

The Russell Community Plans

Background

This is a community plan set in a time where social and economic priorities are featuring more importantly in our communities. These challenges are creating a new entrepreneurial spirit to navigate a more dynamic society. The following are excerpts from 'The Russell Handbook' (2nd edition) published in 1981. It sets the scene for what Russell is today and how this plan is to evolve over time.

"Russell occupies a unique place in New Zealand's past... The historic pattern of the town has endured... sustaining its character within that pattern. The special qualities that contribute so much to Russell's individual and unique character survive in a delicate and fragile state of balance. It is vital that this balance should not be upset by the loss of good buildings or by the construction of new out-of-scale buildings seeking to profit from a situation that they would only destroy.

Growing concern for the preservation and enhancement of many of the unique historic and scenic features of Russell prompt a comprehensive study of the township to provide a framework for its future planning and management.

The character and identity of Russell is influenced by the topography and natural setting of the town, its history, its intimate scale and its relatively vehicle-free environment.

It is enough to say that the authentic feeling of the small 19th century seaport has been retained. No other New Zealand town can claim the same early historic importance and few can claim a comparably idyllic setting. It is the interaction of these general qualities which endows each particular object and place with its sense of context, and conversely each object or place influences the character of the town".

Introducing Russell

Russell has always considered itself 'unique' and 'special' and over the years various groups have attempted to define what this uniqueness and specialness is and most importantly how it can be protected and preserved. The first of these was the Ministry of Works and Development who produced a plan in 1977 and set out the following objectives:

- To preserve the physical and cultural identity of Russell within the total environment of the Bay of Islands
- To preserve the visual identity and 'place' quality of the Russell township
- To retain the existing scale and enhance the urban character of Russell in any further development or reconstruction
- To preserve or enhance the important features or areas of Russell and interpret the history of the town to the public.

The Russell Handbook was the action plan for the Ministry's study and contained detailed ways in which the Ministry objectives could be carried out. In 1991 a public meeting was called asking people to define 'Russell – twenty years out'. From this the Russell 2000 Trust was formed with the brief to work towards a co-operative approach to solving the problems facing Russell entering the 21st century. The Russell 2000 Mandate was told that Russell should remain a small, tree-clad, tranquil and historic village in a rural environment set in an area of great natural beauty. In July 1998 Russell 2000 called another public meeting to update its mandate. The outcome of that meeting was the values that Russell held to be true were totally consistent with those values expressed in the previous studies going back more than 20 years.

In 2013 the Far North District Council advised that it was developing a Plan that would look at how the District would evolve over the succeeding 30 years and invited communities to participate by updating their own plans that would act as the 'grass roots' of Council's Plan. A public meeting was called at which it was decided that not only would the current Russell Plan be updated, but that the new community plan would include other communities on the Russell Peninsula and surrounding communities who affiliated themselves to Russell as their 'town'. Over succeeding years discussions have taken place as a small team works away at developing a Plan that reflects the values espoused in earlier plans while developing a 'living document' that like the Russell Handbook will spell out the policies, goals and actions that will give effect to protecting and enhancing them.

By expanding the scope of the Russell Community Plan to include the entire Russell peninsula, the working group acknowledges the Hapu Management Plans completed or currently underway by Ngati Kuta (Rawhiti), Te Kapotai (Waikare) and Ngati Manu (Karetu) and does not envisage this plan supersedes or contradicts any of those but rather enhances them together with the Russell Community Plan itself.

Our Overarching Vision – 2016 onwards

We preserve the physical and cultural identity of Russell within the total environment of the Bay of Islands so that our thriving and sustainable communities can reflect the unique values, heritage, culture and natural beauty of the Russell Peninsula. We protect our current landscape setting and built environment so that these can be appreciated by locals, visitors and future generations alike. We care for each other and for the special character of our historic township.

Our Guiding Principles

1. We acknowledge and respect the heritage of Russell and the Bay of Islands
2. We value the diversity of our communities, our people, their resilience and wellbeing
3. We welcome collective participation in developing our plans and aspirations
4. We trust and respect our differing viewpoints, rationale and consensus decision making

5. We actively support the protection and preservation of our historic buildings, built environment and the intrinsic and extrinsic values of our native landscapes and fauna/flora

Our Community Values

1. Wairuatanga – the spiritual essence of all things, everything has a place
2. Rangatiratanga – taking the lead and showing the way
3. Whanaungatanga – our relationship as a community with a common purpose
4. Kotahitanga – a collectiveness to work together
5. Manaakitanga – reciprocity and giving of our best

Our Role

Community engagement is a process rather than an outcome. Our role has been to co-ordinate community contributions into a Community Plan that highlights the needs and wants of the Russell Township, people and surrounding communities. This Community Plan is also about how we as a community relate to each other, our shared interests and pride in our community and community spirit.

