



# ONEGA COMMUNITY PLAN 2020

*A connected and resilient community, valuing our  
unique character, that encourages sustainable  
growth whilst protecting our way of life.*

Ongaonga1914

# Onga Onga (approx 1914)

- Further down:
- Wolstonholme General Store
  - Post Office
  - Willicombe, Baker and Tuck shop







## Contents

1. Foreword.....	1
2. What’s great about Ongaonga .....	2
3. Ongaonga History .....	3
4. Words of the Future .....	5
5. This Community Plan .....	6
6. The Day .....	7
7. Vision Statement .....	8
<b>GOAL ONE</b>	
Beautify, maintain and conserve our open spaces .....	10
<b>GOAL TWO</b>	
Market and Promote Ongaonga as an Outstanding Destination .....	12
<b>GOAL THREE</b>	
Strengthening our Community .....	14
<b>GOAL FOUR</b>	
Getting the Basics Sorted .....	17
<b>GOAL FIVE</b>	
Bringing People Together.....	19

## 1. Foreword

This community plan is the culmination of the Ongaonga community coming together, through a number of community meetings and conversations, to develop a plan to deliver on their vision for the future of the Ongaonga Community.

Facilitated and brought together with the support of the Central Hawke's Bay District Council, this plan has been developed by the Ongaonga community—for the Ongaonga Community.

Ongaonga has a proud and established history, being one of the early thriving settlements of the now modern day Central Hawke's Bay. Despite its challenges along the way, Ongaonga has embraced its unique character and position in Central Hawke's Bay, being forward thinking while maintaining the things that give Ongaonga its unique way of life.

This community plan articulates the vision of the community for the future of Ongaonga through five key goals. These goals have actions and priorities to deliver on the community's vision for an Ongaonga of the future.



## 2. What's great about Ongaonga

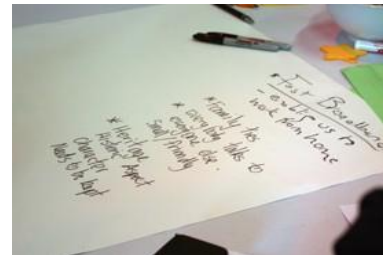
HISTORIC BUILDINGS  
Birdlife  
Coles Factory  
**Fresh**  
**Clean**  
**Water**  
Employment

**Safe**

SENSE OF COMMUNITY  
Friendly Village  
Community Pride  
STORE  
Central to bigger towns  
House prices  
Golf Course

Historic Society  
PLAY CENTRE  
Hall  
Family ties  
SPACE

The people



### 3. Ongaonga History

Tamatea Manawhenua were known to have been in the area for generations and named the Ongaonga stream after a stinging nettle that grew on the banks of the river.

The history of European Ongaonga village began in 1865 when a gentleman named Henry Hamilton Bridge arrived from England and purchased the Fairfield estate. Mr Bridge drew up the original plans for the village which served as the social and commercial hub for the surrounding farms in Central Hawke's Bay.

Ongaonga contributed greatly to the development of early Central Hawke's Bay and New Zealand. During its peak, Ongaonga was home to many businesses. One of which includes the Coles building and joiner firm.

This firm built many of the historical buildings found in Ongaonga and throughout the district, with the Coles building a Heritage New Zealand Category 1 listed building.

Ongaonga reached its peak in the early 1900's before motor vehicles changed the way people travelled. In 1914, with the onset of World War 1, any available young men enlisted in the armed forces, with this being said to be a significant turning point in the future of Ongaonga.

The village is now a quiet place and the residents work hard to preserve its rich history. Those living in the Ongaonga village and surrounding areas enjoy the peacefulness and unique environment.

