

Vision

Waiheke Island is loved and protected for its unique and intrinsic environments, heritage, character and communities, by locals, the tourism industry and visitors alike.

Purpose

- To guide policy development, decision-making and action by the Waiheke Local Board and various Council entities, including but not limited to Auckland Transport, Auckland Tourism Events and Economic Development (ATEED) and those departments and units that are responsible for protecting Waiheke’s natural and social/cultural environments.
- To direct and enable the development of Waiheke Island community and tourism in parallel and in collaboration, to protect and preserve the island
- In particular to restore and enhance its native flora and fauna, its iconic footprint - coastal, forest, pastoral– and its community spirit and character.

Strategic Action Objectives

Mandate governance and management functions for the implementation of this Strategy at local and Auckland Council levels

Foster low impact and eco-tourism development aligned with Waiheke community values and vision

Promote the real interests and needs of **diverse Waiheke communities and cultures**, in particular indigenous partners and vulnerable groups

Advocate for regulation that protects Waiheke resources and taonga

Regularly monitor tourism impacts - visitor experience, community satisfaction and concerns, tourism industry well-being and environmental impacts

Facilitate **infrastructure development that protects** fragile island environments for current and future residents and visitors

Promote engagement of locals, tourism operators and visitors in activities to restore and preserve Waiheke taonga

Identify and promote visitor targets and limits that take into account Waiheke’s environmental, community and infrastructure capacity constraints

Promote visitor opportunities that **enhance visitor engagement in protecting precious Waiheke environments & conservation values**

Focus tourism development by value - **longer-stay visitors and those who share and support Waiheke values and taonga**

Develop tourism and associated **education, employment, business and career opportunities** for locals, including youth, Māori, seniors and people with disabilities

Identify and promote social equity and wealth-sharing opportunities for social enterprise tourism and support for small and ‘cottage’ tourist operation

Build and maintain a publicly accessible **repository of information, data and knowledge about Waiheke** Island features, including tourism impacts

Develop sustainable systems and equitable sharing of essential island resources – water supply, ferry services, road and beach use, housing, seas and forests