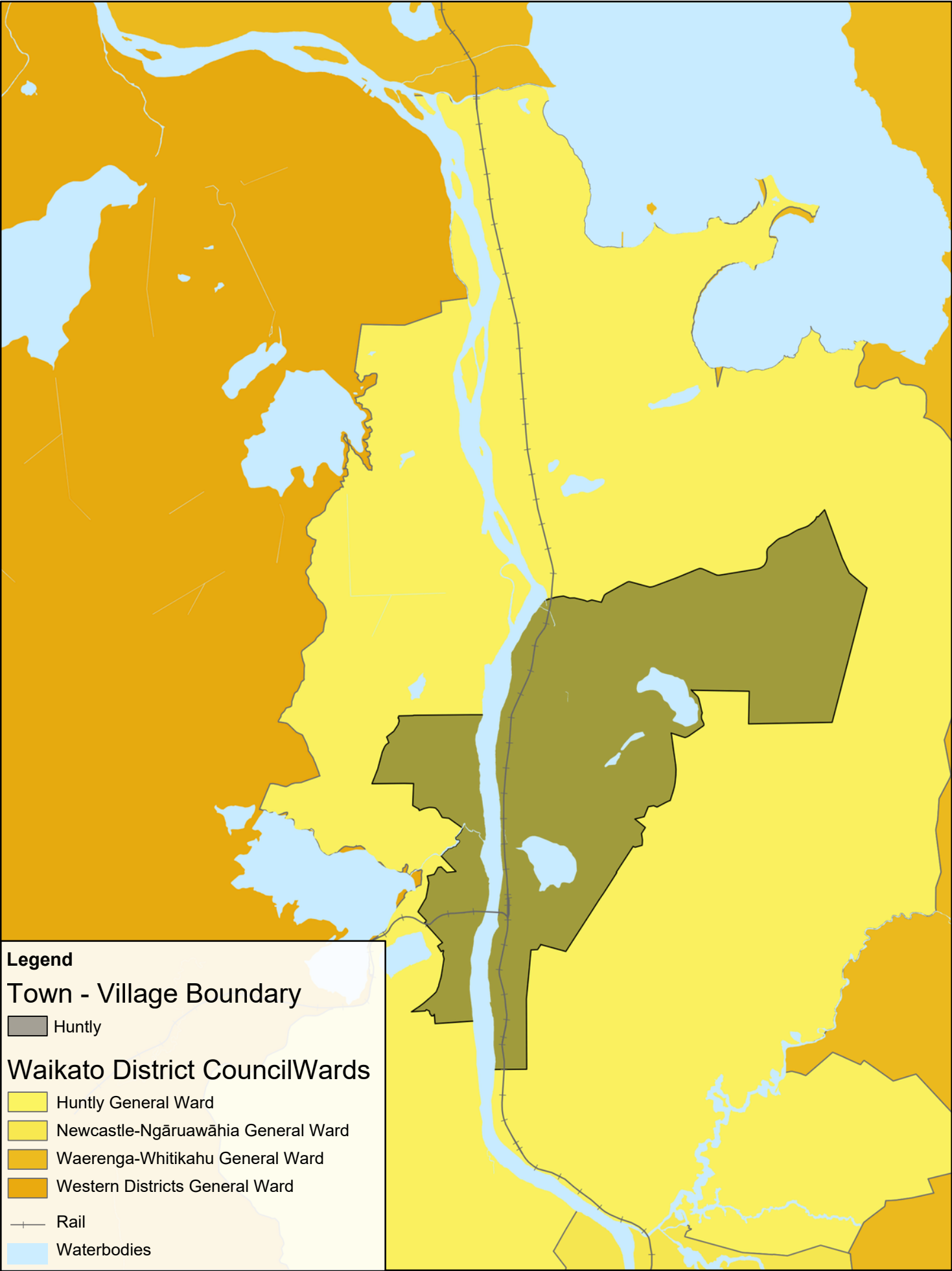
- A strategic regional location.
- Available land for development.
- A youthful and growing workforce.
- Strong iwi and community partnerships.

Realising this potential will require coordinated investment and multi-agency collaboration.

Working in genuine partnership with mana whenua and the community can transform Raahui Pookeka | Huntly into a thriving employment hub and a vibrant place to live.

The township's economic strengths include:

- Energy infrastructure leadership.
- Strategic transport and logistics connections.
- Established manufacturing base.
- Strong construction and infrastructure capability.



Legend

Town - Village Boundary

 Huntly

Waikato District Council Wards

-  Huntly General Ward
-  Newcastle-Ngāruawāhia General Ward
-  Waerenga-Whitikahu General Ward
-  Western Districts General Ward
-  Rail
-  Waterbodies

He koorero whakamaarama moo Raahui Pookeka Understanding Raahui Pookeka | Huntly

Ngaa mahi o mua History

Raahui Pookeka | Huntly has a deep cultural and historical significance within the region. This has been shaped by the enduring presence and stewardship of mana whenua, alongside early Paakehaa settlement, and a long-standing connection to the coal mining industry.

The origin of township lies in the foresight of Waikato Chief Te Putu, who saw a need to replenish dwindling food source. Chief Te Putu was the great-great-grandfather of the first Maaori King Pootatau Te Wherowhero.

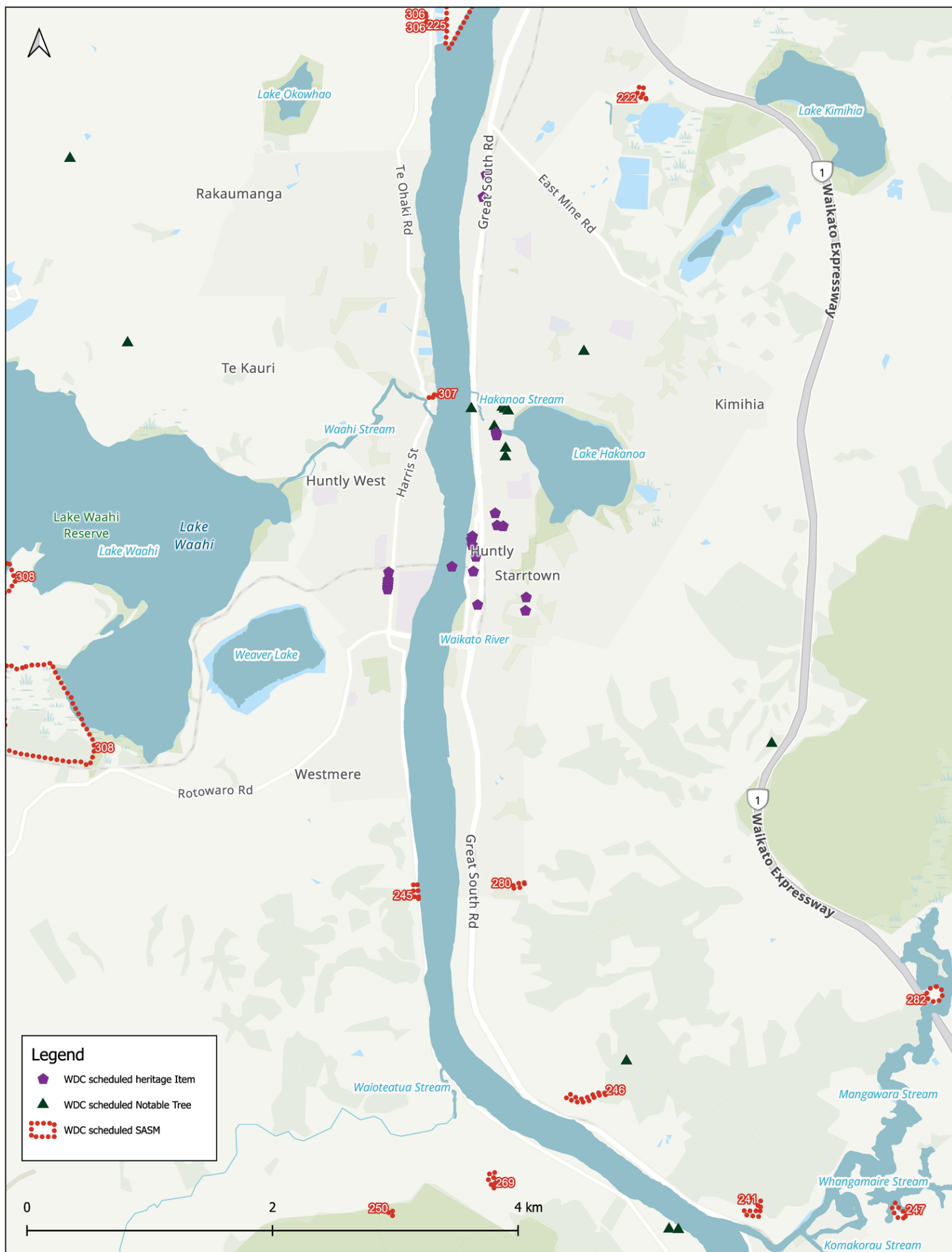
Chief Te Putu noticed the fish and eels in their rivers were depleted; he placed a raahui on the area, which forbade gathering kai. To represent the raahui in a physical sense, Chief Te Putu plucked a feather from his pookeka, tied it around the pou, and hammered it into the ground. Hence the name Raahui Pookeka.