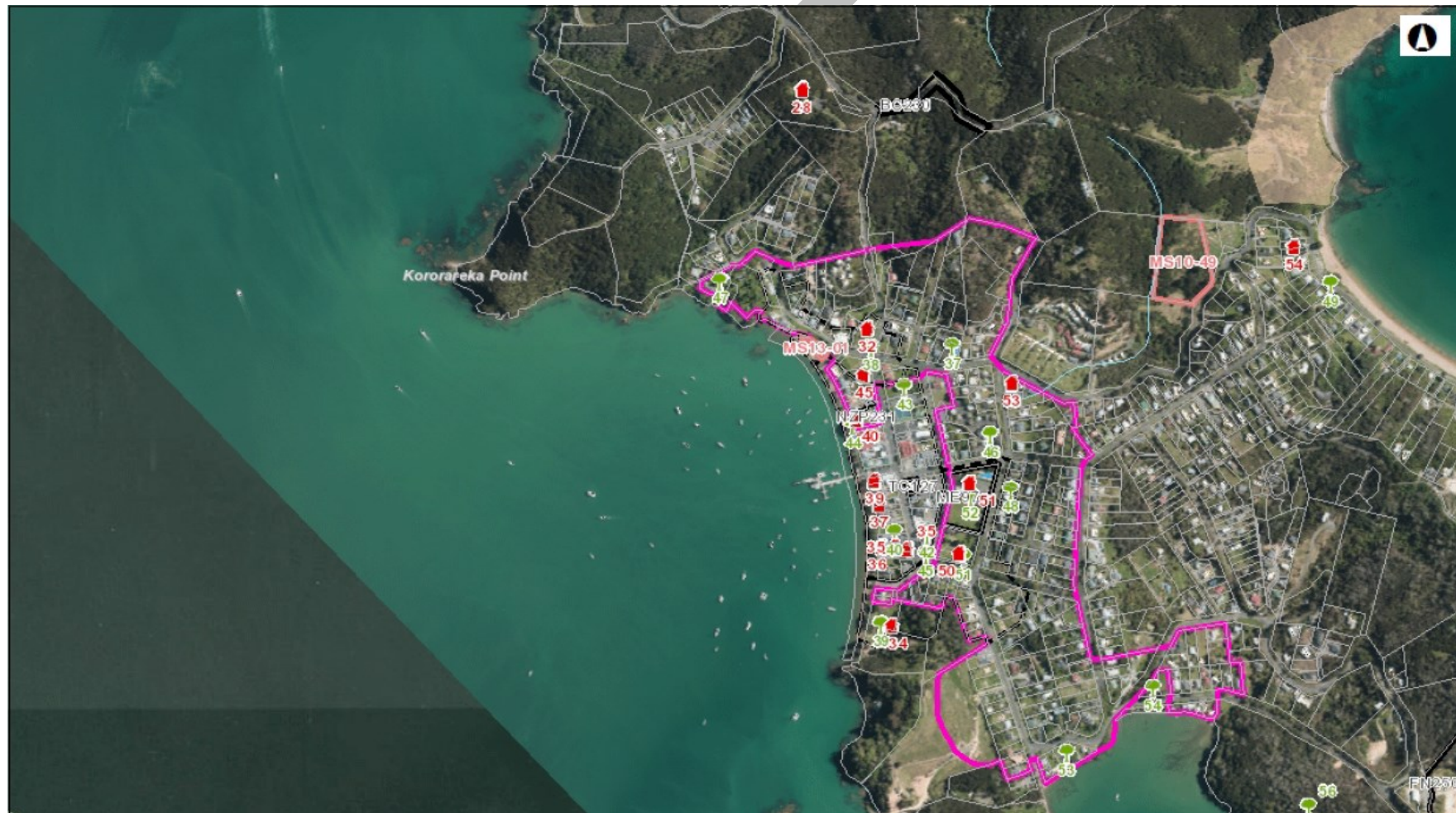
It also serves a direct relationship with Councils and other agencies to plan and organise their priorities within their Annual Plans, District and Regional Plans and Long Term Plans. This Community Plan feeds into those plans by establishing and maintaining a priority and presence that offers a better chance of implementation particularly where our Community Plan has been accepted as a living document, planned, acted and reviewed by the community.

Interest and Relationships

The “Movers and Shakers” in Russell are our community leaders and volunteers. These are dedicated people who take pride in their community and put in many voluntary hours. As an inclusive plan it recognises the role of our volunteers and the interest groups they represent. By including them into this plan also promotes their ambitions as community volunteers and offers an opportunity to draw upon additional support for their projects from time to time.

