



Masterton

Smart, Connected and Open for Business

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Masterton

Population (2015)

- Territorial 24,400
- Urban 21,000

Area

- Territorial 2,299 km² (888 sq mi)
- Urban 100.66 km² (38.87 sq mi)
- Density 11/km² (27/sq mi)





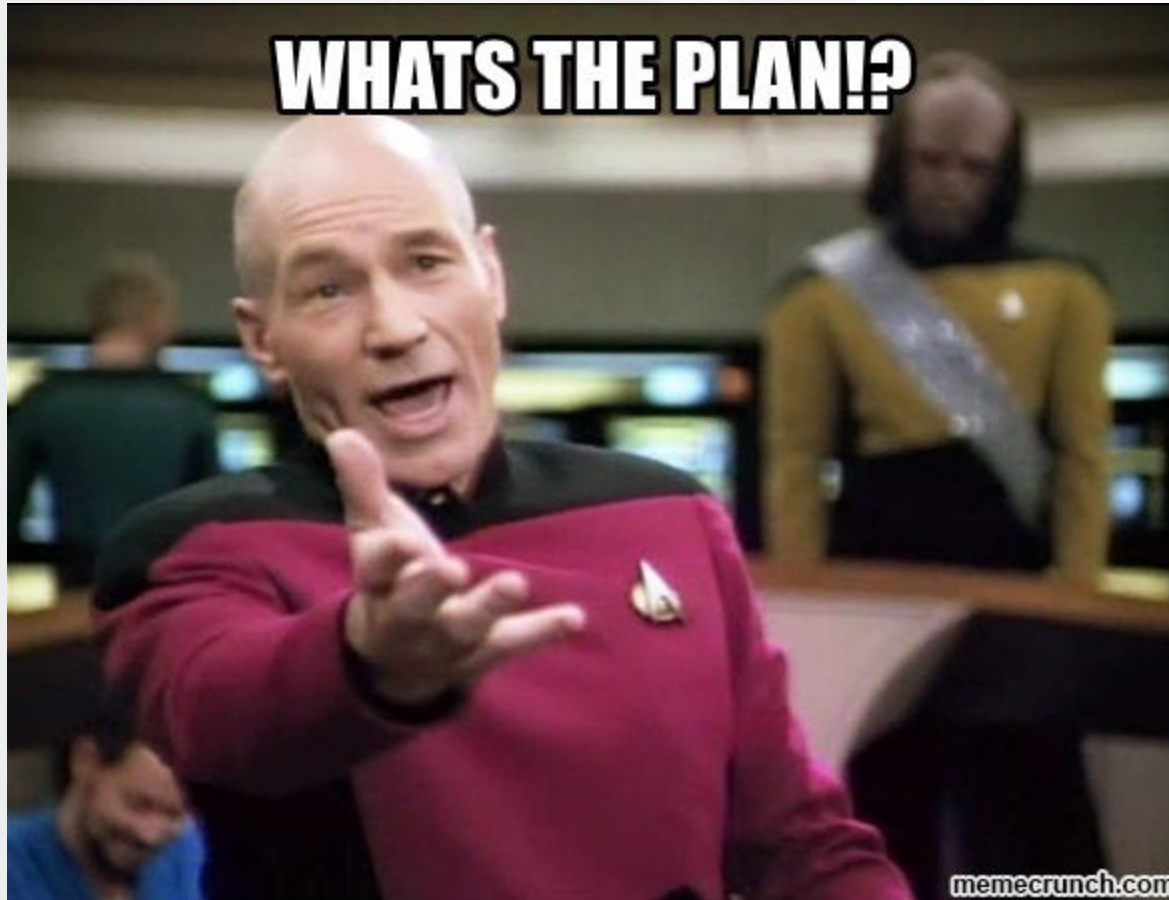


Zombie town?