When the pou was above ground, the raahui stayed in place and once the pou was covered the raahui was lifted.

As a celebration, Chief Te Putu allowed the fisherman, to collect kai at the river together and then divide it equally amongst villagers. This act was called wawahitanga, and it's where the name Waahi Paa originates. The release of the raahui is called whakanoa, and is attributed to the name of Lake Hakanoa.

European missionaries and traders began arriving in the 19th century. The name Huntly was adopted by the postmaster in the 1870s, and was a reflection back to Huntley, in Aberdeenshire, Scotland.

He used an old Huntley Lodge stamp for mail from the early European settlement. The word Lodge was later dropped, and the spelling changed. The discovery of coal transformed township's path, and the township grew around the coal industry.



Te waahi me ngaa taangata

People and place

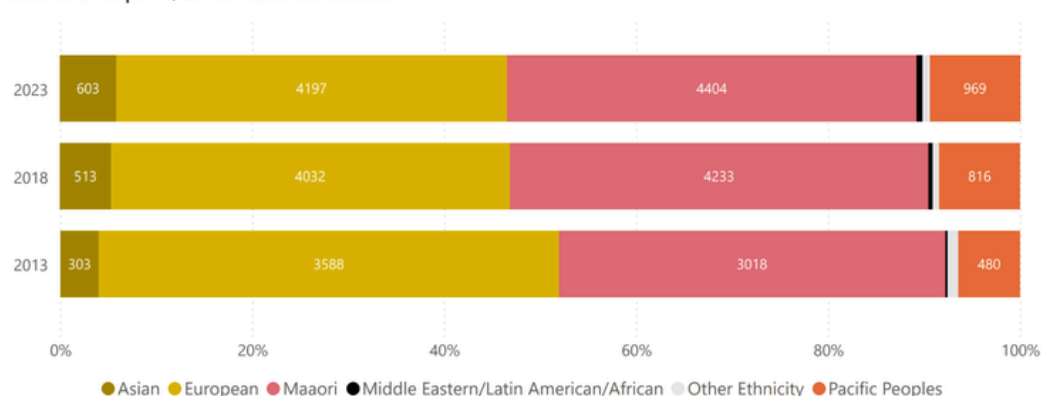
Home to a diverse and resilient community of approximately 8,500 people, population growth has remained relatively stable in recent years. Significant growth is anticipated over the coming decades, with the wider area projected to reach approximately 18,000 residents by 2053 (University of Waikato, 2021).

This growth presents opportunities to strengthen housing, infrastructure, employment, community services, and local economic development, while retaining the unique character and identity of the town.

The 2023 Census tells us that approximately 50% of the population living in Raahui Pookeka|Huntly identify as Maaori. The Maaori community has grown steadily, from approximately 3,500 residents in 2013 to 4,500 in 2023.

The steady increase in Maaori residents shows the enduring strength of whakapapa and cultural identity within the community.

Ethnic Groups in, 2013-2023 censuses



Source: Statistics New Zealand

The township has a youthful and growing population. The median age of residents within the community is 35 years, which is lower than many other towns.

The median age within the Maaori community is especially young, with nearly one-in-three rangatahi under the age of 15.

Around 20% of residents are between 15 and 29 years old, which is higher in comparison to the wider Waikato district.

He taupori taiohi

Youthful population

A relatively young population, with a lot of children and young people living in the township is a real advantage. It means there is a strong group of future workers and community leaders.

A younger population also brings energy and new ideas. By supporting younger people into education, training, and jobs, the township can create lasting benefits for families, the local economy, and the wider community.

A youthful population is a significant foundation for future growth:

With a median age of 35 the township is well positioned to build a vibrant community if it invests in its youth.

Opportunities to strengthen pathways into work:

Local schools, businesses, and community groups are increasingly working together to create clear and practical pathways that help young people move from education and training into meaningful jobs.

Strong community and employer support for rangatahi:

There is broad recognition that supporting rangatahi is key to the township's long-term success, with local employers keen to provide opportunities and help young people into work.

Rangatahi aspirations are diverse future-focused:

Rangatahi have a future-forward view, they are innovative and culturally grounded. They have aspirations that align well with economic and social opportunities.

Rangatahi play an important role in community life:

Rangatahi are seen not just as future workers, but as leaders in shaping the township's identity and narrative.



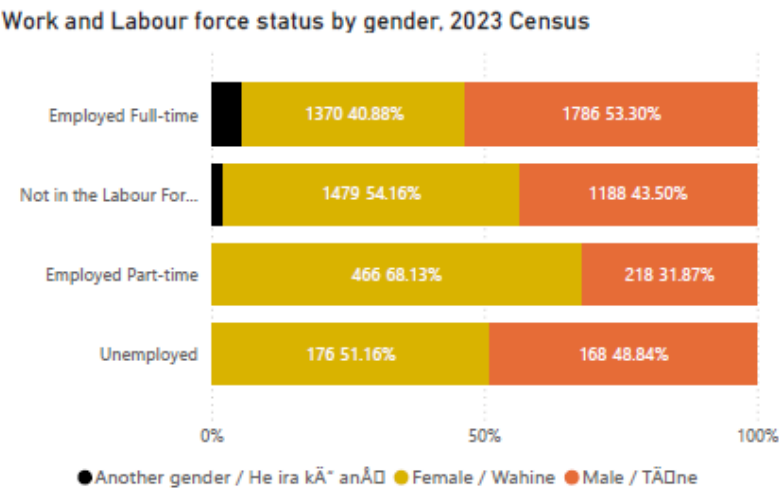
View of Waikato River and the Huntly Power Station

Raangaimahi, ngaa puukenga, me te moniwhiwhi

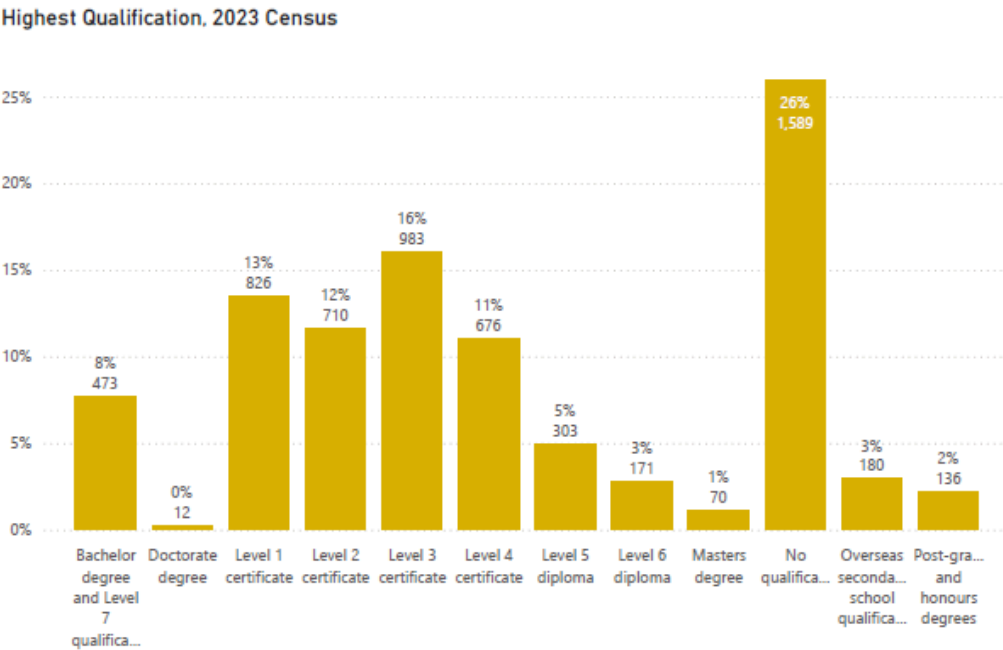
Labour, skills, and income

There are opportunities to strengthen economic prosperity by building workforce capability, improving employment outcomes, and supporting a more diverse and resilient local economy.