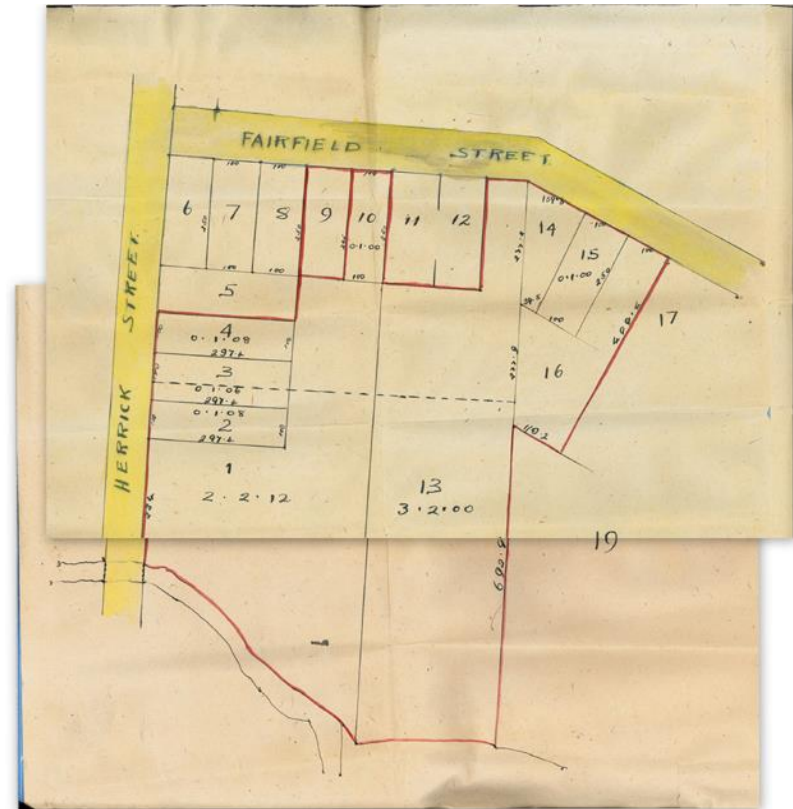


Image: creative commons courtesy of Kete Central Hawke's Bay: Map of Ongaonga streets. Shows Herrick Street and Fairfield Street. Fairfield Street now renamed Ongaonga-Waipukurau Road. Circa 1920s



Manawhenua as the first people of the land.

**pre 1800's** The station of Forestgate was established, that would later become Ongaonga Village and the surrounding area

The plans for Ongaonga were drawn up by Mr Bridge

**1851**

The first house in Ongaonga was built

**1865**

The first school in Ongaonga opened

**1874**

Coles Brothers Factory was built

**1875**

The post office and the Hall was opened

**1908**

The Great War. Almost all young men enlisted, said to mark the decline of Ongaonga

**1910**

The first power in Ongaonga was switched on

**1914**

The Hawke's Bay Earthquake occurred. Many chimneys came down.

**1925**

Ongaonga Golf Club was established

**1931**

Ongaonga loses a dedicated Police Officer

**1935**

Waipawa County began wide scale sealing of the roads

**1950**

Automated Telephone Exchange commenced, ending party lines

**1958**

The current primary school opened and the old school is established as a museum

**1965**

Ongaonga Sawmill closes

**1966**

The Ongaonga Post Office closes

**1980**











The Department of Conservation Field base closes

**1988**

The first Ongaonga Victorian market day is held, bringing thousands into Ongaonga

**2017**

**2019**

## 4. Words of the Future!

MORE ARTS AND CULTURE

**Birdlife** Protecting our heritage character

**Historic Ongaonga Brand**

Gateway to the Ruahines

Sustainable Growth

**Coles Factory**

**WATER, WATER, WATER!**

**SAFE**

School Pool

Forest Gate

HISTORIC TOURISM DESTINATION

SCENIC BEAUTY

**THRIVING RIVERS**

COMMUNITY GARDEN

TAYLORS SLAB

ADDRESSING FLOODING ISSUES

**Re-establishing the village pub**

BEAUTIFYING THE MAIN STREET

More job opportunities

STRONGER RELATIONSHIPS

Events

Motorhome friendly

Boutique accommodation

OPPORTUNITIES FOR NEW INDUSTRY/BUSINESSES

RECREATIONAL AND SPORTING ACTIVITIES

**Community Hub** DESTINATION LOCAL





## 5. This community plan

Community Planning was a key project identified by the Community in the development of Project Thrive. Project Thrive was a major community engagement and planning exercise for all of Central Hawke's Bay, that involved over 4,000 individual pieces of information and wide community feedback.