Demographics and Area of Interest

Russell Town – Showing Heritage Precinct and Gateway Precinct boundaries

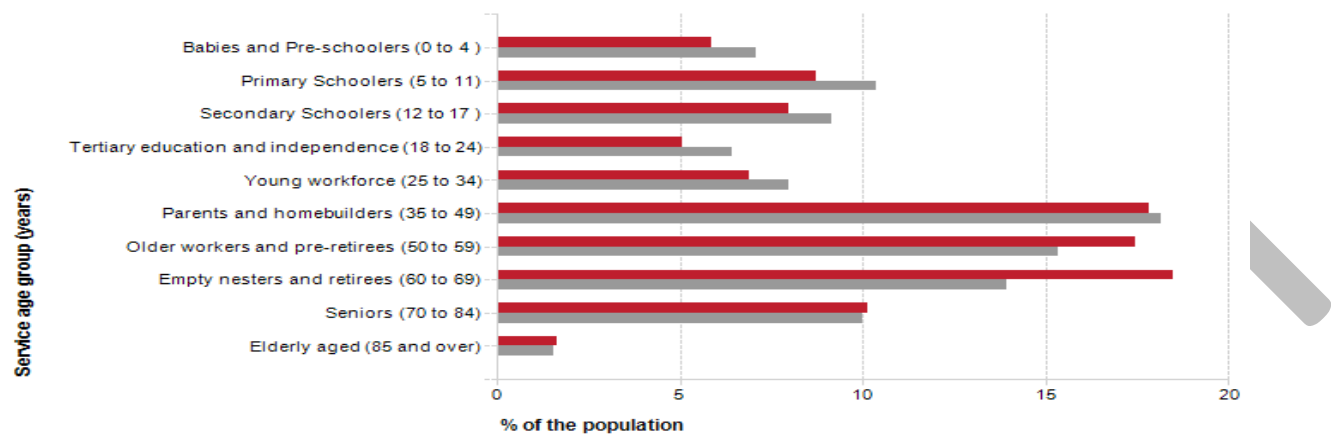




Population Profile (Wider Russell Area)

Age structure, 2013

■ Pokere-Waihaha - Russell ■ Far North District

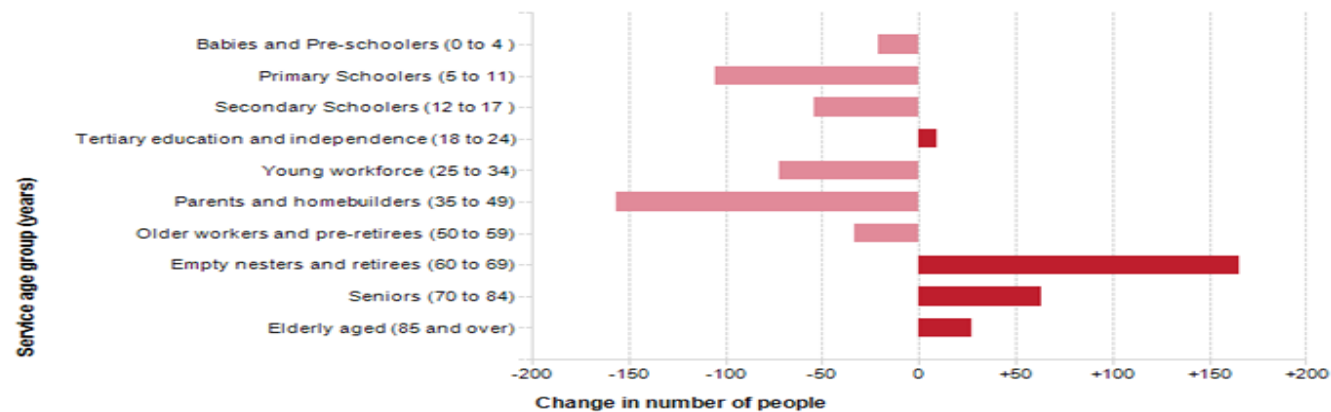


Source: Statistics New Zealand, Census of Population and Dwellings, 2013
Compiled and presented by .id, the population experts.

