

Our Future, Our Story – Masterton's Vision Towards 2050

What do I do with this feedback form?

Once completed, you can either:



Scan a printed version or save an electronic version of this feedback form, and email to: submissions@mstn.govt.nz



Post it to Masterton District Council, PO Box 444, Masterton 5840, or



Drop a printed copy to the Masterton District Library or our Customer Service Centre, 161 Queen Street Masterton.

You can also give feedback in the following ways:



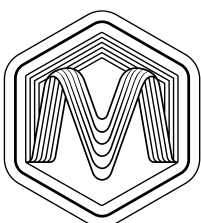
Complete our online feedback form at: whatsup.mstn.govt.nz



Phone the Strategy Team on 06 370 6300 between 9am and 4pm Monday to Friday (excluding public holidays) and tell us what you think.

Please provide your feedback by Tuesday 28 April 2026. For more information please refer to the engagement document and supporting information on our website: whatsup.mstn.govt.nz

Feedback closes on Tuesday 28 April



**Our future
OUR story**



**MASTERTON
WHAKAORIORI
DISTRICT COUNCIL**

Your thoughts

Have we heard you right?

Masterton is growing and changing, so we're creating a plan for the future.

The Plan looks ahead to 2050 and will guide where we grow and how we develop. It is important to us that the Plan focuses on the right things, and that it reflects the values and aspirations of our community.

Over the last six months, we have been popping up at community events, holding workshops/ wānanga, and having conversations with people from all sectors of our community. We asked:

- What do you love about Masterton - to find out what you value now.
- What would you change about Masterton - to identify areas of development.

You answered us, in droves. We received around 2,000 pieces of feedback - thank you to all who shared ideas. We took this feedback and identified some common themes that we want to test with you now.

What you value about Masterton

The feedback we received reflects what you like about living here (experience and what makes Masterton-Whakaoriori unique (character). These are things we want to protect and strengths that we can build on. The key themes we identified in your feedback are:

On a scale of 1-5 please indicate how important each of these things are to you:

Experience – what you like about living here:

1 = Not important 5 = Very important

Sense of community/ whanaungatanga	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ Don't know
Access to nature/our natural environment	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ Don't know
Family-friendly	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ Don't know
Rural/provincial lifestyle living	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ Don't know
Community spaces, events and activities	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ Don't know
Closeness to Wellington	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ Don't know

Character – what makes this place unique:

1 = Not important 5 = Very important

Mana whenua narrative	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ Don't know
History and heritage	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ Don't know
Waterways/awa	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ Don't know
Mountains/maunga	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ Don't know
Coastline and beaches	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ Don't know
Parks and green spaces	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ Don't know

Is there anything missing from the list of things you value? If so, please let us know what's missing and why it is important to you:

Do you have ideas for how we can protect and/or build on these things? If so, we'd love to hear your thoughts and ideas:

Areas you want to develop

The feedback we received identifies things you would like to change about Masterton-Whakaoriori. These are things you want to enhance, improve or aspire to.

For a full description of what is covered under each theme, please refer to our engagement document on our website: whatsup.mstn.govt.nz

On a scale of 1-5 please indicate how important each of these things is to you.

	1 = Not important					5 = Very important
Community	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ Don't know
Identity	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ Don't know
Environment	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ Don't know
Resilience	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ Don't know
Transport	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ Don't know
Town Centre	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ Don't know
Housing	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ Don't know
Health and education	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ Don't know
Business and employment	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐ Don't know

Is there anything missing from the list of areas you want to develop? If so, please let us know what's missing and why it is important to you:

Do you have any ideas on how we can improve these things? That could be levers we can pull, pathways we can explore, opportunities you are aware of etc. If so, we'd love to hear thoughts and ideas:

Principles/Tikanga that will guide our plan

Some underlying values emerged through the conversations and kōrero so far. We have proposed some principles based on these underlying values to guide our plan.

On a scale of 1-5 please indicate how important it is to you that Masterton-Whakaoriori develops in way that:

	1 = Not important					5 = Very important	
Aligns with Te Tiriti	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐	Don't know
Protects and improves our natural environment	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐	Don't know
Reinforces and reflects our unique identity	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐	Don't know
Builds resilience	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐	Don't know
Grows opportunities	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐	Don't know
Is sustainable, affordable, fair and inclusive	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5	☐	Don't know

Is there anything missing from our proposed list of guiding principles/tikanga? If so, please let us know what's missing and why it is important to you:

Do you have any ideas for how we can incorporate these principles as we grow and develop? If so, we'd love to hear your thoughts and ideas:

About you (optional)

These questions help us understand which sectors of the community are providing feedback.

How are you connected to Masterton? Select all that apply to you.

- ☐ I live here ☐ I work here ☐ I study here ☐ I grew up here ☐ I whakapapa here
- ☐ I visit often ☐ Other: please specify:

If you live in Masterton, which of the following best describes where you live?

- ☐ Masterton urban area ☐ Lifestyle block ☐ Beach property ☐ Other rural

What is your age range?

- ☐ Under 20 ☐ 20-29 ☐ 30-39 ☐ 40-49 ☐ 50-59 ☐ 60-69 ☐ 70+

Which ethnic group do you belong to? Select all that apply to you.

- ☐ NZ European ☐ Māori ☐ Pacific Peoples ☐ Asian
- ☐ Other: please state:

What is your gender?

- ☐ Male ☐ Female ☐ Another gender ☐ Prefer not to say

Do you live with impairments/long-term health conditions or do you identify as tāngata whaikaha/disabled?

- ☐ Yes ☐ No ☐ Prefer not to answer