Community plans provide a united voice to advocate for and promote initiatives and ideas of a community to Councils, businesses, funders and other organisations. They represent a collective voice of the people, with clear priorities and actions for delivery.

This Community Planning process has been facilitated by Central Hawke's Bay District Council, with Council's role now shifting to a supporting and advocating role for the Ongaonga Community to achieve their aspirations.

Community Plans are just that—plans developed by the community for the community. They represent their aspirations and the community they want for their future.



## 6. The Day

The Ongaonga Community Planning workshop took place on the afternoon of Saturday 20 July 2019, at the Ongaonga Community Hall.

47 enthusiastic community members attended the workshop and after enjoying a shared lunch were seated at tables and given the following questions to work through in groups:

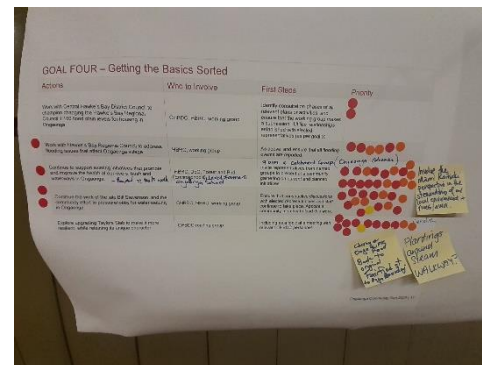
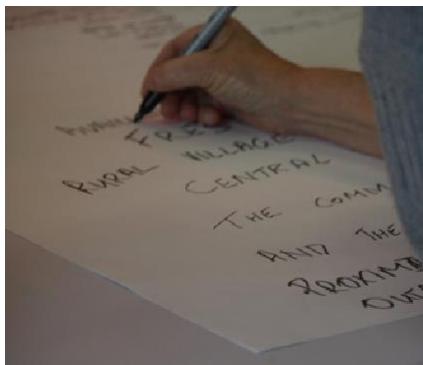
***What things do you like most about Ongaonga?***

***What are you most excited about for the future of Ongaonga?***

From there, each person decided on their top ten ideas for what they believed would make Ongaonga an even better community. This was then narrowed down to a top three before each table put their heads together to work out their groups all up top five suggestions for their Community Plan.

The workshop concluded with all of the groups top five suggestions being shared and discussed. From there a number of participants volunteered to be part of a working group to continue to develop and progress the community plan. This group met a number of times to discuss all of the material from the workshop and form the draft community plan that was taken back out to the community for feedback prior to its adoption.

Once the first draft of the plan had been completed, a community “walk through” feedback evening was held, on 8th August 2020. Further community input was incorporated into the plan, including priority setting.



## 7. Vision Statement

Our vision is:

*A connected and resilient community, valuing our unique character, that encourages sustainable growth whilst protecting our way of life.*

There are five areas to focus on to achieve this vision. These are:





## GOAL ONE

# Beautify, maintain and conserve our open spaces

We want to enhance our current and future open spaces and streetscapes, building on the unique heritage character of Ongaonga while encouraging native planting and the naturalisation of water-ways.



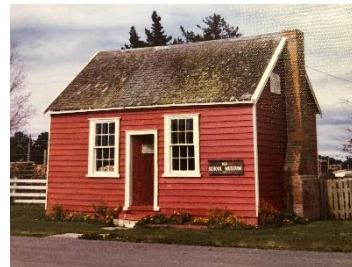
## GOAL ONE - Beautify, maintain and conserve our open spaces

Actions	Who to Involve	First Steps	Priority			
			<1 year	1 – 3	3 – 5	5 + y.
Develop an open space master plan for Ongaonga, determining current and future park, and walkway opportunities for the village.	Council, school, wider community, Forest Gate domain, Department of Conservation (DOC)	Advocate to Council to support community effort		✓		
Identify opportunities to encourage more native planting, naturalisation of waterways and birdlife throughout the village.	Hawkes Bay Regional Council (HBRC), wider community, landowners, catchment groups	Connect and coordinate with Councils and catchment groups.		✓		
Complete the new entranceway sign project.	Council, community leaders	Identify what remaining work is required	Completed			
Develop a landscape plan for the main street, incorporating traffic calming, building on the villages historic theme.	Council, business owners, Ongaonga Historical Society	Organise an initial meeting with Council on design opportunities		✓		
Work with NZTA, DOC and Council to clean up State Highway 50 entrance to entice people into the village.	NZTA, DOC, Council, HBRC, community	Connect and coordinate with key partners		✓		
Recognise and celebrate the importance of the Coles Building as the main building of historic significance in Ongaonga.	NZ Historic Places Trust (NZHPT), Council, Ongaonga Historical Society, community	Prioritise Coles project with partner organisations to support fundraising efforts	✓			
Ensure we maintain and support other existing buildings in our community of historic value such as local churches and historic homesteads.	Ongaonga Historical Society, building owners, NZHPT, Council, community	Organise meeting with NZHPT to discuss funding and other examples of towns that showcase historic buildings	✓			