.id
the population experts

Change in age structure, 2006 to 2013

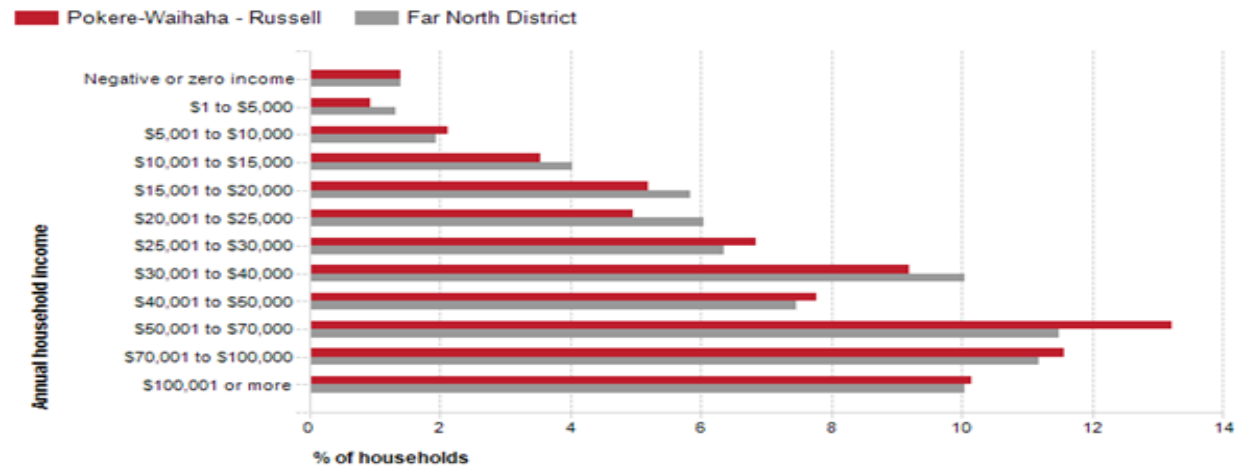
Pokere-Waihaha - Russell



Source: Statistics New Zealand, Census of Population and Dwellings, 2006 and 2013
Compiled and presented by .id, the population experts.

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the population experts

Annual household income, 2013

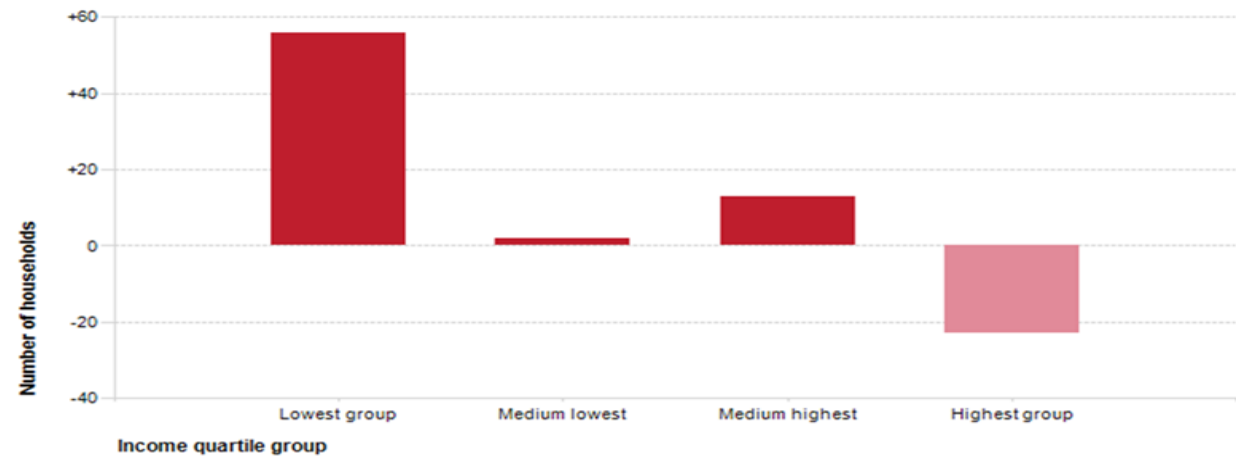


Source: Statistics New Zealand, Census of Population and Dwellings, 2013
Compiled and presented by .id, the population experts.

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Change in household income quartile, 2006 to 2013

Pokere-Waihaha - Russell



Source: Statistics New Zealand, Census of Population and Dwellings, 2006 and 2013
Compiled and presented by .id, the population experts.

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the population experts

Plan Policy Statements

1. Protect the heritage, cultural and visual values of our environmental landscape of Russell and the surrounding areas
2. Engage the enthusiasm, energies and skills of the community and support the volunteers who give willingly to their projects of interest
3. Value and use the strengths of the community to build a resilient and sustainable Russell economically, socially and environmentally
4. Support people to be informed and active participants in activities and decisions that affect them and be part of local solutions to promote their community
5. Enable delivery of wrap around social service delivery to enable people to access community services
6. Enable members of all groups including visitors to share in the benefits of social and economic participation, now and in the future

Goal 1: Our Community Our People

The people of Russell are a welcoming, supportive, tolerant, and self-reliant community. Russell is a place filled with character and features that embodies its people, heritage and community spirit

Policy	Method	Actions	Priority
<ul style="list-style-type: none">Protect the heritage character and built environment of Russell town and its historic landscape	<ul style="list-style-type: none">People love to live here and visitors enjoy the ambience of Russell as a place to visitRussell continues to develop and change in a way that maintains and respects its history and characterGrowth rates match the requirements of the local community rather than the non-resident holiday sector	<ul style="list-style-type: none">Heritage precinct building by-laws in placeRussell's Special Zoning is strengthenedCouncil rates and charges for services and key facilities are tailored to the ability of the Russell community to pay for these	Maintain