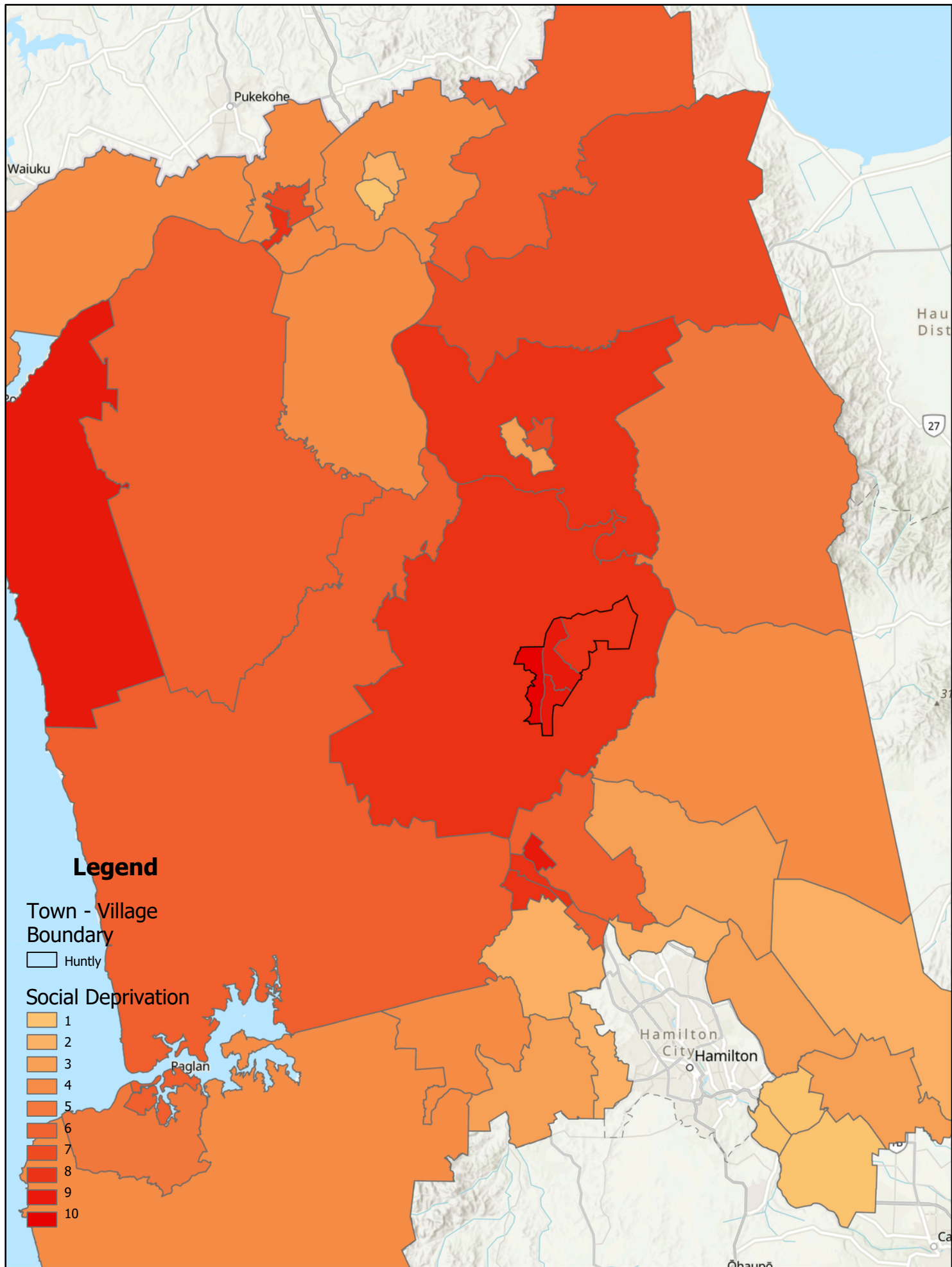
While the township benefits from a sizeable local workforce, there are some barriers to achieving stronger economic outcomes: persistent unemployment, mismatched skills, and limited access to higher-level qualifications. This is demonstrated in the social deprivation map (page 11).



Improving pathways to work will require coordinated action between iwi, industry, education providers, government agencies, and community partners. Investing in people can support and strengthen local employment opportunities, attract investment, and build a more prosperous and resilient future for current and future generations.



Graph sources: Statistics New Zealand



 Waikato DISTRICT COUNCIL	IMAGERY SOURCE LINZ Data Services Contains data sourced from LINZ Data Service licenced for reuse under CC BY4.0, including imagery and property boundaries. Property boundaries accuracy: +/-1m in urban areas, +/-30m in rural areas. Datum: NZGD 2000 Coordinate System: NZGD 2000 New Zealand Transverse Mercator This map was produced with ArcGIS Pro (Esri).	Social Deprivation within Waikato District Comparative to Raahui Pookeka Huntly		
DATE	23/06/2026	SCALE	A41:327,034	SHEET
				0 30 60 Metres

Whakamahinga whenua me te tuuaahanga:

Land use and infrastructure

Infrastructure investment will play a critical role in enabling sustainable growth and future prosperity.

Strategic priorities will be carried through Council's Long Term Plan, infrastructure strategies, and partnership initiatives.

Strategic Priorities:

Water Supply

- Ensure a reliable and resilient water supply network that can support the existing community, and future growth.
- Improve network capacity, resilience and security of supply, particularly in areas vulnerable to growth pressures and natural hazards.

Wastewater

- Strengthen wastewater infrastructure to support future development and meet environmental and regulatory requirements.
- Prioritise network resilience, renewal of ageing assets, and opportunities to expand services where they support growth and improve environmental outcomes.

Stormwater and Flood Resilience

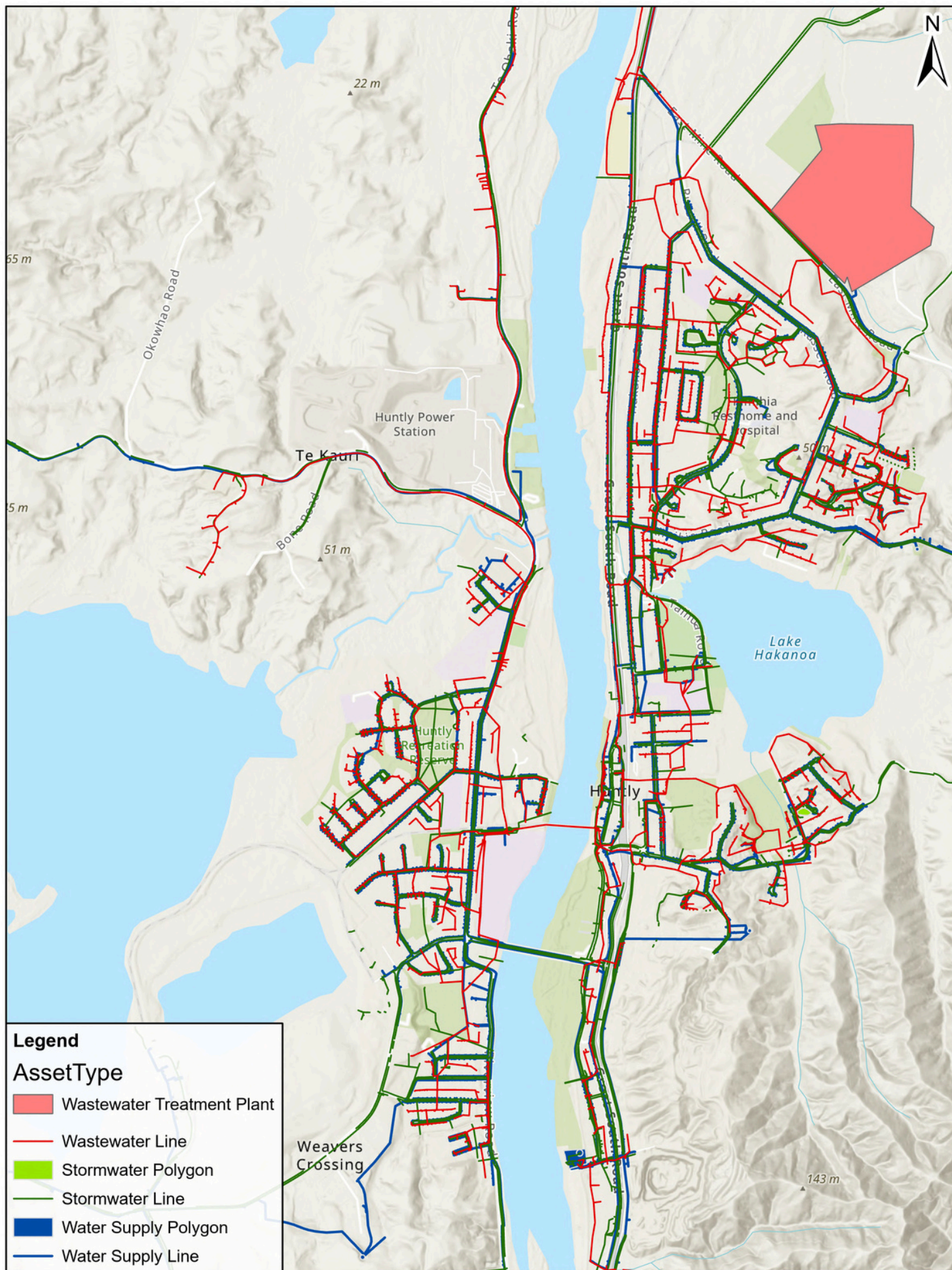
- Improve stormwater management and flood resilience to protect communities, infrastructure, and the environment.
- Integrate flood management, water quality improvement, and environmental restoration into future growth planning and responds to local drainage challenges.