**GOAL  
TWO**

## Market and Promote Ongaonga as an Outstanding Destination

We want the unique historic character and charm of Ongaonga to be the platform that sees Ongaonga become an outstanding destination location for families, visitors and tourists in the Hawke's Bay.





## GOAL TWO – Market and Promote Ongaonga as an Outstanding Destination

Actions	Who to Involve	First Steps	Priority			
			<1 year	1 – 3	3 – 5	5 + y.
Identify responsible overnight camping opportunities for Ongaonga and what funding, such as the Tourism Infrastructure Funding is available.	Council, HB Tourism (HBT), property owners, Department of Conservation (DOC)	Organise meeting with parties to explain vision for the future. Explore ex DOC site as an option.	✓			
Investigate community opportunities to create unique local boutique accommodation that builds on the unique character of Ongaonga.	Property owners, HBT	Advocate to HBT to focus on this opportunity. Support property owners with information and marketing.			✓	
Continue to work with Hawke's Bay Tourism and Central Hawkes Bay District Council on opportunities to promote Ongaonga as a historical tourism destination.	NZHPT, Council, HBT, Ongaonga Historical Society (OHS)	Identify drawcards for visitors, including historic sites and buildings, unique accommodation, event venues, retailers, natural landmarks etc. Meet regularly to check progress.		✓		
Continue to seek out opportunities to promote Ongaonga as a destination location through the region.	HBT, working group, Council, local businesses	Identify marketing campaigns of relevance. Ensure an Ongaonga presence on "local travel" social media channels and <a href="http://www.hawkesbaycation.com">www.hawkesbaycation.com</a>			✓	
Develop an unique Historic Ongaonga brand with integrated signage, maps and brochures about the village and surrounding attractions for visitors.	Working group, Council, OHS, local businesses.	Organise a visioning meeting with partners. Consider scope, existing branding and opportunities.	✓			
Work with Department of Conservation and Hawke's Bay Tourism to explore connections with Tikokino as a gateway experience to the Ruahines.	DoC, HBT, tramping and hunting groups, HBRC, Tikokino community	Meet with partners to identify how this can happen as part of other bodies of work.		✓		
Explore opportunities to promote the development of existing and new hospitality businesses that support the strengthening of our community.	Council, Business HB, working group, local businesses and households, banks	Work with Council to raise awareness of support services available.	✓			

**GOAL  
THREE**

## Strengthening our Community

We want to continue to build on the connectedness and pride of our community to see a supported and strong Ongaonga for the future.



## GOAL THREE – Strengthening our Community

Actions	Who to Involve	First Steps	Priority			
			<1 year	1 – 3	3 – 5	5 + y.
Develop an induction pack with council for contractors and other organisations to recognise the uniqueness of our community when working in the area and to ensure its uniqueness is protected.	Council, Ongaonga Historical Society (OHS)	Work with Council to identify what is currently available to contractors, and produce further information as required.			✓	
Work with both the Regional and Local Council and other key organisations to ensure the voice of Ongaonga is clear heard and represented.	HBRC and CHBDC elected representatives.	Invite elected representatives to community events. Host a “meet the representatives” gathering.		✓		
Explore setting up an Ongaonga Community Facebook page to share good news events, with the goal being that there is one key community page.	OHS, working group	Identify who will admin the page, agree on page rules and membership. Create page.	✓			
Create opportunities to explore and tell the stories of pre-European and cultural history that makes Ongaonga so unique.	Local hapu, Mana Whenua, Council, working group	Engage with local hapu and mana whenua on their aspirations		✓		
Focus on one or two key community events per year such as quiz nights, community dinners or ANZAC day commemorations, to bring the community together.	OHS, working group	Identify events that are the best fit for community needs.	✓			
Share the message of our community plan with the Ongaonga community.	Working group, CHBDC	Use social media to share the plan. Have copies of the plan available in CHBDC locations (e.g. libraries) and in public spaces around Ongaonga.	✓			
Identify locations for community noticeboards and explore how these will be used in the community.	Working group	Identify locations, secure sponsor/s for each notice board. Nominate a person who will maintain them.		✓		
Encourage and support the success of the Ongaonga School and Play Centre in the community	Working group	Invite school and Play Centre representative to be part of the working group. Ensure school/play		✓		