<ul style="list-style-type: none"> We are a welcoming community and value our bi-cultural society 	<ul style="list-style-type: none"> We are a bi-cultural community and respect the views and values of all people Maintain support for the Kororareka Marae Society and its Marae based programs that are consistent with this plan and its values 	<ul style="list-style-type: none"> Maori hold a special place in the social fabric of Russell 	Maintain
<ul style="list-style-type: none"> Containment of Russell's growth is governed by its surrounding environment 	<ul style="list-style-type: none"> Use the location of Russell, its transport and environmental limitations as a feature of its unique way of life Ensure public service levels are being met and lobby for UFB to be more widely available 	<ul style="list-style-type: none"> Residents support the current ferry facilities and road status Maintain service standards for public facilities and lobby Telco's to improve UFB/Wi-Fi access 	Maintain Maintain
<ul style="list-style-type: none"> Support community owned public facilities and services, designed, located, and maintained appropriately 	<ul style="list-style-type: none"> Monitoring infrastructure services by promoting and using the RFS system by resident community members 	<ul style="list-style-type: none"> Make residents aware of the RFS system and how to use it 	Enhance
<ul style="list-style-type: none"> Support initiatives that meet the social, physical, mental and spiritual needs of the community 	<ul style="list-style-type: none"> Organise wrap around services such as youth & employment, health & well-being, elderly, adult education, recreation, social services, church and community group 	<ul style="list-style-type: none"> Find location/s to host clinics and liaise with social sector groups to bring services into Russell 	Enhance
<ul style="list-style-type: none"> Encourage and support local businesses within the economy of Russell 	<ul style="list-style-type: none"> Promote and encourage businesses as sustainable enterprises. Recognise the services of the Russell Business Association 	<ul style="list-style-type: none"> Work with and use collective strength of members to lobby influence for RBA aspirations that are consistent with the policies of this plan Expand and revitalise the Russell Forum as an effective community information sharing and consensus building mechanism 	Enhance

<ul style="list-style-type: none"> Support volunteer contributions and the wide variety of community based organisations and programs they involve themselves in 	<ul style="list-style-type: none"> Russell volunteers have skills and time to do extra ordinary things. Explore community interest to develop an annual recognition program to show case projects, leadership and individual contributions 	<ul style="list-style-type: none"> Develop Recognition and Reward program and presentation evening 	Enhance
<ul style="list-style-type: none"> Keeping people informed on events and plan progress is important to plan delivery People, property and township security is an important for residents and visitor security 	<ul style="list-style-type: none"> Support Russell Lights/community email and other communication mediums by contributing articles and other valuable points of interest Consider integrated security network with local police and resident volunteer groups 	<ul style="list-style-type: none"> Provide worthy stories and features promoting Russell town and its people Maintain “Neighbourhood Watch” profile 	Enhance Enhance
<ul style="list-style-type: none"> Be ready to manage potential impacts of climate change Be prepared for emergency situations such as storm events, tsunami, earthquakes, Fire, Maritime disasters, accidents & spills, public health emergencies, etc. 	<ul style="list-style-type: none"> Monitor and act in preparedness of essential services in civil emergencies Ensure Civil Defence (CD) plans are understood, leadership, services and personnel are trained, ready and able Work with councils on CD strategy for Russell and mitigation plans for emergency services, coastal erosion, storm damage and flooding 	<ul style="list-style-type: none"> Take a lead from FNDC/NRC for Civil Defence pre-emption training Coordinated CD meetings and emergency training exercises Ensure that new development is not at risk from rising sea levels 	Enhance

<ul style="list-style-type: none"> Young people are assisted into career options they want to pursue rather than fitting into what is available 	<ul style="list-style-type: none"> Lobby for wider curriculum options in High Schools offering more than certificate 1-3 levels but also 5,6 and 7+ levels Consider KMS/Haratu as an education hub and learning centre for Russell community Establish E-based learning centre for 2nd time learners, after school studies, training programs, adult learning Investigate sources of funding for leadership training and how to lead projects and programs 	<ul style="list-style-type: none"> Ensure student learning is consistent with student aspirations Breathe life into Haratu as a learning facility to improve individual skills Equip facility with the right tools to attract extra learning. Needs a teacher to teach and lead Explore funding for Community and Youth leadership programs 	<p>Enhance</p> <p>Enhance</p>
<ul style="list-style-type: none"> Promote Russell as an idyllic and safe for families too live Attracting young families to Russell also adds to its tourism potential 	<ul style="list-style-type: none"> New families bring in new social and human capital. This builds community capacity and adds to our community spirit The wider Russell area contributes immensely to the economy of Russell. Families who own properties attract visitors to Russell. These are usually high value ratepayers who support social and environmental projects and spend locally Russell is an attractive place to live. To develop inter-generational living and employment requires new products/ideas. Potential exists in eco-tourism but needs younger and active entrepreneurs to get established 	<ul style="list-style-type: none"> Russell needs to bring in new families who can contribute to inter-generational living Always inclusive, always encouraging Families need to have access to essential services that are available and well resourced, i.e. schools, ECE, health and emergency services, community support groups 	<p>Enhance</p> <p>Maintain</p> <p>Maintain</p>