Transport and Connectivity

- Maintain and enhance transport networks, including walking and cycling connections, to support safe, efficient and accessible movement throughout the township.
- Leverage the township's strategic road, rail, and freight connections to support economic growth and investment.

Strategic Direction

Investing in infrastructure will support a resilient, connected and prosperous , enabling sustainable growth, improving community wellbeing, and strengthening economic opportunities for current and future generations.



Ngaa moorearea me ngaa take tauaarai taiao

Natural hazards and environmental constraints



View of Waikato River and the Raahui pukeka | Huntly township

Natural hazards and environmental challenges are key considerations for future growth and development.

Flood risk, mine subsidence and environmental protection areas influence where and how development can occur. These have an impact on investment decisions, infrastructure requirements, and long-term community resilience.

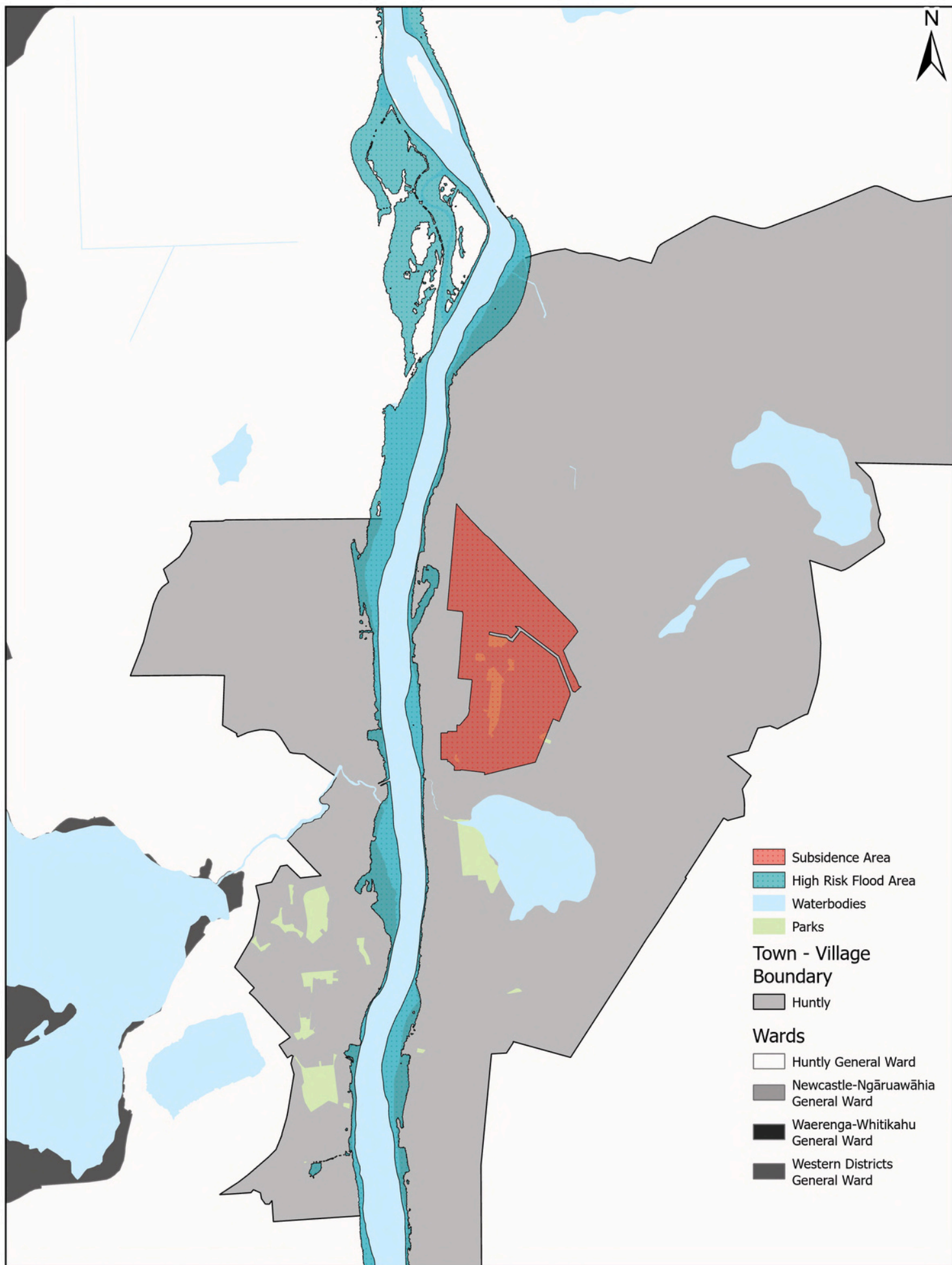
Managing these challenges will require a coordinated approach that balances growth with environmental stewardship, risk reduction, and protection of the area's natural and cultural values.

Strategic Considerations

- Flood risk will continue to influence the location, design and cost of future growth and infrastructure investment.
- Development within flood-prone areas may require mitigation measures or enhanced design standards to protect people, property, and critical infrastructure.
- Historic coal mining activity creates mine subsidence risks in some parts of the township, requiring site-specific investigation and engineering solutions.
- Ecological, the landscape, cultural, and environmental values may limit development in some locations and instead present opportunities for restoration, community spaces, and environmental enhancement.
- Future growth should prioritise resilient, well-serviced locations that minimise natural hazard risks and support sustainable development.

Key Outcome

The township grows in a way that recognises natural hazards and environmental challenges, strengthens community resilience, protects environmental and cultural values, and supports sustainable long-term development.



Te oohanga whakatipu

Economic growth

The township's economic future will be shaped by the principles of mana motuhake, inter-generational wellbeing and cultural identity as a foundation for economic transformation.

The township's combination of nationally significant energy assets, strong transport connectivity, and an established manufacturing and construction base provides a competitive edge that few other towns in Aotearoa New Zealand can match. These things provide a powerful platform for growth.

The township's economic profile shows a set of core strengths that anchor its current performance and show opportunity to build future growth:

- **Energy infrastructure:** continue to be a leader in energy generation, focus on using the existing Huntly Power Station as well as other innovative electricity developments.
- **Manufacturing base:** manufacturing remains a cornerstone of the local economy, employing 12.9% of residents, and growing at 2.6% each year. The establishment of the Sleepyhead Estate at Ohinewai is a positive addition to the local manufacturing sector.
- **Construction base:** one of the fastest-growing sectors in the township and is expanding at 6.9% each year, and has added 105 new jobs in the past decade.



View of Waikato District Council Huntly Office and Library

In addition to existing opportunities within the township, we must consider the emerging economy:

- **Energy transition services:** grow local expertise into renewable energy consulting, maintenance and technology development.
- **Logistics and distribution:** leverage transport links with modern warehousing and distribution facilities.
- **Data centre development:** based on the investment in energy and transport links, the township is well-placed to hold a regional or national data centre to support the growing global digital infrastructure.
- **Advanced manufacturing:** extend and link the existing manufacturing sector to energy and agricultural sectors.
- **Professional services:** support the growing need for professional, scientific and technical services.

Oranga Taiao Environmental Wellbeing

Our natural environment is a taonga. For generations, Maaori have cared for the land and waterways through principles of kaitiakitanga and maatauranga Maaori. The Waikato River is the heart of the township, supported by its lakes, wetlands, and streams.

There is a need to focus on the following to support environmental wellbeing within the township:

- **Healthy land and water:** planting along rivers and wetlands, improving water quality, and restoring areas affected by mining.
- **Clean energy:** supporting solar power and battery storage to reduce reliance on coal and improve air quality.
- **Zero waste:** moving towards a community-led recycling and composting system, reducing landfill waste.
- **Partnerships:** working with mana whenua, businesses, and the community to protect biodiversity and create sustainable opportunities.

