

**A unique place.  
An inspiring future.**

**He Wāhi Tūhāhā.  
He Āmua Whakaohoho.**

VISION BEYOND 2050

We aspire to be a community that holds true to the values that collectively define what is unique about Queenstown Lakes District – our home. These vision statements underpin everything we do.



### Thriving people | Whakapuāwai Hapori

Ours is a community with a strong heart and whānau roots that run deep.



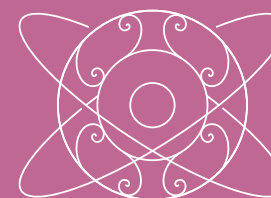
### Living Te Ao Māori | Whakatinana i te ao Māori

Ours is a district that realises Te Tiriti o Waitangi and champions equity for all our people, now and into the future.



### Opportunities for all | He ōhaka taurikura

Our district is a place of social, environmental and technological enterprise.



### Breathtaking creativity | Whakaohoho Auahataka

Surrounded by the endless inspiration of our landscapes, ours is a place that nurtures the arts, culture and the spirit of invention.



### Deafening dawn chorus | Waraki

Our ecosystems flourish and are predator-free under our guardianship.



### Zero carbon communities | Parakore hapori

From Makarora to Kingston, our district sets the standard for regenerative, low-impact living, working and travel.



### Disaster-defying resilience | He Hapori Aumangea

Queenstown Lakes is a place that is ready and prepared for every emergency.



### Pride in sharing our places | Kia noho tahi tātou katoa

Our district is a place where our quality of life is enhanced by growth through innovation and thoughtful management.

# Thriving people Whakapuāwai Hapori

Ours is a community with a strong heart  
and whānau roots that run deep.

## COMMUNITY OUTCOMES

Ours is the most accessible, barrier-free district  
in Aotearoa New Zealand for all people.

People of all ages are able to seek a future here.

Everyone can find a healthy home  
in a place they choose to be.

Our environments and services promote and  
support health, activity and wellbeing for all.

Our doors and minds are open;  
everybody is warmly welcomed.

This design shows three people with the sun rising  
behind them, to depict thriving communities.



# Living Te Ao Māori

## | Whakatinana i te ao Māori

Ours is a district that realises Te Tiriti o Waitangi and champions equity for all our people, now and into the future.

### COMMUNITY OUTCOMES

We celebrate the unique history of our rohe and Aotearoa New Zealand.

Our kōrero is strong in both Te Reo and English.

Our diverse, multicultural past and present strengthens our district's future.

Our Māori ancestry and European heritage are both reflected and enrich our lives.

This design depicts the koru and traditional haehae lines, which represent Te Ao Māori as a whole.





# Opportunities for all | He ōhaka taurikura

Our district is a place of social, environmental  
and technological enterprise.

## COMMUNITY OUTCOMES

Our economy is strong and  
diverse with sustainable and  
inclusive growth.

Ours is a place that works  
hard and thinks big, where workers  
and entrepreneurs flourish and  
inequality is reduced.

Technology enables us to connect  
locally, regionally and globally.

This design depicts the koru and mangoparae,  
showing the different paths that are available.

# Breathtaking creativity

## | Whakaohoho Auahataka

Surrounded by the endless inspiration of our landscapes, ours is a place that nurtures the arts, culture and the spirit of invention.

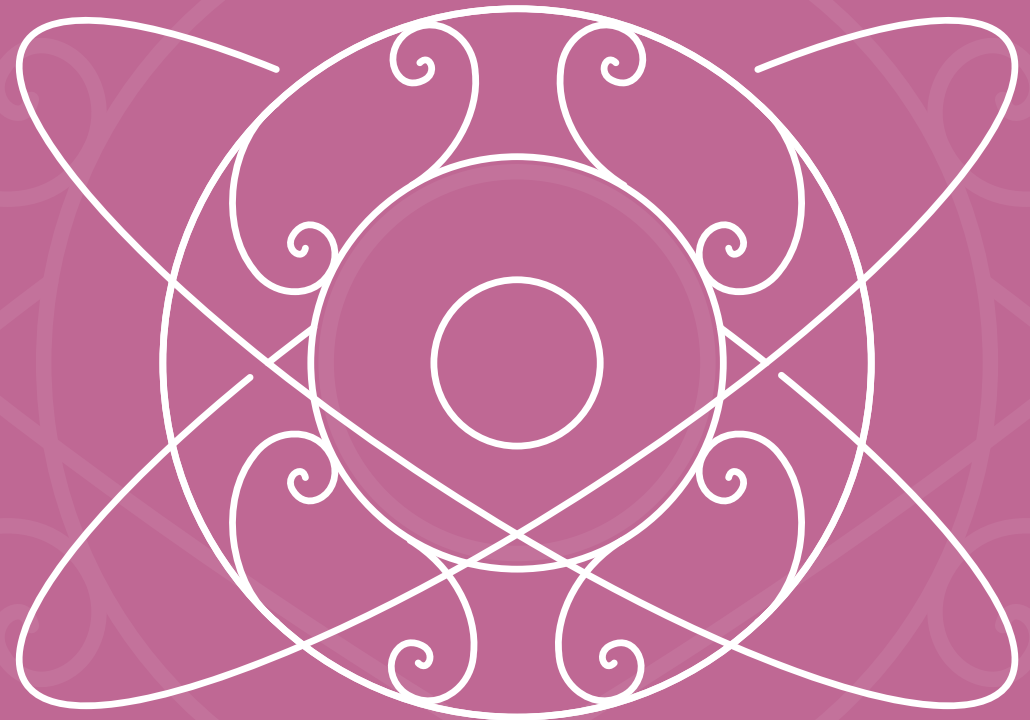
### COMMUNITY OUTCOMES

Our breath-taking landscapes and diverse people attract strong talent and create space for reflection.