2016/17 Priorities

- Lobby Telco providers to connect education hubs in Russell and neighbouring communities to UFB and Wi-Fi availability
- Promote and build awareness of the FNDC Request for Service (RFS) system amongst residents
- Meet with Kororareka Marae Society and discuss the possible use of Haratu as a community learning Centre
- Work with Real Estate agents to prepare a Welcome Pack for potential new residents and investors to outline community services, groups, facilities, organisations and services
- Organise regular visits for professional services for youth, Health and Well-being, WINZ, Social Services. Legal Aid
- Develop annual recognition and reward program recognising volunteer projects, effort and outcomes

Goal 2: Our Built Environment

We embrace the special character and modest scale of our built environment. We enhance and safeguard these areas through harmonious, sensitive and sustainable development.

Policy:	Methods	Actions	Priority
<ul style="list-style-type: none"> • We encourage new building development to be in harmony with heritage values of Russell in terms of design, colour, scale, detailing, fencing and landscaping • Ensure that building development is sustainable in terms of ability to service it with power, water, sewerage and water run-off • Contain development between Matauwhi Bay to Maiki Hill and up to Oneroa Bay Rd. Retain visual dominance of the natural landforms 	<ul style="list-style-type: none"> • Limit scale of individual buildings, preserve open spaces, confine vehicle traffic to service vehicle's, encourage pedestrian walkway and promote access from the water • The level of building development must relate to the ability of the Russell infrastructure to service it. Signage and hoardings should be of a scale and design that enhances the historic nature of Russell township • Building compliance rules apply to the Heritage and Gateway precinct of Russell for buildings and developments on ridges, skylines and undeveloped slopes 	<ul style="list-style-type: none"> • Growth rates match the needs of the local community • The District Plan provisions for Russell are strengthened in the plan review by providing more explicit rules around permitted uses, visual and environmental impacts, historic preservation, signage and scale of any development 	Protect

<ul style="list-style-type: none"> • Preserve the views from significant vantage points around Russell and limit the height of buildings which may impinge on such views • Limit development in Long Beach appropriate for an un-serviced beach settlement • Restrict further development at Tapeka Point to areas not visible from the water or Maiki Hill and limit such development to a level appropriate to services provided 	<ul style="list-style-type: none"> • Russell is the gateway to the BOI Maritime Park. Its attraction, ambience and growth is contained by the services and infrastructure deemed appropriate and by the capacity and density rules governing subdivisions and developments • Russell community is able to engage with council on building and consent applications for Long Beach • No new developments are planned for Long Beach or Tapeka that will be visually intrusive or affect the ambience of the existing natural landforms 	<ul style="list-style-type: none"> • Promote local understanding of the special zones, heritage precincts, landscape overlays, policy provisions, subdivision requirements and zoning maps contained in the District Plan • Encourage the blending of buildings with the natural environment 	<p>Protect</p> <p>Enhance</p>
<ul style="list-style-type: none"> • All public works including location and design of roading, parking, street furniture, lighting, power poles, pump stations, drainage, microwave towers, tree trimming are consistent with the policies in this plan 	<ul style="list-style-type: none"> • Council notifies the Russell Community of Resource Consent applications where these maybe contrary to the policies in this plan 	<ul style="list-style-type: none"> • The visual integrity of The Strand is safe guarded by protecting the pohutukawa trees, the un-retained foreshore, grass verges and streetscapes 	<p>Protect</p>
<ul style="list-style-type: none"> • Household water comes from 3 sources, tanks, bore and tanker supply with some limited reticulated supply 	<ul style="list-style-type: none"> • There are no plans to change situation however households are encouraged to do their own water testing and/or install their own treatment systems 	<ul style="list-style-type: none"> • Consider availability of test kits for household water quality. Avoidance of bacterial infection a health priority • Individual water supply systems can be supported and enhanced through collective information sharing and bulk purchases of tanks, pumps and water treatment systems such as UV purifiers 	<p>Protect</p> <p>Enhance</p>

2016/17 Priorities

- The restoration and enhancement of Maiki Hill to promote tourism will need to meet the Heritage and Gateway precinct Test
- Investigate the conversion of The Strand to a pedestrian walkway by taking out vehicle access
- Promote with council a community safe footpath and street light plan
- Work with council on building developments and consent applications particularly around Russell Town and surrounding landscapes
- Get an agreed management plan with Council for the Russell Sewerage Scheme and defend the boundaries of the sewerage catchment area
- Seek Community Board support for a pedestrian trial for the Strand Walkway