Together, these environmental aspirations will ensure the township's environment is cared for, enjoyed, and used wisely for future generations.

Oranga Hapori Social Wellbeing

The township has a unique opportunity to create a strong and connected community where whaanau can thrive.

With the township's rich Maaori and Paakeha heritage, growing population, and committed marae and local organisations, the town is well-placed to lead positive change.

There is a need to focus on the following to support social wellbeing:

- **Thriving whaanau:** ensuring homes are warm, healthy, and affordable, and that families have access to the services they need.
- **Young pathways:** expanding training, apprenticeships, and leadership programmes so rangatahi can build skills and confidence for the future.
- **Safe welcoming spaces:** upgrading streets and community spaces to encourage connection, recreation, and pride in place.
- **Community-led initiatives:** supporting events, markets, and shared projects that bring people together and celebrate local identity.
- **Health and wellbeing:** making it easier for people to access healthcare, mental health support, and community services close to home.

By working in partnership with iwi, marae, central government, businesses and the community, we can turn these opportunities into lasting wellbeing for everyone. Together, we can create a Raahui Pookeka | Huntly that is vibrant, inclusive, and future-ready.

Te whakawhanake pitomata

Development potential

The township's current state plays a big part in shaping future growth and wellbeing.

While there are recognised limitations in areas such as water supply, wastewater capacity, transport access, and exposure to natural hazards, these factors give a clear road map of where targeted investment and planning can make the biggest difference.

Flood risks, land stability considerations linked to historic mining, and important natural areas all need thoughtful and well-coordinated development responses.

The current fragmented and under-utilised industrial and commercial land also offers opportunities to improve how existing land is used, and to strengthen the ability to develop land. These considerations are important in empowering whenua-based development and cultural hubs, reflecting the aspirations of marae and hapuu.

The township is well positioned to realise its potential despite current challenges. It is in a good location, has available land, and strong cultural foundations. Where land is well-served and well-planned, there is a clear opportunity to make it attractive for business investment and economic activity.

Responding to key infrastructure and planning priorities will support development and the delivery of development-ready sites. Importantly, many of the environmental and natural challenges present opportunities to align growth with iwi and marae aspirations, supporting approaches that integrate environmental restoration with economic development.

There is potential to build on the unique relationship with awa, maunga, and whenua to support initiatives such as eco-tourism, mahinga kai, and regenerative enterprise, creating outcomes that are both economically and culturally meaningful.



View of Tainui Bridge

Te reo o te hāpori me te tangata whenua

Community and tangata whenua

Tuuhonotanga

Engagement

Ongoing engagement with tangata whenua, businesses, and the wider community was an integral part of the development of the Raahui Pookeka|Huntly Socio-Economic Master Plan.

Tangata whenua

With the support of the previous Tai Raro Takiwā Māori Ward Councillor Paaniora Matatahi-Poutapu, staff introduced the intentions of the Socio-Economic Master Plan in 2024. Te Huia Natural Resources Limited and Te Hira Consultants continued engagement with tangata whenua via:

- Collective hui at Te Ohaaki Marae.
- Marae chairs hui at Waahi Whānui Trust Offices.
- Individual engagement with marae chairs and mana whenua organisations.

Note: Engagement with tangata whenua was carried out during a period of intense activity across Waikato-Tainui and the wider rohe. Despite these pressures, marae and whānau demonstrated their commitment to shaping the future of the township.

General Community

Staff attended existing community meetings and events to connect with locals who live and work within the township. Comments and concerns raised as part of Long Term Plan engagement were also considered. Engagement and general updates on the progress of the Socio-Economic Master Plan were regularly reported to the Huntly Community Board.

Business Community

Veros Property Services and Council staff engaged with the business community:

- 1:1 stakeholder interviews with local employers.
- A business workshop with approximately 35 local business attendees.

Government and Regional Stakeholders

Staff engaged with Waikato Regional Council, central government agencies, and other regional organisations throughout the development of this plan. This aimed to understand the roles and responsibilities of these organisations in supporting the township, identify opportunities for collaboration, and ensure alignment with existing regional and government programmes and initiatives.

Whakaronga ki te koorero

Honouring tangata whenua voices

At the heart of this kaupapa are the marae of Raahui Pookeka | Huntly: Waahi Paa, Te Oohaakii, Kaitumutumu, Te Kauri, Hukanui a Muri, Matahuru, Maurea.

More than places of gathering, these marae are living expressions of whakapapa, tikanga, and cultural continuity. Marae embody the resilience, identity, and mana motuhake of their whaanau and hapuu, and serve as important social and economic anchors.

Council recognises and supports the rights and interests of tangata whenua through Joint Management Agreements, and collaborative partnerships. Tangata whenua maintain enduring cultural, spiritual, and historical connections to the Waikato River, its lands, waters, and taonga.

Tangata whenua continue to actively exercise and uphold these connections, representing their marae and whaanau across a wide range of matters: environmental management, governance, fisheries, aquaculture, farming, education, and social and economic development.

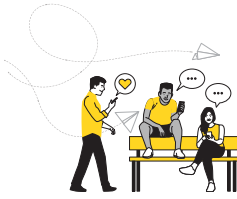
Key guiding principles

Throughout engagement and in reviewing strategic documents, the key guiding principles have emerged:

- **Mana motuhake and co-leadership:** all workstreams are co-designed and governed with tangata whenua and marae, ensuring meaningful partnership, and shared decision-making.
- **Te Pae Mahutonga framework:** our objectives align with the holistic wellbeing framework of Mauriora, Waiora, Toiora, and Te Oranga, underpinned by Ngaa Manukura and Te Mana Whakahaere.
- **Kaitiakitanga and whakatupuranga:** every investment supports the restoration and wellbeing of our awa, roto, and whenua, and strengthens inter-generational knowledge and capability.
- **Equity by design:** policies, processes, and funding mechanisms are intentionally designed to enable and support meaningful Maaori participation across planning, procurement, and programme delivery.
- **Social procurement:** Council and partner investment is strategically leveraged to create local employment, support rangatahi training pathways, and grow Maaori-owned enterprises.
- **Evidence and outcomes:** include job are created, businesses are supported, homes are made warmer, learners gain recognised credentials, and natural habitats are restored.

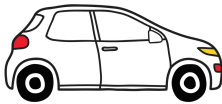
Ngaa take moo te ahu whakamua

Drivers for change



Population growth

Population is anticipated to increase demand for housing, jobs, and services. This will need proactive planning to ensure the benefits deliver positive local outcomes.



Regional connectivity

Strategic locations near major transport routes, including the Waikato Expressway, is improving access and positioning the area as a regional hub.



Climate resilience

Exposure to flooding and other environmental risks requires resilient, low-impact development, and sustainable land use practices.



Digital and technological transformation

Advances in connectivity and remote work are creating opportunities to attract new industries, and increasing demand for digital infrastructure and skills.



Mana whenua aspirations

A strong focus on mana motuhake, whaanau wellbeing, and cultural revitalisation is shaping development priorities, housing, and economic opportunities aligned with these outcomes.



Energy sector transition

The shift toward renewable energy presents opportunities for local employment, innovation, and alignment with sustainability goals.



Infrastructure investment

Growth will place increasing pressure on transport and essential services, requiring timely and coordinated investment.



Competitive business settings

Competition with nearby centres highlights the need to strengthen the local economy, facilities, and the ability to attract investment.

Te whakakitenga

The Vision

Unlocking growth in the township requires industry, employers, marae, hapuu, community, and both local and central government to work together to drive change.

The vision for the township is:

**Raahui Pookeka | Huntly will be a thriving community.
A community where people are supported, culture is
celebrated, the environment is cared for, and the
economy grows.**

The following goals seek to achieve the overall vision:

- **Empowering rangatahi and workforce development:** support pathways into jobs, training, and skills development.
- **Revitalising town identity and cultural expression:** visible expressions of unique culture and history in community spaces and signage.
- **Unlocking land and infrastructure for growth:** upgrade essential services and unlock land for housing, business, and community use.
- **Driving economic diversification and Maaori enterprise:** welcome new businesses and encourage industries that are a good fit with the existing local and Maaori economy.
- **Strengthening community wellbeing and safety:** ensure safe and healthy community spaces, homes, and accessible services for a thriving community.
- **Leveraging natural assets for regeneration and tourism:** conserve rivers, lakes, and landscapes while enabling opportunities for tourism and recreation.



View of Lake Hakanoa Motor Caravan Park

Te whakatutuki Implementation

Ngaa kaupapa arahina e te Kaunihera Council-led initiatives

Council-led investment in infrastructure, planning, and community spaces will be critical to supporting the long-term wellbeing and prosperity of the township.