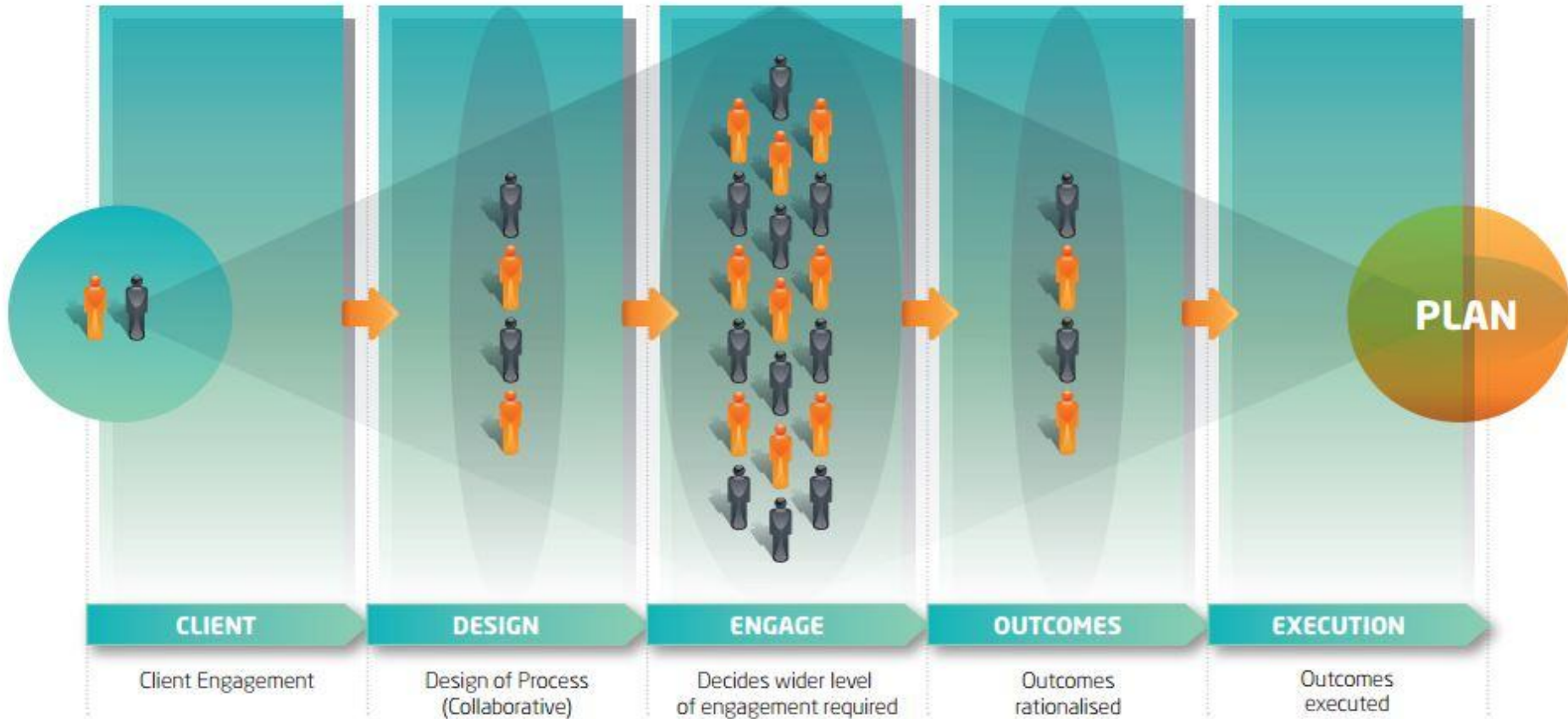
GDP Growth





Economic Development Programme

Open Participation



A strong CBD

**Retirement
Aged care**

**Business attraction
Commercial prop**

**Knowledge /
Weightless
economy**

**Primary -
Emerging
Established**

**Manufacturing
Processing**

Tourism

**Education
Student Attraction**

Education / Employment pipeline

Technology / Fibre / Mobile coverage

Water

Connectivity / Airport / Rail

S+C Council culture & processes / spatial plan

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Education



- The Masterton District, both rural and urban, is well serviced by an eclectic network of high quality early childhood services and schools. Tertiary education and training is also offered by the Wairarapa branch of the Universal College of Learning (UCOL) and the nearby Taratahi Agricultural Training College, just south of Masterton.
- Parents are spoilt for choice amongst the 21-strong early childhood network. The network includes kindergartens, child care and education centres, a home-based service, playcentres and kohanga reo. Twelve of the services are privately owned and there are nine community-based services. Places are generally readily available.
- The district's 12 primary schools, one composite (primary and secondary students) Māori immersion kura, and one intermediate school means parents also have a wide choice of primary schooling for their children. Two schools are state-integrated schools. Most rural primary schools are full primary schools, which include education for intermediate-age students. The majority of Masterton town schools feed students into Masterton Intermediate School, prior to them flowing into one of the district's six secondary schools. As a relatively small district as far as population goes, Masterton offers parents a great variety of secondary education opportunities – far more so than most communities of its size, or indeed major urban areas. There are two state secondary schools

YETE

- **Youth in Education, Training or employment (YETE)**
- This is a local initiative based on the Youth Guarantee scheme. It is an inter-sectorial partnership formed to develop a 'bottom up', community-led initiative. The intention is to strategically align resources and efforts in the whole of the Wairarapa to support our young people to reach their vocational and/or educational potential by developing appropriate pathways that allow them to transition from school through tertiary to employment.
- The YETE Network comprises of representatives from secondary schools, tertiary educators, employers, community groups (particularly those working with youth), local authorities, iwi and central government agencies such as Ministry of Education, CareersNZ and Ministry for Social Development.

YETE

- **YETE's purpose is to:**
 - ensure a wide range of locally led community groups/sectors work together in a connected and collaborative manner for the first time;
 - improve community, business, and educational outcomes by bringing together a range of agencies, Non Government Organisations, educational organisations, local bodies and employers with the common goal of providing relevant, purposeful and coherent pathways from education to employment;
 - strengthen and grow the provision and range of career services and information that is localised to the Wairarapa;
 - establish and facilitate the free flow of information between employers and job seekers in the Wairarapa;
 - collaborate and strengthen education and training pathways for youth “at-risk” of not going into further education, training or employment;
 - grow and build employer partnerships with schools and tertiary institutions to promote and establish more relevant learning pathways;
 - ensure schools are well informed regarding local employment needs and opportunities;
 - ensure employers have a better understanding of “millennials”, their characteristics and how best to work with them; and
 - strengthen understanding of cross-cultural competencies and how these relate and could benefit the work place.
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- **Outcomes that will be achieved through the YETE initiative include:**
 - improved economic growth and development;
 - improved life outcomes for young people – lives filled with meaning, purpose, and achievement;
 - a stronger, more productive, more positive, and more vibrant community;
 - a happier, healthier, and more socially integrated community; and
 - less time and effort spent on restorative activities.



SOLWAY
EQUESTRIAN ACADEMY



Imagine a place where smart 20-somethings can secure their futures with canny property investments, where IT entrepreneurs work for the world from their home offices and 50-somethings embrace a sophisticated social fabric, richly studded with ever-changing good food, wine and leisure activities.

As the eyes of those who want to secure less frenetic futures, Masterton District stands out as a place where it's easy to make a home.

Land and houses are affordable, and opportunities to forge a satisfying future are everywhere.

People want to make this beautiful part of the world their home because at its heart is a town that has everything you want – big brand stores, all of the services you need and sporting and recreational amenities all within a five-minute drive - and really good service

Move to Masterton!

