

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 you love about Masterton - to find out what you value now.
- What you would 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.

The following pages summarise what we heard. This will form the basis of a high-level framework that will guide the development of the plan, so it's important we get it right.

We also heard suggestions for projects and actions - we will consider these once we have tested the framework with you.

One message was clear: You all want the best for Masterton and our future.

We do too.

Please have a read and let us know what you think. We can't do this without community input, and your view matters. We're listening.

TELL US WHAT YOU THINK.



PHONE

06 370 6300

EMAIL

submissions@mstn.govt.nz

CALL INTO

Masterton District Council
161 Queen Street, Masterton
9am - 4pm

WRITE TO

Masterton District Council
PO Box 444, Masterton 5840

WHATSUP.MSTN.GOV.T.NZ



Kei te tika rānei tā mātou e whai nei?

Have we got it right, so far?

TE ARO A WHAKAORIORI KI 2050

MASTERTON'S VISION TOWARDS 2050



What you told us

WHAT YOU VALUE ABOUT MASTERTON-WHAKAORIORI

Things you want to protect and strengths we can build on.

EXPERIENCE: What you like about living here



- Sense of community/whanaungatanga
- Access to nature/our natural environment
- Family-friendly
- Rural/provincial lifestyle living
- Community spaces, events and activities
- Closeness to Wellington

CHARACTER: What makes this place unique



- Mana whenua narrative
- History and heritage
- Waterways/awa
- Mountains/maunga
- Coastline and beaches
- Parks and green spaces



AREAS YOU WANT TO DEVELOP

Things you want to enhance, improve or aspire to.

COMMUNITY



- Places where people can connect and learn
- A variety of events and activities that bring people together - something for everyone
- Opportunities to celebrate Te Ao Māori
- Youth-focussed activities, events, and spaces

IDENTITY



- Seeing ourselves in our places
- Mana whenua pūrākau (stories of places and people)
- Celebrating and reflecting our shared history and natural taonga
- Greater use of te reo Māori

ENVIRONMENT



- Improved water quality (awa/rivers/wetlands)
- Enhanced biodiversity
- Enhanced parks, green spaces and trails
- Greener homes and energy
- Waste minimisation

RESILIENCE



- Resilient water supply
- Kai/food sovereignty/food resilience
- Hazard management and climate adaptation
- Improved access to technology/Wi-Fi
- Planning for our future

TRANSPORT



- Better public transport and enhanced train service
- Better traffic flow/signage
- Better roading connections

TOWN CENTRE



- Revitalised town centre - enhanced look and feel
- Increased shopping and hospitality options
- More activities, events and nightlife

HOUSING



- Affordable and safe housing
- Diverse housing options including intergenerational living and papakāinga.

HEALTH AND EDUCATION



- Expanded health services and improved access
- More local tertiary education options
- Broader te reo Māori education opportunities

BUSINESS AND EMPLOYMENT



- Making it easier to do business
- Diverse job opportunities, including for youth



PRINCIPLES/TIKANGA THAT WILL GUIDE OUR PLAN

We believe Masterton Whakaoriori should develop in a way that:

- **Aligns with Te Tiriti** – partnering with mana whenua, respecting whakapapa, integrating and reflecting mana whenua aspirations and Te Ao Māori world view.
- **Protects and improves our natural environment** – looking after our natural assets.
- **Reinforces and reflects our unique identity** – developing in a way that enables and supports our sense of community through shared places, spaces and experiences.
- **Builds resilience** – considering natural hazards, planning for adaptation, appropriate infrastructure (including health, education and community infrastructure) and preparing for the future.
- **Grows opportunities** – for business, our economy, education and employment
- **Is sustainable, affordable, fair and inclusive** – considering equity, accessibility, and balancing all our needs and aspirations in an affordable way.



HAVE YOUR SAY

We want to know whether we've got it right so far.
Please provide any feedback by Tuesday 28 April 2026, by:



Please complete our online feedback form at: whatsup.mstn.govt.nz



Download a fillable pdf feedback form from our website and email to: submissions@mstn.govt.nz.



Pick up a feedback form from the Masterton District Library or Customer Service Centre at 161 Queen Street or print out our printer-friendly form from the website above.



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