

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



EMBRACING THE
MĀORI WORLD
| WHAKATINANA
I TE AO MĀORI



OPPORTUNITIES FOR ALL
| HE ŌHAKA TAURIKURA

BREATHTAKING CREATIVITY
| WHAKAOHOHO AUAHATAKA



DEAFENING
DAWN CHORUS
| WARAKI



ZERO CARBON COMMUNITIES
| PARAKORE HAPORI



DISASTER-DEFYING RESILIENCE
| HE HAPORI AUMANGEA



PRIDE IN SHARING OUR PLACES
| KIA NOHO TAHI TĀTOU KĀTOA



Thriving people | Whakapuāwai Hapori

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

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



Embracing the Māori world | Whakatinana i te ao Māori



Ours is a district that honours Te Tiriti o Waitangi and champions equality for all our people.

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

Opportunities for all | He ōhaka taurikura

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

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



Breathtaking creativity | Whakaohooho Auahataka

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

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

Deafening dawn chorus | Waraki

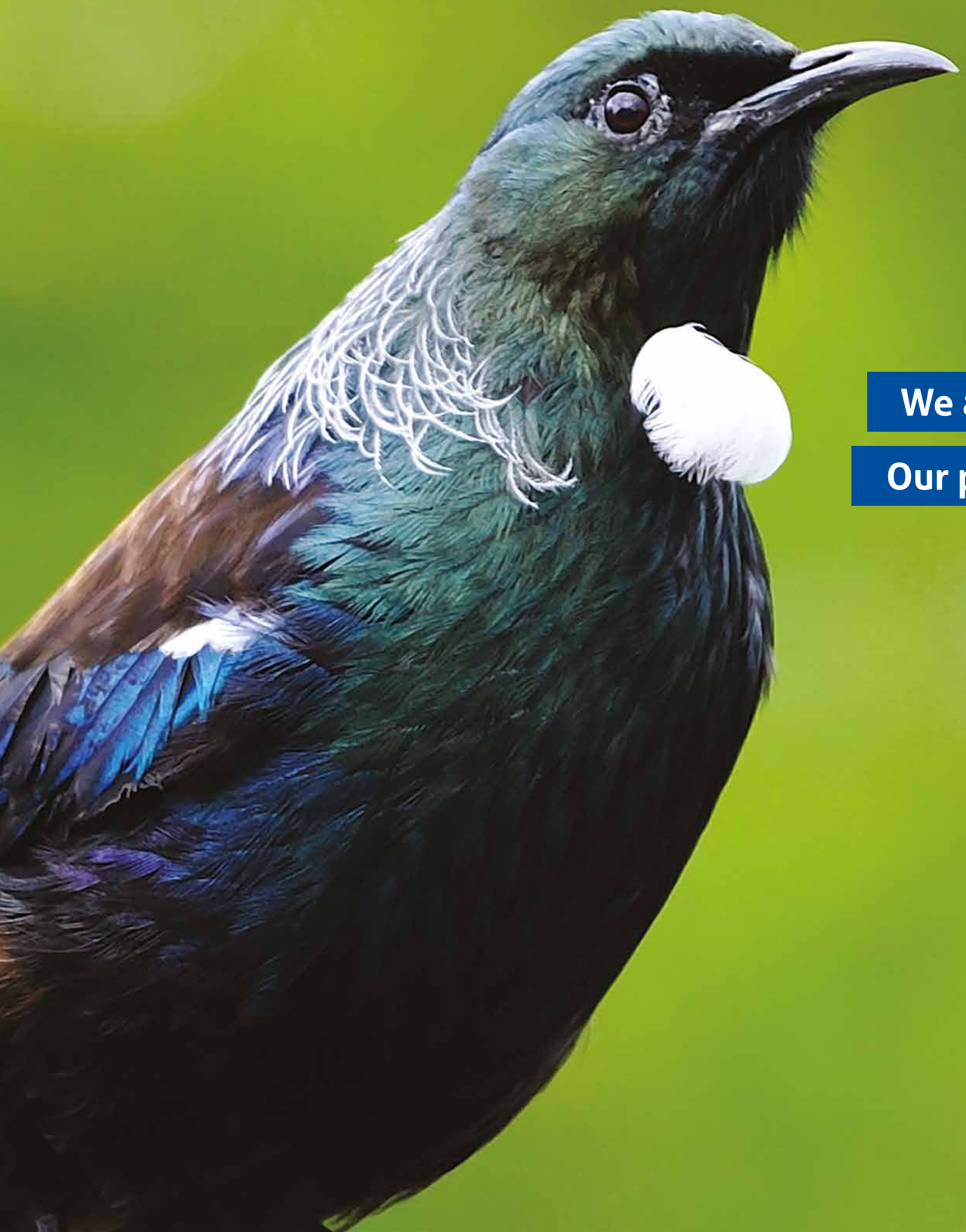
Our ecosystems flourish and are
predator-free under our kaitiakitanga.