These will include upgrades to water, wastewater, stormwater, and transport networks. Proactive planning and delivery of high-quality community spaces will help housing and business growth, and create healthier and more connected communities.

These investments contribute to cultural, economic, social and environmental wellbeing:

- Supporting economic development and employment opportunities.
- Strengthening social connections and community pride.
- Protecting and enhancing the natural environment.
- Recognising the cultural identity, heritage, and aspirations of tangata whenua.

The following initiatives set out Council's role in delivering the infrastructure, planning, and place-based improvements required to support a resilient, thriving, and sustainable township for current and future generations.

Ngaa tuuaahanga wai Water infrastructure

Reliable, safe, and resilient water infrastructure is essential to supporting community wellbeing, public health and future growth.

Water quality improvements

Addressing long-standing water discolouration (brown water) issues in the township remains a priority for Council. Brown water is caused by the naturally occurring minerals iron and manganese, which are found in flows from the Mangawara Stream and the Waikato River, which is the township's source water. These minerals can build up within the water network and, when disturbed by changes in flow or pressure, may result in brown water coming from kitchen, bathroom, and outside taps.

Even though the brown water is still safe to drink and meets all drinking water standards, Council and IAWAI (Council's Water CCO) acknowledges residents and businesses may be concerned or see it as a nuisance.

Water quality and network improvements are underway. Since 2021 Council has replaced over 4 kilometres of pipe, and a further 7-kilometre pipe replacement is planned. In 2025 and 2026 Council has upgraded pump station boosters and completed professional network cleaning.

Council will continue the cleaning programme, which will help to lower the build-up of minerals and improve water quality.

Water infrastructure

The IAWAI Water Services Strategy (WSS) includes important investment in both water and wastewater infrastructure.

The planned infrastructure investments identified in WSS include:

- **Water supply upgrades:** to increase the reliability and size of the water supply.
- **Wastewater network upgrades:** to improve network performance and resilience.
- **Wastewater treatment plant upgrades:** to improve treatment systems, meet regulations, and support growth.

Important project investments identified in WSS:

- **Water treatment work:** making improvements to water treatment infrastructure.
- **Wastewater treatment plant upgrade:** to meet compliance requirements.

You can view the WSS at www.iawai/water-services-strategy

Tuunuku Transport

A safe, well-connected, and accessible transport network is essential. It supports community wellbeing, mobility and future growth.

Transport infrastructure plays a critical role in enabling people to access employment, education, services, and community spaces. It also means goods and services can move in and out of town smoothly, for example: the main bridge over the river is the only one in the Waikato district that can take 50-tonne trucks, it is a vital piece of infrastructure for productivity.

These actions aim to:

- Improve roads to make them safer for all road users.
- Create more people-friendly streets so that residents and visitors of all ages and abilities can travel safely and easily.

Safer Transport Connections:

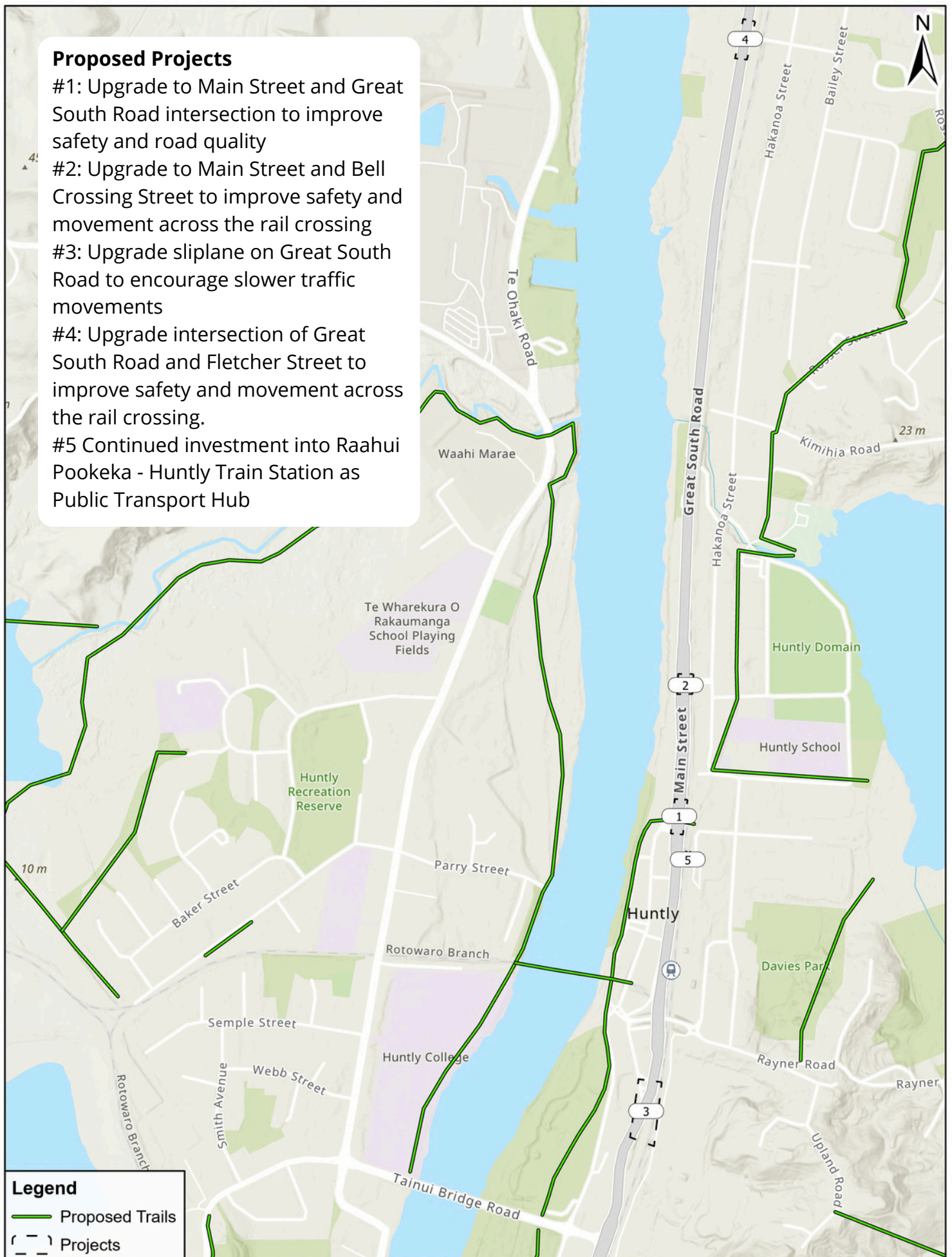
- Review speed limits in residential areas, schools, and community spaces.
- Upgrade and improve main roads to make them smoother and more efficient.
- Do regular road repairs and resurfacing.
- Upgrade sections of Great South Road.

Pedestrian Connections:

- Review and prioritise upgrades and extensions to the footpath network (based on the connectivity strategy).
- Explore and implement traffic-calming measures in residential areas.

Proposed Projects

- #1: Upgrade to Main Street and Great South Road intersection to improve safety and road quality
- #2: Upgrade to Main Street and Bell Crossing Street to improve safety and movement across the rail crossing
- #3: Upgrade sliplane on Great South Road to encourage slower traffic movements
- #4: Upgrade intersection of Great South Road and Fletcher Street to improve safety and movement across the rail crossing.
- #5 Continued investment into Raahui Pookeka - Huntly Train Station as Public Transport Hub



Legend

- Proposed Trails
- Projects



IMAGERY SOURCE LINZ Data Services

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Proposed Transport Projects

DATE 29/07/2026

SCALE A4 1:12,000

SHEET 1 OF 1

0 30 60 Metres

Whakamahinga whenua me te whakamahere

Land use and planning

Effective land use planning is critical to supporting the long-term prosperity, resilience, and liveability of the township.

If land is used well, it is a foundation for future growth, economic development, and diverse housing opportunities. It can respond to environmental pressure.

Strategic planning also plays an important role in coordinating land use with infrastructure, transport networks, community facilities, and open spaces to create a more sustainable and connected urban environment.

As the township continues to evolve, there is an opportunity to guide future development in a way that balances economic ambitions, housing needs, and environmental considerations.

These actions aim to:

- Bring a coordinated approach to land use planning.
- Support community wellbeing, economic resilience, and sustainable growth outcomes.

Business:

- Investigate information on zoning, infrastructure capacity, accessibility, market demand, and land suitability to identify potential sites to develop and build new businesses.
- Ensure future development supports local economic growth within the existing growth areas identified in the Waikato Growth and Economic Development Strategy (Waikato 2070).