Goal 3: Our Natural Environment

Maintain, protect and enhance the natural environment of Russell Peninsular its historical landscapes and its natural and scenic features including fresh water aquifers, swamp marshes and flood plains

Policy:	Method:	Actions	Priority
<ul style="list-style-type: none"> • Support Landcare Trust and others to build predator control intensity on the Russell Peninsula and to work in with other neighbouring programs 	<ul style="list-style-type: none"> • Limit the loss of native bush by encouraging and maintain support for predator control using a cost effective trapping network, build data sets on trap catches and bird counts to determine effectiveness 	<ul style="list-style-type: none"> • Measure program effectiveness to report results to environmental and financial backers 	Enhance
<ul style="list-style-type: none"> • Limit loss of native bush, forest, scrub land, wetlands, coastal environs to mitigate erosion and protect habitats of indigenous flora and fauna and valuable coastline 	<ul style="list-style-type: none"> • Continuation of the Long Beach dune restoration project and the planting and care of indigenous plants and trees on public reserves and coastal margins 	<ul style="list-style-type: none"> • Develop a tree planting program “Plant a Kowhai” or similar 	Protect
<ul style="list-style-type: none"> • Work with councils to enforce District and Regional Plan conditions granted for building and developments to mitigate erosion and sediment run-off 	<ul style="list-style-type: none"> • Draw upon legislative protection rules in the District and Regional plans, RMA, Conservation Act and HMP Plans for landscape and biodiversity protection 	<ul style="list-style-type: none"> • Maintain active oversight 	Maintain

2016/17 Priorities

- Maintain community predator control programs like Landcare Trust, Kiwi Foundation, Living Waters, DOC, NRC and measure their effectiveness
- Maintain the Long Beach dune restoration project
- Investigate and develop a weed control program with councils around Russell Town and where invasions have occurred in neighbouring native bush blocks and roadside areas
- Work with DOC and council to administer the local dog and cat bylaws
- Work with residents, volunteer groups, councils and DOC to plant, protect and enhance the fauna and flora landscapes via organised programs in and around Russell
- Develop a program of water quality testing discipline to monitor sedimentation run-off, site audits of property developments and earthworks to ensure compliance is being monitored

Goal 4: Our Russell Economy

We foster initiatives to develop and network our economy to make it diverse, robust and sustainable in a manner that is consistent with our values and principles we express in this plan

Policy	Method	Action	Priority
<ul style="list-style-type: none"> Recognise the significance of tourism to the economy of Russell and actively nurture and grow it where it is consistent with the heritage values of the township 	<ul style="list-style-type: none"> Support the Russell Business Association (RBA) to advance the economic and employment aspirations of Russell and their members where these are consistent with this Plan 	<ul style="list-style-type: none"> RBA has a role to play promote Russell as a destination and its business platform 	Maintain
<ul style="list-style-type: none"> Make BOI and Russell as a year around tourist destination 	<ul style="list-style-type: none"> Build Russell tourism around existing attractions and features 	<ul style="list-style-type: none"> These are standard attractions in Russell. Making them more attractive can be built around customised special events and promotions, etc. 	Enhance
<ul style="list-style-type: none"> Encourage residents, visitors to support local businesses and tradies 	<ul style="list-style-type: none"> Individual product delivery by Russell Businesses is an important ingredient in building brand "Russell" 		
<ul style="list-style-type: none"> Take advantage of the natural gateway location Russell holds to the BOI Maritime Park. 	<ul style="list-style-type: none"> Support and encourage the neighbouring communities to build new tourist products 	<ul style="list-style-type: none"> Russell as a gateway where new products can network into existing transport and accommodation infrastructure 	Enhance
	<ul style="list-style-type: none"> The BOI plays an important and historical role in the commercial, sports and recreational fishing interests. It attracts tourists and locals alike to fish the pristine waters. Fishing is a popular tourism activity 	<ul style="list-style-type: none"> Russell and its surrounding communities are an integral part of the BOI Maritime Park. We support nature based tourism and sustainable activities that add value to our wider social capital development programs 	Enhance

	<ul style="list-style-type: none"> Russell is an important tourist destination in the BOI and Northland. Promote Maiki Hill as a new tourist product and the 2019 event “Meeting of Peoples” is another enduring and historic milestone for Russell 	<ul style="list-style-type: none"> Promote in Auckland Support Te Au Marie Trust to co-ordinate and promote this event locally and nationally 	Enhance
	<ul style="list-style-type: none"> Develop “one shop” tourist packages to taking in BOI walks, activities and accommodation and linking these to other national destinations Link with the Northland Cycleway network offering accommodation packages Re-build the Russell heritage trails. Partner these tours with guides, apps and visits to iconic places of interest Support the Landcare Trust into developing the Kiwi Sanctuary model on the Russell peninsular and other conservation projects that are active in the wider BOI area. These are symbols of conservation inheritance that makes Russell valuable Maintain an active event marketing program to smooth out the seasonality burden for Russell tourism and local businesses 	<ul style="list-style-type: none"> Russell has more to offer than static displays. Market Russell as an adventure capital in the BOI Investigate with council options to link Russell into the cycleway network Use Walking Weekend model to build an eco-tourism business model Work with councils, DOC, Kiwi Foundation, Nga Whenua Rahui, Project Island Song, Living Waters as partners on individual projects Build a RBA program for Russell and its SME business members 	Enhance Enhance Enhance Protect Maintain