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



Zero carbon communities | Parakore hāpori

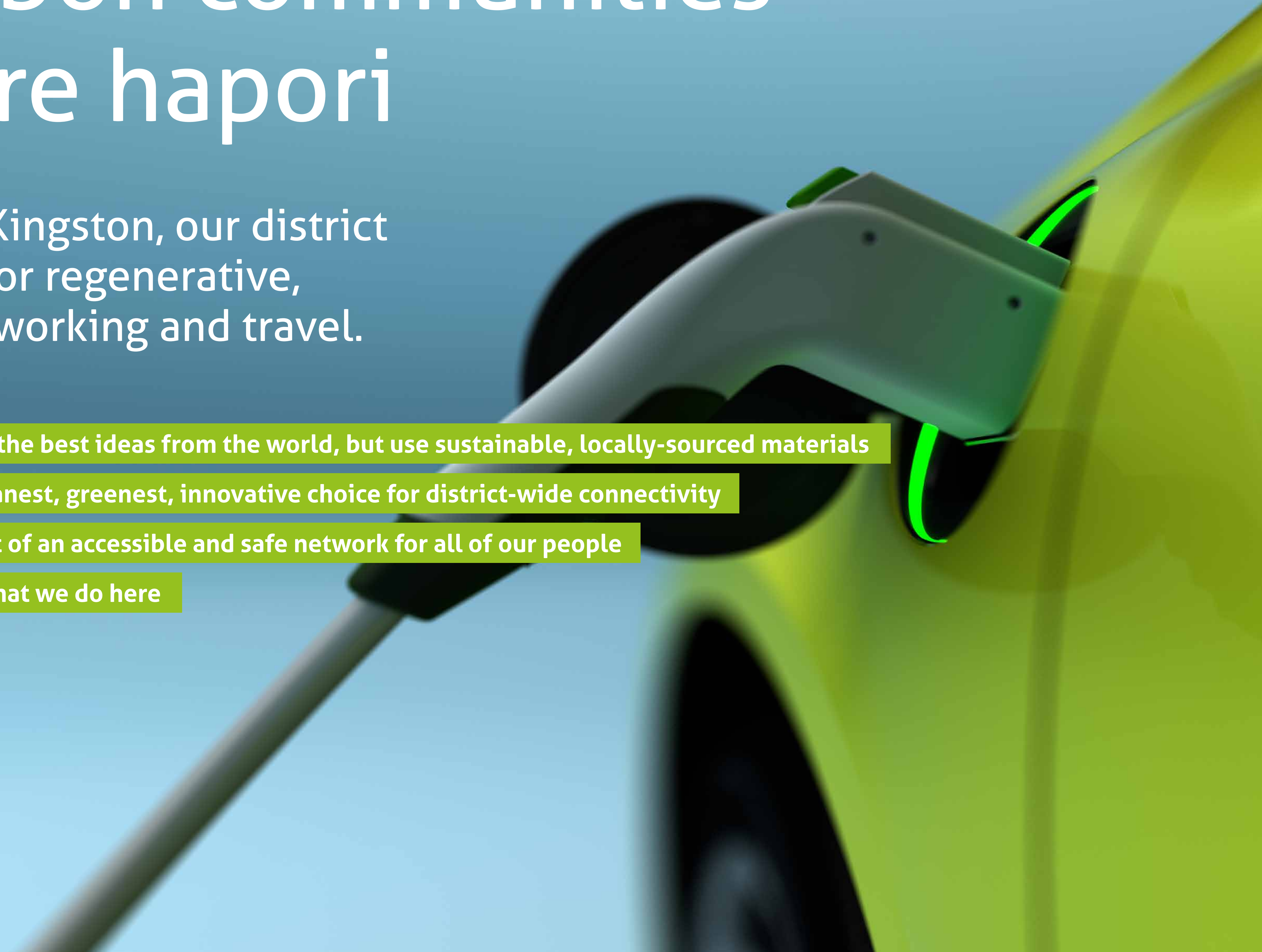
From Makarora to Kingston, our district sets the standard for regenerative, low-impact living, working and travel.

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



An aerial photograph of a steep, rocky mountain slope. A paved road winds along the side of the mountain. A large area of the slope has been cleared of vegetation, revealing bare rock and debris, likely due to a landslide. Several people in orange safety vests are standing on the road near a car. The background shows more of the mountain and a glimpse of a lake or valley in the distance.

Disaster-defying resilience | He Hapori Aumangea

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

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

Pride in sharing our places | Kia noho tahi tātou kātoa

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

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



We are only limited
by our imaginations