Residential:

- Investigate re-zoning sites along Wight Street and Park Avenue from industrial to residential zone that fits well with future land use objectives.
- Investigate extending the residential zoning along East Mine Road to support future housing opportunities and population growth.
- Provide the right planning support to help deliver the Davies Park residential development.

Land use within subsidence areas:

- Monitor land in the subsidence area overlay and assess its future use.

Ngaa whaitua me ngaa whare aa-hapori

Open spaces and community facilities

Open spaces and community facilities play a vital role in supporting the health, wellbeing, and social connectedness of the township's community.

Parks, playgrounds, sports parks, libraries, and other community spaces provide important opportunities for recreation, learning, cultural expression, and community gatherings. If they are well-designed and accessible, these spaces enable quality of life, support positive social outcomes, and help foster a strong sense of place and belonging.

As the population grows and community needs change, it is important that all spaces continue to meet the needs of current and future residents.

- They must be safe, welcoming, and fit-for-purpose.
- They must offer recreation and social interaction for all age groups.
- They must reflect the cultural values, heritage, and uniqueness of the township.

These actions aim to:

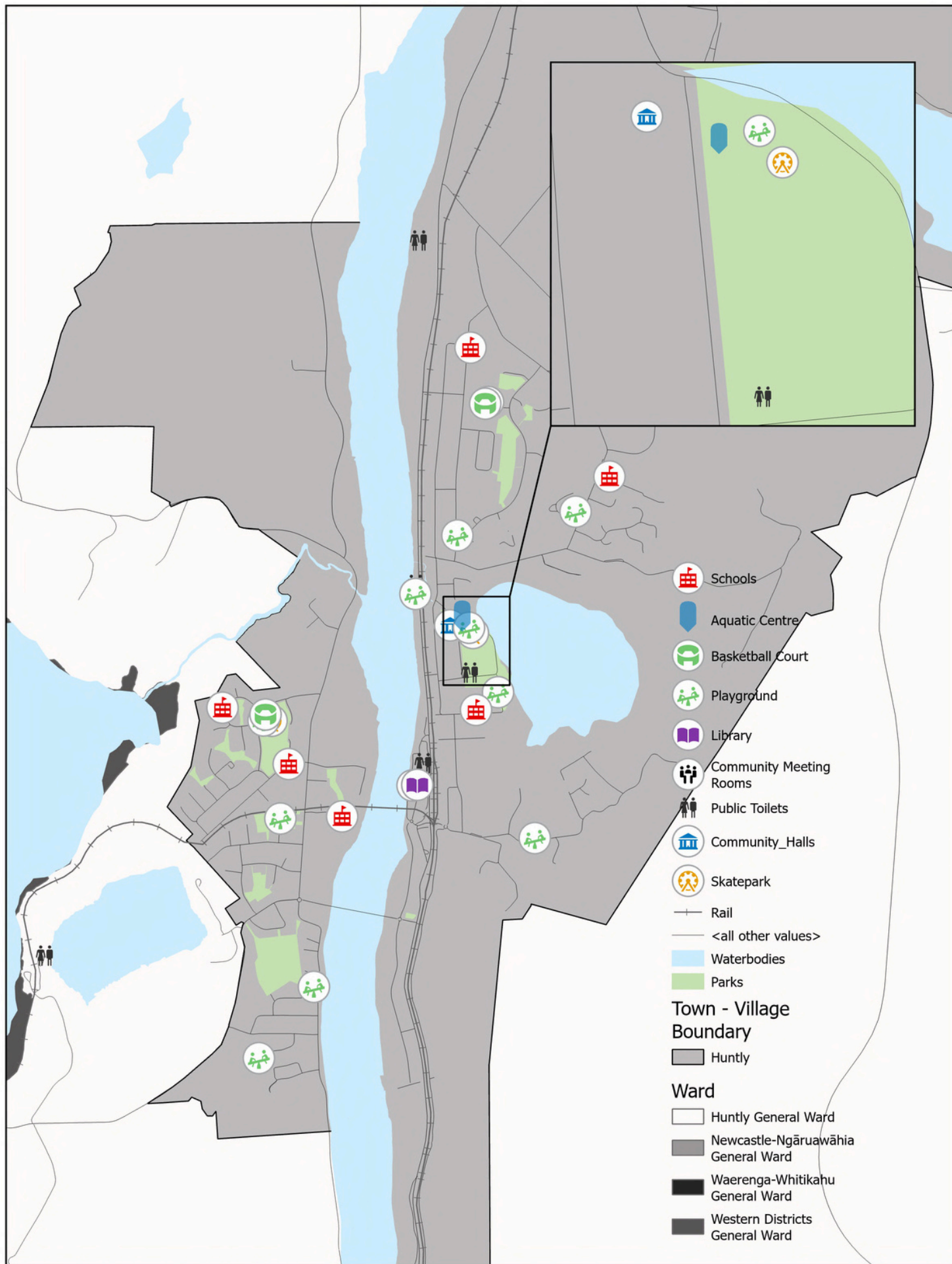
- Enhance the quality, accessibility, and functionality of community spaces.
- Ensure community spaces continue to respond well to changes in population, cultural values, and community needs.

Parks Infrastructure:

- Provide shade for BBQ areas.
- Provide shade for playgrounds.
- Deliver additional public toilets.
- Consider purchasing additional parks or redesigning existing parks to include extra facilities (for example: adding sports facilities to a large neighbourhood park) or partnering with existing providers, may need to be contemplated with population growth.
- Deliver library upgrades to make best use of the space, for example: adding a technology space and a larger community meeting space.
- Deliver upgrades to existing playgrounds, skateparks, and sports parks.

Reserve Management Plans:

- Reflect and strengthen cultural identity.
- Support meaningful connections between people and places.
- Honour local heritage.



Te mahi ngaatahi aa-umanga me te haukaainga

Inter-agency and local collaboration

Supporting positive social, economic, environmental, and cultural outcomes is essential to enhancing the overall wellbeing of residents in the township. Achieving this vision is a shared responsibility.



View of the Waikato Awa, Lake Waahi, Lake Puketirini and wider community

Council plays an important role, and meaningful progress relies on strong collaboration across agencies, organisations, mana whenua, and the wider community.

A co-ordinated and strategic approach provides an opportunity to align efforts and deliver shared outcomes, supported by ongoing engagement with stakeholders and the community.

These actions aim to strengthen community and economic wellbeing, improve connectivity, and unlock sustainable growth throughout Raahui Pookeka | Huntly.

This will be achieved by fostering strong partnerships, supporting workforce development and skills enhancement, attracting investment while building on local economic strengths, and enhancing mana by celebrating local identity and values. The actions that follow are intended to form a coordinated and collaborative work programme for agencies, organisations, and community representatives.

Kia ngaatahi te kawe i e Kaupapa

Delivering the plan together

One key thing we heard during engagement was that Council cannot deliver positive change on its own.

Many of the opportunities identified in the Master Plan require businesses, iwi, marae, community organisations, government agencies and Council to work together.

The implementation tables show:

- The key opportunities identified through the Master Plan.
- The organisations that may have a role in delivery.
- Whether Council leads, supports, advocates for, or partners on actions.
- The likely timing of actions over the short, medium, and longer term.

Not every action will be delivered by Council, and not every action will happen immediately. The Master Plan provides a shared direction for coordinated action over time.

Legend

Focus	Opportunity
	Prioritised actions
	Tangata whenua statement and engagement report (Maaori), Industry study (business community), and general community engagement
	General community engagement
	Tangata whenua statement and engagement report (Maaori)
	Industry study (business assessment)

Proposed implementation plan

Focus	Opportunity	Source	Action	Timing
Economic	Workforce training		Undertake a district-wide workforce and skills gap analysis to identify current and future employment needs across key sectors in Raahui Pookeka Huntly, providing a strong foundation for strategic workforce development planning.	Ongoing
			Continue to deliver targeted programmes to reduce disengagement and support sustained learner participation, including through flexible and alternative educational pathways.	Ongoing
			Ensure childcare centres are located near training hubs to support waahine and young parents in accessing education and workforce programmes more easily.	Ongoing