Free-thinking innovation and locally distinct arts make our place a byword for brilliance.

Artists and art lovers unite in both dedicated spaces and beyond the boundaries of venues and facilities.

Our economy supports arts, culture and heritage industries.



This design represents an atom, showing that creativity itself can be within every breath.

# Deafening dawn chorus

## | Waraki

Our ecosystems flourish and are predator-free under our kaitiakitanga.



### COMMUNITY OUTCOMES

We are all kaitiaki of our protected and restored incredible environment, flora and fauna.

Our people and visitors respect the privilege of accessing our rivers, lakes and mountains.

Our waterways and lakes are drinkable.

We set the standard for combating biodiversity loss.

This design shows the tūī singing at the start of the day, reflecting a healthy, thriving environment and ecosystem.

# Zero carbon communities

## | Parakore haponi

From Makarora to Kingston, our district sets the standard for regenerative, low-impact living, working and travel.

### COMMUNITY OUTCOMES

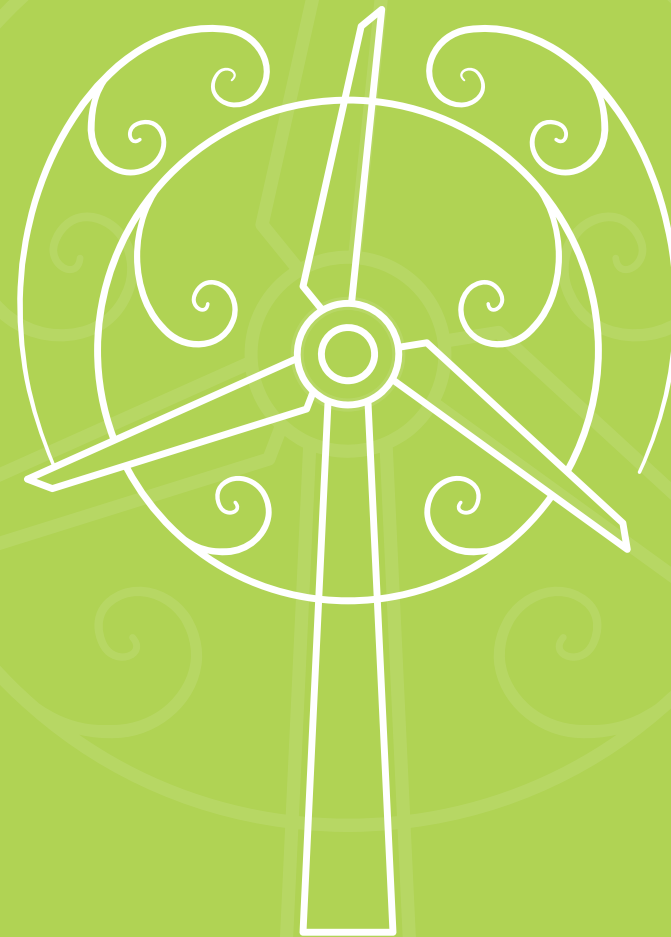
Our homes and buildings take the best ideas from the world, but use sustainable, locally-sourced materials.

Our public transport is the cleanest, greenest, innovative choice for district-wide connectivity.

Active travel is an integral part of an accessible and safe network for all of our people.

Zero waste is just something that we do here.

This design surrounds the wind turbine with koru, representing the life and energy that will be produced as we thrive in a zero carbon community.







# Disaster-defying resilience | He Hapori Aumangea

Queenstown Lakes is a place that is ready  
and prepared for every emergency.

## COMMUNITY OUTCOMES

Our communities are resilient  
to disasters and adapting to a  
changing global climate.

Our people stand tall through any  
challenge, caring for whānau,  
neighbours and visitors alike.

Our infrastructure is as resilient  
as our people.

Recovery empowers our people  
to quickly find a new normal.

This design uses puhoro to represent speed  
and swiftness. The koru represents hope.

# Pride in sharing our places

## Kia noho tahi tātou katoa

Our district is a place where our quality of life is enhanced by growth through innovation and thoughtful management.

### COMMUNITY OUTCOMES

Our lives are enhanced by measuring wealth in wellbeing as well as dollars.

Our welcome is warm and genuine, and visitors respect what is expected of them.

Our everyday experiences are enriched by focusing on shared values not volume.

We are the place the rest of the world cannot be.



This design shows the pride we have in our whenua, with the different styles of koru representing the different elements within the rohe.



**We are only limited  
by our imaginations**

VISION BEYOND 2050