



27 April 2014

The Chief Executive
BOP Regional Council
Whakatane

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Dear Mary-Anne Macleod

Re: Lake Rotorua Nutrient Management - Proposed Plan Change 10:

Clean and safe freshwater is essential for life, quality of life and livelihood. I support the swimmable (primary contact) standard as the bottom line for waterways.

Waterways that meet or exceed the 'swimmable' standard must be protected and maintained at this level. Waterways that fail this standard must be improved to 'swimmable'.

We all want healthy lakes and rivers in New Zealand. Access to freshwater is a basic human right. We market our brand of 100% Pure to the rest of the world and easy access to boating, fishing and swimming in our lakes and rivers has long been a favourite pastime of the Kiwi summer holiday.

I personally use Lake Rotorua regularly for boating, water-skiing, swimming and fishing, I support efforts to improve the water quality of Lake Rotorua.

I am also cognisant of the fact that some surrounding landowners / farmers are going to be significantly impacted economically. I believe more funding needs to be made available to assist / compensate these landowners to transition to compliance or to find alternative use so they can continue to live, work and enjoy living in our region. Some of those impacted have been farming for multiple generations.

The \$40m funding pool allocated to the Lake Rotorua Incentive Board for voluntary land use change is in my opinion insufficient to deliver the planned outcomes. This amount needs to be reviewed and lifted significantly to ensure maximum sign up and engagement from impacted families and parties.

I do not wish to speak in relation to this submission unless you believe it necessary. It could be projected that tourism would be stronger with a healthier lake in the future, therefore as a tourism operator I declare an interest and possible trade advantage with a cleaner lake.

Kind regards

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