Focus	Opportunity	Source	Action	Timing
Economic	Workforce training		Explore opportunities to co-ordinate, strengthen, and extend youth transition pathways that improve work readiness, career planning and navigation, vocational training, and sustained participation in education, training, and employment. This would involve leveraging existing provisions, and targeted new approaches across central government agencies, iwi, education providers, council and local employers, and facilitating local apprenticeships and training placements through major projects and businesses in Raahui Pookeka Huntly: town centre upgrades, housing upgrades and developments, renewable energy expansion, infrastructure investment, ecological restoration and monitoring, pest and predator control.	Short
			Support education and training providers to access funding that enables the delivery of impactful workforce development initiatives.	Medium
	Business development and support		Establish a business association that provides a mentorship programme, regular networking events, guest speakers, peer support, and tailored business guidance.	Short
			Support the development of a Maaori business network connected to local marae, that provides mentoring, networking, and advocacy to empower emerging businesses and entrepreneurs.	Short
			Conduct economic ecosystem mapping to build on existing research and identify sector strengths in Raahui Pookeka Huntly, to highlight opportunities for growth, visitation, and collaboration.	Short
			Continue investing in Raahui Pookeka Huntly's energy infrastructure, with a focus on clean energy initiatives and exploring workforce and growth opportunities linked to the transition to renewable energy.	Medium
	Economic growth and revitalisation		Develop a town centre revitalisation plan that includes a retail strategy to strengthen existing businesses, attract key tenants and visitors, and support local Maaori enterprises, through initiatives like markets and pop-up shops. This will be supported by targeted upgrades to the town centre: improved lighting, seating, public and cultural art, heritage signage, and landscaping to create a more vibrant and welcoming environment that activates the centre, boosts economic activity, and celebrates local identity.	Medium
			Provide greater clarity and advice on flexible zoning provisions within the town centre, supporting the growth of small Maaori-owned businesses, and identify further opportunities to enhance this support.	Medium

Focus	Opportunity	Source	Action	Timing
Economic	Economic growth and revitalisation		Partner with local landowners to activate Main Street by transforming vacant shop fronts into vibrant community spaces, featuring pop-up art displays, interactive installations, and temporary stalls, to enhance the town centre experience	Medium
	Tourism opportunities		Develop local visitor experiences and infrastructure that celebrate the rich cultural and natural heritage of Raahui Pookeka Huntly, and sites of significance to both Maaori and Paakehaa. This could include cultural trails linking Taupiri Maunga, Waikato River, lakes, Rangiriri, and local marae, enhanced with bilingual signage, seasonal markets, and small-scale trading points along routes like Te Araroa (use online and digital tools e.g. Te Ara Wai Journeys).	Medium
			Promote Lake Puketirini as the Waikato hub for aquatic and dive training by upgrading facilities to support year-round programmes, waka ama and a range of water based activities through improved jetties, rinse stations, storage areas and clear signage.	Medium
			Create and host an annual programme of regular markets, cultural performances and community events at the lakes and other public spaces to attract visitors and support the local economy.	Medium
	Procurement and funding		Establish a Small Business Panel to support local enterprises (Small and Medium Sized Enterprises) by focusing on procurement and contracting opportunities for low - medium risk projects.	Short
			Actively explore opportunities to work with local and Maaori-owned businesses through the council's procurement process, helping to grow the local economy and create apprenticeship pathways for rangatahi.	Medium
			Ensure funding is linked to tangible community outcomes that align with the funding provider's principles and delivers lasting benefits for Raahui Pookeka Huntly.	Ongoing
Social	Safe and welcoming environments		Deliver an integrated Community Safety Strategy that partners with Police and volunteers to support community patrols, delivers targeted CCTV, public lighting upgrades, and creates safe walking routes to reduce crime, improve safety, and strengthen community wellbeing and social cohesion.	Medium

Focus	Opportunity	Source	Action	Timing
Social	Identity and heritage		Strengthen place identity in Raahui Pookeka Huntly by promoting Te Awa, lakes and local Maaori and Paakehaa heritage through integrated wayfinding, bilingual signage, public art, and a strong digital presence that elevates local stories and reinforces cultural and environmental connections.	Short
			Support Waahi Whaanui Trust and whaanau in establishing tuna (eel) ponds at Lake Waahi to create a living embodiment of whakapapa, kai Rangatira and intergenerational stewardship, as well as teach traditional practices to tamariki and rangatahi.	Ongoing
	Health and wellbeing		Develop and embed a vision for Raahui Pookeka—Huntly as a safe and drug-free community, grounded in kaupapa Maaori.	Short
			Strengthen community wellbeing and equitable access to healthcare by developing integrated hauora-centred hubs such as Te Whare Oranga, supported by a network of co-located, mobile, and outreach services that improve access to health and social support in the town centres, marae and rural and high need communities.	Ongoing
	Tourism opportunities		Deliver a housing upgrade programme that improves insulation, ventilation, and energy efficiency in older homes and papakaainga to deliver rapid health and cost benefits to support whaanau wellbeing.	Medium
			Support whanau-led initiatives like peer support groups, housing cooperatives, and community patrols to build resilience, strengthen local guardianship, and promote collective safety.	Medium
	Health and wellbeing		Hold health and wellness waananga at marae, combining tikanga Maaori, rongooa (traditional healing), hauora (wellbeing), and restorative practices to support drug prevention and community healing.	Medium
			Use community events and cultural festivals, such as waananga, markets and matariki celebrations, as safe, drug free spaces, supported by clear anti-substance policies.	Medium
	Coordinated social services		Strengthen community outcomes for whaanau by coordinating local social services and community groups, and by enabling partnerships with large businesses to fund and support aligned grassroots initiatives.	Medium
Environment	Restore lakes and awa		Expand coordinated wetland restoration across the Waikato River, connected lakes and wetlands to restore taonga, improve ecological health, and activate communities.	Medium

Focus	Opportunity	Source	Action	Timing
Environment	Waste minimisation and management		Promote pest fish and plant control at Oohinewai and Whangapee, alongside iwi-led training in science and environmental technology to support long-term monitoring and restoration.	Medium
			Work with local farmers to improve water quality at Lakes Rotongaro and Rotongaroiti through edge planting and better sediment management.	Medium
			Coordinate lake level and weir management of Lakes Waahi and Whangapee to support healthy habitats and meet the needs of local whaanua, and complies with lake level requirements in the Waikato Regional Plan.	Medium
			Enhance Lake Hakanoa by improving weed control, water quality, and public spaces to ensure it can be better utilised for community events and everyday recreation.	Medium
			Complete a litter bin audit within Raahui Pookeka Huntly, as part of a district-wide review, and provide appropriate solutions to support cleaner, more enjoyable community environments.	Short
			Partner to deliver events, engagement, and education sessions with mana whenua, businesses, and the wider community regarding waste minimisation and para kore.	Short
			Trial kerbside food waste collection for composting in partnership with the community.	Short
			Adopt a community-led approach to waste management, similar to Raglan's zero-waste model to establish a resource recovery centre.	Long
Infrastructure	Community transport		Support access to reliable transportation options that help employees travel safely and efficiently to their places of work. Flexible one-off solutions for those without access to vehicles. Mini-vans with a prebooking system	Medium
			Enable regular, frequent, and accessible public bus services that support efficient travel to employment and education areas, reduce reliance on private vehicles, and improve workforce participation and wellbeing.	Long
Land use planning	Using existing assets		Assess the upgrades or maintenance needed to enable the reactivation of the yacht club facility within Hakanoa Domain.	Short

Focus	Opportunity	Source	Action	Timing
Land use planning	Using existing assets		Develop a comprehensive register of assets within Raahui Pookeka Huntly and explore opportunities to repurpose vacant assets for social and cultural development initiatives—such as maara kai (community gardens)—in collaboration with providers supporting business incubation, and community enterprise.	Medium
	Planning documents		Incorporate Kiingitanga narratives into planning documents to strengthen cultural identity and create meaningful opportunities for cultural tourism.	Ongoing
			Develop design standards that establishes a set of specifications to be met, to inform the development of healthy homes, with a focus on papakainga and marae.	Medium
			Strengthen local cultural identity and expression by providing for arts and cultural spaces in planning documents, and by celebrating the name Raahui Pookeka Huntly through the use of bilingual language in planning, wayfinding, and council assets.	Medium
			Expand the existing toolkit that supports papakainga development by building on current processes—such as infrastructure delivery, flexible housing densities on Maaori land, simplified parking requirements, and support for multi-generational living.	Medium
	Planning supports wellbeing		Consider Hauora when delivering and supporting existing community facilities, focusing on: - Taha tinana (physical health): ensure access to green spaces, clean air, safe housing, and active transport options; - Taha hinengaro (mental and emotional health): design environments that reduce stress, promote safety, and foster a sense of belonging. - Taha whaanau (social wellbeing): support spaces for community interaction, cultural expressions, and intergenerational connection. - Taha wairua (spiritual wellbeing): respect and incorporate cultural values, sacred sites, and opportunities for reflection and connection to the environment.	Short
	Monitoring		Create a Raahui Pookeka Huntly dashboard to track progress in areas like local hubs, small business involvement, environmental restoration, tourism, home upgrades, and bilingual signage.	Short
	Heritage		Work with the owners of the heritage listed homes to discuss, assess, and provide guidance to explore limitations and opportunities for their future management.	Medium