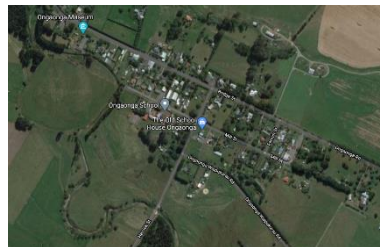
		centre families are invited to community events.				
Continue to build on existing community events that support connections in the wider community	Working group	Develop an annual plan/map of events to ensure a balanced spread of events throughout the year. Check for cross over or opportunities to tie in with other CHB events.			✓	
Encourage greater co-ordination between community committees by establishing a regular quarterly forum with groups such as the playcentre, hall committee, golf club, school, historical society and other like groups.	Working group	Include quarterly forums in events calendar and ensure the groups, as listed, are invited.		✓		
Continue to support neighbourhood support/watch and look to establish relationships to enhance safety eg Police, Community Patrol NZ.	Working group, Police, community patrols.	Meeting with OIC Waipukurau Police Station to discuss neighborhood watch and community patrols.		✓		



## GOAL FOUR

# Getting the Basics Sorted

We want the important things in life, like water, to be the priority of our regional and local governance and other practical governance impacts such as floor height levels and recycling to be addressed.



## GOAL FOUR – Getting the Basics Sorted

Actions	Who to Involve	First Steps	Priority			
			<1 year	1 – 3	3 – 5	5 + y.
Work with Central Hawke's Bay District Council to champion changing the Hawke's Bay Regional Council 1:100 flood plain levels for housing in Ongaonga.	CHBDC, HBRC, community	Meet with both Councils to raise understanding of the issue and to prioritise on their agendas.				✓
Work with Hawke's Bay Regional Council to address flooding issues that affect Ongaonga village.	HBRC, Council, community	When meeting as above, explain issues to both Councils.		✓		
Continue to support existing initiatives that promote and improve the health of our rivers, bush and waterways in Ongaonga.	HBRC, DoC, Forest and Bird, EnviroSchools, Ongaonga School, local farmers and landowners.	Form an Ongaonga Stream catchment group.  Include a mana whenua perspective of Kaitiaki in the stewardship of the local environment.	✓			
Continue the work of the late Bill Stevenson, and the community effort to pressure/lobby for water security in Ongaonga.	CHBDC, HBRC, working group	Organise regular liaison meetings with Councils and community to share updates and news.	✓			
Explore upgrading Taylors Slab to make it more resilient, while retaining its unique character.	CHBDC roading group	Organise a meeting to prioritise this work.		✓		



**GOAL  
FIVE**

## Bringing People Together

We want to continue to build on the amazing community that Ongaonga is and the facilities that we can make available to support a range of people and groups



## GOAL FIVE – Bringing People Together

Actions	Who to Involve	First Steps	Priority			
			<1 year	1 – 3	3 – 5	5 + y.
Continue to promote and build on the Ongaonga Community hall as the “hub” of the community	Hall committee, working group, Council.	Identify how it’s use and identity can be promoted, using community networks and communication channels (e.g. social media).		✓		
Develop a long term plan for the future of the hall, keeping its aesthetic character whilst making more modern to meet the needs of the community now and into the future.	Hall committee, Ongaonga Historical Society, Council	Organise community visioning meeting with key partners on the future of the hall.	✓			