<ul style="list-style-type: none"> • Work with FNDC to ensure District Plan provisions encourage and enable small business enterprises • Make employing local attractive to Russell businesses 	<ul style="list-style-type: none"> • Ensure District Plan rules and services plays a key role in the way community pride is administered and the township presented • Russell Re-Cyclers to tender for the Russell community recycling program and recreational services including kerb-side collections, recycling bins, sorting, manure production, public facility cleaning • Russell community has subscribed to the Thrive Northland program for the promotion and encouragement of social enterprise • Use local, buy local to attract local support and employment • Russell is an economy of small businesses, cottage industries and home occupations. Lobby to put into the District Plan home occupation limitations and reasonable control mechanisms; Noise, smell, traffic, # employees, trading times, zoning, signage, etc. • Encourage and support economic potential beyond Russell Township that can be a solid contributor to the Russell economy • Our Oyster farmers are famous for their quality oyster production and established markets. They are totally water quality dependant 	<ul style="list-style-type: none"> • Particularly important as a showcase destination for visitors. Businesses are open and services provided • Support Russell Recyclers bid for community recycling and reusable. Lobby to promote community pride and taking care of business for ourselves • Support of social enterprise initiatives. Requires strong leadership • Protecting our local economy by using community based talent • Russell economy is based on self-help and home occupations. Need to make it easier for entrepreneurs to function responsibly. Review and craft reasonable policies to promote home based cottage industries • Community based initiatives are being developed in surrounding settlements need to be encouraged • Water quality monitoring done by MOH, MPI and NRC. Sedimentation and siltation monitoring of Waikare Inlet and Orongo Bay needs attention 	<p>Enhance</p> <p>Enhance</p> <p>Protect</p> <p>Enhance</p> <p>Enhance</p> <p>Protect</p>
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	<ul style="list-style-type: none"> • Explore, and support new initiatives and maintain a busy event calendar including cruise ship visits, night markets, established events, etc. • Set up Haratu or similar with e-learning facilities and tutored vocational learning programs 	<ul style="list-style-type: none"> • Low risk hard work business opportunity for Haratu/KMS. Govt support available for job searching and job placements • Build reliable and tradeable certificated home grown talent and combine with a work brokering service for employers 	Enhance
	<ul style="list-style-type: none"> • Instil business confidence by preparing customised youth and education qualifications with an education provider to meet employment needs • Develop a relationship with North Tec short courses • A talented workforce is an attractive proposition to businesses particularly in eco-tourism, 	<ul style="list-style-type: none"> • Village based learning. Once qualified work brokering role to be established • Having a trained work force improves chances to be employed. Brokering role should be employer driven • Undertake employer needs analysis • Trained and talented becomes the “go to” place for employers and investors. Investors don’t invest in economies that are void of talent 	Enhance

2016/17 Priorities

- Support the Russell Business Association (RBA) to advance the economic and employment aspirations of Russell and their members where these are consistent with this Plan
- Lobby for District Plan provisions to provide for small business development and home occupations
- Support the (RBA) to work with Destination Northland (Northland Inc.) to promote brand Russell as a place for visitors to visit
- Support the development of new products for tourism and form partnership programs to network and market visitor packages
- Approach and support KMS/Haratu in developing a Human Development Capacity model
- Promote Russell in Auckland. Form a partnership program with ATEED to exchange programs and move tourist between destinations, on-selling

- Promote the Maiki Hill “Meeting of Peoples” event to add another product destination for Russell
- Continued support for the Kiwi sanctuary on the Russell Peninsular and other conservation programs being undertaken in neighbouring communities
- Tender to Council Russell Recyclers community recycling program including kerb-side collections, recycling bins and cleaning public facilities
- Develop a relationship with North Tec short courses and work with an e-learning facility in Russell to upskill talent for employment and add a job brokering service for graduates and employers

Acknowledgements and Contributions

This plan has been put together by volunteers who have the interest of their community at heart. The ideas and concepts have been an accumulation of inputs from various sources including The Russell Plan, The Russell Handbook, Community Hui and Working Meetings. As a living document this plan is by no means exhaustive and is for the community to continually review, update and realign over time as priorities change and opportunities arise.

Any comments can be directed to Terry.Greening@fndc.govt.nz